ERCMET
2023

International Conference on

POST-PANDEMIC RECOVERY IN BUSINESS AND ITS IMPACT ON VARIOUS STAKE HOLDERS – STRATEGIES, ISSUES AND CHALLENGES

Organized by:

Nagarjuna Degree College,
School of Management – MBA

in association with

NIPM - KC

SEMINAR ROOM

Chief Editor
Dr. Harish Babu S.

Co-Editors
Dr. Vijaya Kumar R. S.
Dr. Vala Ghanshyam Kantilal
Dr. Raghavendra H. A.

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PREFACE

This volume contains some of the selected papers from the International Conference on "Emerging Research in Commerce, Management, Economics, and Technologies 2023" (ERCMET), a Two-Day International Conference on "Post-Pandemic Recovery in Business and its Impact on Various Stake Holders - Strategies, Issues, and Challenges", organized by the School of Management-MBA, Nagarjuna Degree College, Yelahanka, Bengaluru, on 12th and 13th of April, 2023. The conference aimed to facilitate worldwide researchers, academicians and industrialists to present their research contributions and share their views on post-pandemic recovery in business, and its impact on various stake holders – strategies, issues and challenges. It was also a platform to bring together leading experts in the domains of interest (Commerce, Management, Economics, and Technologies) from around the world to discuss the trends those are transforming business. The main idea was to invite the fine thoughts of the experts and millennia, who are the current business trendsetters across the world.

All the papers have been reviewed by more than two experts' referees in their relevant disciplines. The papers selected for this proceeding were based on their quality of research and relevance to the conference theme. More than 160 submissions had been received, of which 120 have been selected for publication in conference proceedings and the other 30 have been recommended to the journal. The editors hope that this volume will provide the readers with a broad overview of the latest advancements in post-pandemic recovery and its impact on business, which will be a valuable reference source for further research.

The conference had three keynote sessions and ten parallel sessions in which there were valuable discussions and presentations by international and national presenters.

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                     Dr. Raghavendra H. A.

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IMPACT OF CUSTOMERS' PERCEPTION AND SATISFACTION ON CUSTOMERS'RETENTION TOWARDS DEPARTMENTAL STORES IN SALEM DISTRICT, TAMIL NADU, INDIA

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ABSTRACT:

The retail industry in India is the fifth largest in the world. Only 3-5% of India's retail market is controlled by organized retailers. Consumers and marketers have shown widespread support for and appreciation of the local Kirana shops. Still, the manner centers formed in level II and III cities typically follow a retail pattern. Customers' impressions, beliefs, and familiarity with a company and its offerings fall under "customer perception," a phrase used in marketing. Keeping consumers around for an extended period is called customer retention. People shop at department shops for all aspects of their lives since they provide for the necessities of life. Customers will be dissatisfied if the companies in question do not meet their needs, and the enterprises will ultimately fail. This study will thus examine how customers in the Salem area of Tamil Nadu view and experience organized shopping. The study was descriptive. The samples in this investigation span many stages. There were 1,328 samples taken in total. Data analysis was performed using various statistical methods, including factor analysis and structural equation modeling. The research showed that success in retail requires businesses to provide exceptional value to their customers, increasing the likelihood that those customers would return.

Keywords: Customer Perception, Customer Retention, Customer Satisfaction, Kirana Store, Retail Sector.

INTRODUCTION:

After agriculture, retail is India's second largest industry. It is highly dispersed and dominated by tiny, individual, and proprietary businesses. The retail industry in India is the fifth largest in the world. Only 3-5% of India's retail market is controlled by organized retailers. Centers created in level II and III cities often feature a planned retailing layout, even though local Kirana stores have played a vital role and been universally appreciated by customers and advertising. Both domestic and international firms participate in India's retail sector. This research will illuminate our customers' perceptions of and happiness in shopping at well-organized retail establishments. This research project investigates the attitudes and experiences of shoppers in the Salem area of Tamil Nadu, India, regarding the continuation of a well-developed retail infrastructure. Keeping customers loyal is an essential objective for any business. The company realizes that keeping the new ones is more profitable than losing the old ones. Management and marketing thinkers agree that happy customers mean happy clients. Studying consumer expectations and satisfaction is essential with organized retail establishments because of how critical their success is to overall customer satisfaction.

CUSTOMERS' PERCEPTION:

Customers' impressions, beliefs, and familiarity with a company and its offerings fall under "customer perception," a phrase used in marketing. Advertising, user reviews, public relations, social media, expert opinion, and other channels may influence consumers' comprehension.

CUSTOMER SATISFACTION:

Loyalty from consumers depends on how well the product meets their needs. Consumers are dissatisfied if the product falls short of their expectations during manufacture. When manufacturing is up to par, customers are satisfied. When the product's quality meets or surpasses consumer anticipation, everyone wins.

ORGANIZED RETAILING:

Businesses that are part of "organized retailing" are those owned and operated by legitimate stores that have applied for and been granted permission to collect sales and revenue tax from consumers.

DEPARTMENTAL STORES:

Department stores are large, often multi-story retail establishments that carry various goods. Traditional shops are typically around 7,000 square feet, with many levels selling various things, including clothing, accessories, makeup, and homewares. Companies that sell at least 10% but less than 70% of their goods in food, clothing, and home goods are considered in the "company department" category. These stores also have less than a 50% self-service ratio and at least 50 employees.

CUSTOMER RETENTION:

Keeping consumers around for an extended period is called customer retention.

REVIEW OF LITERATURE:

The characteristics and expectations of EIP manufacturers and buyers were investigated by Brian Harris et al. (2000) (EIPs). Psychological tests were administered to EIP and non-EIP customers to determine how susceptible environmental views are too emotional and consumer influences. Several factors, including individual income and family size, are insignificant in determining EIPs' food needs. Variables that affect both demand and subsidies were only dimly understood. Consumers have a generally positive outlook on organic foods, and a lack of information is why they don't buy them.

According to research by Marvin T. Batte et al. (2007), organic packaged food products have a higher willingness to pay. According to the study, customers are willing to pay a premium for food that is up to 100 percent organic.

Ulf Hjelmar's 2011 research on why people choose organic food and other items identifies many vital factors. The government is committed to expanding organic and environmentally friendly regulations as its market proportion grows.

Since concerns about human health and the environment are likely to impact the demand for organic food majorly, Farah Ayuni Shafie (2012) published a study on the subject. They conclude that demographic considerations have no significant impact on organic preference. Consumers have connected organic food and environmental concerns, animal welfare, and pesticide avoidance. The higher cost of organic foods discourages their widespread use.

H. M. Chandrashekar. (2014) looked into the value and preference of organic products among Mysorean consumers. He found that people firmly understood sustainable practices but were still wary about organic foods. It's fair and understandable that people would choose organic foods. Food advertisers should create logical and esoteric commercials, offering consumers a range of options.

Consumers in Malaysia have little interest in or understanding of organic foods. According to the data collected for this survey, most respondents want to increase their organic food consumption. Organic food's popularity in the market was studied by Tan et al. in 2015. According to a poll, more than half of shoppers prefer to buy organic produce.

Hyun-Joo Lee et al. (2015) studied consumers' organic food-buying habits and plans.

Using QFD, De Fátima et al. (2015) created a valuable agricultural product. Also, these affiliations must be considered while evaluating the quality of dietary ingredients. Product development relies heavily on QFD objective product components and quantitative elements in manufacturing and the supply chain. It might be a resource for making various kinds of food in the future. Because it accounts for almost a third of the relative content of organic agricultural goods, the suggested research implies that socio-environmental responsibility is crucial for organic agriculture.

Dr. C. Thirumal Azhagan and G. Anandhan (2016) have clustered customer satisfaction determinants in the organized retail format for the Trichy region to find the demographic profile of the customers who visit a retail format. The study's findings suggest that compared to less structured retail environments, supermarkets and department stores provide superior service quality and a more comprehensive selection of products.

P Daniel et al. examined what factors in retail marketing are most important to customers (2016). Products, shop characteristics, promotional sales, and consumer behavior are all impacted by retail marketing efforts. Spenser's customer satisfaction in Guntur has suffered directly from all these issues.

Gonzalo Ruiz Dáz (2017) studied the determinants of customer happiness and loyalty in the Peruvian mobile industry. The results showed that customer loyalty in the mobile phone industry is founded on the level of satisfaction provided to the consumer. In contrast to other research, this investigation identified unique characteristics that contribute to either satisfied or dissatisfied clients. Statistical analysis demonstrates that assessments of service quality other than quality of service substantially influence customer satisfaction categories. These characteristics include customer service, tariff and schedule information, and the clarity of invoicing. Other economic, socioeconomic, and geographical factors that influence customers' purchasing decisions showed a similar pattern of asymmetry. When a user's loyalty can be explained just by how satisfied they are, we see effects similar to those seen when measuring customer satisfaction.

Magnus Söderlund (2018) examined the connection between proactive employees and happy clients (i.e., the staff initiates face-to-face relationships on the shop floor). One survey and one field experiment were conducted in a grocery store setting. Customer satisfaction has increased due to worker participation, according to both studies. Furthermore, worker activity has successively moderated the impact of perceptions of work and performance on contentment. This research adds to the increasing body of evidence suggesting that the structure and tone of service meetings significantly shape employees' personalities and how they interact with clients.

Eleishaane Fifita et al. (2019) examined organic food consumption through the lens of Social Practice Theory. Studies in this area have identified three significant motivations for consumer spending: promoting health and lifespan, expressing concern for the environment, and making a statement about one's social standing. U.S. consumers' retail preferences for organic food were studied by Jiyoung Hwang et al. (2019). The poll results show that knowing your audience and producing relevant content is essential to a successful marketing strategy. Seven academics examined the factors that impact consumers' decisions to become organic. The findings imply that customers in nations with a positive outlook on the place of origin are more likely to seek organic labeling. Organic and non-organic eating habits were compared in a study by Jrgen Dejgaard Jensen et al. (2019). Separation by location was found to be an effective strategy for elevating organic food products.

G. Hult, Tomas M., et al. (2019) examined the merchants' efforts to please and prosper in the market by strategically using online and offline procurement channels. Unfortunately, the current state of multichannel research does not adequately respond to the factors that influence consumer satisfaction and, by extension, loyalty while purchasing online instead of in a physical store. Unsatisfied consumers can hurt a store's bottom line, which can be a cause for concern. Using a modified American Customer Satisfaction Index version, the poll revealed significant variations in consumer satisfaction and its

effect on customer loyalty across purchasing channels (ACSI). The study's results demonstrated that the purchase value is an important factor in the satisfaction ratings made by retail consumers who buy electronic items online and that these customers are happier when making repurchase selections than when shopping offline. When purchasing at a physical store, a customer's happiness is heavily influenced by the overall quality of the shopping experience and their expectations.

Kun-Huang, Huang, et al. (2020) investigated the impact of customer satisfaction on loyalty in the face of price increases. The values in this study are disseminated through qualitative analyses after a furious set/QCA is used to generate links with structural relationships. Both approaches help establish healthy connections while dealing with complex problems. According to research conducted by a class of executive MBA students in Taiwan, loyal customers may afford to pay higher rates. Lastly, the data demonstrate that happy customers don't necessarily stick around.

NEED FOR THE STUDY:

Although India's "organized retailing" market is still in its infancy, it has expanded quickly over the past several years. There is intense competition among stores in the current state of organized retailing. Because of the high customer acquisition cost, every business strives to keep its current clientele. Therefore, keeping the ones you already have is preferable. Department stores in Salem are expanding, although they were not included in the prior research. It calls for investigating the relationship between customer pleasure and loyalty at department shops in the Salem District of Tamil Nadu.

NOVELTY IN THE STUDY:

By use of structural equation modeling (SEM), the interconnectedness of many factors may be seen. The correlations displayed by SEM are, in fact, the researchers' working hypotheses. Instead of investigating or explaining phenomena, SEM studies are typically conducted to validate a study method. Researchers noticed that only a few other studies employed SEM to build a model while reviewing the literature reviews to find the research gap. Researchers were motivated to employ SEM after discovering the correlation between positive customer experiences and higher repeat business rates.

OBJECTIVES OF THE STUDY:

- To study the customer's perception of organized departmental stores.
- To analyze the customer satisfaction towards departmental stores in Salem District.
- To develop a model on customer perception and satisfaction towards organized retailing and study its impact on customer retention.

HYPOTHESES:

1. There is no significant association between customer satisfaction and retention.
2. To prove that customer perception and satisfaction directly impact customer retention.

RESEARCH METHODOLOGY TYPE OF THE STUDY:

A descriptive research study focused on customers' attitudes and experiences in well-organized retail establishments, as well as the elements that influence shoppers' decisions and keep them coming back.

SAMPLE DESIGN POPULATION:

Customers visited the well-organized department stores for this massive and limitless research.

SAMPLING UNIT:

Customers at Salem's well-organized department shops served as the study's unit of analysis.

SAMPLING PROCEDURE:

The samples in this investigation span many stages. In the initial stage of the study, conducted in the Salem District, random sampling was utilized. Respondents were chosen in the third step, and retailers were chosen in the second stage using a quota sampling method. The next step was a method called "convenience sampling."

SAMPLE SIZE:

There was a total of 1328 of samples.

STATISTICAL TOOLS USED FOR ANALYSIS:

Data were used by statistical tools such as Factor Analysis and Structural Equation Modeling for the analysis.

ANALYSIS AND INTERPRETATION:

Factors Influencing Customers' Perception of Organized Retail Outlets:

Factor analysis with 21 separate consumer insight statements was used to assess validity, and the gathered goods were checked for internal consistency.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.833
Bartlett's Test of Sphericity	Approx. Chi-Square	16526.260
	Df	210
	Sig.	0.000

Table 1.1: KMO and Bartlett's Test

The sample size for factor analysis may be evaluated using the KMO sample adequacy calculation. Values between 0.5 and 1.0 are likely to be suggested by factor analysis. Incomplete factor analysis is indicated by values below 0.5. Kaiser determines the index of sample adequacy for Meyer-Olkin tables to be 0.833, indicating that the factor analysis is adequate for the dataset. Bartlett's sphericity test is used to evaluate the independence hypothesis. The method relies on inverting the Chi-square determinant of the correlation matrix. The null hypothesis might be rejected if the test results are statistically significant. This study will validate the usefulness of factor analysis. The 16526.260 value for the Chi-square statistic of Bartlett's sphericity suggests a connection between 21 phrases. Hence, this element evaluation is valid for the data set in question.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	7.915	37.688	37.688	7.915	37.688	37.688	4.436	21.123	21.123
2	1.916	9.122	46.811	1.916	9.122	46.811	4.228	20.133	41.256
3	1.834	8.735	55.546	1.834	8.735	55.546	1.964	9.350	50.607
4	1.361	6.480	62.026	1.361	6.480	62.026	1.763	8.394	59.000
5	1.088	5.182	67.208	1.088	5.182	67.208	1.724	8.208	67.208
6	.967	4.605	71.813						
7	.806	3.839	75.652						
8	.733	3.493	79.145						
9	.689	3.279	82.424						
10	.595	2.833	85.257						
11	.522	2.486	87.744						
12	.431	2.050	89.794						
									Continued…

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of SquaredLoadings			Rotation Sums of SquaredLoadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
13	.354	1.688	91.482						
14	.310	1.476	92.958						
15	.274	1.306	94.264						
16	.274	1.304	95.568						
17	.244	1.161	96.729						
18	.203	.969	97.698						
19	.179	.853	98.551						
20	.171	.816	99.367						
21	.133	.633	100.000						
Extraction Method: Principal Component Analysis.									

Table 1.2: Total Variance Explained

Each component's Eigenvalue describes the sum of its variation—the fraction of the total variance attributed to each component. Exploratory factor analysis frequently employs the primary variable analysis, where the total variance of data is utilized to compute the needed number of factors to account for the total data variance.

Rotated Component Matrix(a)					
	Component				
	1	2	3	4	5
Excellent Product Quality	0.755				
The advertisement given by the Store is Informative.		0.790			
Accepting Different Payment Modes			0.813		
Proper Signage is Installed				0.717	
Better Customer Service					0.814

Table1.3: Rotated Component Matrix

When claims for the same component are defined in broad loads, the interpretation of variables becomes much more straightforward. The element can be interpreted in a broad sense regarding the declaration loading. An investigation of the factors affecting shoppers at department stores, broken down into 21 distinct points of view. Only 5 of the 21 comments contribute anything new to the study (67.208%).

The statements are:

1. Excellent Product Quality
2. The advertisement given by the Store is Informative
3. Accepting Different Payment Modes
4. Proper Signage is Installed
5. Better Customer Service

Factors Influencing Customer Satisfaction Level of Organized Retail Outlets:

Customer satisfaction claims were analyzed based on 26 individual statements and the reliabilityof the obtained samples was checked for the internal accuracy of the classification of objects.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.812
Bartlett's Test of Sphericity	Approx. Chi-Square	23571.395
	Df	325
	Sig.	0.000

Table 1.4: KMO and Bartlett's Test

Whether or not a factor analysis is adequate can be gauged by using the KMO sample adequacy assessment index. Factor analysis may be used confidently when the result is between 0.5 and

the factor analysis is inappropriate if the value is less than 0.5. Kaiser-Meyer-sample Olkin's adequacy index measurement is 0.812, as shown in the table above; the factor analyzer is enough for the data set. The hypothesis of independent variables is tested using Bartlett's sphericity test. It relies on inverting the determinant of the correlation matrix. The null hypothesis may be rejected when the test statistics are very significant. An adequate factor analysis will be shown. Bartlett's Sphericity Chi-square test returns a value of 23571.395, indicating that the 26 assertions are related; as a result, the factor analysis of KMO is valid for this data set.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.039	30.917	30.917	8.039	30.917	30.917	4.180	16.077	16.077
2	3.680	14.155	45.073	3.680	14.155	45.073	3.520	13.537	29.614
3	2.522	9.699	54.772	2.522	9.699	54.772	3.452	13.275	42.889
4	1.513	5.821	60.593	1.513	5.821	60.593	2.900	11.154	54.043
5	1.446	5.563	66.155	1.446	5.563	66.155	2.173	8.359	62.402
6	1.143	4.395	70.550	1.143	4.395	70.550	2.119	8.148	70.550
7	.933	3.588	74.138						
8	.814	3.131	77.269						
9	.723	2.782	80.051						
10	.583	2.242	82.293						
11	.574	2.208	84.500						
12	.516	1.985	86.485						
13	.454	1.746	88.232						
14	.428	1.646	89.878						
15	.355	1.364	91.242						
16	.333	1.281	92.524						
17	.312	1.201	93.724						
18	.285	1.097	94.821						
19	.238	.915	95.736						
20	.217	.833	96.568						
21	.191	.734	97.303						
22	.178	.685	97.987						
23	.171	.657	98.644						
24	.141	.541	99.185						
25	.113	.435	99.620						
26	.099	.380	100.000						
Extraction Method: Principal Component Analysis.									

Table 1.5: Total Variance Explained

Each component's Eigenvalue describes the sum of its variation—the fraction of the total variance attributed to each component. Exploratory factor analysis frequently employs the primary variable analysis, where the total variance of data is utilized to compute the needed number of factors to account for the total data variance.

Rotated Component Matrix(a)						
	Component					
	1	2	3	4	5	6
Fresh/New Stock	0.788					
Store Ambience		0.827				
						Continued…

Rotated Component Matrix(a)						
	Component					
	1	2	3	4	5	6
One-Stop Shopping			0.839			
Signage				0.781		
Value for Money					0.821	
Product Range						0.853

Table 1.6: Rotated Component Matrix

Defined declarations with a wide load at the same element can stand in for factors. The phrase suggests a highly laden interpretation of the component.

The characteristics identified in the investigation influenced the level of customer satisfaction at 26 different types of stores. Only six of the 26 allegations had any bearing on the research (70.550%).

The statements are:

1. Fresh/New Stock.
2. Store Ambience.
3. One-Stop Shopping.
4. Signage.
5. Value for Money.
6. Product Range.

Conceptual Model of Customer's Perception and Satisfaction towards Organized Retail Outlet:
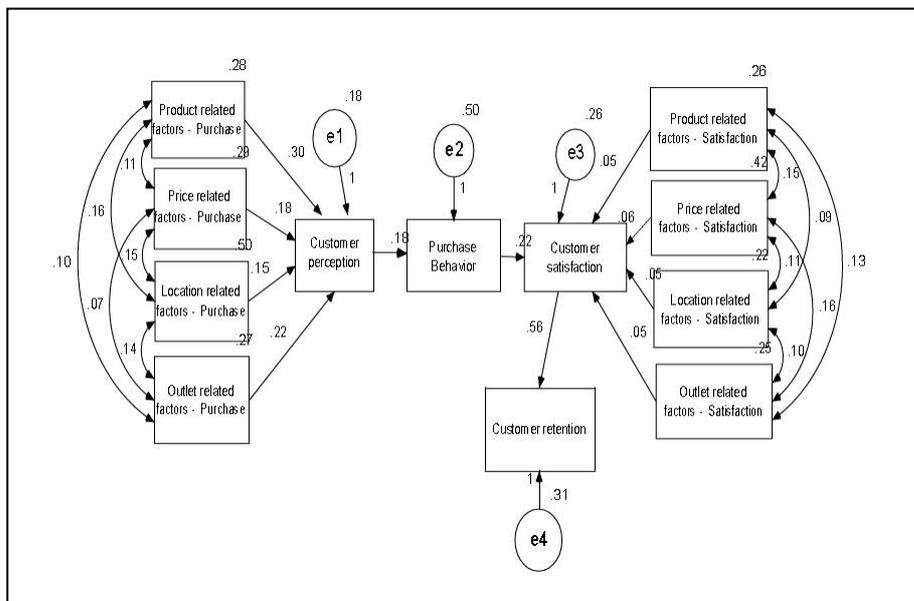
Figure 1.1: Conceptual Model of Customer's Perception & Satisfaction towards Organized Retail Outlet

Indices	P Value	Suggested Value
Chi-square (X2/Df) (1936.565/43)	0.181	> 0.05 (Hair et al., 1998)
GFI (Goodness of Fit)	.908	> 0.90 (Hu and Bentler, 1999)
AGFI (Adjusted Goodness of Fit)	.901	> 0.90 (Hair et al., 2006)
		Continued…

Indices	P Value	Suggested Value
CFI (Comparative fit Index)	.906	> 0.90 (Daire et al., 2008)
RMR (Root Mean Square Residual)	.074	< 0.08 (Hair et al., 2006)
RMSEA (Root Mean Square Error of Approximation)	.052	< 0.08 (Hair et al., 2006)

Table 1.7: Showing H_0 - The Model is a Good Fit

For each dimension, they detail its route coefficients, required weight ratio, and significant quantity and show that all extracted variances are nearly more than 0.07 (Fornell and Larcker, 1981). Using a 5-point Likert scale, we get a value of GFI = 0.908%. RMR = 0.074 for values below 0.08. An AGFI of 0.901 meets the requirement (Bollen and Stine, 1993). Estimated weights (CMIN/DF) of 0.181 are used to calculate the standard Chi-Square, which is enough for the task at hand (Hair et al., 1998; Bollen, 1989; Bollen and Stine, 1993). It showed that the model is a good fit for the analysis. Results on model fitness and the SEM path numbers are discussed. This study empirically supports the fitness of the Likert 5-point scale when using the Structure Equation Model (SEM).

Variables		Factors	Estimate	S. E.	C. R.	P
customer perception	<---	Product-related factors -perception	0.296	0.026	11.453	***
customer perception	<---	Price-related factors - perception	0.175	0.025	7.110	***
customer perception	<---	Location-related factors - perception	0.146	0.020	7.404	***
customer perception	<---	Outlet-related factors - perception	0.224	0.025	9.003	***
Perception of Behavior	<---	customer perception	0.183	0.035	5.147	***
Customer satisfaction	<---	Perception behavior	0.220	0.020	11.173	***
Customer satisfaction	<---	Product-related factors -perception	0.053	0.034	1.569	0.117
Customer satisfaction	<---	Price-related factors - perception	0.061	0.026	2.308	0.021
Customer satisfaction	<---	Location-related factors - perception	0.049	0.035	1.391	0.164
Customer satisfaction	<---	Outlet-related factors - perception	0.050	0.036	1.402	0.161
Customer retention	<---	Customer satisfaction	0.559	0.028	20.056	***
Customer perception	<---	Product-related factors -perception	0.296	0.026	11.453	***
Customer perception	<---	Price-related factors - perception	0.175	0.025	7.110	***
customer perception	<---	Location-related factors - perception	0.146	0.020	7.404	***
customer perception	<---	Outlet-related factors - perception	0.224	0.025	9.003	***
*** Significant at 0.001%						

Table 1.8: Regression Weights

Regression Weight at 0.001 % Level of Significance:

The observed variables which have a positive influence over unobserved variables at 0.001 percent with customer satisfaction and retention are customer perception with the regression weight Product related factors-perception (0.296), customer perception with the regression weight Price related factors - perception (0.175), customer perception with the regression weight Location-related factors - perception (0.146), customer perception with the regression weight Outlet related factors - perception (0.224), Perception Behavior with the regression weight customer perception (0.183), Customer satisfaction with the regression weight Perception behavior (0.220), Customer satisfaction with the regression weight Price related factors - perception (0.061), Customer retention with the regression weight Customer satisfaction(0.559).

Variables		Factors	Estimate	S. E.	C. R.	P
Product-related factors - perception	<-->	Outlet-related factors - perception	0.098	0.008	12.113	***
Price-related factors - perception	<-->	Outlet-related factors - perception	0.074	0.008	9.264	***
Location-related factors - perception	<-->	Outlet-related factors - perception	0.141	0.011	12.957	***
Product-related factors - perception	<-->	Location-related factors - perception	0.163	0.011	14.513	***
Price-related factors - perception	<-->	Location-related factors - perception	0.146	0.011	13.123	***
						Continued…

Variables		Factors	Estimate	S. E.	C. R.	P
Product-related factors - perception	<-->	Price-related factors - perception	0.108	0.008	12.968	***
Product-related factors -satisfaction	<-->	outlet-related factors -satisfaction	0.126	0.008	16.017	***
Product-related factors -satisfaction	<-->	location-related factors -satisfaction	0.094	0.007	13.430	***
Product-related factors -satisfaction	<-->	Price-related factors - satisfaction	0.147	0.010	14.843	***
Price-related factors - satisfaction	<-->	outlet-related factors -satisfaction	0.164	0.010	16.375	***
Price-related factors - satisfaction	<-->	location-related factors -satisfaction	0.109	0.009	12.426	***
location-related factors -satisfaction	<-->	outlet-related factors -satisfaction	0.102	0.007	14.556	***
*** Significant at 0.001%						

Table 1.9: Covariance

Covariance at 0.001 % Level of Significance:

The covariance estimates between exogenous variables which have positive relationship at 0.001 % with Customer satisfaction and retention are product related factors - perception and Outlet related factors - perception (0.098), Price related factors - perception and Outlet related factors - perception (0.074), location related factors - perception and Outlet related factors - perception (0.141), product related factors - perception and location related factors - perception (0.163), Price related factors - perception and Location related factors - perception (0.146), product related factors - perception and Price related factors - perception (0.108), product related factors - satisfaction and Outlet related factors - satisfaction (0.126), product related factors - satisfaction and location related factors - satisfaction (0.094), product related factors - satisfaction and Price related factors - satisfaction (0.147), Price related factors - satisfaction and Outlet related factors - satisfaction (0.164), Price related factors - satisfaction and location related factors -satisfaction (0.109), location related factors - satisfaction and Outlet related factors - satisfaction (0.102).

