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IMPACT OF ONLINE TRAINING METHODS IN INDIAN BANKS

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ABSTRACT

The Coronavirus has affected worldwide. It has affected every individual's physical health, mental health as well as financial complications everywhere. Because of Coronavirus many people have lost their jobs, sales and production has decreased and profits have declined. Along with various sectors of economy, banking sectors is also facing various problems due to the pandemic. The researcher tries to find out the impact of online training and development on the performance and productivity of the employees along with enhancement of functional/operational skills, knowledge on employees of Indian banks. Training is a crucial strategic tool for enhancing the performance of the employees Training itself has stopped for some period, but in later stage of pandemic, it started. Offline training to bank employees in this pandemic situation has become difficult. So, nowadays the bank employees getting online training.

Keywords: Training and development, Job knowledge, Performance and productivity

INTRODUCTION

Training and development is continuous process. Banks are a service industry which need to cater the changing needs of the customers. The banks have stretched understood so as to their most precious asset is their human capital where many are convinced for the large investments in employee training and development. In for the banks to be able to thrive and survive in today's competitive marketplace and economy, training and development their employees is now extremely significant for many private banks in India. Numerous banks during this pandemic situation have found that investing employees through training and development in order to enhance employees 'efficiency extremely important, consequently banks will be able to obtain a better return in human capital investment by increasing employees 'level of job satisfaction. Today in many private banks managements are concentrating on employee training and development as one of the most effective method to retain their employees.

A bank is able to know how to retain and attract employees at the same time. This can be obtained by providing an effective employee development and training. The main research aim is to find out the influence of employee online training and development on the bank staff in this remote changing environment.

Statement of the Problem:

The world is changing very rapidly due to the increasing competition. To face these challenges training is very essential part of any organization. When employees are properly trained they contributes largely to the achievement of the organization especially banks. A well trained staff shows better performance .As per result of many researches, training increases the organizational performance. So, considering the former root, the study is carried out to identify the improvement of the performance of the employees due to the training. This pandemic situation has made offline training is not possible, for which the banks have to adopt online training programs, especially soft skill. The given research has tried to find out whether online training is that much effective on performance of the employees or not.

OBJECTIVE OF THE STUDY

- To study the impact of training and development on performance of bank employees in India.
- To understand the various methods of training and development methods used in banks in the online mode.
- To bring out the special efforts put by the private implement the training and development programmes at various levels of the management

SCOPE OF THE STUDY

The coronavirus has affected the working pattern and learning in incomparable ways in all the sectors. In order to study the influence of coronavirus which is the main cause of the online soft skill training of employees and corresponding impact of this change on performance, study is conducted on employees of select banks as case study. The outcome of this research will help the banks to recognize the factors that influence employee performance with special reference to learning and change in behavior in the banking sector

REVIEW OF LITERATURE

The coronavirus has affected the entire world Physical health, mental health as well as financial complications noted in life people everywhere. Because of Coronavirus many people have lost their jobs, sales and production

has decreased and profits have declined. Various sectors of the economy were affected including the banking sector. The study of the paper focused that training is a crucial strategic tool for enhancing the performance of the employees. Training and development was stopped for some period but later it started off through online mode which has created a positive as well as a negative impact on the bank employees in this pandemic situation. (Shingade 2021).

According to (Siddiqui, 2019), analysed that the impact of training and development along with communication in the banking sector. Managers in the banking sector need to specifically increase focus and efforts in designing required training system in the banks as one of the best practice in today's situation. The results of the study showed a positive impact of training and development on the banking employees to meet the current job settings.

(Imran, 2015) in his study carried out taking into consideration the significance of both training and development on employee performance in the banking sector. It is one of the most crucial function of management for a service business like banks to keep their employees knowledge and competencies up to the mark because of the changing global scenario and situation of the pandemic. Training and development improves job knowledge, quality and quantity of work, functional skills and their motivation and loyalty that are linked either positively or moderately but in a supporting direction in the banks of Pakistan.

(Asfaw, 2015) focused on the impact of training and development on the employees performance and effectiveness at the district of five administrative office, Addis, Ababa Ethiopia. A cross sectional institutional based quantitative research method was conducted using the likert scale which resulted in positive correlated with employee performance and effectiveness. The research also recommended that in the five district administration office shall maintain providing employee training and development and skill deficit of employees, monitor and training evaluation tools so as to help to maximize the impact of training activities.

RESEARCH METHODOLOGY

In the present research the data was collected through primary source through a well-structured questionnaire. Total 50 questionnaires were distributed and data obtained from 3 banks in Mumbai. The data was interpreted, summarized and analyzed through, percentages, diagrams, graphs whenever necessary to compare the data.

RESULTS AND DISCUSSIONS

The study has taken structured questionnaire. Through questionnaire it was expected to measure factors that will enable to study impacts of online training on the performance of bank employees. Face to face structured interviews were conducted of employees to obtain required data

The following table 1.1 and chart 1.1 shows the no of employees taken from the various branches of the selected banks in Mumbai.

Table 1 Bank wise number of respondents in Mumbai City

SR. No	Name of Banks	No of Sample Selected
1	I CICI Bank	15
2	HDFC Bank	20
3	AXIS Bank	15
Total		50

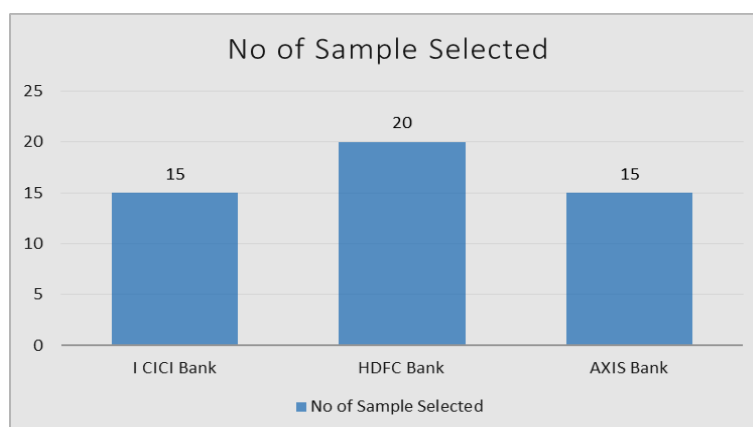


Chart 1 Number of Sample selected

The distribution of the sample as per levels in the banks is highlighted as under:

Table 2 Designation wise classification of respondents

Designation	Human resource managers	Operational managers	Branch managers	Front desk managers/ officers	Administrative staff	Total no of respondents
I CICI Bank	1.00 7%	2.00 13%	1.00 7%	5.00 33%	6.00 40%	15.00
HDFC Bank	1 5%	2 10%	1 5%	4 20%	12 60%	20
AXIS Bank	1 7%	3 20%	1 7%	6 40%	4 27%	15
Total	3	7	3	15	22	50

Source: Based on Primary data

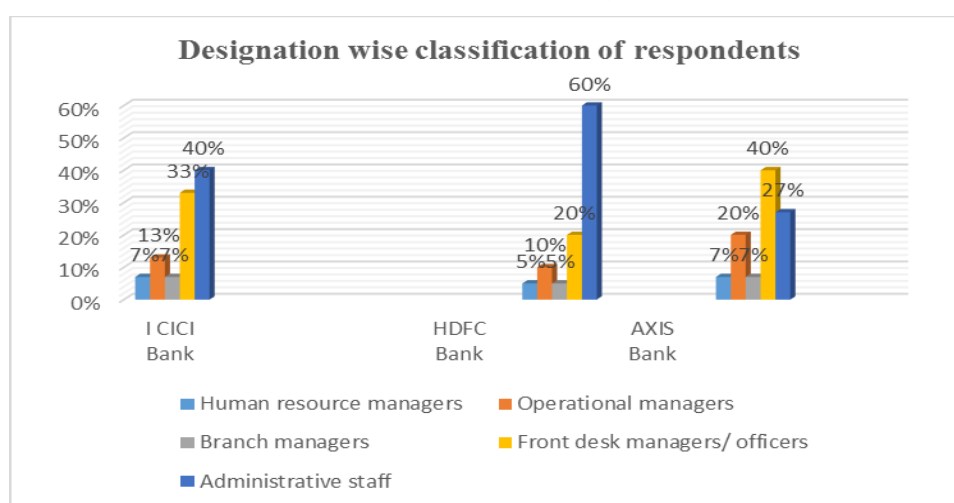


Chart 2 Designation wise classification of respondents

Table 2 highlights the data relating to the designation wise of respondent taken on the basis of their banks and categories. From the above table 1 human resource managers from each banks were questioned as they were aware of the need for training and to meet the needs of the changing environment. 7 respondents of operational managers, 3 branch managers, 15 front desk managers and 22 were the administrative staff of the total respondents were taken for the given study.

Table 3: Opinions regarding the methods adopted for training and development programmes by the private sector banks

Effective Training Methods	ICICI Bank	HDFC Bank	Axis Bank	Total no of respondents
Online Training Methods	7	16	10	33
Offline Training Methods	8	4	5	17



Source: Based on Primary data

Banking being a service industry customer satisfaction plays a vital role banks growth and development. The private banks put in special efforts to implement the training and development programmes at various levels of the management. There are various methods of training the employees were carried out in the banks but from above table 3 shows that majority of the respondents found online mode of training more effective were the total no of respondents were 33 i.e. 66% out of 50 the total number of respondents to face future needs and challenges of the environment.

Table 4 Opinions regarding the effect online training and development on Performance adopted by Indian Banks

Banks	Learning & sharing information	Knowledge enhancement	Skills & attitude	Performance & productivity
I CICI Bank	3	5	6	8
HDFC Bank	4	3	3	10
AXIS Bank	2	3	1	9
TOTAL	9	11	10	27

Source: Based on Primary data

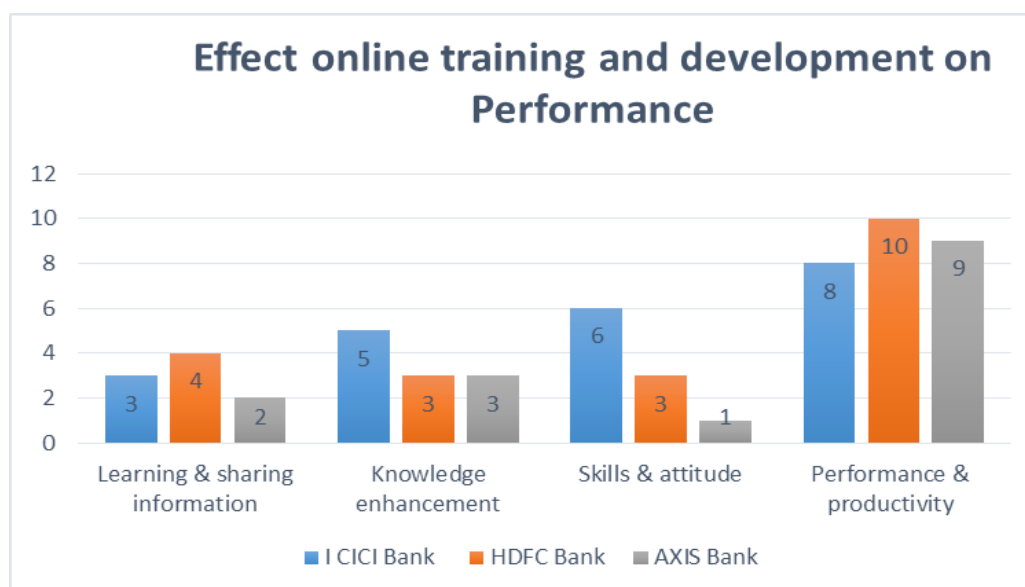


Chart 4

From the above table 4 it can be seen that 27 respondents from the 5 banks were found that effective online training methods improved their performance and productivity. Out of the total no of respondents 11 respondents found that online training methods improves job performance and enhances skills .

CONCLUSION

The pandemic has effected the entire world. Training and develeloment is a crucial factor required by all organisation especially the servive oriented banking industry where customer ever activity is tailor made as per the needs demanded. Many organisationa have translated traning and development in their philosophy for the achievement of mission and vision into reality. The above study was conducted in the private banking sector where the infrastructure supports the current situation . Because of COVID-19 the banks today are providing online mode of training which is required for increasing knowlwedge and enhancing the skills. But we know that there are certain techincal limitations due to lack of internet connectivity from both the side which is inevitable so technology has its own limitations. The training programmes were designed as per the needs and flexibility of the employees . The online training programs were cost saving and less time consuming for the banks .

During these unfireseen situations all the three banks made efforts to provide training through hiring efficient trainers who could interact with the trainees and conduct sessions as offline. The Positive impact/change resulted in improved performance of the employees and train the new joinees a s per the need of the environment.

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INDIA'S BANKING INDUSTRY: CREATIVITY AND INNOVATION

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No one can deny that banks have become indispensable for everyone; in this era, human needs and satisfaction levels have surpassed previous benchmarks, and the banking sector is providing a wide range of services to customers; previously, banks only offered saving accounts to the public, and there were only a few banks available. However, we cannot overlook the technical difficulties that every industry, including banking, is confronting. The focus of this research is on banks' creative methods and policies for retaining existing clients and the underserved. Customers' impressions of bank innovation and originality are the subject of this study. Ahmedabad-based banks were chosen by the researcher. A total of 100 bank clients participated in this study, which consisted of a closed-ended questionnaire about their experiences with the bank's creative and technical offerings.

Keywords: Bank, Innovation, Creativity, India

People's needs and satisfaction levels have exceeded previous benchmarks in this era, and the banking sector is providing a wide range of services to customers; traditionally, banks only offered savings accounts. The banking sector has emerged as a promising sector in India, disrupting people's lives and lifestyles; no one can deny that banks have become indispensable to everyone. There was a time when banks only focused on the urban areas of the country, but now they're focusing on the rural areas as well, providing a wide range of services to help improve the quality of life and economy of the people there, and it's working, as evidenced by how farmers are producing crops and they have no fear of money lenders who have taken advantage of them. All of the latest bank policies and initiatives, as well as the backward society, are examined in this essay.

INNOVATION AND CREATIVITY IN BANK

Changes in the banking industry and the ways in which they affect customers are being wrought by advancements in bank payment systems and the accompanying new banking methods. The uniqueness of this project is based on the widespread agreement that one of the most important investments banks can make for the future is ensuring that everyone has access to the necessary tools of a digital society. Breakthroughs' real worth, though, is not in the technology itself, but rather in the access to resources, knowledge, data, and other factors that are becoming increasingly crucial in today's economic and social interactions and interactions themselves. Mr. Annon, thank you (2003), Innovative banking practises are now a major focus in banking sector development and legislation as a result of this trend. Electronic payment systems and related new means of banking are being developed to supplement traditional banking methods as a result of bank payment system advancements. People who use the term "junarsin" to describe themselves are referred to as "junarsins" (2010)

A failure to address the broader implications for current payment systems would very certainly lead to an overemphasis on various attempts to build electronic forms of payment without sufficient consideration of context. Payments made using cash, checks, and other paper credits were the norm until recently, when banks began accepting alternative payment options.

2. LITERATURE REVIEW

Internet banking, ATMs, mobile banking, and credit cards are all included in Komal and Vandna (2012)'s analysis of the evolution of E-banking services. The researcher examined the impact of these four factors on customer satisfaction and E-Banking issues. There is an emphasis in this study on comparing public and private Indian and foreign banks. E-banking has a lot of potential, as this study indicates, but those opportunities must be taken advantage of. According to a survey, banks need to adopt a strategy that would allow them to meet the needs and expectations of Indian customers when it comes to E banking. A more customer-centric approach to online banking necessitates an understanding of the difficulties and opportunities that have arisen in Mobile Banking, ATMs and Internet Banking as well as credit cards in order to plan a more efficient and successful policy for online banking services.

As part of their study, Anitha and Vasantha (2013) looked into people's awareness of technology and how they utilise it in the banking sector, as well as how they interact with it. This research examines the factors that affect customers' views about banking technology and the ways in which technology can be helped to be effective and

efficient in banking. Convenience, confidence, safety, and ease of use were all taken into account when analysing the data. Research shows that despite technological advancements in cash transaction processing, consumers still choose direct banking, giving it an advantage over banks because it is perceived as a more user-friendly option. More than half of the participants polled in this survey are aware that the full potential of technology exists and that banks must take action to raise awareness.

Information technology's impact on the banking industry is the subject of a study by Ibha Rani (2015). The researcher examines how banks are utilising technology. In addition, this research explores the application of service and its limitations in Indian banking, with an emphasis on IT-enabled services. Including MICR technology, CTC, ECS, EFT, RTGS, and CBS, as well as ATMs, phone banking, telebanking, internet banking, mobile banking, and CRM, this booklet covers all the most recent IT trends in Indian banking. According to this article, it is possible to provide timely, cost-effective, and well-organized services to customers via technology. According to the findings, Indian banks aren't as technologically advanced as their international counterparts, but they do follow all of the major global technological trends.

The concept of service innovation has not fared well since its introduction in the 1980s (Droege, Hildebrand, & Forcada 2009). According to Miles (2008), a Service Innovation researcher, service innovation appears to be focused on the inadequacies or weaknesses in service practises, meaning that the notion of Service Innovation has to be refreshed. This new method would be beneficial to the service business. A high-value service product with multiple consumer conveniences is required in light of the increased competition in business services as well as the expanding diversity of business services.

Product development processes would be significantly improved if the rate of innovation was used, according to Yuan Lu and Jui Tseng (2010). Customers must be a part of the process of developing new products or services. Innovation, according to Junarsin (2010), is the key to success in the service industry. However, there are often gaps in the implementation of innovations by service organisations; for example, businesses do not always match and give what customers desire when delivering fresh ideas. Service Innovation is simple to duplicate because it does not rely on sophisticated technology (Sundbo, 1997). As a result, service is an intangible concept that can only be experienced by those who utilise the service. When the consumers are rivals, it will be very easy for the service providers to replicate the experience of the service because it is quickly perceived and strongly linked to its target market segments.

Innovation in service appears to be a result of a lack of service methods or inadequacies. Customers may be wary about adopting Service Innovation since it is not readily available to them and may not be suitable with their requirements. This might lead to a need for renewal, which can be beneficial to a company's growth.. It is difficult to standardise the challenges of Service Innovation, according to both Sundbo (2006) and Kuusisto & Riepula (2009) that's because services aren't physical things. For instance, many small and medium-sized enterprises have tried out service innovation on an individual basis. ”

Customer-firm collaboration could be a crucial source of innovation that delivers solutions and advantages to customers. Employees who work for a firm that values innovation will be encouraged to be creative and proficient at executing new ideas that benefit customers. A good invention is one that comes from customers, according to Cruz & Paulino (2013). Because a Service Innovation is built around the customer, it will always include actual customers in the creation process. As numerous experts have stated, the success of a Service Innovation is largely dependent on the quality of the Service Innovation's workforce.

According to Sebastiani & Paiola (2010), non-technological sources are frequently the source of successful innovation. Superior performance isn't always ensured by the latest technologies. Direct interaction with clients is cited as an advantage of Service Innovation activities. Service Innovation has a reputation for being a non-issue due to its intangible nature. However, as the service industry continues to grow, the need for Service Innovation is becoming ever more critical. Service Innovation is a source of competitive advantage according to Oke's (2007) opinion, which is in line with our own observations.

3. RESEARCH OBJECTIVE

1. To investigate how customers feel about bank innovations and inventiveness.
2. To investigate the factors that influence bank selection in terms of innovative and creative services provided by banks.

3. DATA ANALYSIS

Sr No	Null Hypothesis	P Value	Decision
Chi-Square Testing			
1	There is no significant relation between Age and difficulty in using innovative banking service	0.000	Null hypothesis is rejected
2	There is no significant relation between Age and reason for selecting an Internet Banking	0.000	Null hypothesis is rejected
3	There is no significant relation between Age and satisfaction with Innovative banking services	0.000	Null hypothesis is rejected
4	There is no significant relation between Education and difficulty in using innovative banking service	0.000	Null hypothesis is rejected
5	There is no significant relation between Education and reason for selecting an Internet Banking	0.000	Null hypothesis is rejected

Sr No	Null Hypothesis	P Value	Decision
T Test			
1	Bank customers do not believe that Convenient Location is important factor while selecting Bank	0.332	Null hypothesis is accepted
2	Bank customers do not believe that Credit Facilities is important factor while selecting Bank	0.000	Null hypothesis is rejected
3	Bank customers do not believe that Interest Rate & / or Foreign Exchange is important factor while selecting Bank	0.000	Null hypothesis is rejected
4	Bank customers do not believe that Quality of Service is important factor while selecting Bank	0.000	Null hypothesis is rejected

5. CONCLUSION

Banks have changed their operations and moved towards universal banking as a result of the increased use of technology and technology-based services such as smart cards, ATMs, internet use, mobile banking, and social banking. Banks have begun to integrate core banking, human resource management (HRM), enterprise risk management (ERP), and process re-engineering, among other technology, to improve their performance and productivity. Cashless and paperless payment solutions are preferred by the majority of banks. According to a research analyst at KPMG, non-cash payments accounted for 91 percent of total payments in FY2020, up from 88 percent in FY2018.

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STRESS IN THE WORKPLACE: A COMPARATIVE ANALYSIS AMONG WORKING EMPLOYEES

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ABSTRACT

The purpose of this research is to investigate the numerous elements that lead to stress in the workplace. It is a primary paper, so numerous secondary sources are used, and core group discussions are held to some extent to validate the concept. The purpose of this paper is to investigate the effectiveness of stress management in the workplace in depth. Data was collected from 70 respondents using a quantitative approach.

The purpose of this study is to determine the level of stress level among the working employees in private and public sector in Mumbai City. The presented study focuses on the well-recognized silent issue of "Stress," and provides a comparative examination of the sources of stress among employees, as well as the impact of stress on employee performance at work. The findings show that job-related stress in general, as well as the stress component job security in particular, has an impact on employee performance.

Keywords: Stress, Workplace, Working Environment, Job Performance, Organizational Policy

INTRODUCTION

Employee performance, as well as a company's competitiveness and growth, are all affected by workplace stress. Stress is a socially acceptable form of mental illness. The focus on stress reduction and control through various motivational and leadership activities contributes to increased morale and a reduced level of negative work environment, allowing for better coordination of operations as required by the business context. Stress has a variety of effects on an individual's overall performance in an organization. Studies on workplace stress have focused on two main streams that can help us better understand how stress is created. In the first stream, the typical job-related stress is emphasized. A person's adaptive response to an external environment is stress, which causes physical, mental, and behavioral changes.

Stress has increased dramatically as a result of changing life styles and dynamic societal variables. A person's adaptive response to an external environment is stress, which results in physical, mental, and behavioral changes. The emotional and physical strain created by our reaction to pressure from the outside environment is known as stress. Common stress reactions include tension, irritability, inability to concentrate, and a variety of physiological symptoms such as headaches and a racing heartbeat.

REVIEW OF LITERATURE

1. **Hans seyle 1936** was a person to bring up the concept of stress on life sciences This paper has been focused on comparative study on stress among the working employees during the era the crucial concept of stress has been explained and different types of organisational rule is being of individual overload of work I am pressure has been found to degrade the performance across a variety of individual frequent emotional distress in the form of anger anxiety and depression social source suicidal thoughts post-traumatic stress sleep difficulties are the damaging effects on card was killer system the most recent health and safety executive at St report 2015 give the prevalence of 1380 and an and an incidence of 740 per 100000 workers and also conduct that work stress has more common in public service organisation for stress was also been associated has a trait of weakness this is found out by page eat and thus few people admit to it.
2. **Bartol, 1999; Briscoe and Claus, 2008**, This paper has been focus on comaparative study on stress among the working employees The EP is performing the job-related responsibilities diligently. The sources of stress in the workplace, such as role overload, role ambiguity, and role conflicts, lead to disturbed flow of work.
3. **Beheshtifar, Malikeh, Nazarian, & Rahele, 2013**, Work-related stress was once associated with senior positions on the organizational hierarchy, but now it is acknowledged that it is for employees at all levels. This paper has been focus on comparative study on stress among the working employees. Scholars placed emphasis and showed their concern regarding occupational stress. Stress at work has been considered as important as work performance or financial security of a firm.
4. **Gunnar Aronsson and Anita Rissler "(1998)"**. This paper has been focus on comaparative study on stress among the working employees. "Psycho physiological Stress reactions in female and male urban bus

drivers of Stockholm traffic in Sweden. The researchers carried a comparative study on Male and female drivers working in urban area driving in urban traffic regularly. The two aspects were focused Work condition and watching educational programme. For this study 10 full time male employee and 10 women employees were considered. The researcher observed that compare to male drivers the female drivers pay more price in psychological effort

OBJECTIVE

1. To investigate the effects of stress on employee health.
2. To learn about the effects of stress on employees and to put their strength to the test
3. To identify and comprehend the sources of stress in the workplace.
4. To investigate the relationship between workplace stress and employee performance in various job roles.

PROBLEM STATEMENT

- ✓ This topic is selected to research the effect and impact of stress among working employees of private and Public Sectors.
- ✓ To find out how organizational policy frame regarding to manage stress at workplace has a tremendous impact on employees in this present situation.

RESEARCH QUESTIONS

1. Are you satisfied with your work performance?
2. Is your workload the source of your anxiety?
3. Do you have a well-balanced social life?
4. Do you strive to find a solution to your stress problems?

LIMITATIONS:

1. Time spend on the study is limited and thus is a major constraint.
2. Area of research is limited to Mumbai places where the sample is collected and therefore cannot be taken as a universal sample is thus also a major constraint.

RESEARCH METHODOLOGY:

- Research design:** The research conducted was descriptive and analytical, so a Survey method was used. A Survey was conducted through a structured questionnaire tested for reliability and data was collected throughout Mumbai.
- Primary data:** Primary data was collected randomly through the structured questionnaire in Mumbai, by using simple random sampling.
- Sample size:** The study was limited to those participants who willingly elected to complete the instruments in their entirety. There was a total of 70 respondents. The sample to which the questionnaire was administered was based on random sampling techniques. The sample distribution was given in Table 1. Socio-Demographic profile

Table 1. Source: Primary data

Parameters	Classification	Sample (N)	Percentage (%)
Gender	Male	38	54.30
	Female	32	45.70
	Total	70	100
Age (in years)	18-25	25	35.70
	25-35	16	22.90
	35-45	12	17.10
	45-55	10	14.30
	55- above	7	10.00
	Total	70	100
Company Type	Private	60	85.70
	Public	4	5.70
	Government	6	8.60
	Total	70	100

Income Group (In Rupees)	Below 25,000	30	42.90
	25,000-35,000	19	27.10
	35,000 -45,000	11	15.70
	45,000 and above	10	14.30
	Total	70	100
Experience (In Years)	Below 1 years	16	22.90
	1-3 Years	11	15.70
	4-6 Years	9	12.90
	6-10 Years	7	10.00
	10- above	27	38.60
	Total	70	100
Designation	Executive	14	20.00
	Senior Executive	8	11.40
	Assistance	10	14.30
	Manager	11	15.70
	Head of Department	7	10.00
	Others	20	25.00
	Total	70	100

- iv. **Sample design:** The researcher relied upon simple random sampling technique, considering the research methodology and research type as per guidelines. A caution was exercised during the study that the respondents who did not show inclination to be a part of the study were not covered.
- v. **Area of research:** Mumbai.
- vi. **Secondary data:** The secondary information or data was collected from newspapers, research articles, magazine and websites.
- vii. **Research instruments:** A summated closed end questionnaire was used with different viewpoints of respondents. In this questionnaire, all the questions were positively framed to study the impact of independent variables like age, gender and profession on the dependent variable.
- viii. **Statistical analysis:** Efficient and effective data analysis is the result of effective data preparation. This was found to be very crucial between the completion of the field work and the statistical processing of the collected data. On the basis of data sheet, tables and graphs were prepared for the analysis.

HYPOTHESIS:

1. H₀: There is no significant relation between working environment and Stress level.

Ha: There is a significant relation between working environment and Stress level.

2. H₀: There is no significant impact on job performance and stress level among employees.

Ha: There is a significant impact on job performance and stress level among employees.

3. H₀: There is no significant difference between organization policies and employees stress level.

Ha: There is a significant difference between organization policies and employees stress level

DATA ANALYSIS:

1. **There is no significant relation between working environment and Stress level.**

Table 2: Source: Primary Survey

Working Environment in your organization?			
Valid	Parameters	Sample (N)	Percentage (%)
	Highly Satisfied	13	18.60
	Satisfied	39	55.70
	Neutral	17	24.30
	Dissatisfied	0	0
	Highly Dissatisfied	1	1.40
	Total	70	100
Level of Stress at Workplace?			
	Very High	4	5.70

Valid	High	22	31.40
	Moderate	36	51.40
	Very Low	6	8.60
	Low	2	2.90
	Total	70	100

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
WORKING CONDITION	70	147	2.1	0.555072		
LEVEL OF STRESS IN WORK	70	190	2.714285714	0.670807		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	13.20714286	1	13.20714286	21.5472	7.95E-06	3.909729
Within Groups	84.58571429	138	0.612939959			
Total	97.79285714	139				

Conclusion:

- There is no significant relation between working environment and Stress level.
- The above stated hypothesis is rejected.

Interpretation:

According to the survey, it was analysis that most of the respondents are satisfied with working environment.55.70 % of the respondents are satisfied with the working environment in the organization. Almost,24.30% of the value that perceive say “Neutral” about the working environment in the organization. It is also observed 51.40% of the respondents are “Moderate” face the level of stress in the organization. Most of the respondents are agree that there cope to deals with stress level in the organization.

2. There is no significant impact on job performance and stress level among employees.

Table 3: Source: Primary Survey

Job Performance at workplace?			
Valid	Parameters	Sample (N)	Percentage (%)
	Outstanding	12	16.67
	Exceeds Expectations	21	30
	Meets Expectations	18	25.71
	Needs Improvement	10	14.28
	Unacceptable	9	13.34
	Total	70	100
Physical Inconvenience due to stress?			
Valid	Very High	6	8.60
	High	19	27.10
	Moderate	31	44.30
	Very Low	9	12.90
	Low	5	8.60
	Total	70	100

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
JOB PERFORMANCE AT WORKPLACE	70	196	2.8	1.669565
PHYSICAL INCONVENIENCE DUE TO	70	198	2.828571	1.013665

STRESS						
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.028571	1	0.028571	0.021296	0.884188	3.909729
Within Groups	185.1429	138	1.341615			
Total	185.1714	139				

Conclusion:

- There is no significant impact on job performance and stress level among employees.
- The above stated hypothesis is rejected.

Interpretation:

According to the analysis, it was observed that there is no correlation between the between job performance and physical inconvenience due to stress level among the employees .30 % of respondents would like increase they interests towards improve the job performance. According to the survey it was also analysis that 43.30% of the respondents say that “Moderate” physical inconvenience due to stress.14.28% of the respondent agree they need improvement related to job performance. It was also observed that 8.60% of the respondents have “Low” physical inconvenience due to stress level in the organizations.

3. There is no significant difference between organization policies and employees stress level.

Table 4: Source: Primary Survey

Table 11 Source: Primary Survey

Are you Satisfied by Organizational Policy to manage stress among employees?			
Valid	Parameters	Sample (N)	Percentage (%)
	Very Satisfied	5	7.10
	Satisfied	34	48.60
	Neutral	28	40.00
	Dissatisfied	3	4.30
	Very Dissatisfied	00	00
	Total	70	100
Program adopted by organizational to manage Stress?			
Valid	Training and Development	28	40.00
	Work Group	14	20.00
	Health Club	10	14.30
	Social Gathering	18	25.70
	Total	70	100

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Organization Policy To Manage Stress Among Employees	70	169	2.414286	0.478054		
Program That Could Be Adopted To Stress	70	158	2.257143	1.527122		
ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	0.864286	1	0.864286	0.862055	0.354785	3.909729
Within Groups	138.3571	138	1.002588			
Total	139.2214	139				

Conclusion:

- There is no significant difference between organization policies and employees stress level.
- The above stated hypothesis is rejected.

Interpretation:

According to the survey there is a co-relation between organization policies and employees stress level among the employees. 48.60% of the respondent are "Satisfied" with the organizational policy adopted by the organization. 4.30% respondents "Dissatisfied" with the policy of the organization. 40% of the respondent say that the organization adopted the "Training and Development" policy to involve the employees. 25.70% of the respondent agree that the organization should adopt the "Social Gathering" policy for the employees. 14.30% of the respondent says that "Health Club" policy should adopt by the organization to reduce the stress.

RECOMMENDATIONS / SUGGESTIONS

1. Individually, it can produce a variety of physical and psychological abnormalities, which can lead to a variety of disorders.
2. From an organizational standpoint, it can result in inefficiency, low productivity, increased employee turnover, and absenteeism.
3. Stress is caused by situations or settings that interfere with our bodies' ability to function properly.
4. When a person's strong performance or pleased outcomes are not complimented or rewarded, it can lead to work-related stress.
5. Lack of gratitude discourages employees from putting up their best efforts at work, adding to their stress and pressure.

CONCLUSION

We also observed from the employees who contributed to this study that working stress is manageable, but a combination of family and work stressors is extremely harmful. What we discovered from the employees' open-ended questions is that stress can have a positive impact on their work performance. It encourages employees to priorities time management and allows them to perform their on-the-job and off-the-job tasks effectively.

Employees primarily employ these strategies when they are under stress. However, stress reduction is dependent on how well individuals manage their time and how stress-free the workplace is managed by managers. We also came to the conclusion that stress is very controllable, and that those employees who have the ability to control their moods and manage their stress may rely on the management's facilities for the rest.

Finally, we'd like to point out that, in order to experience less stress, it's critical to share values about ambition level.

After doing this research, we have come to the conclusion that regardless of the employees' employment level, position, or title, they are all valuable employees.

We believe that employee stress at, and that it is comparable to stress experienced by persons outside the company.

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2. Farida Saleem¹ *, Muhammad Imran Malik² and Saiqa Saddiqa Qureshi³ august 2021 Department of Management, College of Business Administration, Prince Sultan University, Riyadh, Saudi Arabia, 2 Department of Management Science, COMSATS University Islamabad, Attock, Pakistan, 3 Department of Business Administration, Fatima Jinnah Women University, Rawalpindi, Pakistan work stress hammering employee: performance during covid -19 : is safety culture needed? Original research volume 12 article 655839
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TO EXAMINE THE EFFECT OF CRYPTOCURRENCY ON CONSUMER SATISFACTION AND PERCEPTION

Ms. Abeda Shaikh¹ and Ricky Fernandes²Assistant Professor, Reena Mehta College of Arts, Science, Commerce & Management Studies, Mumbai
Students, Reena Mehta College of Arts, Science, Commerce & Management Studies, Mumbai**ABSTRACT**

This research focuses on people's perceptions about cryptocurrencies and their intentions to use them. Examining prior research on the use of cryptocurrency and new technology. Highlighting crucial aspects that can influence a person's perspective as well as gaps in the literature that need to be filled. Data was collected from 80 respondents using a quantitative approach. People seek comprehension of what benefits cryptocurrencies can bring for them when they feel incapable of using the revolutionary technology, according to the data, and performance and effort expectancy are the most influential elements for cryptocurrency adoption. A questionnaire was utilised to obtain the information. The findings revealed that subjective norms, security risk, benefit perception, and enjoyment all influence the adoption and use of cryptocurrencies. The senses of pleasure as well as the perception of utility are two of these variables.

Consumer impressions of cryptocurrencies are the topic of this study. The primary elements leading to consumers' faith in cryptocurrencies, according to our hypothesis, understand of cryptocurrencies, trust in government, and transaction speed.

Keywords: Cryptocurrency, Perception, Satisfaction, Awareness, Adoption

INTRODUCTION

Money is today's most precious and sought-after commodity, and it has influenced individuals in practically every aspect of their life. Nakamoto (2008) was the first person to introduce the world's first Bitcoin is decentralised crypto money. Bitcoin has been around since 2008. Cryptocurrencies is a field. Bitcoin is developing a new payment system. Technology that allows payers and payees to communicate directly electronically and discreetly transfer wealth to each other without the need to enlist the help of reputable third parties, such as Institutions of finance (Nakamoto, 2008). It makes use of a peer-to-peer network, which is made up of nodes.

The demand is growing due to several benefits associated with crypto currencies, such as decentralisation and anonymity, low transaction costs, and the ability to use crypto currency. As a financial instrument for making money off of its pricing to reduce volatility or diversify a portfolio Since its initial release, Bitcoin has gotten a lot of attention in the media all across the world. Because cryptocurrencies were thought to have the ability to bring about a significant shift in the current retail payment ecosystem by phasing out traditional financial institutions such as banks operate as go-betweens for customers and merchants superfluous.

Because certain governments, companies, and investors are beginning to accept the usage of cryptocurrencies while others are vehemently opposed, determining the general public's opinion and adoption is difficult. To comprehend the potential success and adoption of this developing market, it is necessary to first understand how cryptocurrencies are seen by the general public. As a result, the focus of this research will be on literature related to new technologies and cryptocurrency acceptance and adoption.

REVIEW OF LITERATURE

1. **Anand, (2018):** In every 10 bitcoins buy and sell one is taken place in India. In a number of countries around the world cryptocurrencies are listed and traded on stock exchanges. Some examples are Bit Box in the United States, Mt. Gox in Japan, BTC in China, Bittrex in Poland and Bits amp in Slovenia. More than 100 cryptocurrencies are in the market out of which Bitcoin is on the top. In India, there is no formal exchange for any cryptocurrency. However, there is a number of websites in India through which you can buy and sell cryptocurrency.
2. **Adhami, Giudici and Martinazzi (2018):** The offerings were exchanges of fiat money or cryptocurrencies for cryptocurrencies or tokens issued by relatively new firms. These firms were much younger than firms in a typical Initial Public Offering and any value reflected the value of the business plan rather than any concrete accomplishments. In exchange for money or cryptocurrency, ICOs offered various rights to the buyers of the coins or tokens offered by the firm. The most common right offered was access

to the service provided by the organization, although rights to part of the profit were offered in almost a quarter of the IPOs from 2014 to August 2017.

3. **Mittal Alka (2017):** focuses on merchants and traders who accept this digital currency as a medium of exchange to overcome its problem of volatility. This will boost the market of Bitcoins not only in India but also in other developing economies. This emphasizes that to survive in the system; Bitcoin has to adapt itself to the required technical and operational innovations. In addition to this, government should impose proper legal framework, to protect the consumers or users of these digital currencies, as the progress seen in the transactions in this currency during the past few months is tremendous.
4. **Kurihara & Fukushima, (2017):** It explained, it is not digital cash, which has prevailed all over the world. Unlike central bank- and government-issued currency, Bitcoin can be inflated at will, the supply of Bitcoin is limited to a certain volume, which cannot be changed.
5. **Modgil, S. (2017):** Cryptocurrencies or virtual currencies are digital means of money exchange that are created and used digitally by private individuals or groups. Because most cryptocurrencies are not regulated by national governments, they are considered alternative currency or means of financial exchange that are outside the scope of state monetary policy. It has only a digital form, so it has no physical existence. Bitcoin is an ancient cryptocurrency and is widely used. However, hundreds of cryptocurrencies exist, and more spring each month.
6. **Adhami and Guegan, (2020):** find that similarly to cryptocurrencies, crypto tokens are also a useful diversification device though not a hedge. One way to understand similarities and differences between cryptocurrencies and more traditional financial assets is to estimate relationships known for traditional assets.
7. **Sun and W.Dedahanov, (2020):** Individual investors are drawn by the high projected gain from cryptocurrency, but also by pertinent knowledge and hazards revealed by cryptocurrency market authorities and distributors. Thus, it is the responsibility of cryptocurrency market authorities and distributors to implement marketing strategies to boost individual investors' approval and acceptance.

OBJECTIVE

1. To examine the reason for cryptocurrency adoption among investors.
2. To determine the extent to which investors are aware of cryptocurrency.
3. To determine whether or not investors intend to adopt cryptocurrency.
4. To assess the cryptocurrency financial risk.
5. To have a positive opinion towards cryptocurrency among investors

PROBLEM STATEMENT

- ✓ This topic is selected to research the effect and impact of cryptocurrency on investors.
- ✓ To find out how cryptocurrency has a tremendous impact on investors in this present situation.

LIMITATIONS

1. Time spend on the study is limited and thus is a major constraint.
2. Area of research is limited to Mumbai places where the sample is collected and therefore cannot be taken as a universal sample is thus also a major constraint.

RESEARCH METHODOLOGY

- ix. **Research design:** The research conducted was descriptive and analytical, so a Survey method was used. A Survey was conducted through a structured questionnaire tested for reliability and data was collected throughout Mumbai.
- x. **Primary data:** Primary data was collected randomly through the structured questionnaire in Mumbai, by using simple random sampling.
- xi. **Sample size:** The study was limited to those participants who willingly elected to complete the instruments in their entirety. There was a total of 80 respondents. The sample to which the questionnaire was administered was based on random sampling techniques. The sample distribution was given in Table 1. Socio-Demographic profile

Parameters	Classification	Sample (N)	Percentage (%)
Gender	Male	42	52.5
	Female	38	47.5
	Total	80	100
Age (in years)	15-20	64	80
	21-25	10	12.5
	26-30	3	3.7
	31-35	1	1.5
	36-40	2	2.5
	41- and above	0	0
	Total	80	100
Occupation	Employed	8	10
	Self Employed	6	7.5
	House-Maker	0	0
	Students	66	82.5
	Others	0	0
	Total	80	100
Income Group (In Rupees)	Below 15,000	44	55
	15,000-20,000	10	12.5
	20,000-25,000	12	15
	25,000-30,000	10	12.5
	30,000 and above	4	5
	Total	80	100
Educational Level	Under Graduate	56	70
	Graduate	13	16.25
	Post Graduate	11	13.75
	Total	80	100

Table 1. Source: Primary data

- xii. **Sample design:** The researcher relied upon simple random sampling technique, considering the research methodology and research type as per guidelines. A caution was exercised during the study that the respondents who did not show inclination to be a part of the study were not covered.
- xiii. **Area of research:** Mumbai.
- xiv. **Secondary data:** The secondary information or data was collected from newspapers, research articles, magazine and websites.
- xv. **Research instruments:** A summated closed end questionnaire was used with different viewpoints of respondents. In this questionnaire, all the questions were positively framed to study the impact of independent variables like age, gender and profession on the dependent variable.
- xvi. **Statistical analysis:** Efficient and effective data analysis is the result of effective data preparation. This was found to be very crucial between the completion of the field work and the statistical processing of the collected data. On the basis of data sheet, tables and graphs were prepared for the analysis.

HYPOTHESIS:

1. H₀: There is no significant positive impact on investors willingness to use cryptocurrency.

Ha: There is a significant positive impact on investors willingness to use cryptocurrency.

2. H₀: There is no significant impact on financial risk and intention to adopt cryptocurrency.

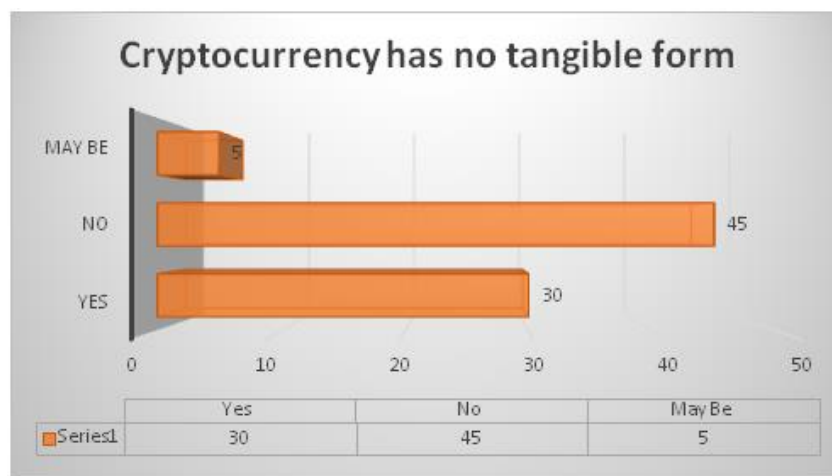
Ha: There is a significant impact on financial risk and intention to adopt cryptocurrency.

3. H₀: There is no significant relation between financial competence and favourable attitude toward cryptocurrency.

Ha: There is no significant relation between financial competence and favourable attitude toward cryptocurrency.

DATA ANALYSIS:**1. There is no significant positive impact on investors willingness to use cryptocurrency.**

Are you aware about cryptocurrency?			
Valid	Parameters	Sample (N)	Percentage (%)
	Yes	62	77.5
	No	18	22.5
	Total	80	100
Cryptocurrency has no tangible form, does that diminish the value that you perceive?			
Valid	Yes	30	37.50
	No	45	56.25
	May be	5	6.25
	Total	80	100

Table 2: Source: Primary Survey**Conclusion:**

- There is no significant positive impact on investors willingness to use cryptocurrency.
- The above stated hypothesis is rejected.

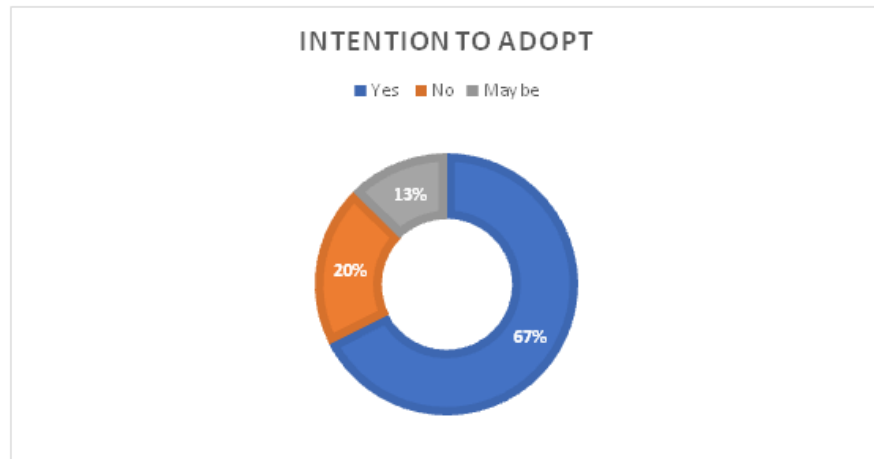
Interpretation:

According to the survey, it was analysis that most of the investors are aware about cryptocurrency. 77.50 % of the investors are aware about cryptocurrency. Almost, 56.25% of the value that perceive doesn't diminish due to no tangible form. It is also observed 22.50% of the investors are not aware about cryptocurrency. Most of the respondent are aware and invest the money in cryptocurrency.

2. There is no significant impact on financial risk and intention to adopt cryptocurrency.

Cryptocurrency is non-government regulated which offers uses more freedom would this increase your interest in using cryptocurrency?			
Valid	Parameters	Sample (N)	Percentage (%)
	Yes	54	67.5
	No	16	20
	May be	10	12.5
	Total	80	100
Which is more risky investing in the stock market or investing in cryptocurrency?			
Valid	Security Market	8	10
	Commodity Market	4	5
	Derivatives Market	5	6.30
	Stock Market	23	28.70
	Crypto Market	39	48.80
	No Knowledge about cryptocurrency	1	1.20
	Total	80	100

Table 3: Source: Primary Survey



Conclusion:

- There is no significant impact on financial risk and intention to adopt cryptocurrency.
- The above stated hypothesis is rejected.

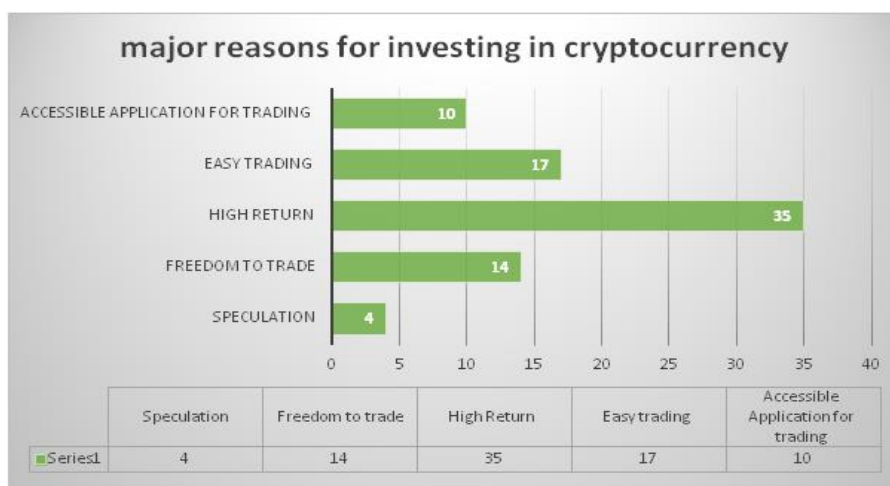
Interpretation:

According to the analysis, it was observed that there is no correlation between the legality and intention to adopt the cryptocurrency .67.50 % of investors would like increase they interests towards crypto market. According to the survey it was also analysis that 48.80% of the investors say that is riskier to invest in cryptocurrency rather than to invest in stock market.28.70% of the respondent agree that stock market is less risky has compare to crypto market. It was also observed that 1.20% of the respondents are don't have knowledge about the crypto market.

3. There is no significant relation between financial competence and favourable attitude toward cryptocurrency.

What are major reasons for investing in cryptocurrency?			
Valid	Parameters	Sample (N)	Percentage (%)
	Speculation	4	5.00
	Freedom to trade	14	17.5
	High Return	35	43.75
	Easy trading	17	21.25
	Accessible Application for trading	10	12.5
	Total	80	100
Do you think cryptocurrency will be worth more or less than today?			
Valid	Significantly More	22	27.50
	Some What More	40	50.00
	Somewhat less	14	17.5
	Significantly less	4	5.00
	Total	80	100

Table 4: Source: Primary Survey



Conclusion:

- There is no significant relation between financial competence and favourable attitude toward cryptocurrency.
- The above stated hypothesis is rejected.

Interpretation:

According to the survey there is a co-relation between finance competence and reasons for investing in cryptocurrency among different age groups of the respondent. 50% of the respondent, somewhat more worth in present scenario in the investment market and intend to get high return. 27.50% respondent say, transactions in cryptocurrency have more significant in today investment market. 5% of the respondent has less significant less impact in market. 43.75% of the respondent agree that high return has compare other security market. 17.5% of the respondent say that there is freedom of trading in the market.

RECOMMENDATIONS / SUGGESTIONS

1. The most crucial technical aspect that can influence the acceptance of cryptocurrencies in international trading.
2. The most crucial individual characteristic that can influence cryptocurrency adoption is risk-taking.
3. Technical, societal, financial, and individual reasons can all be classified as crypto problems.
4. In the modern digital economy, cryptocurrencies are a relatively new and fast increasing topic. It's a type of digital currency with decentralized accounting and tight control over money and currency supply.

CONCLUSION

The study concludes with an analysis and suggestion on different reasons increasing the crypto market for trading. Without the use of banks or other third-party intermediaries, cryptocurrencies can be used to make payments. As a result, they will be able to develop an effective payment system. They do, however, come with hazards that make them less likely to be used in international situations.

According to the findings, the flaws in cryptographic currency design and the one of the reasons for this is the lack of clear laws and regulations governing the trading of these currencies. The most difficult aspects about

using them Individuals, on the other hand, who are willing to accept the risk of utilizing these currencies because the economy is not in such a bad state. Individuals can invest in those currencies, but they are not permitted to use them. It is difficult to identify the parties to the transaction, which is often acceptable. In addition, because the risk of fraud is great, no one will want to utilize this instrument for international transactions. As a result, good cryptocurrency design, as well as boosting the tool's security, are essential by standardization, raising public knowledge of this technology. As a result, cryptocurrency design, increased security, increased public awareness of this tool through conventional promotion, and explanation of the rules are all necessary. Market players may be encouraged to use these technologies and ensure transactions if they are rewarded for doing so.

The findings show that technical factors are the most important criteria in comparison to the purpose; risk-taking is the most important individual factor; society's negative attitude toward cryptocurrencies is the most important social factor; a lack of sufficient funds to develop the use of cryptocurrencies is the most important social factor; and failure to properly identify the parties to a transaction is the most important technical factor that can affect cryptocurrencies adoption.

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AN EXPLORATORY STUDY ON CLOUD COMPUTING

Mrs. Roshni Shah, Ms. Nazneen Khan and Mr. Aditya Sharma¹Assistant Professor and ^{2,3}Student, Reena Mehta College of Arts, Commerce, Science and Management Studies**ABSTRACT**

Cloud computing is expanding and outstanding encouraging technology. It has inspired the computer society of whole globe. Cloud computing is known as World Wide Web i.e., Internet computing, where split data also known as shared data, assets, and software, are provided to facility and compact devices on-demand, like the energy grid. Cloud computing is capable of converting a huge part of IT domain and making software even more appealing as a service and shaping the way hardware is planned and buy. Programmers with innovation ideas for new Internet services or web-based services no longer need huge funds expenditure in hardware to install their services to utilize it. They need not be anxious about stumped up for a service who does not meet the predictions, thus wasting the resources that are costly, or under provisioning for one that becomes more and more popular, thus missing the consumers and cost.

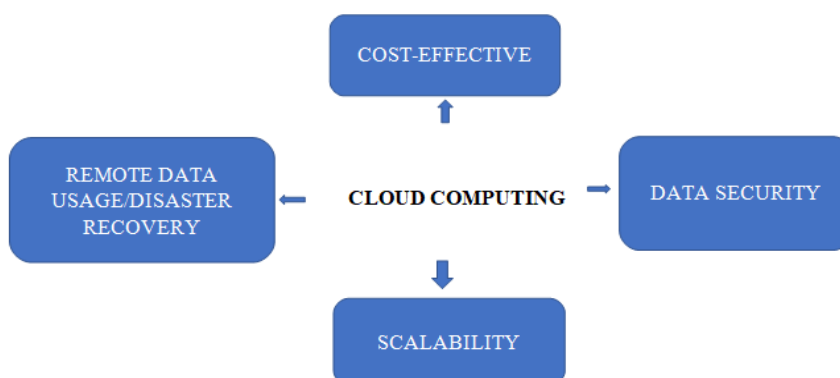
As a research theme, cloud computing now easily tops any schedule of topics in a computer science because of its far-reaching suggestion in many sectors in computing, especially a big data which without cloud computing is at the greatest concept.

This research paper analyses the challenges of research present in cloud computing and gives best practices to customers, consumers and enterprises hoping to grip services to improve their performance in this severe economic climate. This research paper includes, various cloud models, architecture of clouds and a view of cloud computing. This will also present the research implications and issues related to security, privacy and so on.

Keywords: Software as a Service (SaaS), Platform as a Service (PaaS), Infrastructure as a Service (IaaS).

INTRODUCTION

Cloud Computing refers to the servers that are retrieved over the world wide web i.e., Internet. Basically, we can say it as saving, managing and retrieving the data and programs on the remote servers that are hosted on the World Wide Web instead of hard drive of computer. It depends on the availability of computer system assets.



Currently, cloud computing is responding well to all the changing needs. It may be business or educational such as colleges, schools which is very scalable and cost-effective. To learn how to implement the solutions well, it is important to know how the concepts of cloud computing can be plot with real-time problems.

There is a huge impact of cloud computing in business sector also, Businesses have realized security benefits after moving to clouds. Also, companies have witnessed the average reduction of cost of ownership. They have agreed that cloud computing have boosted their profits and costs are reduced by adopting this technology and also experienced increased efficiency and improved employee mobility.

Cloud computing is web-based used as email clients, allowing users to access all of the features and files of the system without having to keep the bulk of that system on their own computers. Most people already use a variety of cloud computing services without even realising it. Gmail, Google Drive, Turbo Tax, and even Facebook and Instagram are also one of the cloud-based applications. For all of these services, users are sending their personal data to a cloud-hosted server where information is stored for later access.

Cloud computing can take many forms. It provides access to and use of computing resources and programs via internet. The right solution for your business depends upon your needs. If its computing power you're after, infrastructure as a service, provides virtual computing resources. These resources can be in the form of processing power, storage, or networking infrastructure. And depending on your needs these services can be provided through public, private or hybrid cloud solutions. So, choosing the right cloud entirely depends on you.

CLOUD ARCHITECTURE

Public Clouds: Public clouds offer powerful and active solutions, allowing for high scalability and flexibility. Multiple users share these pools of resource that are maintained and owned and operated by third party vendors.

Private Clouds: A Private cloud provides dedicated access to computing resources for a single organization. It is accessed by a secure private network and can be customized to meet unique business and security needs, giving companies greater control over the infrastructure used.

Hybrid Clouds: Hybrid cloud is a mix of public and private cloud solutions, allowing companies to use the scalability of public cloud environments when demand increases without giving third-party data access to sensitive data. Cloud Computing is not only about scalable computing resources. Software as a service, Infrastructure as a service, is also a form of cloud-based computing.

Software as a Service (SAAS)

Here, a third-party provider hosts application their infrastructure and make them available for customers over the internet. Cloud based cyber security is an example of software as a service and sometimes it is called as security as a service or SEaaS. SaaS Provider provides various business resources to commence the business. The SaaS business services include ERP i.e., Enterprise Resource Planning, CRM i.e., Customer Relationship Management, billing and sales. SaaS Document is an application by SaaS providers to have a track and manage electronic management. Social networking sites are used by the people, so social networking access providers use SaaS for their comfort and handle the people information. To handle the uncertain number of users and load on e-mail services, many e-mail providers offering their services using SaaS.



Source: www.google.com

SaaS Application and services typically use a multi-tenant approach, which means a single instance of the SaaS application will be running on the host servers, and that single instance will serve each subscribing customer or cloud tenant. The Application will run on a single version and configuration across all customer, or tenants. There will be a same cloud where many subscribing customers will run with a common infrastructure and platform, but the data will be segregated. Also end users do not need to install any a software to access these services on their devices. SaaS services easily integrate with other software or services through standard APIs.

There are many other things to discuss regarding about SaaS security.

- Ineffectiveness to view and collect data in moving to and from cloud applications.
- Thieving of data or information from a cloud application by hostile actor.

INFRASTRUCTURE AS A SERVICE (IAAS)

The next level up is IaaS: In IaaS the consumer is provided with the capability of processing, storage, networks and other computing resource, here the consumer is able to deploy or run arbitrary software, which can include operating systems and application. In this, customers are not allowed to manage or control the underlying cloud infrastructure, but they can have a control on operating system, storage and deployed applications and possibly limited control of select networking components.

The Cloud Security Alliance (CSA), a standard company for cloud security, states that IaaS:

Delivers computer infrastructure as a service, along with raw storage and networking, rather than purchasing servers, software, data centres space, or network equipment, clients instead buy those resources as a fully outsourced service. With IaaS, many of the tasks related to managing and maintaining a physical infrastructure. IaaS cloud computing platform layer get rid of the need for every company to maintain the IT architecture. IaaS allows multiple users to share the same physical architecture. IaaS providers provide facility based on the pay-as-per-use basis. The users have to pay money for the services that they have used.

Study their security policies and precautions.

Computer security (including cloud computing security) can be implemented by taking the following security measures (as appropriate): limit the access to applications and system assets, register the access and make use of applications and systems; and supervise and observe the access to physical computing assets like servers & data centres, etc.

Security is the biggest problems in IaaS. Most of the IaaS providers are not able to provide 100% security. It leads to:

- Misconfiguration
- Changes in visibility.
- Blocking data exfiltration.
- Cloud email isn't as secure.
- Different points of vulnerability.
- Physically different locations.
- Compliance and regulation differences.
- If IaaS provider's make mistakes, then they are responsible for it.

Platform as a Service: (PAAS)

The platform as a service (PaaS) model provides the underlying hardware technology, such as one or more servers, operating systems, data base solutions, developer tools, and network support, for developers to deploy their own solutions. The hardware and software within a PaaS solution are managed by the platform providers. Programmers need not panic about carrying out hardware or operating system upgrades.

Another benefit of PaaS technology is the ability it gives programmers to develop, test and deploy their software in one suitable environment. Distribution takes place on the same platform on which it is developed, avoiding software and hardware dispute for clients. Also, this single platform environment unbound the developer from the need to customize their application to work on various OS and hardware.

Essentially PaaS is a data centre OS. Instead of noting down an application and going through the long and stressful process of configuring it to be deployed on a specific platform, application developers can simply upload the application onto the PaaS, load it and it will be running within minutes.

In PaaS, it's their responsibility between the cloud and the customer, the customer is responsible for securing its applications, data, and user access. The PaaS provider fix the operating system and physical platform.

Mobile Cloud Computing (MCC)

Mobile cloud computing is the mix of cloud computing and mobile computing to bring a high computational resource to mobile users, network operators as well as cloud computing providers, as mobile application gives more accessibility for businesses as mostly nowadays people are using mobile phone. And wireless networks make it possible for the execution of rich mobile applications across different mobile devices. It allows you to access data wherever you are.

General-Purpose Mcc Solutions

Use of mcc generally boost the phone performance. They outsource task like speech recognition or video indexing and background augmentation.

Also, alleviates the computational power of mobile devices.

It allows cloud customers to perform online transaction from anywhere at any time with fast access and security. Providers can easily add the service and expand the service.

CONCLUSION

In this review of research, Cloud Computing is changing the way of IT departments. It offers rich environment for business and education department. Businesses and education have a huge impact of cloud computing as their storage, computing and software is simply cloud computing. It also stabilizes business and take advantage of current market. It's undoubtedly is the present and future of the business and educational effectiveness. According to the research statistics it is likely to grow very fast with 30% of CAGR through the year 2020. We can see the future of cloud computing as a combination of software products which helps to create solutions easily. The future prediction is that the number will increase up to 90 % till 2024. The feeling of uncertainty and lack of trust is inflicting barriers to adopt cloud computing. But once, there are standards and regulation worldwide, cloud computing will revolutionize the longer terms.

You no longer have to buy expensive software's, licences and programs. You only have to pay for what software you need under subscription basis. There is a need for more research and development to address security, privacy, and trust issues to convince and convert others to embrace this technology.

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LEGALIZATION OF CRYPTOCURRENCIES IN INDIA

¹Kriti Mehta and ²Aditya Chaube¹Faculty and ²Student, Reena Mehta College of Arts, Science, Commerce and Management Studies**ABSTRACT**

Being a part of the twenty-first century, a technologically advanced and intelligent century, it is imperative that one walk alongside the globe and participate in positive change. Technology can be embraced or destroyed, depending on how it became a part of one's life. One such huge upheaval is the cryptocurrency, which is causing a significant shift in the trading sector. Today's age seems to be more interested in investing, and according to a study, it is the most well-known platform for doing so among the youth. The primary goal of this article is to obtain a clear picture of the future of cryptocurrency in India, as the majority of respondents are familiar with the mechanisms employed in cryptocurrencies, such as blockchain, cryptography, and hashing. As a result, it can be regarded a safe technique of trading that lowers transaction costs and increases financial system transparency. The Indian government, using its own tools, can introduce cryptocurrency into the country.

Keywords: Cryptocurrencies, Cryptography, Blockchain, Legalization in India.

INTRODUCTION

21st Century is always taken as the modern and advanced century so far. It is all about the emergence of the digital age. Medical given the significant improvements made in the field of healthcare, including the development of new pharmaceuticals, we are now able to effectively treat a variety of diseases, including Malaria, diabetes, epilepsy, measles, Chickenpox, and many more. From this current pandemic situation too, because of the medicine we were able to develop the new vaccine and save lives. Either it be communication or travel, we are able to connect to people, even if they are miles away from us. This advancement is helpful in saving time and to think for new technology or innovations in day-to-day life.

As the result of technological advancement, now a days everyday life has become more efficient and convenient. The great and most advanced technology of this new digital world that techno savvy and computer professionals are able to apply, such as online currencies, such as cryptocurrencies, a very good example of conveniences. In simple words, cryptocurrency is a form of digital money that functions independently of a bank and can be used globally in the same way as cash. The digital character of these new currencies, on the other hand, provides some perks that consumers like, leading to their growing popularity. Bitcoin, the most prominent cryptocurrency, was declared legal tender in Japan in 2017, and it is accepted by internet services such as Microsoft, Overstock, and PayPal.

While it's easy to get caught up in the excitement of cryptocurrencies and their potential profits, it's critical to understand how they work, as well as their benefits, drawbacks, and hazards.

What is Cryptography?

The term "cryptography" refers to the purpose of exchanging encrypted messages that can only be read by the intended recipient. In a nutshell, the inputs to cryptography are in hash (an encrypted form of data) form, and hashes are those characters that are not understandable by everyone. They are an encryption, and they make a message, transaction, or data value unreadable for an unauthorized reader or recipient, and it can only be read and processed by the intended recipient. The information becomes "crypto," or secret, thanks to the use of keys. Cryptography ensures the security of transactions and participants, as well as the independence of operations from a central authority and the avoidance of double spending in cryptocurrencies.

Cryptography can be employed in a variety of ways, including securing network transactions, controlling the formation of new currency units, and verifying the transfer of digital assets and tokens, among others. Many cryptocurrencies, such as Bitcoin, may not use such private, encrypted messages because most of the information relating to Bitcoin transactions is publicly available. However, privacy-focused cryptocurrencies such as ZCash and Monero can utilise encryption to conceal the transaction's value and receiver. Some of the tools created as part of cryptography have found significant application in cryptocurrency.

Methods of Cryptography in Cryptocurrencies

In cryptography, there are a variety of encryption methods.

The first method is Symmetric Encryption Cryptography, which encrypts the raw message at the source, sends the encrypted message to the recipient, and then decrypts the message at the destination using the same secret key. For example, "A" is represented as 1 and "B" as 2. "C" is equal to three, and so on....

In cryptography, the text "Hello, how are you?" will appear as "0809081623011805251521," and if someone receives a message "0809081623011805251521," it will be of no value to him until he understands the encryption approach, making the entire procedure fully safe.

Asymmetric technique is **the second method**: Asymmetric encryption, often known as public-key encryption, is a type of data encryption in which the encryption key (also known as the public key) and the decryption key (also known as the private key) are not the same. As a result, the public key could be extensively distributed by the recipient.

The Hashing Method is **the third method**. A hash is a hexadecimal string of multiple characters. Hashing reduces the length of the data to a fixed-length integer or key that represents the original string. The hashing method is the most secure way; there are many various types of hash algorithms, such as RipeMD, Tiger, xxhash, and others, but MD5, SHA-2, and CRC32 are the most commonly employed for file integrity checks. MD5 - The MD5 hash function converts a string of characters into a 128-bit fingerprint.

Cryptocurrencies employ cryptography for a variety of purposes, including safeguarding transactions, regulating the generation of new coin, and verifying and keeping track of asset transfers. Each bitcoin user has a pair of keys connected with their address or payment destination.

Cryptography is simply a means of sending secure messages between two persons using a mathematical procedure to encrypt or hide the message. The recipient will then have to decrypt the message before reading it. This is performed by decrypting the data with both a private and a public key.

This is why, when it comes to cryptocurrency, encryption is crucial. Without encryption, the entire concept of cryptocurrencies is made moot, because unauthorized parties would be able to read the transaction or data.

Using bitcoin technology to send and receive digital payments is a far cry from using a bank to complete the transaction. Cryptography, on the other hand, substitutes mathematical codes and encryption keys for the signature on a check. It also does it in a secure manner, ensuring that only the people who are supposed to receive the transaction do so.

What is Block Chain?

In simple terms, a block chain is a digital, constantly increasing list of data entries. A list like this is made up of numerous chunks of data that are structured in chronological order, connected together, and protected by cryptographic proofs. A block chain is essentially a distributed database shared among computer network nodes. The block chain database is kept in digital form. Block chain is well-known for its critical function in creating a decentralized record of transactions in cryptocurrencies such as bitcoin.

The structure of the data on a blockchain differs from that of a traditional database. A blockchain organizes data into groupings called blocks, each of which contains a collection of data. Blocks have specific storage capabilities, and when they're full, they're closed and linked to the preceding block, producing a data chain known as the blockchain. All additional information added after that newly added block is compiled into a new block, which is then added to the chain after it is filled.

Blockchain is a type of shared database that differs from traditional databases in the way it is stored: data is stored in blocks, which are then connected together via cryptography. Block chain is a collection or record of data that cannot be updated, altered, or destroyed because it allows digital information to be recorded and transferred but not amended. In the year 1991, the blockchain was first introduced. Data recorded in block chain blocks does not become definitive until it is put to the blockchain. The data is irrevocable after it has been finalized.

Cryptocurrencies and Indian Economy

Statista compiled some of the most comprehensive data on the subject by combining several different research reports from the Statista Global Consumer Survey to determine which nations are the most popular for Bitcoin and other cryptocurrencies. The findings demonstrate a clear pattern. Africans, Asians, and South Americans are far more likely than Europeans, North Americans, and Australians to own or utilize bitcoin.

Cryptocurrency reigns supreme in Africa's largest economy. In Nigeria, nearly one-third of respondents — 32 percent — said they had used or owned any form of cryptocurrency in 2020. In context, only 6% of Americans said the same thing.

According to Statista, the top ten crypto countries in the world are:

Countries	Investment (%)
Nigeria	32
Vietnam	21
Philippines	20
Turkey	16
Peru	16
Switzerland	11
India	9
China	7
U.S.A.	6
Germany	5
Japan	4

Cryptocurrencies are currently one of the world's fastest-growing investment markets, and India isn't quite there yet. As real interest rates have fallen in recent years, traditional and even first-time investors have been looking for better investment options, and cryptocurrencies have proven to be a viable option.

9% of India's total population i.e., more than ten crore Indians, mostly young people but also senior citizens, are claimed to have invested in cryptocurrencies, bringing total cryptocurrency investments to more over ten billion dollars in 2021, up from just under one billion dollars in 2020.

In the middle of the crypto market's wild price swings, India's central government plans to introduce a bill to regulate crypto assets and cryptocurrencies in the ongoing Winter Session of Parliament. The government attempted to introduce laws to regulate cryptocurrency earlier this year, in February, but those efforts had to be abandoned.

Prior to that, the Reserve Bank of India issued an order forbidding banking support for the acquisition and selling of cryptocurrencies in 2018, but the Supreme Court reversed it owing to a lack of legislative authority. It's critical to understand the design of cryptocurrencies in order to comprehend why the Reserve Bank of India and the government are so concerned about large-scale public adoption of crypto in India. The Reserve Bank of India (RBI) regulates the flow of money in the Indian economy in order to achieve a balance between economic growth and inflation. If a cryptocurrency like bitcoin becomes a significant means of exchange in the country, it will be extremely difficult for the RBI to govern money supply through monetary policy tools, resulting in India losing monetary sovereignty. This is a concern about Indian Economy of Indian government and RBI.

A cryptocurrency, without an uncertainty, needs to be controlled from the standpoints of economic sovereignty and monetary stability. A regulatory organisation to promote the industry's development and aspects such as institutional custody and clearing operations, establishing information infrastructure, and licencing of financial advisers with expertise in crypto assets can do wonders for the Indian crypto sector.

LITERATURE REVIEW

Shailak Jani (April 2018), performed a study on challenges and potential of cryptocurrency and its growth impact on legislation. The prime focus of the author is associated with destiny of cryptocurrencies and to get clear vision of the wide use of cryptocurrencies in upcoming future. It also analyzed rules and regulation of 21 countries to make things easy for others about how Indian law can enact on it.

Peter D. DeVries (October 2016), focuses on analyzing of cryptocurrencies and its future, also about Bitcoin. The major focus of the author is on the revolution that is taking place in the trade markets by creating a free flow exchange system without fees. Also noted that the SWOT of Bitcoin, which highlights the contribution in getting in economical paradigms.

Dr. Arvind Kumar Singh, Karan Veer Singh (March 2018), focused on the effects and future of cryptocurrency in India and its economy with special reference to Bitcoin. Analysis of this paper says about the legalisation of bitcoin in India. The study observes that probability of Bitcoin legalisation is also been analysed and would be possible Bitcoin will be regulated in India in stages.

Dr. Vijeta Banwari (2017), major focus of this is on scope of cryptocurrencies in India. Its study observed the SWOT of cryptocurrencies and advantages with few weaknesses. It explains about the pros and cons of crypto. It discusses about the clarity in legal status and taxes might be levied on it. Despite of all the weaknesses and

risk-taking factors, it is becoming the more popular in today's generation and it's next to impossible for the government to stop or put ban on trading in crypto.

Dr R.B.Ayeswarya, Ms. Reema Varghese (2021), prime focus of the research is about India going cashless, with the use of plastic money i.e. debit card & credit card, online gateway money i.e. GPay, Paytm etc. and with references to Crypto trading in India. It states that after the demonetization in 2016, India transformed to cashless economy and the main idea of it was the eliminating the black money from the country. Likewise, Cryptocurrency can help India in digitalization but still awareness regarding to blockchain, cryptography is not appreciated.

Andrea Flori (2019), focus is mainly on finance in reference to cryptocurrencies. It studies about the focuses on three lines of research: Prime formation, detection in market inefficiency, diversified portfolio construction. Observations were made by the factual studies that Bitcoin market is still inefficient and its price fluctuates very drastically just because of the news and events, leaves high influence on it.

Graziela Molling, Amarolinda Klein, Norberto Hoppen, Rafael Dalla Rosa (2020) focuses on the controversy's cryptocurrencies are facing in every country as it is becoming the mines of controversies. According to it, crypto is a great invention of last two decades that is attracting the attention. Though it is controversial it still getting the popularity and future development in it will be remarkable.

Yukun Liu, Aleh Tsyvinski (June 2021), prime study of the paper is about how risky is trading in crypto but the factor that matters in taking risk is the return factor by investing in it. It states that, crypto return is mainly dependent on the crypto network according to the theories but the factual studies do not support this notion of crypto return respond to crypto network.

RESEARCH METHODOLOGY

Objectives:

- To analyze government approval of cryptocurrencies.
- To study lawmaking in the trading system after the introduction of cryptocurrency
- To study impact on the trading system
- To study about cryptography and blockchain awareness among adulthood

Hypothesis:

H0- There is no significant difference between government acceptance for cryptocurrency among age group of respondents.

H1- There is significant difference between government acceptance for cryptocurrency among age group of respondents.

H0- There is no significant difference between making crypto legal among the income group and those who tend to invest among the group of respondents.

H1- There is significant difference between making crypto legal among the income group and those who tends to invest among the group of respondents.

H0- There is no significant difference between the awareness of cryptography and blockchain among the age group of respondents.

H1- There is significant difference between the awareness of cryptography and blockchain among the age group of respondents.

Source of Data

Research Design: The study was both descriptive and analytical. As a result, the Survey approach was used. A survey was done using a standardized questionnaire that had been well validated for dependability, and data was collected across different states of India.

Primary Data: This primary data is been collected through structured questionnaire from different places of Maharastra & Rajasthan.

Sample Size: The survey was confined to 54 people who were eager to learn about cryptocurrencies and some of whom were already trading it. Random sampling techniques were used to choose the sample to whom the questionnaire was given. The data sample distribution is shown in the table below:

Table 1

Age (year)	Male	Female	Total
15-19	3	1	4
20-25	6	7	13
26-29	10	7	17
30-34	3	4	7
35-39	4	1	5
40-44	0	0	0
45-49	4	0	4
50 & above	4	0	4
Total	34	20	54

Sample Design: The researcher used a simple random sample procedure while following the requirements for study methodology and research type. During the survey, it was made clear that individuals who did not express an interest in participating in the study would be excluded.

Area of Research: Mumbai, Thane, Rajasthan

Secondary Data: Secondary data and information were gathered from study journals, magazines, and websites.

Research Instrument: With varied perspectives of respondents, a summarized closed-end questionnaire was used. All of the questions in this survey were worded favorably to investigate the impact of independent variables such as age, gender, and profession on the dependent variable.

Statistical Analysis: Effective data preparation leads to efficient and effective data analysis. Between the end of the field work and the statistical processing of the acquired data, this was discovered to be quite important. Data preparation entailed converting the questionnaire to an electronic format that allowed for and facilitated data processing later on. Tables and graphs were created for the analysis based on the data sheet.

DATA ANALYZING & INTERPRETATION

1- H0- There is no significant difference between government acceptance for cryptocurrency among age group of respondents.

- The above-mentioned notion is rejected

H1- There is significant difference between government acceptance for cryptocurrency among age group of respondents.

- According to the research, there is a significant relation between government acceptance for cryptocurrency among the age group of respondents.

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Should India legalise cryptocurrencies?	54	96	1.78	0.86		
Age	54	186	3.44	2.74		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	75	1	75	41.70	3.3E-09	3.93
Within Groups	190.67	106	1.80			
Total		107				

Interpretation: There is a considerable correlation between government adoption of the future trading system and age, as the current generation places a higher value on investment. As of now, 55.6 percent of voters support legalising cryptocurrency, while 33.3 percent vote "maybe," meaning "neither against nor in favour," and only 11.1 percent vote "no."

2- H0- There is no significant difference between making crypto legal among the income group and those who tend to invest among the group of respondents.

- The above-mentioned notion is rejected

H1- There is significant difference between making crypto legal among the income group and those who tends to invest among the group of respondents.

- According to the research, there is a relative significance between making crypto legal and the income group or those who tends to invests among the respondents.

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Income	54	128	2.37037	1.671558		
How likely are you to invest in cryptocurrency this year?	54	184	3.407407	1.113906		
Do you believe that cryptocurrencies will ever be legalized in India?	54	115	2.12963	0.869672		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	49.79012	2	24.89506	20.43294	1.26575E-08	3.052891
Within Groups	193.7222	159	1.218379			
Total	243.5123	161				

Interpretation: According to the findings, there is a 35.2 % correlation between making cryptocurrency legal and consenting to invest in cryptocurrencies and hoping for the government to make it legal.

3- H0- There is no significant difference between the awareness of different cryptocurrencies, cryptography and blockchain among the age group, location and gender of respondents.

- The above-mentioned notion is rejected

H1- There is significant difference between the awareness of different cryptocurrencies, cryptography and blockchain among the age group, location and gender of respondents.

- According to the research, there is a significant relation between the awareness of different cryptocurrencies, cryptography and blockchain among the age group, location and gender of respondents.

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Location	54	58	1.07	0.070		
Gender	54	74	1.37	0.24		
Are you Aware of cryptocurrencies?	54	60	1.11	0.18		
Are you aware, what is blockchain and cryptography?	54	82	1.52	0.44		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	7.31	3	2.44	10.53	1.8E-06	2.65
Within Groups	49.11	212	0.23			
Total	56.43	215				

Interpretation: According to the poll, there are no barriers of age, place, or gender, as respondents of all ages, genders, and locations, whether urban or rural, participated. 92.6% of people are familiar with cryptocurrency, and 57.4% are familiar with the technology that underpins it, such as blockchain and cryptography.

CONCLUSION

Virtual currencies are a major topic in the global financial system right now. Their market expansion has attracted the interest of numerous speculators. It's feasible that bitcoin may play a significant role in the future.

It will attain a high level of stability, making it easily transferable and a store of value, and making it more widely used by corporations, and individuals as a part of their daily lives. It is not intended to replace fiat money, but rather to expand investment alternatives. In terms of the trading market, it is ushering in a new era for all economies.

For problems like network cyberattacks, using several cryptographic methods to protect data and storing it in a block using blockchain makes cryptocurrencies use more secure over time. Cryptography and blockchain approaches are used to defend in this hacking world, according to the study. This assures investors of a secure investment and allows them to explore new investment options. Due to the large volume of cryptocurrency that is flowing in different systems, the huge expansion and growth of using and implementing cryptocurrencies, and the opportunities that cryptocurrency systems offer, my analysis indicates that cryptocurrency is very likely to be the next investment and trading platform.

Cryptocurrency's future seems optimistic, with more potential to bring beneficial improvements and advancement to the e-Marketing and e-Money industries. Cryptocurrency will continue to advance because to the rapid advancement and improvement of technology. Since our research, advanced measures have been taken to improve and expand the cryptocurrencies concept.

SUGGESTIONS

- Eschew coins that claim to be from the Earth but haven't delivered.
- Set boundaries on how much you invest in a particular digital currency, and don't risk more money than you can afford to lose by trading with it.
- It's not a good idea to put too much money into a single cryptocurrency.
- Cryptocurrencies aren't going away anytime soon, and investing in them for months or years at a time could yield the best results.
- For India's economy, the government can use its own instruments to legalise cryptocurrencies.

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CRYPTO CURRENCY DEVELOPMENT: A STUDY ON CRYPTO CURRENCY AND BITCOINS.

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ABSTRACT

The global economy is speedily moving towards a digitized economy. From the move of investment to money transfer, everything is going paperless. The recent and most promising add on to the digital payment sector is crypto currency.

Crypto currency is a new age technology based digital currency and its popularity is increasing among people gradually but the Government and regulatory authorities are still doubtful about its use and there are many legal and security issues associated with it. Since it is not issued by a central authority, governments can't take it away from you. In recent years, digital currencies have been rapidly gaining public attention. Almost 10 years have passed since the cryptocurrency existed around the world, but its status has not yet been identified, whether it reaches true currency status or remains part of the investment portfolio. People are also not much aware about the worth of crypto currency and mostly they perceive it as illegal means. Crypto currencies are mainly being used as investment tool and it is highly volatile in nature. So, it is imperative to study the effectiveness of crypto currency as investment tool among people by knowing their awareness and perception levels for it as a medium of exchange as well as an investment asset.

This created a kind of curiosity in the minds of people who frequently keep a tab on investment and financial changes in the country. The Social media along with some prominent people of the world are standing with crypto currencies. It uses Cryptography and Block chain technology to secure its exchanges and limit the production of a particular type of crypto currency and keep track of each and every transaction in whole network. It is stored online on encrypted servers or offline on digital pen drive wallets, hardware storage devices (known as hardware wallets) that is secured and encrypted by cryptography.

Keywords: Crypto currency, bitcoins, digital currency, cryptography.

INTRODUCTION

In this fast-developing era of business and investments activities information communication technologies has created several golden opportunities in many aspects, which has benefited the idea of going paperless transaction through virtual money transfer. Thus, new varieties of trading, transactions and currencies are arising frequently. One of the exceptional money forms that have been emerged in the past few years is Cryptocurrency. As E-Commerce it has become one of the foremost integral part of all sectors as India has very young techno- savvy population which can be driving force for more popularity. Cryptocurrency can be defined as any medium of exchange, except real cash, that can be used in many financial transactions whether they are virtual or real transactions. Cryptocurrencies represent valuable and intangible objects which might be used electronically or nearly in numerous applications. A Cryptocurrency is cryptographically signed digital currency that is virtual in nature and laborious to counterfeit thanks to sturdy secret writing. It is totally different from regular currency. Cryptocurrency has been a trending topic lately after the Supreme court of India passed a verdict slashing the RBI's curb on Crypto Currency on 5th March 2020. This created a kind of curiosity in the minds of people who frequently keep a tab on investment and financial changes in the country. Cryptography is an old age technology wherever information is within the form of codes which might be decoded by specific receiver of that information. Currently, Cryptography is highly evolved technology from its origination stage which give increased security feature to Cryptocurrency. Fiat currencies square measure written by numerous governments and that they management the worth of it whereas governments are not having any management over Cryptocurrency and largely localized. Crypto-currencies measure controlled by Cryptocurrency community members, miners, general public taking part within the dealing. Transactions have highly measure processed, validated, verified by Cryptocurrency miners and eminent dealing get recorded publicly and distributed ledger known as Blockchain. Cryptocurrency transactions square measure anonymous, irreversible and secure in nature. It is being used as investment tools and it's extremely volatile in nature.

Different Types of Cryptocurrency

1. **Bitcoins** - Bitcoin is a kind of digital currency where cryptography rules are used to control and generate the unit of currency, comes underneath umbrella of crypto currency and it had been and most useful among

knowns cryptocurrency. This can be additionally referred to as decentralized digital currency. The transactions are verified by network nodes and recorded in a circulated record called as blockchain.

2. **Altcoins** – It is another alternative form of cryptographic forms of money after the success of bitcoins. They are the better substitutes for remarkably up with numerous new forms so as to conquer its confinements.
3. **Ripple** – It is a well-known digital payment system. It is a RTGS currency exchange and remittance network. It is also called as Ripple Protocol or Ripple Transaction Protocol. Ripple functions on peer to peer decentralized platform and it too uses the open-source technology. It allows lawless money transfer independent of form of currency.
4. **Ethereum** – It is an open source of blockchain similar to bitcoin based dispersed computing platforms performing smart contracts. It also gives decentralized virtual system. The most important difference between Bitcoin and Ethereum is the way blockchain application platform is used in both the cases. The Bitcoin work for one particular application where peer to peer transaction take place and only for bitcoins but in case of Ethereum the blockchain technology/platform can be used for any decentralized application.

LITERATURE REVIEW

This part of the study highlights on the reviews of the authors who have done studies in the area or field of crypto currencies.

1. **Peter D DeVries** – “An Analysis of Cryptocurrency, Bitcoin and the Future” In this research, author has done a SWOT Analysis of Bitcoin along with the other Cryptocurrencies and has provided conclusion on its future perspective. According to him The Strength of the bitcoins lies within its design and limited number of its production which will never face inflation pressure. The Weakness of the Bitcoins, again lies in its transaction process where each and every transaction is visible to all public ledger chains which pose a threat of some cyber-attacks and thefts. The Opportunity can be observed through, by extending the innovative technologies involved in Cryptocurrency like Cryptography and Blockchain to current Banking and Financial System which can be made more secure and decentralized system. The Threats are related with the high volatile nature of these virtual cryptocurrency, which can be stabilized across the globe, if it can be regularized uniformly. The future is still uncertain particularly for these currencies but the technologies associated with it, do have a great potential to influence and give a boost to our current banking systems.
2. **Everett J. & Team, Department of US Treasury** - “Risks and Vulnerabilities of Virtual Currency- Cryptocurrency as a Payment Method” In this paper, authors have explored the risks and challenges for the use of cryptocurrencies as an alternative to traditional currencies for illicit users, consumers, the official sector, and financial institutions. Through exploring the cryptocurrency needs and requirements for each of these groups, it is easy to understand which groups are most likely to navigate to specific cryptocurrencies, and then develop an appropriate response. The emergence of cryptocurrencies as a new method of payment has broad implications for illicit users, consumers, the official sector, and financial institutions. There are momentous risks and challenges that shall be overcome before the users will or shall be adopting and accepting crypto currencies to conduct financial transactions on a large scale. This adoption will require adaptation of the cryptocurrency protocols and regulation to meet the requirements of each of these perspectives
3. **Sudhir Khatwani (CoinSutra) 2018** – “Future of Bitcoin and other Cryptocurrencies in India after RBI's Ban” - Is Crypto currency/Bitcoins Legal In India? – Harsh Agarwal. In this threaded updating article, it has been discussed that what the scenario was of Bitcoins and other Crypto currencies in Indian Market after the RBI's ban of Transaction of these virtual currencies in INR (fiat money) through its own entities like banks and other financial institutions in 2018. The author has discussed the various implications against the ban of the transactions of these crypto currencies through banks. He has pointed out that the same stand was taken by Chinese Government and it resulted in upsurge demand of crypto currencies by crypto investors through other channels. The same can be done in India also because there are other platforms and peer to peer transaction facilities available to buy and sell crypto currencies in India. He has also emphasized on the innovative technology used in Crypto currency, i.e. Blockchain which is going to be the new Dot Com Boom in the world in coming decade and by banning the Crypto currency in India, the millennial investors and technocrats will miss a chance to establish themselves in this field. He has suggested that, though the case is pending in Supreme Court, the RBI will mend his stand on the crypto currency and try to regularize it as investment purpose for diversified financial asset category to minimize

its illegal trading in the black market. This article has been frequently updated after the Supreme Court uplifted the ban in 2020 and has been adding news relating to points like the legality of crypto in India, its future and how to deal in it.

OBJECTIVES OF THE STUDY

- 1) To understand the importance of crypto currency from investment point of view.
- 2) To analyze crypto currency and bitcoins.
- 3) To create more awareness on the usage of crypto currency.

SCOPE OF STUDY

The Researcher focuses majorly on technology-supported learning environments, they can engage the organizations and investors to go for paper less transactions by adopting the digitalized technique of cryptocurrency and have a positive impact on business outcomes and investors as well because that is the underlying driver of this study. The discussions focus on the creating more awareness and importance of usage of cryptocurrency from investment point of view and analyzing crypto currency and bitcoins

METHODOLOGY

Sources of Data Collection

Secondary Data: It majorly consists the information collected from various sources like books, websites, journals etc.

This paper will discuss the questions concerning about cryptocurrency and its various types with its impact on legislations. Here secondary data collections were done. To know more about the overview of cryptocurrency. The researcher has first studied the concept of cryptocurrency its and benefits through Literature review and further studies.

Importance of Crypto Currency from Investment Point of View

Cryptocurrency buying and selling has taken the financial world by storm ever since its inception in 2009. Digital foreign money is rapidly gaining recognition in India as properly. Recently, India became ranked 2nd in phrases of world cryptocurrency adoption, in keeping with the 2021 Global Crypto Adoption Index via way of means of Chain analysis, a block chain information platform.

1. Control over consumers assets: The quintessentially decentralized nature of crypto buying and selling offers you manipulate to very own and save your belongings with out the involvement of a 3rd party. The cost of the belongings isn't decided via way of means of the trade, or a middleman, giving buyers liberty to avail most income from the triumphing trade rates.
2. Deflationary assets: Bitcoins and different cryptocurrencies have a restrained supply. This makes them deflationary assets, because of this that the buying energy will increase over a duration of time. Each cryptocurrency has a set of rules that places a cap on their general supply.
3. Transparent and stable: Cryptocurrencies are famous because of their thorough transparency, because of open-supply and publicly-verifiable technology. ZebPay, based in 2014, is one of the oldest crypto exchanges in India. It gives a secure and stable platform for buying and selling in cryptocurrencies.
4. Good desire for long time investment: Despite the volatility and fluctuations that characterize the crypto market, investments in crypto are visible to be extraordinarily useful for long run. They can act as an inexpensive supply of financial savings post-retirement or provide you with a few an awful lot wished monetary buffer throughout a surprising financial crisis.
5. Flexible and Independent buying and selling: The 24x7 accessibility of crypto buying and selling makes it extraordinarily flexible for buyers to organised their buying and selling throughout any a part of the day. Besides, there are numerous altcoins like Ethereum, Dogecoin, Ripple as properly which growth the capability of gaining wealth and assist buyers diversify their portfolios.
6. Fraud-proof: When cryptocurrency is created or a transaction takes place, all showed transactions are saved in a public ledger that's encrypted and might best be utilized by precise customers of the foreign money to affirm the transactions. All identities of coin proprietors are encrypted to make sure the legitimacy of report keeping. Because the foreign money is decentralized, the proprietor owns it. Neither authorities nor financial institution in any approach has any manipulate or report of it.

7. Represents Global Currency: Traditionally when the investors want to trade any foreign money for a foreign money of various us of a, banks have been approached for making the trade possible. But now with the assist of cryptocurrencies the principle that means of foreign money which became to trade cost may be surely accomplished. With the use of cryptos one can simply buy or sell or transfer value from one country to another without paying heavy exchange and transfer fees.
8. Privacy & Simplicity: Remembering the instances when the likes of Pay tm & free charge have been newly launched. Also, online markets like Snap deal, Flipchart, and Amazon have been introduced in markets. The begin in their organizations became simply virtual primarily based totally and the principle attention in their entire enterprise became privateness and the convenience of creating bills and orders at a unmarried

Data Analyze on Crypto Currency and Bitcoins

Bit coin and other crypto currencies have been growing with an immense speed in India despite restrictions from the Centre and the Reserve Bank of India. It has also become the world's most popular cryptocurrency. At the other side the concept of bit coin can be traced back to a white paper published in 2008 by Satoshi Nakamoto. The currency which has surged over \$48000 at the time of this article was hovering over \$12 in 2013. Bit coin, surely can play a vital role as a virtual currency and is online cash that changes hands over internet. Trading Bitcoin in India is assumed to be legal since there are no legislative laws or regulations restricting it in the country. Even the Reserve Bank of India (RBI), in a recent order, has stated that banks cannot deny giving services to their customers who are dealing in crypto currencies at different levels. With the adequate and sufficient types of resources, we can at a time buy and sell Bitcoins in India. That said, only 21 million Bitcoins exist, of which around 19 million are already in circulation (data: as per February 2021). That leaves a little over 2 million Bitcoins waiting to surface in the public market. According to some estimates, over 10 crore Indians own cryptocurrencies, making India the country with the largest number of Bitcoin holders in the world. Recently Bitcoin hit \$60,000 for the first time in six months, nearing its record high. As of now, there is abundance of services which can be avail using this virtual currency. It has the same basic structure as it did when created in 2008, but repeat instances of the world market changing has created a new and a very emerging demand for crypto currencies much greater than its initial showing. By using a crypto currency, users are able to exchange value digitally without third party oversight. According to current report, which ranked 154 countries, worldwide crypto adoption grew by over 881% in the last year. Emerging markets led ahead of the United States and European nations driven by peer to peer platform trading, the report revealed India crypto bull market was triggered in March 2020 by Supreme Court. Crypto industry attract foreign funds as local investors are worried

FINDINGS WERE AS FOLLOWS

Bitcoins has strength by design to make it a viable currency that has elevated it in status over the years, more notably the fixed limit of bitcoins that will exist. Bitcoins is having a different value in itself. Due to the limit in the number of bitcoins being a major advantage rather rigidity. Crypto currency is strong in this situation as being the only currency that can be purchased and sold expeditiously and still is used worldwide. Other fiat currencies can be exchanged at the same time the activity requires visiting a money exchange in person, and that money cannot be spend or utilizes unless it is accepted locally. One of the basic requirements for purchasing bitcoins, is that we only need to set up an online account with an online exchange, make their request, and the transaction is usually completed in minutes. Once the bitcoins is in their digital wallet, they would be able to make purchases from thousands of vendors worldwide. Bitcoins has developed a controversial phase of progression which needs to be proved .Crypto currencies have also developed a reputation of having questionable security. Crypto currencies" ability to be traded like a commodity can also be a weakness. Commodity based markets have been showing a very huge fluctuation or dynamic changes in value from various events at the market place. These constant fluctuations in the market might ultimately limit the investor trust and confidence in the commodities. Any unforeseen or emergency event could or might cause an investor to lose huge portions of money or funds and thereby leading to, decreasing investor trust. On the other hand the determinants of bitcoins price have not truly been met, which creates an uncertain trading environment for the investor to invest upon. Commodities are also prone to being traded by investors with a "buy low, sell high" mentality, which has overreaching effects to those who are using bitcoins for currency and create value fluctuations. Crypto currency is in a different position playing the role of a forerunner in a possibly transformative and digital technology to long standing financial systems in our economy.

CONCLUSIONS OF THE STUDY

From the above findings, it can be concluded that common people are aware of the Cryptocurrency market and majority of them would like to see it as part of their investment portfolio as it provides good return. It also

seems that crypto does has its own potential to be implemented as a standard crypto currency in India if properly regulated. The main reason people aren't willing to invest or exchange in Cryptocurrency is due to lack of regulation from Government and regulatory authorities. If Government of India and its regulatory authorities comes forward to regulate its use and transaction in financial markets, it can play a major role in entire investment portfolio and help the Indian government achieve its aim. As it is well known that Cryptocurrency is the product of all new age innovative technologies, and many countries of the world have already regulated its use in day to day business and many countries are coming forward to regulate its transaction in financial market. So, Indian Government and its regulatory authority should come forward and take steps to regulate the transactions of Cryptocurrency as investment option. Crypto currencies are here to continue their survival at the longest period. On the other hand we also have to agree that the future of trading lies well with new emerging technologies and innovations in this area that are able to be more beneficial towards mankind. Nevertheless we also need to admit that, users and industry player can evaluate in a better manner whether the crypto currency can benefit or be harmful to them, in accordance with their objectives and perspectives in owning it. This paper has reviewed the opportunities in crypto currency in term of bit coins much in detail. The Bit coin community is playing a very striking role to push into the mainstream through different techniques, innovation and solving old problems. Also few other forms of crypto currency have already emerged into the market and also have gained followings of their own, and each slightly different from Bit coin and arguably as valid. Bit coin and crypto currencies are quite numerous in number. Extensive and detailed studies need to be performed on the economic, financial effects of Bit coin's effect on long standing fiat currency performance, and comparison shall also be done on the results to countries that are beginning to adopt state-sponsored crypto currencies. The ability for crypto currency to perform and stabilize at the micro level transactions may allow it to bridge or reduce the gap rather an economic gap that traditional state sponsored currencies would not be able to solve, but requires a much deeper market and economic analysis to determine.

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ROLE OF AI IN THE FUTURE OF AUTOMOTIVE IN INDIA

¹Mrs. Tamanna Agarwal and ²Macwin D'souza¹Assistant Professor and ²Student, Reena Metha College of Arts, Science, Commerce & Management Studies, Mumbai**ABSTRACT**

The objective of this paper is to understand and teach the importance of AI in the domain of automobiles. Since the invention of computers and the internet, AI has gained popularity. Throughout the years AI has been developed in every major domain in the world. This paper will give you a detailed review about the major problem faced by the automobile industry and how can it be terminated by incorporating the use of AI in the industry. It also says how AI can be beneficial to us i.e. the merits and demerits. Topics like the demand, safety of the passenger and the future of transportation has also been covered. This paper informs about the influence of AI in the future of the automotive industry in India.

Keywords: Artificial Intelligence, Deep Learning, Machine Learning, Self-Driving Car, Automotive Industry.

I. INTRODUCTION

In this Era of internet Artificial Intelligence (AI) unknowingly plays an important role in our daily lives and has taken over all major domains in the world. John McCarthy, the father of AI, the cognitive scientist coined the term in his 1955 proposal for the 1956 Dartmouth conference, the first artificial intelligence conference. The objective was to explore ways to make a machine that could reason like humans and was able to improvise over time. It is called artificial intelligence because human intelligence is real intelligence. Human beings are the creator of machines and giving them the ability of decision making, for this reason Artificial intelligence got its name. Artificial Intelligence is artificially incorporated with human-like intelligence to perform tasks as we do, this intelligence is built using extremely complex algorithms and mathematical functions. AI is widely used in financial services, Information and Communication Technology (ICT), Life Science, Retail, Healthcare, Industrial Manufacturing, Automotive, Oil & Gas, and Chemicals. AI is also used in smartphones, cars, social media feeds, video games, surveillance and many other aspects of our daily life.

Artificial intelligence is classified in three categories:

1. Artificial narrow intelligence (ANI): Also called weak AI, this type of AI focuses solely on one task, it is generally developed or used for one specific application domain, and in short it is goal oriented intelligence. Narrow AI does not have a mind of their own. Google assistant, Siri and Alexa etc, are the best example of narrow AI.
2. Artificial General intelligence (AGI): This AI refers to a computer that is as smart as a human or in short can replicate a human. Eg: Spam filters on email, drone robots, Supercomputers like Jujitsu-built K.
3. Artificial Super Intelligence (ASI): Strong AI is self-aware and much smarter than the best human brains in practically every field. They are conscious and easily surpass human intelligence and so eventually even develop emotions this makes the AI's response unpredictable. Eg: Fully automated self-driving cars and Humanoid robots. Artificial intelligence is different from machine learning and deep learning. Machine learning is a technique to achieve AI, deep learning in turn is a subset of machine learning that provides a machine with the capability to learn from data and experience through algorithms. Deep learning does this learning through ways inspired by the human brain this means through deep learning data and patterns can be better perceived.

II. REVIEW OF LITERATURE

Vinayak Pujari, (2021): Even still we are counting on Artificial Intelligence as the subsequent tool to transform the way we live, work and interrelate with respectively other, which will be typically enabled by machine learning methods, it remains indistinct as to how these bright agents will help to solve extra complex difficulties than the ones remaining while keeping in attention that the state of the skill in AI today is to perceptively recognize images and vigorously playing sports. If we also look at the present status quo and who is intricate in riding the rollers of progress in Artificial Intelligence, then some can easily find big initiatives like Google, IBM, Microsoft and Facebook and are the ones who are big companies in the arena. The development in AI is likewise transporting stable penalties e.g. eradicating occupations by the means of work computerization, one such situation can be understood in the Industry 4.0 framework, which is currently in use

in the automobile industry. Industry 4.0 makes what has been named a ‘smart factory’ wherein a great number of robots take advancing the whole manufacturing procedure with the help of cyber-physical schemes, IOT and cloud computing. The current state of the art in AI research types is more capable in some domains than hominids, however, it is part of thin artificial Intelligence which is more attentive on a slim domain of difficulties e.g. iPhone Siri. In 2015, numerous milestones attained in the research and growth of AI provided rise to Artificial General Intelligence and this thoughtfulness of AI can be pragmatic to all kinds of difficulties. In cognitive science, intelligence is definite in many ways which comprise one’s capacity for cognitive, logical, considerate, planning, problematic resolving, self-awareness, and passionate awareness etc. A Human-level intelligent mechanism should have an ability to pass several tests; one of such examinations is the Turing test. However, there is no perfect test which can prove a mechanism perfectly human -level intellectual. If we guise at the present state of AI, the step of evolution of false intelligence is speeding up. NIPS (Neural Information Processing Network) session is one of the most famous sessions in the arena of Machine Learning & computational neuroscience.

How is AI expected to boost the demand for autonomous vehicles

Companies have been trying to increase the efficiency and productivity using artificial intelligence to operate autonomous vehicles in a trustworthy manner. In the next 8–10 years, AI technology is anticipated to be a part of several automotive applications. Hence, by the top of 2030, it is expected that 95–98% of the new vehicles might have AI technology. Increasing penetration of AI is expected to boost the demand for autonomous vehicles in the next 8 –10 years. According to estimates, autonomous vehicle sale accounted for 33 million units in 2019, and it is expected to reach 80 million units by 2030 globally, the market is expected to witness a CAGR of 8–10% during 2019–2030. With AI making inroads in the automotive industry, there are some key aspects to look at. Robots are simultaneously working with human and learning automotive manufacturing skills (design, part manufacturing, and assembly) with the help of AI. Currently, AI helps humans to develop cars using Exoskeletons; in the future, the entire plant can be operated by these AI-powered robots. Currently, the hardware of the vehicle generates around 85–90% value of the vehicle, and the remaining value of the vehicle is generated by its software and content. In the next ten years, 95 – 98% of the new vehicle is expected to have some or other form of AI-powered technology. Due to this, technology (related to software) service offerings within automotive is expected to become the USP, and value generated by technology will be 40–50% of the vehicle’s value. This indicates that the dominance of technology providers will gain traction going forward. In the long term, as ownership and vehicle volume decrease, automakers will have to build entirely to demand, perhaps, in the most advanced circumstances, becoming captive suppliers to fleet operators.

This will require smarter production methods and factories to reduce costs and maintain a viable profit margin. The use of AI to dictate supply chain management alongside the use of smart robots in factories will go a long way in reducing long-term costs despite the initial capital expenditure required to implement the technology. For example trucking is one of the largest industries in India. On average truck drivers carry 3.3 million tons of goods covers about 417 km daily on a regular basis. The trucking industry generates over 905.4 Cr of revenue per year. Everything on the planet is delivered by truck either directly or indirectly. For such a large industry it is plagued by a major problem. The trucking industry is faced with severe shortage of truck drivers because of spike in growth of online shopping and the new safety regulations, so that the existing truckers can’t spend that much time on road we don’t have enough drivers to keep the system running smoothly.



Figure 1: Tesla Semi Truck

Autonomous trucking is going to be huge worldwide, the freight companies want self-driving trucks primarily because it will help them bring down the cost of driving a shipment of goods from point A to point B. Autonomous is really going to revolutionize logistics and that's not just in terms of price but also being able to do things a lot more fuel and cost efficiently and also being able to go two and a half times as far on a single charge. Amazon in particular has pushed forward the demand for fast deliveries. The demand for products on online websites spiked as a result the need to get something from A to B as quickly and reliably and inexpensive as possible that the need is getting bigger and bigger. From big techs to start ups companies are pouring money into trucking. Google's self driving company WAYMO recently expanded to include trucking it started a pilot program in 2018 freight to Google's data centers in Atlanta and is conducting road test in California and Arizona. Volvo has been deploying this tech to



Figure 2: FLUX Auto

Currently the Bengaluru-based startup FLUX is in line with the global giants like uber, Google and Tesla in autonomous trucking . "With our system the driver is less tired since we are doing the heavy lifting". Instead of the 10-hour schedule, the drivers can drive for 16 hours, which results in 40 extra hours of productivity. Also, another goal is to reduce not just accidents, but also the incidence rate. When a truck meets an incident, it gets sent to repair workshop where the company loses revenue for every hour that the truck is out of service. Our system would be able to save that revenue as well as the money spent on repairs, says Pranav Manipura (CEO of FLUX). It is for this reason that AI is going to boost the demand for autonomous vehicles.

III. Are autonomous cars safe?

As one of the most fundamental questions in the technology world, this one is a little tough to answer. The long and short of it is that self-driving cars, or autonomous cars, could be safer than vehicles operated by humans, but need a lot of additional engineering to prevent specific kinds of cognitive blind spots that can easily lead to accidents and even fatalities. Self-driving cars are coming and there is a lot of excitement around the new technology. But, before they can be deployed on a larger scale, they need to be reliable and safe. Would you trust a self-driving car?

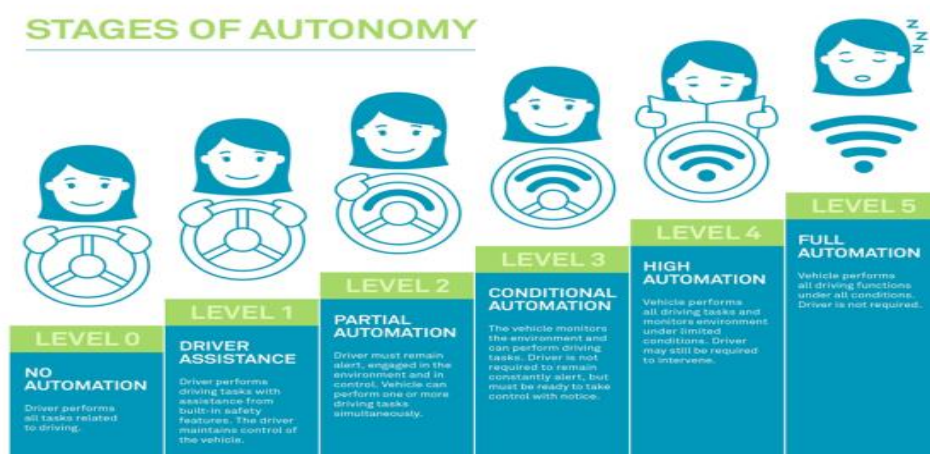


Figure 3: Levels of Autonomy.

These cars can not only sense their environment but also can anticipate what's coming up ahead, which humans are not capable of. They may one day make the world a safer place by eliminating human error and reducing the number of car crashes. But, we should go through a long process before self-driving cars reach end consumers. We need a lot of time for testing and for people to become comfortable with the technology. Autonomous

technologies utilize state-of-the-art cameras and sensor technologies to create an accurate image in real-time not only of its immediate surroundings but also of what lies ahead along the route. As a result, ensuring the safety of the driver as well as pedestrians has become much more convenient.

There are passive safety features such as seatbelt and airbags to mitigate the consequences of a collision, but the most effective way to improve its safety would be to prevent the collision altogether. Even though self-driving technology is in its early stages, it has the potential to remove human error from the equation, thus reducing accidents and fatalities. There is a view that the laws and regulations can become an impediment to progress, but also many agree that we need firmer, more comprehensive oversight of self-driving cars so that regular people become more comfortable with the new technology. Then, what should the industry and government leaders do in terms of laws and regulations? Safety is the number one priority and they would have to thoroughly consider, test, and study the safety implications of self-driving cars. Also, there are many decisions to be made regarding how the technology benefits people and ways to protect the marginalized sectors of self-driving cars. Just like any technologies that are introduced to society, self-driving cars can be introduced in a limited manner at first. We might start with small cities; work out all the possible outcomes and details, then expand from there gradually. The most important thing is to prove that they work reliably. That is why the industry, politicians, and experts need to take a long-term approach in assessing the technology rather than rushing to a solution.

IV. Will incorporate AI help reduce road accidents?

Incorporating AI will significantly reduce the number of accidents

A palm-sized device connected to a camera, giving a driver's eye view in a vehicle, may help reduce the number of accidents. Chip major Intel and the International Institute of Information Technology (IIIT-Hyderabad) have joined hands to tap the power of artificial intelligence and predictive analytics to quickly analyze the data provided by the camera to provide actionable insights to drivers. An alert just in time could help them avoid possible collisions.

The project, iRASTE (intelligent Solutions for Road Safety through Technology and Engineering), seeks to create a blueprint for the country and is being implemented by a consortium comprising chipmaker Intel, the International Institute of Information Technology, Hyderabad (IIIT-H), CSIR-Central Road Research Institute and others. The focus is on three crucial areas — vehicle safety, mobility analysis and road infrastructure safety, top level representatives of the consortium partners said during a virtual media interaction on Monday. While a similar programme was tried out in a few cities elsewhere, what makes the Nagpur project unique is the scale of deployment of AI – about 350 buses are to get the palm-sized device on the dashboard and connected to a camera — and the aim to achieve up to 50% decline in road accidents in two years, they sought to emphasize.

Country Head of Intel India and vice-president, Intel Foundry Services Nivruti Rai said technologies such as AI will play a transformational role in enabling smarter and safer vehicles, roads and drivers. The project aims to re-imagine road safety with the predictive power of AI. Advanced Driving Assistance Systems. The ADAS alerts alongside driver assessments and training can notably improve driver performance. Mobility analysis will continuously monitor dynamic risks of the entire road network to define grey and black spots – areas that are high risk or accident prone. Preventive maintenance of such stretches will avert blackspots before they claim lives, the consortium partners said in a release. ADAS, as of today, is designed to help reduce the workload of the driver while driving the car by monitoring, warning, braking and even steering in different situations when needed. It's going to provide you with safety in certain road conditions and lay down the groundwork for true autonomy coming in the near future.

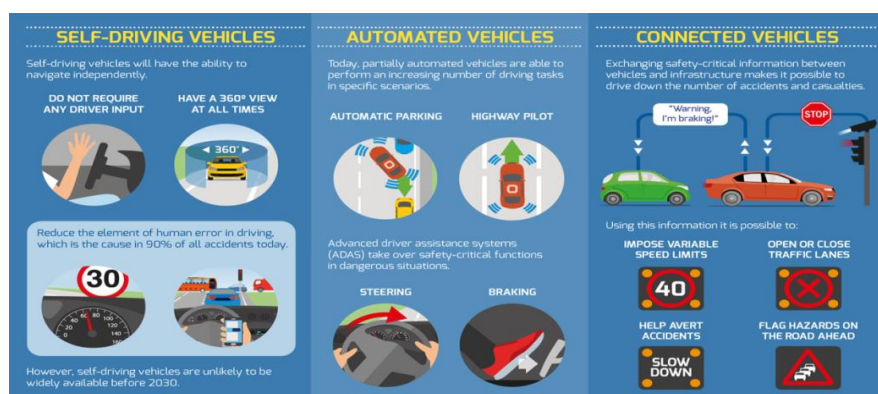


Figure 4: Self-Driving, Automated and Connected Vehicles.

Under the project, Nagpur Municipal Corporation's fleet of vehicles will be equipped with collision avoidance technology. Sensors will help map the dynamic risk of the entire road network (grey spot map), which in turn can be used by road maintenance agencies to prevent accident-prone zones (black spots). Project iRASTE will conduct detailed studies to recommend engineering fixes for existing black spots and implement an AI-powered system for continuous monitoring of road infrastructure quality.



Figure 5: Safer roads.

ADAS, as of today, is designed to help reduce the workload of the driver while driving the car by monitoring, warning, braking and even steering in different situations when needed. It's going to provide you with safety in certain road conditions and lay down the groundwork for true autonomy coming in the near future. There are several ADAS features available today. One of them is adaptive cruise control, a system to maintain a safe distance between your car and the car ahead of you. If the car in front of you slows down, so will your vehicle. If the vehicle speeds up, so will your car, up to the target speed you initially selected. The parking assist system will provide you with monitoring and alerts if you are getting too close to other vehicles while parking.

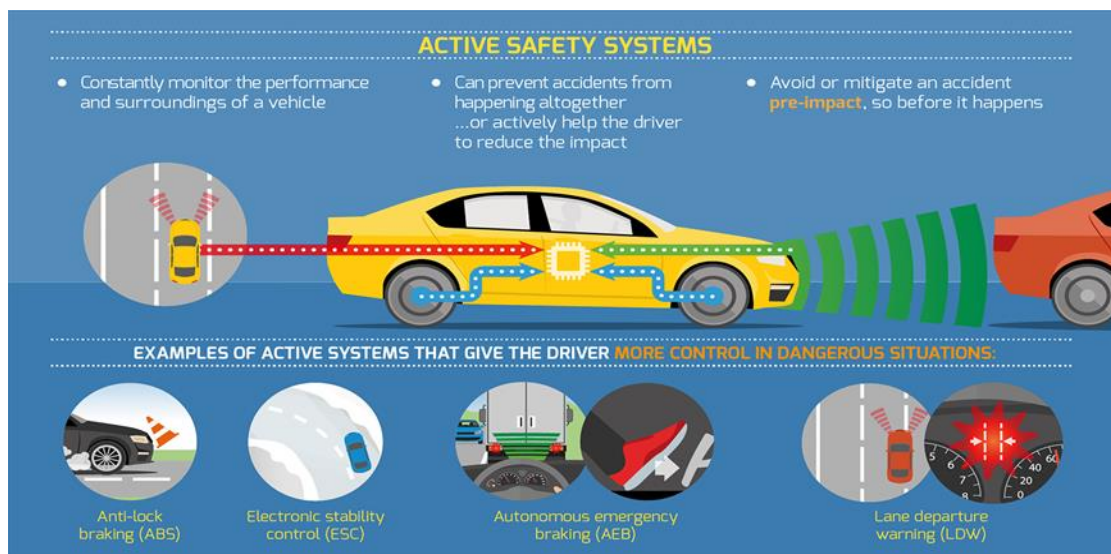


Figure 6: Active Safety Systems.

While blind-spot detection is also being installed in the vehicles. This system detects objects in your blind spot and you get the alerts if a vehicle or object that you can't see is in your path, potentially preventing an accident. Emergency braking also detects objects that can abruptly cross your path and the system will apply the brakes or steer if necessary to prevent an accident or mitigate the risks. Also, lane keeping assistance detects the lane and makes sure that your vehicle is within the lane when driving. The capabilities of ADAS are endless and it's well on the way to becoming fully autonomous cars.

The automotive industry is now envisioning a world where injuries and accidents can be completely prevented. But incorporating this technology can come at a serious price tag, the components used like sensor's, touch screens, and high-tech sophisticated computer sets the company back with huge price tag as a result these cars will be priced at a price tag most middle-class people cannot purchase.

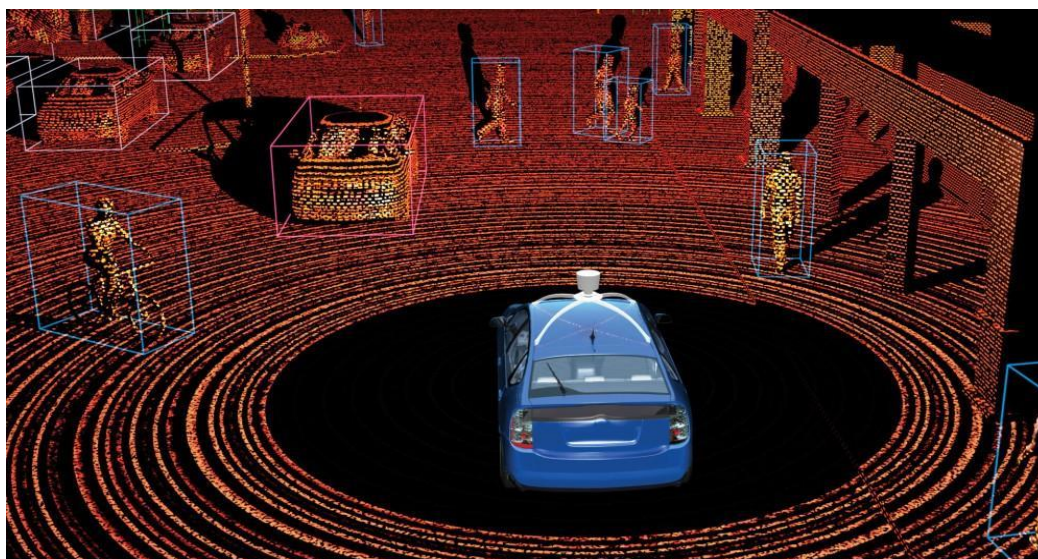


Figure 7: Lidar sensors (The way AI analyse its surroundings)

This type of technology is boon for disabled people and also for people who looking for cost effective, safe, and convenient way of traveling. Many scientist believe including Stephen hawking that AI is developing so fast that eventually humans would have no control over it, and AI could destroy humanity. Which bring me to its demerits because AI has been introduced to every field it could be a threat to privacy, ambiguous decision.

Despite AI's undoubted problem-solving potential, there is concern that a lack of coordinated international governance over its application could lead to abuse of the technology.

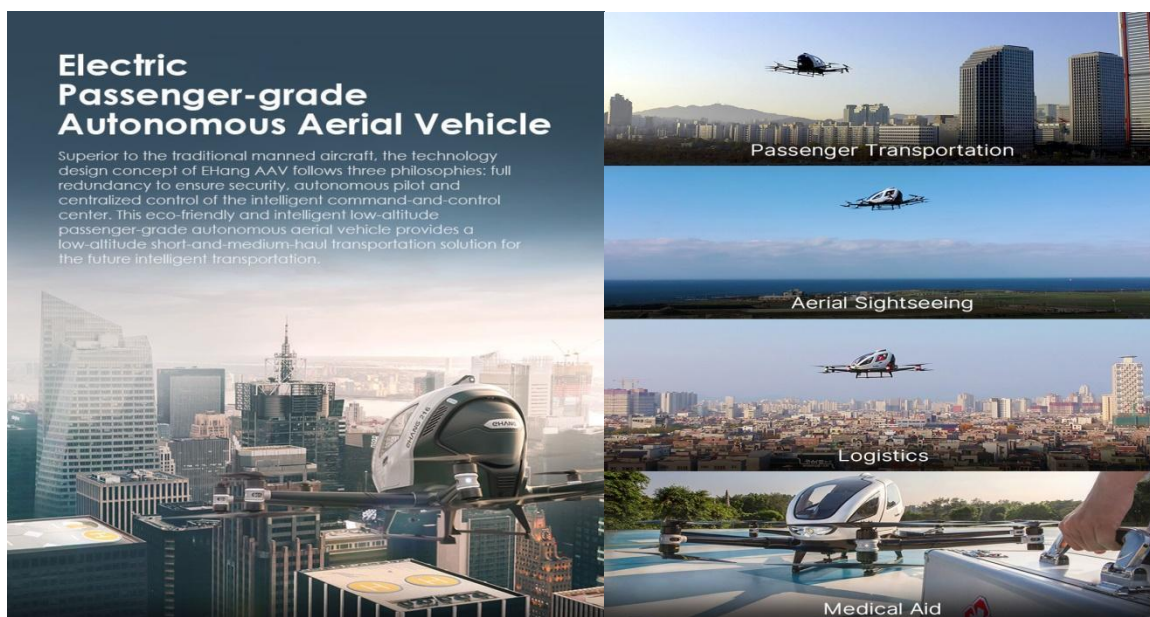
V. What would future transportation look like ?

The future of transportation involves moving into new, smarter sources of energy, modes of transport and physical and technological infrastructure to support these transportation innovations.

Three common themes in transportation innovation are:

- smart technology
- electrification
- autonomy

Given the rapid expansion of these technologies in recent years, we can assume all will be major contributors to our transportation future.



Will public transportation take to the skies? This could soon be a reality. Successful demonstration flights of Autonomous aerial vehicles (AAVs) have been carried out already. Although similar to drones, which are

generally unmanned, AAVs are different. AAVs are essentially autonomous human-carrying drones, designed for transporting passengers. Most configurations of these flying vehicles use Vertical Take Off and Landing (VTOL) through horizontal rotors, which require no runway. The idea is to put commuters into AAVs, taking them off congested roadways and to their destinations on direct routes, greatly cutting travel times. The **Ehang 184** is a concept for 5G-connected urban air mobility, controlled through a smart city command center, and is set to be a world's first Air Taxi to debut in Qatar for the FIFA World Cup in 2022.



Figure 8: Hoversurf Scorpion 3.

This concept is comparable to an AAV, in that it uses a VTOL platform. However, instead of being unmanned, a human operator rides and controls the hoverbike. The form factor resembles a common motorbike with four rotors (quadcopter) capable of carrying one person. Again, the aim is to provide a method of mobility that alleviates street traffic for short distance travel. Hoversurf, a Russian company, has developed the S3 2019 Hoverbike, a battery-powered, one piece carbon fiber frame, capable of flying 96 KMph at 33 feet of altitude. At a cost of \$150,000 per bike, the hoverbike won't be an option for daily commuters any time soon.



Figure 9: Lyft's Autonomous fleet of 'Aptiv' vehicles.

Autonomous cars are on the cusp of widespread deployment, although largely still constrained to testing environments and pilot projects. They are on roads today and are active in cities like Las Vegas, where Lyft offers autonomous rides for a fare, in their fleet of 30 'Aptiv' vehicles. These vehicles represent more than just EV and autonomous efficiencies, but rather a Smart Mobility mentality. Using ICT these futuristic taxis communicate with each other, with smart infrastructure and IoT, with customers and gather mass amounts of data to drive further efficiencies while they move around Smart Cities.

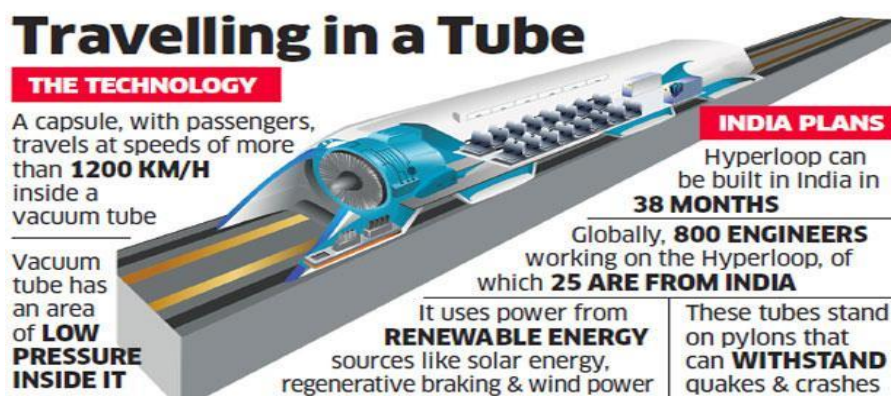


Figure 10: Hyperloop plans in India.

The idea of the Hyperloop was first envisioned by Elon Musk in 2012. This future mode of transportation is designed for longer haul transportation between cities, countries or even continents. The principle of the Hyperloop is based on the movement of people in capsules or pods that travel at high speeds through tubes over long distances. Inside the tubes is a low pressure environment void of air, while the pods use magnetic levitation (MagLev) technology for propulsion. The low pressure and MagLev, create a very low friction environment allowing the pods to travel upwards of 600 MPH. Virgin Hyperloop One currently has a 500 meter test track in Apex, Nevada, called the DevLoop. Hyperloop projects are now being considered in India, the US, the UK, Canada, and Mexico. Other examples include differing versions of autonomous MagLev trains suspended above city streets; cable cars far above urban skylines; hybrid cars with wings; electric bikes, skateboards and other personal mobility devices; autonomous busses; even Falcon 9 Rockets to leverage the speed of space flight to get people around the globe quickly. Many of these are far into development and even wider implementation.

The traditional internal combustion engine dominated the car manufacturing companies but not anymore, the rise of EV vehicles has opened doors for new car manufacturing start-ups and the already reputed companies like BMW and Mercedes benz to go electric.



Figure 11: BMW's all new EV range.

Objectives:

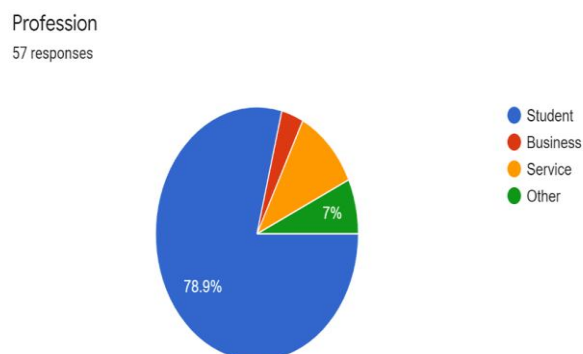
1. To understand how AI is expected to boost the demand for autonomous vehicles
2. To analyze whether autonomous cars are safe
3. To analyze that incorporating AI can help reduce road accidents
4. To determine what future transportation looks like.

RESEARCH METHODOLOGY:

Research Design: Descriptive research was conducted to gather the data. The survey was distributed electronically through a structured questionnaire.

Primary data: Primary data was collected through the structured questionnaire.

Sample size: Students, Business persons, Service people were invited to complete an online survey. There were a total of 57 respondents.



HYPOTHESIS:-

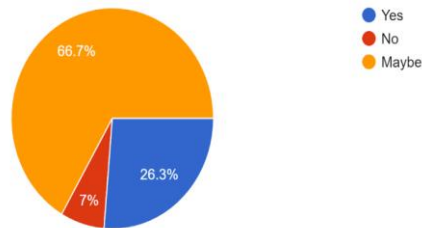
H0: AI technology complements the concept of autonomous driving.

H1: AI does not complement the concept of autonomous driving .

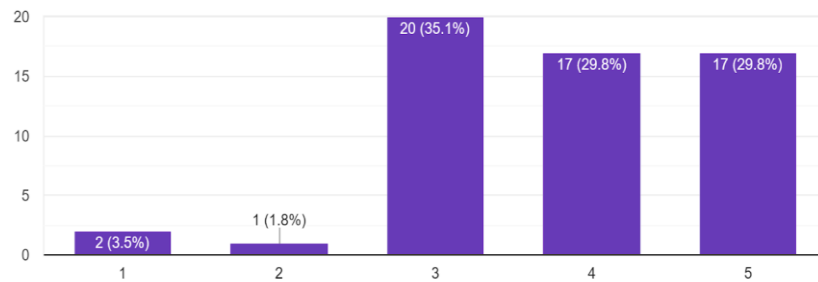
Data analysis:

H0. AI technology complements the concept of autonomous driving.

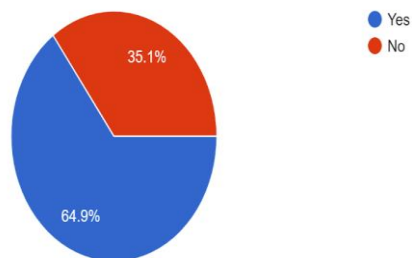
Do you think autonomous cars are safe ?
57 responses



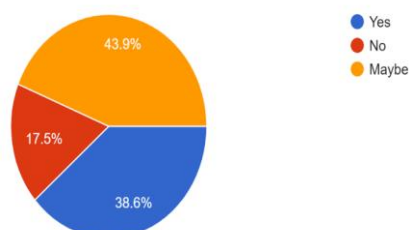
Do you think electric engines are 100% eco friendly
57 responses



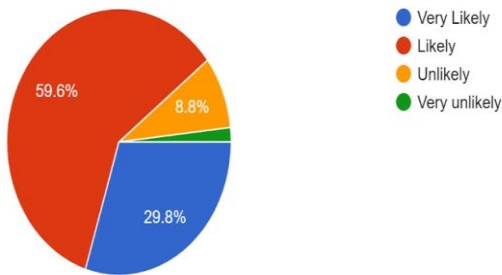
Do you know how AI technology works?
57 responses



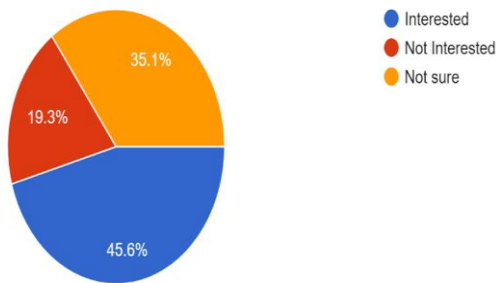
Are self-driving cars a good idea?
57 responses



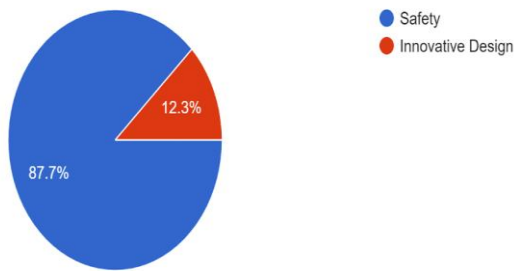
How likely would you be to consider taking a ride in autonomous car?
57 responses



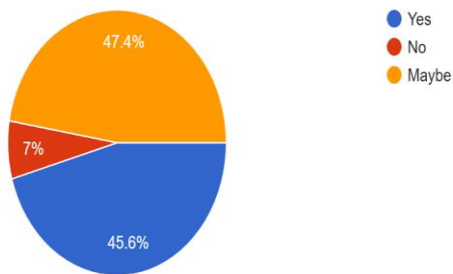
Are you interested in owning a driverless car?
57 responses



What would you desire in a self-driving car?
57 responses

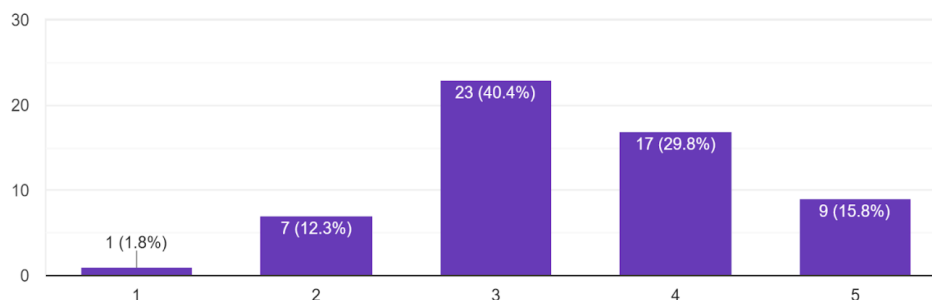


Can AI help in reducing road accidents?
57 responses



Is safety guaranteed by AI in Automobile?

57 responses

**Conclusion:**

- AI technology compliments the concept of autonomous driving.

—The above stated hypothesis is accepted.

Interpretation:

According to the survey, it was analyzed that most of the people are aware about AI. And they do believe that AI can help improve the experience with autonomous driving.

The information collected through the survey gives an understanding that more than half of the respondents say that autonomous cars may be safe whereas 26.3% say that autonomous cars are safe. About 45.6% respondents are willing to have an autonomous vehicle. It is 59.6% respondents are likely to consider taking a ride. 29.8% are very likely to consider taking a ride. 87.7% showed their concern about safety for the autonomous car while 12.3% are interested in its innovative design. Survey suggested mixed responses on the “AI help in reducing road accidents”.

CONCLUSION

If anything COVID-19 has shown us in the period of lock down is that we are heavily reliant on digital. Companies that had a strong digital/online presence such as amazon and flipkart used a lot of AI, they have profited way better than the stores that are fully physical and those who were purely physical didn't have their online presence suffered a loss from COVID-19 and resulting the economic crisis. So if any digital transformation is going to accelerate the demand and availability of the product for the customers and also profit the company is in turn going to result the demand for AI, the need for AI and Machine and Deep learning is going increase. Now with 5G on it's way, we are going to have so many more connected devices, this vast amount of data that's going to be generated from huge amount of connected devices and data is going to mean that we're going to need more and more machine learning and deep learning on the devices around us to make sense of that data and generate actions and response, often real time with customers and making better decisions, so if we take an example of an autonomous car it may take a bit longer to get to level 5 automation that some had hoped to be years ago, but maybe as 5G scales and the AI technology advancements. Maybe by the end of this decade or 2028-2030 to look at the major advancements in autonomous vehicles, at least getting level 3 and 4 vehicles.

Today's automotive industry cannot solely rely on careful drivers and other road users who take all their steps carefully. With growing demand and growth we need something that never gets tired i.e. artificial intelligence .

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IMPACT OF SOCIAL MEDIA AT WORKPLACE

¹Ms. Sonam Dwivedi and ²Varsha Rathi¹Assiatant Professor and ²Student of Reena Mehta College of Arts, Science, and Commerce**ABSTRACT**

In the current age, Social media plays a pivotal role in human lives. It has an impact on every sphere of human life today, which includes but not limited to the personal life as well professional life. It has the capability influencing the way we think, the way we perceive the world around us, the way we react to various situations. With the technological advancement, Social media has garnered the enormous amount of strength that it can even make governments rethink its' decisions. Further more social media has a global reach, as the users do not necessarily need a computer system to access any of the social media platforms. They can access any of the social media plat forms using any smartphone with an internet connection .There are thousands of social media platforms available in different languages, all around the world, which makes it very easily accessible.As the millennium changed, almost 100 million people had access to the internet. Nevertheless, people all across the world began to use chat rooms to make new friends, to date, and to discuss topics with other like-minded people.

Keywords: Social media, workplace, employees. Knowledge transfer, work performance.

INTRODUCTION:-

Even though there is a wide increase in the use of social media by professionals at workplace, its impact on productivity remains unexplored .Social media enable people to connect and share information with a variety of information enabling communication, acting as a platform for multi-channel communication. Social media has brought a sea change in communication among employees with exponential growth and wider application. Social media platforms like facebook,Instagram,WatsApp,LinkedIn, helped employees to connect with good opportunities. It has become a necessity for every organization as it helps to understand the wants of their customers, which is dynamic in nature. However, on the other side here is also the ruinous effect of using social Media where many Organizations are concerned about the ill effects due to its use at work, rather than its positive impact.

Social media use at work increase employee's skills as they gain more knowledge and increase their work-related capabilities. Social media at work reduces the stress as employees are engaged themselves in workload. The capability of social media is well established still its adoption at work being questioned. Earlier research seems to have studied the impact of social networking in the workplace.

The use of social media in the workplace leads the employee to misuse the resources of the organization, mainly, official time, resulting in delay of normal organizational processes. As a result, social media weakens the work performance of the employee. Social media collaborations and communities foster knowledge creation and sharing, resulting in enhanced employee productivity. In addition, it can also distract work straining the organizational resources.

Some research also found that there is no direct relationship between employees' usage of social media and performance. However, researchers believe that professionals can increase employee productivity, two-way communication, and effective collaboration. Thus, the organizations should regulate the use of social media with appropriate policies at workplace to get the advantage of the advancing technology rather than ban the same at the workplace. An effective use of social network sites in organizations is possible only when an appropriate level of trust exists between management and the workforce.

Workforce productivity is directly related to employee well-being because employee performance often increases because of programmes implemented to reduce workplace stress. Organizations that fully understand this focus entirely on the factors that affect employee performance.

Social media has already emerged as a business tool of the 21st century. At this juncture, it is relevant to study the relationship between social media and factors like the productivity of workers, retention rate, ability to handle responsibilities, creativity, and multi-tasking ability of the present-day workforce.