FINDINGS OF THE STUDY:

Factors Influencing Customer's Perceptions of Organized Retail Outlets:

A sample of customer-organized retail establishments shows the influence of 21 different claims. Five of the twenty-one remarks have a more noticeable effect on customer opinion (67.208 percent).

Factors Influencing Customer Satisfaction Level of Organized Retail Outlets:

Factors of an analysis affecting the loyalty of the consumers of structured retail outlets with 26 individual claims. 6 of the 26 comments add more to customer loyalty (70.550%).

Findings based on Structural Equation Modelling (SEM) Regression weight at 0.001% level of Significance:

The observed variables which have a positive influence over unobserved variables at 0.001 percent with customer satisfaction and retention are customer perception with the regression weight Product related factors-perception (0.296), customer perception with the regression weight Outlet related factors - perception (0.224), Customer satisfaction with the regression weight Perception behavior (0.220), Customer retention with the regression weight Customer satisfaction (0.559). When the satisfaction of the customer increases, it has a direct impact on retaining the customers.

Covariance at 0.001 % Level of Significance:

The covariance estimates amongst the exogenous variables have a positive relationship at 0.001 % with Customer satisfaction. Retention is Location-related factors - perception and Outlet related

factors - perception (0.141), product-related factors - perception and Location-related factors - perception (0.163), Price related factors - perception and Location-related factors - perception (0.146), product-related factors -satisfaction and Outlet related factors - satisfaction (0.126), product-related factors - satisfaction and Price related factors -satisfaction (0.147), Price related factors satisfaction and Outlet related factors - satisfaction (0.164). So, from the findings, customer satisfaction strongly impacts retaining customers.

CONCLUSION:

According to the results of this study, customer happiness has a significant role in determining client loyalty. As a result, it is crucial for every well-run store to zero in on its clientele's specific demands and needs. If a store wants to prosper, it must satisfy its customers, and the best way to do so is to provide them with exceptional value.

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CHAPTER - 2

ADVERTISEMENT EFFECTIVENESS: IMPACT OF CELEBRITY ENDORSEMENTAND ADVERTISEMENT EFFECTIVENESS ON CONSUMER PURCHASE BEHAVIOUR (WITH SPECIAL REFERENCE TO BENGALURU CITY)

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ABSTRACT:

Advertisement is the key for promoting any product or service to the consumer. It greatly attracts consumer to purchase product from the marketer. The usage of celebrity in advertisement strongly influences the purchase behaviour of consumer in long run. The presence of celebrity in an advertisement stimulates consumer and possessing him to purchase the product or service. The objective of the present study is to assess the role of celebrity endorsement and advertisement effectiveness in influencing consumer purchase behaviour in the city of Bengaluru. The study adopted stratified random sampling method and collected around 240 samples after segregating the city into four zones. To assess the celebrity endorsement 12 determinant have been observed which were factorised into two dominant factors, while advertisement effectiveness has been measured with eight variables which were factorised into two dominant factors namely Glorious and Transparency Factor and Hallmark and Significance Factor. The consumer purchase behaviour has been measured using ten determinants and are factorised into two factors namely Engrossment and Apprising Factor and Willingness and Involvement Factor. The outcome of multiple regression and SEM shows that both celebrity endorsement and advertisement effectiveness have significant influence on Consumer Purchase Intention of Celebrity Endorsed Product. It is suggested that market need to focus more on faithfulness and integrity of the advertisement which in turn attract and uphold the existing customer in long run. To enhance the reaches of the advertisement among the consumers, marketer should focus on positivity of the product contents.

Keywords: Promotion, Endorsement, Glorious, Transparency, Hallmark and Engrossment.

> *"The secret to marketing success is no secret at all: Word of mouth is all that matters"*
>
> *By Seth Godin*

INTRODUCTION:

Celebrity sponsorship is a type of marketing in which renowned people or celebs are used to gain people's regard, confidence, or recognition. Advertisers hire famous endorsers because they demand a high level of recognition and can positively impact a buyer's purchasing choice. Marketers use famous endorsers to boost brand awareness. Celebrity support is frequently used by fashion and cosmetics companies to draw new customers. Celebrities come with built-in pictures and fans, both of which are strong advocates for prospective customers. Celebs have mass communication skills, so non-profit organisations rely on star endorsers to draw people's attention and aid in reaching a larger audience to raise consciousness about specific groups, making celebs effective fundraisers. Advertisers are being compelled to use attention-grabbing media stars as competition for customer focus and new product introduction grows. These personalities can help ads stick out from the media clutter, increasing communicative ability by cutting through excess noise in the communication process.

Celebrity endorsement for a business or brand is mainly successful because celebrities can contact a broader variety of prospective customers. Reach is generally described as the number of individuals who have seen or heard the intended message of the brand at least once. If a brand or company decides to use brand ambassadors to market their product, it is highly likely that they are attempting to reach the broadest range of potential consumers possible, rather than a small number of consumers but more frequently, which is referred to as frequency marketing. Advertising efficacy is a technique for determining whether a brand's marketing efforts are reaching its target population and yielding the best results. It allows businesses to assess the strengths, weaknesses, and ROI of advertising efforts and change appropriately. Businesses rely heavily on advertising to generate income. Advertising efficacy assesses how well a marketing or advertising effort performed in relation to the company's objectives. It is critical if the business desires a decent return on investment (ROI). A successful advertising effort can boost revenue, draw new consumers, and improve brand image. Measuring ad efficacy allows you to understand the influence and scope of your campaign, enabling you to decide the best advertising strategy.

Real, actionable insights are unveiled during a post-campaign performance study; insights with the potential to supercharge future advertising strategies. Ad effectiveness is an essential strategy for businesses seeking to comprehend the impact of their advertisements on the audiences they wish to affect. It's what allows businesses to truly grasp the impact of their initiatives, allowing them to concentrate on the aspects that worked and apply them to future efforts.

REVIEW OF LITERATURE:

Celebrity Endorsement:

Athlete success and company social value have a significant influence on product involvement. The impacts of athlete success and company social worth on product involvement are partly mitigated by celebrity endorsement (**Jiang, N., et al. (2022)**[1]. Among five recurring star advertising transgressions each of which violates a community-established moral duty. Members of the society assign blame for transgressive recommendations and identify repercussions for both the SMI and the endorsed. (**Brand Cocker, H., Mardon, R. and Daunt, K.L. ,2021).**[2]. Celebrity endorsement had no impact on the image of telecommunications businesses. Celebrity attractiveness, likeability, and integrity had a direct (positive) impact on telecommunication company reputation and moderated the effect of celebrity support on telecommunication company reputation favourably. Celebrity skill had no direct impact on Telco company reputation, but it did mitigate the effect of celebrity support on telecommunication company reputation. (**Zakari, M., Dogbe, C.S.K. and Asante, C, 2019**)[3]. In general, humanlike figures are more likeable, suitable, and trustworthy. When the observed capabilities of OSCs are evaluated, a mismatch between expectations and the capabilities of humanlike OSCs can occur. In reality, cartoonlike OSCs, particularly females, had a greater favorable impact on the website interface. (**Luo, J.T.et al. 2006**)[4], The effectiveness of this celebrity endorsement, as well as the effect of different contexts on endorsement, demonstrating that, while new celebrities are less affected by acclaimed celebrities as they become more well - known, using the endorsement of celebrities with charisma and who relate in some way to the aspiring celebrity, can be an effective strategy, particularly for those who are just starting out in the industry. (**Freire, O., 2018**)[5]. The attractiveness and trustworthiness of the source are critical for the efficacy of celebrity endorsements. The match between the endorser and the product, on the other hand, is not found to be important. Nonetheless, the common variations with source attractiveness and trustworthiness have an indirect impact on customers' behavioural plans. (**KokWei, K. and Li, W.Y., 2013**)[6].

Advertisement Effectiveness:

Attention, significance, excitability, liking, and customer choice, among other factors, proved to be the most important aspects for evaluating marketing efficacy in the Indian mobile phone business **(Maheshwari, P.,et al., 2018)[7].** A peer endorser's credibility is built on integrity, knowledge, likeness, and beauty aspects that favourably influence consumers' attitudes towards a commercial and a brand. Through the endorser-credibility construct, product participation influences advertising efficacy indirectly. The writers demonstrate that a consumer's experience with an advertised product influences their view of the trustworthiness of the endorser as well as the efficacy of the advertisement. **(Munnukka, J., 2016)[8].** There is a direct relationship between Efficacy metrics and CTR, variations in the effectiveness of the two advertising forms, and the variables affecting that effectiveness are mood towards the web site, engagement with the product, and length of web site visit. **(Martín-Santana, J. D. and Beerli-Palacio, A., 2012)[9].** The negative effect of negative mood (as opposed to positive mood) was higher on IR advertisements than on AS advertisements. Similarly, an abrupt interruption (vs. a smooth break) had a larger negative effect on IR ads. However, when put in upbeat mood programmes and smooth breaks, both kinds of humor were successful. **(Khandeparkar, K. and Abhishek, 2017)[10],** Respondents did not rate commercials with emblems from their own faith more favourably than neutral ads, but they did rate advertisements with motifs from other religions more adversely than neutral ads. To summarize, religious advertisements had no beneficial impact on in-group respondents while antagonising out-group respondents. **(Kumra, R., 2016)[11].**

Consumer Purchase Behaviour:

Through perceptions of the advertisement and the endorsed company, an endorser has a favourable impact on customers' buy plans. A moderated serial mediation analysis reveals variations among the four categories of endorsers studied. Sports celebrities are the most effectiveform of endorser in increasing consumers' buy intentions, whereas favourable endorsements from business executives and fellow consumers are less effective in affecting advertising results. The support of an expert is similar to that of a boss, but it is insignificant **(Von Felbert, A. and Breuer, C., 2021)[12] .**

Celebrity confidence and celebrity knowledge are the most significant aspects of celebrity in influencing Indian FMCG customers' risk perceptions. Risk perceptions impact Indian FMCG consumers' buying intentions favourably **(Deshbhag, R. R. and Mohan, B. C, 2020)[13].**

STATEMENT OF PROBLEM:

Celebrity support has evolved into a marketing strategy for introducing a company to new customers. There are numerous methods for companies to increase their sales and market share while also having a significant impact on society as thought leaders. Celebrities promoting brands' goods help brands connect with new customers. Celebrities can catch consumers' interest and help them connect with a brand, resulting in sales and making the brand more appealing than rivals.. Consumers can be connected to in ways that companies cannot. When a star is used in an endorsement, many companies will follow the celebrity's success wave. It is critical for a brand to carefully select their famous spokesperson after considering factors such as who suits the brand's image and what kind of message the brand wants to convey to the audience. It is also critical for the famous supporter to be beautiful, honest, and trustworthy, as the celebrity's image improves advertising efficacy. The city of Bengaluru is with galloping population with higher movement of workers from other state also. The consumption rate is also high in city hence; the marketers are targeting this population through advertisement with the help of celebrity endorsement. The present study tries to interrogate the role of celebrity endorsement in advertisement and how this influences the consumer buying behaviour.

RESEARCH METHODOLOGY:

The present study is descriptive in nature as it deals with examining the significant role of celebrity endorsement in advertisement and advertisement effectiveness on consumer purchase intention in Bengaluru city. The city of Bengaluru is well established and industrialized city of India. It is also the technological hub for India, which attracts lot of IT and related job profile in the city. In today scenario the job profile of IT employees is very high and their earning is very prominent. Hence, their purchasing frequency and product preference is also high. It is also identified that their purchasing preference is greatly influenced by advertisement quality and celebrity endorsement through those advertisement. Hence the present study tries to determine the significant role of celebrity endorsement in advertisement and advertisement effectives on consumer purchase intention. The study used stratified random sampling by distributing samples in four zones. Around 240 samples were collected from consumers using a structured questionnaire. The questionnaire is deals with four sections, the first section deals with personal profile of the consumers which are measured using nominal scale. The section II deals with twelve Determinants of Celebrity Endorsement in Product Advertisement which is measured with 5 point likeart scale of strongly agree to strongly disagree. The section III deals with eight Determinants of Advertisement Effectiveness (DAE) variables which are measured with 5 point likeart scale of strongly agree to strongly disagree with a weightage of 5, 4, 3, 2 and 1 respectively. The section IV deals with ten Consumer Purchase Intention of Celebrity Endorsed Product variables which are measured with 5 point scale of Highly Satisfied to Highly Dissatisfied with a weightage of 5, 4, 3, 2 and 1 respectively.

DATA ANALYSIS AND INTERPRETATION:

The primary data collected has been subjected for data analysis and interpretation using number of statistical techniques. The researcher has used both univariate and multivariate statistical technique to assess the relationship among the variables. It also used structural modeling to determine the relationship among the variables and there results are shown in below table.

Personal Profile:

The personal profile of the consumers has been examined through percentage and frequency analysis and the results show sizable number of consumers are female in the age group of 31 to 35 years with educational qualification of degree. The income profile of the consumers shows majority of the consumers are earning between Rs.45,000 to Rs.55,000. Sizable number of consumers well recognised celebrity in the advertisement.

Determinants of Celebrity Endorsement in Product Advertisement (DCEPA)	Factor Lording	Mean	Std. Deviation	Communalities	Eigen Value	Variance Explained	Factor Name
Talented	0.751	4.300	0.681	0.564	2.913	34.278%	Endowment and Accomplishment Factor (EAF)
Skilled	0.665	4.180	0.670	0.463			
Qualified	0.645	4.380	0.648	0.427			
Attachment	0.613	4.050	0.847	0.407			
Gorgeousness of Celebrity	0.529	3.620	1.095	0.523			
Expertise	0.518	3.920	0.883	0.672			
Classy	0.516	3.970	0.807	0.427			
Beautiful	0.448	4.460	0.781	0.335			
Trustworthiness	0.866	4.100	0.911	0.752	2.73	22.7 61%	Faithful and Integrity
Dependable	0.849	4.300	0.839	0.726			

Continued…

Determinants of Celebrity Endorsement in Product Advertisement (DCEPA)	Factor Lording	Mean	Std. Deviation	Communalities	Eigen Value	Variance Explained	Factor Name
Morality	0.717	4.080	0.873	0.558			Factor (FIF)
Reliability	0.584	4.120	0.784	0.389			
KMO and Bartlett's Test:0.785, Chi-square: 840.544, Df:66, P value: 0.000							

Table 2.1: Factorisation of Determinants of Celebrity Endorsement in Product Advertisement (DCEPA)

Table 2.1 explicates that 12 Determinants of Celebrity Endorsement in Product Advertisement (DCEPA) have been factorized into two dominant factors which is accounted for 57.040% of total variance. The KMO and Bartlett's test value of 0.785 indicating a good sampling adequacy of DCEPA. The chi-square value of 840.544 with Df of 66 is significant at 1% level P<0.000. all the factor loadings are above required level. The mean value is robust value as the value of standard deviation is lower to its mean values. The communalities values are above threshold level indicating a good correlation among the variables with their factor. These indicate that 12 Determinants of Celebrity Endorsement in Product Advertisement can be factorized using factor analysis. The foremost dominant factor 1 is accounted for 34.278% of variance in DCEPA and it consist of eight variables namely Talented, Skilled, Qualified, Attachment, Gorgeousness of Celebrity, Expertise, Classy and Beautiful in the order of their relative correlation and position it has been termed as **Endowment and Accomplishment Factor (EAF).** The second factor 2 which accounted for 22.761% of variance in DCEPA and it consist of four variables of DCEPA namely Trustworthiness, Dependable, Morality and Reliability in the order of their relative position it has been labeled as **Faithful and Integrity Factor (FIF).**

CFA of Determinants of Celebrity Endorsement in Product Advertisement:

CFA validate and conform how good the indictors are representing the latent constructs. It conforms the measurement model which having tow factor namely EAF and FIF with loadings of 12 items. The constructed model observes the inter relationship between dependent variable and independent variables.
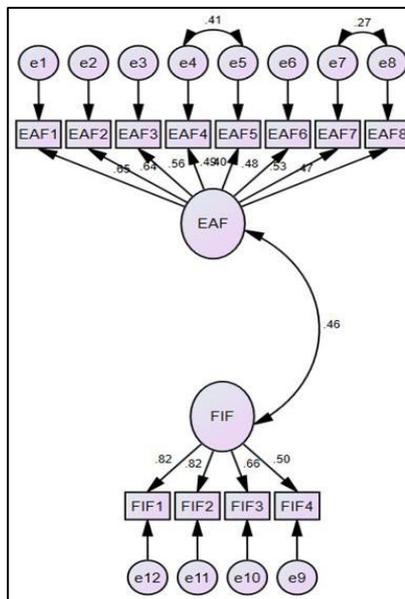
Figure 2.1: Determinants of Celebrity Endorsement in Product Advertisement

Two sub dimensions have been identified with their functional values namely **Endowment and Accomplishment Factor (EAF)** and **Faithful and Integrity Factor (FIF).** Eight items have been examined in EAF and four items in OAF. After examining at each construct of CFA model of **Determinants of Celebrity Endorsement in Product Advertisement** measurement model, establishing using standardized Co-efficient and Squared Multiple Correlation. EAF2 (Skill of the celebrity in the advertisement) plays a dominant role in determining Endowment and Accomplishment Factor (0.650) followed by FIF2 (Dependable of consumer on celebrity endorsement) plays an dominant role in determining Faithful and Integrity Factor (0.820).

The indices like CFI, RMSEA, GFI, NFI shows goodness of fit for the constructed model of Determinants of Celebrity Endorsement in Product Advertisement with the support of CFA. The developed model also show significant association between the variables and explaining the fitness of the constructed model. the consturcted model is validated and well established.

The constructed model is validated and fitted in all the dimensions in both Convergent Validity and Average Variance explained. CR value is above 0.700 the value of AVE is higher than 0.600. The model fit summary also indicating fitness of the construct validity, value of CMIN/DF or Chi-square value of 2.763 indicating absolute fit model. Simultaneously value of CFI, AGFI and GFI is very close to 1 show fitness of the present model. Thus, it confirmed that the Determinants of Celebrity Endorsement in Product Advertisement measurement model is significantly fitted.

Determinants of Advertisement Effectiveness (DAE)	Factor Lording	Mean	Std. Deviation	Communalities	Eigen Value	Variance Explained	Factor Name
Tasteful	0.872	3.750	0.986	0.769	2.200	27.501%	Glorious and Transparency Factor(GTF)
Clarity of Advertisement	0.812	3.650	0.942	0.661			
Appropriateness of the content	0.597	3.750	0.973	0.507			
Captures attention	0.558	4.250	0.850	0.355			
High quality	0.807	4.250	0.707	0.660	2.127	26.593%	Hallmark and Significance Factor (HSF)
Signifies beauty	0.738	4.470	0.731	0.550			
Favourable towards brand	0.642	4.050	0.772	0.488			
Positivity towards brand	0.561	3.780	1.100	0.338			
KMO and Bartlett's Test:0.699, Chi-square: 486.193, Df:28, P value: 0.000							

Table 2.2: Factorisation of Determinants of Advertisement Effectiveness (DAE) Variables

Table 2.2 shows that eight Determinants of Advertisement Effectiveness (DAE) have been factorized into two dominant factors which is accounted for 54.090% of total variance. The KMO and Bartlett's test value of 0.699 shows a good sampling adequacy of DAE. The Chi-square value of 486.193 with Df of 28 is significant at 1% level P<0.000. Both the factor loadings are more than required level. The standard deviation values are strong measures of their mean value as it is lower than the mean values. The communalities values are above the threshold level, showing a good correlation among the variables with their factor. The eight Determinants of Advertisement Effectiveness can be factorized using factor analysis. The most dominant Factor 1 is accounted for 27.501% of variance in DAE and it consist of four variables namely Tasteful, Clarity of Advertisement, Appropriateness of the content and Captures attention based on the correlation among the variables and relative position of the variables it has been labeled as **Glorious and Transparency Factor (GTF).** The second most dominant Factor 2 is accounted by 26.593% of variance in DAE and it holds four variables namely High quality, signifies beauty, Favourable towards brand and Positivity towards brand based on the relative correlation among the variables and relation position it has been termed as **Hallmark and Significance Factor (HSF).**

CFA of Determinants of Advertisement Effectiveness (DAE):
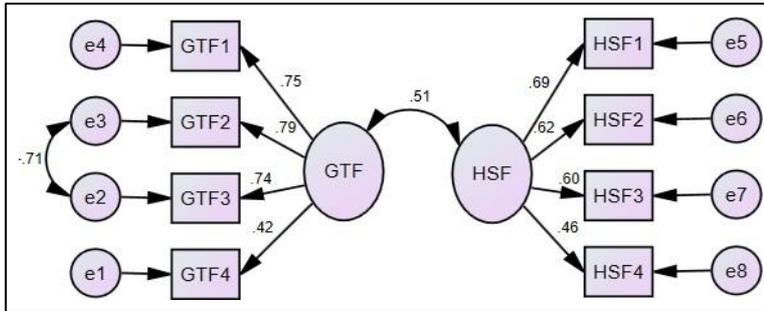
Figure 2.2: The Measurement Model which consist of Two Factors namely GTF and HSF

CFA conform and validate how sound the indicators are representing the latent constructs. It imitates the measurement model which consist of two factors namely GTF and HSF with their loadings of eight items. The developed model observers the interrelationship between both dependent and independent variables.

Two sub dimensions have been observed with respect to determinant of advertisement effectiveness with their functional values namely **Glorious and Transparency Factor (GTF)** and **Hallmark and Significance Factor (HSF).** Four items have been observed in GTF and four items have been observed in HSF. After examining each construct of CFA model of **Determinants of Advertisement Effectiveness (DAE)** measurement model, developed using standardized Co-efficient and Squared Multiple Correlation. GTF3 (Appropriateness of the content of advertisement) plays dominant role in determining Glorious and Transparency Factor (0.792) followed by DAE1 (High quality of advertisement) plays significant role in determining hallmark and significance factor (0.686).

The indices like CFI, GFI, NFI and RMSEA reveal goodness of fit for the present constructed model of Determinants of Advertisement Effectiveness with the help of confirmatoryfactor analysis. The constructed model also reveals significant association between variables and explaining fitness of the constructs. The constructed model is validated and well established.

The constructed model is validated and close-fitting in all the required dimensions at both Convergent validity and Average Variance Explained. CR value is above 0.700 and the value of AVE is greater than 0.600. The model fit summary shows fitness of the construct validity, value of CMIN/DF value is 3.217 shows absolute fit model. Similarly value of CFI, AGFI and GFI is nearto 1 showing fitness of the present model. Therefore it is identified that the Determinants of Advertisement Effectiveness model is significantly fitted in all dimensions.

Consumer Purchase Intention of Celebrity Endorsed Product(CPICEP)	Factor Lording	Mean	Std. Deviation	Communalities	Eigen Value	Variance Explained	FactorName
Enhanced Involvement	0.787	4.290	0.695	0.643			
Came to know new products	0.750	4.280	0.665	0.643			Engrossmentand
Compare to other brands	0.700	4.380	0.675	0.587	2.880	28.800%	Apprising Factor
Product comparison in market	0.657	3.940	1.019	0.434			(EAF)
New trend in market	0.552	4.390	0.763	0.414			
Seek out to buy	0.834	4.080	0.711	0.701			Willingness and
Willing to buy endorsed product	0.811	4.120	0.681	0.658	2.563	25.630%	Involvement Factor (WIF)

Consumer Purchase Intention of Celebrity Endorsed Product(CPICEP)	Factor Lording	Mean	Std. Deviation	Communalities	Eigen Value	Variance Explained	FactorName
Interested in buying	0.569	4.190	0.609	0.491			
Intended to buy next time	0.553	4.200	0.673	0.443			
Learn about the product	0.517	4.300	0.761	0.430			
KMO and Bartlett's Test:0.849, Chi-square: 764.680, Df:45, P value: 0.000							

Table 2.3: Factorisation of Consumer Purchase Intention of Celebrity Endorsed Product(CPICEP)

Table 2.3 shows that Consumer Purchase Intention of Celebrity Endorsed Product (CPICEP) has been factorized into two dominant factors which is accounted for 54.430% of total variance. The KMO and Bartlett's test value of 0.849 shows a good sampling adequacy of CPICEP. The Chi-square value of 764.680 with Df of 45 is significant at 1% level $P<0.000$. Hence the factor loadings are higher than required level. The standard deviation values are robust measure of their mean as value of standard deviation is lower than mean values. The communalities values are higher than the threshold level, expressing a good correlation among the variables with their factors. The ten Consumer Purchase Intention of Celebrity Endorsed Products can be factorized using factor analysis. The most dominant Factor 1 is accounted for 28.800% of variance in CPICEP and it holds five variables namely Enhanced Involvement, came to know new products, compare to other brands, Product comparison in market and New trend in market, based on the relative correlation among the variables and position it has been labeled as **Engrossment and Apprising Factor (EAF).** The second dominant Factor 2 is accounted for 25.630% of variance in CPICEP and it contains five variables namely Seek out to buy, Willing to buy endorsed product, interested in buying, intended to buy next time and Learn about the product based on the relative correlation among the variables and position it has been named as **Willingness and Involvement Factor (WIF).**

CFA of Consumer Purchase Intention of Celebrity Endorsed Product (CPICEP):

CFA adapt and confirm how good the indicators are represented the latentconstructs. It replicates the measurement model which comprises of two factors namely EAF and WIF with their factor loadings of ten items. The constructed model observers the inter connection between both dependent and independent variables.
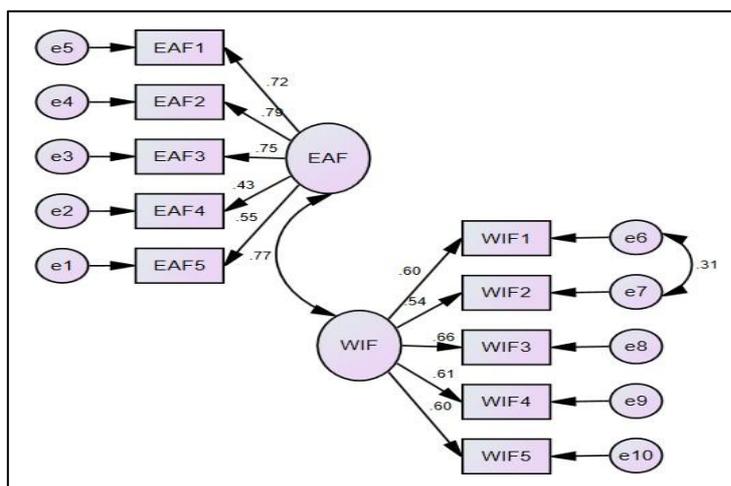
Figure 2.3: CFA of Consumer Purchase Intention of Celebrity Endorsed Product

Two dominant dimensions have been observed with respect to Consumer Purchase Intention of Celebrity Endorsed Product with their functional values namely **Engrossment and Apprising Factor (EAF)** and **Willingness and Involvement Factor (WIF).** Five items have been identified in EAF and Five items in WIF. After examining each construct of CFA model for **Consumer Purchase Intention of Celebrity Endorsed Product** measurement model which is developed and constructed using standardised Co-efficient and Squared Multiple Correlation. EAF2 (Came to know new products) significantly helps in determining Engrossment and Apprising Factor (0.780) followed by WIF3 (Interested in buying) significantly helps in determining Willingness and involvement Factor (0.660).