REVIEW OF LITERATURE

Penny S. Visser, Robert R. Mirabile, (2004) —conducted four studies to study the impact of Social Network Composition on Individual's Attitude Strength using experimental and correlational designs. Individuals embedded 94 within congruent social networks were more resistant to attitude change than were individuals

embedded within heterogeneous social networks. These results suggest that features of the social context in which an attitude is held have important implications for individual-level attitude strength.

Dahl (2018) Social media interactivity leads to the increase of the credibility because of high transparency of the information which causes higher credibility of social media in comparison to traditional media. Other types of marketing communication mix is faster, broader, and easier with exponential progress.

Petra Sääntti,(2008) —evaluated development of Corporate Knowledge Management through Social Media utilization in the case organization, Fidenta, in terms of knowledge sharing, communication and innovations management. Results indicate that Social Media use has a big impact on the development of Knowledge Management. Systematic and controllable Social Media utilization makes possible more effective communication and versatile use of knowledge.

Murad Moqbel,(2012):-“assessed whether social networking site use intensity in the workplace influences job performance through mediating variables on 426 employees in Yemen and the United States. This study found that social networking site use intensity enhances Employees’ job satisfaction. Job satisfaction and innovative behaviour were extremely important factors that directly influenced job performance. Variables like absenteeism, turnover intention, and Organizational commitment did not significantly intervene in the relationship between social networking site use intensity and job performance.

Hannah Murphy, (2013):- “investigated how an employee’s level of Organizational commitment and job involvement influence their use of social media. Variables studied were Organizational climate, job involvement, and Organizational commitment on sixty samples generated through snowball sampling. Correlational analyses showed that an employee’s level of Organizational commitment and job involvement are positively related to whether they use Facebook to talk about work. The Organizational climate of rule bending was positively related to work-related Facebook use. An employee’s perceptions of appropriateness of using Facebook to talk about work did not significantly moderate the expected relationships except for Organizational commitment predicting work-related Facebook postings, in which the interaction is significant only at high levels of Organizational commitment.

Barbara Siegel, (2014):- explored whether Social Media in the Workplace affects Productivity. Literature proposed that employees who are social media power-users’were not only more productive than the average employee but they were more satisfied with their work environment, often remaining in key positions longer. The study debunks a long held myth that the distraction of social media usage among employees is a detriment to overall productivity. The study evaluated 100,000 employee responses with 33,000 respondents active on 1-4 social networks. Of the full group, 1,300 participants were active daily on more than five social networks. This group demonstrated 1.6% higher sales conversions and 2.8% lower average call times. Results pointed to an increased ability to be social and multitask and enhanced comfort with software as being indicants to the success of the top performers. In other words, the activity on social media may over time, enhance certain skills that contribute to better performance in the 106 workplace. However, the study furthered that excessive social media usage had a detrimental effect on productivity and encouraged moderation for best results.

Objectives:-

This study aims at finding the impact of using social media on employee performance hence; the objectives of the study are as follows:

1. To examine the impact of Social media at workplace.
2. To Study the Role of Social Media on various facets of workplaces
3. To study the demerits of usage of social media at workplace.
4. Role of Social Media in achieving the organisational Objective and the skill enhancement of the workers
5. Role of Social Media on Mental Health of the Workers
6. Role of Social Media on Easy Connectivity

Hypothesis:-

Ho –There will be no significance impact of Social Media on overall being of workers in a positive manner and negative manner.

H1- There will be significance impact of Social Media on overall being of workers in a positive manner and negative manner.

Ho There is no relationship between better connectivity, reduced cost which helps the organisational objective from the perspective of the workplace as an organisation.

H1- There is relationship between better connectivity, reduced cost which helps organisational objective from the perspective of the workplace as an organisation.

Ho - There will be no significance impact of social media that weakens the work performance of the employee hence, result in low productivity.

H1 There will be significance impact of social media that weakens the work performance of the employee hence, result in low productivity.

RESEARCH METHODOLOGY

Source of data:

- Primary Data
 - ✓ A Google form, which has organized questionnaire, was utilized to gather data from respondents.
 - ✓ Personal discussion with people who use social media at their respective work places.
- Secondary Data
 - ✓ Literature from website
 - ✓ Factual overview
 - ✓ theolsongroup.com
 - ✓ Digital Workplace (kissflow.com)

Research Design

Descriptive Research design refers to the adoption of the most appropriate method of conducting research based on research objectives. In this qualitative research, the data are collected by assigning the numbers to express the degrees of agreement and disagreement to the statements, which are intended to measure the concerned attributes.

Population

As this study is intended to understand the impact of social media use on the work performance of the employees, working in the Corporate Sector and Education sector .the study population comprises education sector and I.T companies' employee .

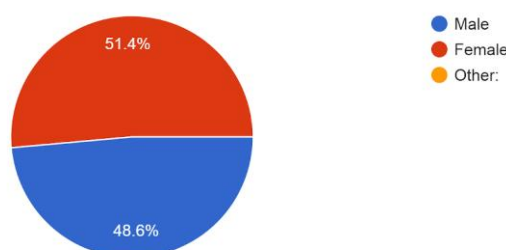
Data Collection

The Google forms questionnaire method was used to collect data. For the survey, the questionnaires were sent to the employee working in Institute and I.T Company. The respondents were requested to choose the option their degree of agreement or disagreement on each statement the respondents filled the questionnaires willingly. Six questionnaires were distributed to various employees. However, 35 filled-up questionnaires were received. Detailed verification revealed that only 35 questionnaires were complete without any missing responses.

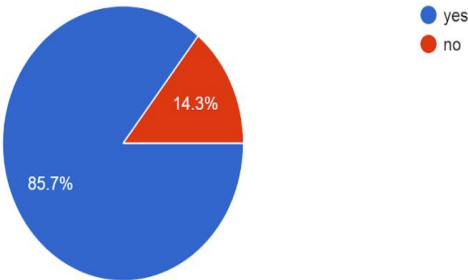
ANALYSIS AND DISCUSSION

The demographic and descriptive analyses are done by using google form , As shown below , the numbers of male and female participants were almost the same (male = 48.6% and female = 51.4%). Most of the participants were from Educational Institute.

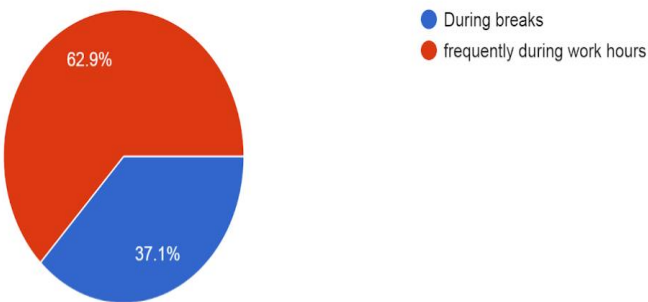
Gender:
35 responses



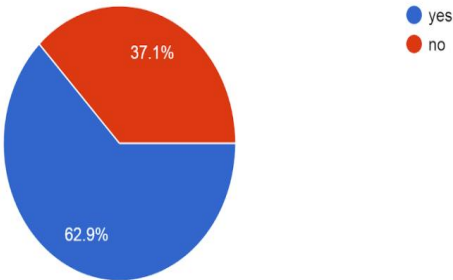
Do you use Social Media like (Instagram ,WatsApp) at Workplace ?
35 responses



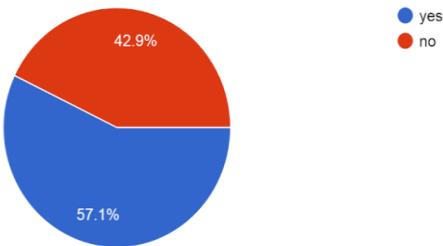
How frequently do you use Social Media (Instagram) (WatsApp) in workhours?
35 responses



Do u think using Social media at work space result in Low productivity ?
35 responses

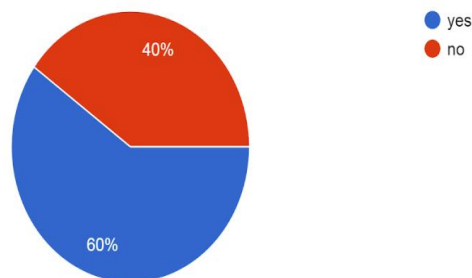


Will you suggest your co- employee to use social media like facebook,watsApp and Instagram in work hours?
35 responses



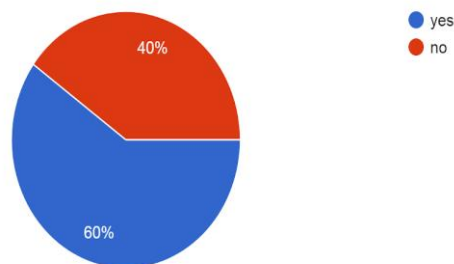
Do u get distracted when someone else uses social media in work enviornment ?

35 responses



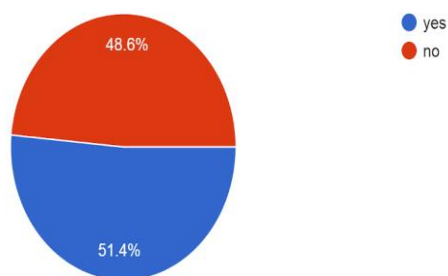
Do u get distracted when someone else uses social media in work enviornment ?

35 responses



Should there be restrictions at work place for using social media ?

35 responses



DATA INTERPRETATION AND FINDINGS

As the results from above chart, social media use at work has significant direct influence on employee productivity and. Apart from this direct effects, social media indirectly influence Social media helps the employees de stress themselves at the workplace , in a very effective manner. The workplaces are often demanding in nature, which creates enormous amount of psychological stress on the employees. It would affect the productivity of the employees negatively if the employees do not de stress themselves. Social media offers a very effective way to the employees to distress them at the workplace itself. They can scroll down few messages from their loved ones or watch an interesting video on one of the social media platforms, which allows them to take their mind off from the work for some time. Hence social media helps employees de stress themselves as well as it adds to the productivity as well as efficiency.

Social media at work place helps the employees in believing that there is a world outside the workplace. This belief helps the employees to control the feeling of monotony .It helps in broadening the outlook of the employees, which is not restricted to the workplace, &It also facilitates the employees engage with the world outside the workplace. The same helps the employees in bringing about an ideal work life balance, which is

very essential for the psychological health of the employees. Social media has facilitated seamless exchange of information by allowing employees to connect with each other as well as with the outside world.

This helps in achievement of the task more efficiently as the employees can seek & receive necessary clarification, from the people concerned, to complete their jobs. Social media offers a great improvisation over the conventional methods of inter employee and inter department communication which was a time taking process earlier. In the modern days various social media platforms are being extensively at the workplace, as a fast & reliable method of exchange of information, taking & passing of instructions etc. Social media at workplace has the potential of distracting the attention of the employees. The available option of playing games, access to steaming videos as well as having friends available for chat offers sufficient reasons for the distraction of the attention of the employees. This is one of the main reasons that has forced many organisations worldwide to roll out stringent “Social Media Usage Policies”.

Similarly there has to be guidelines for the employees in terms of the type of information, pertaining to the organisation and its’ working, that can be shared by the employees on the social media. All these guideline have to be informed and explained to the employees. In addition there has to be an “effective monitoring system” to ensure that the guidelines are being followed by the employees regarding usage of Social media at workplace. Any misuse or mistake, while posting some information on the social media account of the organisation, whether deliberate or otherwise, can impact the online reputation of the organisation severely. This necessitates the organisation to install mechanism to have the contents checked before they are released on the social media account of the organisation. This may leads to additional cost for the organisation. Usage of social media at workplace, makes the office computer network vulnerable to virus attacks. The organisation has to invest good amount of money in an “Anti Virus system” which is updated on a real time basis as newer viruses appear regularly & the “Anti Virus System” has to have the capability of defending the network of the organisation against any kind of virus attack. Too much of everything can be dangerous, and that includes social media as well. On average, people spend approximately 2 hours and 23 minutes on social media every day. If an employee spend even half of that time scrolling through social media platforms during work hours, it can affect their productivity immensely. There is so much content available on social media with new content being uploaded every second, it’s very easy for the employees to fall down the spiral and get addicted.

Social media can help employees when dealing with a difficult work problems. If an employee has an issue they can’t seem to solve, social media may be the answer. Posing a question on social media is a simple and quick way to get several possible solutions. Even if none of the answers are used to solve the problem, the information they provide may spark to a new solution. Sometimes an issue needs an outside perspective in order to get resolved and social media is a means to gain multiple new perspectives, quickly, easily, and for free of cost.

When social media is used by organisations, it opens them to the risk of being exploited. Organisations which compete with each other are likely to spread negativity about each other on the social media either directly or through proxies. This, in turn, has a negative impact on the goodwill of the organisation as social media carries inaccurate and wrong information regarding the organisations, to the users who make decisions based on reviews available on the social media. Hence it can be detrimental for the success and growth of every organisation. Social media can both make and break the reputation of the organisation. Irresponsible posts or comments can quickly go viral and create public outrage.

CONCLUSION:

It is proven that Social media is a “Cost Effective” tool for communicating as well as advertising than its’ traditional counterpart in various spheres like recruitments, advertising about the products & services of the organisation, Brand Building activities etc. Further more the result of advertisements through social media is remarkably faster in comparison to its’ conventional counterpart due to its’ enormous reach. These days social media is accessible at the click of a button on the smart phone of the user that makes it a very cost effective & powerful tool for communication.

Social media at the workplace helps the employees broaden their outlook in the professional as well as personal fronts. They can acquire newer & latest skills by reading various blogs & being part of various online communities. Similarly social media offers a platform to the employees whereon they can get connected to people from different parts of the world & exchange knowledge as well as information that enriches the professional skills of the employees. Such kind of skill enrichment leads to better productivity as well as efficiency on the part of the employees, which ultimately helps both the organisation as well as the employee.

Co-workers can use social media to interact with each other and build better relationships. A stronger relationship among employees leads to more cohesive and productive work teams. Social media is an easy way

to encourage communication between employees and help to share ideas and increase engagement both while at work and at home. Because social media is accessible almost anywhere, the employees are able to interact with one another even when not at work. The ability to interact outside of work helps boost employee morale and engagement. The team spirit, among the employees could improve as the employees grow closer together. As per a recent study, 82 % of employees believe that social media can improve work relationships and 60 % think that it can help with better decision-making.

Despite all the advantages and disadvantages, importance of the usage of social media in every sphere of life, cannot be ruled out and usage of Social media at work place is no exception to that. After examining all the pros & cons of usage of social media at workplace, it can be concluded that:-

1. The importance of usage of social media cannot be ignored considering all the advantages it offers. The Social media, not being a very old concept, is still evolving and it is expected to play a much larger role going forward.
2. The challenges that usage of "Social media at workplaces" pose can also not be ignored considering the quantum of damage it has the potential to create.
3. Hence In order to use social media at workplace to the advantage of the organisation, sufficient effective and counter measures should be taken to ensure the safety & security of the organisation.

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IMPACT OF COVID 19 ON HANDICRAFTS INDUSTRY IN INDIA

¹Neha Nikhil Toraskar and ²Ananya Jayaram Shetty¹Assistant Professor and ²Student, Reena Mehta College**ABSTRACT**

Handicrafts industry is one of the most important industry in India as it only generates employment but also contributes to the country's exports. This research focuses on the impact of Covid19 on the handicraft industry in India. The whole world is facing a crisis due to the pandemic. Everyone is facing this uncertain state. The craft industry seems to be one of the major one affected in this crisis as it is a labour based industry. In the early days of legislative restrictions, the state almost ceased to earn a living. The Handicrafts of every states have their different unique cultural integrity among themselves and shows it to the rest of the world. Due to COVID-19 pandemic in handicrafts industry sector majority 90% of the artisans faced the unemployed. Here it is necessary to reiterate once again how the sector has shown its resilience in the face of economic crisis. This research aims to understand the precarious nature of handicraft production during the pandemic and the vulnerable conditions of enterprises closely related to tourism. The research also draws our attention towards how India's exports are affected due to this COVID 19 pandemic and also how government and other Financial Institutions have taken various steps to help this industry survive this Pandemic circumstance.

Keywords: Handicraft Industry, COVID 19, Artisans, Craftsmen

1. INTRODUCTION

In today's fast emerging economy, Handicrafts are still today a sprightly facet of Indian culture and society. Handicraft is rightly chronicle as craft of the people and in India it is not just an industry as the word is frequently understood but is the invention expression of the artisans which not only achieve the daily needs of the people in India from the genesis of human history. Crafts have been an inherent part of daily life in villages, towns, courts and religious formation. There are around 70 lakh handicraft artisans in the country, which includes 20 lakh artisans related to the carpet sector, work on more than 500 types of crafts. The Handicraft industry plays a notable role in Indian economy by providing direct and indirect employment. As governments and communities across the world are conform a variety of master plan to tackle the healthcare burden from the ongoing COVID-19 pandemic, India's initial response was a complete lockdown, rise 25 March 2020. While it did detain a spike in cases, it came with heavy economic costs, especially because the lockdown extended well upto the end of May 2020. As the country eases limitation now and the whole world is learning to live with this 'new normal', the Indian creative and cultural industries are also conforming to an altered way of life. In this, a lot is being set on by what their circumstance was during the original months of the pandemic and their resultant responses. It is this effect that the study attempts to realise in greater detail. While it affects all sections of society over geographical spaces, the effect of this pandemic is far from being constant on different sections and communities of our society. Artisan communities are fragment of those wisely pretentious communities whose life and livelihood circumstances have lift serious doubts over its revival or comeback post COVID-19 with markets shut, disarranging in transportation, shrinking stipulation and tourists tide. The debate therefore is on the time ahead of the artisan industries and those in the business of the arts and crafts as 'start-ups and minor enterprises are among the most vulnerable players in the economy. The current policy intervention in the form of an economic package in past few months declared by Indian government for the informal industries though is seen as a respite for many business houses but it is imperative at this motion to understand the repercussion of this pandemic on the larger community of artisans At this environment this paper aims to articulate some of the concerns of the handicraft industries during pandemic times and the ways in which these communities are coping such a crisis by showing their spirit of resilience.

2. REVIEW OF LITERATURE

Kumar, D. & Rajeev, P. V. (2013) "Present Scenario of Indian Handicraft Products" have in their paper deliberated the seriousness of improving marketing approach in the Indian handicraft industry. According to the authors, having said that there is monumental potential to produce foreign exchange through handicraft exports, substandard marketing in terms of pricing, endorsement, product innovation as per customer demand and allotment without middlemen has left this area impoverished and to a degree untrodden.

Jena, P. K. (2010) in his paper titled "Indian handicrafts in globalization times: An scrutiny of global-local dynamics" has explained that though globalization has unlatched new markets for Indian craftsmen, it has also called into question the ingeniousness of craft. By adopting globalization, the artisans need to elevate their skills to be able to cater to a global customer, preserving the legitimacy of their expertise.

Humbe, V.R. (2013) has expounded in her paper titled “Consumer Behaviour Approach towards Handloom Industries of Maharashtra State - With Special Reference to Paithani Saree” that Paithani saree is an essential in every Maharashtrian woman’s wardrobe but newer generation is more exposed to innovative designs. Consumers also feel that paithani saree needs more consideration in terms of cognizance and competitive pricing.

Yadav, S. (2014) in her paper titled “Indian handicrafts: Growing or Depleting” has studied the troubles confronted in Indian handicrafts industry and he or she concludes that little or no or nearly no effects are performed on this industry even though lot of efforts are being taken, majorly due to the fact the authorities guidelines aren't applied nicely and there may be a want to hone the abilities of artisans. Unfortunately, coverage makers don't encompass the artisans within side the coverage making procedure and the last goal of uplifting the artisans and enhancing their lives is lost.

Chaudhary, M., Saini, A. et al (2015) in their research paper titled “Problems faced by Handloom & Power loom industries in Uttar Pradesh” have focused on identifying the encounters before the weaving sector in the state of Uttar Pradesh. By this study, they found out that there are plentiful complications faced by weavers like capitalist control, low remunerations, wobbly price of yarn & deficiency of knowledge about government schemes and training centers. The authors have suggested many remedial measures majorly focusing on creating cognizance among weavers through appropriate education & training, elevating the technology to improve yarn supply, starting in house processing amenities and government assurance on solving the problem of intervallic power quantity.

Varghese, A. & Salim, M.H. (2016) in their research paper titled “Handloom Industry in Kerala: A study of the problems and challenges” have stated that the handloom industry despite having a magnificent past and promising employment prospective is faced with a number of glitches. This research paper emphasis on the research cavity in the study of Kerala handloom industry and proposes approaches to solve the problems faced by this sector. Scanty labour training and lack of managerial expertise are two major areas which need abrupt consideration, according to the authors. Apart from proper enactment of government initiatives, it is also imperative to bring cost keenness in this sector.

3. OBJECTIVES OF THE STUDY

1. To study the impact of COVID 19 on handicraft industry in different states in India
2. To analyse the economic impact of COVID 19 on handicraft industry in India
3. To study the impact of COVID 19 on export of handicrafts in India
4. To analyse the role of government to combat the COVID 19 effect on handicraft industry
5. To analyse the impact of COVID 19 on Labour welfare

4. HYPOTHESIS OF THE STUDY

- H_0 : There is no significant impact of COVID 19 on handicraft industry in various parts of India
- H_1 : There is was a significant impact of COVID 19 on handicraft industry in various parts of India
- H_0 : The handicraft industry in India did not face major financial problems during COVID 19 lockdown
- H_1 : The handicraft industry in India faced major financial problems during COVID 19 lockdown
- H_0 : There was no adverse impact on India’s exports from its major trading partners
- H_1 : There was adverse impact on India’s exports from its major trading partners
- H_0 : Government did not play an insignificant role to rescue handicraft industries during COVID 19
- H_1 : Government played an insignificant role to rescue handicraft industries during COVID 19

5. FINDINGS

5.1 Worst affected Handicraft Products in India due to COVID 19 Pandemic

Handicraft is a process in which skilled people create many types of decorative pieces from clay, rock, paper, stone and other cheap tools. Handicrafts are an opportunity to represent the culture, heritage and culture of the country. The famous handicrafts products in India are:

- Pashmina Shawls (Kashmir)
- Phulkari (Punjab and Haryana)

- Bamboo Handicrafts (East India)
- Brass Handicrafts (Rajasthan)
- Marble Stone Craft (Agra)
- Leather (Maharashtra), Etc.

The Pashmina Shawls (Kashmir) weaving has come down significantly from exports of the shawls have declined from \$41 million in 2018-19 to just \$23.16 million in 2020-21. The Phulkari (Punjab and Haryana) over biggest marketing platforms are usually sponsored exhibitions and fairs across the state and country. Many artisans would travel to several places, set up their stalls, showcase their creations and see ample sales. Around 70-80% of the sales resolve near from the fairs. The COVID-19 pandemic it has been challenges for businesses across the country however some rural industries that did not have the aegis of digital platforms that could help them carry on with running their businesses. The Bamboo Handicrafts (East India), In 2019, the market's value was 72.10 billion USD, and it is looking forward to reach a whole revenue of 98.30 billion USD. The industry will build at a CAGR of 5 percent. During COVID-19 the global bamboo market size drop down was estimated at USD 53.28 billion in 2020. Brass Handicrafts (Rajasthan) Brass Handicrafts (Rajasthan) It has a total annual turnover growth of Rs.10,000 crores with exports to markets such as the US, Canada, Australia and the European Union. Due to covid-19 the revenues were 25 per cent drop down than normal annual turnover. Marble Stone Craft (Agra) have accompanied man as long as 2.6 million years when stone tools were used. Businesses faces trouble over estimated 50% losses during COVID-19 pandemic. Leather (Maharashtra) which has 80 tanneries, its annual income of ₹5,000 incurred a loss of 20% of the business, accounting all over ₹2,000 crores, due to the lockdown. It forced many potential purchasers to cancel their orders.

5.2 Financial Problems Faced by Handicraft Industry during COVID 19

Since the blockade of COVID19, the majority of craftsmen have not worked. They facing a serious liquidity crisis. Economic decline, unemployment, reduced spending, pandemics and subsequent blockades have had devastating effects on the craft sector. As a result, the craft industry was unable to raise funds during unlocking phase 1. Craftsmen and weavers are the third largest segment of the poor in the country. India's handicraft exports dropped by 40% from \$ 3.53 billion in the previous year to about \$ 2.1 billion due to covid-19 crisis. India's Export-Import Bank has provided Libor peg foreign currency loans to Bihar artisans for bulk purchases of Tasar Silk. Libor is a London interbank rate used as a benchmark for short-term interest rates in the international capital markets. EXIM Bank has granted a working capital loan to Eco Tasar Silk PVT LTD, which manufactures Off-the-loom Tasar Silk Products in Bhagalpur, Bihar. Loan costs are about 5.5% per year and borrowers do not have to bear currency risk. Recently, a West Bengal-based NGO with a term loan of 450,000 rupees are provided for the upgrade and modernization of units that produce various types of bamboo and natural fiber handicrafts.

5.3 Impact of COVID-19 on Export of Handicraft

5.3.1 Handloom Scarf

The shawl and other handloom shawls are rare masterpieces. Almost 15% of India's fabric production is exports. The main reason for this is the tremendous variety of textile and yarn types collections that support India's thriving hand-woven sector. The major exports are in US, the UK, the UAE, Germany, France countries. The product experienced a decline in export of 9.19% throughout the pandemic.

5.3.2 Art Metal ware

Intricate craftsmanship is invest in bringing out fine effort of metal wares. Almost 7% of India's Art metal ware export. Usually, various metals, jewellery, precise utensils and home décor. This is a very wide class of crafts with certain subcategories like bidri work, copper bell metal, copper enamel, brassware and etc. The major exports are in UAE, USA, UK, Germany countries. The exports of art metal ware dropped by 3.28% during pandemic.

5.3.3 Textile and Hand Printing

The popularity of hand printings from India is massive. According to statistics, esteem 9% of India's Textile hand printing export. Many types of block printing such as Ajrakh, Bagru, Dabu, Kalamkari, Sanganeri have bestowed as huge share in the exports of India. With advent in sustainability, natural dyeing process on textiles have also come up with in the growth of rapid fashion brands, increasing their target market to conscious shoppers. major exports are in Singapore, Bangkok, Auckland countries. But during the COVID 19 pandemic the product's exports dropped by 3.11%.

5.3.4 Textile and Hand Embroidery

This department deals with fine layers of threads embossed on fabrics. Almost 9% of India's Textile hand embroidery exports. The craft is beautiful and contains clustered or spaced floral patterns, idol pieces, mandalas, and fabrics filled with many patterns. Some of the predominant range from Chikankari. The main exports are the United States, United Kingdom, France and United Arab Emirates countries. This produced also witnessed a decline in exports due to the pandemic.

5.3.5 Zari Work

Zari works are generally evoked with a fine line of gold or silver yarns. These are traditionally previously owned in garments of silk and velvet. Surat is the most famous place where Zari yarn is spun for garments and accounts for 55% of production needs. The main exports are the United States, United Kingdom, Japan and Saudi Arabia.

5.3.6 Broken supply chain

The COVID-19 lockdown has made telecommuting the new standard for professionals around the world. But for artisans, it was always telecommuting. This is because most of them live in their hometowns, making saris, shawls, sheets, jewellery, and other handicrafts and handicrafts. However, they are having a hard time navigating a damaged supply chain.

5.3.7 No Tourism, No Exhibitions

The city's travel and tourism sector has been hit hard by the outbreak of the COVID-19 disease. He is suffering from fever with massive cancellations of tickets and tours, which forces operators to take drastic measures to minimize losses.

Major exports market from India to Germany, USA, UK, UAE has declined the exports due to covid19.

5.4 Government's role towards handicrafts industry during Covid-19

The Assam Government has developed Assam Handicraft Policy 2022 to promote the growth and development of the handicraft industry and provide education and technical support to artisans and entrepreneurs. This policy stipulates a capital investment subsidy of up to 30% of the amount spent on plants and machinery, with a cap of 15,000 rupees for new craft units and 5,000 rupees for old craft units. The policy grants all eligible units up to 5% subsidy for working capital loans up to 20,000 rupees per unit for 5 years, plus marketing costs incurred by craft units. We have granted a maximum of 50% subsidy. The specific three-year outbreak period is subject to a maximum of 30,000 pesos per year.

The authorities of India's newly created Union Territory of Jammu and Kashmir has unveiled a brand new scheme to restore the sick crafts quarter with inside the region. Known as "Karkhandar," the scheme seeks to upscale the gaining knowledge of strategies of trainees and assist the artisans to enhance their widespread of living. The scheme, which became currently accepted with the aid of using the J&K Administrative Council headed with the aid of using Lt. Gov. Manoj Sinha, could be carried out with inside the Union Territory of J&K via respective directorates of Handicrafts and Handloom. After J&K's transition right into a Union Territory, the authorities have taken many tasks to empower the craftsmen related to the conventional arts and crafts in J&K. The sectors that had been omitted with the aid of using the erstwhile regimes were laboured upon to get the higher effects and matters have begun out moving. Many tasks were taken to enhance the salary income of the craftsmen and create linkages with manufacturer businesses to inculcate entrepreneurship ability and flair to the trainees.

The government has launched a series of steps to stimulate economic growth. For example, a special economic comprehensive package of Rs.29.87 billion, a 34.5% increase in capital investment in the 2021 Union Budget 22, and a 6-month stimulus package of Rs.29 in June. 2021. "

The Ministry of Small and Medium Business Traditional Industry Restoration Fund Plan (SFURTI), established 14 clusters in various fields including handicrafts, bamboo, etc. was set up with a way out of Rs 4,160.46 lakh benefitting 8,839 artisans.

The action taken by the Government to boost and strengthen handicrafts sector, so as to compete with machine-made products at global level are as follows:

1. Market Development Assistance (MDA) Grant and Market Access Initiative (MAI) Assistance for involvement in Fairs & Exhibitions/Reverse/Buyer-Seller Meets in India & abroad.
2. Assistance provided by the Government for marketing study, branding/International publicity, involvement in Fairs & Exhibitions, Buyer-Seller Meet in India & abroad etc. through Marketing and other Schemes.

3. Thematic presentations and live demonstrations of master craftsmanship at overseas exhibitions.
4. Brand image encouragement of Indian handicrafts abroad through seminars and publicity and awareness programs in India.
5. Apart from product-specific shows, we hold trade fairs for Indian crafts and gifts twice a year.
6. Presentation of fresh designs by exporters to generate awareness and marketing.
7. A technology upgrade center has been established in Saharanpur to support woodworking skills.
8. The International Lace Trade Center has been approved at the Lace and Knitting Craft Cluster in Narasapur, Andhra Pradesh.
9. Placed mega-clusters in Srinagar to increase carpet manufacturing and exports.
10. Excise and customs duty paid on the import of intermediate goods will be refunded through the Customs Disadvantage Channel.
- 11 Interest subsidy and MUDRA loan program approval for craftsman to compete with machined products.

6. RESEARCH METHODOLOGY

Secondary data was collected from research journals, magazines and websites.

7. CONCLUSION

Handicrafts play a significant role in economic development of India. In recent years the importance of this industry has increased due to their cultural and financial values that they add. They provide ample of employment opportunities and have become an important source of foreign income. This industry in India is spread across the country. It provides extensive employment to many craftsmen. The COVID 19 pandemic that brought the world to stifle, has brought devastating effects to this industry in India. Their production was negatively affected which brought down the country's export earnings acutely. The pandemic created exhaustive unemployment in this industry. It made the lives of the craftsmen in this industry vulnerable.

The industry as well as the craftsmen were agonized. For the industry's survival, Government initiated many programs. NGO's as well as other organisations also came to their rescue. Banks of the country have also come forward to brace the handicrafts industry. A cumulative effort by all can definitely help the handicrafts industry to resuscitate.

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A STUDY ON DIGITAL MARKETING AND ITS IMPACT

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ABSTRACT

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The world is shifting from analog to digital and marketing is no exception. As technology development is increasing, the use of digital marketing, social media marketing, search engine marketing is also increasing. Internet users are increasing rapidly and digital marketing has profited the most because it mainly depends on the internet. Consumer's buying behavior is changing and they are more inclined towards digital marketing rather than traditional marketing. The purpose of this review paper is to study the impact of digital marketing and how important it is for both consumers and marketers. This paper begins with an introduction of digital marketing and then it highlights the mediums of digital marketing, the difference between traditional and digital marketing, and the pros, cons, and importance of digital marketing in today's era.

Keywords: digital marketing, internet, online advertising, internet marketing

INTRODUCTION

The digital revolution has changed the way consumers perceive business strategies. From the age of finding out the day's events on the morning newspaper, to instant gratification with updates from social media, people's perception has been shaped by a technology based bubble, whose access is limited to a digital platform (Ghotbifar, 2017).

Consequently, businesses have implemented strategies that are carried out in that media platform to provide an interactive, focused and measurable way of reaching consumers. This strategy is commonly known as Digital Marketing. (Lambert on & Stephen, 2016).

The concept of digital marketing was first used in the 1990s, although at that time, it was mainly about advertising to customers. However, during the decade of 2000 and 2010, with the emergence of new social and mobile tools, the concept was expanded. It was transformed from an advertising oriented technique for users, to a concept of creating an experience that engages with them (Brosnan, 2012).

Digital Marketing has turned into an essential tool to compete in the market. Since everyone is unintentionally immersed into the digital era, its usage is the most efficient tool to reach potential consumers (Kannan, 2017).

Social Media:- In the current era, social media marketing is one of the most important media in digital marketing. It is the fastest-growing digital channel. Social media marketing is the process of gaining traffic or sites through social media sites. According to Neil Patel, "Social media marketing is the process of creating content that you have tailored to the context of each social media platform to drive user engagement and sharing". The number of internet users by population has increased from 16.6 to 62 percent in 15 years and social media marketing has benefited the most in that.

Email Marketing When a message is sent through email about any product or service to any potential customer it is known as email marketing. It is a simple digital marketing channel to understand. Email marketing is used to sell a product using discounts and event ads, increase brand awareness, and direct people to their business websites [1]. In an email marketing campaign, the types of email can be sent are blog subscription newsletter, the welcome email series, the seasonal campaign, the post-purchase drip, the cart abandon campaign, follow up email when website visitor download something, holiday promotional to loyal members, the re-engagement campaign, etc. [4]. The biggest advantage of email marketing is that it is very cheap compare to other marketing mediums. It is generally used to build loyalty among existing customers rather than gaining new customers. The company can get a customer's attention by creating graphic and visual ads, link product images to the website [

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drip, the cart abandon campaign, follow up email when website visitor download something, holiday promotional to loyal members, the re-engagement campaign, etc. The biggest advantage of email marketing is that it is very cheap compare to other marketing mediums. It is generally used to build loyalty among existing customers rather than gaining new customers. The company can get a customer's attention by creating graphic and visual ads, link product images to the website.

REVIEW OF LITERATURE

Susanne Schwarzl and Monika Grabowska (2015), in their study on the topic "Online marketing strategies: the future is here" said that studying the customers' behavior is important in all the type of marketing activities. Whether it is online or offline customers behave in the same way. An apt strategy should be used for bringing the attention of customers. No company activities move without internet. So it is important to have at least one online department for the company's web presence. The main goal of company should be to create a clear defined brand which represents the companies values and catch potential buyers and loyal consumers attention offline as well as online.

Dr.Amit Singh Rathore, Mr.Mohit Pant, Mr. Chetan Sharma (2017), in their article "Emerging trends in Digital marketing in India" says that the consumers are looking and searching more on internet to find the best products and services from the sellers around India. By different techniques of digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, e-commerce marketing, campaign marketing, social marketing etc. the shopping speed of the customers have been increased vastly. The usage of social media has created new opportunities for digital marketers to attract the customers through digital platform.

Vladislav Yurovsky, in his study "Pros and Cons of Internet marketing" came to a conclusion that there are advantages as well as disadvantages for internet marketing. Some of the advantages are empowering effect, elimination of geographic barriers, target reaching, immediate results, cost effective, reaching wider or international auditory, measurable result, can be personalized, relationship build, 24 hours/ 7 days availability. Internets marketing also have some disadvantages such as copying, too much add cutter, unserious perception, unconformity to the product, too much competition, and damage by negative feedback, technological dependence, and were not embraced by all people and lack of trust.

D.K Gangeshwar (2013) in his journal, "E-commerce or internet marketing: a business review from Indian Context", remarked that the present developed in online marketing would be a valuable addition to researcher and academicians and useful theory for practitioners, advertisers and entrepreneurs. In the next three to five years India will have 30 to 70 million internet users which will equal many of the developing countries. E-commerce is set to play a very important role in the 21st century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies.

OBJECTIVE OF THE STUDY:

The main objectives of this review paper are the following:

- To understand the various channels of digital marketing.
- To study the Comparison of traditional marketing and digital marketing
- To study the various issues and challenges are faced by digital marketer.

METHODOLOGY APPLIED

- ☐ **Primary Data:** The research is done through observation and collection of data through questionnaires.
- ☐ **Secondary Data:** Secondary data is collected from journals, books and magazines to develop the theory.
- ☐ **Sample Size:** The sample size is determined as 100 respondent's opinion from the customers who presently purchasing products with a help of digital marketing.

RESULT AND DISCUSSION

1) Awareness of Online Shoppers

Particulars	Number of Respondents	Percentage of Respondents
Having knowledge about online shopping	100	100%
Not having knowledge about online shopping	-	-
Total	100	100%

2) Availability of Online Information about Product

Particulars	Number of Respondents	Percentage of Respondents
Excellent	53	53%
Good	39	39%
Average	6	6%
Poor	2	2%
Total	100	100%

3) Frequency of Online Purchasing

Particulars	Number of Respondents	Percentage of Respondents
purchase once Annually	11	11%
2-5 Purchases Annually	48	48%
6-10 Purchases Annually	27	27%
11 Purchases and above Annually	14	14%
Total	100	100%

4) Reasons for Choosing Online Shopping

Particulars	Number of Respondents	Percentage of Respondents
Wide variety of Products	21	21%
Easy buying Procedures	34	34%
Lower Prices	27	27%
Various Modes of Payments	12	12%
others	6	6%
Total	100	100%

ANALYSIS & FINDINGS

- Consumers are fully satisfied through purchasing digital marketing.
- Majority of people find it safe mode of online purchase.
- Ratio of male customers is very high in online shopping that is 70%.
- Awareness about online shopping is 100% among the respondents.
- Income of respondents mainly falls in the range of Rs. 10,001 to Rs. 20,000 that is 49%.
- Employees of various companies are purchasing more than others through online shopping that is 53%.
- Most numbers of respondents that is 34% feels that online shopping have simple buying procedures; others feel that they can have a broad variety of products, products with lower price, a variety mode of payments etc.
- 53% of respondents feel that availability of online information about Product & Services is outstanding.
- 48% of the respondents purchase the products 2 to 5 times.

DIFFERENCE BETWEEN TRADITIONAL AND DIGITAL MARKETING

Digital Marketing

- It is more cost-effective.
- It is fast and efficient for brand building.
- It is measurable. (Google Analytics)
- Real time results**
- What people think about us.
- Always Online 24X7 .

Traditional Marketing

- It is not cost-effective.
- It is not so good for brand building.
- It is difficult to measure.
- Very difficult to know what are the people think about us.
- Not Always some times.



SUGGESTIONS

- 1) Digital marketing should improve technical advancement in promotion.
- 2) Collect and implement the feedback provided by the consumer in the right way.

- 3) Digital marketing must provide a transparent and good service to the consumer before and after purchase.
- 4) Creating awareness among the people about digital marketing.
- 5) Complete description need to provide about the product to the online shoppers.

CONCLUSION

Digital marketing has turn out to be crucial part of approach of many companies. At the present time, still for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, email and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

It can't be rejected that the world is quickly moving from simple to the digital world. Individuals are investing more in online content and companies that find it hard to digest this fact in their advertising strategy need to adjust quickly. The more time individuals spend on the internet every year, the more digital platform they use play an ever-developing function in their lives. The main aim of digital India is to promote digital medium. Because people can use digital platform any time anywhere from the world companies needs to change their marketing strategy from traditional to digital.

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ROLE OF COMMUNICATION IN TRANSFORMING A HUMAN PERSONALITY

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‘GOOD COMMUNICATION IS THE BRIDGE BETWEEN CONFUSION AND CLARITY’**- NAT TURNER****ABSTRACT**

Communication is the skill of passing information from one person to another in such a way that it is received in the desired manner. To improve their communication effectiveness, they used the Communication Process. They will become more adept and proficient at influencing, leading, and conveying ideas and concepts to their colleagues and others as a result of doing so. The speaker can use the Communication Process to figure out what structure of communication would be most useful to the listener. After then, the speaker establishes rapport and begins the process of learning about the listener's paradigms. Once the speaker has a good understanding of the listener's paradigms, he or she can send the desired message and see if it was received correctly. A good communication show cases your personality.

Keywords: Communication, Personality, Process, Information.

INTRODUCTION

Communication is the skill of passing information from one person to another in such a way that it is received in the desired manner. To improve their communication effectiveness, they used the Communication Process. They will become more adept and proficient at influencing, leading, and conveying ideas and concepts to their colleagues and others as a result of doing so. The speaker can use the Communication Process to figure out what structure of communication would be most useful to the listener. After then, the speaker establishes rapport and begins the process of learning about the listener's paradigms. Once the speaker has a good understanding of the listener's paradigms, he or she can send the desired message and see if it was received correctly. While successful communication is an acquired ability, spontaneous communication is more effective than formal communication. A speech that is read has a much lower impact than one that is delivered (or looks to be delivered) spontaneously. Of course, developing these abilities and being a successful communicator takes time and work. Your communication abilities will become more automatic and spontaneous as you put in more effort and practise.

The word 'Communication' comes from the Latin word 'Communis' which means 'Common'. In this sense, communication means sharing of ideas in common. - *E C Eyre* Communication, is defined 'as the process of passing information and understanding from one person to another. It is essentially a bridge of meaning between people, by using this bridge of meaning a person can safely cross the river of misunderstanding that separates' *Kanith Davis*

Types of Communication**Verbal Communication**

Verbal communication occurs when we engage in conversation with others. It can be face to face, by phone, via Skype or Zoom, etc. Some verbal communication is not possible, such as talking to a friend about coffee or in the office kitchen, while others are more formal, as planned. Meeting. Whatever the case, it is not just about the words, but about the quality and complexity of the words, how we put those words together to form a complete message, and the tone (tone, tone, tone, etc.) used in speaking. And when it comes to face-to-face, when words are important, they cannot be separated from non-verbal communication.

Non-Verbal Communication

What we do when we speak often means more than literal words. Non-verbal communication includes facial expressions, posture, eye contact, hand movements, and gestures. For example, when discussing your savings plan with your employer, it is important to pay attention to both their names and their non-verbal communication. Your supervisor may agree with your opinion verbally, but their symptoms are insignificant: avoid eye contact, shocking face, etc. indicates something different.

Written Communication

All forms of written communication have the same goal of disseminating information in a clear and concise manner whether email, memo, report, Facebook post, Tweet, contract, etc - In fact, poor writing skills often lead to confusion and embarrassment, even to the point of legal danger. One important thing to remember about written communication, especially in the digital age, is that the message is alive, perhaps forever. So, there are two things to keep in mind: first, write well - poorly constructed sentences and careless mistakes that make you look bad; and second, make sure the message content is something you want to promote or associate with for a long time.

Listening

The act of listening does not usually enter the list of types of communication. Active listening, however, is probably one of the most important forms of communication because if we can listen to the person sitting across from us, we will not be able to interact with him or her effectively. Think about negotiations - part of the process is to assess what opponents want and need. Without listening, it is impossible to test that, which makes it difficult to achieve a winning / successful result.

Visual Communication

We are in a visible society. Think about it, televisions work 24/7, Facebook appears to have memes, videos, photos, etc., Instagram is just a forum for photos, and advertisers use photos to sell products and ideas. Think of a personal point - the pictures we post on social media are designed to convey the meaning - to connect with the message. In some cases that message might say, look, I'm in Italy or I just won an award. Some are carefully designed to reach our hearts - wounded animals, crying children, etc.

Developing Your Communication Skills

Let others to know that you are enthusiastic about talking to them. They want to feel that you prefer talking to them over anyone else. They will be more likely to open up to you when they feel like you are excited about talking to them and that you care about them.

Get to know their interests by asking open-ended questions. Make sure you ask them questions that will lead them to discuss their interests and life in a way that allows you to get a sense of their needs and wants. They will feel a sense of connection with you when you help them gain a new, positive perspective on their situation.

Adapt to their body language and feelings. Take note of their non-verbal communication. Be sure to observe their body language, posture, and inflections. Now adapt your words, body language, and voice tone to match what you have observed. This will make them feel a deeper subconscious connection with you.

Show them approval: Tell them what you admire about them and why. To instantly connect with people, it helps to be forthright and tell them exactly why you admire or like them. Direct statements aren't always appropriate, so you can insinuate with a few indirect statements here and there. Since everyone responds well to approval, either approach can be equally effective.

Listen carefully to their each and every word. While they are talking, don't think too much about what you're going to say next. Be sure to listen to every word they say and respond back as relevantly and smoothly as possible. By doing so, you show people that you are fully engaged with what they have to say and that you are in the moment with them. Ask questions if you don't understand anything they say to avoid awkward communication gaps.

Maintain eye contact: Eye contact communicates to the other person that you are not only interested in them and what they have to say, but that you are also trustworthy. If done in moderation, it will also show that you are confident in yourself because you are willing to face them directly. As a result, people will naturally want to listen to you and what you have to say.

Reveal as Much about Yourself as Possible

Tell stories about interesting events in your life or just elaborate on ordinary, zany experiences that happen in everyday life. This is one of the best ways to earn someone's trust. Be careful not to say anything that goes against their interests and values. Transparency is the best way to build trust. Give the impression that you are on the same team.

You can build a bond with words like "we, us, we're, ours, ourselves", as they make it seem like you're all on the same team with a shared goal or concern. This moves you into their circle where everyone else appears to lack your insight and understanding.

Give them your best smile: Smiling at someone tells them that you like them and their presence makes you happy. They will subconsciously want to smile back at you, building rapport between the two of you instantly. You should make sure your smile is sincere because if it's not, they'll come to know.

Offer Helpful Suggestions

Please share your experiences with them on restaurants you have been to, places you have been, movies you have seen, helpful people they should meet, books you have read, and career opportunities. Let them know what was so great about those people, places and things and how they might appeal to them. If you make enough suggestions that they find interesting, they will look to you as a "go to" person when they need help deciding what to do next.

Give Them Encouragement

If the individual you're working with is younger or in a more difficult situation than you, any words of encouragement will be greatly appreciated. They will value your feedback if you help them feel more confidence in their own talents. This helps to balance things out in the relationship. Persuade them that they can overcome their difficulties and restrictions, and they will enjoy communicating with you.

Appear to Have a Slightly Higher Energy Level than the Other Person

People like to be with individuals that pull them up rather than those who tear them down. They will feel more enthusiastic and positive when around you if you indicate with your voice and body language that you have a somewhat higher energy level. Don't be so energised that you irritate people; instead, be energised enough that they feel energised after speaking with you.

Say Their Name in a Way that is Pleasing to their Ears

One of the most emotionally potent words for a person is own name. However, the manner in which you say it is more significant than the frequency with which you say it. Saying their name with the appropriate accent can actually send a lot of positive energy straight to their nervous system. If their name feels pleasant to them when you speak it, they will feel subconsciously attached to you without even realising it.

Offer to Take the Relationship a Step Further

Offer to lunch with them, converse over a cup of coffee with them, go to a sporting event with them and so on. Even if individuals don't take you up on your offers, they'll be impressed that you care enough about them to want to deepen your friendship. They will look up to you in some ways because you have the courage to take charge of your life and form friendships rather than waiting for them to come on their own.

CONCLUSION

By increasing your connections with people and boosting teamwork, decision-making, and problem-solving, communication may improve relationships at home, business, work-place and in social circumstances. It allows you to communicate even the most tough or unpleasant information without causing conflict or eroding confidence. Nonverbal communication, careful listening, the ability to handle stress in the moment, and the ability to perceive and comprehend your own and the emotions of the person you're interacting with are all part of effective communication. It helps to hold together which will help to make possible for them to influence and react to each other. The processes of human vision and communication have been studied in depth and findings have resulted in the creation of tools and practises that considerably improve the effectiveness of communication.

The success in any area and relation, is strongly based on one of the most important skills of communication which creates sense of belongingness.

“THE GREATEST COMMUNICATION SKILL IS PAYING VALUE TO OTHERS.”

— DENIS WAITLEY

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FACTORS AFFECTING DIGITAL PAYMENTS BY INDIVIDUALS IN INDIA WITH SPECIAL REFERENCE TO MUMBAI CITY

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ABSTRACT

Propelled by recent technological developments and policy initiatives India's digital payment method is a promising success story in the making. At the same time, the source of material also points towards an increasing usage of cash. While aggregate city-level data can indicate overall preferences of citizens, we use a dataset which was collected through online survey (google form). to understand how factors such as 'trust' in digital payments, and experience with online frauds, affect the payment behaviour of consumers. While demographic factors like age, gender, income etc. are relevant factors which determine this choice, we find compelling witness that a person's usage of digital payment methods is influenced by his/her perception of these instruments, as well as her trust in the overall payments framework and banking system in general. We find that the degree to which experience in past with online fraud deters usage of digital payments varies with the purpose of the transaction.

Keywords: *Payment systems, Digital payments, Electronic Transaction, E-Payments, Transactions, UPI*

INTRODUCTION

The consensus around the forms of ancient money and the origin has kept changing over the course of recorded history. But what has not changed over the years is what money does, it facilitates trade in goods and services as medium of exchange as a credible store of value. Recent day trade demands massive payments to be settled rapid over long distances with minimal transaction cost. Evidently, to suit the needs the systems of payment are being digitized worldwide. However, cash, remains a crucial part of the market. Therefore, the discourse on the current age payment system revolves around digital vs cash transactions.

While cash might seem convenient as it is ingrained in our habits and is still accepted at more places, digital payments offer convenience by labour and saving time. There are further issues with cash utilization. While it provides a suitable alternative to aid the informal or parallel economy, digital payment offers itself as a desirable instrument for institutions to fix this problem of traceability. In fact, governments have taken drastic measures at huge costs to clear markets of 'black money'. Research in the behavioural sciences conveys that end-users experience higher pain of paying when paying in cash than digital payment, and this contributes to deferred payments. While cash may not seem to impose any direct transactional cost like digital money, it is still costly for end-users and governments.

In the last decade, our country has rapidly digitised its payment systems and promises huge potential in the area. Digital payments recorded an increase of 46.5% in total volume in FY2019 on top of an increase of 60.6% in FY2018. The UPI (Unified Payments Interface), a payment system that was launched in 2016, has surpassed the milestone of a billion transactions per month. The progress in digitisation has been driven by a healthy mix of technological innovation, expansion, policy interventions and strengthening of existing infrastructure on the supply side, coupled with an increasing proportion of the population adopting digital and financial instruments on the demand side. The RBI and the government of India have been working in synergy to push for policy and regulatory reforms. Enablers such as Aadhaar, Jan Dhan accounts and penetration of mobiles, and policies like Demonetisation and Goods and Services Tax have brought people closer banks and technology. Recently, NEFT was made operational for 24 hours on all days of the week, and RTGS is expected to adhere soon. The launch of UPI, along with already available digital payment modes like IMPS, cards and NEFT has increased the options available to the consumer. PoS (point of sale) terminals and lightweight acceptance infrastructure such as QR codes have boosted Card/PPI based payments. Additional payment systems such as BBPS, NETC system and RuPay cards have also boosted digital payments and the intent to incorporate recent day technologies such as contactless payments will further the progress.

A recent survey on the readiness of consumers towards adoption of newer payment technologies, ranked India second out of 27 economies on the FinTech adoption Index. Research conducted at the individual end-user's level can provide an insight to understand how certain aspects are at play while making a payment decision. To this end, we use a multidimensional and comprehensive online survey which addresses many hitherto untouched dimensions of this topic, such as the difference in digital spending over various expenditure categories (E-

commerce, utility bills, groceries, etc.), the choice of consumers to go purely digital or exercise a mix of digital and cash options, and the effect of psychological factors like trust.

Our key findings point towards a significant impact of perception of the payment system on how people choose to payment. Not only does a positive perception motivate people to go digital, but a relatively negative outlook on cash also has a similar effect. This finding is important in light of increasing cash use at the macroeconomic level in our country. Another important factor is confidence in the payment system. Respondents who trust the regulators and service providers seem to have a greater likelihood of paying digitally. We find inconsistent behaviour when studying the impact of experience of digital payment fraud on choice of payment system. The effect that experiencing such a fraud has on the choice to pay digitally differs according to the purpose of the transaction. The remainder of the study is presented in several sections pertaining to existing literature, sample summary statistics and conclusion and policy implications.

REVIEW OF LITERATURE

The terms digital, paperless, cashless or electronic transactions are almost used interchangeably in common parlance. The Reserve Bank of India Ombudsman Scheme for Digital Transactions (2019) defines digital transactions as “a payment transaction in a seamless system effected without the need for cash at least in one of the two legs, if not in both. This includes transactions made through digital modes wherein both the beneficiary and the originator use digital medium to send or receive money”. However, in our paper, a digital transaction is one where both the payer and payee use digital modes of payment.

Policies in many parts of the worldwide are being designed in favour of non-cash payments because of the different problems that cash poses. Cash fuels the parallel/black economy, therefore, phasing it out might solve this issue, especially with large denomination notes [20]. The cost of printing, destroying and other cash related operational expenses in our country are estimated at 1.7% of GDP [23]. Cash, however, remains a significant part of all the transactions in major countries [6].

While reading into data on the macro-level can give us a detailed idea of people's overall preferences, data at the individual level gives us an insight into how certain factors impact the decisions/choices consumers make regarding the mode of payment. Following this line of thought, several studies have analysed such issues at the level of the end-users. They reveal that the choice of payment method is impacted by a host of technological factors and consumer-specific. Transaction size has a significant impact on what mode of payment end-users choose. A cross- country comparison of payment diary survey data of seven countries showed that cash was the preferred mode of payment for largest 50% and smallest 25% of transactions [2]. In another study, social marginal costs were computed for various instruments for large and small transaction sizes and it was found that for larger transaction sizes, there were significant differences in cost for e-payments vs non-electronic payments [8]. Studies show that demographic characteristics also play a significant role in how end-users choose to pay. It was found that higher income and better education lead to lower cash use. Certain categories of age show a stronger preference for digital payments Bagnall et al [2].

Consumer perceptions on risk /safety, convenience/ease of use, costs and anonymity have been shown to affect payment systems adoption significantly. Png and Tan show that concerns about privacy emerged as one of the main psychological factors causing a bias towards cash for retail transactions [16]. Kahn et al. show that business in the unorganised economy was attributed to transactions that could be made in cash and did not reveal the agent's identity [10]. Bagnall et al. analysed data from cross-country consumer diary surveys and found that consumers who rated cash high on ‘ease of use’ ended up using it more [2]. In a study assessing payment perception of Dutch consumers, non-price parameters such as ‘acceptance’, ‘convenience’, ‘transaction speed’ and ‘safety’ were used to gauge the perception of payment instruments used at PoS terminals [9]. Several studies have used the TAM (Technology Acceptance Model) to show ‘perceived ease of use’ and ‘perceived usefulness’ have a significant effect on behavioural intention and thus, actual use of e-payment systems [12, 18].

Perceived trust in the payment system is shown to have a positive impact on the usage of digital modes of payment [13]. While the banks and central bank are traditional service providers and regulators of payments systems respectively, non-banks have also emerged as players in the framework. A recent empirical study conducted by the Monetary Authority of Singapore found that trust in banks impacts the nature of the transaction [16]. A cross-country analysis shows that residents in countries that reported less trust in banks preferred cash for making transactions. In some cases, while an increase in the trust can lead to the opening of accounts, it might not translate to actual usage of those accounts [7]. Central banks also play a pivotal role in ensuring integrity, stability and safety of the payments system. Experience of online fraud can shape beliefs of

trust and perception and can have a direct impact on payment behaviour. Media coverage of these incidents is shown to affect payment via card [11]. The strength, direction and frequency of media coverage affected debit card use. Few studies show that end-users simply use digital modes of payment because they have exhausted their stock of cash in hand. It is called 'cash-burning' or 'cash first' and is perceived to be an optimal policy by the consumer [1]. Some studies also point that people still pay in cash simply because it is difficult to grow out of habits [9].

OBJECTIVE OF STUDY

This study critically evaluates the role of digital payments and factors that shape consumers' behaviour towards online payment. In order to determine the more prominent reasoning amongst a sample size, the following objectives are being observed:

- (I) To find out the factors affecting the usage of digital payment services in India
- (II) To study how these factors affect the intention to use digital payment services.

STATEMENT OF PROBLEM

Our study broadly aims to understand the impact of user trust and perception in payment systems, and experience of online fraud on the choice of mode of payment. Mode of payment is taken as the dependent variable for regression analysis and independent variable is added to a baseline model according to the hypothesis being tested.

The following hypotheses have been formulated to evaluate the applicability of these observations:

H0: there is significant impact of trust on usage of digital payments.

H1: there is significant impact of satisfaction on usage of digital payments

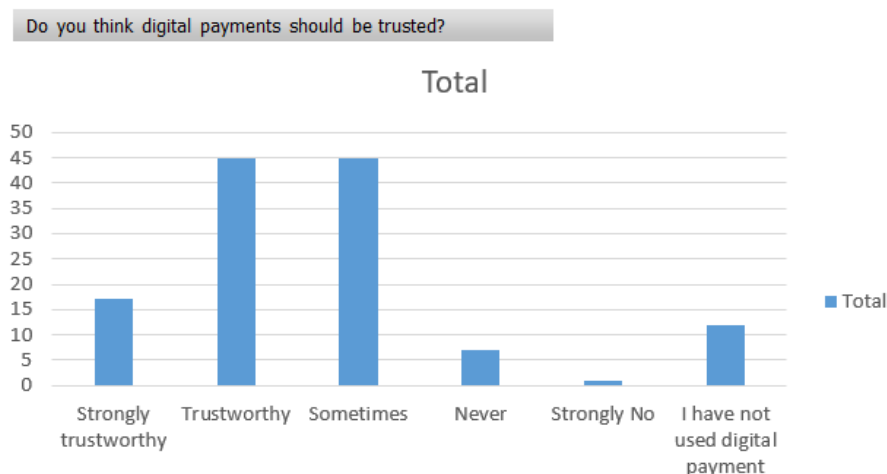
RESEARCH METHODOLOGY

The examination is dependent on descriptive and analytical statistics. The research uses primary data and secondary data. The questionnaire is of a close-ended type distributed to a sample of 127 Indian citizens. The information was collected from respondents and examined by statistical application. This questionnaire is built on the primary data. Secondary sources are also equally taken into consideration in the form of articles and literature. Descriptive statistics is implemented and applied.

HYPOTHESIS TESTING:

H0: there is significant impact of trust on usage of digital payments.

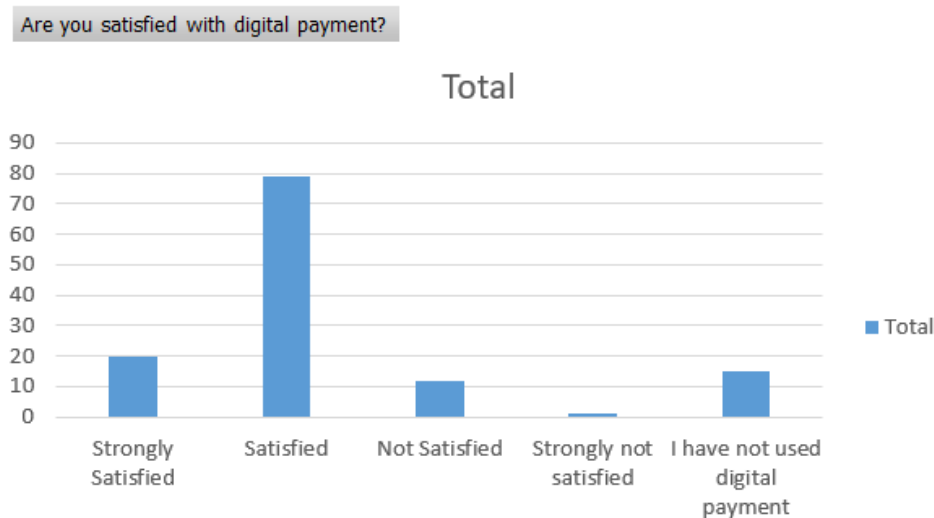
Do you think digital payments should be trusted?	
Strongly trustworthy	17
Trustworthy	45
Sometimes	45
Never	7
Strongly No	1
I have not used digital payment	12
Grand Total	127



Above graph shows the trust level of people using digital payment system in which around 85% strongly agree to use digital payments, service they receive and overall satisfaction level. Only 15% are either neutral in not trust lot. This shows the level of trust and happiness among consumers with the usage of digital payment services and its benefits.

H1: there is significant impact of satisfaction on usage of digital payments.

Are you satisfied with digital payment?	
Strongly Satisfied	20
Satisfied	79
Not Satisfied	12
Strongly not satisfied	1
I have not used digital payment	15
Grand Total	127



Above graph shows the satisfaction level of people using digital payment system in which around 79% strongly agree to use digital payments, service they receive and overall satisfaction level. Only 21% are either neutral in stance or dissatisfied lot. This shows the level of satisfaction and happiness among consumers with the usage of digital payment services and its benefits.

ANALYSIS AND INTERPRETATION OF DATA:

For the purpose of this study, primary data is collected using a structured questionnaire circulated online via google form. Following snowball sampling, the survey was shared on various platforms like social media for better reach. The questionnaire was drafted in English. It consists of 15 questions viz. demographics, access to and usage of awareness, technology of different modes of digital payment, perception and preference on cash and digital payment systems, experience related and spending habits to fraud.

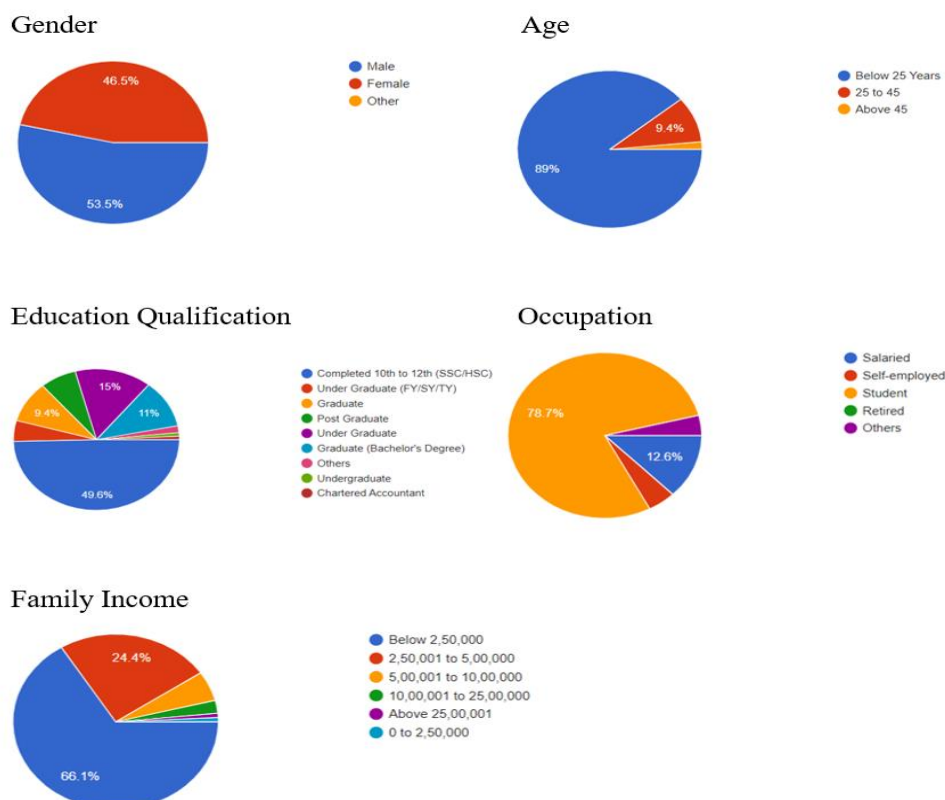
Online fraud experience is quantified based on familiarity with such incidents. The respondents were asked to choose from following alternatives-

- I have been a victim
- Have experienced but avoided
- Have not experienced but I know
- Have not experienced

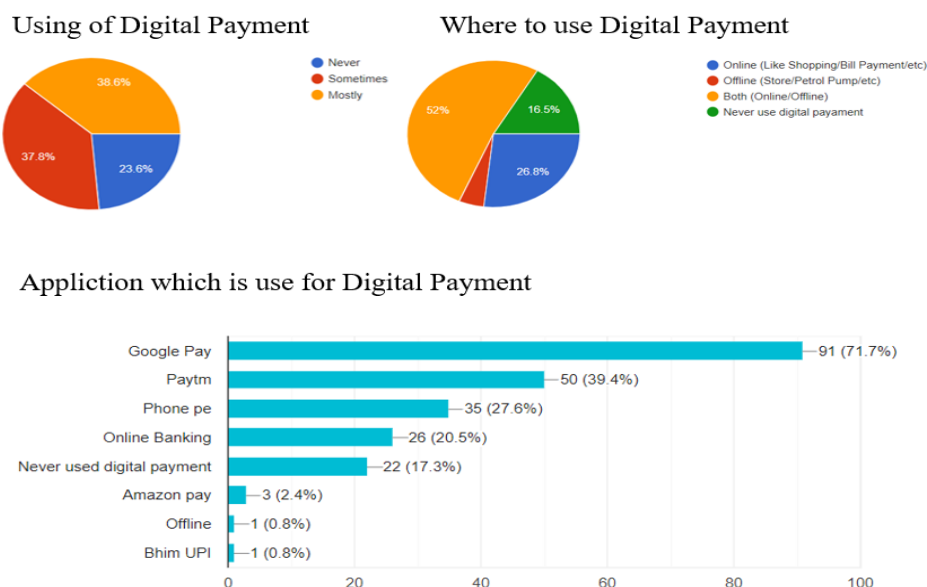
Parameter	Sample (N)	Percentage(%)
Gender		
Male	68	53.54%
Female	59	46.46%
Other	0	0.00%
Total	127	100.00%
Your Age?		
Below 25 Years	113	88.98%
25 to 45	12	9.45%
Above 45	2	1.57%
Total	127	100.00%
Education Qualification		
Completed 10th to 12th (SSC/HSC)	63	49.61%
Under Graduate (FY/SY/TY)	26	20.47%
Graduate	26	20.47%
Post Graduate	9	7.09%
Others	3	2.36%
Total	127	100.00%
Occupation		
Salaried	16	12.60%
Self-employed	6	4.72%
Student	100	78.74%
Others	5	3.94%
Total	127	100.00%
Family Income		
Below 2,50,000	85	66.93%
2,50,001 to 5,00,000	31	24.41%
5,00,001 to 10,00,000	7	5.51%
10,00,001 to 25,00,000	3	2.36%
Above 25,00,001	1	0.79%
Total	127	100.00%

A snapshot of our sample of 127 respondents is given in **Chart 1**. The respondents are mostly male and educated. Most of them are Student and Salaried. This may be due to the online nature of the survey, and circulation limited to the social circles of the authors, which occurred due to the enforcement of the COVID-19. Responses were received from Mumbai city.

Chart 1



The responses are summarised in **Chart 2**. Awareness as well as usage regarding various digital payment platform were high in the sample. It is important to keep this in mind while interpreting how payment behaviour is affected by other variables. Our respondents, being from the relatively well-off sections of society, were much more aware and comfortable with cards and UPI based payments. Digital mode was preferred for online shopping and paying utility bills. It is observed that on an average, digital payments perform better than cash.

Chart 2

FINDINGS

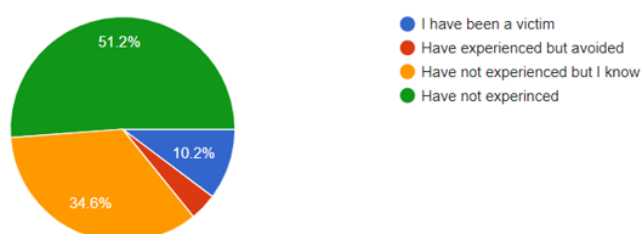
Effect of demographics on mode of payment

With respect to age parameter, there is evidence in the case of online shopping that older individuals are less likely to digital payment. While the coefficients are not statistically significant for other kinds of purchases, their signs support this general observation. Education is also seen to have an enabling effect on people when it comes to going digital payment. The tendency to avoid paying solely with cash for groceries and utilities decreases with an increase in the level of education. Income levels have a statistically significant, positive impact when it comes to online shopping through the exclusively digital payment route. Occupation have a significant impact on choice of mode of payment. Salaried respondents are least likely to pay digitally.

In general, our results point out that more privileged and affluent groups are still more likely to go digital, compared to disadvantaged groups. Hence, while efforts to expand relevant infrastructure and nudge behavioural change are welcome, an upliftment of the general standard of living of the public and education may also be important ways to promote digitisation of payments.

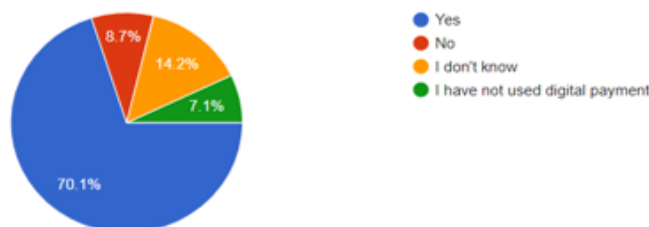
Experience of online fraud

The experience of online fraud is divided into four categories based on their potential intensity of impact of the online fraud. Out of 127 respondents that answered the question, 18 have had experience of online/offline fraud (13 - victim and 5 - experienced). Respondents were also asked if they personally reported the incident to the concerned authority after they experienced the fraud. Out of 18 have had experience of online/offline fraud, 30% Got refund, 25% Didn't get refund and rest are Didn't even complain or they don't know how to complain.

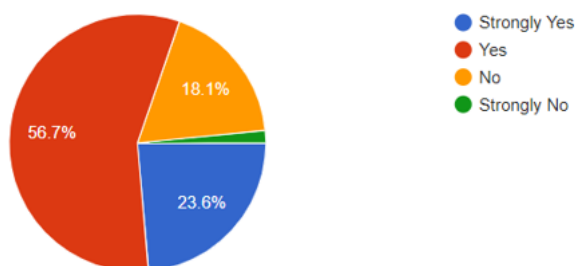
Chart 3**Experience of Digital Payment Fraud**

Security of payment system

Besides their perception of payment modes, respondents were also asked about security or confidence in the digital payment system. As expected, an improvement in consumer confidence in digital payment systems improve the likelihood of paying digitally.

Chart 4**Digital Payment is Secure or Not?****India should be completely digital?**

At the end of the survey, respondents were also asked to 'Do you think India should be completely digital?'. This gives us a highlights that consumers favour the 'convenience' offered by digital payment methods and have an overall positive sentiment towards such technology-based inventions.

Chart 5**What do people think about India should be completely digital or not?****CONCLUSION**

While governments, service-providers and regulators are working in synergy to enhance the e-payments systems and related infrastructure, it makes sense to study how these options are perceived by the end-user. The key policy recommendation from our study is that incorporating feedback can further catalyse digitisation. We observe through our study that perception of digital payment tool affects the payment behaviour of an individual. Digital payments were not only driven by a positive view on digital payments but also a negative view on cash. Contrary to popular belief, end-user was seen to be willing to discount online fraud experience in the face of higher convenience offered by digital payment modes. The effect of experiencing fraud on the choice to pay electronic/digitally differs according to the purpose of the transaction. Also, we can't ignore the role played by demographic factors in better digital payment adoption. Digital/Electronic payments adoption is expected to increase in line with the overall socio economic development of the population.

While our collected data is from a Mumbai city diverse set of respondents, it is still limited to a certain part of the population. The data has been collected during a lockdown and therefore could only include respondents who were willing to fill the survey online (English). Thus, most of the respondents were already educated, digitally literate and economically sound when compared to the population. This is one of the limitations of the study. Further, since responses were collected in extraordinary circumstances of lockdown, they may be biased in the sense that these were times when many were compelled to pay digitally/electronic for fear of COVID-19. Also, technology firms and e-commerce (with higher acceptance of digital payments) had stepped up their services, filling in the vacuum created by closure of mortar stores and brick. Central banks conduct payment diary surveys to gauge useful variables at the individual level and observe their impact on payment behaviour. In the future, surveys like these could be taken up with a more structured manner and broader sample, as things gradually return to normal.

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THE GROWTH OF SOCIAL MEDIA IN THE LAST 10 YEARS

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As with the evolution of the Internet in 1969, the entire world has got addicted to it. And since the set-up of Social Media, people have grown and evolved their presence in the virtual world. A place where people share their thoughts, exchange photos, and videos, update themselves with news, stories and get involved in online discussion.

This paper analysis that, how social media evolved and its growth in the past decade. Also, various attributes affect the growth of social media. With a response from distinctive people from the varied genre, the analysis envisages social media and its necessity.

Keywords: Social Media, Usage, Interpretation, Analysis, Media, Conclusion, Growth of media

INTRODUCTION

Social Media, the term itself is enormous and allows us to connect to the entire world at the drop of a hat. It helps one another to connect, share, and contribute to society as a whole. Social media is not just any means for communication today, as before; but rather a socializing network for us. Before the evolution of social media existed private networks or any other broadcasting media. Social media has now conquered the world and has colonized it making 'Social Media' a hot potato. People are variable towards their posts on social media, considering their platforms significantly changing. Not simply a place of interaction, but also a platform that makes diversity in an instance. The best way one can deal with social media is, by stating an underlying fact that it helps you visualize every concept which is forbidden by the world.

This paper gives detailed information, about social media which, evolved, presented, and created an entirely new theory of communication, presentation, and coherence and helped us understand how in a decade Social Media became not only a communicational medium but also a platform for millions to earn. The media outlet accommodates a wide variety of spontaneous, formal, informal, erudite, and unscholarly penning to burgeon.

Albeit the benefits are abundant, authorizing us to undoubtedly connect with friends, family, and every other individual around the globe. Social Media, has withdrawn all the stereotypes and is one of the finest means of communicating, but has appeared with a price of its own. Media, especially Social Media, has its pessimistic collision on our lives. Over the years, Social media has simply made our concepts wide about every ethnicity around us.

From a Teenager to an Adolescent, followed by an Adult to the elderly everyone has been to access social media, in some or other ways. Social Media, the term that significantly connects one another, has been a prima facie that it is the biggest influence on the globe. It does foster all sorts of creativity, helps collaborate with a magnificent range of commentators on several issues such as education, the economy, politics, race, health, relationships, etc. Being a One-Stop-Shop for all our problems, and allowing us with multiple solutions for the same. Its wide spectrum allows us to not only envisage our boundaries but also to inculcate a range of distinctive emotional, social, cultural, and other phenomenal ideas.

Remember the lockdown pandemic situation? How people helped one another by sharing all the information, making it possible for everyone to have an access of saturated things. Also, 2020 became the year when access to social media rose to a greater extent without which people couldn't operate.

What is Social Media?

Social Media is a place where people connect and wisely give their opinions and share their entire personal life with the world. A platform that allows you to collaborate and to be present.

Social Media allows us to stay connected with the entire world, family, friends, and all the people we want an update about. Various social media platforms are currently operational and available for the use of people. Platforms such as Facebook, Tiktok, Instagram, Snapchat, Reddit, WhatsApp, Twitter, an much more are the most influential platforms for today's generation. These media platforms either have a huge impact on society, especially the youth, positively or negatively, which completely depends upon the usage.

People, especially the working and the current Youth are engrossed into Social Media these days. Social Media has its optimum potential which helps millions of people to earn and learn at the same time. Billions of people around the world use social media to share information and make connections. Social Media over the years has proved to be an evolving prospect. Social Media has been the voice of billions. for the people who have been unable to voice for themselves, for them social media has been a hot potato.

On a professional level, one can use social media to expand knowledge in a particular zone and contact and create a professional network by connecting with other professionals in the industry. At the company level, social media allows free flow of conversation with the audience, helps gain customer feedback, and elevates the brand. What makes social media unique is that it is both broad and relatively uncensored. While many social media companies impose some limitations—such as taking down images that display violence or nudity—there are much fewer limitations on what someone can share than there with other means of mass communication like newspapers, radio stations, and television channels.

Social Media is an open channel, where people can express and dominate their positive views. It helps our thoughts to channel in a proper manner. It helps us fabricate our ideas and make them presentable. It helps connect with existing and new audiences in deeper ways.

Explaining Social media is a vast concept. It gets deeper and deeper as the discussion about social media begins. This paper focuses on the evolution of Social media and how it has been over the years. Social Media is a platform where talent is given the required acquisition and millions of people follow what you preach. Social Media allows you to even earn from the content you post. This is a huge transformation in the field of social media, which allows all of us to reciprocate the intrinsic foundation for which social media is called for.

REVIEW OF LITERATURE

London Group, 2000) Media isn't a skill, but rather focuses on how things should work, be redefined, and given prime attention over-time

(Barton et al., 2000; New London Group, 2000; Street, 2003), as Media continues to be reshaped by the socio-cultural forces around them

(Archer, 2006; Kellner, 2000; Leu et al., 2013). Based on this view of literacies, teachers and students should continually refine their ideas of literacies and use classroom tools that can adapt and change to support their evolving concepts of them.

Stornaiuolo et al. (2013) assert that social media can be the strongest use of tools that work in unison to get knowledge, perspectives, and practices.

(Beauchamp and Kennewell, 2010) as they encourage and believe in new ideas, skills, and information resources.

Therefore, many argue that social media may have strong implications for both formal and informal learning and that using social media as multimodal tools to bring multiple modes together for meaning-making may allow students to express ideas differently and reflect upon them while doing so.

RESEARCH METHODOLOGY

Objectives

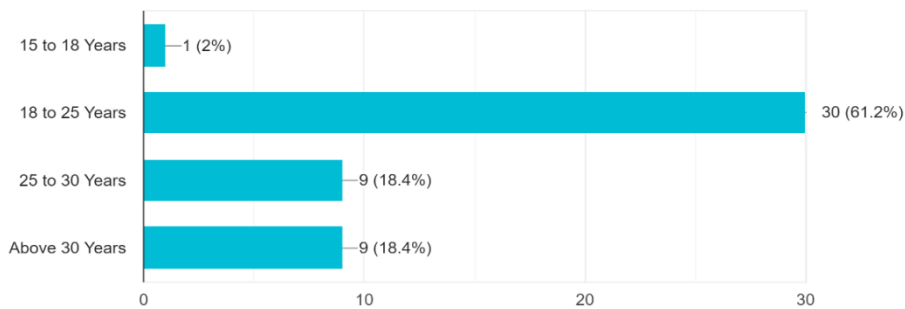
1. Examine the traits to identify the usage of Social Media among the Youth
2. To examine the Pre and Post generation usage of Social Media
3. To scrutinize the social media life among citizens

HYPOTHESIS

1. H0- Significantly examining the use of Social Media under doesn't affect the youth
H1- Significantly examining the use of Social Media under does affect the youth
2. H0- The influence of Social Media on today's generation is negative, compared to the previous usage of the media.
H1- The influence of Social Media on today's generation is positive, compared to the previous usage of the media.
3. H0- Significantly recording the addiction towards social media is not a prime factor
H1- Significantly recording the addiction towards social media is a prime factor

ANALYSIS & INTERPRETATION

Age Group
49 responses



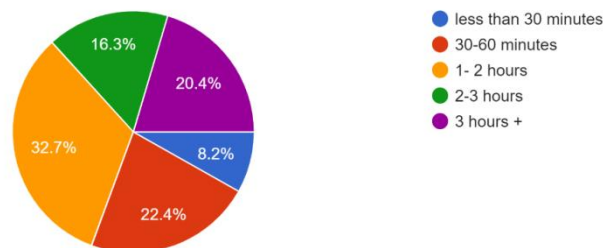
H0- Significantly examining the use of Social Media under doesn't affect the youth

- The above notation is rejected

H1- Significantly examining the use of Social Media under does affect the youth

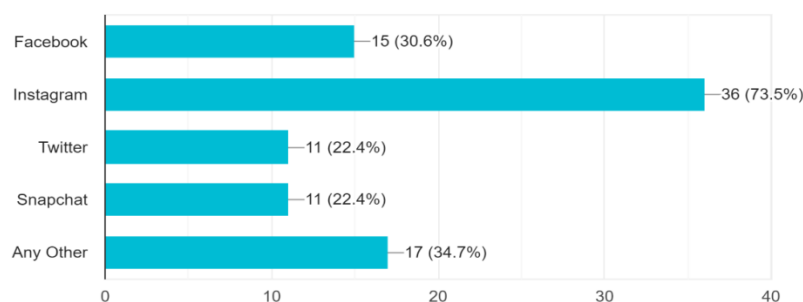
INTERPRETATION: Today's Era has a lot of Youth involved in Social Media. According to the survey that was conducted proved that 61% of people are youth and their perspectives are being recorded at the prima facie. As the current youth is engrossed into social media, the people above the age of 25 and 30 to have been keen towards current social media.

How much time do you spend on social media per day?
49 responses



Social Media is trending and people are the basis for this trend. Hours and hours are spent on social media every day. And this pie diagram shows that, 32.7% at a higher ratio spend almost 2 hours on social media, probably watching films and web-series has become an inquisitive factor for the hours being spent in there. A slight huge ratio of 20% stated that people do spend more than 3 hours on social media, which is immensely huge. The Current generation has been extremely addicted towards Web Series and OTT platforms such as Netflix, Amazon Prime and Other such platforms.

Which Social Media Application do you use the most?
49 responses



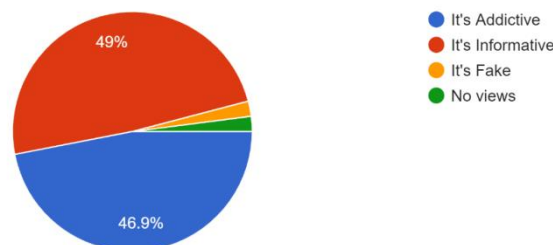
In today's era after the evolution of Social Media, and the push of internet services has given momentum to speedy access to various social media platforms. Of which Instagram has been an escalated jerk. Facebook in the early years was a one-man army for people to connect and make their lives available on the internet by then. Post-2011, Twitter had been a powerhouse for news and other live updates about every possible outcome on the globe. These Media platforms allow the youth to even earn, and it has significantly become a new career for them.

H0- The influence of Social Media on today's generation is negative, compared to the previous usage of the media.

- The above notation is rejected

H1- The influence of Social Media into today's generation is positive, compared to previous usage of the media.

What are your views about Social Media
49 responses



INTERPRETATION: Being at the most prime and essential structure of daily life, Social media has become the most useful source for learning. Also to add, due to the pandemic of COVID-19, people have allowed themselves with the at most access to the social media, and have been learning a lot from there. 49% of the people agree to it, that Social media has grown to become an emerging source of knowledge.

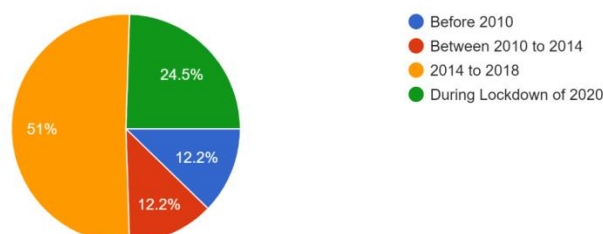
From the young minds to the business class, everyone has been a part of this learning process. Though we can't deny the addiction people have for social media, which is too complex to explain, and 46.9% states that it's addictive, which is a harm on to the humankind.

H0- Significantly recording the addiction towards social media is not a prime factor

- The above notation is rejected

H1- Significantly recording the addiction towards social media is a prime factor

When did you start using Social Media ?
49 responses



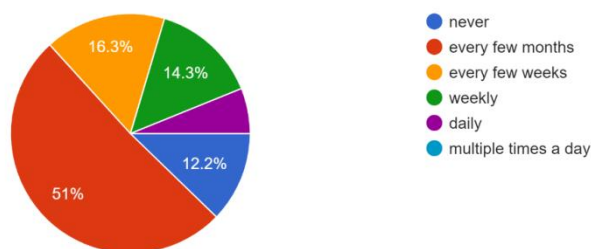
An another significant question which is essential to get an answer for is, Social Media's commencement by the people. It clearly helps us understand that people have used social media, either during its newly formed structural days or post that.

51% of the total audience mentioned that after 2014, the usage of social media for them gained momentum. And that is a clear case that, people have understood what and why is the media so important and what requisite knowledge is required to use it.

Another parameter says, that 24.5% of the people have started using this gift of the internet whilst lockdown phase, of 2020 during COVID-19. Wherein people found themselves connected to the world, while not being present physically at that moment.

Before 2010, and Until 2014, 12.2% of the audience had been connected to the media platforms, it can be said that it was an era of early media i.e. Facebook, Orkut and early bird Twitter.

how often do you post on social media?
49 responses



Updating personal life on social media has significantly grown, these days. Posting stories, videos, thoughts, etc. is all a part of life. There are people who post and keep their social life up, by posting things on their accounts every day. According to the survey, 51% of the people feel to post in every few months, which is too an active feature.

Posting every few weeks is also mentioned by a few people, as the people who work in media are always active, which rounds around 16.3%.

CONCLUSION

In the wider context of spreading technology and communication services, it is essential to have an account on social media. The vast increment of Social media and its usage has become a significant task. Social Media is a place without which today, any work seems not possible. In a decade the work that social media has done is invincible and noteworthy. The era has completely changed the process of working because of the help of technology and media management. The current youth is completely engrossed and dependent on social media. From making our lives easy to unbearable is a whole transition awarded to us by social media.

Though it keeps us always engaged within, it does make our lives easier and better. The dependency of us is way more. Social media has its own parameters and it makes us think beyond the box. Social Media is an endless journey and it will never come to any closure in the near future. The way it has evolved and kept our youth composed and up to the point. In the nearing future, it will enhance more and get its value to the most possible spectrum. Students are busy with the online class and submitting their work online, every B2B conversation happens online, current news is updated every minute online, in some of the other ways Media has become our perfect part. Even during the Pandemic, social media got all the space covered for people, keeping a check on family members, updating about their current status in the viral world also, getting all the necessary information.

We hope that in the future the other better version would pop up on our screen and make us understand that, how vigilantly we are into media, and without which we won't complete ourselves.

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- See the Wikipedia website
- See Reditt Website
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- <https://www.growwithstudio.com/blog/10-biggest-social-media-changes-in-the-last-decade>

CLOUD COMPUTING**Piyush M. Modi**

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ABSTRACT

Cloud computing is an umbrella term used to describe the use of computing services that are hosted on a network (typically the internet) and used by PCs (or other devices) without having to specify specific servers or systems.

A simple example of cloud computing is webmail. Anyone can access their webmail from anywhere in the world simply by knowing the web address of the webmail service, there's no need to know the name of the server or an Ip address or anything else.

The webmail provider takes on the job of making sure that there's enough disk space and processing power to allow all their customers to store and retrieve their mail on demand. The user doesn't have to worry about maintaining web clients on their PC or, in the case of companies, local email servers.

Cloud computing is an emerging computing technology that uses the internet and central remote servers to maintain data and applications'.

Keywords: Cloud Computing, webmail.

INTRODUCTION

The underlying concept of cloud computing dates back to 1960, when John McCarthy opined that "computation may someday be organized as a public utility"; indeed, it shares characteristics with service bureaus that date back to the 1960s.

The actual term "cloud" borrows from telephony in that telecommunications companies, who until the 1990s primarily offered dedicated point-to-point data circuits, began offering VIRTUALPRIVATE NETWORK (VPN) services with comparable quality of service but at a much lower cost.

The cloud symbol was used to denote the demarcation point between that which was the responsibility of the provider from that of the user. Cloud computing extends this boundary to cover servers as well as the network infrastructure. Cost is claimed to be greatly reduced and capital expenditure is converted to operational expenditure. Device and location independence enable users to access systems using a web browser regardless of their location or what device they are using.

DEFINITION

Cloud computing is a general term for anything that involves delivering hosted services over the Internet. These services are broadly divided into three categories: Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS). The name cloud computing was inspired by the cloud symbol that's often used to represent the Internet in flowcharts and diagrams.

A cloud service has three distinct characteristics that differentiate it from traditional hosting. It is sold on demand, typically by the minute or the hour; it is elastic -- a user can have as much or as little of a service as they want at any given time; and the service is fully managed by the provider (the consumer needs nothing but a personal computer and Internet access). Significant innovations in virtualization and distributed computing, as well as improved access to high-speed Internet and a weak economy, have accelerated interest in cloud computing.

USES

- Helps to use applications without installations.
- Access the personal files at any computer with internet access.
- This technology allows much more efficient computation by centralizing storage, memory, processing and band width.
- Based on a study conducted in June 2009 by version one, 41% of IT senior professionals doesn't have sound knowledge on cloud computing.
- In September 2009, Aberdeen Group found that 18% reduction in their IT budget and a 16% reduction in data center power costs.

LAYERS:

-open use close

A cloud client consists of computer hardware and/or computer software that relies on cloud computing for application delivery.

APPLICATIONS:

Cloud application services or "Software as a Service (SaaS)" deliver software as a service over the Internet, eliminating the need to install and run the application on the customer's own computers and simplifying maintenance and support.

PLATFORM:

Cloud platform services or "Platform as a Service (PaaS)" deliver a computing platform and/or solution stack as a service, often consuming cloud infrastructure and sustaining cloud applications. It facilitates deployment of applications without the cost and complexity of buying and managing the underlying hardware and software layers.

INFRASTRUCTURE:

Cloud infrastructure services or "Infrastructure as a Service (IaaS)" delivers computer infrastructure, typically a platform virtualization environment, as a service. Rather than purchasing servers, software, data center space or network equipment, clients instead buy those resources as a fully outsourced service. The service is typically billed on utility computing basis and amount of resources consumed (and therefore the cost) will typically reflect the level of activity. It is an evolution of virtual private server offerings.

SERVER:

The servers layer consists of computer hardware and/or computer software products that are specifically designed for the delivery of cloud services, including multi-core processors, cloud-specific operating systems and combined offerings.

Deployment Models Community Cloud:

A community cloud may be established where several organizations have similar requirements and seek to share infrastructure so as to realize some of the benefits of cloud computing. With the costs spread over fewer users than a public cloud, this option is more expensive but may offer a higher level of privacy, security and/or policy compliance. Examples of community cloud include Google's "Gov Cloud".

HYBRID CLOUD & PRIVATE CLOUD**HYBRID CLOUD:**

A hybrid cloud environment consists of multiple internal and/or external providers will be typical form cost enterprises". By integrating multiple clouds services, users may be able to ease the transition to public cloud services.

PRIVATE CLOUD:

Private cloud and Internal cloud are expressions that some vendors have recently used to describe offerings that emulate cloud computing on private networks. These products claim to "deliver some benefits of cloud computing without the pitfalls", capitalizing on data security, corporate governance, and reliability on corners. They have been criticized on the basis that users "still have to buy, build, and manage them" and as such do not benefit from lower up-front capital costs and less hands-on management

CRITICISM:

Richard Stallman, founder of the Free Software Foundation and creator of the computer operating system GNU, said that cloud computing was simply a trap aimed at forcing more people to buy into locked, proprietary systems that would cost them more and more over time. "It's stupidity. It's worse than stupidity: it's a marketing hype campaign," he told The Guardian. "Somebody is saying this is inevitable and whenever you hear somebody saying that, it's very likely to be a set of businesses campaigning to make it true." "The interesting thing about cloud computing is that we've redefined cloud computing to include everything that we already do," he said.

The main drawback behind the concept of Cloud Computing is we can't completely rely on third party when we are transmitting sensitive data.

ISSUES**PRIVACY:**

The Cloud model has been criticized by privacy advocates for the greater ease in which the companies hosting the Clouds services control, and thus, can monitor at will, lawfully or unlawfully, the communication and data stored between the user and the host company. Instances such as the secret NSA program, working with AT&T, and Verizon, which recorded over 10m million phone calls between American citizens, cause some certainty among privacy advocates, and the greater power it gives to telecommunication companies to monitor user activity.

LEGAL

In March 2007, Dell applied for a trademark the term "cloud computing"(U.S. Trademark 77,139,082) in the United States. The "Notice of Allowance" the company received in July 2008 was cancelled in August, resulting in a formal rejection of the trademark application less than a week later.

Since 2007, the number of trademark filings covering cloud computing brands, goods and services has increased at an almost exponential rate. As companies sought to better position themselves for cloud computing branding and marketing efforts,

SECURITY

The relative security of cloud computing services is a contentious issue which may be delaying its adoption. Some argue that customer data is more secure when managed internally, while others argue that cloud providers have a strong incentive to maintain trust and as such employ a higher level of security.

Supporting Technology for Cloud Computing

The idea of cloud computing has been around for a while, with application software providers (ASP) first appearing at the beginning of this century. But it is in recent years that a number of technologies have been developed that make cloud computing more accessible and workable than it might otherwise be.

Virtualizations are one of those technologies. It allows many instances of an operating system, or many different operating systems, to run on one server. This allows providers of cloud computing services to make the best use of their hardware and tailor it to customer demand, taking virtual servers up and down and even moving them between physical servers as required. .

Stronger Communications Links Inside and Outside the Cloud

InfiniBand is another cloud computing enabling technology, a standard for connecting high-powered servers and storage arrays. This has allowed the building of larger server 'farms' in which individual computers can talk to each other and pass computations between them. InfiniBand has enabled the spread of grid computing which has fueled the spread of cloud computing.

Cloud computing operators need to have strong networks that are laid over the ordinary internet to be able to provide guarantees of service. This technique is known as optimized internet overlay and improves the reliability of communications over the internet.

Business Benefits from Using Cloud Computing

There's no doubt that cloud computing offers significant advantages to businesses, particularly small businesses and startups. Precious startup capital can be eked out of the initial years by paying low monthly charges for just the software and services that a company needs, when they need them. This offers a startup the same software that multinationals use without having to invest in IT infrastructure and IT personnel from the word go.

Users also only need low-power, low-cost PCs because the power and space that they need for heavyweight applications can be provided by the cloud. Only high intensity applications like heavy database crunching or video processing need be done locally.

Possible Disadvantages of Cloud Computing

Many people have concerns about the hosting of company and personal data on remote servers and there's no way that cloud computing can operate without strict data privacy agreements and adherence to them. Companies are also unwilling to have their data on the internet where it may be at risk from corruption or theft.

There are impacts on company growth and overheads too. Once a company has a significant number of users on a cloud computing platform they are at risk from price rises from the hosting companies. Companies may then find that moving away from a hosted service to their own infrastructure and data is technically and managerial a significant challenge.

CONCLUSION

Cloud computing is a better way to run your business. Instead of running your apps yourself, they run on a shared data center. When you use any app that runs in the cloud, you just log in, customize it, and start using it. That's the power of cloud computing.

Finally, cloud apps don't eat up your valuable IT resources, so your CFO will love it. This lets you focus on deploying more apps, new projects and innovation.

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MARKETING IN THE DIGITAL ERA

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ABSTRACT

Internet marketing involves the usage of the internet to market the sale & purchasing of goods or services. The paper highlights the major issues, challenges and other aspects of web marketing. It shows how the transition in strategy of marketers from conventional & traditional channels is being surpassed by the click maintenance through web-based applications and programs. The introduction of social networking sites and consumer-generated content to the Web has dramatically altered that landscape. Web marketing is thus a new age marketing that provides the sellers with never seen before kind of opportunities. It also highlights means for customers, champions and critics to disseminate information about their experiences and opinions and how they are accessible to anyone with an Internet connection and a browser-enabled PC. Advancement in this sector has enlarged the existing business firms to target the customer and reach to them with solutions in any part of the world. In this paper, the growing concern of web marketing has been described through recent trends along with issues and challenges faced at present. At the later part a conclusion of summary about web marketing shows the actual result of findings.

Keywords: Marketing, web marketing, web-based applications etc.

Areas of Web Marketing

Web marketing is an outcome of the electronic wave that is sweeping the globe. It has been successfully harnessed and this has resulted in various advantages like online buying and selling of goods as well as the generation of business leads. Web marketing provides unlimited opportunities to a business in exploring and reaching to diversified sections of customers at single time. In the areas of web marketing covers various forms and associated benefits that constitute an important part in the overall marketing strategies of a business. These help in facilitating the process of creating and delivering ultimate value to the customer at desired responses and time. Web marketing is thus a new age marketing that provides the sellers with never seen before kind of opportunities. Since it is online, it is much cheaper than traditional methods of marketing and can be done by even a small-scale enterprise.

Forms of Web Marketing Constitute:

Affiliate Marketing: It is a kind of marketing wherein a company hires other companies or websites known as affiliates and entrusts them with the responsibility of marketing the product. The affiliates are paid commission. The affiliates can host a website in which it may display the banners or logos of the company. If the visitor clicks on this banner, they are redirected to the sponsor's site.

Online Auctions: Online auctions are just as the auctions that take place in the real world. Items are put up for sale and the seller quotes the minimum price. Interested buyers then start quoting their price. And the item is sold to the highest bidder. The buyers in case of online auction can be from any part of the world.

Banner advertising:

Here banners of the advertiser are displayed on the website. The advertisers pay a certain amount of money to get the banner displayed on the website for a certain period of time. The banners are usually visually appealing to attract the potential customers. The respond it will get depends upon the website it has been displayed. Again, there is no guarantee that the prospective customers will view it.

Directory Listings:

It is a service wherein sites are placed in special categories in a directory. Such kind of service can be free or fee based. The listing can be made in yellow pages or directories such as Yahoo.

Ethical E-mail marketing:

There are many web applications which allow website owners to maintain the subscriber database and allow personalized newsletters to be sent in a jiffy. Email marketing gives an opportunity for personally addressing the recipient. If handled tactfully, email marketing can be used to successfully stroke the emotions of the targeted audience and thus elicit positive response. It can be used to send information about the latest product information, launches, beta products, and updates on service workshops, seminars etc to the subscribers.

RSS Marketing: RSS, or Really Simple Syndication, is basically a tool by which content can be syndicated across the world with the click of a button within minutes. RSS marketing is an easy way to get automatically

updating links to your latest articles out on the web. As an alternative to email, RSS is becoming an increasingly important content delivery channel that allows marketers to deliver all of their content, fully upgrade all of their marketing initiatives and establish lasting client relationships.

GROWTH IN WEB MARKETING

The Internet is defined as the worldwide interconnection of individual networks operated by government, industry, academia, and private parties. Originally the Internet served to interconnect laboratories engaged in government research, and since 1994 it has been expanded to serve millions of users and a multitude of purposes in all the parts of the world. The volatile economic conditions of today have forced businesses to rethink their strategy and reduce business costs. Most businesses have had to reduce operating costs in order to remain competitive and profitable under tough and unpredictable economic conditions. Lower working capital has forced companies to look for more effective ways to market their products and reach out to customers. While larger companies have seen huge reductions in marketing budgets, smaller companies are more cautious of spending on marketing and promotional activities. With relatively lower costs and vast reach, marketing on the Internet has never been more attractive for businesses than today. In a matter of very few years, the Internet has consolidated itself as a very powerful platform that has changed the way we do business, and the way we communicate. The Internet, as no other communication medium, has given an International or, if you prefer, a "Globalized" dimension to the world. Internet has become the Universal source of information for millions of people, at home, at school, and at work.

TRENDS IN WEB MARKETING

With the recent advancement in the speed and accuracy of networks, internet marketing is undergoing a radical change from its traditional marketing tactics. The latest and new techniques are being elaborated to provide an effective and best possible solution for running the marketing programs of a business. Online advertising, once synonymous with banner, pop-up, and e-mail advertising, has developed into a multi-faceted advertising channel with enormous growth prospects. Today, online marketing includes not only evolved banner, pop-up, and e-mail ads but also search marketing, pay-per-click, pay-per-action, rich media, contextual advertising, geo-targeting, behavioral targeting, social marketing, video marketing, and user-generated online video. Online marketing also is appearing in online games, in-line text, social media, blogs, and mobile formats. The emerging trends in online marketing can be described as:

Social media marketing:

Social media marketing usually centers on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Content marketing:

When it comes to marketing strategies, content marketing has just been crowned the king, far surpassing public relations and even print, television and radio advertising as the preferred marketing tool for today's business-to-business entrepreneur. It's the creation and publication of original content including blog posts, case studies, white papers, videos and photos for the purpose of generating leads, enhancing a brand's visibility, and putting the company's subject matter expertise on display.

Internet Retailer:

Online retailing is heavily used now-a-days whereby consumers directly buy goods or services from a seller over the Internet without an intermediary service. Internet retailers evoke the physical analogy of buying products or services at a bricks-and mortar retailer or shopping Centre. The process is called business-to-consumer (B2C) online shopping. When a business buys from another business it is called business-to-business (B2B) online shopping. Organizations like eBay and Amazon.com, both US-based are the largest online retailing corporations.

Online referral marketing:

Referral marketing is a structured and systematic process to maximize word of mouth potential these days. Referral marketing does this by encouraging, informing, promoting and rewarding customers and contacts to think and talk as much as possible about their supplier, their company, product and service and the value and benefit the supplier brings to them and people they know. Online referral marketing, using digital marketing as a platform, is the internet-based approach to traditional referral marketing. Given the advances in tracking customer behavior online through the use of web browser cookies, online referral marketing provides a high degree of tracking and accountability and this is very important for SEO. Online referral marketing,

using digital marketing as a platform, is the internet-based approach to traditional referral marketing. Given the advances in tracking customer behavior online through the use of web browser cookies, online referral marketing provides a high degree of tracking and accountability and this is very important for SEO. It is no secret that today, buyers are calling the shots.

Online Meta marketing:

Meta Market is now making an organization to get centered on an event or an industry, rather than a single product. These are markets of complementary products that are closely related in the minds of consumers, but spread across different industries. Meta-advertising refers to a hybrid form of advertising, where the advertiser advertises for an advertisement. The web allows matching producer's desire for economies of scale, and consumer's desire for variety of choice to satisfy a set of needs. Thus, we can have a Meta market for a wedding (event) that includes honeymoon recommendations, sources for engagement rings and wedding gowns. Equally we can have a Meta market for an entire industry (for example chemical industry) where the industry can trade excess inventory, source new suppliers and find new vendors. These types of markets are easier to establish in the web world, than they were before the web, and can prove very effective. Edmunds.com is an example of a Meta market for the auto industry, the knot for weddings.

Viral Marketing:

On the Internet, viral marketing is any marketing technique that induces Web sites or users to pass on a marketing message to other sites or users, creating a potentially exponential growth in the message's visibility and effect. One example of successful viral marketing is Hotmail, a company, now owned by Microsoft that promotes its service and its own advertisers' messages in every user's e-mail notes.

ISSUES AND CHALLENGES IN WEB MARKETING

Conducting business on the Internet can offer entrepreneurs a variety of advantages over other methods, such as not having the overhead associated with operating a brick-and-mortar store and eliminating the need to drive great distances to make sales calls. It can also provide the flexibility of doing business at your convenience. Despite the advantages, however, there are also some problems that can arise when doing business online.

Difficulty Developing Relationships:

While doing business on the Internet can open up markets all over the world, it can be more difficult to develop ongoing business relationships. Companies originated in one part of world, chances are it won't have the opportunity to meet face-to-face with a customer located in other parts of the world. While technology such as video conferencing allows seeing individuals via computer screen, it still lacks the personal touch of meeting someone in person.

Flying blind:

Many companies chase social media tactics with no idea about the who, what, when and where of the social web. It's essential that companies first develop a listening program to answer those "W" questions. Listening through social media monitoring is critical to understanding brand, competitors and key terms relevant to your audience on the social web. Without a smart listening effort, a company misses key opportunities: marketing, customer service, sales, recruiting, partnering and public relations.

Issues with Copyrights:

Due to the ubiquitous nature of the Internet, issues such as copyright infringement are difficult to control. The Internet spans the globe in a number of different countries, so developing a set of uniform copyright laws is virtually impossible. If you've developed a successful Internet business, you may have a difficult time preventing someone from copying your business model and using it for their own benefit.

CONCLUSION

Marketers around the world are grappling with the rapidly changing environment of the web or internet. What started "information superhighway" has become a global social network. Web marketing is now replacing the conventional form of marketing the products and services of a firm. As a global medium, the internet is a multicultural phenomenon: anyone can access websites just about anywhere in the world. The rapidly changing life styles have made it possible to do business online through e-commerce, online retailing, etc. As the makeup of the population changes, it is likely that mass communications to the consumer will lose relevance at an increasing pace. The internet with its ease of tailoring and simple ability to deliver targeted relevant information to those seeking it, will take communication to its next evolutionary state. Every business nowadays, both established and unestablished are setting out to realize the importance of a solid internet website marketing strategy and also the role it plays, in their future success. No matter which way customers & companies look at it, the web will probably be the best influential marketing platform of this foreseeable future.

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MARKETING ANALYSIS OF RETAIL BANKING, ITS CHALLENGES AND OPPORTUNITIES

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Thane, Maharashtra, India**ABSTRACT**

Retail banking in India has numerous challenges in terms of demographic areas, increasing competition, operational silos, pressure to improve customer experience. This paper is to study the marketing analysis of retail banking, its challenges and the opportunities they offer as well their effects on customers. Research is based on primary data collected wide structured questionnaire from the people in Mumbai and Thane district and identify the opportunities and challenges. The paper also discusses opportunities created by retail banking such as Growing Economy, Contribution to Nation, Substantial Growth.

Keywords: Retail Banking, Challenges, Opportunities, Marketing Analysis.

1. INTRODUCTION

Retail banking, also known as consumer bank or private bank, is a bank that provides financial services to individual clients rather than businesses. Retail banking is a way for individual buyers to manage their money, access credit, and deposit their money in a secure manner. Services offered by store banks include check and deposit accounts, loans, personal loans, credit cards, and deposit certificates (CDs).

Retail Banking as a business model is accepted by all banks due to the many comfort features of the banks namely. The acquisition of a large customer base, the provision of more products, better prices and profits, the breadth of opposite sales and higher sales of financial and non-financial products to increase each customer's revenue and better risk proposal. With the changing technology paradigm as a driver of the explosion of commercial banks, banks are embracing different strategies by redesigning their common business units, redesigning existing products and establishing products, services, channel relationships to increase customer share capital.

Globally, there is a shift in the economy from manufacturing to the service sector. Banks' contribution to the service economy is well recognized. The banking industry includes a number of businesses such as corporate banks, bank investments, asset management, financial markets etc. The sale of banks is another part of the banking industry. It is a typical large market bank characterized by a large customer base and a large number of jobs. The co-operation between the banks is excellent between sellers, customers and buyers in this category. Retail banks have brought huge profits to the banking system as a whole in India. The dramatic improvement in India's banking system is a result of the concerted efforts of the government and the private sector. Retail Banking has become a new focus on the global banking industry. The emergence of new economies and their rapid growth has been a major factor contributing to the rise of Retail Banking. Changing lifestyles, rapid advances in information technology, other service sectors and rising revenue levels have contributed to the growth of commercial banks in countries such as India which are developing at a rapid pace. In India the status of Retail Banking has been a market shift from the seller market to the consumer market.

"Retail banks are usually large – market banks where individual customers use local branches of large commercial banks. The services provided include savings and credit checking, credit, personal loans, debit cards, credit cards and more. The sheer number of roles that bankers will play adds to the excitement as well as the challenges that banks face.

2. LITERATURE REVIEW

Retail banks in India are nothing new. It has always been popular in India in various ways. In the last few years, it has become the standard banking system in many banks. Typical products offered in the Indian banking sector are home loans, long-term mortgage loans, car loans, credit cards and education loans. Loans are marketed under attractive brand names to differentiate the products offered by different banks. As India's Trends and Progress Report, 2003-04 has shown that lending rates for these commercial loans generally range from Rs.20,000 to Rs.100 deficit. Loans are usually five to seven years and home loans are given for a maximum period of 15 years. In fact, trading creates a sense of business in the banking sector. Although the new generation of private equity banks have been able to create a platform for this, state-owned corporate banks are not far behind. Through its multi-branch network and social networking, state-owned enterprises have tried hard to obtain a large piece of pie for sale. However, according to international standards, there is still a large number of commercial banks in India As the commercial banks of India continue to grow from a limited base, there is a

good chance that the growth rate will appear to be exaggerated in some way. Therefore, one should be careful to interpret the growth of commercial banks in India. The following is a far cry from the provision of Retail Banking for the Development of the Indian Economy.

- 2.1 Credit Cards:** Although the use of credit cards by bank customers in India has been the norm since the mid-1980s, since the early 1990s when the market saw quantum surges. The total number of cards issued by the remaining 42 banks, increased from 2.69 core at the end of December 2003 to 4.33 core at the end of December 2004. As a result of this ever-growing role of credit cards, a Working Group was established to regulate. for cards. The working conditions of the Working Group were broad enough and the Group had to consider the type of control measures that would be introduced for plastic cards (credit cards, debit and smart cards) to promote their growth in a safe, secure and efficient environment. in a way, and taking care of the best customer practices and how to address the complaints of card users. The Reserve Bank has been receiving numerous complaints about the unpopular behavior of credit card issuers and their agents. An RBI and set of guidelines will be issued that will pave the way for healthy growth in the development of plastic money in India.
- 2.2 Housing Credit:** The mortgage rate has skyrocketed over the past few years, but comes from a much lower base. During the period 1993-2004, mortgage lending by established commercial banks and housing finance companies increased by 23 percent. The total mortgage lending ratio for non-food loans of organized commercial banks increased from about 3 percent in 1992-93 to about 7 percent in 2003-04. Recent data shows that the mortgage rate for non-essential housing since February 18, 2005 was estimated at Rs. 74 thousand core, which is only 8.0% of gross bank credit. As mentioned, direct mortgage lending up to Rs. 15 shortfall regardless of the area currently eligible for important sector borrowing; a home loan is understood to form a large part of such a loan.
- 2.3 Middle Indian Indigenous Peoples:** The rise of the Indian middle class is an important factor contributing to this. The percentage of Indian households earning medium to high income is expected to continue to rise. Young people not only have growing purchasing power, but also in terms of getting personal debt, they are probably more comfortable than previous generations. Improving consumer purchasing power, coupled with a relaxed attitude toward personal debt, is having an impact on the Indian banking sector.
- 2.4 Great economic power:** Commercial banks have contributed to India's growing economy. As the story of growth unfolds in India, commercial banks will emerge as a major driver. How does the world view us? I have already referred to the BRIC report that speaks to India as a major economic power. A. T. Kearney, a global management company, recently identified India as the 'second most attractive marketplace' of 30 growing markets.
- 2.5 Increasing the purchasing power of middle-class people:** The rise of the middle class of Indians is an important factor contributing to this. The percentage of Indian households earning medium to high income is expected to continue to rise. Young people not only have growing purchasing power, but also in terms of getting personal debt, they are probably more comfortable than previous generations. Improving consumer purchasing power, coupled with a relaxed attitude toward personal debt, is having an impact on the Indian banking sector.
- 2.6 Financial market changes:** The topic of banking sales is very important. In recent years, commercial banks have seen improvements in the world of consumer lending. The growth in the lending sector is largely due to rapid developments in the IT sector, the emergence of a large economy, the need for more sub-levels and the sub-factors of supply and transformation of the financial market. This condition is based on a market research report on commercial banks.
- 2.7 Growth Engine:** Commercial banks play an important role in the domestic economy, and their activities have an impact on the global economy. They provide important debt services, which greatly stimulates the engine of economic growth in their economy. When problems strike in the commercial banking industry the result is often the worst economic conditions in the entire economy. When the banking system fails, there is little or no credit for the debt collectors, and economic activity is strained.

3. OBJECTIVES OF THE STUDY

1. To analyse the Retail Banking Sector in terms of marketing analysis.
2. To study the opportunities and growth related to Retail Banking Sector.
3. To understand the Challenges in marketing area related to Retail Banking Sector

4. HYPOTHESIS OF THE STUDY

H⁰1: There is a significant relation adopted in Market Strategy with respect to Retail Banking Sector.

Ha1: There is no significant relation adopted in Market strategy with respect to Retail Banking Sector.

H⁰2: There is significant relationship in relation to opportunities and growth related to Retail Banking Sector

Ha2: There is no significant relationship in relation to opportunities and growth related to Retail Banking Sector

5. RESEARCH METHODOLOGY

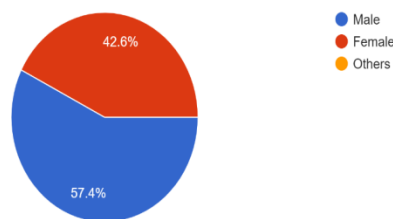
For the purpose of the study the researcher contacted respondents through online networks. The researcher prepared a questionnaire and distributed the same.

- **Primary data:** Primary data was collected through the structured questionnaire from the retail bank users from Mumbai and thane district.
- **Secondary data:** The secondary information was collected from various published sources such as journals, newspapers, internet and other sources.
- **Sample Size & Sample design:** The present study was restricted to 47 respondents out of which 36 respondents were aware of retail banking and 11 respondents were unaware. The research collected data by simple random sampling.

6. Data Analysis and Findings

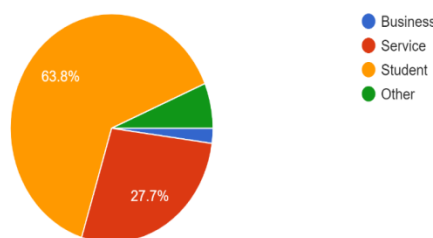
i. Gender

47 responses



ii. Profession

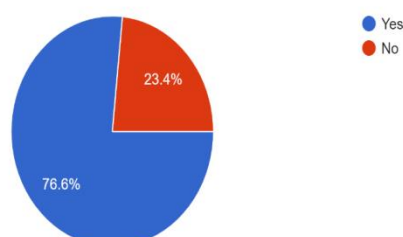
47 responses



Researcher collected data from 47 respondents, out of which 27 are male & 20 are female. Around 63.8% are students, 27.7% are from service and rest 8.5% belongs to business & others professions.

iii. Are you aware of retail banking?

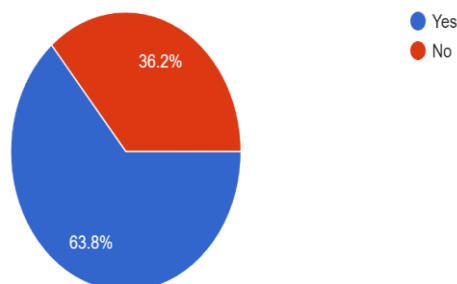
47 responses



Researcher found that majority of the respondents are aware about Retail Banking.

iv. Do you think retail bank caters all your needs?

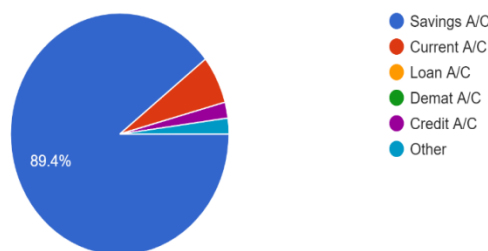
47 responses



Researcher found that out of 47 respondents 30 thinks Retail Bank caters all their needs, while the remaining respondents doesn't.

v. What kind of account do you maintain in the bank?

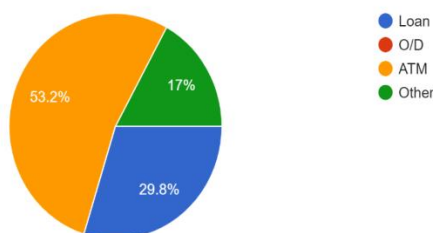
47 responses



Researcher found that maximum of the respondents maintain a savings A/C in Retail Banks.

vi. Which of the following facilities is given more importance in your bank?

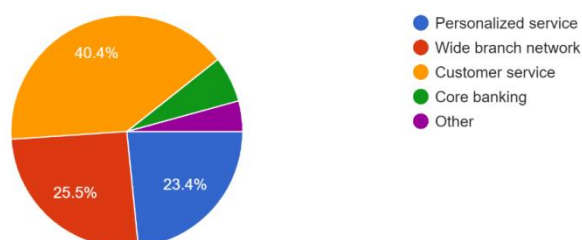
47 responses



Researcher found that an average of respondents feels that ATM facility is given more importance by their bank. On the other hand more than 1/4th of the respondents feel that loan facility is given importance.

vii. When you think of retail banking what comes first in your mind?

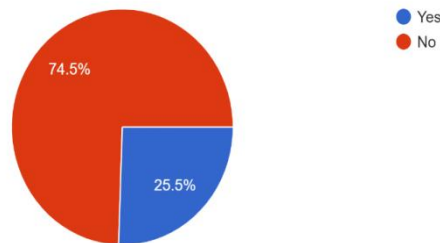
47 responses



Researcher found that 40.4% of the respondents think of customer service first when asked about Retail Bank, 25.5% of the respondents think of wide branch network, 23.4% of the respondents think of personalized service and rest thinks of core banking & others.

viii. Have you ever availed any loan from a retail bank?

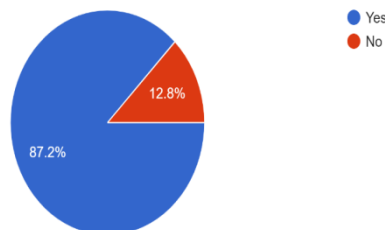
47 responses



Researcher found that almost 3/4th of the respondents have availed a loan from a Retail Bank.

ix. Are you aware about E banking?

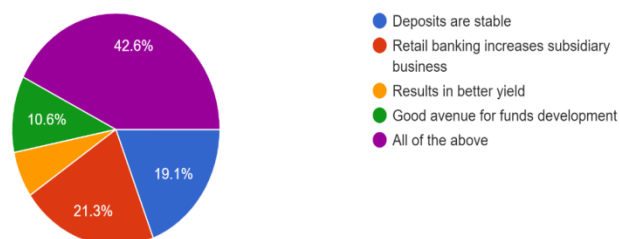
47 responses



Researcher found that maximum of the respondents are aware about E-banking.

x. What are the advantages of retail banking according to you?

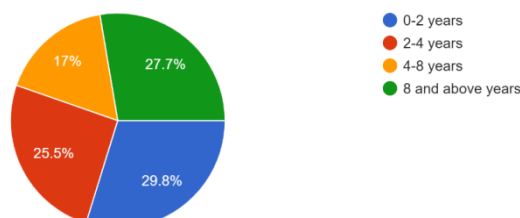
47 responses



Researcher found that according to 21.3% of the respondents the advantage of Retail Banking is that it increases subsidiary business, 19.1% of the respondents optioned for stable deposits, 10.6% of the respondents think good avenue of funds development and average of 42.6% of the respondents think all of the options given are advantages of Retail Bank.

xi. For past how many years you are using bank services?

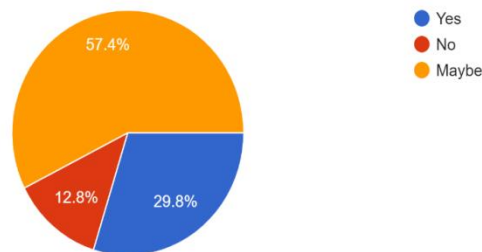
47 responses



Researcher found that an average of 55.3% of respondents are been using bank service for 1-4 years. And 27.7% of the respondents are using bank services for past more than 8 years. Remaining 17% of the respondents are facilitating bank services for past 4-8 years.

xii. Do you think your bank offers competitive interest rate?

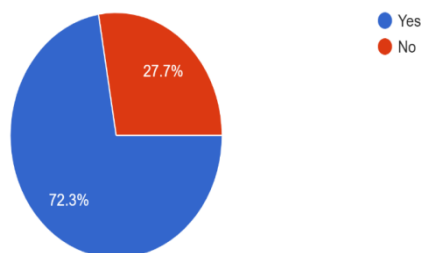
47 responses



Researcher found that majority of the respondents are not sure if their bank offers them a competitive interest rate. 29.8% of the respondents are sure about it, and 12.8% of the respondents thinks that their bank doesn't offers them a competitive interest rates.

xiii. Do your bank charge for not maintaining minimum balance in your account?

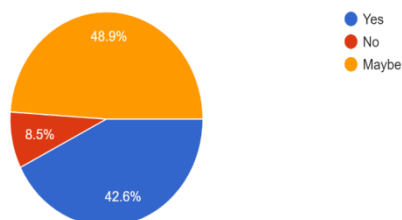
47 responses



Researcher found that almost 3/4th of the respondents bank charge them for not maintaining a minimum balance.

xiv. Are you satisfied by the services given by retail banks?

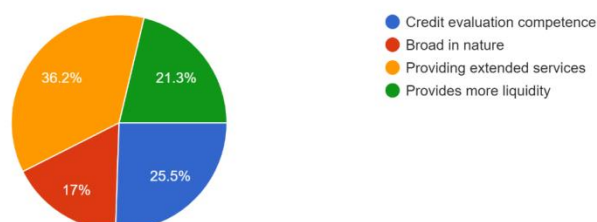
47 responses



Researcher found that less than 50% of the respondents are satisfied with the services given by Retail Bank.

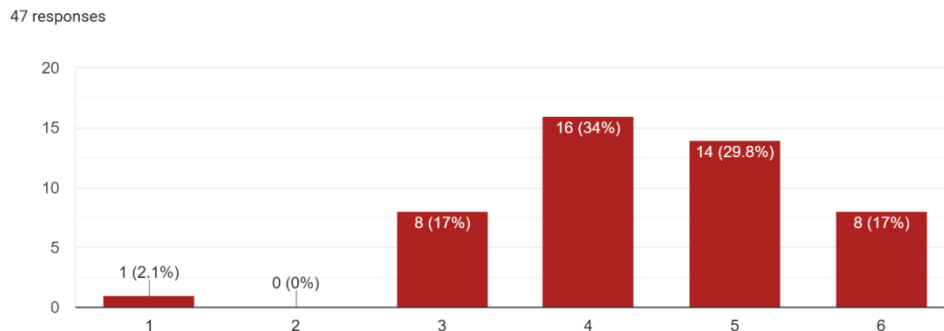
xv. According to you which is the most important feature of retail banking?

47 responses

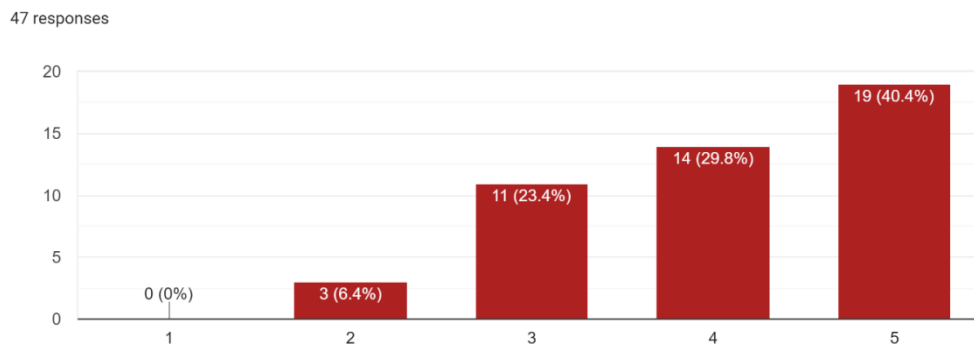


Researcher found that according to 36.2% of the respondents most important feature of Retail Banking is providing extended services, according to 25.5% of them credit evaluation competence is most important, 21.3% of the respondents thinks most important feature is providing more liquidity and 17% of them thinks of broad in nature feature.

xvii. On scale of 1 to 6 rate customer service of retail banks

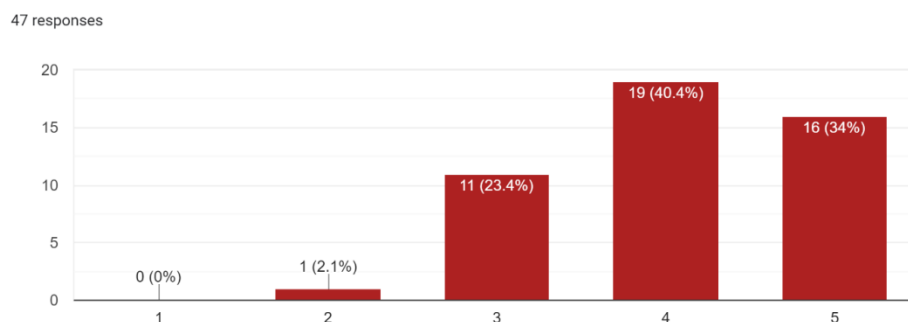


xviii. On the scale of 1 to 5 how much are you satisfied with the net banking services



Researcher found that majority of the respondents are satisfied by the net banking services from the Retail Bank.

xix. How is the security of retail bank?



Researcher found that according to the respondents the security of the Retail Bank is very good and trustable.

7. CONCLUSION:

From the above findings it can be concluded that:

- Majority of the respondents are aware about Retail Banking, and maximum people thinks retail banking caters all their needs. According to the respondents more importance is given to ATM facilities in their retail banks.

- When asked about Retail Banks, the first thing that comes in the mind of respondents is customer service. Most of the respondents never availed a loan from their retail bank. Majority of the respondents are aware about E banking; average number of respondents think retail banking increases subsidiary business.
- Average number of respondents are using Retail Bank services for the past 1-6 years. Majority of the respondents are not sure about the interest rates offered by their banks. Moderate number of respondents are satisfied by the services given by retail banking. Majority of the people think extended services is the most important feature of retail banking.

8. SUGGESTIONS

1. Check online sources and digital channels before opening a bank account or investing.
2. Get complete Bank information and check security features.
3. Check out online consumer surveys for a better view.
4. Go through all the Bank schemes and strategies.
5. Invest in long-term low-risk Banks.
6. You can also consult specialized financial advisors before investing.
7. Visit a nearby branch to inspect buildings and services.
8. Check banking communities for information.
9. Review past data and performance before investing.

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IMPACT OF ALGORITHM TRADING ON FINANCIAL MARKETS

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ABSTRACT

The use of computer-generated algorithms to create and execute orders on marketplaces is known as algorithmic trading. Such algo-trading tactics have recently been linked to a negative influence on capital markets, both technologically and economically. Regardless, algo-trading has grown in popularity and acceptance on most of the world's major stock exchanges, necessitating well-thought-out tactics that enable traders and investors to get more than a reasonable return on their investments.

Keywords: Algorithmic trading, Conventional trading, Mathematics, High-frequency trading (HFT)

INTRODUCTION

Algorithm trading means a computerized based algorithm to set rules such as price movements in underlying markets. Once the current market matches the predetermine Criteria, Bots can be deployed by the trading algorithms to execute a Buy & Sell order on behalf of Person saving time and eliminating the **Conventional** way of scanning and exciting trades manually

In English, the Latin word "Algoritmi" is translated as "algorithm," which describes all mathematical calculations and complicated data structures. Algorithms have a long history that dates back to 820AD. Muhammad ibn Msa al-Khwarizm, a 9th-century scholar, astronomer, geographer, and mathematician recognized primarily for his contributions to the study of algebra, is credited with coining the term algorithm. He authored a treatise in Arabic about Hindu-Arabic numerals called Algoritmi de numero Indorum, which was translated into Latin (in English Al-Khwarizmi on the Hindu Art of Reckoning). They've been utilized intuitively for centuries in the form of regulatory systems, teaching, game rules, architectural designs, and musical scores, and they're still being used now.

But, exactly, what does the term "algorithm" imply? Over the years, the term algorithm has been described as a foundation or framework for making decisions or providing instructions on how to act consistently over time. For instance, a measuring tape can be used for tasks such as building 15 cm windows for the entire population (Qty 200) or construction. Now you can see how measuring tape has evolved into an algorithmic tool for taking measurements. The second example is the construction of a structure with safety features and on certain premises based on an agreed-upon design, as Design is an Algorithm as you can see. A calculator is the third modern example.

Fast forward to the twenty-first century, and algorithms are now widely employed in computer programming, machine learning, artificial intelligence, manufacturing, and other fields. To start or operate your smartphone or computer, you must calculate or grasp Machine language (all those Zeros and Ones, also known as High-Level language).

The financial markets have been the most affected by the rapid development of electronic systems and the digital revolution. The New York Stock Exchanges introduced Designated Order Turnaround (DOT) in 1976 when computerized trading systems began to be used by financial markets and the usage of algorithms became more popular among both retail and institutional traders. After that, it spread like wildfire and began to be used by speculative banks, mutual funds, asset management organizations, and a slew of other financial industries to help them execute large-scale bulk orders at a rate far faster than human traders could. This phenomenon is called **High-Frequency Trading (HFT)** which is a type of **algorithmic trading**. By 2008 A memorable circular, issued by SEBI (Securities and Exchange Board of India) stated allowed to use of algorithmic trading in India only for non-retail customers which would be Direct Market Access.

Client-side Algo trades account for almost half of total orders at both the NSE and the BSE till 2021. Prop side algo transactions account for more than 40% of total orders on both exchanges. Colocation at both exchanges is responsible for more than 80% of algorithmic orders. It is estimated to be around 80% in developed markets. (According to NIFM Algo trading reports)

Algorithmic Trading types Includes or are based upon

1. Research Decision theory:

- 1. Research Decision Theory: - Decision Theory is the study of an individual's decision-making process in order to comprehend the underlying logic of the decision made by that person (i.e. Professionals, Consumer, etc.).

- It's a characteristic or first stage in algorithmic trading that involves gathering historical data regarding the number of securities traded on a certain day or time, as well as facts impacting price fluctuation, to reflect individual traders' trading decisions.

- It is further divided into two-part:

a. Normative Decision Theory: This refers to the analysis of decision outcomes that tend to be static or repetitious to certain situations, such as the bull market during the DotCom era and the bear market when the Dotcom bubble burst, both of which occurred during the Great Depression of 1929-39.

b. Optimal Decision Theory: This term refers to the process of determining the reasons behind a trader's decisions in order to predict trading patterns, minimize risks, and maximize profits.

2. Probabilistic:

- It is based on or modified from a probability theory; it is susceptible to or involves chance variance. It is based on probability, according to the Oxford languages definition.

- Following the data gathered through Decision Theory research, a sophisticated computation is performed to determine your likelihood of repeating the same behavior or error in order to reduce risk and enhance profits.

3. Performance-Based:

It's a decision-making strategy that focuses heavily on intended outcomes or informed decision-making for prior data or facts or decision-making, which translates to an area of AI that creates intelligent computers using algorithms that iteratively learn from data and experience. To keep up with changes, Samuel (1959) recommends rigorous Backtesting.

Merits of algorithmic trading (Algo-trading)

1. **Model-Based decision making:** Traders and investors are prone to making decisions based on emotional or psychological considerations. Algorithms work on how people act in order to execute orders within a set of rules to solve this challenge. Because of the speed and precision of computerized trading, execution occurs at the targeted levels.
2. **Ambiguity fallacy:** As algorithmic trading works on predefined instructions, there is fewer changes in human traders' mistakes as it's frequently influenced by feeling and emotions.
3. **Cost Effective:** Brokerage houses and market exchanges utilize algorithms to match their clients' Buy and Sell orders. As a result, maintenance costs have increased and employment in brokerage houses and exchanges has decreased. Which are now passed on to investors/traders in the form of lower brokerage fees and the availability of discount brokers like 5pasia, Zerodha, Groww, and others.

Demerits of algorithmic trading (Algo-trading)

1. **Model-Based decision making:** This could be an advantage, but it could also bring the entries trading system crashing due to market basis, such as a global pandemic or a shift in global politics, or the Flash crash of 6 May 2010, when markets dropped by 5-6 percent in a matter of minutes before quickly rebounding and recovering 15 percent.
2. **Need for Constant Vigilances:** Because no algorithm is perfect or impervious to manipulation, constant attention is required to avoid a crash like the BSE Muhuran Session in 2011, when the algorithm went into a loop and kept repeating trades, resulting in a loss of Rs. 25000 crore from a single member during that session.
3. **Lack of Control:** You may not be able to control or minimize loss because all of your transactions will be conducted by algo trading bots.

REVIEW OF LITERATURE

- **The Man Who Solved the Market: How Jim Simons Launched the Quant Revolution by Gregory Zuckerman (2019):** Jim Simons is the biggest moneymaker in the history of finance. His track record outperforms those of illustrious investors such as Warren Buffett, George Soros, and Ray Dalio. Simons,

on the other hand, is cloaked in secrecy. The financial sector has long yearned for a glimpse inside Renaissance Technologies, Simons's enigmatic hedge fund, and veteran Wall Street Journal reporter Gregory Zuckerman delivers. Simons embarked on a new approach to financial markets after a renowned career as a mathematician and a time deciphering Soviet codes. Simons enlisted the help of physicists, mathematicians, and computer scientists, the majority of whom had no prior experience in finance, to collect massive amounts of data and develop algorithms in search of deeply concealed patterns in global markets. Experts laughed, but Simons and his colleagues became some of the wealthiest people on the planet, thanks to their method of developing mathematical models and processing data, which is now used by practically every business. Renaissance's management began exerting influence on other areas as the company grew in prominence in the financial world. Simons became a key figure in scientific research, education, and Democratic politics, contributing to Hillary Clinton's presidential campaign. While senior CEO Robert Mercer is more responsible for Trump's administration than anybody else – he hired Steve Bannon, sponsored Trump's 2016 campaign, and backed alt-right outlet Breitbart – Because Mercer invested heavily in Cambridge Analytica, he had a big impact on the success of the Brexit campaign. Despite his foresight, Simons was unable to predict how Mercer's actions would affect his company and the world. In this fast-paced tale, Zuckerman analyses how Simons ushered in a quantitative revolution on Wall Street, as well as the influence that Simons, the quiet billionaire king of the quants, has had on worlds well beyond finance.

- **The Quants: The maths geniuses who brought down Wall Street by Scott Patterson (2011):** Quants, or quantitative analysts, were math geniuses who were unleashed on Wall Street with the notion that their clever, impermeable computer programs would always outperform the market. However, as the events of 2007 and 2008 showed, their allegedly foolproof tactics were nothing more than ticking timebombs. The 'Godfather of Quants,' maths professor-turned-gambler Ed Thorp, who began applying skills learned at the Vegas tables to the financial markets in the 1950s, inspired the quants to great success and fortune. This book traces their meteoric climb from obscurity to boom and then bust, revealing why they were so sure of themselves - and how they went so horribly wrong.
- **Flash Crash: A Trading Savant, a Global Manhunt and the Most Mysterious Market Crash in History by Liam Vaughan (2020):** On May 6, 2010, financial markets all over the world plummeted at the same time, with no notice. A trillion dollars' worth of value was lost in the period of five minutes. The so-called "Flash Crash" was the world's quickest market collapse ever. Experts around the world were perplexed when share prices recovered less than half an hour later. What had happened to them just now? Navinder Singh Sarao did not appear to be a man capable of upending the global financial markets. NAV, a preternaturally brilliant trader who played the markets like a computer game, was raised in a working-class neighborhood in West London. By the time he was thirty, he had abandoned London's trading center in favor of working from his childhood home. The money came in for years. When lightning-fast electronic traders penetrated markets and began cutting into NAV's earnings, he devised his own way to combat them. It worked until the FBI showed up at his door in 2015. Sarao was a plague, a symbol of a financial system gone horribly wrong, or a folk hero, an outsider who took on Wall Street's dictatorship and the high-frequency traders, depending on who you ask. Flash Fall is a true-life financial thriller that tells the fascinating, behind-the-scenes story of a mysterious market crash, a global probe into international fraud, and the guy at the center of it all.