The indices like CFI, GFI, NFI and RMSEA displays goodness of fit for the present constructed model of Consumer Purchase Intention of Celebrity Endorsed Product with the support of Confirmatory Factor Analysis. The constructed model also shows significant association between variables and explaining fitness of constructs. The developed model is validated and good established.

The developed model is validated and fitted in all dimensions at both convergent validity (CR) and Average Variance Explained (AVE). CR value is above 0.800 and value of AVE is higher than 0.600. The model fit summary indicates that both CV and AVE are higher than the threshold limits. The value of CMIN/DF value is 2.742 shows absolute fit model. The value of CFI, AGFI and GFI is nearing to 1 showing fitness of the present model. Thus it is identified that the Consumer Purchase Intention of Celebrity Endorsed Product model is significantly fitted in all dimensions.

Personal Profile	DCEPA	DAE	CPICEP
Age	3.505**	1.438	3.202*
Educational Qualification	3.329*	6.498**	5.795**
Monthly Income	4.755**	1.763	1.272
Gender	3.746**	4.390**	5.206**
Celebrity Identification	8.756**	2.695	11.381**

Table 2.4: Significant difference among or between personal profile in DCEPA, DAE and CPICEP

Table 2.4 shows difference in perception of consumers based on their personal profile in DCEPA, DAE and CPICEP. The age of the consumer shows significant difference in DCEPA 1% level of significance while age shows significant difference in CPICEP at 5% level of significance. No significant difference among age group in DAE has been identified. Educational qualification of the consumers shows significant of difference in DAE and CPICEP at 1% level of significance, while educational qualification group have significance difference in DCEPA at 5% level of significance. The Monthly earnings group of consumers shows significant difference in DCEPA at 1% level of significance, similarly no such difference has identified in DAE and CPICEP. Gender group of the consumers shows significant difference in DCEPA, DAE and CPICEP. Celebrity Identification group of consumers shows significant of difference in DCEPA and CPICEP, while no such difference has been identified in DAE.

Influence of Personal Profile, DCEPA and DAE on overall Consumer Purchase Intention of Celebrity Endorsed Product:

Influencing Variables	Unstandardised Co-efficient		Standardised Co-efficient	t Value	P Value
	B	Std. Error			
(Constant)	14.062	1.855		7.582	0.000**
DAE	0.528	0.068	0.498	7.769	0.008*
					Continued…

Influencing Variables	Unstandardised Co-efficient		Standardised Co-efficient	t Value	P Value
	B	Std. Error			
DECPA	0.227	0.052	0.278	4.337	0.012*
R=0.722, R²=0.522, Adjusted R² =0.518, F value: 129.204, P value<0.000					

Table 2.5: Significant Influence of personal profile, DCEPA and DAE on overall Consumer Purchase Intention of Celebrity Endorsed Product

Table 2.5 reveal the linear combination of personal profile of consumers, Determinants ofCelebrity Endorsement in Product Advertisement and Determinants of Advertisement Effectiveness on overall Consumer Purchase Intention of Celebrity Endorsed Product with the helpof Multiple Linear Regression {CPICEP (239) =F (129.204, P<0.000)}. The Coefficient value of 0.722 is determining 52.2% of variance in those two variables. Determinants of Celebrity Endorsement in Product Advertisement and Determinants of Advertisement Effectiveness have significant and positive influence on Consumer Purchase Intention of Celebrity Endorsed Product. Determinants of Celebrity Endorsement in Product Advertisement have significant and direct influence on Consumer Purchase Intention of Celebrity Endorsed Product. The beta value of 0.498indicates that Consumer Purchase Intention of Celebrity Endorsed Product would enhance by 0.498 units for every one unit change in Determinants of Celebrity Endorsement in Product Advertisement. Similarly, the beta value of 0.278 shows Consumer Purchase Intention of CelebrityEndorsed Product would enhance by 0.278 units for every one unit change in Determinants of Advertisement Effectiveness.

Impact of DCEPA and DAE on Consumer Purchase Intention of Celebrity Endorsed Product:

SEM technique has been adopted to identify the significant impact of Determinants of Celebrity Endorsement in Product Advertisement and Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product. SEM is serve to bethe best statistical method due to it isolating he number of variable used in the constructed model compare to other multivariate statistical techniques.

The factor score has been calculated and latent variables impacting has been determined and SEM has constructed and developed. The established model has unstandardised and standardised Co-efficient values which are shown in below figure 2.4.
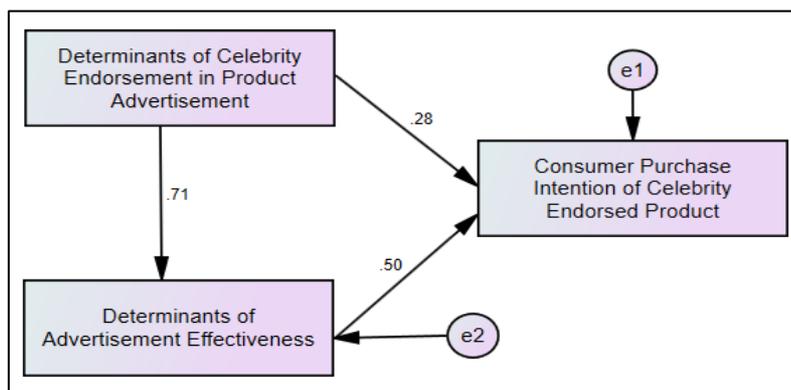
Figure 2.4: SEM Model Based on Standardised Co-efficient

Ho: There is no significant influence of Determinants of Celebrity Endorsement in Product Advertisement and Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product.

Measured Variables		Latent Variables	Estimate	S. E.	Std. Co-efficient	C. R.	P-Value	Inference
DAE	<---	DCEPA	0.547	0.035	0.713	15.702	**0.000****	S
CPICEP	<---	DCEPA	0.227	0.052	0.278	4.356	**0.000****	S
CPICEP		DAE	0.528	0.068	0.498	7.802	**0.000****	S
*S: Significant at 1% level.								

Table 2.6: Regression Weight for influence of Determinants of Celebrity Endorsement in Product Advertisement and Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product

The beta coefficient value for impact of Determinants of Celebrity Endorsement in Product Advertisement on Determinants of Advertisement Effectiveness is 0.713 which implies that partial effect over Determinants of Advertisement Effectiveness holding other variables as consistent. The Determinants of Advertisement Effectiveness would enhance by 0.713 units for every one unit change in Determinants of Celebrity Endorsement in Product Advertisement. The relationship is significant at 1% level of significance {t=15.702, P<0.000}. The beta coefficient value for impact of Determinants of Celebrity Endorsement in Product Advertisement on Consumer Purchase Intention of Celebrity Endorsed Product is 0.278 which implies that partial effect over Consumer Purchase Intention of Celebrity Endorsed Product holding other variables as consistent. The Consumer Purchase Intention of Celebrity Endorsed Product would enhance by 0.278 units for every one unit change in Determinants of Celebrity Endorsement in Product Advertisement. The relationship is significant at 1% level of significance {t=4.356, P<0.000}. The beta coefficient value for impact of Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product is 0.498 which, implies that partial effect over Consumer Purchase Intention of Celebrity Endorsed Product holding other variables as consistent. The Consumer Purchase Intention of Celebrity Endorsed Product would enhance by 0.498 units for every one unit change in Determinants of Advertisement Effectiveness. The relationship is significant at 1% level of significance {t=7.802, P<0.000}.

RESULTS AND DISCUSSION:

Advertisement is a great tool for marketing a product to the consumers; it stimulates the minds of consumer for purchasing the product through its attractiveness, informativeness and content. The usage of celebrity for endorsing the product is more impactful on purchase behaviour of the consumer.

The outcome of the study shows majority of the consumers are young females earning a good amount of income and well recognised the celebrity in the advertisement.

Determinants of Celebrity Endorsement in Product Advertisement have been identified with twelve variables. These twelve variables have been factorised using principal component analysis. Two factors have been identified out of 12 variables. The first factor holds eight variables which specify talent, skill, attachment and Gorgeousness of Celebrity which has been termed as Endowment and Accomplishment Factor. The second factor holds four variables which specify Trustworthiness, Dependable and Morality of the advertisement and it has been termed as Faithful and Integrity Factor. The results of the factor analysis have been validated with the help of confirmatory factor analysis which examine the segregation of two dominant factors. It shows Skill of the celebrity in the advertisement plays dominant role in determining Endowment and Accomplishment Factor followed by Dependable of consumer on celebrity endorsement significantly determines Faithful and Integrity Factor.

Determinants of Advertisement Effectiveness have been identified with eight variables. These eight variables have been factorized using principal component analysis. Two dominant factors have been identified out eight variables. The first factor consists of four variables which specifies Tasteful, Clarity of Advertisement, Appropriateness of the content and Captures attention characteristic of advertisement which has been termed as Glorious and Transparency Factor. The second factor holds four variables which specify the quality, positivity and favourableness of advertisement and it is termed as Hallmark and Significance Factor. The outcome of the factor analysis has been validated with the support of confirmatory factor analysis which examines the deviation of two dominant factors. It reveals Appropriateness of the content of advertisement plays dominant role in determining Glorious and Transparency Factor followed by High quality of advertisement plays dominant role in examining hallmark and significance factor.

Consumer Purchase Intention of Celebrity Endorsed Product has been identified with ten variables. These ten variables have been factorized using principal component analysis. Two dominant factors have been identified out of ten variables. The first factor consists of five variables which specifies consumer perception on Enhanced Involvement, came to know new products, compare to other brands, Product comparison in market and new trend in market and it has been termed as Engrossment and Apprising Factor. The second factor consist of five variables which specifies consumer perception on Seek out to buy, Willing to buy endorsed product, interested in buying and intended to buy next time and it has been termed as Willingness and Involvement Factor. These extractions of factors have been validated with confirmatory factor analysis which examines the separation of two dominant factors. It has came to know new products plays dominant role in determining Engrossment and Apprising Factor while Interested in buying the product plays dominant role in determining Willingness and involvement Factor.

The perceptions of the consumer, based on their personal profile in Determinants of Celebrity Endorsement in Product Advertisement (DCEPA), Determinants of Advertisement Effectiveness and Consumer Purchase Intention of Celebrity Endorsed Product (CPICEP) have been examined using independent t-test. The outcome of the analysis shows that the age has significant difference in DCEPA and CPICEP. The educational qualification of consumers shows difference in DCEPA, DAE and CPICEP. The monthly earning of consumer has significant difference in DCEPA only, the gender of the consumers shows difference in DCEPA, DAE and CPICEP and Celebrity recognition have significant difference in DCEA and CPICEP.

The influence of personal profile of the consumers Determinants of Celebrity Endorsement in Product Advertisement (DCEPA) and Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product have been examined with the help of multiple linear regression method. The outcome of the analysis shows no influence of personal profile on Consumer Purchase Intention of Celebrity Endorsed Product while both Determinants of Celebrity Endorsement in Product Advertisement (DCEPA) and Determinants of Advertisement Effectiveness have significant and positive influence on Consumer Purchase Intention of Celebrity Endorsed Product. The positive relationship indicates that higher the level of DCEPA and DAE would lead to higher Consumer Purchase Intention of Celebrity Endorsed Product.

SEM model has been constructed to validate the influence of Determinants of Celebrity Endorsement in Product Advertisement (DCEPA) and Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product. The impact is positive and validated the hypothesis. The coefficient value for influence of both of Determinants of Celebrity Endorsement in Product Advertisement (DCEPA) and Determinants of Advertisement Effectiveness on Consumer Purchase Intention of Celebrity Endorsed Product is positive and higher. Hence, change in DCEPA and DAE would lead to change in Consumer Purchase Intention of Celebrity Endorsed Product.

CONCLUSION:

Consumers of present scenario after the pandemic are conscious about their purchase behaviour. They more prefer for the product which are environment friendly, more healthy and high quality of the product. The competitive market also looks for fulfilling the needs of consumerdepends on their needs and requirements. But to attract new customer and retaining the existing consumer marketer need to think out of box and adopted new strategies for promoting their products. Usage of celebrity in promotion of product is more effective as the face of celebrity is well recognized by consumers and will get attracted. The primary objective of the study is to examine the influence of celebrity endorsement and advertisement effectiveness on consumer purchase behaviour in Bengaluru city. A sample of 240 consumers has been selected using stratified random sampling from the four zones of Bangalore city. Data were analyzed with appropriate statistical techniques. Both univariate and multivariate statistics has been applied to determine the relationship and difference among the variables.

The outcome of the study shows that the majority of the consumers are young females with good earnings. To determine the celebrity endorsement twelve variables have been identified and factorized into two dimensions namely Endowment and Accomplishment Factor and Faithful and Integrity Factor. The effectives of the advertisement are also measured using eight variables which are factorised into two dimensions namely Glorious and Transparency Factor and Hallmark and Significance Factor. The perception of consumer purchase behaviour has been measured with 10 variables which has been factorised into two dominant factors namely Engrossment and Apprising Factor and Willingness and Involvement Factor. The results of multiple liner and SEM show both Determinants of Celebrity Endorsement in Product Advertisement (DCEPA) and Determinants of Advertisement Effectiveness have significant and positive influence on Consumer Purchase Intention of Celebrity Endorsed Product.

Suggestion have been drawn out the outcome of the study which indicates that market need to focus more on faithfulness and integrity of the advertisement which in turn attract and uphold the existing customer in long run. To enhance the reaches of the advertisement among the consumers, marketer should focus on positivity of the product contents. Positive consumers purchase behaviour can be stimulated through channelizing proper product information in the advertising through celebrity endorsement.

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A PREDICTIVE ANALYSIS OF INDIAN AUTOMOBILE SECTOR THROUGH ARIMA

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ABSTRACT:

The Advancement of Capital Markets in India has paved way for foreign investors to eye their Investment in Indian Markets, with the flow of FDI and global economic slowdown volatility persist in its Prices, the aim of the study is to Compute CAGR on FDI inflows into Indian Capital Markets, secondly to predict the Market Prices of selected Indian Automobile stocks and finally to check the volatility pattern that affect Indian Auto sector companies. The study's methodology is descriptive and analytical and the research tool applied for deriving the predicted values and volatility are ARIMA and GARCH and the outcome of the study showed a considerable 19.87% CAGR on FDI and ADF test proved stationary at first order for selected stocks and the model chosen for prediction are ARIMA (0, 1, 1), ARIMA (1,1,0) and ARIMA (1, 1, 2) for Bajaj Auto Ltd, Tata Motors Ltd and Maruti Suzuki India Ltd respectively.

Keywords: ARIMA, CAGR, FDI, GARCH.

JEL Classification: B23, C11, C12, C22.C53.

INTRODUCTION:

In FY22, 22.93 million automobiles were produced annually in India. Due to India's large proportion of young people and expanding middle class, the two-wheeler category dominates the industry in terms of volume. Also, the expanding interest of businesses in investigating the rural markets contributed to the sector's expansion. India is a significant exporter of automobiles and anticipates rapid export development in the near term. By 2022, it is anticipated that a number of measures taken by the Indian government and some of the country's biggest automakers will elevate India to a position of prominence in the global two- and four-wheeler markets. Conversely, investors wished to be aware of the direction of the automotive stocks in order to hedge the risk.

The study aimed at prediction of three top market capitalized Automobile companies of Bajaj Auto Ltd, Tata motors Ltd and Maruti Suzuki India Ltd through the application of Time series model. Time series is applied for continuous type of variables like Stock, GDP, Inflation, Currencies, Commodities etc. the process of time series starts from original prices levels of data, secondly to assess the normality and stationarity through a popular method of Augmented Dickey fuller test and finally as per Information criteria prediction of stocks data for a short period in order to float the accuracy on the predicted prices.

LITERATURE REVIEW:

1. The unique reasons for Greek entrepreneurs' temporary FDI initiatives in Bulgaria were outlined by Betzenis (2006). In addition, the factors that have led to a significant influx of Greek investors in the Balkans, particularly in Bulgaria, are examined, with a focus on the challenges faced when starting multinational corporations in a Balkan nation like Bulgaria. Lastly, the study draws the

conclusion that the sector each company operates in, its size, and the provenance of the company all had an impact on the company's strategy for entering a Balkan nation.

2. Chattopadhyay (2014) studied the factors responsible for such differential levels of FDI inflows across the states of India. In the study the year-wise rankings of different states/regions are first made on the basis of their observed per-capita FDI inflows. The study found that this ranking is (highly) positively correlated with the states'/regions' ranking computed on the basis of their composite FDI attractiveness scores. Finally, the study concludes that the some direct and indirect policy measures for attracting FDI inflows into the laggard states are witnessed.

3. The study question "Do cultural affinity and linguistic familiarity affect bilateral economic contacts" was examined by Demir & IM (2019). The study's empirical methodology, which included cross-sectional and panel data analysis, revealed that cultural institutions generally have a positive impact on bilateral trade and investment flows that is statistically and economically significant.

4. Lokesha and Leelavathy (2012) explored the factors that influence both internal and outward FDI from India. The study finds that the policy framework, market size, economic considerations, economic stability, and political issues all play a role in determining FDI inflows to India. The analysis also suggests that there are both similarities and differences in the determinants of FDI inflows into India and other developing nations.

5. Mehendale & HR (2018) provided evidence that the variables affecting the actual market demand and the magnitude of those influences are largely unpredictable and ill-defined. In order to discover and forecast complex sales trends, the study used artificial intelligence (AI) approaches. The outcomes were compared to those obtained using conventional forecasting models. When large-scale data is used for the study, the authors argue that neural networks can be a better alternative to conventional forecasting.

6. Olugbenga & Grace (2015) evaluated how foreign direct investment affected the growth of the Nigerian capital market. The study used the Johansen co-integration test and the ADF unit root test to evaluate the secondary data from 1970 to 2010. The study's findings suggest that foreign direct investment has a favourable and substantial impact on market capitalisation. Additionally, the author recommends that the government and monetary authorities make efforts to promote foreign direct investment into Nigeria.

7. By examining trends and patterns, Rani & Kumar's (2015) analysis determines the contribution of foreign investments. Additionally, it looks at the connection to and effect of foreign investments on the Indian stock market. The data set spans the years 2000 to 2014. The study finds that FDI has a strong link with CNX Nifty and BSE Sensex using Karl Pearson's Coefficient of Correlation and the multiple regression method.S Pal & S Pal (2009) described the SENSEX behavior in the coming months with the seasonal ARIMA Model which generated a good forecast of the March-April, 2009 scenario till the phase of revival of the financial and stock markets through some unpredictable events not directly linked to financial market. Data set consist of the daily Sensex closing values are taken from 3Rd March 2008 to 19th June 2009 are used to understand variation in the market. By employing ARIMA model the authors predicted that the market will remain stable during the next few months with little chance of the market to go below 14000. Nevertheless, unless there are some unforeseen events, the market will not go beyond 16000 within the next 2 months. To conclude, the ARIMA seasonal models give effective and very-near-to-precise forecasts on the future state of the market conditions in the short-run

8. The Singh J et al (2011) The report offers a consideration of the new patterns and trends in foreign direct investment (FDI) inflows to and outflows from India during the pre- and post-reform periods. Data suggests that FDI influx and outflow in general are rising at a

significantly quicker rate in the post-reform era compared to the pre-reform era, and India's share of global FDI is also showing an upward trend in this era. The empirical results showed that the policy reforms had a favourable impact on FDI inflows into India as well as withdrawals during the post-reform period.

9. Vadra (2017) makes an effort to determine how trade and foreign direct investment from China and India, two of the largest economies in Asia, affect the growth of the African continent. The report discusses the FDI oligopolistic competition in Africa between China and India. India and China are not competitors in Africa, the author believes. They complement one another because they are engaged in various areas and have various strengths. In addition, the three most recent participants in the race for influence in Africa are Brazil, Russia, and Turkey.

STATEMENT OF THE PROBLEM:

Volatility in the currency prices due to macroeconomic shocks causes price fluctuations in the automobile Stocks. The problem identified is the fluctuations in the Indian Listed Automobile stocks and prediction of the selected Automobile Stock Prices for further Investment Decision and Hedging decision by various Stakeholders. The inflow of FDI into Indian Capital markets and volatility pattern is identified as a problem for the study.

RESEARCH GAP:

Current Currency volatility causes changes to the cash inflows and outflows for the firms, investors and firms need forecasted prices to ensure protection through Hedging and other Risk management strategies. The current study is an extension in the current area of Predictive analytics of Indian Automobile sector.

OBJECTIVES OF THE STUDY:

1. To compute CAGR on FDI inflows towards Indian Automobile sector.
2. To predict the market Prices of selected Indian Automobile securities.
3. To analyze the Conditional heteroskedasticity on the prices through GARCH model.

SCOPE OF THE STUDY:

Three leading automobile manufacturers, Bajaj Auto Ltd., Tata Motors Ltd., and Maruti Suzuki India Ltd., are the only ones on which the writers have focused their investigation. The study takes into account historical prices for the ten-year period from 2012 to 2022.

OPERATIONAL DEFINITION:

1. **ARIMA:** Auto regressive Integrated Moving Averages is an Econometric Model used for Prediction of Time series data like GDP, Interest rates, Currency, stock prices etc.

2. **GARCH:** An econometric model called generalized auto-regressive conditional heteroskedasticity is used to examine the variation that occurs when time series data are utilised to predict prices.

DATA ANALYSIS AND INTERPRETATION:

Sector	Year	Inflows (Rs in crores)	CAGR
Automobile	2010	5864	19.87%
	2011	4347	
	2012	8384	
			Continued…

Sector	Year	Inflows (Rs in crores)	CAGR
	2013	9027	
	2014	16760	
	2015	16437	
	2016	10824	
	2017	13461	
	2018	18309	
	2019	19753	
	2020	12115	
	2021	51624	

Table 3.1: Inflows of FDI into Indian Automobile Industry

Interpretation:

Table 3.1 indicates the FDI inflows into Indian Automobile sector from 2010- 2021.The year 2010 had an inflow of 5864 crores which has decreased in the year 2011 to 4347 whereas thereon the Indian Automobile sector attracted massive FDI inflows due to opportunities available to foreign firms at affordable prices and with efficient labor. The overall Compounded Annual Growth rate of Indian Automobile sector is 19.87% for 12 years.

Bajaj Auto Ltd:
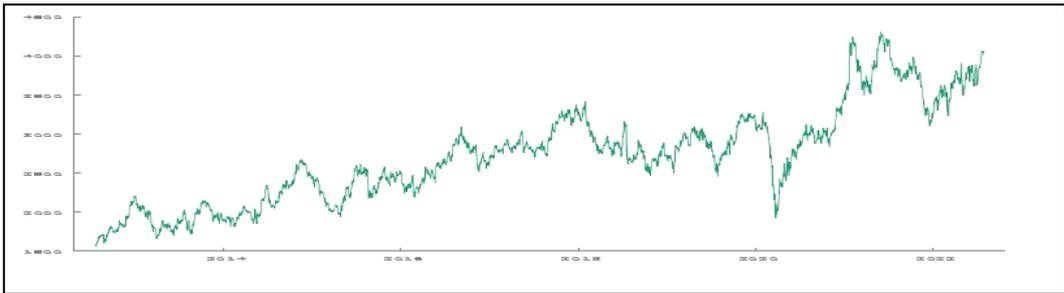
Figure 3.1: Time Series Plot on the Original Prices of Bajaj Auto Ltd for the Period 2012-2022

Normality Test:

H_0: Data is normally distributed

H_A: Data is non-normally distributed

Mean	2729.027
Median	2736.800
Maximum	4295.050
Minimum	1560.950
Std. Dev.	606.9919
Skewness	0.343363
Kurtosis	2.555410
Jarque-Bera	68.68203
Probability	0.000000
Series: BAJAJ_AUTO	
Sample 7/25/2012 7/22/2022 Observations 2463	

Table 3.2: Normality Description of Bajaj Auto Ltd.
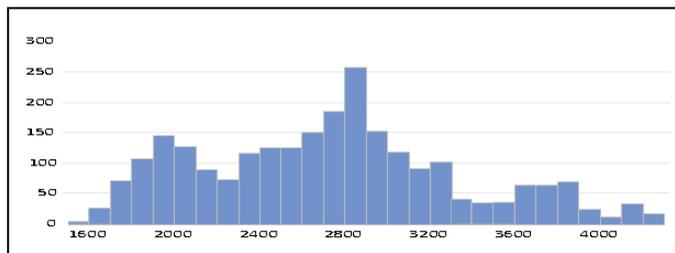
Figure 3.2: Normality Description of Bajaj Auto Ltd.

Interpretation:

The Original Pricing for Bajaj Auto Ltd. from 2012 to 2022 is displayed in figure 3.1 above. While table 3.2 displays a normality description, which suggests the data is normally distributed given the P Value is less than 5% significance threshold, figure 3.1 displays the trend and cyclicality pattern over time. Less than 5% of the normality test's threshold is utilised to accept the null hypothesis because it is a diagnostic sort of research.

The above figure indicates the normality level through histogram where the data points are quite normally distributed and on the other hand descriptive statistics on Bajaj Auto Ltd is observed where Average Returns of Bajaj Auto Ltd for 10 years is Rs 2729.027 with a standard deviation of 606.99 suggesting better risk reward ratio.

Stationarity Test:

H_0: Data is non- stationary

H_A: Data is stationary
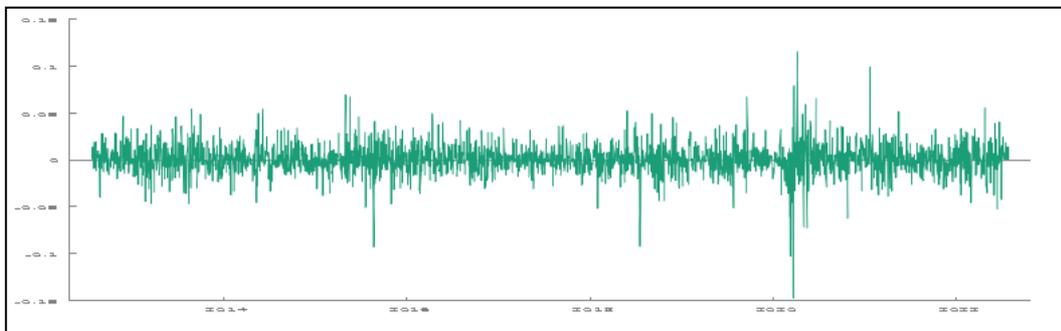
Figure 3.3: Time Series Plot at First Difference of Bajaj Auto Ltd for the Period 2012-2022

Null Hypothesis: D (BAJAJ_AUTO) has a unit root		
Exogenous: Constant		
Lag Length: 0 (Automatic - based on SIC, maxlag=26)		
	t-Statistic	Prob.*
Augmented Dickey-Fuller test statistic	-49.63452	0.0001
Test critical values: 1% level	-3.432813	
5% level	-2.862514	
10% level	-2.567334	
*MacKinnon (1996) one-sided p-values.		
		Continued…

Augmented Dickey Fuller Test Equation:
Dependent Variable: D (BAJAJ_AUTO, 2) Method: Least Squares
Date: 07/29/22
Time: 21:12
Sample (adjusted): 7/27/2012 7/22/2022
Included Observations: 2461 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
D (BAJAJ_AUTO(-1))	-1.000889	0.020165	-49.63452	0.0000
C	1.005392	0.887835	1.132408	0.2576
R-squared	0.500466	Mean dependent var		-0.009772
Adjusted R-squared	0.500263	S.D. dependent var		62.28763
S.E. of regression	44.03244	Akaike info criterion		10.40854
Sum squared resid	4767646.	Schwarz criterion		10.41326
Log likelihood	-12805.71	Hannan-Quinn criter.		10.41026
F-statistic	2463.586	Durbin-Watson stat		1.999998
Prob(F-statistic)	0.000000			

Table 3.3: Augmented Dickey Fuller test of Bajaj Auto Ltd for the period 2012- 2022

Interpretation:

The mean reversion on the pricing of Bajaj Auto Ltd. for a period of ten years is depicted in figure 3.3 where the variance is homoscedastic and the mean is zero. Table 3.3 displays the ADF test that was used to determine whether autocorrelation existed between the prior lags, and the test findings indicate that there is no autocorrelation at first order difference because the P value is less than the cutoff value of 5% LOS (0.0001). The prices are suggested to be stationary and suitable for further predictive study of Bajaj Auto Ltd Prices since the P value is less than 5% and the Durban Watson statistics value is 1.999998, which is below its limit of 4.

Function Evaluations: 19
Evaluations of Gradient: 3
Model 1: ARIMA, using observations 2012-07-26:2022-07-22 (T = 2462) Estimated using AS 197 (exact ML)
Dependent variable: (1-L) BajajAuto
Standard errors based on Hessian

	Coefficient	Std. Error	z	p-Value
const	1.01275	0.886127	1.143	0.2531
theta_1	0.000890514	0.0201719	0.04415	0.9648
Mean dependent var 1.012815 S.D. dependent var 44.01650				
Mean of innovations 0.000068 S.D. of innovations 44.00754				
R-squared 0.994742 Adjusted R-squared 0.994742				
Log-likelihood −12810.52 Akaike criterion 25627.05				
Schwarz criterion 25644.47 Hannan-Quinn 25633.38				
Real Imaginary Modulus Frequency				
MA				
Root 1 1122.9464 0.0000 1122.9464 0.0000				

Table 3.4: Predictive Model of Bajaj Auto Ltd for the Period 2012- 2022

Date	Prediction Price	Standard Error	Range
2022-07-23	4055.52	44.0075	3969.26 - 4141.77
2022-07-24	4056.53	62.2084	3934.60 - 4178.45
2022-07-25	4057.54	76.1780	3908.24 - 4206.85
			Continued…

Date	Prediction Price	Standard Error	Range
2022-07-26	4058.55	87.9563	3886.16 - 4230.95
2022-07-27	4059.57	98.3338	3866.84 - 4252.30
2022-07-28	4060.58	107.716	3849.46 - 4271.70
2022-07-29	4061.59	116.344	3833.56 - 4289.62
2022-07-30	4062.61	124.375	3818.83 - 4306.38
2022-07-31	4063.62	131.918	3805.06 - 4322.17
2022-08-01	4064.63	139.053	3792.09 - 4337.17
2022-08-02	4065.64	145.838	3779.81 - 4351.48
2022-08-03	4066.66	152.322	3768.11 - 4365.20
2022-08-04	4067.67	158.541	3756.93 - 4378.40
2022-08-05	4068.68	164.525	3746.22 - 4391.14
2022-08-06	4069.69	170.299	3735.91 - 4403.47

Table 3.5: Predicted Prices of Bajaj Auto Ltd.
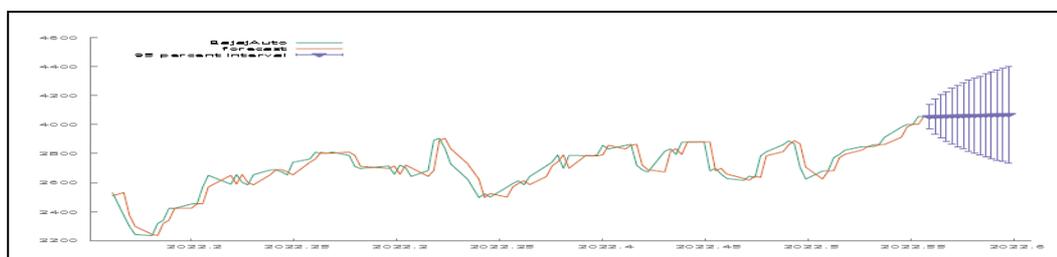
Figure 3.4: Forecasted Prices of Bajaj Auto Ltd.

Interpretation:

Table 3.4 indicates the optimum predictive model as per information criteria for predicting the prices and the optimum model as per Least values of AIC and BIC is ARIMA (0, 1, 1), further table 3.5 suggests the forecasted prices of Bajaj Auto Ltd Stock Price for 15 days and a visualization effect is observed in figure 3.4 where shaded area is as a predicted prices of Bajaj Auto Ltd. It is also evident from figure 3.4 that the actual price line and predicted price line are moving together indicating the accuracy of the model by minimizing maximum variance.

GARCH Model:

H_0: There is no ARCH & GARCH effect on the stock of prices of Bajaj Auto Ltd

H_a: There is ARCH & GARCH effect on the stock of prices of Bajaj Auto Ltd

Dependent Variable: DLOG (BAJAJ_AUTO)
Method: ML ARCH - Normal distribution (BFGS / Marquardt steps)
Date: 07/30/22
Time: 01:26
Sample (adjusted): 7/27/2012 7/22/2022 Included observations: 2461 after adjustments Convergence achieved after 56 iterations
Coefficient covariance computed using outer product of gradients MA Backcast: 7/26/2012
Presample variance: backcast (parameter = 0.7) GARCH = C(4) + C(5)*RESID(-1)^2 + C(6)*GARCH(-1)

Variable	Coefficient	Std. Error	z-Statistic	Prob.
C	0.000468	0.000297	1.578241	0.1145
AR(1)	-0.914792	0.047902	-19.09718	0.0000
MA(1)	0.931893	0.042571	21.89045	0.0000
				Continued…

Variance Equation				
C	8.70E-06	1.48E-06	5.861824	0.0000
RESID(-1)^2	0.049708	0.004660	10.66758	0.0000
GARCH(-1)	0.916695	0.009007	101.7707	0.0000
R-squared	0.000996	Mean dependent var		0.000382
Adjusted R-squared	0.000183	S.D. dependent var		0.016170
S.E. of regression	0.016168	Akaike info criterion		-5.500458
Sum squared resid	0.642544	Schwarz criterion		-5.486298
Log likelihood	6774.314	Hannan-Quinn criter.		-5.495313
Durbin-Watson stat	2.048750			
Inverted AR Roots	-.91			
Inverted MA Roots	-.93			

Table 3.6: GARCH Model for Bajaj Auto Ltd.
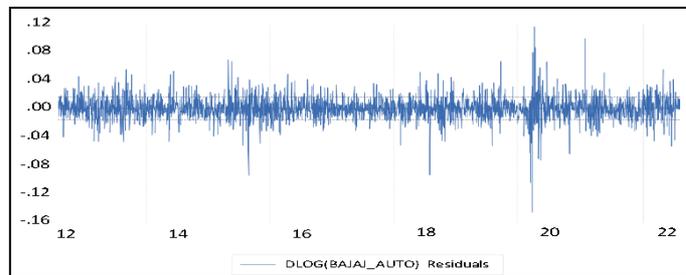
Figure 3.5: GARCH Plot of Bajaj Auto Ltd.

Interpretation:

As the residual variance in the variance equation shows a p value less than 5% cutoff suggesting rejecting the null hypothesis, Table 3.6 displays the GARCH model, which indicates the ARCH effect on the prices and concludes that there is conditional heteroskedasticity. The figure also demonstrates homoscedasticity at each cluster.

Tata Motors Ltd:
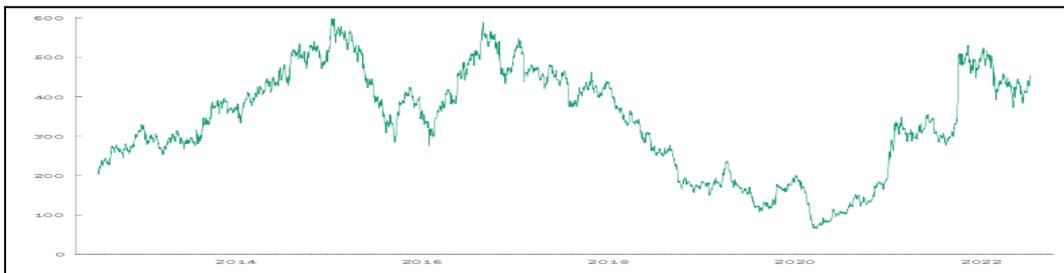
Figure 3.6: Time Series Plot on the Original Prices for the Period 2012-2022

Normality Test:

H_0: Data is normally distributed

H_A: Data is non-normally distributed

Series: TATA MOTORS Ltd. Sample 7/25/2012 7/22/2022 Observations 2463	
Mean	338.5049
Median	346.3352
Maximum	598.1344
Minimum	65.30000
Std. Dev.	129.4379
Skewness	-0.240897
Kurtosis	2.051430
Jarque-Bera	116.1625
Probability	0.000000

Table 3.7: Normality Test of Tata Motors Ltd. for the Period 2012- 2022
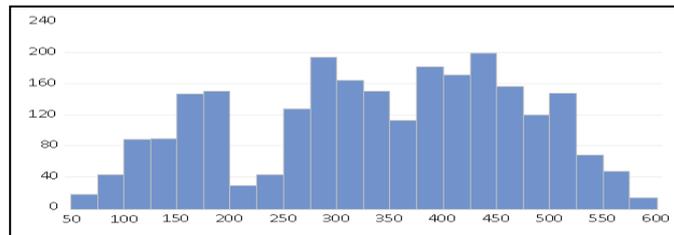
Figure 3.7: Normality Test of Tata Motors Ltd. for the Period 2012- 2022

Interpretation:

Figure 3.6 indicates the original time series which has a trend and table 3.7 indicates the normality description where a popular Jarque-Bera test results showed a value of less than 5% stating the data points are normally distributed and also showed average returns of 338.5049 for 10 years with a standard deviation of 129.4379.

Stationarity Test:

H_0: Data is non- stationary

H_A: Data is Stationary
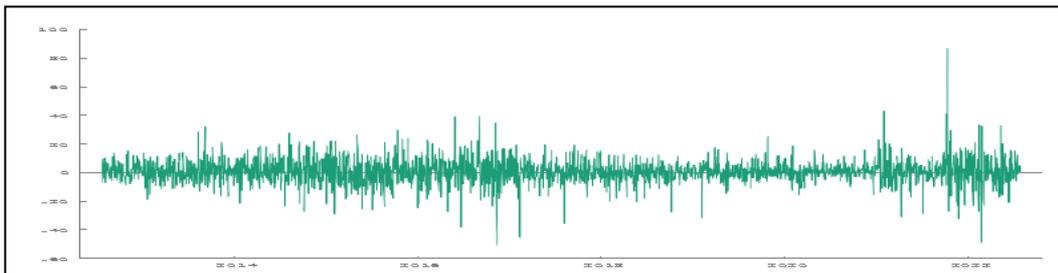
Figure 3.8: Time Series Plot of Tata Motors Ltd. at First Order Differencing

Null Hypothesis: D (TATAMOTORS) has a unit root
Exogenous: Constant
Lag Length: 0 (Automatic - based on SIC, maxlag=26)

		t-Statistic	Prob.*
Augmented Dickey-Fuller Test Statistic		-49.43557	0.0001
Test critical values:	1% level	-3.432813	
	5% level	-2.862514	
	10% level	-2.567334	
*MacKinnon (1996) one-sided p-values.			

Augmented Dickey-Fuller Test Equation
Dependent Variable: D (TATAMOTORS, 2)
Method: Least Squares
Date: 07/29/22
Time: 21:15
Sample (adjusted): 7/27/2012 7/22/2022
Included observations: 2461 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
D (TATAMOTORS(-1))	-0.996736	0.020162	-49.43557	0.0000
C	0.102064	0.169918	0.600666	0.5481
R-squared	0.498458	Mean dependent var		0.003196
Adjusted R-squared	0.498254	S.D. dependent var		11.89935
S.E. of regression	8.428793	Akaike info criterion		7.101997
Sum squared resid	174698.5	Schwarz criterion		7.106717
Log likelihood	-8737.007	Hannan-Quinn criter.		7.103712
F-statistic	2443.875	Durbin-Watson stat		1.998886
Prob(F-statistic)	0.000000			

Table 3.8: Augmented Dickey Fuller Test of Tata Motors Ltd for the Period 2012-2022

Interpretation:

Figure 3.8 and table 3.8 shows the stationarity process of Tata Motors Ltd prices where figure 3.10 suggesting a mean of zero and variance as constant and table 3.8 shows ADF test indicating that there is no autocorrelation as the p value shows 0.0001 and DW statistics showing a value of 1.998886 which is below cutoff of 5%.

Function evaluations: 21
Evaluations of gradient: 5
Model 1: ARIMA, using observations 2012-07-26:2022-07-22 (T = 2462)
Estimated using AS 197 (exact ML)
Dependent variable: (1-L) Tatamotors
Standard errors based on Hessian

	Coefficient	Std. Error	z	p-Value
const	0.0991601	0.170354	0.5821	0.5605
phi_1	0.00326397	0.0201532	0.1620	0.8713

Mean Dependent Var 0.099172 S.D. Dependent Var 8.426923
Mean of Innovations 0.000011 S.D. of Innovations 8.425167
R-squared 0.995766 Adjusted R-squared 0.995766
Log-likelihood −8740.498 Akaike criterion 17487.00
Schwarz criterion 17504.42 Hannan-Quinn 17493.33

Real	Imaginary	Modulus	Frequency
AR			
Root 1 306.3754 0.0000		306.3754 0.0000	

Table 3.9: Model Selection for Prediction of Tata Motors Prices

Date	Prediction Price	Standard Error	Range
2022-07-23	454.998994	8.425167	438.485970 - 471.512017
2022-07-24	455.098153	11.934446	431.707068 - 478.489238
2022-07-25	455.197313	14.624640	426.533545 - 483.861081
2022-07-26	455.296473	16.891690	422.189369 - 488.403577
2022-07-27	455.395633	18.888575	418.374706 - 492.416561
2022-07-28	455.494793	20.693655	414.935974 - 496.053613
2022-07-29	455.593953	22.353444	411.782008 - 499.405899
2022-07-30	455.693113	23.898233	408.853437 - 502.532790
2022-07-31	455.792274	25.349056	406.109036 - 505.475511
2022-08-01	455.891434	26.721223	403.518799 - 508.264068
2022-08-02	455.990594	28.026288	401.060078 - 510.921109
2022-08-03	456.089754	29.273229	398.715279 - 513.464228
2022-08-04	456.188914	30.469182	396.470415 - 515.907412
2022-08-05	456.288074	31.619932	394.314145 - 518.262002
2022-08-06	456.387234	32.730249	392.237124 - 520.537343

Table 3.10: Predicted Prices of Tata Motors Ltd.
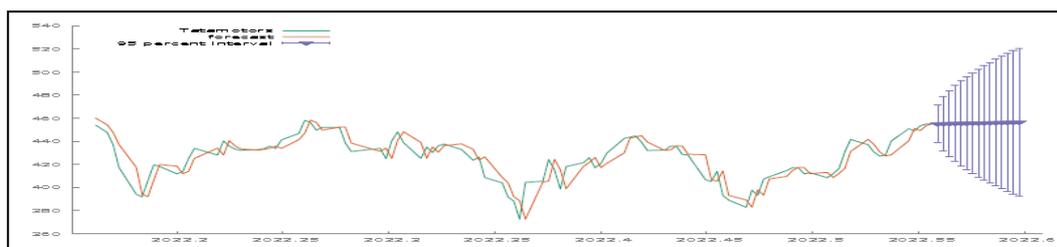
Figure 3.9: Forecasted Prices of Tata Motors Ltd.

Interpretation:

Table 3.9 shows the model selection as per information criteria and the best model used for prediction of Tata motors Ltd prices is ARIMA (1, 1, 0) where is Akaike information and Schwarz information values were least at those levels, whereas table 3.10 shows the predicted prices of Tata Motors Ltd for a period of 15 days with the model selected and figure 3.9 showed the predicted prices of Tata Motors Ltd with no much variation between actual and forecasted prices proving the accuracy of the model.

GARCH Model:

H_0: There is no ARCH & GARCH effect on the stock of prices of Tata motors Ltd.

H_a: There is ARCH & GARCH effect on the stock of prices of Tata motors Ltd.

Dependent Variable: DLOG(TATAMOTORS)
Method: ML ARCH - Normal distribution (BFGS / Marquardt steps)
Date: 07/30/22
Time: 01:29
Sample (adjusted): 7/27/2012 7/22/2022 Included observations: 2461 after adjustments Convergence achieved after 43 iterations
Coefficient covariance computed using outer product of gradients MA Backcast: 7/26/2012
Presample variance: backcast (parameter = 0.7) GARCH = C(4) + C(5)*RESID(-1)^2 + C(6)*GARCH(-1)

Variable	Coefficient	Std. Error	z-Statistic	Prob.
C	0.000182	0.000526	0.345244	0.7299
AR(1)	-0.304424	0.405364	-0.750990	0.4527
MA(1)	0.330795	0.403292	0.820237	0.4121
				Continued…

Variance Equation				
C	2.24E-05	2.52E-06	8.869562	0.0000
RESID(-1)^2	0.055420	0.004917	11.27090	0.0000
GARCH(-1)	0.913654	0.006779	134.7822	0.0000
R-squared	0.000458	Mean dependent var		0.000328
Adjusted R-squared	-0.000355	S.D. dependent var		0.026864
S.E. of regression	0.026869	Akaike info criterion		-4.493690
Sum squared resid	1.774538	Schwarz criterion		-4.479529
Log likelihood	5535.485	Hannan-Quinn criter.		-4.488545
Durbin-Watson stat	2.009845			
Inverted AR Roots	-.30			
Inverted MA Roots	-.33			

Table 3.11: Conditional Heteroskasticity of Tata Motors Ltd Prices for the Period 2012-2022
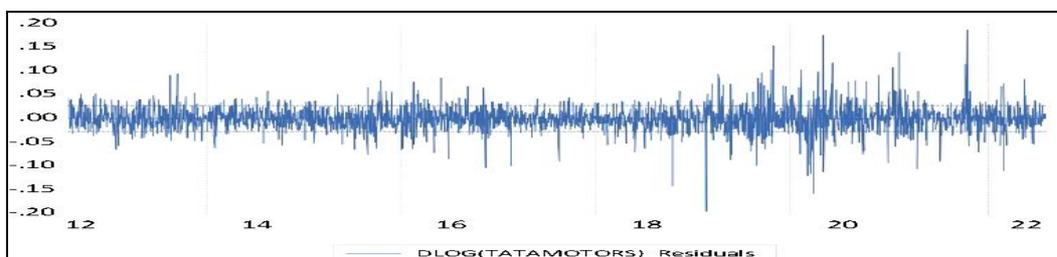
Figure 3.10: Conditional Heteroskasticity of Tata Motors Prices for the Period 2012-2022

Interpretation:

Table 3.11 indicates the GARCH model on Tata motors Ltd prices. The model showed that GARCH effect exists among the prices and the variance equation residual variance p value showed a value of 0 which is less than 5% LOS thereby rejecting the Ho and proving there is GARCH effect and figure 3.10 shows the conditional heteroskedasticity the layers in the figure showed a similar pattern though there is a variance among different clusters.

Maruti Suzuki India Ltd.:
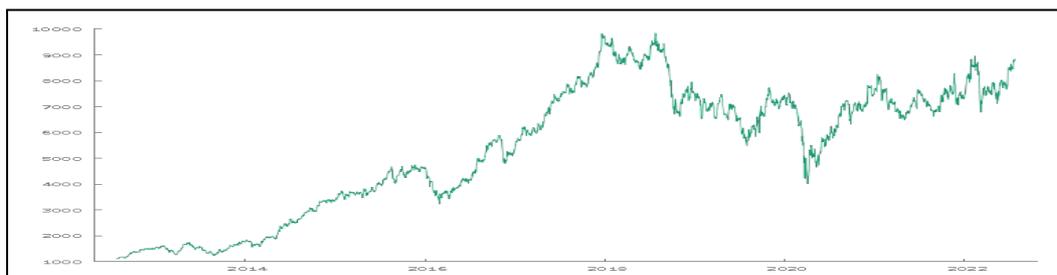
Figure 3.11: Original Prices of Maruti Suzuki India Ltd.

Normality Test:

H_0: Data is normally distributed

H_A: Data is non-normally distributed

Series: MARUTI Sample 7/25/2012 7/22/2022 Observations 2463	
Mean	5388.714
Median	5982.550
Maximum	9832.450
Minimum	1102.950
Std. Dev.	2468.516
Skewness	-0.298659
Kurtosis	1.819286
Jarque-Bera	179.6834
Probability	0.000000

Table 3.12: Normality Test of Maruti Suzuki India Ltd for the Period 2012-2022
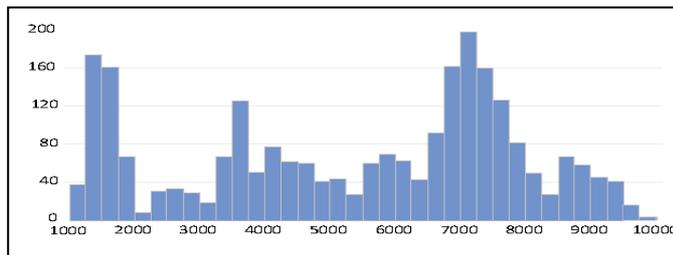
Figure 3.12: Normality Test of Maruti Suzuki India Ltd for the Period 2012-2022

Interpretation:

Figure 3.11 displayed the original Maruti Suzuki India Ltd. time series data, which displayed a trend and seasonality; meanwhile, Table 3.12 displayed the results of the normality tests; primarily, the Jarque-Bera test produced a p-value of 179.6834, which is less than 5% LOS and suggests accepting the Ho, i.e. that the data points are normally distributed. The summary statistics indicated that the stock prices of Maruti Suzuki India Ltd. had a moderate risk-reward ratio, with a mean value of 5388.714 and a standard deviation of 2468.516.

Stationary Test:

H_0: Data is non- stationary

H_A: Data is stationary
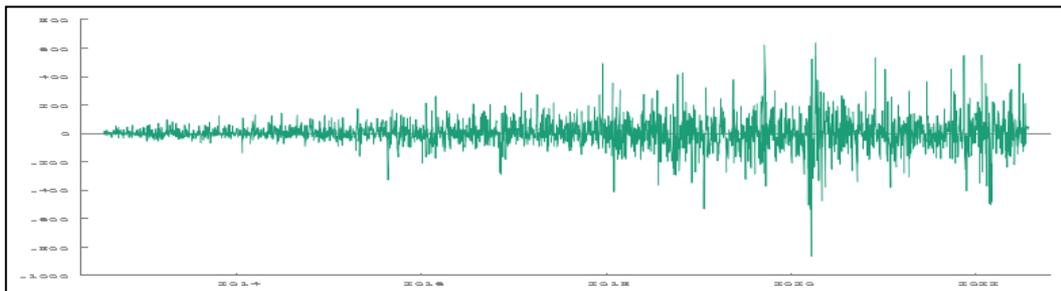
Figure 3.13: Time Series Plot of Maruti Suzuki India Ltd at First Order Difference for the Period 2012-2022

			t-Statistic	Prob.*
Null Hypothesis: D(MARUTI) has a unit root Exogenous: Constant Lag Length: 0 (Automatic - based on SIC, maxlag=26)				
Augmented Dickey-Fuller test statistic			-48.06771	0.0001
Test Critical Values:	1% level		-3.432813	
	5% level		-2.862514	
	10% level		-2.567334	
*MacKinnon (1996) one-sided p-values.				

Augmented Dickey-Fuller Test Equation
Dependent Variable: D(MARUTI, 2)
Method: Least Squares
Date: 07/29/22
Time: 21:19
Sample (adjusted): 7/27/2012 7/22/2022
Included observations: 2461 after adjustments

Variable	Coefficient	Std. Error	t-Statistic	Prob.
D(MARUTI(-1))	-0.968884	0.020157	-48.06771	0.0000
C	3.040630	2.084399	1.458756	0.1448
R-squared	0.484433	Mean dependent var		0.011520
Adjusted R-squared	0.484223	S.D. dependent var		143.9154
S.E. of regression	103.3566	Akaike info criterion		12.11506
Sum squared resid	26268475	Schwarz criterion		12.11978
Log likelihood	-14905.58	Hannan-Quinn criter.		12.11677
F-statistic	2310.505	Durbin-Watson stat		1.999950
Prob(F-statistic)	0.000000			

Table 3.13: Augmented Dickey fuller test of Maruti Suzuki for the period 2012-2022

Interpretation:

Figure 3.13 showed Tech Maruti Suzuki India Ltd prices stationary at first order difference. To avoid white noise, the mean and variance are kept at zero and 1 and to know whether autocorrelation exists or not ADF test is run where t statistic value showed - 48.06771 and the critical value is just - 2.862514 thereby entered into a rejection region indicating that there is no autocorrelation among its prices. DW statistics also suggested stationary since its value is 1.999950 is within its limit level of 4.