OBJECTIVE OF THE STUDY

The study has been undertaken with the following objective:-

1. To understand the meaning and evolution of algorithms trading.
2. To study the impacts of algorithms trading on the financial market.

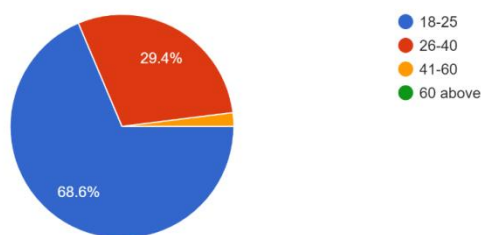
Hypothesis

H1 – People are aware about Algo Trading

H2 – People are unaware about Algo Trading

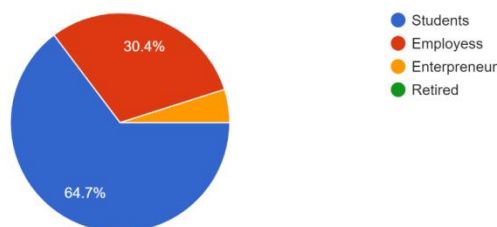
Data Interpretation

Age of the respondents
102 responses



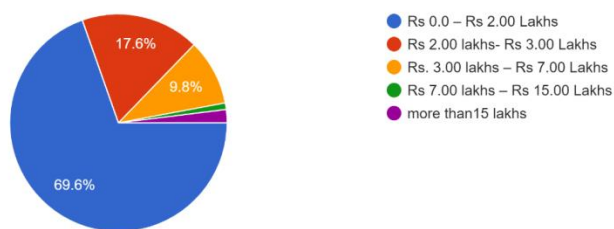
As per above data, majority of respondents i.e. 68.6% constitute population between age group 18-25 years, followed by 29.4% falling between 26-40 years and lastly the remaining 2% belong to 41-60 years age group

Occupation of respondents
102 responses



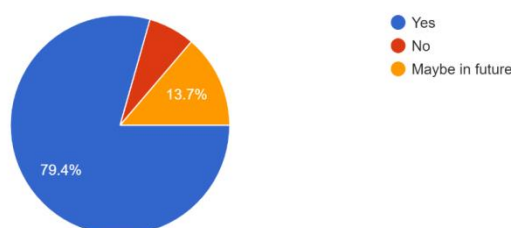
As per above data, It is observed that 64.7% respondents are students which is highest among all, followed by employees at 30.4% and a mere 4.9% consisting of Entrepreneurs.

What is your annual income?
102 responses



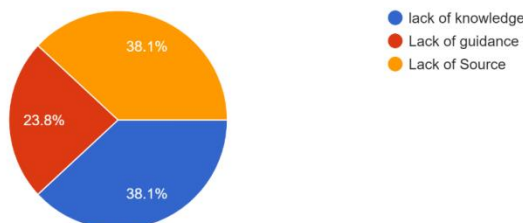
As per above data, major respondents i.e. 69.6% belong to lower income group earning below two lakh rupees annually, which is followed by 17.6% earning between two lakhs to three lakhs, a substantial 9.8% earning between three lakhs to seven lakhs, whereas there are only 2% and 1% earning between seven lakhs and fifteen lakhs and above fifteen lakhs respectively.

So do you save your money ?
102 responses



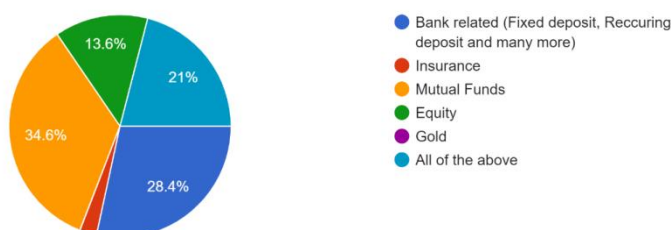
As per above data, mainly people are saving money which constitute 79.4% and only 7% think otherwise, Also remaining 13.7% is indecisive of habit of saving.

If no then what's your reason for not investing
21 responses



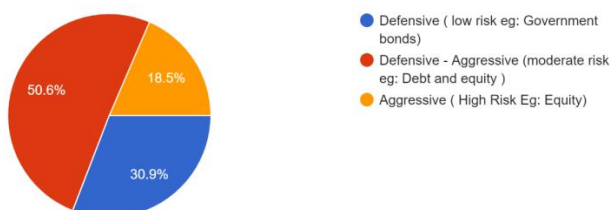
As per above data, out of 102 respondents 21 are one's who do not save their money, reasons stated by them are as follows lack of knowledge which is 38.1% of respondents, lack of guidance 23.8% and lack of source 38.1%

If yes, what kind of investments you have made so far ?
81 responses



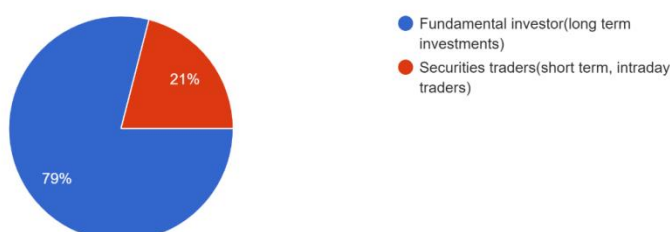
As per above data, people who are willing to save prefer various options of savings, for example 34.6% invest in mutual funds which is most preferred followed by 28.4% bank related including fixed deposit, recurring deposit and many more, 13.6% invest in equity and 2% invest in insurance and remaining 21% decide to diversify their investment in above options

What is your investment approach ?
81 responses



As per above data, most respondents have a moderate risk approach which is 50.6% followed by 30.9% having a defensive risk approach and only 18.5% having aggressive risk approach

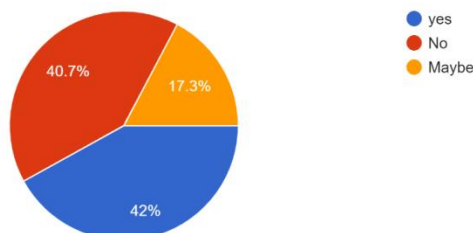
What kind of investor are you ?
81 responses



As per above data, majority of respondents are fundamental investors which constitute 79% and only 21% prefer security trading.

Are you Familiar with concept of Algo-Trading ?

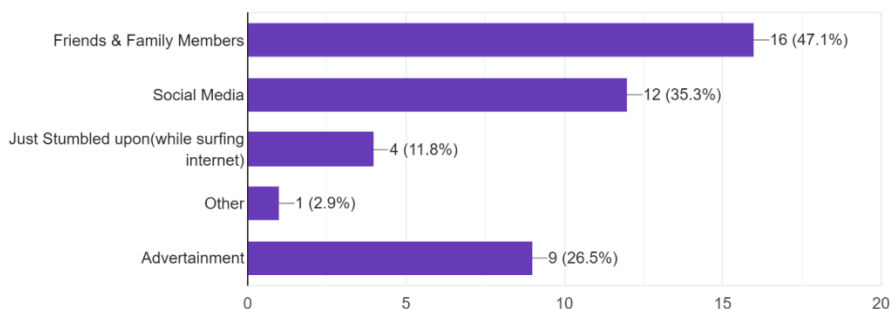
81 responses



As per above data, 42% of respondents are aware about concept of Algo Trading and 40.7% are unaware of the same, whereas, 17.3% are not sure what algo trading is.

From where and how did you know about Algo-Trading?

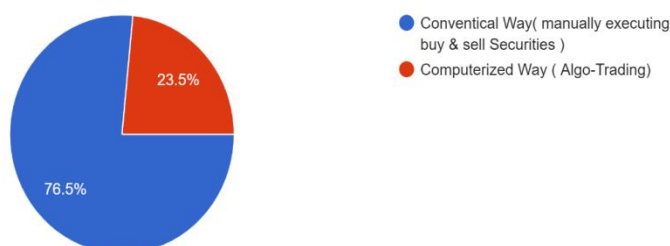
34 responses



As per above data, people who are aware of Algo trading have different sources form where they have known about Algo trading, 47.1% have known through their friends and family members, 35.3% came to know through social media, advertisement have engrossed around 26.5% and 11.8% known through internet.

So, how do you execute your trade?

81 responses



As per above data, around 76.5% respondents trade in a conventional way and 23.5% trade in computerized way

Mode of Trading In India





Source: NSE

Data as per December-2021 Equity market



Source: BSE

Data as per December-2021 Equity Market

- The algorithm trading market is relatively small in Indian markets, NSE at 13% and BSE at 3 %, and the most preferred trade option is colocation.

CONCLUSION

Algorithm trading has had a significant impact on global financial markets, but it is still a novel concept in Indian markets when it comes to retail investors. However, all mutual funds, asset management companies, and institutional algorithms have become a common landscaper for high-frequency trading, which takes advantage of very short timescales ranging from nanoseconds to milliseconds.

DMA and SOR are the most popular algorithms in India, as they simply execute your transaction at the best available price. In India, it has reached 50%, while in developed markets, it is around 80%.

Algo trading and high-frequency trading have been demonstrated to be used to manipulate markets, resulting in artificially low stock prices and increased short-term volatility and volume. Retail investors could be caught in the crossfire, culminating in a flash crash similar to the one that happened in the United States on May 6, 2010. To keep markets fair and avoid needless crises, SEBI must take a variety of initiatives to reduce volatility, maintain stability, and assure market security.

By seeing the current trend in Asian and west markets CAGR are expected to be around 11.23% over the period (2021-2026) according to **Mordor Intelligence**.

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- <https://www.bseindia.com/markets/equity/EQReports/Cmmode.aspx>

ABBREVIATION

1. **Direct Market Access (DMA):** this means that you can directly place or on stock exchange without a brokerage or any other middleman.
2. **Co-Location:** this means that the location of the computer owned by the Institutional trader and Exchange serves are housed together at the same location, to enable the Institutional trader to access stock price a split second before Public traders.
3. **Non – algo (other):** Conventional way of trading
4. **ALGO:** execute trades by means of computerized system aka bots
5. **Mobile:** execute trades by means of smartphones
6. **Internet-based Trading (IBT):** execute trades via the Internet from anywhere in India.
7. **Smart order Routing (SOR):** SOR is a system that finds the best price for buy/sell orders available on the exchange.

IMPACT OF ARTIFICIAL INTELLIGENCE ON EMPLOYMENT IN INDIA

Mhatre Prajakta¹, Joshua Aranha² and Varghese Alisha³¹* Assistant Professor, Department of Information Technology, Reena Mehta College Bhayander (w), Maharashtra, India^{2,3} Student Third Year, Information Technology, Reena Mehta College Bhayander (w), Maharashtra, India**ABSTRACT**

The present study was carried out in the form of survey at Reena Mehta College with the 45 respondents to a questionnaire of 15 questions revealing their views on the "Impact of artificial intelligence on employment in future". From responses received it can be clearly concluded that about 50% of respondents have very clear view about impact of AI on the opportunities of employment. According to them strategic use will create new opportunities but exploitation of technology like AI and Robotics and automation will lead to unemployment.

Keywords: Artificial intelligence, Robotics, Automation, Employment, Unemployment

INTRODUCTION

Science and technology is the first productive force, and scientific and technological innovation is the driving force to promote economic growth; Employment is a matter of the people's livelihood, full employment is conducive to social stability. However, there is no natural compatible relationship between them. On the one hand, science and technology innovation is conducive to creating jobs and promoting employment (Gaunjun 2017). On the other hand rapid technological progress and innovation can threaten employment. Such a concern is not new but dates back at least to the 1930s, when John Maynard Keynes postulated his 'technological unemployment theory' – technological change causes loss of jobs (Keynes 1937)

Artificial Intelligence" (AI) – a term that was first used in 1956 by computer scientist John McCarthy during a conference to discuss if machines could be made intelligent (Rossi, 2016). Since then, the term AI in the context of technology is typically used to describe a computer program that can perform tasks or reasoning processes typically associated with intelligence in human beings.

Rifkin (1995) said that artificial intelligence means the art of creating machines that perform functions that require intelligence when performed by people. Wisskirchen, et. al. (2017) said that artificial intelligence describes the work processes of machines that would require intelligence if performed by humans. Wisskirchen, et. al. (2017) also said that when computers can understand the right software/programming and are able to optimize their behavior based on their former behavior and their experience is called artificial intelligence. Jackson (2019) agreed that artificial intelligence is a technology that is already impacting how users interact with and are affected by the internet. Prasanna & Kusuma (2019) stated that artificial intelligence is a tool that uses human intelligence in various fields and improves performance, and it is an emerging technology, which is used in all industries to improve productivity and performance.

The technical capabilities of artificial intelligence (AI) and related technologies such as robots, drones and autonomous vehicles have progressed substantially in the last decade. New applications of AI are transforming whole sectors of the economy via increased productivity and innovation (NBER, 2017).

Current Artificial Intelligence is termed 'Narrow AI', meaning it does a specific task at or above human level capabilities, which has the potential make it more attractive than a human laborers (Muehlhauser and Salamon, 2012). As this technology has significant potential to integrate into almost every aspect of human working lives, it has called into consideration the extent at which human labour will be made redundant as a result. This automation anxiety has result in major media headlines commenting on the future of work (Automation and anxiety, 2016).

Today, artificial intelligence drives changes in many sectors, including employment, which takes advantage of these technologies. On the other hand, it threatens to replace jobs. Indian industries and service sectors have recently begun to apply artificial intelligence in many sectors. Many employees working in these organizations are worried about the effect of increasing use of artificial intelligence on their employment. Their biggest concern is that artificial intelligence might influence their job by replacing them with automated machines.

The current study will emphasise on the impact of artificial intelligence on the employment of India in upcoming years. It also throws light on opportunities and challenges those will be faced in future for bringing artificial intelligence in the full operating mode in different service sector in India.

REVIEW OF LITERATURE

Autor et.al.(2003) stated that the worker displacement is possible outcome of automation as machines take over tasks previously performed by humans.

Noe, et. al. (2006) said that the impact of intelligence technology could change the manager's work contents, artificial intelligence could undertake and help managers speed up their daily boring and repetitive work.

Frey & Osborne (2013) warned that the pace of automation is accelerating; the range of jobs affected is increasing, and this is threatening displacement across large shares of jobs in the future.

West (2015) described the impact of growing technologies like robots, artificial intelligence, and machine learning on the work force and as well as highlighted health benefits, pensions, and social insurance' s provisions and important policies based on emerging technologies are necessary for the labor force.

Vempati (2016) has compared the advancements in research between China and India. According to them China as a developing country is moving into research work at pace and doing more research on AI to be more advanced. Comparatively, India's efforts very less on Research work on AI and this is a wakeup call to Policymakers in India.

As per International Labour Organization report, at the beginning of era of emerging is already disrupting job structure around the world. Latest research estimates that India has high computerization potential, calculated in terms of the task content of various employments. In many industrialized economies, Industry 4.0 technologies are projected to add a void of labor markets, as many regular and rule-based jobs that typically involve low to medium skills are computerized. Cashiers, receptionists, legal aids, and travel agents are thus most exposed to the impact of computerization.

Autor & Salomons (2017) stated that rapid advances in machine capabilities might curtail aggregate labor demand as technology increasingly encroaches on human job tasks.

Desai (2018) described in his paper that how the world of technology is changing rapidly, with advanced intelligence machines like robots, replacing simple human activities.

Ernst, et. al. (2018) said that the current wave of technological change based on advancements in artificial intelligence has created widespread fear of job losses and further rises in inequality.

Grace, et. al. (2018) discussed that experts expect that artificial intelligence would outperform humans in the next 10 years, not only in some fewer demanding tasks but also in services.

Upadhyay & Khandelwal (2018) stated that AI is changing the recruitment industry and is replacing repetitive tasks that were usually performed by human recruiters.

Barboza (2019) said that one of the most talked-about and highly debated drifts in modern organizations regarding HR technology has been artificial intelligence and they believe that artificial intelligence would be a game-changer for higher productivity and efficiency in HR professionals.

Fedorov, et. al. (2019) said that artificial intelligence technologies strongly affect the company's business strategy and the HR practices and are being perceived by many as a real threat to human employees' jobs.

Nunn (2019) stated that AI is becoming the key driver behind job-candidate matching and automating communications with candidates. These are arguably the two biggest areas where AI is at its most effective, eliminating human bias and increasing efficiency in candidate assessment and communication.

Parveen & Palaniammal (2019) stated that artificial intelligence would perform all work in human resource management functions like recruitment, selection, and performance management automatically.

Prasanna & Kusuma (2019) said that the integration of HR practices with AI applications has a stronger impact on enhancing organizational performance, even though it does not possess human's emotional and cognitive abilities.

Based on the above review of literature and survey conducted this study aims to emphasize on the impact of artificial of intelligence on employment in India.

OBJECTIVES OF THE STUDY

- 1) To study the impact of artificial intelligence on the employment in India.
- 2) To discuss about the challenges raised due to implementation of artificial intelligence in various sectors in India
- 3) To discuss about the job opportunities created due to implementation of artificial intelligence in various sectors in India.

RESEARCH METHODOLOGY

For this study data were collected from 100 employees of various hi tech service sectors of different designations like Managers, supervisors and labors by a questioner. The questionnaire was used as the main tool to actualize this study, which examines the impact of artificial intelligence on employment. This questionnaire was addressed to managers, supervisors, and employees from different companies, and it consisted of three sections.

Section 1- Demographic variables like gender, age, education, position.

Section 2 - Awareness about artificial intelligence inclusive of robotics and automation.

Section 3 – Statement of employee about impact of implementation of AI on employment in India.

Also many articles, reports and published papers were reviewed. From which resembling literature is selected for analysis. Finally the data collected by survey and relevant literature has been analyzed using MS – excel so as to find out reasonability of the data collected.

RESULTS AND DISCUSSION

A) Results

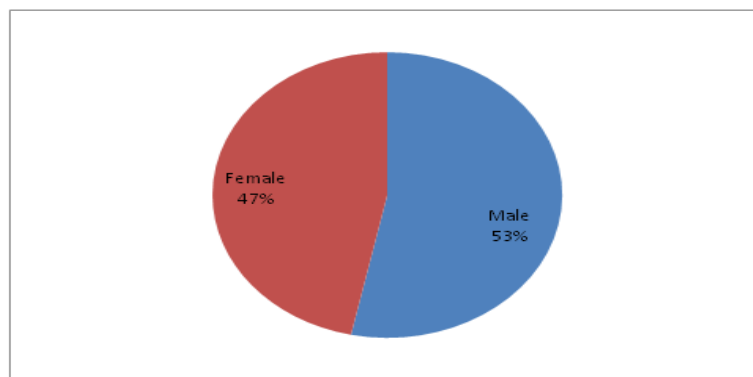


Figure 1- Participation of male and female in survey

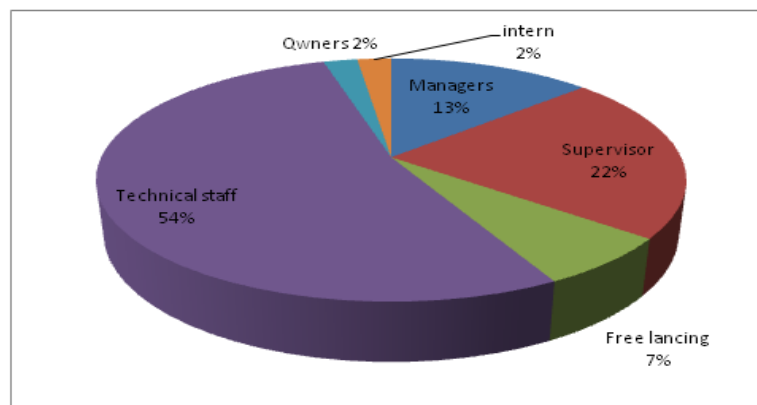


Figure 2 - Participants in Survey.

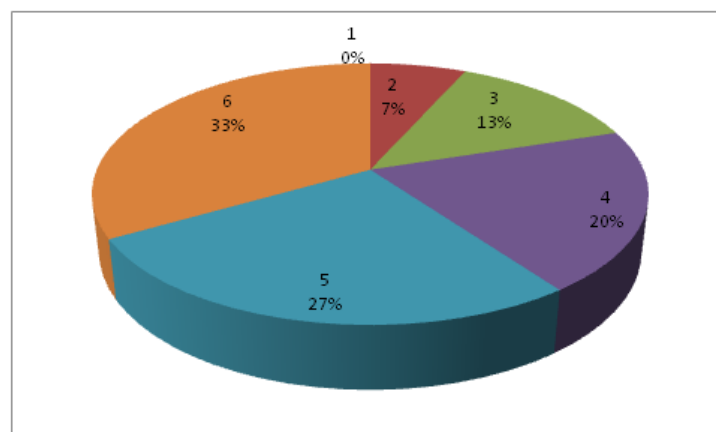


Figure 3 – Awareness of participants about AI, Robotics, automation

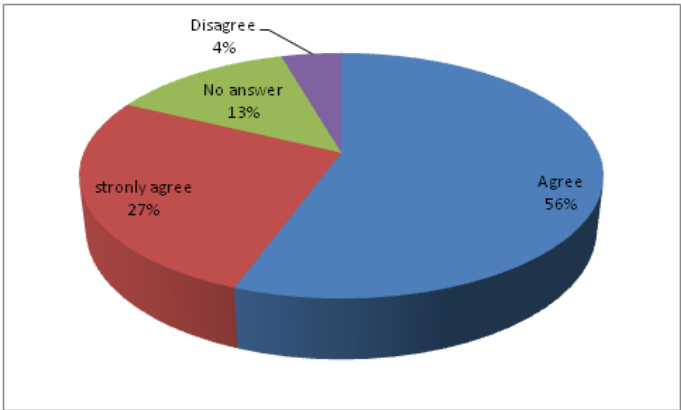


Figure 4- Statement of participants on the effect of AI, Robotics and automation on the personal, social and economical status.

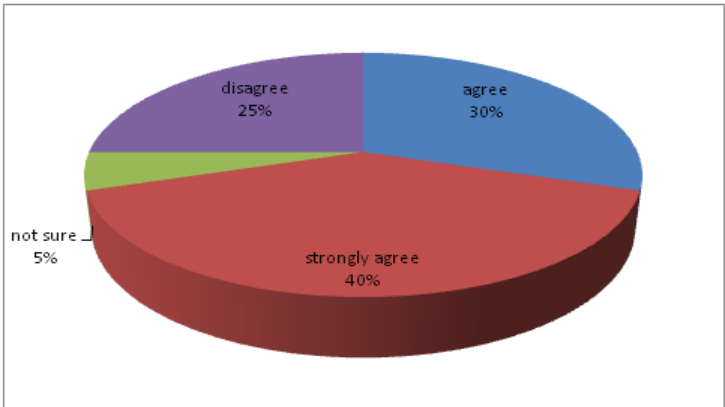


Figure 5 - Significance of AI, Robotics and Automation in service sectors.

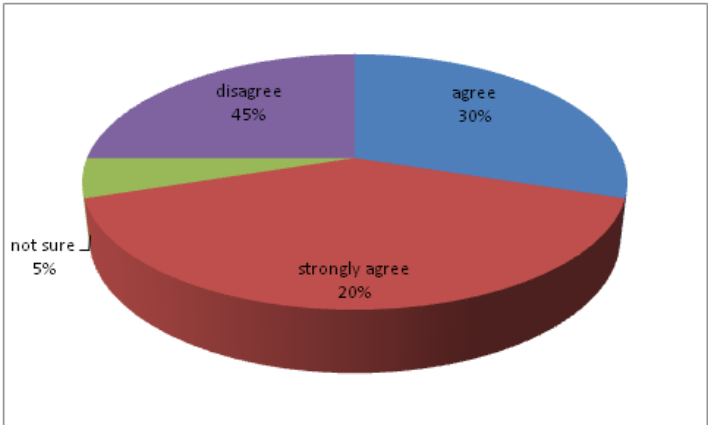


Figure 6 - AI, Robotics, automation will increase the employment

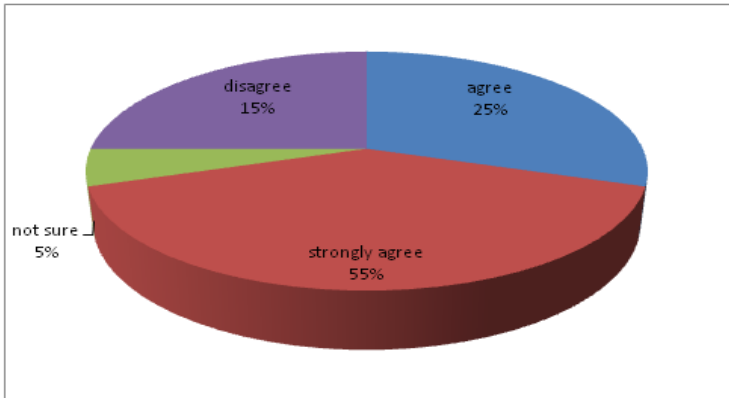


Figure 7 – Implementation of AI, Robotics and Automation could lead to unemployment in future.

B] DISCUSSION

A comprehensive study was carried out to analyze the impact of artificial intelligence on employment in India. About 53 males and 47 females were from different service sectors of different designations like owners, managers, supervisors, technicians, shared their view on the same. About 56% of the participants agreed that implementation of artificial intelligence is going to affect personal, social and economical aspects of people. About 40% of the participants strongly agreed that implementation of artificial intelligence in the service sector is significant but about 45% disagreed with the statement that artificial intelligence will increase the opportunity of employment in India. About 55% of the strongly agreed that implementation of artificial intelligence, robotics and automation will replace the human workforce and will not be creating new employment opportunities.

As per the study it has been observed that artificial intelligence is helping to complete the a task in no time that would have taken months with more accuracy, biased judgment and without the involvement of emotional quotient. It increases the demand for this advanced technology in the service sectors from aviation to sports, retailing, health, spacing and banking. Most of the sectors have recognized the potential of this technology and ready to increase digitization in the field which leads to uncontrolled involvement of this latest technology in the sector.

Over application of self sufficient and independent machines are competing with human being. Involvement of automation, robotics and artificial intelligence is affecting the employment of all stakes in different service sectors which includes I.T. professionals, bankers, medical practitioners. As per the study a big proportion of respondents has believed that AI will replace the human work force with the due course of time if it is not implemented sensibly in service sectors.

CONCLUSION

India is a big country with diversified service sectors, different strata of employees' skill of different levels and economic status. It is just the beginning where the artificial intelligence is implemented in various service sectors. It is too early to conclude the impact of artificial intelligence on the employment in India or to decide about whether artificial intelligence is a 'boon or bane' for the employment in India? As study per the study employees have recognized the potential 'to accomplish the tasks given' of this latest technology rapidly, accurately and without involvement of emotions. Robotics and Automation have raised tough competition in front of skilled employees in the country. Though this technology has advantage over the trained and skilled employees overuse of it could lead to a big problem of unemployment. Government of India must design a defined policy and regulations for the use of artificial intelligence, robotics and automation.

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A STUDY ON UNDERSTANDING THE EFFECTIVENESS OF DIRECT BENEFIT TRANSFER (DBT) SYSTEM IN INDIA DURING THE COVID-19 PANDEMIC WITH SPECIAL REFERENCE TO PRADHAN MANTRI GARIB KALYAN YOJANA (PMGKY)

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ABSTRACT

On 1st January 2013, the government of India had introduced the system called as Direct Benefit Transfer (DBT) with the aim of transferring the benefit to the beneficiaries directly into their bank account through Aadhar link. Various government programme had been transferring their benefits to the citizens using DBT. The current research paper has tried to evaluate the effectiveness of this system during the covid-19 pandemic situation with special reference to the Pradhan Mantri Garib Kalyan Yojana (PMGKY). The study had comprehensively evaluated the DBT system and its effect on PMGKY during the covid-19 pandemic.

Keywords: Direct Benefit Transfer (DBT), Pradhan Mantri Garib Kalyan Yojana (PMGKY), Aadhar Card, Covid-19, Pradhan Mantri Jan Dhan Yojana (PMJDY), Mahatma Gandhi National Rural Unemployment Guarantee Act (MGNREGA), etc.

INTRODUCTION

During the last one and a half year the whole world was fighting against the battle of Covid-19 pandemic. This pandemic had a devastating impact on the socio-economic life of many people across the globe. More than 200 countries got affected and infected with this global pandemic and almost 7.8 billion people directly or indirectly impacted by this virus. To safe guard the life of the people many countries both developed and developing including India decided to have a complete lockdown to break the chain of the spread of this coronavirus. With this lockdown many businesses, educational institution, etc got shut down with that many people become unemployed. The most affected population was the poorest section of the society. There was a mass migration of people from urban to rural area because of the loss of job which made their life difficult in the city area. The performance of the agricultural sector started shrinking down. The whole economic situation showed a decline trend. The government of India soon after the lockdown announced a relief package programme called as Pradhan Mantri Garib Kalyan Yojana which tried to support the poor section of the society. The current research paper will try to understand the effectiveness of Direct Benefit Transfer facility system and will try to evaluate whether this system was effective to deliver the benefit to beneficiaries during this covid-19 pandemic situation.

Direct Benefit Transfer (DBT): The Government of India on 1st January 2013 had introduced the Direct Benefit Transfer (DBT) system which has changed the mechanism of transferring subsidies to the various government programmes and schemes. The prime aim of this system is to transfer the benefit or subsidies directly to the beneficiaries into their bank account which will bring transparency and terminate pilferage from distribution of funds sponsored by Central Government of India. DBT is an attempt to change the mechanism of transferring subsidies launched by government of India It guarantees a smooth, hassle-free, and transparent process. It was carried out by re-engineering the existing process in welfare schemes for simpler and faster flow of information and funds, accurate beneficiary targeting, reduction of fraud/pilferage, with the use of Aadhaar as a primary identifier of beneficiaries. Further after the introduction of DBT many government policies or yojanas have made use of this system to transfer the benefits direct to the targeted members of the society. In this research paper we will try to understand the importance of this system in the PMGKY during the covid -19 pandemic.

Pradhan Mantri Garib Kalyan Yojana (PMGKY): During Covid-19 pandemic the whole world gone into complete lockdown. In order to curb the spread of corona virus on 24th March 2020, the Prime Minister of India had announced nationwide lockdown for 21 days further with the rise in number of cases the lockdown had continued further for more about 2 months. Which includes complete shutdown of all non-essential services and businesses, including retail establishments, public gathering or events, educational institutions, places of religious worship, across the country all means of travel and transport system were stopped, aside from some inter-state transport permitted towards end April and early May to let stranded pilgrims, tourists, students return to their native places and migrant workers, who lost their job and could not sustain any more in the cities like

Mumbai, Pune, Delhi etc. At the time this was the most far-reaching measure undertaken by any government in response to the pandemic and till date remains the world's biggest lock-down in context of this pandemic. Before this crisis the economic condition of our country was already slowing down which got worst with the lockdown. The poor section of the society was facing a lot of problems and difficulties during this lockdown situation due to loss of job and loss of the bread earner in the family. The situation was as such, where they were unable to buy even the essential food items and money. On 26th March 2020, the finance minister of India Smt. Nirmala Sitharaman had announced a relief package of Rs 1.70 lakh crore through Pradhan Mantri Garib Kalyan Yojana for the vulnerable section of the society to help them to fight against the battle of corona virus pandemic. This package was introduced for the welfare of the members of society, the frontline workers who were going through the hardship during this pandemic situation. The objective of this yojana was to reach out to the vulnerable section of the society with food and money in hand to meet the need of essential commodities in this difficult situation. This policy uses various channels to provide support: Direct Benefit Transfer (DBT) system, in-kind transfers, cash transfers, livelihood support benefits and insurance support to frontline health workers.

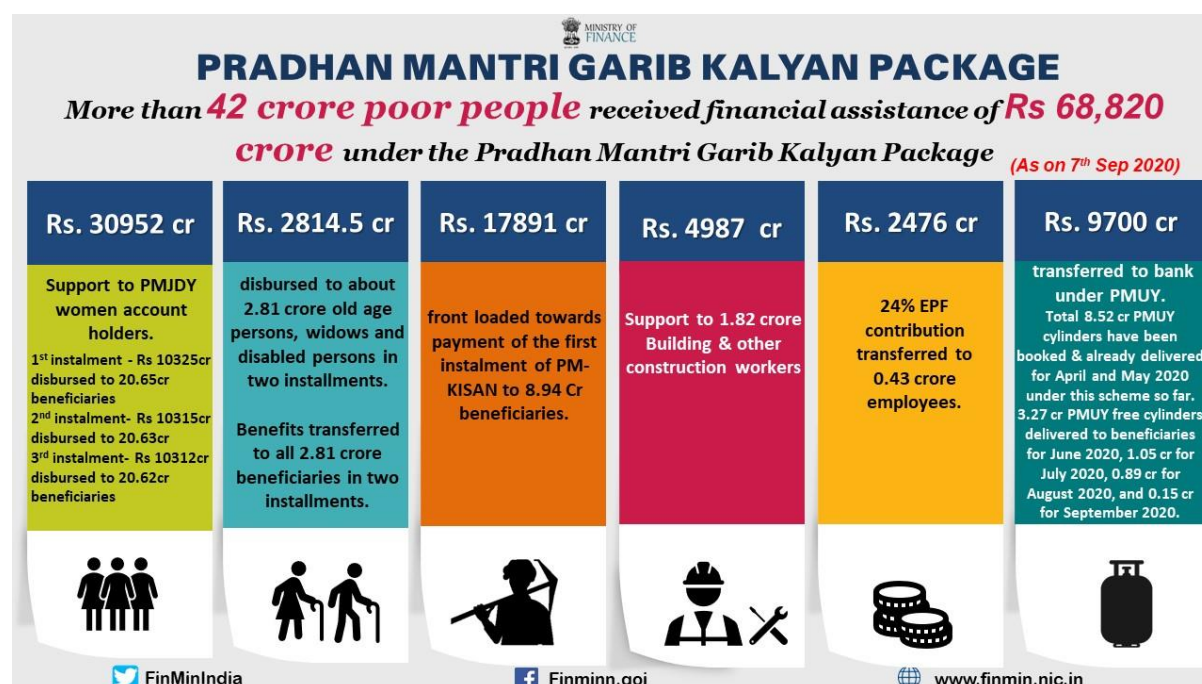


The benefit of the package was divided into two parts:

1. **Food security:** Under this policy the government had introduced Pradhan Mantri Garib Kalyan Ann Yojana which will provide 80 crore individuals, i.e., around two-third of India's population additional 5 kgs of rice or wheat. Also, to ensure that the appropriate level of protein intake is being maintained the package also provide 1 kg of preferred pulses according to the regional preference which was given free of cost for every month till November end against the 5 kgs of rice or wheat already being provided every month. This has been covered under National Food Security Act (NFSA) (Antyodaya Anna Yojana and Priority Households) including those covered under Direct Benefit Transfer (DBT). The progress of which so far can be seen from the chart given below:
2. **Direct Benefit Transfer (DBT):** Under the DBT system the finance minister had made 8 major announcements those are as follows:
 - a. **Support to the PMJDY women account holders:** This policy supports the Pradhan Mantri Jan Dhan Yojana particularly the women account holders. Around 20 crore women Jan Dhan account holders to get Rs 500 per month for next three months under this programme.
 - b. **Benefits to the old age person, disabled and widow:** Ex-gratia of Rs 1,000 to 3 crore poor senior citizen, poor widows and poor disabled which means, the government will provide Rs 1000 will be given to 3 crore poor senior citizens, widow and disabled people in two installments.
 - c. **Benefit to the farmers:** The government had given Rs 2,000 to farmers in first week of April 2020 under existing PM Kisan Samman Nidhi Yojana which will benefit to 8.7 crore of Indian farmers.
 - d. **EPF transferred to the employees:** Under the PMGKY, the Government of India will pay the EPF contribution for both employer and employee (12% each totalling to 24%) for the next three months. Around 80 lakh employees and 4 lakh establishments will benefit from this move. This benefit is available

for all those establishments with up to 100 employees and where 90% of those employees draw a salary of less than Rs 15,000 per month. The EPFO scheme regulations will also be amended to allow the non-refundable advance of 75% of the fund or three months' salary, whichever is lower. Around 4.8 crores registered EPFO workers will benefit from this amendment.

- e. **Transfer to the bank under PMUY:** Under the Pradhan Mantri Ujjwala Yojana around 8.3 crore BPL families that hold LPG connections under the Ujjwala scheme will get free LPG cylinders for the next three months.
- f. **MGNREGA Workers:** Mahatma Gandhi National Rural Employment Guarantee Act is one of the important poverty alleviation programmes. The government had increased the wages of the workers by Rs 20 per day (from Rs 182 to Rs 202) for 100 days has also been announced. This leads to a total increase of Rs 2,000 for 5 crore families.



Sources: Pradhan Mantri Garib Kalyan Package (PMGKP),

<https://www.india.gov.in/spotlight/pradhan-mantri-garib-kalyan-package-pmgkp>

REVIEW OF LITERATURE

1. (KHERA, 2017): in her research article had critically analysed the impact of Unique Identity (UID) project which is widely known as Aadhar and its integration in major welfare programmes in India such as NREGA, Public Distribution System, other social security schemes etc. The research concluded that the Aadhar-integration has not addressed many issues like the problem of corruption and fraud practices in the welfare programmes etc. However, in order to make any change in the Aadhar information, citizens are required to go to far-off offices due to which they avoid to do so. Thus, the study concluded that in the above-mentioned sense, Aadhar-integration project has reduced the transparency and accountability in the system.
2. (C.PARAMASIVAN, 2018): has attempted to discuss the financial inclusion in India with respect to Pradhan Mantri Jan-Dhan-Yojna Scheme and DBT Scheme. The research concluded that the digital financial inclusion with the help of DBT linked with Aadhar, facilitate the financial inclusion programme as easiest way to target the unreached people of the country. Aadhar linked the network and DBT achieved to find out and provide financial assistance and incentives to the target beneficiaries.
3. (ANNA MC CORD AND MEEKHA HANNAH, 2019): the report focused on the key innovations introduced by the MGNREGA scheme, which aimed to provide an accessible introduction to key programming development for developing and implementing Public Employment Programme (PEP) across Sub-Saharan Africa. One of the key innovations was the financial inclusion through DBT which has brought out the transparency and accountability under wage system. The report had found that over 95% of the account under MGNREGA, wages are paid into individual account which is linked through Aadhar.

Though the objective was to enhance the transparency and faster reach of DBT to the workers, but this was criticised on various grounds.

4. **(Joy, 2018):** has made an attempt to critically analyse the direct benefit transfer system in India. The objective of his study was to critically evaluate direct benefit transfer mission in India in terms of Aadhaar card linkages, seeded bank accounts and in light of global experience. The study has critically approached and few facts and figures that are officially released by direct benefit transfer mission of India has been used for the better understanding for the period 2013-2017. The findings of the study reveal that in 2013, 8.35 crore (36.7%) of beneficiaries were having an Aadhaar seeded bank account which is an essential for the successful conduct of DBT scheme which is considerably low. In 2017 only 29.01 % of fund transfer has been transferred through Aadhaar seeded bank accounts. It shows that the scheme is yet to reach out to many by way of providing Aadhaar, opening of bank account and simultaneously linking the unique identity with the bank account to find the scheme successful.
5. **(Chakraborty A. , 2019):** the study has tried to understand the various implications of DBT and tries to link its present and future successes with digital empowerment of India with various government programmes or initiatives. The researcher has tried to analysis the importance of DBT in empowering the nation leading to digital empowerment and e-governance. The study shows that, as on June 1, 2019, 487 schemes were being doled out using the DBT system in 2019. These 487 schemes fall under 62 ministries and include the much-touted Jan Dhan and Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) programmes. The further plans are to introduce the cash transfer in PDS for cities with population more than 10 lakhs. The study also shows that there is a lack of awareness among the beneficiaries which needs to be considered for which awareness drive should be conducted which will raise the number of beneficiaries through DBT.
6. **(C & G, 2018):** The implementation of DBT under various government schemes such as Pradhan Mantri Jan Dhan Yojana (PMJDY), Pratyaksha Hastaantarit Laabh (PAHAL), National Social Assistance Programme (NSAP), Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), and Student Scholarship which reduce or avoid middleman in between the Government and beneficiaries. The researcher's had focused on the analysis of Direct Benefit Transfer (DBT) system as an innovative approach to financial inclusion in India under various schemes implemented in India. The study had tried to understand the introduction of Aadhaar among the rural and urban beneficiaries and extent of DBT system which has reached among the beneficiaries in terms of cumulative savings and gains through various DBT schemes. The study shows the number of programme or schemes merged with DBT had increased since its implementation 2013-14 to 2018-19 and also the number of beneficiaries which is a great achievement. The study had reviled that 90 percent of Aadhaar enrolment completed on its total population which is a great achievement to the Indian government. The study had concluded by stating that the Direct Benefit Transfer should be effective, there is a still a need of linking of bank account and Aadhaar cards through digital format. Direct Benefit Transfer is playing a significant role in the field of financial inclusion in India.
7. **(Singh & Agrawal , 2021):** it shows the efforts put in by various research scholars in understanding the socio-economic impact of covid-19 on Indian economy. An effort in the direction of understanding, evaluating the impact of covid-19 on various different sectors of economy like agriculture, industries, service sector, etc. during and pre and post pandemic situation. It also focuses on analysing and evaluating the government police to combat this pandemic situation and suggested some relevant suggestion to improve on for the betterment of this situation. The research has been conducted on various theme such as impact of covid-19 on Indian economy, impact of covid-19 on education, impact of covid-19 on labour, impact of covid-19 on poverty, hunger, and food insecurity and others. Thus, this book is a collection of various research articles which have studied to understand the overall social-economic impact of covid-19 on Indian economy.
8. **(Varshney, Kumar, Mishra, Rashid, & Joshi, 2020):** the study examined whether the package of public transfers program, like Pradhan Mantri Garib Kalyan Yojana (PMGKY) which was been announced during the lockdown is been helpful to the farmers to deal with shock and make investment in modern input during this hardship. it analysed the performance of Direct Benefit Transfer (DBT) in- kind transfer scheme. Econometric analysis is conducted to study the impact on in modern investment by farmers during this period. The study reviled the positive response, the results show that the transfer package of (PMKGY), consisting of four main components, was successful in reaching to the targeted beneficiaries on time. The study shows that from overall, 95% of the smallholders received supports from at least one of the

four main components of PMGKY scheme. Direct cash transfers (i.e., PM-KISAN and PM-JDY) have performed better than the food transfer scheme (i.e., PM-UY and PM-AVY). On an average, 89 percent of the eligible beneficiaries of the main component of the PM-GKY (i.e., PM-KISAN) had reported to have received full amount of cash benefits.

9. **(Chakraborty M. , 2020):** in her research article, titled “Growing Food Insecurity: Effectiveness of Public Distribution System” tried to understand the effectiveness of PDS system and its loop holes during the covid 19 pandemic. The study tried to evaluate the progress of Pradhan Mantri Garib Kalyan Yojana (PMGKY). The study had revealed that the progress of food grain distribution so far was been below when it was announced. Besides, due to poor storage conditions, the excess food grains are under suboptimal conditions and about 71 lakh tonnes of food grains are non-issuable. Although there are no national surveys still available that could have used in their study to make a quantitative estimate. She concluded her studies by saying that there is a growing concern on the increasing number of undernourished and food insecure people during the lockdown.

Objectives of the study:

The followings are the objectives of present study:

1. To understand the effectiveness of DBT system in India during the Covid-19 pandemic.
2. To study the implementation of DBT system in Pradhan Mantri Garib Kalyan Yojana (PMGKY).
3. To examine the usefulness of DBT system to the beneficiaries of Pradhan Mantri Garib Kalyan Yojana (PMGKY).

RESEARCH METHODOLOGY

The present study uses multidisciplinary content based on the understanding of the Direct Benefit Transfer (DBT) system and its effectiveness on the current Covid-19 pandemic situation. The DBT system had made a huge change and have transformed the system of providing the benefits directly to the beneficiaries. The present research study is based on the secondary data which has been collected from various sources like published books, Journals, Articles, Newspapers, Government official websites and research papers in the related areas which are clearly mentioned in the references. This information is mainly used to support the discussion and to conclude the study.

Data interpretation and Analysis: The previous study conducted by (Varshney, Kumar, Mishra, Rashid, & Joshi, India's COVID-19 social assistance package and its impact on the agriculture sector, 2021) had collected some data through phone for four important components of PMGKY to analysis whether the beneficiaries have received the benefit or not. The data was collected from the household of Rajasthan, Madhya Pradesh and Uttar Pradesh. The figure 1 shows that 72% of the farmers under PM-KISAN have received direct benefit, 73% of the women under PM-JDY received benefit, 59% beneficiaries have received from PM-UY under cash transfer for buying cooking gas, and 76% of the member received free food ration under the PM-AVY. So, we can conclude that the overall result of shows a positive impact of the cash transfer through DBT under the PMGKY during covid1-9 pandemic.

Figure 1

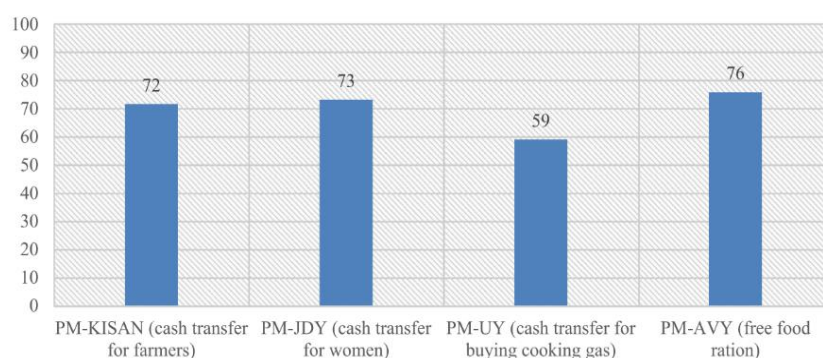
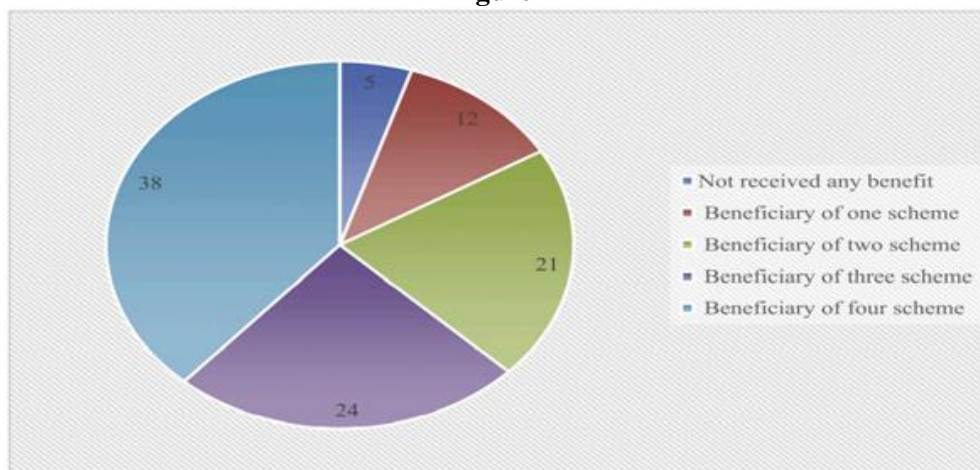


Figure 2. from the same data shows that 38% of the beneficiaries had received the benefit from all the four major components of PMGKY, followed by 24% had received benefit under three schemes, 21% received under two schemes, 12% had received under only one scheme and 5% of the farmer didn't received benefit from any scheme.

Figure 2



Effectiveness of Direct Benefit Transfer during the Covid-19 pandemic:

A report published on a DBT website states that, during the covid-19 pandemic DBT system had played an important and effective role in transferring the benefits to the targeted society seamlessly. The report states that over the period of April 2020 to March 2021, more than Rs. 5,52,527 crores were remunerated out through 603 crore DBT transactions. The Public Financial Management System (PFMS) recorded the highest number of transactions in a single day on 30th March, 2020 of Rs 2.19 crore transactions largely driven by DBT payments. Public Financial Management System (PFMS) under Central Schemes (CS) and Centrally Sponsored Schemes (CSS), cash amounts were transferred using the digital payments technology vehicle. The DBT payments under all the central sector/centrally sponsored schemes through PFMS amounted to Rs 27,442.08 crore in the accounts of 11.42 crore beneficiaries through schemes like PM-KISAN, Mahatma Gandhi Between March 24 and April 17.

Despite the various positive effects of DBT system during covid-19 pandemic there are certain gap which is not been fulfilled such as a proper customer grievance redressal mechanism was required to be conceptualized and coordinated by the PMO and Niti Aayog and then implemented the policies. As per the latest report in 2020-21, it shows that total 179.9 crores received support from the government out of which 81.9 crores received in-kind benefits and 98 crores received through cash transfer.

The report pointed out that while most of the DBT payments of centrally sponsored schemes are routed through Aadhaar Payment Bridge and Automated Clearing House, both being NPCI systems, many states still use RBI's payment systems (NEFT and RTGS) for DBT payments.

"Not only does this make banks ineligible for receiving DBT commissions from the governments, these transactions are also not reported in the overall DBT count which takes away from the overall impact of DBT transfers,"

CONCLUSION

The current study can be concluded by saying that, the Direct Benefit Transfer facility have been one of the important sources of government transfer during the covid-19 pandemic situation. The Pradhan Mantri Garib Kalyan Yojana (PMGKY) had been one of the most successful programmes during the lockdown period when the major economic sector took a halt, where many people became jobless, poor section of the society was dealing with the hardship. This research paper was just an study of understanding the importance of DBT system during the covid-19 pandemic and also tried to understand and analyse the effects of PMGKY.

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EVALUATING THE IMPACT OF GST ON THE TEXTILE INDUSTRY IN SURAT CITY

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ABSTRACT

Surat is the world's largest manufacturer of man-made materials, particularly silk. Surat's textile industry employs over 12 lakh people directly or indirectly. Surat has 50,000 power loom units, another 40,000 units for value addition, and roughly 400 dyeing units, all of which are completely unorganised. The GST will have a substantial influence on the textile industry. As highlighted in the paper; the textile industry in Surat is undergoing significant changes as a result of the GST.

INTRODUCTION

The Goods and Services Tax (GST) is a system of indirect taxation that merges the present multiple taxes into one single system of taxation. It is the biggest tax reform that took place in India, which was founded on the nation of one nation, one market, and one tax. The GST scheme is aimed at reforming the indirect tax and dismantling all the inter-state barriers to trade. A Goods and Services Tax would be a comprehensive indirect tax on the manufacture, sale, and consumption of goods and services throughout India to replace taxes levied by the central and state governments. Companies and businesses were subject to various indirect taxes such as VAT, service tax, sales tax, and so on. All of these taxes would be eliminated once GST is implemented. There would be only one tax and that too at the national level, monitored by the central government. GST is also different in the way it is implemented at the final point of consumption and not at the manufacturing stage. Under GST, there would be a single tax rate for both goods and services. The goods and services tax is indeed a considerable improvement towards a comprehensive indirect tax reform in the country. The Goods and Services Tax (GST), as it is known, is poised to transform the Indian economy. It is one of the most crucial tax reforms in India. It is expected to simplify tax administration, ensure "ease of doing business" and promote "Make in India". Exports will become competitive as the GST regime will eliminate the cascading impact of taxes.

The implementation of GST has influenced the textile sector by revamping the previously existing indirect tax slabs. This research will try to elaborate on how GST has impacted on textiles, bringing significant changes in the industry of Surat city. The impact of GST on the textile sector will be quite significant. Highlights of the study include assessing the impact of the Goods and Services Tax on the textile industry in Surat.

Textile Industry of Surat City

Surat's textile industry is primarily focused on yarn manufacturing, weaving, processing, and embroidery. Surat is well-known for its market for synthetic items. It specialised in the manufacturing and distribution of synthetic textile fabrics. Surat produces almost 30 million metres of raw fabric and 25 million metres of processed fabric every day. Several textile markets have existed in the city since antiquity. Zampa Bazaar, Bombay Market, JJ Textile Market, and Jash Market are among them. Katar Gam, Magdalla and Udhana are the areas of Surat where manufacturing is mainly concentrated. People from numerous other regions, such as Rajasthan and Kolkata, eventually settled in Surat to conduct their textile industry.

Progression of Textile Sector in Surat

Surat's textile industry has expanded significantly over time. According to recent figures, textile manufacturing in Surat has increased by 10% in the last five years, while the embroidery industry has expanded from a minimal amount to roughly Rs. 30000 million during the same time period. Surat's capacity to adapt to changes and current trends is one of the key reasons for the city's textile industry's growth. The city is quick to adjust to any shifts in people's preferences. The industrialists in this city have a strong sense of entrepreneurship.

Textile Industry in India

India's textile sector excels across the whole value chain, from fibre to yarn to textiles to garments. The textile industry is split into two categories. First, there's the unorganised sector, which includes sericulture, power looms, handlooms, and handicrafts, all of which are run on a small scale and using traditional methods. The organised industry, which includes garments, spinning, and apparel, employs modern machinery and practises such as economies of scale. This enables the sector to produce a wide range of products suitable for various market groups both within and beyond the country.

The textile industry in India is an important sector in the Indian economy, with a direct link to the country's economic growth. Textiles have a significant role in India's economy. The size of the textile market in India

(USD billion) it provides 4% of GDP and 14% of industrial production. With a population of over 45 million people, the industry is one of the most important sources of employment in the country. This industry accounts for nearly 15% of total exports. The Indian textile industry is one of the few vertically integrated sectors in the world, from raw materials to finished goods (from fibre to retail). It's also worth noting that India has 55 special economic zones (SEZs) dedicated to the textile and garment industries.

It has made use of its excellent manufacturing position to accomplish significant expansion, with prospective growth opportunities in both the global and domestic markets. The textile and apparel industries can be divided into two broad categories: one of yarn and fibre (natural and man-made), and the second is processed fabrics, ready-made garments, and apparel. It is also worth noting that India has 55 special economic zones (SEZs) dedicated to the textile and garment industries.

LITERATURE REVIEW

Mr. Dipesh Jain (2020) determined that Surat has 50,000 power loom units, another 40,000 units for value addition, and approximately 400 dying units, all of which are completely unorganised. Surat is the world's largest manufacturer of man-made materials, particularly silk. Surat's textile industry employs over 12 lakh people directly or indirectly. The GST will have a substantial influence on the textile industry. As highlighted in the paper, the textile industry in Surat is undergoing significant changes as a result of the GST. The research reveals that GST has a negative influence on Surat's textile industry. Thread makers and traders are the ones who are most affected by this tax system. The cost of products in the textile sector has increased after the adoption of GST, which is bad for textile traders as well as for the Indian economy. In comparison to other industries, the textile industry is the most affected by GST.

Saahil Suresh Shetty (2019) studied "Evaluating the Impact of GST on the Textile Industry in India" and concluded that in the textile business, there is uncertainty or a lack of clarification about the input tax credit. The overall impact of GST on the Indian textile industry has elicited negative responses from traders. However, this necessitates greater collaboration and collaboration between the Indian government and the textile industry to identify actions or measures that could be taken to improve traders' attitudes toward GST. Using a qualitative method, this study shows the effects of GST on the Indian textile business. In-depth interviews with traders and customers were conducted to determine the impact of GST adoption on the industry. According to the findings, GST had a detrimental influence on the industry in the early months, affecting productivity, sales, and profitability. This article concludes the study by summarising significant outcomes that indicate the impact of GST on the textile business, based on the findings and debate. In order to address the obstacles or issues that merchants have identified with regard to GST, this chapter contains important ideas aimed at bridging the gap in traders' understanding of GST implementation and adoption.

Prof. Sagar Borate (2019) studied the impact of GST on the textile industry and concluded that the purpose of this study is to determine the impact of GST on various industries and how these industries would deal with the additional costs. In India, the implementation of the integrated tax structure would result in a tax revolt. GST is a multi-stage, indirect, destination-based tax that will be applied to all value-added transactions. The goods and services tax (GST) aims to create a single, integrated market that will have a direct impact on all sectors and segments of our economy. Following that, he addressed the old indirect tax regime system, followed by an attempt to assess the impact of the GST regime on the textile sector.

In this study, Nidhi S. Vora and Deepak A. Sanghvi (2020) studied "An Overview of GST in India" and concluded, "In this study, they looked at the GST system in India from a broad perspective." The need for GST, as well as the various stages of GST, are discussed in depth. They talked about the history of GST and how it was introduced in India. Various benefits of GST over the former VAT system have also been noted. Finally, they go over the various GST components. The new government was strongly in favour of GST adoption in India, citing numerous benefits as described earlier in this paper. GST would affect all industries in India, including manufacturing, services, telecom, automobiles, and small businesses. The GST, one of the most significant tax reforms, will link the entire nation under a single taxation system. Experts predict that GST will improve tax collections, accelerate India's economic growth, and eliminate all tax barriers between the central and state governments. GST will, without a doubt, provide India with a clean and unambiguous taxation system, but it will also present a number of challenges.

Govinda Rao (2020) examined "Goods and Services Tax in India: Progress, Performance, and Prospects" and concluded that this paper aims to assess the tax's implementation status, as well as its economic and revenue implications, and to identify additional challenges and reform areas in order to achieve the goals of simplifying the tax to reduce administrative and compliance costs, increasing revenue productivity, and minimising

distributions. According to the study, the reform has resulted in significant improvements in terms of combining domestic indirect taxes, decreasing obstacles to cross-country trade, and minimising cascading. However, much more needs to be done to reap the benefits of reform, including reducing the number of tax rates to simplify the system, revisiting the rate structure to reduce anomalies, reducing the number of exemptions, strengthening the technology platform, and expanding the tax base to include previously excluded items such as petroleum, real estate, and electricity.

Nisha Das and S Praveen Kumar (2020) studied "Goods and Services Tax (GST) in India" and concluded that GST is a new form of tax that seeks to replace all central and state taxes and levies. GST should be taxed based on the value added at each stage; it is currently based on the gross value of the goods or services billed and collected at the point of production, although the tax department must be able to track value addition at each stage and collect tax proportional to the value added. The GST concept was first developed and promoted in India a few years ago, but it was finally implemented on July 1, 2017 by the current BJP government, led by Prime Minister Shri Narendra Modi. The new government was strongly in support of GST implementation in India, citing numerous benefits as described in the paper. GST would affect all industries in India, including manufacturing, services, telecom, automobiles, and small businesses. The Goods and Services Tax (GST), one of the most significant tax reforms, will unite the entire country under a single taxing system rate. Experts predict that GST will improve tax collections, promote India's economic growth, and eliminate all tax barriers between the central and state governments.

Dr. R. Vasanthagopal (2011) studied "GST in India: A Big Leap in the Indirect Taxation System" and concluded that the replacement of the government of India's central excise duty with the Central Value Added Tax (CENVAT) and the state governments' sales tax system with the VAT marked a major milestone in India's indirect tax reform effort. It addressed the old system's cascading impact by allowing set-offs for tax paid on inputs as well as tax paid on earlier purchases, resulting in a significant simplification of the rate structure and a broadening of the tax base. However, both the CENVAT and the state VAT are imperfect. Despite a number of initiatives by various Centre machinery, the current taxing policy is described as complex, confusing, and unfriendly. Despite the numerous obstacles that must be overcome before GST can be implemented, the central government maintained its commitment to a "flawless" GST in order for India's economy to survive in the face of increased worldwide competition as a result of globalisation and liberalisation.

Yogesh Garg and Jyoti Gupta (2017) studied "An Exploratory Study on the Evolution and Implementation of GST in India" and concluded that the goods and services tax (GST) is a new type of VAT that provides a broad setoff for input tax credits while also absorbing a number of indirect taxes at the state and national levels. The background, quiet aspects, problems, and government actions have all been discussed in length in this study. The introduction of a complete GST in India is predicted to result in a more effective allocation of production components, resulting in increased GDP and exports. Despite a number of initiatives by various Centre machinery, the current taxing policy is described as burdensome, confusing, and unfriendly. The GST is the most obvious step in our country's comprehensive indirect tax reform. Since independence, the GST has provided more relief to final consumers, industry, trade, and agriculture through a more comprehensive and broader coverage of input tax set-off and service tax set-off, as well as the subsumption of several central and state taxes into the GST and the phase-out of the GST.

RESEARCH METHODOLOGY

Objectives:

1. "To identify concerns or obstacles faced by stakeholders in the textile business, as well as areas to increase industry productivity after GST adoption in Surat."
2. "To analyses the benefits and drawbacks of the GST."

Limitations of the Study:

- 1) The study is limited to the Surat city.
- 2) The researcher mainly uses secondary sources to research the fact.
- 3) The analysis just considers the influence of the GST and ignores the other elements.

Benefits of Gst:

A. Industry:

1. The amalgamation of major Central and State taxes into GST: with a comprehensive set-off of input goods and services and the phase-out of the Central Sales Tax (CST), reduces the cost of locally manufactured goods

and services. This is improving Indian exports by increasing the competitiveness of Indian goods and services in the worldwide market. The consistency of tax rates and procedures across the country also helps to lower compliance costs.

2. Elimination of tax cascading: A system of seamless tax credits across the value chain and across state borders would ensure that there is minimal tax cascading. This is cut down on the costs of running company that aren't visible.

3. Ease of compliance: The GST regime in India is built on a solid and comprehensive IT system. As a result, all taxpayer services, such as registrations, returns, payments, and so on, are available online, making compliance simple and transparent.

4. Tax rate and structure uniformity: The GST ensures that indirect tax rates and structures are consistent across the country, providing certainty and making doing business easier. To put it another way, GST makes doing business in the country tax-neutral, regardless of location.

5. Increased competitiveness: Lowering transaction costs of doing business is eventually increase commerce and industry's competitiveness.

6. High registration threshold: Previously, any firm with a revenue of more than Rs 5 lakh (in most states) was required to register. In addition, service providers having a turnover of less than 10 lakh rupees are exempt from paying service tax. However, under the GST regime, this threshold has been raised to Rs 20 lakh, exempting many small entrepreneurs and service providers.

7. GST composition scheme for small businesses: Under GST, small businesses (with a turnover of 20 to 75 lakh) can use the composition scheme to reduce their taxes.

8. Improved logistics efficiency: Since the 1991 Liberalisation, Privatisation, and Globalisation reforms, the goods and services tax has been the most important economic reform. The removal of interstate checkpoints and the installation of the GST have benefited the logistics business considerably. The elimination of state taxes has also helped transporters overcome bottlenecks.

B. Central and State Governments:

1. Easy to administer: Because the GST replaces multiple indirect taxes at the national and state levels, it is simple and easy to administer. GST is simpler and easier to administer than any other indirect tax levied by the Centre and States to date if supported by a comprehensive end-to-end IT infrastructure.

2. Improved leakage controls: Due to a robust IT infrastructure, GST results in better tax compliance. There is an inbuilt mechanism in the architecture of GST that incentivises tax compliance by traders due to the seamless transfer of input tax credit from one level to another in the chain of value creation.

3. Increased revenue efficiency: GST is intended to reduce the government's tax collection costs, resulting in increased revenue efficiency.

C. Consumers:

1. A single, transparent tax based on the cost of goods and services: The cost of most goods and services in the country today is laden with many hidden taxes due to multiple indirect taxes levied by the centre and states, as well as incomplete or no input tax credits available at progressive stages of value addition. Under GST, there is just one tax from the manufacturer to the customer, resulting in transparent tax payments to the end customer.

2. Reduced overall tax burden: As a result of efficiency gains and leakage prevention, the total tax burden on most commodities is reduced, benefiting consumers.

Drawbacks of the GST:

1. Smaller enterprises, particularly those in the manufacturing sector, suffer increased tax burdens as a result of the GST. Only companies with revenue of more than 1.5 crore had to pay excise duty previously. However, any company with a turnover of more than 20 lakh now is subject to GST.

2. GST is an online taxation system, and businesses are increasingly moving away from pen and paper invoicing and filing in favour of online return filing and payment. This could make it difficult for some small enterprises to adjust.

3. The cost is high due to the high cost of software: Businesses must either update their existing accounting or ERP software to be GST compliant or purchase GST software to keep their operations running. However,

all approaches result in higher software acquisition costs and personnel training to ensure efficient billing software use.

4. GST compliance: Small and medium-sized businesses that have not yet registered for GST must quickly learn the complexities of the tax system. They will have to issue GST-compliant invoices, preserve digital records, and, of course, file returns on time.

Effects of GST on the Textile Sector:

Textile traders in Surat city took to the streets in the days leading up to the GST's implementation, vehemently denouncing the new tax scheme. Surat is a fabric hub, and the 5% tax rate included textiles. Surat's traders were dissatisfied since fabric was never taxed in independent India, despite the fact that yarn, the raw material from which fabric is made, was covered by the value-added tax (VAT). The city's textile sector, which employs 65,000 wholesalers across 150 markets, went on strike for 18 days. Surat was one of the major cities where the GST was met with such vehement opposition. The diamond merchants, who were dissatisfied with the 3% GST on cut and polished diamonds, sided with the textile traders. The city's diamond business, however, was relieved when the GST council decreased the rate to 0.25 percent. Surat has roughly 4,000 diamond industries, which employ seven to eight lakh people directly or indirectly. Surat's traders were separated into two groups by the GST council. On the one hand, the diamond business is mainly untouched by the GST because the rate has been reduced to 0.25 percent. The textile industry's traders, on the other hand, were pleading with the government for assistance. The GST's influence can be observed in the fragmented synthetic textile business, which is subject to several GST rates. The power looms have been impacted the worst by the GST because they are unable to claim any input tax credits. Textile traders have also suffered losses. Textile trading, which was previously exempt from taxation before the GST, is now subject to 12% from 5% GST. Small and medium traders, who account for 90% of Surat's 75,000 textile traders, are the ones that are hardest hit. To try to weather the GST storm, several traders have gone to work for or joined larger traders. According to the statistics, capacity utilisation in Surat's textile industry, particularly in jobs like sizing, twisting, processing, and weaving, has decreased from 75 to 85 percent before the GST to 40 to 50 percent currently. One hundred thousand of Surat's 6,50,000 power looms have already been scrapped. Payment cycles have increased from three to five to six and a half months to six and a half months. Surat's textile sector is subject to a 5-12 percent GST, which increases the cost of the goods. Due to the implementation of GST, the Federation of Surat Textile Traders Association (FOSTA) is pleading for assistance. According to the federation, the implementation of GST resulted in the loss of over 4 lakh employees and workers. It is also claimed that several textile plants are producing significantly less than their installed capacity, i.e. 2.5 crore metres per day instead of over 4 crore metres per day. Sales had dropped by 30 to 40 percent in the 18 months following GST's installation, and payments had been delayed. According to reports, Surat's textile industry employs more than 1.2 million people, but 30 to 40 percent of that employment has been lost since the implementation of the GST. Despite the fact that the GST has been in place for five years, the textile industry continues to have challenges with it.

CONCLUSION

The study concludes that GST has more of a negative influence on Surat's textile industry than a positive one. Thread makers and traders are the ones who are most affected by this tax system. The cost of products in the textile sector has increased after the adoption of GST, which is bad for textile traders as well as for the Indian economy. In comparison to other industries, the textile industry is the most affected by GST.

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A STUDY ON AWARENESS OF VARIOUS SAVING SCHEME AMONG STUDENTS

¹Vivek Raut and ²Naaz Farzana Begam¹Assistant professor and ²Student, Reena Mehta College**ABSTRACT**

Savings Schemes launched in India either by the government, banks, or public sector financial institutions. Depending on the savings scheme, the interest rates and tax benefits may vary. The main aim of a savings scheme is to provide financial security in case of medical or personal emergencies. This paper outlines the awareness towards various saving schemes. This study has been conducted from Students who have invested in saving scheme, all the feedback has been collected through questionnaire.