Function Evaluations: 24
Evaluations of gradient: 8
Model 1: ARIMA, using observations 2012-07-26:2022-07-22 (T = 2462)
Estimated using AS 197 (exact ML)
Dependent variable: (1-L) Maruti
Standard errors based on Hessian

	Coefficient	Std. Error	z	p-value
const	3.13875	2.14855	1.461	0.1441
theta_1	0.0311168	0.0201536 1.544	0.1226	
theta_2	0.000985357	0.0202175	0.04874	0.9611

Mean dependent var 3.138912 S.D. dependent var 103.3646
Mean of innovations 0.000544 S.D. of innovations 103.2936
R-squared 0.998248 Adjusted R-squared 0.998247
Log-likelihood −14911.14 Akaike criterion 29830.28
Schwarz criterion 29853.51 Hannan-Quinn 29838.72

Real	Imaginary	Modulus	Frequency

MA				
Root 1	-15.7896	-27.6686	31.8569	-0.3325
Root 2	-15.7896	27.6686	31.8569	0.3325

Table 3.14: Model Selection for Prediction of Maruti Suzuki India Ltd prices

Date	Prediction Price	Standard Error	Range
2022-07-23	8835.05	103.294	8632.60 - 9037.50
2022-07-24	8838.22	148.369	8547.42 - 9129.01
2022-07-25	8841.35	182.699	8483.27 - 9199.44
2022-07-26	8844.49	211.529	8429.90 - 9259.08
2022-07-27	8847.63	236.876	8383.36 - 9311.90
2022-07-28	8850.77	259.761	8341.65 - 9359.89
2022-07-29	8853.91	280.787	8303.58 - 9404.24
2022-07-30	8857.05	300.345	8268.38 - 9445.71
2022-07-31	8860.19	318.705	8235.54 - 9484.84
2022-08-01	8863.33	336.063	8204.65 - 9522.00
2022-08-02	8866.46	352.567	8175.44 - 9557.48
2022-08-03	8869.60	368.333	8147.68 - 9591.52
2022-08-04	8872.74	383.451	8121.19 - 9624.29
2022-08-05	8875.88	397.996	8095.82 - 9655.94
2022-08-06	8879.02	412.027	8071.46 - 9686.58

Table 3.15: Predicted Prices of Maruti Suzuki India Ltd.
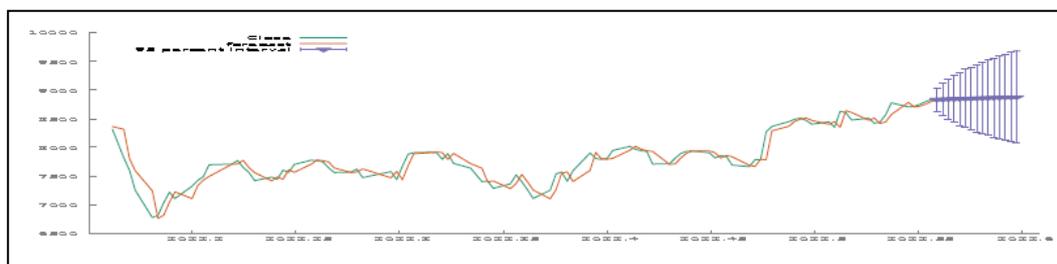
Figure 3.14: Predicted Prices of Maruti Suzuki India Ltd.

Interpretation:

Table 3.14 showed an optimum model as per information criteria and the optimum model decided for predictive analytics is ARIMA (0, 1, 2) and figure 3.14 suggests the predictive prices of Maruti Suzuki India Ltd for 15 days and figure 3.14 indicates the predictive price and actual prices and the shaded area in the figure showed a predicted price for 15 days' time-period.

GARCH Model:

H₀: There is no ARCH & GARCH effect on the stock of prices of Maruti India Ltd.

Ha: There is ARCH & GARCH effect on the stock of prices of Maruti India Ltd.

Dependent Variable: DLOG(MARUTI)
Method: ML ARCH - Normal distribution (BFGS / Marquardt steps)
Date: 07/30/22
Time: 01:31
Sample (adjusted): 7/27/2012 7/22/2022 Included observations: 2461 after adjustments Convergence achieved after 42 iterations
Continued…

Variable	Coefficient	Std. Error	z-Statistic	Prob.
Coefficient covariance computed using outer product of gradients MA Backcast: 7/26/2012				
Presample variance: backcast (parameter = 0.7) GARCH = C(4) + C(5)*RESID(-1)^2 + C(6)*GARCH(-1)				
C	0.001421	0.000355	3.999073	0.0001
AR(1)	-0.219217	0.326131	-0.672174	0.5015
MA(1)	0.281021	0.319902	0.878462	0.3797
Variance Equation				
C	1.50E-05	2.06E-06	7.277451	0.0000
RESID(-1)^2	0.071865	0.006169	11.64859	0.0000
GARCH(-1)	0.880295	0.010809	81.43879	0.0000
R-squared	-0.003109	Mean dependent var		0.000843
Adjusted R-squared	-0.003926	S.D. dependent var		0.018467
S.E. of regression	0.018503	Akaike info criterion		-5.320500
Sum squared resid	0.841538	Schwarz criterion		-5.306339
Log likelihood	6552.875	Hannan-Quinn criter.		-5.315355
Durbin-Watson stat	2.095666			
Inverted AR Roots	-.22			
Inverted MA Roots	-.28			

Table 3.16: GARCH Model at First Order Difference of Maruti Suzuki India Ltd.
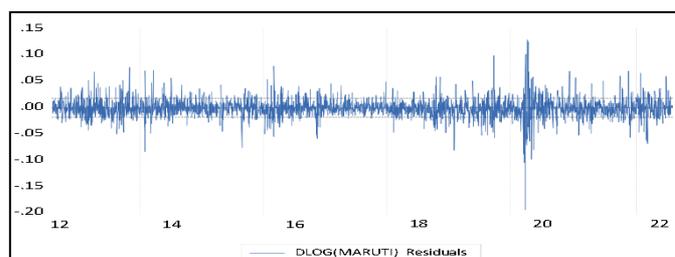
Figure 3.15: GARCH Plot for Maruti Suzuki India Ltd Prices

Interpretation:

Table 3.16 showed the GARCH model at first order difference suggesting ARCH effect existence on the stock prices of Maruti Suzuki India Ltd the variance equation suggests the residual variance p-value of 0.0001 at first order differencing and figure 3.15 showed a homoscedasticity at every cluster though overall hetero pattern on the prices of Maruti Suzuki India Ltd.

FINDINGS OF THE STUDY:

1. From table 3.1 it is establishing that the CAGR for FDI inflows of Indian Automobile industry for the period 2010-2021 is 19.87%. The data shows an incline in 2011 and the flows later on have created a massive growth for further successive years.

2. Figures 3.1, 3.6 and 3.11 of Bajaj Auto Ltd, Tata Motors Ltd and Maruti Suzuki India Ltd for the period 2012-2022 showed a time series plot which consist of trend and cyclicality.

3. It can be seen in tables 3.2, 3.7, and 3.12 that Maruti Suzuki India Ltd., Tata Motors Ltd., and Bajaj Auto Ltd. each had their normalcy assumptions checked. The Jarque-Bera test is regarded as one of the better tests, and the findings for all three stocks indicated that the data is normally distributed because the p value is less than 5%.

4. Additionally, tables 3.2, 3.7 and 3.12 indicates the Summary statistics and histogram for knowing the normality and the summary statistics suggests that the mean and standard deviation are 72729.027 and 606.9919, 338.5049 and 129.4379, 5388.714 and 2468.516 for Bajaj Auto Ltd, Tata motors Ltd and Maruti Suzuki India Ltd respectively.

5. It is obvious from figures 3.3, 3.8, and 3.13 that prices tend to remain stationary at first order difference, and the figure exhibits a mean reversion of its values at first order differencing.

6. From table 3.3, 3.8 and 3.13 it is observed that the there is no autocorrelation among the previous values of Bajaj Auto Ltd, Tata motors Ltd and Maruti Suzuki India Ltd providing a chance for further process of Prediction of Prices.

7. It can be seen from tables 3.4, 3.9, and 3.14 that the best model for price prediction is ARIMA (0, 1, 1), ARIMA (1, 1, 0), and ARIMA (0, 1, 2), respectively, for Bajaj Auto Ltd., Tata Motors Ltd., and Maruti Suzuki India Ltd.

8. Tables 3.5, figure 3.4, table 3.10, figure 3.9, table 3.15 and figure 3.14 showed the forecasted prices for 15 days from 23rd July 2022 to 06th August 2022.

9. Tables 3.6, 3.11 and 3.16 along shows the GARCH model evaluation and its outcome showed the existence of GARCH effect which practices a cluster wise homoskedascity thereby not affecting the Predicted prices sharply.

10. It is found from figure 3.5, 3.10 and 3.15 that the prices are homoscedastic at every cluster though overall heteroskedasticity exists. This conditional heteroskedasticity is observed at first order difference for all three stocks selected for the study.

11. As per predicted model and risk return tradeoff, Maruti Suzuki India Ltd proved a better stock for investors than other 2 companies.

CONCLUSION:

Automobile industry is subjected to volatility in the currency prices and its topline and bottom-line gets exaggerated due to payable exposure and receivable exposure, hence prediction of Prices particularly for the companies like Bajaj auto Ltd, Tata Motors Ltd and Maruti Suzuki India Ltd is vital and the study conducted by the authors provides an insight to firms, investors and forex dealers for optimum decisions. 15 days' prices are predicted by conducting normality, stationary tests and ARIMA econometric tool is applied for prediction of its prices and the authors have conducted GARCH model for assessing the pattern of volatility in the process of Prediction of the selected stock prices.

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WORK LIFE BALANCE: EMPLOYEE PERCEPTION ON CONVENIENT WORKLIFE BALANCE ON WORK LIFE FACILITATION AFTER COVID19 IN SELECTED ITES SECTORS OF CHENNAI CITY

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ABSTRACT:

The term work life balance indicating how employees are balancing their work as well their personal life. Employees need to be more productive at workplace similarly he or she should be much involved with his family as well as keens. This balancing between workplace and family are called convenient work life balance. The achievement of convenient work life balance is only possible through better work life facilitation provided at workplace. The demand for growth at workplace and competitive environment bring hurdles to employee in achieving work life facilitation. The situation is becoming complex now due to saviour impact of Covid on work culture, work from home arrived as new working culture to overcome the situation of pandemic but this culture has change the employees working pattern and their expectation from the organisation. Employees are expecting higher conveniency at work place and better work life facilitation from employers. The present study tries to assess the impact of convenient work life balance of employees on work life facilitation at workplace and mediating effect of hurdles to achieve work life balance. The researcher used exploratory research method with a sample size of 230 employees working in ITES sectors. The outcome of the study shows that convenient work life balance have significant influence on Work place hospitality facilitation. It is suggested that employees need to overcome hurdles to achieve work life balance only through better productivity and involvement at work.

Keywords: *Productivity, Facilitation, Pandemic, Hurdles and Convenience.*

"Never get so busy making a living that you forget to make a life."

Dolly Parton

INTRODUCTION:

Work-life balance refers to an individual's level of prioritisation of personal and professional activities in their life, as well as the extent to which activities related to their job are present at home. Work-life balance refers to a condition in which one's work and personal lives are perfectly in sync. This includes completing everyday tasks without neglecting any part of one's personal life (health, family and friends, culture and hobbies), and the other way around. This does not have to imply that all aspects of life accept equal devotion, but rather that workers can deliberately split their time and energy as they see fit between work and personal life. It is debatable what the optimal work-life balance is. Anthropologists frequently define happiness as having little or no difference between an individual's work and personal lives, according to freethinker Paul Krassner. Work-life balance is a hot subject these days because technological advances have removed the significance of physical location in defining work-life balance. Previously, bringing work home was difficult or impossible, creating a distinct divide between professional and personal life.

The proliferation of mobile technology, cloud-based software, and the internet has made it much easier for employees to be 'permanently' at work, blurring the line between professional and personal life. Some commentators argue that smartphones and "always-on" access to the workplace have supplanted managers' authoritarian control. The debate over work-life balance revolves around who is responsible for ensuring employees have a decent work-life balance. Employers have a moral responsibility to their workers' health, according to the general consensus; stressed-out employees are less productive and more apt to make mistakes.

MEASURES FOR IMPROVEMENT WORK LIFE BALANCE:

- **Implement Hybrid Work Models:** Those who travel to work every day are more likely to suffer from burnout and stress symptoms such as sleep disorders and high blood pressure. Those who labor solely from their homes, on the other hand, commonly suffer from loneliness, a lack of exercise, and anxiety. To counteract both, a hybrid working model in which staff members can choose when and where they work is a viable option.
- **Enabling Flexible Working Hours:** Those who are forced to work throughout their less fruitful times due to strict working hours will not be able to reach their maximum potential. Employees with a flexible schedule can choose when and how they work, allowing them to better incorporate their work hours into their daily routine. More significantly, they can work at their most productive times rather than their least productive times.
- **Eliminate Work on Weekends:** Rest times are necessary for employee health. In addition, many employees spend their weekends with family, friends, and hobbies. When workloads appear to require employees to work weekends, it can seriously limit recovery and family time while also hastening burnout. Employers who eliminate weekend work make a significant contribution to avoiding team burnout.
- **Introduce Sports and Health Management Programs:** Allowing employees to integrate this into their daily routine may enhance their team members' health, efficiency, and focus.

Work Place Hospitality Facilitation:

With a greater emphasis on work-life balance, hybrid-first workplaces, and changing hiring trends, employers looking to hire and retain the best talent must understand what benefits and perks to offer current and prospective employees to reflect today's workforce needs. Employees who are happy with the benefits they receive are four times more likely to be satisfied with their jobs; standing out in an increasingly competitive hiring market is critical for most organisations to succeed. Because most workers spend the majority of their time in an office, whether partially or entirely, making that environment as optimised and comfortable as possible has never been more important, making workplace hospitality a key component in forward-thinking perks and benefits packages. The modern workplace is far from the mundane office environment where employees spend their 9 to 5 hours. It's all about honing the available space in the best way possible to create an experience-driven, employee-focused space that not only facilitates productivity, networking, and socialising but also makes it easier for them to disconnect and get some much-needed downtime.

REVIEW OF LITERATURE:

The use of digital technologies enhances individual collaboration and information sharing, leading to improved work-life balance and higher job success. (**Duan, S. X., et al., 2023**). Availability to a social-organizational workplace intended to promote creativity is associated with increased idea generation but diminished balance between work and personal life, whereas work schedules that are flexible have been linked with increased balance between work and personal life but not with originality. (**Mattarelli, E., et al., 2022**). Relationships that are expected, showing that work-life

balance fully mediates the connection between psychological wealth and worker attitudes. **(Parray, Z.A., et al., 2022)**. Support from colleagues and suitable for families rules at the workplace Work-family balance was expected to be favourable. **(Lo Presti, A., et al., 2022)**. Job characteristics were favourably related to every assessment of work outcomes. Job fulfilment and emotional dedication were linked to support from management and work and family culture in a favourable way. (**Baral, R. and Bhargava, S., 2010**). Work to household enrichment was associated with positive work characteristics and supervisor encouragement. The connections between job features and all job effects, as well as the connection between support from managers and affective commitment, have been influenced by work to family development.

Balance between work and life harmed the efficiency of projects the most, with organizational support having the most of an effect. There is a link between burnout at work and project success. **(Irfan, M., Khalid, et al., 2023)**, Employee balance between work and personal life is related to organizational pride and job happiness. **(Mas-Machuca, M., Berbegal-Mirabent, J. and Alegre, I., 2016)**. Workplace social assistance and job control were found to have positive relationships with balance between work and family happiness, even after controlling for conflict between work and family life. **(Beham, B. and Drobnič, S.,2010).** It has been established that work contentment improves performance at work. Unexpectedly "family work-related conflict" has a substantial and positive association with workplace job satisfaction.**(Jung Choi, H. and Tae Kim, Y., 2012).**

STATEMENT OF THE PROBLEM:

Significant changes in work habits have also reshaped the concept of workplace hospitality after the saviour impact of Covid. Employers are looking to restrict offer when it comes to corporate food service environments, which were previously limited to perhaps just a coffee machine and or a snack station, especially as Millennials and Gen-Z employees continue to populate the hiring markets. Because both generations grew up studying and working in more informal settings, such as cafes, more employers are reimagining their office space to include environments that emulate the same comfortable, design-based, and flexible environments to facilitate collaboration and engagement. Thus the present study helps in identifying the perception of employees on connection between convenient work life balance and Hurdles to Achieve Work Life Balance and their subsequent effect on Work Place Hospitality Facilitation after overcoming the saviour impact of Covid.

OBJECTIVES:

- To examine the dominant dimensions of Convenient Work Life Balance, Hurdles to Achieve Work Life Balance and Work Place Hospitality Facilitation.
- To understand the difference in the perception of employees based on their educational qualification and Income group in Work Place Hospitality Facilitation.
- To define the significant influence of Convenient Work Life Balance on Work Place Hospitality Facilitation through mediating Hurdles to Achieve Work Life Balance.
- To suggest means employees in eradicating evilness of exploitation at workplace after saviour impact of Covid.

RESEARCH METHODOLOGY:

The present study is descriptive in nature which has used convenient sampling method for collecting data from employees working in IT and ITES. 230 samples were collected from employees working in IT and ITES sector in Chennai city. For the purpose of collecting data online data collection tools has been used for the same google forms were distributed to employees working in IT and ITES. The developed questionnaire deals with four sections namely section 1

which consists of 11 variables relating to Convenient Work Life Balance followed by 9 variables relating to Hurdles to Achieve Work Life Balance and 15 variables relating to Work Place Hospitality Facilitation. All these variables have been measured using Likert scale of strongly agree to strongly disagree with an weightage of 5,4,3,2, and 1 respectively.

DATA ANALYSIS AND INTERPRETATION:

The collected data are subjected to data analysis and the results obtained are interpreted with the help of statistical perception.

Personal Profile:

The personal profile of the employees shows sizable number of employees are female with PG qualification and earning moderate income of Rs.20,000 to Rs.40,000. Majority of the employees are working in middle level of management. Common number of employees is working between 10 to 12 hours a day.

Convenient Work Life Balance	Factor Loadings	Mean Value	Std. Deviation	Communalities	Eigen Value	Variance	Factor Name
Flexible finishing time.	0.855	3.850	1.055				
Flexible starting hours/time	0.833	4.050	0.959		2.495	22.677%	Work Culture Adoptable Factor
Flexible hours in general.	0.828	4.020	0.938				
Career break.	0.546	3.610	1.035				
Working from home	0.734	3.710	1.108				
Bring child to work place unavoidable circumstances.	0.673	2.830	1.227		2.063	18.755	Work Liberty Factor
Inviting family members for the Corporate functions	0.571	3.360	1.144				
Holiday/paid time off.	0.558	4.030	0.966				
Support from colleagues at work.	0.847	4.110	0.811				
Support from family members.	0.667	4.140	0.819		1.836	16.690%	Kith and Kin Supportive Factor
Time off for family engagements/events.	0.556	3.940	0.923				
KMO: 0.794, Chi-Square: 1982.660, Df: 55, P<0.000				Total Variance Explained:58.112%			

Table 4.1: Factorisation of Convenient Work Life Balance (CWLF)

Table 4.1 shows factorisation of 11 Convenient Work Life Balance (CWLF) variables, out of 11 Convenient Work Life Balance variables three independent factors have been extracted, which explaining overall variance of 58.112% of variance. The KMO value of 0.794 with Chi-square value of 1982.660 and P value of 0.000 indicates that factor analysis can be applied to those 11 Convenient Work Life Balance variables. The most dominant factor 1 with eigen value of 2.495 which explaining 22.677% of variance in CWLF and it contain four items namely Flexible finishing time, Flexible starting hours / time, Flexible hours in general and Career break in the position of their relative position within the variables it has been labeled as **Work Culture Adoptable Factor (WCAF).** The second factor 2 with eigen value of 2.063 which explaining 18.755% of variance in CWLF and it contain four items namely Working from home, Bring child to work place unavoidable circumstances, Inviting family members for the Corporate functions and Holiday / paid time off in the order of their relative position within the variables it has been termed as **Work Liberty Factor (WLF).** The third factor 3 with eigen value of 1.836% of variance in CWLF and it contain three items namely Support from colleagues at work, Support from family members and Time off for family engagements / events in the order of their relative position it has been termed as **Kith and Kin Supportive Factor(KKSF).**

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Hurdles to Achieve Work Life Balance (HAWLB)	Factor Loadings	Mean Value	Std. Deviation	Communalities	Eigen Value	Variance	Factor Name
Relaxing and forgetting about work issue is too hard	0.736	3.76	1.083	0.570	2.594	28.817%	Diminishing Productivity Factor
Become less enthusiastic about my job	0.698	3.40	1.272	0.493			
Working for the whole week is a strain	0.663	3.66	1.163	0.464			
Feel emotionally drained from work	0.655	3.52	1.129	0.540			
Feel exhausted at the end of the day	0.608	3.82	1.044	0.532			
Feel tired when getting up in the morning & have to face another day on the job	0.558	3.79	1.167	0.648			
Effectively solve the problems that arise in my job	0.785	4.11	0.855	0.616	2.000	22.220%	Productivity Propelling Factor
Effective at Work	0.729	4.13	0.919	0.538			
Making effective contribution towards the progress of organisation	0.695	4.10	0.873	0.493			
KMO: 0.753, Chi-Square: 1349.482 Df: 36, P<0.000				Total Variance Explained: 51.037%			

Table 4.2: Factorisation of Hurdles to Achieve Work Life Balance (HAWLB) Variables

Table 4.2 reveal factorisation of 9 **Hurdles to Achieve Work Life Balance (HAWLB)** variables, out of 9 HAWLB variables two dominant independent factors have been extracted which, explaining total variance of 51.037% of variance. The KMO value of 0.753 with Chi- square value of 1349.482 and P value of 0.000 explicates that factor analysis can be applied tothose 9 HAWLB variables. The foremost dominant Factor 1 with eigen value of 2.594 which explaining 28.817% of variance in HAWLB and it contains six items namely Relaxing and forgetting about work issue is too hard, Become less enthusiastic about my job, Working for the whole week is a strain, Feel emotionally drained from work, Feel exhausted at the end of the day and Feel tired when getting up in the morning & have to face another day on the job inthe order of their relative position among the variables it has been named as **Diminishing Productivity Factor(DPF).** The second dominant Factor 2 with Eigen value of 2.000 which explaining 22.220% of variance in HAWLB and it contain three items in it namely Effectively solve the problems that arise in my job, Effective at Work and Making effective contribution towards the progress of organisation in the order of their relative position it has been termed as**Productivity Propelling Factor.**

Work Place Hospitality Facilitation (WPHF) Variables	Factor Loadings	Mean Value	Std. Deviation	Communalities	Eigen Value	Variance	Factor Name
Provide master health check-up regularly	0.856	2.90	1.392	0.771	4.240	28.263%	Self-Wholesomeness Factor
Provide leave to take care of elders.	0.815	3.03	1.342	0.705			
Provide gym facilities at subsidised fee.	0.806	2.74	1.491	0.705			
Provide in house stores.	0.784	2.47	1.479	0.677			
Provide leave for child care.	0.770	2.87	1.463	0.666			
Provide child care/creche facilities,	0.746	2.81	1.480	0.666			
Working from home occasionally(when needed)	0.845	3.28	1.491	0.820	2.516	16.771%	Homework Appraisement Factor
Working from home regularly (under special circumstances)	0.837	2.96	1.532	0.815			
Compressed work hours.	0.584	3.23	1.190	0.501			
Part time	0.551	2.52	1.336	0.535			
Flexible start & ending time.	0.899	3.85	1.249	0.861	1.798	11.985%	Work Flexibility Factor
Flexible work timing arrangements	0.856	3.89	1.183	0.819			
Working in shift	0.837	3.38	1.388	0.713	1.540	10.263	Versatile Activities Factors
Job sharing.	0.628	3.23	1.190	0.518			
Provide transport facilities	0.456	4.24	1.291	0.620			
KMO: 0.856, Chi-Square:5215.422, Df: 105, P<0.000				Total Variance Explained: 67.283%			

Table 4.3: Factorisation of Work Place Hospitality Facilitation (WPHF) Variables

Table 4.3 shows factorisation of 15 **Work Place Hospitality Facilitation (WPHF)** variables, out of 15 WPHF variables four independent factors have been extracted which, explaining total variance of 67.283%. The KMO value of 0.856 with Chi-square value of 5215.422 and P value of 0.000 indicates that factor analysis can be applied to those 15 WPHF variables. The most dominant Factor 1 with Eigen value of 4.240 which account for 28.260% of variance in WPHF and it holds six items namely Provide master health check-up regularly, Provide leave to take care of elders, Provide gym facilities at subsidised fee, Provide in house stores, Provide leave for child care and Provide child care/creche facilities in the order of their relative position it has been termed as **Self-Wholesomeness Factor (SWF).** The second dominant Factor 2 with Eigen value of 2.516 which account for 16.770% of variance in WPHF and it consist of 4 items namely Working from home occasionally (when needed), Working from home regularly (under special circumstances), Compressed work hours and Part time in the order of their relative position it has been termed as Homework Appraisement Factor(HAF). The third dominant Factor 3 with Eigen value of 1.798 which account for 11.990% of variance in WPHF and it consist of 2 items in it namely Flexible start & ending time and Flexible work timing arrangements in the order of their relative position it has been termed as **Work Flexibility Factor(WFF).** The fourth Factor 4 with Eigen value of 1.540 which is account for 10.263% of variance in WPHF and it holds three items in it namely Working in shift, Job sharing and Provide transport facilities in the order of their relative position it has been termed as **Versatile Activities Factors (VAF)** Mediation Analysis of Convenient Work Life Balance (CWLF) to Hurdles to Achieve Work Life Balance (HAWLB) to Work Place Hospitality Facilitation (WPHF)
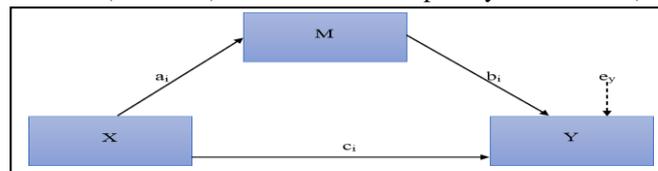
Figure 4.1: Direct and Indirect effect of Convenient Work Life Balance toWork Place Hospitality Facilitation

X = Convenient Work Life Balance

M is Hurdles to Achieve Work Life BalanceY is Work Place Hospitality Facilitation

Indirect effect of X on Y through M only = aibiDirect effect of X on Y = Ci

The Mediation analysis bas been conducted to test the direct and indirect effect of Convenient Work Life Balance (X) as the independent variable, Hurdles to Achieve Work Life Balance (M) Mediating variables. The dependent variable used is Work Place Hospitality Facilitation (Y). The path of this model **(a_i),** which insist the relationship between Convenient Work Life Balance to Hurdles to Achieve Work Life Balance (M), was identified to be significant **(β=0.927, t=36.440, P<0.000).** The path between **(b_i),** which insist the relationshipbetween Hurdles to Achieve Work Life Balance (M) to Work Place hospitality Facilitation (Y)is identified to be significant **(β=0.684, t=18.369, P<0.000).** The path between **(c_i),** which insistthe relationship between Convenient Work Life Balance (X) to Work Place HospitalityFacilitation (Y) is observed to be significant **(β=0.657, t=24.582, P<0.000).** Hence, the present mediation model is significant and convenient work life balance has significant influence onWork place hospitality facilitation.

	Educational Qualification Group	Mean	Std. Deviation	F	P
WPHF	School Level	44.722	13.101		
	UG	46.842	12.112		
	PG	48.896	13.344	6.768	0.000**
	Professional	48.152	13.110		
	Total	**47.377**	**12.594**		

Table 4.4: Significant of Difference among Educational Qualification in WPPHF

Table 4.5 shows significant difference among educational qualification group in Work place hospitality facilitation **{F=6.768, P<0.000}.** Thus, null hypothesis has beenrejected and alternative hypothesis has been accepted at 1% level of significance. The mean and standard deviation scores show change in the perception of employees based on their educational qualification in Work place hospitality facilitation. Employees with PG qualification shows highest Work place hospitality facilitation at workplace followed by those with professional qualification and least Work place hospitality facilitation is shown by those with school education.

	Income Group	Mean	Std. Deviation	F	P
WPHF	Less Rs.20,000	45.896	12.801	6.157	0.002**
	Rs.20,000 to Rs.40,000	47.558	11.790		
	More than Rs.40,000	51.302	14.081		
	Total	**47.377**	**12.594**		

Table 4.5: Significant of Difference among Income Group in WPHF

There is significance of difference among monthly group in WPHF {t= 6.157, P= 0.002}, consequently null hypothesis has been rejected and alternative hypothesis has been accepted at 1% level of significance. The mean value for WPHF in monthly income groups shows statistical changes, hence employees earning more than Rs.40,000 reveals highest work place hospitality facilitation at workplace followed bythose earning between Rs.20,000 to Rs.40,000.

RESULTS AND DISCUSSION:

Sizable number of employees are female with PG qualification and earning moderate income of Rs.20,000 to Rs.40,000. Majority of the employees are working in middle level of management. Common number of employees is working between 10 to 12 hours a day. 11 Convenient Work Life Balance (CWLF) variables have been factorised into three dominant factors. The most dominant factor 1 contain four items namely Flexible finishing time, Flexible starting hours / time, Flexible hours in general. and Career break in the position of their relative position within the variables it has been labelled as Work Culture Adoptable Factor (WCAF). The second factor 2 contain four items namely Working from home, Bring child to work place unavoidable circumstances, Inviting family members for the Corporate functions and Holiday / paid time off in the order of their relative position within the variables it has been termed as Work Liberty Factor (WLF). The third factor 3 contain three items namely Support from colleagues at work, Support from family members and Time off for family engagements / events in the order of their relative position it has been termed as Kith and Kin Supportive Factor (KKSF).

9 Hurdles to Achieve Work Life Balance have been factorised into two dominant factor. The foremost dominant Factor 1 contains six items namely Relaxing and forgetting about work issue is too hard, Become less enthusiastic about my job, Working for the whole week is a strain, Feel emotionally drained from work, Feel exhausted at the end of the day and Feel tired when getting up in the morning & have to face another day on the job in the order of their relative position among the variables it has been named as Diminishing Productivity Factor (DPF). The second dominant Factor 2 contain three items in it namely Effectively solve the problems that arise in my job, Effective at Work and Making effective contribution towards the progress of organisation in the order of their relative position it has been termed as Productivity Propelling Factor.

15 Work Place Hospitality Facilitation has been factorised into four dominant factor. The most dominant Factor 1 holds six items namely Provide master health check-up regularly, Provide leave to take care of elders, Provide gym facilities at subsidised fee, Provide in house stores, Provide leave for child care and Provide child care/creche facilities in the order of their relative position it has been termed as Self-Wholesomeness Factor(SWF). The second dominant Factor 2 consist of 4 items namely Working from home occasionally (when needed), Working from home regularly (under

special circumstances), Compressed work hours and Part time in the order of their relative position it has been termed as Homework Appraisement Factor (HAF). The third dominant Factor 3 consist of 2 items in it namely Flexible start & ending time and Flexible work timing arrangements in the order of their relative position it has been termed as Work Flexibility Factor (WFF). The fourth Factor 4 holds three items in it namely working in shift, Job sharing and provides transport facilities in the order of their relative position it has been termed as Versatile Activities Factors (VAF).

The path of this model (ai), which insists the relationship between Convenient Work Life Balance to Hurdles to Achieve Work Life Balance (M), was identified to be significant. The path between (bi), which insists the relationship between Hurdles to Achieve Work Life Balance (M) to Work Place hospitality Facilitation (Y) is identified to be significant. The path between (ci), which insist the relationship between Convenient Work Life Balance (X) to Work Place Hospitality Facilitation (Y) is observed to be significant. Hence, the present mediation model is significant and convenient work life balance has significant influence on Work place hospitality facilitation.

Employees with PG qualification shows highest Work place hospitality facilitation at workplace followed by those with professional qualification and least Work place hospitality facilitation is shown by those with school education. Employees earning more than Rs.40,000 reveals highest work place hospitality facilitation at workplace followed by those earning between Rs.20,000 to Rs.40,000.

CONCLUSION:

The sudden onset of Covid-19 completely flipped the workforce from working in person as the rule to the exception, almost overnight igniting a new massive wave of flexible work options such as remote and advance working options. Establishing an appropriate balance between work and life is essential not only for relationships and well-being, but it can also improve productivity and, in the long run, performance. Simply put, if your employees do not see work as an everyday chore, they will work more diligently, make fewer errors, and are more inclined to become brand advocates. The present study tries to interrogate the employee's perception on convenient work life balance and hurdles to work life balance and its subsequent effect over work life facilitation at workplace. The study identified that majority of the employees are female working in middle level of management. Convenient Work Life Balance have been factorised into three dominant factor namely Work Culture Adoptable Factor which deals with namely Flexible finishing time, Flexible starting hours/time, Flexible hours in general of employees while the second factor Work Liberty Factor deals with Bring child to work place unavoidable circumstances, Inviting family members for the Corporate functions and the third factor namely Kith and Kin Supportive Factor is dealing with Support from colleagues at work, Support from family members and Time off for family engagements.

Diminishing Productivity Factor and Productivity Propelling Factor are the dominant factors identified from Hurdles to Achieve Work Life Balance. Self-Wholesomeness Factor, Homework Appraisement Factor, Work Flexibility Factor and Versatile Activities Factors are extracted out of Work Place Hospitality Facilitation. Convenient Work Life Balance has significant and positive influence on Work Place Hospitality Facilitation.

It is suggested that employees should be well motivated in handling hurdles to work life balance at workplace through providing supportive working environment and recognition from employers. After the strong impact of covid employees are lower productive compare to before the impact of covid. The scenario of work from home brought more and more comforting among the employees at home, which simultaneously demand the same at office after reopening of offices.

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AN EMPIRICAL STUDY ON BEHAVIORAL FINANCE ATTRIBUTES ON INVESTMENT BEHAVIORS IN SECONDARY MARKETS

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ABSTRACT:

The loss of one person is the gain of another person is beautiful professional gambling that is played in stock markets. The ability of human beings to analyze the performance of the companies based on different parameters makes them outstanding and will end up with the attitude of profits. In the process of research, there are so many factors those are intrinsic in human beings those are going to be applied which synchronizes psychology with finance. The paper is undertaken with the objective of identifying the behavioral aspects of investment decisions, it is an empirical study based on the questionnaire drafted with structured questions, available data is converted analyzed and a satisfactory conclusion is drawn with relevant suggestions.

Keywords: Heuristics, Herd behavior, Market Information, Prospect, Security, Returns.

INTRODUCTION:

Behavioral finance is a part of behavioral economics dealing with the psychological influences an biases in the area of finance decision making that helps to predict the volatility in the secondary markets (Investopedia), classical economics opined that the investors are rational and their decision is purely based on the factors of performance and need contradicting with the emergence of materialistic economy, the stock market investments have actually undergone a rapid change with the influence of human behavior (Jaiswal. B & Kamil. N, 2012). The secondary markets have a major implication on the planning of investment avenue of every individual in the country, cognitive behavior and perception of every individual place a Pivotal role in investment decision making. Even though secondary markets categorize itself as a property of rich man investing money and getting back profits, still it does not escape the perception of every trading individual (P. Prateek Thodkarand B. Sathish Kumar, 2022). Traditional finance usually analyzed risk and return but modern finance brought in lot of perception that is attached with the Investments (Sattar, M. A., Toseef, M., & Sattar, M. F, 2020). Modern day economic sovereignty is decided by the margin of trading the takes place in the stock market. The investor in the stock market is always influenced by the personality traits that is been imbibed from the time of birth (CAO.M.M, et.al, 2021). Volatile behaviourof the stock market has always been a debatable issue, the very purpose of investment is again a prominent area of research (Keswani,S.et.al, 2019) The behavior aspect which includes sentiment, overconfidence, over reaction, under reaction and herd behavior will have an impact on the investors financing decision (Metawa, N. et.al).

REVIEW OF LITERATURE:

P. Prateek Thodkar and B. Sathish Kumar (2022).The Conclusion is drawn that the people in the stock market would learn from previous mistakes and with the concepts which are preconceived to their understanding, the conclusions is drawn by considering the regression model. Descriptive method was adapted with a objective of identifying the most influential behavioral factor on investment decision making of individual investors. Research was carried out with sample size of

430 respondents with buying or holding shares less than Rs 2,00,000 in stock exchange, questionnaires was circulated to obtain the data. The study focused on observing the behavior of human beings in taking decision on what to be invested in stock market, the authors classify three ranges of behaviour as Heuristic, Prospect and Herding.

Sattar, M. A., Toseef, M., & Sattar, M. F. (2020). The authors also proved that the feeling, mood and ecological factors are also influencing the investment decision, they concluded that investment decision making has direct impact on the behavior Finance. Structured questionnaire was circulated and the regression model and two tailed ANOVA test was used to analyze the data with the underlying hypothesis The objective was framed to analyze the complete behavioral aspects of human beings in taking investment, Empirical study with investment decision making as dependent variable and a composite activity as the base. Conceptual Framework is diagrammatically represented.

Jahanzeb, A. (2012).The paper concluded that illusionary form of decision does not work out always, the influencing factor based on cognitive behaviour does play role in decision making and also the attitude of risk aversion necessitates the believe in the data that is expressed by external environment. The study was undertaken with an objective to find out whether the illusionary decisions based on the information that is supplied by others is taken by the managers, descriptive study with conceptual understanding of various works carried out under behavioral finance is taken into consideration, finally a model is developed for application of behavioral contributions in decision making.

CAO, M. M., et.al (2021).The authors conclude that Herding has the least impact on the investment performance and the Prospect factor has the highest degree of impact. The study was undertaken to check the relationship between behavioral factors on individual investors decision making and investment performance in Vietnam stock market. 250 respondent's data through structured questionnaire was collected, exploratory factor analysis, confirmatory factor analysis and structural equation modeling was carried out to derive the meaningful conclusion. Result show that Heuristic, Prospect, Market and Herding directly and positively influence on decision making in the investment and performance of the investment.

Jaiswal, B., & Kamil, N. (2012). The conclusion was that there is no similarity between men and women while taking decisions, women are more conservative and their less prone to over confidence and over reaction compared to men, even with this variability there are few personality traits that are influencing on decision making of both men and women. With a Moto to study this the gender factor is taken into consideration to check whether men and women are influenced by the behavioral finance phenomena, study further tries to find out the difference in the behavioral phenomena of men and women. 161 structured questionnaire samples were collected through convenient sampling method and chi square test is applied to analyze the data.

Keswani, S.,et.al (2019). Conclusion given by the authors is that all four variables have a significant impact on the decision making process of the investors. The hypothesis derived was accepted with regard to the high level of influence of behavioral factors on decision making of individual investors. The study was undertaken to find out the effect of four factors Heuristic, Prospect, Market and Herding on decision of investors at NSE. Data was collected from a structured questionnaire; pilot study was conducted with Crown back Alpha analysis to check the internal consistency of the element. Further sampling method was adopted to collect the data.

Metawa, N., et.al (2018).The conclusion of the paper indicates investors' sentiment and other allied factors significantly affect investment decision. Demographic characteristics and level of education has positive effect on investment decision experience does not play a till role in the decision aspects. The paper aims to investigate the relationship between demographic characteristics and investment decision in Egyptian stock market. Data is collected through a structured questionnaire with 384 respondents involving foreign institutional and individual investors, obtain data is analyzed using the regression model.

Ricciardi, V., & Simon, H. K. (2000). The paper is concluded by providing strategies to assist individuals to resort the mental mistake and errors by recommending some important investment strategies for those who invest in stock and mutual funds. The research is undertaken with an objective to study the various factors that trigger to sociological and psychological issues that promote decision making of individuals, group and Organization, conceptual study based o earlier reviews and researchers are taken for the purpose of reference.

Kengatharan, L., & Kengatharan, N. (2014). The study concluded by the author stating that all four variables will have a positive impact on decision making except for anchoring under heuristic factor and influence of choice of stock variable from herding factor, the objective was done in Sri Lanka to examine relationship between behavioral aspects and investment decision. Questionnaire was distributed to individual investors in Colombo, capital of Sri Lanka and collected data is analyzed using SPSS model.

Shah, S. F. et.al (2020, October). The study is concluded by identifying the research gap with most of the questionnaire-based articles; the authors concluded that the necessity of identifying the behavioral traits after the COVID affect is mandatory for further research gaps, objective of the paper is identifying the effect of behavioral factors on the financing decision making.

STATEMENT OF THE PROBLEM:

The additional de-mat account opened during the lock down of 2020 have created the fresh challenge to the analyst the stock market to decide on the various parameters of investment that are considered by the traders in the market. The rising awareness and increased number of participants on a day today basis has given a fresh method through which the analysis is made in the stock market. Considering this the paper is undertaken with a view and objective of identifying implications of behavioral Finance components in investment behavior of human beings in the market, limited to Bengaluru city.

OBJECTIVES OF THE STUDY:

1. To understand the variables contributing for investment behavior.
2. To understand the perception of investors on various components of investment behavior.

SCOPE OF THE STUDY:

The paper is restricted in nature in terms of its applicability as it deals only with the traders in stock market. Paper does not envisage on other options of investment and also savings that are available for human beings as their saving avenues. Further saving attitude is covered with various aspects out of which only the behavior finance defined aspects are considered under this paper.

METHODS OF DATA COLLECTION:

Primary data is collected from structure questionnaire from the investors in shares in secondary markets, secondary data required is collected from journals, newspapers, magazines and any other published sources with proper quotations.

SAMPLING:

Convenient sampling is followed in distribution of structured questionnaire, the availability will be converted as per the requirement of the paper to draw conclusions based on analysis.

SAMPLING SIZE:

The size of the sample is 100 of those investors who have invested less than Rs 2,00,000. The sample is collected from Bengaluru city and the convenient sampling is used to select the respondants.

STATISTICAL TOOL:

Testing of the hypothesis is done by applying Cronbach alfa test, the results obtained are compared with the standard and the interpretation is derived from the responses received from the questionnaire.

HYPOTHESIS:

H$_0$: *There is no relationship between investment decisions and behavioural finance*

H$_1$: *There is no relationship between investment decisions and behavioural finance*

DATA ANALYSIS AND INTERPRETATION:

The data analysis is taken in the order of the objectives to understand the variables contributing for investment behavior.

- **1957 Leon Festinger:** Cognitive dissonance is the term for inconsistent behaviour that is linked to an individual's emotions.

- **1970 Daniel Kahneman and Amos Tversky:** The term "cognitive illusions" was first used to describe heuristics, the prospect theory, and framing biases, among other hypotheses in the field of trade psychology.

- **1985 Richard H Thaler: '**Mental Accounting' A new model that combines cognitive psychology and microeconomics has emerged. This idea was produced by taking losses and gains into account utilizing prospect theory.

- **1985 Richard H Thaler and W D Bondt:** The hypothesis of overreaction in stock markets reveals that people make rash actions in the market after reading published news.

- **2000 Meir Statman:** Behavioural portfolio theory is a hypothesis that demonstrates how people design their portfolios differently from what the Capital Asset Pricing Model predicts.

- **2001 Grinblatt and Keloharju:** What drives people to trade: The idea was first formulated by examining the numerous behavioural factors that drive market trading.

- **2001 Hubert Fromlet:** The theory of behavioural finance highlighted the shift away from the typical human behaviour of an uninterested person and towards more practical application-based decisions.

- **2006 Coval and Shumway:** Impact on Behaviour Biases in Stock Prices: When compared to someone who holds biassed stocks, the unbiased investor's stock prices vary less.

Based on the above theoretical frameworks are drawn:
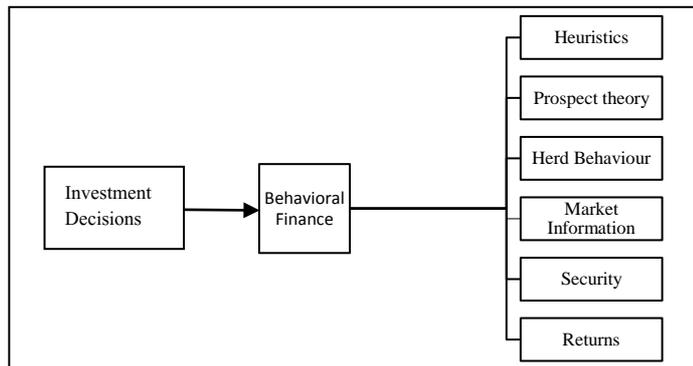
Figure 5.1: Framework 1
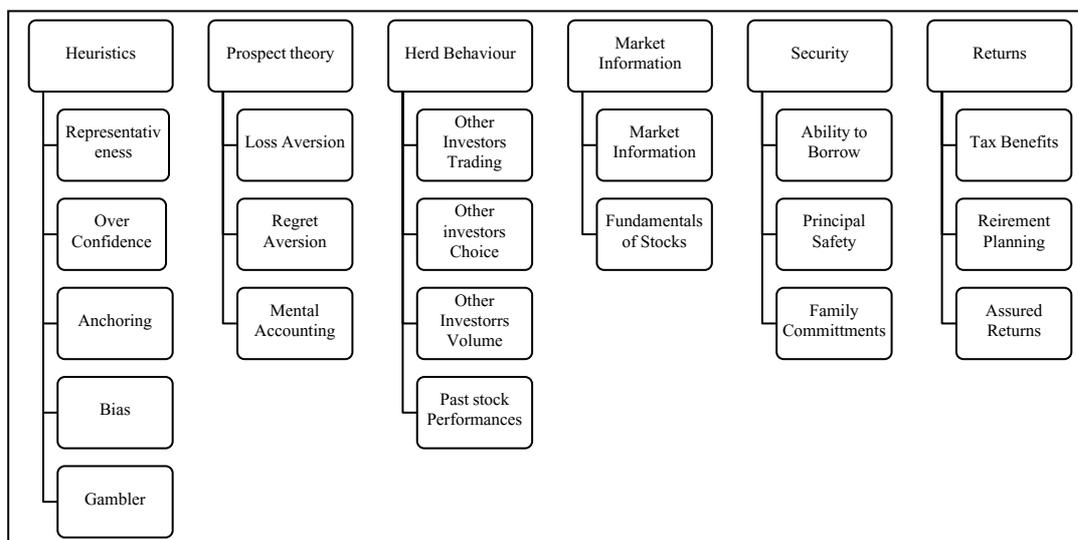
Figure 5.2: Framework 2

The above mentioned review makes it clear that behaviour finance language was first used in 2001. Due to the growing number of people investing in stock markets, it has been noted that several studies have been conducted in this area and contributions have been made by various scholars since its start. Evidence is gathered from many studies to show that behaviour economics, a branch of economics, has become more diverse and that behaviour finance, a new field, has emerged. The population's diversity in terms of existence, gender, age, and income levels has made the topic more complicated and debatable.

TO UNDERSTAND THE PERCEPTION OF INVESTORS ON VARIOUS COMPONENTS OF INVESTMENT BEHAVIOR:

Demographic Data:

Of the respondents received 25% are women, 20% of the respondents are below 30 years, 40% of the respondents are between 31 to 40 and other respondents are above 40 years. 72% of the respondents are married and equal distribution of Profession like Teaching, Managerial with 10% respondents from others. 55% of the respondents are between 3 to 6 lakhs per annum, above 12 lakhs is 45% and balance 10% respondents income between 6 to 12 Lakhs.

TESTING OF HYPOTHESIS:

Components of Behavioural Finance	Cronbach Alfa Value	Analysis
Heuristics	.48	No relationship
Prospect	.54	No relationship
Herd behaviour	.46	No relationship
Market information	.19	No relationship
Security	.66	Related
Returns	.80	Related

Table 5.1: Testing Hypothesis

From the above analysis, it is clearly evident that the influence of all the components of behavioral finance on investment decision making is meagre. Individually going the Heuristics attribute does not have any influence on the investment decision making, the influence on herd behavior is also

below the acceptable limit leading it to the no influence on investment decision, prospect character is also not evidence by the analysis on investment decision, and market information does not have any significant inflation on investment decision.

Of the responses received, the security and the returns are the major components contributing the investment decision. Out of the variables bearing the influence, the returns have the significant influence compared to the safety. The Cronbach alfa value below the limit of .6 is considered as impacting, the value below is rejected.

All in all the components of the behavioral finance components consolidated rejects the alternate hypothesis and accepts null hypothesis.

CONCLUSIONS AND SUGGESTIONS:

The awareness of these theories are essential in the field of finance, the necessary of introducing finance education at the higher education level as a part of academic syllabus is mandatory, the changing attitude of the Government in removing the pension has necessitated the working class to start planning for the retirement from a very young age leading to meaningful addition of participants in the stock markets, the rise of materialism and the acceptance of peace throughout the world have forced people to pursue their desires at an alarming rate, and the study above substantiates the claim that behaviour finance is an emerging theory and will be the theory for the future. The Due to the widespread discussion of entrepreneurship and the limited resources available, people now have a better grasp of how to make smart investment decisions.

HYBRID CONSUMER: DETERMINANTS OF HYBRID CONSUMER BEHAVIOURWITH SPECIAL REFERENCE TO POST PANDEMIC MARKET CONDITIONS

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ABSTRACT:

Customers after the effect of pandemic are picky and want the highest quality of service. Brands combine the usage of their physical storefronts, brand websites or apps, delivery services, and shipping services to satisfy their requirements. This strategy, known as hybrid commerce, requires brands and merchants to adopt more technological advancements than they would in a traditional brick-and-mortar retail environment. This hybrid approach combines online and offline sales in order to streamline supply chains and provide clients with a better experience as they switch between the two channels with ease. The phrase "buy online, pickup in-store" (BOPIS) or "Click & Collect" is a well-known illustration of this. The present study tries to examine the determinants of hybrid consumers and behaviour of consumer towards post pandemic market conditions. The research used descriptive research method for the same using non probability sampling method. The data were collected from consumers of online shopping. The elements of hybrid consumer are observed as Distribution Channel (DC), Marketing Tactics(MT), Brand Management (BM), Product Information (PI), and Customer Data (CD). The results show distribution channel followed by Brand management and customer data have direct and significantinfluence on hybrid consumer while product information and marketing tactics have indirect influence on hybrid consumer. It is suggested that channel of distribution should be enhanced in order to boost hybrid consumer. Similarly, brand management should be strengthening in order to push product information to hybrid consumers.

Keywords: Brand, Hybrid, Management, Information and Data.

INTRODUCTION:

Mobile phones in particular and digital technologies in general are fundamentally alteringconsumer behaviour and reshaping markets through their cutting-edge strategies (QR code, e- commerce, social mobile media, proximity marketing, locative media, etc.), transforming the entire consumer culture in a previously unheard-of way. Mobile phones can be thought of in this way as generic performatives that were given the name "shopping carts" more than ten years ago. Additionally, they act as a mediator in our interpersonal interactions, link us to all of store our memories (in the form of photos, videos, music, chat conversations, personal data, and streams of emotions and ideas), act as our personal ID and payment method, and aid us in navigating the complex environments made up of both concrete and digital elements, or hybrid spaces.

The marketing of both consumer goods and services could be significantly impacted by a recent development in customer behaviour. Our focus is on the advent of the hybrid consumer, a type of consumer that does not fall neatly into any of the market segments identified in conventional marketing literature. On some situations, the hybrid consumer will purchase less expensive generics and low-end brands, but on other occasions, they will trade up to more expensive, premium brands and will gladly pay for them. None of these consumers exhibit any of the

predetermined consumer segmentation behaviours that would lead them to purchase goods and brands intended for any particular target market. As a result, we might need to reconsider the segmentation procedure.

Global consumer markets appear to be polarising or splitting into low-end and high-end divisions. Middle-class customers are reshaping the consumer goods market by switching from high-end to low-end options while also switching from low-end to high-end options, but avoiding the "boring middle," which offers little added value and neither amazing pricing nor exceptional quality. Thus, the key to developing effective retail strategies appears to be understanding the shifting attitudes, behaviours, and values of middle-market consumers.

An innovative idea in Taiwan's convenience store and food service industries is the hybrid convenience store, a convenient space for dining and shopping. Due to Taiwan's leadership in the development of the convenience store industry, greater research into this phenomenon is warranted to help Taiwanese restaurateurs and owners of convenience stores develop methods to counter this trend.

Our daily lives are being increasingly mediated by and dependent upon technology. In contrast to traditional geographic space, hybrid space is reliant on digital technologies, specifically energy and the accessibility of networks and the Internet. It just vanishes if you don't have access to these. It is, in a way, an exclusive and unstable entity due to its dependence on mobile networks, signals, and mobile devices. According to Castell's network society, exclusion serves as these new information networks' organising principle. Once again, this is a status-related social issue as well as (and possibly more importantly) a technological one. Simply said, participating in and experiencing hybrid space requires having access to specific technology, and this might involve issues with both technical assistance and power dynamics.

Our mobile devices are translucent as a result of their miniaturisation since they gradually fade into the background while becoming more and more present. The main paradox of the hybrid universe is that the more invisible the technology is, the more pervasive, omnipresent, and strong it becomes, giving us little chance to fight it off either we are unaware of it, or we lose this ability as a result of our assimilation with it. To put it another way, technology becomes transparent and invisible not just because it gets smaller but also because it becomes a "normal" aspect of how we live our lives. Heidegger called this attitude towards the world being ready-to-hand. The flattening process of transparency is typified by the escalation of apathy.

REVIEW OF LITERATURE:

Ehrnrooth, H. and Gronroos, C. (2013) have identified a spectrum of hybrid consuming styles that incorporates both omnivorous and polarised activity. Hybrid customers like both luxury and affordable options while ignoring middle options. There are categories and situations for both trading up and trading down. Product category boundaries are blurred by hybrid consumption. There are four key features that characterise hybrid consumption.

Ming-Sung Cheng, J., et al. (2009) have explored the facilitators of customer acceptance of the hybrid convenience store concept using Rogers' diffusion of innovation (DOI) theory. The more the degrees of "compatibility," "observability," and "trialability," the more likely potential customers will dine at hybrid convenience stores. It has also been discovered that lesser levels of "complexity" boost the possibility of potential customers dining at hybrid convenience stores. The data, however, do not support "relative advantage" as a facilitator.

Hakim Masmoudi, M., Jmour, A. and ElAoud, N. (2022) have investigated various levels of consumer hybridity, which is gaining traction during the current COVID-19 epidemic. During the current COVID-19 epidemic, four major aspects of consumer hybridity were highlighted: "up vs down," "utilitarian vs hedonic," "impulsive vs planned," and "responsible vs irresponsible."

Aruan, D.T.H. et al. (2018) have investigated the relative importance of country of brand (COB), country of service delivery (COSD), and country of person (COP) in consumer evaluations of hybrid services. a comparative analysis The experimental design investigated the empirical significance of country of origin (COO) impacts in three service contexts: search, experience, and credibility. According to the findings, the relative relevance of COP was highest for credibility services, whereas COB was highest for experience services.

STATEMENT OF PROBLEM:

Advancement of technology not only bring economic growth through development of infrastructure as well as through connecting global market but also paw the way for individual companies towards sustaining market competition. Companies are adopting new and innovating marketing strategies to capture majority of market share and retaining the exiting consumer. The fundamental of online marketing has been nurtured and bring out a new for of marketing called hybrid marketing. Hybrid marketing considered elements of distribution channel, innovative marketing tactics, branding management of the products, product information and consumer data. These elements prominently influence the consumer behaviour towards hybrid marketing. Hence, it is high time to examine the role of hybrid marketing in influencing consumer behaviour.