INTRODUCTION

Investment or investing is a word of many interpretations. Generally the term investment means the employment of financial assets or funds with an expectation of achieving additional income. Even though there are substantial differences between savings and investments, these two words are often used as synonyms. The savings is simply a process of putting aside a part of our earnings, but the investment is much different from it, that it not only preserves the money, but also facilitates capital appreciations.

The history of investments starts in Europe in 16th century and later the code of 'Hammurabi' created a general frame work for investment. In India the word investment was firstly attached with 'east indies trade' in 1610s. After getting independence in 1947, the government also made various policies with a view to promote savings and investment of people. Thus now a day the role of savings and investments in economic analysis is very crucial. In the present scenario, our Government takes a footstep for converting our economy into cashless economy by the way of informing the digital awareness and its position impact towards the society and to promote digital transactions instead of physical supply of money. As the result, Indian economy slowly shifted to digital economy by the way of creating various new investment avenues.

Objectives of the Study

To identify the sources of income and expenditures of students

To study the awareness and attitude of students toward savings and investment.

To determine the factors influencing investment decisions of students

Methodology of the Study

The research methodology adopted for carried out the study is mainly designed as a descriptive work based on both primary and secondary data.

Sample Size with Area of Study

The research is designed to collect 150 samples from the students through questionnaire

Advantages of Saving Scheme

- **Long-term benefits:** Individuals can achieve their long-term goals such as retirement plans, children's education, and children's marriage by investing in savings schemes.
- **Various savings schemes:** The number of savings scheme currently available is large. The benefits vary according to the scheme and the sector. For example, the Pradhan Mantri Jan Dhan Yojana is designed to help people who are below poverty line and the Sukanya Samriddhi Yojana helps a girl child financially.
- **Hassle-free:** The maintenance and investment towards the schemes are very simple and most of the contributions made towards the schemes can be done online.
- **Security and safety:** The contributions that are made towards the schemes are minimal on risk as well as safe and secure since the schemes are launched by the Indian Government.

VARIOUS SAVING SCHEME**Public Provident Fund (PPF)**

The Public Provident Fund scheme is one of the most popular and safest investment options that is available in the country. Under Section 80C of the Income Tax Act, contributions made towards the scheme as well as the interest that is generated from the contributions are also tax exempt.

The scheme can be opened at post offices and banks, and the duration of the scheme is 15 years. Individuals are allowed to increase the duration of the scheme by a further 5 years. The rate of interest for the FY 2018-2019 is 8% p.a. and the interest is compounded on a yearly basis. Individuals must make a minimum contribution of Rs.500 and can make a maximum contribution of Rs.1.5 lakh on a yearly basis towards the scheme.

National Pension System (NPS)

The NPS was launched by the Central Government with the main aim of providing individuals a regular income after their retirement. Employees can avail the benefits of the scheme by paying a small amount of premium.

Employees will receive a lump sum amount at the time of their retirement as well as a certain percentage will be paid back as pension on a monthly basis after their retirement.

Sukanya Samriddhi Yojana Account (SSY)

The Sukanya Samriddhi Yojana (SSY) scheme was launched by Prime Minister Narendra Modi to help secure the future of a girl child. The current rate of interest offered by the scheme is 8.5% and an SSY account can be opened at post offices or banks.

The minimum and maximum deposit that can be made in a year towards the scheme is Rs.1,000 and Rs.1.5 lakh, respectively. The account holder must make contributions towards the scheme for a duration of 14 years and the maturity period of the scheme is 21 years. Individuals can transfer the SSY account from banks to post offices and vice versa.

Atal Pension Yojana (APY)

The main aim of the scheme is to help individuals who are below the poverty line. The scheme also benefits people who work in the unorganised sector and require financial support from the government. Individuals pay a very low premium towards the scheme and receive a pension after their retirement. However, it is mandatory that individuals have an active savings account in order to avail benefits from the scheme.

Kisan Vikas Patra (KVP)

The Kisan Vikas Patra certificate scheme is offered by post offices in India. The rate of interest that is offered by the scheme at the moment is 7.7% and it is compounded on an annual basis. The minimum contribution that must be towards the scheme is Rs.1,000 and there is no maximum limit. Over the course of 112 months, the amount invested towards the scheme doubles.

National Savings Certificate (NSC)

The NSC scheme is one of the most popular schemes in India. Since the scheme is backed by the Indian Government, guaranteed returns and tax benefits are provided. The duration of the scheme is 5 years and individuals can invest in the scheme at post offices. The Indian Government decides the interest rates of the scheme on a quarterly basis.

Post Office Savings Scheme

The various savings schemes that are offered by India Post are very popular as the risks are very minimal and most of the schemes provide guaranteed returns. The process to open any saving schemes accounts at the post office is simple and quick. The many good features offered by the schemes also make them popular

REVIEW OF LITERATURE

Madhushdhan Karmakar (2001)² made an attempt to analyze the investment behaviour of house hold sector. 50 respondents were selected randomly as sample for the purpose of the study and data were collected through questionnaire from these sample respondents. The study found that people in general are risk averse and they want to invest in safe assets and they considered stock market as risky.

A. Sarangapani and T. Mamatha (2011)⁹ conducted a research on the topic " investment pattern of Indian investors". The investment pattern of sample investors indicates that the majority investors prefer to invest in equity shares than in other instruments. It is also revealed in analysis of the portfolio of investors that 72% investors prefer to invest in different types of instruments and the rest only in equity shares. The portfolio size of convertible debentures is comparatively more than nonconvertible debentures in Hyderabad city.

CONCLUSION

It can be concluded that the Investment pattern and Tax planning vary from person to person and will depend upon the age of the Individual his nature of employment, sources of Income, family background, and quantum of income. Each of individual will have to decide his/her own pattern of Investment. Tax planning with regard to Investments requires intelligent analysis, judicious decision making and the sixth sense of visualization

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HR ANALYTICS IN MANAGEMENT

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Chennai**INTRODUCTION**

HR analytics (also known as people analytics) is the collection and application of talent data to improve critical talent and business outcomes. HR analytics leaders enable HR leaders to develop data-driven insights to inform talent decisions, improve workforce processes and promote positive employee experience. HR analytics is a data-driven approach to managing people at work. HR analytics, also known as people analytics, workforce analytics, or talent analytics, revolves around analysing people problems using data to answer critical questions about your organization. This enables better and data-driven decision-making.

WHAT ARE HR ANALYTICS

HR analytics is the process of collecting and analysing Human Resource (HR) data in order to improve an organization's workforce performance. The process can also be referred to as talent analytics, people analytics, or even workforce analytics. HR analytics provides data-backed insight on what is working well and what is not so that organizations can make improvements and plan more effectively for the future.

This method of data analysis takes data that is routinely collected by HR and correlates it to HR and organizational objectives. Doing so provides measured evidence of how HR initiatives are contributing to the organization's goals and strategies. For example, if a software engineering firm has high employee turnover, the company is not operating at a fully productive level. It takes time and investment to bring employees up to a fully productive level. As in the example above, knowing the cause of the firm's high turnover can provide valuable insight into how it might be reduced. By reducing the turnover, the company can increase its revenue and productivity.

HR analytics, also referred to as people analytics, workforce analytics, or talent analytics, involves gathering together, analysing, and reporting HR data. It enables the organization to measure the impact of a range of HR metrics on overall business performance and make decisions based on data. In other words, HR analytics is a data-driven approach toward Human Resources Management. HR analytics is a fairly novel tool. This means it is still largely unexplored in scientific literature. The best-known scientific HR analytics definition is by Heuvel & Bondarouk. According to them, "*HR analytics is the systematic identification and quantification of the people drivers of business outcomes*".

In the past century, Human Resource Management has changed dramatically. It has shifted from an operational discipline towards a more strategic one. The popularity of the term Strategic Human Resource Management (SHRM) exemplifies this. The data-driven approach that characterizes HR analytics is in line with this development. By using people analytics, you don't have to rely on gut feeling anymore. Analytics enables HR professionals to make data-driven decisions. Furthermore, analytics helps to test the effectiveness of HR policies and different interventions. Being able to use data in decision-making has been growing in importance throughout the global pandemic. Moving towards a post-pandemic world, there are many changes happening in employment – whether it is the growing popularity of hybrid work or the increased use of automation. In this age of disruption and uncertainty, it is vital to make the correct decisions in order to navigate our new realities.

How to Get Started with HR Analytics

Analytics makes HR (even more) exciting. The insights provided can lead strategic decisions and optimize day-to-day business processes. And if you know what makes your employees tick, you can create a better work environment and identify future leaders. Imagine that you could predict which employees are most likely to leave the company. This information helps in long-term planning for succession management – it benefits strategic workforce planning. This data is then combined, cleaned, and analysed. This analysis leads to insights.

Common Topics in HR Analytics

The aforementioned examples have an impact on both the cost and the revenue side of the business. Knowing the impact of HR policies will also help HR to become a strategic partner and get rid of its 'soft' image. It helps HR to align its strategy with business goals and to quantify the value it adds to the business. It takes the guesswork out of HR.

So, how do we at Analytics in HR define HR analytics? We believe it is about identifying the people-related drivers of business performance. It takes the guesswork out of employee management and is, therefore, the

future of HR. Or, to put it in the words of Edwards Deming: “Without data you’re just another person with an opinion”.

Base of Improving the HR Effectiveness

- Improve organizational communication.
- Develop an effective training program.
- Provide more regular feedback to employees.
- Build a company cultural vision.
- Use available technology.
- Take advantage of data.

Improving the Performance of Hr Analytics

“HR analytics helps employers identify performance gaps during an appraisal cycle and work to help address them using the data such as increased tardiness, missed assignments, and other factors. ... “As an appraisal tool, technology enables you to track performance over an entire year consistently without gaps.

Kinds of HR Analytics in Workforce

Descriptive analytics. helps them gather and analyse data that describes the current state of things or past events.

- Predictive analytics. ...
- Prescriptive analytics. ...
- Diagnostic analytics.

What are the four levels of HR analytics?

Levels of HR Analytic

- Level 1: operational reporting. ...
- Level 2: advanced reporting. ...
- Level 3: strategic analytics. ...
- Level 4: predictive analytics.

Contribution of HR Analytics in the Success of Organizations

By monitoring metrics like employee attendance, productivity, and engagement, HR professionals can gain a greater understanding of the overall employee experience. This understanding can help HR determine where the organization shines and where there is room for improvement.

A Few Examples f HR Analtic

To get started with HR analytics, you need to combine HR data from different systems. If we want to measure the impact of employee engagement on financial performance. To measure this relationship, you need to combine your annual engagement survey with your performance data. This way you can calculate the impact of engagement on the financial performance of different stores and departments.

Key HR areas will change based on the insights gained from HR analytics. Functions like recruitment, performance management, and learning & development will change. Imagine that you can calculate the business impact of your learning and development budget! Or imagine that you can predict which new hires will become your highest performers in two years. Or that you can predict which new hires will leave your company in the first year. Having this information will change your hiring & selection procedures and decisions.

HR Analytics Shape the Business

You can imagine that HR data analytics holds enormous value for an organization. These examples are only the beginning. Indeed, analytics enables companies to measure the business impact of people policies. By applying complex statistical analyses, HR can predict the future of the workforce. This enables managers to measure the financial impact of Human Resource practices. To read more about the tools used for these analyses, check our overview on the top HR analytics tools. Measuring the impact of HR on bottom-line performance is the “holy grail” of HR data analytics. This is often done by calculating a Return on Investment (ROI). It is the most powerful way for HR to increase its strategic influence.

Advantages of Business HR Analytics

Personalize the customer experience. Businesses collect customer data from many different channels, including physical retail, e-commerce, and social media

Inform business decision-making

Streamline operations

Mitigate risk and handle setbacks

Enhance security

Method of Implementation of HR Analytics

The following method could be adopted for the implementation of HR Analytics viz.,

Step 1: determine stakeholder requirements

Step 2: define HR research and analytics agenda

Step 3: identify data sources

Step 4: gather data

Step 5: transform data

Step 6: communicate intelligence results

Step 7: enable strategy and decision-making.

HR Policies and Practices Affect Performance

In the year 2000 the evidence that HR practices indirectly improve organizational performance. The results indicated that not only, was there a direct positive relationship between job security and performance for non-managers, but job security was the most important predictor of HR outcomes for non-managerial employees.

HR Analytics Helps Human Resource Management

In the same way that analytics has revolutionized marketing, HR is being transformed by analytics too. It enables HR to,

-Make better decisions using data

-Create a business case for HR interventions

-Test the effectiveness of these interventions

-Move from an operational partner to a tactical or even strategic partner

The majority of HR departments just record, and store employee data. This doesn't suffice in today's data-driven economy. Simply keeping records is often insufficient to add any strategic value. In the words of Carly Fiorina: "The goal is to turn data into information and information into insight". This also applies to HR. Doing this enables HR to become more involved in decision-making on a strategic level.

Benefits of HR Analytics

Improves talent acquisition

Increases staff retention

Prevents workplace misconduct

Increases productivity

Uncovers skill gaps

Improves employee experience

Highly engaged workforce

Using Data in HR

Of all the departments in an organization, the Human Resource (HR) department may have the least popular reputation.

This has two reasons. First of all, the HR department is like a doctor: you'd rather never need one. Picture your role from the other side – when you ask an employee to come by your office, it's likely that something bad is

about to happen. You may need to reprimand, put on notice, or even fire your colleague. Good news, like getting a promotion, tends to come from an employee's direct manager. Not HR.

Secondly, many regard HR as soft. Fluffy-duddy. Old-fashioned. A lot of the work in HR is based on 'gut feeling'. We're doing things a certain way because we've always done it that way. HR doesn't have a reputation of bringing in the big bucks or playing a numbers game like sales. HR also struggles to quantify and measure its success, as marketing and finance do.

HR data analytics changes all of this. A lot of the challenges we just described can be resolved by becoming more data-driven and savvy about HR and analytics.

Example questions include:

How high is your annual employee turnover?

How much of your employee turnover consists of regretted loss?

Do you know which employees will be the most likely to leave your company within a year?

These questions can only be answered using HR data. Most HR professionals can easily answer the first question. However, answering the second question is harder. To answer this second question, need to combine two different data sources: you and your Performance Management System. To answer the third question, you would need even more HR data and extensively analyse it as well.

As a HR professional, you collect vast amounts of data. Unfortunately, this data often remains unused. Once you start to analyse human resource challenges by using this data, you are engaged in HR data analytics.

Challenges for HR Analytics

Holding Information: HRIS, LMS, ATS, etc.

Broad Data: Focusing on metrics too big to assess.

Analysis Skills: HR is often not the analytical expert in the organization; instead, it was the CFO or Engineering or Quality team.

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AN EXPLORATORY STUDY ON E-BANKING AND ITS GROWTH IN INDIA

¹Mrs. Jayashree Parmar and ²Ms. Supreet Kabo¹Assistant Professor and ²Student, Reena Mehta College of ARTS, Science, Commerce & Management Studies**ABSTRACT**

Today most of the banking transactions take place while sipping a cup of coffee, or while attending a phone call or a meeting. ATMs are at our doorway. Because of technological advancement we can conduct every activity with just a click within a fraction of seconds. Of course this advancement has been a turning point for every country but in case of developing countries this advancement is a blessing and the credit for this immense change is because of the emergence and development of IT industry. Banks today function in a liberalised and privatized way at a global level to beat the standards set by competing banks. For survival in such a competitive environment banks need to use IT. Indian Banking System has witnessed colossal developments due to the major significant changes that have taken place in Information Technology industry.

This work involves descriptive research design as my project is questionnaire based. Descriptive research encompasses survey and fact-finding enquiries kinds.

For this study the sample size is 67 people from Mumbai City, who are availing E-banking services.

Keywords: E-banking, growth, customer satisfaction.

INTRODUCTION

E-banking popularly also known as Internet banking or virtual banking is an electronic payment method that facilitates the customers of the bank or other financial institution to perform an array of financial transactions via a financial institution's website. E-banking offers a wide variety of services like opening of bank account, application for cheque books, scrutinizing and printing statement of accounts, mobilization of funds between accounts within the same banks, querying on status of requests etc.,. E-banking is a system that provides numerous online banking services to customers using the internet and telecommunication network. This is a medium through which customers are able to access their bank account online and conduct various financial transactions online.

NEFT, RTGS, IMPS, ECS, SMS Banking etc. are some of the services provided under E-banking.

E-banking is beneficial as it makes transactions faster and easier, the transaction cost is low which is why E-banking is considered as the cheapest mode of doing transactions, also it reduces manpower which in turn reduces workload. Digital records of transactions are made available by just a click.

Just like every coin has two sides E-banking along with its pros has some cons too one of them is security no matter how strong a bank's security is information is always prone to hacks but it can be prevented if the bank and customers use an authorised app and the directly and are able to differentiate between duplicate and an authentic website.

Lack of financial and technological literacy is also a drawback as many citizens in India even today are not aware about the concept of E-banking as many regions in India are still under developed which acts as a hindrance between the development of E-banking and the overall economy of India. If we look into the developed regions in India E-banking is widely accepted and used by the youth as they are more tech-savvy and are propagating the concept of E-banking by making people around them aware about the pros and cons of E-banking.

E-banking has played a pivotal role during the Covid-19 pandemic by making financial transactions a cakewalk as one can conduct their banking activities comfortably at home like payment of bills, transferring money to relatives or children who live far away. Even after being aware of E-banking people are still sceptic because of the fear of falling under the web of fraudsters. Taking into consideration the multiple drawbacks of E-banking the Reserve Bank of India which is the apex authority of the Indian Banking System has taken steps to curb and prevent frauds like skimming, phone bank fraud, CEO fraud, invoice fraud, loan fraud, card identity theft etc in E-banking sector by passing the Information Technology Act 2000. Indian banking system has witnessed many immense developments and innovations in the last three decades one of the major among is E-banking. KYC (Know Your Customer) is one such measure taken by RBI to prevent banks from being used by criminal elements, money laundering activities etc.

E-banking is playing a major role in Indian economy as its improving the quality of services and strengthens the banking industry because of online payments, transfer of funds the customer satisfaction is greatly impacted. A positive impact will create a sense of trust between the customers and the banks which in turn will promote them to invest more into banks which will prove to be beneficial for the overall economy of India. A negative impact in case of provision of services, addressing customer's grievances will affect the banking industry as well the economy negatively.

REVIEW OF LITERATURE

The following is brief review of literature done by different researchers worldwide in the area of e-commerce.

Ansari, Seharish J. & Khan, Nisar A. (2017) have tried to analyze the progress and challenges of e-banking in India from 2011 to 2016, also throwing some light on the status of retail electronic payments in the post-demonetization period. Their study shows that the number of internet users has increased from 2,231,957,359 to 3,424,971,237 in 2016, which is around 53.45% increase during the period. Also, the penetration of internet as a ratio of population has increased from 31.8 % in 2011 to 46.1% in 2016. There has been a continuous increase in the number of debit card and credit card users. The number of transactions through credit card increased at a CAGR of 22.25% whereas the number of transactions through debit cards increased at a CAGR of 12.33% during the period of study. Post demonetisation i.e., from November 2016 to May 2017, RTGS (real time gross settlement), NEFT (national electronic fund transfer) and UPI (unified payments interface) increased at a CAGR of 4.72%, 1.95% and 60.50% respectively. Mobile banking declined continuously. Their study also mentions the challenge of increasing number of internet users and the requirement of banks to be able to meet out the expectations of these tech savvy people.

Chauhan, V. & Chaudhary, V. (2015) focused on understanding the concept of internet banking and its benefits from the perspective of consumers as well as banks and the current scenario of internet banking. The growth percentage of mobile banking from 2010 to 2014 had been the highest that is 495.64% while credit cards had seen the least growth from the same period at 11.07%. NEFT and RTGS transactions were at 602.69% and 89.29% respectively. They concluded that most of the banks have implemented e-banking facilities that are beneficial both for the consumers and the banks but then there are issues of safety, security, and reliability which the banks must adhere to.

Manikyam, Ratna (2014) analyzed the impact of liberalization, privatization, and globalization on Indian banks and the resultant opportunities and challenges. The study revealed that the biggest challenges for banking challenge for the mass and companies and those Indian banks should come up with differentiated products to stand at par with foreign banks. Further, the study also emphasized building knowledge-driven organizations for surviving the competition from the banks globally. The above studies done on e-banking have focused on its progress and its challenges it. The concern is more on the technological aspects of banking. They have not focused on the digitalization of the banking sector and the various components of e-banking and how the economy will move towards being a cashless economy, given the present state of internet penetration and different schemes launched by the Govt. of India and RBI.

Seranmadevi, R (2012). Various e-Banking can be attractive to potential customers in terms of improved accessibility, affordability, and ease of use. It also focuses on the functionality of electronic credit cards, frequency of usage, mode of repayment, value addition facilities offered along the credit cards for different client groups.

Dangwal, R.C. (2010). Technology is growing rapidly and undergoing many changes. It indicates the unification of communication technology, information systems, and innovative applications to product manufacturing, design, and control. With the advancement in technology, the world has become a global village and ushered in a revolution in the banking sector.

Selvam and Nanjappa (2011), in their study, examined customers awareness and satisfaction about e-banking of ICICI bank on the basis of vital statistics of the E-banking users. It depicted that college students are more awareness level compares to other education groups. The study revealed that awareness level of income group above 10,000 per month was high as compared to other income groups. It was shown that it also depend on the size of family. Gender is the crucial issues for the acceptance of internet banking.

Gupta & Mishra (2012) examined the new emerging trends of E-banking in Indian banking industry. The study found that there are many challenges faced by banks in E-banking and there are many opportunities available with the banks. It concluded that banking sector will need to master a new business model by building

management and customer services. It also suggested that banks should contribute intensive efforts to render better services to their customers.

Chavan (2013) described the benefits and challenges of Internet banking in an emerging economy. It observed that online banking is now replacing the traditional banking practice. It showed that online banking has a lot of benefits which add value to customers satisfaction in terms of better quality of service offerings and at the same time enable the banks gain advantage over the competitors. It also discussed some challenges in an emerging economy.

Trivedi & Patel (2014) analysed the problems faced by customers while using e-banking facilities in India. It observed that most of the customers know about the e-banking services offered by their bank. The study found that there is a significant difference amongst different problems identified while using e-banking services. It also found that some problems affect more and some problems affect less in use of banking services. It concluded that all the reasons are not equally responsible for not using e-banking services.

Haq & Khan (2015) analysed the challenges and opportunities in the Indian Banking sector. The study showed that only 28 per cent banking clients were using internet banking after evaluating the population characteristics. It found that there was no significant relationship in between age and use of cyber banking. It also depicted that there is no relation in between gender and the adoption of internet banking. It observed that qualification in terms of education and income of the respondents were playing the role in the acceptance of online banking. The study suggested that it is the need of time that financial literacy of the users should be increased through various programs which should be run by banks to increase the awareness of internet banking.

Sannes, 2001; Reibstein, 2002: E-banking is an innovation when new information technologies merge into traditional banking services. Operating costs minimization and revenue maximization are the major drivers that boost e-banking services.

Southard and Siau, 2004; Witman and Poust, 2008: E-banking service is basically a self-service by customers, so for banks, it requires less resources and lower transaction and production costs

Dandapani et al., 2008: A study about the e-banking over 1999–2006 shows that the application of e-banking can improve banks' performance in terms of the growth in assets, reduction in operating expenses and portfolio enhancement.

STATEMENT OF PROBLEM

The statement of problem under study is to analyze how e-banking has impacted Indian Economy.

OBJECTIVES OF THE STUDY

- ❖ To find the banking sector largely preferred by the customer.
- ❖ To study level of customer awareness & perception about E-banking services.
- ❖ To understand various factors contributing towards growth of E-banking in India.
- ❖ To study the measures taken by various banks against the frauds in Net Banking.
- ❖ To study the factors limiting the growth of E-banking services in India.

5. HYPOTHESES OF THE STUDY

- ❖ The hypothesis of the study can be described in as under.

Ho - E-banking services has a significant effect on customer's satisfaction.

H1 - E-banking services has no significant effect on customer's satisfaction.

RESEARCH METHODOLOGY

● Methods of Primary Data Collection

For the present study, both the primary data collection method was applied through the questionnaire method. A questionnaire schedule was prepared and mailed to the selected respondents through Google Forms. The respondents were requested to answer the questions. Thus the primary data was collected through survey method.

● Methods of Secondary Data

For the present study the required secondary information is referred from various websites, blogs, books, journals etc, for the analysis.

- **Data Analysis Tools**

Quantitative method is used to explain, predict phenomenon with measurable variables.

The analysis of the data collected is completed and presented systematically with the use of MS-Word

CONCLUSION

1. In this present scenario a number of services provided by banks under E-banking services have been beneficial for the customers in terms of time, cost and the flexibility.
2. This study shows that most of the people are aware about E-banking services in India.
3. This study also highlights that people have relied on E-banking services for their day-to-day transactions.
4. It also reflects that the quality of service provided under e-banking has a positive impact on customer satisfaction.

SUGGESTIONS

1. The banks should take necessary measures to educate the customers regarding the new technology and other services offered by the banks
2. In case of a fraud banks may increase customer meeting time with the officials and also friendly approach is necessary to address the issue.
3. Each section of bank should be computerized in rural areas.
4. Create trust in the minds of customers toward security of their data.

A COMPARATIVELY ANALYSIS ON CONSUMERS' OPINIONS ON CELL PHONES AND BRAND EQUITY

¹Mr. Amit C Gupta, ²Darshana Singh and ³Mizba Sheikh¹Research Scholar and ^{2,3}TYB.Com Students, Reena Mehta College of Arts, Commerce & Management Studies**ABSTRACT**

The purpose of this paper is to come-out with the brand perspective among the end user. The focus of this research paper is to concentrate on cell-phone brand marketing strategy among the end user. Though the brand equity uses innovative feature to capture the marketing among the cell-phone user. The main objective of this paper to highlight the brand equity among the cell-phone user with respect to brand. The data has been from the questionnaire method from the cell-phone user. There are 83 respondents for this research paper. The data analysis is done from the excel and find out the reliability and validity of the data.

Keywords: Brand Equity, Cell-phone, Consumer perspective.

INTRODUCTION

Brand awareness refers to the strength of a brand's presence in the thoughts of consumers. Brand awareness is measured by how customers talk about the brand. For the marketing of a certain product, brand awareness influences consumer behaviour. Brand awareness occurs when the customer has a deep and specific image of the brand. Brand awareness can have an impact on consumers' risk perceptions and determine their loyalty to a buying decision. It refers to brand association as good attitudes or feelings about the brand that have been attributed to the brand. Strong brand attitudes can provide a solid foundation for the brand's expansion. According to one expert, "it has also cannibalised the use of landlines and personal computers since now consumers can just complete everything on one single device, which is a cell phone." The goal of this study was to see if brand equity has an impact on customer behaviour in the mobile phone market.

LITERATURE REVIEW

Sara Göransson (2016), This Article is based on technologies have created utilization of uses among a growing audience for mobile electronic communication and promotions. The main purpose of this article is to study about Consumers attitudes towards this marketing strategy. This article suggested and examining the effect on different product categories. The purpose of this study is to find out the relationship between consumer attitudes towards mobile marketing. This research studies based on a quantitative method with an exploratory research design. The sample data is collected from through two independent surveys. This research result finding is as a mobile marketing strategy have a direct relationship on the brand equity. Overall, the study suggested the influence of consumer attitude toward the brands across the different dimensions of loyalty and awareness. The correlation about mobile marketing link with the Consumer Attitudes & Consumer-Based Brand Equity, & the fashion which consumer prefer by using the Brands.

The Indian market with vast population driven by youngsters' presents diverse opportunities for different industries. The purchasing power of the middle class has increased and spending on various sectors has considerably increased. India is multi diversified country with various culture and values and signify unique market in the world. Consumers prefer durable products as essential to family and to meet family requirements. Household appliances are seemingly are the part of life in the daily activities. Consumers purchasing durables with high involvement for first time and repeated buy for changing lifestyle because of many additional features. This sector is characterized by stiff competition, emergence of multinational companies and introduction of state-of the-art model, and attractive promotional schemes. The four dimensions of the brand equity under study namely brand awareness, brand association, perceived quality and brand loyalty and its overall brand equity.

It becomes imperative for the marketers, to give brand name to their product and to understand brand equity in an intensive manner. Brand equity can only be better understood, after exploring each and every prominent dimension of brand equity. Consequently, the outcomes give valuable bits of knowledge to both the academicians and practioners keen on the investigation of brand equity. Brand loyalty, perceived quality and brand awareness were found to be significant factors influencing brand equity. It indicates that customers at the time of purchase of cars have information about the car, perceives that the car is of good quality, is reliable and expects superior performance of the brand. Also, after the purchase, if the car or the purchased brand of car performs according to their expectations, they usually become loyal towards the brand. The results of the study,

thus gives valuable insights for both academicians and practioners who are keen on the investigation of brand equity. It seems reasonably evident that brand equity is effectual and has a long way to go.

On the basis of the survey conducted conclusion has been drawn which are epitomised in this context: India is one of the fast-developing countries in the world. The adoption of digital technology on an extensive scale has transformed the cultural, social and economic life of people. Marketing activities such as perceptions about brand, Purchase decisions, buying behaviour have undergone turbulent changes.

The brand equity elements and items chosen in this study has been used after an extensive literature review and interviews with branding experts, academicians and online shoppers in order to make the scale suitable for the Indian market. The study highlights some important elements like on time delivery and complete product related information plays a vital role. This study has highlighted areas that need improvement, like the timely processing of refund in case of a return.

RESEARCH METHODOLOGY

Objectives: -

1. To find out the brand loyalty among the consumer.
2. To analysis brand durability of the product among the customers.
3. To study the brand awareness among the customers.
4. To analysis the marketing strategy used by the different brands.

Hypothesis: -

- 1) Ho: - There is no significant level among the respondent with the related to brand loyalty.
H1: - There is significant level among the respondent with the related to brand loyalty.
- 2) Ho: - There is no corelation between the age group of respondent and brand durability among the usage.
H1: - There is a corelation between the age group of respondent and brand durability among the usage.
- 3) Ho: - There is no significant level among the awareness about the product between the income group.
H1: - There is significant level among the awareness about the product between the income group.
- 4) Ho: - There is a no significant level using the marketing strategy among the different income group.
H1: - There is a significant level using the marketing strategy among the different income group.

Source of data: -

Both primary and secondary data are used in this investigation.

- Primary data:** A questionnaire is used to obtain primary data from a sample population for the study. A questionnaire was created, and the information was gathered using the survey method. For the survey, a total of 83 people were polled.
- Secondary data:** is gathered from published sources such as journals, magazines, books, newspaper and publications. The study also made use of a number of websites.
- Analytical tools include:** The study's primary analytical tool is the percentage. The data is presented via graphs and charts. For analysis, the graph & chart has been used by creating from excel. A Comparative study on consumer done by taking a response from cell-phone user among the respondents.

Demographic Profile: -

Dimension		No of Respondent
Gender	Male	36
	Female	47
	Total	83
Age Group	18-25	47
	26-30	13
	31-35	10
	36- above	13
	Total	83
Income Group	Below 25000	58
	25001-30000	12

	30001-35000	03
	35,001- above	10
	Total	83

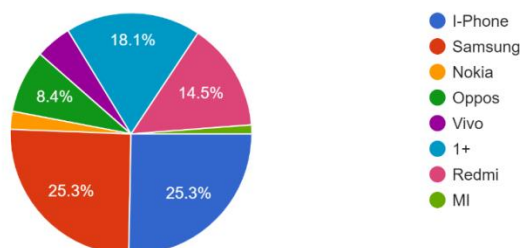
Source: - Table No 1 – Demographic Profile (Primary Data).

Data Analysis & Interpretation: -

1) Ho: - There is no significant level among the respondent with the related to brand loyalty.

Q.6) Which cell-phone do you prefer considering as a brand loyalty in the market.

83 responses



Source: - Graph no 1 Primary Data

According to the research there is no significant relation between age of the respondent and brand loyalty among the consumer.

Above mention Hypothesis is accepted.

H1: - There is significant level among the respondent with the related to brand loyalty.

Above mention Hypothesis is rejected.

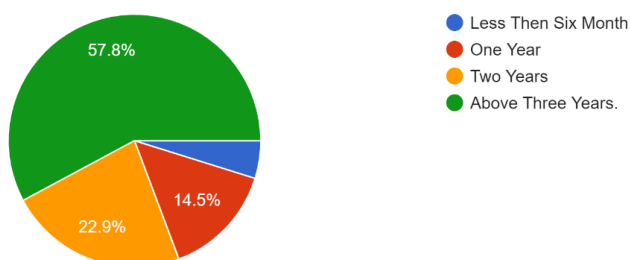
Interpretation: - Among the respondent 25.3% i-phone user are have a brand loyalty with the cell-phone, similarly 25.3 % respondent response for Samsung brand.

From the above analysis the least % is for mi brand i.e., 1.2%.

2) Ho: - There is no corelation between the age group of respondent and brand durability among the usage.

Q.5) As a consumer what are yours expectation about reliability and durability of the cell-phone.

83 responses



Source: - Graph no 2 Primary data

According to the respondents the durability of the brand is above three years

Above mention Hypothesis is accepted.

H1: - There is a corelation between the age group of respondent and brand durability among the usage.

Above statement is rejected.

Interpretation – From the above observation 57.8% of respondent agree with the statement that there should be durability for then three years.

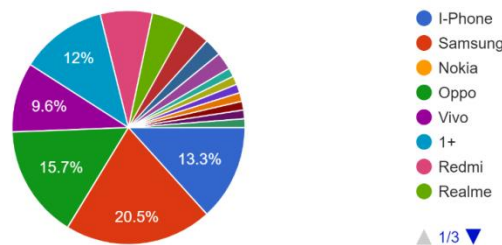
4.8% of respondent say that the durability of the cell-phone is not so important they state that the durability of cell-phone is less than 6 months.

3) Ho: - There is no significant level among the awareness about the product between the income group.

Q.1) Are you using a cell-phone
83 responses



Q.2) If Yes, Which Brand do you prefer as a cell-phone
83 responses



Source: - Graph no 3 & 4 Primary data

The above statement is rejected.

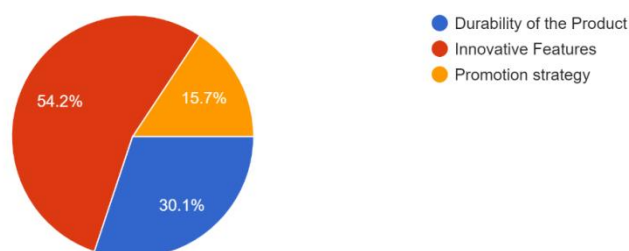
H1: - There is significant level among the awareness about the product between the income group.

The above statement is accepted.

Interpretation: - From the above observation 98.8% say's yes regarding using cell-phone. There are least among the respondent who is may be using cell-phone i.e., 1.2%. It is also observed that there is the brand awareness among the respondent i.e., 20.5% using Samsung brand. 15.7% of the respondent is using oppo brand. 1.2% of respondent is using Redmi brand.

4) Ho: - There is a no significant level using the marketing strategy among the different income group.

Q.7) Which is the best marketing strategy used by the companies.
83 responses



Source: - Graph no 5 Primary data

The above statement is accepted.

H1: - There is a significant level using the marketing strategy among the different income group.

The above statement is rejected.

Interpretation: - From the above analysis it was observed that 54.2% are adopted innovative feature for marketing strategy, among the different brands. 30.1% of the brand adopt the durability of the product as a marketing strategy. Among the observation 15.7% of the respondent agree that promotion strategy has been used for the brand marketing strategy.

SUGGESTION

- 1) It is observed that during the research brand awareness are play significant role for promoting in marketing strategy used for cell-phone.
- 2) Among the respondent feature of cell-phone play an important role as compared to durability.
- 3) It was also observed that there is a brand awareness among the respondent in different age group.

CONCLUSION

According to the research most of the respondent are aware using the cell-phone and they would like to use more effective brand among the cell-phone. The innovative feature is the most effective strategy used by the cell-phone brand for the marketing strategy. The durability among the different brand is the least marketing strategy used by the different cell-phone brand. From this research the respondent also aware about cell-phone brand used for the innovative feature. The income group from the above respondent is dependable variable is used for the analysis the marketing strategy. It is also reflective in the research work the cell-phone brand have a significant impact among the user.

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- 2) <http://shodhganga.inflibnet.ac.in:8080/jspui/bitstream/10603/72104/9/chapter%205.pdf> The Impact of Brand equity on Business and customer perception”
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- 4) https://shodhganga.inflibnet.ac.in/bitstream/10603/333651/14/14_chapter%205.pdf

THE EFFECTS OF SOCIAL MEDIA ON BUYING CHOICES

¹Ms. Sonal Jain, ²Mr. Zain Virani and ³Ms. Iqra Khan**¹BMS HOD and ^{2,3}Student TYBMS, Reena Mehta College of Arts, Science, Commerce and Management Studies****ABSTRACT**

In today's hectic work culture, social media is bliss. People want more things in less time. In this digital world, individuals prefer social media and online shopping instead of traditional and experiential buying. Social media has become a part of our routine, whether for entertainment or business purposes. Using this tool businesses started targeting their audience which has given rise to social media marketing. According to a recent study by Hubspot, 4.55 billion people are active on social media (Kepios). From these statistics, we can easily evaluate the transformation rate of the community that is shifting from offline to online shopping in which social media plays a key role.

Keywords: social media, buying decision, influence, effect, consumer, internet, online shopping

I. INTRODUCTION

“Good customers are an asset which, well managed and served, will return a handsome lifetime income stream for the company” – Philip Kotler. Social media has turned out to be an essential gear through which in this global world, everyone is connected somehow via blogs, applications, websites and how can we forget that huge platforms like Facebook, Instagram, WhatsApp, YouTube, etc. which are mostly used by individuals for rejuvenating; LinkedIn, Twitter, Quora and many more for professional connections. Marketers study the pattern of social media and analyze information which acts as a catalyst for them to improve their position in the market and thereby increase sales. As everyone is highly attached to social media, it is also shifting their decision of buying when compared to other factors (advertising, word of mouth, blogs, websites, etc.). Influencer's play a vital role in every stage, whether it is for promotion drive or advertising purposes. When it comes to online buying, people are more inclined to follow them because of the trust they exhibit and the impact they create over them with their content. In corporate, organizations generate surveys to collect their target audience information through several ways and that information is further cast-off for their brand promotion via different platforms. E-mail marketing: It is found that 82% of consumers open emails that are from commercials and that 76% of email subscribers have made purchases from email marketing (source).

Facebook marketing and ads: It is one of the frequent ways for companies to post ads that will eventually lead them to buy products. Some goods may be from their cart list which they have added to other platforms and some will be sponsored either by the pages they are following, liked, or saved anywhere or because of the personality, they follow by their lifestyle or the product they endorse. In today's time, Instagram is not only used for watching reels and posts but also has become a place where the community can look out for their brands. People can search for the products which may not available in the offline market or any other place. According to marketing researchers, users intend to buy mostly after watching them on profiles which they follow or which are endorsed by their favorite influencer or personality.

App Marketing is another famous mode that is most influenced by users to shop for things which only satisfies them for possession that will not have actual existence in real world, for example: in-game purchase (PUBG), subscription of stream-able movies and series (NETFLIX), advertisement removal purchase (YOUTUBE), additional storage (GOOGLE DRIVE), upgrade by unlocking premium aspect (INSHOT) and many more.

II. RESEARCH METHODOLOGY**OBJECTIVES:**

1. To identify the relationship between social media and buying choices.
2. To find out the factor which is influencing the buying decision of people?
3. To know the perception of people towards social media.
4. To identify the challenges developed in social media and recommend the marketers the best solution to secure better buying choices.
5. To understand the concept of social media on buying choices.

HYPOTHESIS

H01: Social Media Marketing does not help companies to gain more customers.

HA1: Social Media Marketing does help companies to gain more customers.

H02 Feedbacks of users do not aid brands to plan their new products.

H2A: Feedbacks of users do aid brands to plan their new products.

H03: Companies do not use AI to improve consumer satisfaction.

H3A: Companies use AI to improve consumer satisfaction for their CRM purpose.

III. LITERATURE REVIEW

Another study conducted by **Leboff (2011)** suggests that in the online environment, consumers' role is no more passive but actively engaged in communication which has brought many benefits and challenges. Now company messages spread quickly but there is a risk of negative reputation if the company fails to satisfy the customer needs. This includes the quality of product, customer service provision, information available, packaging and parceling options, and the ease of making payments. There is a need for companies to be cautious and considerate when using the internet as a communication tool.

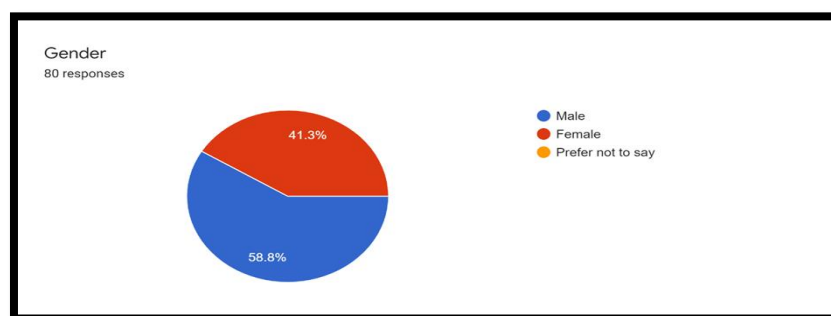
The ordinary people are considerably influenced by internet technology that witnesses a large number of website registrations every year, for example, the registration of approximately 21.4 million websites by end of December 2010 (**Kotler and Armsrong, 2001, p.23**). Internet users grow massively every year as compared to other communication technologies, and stand around 2

Usually, consumers' choices are influenced heavily by online brands and consumers can influence each other. This kind of event usually affects the repurchases process as a result. Therefore, Consumers are increasingly turning to social media to get more information on which to base their decisions (**Ram sunder, November 2011**).

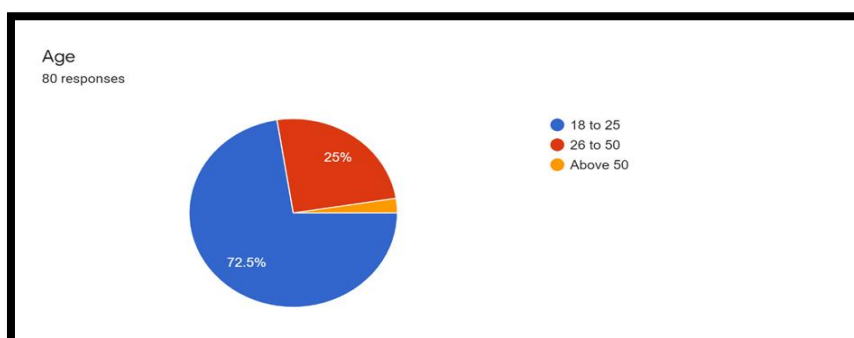
Social Clickers are daily active people who tend to use the internet for different purposes, such as getting news, doing different research for different subjects, sharing information, and communicating with other users and from other cultures (Lee, 2013). They are heavy online communicators, but the most participatory ones tend to be younger and less affluent. These younger Social Clickers may not be influencing purchase decisions today but could become strong influencers in the future (**Vinerean et al., 2013**)

IV. DATA ANALYSIS

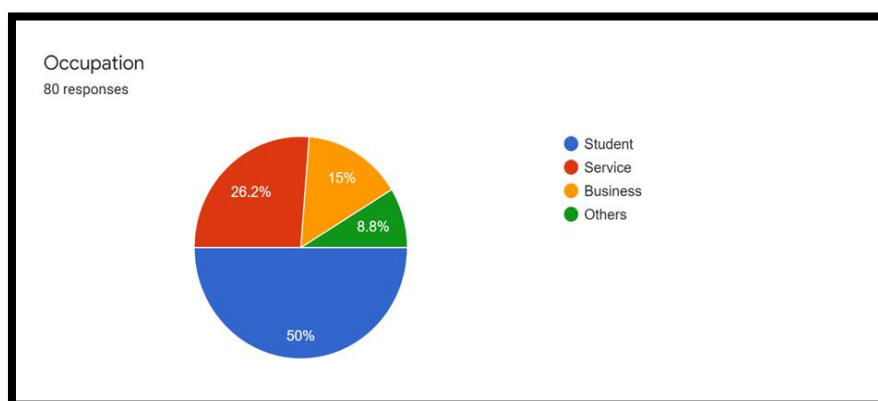
Q.1) Gender?



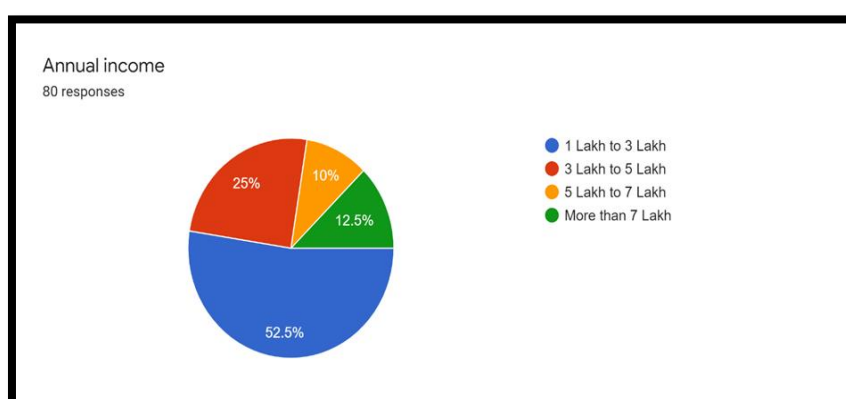
Q.2) Age?



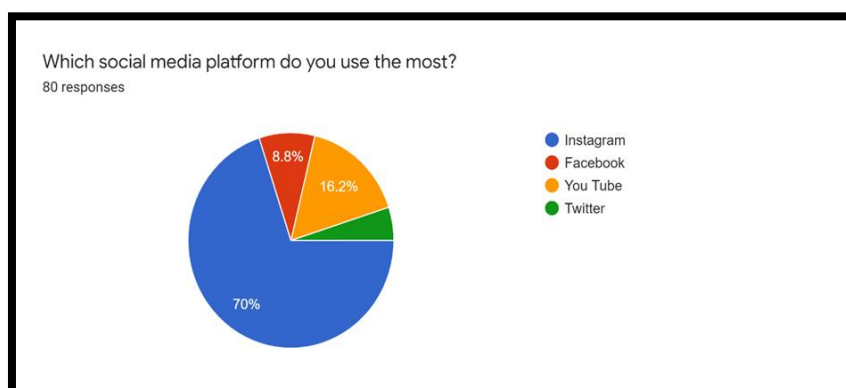
Q.3) Occupation?



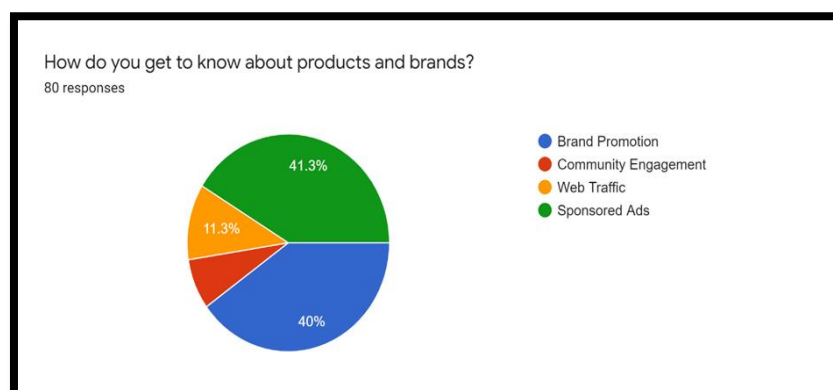
Q.4) Annual Income?



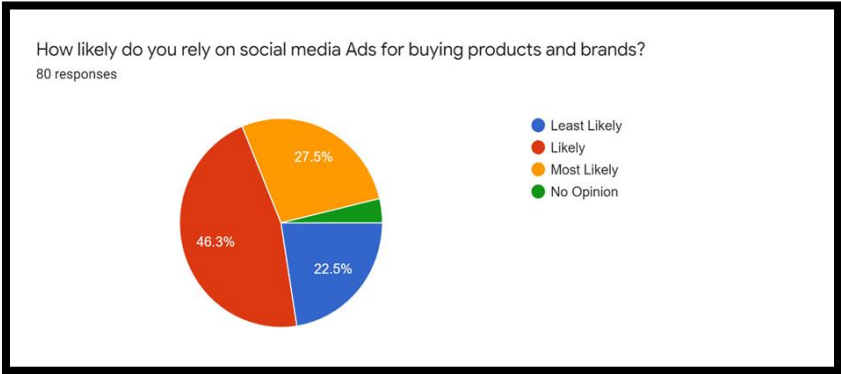
Q.5) Which social media platform do you use the most?



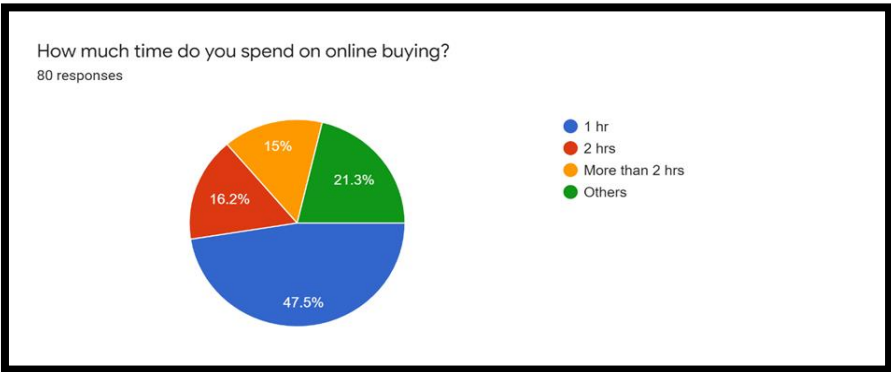
Q.6) How do you get to know about products and brands?



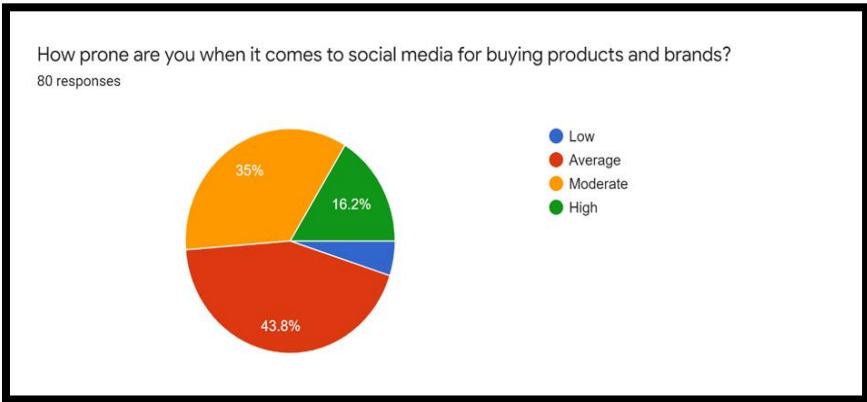
Q.7) How likely do you rely on social media Ads for buying products and brands?



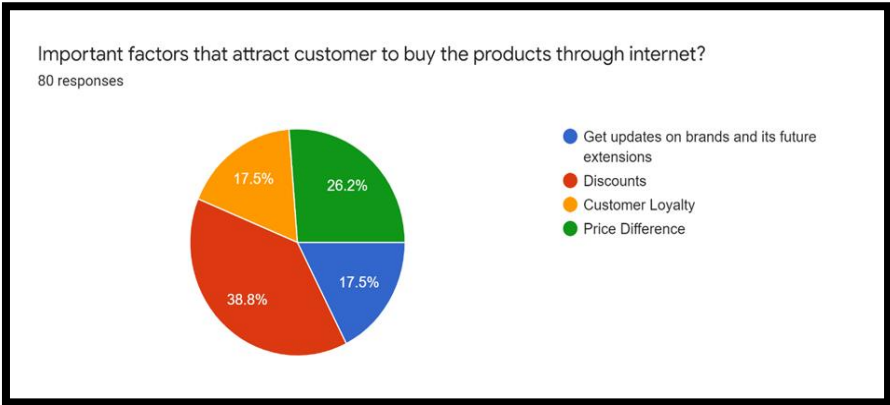
Q.8) How much time do you spend on online buying?



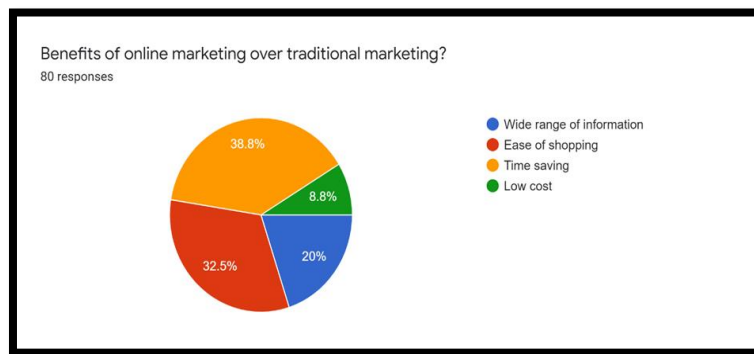
Q.9) How prone are you when it comes to social media for buying products and brands?



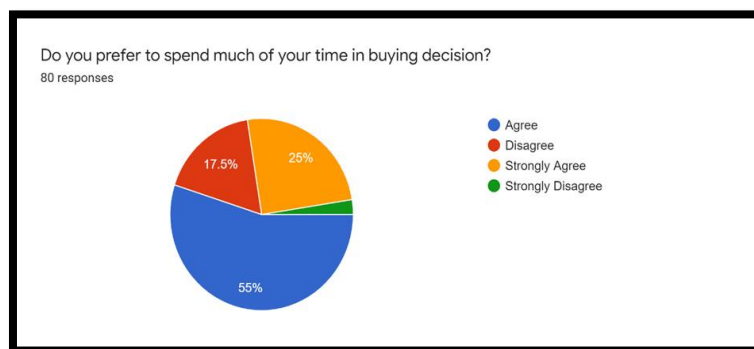
Q.10) Important factors that attract customers to buy the products through the internet?



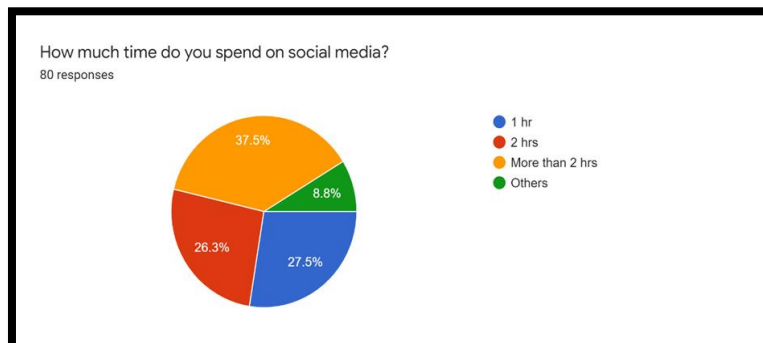
Q.11) Benefits of online marketing over traditional marketing?



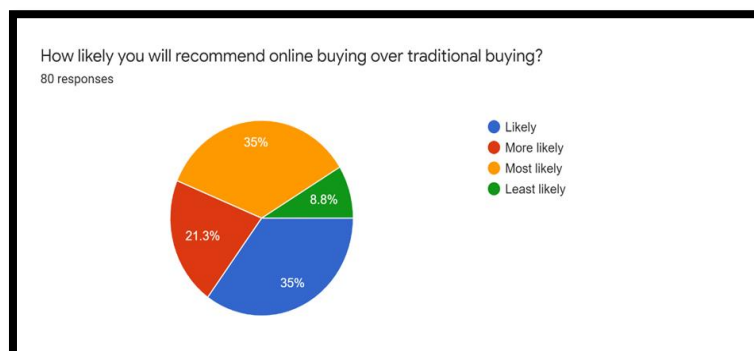
Q.12) Do you prefer to spend much of your time on buying decisions?



Q.13) How much time do you spend on social media?



Q.14) How likely do you recommend online buying over traditional buying?



V. FINDINGS

- The evidence shows that 70 % of the respondents use Instagram, 8.8% of the respondents use Facebook, 16.2% of the respondents use Youtube and 5% of the respondents use Twitter.
- The evidence shows that 40% of the respondents get to know about the products and brands through Brand Promotion, 7.5% of the respondents get to know about it through Community Engagement, 11.3% of the

respondents get to know about it through Web Traffic and 41.3% of the respondents get to know about the products and brands through Sponsored Ads.

3. The evidence shows that 22.5% of the respondents least likely rely on social media Ads for buying products and brands, 46.3% of the respondents likely rely on social media Ads, 27.5% of the respondents are most likely to rely on social media Ads while the remaining 3.7% of the respondents have no opinion whether they rely on social media Ads for buying products and brands.
4. The evidence shows that 47.5% of the respondents spend 1 hr on online buying, 16.2% of the respondents spend 2 hrs, 15% of the respondents spend more than 2 hrs, while 21.3% of the respondents have different time management for online buying.
5. The evidence shows that 5% of the respondents show low interest when it comes to social media for buying products and brands, 43.8% of the respondents show average interest when it comes to social media, 35% of the respondents show moderate interest and 16.2% of the respondents show high interest when it comes to social media for buying products and brands.
6. The evidence shows that 17.5% of the respondents are attracted by the updates on brands and their future extensions, 38.8% of the respondents are attracted by discounts, 17.5% of the respondents are attracted by customer loyalty and 26.2% of the respondents are attracted by Price Difference for buying the products through the internet.
7. The evidence shows that 20% of the respondents think that there is a wide range of information of online marketing over traditional marketing, 32.5% of the respondents think that there is an ease of shopping in online marketing, 38.8% of the respondents think that there is a benefit of the time-saving in online marketing and 8.8% of the respondents thinks that there is a benefit of low cost in online marketing over traditional marketing.
8. The evidence shows that 55% of the respondents prefer to spend much of their time in buying decisions, 17.5% of the respondents disagree, 25% of the respondents strongly agree and 2.5% of the respondents strongly disagree about spending much of their time in buying decisions.
9. The evidence shows that 27.5% of the respondents spend 1 hr on social media, 26.3% of the respondents spend 2 hrs, 37.5% of the respondents spend more than 2 hrs and 8.8% of the respondents have another opinion on spending their time on social media.
10. The evidence shows that 35% of the respondents likely to recommend online buying over traditional buying, 21.3% of the respondents more likely to recommend, 35% of the respondents most likely to recommend and 8.8% of the respondents least likely to recommend online buying over traditional buying.

VI. SUGGESTIONS

1. Majority of the people are not fully aware of the multiple modes which exist in the digital world, hence creation of awareness for the same is suggested.
2. Companies are suggested to take initiative to guide society to be the part of online community which will help them to promote their products or service
3. Because of multiple suggestions over one platform, an individual gets confused with the dynamic interface. Hence simpler interface can help companies to gain more customers
4. The placement of Advertisements should be at specific place from which individuals should not get prompted in middle, which might make ignore/ skip/ it and eventually lead in loss of potential customer. Hence creation of one unique platform is suggested.
5. Companies should invest more on online platforms than the traditional platforms for influencing consumer buying choices.

VII. CONCLUSION

The study culminates that people are highly influenced by social media platforms. Lack of management of the online platforms can lead to losses for the company. Hence, ORM (Online Reputation Management) should be made of utmost important in order to create an impact on consumers. Feedback should be monitored well as internet keeps everything be it negative or positive. By using a proper response, the company can turn an unhappy customer into loyal admirer. However, with the growing competition it is becoming strenuous for the companies to stand out and influence consumers over social media and retain them.

GENDER STEREOTYPES IN MEDIA AND WORKPLACE

¹Ms. Genevieve Patel and ²Dhwani Waghela¹Assistant Professor and ²Student, Reena Mehta College of Arts, Science, and Commerce

ABSTRACT

Gender stereotypes have posited to be a threat as a prime factor causing gender based discrimination. Having gender bias's and allotment of tasks on the basis of their sex and/or gender is researched to be highly unfair and unreasonable, in terms of the justifications given for it. The need of the hour is to make people aware about how these stereotypes foster discrimination, especially in media and workplace. This paper focuses on how gender stereotypes were initiated, what are the difficulties that the victims of this discrimination go through and a list of suggestions and remedies to the biased mindset about different genders.

A questionnaire was used as the mode of research for this paper. The survey was conducted online, by circulating a Google form via WhatsApp and Instagram. The data collected from the responses was used for research purposes only. In writing this paper, I have referred to and drawn much material from the works of a number of writers and sociologists, to whom I am extremely grateful.

Further, it is my duty to express my gratitude to those who helped me out with the research for this paper. Sincere regards to all my teachers and fellow-students for showing endless encouragement throughout the research process. I highly appreciate the contribution of all those friends, family and well-wishers of mine, who have given valuable suggestions in this venture.

I acknowledge Reena Mehta College and particularly, my professor in-charge Prof. Genevieve Patel, for giving me the opportunity and platform to draft and publish this research paper.

Lastly, I would like to take the floor and thank all the readers of this paper, for showing their interest in it. Readers are most welcome to share their perspective and opinions about gender stereotypes in the media and workplace.

Keywords: Gender stereotypes-Gender-Male-Female-Media-Gender roles-Workplace-Gender discrimination-Sexism-Gender bias-Masculine-Feminine

INTRODUCTION

Though the terms Sex and Gender are often used interchangeably and simultaneously to refer to almost similar facts and issues, these two are bearing different connections. "Sex" differentiates male and female in biological terms and "Gender" differentiates in sociological terms.

Sexism, the belief that one sex is innately superior to the other, is the ideological basis of patriarchy. Sexism is not just a matter of individual attitudes; it is but into the institutions of society. This stunts the talents and limits the ambitions and abilities of the half of the human population who are women.

In modern societies, gender and age interact to determine the roles open to a person throughout life. Before puberty, boys and girl everywhere normally tend to associate in sex-segregated peer groups. Due to the influence of different role-behaviours that they observe in their home and in the social environment around them, boys and girls come to know about the type of behaviour expected from them. Accordingly, girls spend more of their time playing domestic roles than boys do. Meanwhile, boys tend to play outside the home more than girls do. These patterns are changing at different rates in different social classes.

Even now, these patterns continue to be the accepted norms of behaviour. They have salient social consequences also. It is through socialisation that men and women come to know about their gender roles, - that is termed as the concept of "feminine role", and "masculine roles".

These gender roles are often misled and end up creating gender stereotypes, especially for men and women. Gender based discrimination is sight often observed on the platforms of media and workplace wherein the victims of these stereotypes are put into a certain category or department on the basis of their gender. For example, a female employee would be expected to make better coffee than a male employee; a teacher is expected to be a female, which is the result of women being shown as teachers extensively on media platforms. Such instances would make one think if they have been in a similar situation like this as well since gender bias is considered to be normal and common to many individuals as they believe in the norms of certain types of work to be done by men and certain types of work to be done by women only. Often, it is considered a taboo for women to do something that men do and vice-versa

Gender strategies for different cultures and societies vary and accordingly cause differences in role fixation for men and women in different parts of the world. But in most societies, the separation between male and female affects both the sexes. Although men benefit in some respects from sexism or gender bias in favour of them, their privilege costs them as well.

REVIEW OF LITERATURE

Television programs for all ages disproportionately depict men as serious, confident, competent, powerful, and in high-status' positions. Gentleness in men, which was briefly evident in the 1970s, has receded as established male characters are redrawn to be more tough and distanced from others (Boyer, 1986). Brown and Campbell (1986) reported that men are seldom shown doing housework. Doyle (1989). Finds media shows males as "aggressive, dominant, and engaged in exciting activities from which they receive rewards from others for their 'masculine' accomplishments." Men are presented as hard though, independent, sexually aggressive, unafraid, and violent totally in control of all emotions, and above all, in no way feminine. Equally interesting is how males are not presented. Doyle (1986) observes that boys and men are rarely presented caring for others. Horovitz (1989) points out they are typically represented as uninterested in and incompetent at homemaking, cooking, and child care. MTV routinely pictures women satisfying men's sexual fantasies (Pareles, 1990). Texier (1990) finds the media reiterate the cultural image of women as dependent, ornamental objects whose primary function are to look good, please men, and stay quietly on the periphery of life. From children's programming in which the few existing female characters typically spend their time watching males do things (Woodman, 1991).

As per the data collected from the survey conducted for this research paper, most of the respondents showed positive signs to the hopes of the world becoming a better place for women as compared to the past in terms of the way they are treated, both in the corporate and entertainment sectors. Though these unruly behaviours still exist, and the fact that women are more prone to face sexual harassment than men in these sectors stays common, there is scope for a change with more security and breaking the stigma of gender bias as well as the perspective of women being considered 'weak' and men 'strong'.

Although the shares of men and women in the labour force have been converging in almost all the nations, the work they do remains different. Gender stratification in the workplace is easy to see: Female nurses assist male physicians, female secretaries work under male executives and female flight attendants are under the command of male aeroplane pilots. Moreover, in any field, the greater the income and prestige associated with the job, the more likely it is to be held by a man. In India, after independence, it was the historic Report 'Towards Equality' (Report of the Committee on The Status of Women in India, 1974) which highlighted the neglect of women's contribution to economic activities, especially in the unorganised sector. It clearly stated that the transition to a modern economy had meant the exclusion of an increasing number of women from active participation in the productive process and the issue of women's work in India is such that even the census data does not capture the accurate rate of women's work participation in the productive process and continuation of women working for no recognition and no returns. The complexity of women's work in India is such that even the census data does not capture the accurate rate of women's work participation. An inquiry into the issue of women's work shows that the statistical invisibility of women is a reality, mirroring the deep-rooted, social bias against women. Their contributions to the economy remain 'hidden' because their work especially in agriculture and the unorganised area remains unremunerated.

As per the results of the conducted survey, the situation of gender bias in workplace was observed decreasing at a decent rate with the increasing awareness of gender equality by encouraging 'feminism.'

OBJECTIVES OF THE STUDY

- 1) To analyse the dissimilarity between gender and sex.
- 2) To understand the differences in treatment of men and women in terms of workload, pay-scale, hierarchy, etc.
- 3) To study, and find out cases wherein individuals have faced discomfort as a consequence of gender stereotypes in the entertainment and corporate sectors.
- 4) To discern the root causes of gender stereotypes.
- 5) To suggest possible measures and review existing solutions for gender based discrimination in media and workplace.

Hypothesis of the Study-

- 1] Women are more prone to have ramifications as a result of gender based discrimination in media and workplace than men.
- 2] Gender stereotypes are observed more among individuals above the age of 30 than the age group below 30.

RESEARCH METHODOLOGY

Universe of research: A questionnaire was used to conduct a survey. The questionnaire was made as a Google form and circulated amongst the students, teachers and mutuals. 10 questions were asked to the respondents and each was graded by the help of a likert scale.

Sampling Method: The first 50 people who responded to the survey were considered for the sampling method and for the analysis of this research paper respectively. The demographic composition which these 50 respondents were considered as a sample for was the human population of India between the ages of 13 to 50 years.