OBJECTIVE OF THE STUDY:

1. To examine the number of determinants of hybrid consumer behaviour.
2. To observe the influence of distribution channel, marketing tactics, brand management on PI.
3. To observe the influence of distribution channel, marketing tactics, brand management on customer data.
4. To observe the influence of distribution channel, , brand management and Consumer data on hybrid consumer.
5. To validate the significant impact of distribution channel, marketing tactics, brand management, product information and consumer data on Hybrid consumer through developing hypothetical model.

RESEARCH METHODOLOGY:

The present study is empirical in nature and used convenient non probability sampling technique for data collection. A sample of 220 responses was collected from consumers of online shopping. The study tries to identify the determinants of hybrid consumer behaviour which significantly influence consumer behaviour towards online shopping. Five items have been observed as determinants of hybrid consumers which were measured with five-point Likert scale of strongly agree to strongly disagree with a weightage of 5,4,3,2 and 1 respectively. The developed scale have test using Cronbach's alpha reliability to check the consistency and reliability of the scale.

DATA ANALYSIS AND INTERPRETATION:

The personal profile of the consumer shows majority of them are female (72%) in the age group of 25 to 36 years (61%). A sizable number of consumers are graduates (64%) and working in private sectors (58%). Maximum number of the consumers are earning a handful income of Rs.30,000 to Rs.50,000(48.2%). A sizable number of consumers are purchasing products through online mode (74.64%).

	DC	MT	BM	PI	CD	HC
Mean	47.580	47.130	39.550	45.270	44.440	48.520
Median	48.000	48.000	40.000	45.500	44.000	49.000
						Continued…

		DC	MT	BM	PI	CD	HC
Mode		47.000	60.000	50.000	55.000	54.000	60.000
Std. Deviation		8.850	9.273	7.476	7.765	8.175	8.808
Variance		78.327	85.993	55.884	60.298	66.832	77.584
Skewness		0.888	0.591	0.715	0.955	0.984	0.960
Kurtosis		1.302	0.164	0.851	2.020	1.420	1.701
Range		48.000	46.000	40.000	44.000	43.000	48.000
Minimum		12.000	14.000	10.000	11.000	11.000	12.000
Maximum		60.000	60.000	50.000	55.000	54.000	60.000
Percentiles	25	44.000	40.000	34.250	40.000	40.000	43.250
	50	48.000	48.000	40.000	45.500	44.000	49.000
	75	55.000	55.000	46.000	52.000	52.000	56.000

Table 6.1: Descriptive Statistics of Determinants of Hybrid Marketing

Table 6.1 reveals descriptive values of determinants of hybrid marketing, the range value for Distribution Channel (DC) is from 12 to 60 and its median and mode value are 48 and 47 respectively. The mean value of 47.580 is strong measure of DC as the value of standard deviation is far lower. The DC distribution is slightly and positively skewed. The range value for Marketing Tactics (MT) is from 14 to 60 and its median and mode value are 48 and 60 respectively. The mean value of 47.130 is strong measure of MT as the value of standard deviation is below the mean value. The MT distribution is positively skewed. The range value of Brand Management (BM) is from 10 to 50 and its mean and mode value are 40 and 50 respectively. The mean value of 39.550is robust measure of BM as the value of standard deviation is below the mean value. The BM distribution is positively skewed. The range value of Product Information (PI) is from 11 to 55 and its median and mode value are 45.5 to 50 respectively. The mean value of 45.270 is strong measureof PI as the value of standard deviation is lower than its mean value. The PI distribution is positively skewed. The range value of Customer Data (CD) is from 11 to 54 and its median and mode value are 44 to 54 respectively. The mean value of 44.440 indicating a strong measure of CD as the value of standard deviation is below the mean value. The CD distribution is positively skewed. The range value of Hybrid Consumer (HC) is from 12 to 60 respectively. The mean valueof 48.520 is strong measure of HC as the value of standard deviation is lower to its mean value. The HC distribution is positively skewed.

IMPACT OF DISTRIBUTION CHANNEL (DC), MARKETING TACTICS (MT), BRAND MANAGEMENT(BM), PRODUCT INFORMATION (PI), PURCHASING POWER (PP) AND CUSTOMER DATA (CD) ON HYBRID CONSUMER(HR):

SEM modelling has been used to determine the significant influence of Distribution Channel (DC), Marketing Tactics (MT), Brand Management (BM), Product Information (PI), and Customer Data (CD) on Hybrid Consumer (HC). SEM is best statistical method due to it eradicate the number of unused variables present in the mode compare to other multivariate statistical techniques. The factor scores of all the variables have been determined and latent influence has been observed. After verifying the construct validity and convergent reliability, the model has bene constructed. The developed model considered only standardised co-efficient whichis shown in Figure. 6.1. The SEM model is also used to validate the research hypothesis is present in below table. The fit indexes of the present constructed model is examined and it seen that the present SEM model is compatible and valid with the research data.
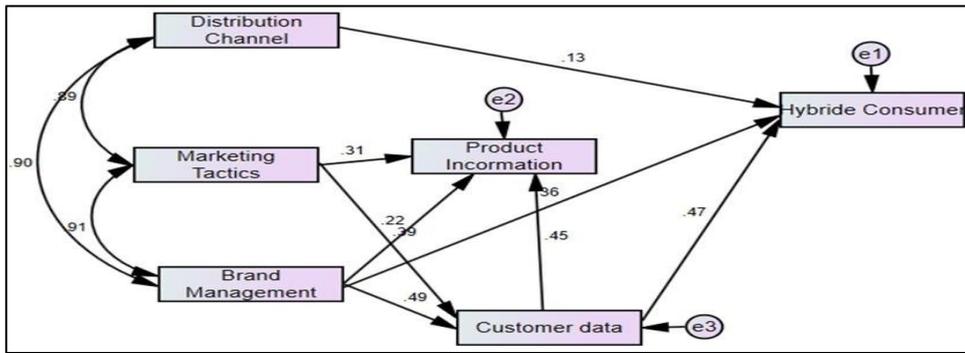
Figure 6.1: SEM Model

Ho: There is no significant influence of Distribution Channel (DC), Marketing Tactics (MT), Brand Management (BM), Product Information (PI) and Customer Data (CD) on Hybrid Consumer (HC).

Measured Variables		Latent Variables	Estimate	S. E.	Std. Co-efficient	C. R.	P-Value	Inference
CD	<---	BM	0.538	0.088	0.492	6.086	0.000**	S
CD	<---	MT	0.346	0.071	0.392	4.850	0.000**	S
PI	<---	MT	0.257	0.051	0.307	4.999	0.000**	S
PI	<---	BM	0.230	0.065	0.222	3.518	0.000**	S
HC	<---	DC	0.134	0.061	0.134	2.201	0.028*	S
HC	<---	BM	0.421	0.083	0.357	5.066	0.000**	S
HC	<---	CD	0.510	0.055	0.473	9.326	0.000**	S
PI	<---	CD	0.427	0.046	0.449	9.225	0.000**	S
CD	<---	BM	0.538	0.088	0.492	6.086	0.000**	S
**S: Significant at 1% level, *Significant at 5% level.								

Table 6.2: Regression Weight for PU, PEU and CSEWU

The Coefficient value for impact of brand management on customer data is significant at 1% level {β=0.492, t=6.086**}. The positive sign suggest that customer data would be enhance by 0.492 units for every one unit change in brand management. Marketing tactics have significant impact on customer data at 1% level {β=0.392, t=4.850**}. The positive sign indicates that customer data would be enhanced by 0.392 units for every one unit change in marketing tactics. Marketing tactics have significant impact on Product Information at 1% level {β=0.307, t=4.999**}. The positive sign suggest that product information would be improved by 0.307 units for every one unit change in marketing tactics.

Brand management have a significant impact on product information at 1% significant level {β=0.222, t=3.518**}. The positive sign suggest that product information would be improved by 0.222 unit for every one unit increase in brand management. Distribution channel have significant influence on hybrid consumer at 5% significant level {β=0.134, t=2.201**}. The positive sign indicates that hybrid consumer would grow by 0.134 units for every one-unit growth in distribution channel. Brand management have significant impact on hybrid consumers at 1% significant level {β=0.357, t=5.066**}. The positive sign suggest that hybrid consumer would grow by 0.357 units for every one unit grow in brand management. Customer data have significant impact on hybrid consumer at 1% level of significant level {β=0.473, t=9.326**}. The positive sign indicates that hybrid consumer would grow by 0.473 units for every one-unit growth in consumer data. Customer data have significant impact on product information at 1% level of significant level {β=0.449, t=9.225**}. The positive sign indicates that product information would grow by 0.449 units for every one-unit growth in consumer data. Brand management have significant influence on

Consumer data at 1% level significant level {β=0.492, t=6.086**}. The positive sign shows that consumer data would be enhance by 0.492 units for every one unit growthin brand management.

RESULTS AND DISCUSSION:

Majority of the consumers are young females working in private sectors and earning a moderate income. All the elements of the hybrid consumer are positively skewed and normally distributed. The average mean scores are also robust values as its standard deviation scores are far lower to its mean values. The outcome of SEM mode shows Distribution Channel (DC), Marketing Tactics (MT), Brand Management (BM), Product Information (PI) and Customer Data (CD) on Hybrid Consumer (HC). The path analysis shows distribution channel, brand management and customer data have significant and direct effect on hybrid consumers. A percentage change in all the three elements would be significantly improves hybrid consumers.

CONCLUSION:

Consumers have flocked to the internet in recent years, and e-commerce has continued to grow. However, around 80% of consumers today believe that technology has merged the digital and physical retail worlds, resulting in a "phygital" retail scene. The retail sector has been distinctly split into two channels since the advent of e-commerce: brick-and-mortar stores and internet purchasing. The distinction between these two sales channels is becoming less clear now, and it won't be long before they merge together. In order to compete, modern shops must exist in both worlds. The present study examines the influence of determinants of hybrid consumers. Five major elements of hybrid consumer have been identified such as Distribution channel which deliver the product or service consumers are demanding. Marketing tactics is that which help the marketer in enhancing or sustaining in the market and attract the consumer.

Brand management is one the indispensable element as it raises the perceived value of a product or service line or brand over time. Product information is what consumer looking for while placing their order. It contains basic information about the product or service and the last element is hybrid consumer is consumer data. Consumer data is reliable to the marketer to ascertain his behaviour and preference. Now marketer use artificial intelligence and block chain technology to examine the movement of consumer. The study identified that all the elements are determinants of hybrid consumer behaviour. It is suggested that marketer need be more active in tracking the impulsive buying behaviour of consumers in order to attract new one and retaining the existing consumers. Consumer on the other hand needs to follow protective measures while transacting online shopping.

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FINANCIAL LITERACY: ASSESSMENT OF FINANCIAL LITERACY PRACTICEDETERMINED BY FINANCIAL SKILLS AND INVESTMENT BEHAVIOUR OF INDIVIDUAL INVESTORS IN CHENNAI CITY

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ABSTRACT:

Individual investors in today scenario are more skilled and educated. Technology also gives supportive edge in enhancing investors' financial knowledge and investment skills. Android phones with artificial intelligence boost skills of investors in invest in both domestic and international markets. They are more rational in calculating any investment plans. The level of financial literacyin the country has also improved drastically after globalization of education. The aim of the present study is to determine level of financial skills of individual investors and their investment behaviour which significantly determine their financial literacy. The study is descriptive in nature and used non probability sampling method. The results of the study shows Investors Investment Behaviour, Educational Qualification and Investor Financial Skills have significantly determine investors' financial literacy level. It is highly suggested that induvial investors take rational decision while investing in more risky investment avenues.

Keywords: Technology, Finance, Intelligence, Rational and Globalization.

INTRODUCTION:

Financial literacy is the ability to understand and apply different financial skills, such as managing one's finances, creating a budget, and saving. Financial literacy enables people to become independent and attain financial security. You have to understand how to manage your money in order to be financially literate. This involves discovering how to settle your bills, borrowand save money wisely, and why and how to make investments and plan for retirement. Financial literacy necessitates knowledge of financial concepts and principles such as budgeting and forecasting, interest rate compounding, controlling debt, effective investment methods, and money-time worth. Financial illiteracy can contribute to poor financial decisions, which can harm an individual's financial security. The following are critical components for increasing awareness of finances: Learning how to create a budget and keep account of expenses, debt repayment strategies and retirement preparation.

Make an attempt to self-educate and broaden individual monetary knowledge, starting with the basics of managing your finances and working your way up to becoming a wise spender. Putting effort into your financial development allows you to make better savings and investment decisions. You can build an ongoing nest egg by leveraging variables like age, ability, money, andthe ability to establish healthy habits.

Money management is an individual trait that will help youthroughout your life, but not everyone masters it. With funds flowing in and out, due dates, financial charges and fees associated with receipts and bills, and the general duty of making sound decisions about big purchases and investments, it can be overwhelming. Management of money should be a top priority, driving daily

spending and saving choices. Personal finance specialists advise beginning with the basics, such as managing a checking or bank account and paying bills on time, and then working from there up.

The first step in building financial literacy is to open an account with a bank. After you receive a paycheck, set up direct transfer. This protects your funds and keeps you from spending interest on money advance companies, which take a percentage of your check. Financial literacy is concerned with the ability to handle personal finances properly, which requires prior experience making appropriate financial determinations such as money saved protection, real estate, college settlements, financial management, retirement, and filing taxes. Finance experts should be able to answer inquiries about transactions, such as whether an item is required, readily available and whether it is either a liability or an asset.

FINANCIAL SKILLS:

Knowing, assessment, and controlling the financial assets needed to start a company and encourage economically viable, creative, and long-term projects as part of it. Is the ability to use appropriate knowledge and experience to deal with an anticipated or unanticipated scenario in order to solve a financial issue and turn it into a benefit and opportunity. These skills can be acquired or learned through a financial school background.

INVESTMENT BEHAVIOUR:

Building money, according to financial experts, has a lot to do with your behaviour. "A genius who loses control of his emotions might be a financial disaster. The inverse is also true. "Even people with little financial education may become wealthy if they have a few behavioural talents that have nothing to do with traditional measurements of intellect," writes Morgan Housel in his book The Psychology of Money. Behavioural finance, a branch of behavioural economics, contends that individuals frequently make decisions based on emotional and hidden biases. Building money, according to financial experts, has a lot to do with your behaviour. "A genius who loses control of his emotions might be a financial disaster. The inverse is also true. "Even people with little financial education may become wealthy if they have a few behavioural talents that have nothing to do with traditional measurements of intellect," writes Morgan Housel in his book The Psychology of Money. Behavioural finance, a branch of behavioural economics, contends that individuals frequently make decisions based on emotional and hidden biases.

REVIEW OF LITERATURE:

The link between financial skills and financial knowledge and market discipline is mediated by financial conduct. **(Dewi, V.I. and Wardhana, L.I., 2022)** Poor households' financial inclusion is not predicted by their behaviour, knowledge, or abilities. **(Candiya Bongomin, G.O., et al., 2017)**, Financial literacy contributes to young adults' decisions about investments favorably. Furthermore, young adults' opinion of their trustworthy their capacity to make financially responsible choices influences their decision to invest. **(Chawla, D., Bhatia, S. and Singh, S., 2022)**. Emotional and objective knowledge of finances are both favorably linked with financial behavior. **(Pandey, A. and Utkarsh., 2023)**. Students from Kosovo who have become more financially literate are more competent and make better investment choices. **(Vardari, L., Abdullahu, D. and Kurteshi, R., 2022)**.

The connection between financial knowledge and accountable financial management behavior is completely mediated by financial attitude, and center of authority affects responsible financial management conduct. **(Bapat, D., 2020)** Investors frequently use cognitive strategies to minimize the risk of losses in unpredictable situations, but this leads to judgement errors; as a result, investors select irrational choices, causing the stock market to react in excess or underreact.

(Ahmad, M., 2022). Underconfidence attitude has an enormous adverse effect on investors' short- and long-term choices in emerging markets. That is, heuristic-driven biases can degrade the worthof long- and short-term decisions regarding investments. **(Ahmad, M., 2021)**

STATEMENT OF PROBLEM:

The emergence of the technology has enhanced the participation of individual investors in the stock market and other investment avenues. The market is very volatile and risky, the investors need to bee very rational in participation in the market. The behaviour of the investors also plays a predominant role in anticipation of rational investment decision of investors. Hence it is significant important to assess the impact of investors behaviour and investment skills on financial literacy practice of individuals.

SCOPE OF THE STUDY:

The study is focuses on Investors investment behavior, investment skills and their level of financial literacy practices in number of investment avenues and stock market. The above perception of investors has been measured with 5 points Likert scales.

OBJECTIVE OF THE STUDY:

1. To explore the socio demographic profile of the investors in Chennai city.
2. To determine the underlying factors of Investors Financial Skills, Investors Investment Behaviour and Financial Literacy Practices by Investor.
3. To examine the impact of Investors Financial Skills, Investors Investment Behaviour on Financial Literacy Practices by Investor.

RESEARCH METHODOLOGY:

The primary data has been collected from investors of stock market and other investment avenues in Chennai city. The city of Chennai is well developed industrial hub and educational institutions. It attracts greater number of young and dynamic minds for learning and job seekers. These young minds are attracted by number of investment ventures, thus they eagerly invest in stock and other investment avenues.

The skill of investment among these young minds are differsbased on their financial behaviour and financial literacy practices. Hence this study tries to examine the financial skills of investors and their behaviour pattern. The researcher adopted convenient sampling method to collect data from 165 respondents. 5 point likert scale of stronglyagree to strongly disagree have been used with an weightage of 5,4,3,2 and 1 has been used to assess the Investors Financial Skills, Investors Investment Behaviour and Financial Literacy Practices by Investor.

DATA ANALYSIS AND INTERPRETATION:

The collected data has been analysed and interpreted using number of univariate and multivariate statistical techniques to assess the correlation between the variables and the results are inferred in below tables.

Personal Profile:

The personal profile of the investors shows sizable number of investors are male in the young age group with professional qualification and are frequent investors in both stock market other investment avenues.

Investors Financial Skills (IFS)	Factor Loading	Mean	Standard Deviation	Communalities	Eigen Value	Variance Explained	Factor Name
Controlling Debt	0.797	4.080	0.996	0.663	3.874	38.743%	Monitoring and Budgeting Factor
Preparing Daily Expense	0.756	3.960	0.956	0.609			
Planning Future Financial Needs	0.735	4.030	0.927	0.623			
Cost Benefit Analysis	0.728	3.980	1.000	0.716			
Digital Mode for Receipt and Payments	0.707	3.910	0.923	0.635			
Not Sharing Financial Data	0.661	4.040	0.906	0.644			
Regular Reviews of Financial Activities	0.890	3.760	1.066	0.803	2.721	27.209	Reviewing and Planning Factor
Expertise Tax Planning	0.698	4.010	0.876	0.725			
Preparing Budgets for Financial Activities	0.693	3.840	1.020	0.625			
Numeracy Skills	0.533	3.890	0.969	0.551			
KMO Value:0.909, Bartlett's Test of Sphericity: 916.791, Df:45, Total Variance: 65.953%							

Table 7.1: Factorisation of Investors Financial Skills (IFS) Variables

Table 7.1 shows factor loading and descriptive value of Investor Financial Skills (IFS) variables, the investor financial skills are measured with ten variables and has been factorised using factor analysis. The outcome of the factor analysis shows the 10 Investor Financial Skills have been extracted into two dominant independent factors which is whole together explaining 65.953% of variance in overall IFS. To assess the strength for running factor analysis KMO test has been used the KMO value of 0.909 indicates a strong combability of running factor analysis to 10 IFS variables. The test value of Bartlett's Test of Sphericity 916.791 with Df value of 45 is significant at P<0.000 indicating a close correlation among the variables. The standard deviation values are robust values to their mean as they are far lower than the mean values. The communalities values are over the thresh hold limits of 0.500, hence it indicating factor analysis can be applied to those 10 IFS values. The Two independent factors have extracted, the first factor 1 consist of six variables with Eigen value of 3.874 and explaining 38.743% of variance in IFS. The six variables of factor 1 are Controlling debt, Preparing daily expense, Planning future financial needs, Cost benefit analysis, Digital mode for receipt and payments and not sharing financial data in the order of their relative correlation among the variables and position it has been termed as **Monitoring and Budgeting Factor (MBF)**. The second factor holds four variables with Eigen value of 2.721 and explaining 27.209% of variance in IFS. The four variables of Factor 2 are Regular reviews of financial activities, Expertise Tax planning, Preparing budgets for financial activities and Numeracy skills in the order of their relative correlation among the variables and position it has been termed as **Reviewing and Planning Factor (RPF).**

Investors Financial Skills (IFS)	Factor Loading	Mean	Standard Deviation	Communalities	Eigen Value	Variance Explained	Factor Name
Risk Taking	0.836	4.140	0.936	0.719	3.159	39.483	Risk and Ability Factor
More Confident in Self-Abilities	0.788	3.820	0.981	0.739			
Greedy in Nature	0.711	3.990	0.947	0.678			
Patient by Nature	0.709	3.820	0.919	0.735			
Innovative	0.900	3.650	1.156	0.836			
Emotional by Nature	0.722	4.010	0.914	0.679	2.610	32.628	Emotional and Disciplined Factor
Self-Disciplined	0.631	3.900	0.958	0.725			
Flexible with Changing Situation	0.582	3.990	0.927	0.657			
KMO Value:0.890, Bartlett's Test of Sphericity: 816.846, Df:28, Total Variance: 72.111%							

Table 7.2: Factorisation of Investors Investment Behaviour (IIB) Variables

Table 7.2 shows factor loading and descriptive value of **Investors Investment Behaviour (IIB)** variables, the Investor Investment Behaviour are measured with eight variables and has been factorised using factor analysis. The outcome of the factor analysis shows the 8 Investors Investment Behaviour have been extracted into two dominant independent factors which is whole

together explaining 65.953% of variance in overall IFS. To assess the strength for running factor analysis KMO test has been used the KMO value of 0.890 shows a strong combability of running factor analysis to 8 IIB variables. The test value of Bartlett's Test of Sphericity 816.846 with Df value of 28 is significant at P<0.000 representing a close correlation among the variables. The standard deviation values are strong measures to their mean as they are lesser than the mean values. The communalities values are above the thresh hold limits of 0.500, hence it indicating factor analysis can be applied to those 8 IIB values. The Two independent factors have pull out, the first factor 1 consist of five variables with Eigen value of 3.159 and explaining 39.483% of variance in IIB. The five variables of factor 1 are Risk taking, More confident in self-abilities, Greedy in nature, Patient by nature and Innovative in the order of their relative correlation among the variables and position it has been termed as **Risk and Ability Factor (RAF)**. The second factor holds three variables with Eigen value of 2.610 and explaining 32.628% of variance in IIB. The three variables of Factor 2 are Emotional by nature, Self-disciplined and Flexible with changing situation in the order of their relative correlation among the variables and position it has been termed as **Emotional and Disciplined Factor(EDF).**

Financial Literacy Practices by Investor (FLPI)	Factor Loading	Mean	Standard Deviation	Communalities	Eigen Value	Variance Explained	Factor Name
Effective Decision Making	0.857	3.79	1.009	0.744	3.875	38.745	Decisiveness and Assessment Factor
Detailed Analysis Before Investing	0.77	4.01	0.873	0.720			
Assessment of Intrinsic Values	0.718	3.98	0.92	0.704			
Assessment of Expected Returns	0.677	4.02	0.917	0.658			
Diversification of Funds	0.654	3.83	0.973	0.691			
Rate Of Interest on Deposits	0.651	3.91	0.942	0.692			
Satisfactory Returns	0.634	3.84	0.906	0.708			
Planning Rigorously	0.842	3.99	0.963	0.734	3.089	30.886	Planning and Investment Factor
Proportionate Investment	0.715	3.99	0.907	0.665			
Fast Decision Making on Investment	0.712	3.95	0.926	0.647			
KMO Value:0.903, Bartlett's Test of Sphericity: 1115.151, Df:45,Total Variance: 69.631%							

Table 7.3: Factorisation of Financial Literacy Practices by Investor (FLPI) Variables

Table 7.3 shows factor loading and descriptive value of **Financial Literacy Practices by Investor (FLPI)** variables, the Financial Literacy Practices by Investor are measured with ten variables and has been factorised using factor analysis. The product of the factor analysis shows the Financial Literacy Practices by Investor have been extracted into two dominant independent factors which is together explaining 69.631% of variance in overall FLPI. To assess the strength for running factor analysis KMO test has been used the KMO value of 0.903 shows a strong combability of running factor analysis to 10 FLPI variables. The test value of Bartlett's Test of Sphericity 1115.151 with Df value of 45 is significant at P<0.000 representing a close correlation among the variables. The standard deviation values are strong measures to their mean as the standard deviation values are lower than the mean values. The communalities values are above the thresh hold limits of 0.500, hence it indicating factor analysis can be applied to those 10 FLPI values. The Two independent factors have pull out, the first factor 1 consist of seven variables with Eigen value of 3.875 and explaining 38.745% of variance in FLPI. The seven variables of factor 1 are Effective decision making, Detailed analysis before investing, Assessment of Intrinsic values, Assessment of expected returns, Diversification of funds, Rate of interest on deposits and Satisfactory returns in the order of their relative correlation among the variables and position it has been termed as **Decisiveness and Assessment Factor (DAF)**. The second factor holds three variables with Eigen value of 3.089 and explaining 30.886% of variance in FLPI. The three variables of Factor 2 are planning rigorously, Proportionate investment and Fast decision making on investment in the order of their relative correlation among the variables and position it has been termed as **Planning and Investment Factor (PIF).**

Influencing Variables	Unstandardized Co-efficient		Standardized Co-efficient	t Value	p Value
	B	Std. Error			
(Constant)	4.268	1.515		2.818	0.005**
Investors Investment Behaviour	0.857	0.094	0.717	9.154	0.000**
Educational Qualification	0.892	0.294	0.111	3.039	0.003**
Investor Financial Skills	0.163	0.079	0.161	2.060	0.041*
R=0.889, R2=0.789, Adjusted R2 =0.786, F value: 201.258, P value<0.000					

Table 7.4: Influence of Socio Demographic profile of Investors, Investor Financial Skills and Investors Investment Behaviour on Financial Literacy Practices by Investor

Table 7.4 shows the Linear combination of demographic profile of investors, Investor Investment Behaviour and Investor Financial Skills which significantly defines Financial Literacy Practice by Investors {F=201.258, P<0.000}. The Coefficient value of 0.889 which explaining 78.9% of variance in those two independent influencers. Investors Investment Behaviour (IIB) have a significant and positive influence on FLPI which implies that 0.717 unit change in IIB leads to one unit change in FLPI. Educational Qualification of the investor has also significant and positive influence on FLPI. Higher the education has higher financial literacy of practice by investors. Investor Financial Skills (IFS) have a significant and positive influence on FLPI which implies 0.161 unit change in IFS leads to one unit change in FLPI. Other demographic profile of the investors has no significant influence on FLPI.