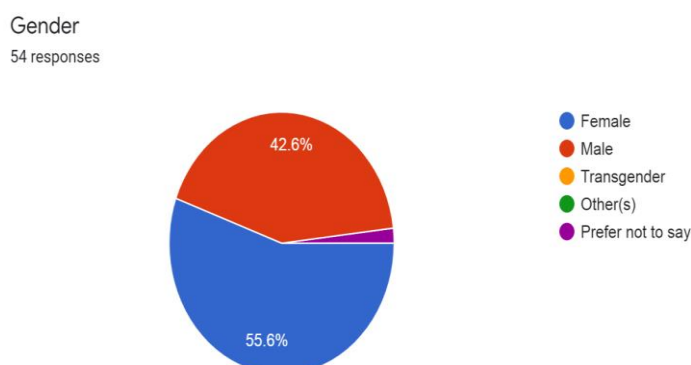
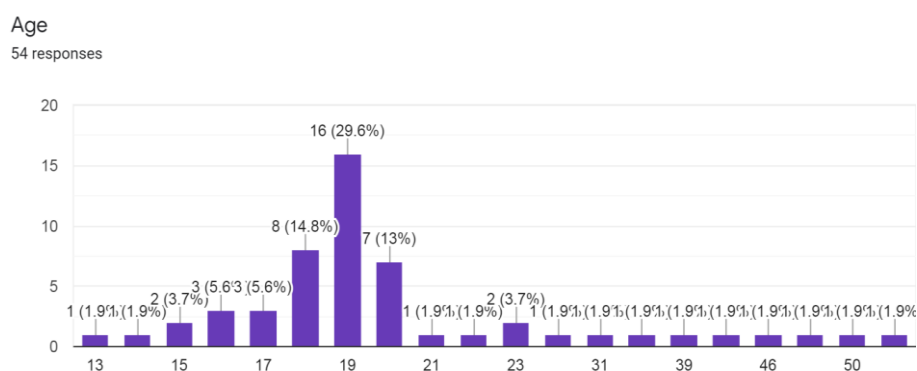
Methods of primary data: Mixed research was used as the mode of conducting the research. Qualitative research was followed by quantitative research wherein a group of teenagers (18-19 years) were asked about their opinions and perspectives on gender stereotypes and gender roles. Further, quantitative research was conducted by collecting the data from the responses of a Google form as a survey.

Methods of secondary data: Sociology books, literary articles, research papers and reports were used as the means to collect secondary data.

Data analysis tool: Likert/ordinal scale to analyse the data was used, results of which were then digitally converted to a pictorial representation of the responses in the form of pie graph and bar graph.

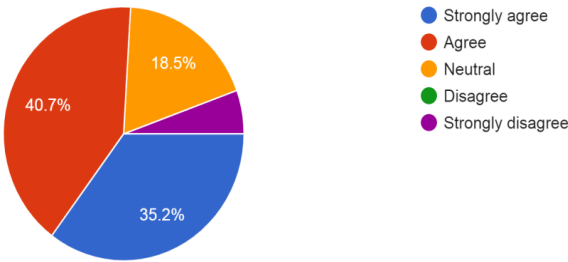
Analysis and data interpretation:

A conjoint analysis could be made on the survey conducted for collecting the data for this research paper. The majority of the respondents believed that gender stereotypes are a concern and awareness about it should be made. Further, the minority considered the existence of stereotypes in terms of men and women to be normal and obvious as they have been existing for ages now.



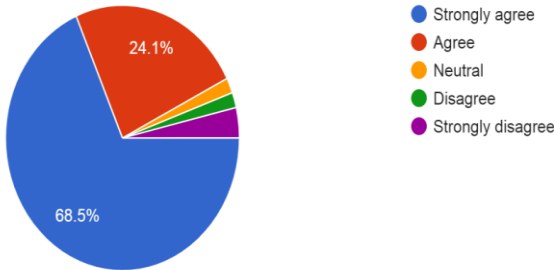
Women experience the impact of business-related human rights abuses differently and disproportionately?

54 responses



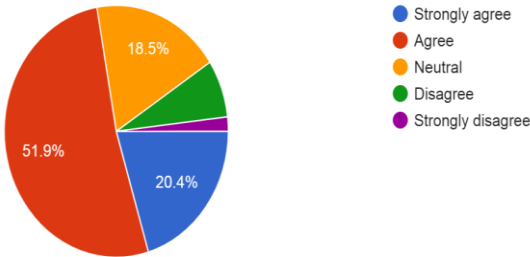
Awareness programs to educate the employees about sexual harassment and sexual or physical violence in workplace of any kind is needed.

54 responses



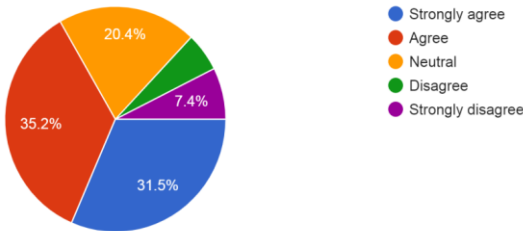
Currently, majority of businesses are applying a gender lens in conducting human rights due diligence, including social or environmental effect.

54 responses

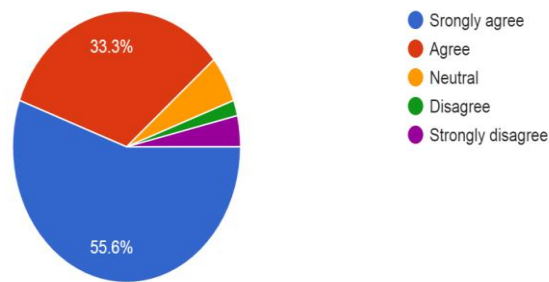


Gender based discrimination is often observed in media and workplace. I myself, have encountered similar situations wherein an individual was allotted a task on the basis of their gender.

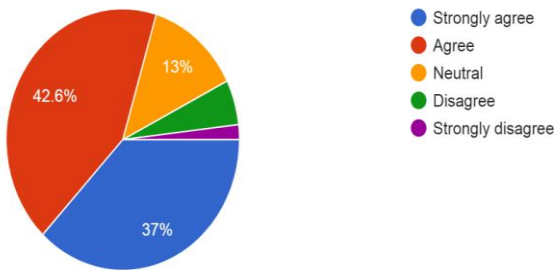
54 responses



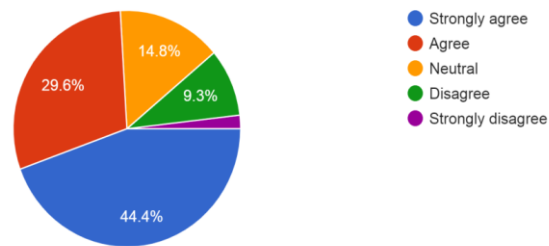
I am aware of the difference between gender and sex.
54 responses



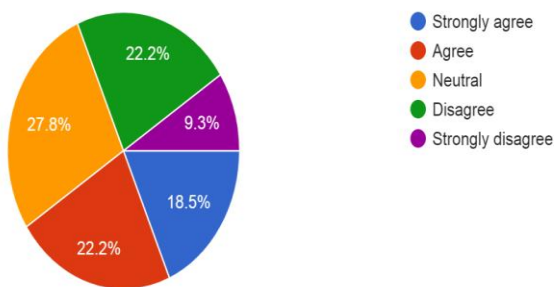
The concept of gender stereotypes in media and workplace has a histroy and goes way back.
54 responses



Most of the people are unawre of the actual meaning of the term feminism i.e. all genders, including women and men both, having equal rights and opportunities.
54 responses

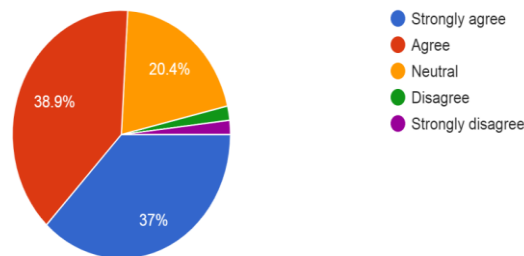


I, myself have been a victim of these gender sterotypes at my workplace.
54 responses



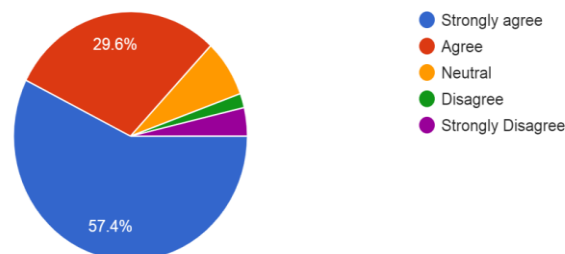
Remedial mechanisms, processes and outcomes conducted in media and workplace need to be made more gender-sensitive.

54 responses



I hereby, assure that I have tried to be as honest as possibly in terms of my opinion over gender stereotypes in media and workplace while filling this survey form.

54 responses



FINDINGS AND CONCLUSIONS

This part of this paper highlights a few comments mentioned by the respondents as comments, suggestions or their opinions on gender stereotypes.

“Give equal rights to all genders.”

“Gender based discrimination is a social evil indeed, and I hope this survey spreads awareness about the toxicity that gender stereotypes could create.”

“It's not necessary to make any law, but make awareness about gender equality in our society.”

“Male and female should be allotted the same position .. neither men must be given high priority nor women ... If it comes to handing over any work it must be judged according to their talent not by their gender.”

“Both men and women are equal, though men are good at some works and women are good at some works, and some work can be done by both. Nobody likes gender discrimination. Each and every citizen deserves respect and everyone should be treated equally.”

To conclude, every individual has their basic fundamental right of freedom and they have the right to decide for themselves who they want to be and what they want to do. Henceforth, enforcing anyone to do anything in particular on the basis of their gender and the stereotypes accompanied by it is indubitably unreasonable. It is high time to break the shackles of such mundane knit of gender biassed mindset and stereotype approach. In the field of media, executives of ads which violate the image of a women by showcasing them as weak and men as strong must understand and be made aware that such veiled views or marketing of their product might lead to misinterpretation of the commercials which the advertiser might not have intended and might fetch in bad publicity for the company at the least. In the corporate sectors, women must not be considered as weak or submissive individuals and should be treated in the same way that men in the same post as her does. We need better attitudes towards masculinity and femininity other than carrying forward the same stereotypical beliefs to them.

RECOMMENDATIONS/ SUGGESTIONS

“Media has a key role in shaping issues and, if women are excluded from the process, it’s emblematic of how society is excluding women and not giving them due voice,” says Jemima Olchawski, head of policy and insight at the London-based Fawcett Society.

Media is a platform which has the capability of reaching out to multiple and diverse audiences at one time and using this to improve gender equality in the entertainment and corporate sectors would have a greater impact.

Make sure women occupy all roles in the newsroom, including senior positions and are given equal opportunities. This can be done by conducting annual awareness drives within the workplace about gender sensitivity.

Feminism is often confused with pseudo feminism and there is a misconception that feminism is the concept of women to be considered superior. It is pseudo feminism that relates to women's supremacy and men's hatred. Feminism asks for gender equality by all the genders irrespective of their caste, creed, race, sex etc are having equal opportunities.

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ANALYZING CONSUMER BEHAVIOUR USING BIG DATA

¹Mr. Bhupal B Dhongade, ²Ms. Riya Bothra and ³Ms. Syed Insha¹(HOD of BSc-IT & BSc-Data Science) and ^{2,3}Student, Reena Mehta College of Arts, Commerce, Science and Management Studies**ABSTRACT**

Based on the new ambience of big data, this paper puts forward the implications and essential quality of big data, and examines the aspects of consumer behavior under the implementation background of big data analysis technology. With the help of the Visas model, which is used to analyze consumer behavior in the webbing economy and in composition with the influence mechanism of big data analysis on consumer behavior decision-making process, we have established a consumer behavior model under the backdrop of big data and carried out trials on it by means of a secondary data. The outcome shows that the components that have an effect on consumer decision-making include the macroeconomic situation and internal perception, while big data affects consumer internal perception through the impact of the macroeconomic situation, thus affecting consumer decision-making. At the same time, consumer information sharing is also helpful to boost the validity of big data analysis.

Keywords: Consumer Behavior, Big Data, Marketing analysis, Data analytics

1. INTRODUCTION

The term “big data” is often complex and confusticate. In the most critical definition of the phrase, it simply refers to large data lays that are analyzed to reveal trends and patterns. In consumer behavior marketing, big data is used to analyze data points of a customer’s journey from survey to sale, powering marketers with equipment and wisdom to make more informed decisions.

There are three fundamental levels of data that marketers typically engage with:

Predictive: Data that is used to make brighter resolution in the future by predicting what could happen.

Descriptive: Data that provides a lucid picture of what happened in a certain script.

Prescriptive: Data that suggests decision making choices based on the outcome revealed by predictive and descriptive analysis.

The most popular data set in consumer behavior, and the one we’ll be referring mostly to in this article, is predictive analytics. In the era of huge data, information normalization has penetrated into all levels of society. Particularly for the participants within the network economy, huge data is enjoying an associate degree more and more vital role. Taking consumer demand because the center has become one of the in operation rules of contemporary free enterprise. Therefore, it's of nice significance to debate shopper behavior underneath the background of huge information. Over the years, several students reception and abroad have studied shopper behavior within the network economy with beneficial results. The main focus of the analysis is usually on a way to construct the web consumer behavior model and explore {the shopper|the buyer|the patron} behavior model.

2. CONSUMER BEHAVIOR ANALYSIS IN BIG DATA ERA**2.1 Connotation and characteristics of big data analysis.**

The big data refers to the huge amount of data involved in the data collection, and traditional analysis tools cannot complete the investment, clarifying and collation of data in a short period of time. Different from sample analysis, big data analysis is to process all data completely and executively and obtain effective information from it. It is generally believed that big data analysis has five attributes : large amount of data, turbo calculation speed, assorted data types, low value density and high understanding accuracy. At present, big data analysis has been widely used in all walks of life and has gradually become an essential productive force, promoting the well-organized distribution and implementation of means of production and abruptly promoting the development of social production proficiency.

2.2 For Consumer Behavior Characteristics in Big Data Era**2.2.1 Consumers' Behavior Choice Is More Rational**

The arrival of the big data era has transpose the way consumers obtain product details, and the information they know is more adequate and correct. In the conventional market model, consumers mostly know a certain product or brand through promotion and lack other information support, which will impose limits on consumers'

rational decision-making. In the era of big data, consumers can fully hold the product information through huge analysis of data, intensely understand the product attributes, and continuously upgrade from the situational involvement of products to long-term involvement. Therefore, consumers will consistently give rise to definite internal penetration and encourage the phenomenon of consumer purchasing behavior. This day, there are many consumers with high product implications in the market. Such buyers will use network information search and correlation, as well as other user consideration, to completely evaluate factors such as product cost performance, brand superiority and their own needs, and finally make more rational purchase allegiance.

2.2.2 Consumers' Demand Continues to Escalate

The vogue of big data is steadily changing the etiquette of online and offline merchants. Consumers have an excessive demand for choose online shopping. They not only the function and standard of products, but also want to fulfill their pleasure and experience of online shopping. That is, they compensate more and more attentiveness to personalized services provided by merchants. The worth of trading activities comprises the use value of the product itself and the purchase experience value. Moreover, sometimes the utility brought by the experience to consumers plays a vital role in the purchase decision. Big data encourages personalized marketing of e-business, while consumers are demanding more and more innovatory and customized utility.

2.2.3 Consumers' Trust in the Commercial Functions of Social Media has increased

Nowadays, the commercial functions of social media square measure unceasingly explored and utilized, and therefore the industrial value is progressively distinguished. And innovative business models seem in social media and square measure gradually accepted and recognized by customers. Through social media, enterprises will master a lot of and a lot of comprehensive personal data of customers, thus on be able to accurately analyze their personal preferences, habits and different data, thus on higher meet the deep desires of consumers or faucet the potential desires of customers. Enterprises will analyze people's habits, beliefs and preferences through social media, and may be correct to a precise extent, therefore forming associate virtually invasive intimate relationship with customers and higher meeting the deep desires of customers. And consumers additionally expect there has to be paid a lot of and a lot of attention, discovered and glad, so they additionally trust and support the industrial promotion of social media a lot of and a lot of.

3. CONSTRUCTION OF CONSUMER BEHAVIOR MODEL UNDER BIG DATA ENVIRONMENT

3.1. VISAS Model Analysis Framework Based on Big Data Analysis.

In the theory of shopper behavior analysis, VISAS model planned by Dents Company is additional suitable for analyzing shopper behavior decisions within the era of network economy. In keeping with the theory, shoppers undergo 5 stages from coming back into contact with product or service information to finally finishing the acquisition behavior: A (Action), I (Interest), S (Search), A (Action), S (Share). It's developed in keeping with the normal AIDA mode. On the one hand, both of them describe a series of activity changes within the method of shopper choice. On the other hand, the difference is that in VISAS mode, 2 "s" with network characteristics-search and share have been other, that reflects the importance of search and share within the web era, instead of unilaterally transmission info and inputting ideas to shoppers, that highlights the influence of the web on people's manner and consumption behavior.

"AIDMA law" to "AISAS law"

Traditional Consumer Behavior Model



New Consumer Behavior Model



Figure1: Impact Mechanism of massive data Analysis on client Behavior

Factors that have an effect on client behavior are typically divided into 2 aspects: Stimulation of external factors and internal perception. External factors principally embrace product promotion, selling strategies, product value, sales volume, brand, user analysis, etc., which can stimulate consumers' internal perception and value judgement, therefore poignant consumers' purchase selections to a precise extent. The value of massive information analysis lies in remodeling complicated and large low-density info information into reference information with high business price through analysis and system. On the one hand, big data analysis will facilitate enterprises to higher perceive client demand, confirm clear and targeted market methods, and build a lot of competitive advantages; On the opposite hand, the results of massive information analysis are accustomed improve and optimize external factors that have an effect on client behavior, guide consumers to create best selections and magnify utility. This paper combines massive information analysis with VISAS model to create a client behavior analysis framework to elucidate however massive information affects client behavior, as shown in Figure a pair of. The impact of big information on external factors produces external stimulation to customers through product promotion, marketing strategies, info screening, data search and alternative links, and acts on attention, interest, search and alternative behaviors, poignant consumers' internal perception and eventually creating purchase decisions. Once the acquisition behavior is over, the sharing of purchase expertise has conjointly become an important supply {of information|of data|of knowledge} for more massive data analysis, which matches back and forth and continuously affects consumers' behavior decisions.

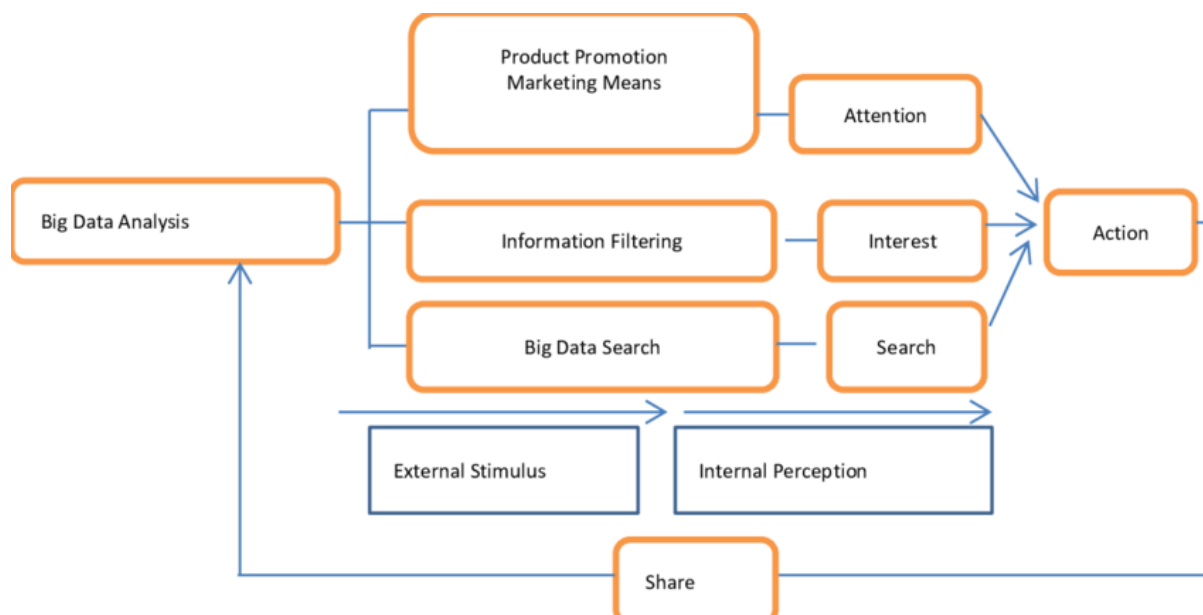


Figure2: Comparison of shopper Behavior Models.

Based on this, the buyer behavior model within the massive data atmosphere will be expressed by the following formula: $Y = AX_1(X_2) + BX_2 + CX_3 + \varepsilon$.

In the above Equation, X_1 , X_2 and X_3 severally represent the external input factors, internal perception and consumption expertise sharing of shopper behavior; Y represents the buying behavior of consumers; ε represents the error matrix; A , B and C severally represent the influence coefficients of influencing factors on shopper behaviour. So, however will massive data have an effect on shopper behavior through the penetration of those influencing factors? What quantity is that the correlation between consumer behavior and influencing factors? seeable of those issues, this paper puts forward the following assumptions:

H1: massive data analysis is tributary to up product promotion ways and promoting strategies, and can increase consumers' awareness.

H2: Diversification of varieties of massive data analysis is tributary to consumers' comparative analysis and screening out product of interest.

H3: massive data processing helps customers to conduct comprehensive data search on course product, generate additional rational internal perception and build final consumption possibility.

H4: once the consumer's buying behavior is completed, the sharing of product consumption experience can type a replacement massive knowledge supplement, any moving the consumer's buying behavior and forming a virtuous ring.

H5: sensible internal perception can absolutely have an effect on consumers' purchase intention.

ADVANTAGES:

Ability to process Big Data in DBMS brings in multiple benefits, such as-

- Businesses can utilize outside intelligence while taking decisions.
- Access to social data from search engines and sites like facebook, twitter are enabling organizations to fine tune their business strategies.
- Improved customer service.
- Traditional customer feedback systems are getting replaced by new systems designed with Big Data technologies. In these new systems, Big Data and natural language processing technologies are being used to read and evaluate consumer responses.
- Early identification of risk to the product/services, if any better operational efficiency
- Big Data technologies can be used for creating a staging area or landing zone for new data before identifying what data should be moved to the data warehouse. In addition, such integration of Big Data technologies and data warehouse helps an organization to offload infrequently accessed data.

CONCLUSION

With the evolution of big data analysis technology in the modern chain economy, many network platforms or ventures participating in e-commerce will collect personalized behavior information of consumers, and use big data analysis and processing technology to merge and draw out effective information, and make targeted recommendations to consumers accurately. Under the anti-cement of this "tailor-made" promotion mode and marketing methods, it is easier to increase consumers' interest and even change consumers' demand preferences, thus significantly improving the substitution effect of related commodities. At the same time, as the generation of big data makes product information quant if able, transpicuous and reachable, consumers can also unaccompanied collect appropriate information about intended products, read appropriate big data analysis conclusions, realize rational utilization, and achieve the expected possibility

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MENSTRUATION AND PSYCHOLOGICAL DISTRESS AMONGST WOMEN

¹Ms. Purnima Padhye and ²Ms. Jyothika Merlin¹Assistant Professor and ²Student, Reena Mehta College**ABSTRACT**

Menstruation brings the distress amongst women with regards to their personal and professional life also they have to face some social proscriptions by society, it hampering the life of women at social level. This research paper is to study with some objectives to study the women's physical and psychological health and the distress. The women from Mumbai, Navi Mumbai, Palghar and Thane provided the responses of their menstrual cycle, they came up with their challenges in psychological and physical health. This research was done by the primary data collection, the simple and planned statements were used in it. This paper also focused upon the social proscription of women during the menstruation cycle.

Keywords: Menstruation Cycle, Social Proscription, Psychological and Physical Health

1. INTRODUCTION

This study will aim to find out the between menstruation and higher level distress amongst the women as compared to the other days in a month. Menstruation brings significant changes in women's life in her social, psychological & physical aspects. Menstruation is an extremely important biological function in women's life and how menstruation can influence the mental health of women. Menstruation can influence the mental health women becomes emotionally overreacted they are having irritability and difficulty in motor movements in pre, during or post phases in their menstrual cycle. they may feel less confident and presenting themselves with the shy manner at the public place. Women may restricted herself in daily activities and prevent herself to do the religious practices due to family pressure and societal norms in our Indian society. An irregularity in menstruation cycle also brings extreme stress and pressure as she expects that the delay in her cycle would be painful as per the prior experience it has found that also when a women gets in her menstrual cycle women may feel hopeless, helpless and less confident especially when she is expecting her significant task to do and to go to any public place Women may feel that menstrual cycle is unnecessarily a pressure on them due to some societal quotes its extremely painful that 21 century women are ought to be under the irrelevant norms and facing discrimination in our Indian society. Although men and women have equal involvement in most processes women are seen to face with challenges of managing their office work, domestic duties concurrently pre during post phases of menstrual cycle. The families with the traditional mental set and traditional societal norms in it creates burden on the women Women's challenges are at personal, professional, social psychological and spiritual level in her menstrual cycle.

2. LITERATURE REVIEW**2.1 What Is Menstruation?**

Menstruation or length is regular vaginal bleeding that happens as part of a women's monthly cycle. Every month, women frame prepares for being pregnant. If no being pregnant takes place, the uterus or womb sheds its lining. The menstrual blood is partly blood and partially tissue from in the uterus. It passes out of the body via the vagina. Periods usually start among age 11 to 14 and hold until menopause approximately till the age of 45 to 50 of women. They normally last from three to five days. Besides bleeding from the vagina, women may have Abdominal or pelvic cramping pain, Lower returned ache, Bloating and sore breasts, Food cravings, Mood swings and irritability, Headache and fatigue Premenstrual syndrome, or PMS, is a collection of symptoms that start earlier than the length.

2.2 How the Metal Health & Menstrual Cycle Are Linked?

A time of the month women are dealing with the physical manifestations of a menstrual cycle it can be tough enough to interrupt their daily life. A menstrual cycle is intrinsically linked to women's mental health. Over 90% of women who have a period also have symptoms throughout their menstrual cycle. Many women experienced premenstrual syndrome (PMS) and premenstrual Dysphoric Disorder (PMDD) which causing irritability, nervous and anxious which can be leaded to severe depression fatigue, trouble focusing and panic attacks. Studies have highlighted that the low levels of estrogen are linked to low levels of serotonin while this process serves to prepare women's body to conception with her mood. The hypothalamus is the area of the brain that controls the hormone levels. This hormonal changes during women menstrual cycle may be affected the mental health which shorten or stop the period.

2.3 How Exercise May Change Your Period

Many women wonder whether it is OK to work out during their period.

The answer is Yes. In fact, women may find that being more physically active at certain times of the month than at other times but there can be many changes in body the regular exercise can also cause changes in the menstrual cycle. That changes can be subtle or extreme which depends upon the body's activity level. There are four of the most common effects of exercise can have on menstruation Regular exercise can cause subtle changes in women hormone levels which causes breakthrough bleeding. Breakthrough bleeding is a common type of vaginal bleeding that happens outside. A regular period can also have breakthrough bleeding during or right after intense exercise. It could be the result of a disordered endometrium. This may cause the following growths on bleeding. Exercise is generally good but the hypothalamus is a structure of brain which controls the center for the menstrual cycle. It sends hormonal messages to pituitary gland and ovaries. If this communication gets interrupted by something that will causes the body stress, like intense exercise or significant weight loss, that will stop the ovulate, If it happens it leads to miss the menstrual cycle as a result of strenuous exercise is called exercise-induced amenorrhea.

2.4 Women who are taking pills to delay her menstrual cycle in a month.

The deeply ingrained notions of 'impurity' around menstruation is forcing women to pop pills so that they are socially acceptable during festivals and rituals consumption of such pills, however, poses a great health hazard to menstruating individuals of which many are unaware and other women delaying their periods as per their desire whereas others when forced upon pills to delay their monthly cycles just to ensure that they can participate in religious activities is yet another manifestation of societal control over women. Consuming these pills to postpone periods is not misuse. The only danger that it poses is when consumed without proper knowledge, in high doses, at irregular times, and for a longer period of time, or by women whose reproductive systems aren't healthy. The focus should be on educating the public that menstruation is a natural phenomenon if they are tackle and overcome these social attitudes.

2.5 Menstruation in Adolescents: What's Normal?

Clinicians want to be privy to proof-based norms for pubertal development and menstrual feature. Informing teens and their mother and father approximately these parameters and inspiring potential charting of bleeding can help to determine whether or not the bleeding sample is uncommon sufficient to warrant diagnostic checking out or therapy. Physicians and women ought to be advocated to do not forget the menstrual cycle as an important sign. Just as abnormalities in pulse, breathing, or blood pressure can sign the want for medical evaluation, so can also menstrual abnormalities. It can be helpful to suggest to a young person that menstrual abnormalities within the absence of hormonal healing procedures must warrant attention. Abnormal bleeding while on hormonal birth control has a very special pathophysiology from abnormal bleeding without hormonal contraception. Appropriate evaluation, diagnosis, and remedy have the ability to prevent future morbidities and to significantly improve a young person's quality of lifestyles.

Reproductive health is an important part of female health, and it's important for pre-teens and teens to understand how to manage changes that their body will experience during puberty. Jasmine M. Reese, M.D., assistant professor of pediatrics and director of adolescent and young adult specialty Clinic at Johns Hopkins all Children's Hospital, talks to parents about important issues on this subject. Their menstrual cycle should start around the age of 12, after experience other physical changes in their body such as breast development, growth of body hair and their growth spurt. If they haven't started with their period till there 16th birthday they should discuss about it with their gynecologists. This is typically about every 21-40 days. As young girls start with their period, their body is still going through hormone changes after starting especially within the first two years can because of periods to be irregular. This means that periods come more than once in month or can be skipped in between. If menstruation is too frequent, for example, more than once in a month, lasting longer than seven days, or if flow is very heavy during menses this can lead to iron deficiency anemia or low hemoglobin levels.

It is important to discuss with Physician to see if further evaluation or treatment is needed to help regulate one's menstruation. Hormonal birth control methods are there to regulate and control menstrual bleeding. It's the most common way these methods also have several other non-contraceptive uses and benefits. There are a variety of options that can be used and the best one overall is the one that fits your needs and preferences such as Hormonal pills, Birth control patch, Vaginal ring, Dep-Provera shot Hormone-releasing intrauterine device (IUD) Birth control implant. It is important to remember that these methods may vary in effectiveness when used as a contraceptive method. It is very important to consider the benefits of using a hormone-based method, especially as it relates to teens feeling confident, healthy and overall good about their own body. Parents should

remember that heavy and irregular menses can lead to a lot of unwanted and potentially very embarrassing accidents during school.

2.6 Why do women have menstruation cycle ?

The lining of your uterus gets thicker as preparation for nurturing a fertilized egg. When egg is released and is ready to be fertilized and settle in the lining of your uterus are called periods which means the menstrual cycle is the only way to release the tissue which is no longer needed. **And once it's over, the process starts all over again.** If women experiencing inconsistencies such as a change in your menstrual regularity, frequency, duration, or volume, talk with their doctor or gynecologist. Period syncing describes a popular belief that women who live together or spend a lot of time together is also known as “menstrual synchrony” and “the McClintock effect. Its described in a theory that when one come in physical contact with another who menstruates, your pheromones influence each other so that eventually another women’s monthly cycles line up. But in the medical literature it doesn’t have a solid case to prove that it happened. There’s a lot more data available now to understand if period syncing is real. And the new research doesn’t support McClintock’s original conclusion. In 2006, a new study and review. Trusted Source of the literature made the assertion that “women do not sync their menstrual cycles.” This study collected data from 186 women living in groups in a dorm in China. Any period syncing that appeared to occur, the study concluded, was within the realm of mathematical coincidence. A large study conducted by Oxford University and the period tracking app company Clue was the biggest blow yet to the theory of period syncing. Data from over 1,500 people demonstrated that it’s unlikely that women can disrupt each other’s menstrual cycles by being in close proximity to one another.

2.7 Menopause

Menopause is signaled by 12 months since last menstruation. Its A natural decline of reproductive hormones when a woman reaches her 40s or 50s but the average age is 51 in the United States. It’s a natural process with treatments that focus on symptomatic relief. In the months or years leading up to menopause (Perimenopause), they may experience various kinds of signs and symptoms and also can see the changes in menstruation. Women Skipping periods during Perimenopause is common and expected. If its Despite irregular periods, pregnancy is possible.

2.8 Menstrual Taboo

Menstruation is the natural part of the reproductive cycle in which blood from the uterus exits through the vagina. It is a natural process that first occurs in girls usually between the ages of 11 to 14 years and is one of the indicators of the onset of puberty among them. Menstruation is a phenomenon unique to girls. However, it has always been surrounded by taboos and myths that exclude women from many aspects of socio-cultural life. In India, the topic has been taboo to date. Such taboos about menstruation present in many societies impact on girls’ and women’s emotional state, mentality and lifestyle, and most importantly, health. In India, even mere mention of the topic has been taboo in the past, and even to this date the cultural and social influences appear to be a hurdle for advancement of knowledge on the subject. Culturally in many parts of India, menstruation is still considered to be dirty and impure. The origin of this myth dates back to the Vedic times and is often linked to Indra’s slaying of Vritras. It has been declared in the Veda that guilt of killing a Irahmana-murder, appears every month as menstrual flow as women had taken upon themselves a part of Indra’s guilt. Further in the Hindu faith, women are prohibited from participating in normal life while menstruating. Menstruating girls and women are also restricted from offering prayers and touching holy books. She must be “purified” before she is allowed to return to her family and day to day chores of her life. However, scientifically it is known that the actual cause of menstruation is ovulation followed by missed chance of pregnancy that results in bleeding from the endometrial vessels and is followed by preparation of the next cycle. Therefore, there seems no reason for this notion to persist that menstruating women are “impure.” According to a study by Kumar and Srivastavain 2011, participating women also reported that during menstruation the body emits some specific smell or ray, which turns preserved food bad. And therefore, they are not allowed to touch sour foods like pickles. However, as long as general hygiene measures are taken into account, no scientific test has shown menstruation as the reason for spoilage of any food in making. Even in some cultures, women bury their clothes used during menstruation to prevent them being used by evil spirits. In Surinam, menstrual blood is believed to be dangerous, and a malevolent person can do harm to a menstruating woman or girl by using black magic. It is also believed that a woman can use her menstrual blood to impose her will on a man. Interestingly, in Asia including India, such beliefs are still practiced. However, there seems to be no logical or scientific explanation for this. Primary care physicians are the first point of contact for diagnosis of common menstrual problems and other associated reproductive morbidities among the populations in their community. Many of the practices during menstruation have direct implications on reproductive health. For instance, not bathing during menstruation can lead to compromise in hygiene of the girl and thus lead to the reproductive tract infections. A primary care physician is

thus required to be acquainted with common myths related to menstruation prevalent in his/her community and treat the individual holistically by addressing them also. Else, the problem may be treated for a while but it would continue to recur with increasing severity. Based on the available evidence, it is pertinent to follow a strategic approach for combating the myths and social taboos associated with menstruation in order to improve the reproductive health of adolescent girls and women.

3. OBJECTIVES FOR STUDY

1. To study the stress amongst the women in the pre, during and post phases of Menstrual cycle.
2. To study the impact of menstrual cycle over the women's psychological and physical activities.
3. To study the impact of premature or irregular menstrual cycle on women's personal and professional life.
4. To study the impact of social proscriptions on the Menstrual cycle.

4. HYPOTHESIS :

1. There is a significant or higher level distress due to menstruation on the women as compared to the other days in the month.
2. There is no significant or higher level distress due to menstruation on the women as compared to the other days in the month.

5. RESEARCH METHODOLOGY

For the purpose of the study we contacted to sample population through social Media and prepared scale was given to them. The data was collected with the 20 statements, each statements was constructed with the 5 Likert scale - strongly agree, agree, neutral, disagree, and strongly disagree. The statements and measurement of data were kept uniform and confidential for all the participants.

Primary Data

Primary data was collected through the structure of questionnaire statements.

Secondary Data

The secondary data was collected from various published article on internet.

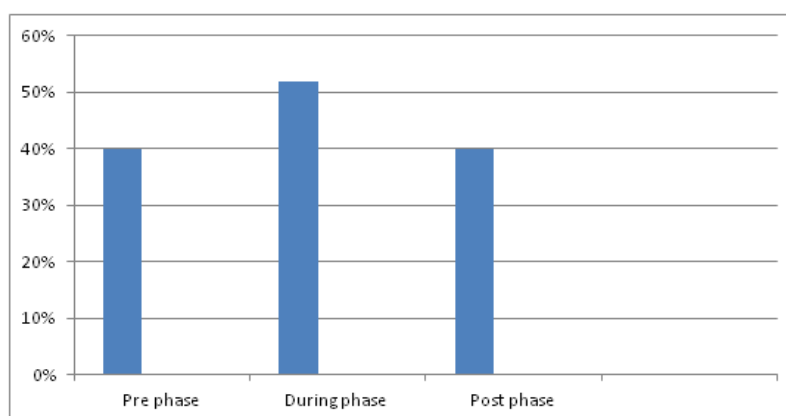
Sample Size & Sample Design

The present study was examined by 63 response. The research collected data by simple random sampling.

RESULTS

Objective 1

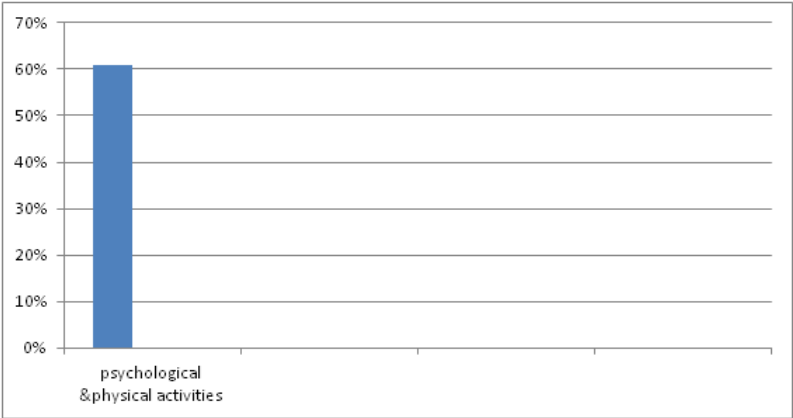
The first objective was to study the stress among the women of their pre during and post phases of Menstrual Cycle. The statements were formed for each objective and requested every women to response through social platform within the layout of strongly agree, agree, neutral, disagree, and strongly disagree for the given statements and we were given sixty three responses average via the amassed data we got to know that 38% to 40% of women feels distress in their pre and during phases of the menstruation while 50% to 52% of women feel relaxed on their Post phase.



Objective 2

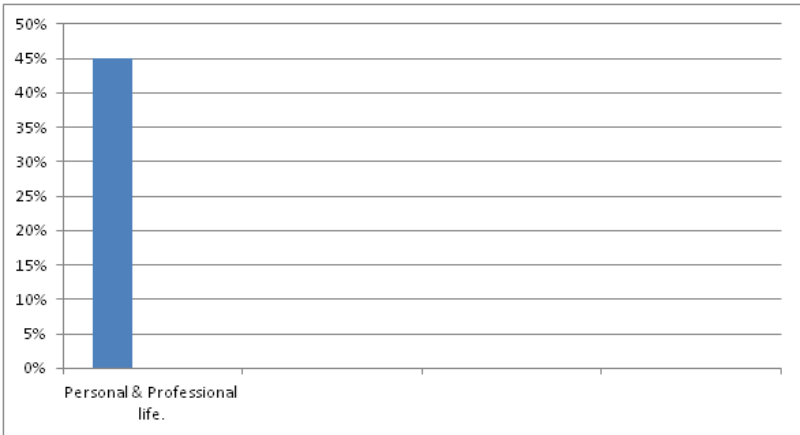
The second objective was to study the impact of menstrual cycle over the women psychological and physical activities. The statements were formed for this objective and sent it to women to respond through social media platform within the format of strongly agree, agree, neutral, disagree, and strongly disagree for the given

statements and we were given sixty three responses average via the gathered data we got to know that approximately 58% to 61% of women are being effected due to menstrual cycle on their Psychological and Physical activities in these days.



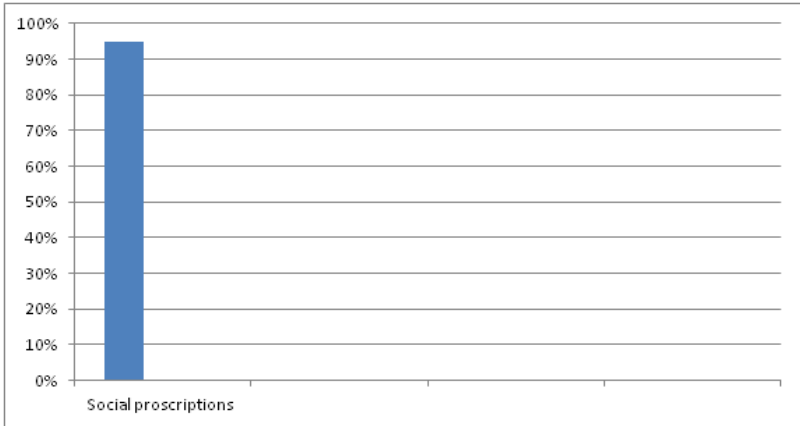
Objective 3

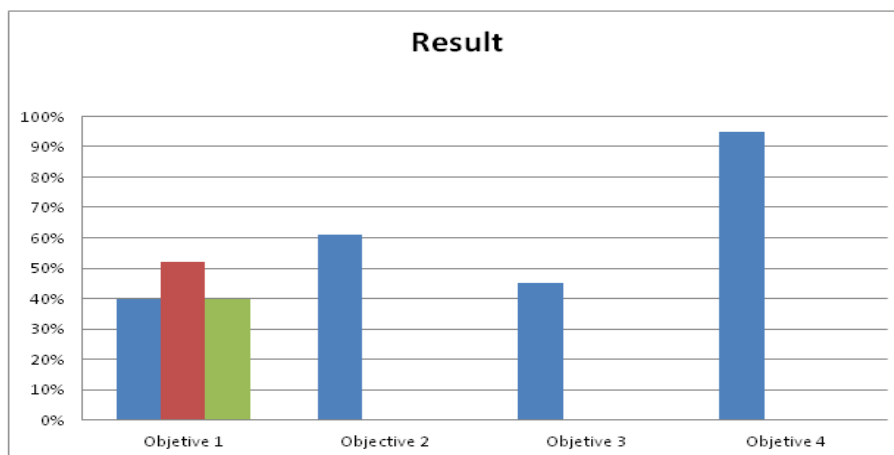
The third objective was to study the impact of premature or irregular menstrual cycle on women personal and professional life. The statements were formed for each objective and sent it to the women to respond through social media platform in the layout of strongly agree, agree, neutral, disagree, and strongly disagree for the given statements and we were given sixty three responses. Through the accumulated data we recognize that 43% to 45% of women feeling the impact of premature or irregular menstrual cycle are effecting their personal and professional life.



Objective 4

The forth objective was to study the impact of social proscptions on the Menstrual cycle. The statements were formed for this objective and sent to the women to respond through social media platform in the format of strongly agree, agree, neutral, disagree, and strongly disagree for given statements and we were given sixty three respond common through the accumulated records we confirmed that the 90 to 95% of women were showing that impact of social proscptions are there on the Menstrual cycle.





Objective 1	40%	52%	40%
Objective2	61%		
Objective 3	45%		
Objective 4	95%		

CONCLUSION

The purpose of this research was to Study the menstruation and psychological distress amongst women. Based on the objective & data analysis the study concluded that there is a significant & higher level distress due to menstruation on the women as compared to the other days in the month.

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THE USAGE OF ICT TOOLS FOR ENHANCING QUALITY OF EDUCATION FOR STUDENTS WITH SPECIAL EDUCATIONAL NEEDS IN AN INCLUSIVE CLASSROOM SETTINGS

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ABSTRACT

The present study explores the usage of Information communication technology (ICT) tools to enhance quality for students with special educational needs (SwSEs) in an inclusive classroom setting. Information has always been an essential resource. The new paradigm shifts the emphasis of numerous educational components needed to assist children in pursuing their goals. New instructional aids and materials for students with SEN have been made available. It may alter education and enable participation by persons who were formerly unable to do so. Students must have a working knowledge of ICT abilities and experience with traditional and digital learning contexts for this curriculum. Society needs to grow and prosper if more people have access to information and education. As a society, we must ensure that everyone has equal access to a high-quality education as a fundamental human right in progress. Global societal problems cannot be resolved without a well-educated population. To show how ICT has impacted SwSEs, this lesson also highlights the need to include ICT in SNE. Make sure that your abilities and knowledge are continually updated because technological advances are constantly emerging. In an ever-changing environment, one needs to have a strong foundation in ICT to adapt. New technologies can transform education both now and in the future. SEN students are increasingly using ICT-based instructional techniques. Technology has made ICT education more crucial than ever before. The use of computers and technology is always a concern. All students, including those with SEN, would gain immensely from ICTs in their education. Consequently, ICTs should be used to help these individuals become more self-sufficient, integrated, and capable of fully engaging in an inclusive classroom setting. There was an emphasis in this study on ensuring quality and equal educational opportunities for students of all abilities. Whereas discussing social inclusion in the classroom, ICT's core concepts and fundamental features are emphasized in an inclusive classroom setting.

Keywords: ICT, Quality Education, SwSEs, Enhancing, and Inclusive Classroom Settings.

INTRODUCTION

The 21st century is the dawning of the knowledge and information era. Nowadays, it is hard to underestimate the importance of technology (Alinston, 2002). Processing and exchanging information are good instances of ICT's human utilization information. ICT will play a significant role in education in the future. Modern ICTs in the classrooms can enhance learning-teaching (Webb & Cox, 2004). This is the era of computers, so we must study ICT in education focusing on computer-based technology. Students learn effectively, quickly, and thoroughly through ICTs that integrate their curriculum to the real world. They may also ensure that the future workforce is financially sustainable through their use (Yusuf, 2005). Teaching-learning in diverse social contexts has been enriched by integrating ICT in education. ICT can be a valuable tool for teaching-learning. There would be no long-term, equal development without the advantages to society. There is no assurance that we will boost student performance even if we have the best facilities and staff members. Emphasis should be given to the use of ICT in the classroom. It is impossible to overestimate the significance of the qualities in increasing educational aspirations (Gupta & Haridas, 2012). Thanks to technological advances, students can now study subjects that were previously beyond reach. Students with SEN and teachers may now cooperate across national and international borders in previously inconceivable ways because of advancements in computer and communication technology. With the help of this cutting-edge technology, we could be on the eve of a breakthrough in learning. Flexibility and ease of use are commonplace in an ICT-supported setting. Using technology correctly can make students share educational materials, facilitate student-centered and collaborative learning, and encourage creative problem-solving. Academic institutions worldwide are highly dependent on ICT in an inclusive classroom setting. The pace of change in the modern world is fantastic. It's hard to fathom these transformations, so we term them "future shocks." Computers and telecommunications make up ICT. When working on a computer, one's imagination is free to soar. They can only do so much due to a shortage of resources. A computer's capabilities are greatly enhanced when it has access to the internet or other information sources. As a bonus, you can communicate with people worldwide using it (Pathak & Chaudhury, 2012). ICT in the classroom has positively impacted education that cannot be overstated. To graduate students are expected to perform a variety of tasks. For a wide range of jobs and responsibilities, ICT is essential. Children with special needs can benefit from increased access to it. The use of technology in the classroom is becoming increasingly

common among educators. Students are more inclined to turn to technology when there are tight deadlines and specifications. This research focuses on how information and communication technologies (ICTs) can improve educational quality while facilitating the learning process in an inclusive classroom setting.

The Notion of ICT in Education

We live in a world where ICTs are pervasive in all aspects of daily life. They're making a difference in the workplace and education. Students with SEN will require the skills they'll need for the twenty-first century if teachers don't include technology in the classroom. While using ICT, teachers can better create an educational environment that facilitates teaching-learning. ICT in the school can assist students of all ages and academic levels. Shortly, it's realistic to expect that India's use of ICT-based training programs will increase. Students should use ICTs, including the web and multimedia, in an inclusive classroom setting. ICT usage in teaching-learning has various educational benefits (Yuen et al., 2005). ICTs are transforming society at a rapid pace. They influence everything we do. There have already been some noticeable repercussions in a few schools. When it comes to educating children, teachers and administrators must keep up with the latest technology advancements. Find out about students' extracurricular and academic achievements throughout this area. The term "ICT" can denote technology in education that facilitates the flow of information or communication during teaching-learning. A software-based approach incorporates a wide range of teaching methodologies and strategies. Systems thinking brings these two methods together (Harris, 2002). Since ICT is crucial to modern life, any barriers to ICT implementation in schools must be thoroughly investigated. When it comes to using ICT in teaching-learning, teachers appear to struggle to incorporate technology into their teaching materials and instructions. Learning environments that appeal to students with SEN on several levels and in all of their senses can be created using technology. The concepts and approaches used to gather and evaluate information are all covered in this information processing and collection category. As quickly as feasible to see patterns, a wealth of knowledge becomes available. The information must provide fresh news and build on prior knowledge; it should be relevant, unexpected, and intended to spur the reader into action. In communication, multiple people exchange information. Data is converted into knowledge and insights (Kozma, 2005). Teachers' perspectives on ICT usage in the classroom will be examined as part of the study. It's also explored how ICT technologies in education could boost classroom instruction and student learning. ICT tools are essential in schools, but teachers recognize their usefulness in inclusive classroom settings.

Students with SEN and ICT

Students may develop special needs due to a reduction and a lack of access to the classroom. Consequently, the interests and abilities of children with SEN are suppressed due to the lack of suitable teaching procedures. To address the needs of students and teachers, ICT has an appropriate supply of resources. Successor rapid recovery cannot be guaranteed, in my opinion. A teacher of ICT relies on the direction and experience of SEN specialists just like any other person. With regard to obtaining and managing resources, ICT teachers face the same challenges as other instructors. That existed before ICT may require considerable time and effort for a real-world user to adapt. As an ICT teacher, you should control an ICT environment by following a set of educational guidelines. Students with SEN can access internet information more quickly if operating system features designed with them in mind are appropriately implemented. The teachers must take into account the subject matter's ideas and motives. Because of the word capacity's frequent appearance in ICT, students with SEN should be able to apply what they've learned in diverse settings. It is essential to consider the learner's talents and desires in all academic areas. When evaluating a student, it is critical to include both the deep/surface and visual-auditory-kinaesthetic learning models. ICT as a tool for addressing special needs in the classroom. In this work, there are ICT tasks relevant to each type of learning. Some of our students may be overlooked if we use one instructional method (North and McKeown, 2005). Teachers need to cede responsibility to students in an ICT classroom due to their active participation in the learning process (Lu, Hou, and Huang 2010). Increased student achievement, improved teacher-student communication, and accelerated personal growth are possible outcomes of ICT integration in teaching-learning. Technology deliberately made to meet people's needs with various impairments can help make optimal use in teaching-learning settings. Students with SEN can benefit from ICT in both a therapeutic and academic capacity in an inclusive classroom setting.

Usage of ICT in Teaching-Learning Procedures

With ICT-enhanced education, students' academic goals are the primary focus. Teachers and students both benefit from using ICT in the classroom. These students may benefit from supplementary education if they cannot succeed. Working together and utilizing new teaching and learning strategies, such as those based on technology, is critical in this situation. It is more beneficial for students to actively participate in the teaching-learning process than for them to acquire knowledge passively. Student involvement should be encouraged

instead of relying solely on teachers (Jonassen & Reeves, 1996). To prepare their students for the challenges of the twenty-first century, educators should begin integrating ICT into their daily lessons. To overcome the issues of integrating ICT in the classroom, educators need to be aware of them. Investigators are primarily interested in learning about the perspectives of classroom teachers who use ICT. Almost every profession relies substantially on ICT these days (Zhang & Aikman, 2007). In the 1980s, many scholars predicted that ICT would play a significant role in the next generation's education. Both teaching-learning can benefit from new technologies (Ghavifekr et al., 2014; Lefebvre, Deaudelin & Loisselle, 2006). Like everything else in today's world, education has become increasingly complex. ICTs can have a considerable impact on this new educational environment. Every aspect of our daily lives, from work to leisure, is affected by the increasing use of ICT. Modernist teaching is feasible because of the wide availability and support for resource-based, student-centered learning environments provided by ICTs (Berge, 1998; Barron, 1998). We need to consider the potential difficulties of incorporating ICT into the classroom, given how important it is to both society and education. Despite teachers' apparent awareness of the advantages of ICT use in the classroom, integrating technology into curriculums remains a struggle (Blamire and Kefala 2006). Using ICTs can help students better engage and retain in more challenging classes (Levin and Wadmany 2006). Several factors determine the use of ICT. The extent to which ICT is adopted is also a factor in these traits (Tezci 2011). McMahon (2009) stated that using technology in the classroom could help students enhance their ability to think critically. The power of children to rationally reason could be improved by the use of technology in the classroom. A tremendous desire exists to use technology at every level and in every subject in the school. Children with SEN can benefit from using ICT in schools that are tailored to their specific requirements in an inclusive classroom setting.

The Use of ICT in Improving Quality Education

Education is essential no matter where you live, and the methods used to deliver it are constantly evolving. A mentor's home was often the site of a student's schooling for many years. Students eagerly awaited the arrival of their teachers. Teachers, at least in part, have gained more attention. Due to ICT's impact on education, it has changed dramatically. At this point, education would be impossible without the use of computers. There is now an entirely new world open to everybody with a computer and an internet connection. For both pupils and teachers alike, the current system has been destroyed. In recent years, instructional methods have become more popular. Students can choose from various learning environments, each of which is specifically designed for them (Zhang & Nunamaker, 2003). Please see: There will be bumps along the road when implementing new technology for more information. It's a problem, too. On the other hand, it's been adopted by the educational system. Students with SEN can benefit from ICT to better understand and prepare for academic responsibilities, such as completing homework assignments. When traditional reading materials like textbooks are unavailable, people turn to technology and the internet to fill the need. Students can support experiments for lessons and demonstrations on the web, which is beneficial. They are satisfied with the results because they can complete their tasks faster. A child's self-esteem and social position can be enhanced by successfully using one's voice (Patra, 2014). Students' and others' communication skills can be improved through ICT. The best approach to get your message through is through textual communication, which can be accomplished with modern technology. There is a lot to gain from modern technology in schools, such as providing public education. Using this tool is a requirement for students on many work and assignments. For teachers, this is a serious worry. An ICT-based approach can assist students in better grasping the concepts they're studying ahead of competitions and exams. For children with SEN to be successful in school, they must have access to technology and the internet. Students will no longer be required to visit computer centers to complete their assignments. To gain an education, they can overcome all obstacles. Teachers frequently make use of ICT in a wide range of settings. As an outcome, they'll be better able to work effectively when they get there. Learning and writing are also a lot more accessible because of these advantages. Students with SEN benefit from increased memory and learning retention when ICT is used in an inclusive classroom. It has been shown that teachers who use ICT in the school have more engaged and enthusiastic students. Children with SEN must learn how to use the internet in a variety of other contexts as well. Just a handful of the many activities that individuals participate in include movies, music, and gaming. Students increasingly use the internet to find internships, employment, and other professional prospects. It is possible to use ICT in a wide variety of ways. Students and teachers in educational institutions might benefit from learning how to use the internet more effectively better to handle the demands of their duties and responsibilities. Students with SEN are forced to rely on others for information when there is no internet or other technologies. For students with SEN, this makes it easier to do their homework and other tasks in an inclusive classroom setting.

The Usage of ICT in Inclusive Education

Teachers are no longer simply reservoirs of knowledge; instead, they function as facilitators for students' learning by coordinating a variety of factors. When it comes to teaching, various initiatives are needed, including collaborative learning and the adaptation and personalization of the learning process, inquiry, and dynamic education from an inclusive perspective. We must use every instrument at our disposal to make these institutions more accessible and inclusive, particularly for students who have been identified as having significant potential." You can save a large amount of money by making ICT tools more accessible to an "inclusive" population and boosting interoperability between services and devices. A wide range of persons can ensure that all students have equal access to technology in the classroom. Academics in a wide range of fields, including computer science and education, face significant problems in ICT innovation and inclusive education. Without rethinking your entire educational system, you can't get there and develop brand-new teaching materials and methods. On the other hand, teachers require a lesson plan that is flexible enough to accommodate students with SENs. They will immediately focus their attention on what they want to accomplish as soon as they receive a stimulus. As per ICT, "information-based products or services" should be accessible to everyone. Children with disabilities or those who have the potential to be included fall into this category, as the name implies. Throughout this study, everybody was engaged in and benefited from ICT-supported innovations (Meyer, I., Müller/Kubitschke/L, 2009). A clear grasp of ICT and inclusive education is required by all those who help children's welfare and education (Becta, 2007). The teacher must be on board with developing an inclusive classroom (Anderson, P., 2006). Many students can keep a regular class timetable despite their challenges in accessing and using typical academic materials. By boosting students' self-esteem and sense of achievement, some believe that ICTs can assist those overcome educational challenges (Ofsted Report. 2001). "ICT is certainly a facilitator and an effective tool for inclusive classrooms," as per curriculum design. There are various ways in which the tool's other communications help can benefit the students, particularly those who may be hard to reach (Becta, 2007). ICTs can indeed help create a more inclusive learning environment. Everyone benefits when students, teachers, and parents work together in an inclusive classroom. All schools must be modified to meet the long-term demands of students. ICT provides a more efficient and adaptable foundation for an educational strategy that can be supported and promoted in an inclusive classroom.

CONCLUSION

When students use ICT in the classroom, there are more ways to teach and learn. Today's technology allows teachers and students to create a holistic, active learning environment with practically endless potential for teaching-learning. It is possible to use educational programs to enhance the quality of teaching and learning. Having a well-designed curriculum is essential for SwSENs to become proficient in ICT use. Many factors influence the success and efficiency of various ICT solutions in education programs. Both students and teachers need to be familiar with these concepts. Our SwSENs will learn at their own pace and according to their own preferences if we incorporate ICTs into the classroom. Using ICT, audiovisual models of best practices in teaching, customised education programmes, and overcoming teacher isolation can all be created. There are numerous ways in which this technology might improve the efficiency of both students and teachers. Learn how to use ICT directly and indirectly in an inclusive classroom setting.

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GST IN INDIA AND ITS IMPACT ON INDIAN ECONOMY

¹Divyaja K. Satam and ²Adeeba Malik¹Assistant Professor and ²Student, Reena Mehta College**ABSTRACT**

Traditionally India's tax regime trusted heavily on indirect taxes. Revenue since indirect taxes was the major basis of tax revenue till tax reforms were assumed during nineties. The major dispute put forth for heavy reliance on indirect taxes was that the India's majority of population was poor and thus spreading base of direct taxes had intrinsic limitations. But the Indian system of indirect taxation is considered by cascading, distorting tax on production of goods and services which leads to encumbering productivity and slower economic growth. There are endless taxes in current system few imposed by Centre and rest levied by state, to remove this multiplicity of taxes and reducing the liability of the tax payer a simple tax is required and that is Goods and Service Tax (GST). This paper throws an insight into the Goods and Service Tax idea and its impact on Indian economy.

The paper is based on secondary data. The paper is based on existent literature and internet sources have been used. The various articles, researches, government reports, newspapers, magazines, various websites and the evidence on internet have been studied.

The macroeconomic impact of GST is significant in terms of development effects, price effects, current account belongings and the effect on the budget balance. In developing open economy with increasing service sector, a change in the tax mix from income to consumption-based taxes is likely to provide a fruitful source of revenue. The proposed erection will simplify the procedure which will end up with equal opportunity for all the markets and in other hand will leads reduced tax avoidance. The present learning provides a starting-point for further research in this field. This further can be explained with detail to real benefits in India after successful implementation of GST.

Keywords: Tax, GST, VAT, CGST, SCGT, IGST, Goods Service Tax, Value Added tax

1. INTRODUCTION

The word tax is imitative from the Latin word 'taxare' meaning to estimate. A tax is not a controlled payment or donation, but an forced contribution, exacted pursuant to legislative authority" and is any contribution imposed by government whether under the name of toll, tribute, impost, duty, custom, excise, subsidy, aid, supply, or other name. Tax policies play an vital role on the economy. The leading source of revenue for government of India is from tax. Direct and indirect taxes are the two main birthplace of tax revenue. When the impact and frequency falls on same person it is called direct tax. When the impact and incidence falls on different person that is when problem can be shifted to other person it is called indirect tax. The indirect tax system is currently stuck in multi-layered taxes levied by the Centre and state governments at changed stages of the supply chain such as excise duty, octroi, central sales tax (CST) and value-added tax (VAT), among others. First Indirect Tax Reform occurred in India when the Modified Value Added Tax (MODVAT) was introduced for designated commodities in 1986 to replace the Central Excise Duty. The other reforms are the introduction of service tax in 1994, decision to introduce VAT in 1999, introduction of Constitution Amendment Bill on GST in 2011. Goods and Services Tax (GST) is most ambitious and biggest tax reform plan, which aims to tack together a common market by dismantling fiscal barriers between states. It is a single national unbroken tax levied across India on all goods and services. In GST, all the indirect taxes will be subsumed under a single regime. The GST taxation laws will put an end to many taxes which are levied on different products, starting from the source of manufacturing to reaching the end consumer. GST mechanism on the fundamental Principle of "One Country One Tax".

2. REVIEW OF LITERATURE

A number of research papers and articles provide a detailed insight on GST. The findings from the literature are presented below:-

Ehtisham Ahmed and Satya Poddar (2009) studied "Goods and Service Tax Reforms and Intergovernmental Consideration in India" and originate that GST introduction will provide simple and transparent tax system with increase in output and productivity of economy in India. But the benefits of GST are critically dependent scheduled rational design of GST.

Dr. R. Vasanthagopal (2011) studied “GST in India: A Big Leap in the Indirect Taxation System” and concluded that switching to seamless GST from current problematical indirect tax system in India will be a positive stage in booming Indian economy. Success of GST will lead

to its acceptance by more than 130 countries in world and a new preferred form of indirect tax system in Asia also.

Jana V. M., Sarma & V Bhaskar (2012) studied “The Road Map for implementation of Goods and Service Tax”. He found that the steps to be commenced to implement the comprehensive tax system i.e., GST. The authors have thrown light on the constitutional amendment required for the application of GST in India.

Syed Mohd Ali Taqvi (2013) studied the challenges and opportunities of Goods and Service Tax in India. He described that GST is only indirect tax that directly affects all sectors and sections of our country. It is pointing at creating a single, unified market that will benefit both corporates and economy. He also described the proposed GST model will be implemented equivalent by the central and state governments as Central GST and State GST respectively.

Agogo Mawuli (2014) studied “Goods and Service Tax-An Appraisal” and originate that GST is not good for low-income countries and does not provide broad based growth to poor countries. If still these countries want to gadget GST then the rate of GST should be less than 10% for growth.

Jaiprakash (2014) in his research study mentioned that the GST at the Central and the State level are predictable to give more relief to industry, trade, agriculture and consumers through a more inclusive and wider coverage of input tax set-off and service tax setoff, subsuming of several taxes in the GST and phasing out of CST. Replies of industry and also of trade have been indeed encouraging. Thus GST offers us the best option to broaden our tax base and we should not miss this chances to introduce it when the circumstances are quite favorable and economy is enjoying stable growth with only mild inflation.

Nitin Kumar (2014) studied “Goods and Service Tax- A Way Forward” and concluded that execution of GST in India help in removing economic misrepresentation by current indirect tax system and expected to encourage neutral tax structure which is indifferent to geographical locations.

Nishitha Gupta (2014) in her study stated that enactment of GST in the Indian framework will lead to commercial benefits which were unharmed by the VAT system and would essentially lead to economic development. Hence GST may usher in the possibility of

a combined gain for industry, trade, agriculture and common consumers as well as for the Central Government and the State Government.

Saravanan Venkadasalam (2014) analyzed the post result of the goods and service tax (GST) on the national growth on ASEAN States using Least Squares Dummy Variable Model (LSDVM) in his research paper. He specified that seven of the ten ASEAN nations are already implementing the GST. He also suggested that the everyday final consumption expenditure and general government consumption expenditure are positively significantly related to the gross domestic product as required and support the economic theories. But the effect of the post GST changes in countries. Philippines and Thailand show significant negative relationship with their nation's growth. Meanwhile, Singapore shows a substantial positive relationship.

Shefali Dani (2015) has suggested that GST administration is an irresolute endeavor to legitimize doubtful expense structure. Roughly more than 150 nations have executed GST idea. The legislature of India must investigation the GST administration set up by different nations and furthermore their aftermaths formerly actualizing GST. IT is the need of hour that, the legislature must make an industry to protect the huge poor populace of India, against the expansion because of execution of GST. GST will separate its current roundabout duty framework and should expel wasteful aspects made by the current heterogeneous expense framework, just if there is a sensible agreement over issues of edge constrain, income rate, and incorporation of oil grounded commodities, power, alcohol and land.

With the above reviews we can assume that GST is a tax reform which will change the scenario of the country as a support for this review study.

3. RATIONALE FOR THE STUDY

GST is major tax reforms in India and is very appropriate for Corporate Community, Relevance for Investment Community, Academicians and Researchers, Government and Industries. So a need is felt by the author to study it and its effect on the economy of India.

4. PROBLEM STATEMENT AND STUDY OBJECTIVES

The concept of Goods and Services Tax (GST) is the leading tax reform in decades throughout the world in many countries, but India has just started applying it to meet its target of rolling out goods & services tax (GST). The research intends to focus on considerate concept of goods and service tax and its impact on Indian economy. Accordingly the objectives of this study are:-

- To highlight the needs of Goods and Services Tax in India
- To study the impact of GST on Indian Economy.

5. METHODOLOGY

The study focuses on general study of secondary data collected from government websites, various national and international journals and articles, publications, conference papers, government reports, newspapers, magazines which focused on numerous aspects of tax structure and GST.

6. TAXATION IN INDIA

6.1 Existing Tax Structure in India

For a developing economy like India it is necessary to become more competitive and efficient in its resource usage. Apart from several other policy instruments, India must pursue taxation policies that would maximize its economic efficiency and minimize distortions and impediments to efficient sharing of resources, specialization, capital formation and international trade. Traditionally India's tax regime relied heavily on indirect taxes including

customs and excise. Revenue from indirect taxes was the main source of tax revenue till tax reforms were commenced during nineties. The major argument put forth for heavy reliance on indirect taxes was that the India's mainstream of population was poor and thus widening base of direct taxes had inherent limitations.

Another dispute for reliance on indirect taxes was that agricultural income was not exposed to central income tax and there were administrative difficulties elaborate in collecting taxes. Refer Fig. 1; Taxes in India are imposed by the Central Government and the state governments. Some minor taxes are also imposed by the local authorities such as the Municipality. The authority to levy a tax is derived from the Constitution of India which allocates the control to levy various taxes between the Central and the State. The Central Board of Revenue or Department of Revenue is the climax body charged with the administration of taxes. It is a part of Ministry of Finance which came into presence as a result of the Central Board of Revenue Act, 1924. Initially the Board was in charge of both direct and indirect taxes. However, when the administration of taxes developed too unwieldy for one Board to handle, the Board was divided up into two, namely the Central Board of Direct Taxes (CBDT) and Central Board of Excise and Customs (CBEC) with effect from 1 January

1964. This bifurcation was carried about by constitution of the two Boards under Section 3 of the Central Boards of Revenue Act, 1963.

6.2 Issues in Existing Tax Structure in India

The stiff competitive environment succeeded in the international market is forcing the nations and their business enterprise to eradicate inefficiency from their system and business structure. So it's the time to overcome the jams which prevalent in the Indian tax regime, to make economy competitive and to serve today's international standards. The subsequent are the bottlenecks in the existing tax structure and its impact on growth of economy:-

- **High compliance and administrative cost:** In the existing framework of taxation multiple taxes are being imposed on goods and services at different stages in the supply chain. Such different tax construction results in high cost of compliance and tax administration, wastage of time and efforts, tax avoidance and litigation and unexpected delays in supply chain and business procedure and which will result in slow down the economic growth.
- **Adverse effect on the competitiveness of indigenous goods and services because of the cascading effect:** Because of the cascading outcome due to multiple taxes the cost for production of service and goods shoots up and that will end up with reduction in profit on such products and services.
- **High selective tax incidence suppress demand for certain industry:** There is over- lapping of tax base in the case of several taxes. This leads to significantly higher tax incidence on nominated products and services, where VAT as well as excise/service tax is also levied on the same base value. Items like consumer products, white goods and automobiles are taxed under VAT as well as Excise on the similar

sale price at a high tax rate (12.5% and 16% respectively + cascading tax on tax). The high tax incidence suppresses the demand for such goods/ services due to demand elasticity with resulting adverse impact on the growth of such sectors.

- **Leads to fragmented markets and promoted inefficient production/ distribution:** The taxes on Inter State movement of goods (CST& entry tax etc.) create tax barriers inside India. It holds back India from attractive a single national market. The combined effect of CST and state VAT is reflected in fragmenting India into different state markets.
- **Increases litigation:** Separate and independent taxation of goods and services under altered legislations increases tax disputes. There is a strong interdependence of goods and services in the quantity chain until any goods or service reaches ultimate consumer. The line between goods and services is getting fuzzy by the day such as in the case of intangibles, telecom and IT products it's difficult to decide whether charged under service tax rate or product tax rate.
- **Domestic tax inefficiencies influence protectionism:** The existence of inefficiencies in the domestic tax structure inspirations government to continue with the policy of high rate of custom duty to protect domestic industries. Such policy make India high cost economy and makes Indian distributes less competitive.
- **Leads to Economic distortion:** The wide spread taxation of inputs at different stages encourages vertical combination of firms only for tax purpose and not based on economic consideration.
- **Tax reform is imperative:** In the emerging extremely competitive world market, the continuation of existing inefficient tax structure will hold back India's growth aspirations and desire to become economic super power. We need to totally consider replacing the existing tax structure with efficient National VAT/ GST structure, without disturbing country's federal democratic structure. We are far behindhand in tax reforms compared to other competing countries.

6.3 GST (Goods and Services Tax) and its Model

India has seen a number of tax reforms in the past two decades. Goods and Services Tax (GST) is a complete tax levy on manufacture, sale and consumption of goods and services at a national level. The Goods and Services Tax (GST) is one of the biggest taxation reforms in the history of Independent India that shall adjustment the face of the tax system of the nation. The primary idea behind this move is to exchange a multitude of existing taxes in the form of value-added tax, service tax, excise duty and sales tax by levying a single integrated and comprehensive tax on the manufacture, sale and consumption of goods and Goods and Services Tax (GST) is most motivated tax reform plan, which aims to stitch together a common market by dismantling fiscal barriers between states. It is a individual national uniform tax levied across India on all goods and services.

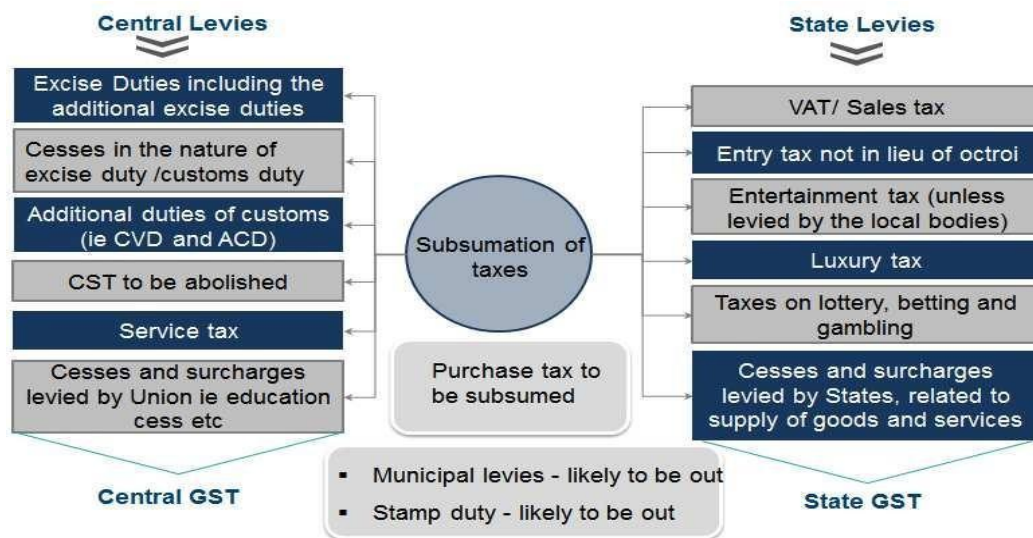


Fig. 1

(Source: www.taxguru.in)

Refer Fig. 2. In GST, all the indirect taxes will be included under a single regime. The GST taxation laws will put an end to multiple taxes which are charged on different products, starting from the source of manufacturing

to accomplishment the end consumer. GST works on the essential Principle of “One Country One Tax”. GST is an indirect tax which will include almost all the indirect taxes of central government and states governments into a unified tax. As the name suggests it will be imposed on both goods and services at all the stages of value addition.

It has Dual-GST model comprising central goods and service tax (CGST) and states goods and service tax (SGST). CGST will include central indirect taxes like central excise duty, central sales tax, service tax, special additional duty on customs; counter veiling duties whereas indirect taxes of state governments like state vat, purchase tax, luxury tax, octroi, tax on lottery and gambling will be replaced by SGST. United goods and service tax (IGST) also called interstate goods and service tax is also a component of GST. It is not an additional tax but it is a system to examine the judicial transactions of goods and services and to

further assure that the tax should be received by the importer state as GST is a destination based tax. Refer Fig. 3 for GST Model. GST will be appropriate to all Goods and Services sold or provided in India, except from the list of exempted goods which fall outside its purview.

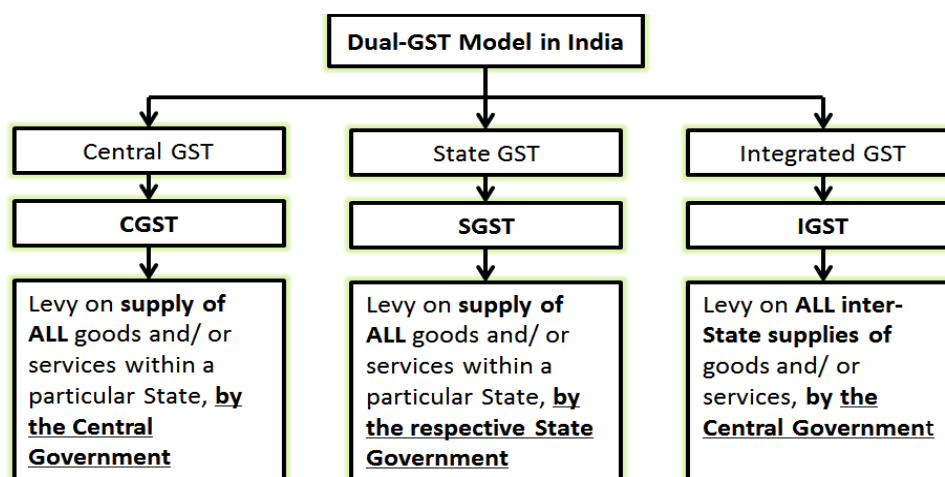


Fig. 2

(Source: Compiled by Author)

In its working, the dealers listed under GST (Manufacturers, Wholesalers and retailers and service providers) will charge GST on the price of goods and services from their customers. They will claim credits for the GST included in the price of their own purchases of goods and services used by them. The sellers or service earners collect the tax from their customer, who may or may not be the ultimate customer, and before depositing the same to the exchequer, they deduct the tax they have already paid.

6.4 Impact on Indian Economy

Indian economy is getting more globalized over the previous two decades. On bringing GST into repetition, there would be amalgamation of Central and State taxes into a single tax payment. It would also improve the position of India in both, domestic as well as international market. It is likely to increase the country's tax to GDP ratio and also inhibit inflation. The positive and negative impacts are discussed below:-

6.4.1 Positive impacts on the economy

Implementation of a single National GST will have most important beneficial impact on all stake holders. The key highlight of such impact is given below:

- **Eliminates cascading effect & barrier free tax structure:** GST will disregard cascading (tax on tax / compounding tax) impact on the production and distribution cost of goods and services. This reduced cost of goods and service top to accelerated GDP growth. GST without tax barriers will leads to economies of rule in manufacturing industry and reduces the supply chain cost.
- **Expected to reduce the production cost:** GST is expected to reduce the manufacture cost by 15% to 20% in many of the products in view of full input tax credit which will have promising impact on the prices of product.
- **Expected to increase the tax revenue:** GST will widen the tax base and improve the tax submission higher tax: GDP ratio. The Tax: GDP ratio is expected to increase by 2% as per FRBM report (Fiscal Responsibility and Budget Management). This works out to rupees 70,000 to 80,000 cores of supplementary annual revenue to the central and state governments.

- **Leads to sustainable growth in the economy:** GST will remove the tax alterations from the economy. This will lead to maintainable higher growth based on competitive strength of the country. Simple tax system will attract more fruitful investment for growth.
- **Will lead to optimization and comparative cost advantage:** GST will eliminate the Inter State tax by which it will tips to optimization of physical facilities to the extent of full capacity. If the manufacturing is complete at full capacity industry will be benefited by comparative cost advantage.
- **Increase in the GDP and standard of living:** Since it is expected that with the implementation of GST the price level will concentrated in the economy, it will results in increase in the ingesting level and growth in GDP of the economy. According to study by NCAER (National Council for Applied Economics and Research) complete implementation of GST could lift GDP growth by 0.9-1.7%.
- **Positive effects on export and BOP (Balance of Payment) level:** In proposed GST the exporter will get the full tax credit, the export items will be able to quote better price for their products and services in comparison with present scenario. Improved export will ultimately have positive effect on the BOP (Balance of Payment) of the country.
- **Leads to Unique price and removes inequalities between the markets:** As GST will lead to imposition of same tax rate on the goods and services universally in the country and by implementing same tax rate it will removes the inequalities between the market which we can seen in the market at present because of the tax rate differentials.
- **Will lead to reduced chance for tax evasion:** Since the proposed GST will charges full tax on the each and every transfer, it's difficult for the firms to escape tax from the payment. E.g.: e-commerce firms can't evade tax by operating business from the place where tax rates are comparatively less.
- **Leads to centralized where housing for manufacturers:** In the present tax system if the dealer and the ware house are from diverse states, then the dealer needs to pay a Central Sales Tax of about 2%. This will increases the price of the commodity. Thus companies use to format a warehouse in each state. In GST as the CST gets eliminated, the centralized where housing can be availed by the manufacturers. 104 Announcing GST and Its Impact on Indian Economy
- **Makes the tax structure simple and reduces the compliances:** Multiple taxes that currently exist will no lengthier remain in the picture. This will reduces the compliances to be fulfilled as compared to present situation.

6.4.2 Negative side of GST

The proposed GST may lead to following negative impact on the stake holders:

- **Negatively affect the price level of essential goods and services:** The proposed GST may lead to growth the price of essential products and services which are presently exempted from the taxation.
- **Negative effect on the real estate industry:** As per the study undertaken by the Curtin University of Technology, Perth in 2000, GST would negatively power the real estate market as it would add up to 8% to the cost of new homes and reduce demand by about 12%.
- **Negative effect on working capital:** As the firms are supposed to make the payment of the tax on every relocation the companies working capital requirement will shoots up by proportional to the purchase of inputs for the value addition.
- **Emergence of transfer pricing issues:** As the GST considers all the transaction for taxation purpose, this way will increases the price of the transfer from one department to another for further process.

Conceptually GST is expected to have numerous benefits like reduction in compliances in the long run since multiple taxes will be interchanged with one tax. It is expected to bring down prices and hence the inflation since it will remove the impact of tax on tax and enable seamless credit. It is predictable to generate revenue for the country as the tax base will increase as the GST rate will be somewhere around 27% with both goods and services covered. It is also expected to make exports from India reasonable and India a preferred destination for foreign investment since GST is a globally accepted tax.

7. CONCLUSION

Tax policies play an significant role on the economy through their impact on both efficiency and equity. A good tax system should keep in opinion issues of income distribution and at the same time, also attempt to generate

tax revenues to support government expenditure on public services and infrastructure development. The ongoing tax reforms on affecting to a goods and services tax would impact the national economy, International trade, firms and the consumers. There has been a good deal of blame as well as appraisal of the proposed Goods and Services Tax regime. By the above debates one can reach following conclusion:-

- The macroeconomic impression of GST is significant in terms of growth effects, price effects, current account effects and the effect on the budget balance.
- In developing open economy with growing service sector, a change in the tax mix from income to consumption-based taxes is likely to provide a productive source of revenue.
- The proposed structure will simplify the technique which will end up with equal opportunity for all the markets and in other hand will leads reduced tax evasion.

It is favorite every economy must adopt GST at national level to make their economy attractive for foreign investors. By implementing GST, the developing economy like India can achieve maintainable and balanced development. Slowly, India shall move to join the world wide ideals in taxation, corporate laws and managerial practices and be among the leaders in these fields.

It can also be concluded from the above conversation that GST will provide relief to producers and consumers by providing wide and comprehensive coverage of input tax credit set-off, service tax set off and including the several taxes. It can be further determined that GST have a positive impact on various sectors and industry. .

8. LIMITATIONS OF THE STUDY

The present study provides a starting-point for further research in this field. This further can be explained with respect to real benefits in India afterward popular implementation of GST.

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A STUDY ON ONLINE AND IN- STORE BUYING BEHAVIOR OF COSMETIC PRODUCTS WITH SPECIAL REFERENCE TO BANGALORE CITY

¹Mrs. Shobha B. H and ²Dr. Dayanandaswamy M. S¹Research Scholar, Research Regional Center Visvesvaraya Technological University Belagavi, Karnataka²Professor Department of MBA CIT, Gubbi, Karnataka**ABSTRACT**

Change is the only constant behavior of customers. Customers preferences and choices will be depends on many factors. Understanding consumer behavior is critical to a company's long-term success. To forecast future trends, marketing employees are continually evaluating patterns of buying behavior and purchase decisions. This study conducted with help of 385 respondents from four populated and posh areas of Bangalore city i.e. Rajajinagar, Indiranagar, Malleshwaram & Yashwanthpur for examine the demographic factors that influence on customer purchase decision of cosmetic products & made an attempt to know the elements which are influence of cosmetic purchase mode through online or in-store. The research results found that customer have great influence of age, gender & income on their buying decision of cosmetic products. Further choosing online or in-store for cosmetic shopping has their own valid reasons from each customer perspective.

Keywords: *Cosmetic, Demographic factors, Bangalore city, online shopping & In-store shopping*

INTRODUCTION

In FY2020, the India Cosmetics Market was worth USD 13191.23 million, and it is expected to rise at a double-digit CAGR of 16.39 percent through FY2026, reaching USD 28985.33 million. Consumer behavior is crucial to a company's success. To forecast future trends, marketing professionals are continually researching patterns of buying behavior and purchase decisions. The study of how, when, what, and why people buy can be summarized as consumer behavior (**Dr. Vinith Kumar Nair-2007**). The market's expected expansion can be attributable to rising disposable income, which increases people's purchasing power. Another important factor likely to drive the cosmetics market during the forecast period is the emergence of online shopping and the increasing preference of youth towards skin care and other grooming goods. Furthermore, increased consumer knowledge and inclination for modern skin care products that not only make people seem beautiful but also improve their skin type is driving up cosmetics demand. Cosmetic consumption is influenced by factors such as price, quality, brand name, brand loyalty, and labeling. All of these characteristics have now become a new market trend. People are currently drawn to high-quality, branded, and low-cost goods. People's mindsets were shaped solely by pricing in the early days. However, all of these characteristics now play a significant influence in market dominance. (**Anjana S S -2018**) & Consumption patterns, consumer preferences, consumer motivation, and consumer buying process & shopping behavior are all examples of consumer behavior. Various elements, such as social, cultural, demographic, personal, economic, and others, impact buying decisions. As a result, in order to sell effectively, a marketer must understand the factors that influence clients' decisions (**KisanShivajirao Desai-2014**).

RESEARCH METHODOLOGY**REVIEW OF LITERATURE**

Dr. Pushpraj Wagh (2021): According to the findings of the study, author identified quality, value for money; ingredients, availability, offers, product line range, and promotion campaign all have a significant impact on the purchasing decisions of Lakme product customers.

Dr. Asha (2019): This study found that marketers should be aware of the factors influencing purchase decisions, as well as consumer attitudes, perceptions, and learning habits regarding cosmetics, and that the following factors, quality product, product price, brand name, product packaging, and advertising, have a greater impact on customer purchasing decisions.

Y P Sai Lakshmi (2019): Consumer behavior, according to the research, comprises of behaviors, reactions, and responses in relation to the things purchased and services sought. Personality, perception, attitude, and learning, on the one hand, and product, price, physical qualities, advertising, and societal impact, on the other, shape consumer behavior, particularly in the purchase of cosmetic products.

Anjana S S (2018): The author primarily focuses on understanding consumer purchasing patterns for cosmetic products and made an attempt to identify the various factors that impact and influence customers when

purchasing a product. According to the author's research, various factors such as quality, brand, price, advertisement, and packaging have a significant impact on consumer purchasing behavior.

Dr. Prakash Pillai R (2007): According to the author, advertisements and friend groups were discovered to be the primary sources of brand information. Quality appears to be the most important criterion for cosmetic selection across all three income levels, with brand also being a major concern for one-third of respondents in the middle income bracket.

OBJECTIVES

- ✓ To know the factors influence on cosmetic purchasing decision
- ✓ To examine the factors influencing the consumers to switch from the offline shopping to online shopping and online to offline shopping

RESEARCH DESIGN: Descriptive research

Simple random sampling method was used to collect the data from four areas such Rajajinagar, Indiranagar, Malleshwaram & Yashwanthpur which considered as a post populated and posh residential area in Bangalore city the capital of Karnataka state. A structured questionnaire was used to collect the data from 385 respondents & collected data was analyzed according to the need and nature of data using Descriptive Statistics, Frequency Distribution, and Cronbach's Alpha and Z test.

DATA ANALYSIS AND INTERPRETATIONS

4.1 Influence of Demographic profile on purchase decision of cosmetic products.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.751	.782	4

Reliability Statistics to study the influence of demographic profile

Factors	Cronbach's Alpha
Gender	.782
Qualification	
Occupation	
Income	

Reliability Statistics to study the influence of demographic profile

Interpretation: The above table demonstrates that demographic factors such as respondents' gender, educational attainment, occupation, and income have a significant impact on individual customers' behavior in terms of selecting their desired cosmetic product, as well as the frequency of purchase and purchasing pattern. As a result, it can be inferred that key demographic aspects influence clients' purchase decisions while purchasing cosmetic products.

4.2 To examine the factors influencing on consumers purchased decision through online and in-store of cosmetic products

4.2.1: Factors on purchasing decision of cosmetic product through online

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.873	.904	7

The reliability statistics in the table above illustrate how trustworthy a homogeneous extraction and grouping is for further examination. According to Cronbach's Alpha, the impact of other factors such as those listed below on purchase decisions of cosmetic products online is 87.3 percent, and the reliability of standardized items is 90.4 percent, thus the impact is valid and can be regarded for future analysis. The following diagram depicts the grouping of standardized items.

Factors	Cronbach's Alpha
Online platform provides wide variety of products.	.904
Special discounts and offers can be availed while purchasing online.	
Door to door service is online platform is helpful.	
The problem of non-availability of the brand in nearby shop is addressed while shopping online.	
Information gathering about cosmetic product is easier while purchasing online.	
Process of billing is convenient over online shopping.	
Online platform provides 24/7 shopping facility	

Interpretation: The standardized item extraction and factor grouping with the reliability of 90.4 percent of the factors helped to determine the impact of other important factors stated in the above table and on cosmetic product purchasing decisions made online, as shown in the table above. As a result, it can be inferred that other factors have a substantial impact on cosmetic product purchasing decisions, and the factors listed above are those that influence the decision. As a result, it may be stated that other factors have a substantial impact on cosmetic product purchase decisions made online.

4.2.2 Factors on purchasing decision of cosmetic product in- store.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.799	.847	8

The reliability statistics in the table above illustrate how trustworthy a homogeneous extraction and grouping is for further examination. According to Cronbach's Alpha, the impact of other factors such as those listed below on purchase decisions of cosmetic products in-store is 79.9%, and the reliability of standardized items is 84.7 percent, thus the impact is valid and can be regarded for further examination. The following diagram depicts the grouping of standardized items.

Factors	Cronbach's Alpha
In- store shopping provides tangibility of cosmetic products.	.847
In- Store purchasing will avoid extra delivery charges.	
Help from sales person provides assistance while purchasing in store.	
Certain brands and products are not available online.	
The threat of sharing personal information is avoided while purchasing cosmetic products in store.	
In store purchase ascertains the quality and other characteristics of the cosmetic products	
To enjoy the fun of shopping, I prefer in store purchasing of cosmetic products.	
Return and exchange of the products are very easy and convenient among in store purchasing.	

Interpretation: The standardized item extraction and factor grouping with the reliability of 84.7 percent of the factors helped to determine the impact of other important factors indicated in the above table and on cosmetic product purchasing decisions in-store, as shown in the table above. As a result, it can be inferred that other factors have a substantial impact on cosmetic product purchasing decisions, and the factors listed above are those that influence the decision. As a result, it may be argued that other factors have a major impact on in-store cosmetic product purchases.

FINDINGS

- ✓ Male respondents make up 37% of the total, while female respondents make up 63% of the total. As a result, it is reasonable to conclude that the responses are skewed toward females, as cosmetic items are primarily used by women in our country.
- ✓ The majority of customers (more than 75%) are over 20 years old and have a better understanding of the purpose of using cosmetic products. We can also understand their mind-set of being attractive and looking beautiful in society, whether to attract the opposite gender or to state their social class.
- ✓ Almost equal number of consumers (50 percent) are single, while the remaining (50 percent) are married. As a result, we can conclude that the respondent distribution is even in nature, which aids in the research of

married and unmarried individual customers' attitudes toward the use of cosmetic products and their perceptions of purchasing cosmetic items in-store or online.

- ✓ The majority of consumers (37%) are businessmen, while the remaining 32% of customers picked as respondents are professionals in their field of work, and the remaining respondents are students by nature.
- ✓ The majority of clients (more than 85 percent) have a monthly income of more than 25,000 per month. As a result, we can conclude that customers are practically self-sufficient and will value their profits and expenditures. As a result, they will be wary of the different benefits and discounts offered by cosmetic product manufacturers.
- ✓ The majority of the customers (almost 45%) have more than three family members. As a result, we may conclude that customers with larger families use cosmetics more frequently than those with smaller families who buy cosmetics less frequently both online and in-store.
- ✓ The vast majority of the customers (more than 76%) come from an urban family background, with a few individuals coming from a semi-urban family background. As a result, we can say that the clients are more from an urban background, which includes metro political areas as well, implying that respondents are particularly interested in looking nice and stunning in society.
- ✓ The majority of consumers (64%) say they prefer to buy cosmetics online because it saves them time, whereas the remaining customers (36%) prefer to buy cosmetics in-store because it saves them time.
- ✓ The majority of customers (54%) say they prefer to buy cosmetics in-store because they enjoy the shopping experience; on the other hand, the remaining consumers (46%) say they prefer to buy cosmetics online because they love the shopping experience.
- ✓ The majority of customers (62%) say they prefer to buy cosmetics online because they believe buying online is simpler than buying in-store. The remaining customers (38%) say they prefer to buy cosmetics in-store because they believe buying in-store is easier than buying online.
- ✓ The majority of customers (77%) say they prefer to buy cosmetics online because they believe there is more diversity in the product available; however, the remaining consumers (23%) say they prefer to buy cosmetics in-store because they believe there is more variety in the product available.
- ✓ The majority of customers (83%) say they prefer to buy cosmetics online because there are a greater variety of brands to choose from. On the other hand, the remaining customers (17%) say they prefer to buy cosmetics in-store because there is a greater variety of a brand to choose from.
- ✓ The majority of customers (75%) state that they prefer to purchase cosmetic products in-store because they believe there will be an easy and secure payment option; however, the remaining customers (25%) state that they prefer to purchase cosmetic products online because they believe there will be an easy and secure payment option.

CONCLUSION

Cosmetic products and their industry in India has been one of the fastest growing and most required industries in the country for decades, as each individual strives to be fair and beautiful. From a marketer's perspective, marketers should be aware of the factors influencing customer purchase decisions, as well as the attitude, perception, and learning habits of customers toward cosmetology. We can infer from the study's findings that demographic parameters such as the customer's gender and income have a substantial impact on the behavior of individual customers when it comes to selecting their desired cosmetic product and purchasing frequency. Customers who buy cosmetics view quality as the most important aspect when shopping online or in-store, and they also consider the advice of a beautician. According to the findings, men use beauty products less frequently than women, and their purchasing habits are distinct and dependent on a variety of factors. Customers are more likely to buy a product based on its merits both online and in-store. Female customers, in particular, prefer online shopping because they enjoy shopping, whether it is traditional shopping or e-shopping, and the young generation is more likely to purchase from online sites because of the technological revolution among the youth population, and they are better able to use technology for their well-being than other age groups. By studying not only customer behavior but also market, trend, and technology, the Indian cosmetic sector offers tremendous market opportunities for corporate firms.

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ONLINE TEACHING-LEARNING IN HIGHER EDUCATION DURING LOCKDOWN PERIOD OF COVID-19 PANDEMIC

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ABSTRACT

The whole educational system from elementary to tertiary level has been collapsed during the lockdown period of the novel coronavirus disease 2019 (COVID-19) not only in India but across the globe. This study is a portrayal of online teaching-learning modes adopted by the Mumbai University for the teaching-learning process and subsequent semester examinations. It looks forward to an intellectually enriched opportunity for further future academic decision-making during any adversity. The intended purpose of this paper seeks to address the required essentialities of online teaching-learning in education amid the COVID-19 pandemic and how can existing resources of educational institutions effectively transform formal education into online education with the help of virtual classes and other pivotal online tools in this continually shifting educational landscape. The paper employs both quantitative and qualitative approach to study the perceptions of teachers and students on online teaching-learning modes and also highlighted the implementation process of online teaching-learning modes. The value of this paper is to draw a holistic picture of ongoing online teaching-learning activities during the lockdown period including establishing the linkage between change management process and online teaching-learning process in education system amid the COVID-19 outbreak so as to overcome the persisting academic disturbance and consequently ensure the resumption of educational activities and discourses as a normal course of procedure in the education system.

Keyword: Online teaching-learning modes, Perception, COVID19, Pandemic, Outbreak Lockdown period, Online education

INTRODUCTION

The COVID-19 is a highly infectious disease or illness caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), originated in Wuhan city of China, has already taken on pandemic proportions, affecting across all the continents mostly spread among individuals during close contact now resulting in millions of deaths. COVID-19 is referred as pandemic due to its severity and fierceness also as the greatest global health crisis since after centuries in human civilization. The onset of the novel coronavirus made everything from world economies to social rituals devastated. For that reason, the International Labour Organization (ILO) estimated that 195 million jobs could be lost (UNDP, 2020). One of the most preferred ways to subdue the effect of this crisis is to enact the COVID-19 containment measures in their respective territories. Nowadays lockdown is a common buzzword that has been mulled over by the people during corona pandemic. In fact, lockdown is a state of the emergency protocol implemented by the competent authorities (in this case it is central and state governments) to restrict people from leaving their place of living resulting in mass quarantines and stay-at-home across the world since March 2020. The coronavirus triggered the first phase nationwide lockdown in India which began on March 25, 2020, for 21 days and subsequently repeated on April 15, 2020, for 19 days as the second phase; on May 04, 2020, for 14 days as the third phase; on May 18, 2020, for 14 days as the fourth phase and on June 01, 2020, only for containment zones taking 16 days. To get control over COVID-19 pandemic is possible to a greater extent with people's unbridled determination of the stringent precautionary measures such as maintaining social distancing, following medically instructed quarantine process and embracing hygiene and sanitation).

Approximately 264 million children and adolescents are not in school (UNESCO, 2017), and this pandemic made this situation further worst. As the COVID-19 pandemic spreads, there has been an increasing move towards teaching online because of shutting down of schools, colleges and universities for an indefinite time as the only option left (Martinez, 2020). Therefore, this is the time to gravely rethink, revamp and redesign our education system in much demanding need of unprecedented current situation. Informal and non-formal education is also tremendously affected. However, it is a well-established assumption that no pedagogical approach can replace the peak position of formal education due to having teacher-taught direct interaction. But, the aftermath of COVID-19 crisis, online education became a pedagogical shift from traditional method to the modern approach of teaching-learning from classroom to Zoom, from personal to virtual and from seminars to webinars. Previously, e-learning, distance education and correspondence courses were popularly considered as the part of non-formal education, but as of now, it seems that it would gradually replace the formal education system if the circumstances enduringly persist over the time. Some of the most popular online communication

platforms that would change the destination and direction of the whole education system across the world in post-COVID-19 circumstances are Start.me, Neo, Classtime, Classwize, Ted-Ed, Coursera, Google Classroom, Bakpax, Pronto, Skillshare, ClassDojo, Edmodo, Blackboard Learn, etc current scenario tries to keep our children away from the traditional formal education system and provide an opportunity to flourish on their curiosity.

Lederman (2020) justly stated that due to the COVID-19 crisis teachers and students both find themselves in the situation where they felt compelled to embrace the digital academic experience as the summum bonum of the online teaching-learning process. Through digital intelligence teachers can cater children's digital skills which are on the brink of cyber risk into the educational opportunities to get success in future ventures especially in this pandemic where children are wholly dependent on online learning. The coronavirus is upending life (EdSource, 2020) that caused an enduring threat to our educational institutions from kindergarten to tertiary level and day by day exacerbated the teaching-learning. Apart from the philanthropic efforts, some people hoped to parlay their enterprising skills into profit-making opportunities.

For any innovative changes, external and internal, both forces are held responsible as Lewin (1958) discussed the three-step process (unfreezing → changing → refreezing) in his change management theory, which delineates the inherent process of any change. Unfreezing of traditional teaching-learning occurred during unforeseen circumstances out of COVID-19, which brought to the shift into online teaching because of anticipated uncertainties in pursuing the traditional mode. As of today's scene, it is quite impossible to take classes in regular mode amid the COVID-19 outbreak in which to maintain the social distancing is of paramount importance; hence undoubtedly online teaching mode became a necessity that brought an organization and individual both in a unfreeze phase. *Unfreezing step* provided an opportunity for motivation and readiness among system and stakeholders (Siegal et al., 1996).

Besides, online teaching mode is providing the feeling of psychological safety to learning community in COVID-19 afflicting period. The second step is about *changing* process under which two options are left either to adopt a new online mode in practice in other institutions elsewhere or to innovate one's own. The research is always for a better implementable model. Here, notably, change is not an event but a dynamic process as a break in continuity. For any result-oriented change, we need to have a time suited outlook and a new mind set (Bridges, 1991) for online teaching mode at an individual and organizational level to supplement the transition phase. Tam and El-Azar (2020) advocated that “resilience must be built into our educational systems” and also indicated three trends that would be seen in future transformations viz. increasing educational innovations, emboldened public-private educational partnership and digital divide gap.

After four months of online experiences, a paradigm shift has occurred with online teaching, gaining prominence to have near permanence even after COVID-19 pandemic leading to refreezing. Refreezing step is inevitable for integrating technology in our teaching-learning process that enables us to teach students with the methods in which they would not only feel comfortable but also, they can match the demands of technology in 21st century.

Programmes and policy of the government of India on online teaching-learning in HEIs

The government of India started thinking gravely on this matter with emphasizing on ICT and use of online education as the part of compulsory teaching-learning process at tertiary level. Moreover, it is reflected on preparing draft new education policy 2019 that has been regarded as a proactive and highly techno-efficient step in the time of this pandemic. Study Webs of Active-Learning for Young Aspiring Minds (SWAYAM) is a programme or Massive Open Online Courses (MOOC) platform initiated by the government of India hosted online courses in different quadrants. The SWAYAM PRABHA is a group of 32 DTH channels dedicated to telecasting of high-quality educational programmes throughout the week. Annual Refresher Programme in Teaching (ARPIT) is an online professional development programme launched by the MHRD on November 13, 2018 using SWAYAM platform. Another initiative of MHRD was e-PG Pathshala run by the University Grants Commission (UGC) that provided high-quality curriculum-based and interactive e-content in 70 subjects across all disciplines. e-Pathshala is a portal jointly run by the MHRD and National Council of Educational Research and Training (NCERT) launched on November 7, 2015, that provided educational resources for teacher educators, teachers, research scholars, students and parents through an online learning platform. Therefore, it can be said that we were not unaware of the challenges and prospects of online education.

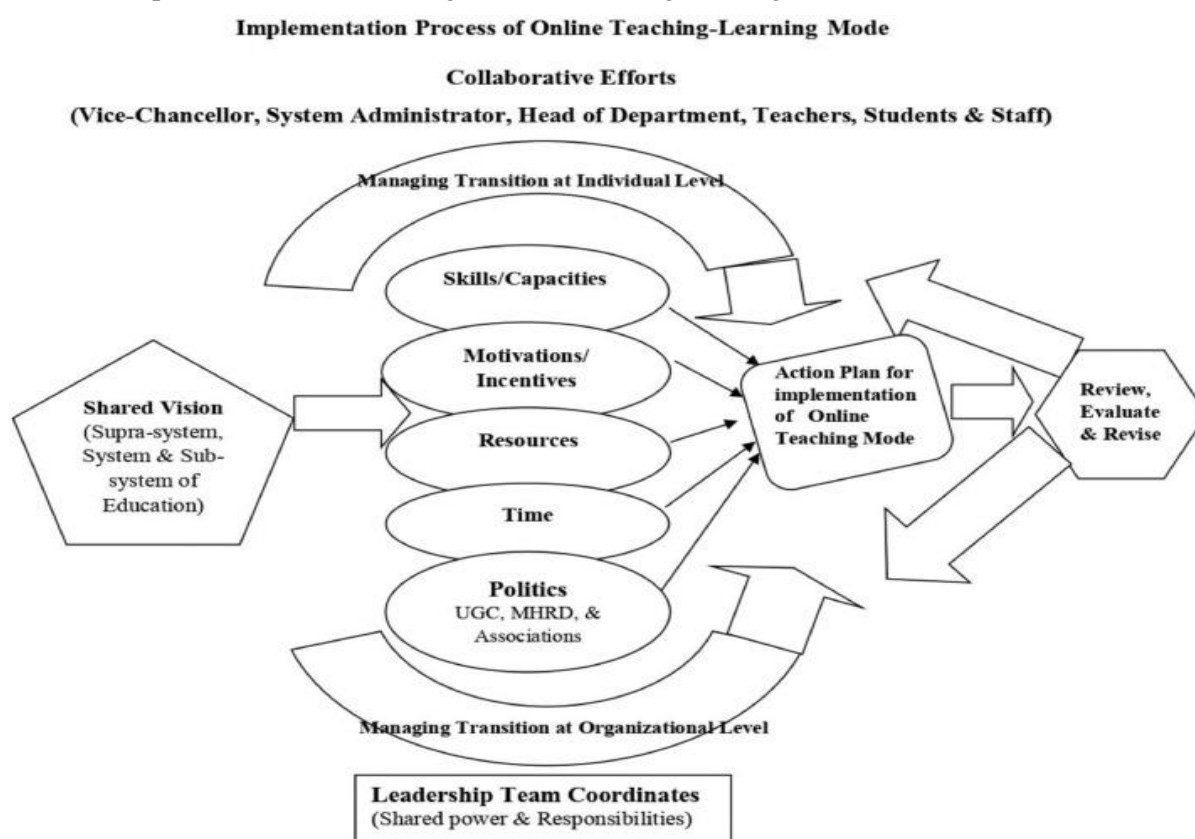
India's apex regulatory body of higher education, UGC, has taken the present educational scenario very seriously and put some efforts proactively to resolve the deadlock of completing courses and examinations in on-going semesters as well as issued circular regarding the academic calendar after the recommendations of one

of the committees constituted by UGC itself. It has also become mandatory for all the universities in India to complete the 25% syllabus through online teaching mode and 75% face-to-face interaction (UGC, 2020). The educational scenario of the post-COVID-19 outbreak would not be easy to manage teaching-learning situations without using online teaching platforms rigorously. Having seen the fearsome monster of coronavirus, it can be anticipated that in the upcoming time student would face multiple challenges of educational hardships including quality education, hands-on experience, laboratory work, library visit, peer tutoring, remedial teaching, research and innovation. Hence, the tentative solution of post-COVID-19 educational tantrums is to maintain the equilibrium of online and offline learning classes (hybrid mode).

Implementation of online teaching-learning in HEIs

There are some difficulties felt in the implementation of the change process in the education system that has been arisen after COVID-19 crisis; these difficulties are related with the novel perspectives of online education and their technological complexities. Earlier to this pandemic, online education is considered as the education provided by the open universities in India. But in COVID-19 induced time, online teaching-learning became a massive challenge to deal with, and stakeholders are not potentially fit to adjust with the sudden educational change as they are not technologically competent to embrace the current situation. Therefore, for successful implementation of educational change (in this case, it refers to the shift from traditional teaching-learning methods to online teaching-learning methods), implications of change need to be addressed.

Fig. 1 described how to decide the implementation process of online teaching-learning. The journey begins from the collective vision of UGC and MHRD (*supra-system*), University and Colleges (*system*), and different academic departments (*sub-system*) in favour of implementing online teaching-learning in the education system. In the face of COVID-19, the shared vision of education system realized that during the pandemic period, teachers and students are motivated to adapt online teaching-learning platforms in fulfilling the current educational needs. Everyone, either teachers or students, were friendly skilled in using social media app viz. WhatsApp, Facebook, Twitter, Instagram, which turned into smooth facilitation of using online educational platforms such as ZOOM, Cisco WebEx, Google Meet etc. as a sign of positive transfer of learning. Also, there are some useful educational apps such as Office 365, Google classroom and much more user-friendly videoconferencing app that can be downloaded free of cost and easy to use; so to some extent, it seems that there is no reason to get into a panic to get new technology all of sudden as some of the apps are already embedded in our HEIs. Majority of stakeholders possessed smartphones and only considerable numbers having laptops are the needed resources to implement online teaching-learning. Mumbai University has its ICT centre and LMS that helps in seamless monitoring of online teaching-learning modes.



Communication Technology (ICT) experts provided necessary assistance to stakeholders and managing the change process. However, many pieces of research have been conducted over online teaching and learning and its effectiveness, no such studies conducted during COVID-19 lockdown period. Hence, the researcher insightfully gets interested in doing this study with the following objectives.

OBJECTIVES

1. To reveal the various forms of online teaching-learning modes adopted during COVID-19 pandemic.
2. To study the perceptions of teachers and students on online teaching-learning during COVID-19 pandemic.
3. To examine the challenges faced by the teachers and students in adapting to the online teaching-learning process during COVID-19 pandemic.

METHODOLOGY

The researcher used both quantitative and qualitative methodologies to study the perceptions of stakeholders based on the online teaching-learning process in HEIs during the lockdown period. This study is delimited to University of Mumbai.

FINDINGS

This section presents objective wise findings derived after percentage analysis and content analysis.

FINDINGS RELATED TO OBJECTIVE ONE

To get the findings of objective one, researchers conducted a survey study in which percentage analyses have been done to reveal the different types of online teaching-learning modes adopted by the teachers and students during the lockdown period.

S.N.	Modes of Online Teaching-Learning Modes	% of Teachers Using Online Teaching Modes	% of Students Using Online Learning Modes
1.	University-Learning Management System	100	60
2.	Google Classroom	32	20
3.	Zoom/ Cisco WebEx/ Google Meet/ Skype	45	15
4.	Webinar	25	35
5.	YouTube Videos	50	28
6.	YouTube/ Facebook Streaming	6	18
7.	WhatsApp/ Telegram	100	100
8.	Telephonic Conversation	87	23
9.	Email	100	100
10.	Swayam Prabha educational DTH channels/Zonet Cable TV	11	27

FINDINGS RELATED TO OBJECTIVE TWO

To get the findings of objective two, i.e. to study the perceptions of teachers and students on online teaching-learning during COVID-19 pandemic, the content analysis of the questionnaire on the perception of teachers and students over online teaching-learning has been done.

The University has a clear vision about implementing the online teaching-learning and thus encouraged faculty and students to do the needful in this regard. The MHRD, UGC and University substantially made the righteous decision at the right time for inclusion of all the stakeholders in online teaching-learning mode that depends upon the change of mindset for the organisational authorities along with the educators to adapt to the technology-based teaching as stated by the some of the teachers. In the words of one teaching faculty that:

“this is very important for all of us to do online teaching during the lockdown because along with work, we feel mentally balanced and healthy.”

During the COVID-19 phase, this mode of education is useful, and thus it can be managed as a transition mechanism.

Majorities of teachers opined that faculty might be better motivated only if they can be convinced that the online method of teaching has more advantages, especially during the lockdown period. Moreover, self-motivation can also work, and this will happen gradually.

The present pandemic situation has caused a lot of damage to almost all walks of life, but it is a blessing in disguise. Due to the authorities' encouragement and motivation, it was found that the University has been managing it capably in the present context. The University needs more technical preparedness itself with necessary online educational resources and training programmes for both teachers and taught; it's challenging to manage it on a long-term basis. One teacher respondent explained that:

"as I have my MS-power-point slide material, now I am typing the explanatory content for the slide materials and convert them as pdf files. This way, I have started preparing and collecting notes material. These materials, in a combined manner, may eventually be converted as text-book for the students."

Teachers developed their action plans for online teaching that were a little bit different from teacher to teacher. Most of the teachers started with preparing study e-materials as per the syllabus, taking online classes as per time table, after taking online classes, study materials being uploaded by them. Few teachers have recorded their video lectures and uploaded to WhatsApp group and on LMS portal for those who missed the classes due to some unavoidable circumstances as well as providing equal opportunity to access learning. Some teachers reported that they prepared modules on each unit, what they need to teach. After uploading of that module, they took online classes which were more of clearing their doubts. One faculty member opined in these words:

"clear and proper planning of the sessions in consultation with the students, lesson preparation, regularity in the conduct of classes, doubt clearing sessions, and personalised responses to the queries of the students is my action plan for online teaching."

FINDINGS OF THE OBJECTIVE THREE

To get the findings of objective three i.e., to examine the challenges faced by the teachers and students in adapting to online teaching-learning process during COVID-19 pandemic, teachers' responses and students' responses on online teaching-learning were collected through perception survey and semi-structured interviews during the lockdown period. It was found that most of the teachers somehow encountered with similar kinds of challenges and issues.

The major challenge while teaching online was the unstable network connection. If the videos and audios of the students were kept off, the connection remains more stable, but that mode of teaching seems to teach to a blank wall. Moreover, it was perceived that some of the students had not essential resources to join online; there it appeared like pushing the digital divide further. So, the difficulties with online teaching were both technical and ideological. Most of the challenges were related to the students and their responses to the needs of online teaching, which include uninterrupted electricity connection, intermittent signal issues. Among others, level of understanding, lack of scope for meaningful interaction, the range for innovative teaching, and mechanical conduct of classes were the significant challenges reported by teachers. It was found that teachers were unable to read the face and mood of students, and thus difficult to change the teaching pattern. Besides, a lack of motivation as immediate feedback was not possible in this online teaching-learning transition phase perceived by both teachers and students. Some of the teachers expressed their grave concerns over the laboratory activities for the research scholars during the lockdown period and demanded simulation techniques in laboratory practical. It was found that some teachers were in a dilemma as they were not sure whether the students switched on the computer for the namesake or actively present at the moment or sitting somewhere; no clue about the participation

Online teaching is a rather exciting concept of teaching for Indian teachers in general. Initially, there was a feeble attendance, but subsequently, its' race gained momentum, and the students were comfortable in attending online classes. Due to not following the time table as in regular classes, sometimes the timing of online classes clashed with other faculty members were reported by the teachers of various departments. Additionally, teachers accepted that they were unable to resolve the doubts of students completely and fulfil students' satisfaction level due to the varied challenges faced by them in the initial stage of online teaching-learning.

DISCUSSION

This paper intended to study the perception of teachers and students on the online teaching-learning process during the COVID-19 lockdown period. While keeping the theoretical lens at the base the research provides varied perspectives on the challenges facing online teaching-learning today. The mixed-methods study examined perceptions of teachers and students keeping at context. New insights come to the forefront while understanding teachers' and students' perceptions about the new trend.

It is found that University's initiative for online teaching-learning mode of instruction commenced through the instructions received from UGC and MHRD under the Government of India.

Telegram, LinkedIn learning, Udemy, and many more to widen their academic exposure and understanding.

While the change was underway, yet the majority of the teaching faculty members were still found themselves using WhatsApp as a mode of online curriculum transaction. The reason attributed was simple, teachers were accustomed to using WhatsApp in day to day life and also suitable anytime for students. Additionally, due to the slow internet connectivity, teachers agreed to have been predominantly dependent on WhatsApp instead of uploading and downloading study material on ERP system. Teachers unanimously opined that orientation programmes and workshops were found useful to get along the newest modes of usable online teaching-learning. Some teachers uploaded readable lecture handouts, and others gave full reference books, for reading. Preparation of handouts required extra work which some teachers were not ready to do. Teachers used their freedom as an individual course instructor was autonomous about imparting instructions, setting questions and final award of marks.

Teaching transactions went on online without fixing the accountability on the teachers regarding the exact online platform used by them. Since students were returned to their home town located at remote rural setups without 4 G internet connectivity or broadband services and uninterrupted power supply, there were compatibility issues with regard to two-way interaction. Complaints received from teachers and students were more than regarding adaptability.

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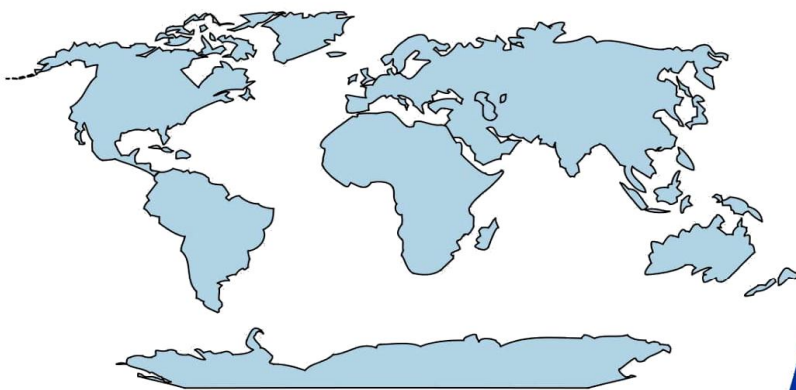
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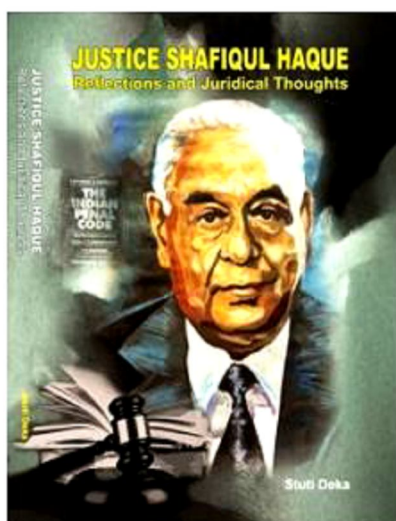


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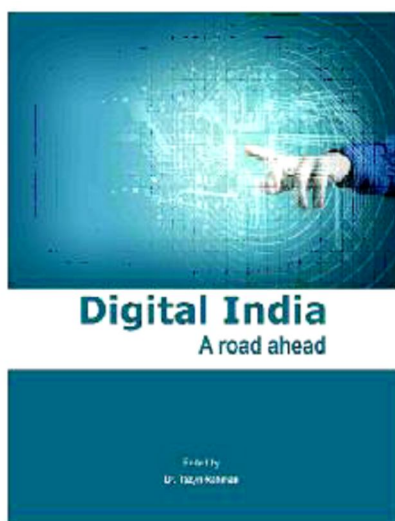
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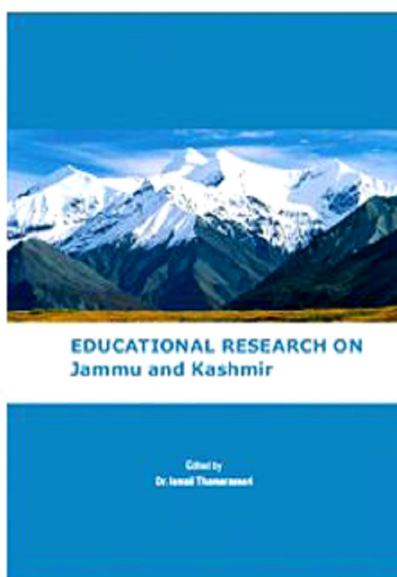
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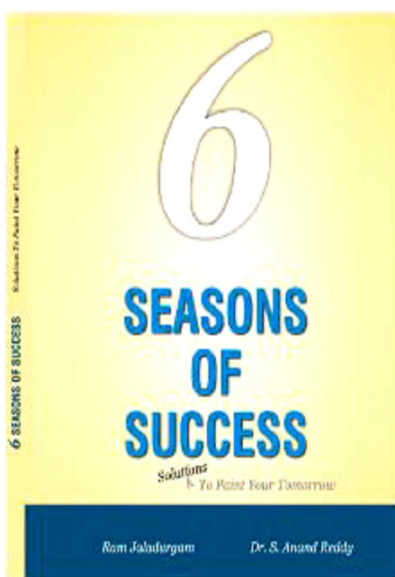
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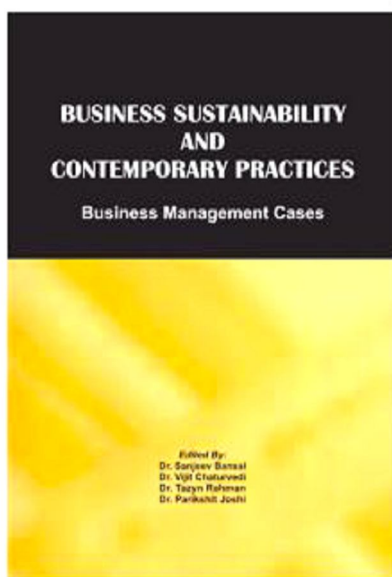
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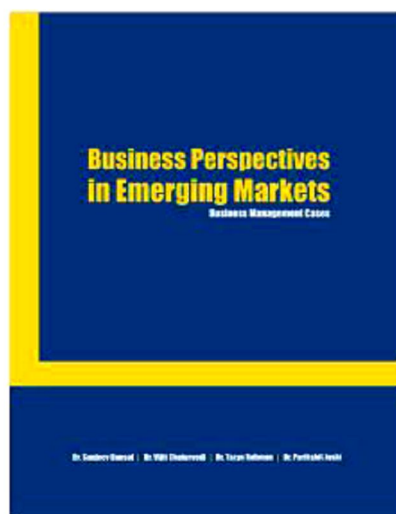
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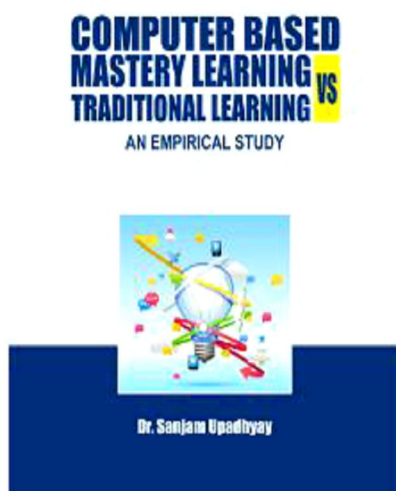
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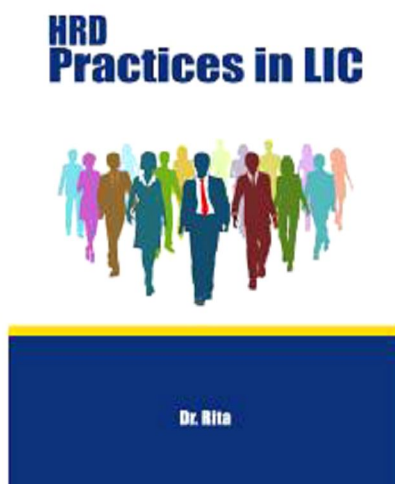
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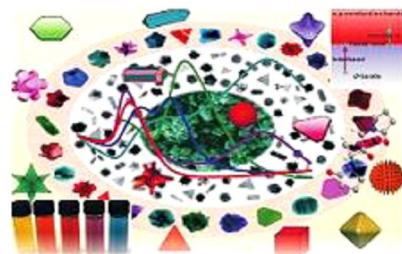
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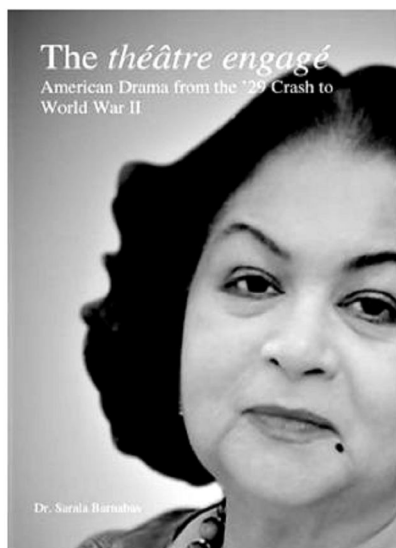
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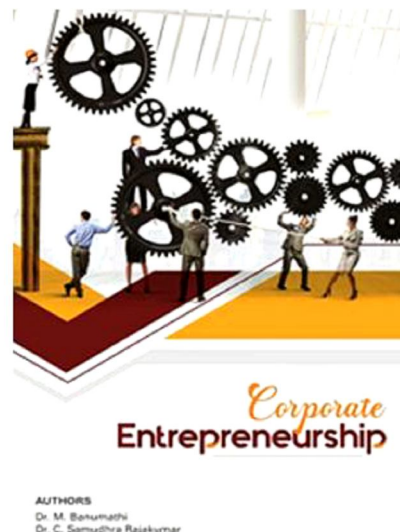
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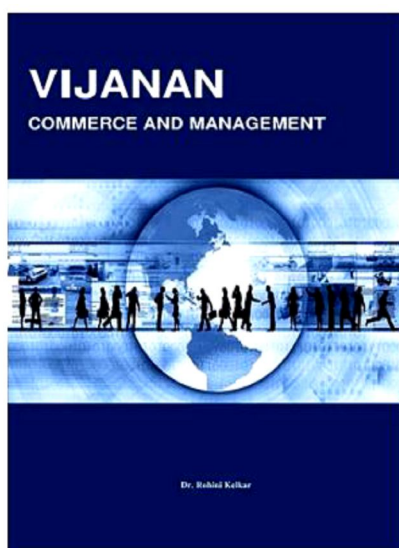
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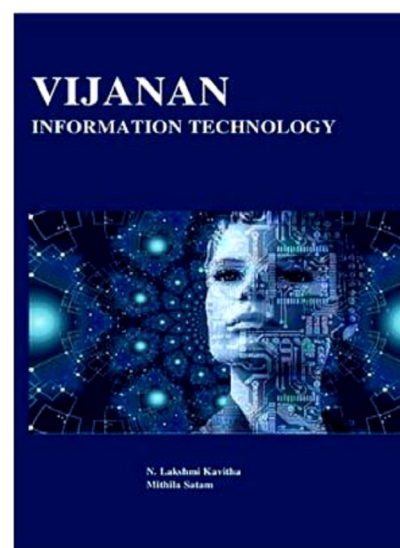
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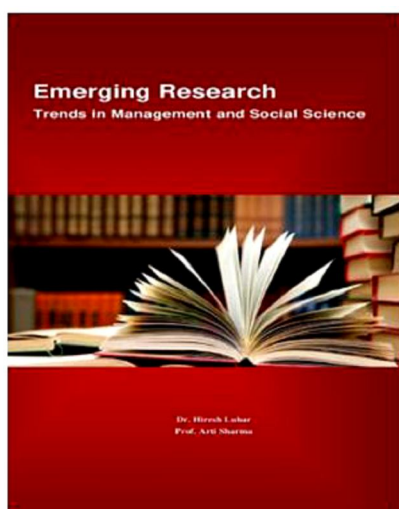
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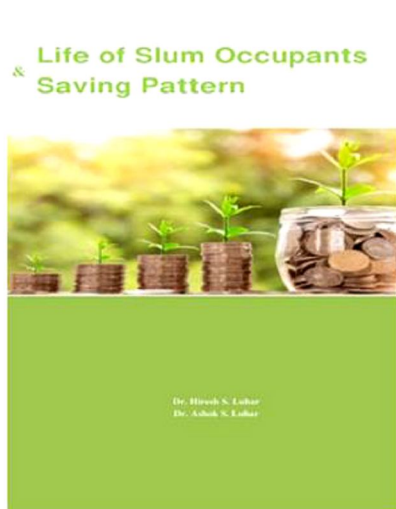
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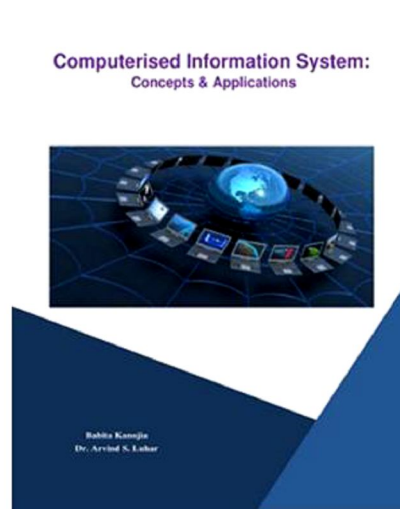
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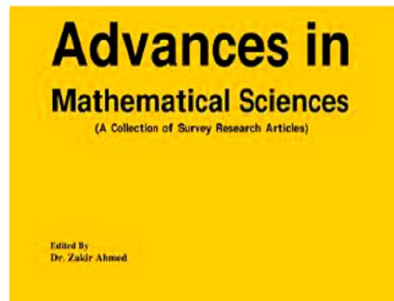
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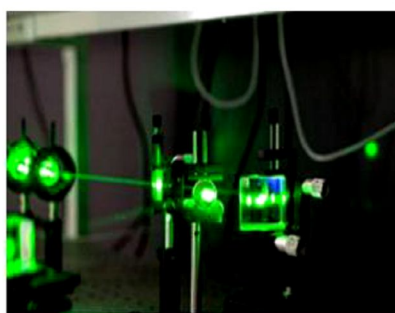


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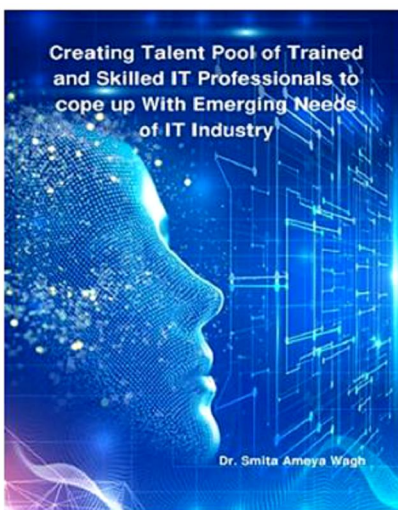
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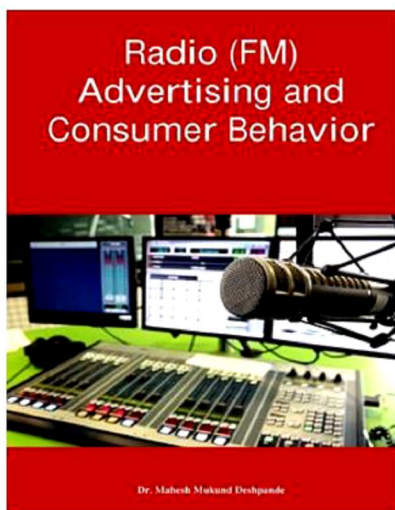
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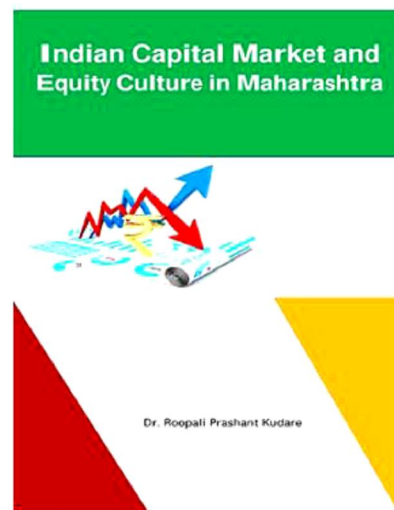
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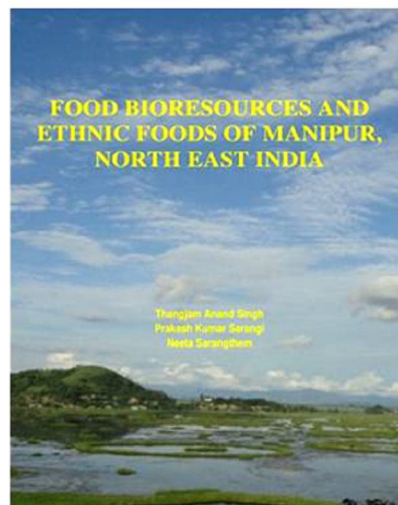
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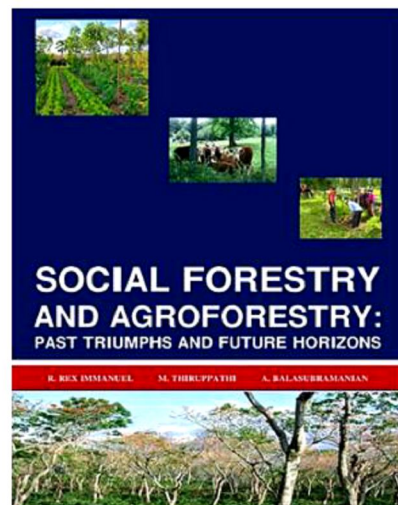
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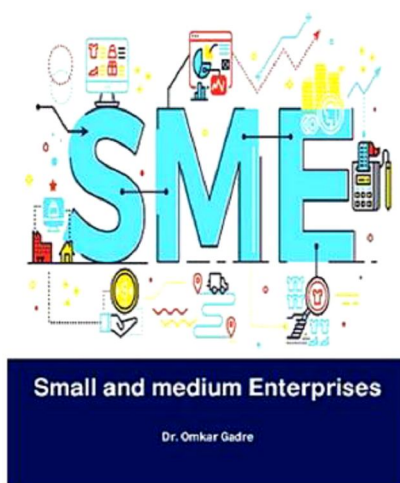
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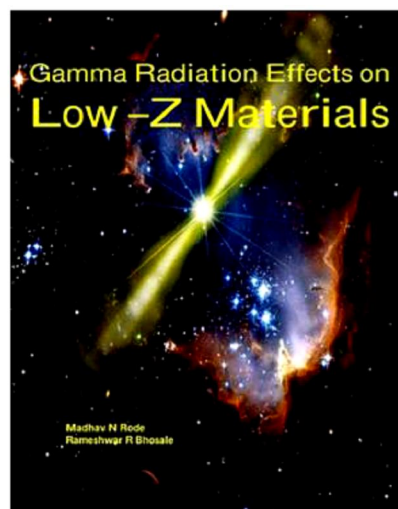
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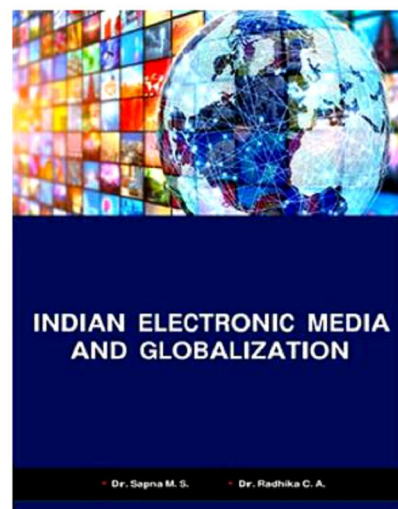
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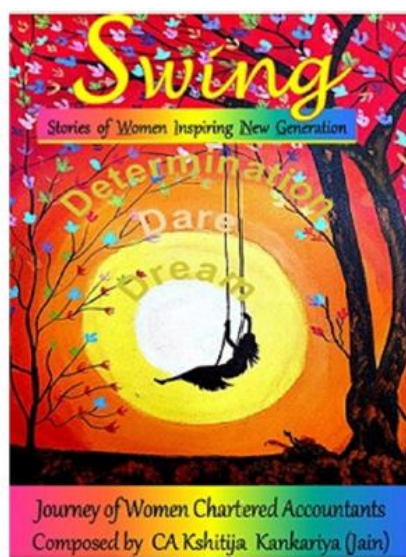
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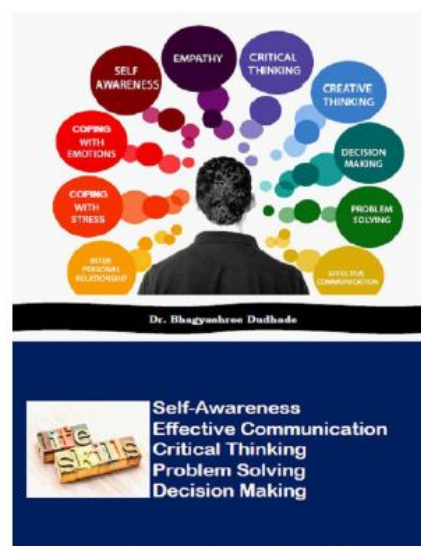
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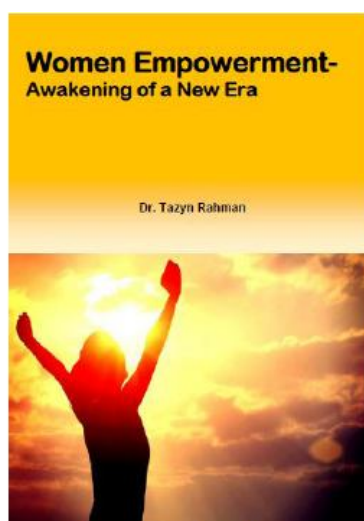


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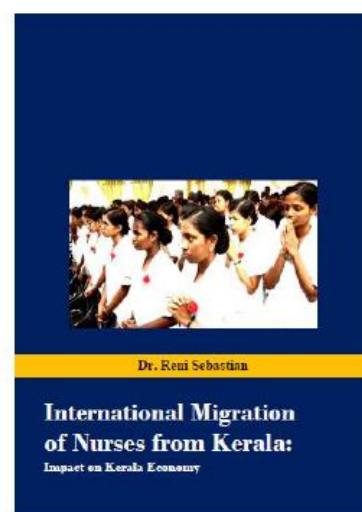


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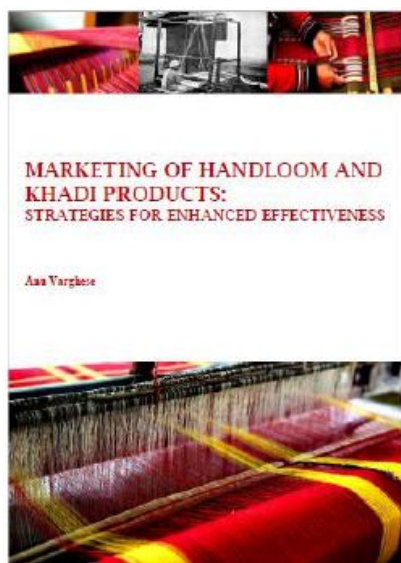
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