RESULTS AND DISCUSSION:

The investor financial skills are measured with ten variables and the same have been extracted into two dominant independent factors. The first factor 1 consist of six variables namely Controlling debt, Preparing daily expense, Planning future financial needs, Cost benefit analysis, Digital mode for receipt and payments and Not sharing financial data in the order of their relative correlation among the variables and position it has been termed as Monitoring and Budgeting Factor (MBF). The second factor holds four variables namely Regular reviews of financial activities, Expertise Tax planning, preparing budgets for financial activities and Numeracy skills in the order of their relative correlation among the variables and position it has been termed as Reviewing and Planning Factor (RPF).

The Investor Investment Behaviour is measured with eight variables and these 8 Investor Investment Behaviour variables have been pulling out into two dominant independent factors. The first factor 1 consist of five variables namely Risk taking, More confident in self-abilities, Greedy in nature, Patient by nature and Innovative in the order of their relative correlation among the variables and position it has been termed as Risk and Ability Factor(RAF). The second factor holds three variables namely Emotional by nature, Self-disciplined and Flexible with changing situation in the order of their relative correlation among the variables and position it has been termed as Emotional and Disciplined Factor(EDF).

The Financial Literacy Practices by Investor are measured with ten variables and it has been take out into two dominant independent factors. the first factor 1 consist of seven variables namely Effective decision making, Detailed analysis before investing, Assessment of Intrinsic values, Assessment of expected returns, Diversification of funds, Rate of interest on deposits and Satisfactory returns in the order of their relative correlation among the variables and place it has been termed as Decisiveness and Assessment Factor (DAF). The second factor holds three variables namely planning rigorously, Proportionate investment and Fast decision making on investment in the order of their relative correlation among the variables and position it has been termed as Planning and Investment Factor (PIF).

The demographic profile of investors, Investor Investment Behaviour and Investor Financial Skills which significantly defines Financial Literacy Practice by Investors. Investors Investment Behaviour (IIB) have a significant and positive influence on FLPI which implies that 0.717 unit change in IIB leads to one unit change in FLPI. Educational Qualification of the investor have also significant and positive influence on FLPI. Higher the education has higher financial literacy of practice by investors. Investor Financial Skills (IFS) have a significant and positive influence on FLPI which implies 0.161 unit change in IFS leads to one unit change in FLPI. Other demographic profile of the investors has no significant influence on FLPI.

LIMITATION OF THE STUDY:

1. The sample size for the present study is limited to 160 due to time constrained.
2. The opinion of respondent may vary over the period of time hance, the outcome of the study could not be generalised over the period of time.
3. To study is limited to investors from Chennai city only.

CONCLUSION:

The investors are more rational and calculative due to their accessibility to technological gadgets and needful information. Rational investors are financially literate and take cognitive decision-making skills. The behaviour of investor significantly determine the financial skills of investors while taking investment decision. The present study tries to determine financial skills and investment behaviour of individual investors which significantly examine the financial literacy practice which taking investment decision. The researcher used convenient sampling method to collect data from individual investors. The results shows financial skills of the investors are measured in terms of Monitoring and Budgeting Factor and Reviewing and Planning Factor. To assess the investment behaviour of induval investors eight items has been observed which are represented by Risk and Ability Factor and Emotional and Disciplined Factor. The financial literacy practice by individual investors has been assessed by 10 items which are represented by Decisiveness and Assessment Factor and Planning and Investment Factor. Financial literacy practice by individual investors are well determined by Investors Investment Behaviour, Educational Qualification and Investor Financial Skills. It has been suggested that individual investors must be more rational through proper planning and strategic investment.

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CHAPTER - 8

THE IMPACT OF DIGITAL MARKETING ON CONSUMERS POST PANDEMIC PURCHASE DECISION OF FMCG PRODUCTS WITH SPECIAL REFERENCE TO BENGALURU REGION

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ABSTRACT:

This article explores the impact of digital marketing on consumers' post-pandemic purchase decisions of FMCG products in Bengaluru, India. The COVID-19 pandemic has significantly altered consumer behaviour, leading to an increase in online shopping and the use of digital channels. The FMCG sector has responded by increasing its online presence and using digital marketing strategies to attract and retain customers. The article examines how digital marketing has influenced convenience, safety, personalization, and brand reputation in the FMCG sector, and how these factors have impacted consumers' purchasing decisions. The COVID-19 pandemic has significantly impacted the way consumers make purchasing decisions, and digital marketing has played a critical role in this process. In particular, the FMCG (Fast Moving Consumer Goods) sector has seen a significant increase in online sales, and Bengaluru is no exception.The study provides insights into the changing dynamics of the FMCG sector in Bengaluru and highlights the importance of digital marketing for the future of the industry.

Keywords: Digital Marketing, Post-Pandemic, Online Presence, Influencer Marketing, Hygiene Standards.

INTRODUCTION:

The COVID-19 pandemic has had a significant impact on consumer behavior, particularly in the way consumers make purchasing decisions. In response to the pandemic, the use of digital channels has increased, leading to a rise in online shopping. This has forced businesses in the FMCG (Fast Moving Consumer Goods) sector to adapt to the changing landscape and leverage digital marketing to reach and retain customers. Bengaluru, a major city in India, is no exception to this trend, and this article explores the impact of digital marketing on consumers' post-pandemic purchase decisions of FMCG products in the region. The study examines the various ways in which digital marketing has influenced consumer behavior, including convenience, safety, personalization, and brand reputation. Through an analysis of the key factors driving post-pandemic consumer behavior, the article aims to provide insights into the changing dynamics of the FMCG sector in Bengaluru and the growing importance of digital marketing in the industry.

REVIEW OF LITERATURE:

Several studies have examined the impact of digital marketing on consumer behavior, particularly in the FMCG sector. One such study by Okazaki and Taylor (2013) found that digital marketing channels, such as social media, were effective in building brand awareness and engaging consumers. The study also found that personalization of marketing messages based on consumer data was an effective way to increase brand loyalty.

Similarly, a study by Alalwan et al. (2017) found that digital marketing was critical in shaping consumer behavior in the FMCG sector, particularly during the COVID-19 pandemic. The study highlighted the importance of convenience, safety, and personalized experiences in influencing consumer behavior, and suggested that businesses should use digital marketing to address these factors.

In the Indian context, a study by Kumar and Kumar (2015) found that digital marketing was effective in reaching consumers in the FMCG sector, particularly in urban areas. The study also highlighted the importance of targeted ads and social media marketing in building brand awareness and driving sales.

Another study by Jhamb and Joshi (2016) focused specifically on the impact of digital marketing on consumer behavior in the Indian FMCG sector. The study found that digital marketing was critical in influencing purchase decisions, particularly among young and urban consumers. The study also found that digital marketing was effective in building brand loyalty and increasing repeat purchases.

Overall, the literature suggests that digital marketing plays a critical role in shaping consumer behavior in the FMCG sector, particularly during the COVID-19 pandemic. The factors that influence consumer behavior, such as convenience, safety, personalization, and brand reputation, can be effectively addressed through digital marketing strategies. The studies also highlight the importance of targeted ads, social media marketing, and personalized experiences in building brand awareness and driving sales.

A recent study by Statista (2021) found that the COVID-19 pandemic has accelerated the adoption of digital marketing channels in the FMCG sector. The study found that, digital advertising spend in the FMCG sector in India has been increased by 20.5% in 2020, with a total spend of $2.2 billion. The study also found that email campaigns and influencer marketing were the most effective digital marketing channels for the FMCG sector in India.

Another recent study by KPMG (2021) highlighted the importance of sustainability and social responsibility in shaping post-pandemic consumer behavior in the FMCG sector. The study found that consumers in India were increasingly concerned about the environmental impact of products and the social responsibility of brands. The study suggested that businesses in the FMCG sector should leverage digital marketing to communicate their sustainability and social responsibility efforts to consumers.

In addition, a study by Accenture (2020) highlighted the importance of community outreach and personalized experiences in the FMCG sector during the pandemic. The study found that consumers were looking for brands that demonstrated a commitment to their local communities and provided personalized experiences. The study suggested that businesses should use digital marketing to engage with consumers on a local level and provide personalized experiences based on consumer data.

Overall, recent studies suggest that digital marketing is critical in shaping consumer behavior in the FMCG sector, particularly during the pandemic. Email campaigns and influencer marketing have been found to be the most effective digital marketing channels for the FMCG sector in India. Sustainability, social responsibility, community outreach, and personalized experiences have also emerged as important factors in influencing post-pandemic consumer behavior in the FMCG sector, which can be effectively addressed through digital marketing strategies.

POST PANDEMIC RECOVERY:

The COVID-19 pandemic has had a significant impact on the FMCG sector in Bengaluru, as it has disrupted supply chains, shifted consumer behavior, and forced businesses to adapt to new ways of operating. As the pandemic subsides, businesses in the FMCG sector are focused on post-pandemic recovery and restoring growth.

Digital marketing can play a crucial role in post-pandemic recovery for the FMCG sector in Bengaluru. As consumers increasingly turn to digital channels for their shopping needs, businesses need to adapt their marketing strategies to effectively reach and engage with customers. Digital marketing can provide businesses with a cost-effective way to target consumers, build brand awareness, and drive sales.

To leverage digital marketing for post-pandemic recovery, businesses in the FMCG sector in Bengaluru need to focus on key areas such as:

Digital Advertising: With more consumers spending time online, businesses should invest in digital advertising to reach their target audience. Social media advertising, search engine marketing, and display ads are some of the most effective ways to reach consumers through digital advertising.

E-Commerce: The pandemic has accelerated the adoption of e-commerce, and businesses in the FMCG sector in Bengaluru need to adapt to this shift in consumer behavior. Businesses should focus on building their e-commerce platforms and optimizing their online shopping experience to improve customer retention.

Personalization: Personalization is a key driver of post-pandemic consumer behaviour, and businesses should prioritise providing personalised experiences to their customers. Businesses can improve brand loyalty by leveraging data and analytics to provide tailored recommendations and offers to their customers.

Sustainability and Social Responsibility: As consumers become more conscious of their impact on the environment and society, businesses in the FMCG sector in Bengaluru need to focus on sustainability and social responsibility. Businesses should use digital marketing to communicate their sustainability and social responsibility efforts to consumers, improving their brand image and reputation.

Overall, post-pandemic recovery for the FMCG sector in Bengaluru will require businesses to adapt to the changing landscape and leverage digital marketing to effectively reach and engage with customers. By focusing on key areas such as digital advertising, e-commerce, personalization, and sustainability, businesses can effectively drive post-pandemic growth and improve their bottom line.

STRATEGIES:

Based on the objectives of this study and the post-pandemic recovery needs of the FMCG sector in Bengaluru, the following strategies can be employed to leverage digital marketing and effectively reach and engage with customers:

Develop a Strong Online Presence: Businesses in the FMCG sector in Bengaluru need to focus on developing a strong online presence, which includes building a website, creating social media profiles, and listing products on e-commerce platforms. This will make it easier for consumers to find and engage with the business online.

Leverage Social Media: Social media platforms such as Facebook, Instagram, and Twitter are excellent tools for businesses to connect with customers and promote their products. By creating engaging content, responding to customer queries, and running targeted social media campaigns, businesses can effectively reach and engage with their target audience.

Use email Marketing: Email marketing is an effective way to communicate with customers, promote new products, and offer personalized deals and discounts. By building an email list and sending regular newsletters, businesses can improve customer retention and drive repeat business.

Invest in Influencer Marketing: Influencer marketing involves collaborating with social media influencers to promote products and build brand awareness. By identifying relevant influencers and running targeted campaigns, businesses can reach new audiences and improve brand recognition.

Personalize the Customer Experience: By leveraging customer data and analytics, businesses can personalize the customer experience and offer tailored recommendations and offers. This can improve customer satisfaction and loyalty, leading to increased sales and revenue.

Focus on Sustainability and Social Responsibility: Consumers are increasingly conscious of the environmental impact of products and the social responsibility of brands. Businesses in the FMCG sector in Bengaluru should focus on communicating their sustainability and social responsibility efforts through digital marketing channels such as social media and email marketing.

Overall, businesses in the FMCG sector in Bengaluru need to adapt to the changing landscape and leverage digital marketing to effectively reach and engage with customers. By focusing on strategies such as developing a strong online presence, leveraging social media, using email marketing, investing in influencer marketing, personalizing the customer experience, and focusing on sustainability and social responsibility, businesses can effectively drive post-pandemic growth and improve their bottom line.

ISSUES:

Some of the issues that businesses in the FMCG sector in Bengaluru may face when implementing digital marketing strategies include:

Limited Digital Marketing Expertise: Many businesses may lack the technical expertise required to implement effective digital marketing strategies. This can result in poorly targeted campaigns, ineffective messaging, and low ROI.

Budget Constraints: Digital marketing campaigns can require significant investments, which may be a challenge for small and medium-sized businesses in the FMCG sector in Bengaluru. Limited budgets can result in poorly targeted campaigns that do not effectively reach the target audience.

Difficulty in Measuring ROI: Measuring the ROI of digital marketing campaigns can be challenging, particularly for businesses that lack the technical expertise required to track and analyze data. This can result in a lack of clarity around the effectiveness of campaigns and difficulty in justifying marketing budgets.

Consumer Privacy Concerns: As businesses collect and use customer data for digital marketing purposes, they may face concerns around consumer privacy. To avoid negative perceptions and potential legal issues, businesses need to be transparent and ethical in their collection and use of customer data.

Competition: With the increasing importance of digital marketing in the FMCG sector, businesses may face significant competition for customer attention and engagement. This requires businesses to differentiate themselves through effective messaging and targeted campaigns.

Shifting Consumer Behaviour: Consumer behavior is constantly evolving, particularly in the wake of the COVID-19 pandemic. Businesses in the FMCG sector in Bengaluru need to be agile and adaptable to changing consumer trends and preferences, which can be challenging in the fast-paced world of digital marketing.

Overall, while digital marketing can be a powerful tool for businesses in the FMCG sector in Bengaluru, it requires careful planning, execution, and measurement to be effective. By addressing these issues and developing a robust digital marketing strategy, businesses can effectively reach and engage with customers and drive post-pandemic growth.

CHALLENGES:

In addition to the issues discussed, there are several challenges that businesses in the FMCG sector in Bengaluru may face when implementing digital marketing strategies. Some of the key challenges include:

Keeping up with Technological Advancements: Digital marketing is constantly evolving, with new technologies and platforms emerging on a regular basis. Businesses need to be able to adapt quickly to these changes and stay ahead of the curve to remain competitive.

Building a Loyal Customer Base: With so many options available to consumers, businesses need to work hard to build a loyal customer base. This requires delivering high-quality products and experiences, as well as engaging with customers through targeted digital marketing campaigns.

Ensuring Brand Consistency: With so many channels and touchpoints available, it can be challenging to maintain a consistent brand image and message across all digital marketing efforts. Businesses need to be vigilant in ensuring that all messaging, imagery, and branding are consistent and aligned with their overall marketing strategy.

Navigating Regulatory and Legal Issues: With the increasing importance of digital marketing, businesses may face regulatory and legal issues related to data privacy, advertising regulations, and intellectual property. It is important for businesses to stay up-to-date on the latest regulations and ensure that all digital marketing efforts are in compliance.

Measuring and Analyzing Data: Digital marketing generates a large amount of data, which can be overwhelming for businesses that lack the technical expertise to analyze it effectively. Businesses need to invest in the right tools and talent to measure and analyze data, and use these insights to inform their marketing strategy.

Managing Online Reputation: Because online reviews and social media are becoming increasingly important, businesses must be proactive in managing their online reputation. This entails monitoring and responding to customer feedback and reviews, as well as addressing any negative comments or feedback.

Overall, while digital marketing can be a powerful tool for businesses in the FMCG sector in Bengaluru, it requires careful planning, execution, and ongoing management to be effective. By addressing these challenges and implementing best practices, businesses can effectively leverage digital marketing to reach and engage with customers and drive post-pandemic growth.

CONCEPTUAL MODEL:

A conceptual model for the impact of digital marketing on consumers' post-pandemic purchase decision of FMCG products in Bengaluru could include the following key components:

Digital Marketing Channels: This includes the different channels through which businesses can engage with consumers, such as social media, email, search engine marketing, and display advertising.

Marketing Messages: This refers to the messaging and content used in digital marketing campaigns, which should be targeted and aligned with the needs and preferences of the target audience.

Consumer Behavior: This includes the various factors that influence consumer behavior, such as demographics, psychographics, attitudes, and perceptions.

Purchase Decision: This refers to the process that consumers go through when making a purchase decision, which may include awareness, consideration, evaluation, and purchase.

Post-Purchase Behavior: This includes the behavior of consumers after making a purchase, such as satisfaction, loyalty, and advocacy.

Performance Metrics: This includes the various metrics used to measure the effectiveness of digital marketing campaigns, such as click-through rates, conversion rates, and return on investment.

The model suggests that effective digital marketing campaigns can influence consumer behavior and ultimately drive purchase decisions. By leveraging the right channels, messaging, and targeting, businesses can effectively engage with their target audience and build loyalty and advocacy. Performance metrics provide a way to measure the effectiveness of campaigns and make data-driven decisions to optimize future efforts.

FRAMEWORK:

Environmental Analysis: This includes an analysis of the external factors that may influence digital marketing efforts, such as the competitive landscape, regulatory environment, and technological trends.

Target Audience Analysis: This involves identifying and analyzing the target audience for digital marketing efforts, including their demographics, psychographics, and behaviors.

Digital Marketing Strategy Development: This includes developing a comprehensive digital marketing strategy that leverages the appropriate channels and messaging to reach and engage the target audience.

Campaign Execution and Management: This involves executing and managing digital marketing campaigns, including content creation, targeting, and optimization.

Data Analysis and Performance Optimization: This includes analyzing data from digital marketing campaigns to optimize performance and inform future marketing efforts.

Post-purchase Analysis: This involves analyzing post-purchase behavior, such as customer satisfaction, loyalty, and advocacy, to inform ongoing marketing efforts and improve customer retention.

Continuous Improvement: This includes continuously improving and refining digital marketing efforts based on ongoing analysis and feedback.

By using this framework, businesses can systematically plan, execute, and optimize their digital marketing efforts to effectively reach and engage with consumers in the post-pandemic environment.

OBJECTIVES:

The objectives of this study are:

1. To identify the key factors that influence post-pandemic consumer behavior in the FMCG sector in Bengaluru.
2. To examine the impact of digital marketing on consumer behavior in the FMCG sector in Bengaluru.
3. To explore the most effective digital marketing channels and strategies for the FMCG sector in Bengaluru.
4. To analyze the role of sustainability, social responsibility, community outreach, and personalized experiences in influencing consumer behavior in the FMCG sector in Bengaluru.
5. To provide insights and recommendations to businesses in the FMCG sector in Bengaluru on how to leverage digital marketing to reach and retain customers in the post-pandemic era.

RESEARCH METHODOLOGY:

Research Design: The research design could be a quantitative study using a survey questionnaire or an observational study of consumers' behaviour in response to digital marketing efforts. The study could also include a qualitative component, such as in-depth interviews or focus group discussions, to gain deeper insights into consumer behaviour.

Sampling: The study could use a random sampling method to select a representative sample of consumers in the Bengaluru region who have purchased FMCG products post-pandemic. The sample size should be 104 to ensure statistical validity.

Data Collection: Data could be collected using a Google form, observation, or a combination of both methods. The Google form could include questions on consumers' digital media usage, their perceptions of digital marketing, and their purchase behaviour of FMCG products. The observation method could involve tracking consumers' behaviour online and offline in response to digital marketing efforts.

Data Analysis: Data analysis could involve descriptive statistics, such as mean and standard deviation, to summarize the data, as well as inferential statistics, such as regression analysis or factor analysis, to test the research hypotheses. The analysis could also involve content analysis of digital marketing messages and social media conversations related to FMCG products in Bengaluru.

Ethical Considerations: The study should adhere to ethical principles, such as informed consent, anonymity and confidentiality, and protection of personal data.

Limitations: The study may face limitations, such as sampling bias, self-reporting bias, and generalizability, which should be acknowledged and discussed in the research report.

DATA ANALYSIS AND INTERPRETATION:

The process of statistically systematically examining and interpreting the data that has been gathered is known as data analysis.

A Description of the Respondents' Demographics:

1. Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	43	41.3	41.3	41.3
	Female	61	58.7	58.7	100.0
	Total	**104**	**100.0**	**100.0**	

Table 8.1: Frequency Table for Gender
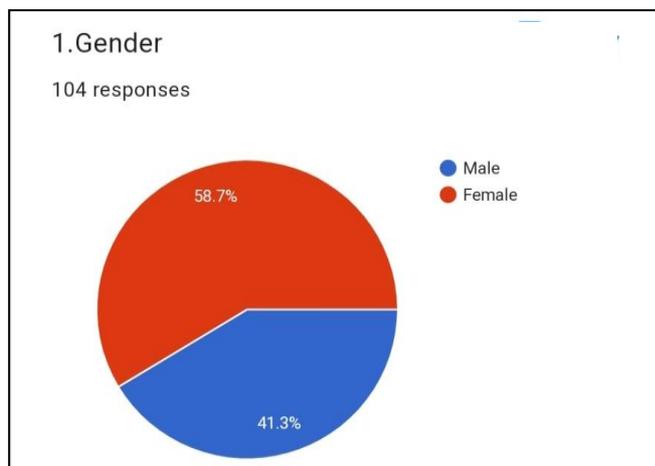
Figure 8.1: Frequency Chart for Gender

2. Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	26	25.0	25.5	25.5
	20 - 25	64	61.5	62.7	88.2
	25 - 30	5	2.9	2.9	91.2
	30 and Above	9	8.7	8.8	100.0
	Total	**104**	**100**	**100.0**	

Table 8.2: Frequency Table for Age

3. Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary Level	8	6.7	6.8	6.8
	Graduate	79	76.0	76.7	83.5
	Post Graduate	17	16.3	16.5	100.0
	Total	**104**	**100**	**100.0**	

Table 8.3: Frequency Table for Qualification

Analysis:

The above pie chart and tables represent the demographic profile of the respondents who purchased FMCG products in the study. It was found that 41.3 percent of the respondents were male and 58.7 percent of them were female.

With regard to Age-wise classification it was revealed that, 25 percent of the respondents were in the age group between 15-20 years followed by 61.5 percent in the age group between 20-25 years, 2.9 percent were between 25-30 years and 8.7 percent of the respondents were in the age group of more than 30 years of age. With respect to the classification of respondents based on their educational qualification, it was found that 16.3 percent of the respondents have their qualification as Post Graduation and more, 76.0 percentage with Diploma/ Under Graduation and 6.7 percent with secondary level and below as their educational qualification.

Inference:

The above gender table shows that almost equal percentage of respondents have participated in the study, thereby making the results free from gender bias. The majority of the respondents were in the age group 20 to 25 years which has more exposure relating to the digital media. Hence the results obtained were from the right audience. The larger proportion of respondents were educated enough to understand the statements in the questionnaire and could be able to provide valuable response. At the same time, respondents with lesser qualifications were not ignored as they were 6.7 percent. Hence the study is free from discrimination based on educational qualification.

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
1.Gender	104	1	2	1.59	.495	.245
2.Age	104	1	4	1.95	.801	.641
3.Qualification	104	2	4	3.10	.475	.226

Table 8.4: Descriptive Statistics Table

Analysis:

The above table reveals that the variable 'Qualification' had the highest mean score value (M=3.10 S. D= 0.475) and the variable 'Gender' had the least contribution (M=1.59, S. D=0.495).

4. After pandemic did your online purchase increased?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	70	67.3	67.3	67.3
	No	18	17.3	17.3	84.6
	May be	16	15.4	15.4	100.0
	Total	104	100.0	100.0	

Table 8.5: Frequency Table for Change in Online Purchase after Pandemic

Interpretation:

Out of 104 respondents, 70 respondents which are 67.3 percent were increased buying online after the effect of covid-19.

5. After digitization is there any price increase in FMCG products?				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	86	82.6	82.0	82.0
	No	18	17.3	18.0	100.0
	Total	104	100	100.0	

Table 8.6: Frequency Table for Change in Price for Digitization

Analysis:

Out of 104 respondents, 86 respondents which are 82.6 percent were felt there is price increase in FMCG buying online after the effect of covid-19.

6. How frequently do you purchase online?				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Often	9	8.7	8.7	8.7
	Often	25	24.0	24.3	33.0
	Sometimes	46	44.2	44.7	77.7
	Rarely	20	19.2	19.4	97.1
	Never	4	3.9	2.9	100.0
	Total	104	100	100.0	

Table 8.7: Frequency Table for Online Purchase

Interpretation:

Out of 104 respondents, 100 respondents are doing online purchase based on their necessity which is almost 99%.

7. Post Covid-19 has changed your online buying behaviour for hygiene products(hand sanitizers, Face mask)				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	70	67.3	68.0	68.0
	No	34	32.7	32.0	100.0
	Total	104	100	100.0	

Table 8.8: Frequency Table for Online Purchase of Hygiene Products

Analysis:

Out of 104 respondents, 70 respondents are doing online purchase behaviour for hygiene products (hand sanitizers, Face mask) which is 67.3%.

8. After pandemic did your usage of internet increased?				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	95	91.3	92.2	92.2
	No	9	8.7	7.8	100.0
	Total	104	100	100.0	

Table 8.9: Frequency Table for use of Internet after Pandemic
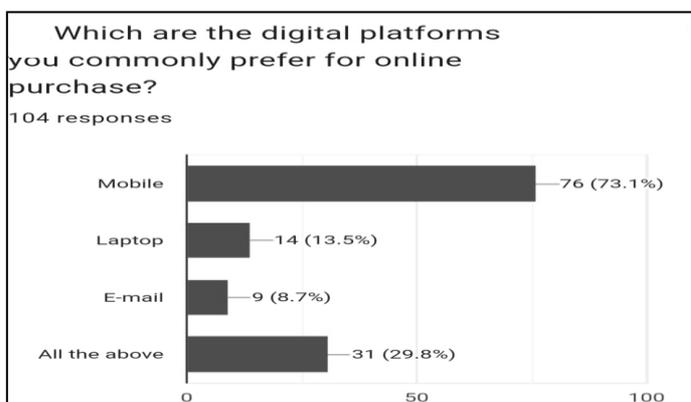
Figure 8.2: Frequency Chart for use of Digital Platform

Interpretation:

Out of 104 respondents, majority of them are doing digital marketing by using smart phone.

9. Did you check availability of feedback during the online purchase of FMCG products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	77	74.0	75.5	75.5
	No	27	25.9	24.5	100.0
	Total	**104**	**100.0**	**100.0**	

Table 8.10: Frequency Table for Feedback Checking During Online Purchase

Analysis:

Out of 104 respondents, majority of them are reading feedback available in digital marketing.

10. Are you willing to continue online purchase in future with user friendly features in FMCG sector?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	89.4	92.1	92.1
	No	11	10.6	7.9	100.0
	Total	**104**	**100.0**	**100.0**	

Table 8.11: Frequency Table for Feedback Checking During Online Purchase of FMCG Products

Analysis:

Out of 104 respondents, majority of them are continuing online purchase in future also.

Descriptive Statistics			
	Mean	Std. Deviation	N
Online purchase	1.48	.750	104
Price sensitivity	1.18	.386	104
Buying behaviour for hygiene products (hand sanitizers, Face mask)	1.32	.469	104
Usage of internet	1.08	.269	104
Review of Feedback	1.25	.432	104
Online purchase sustainability	1.08	.271	104
Purchase frequency	2.83	.940	104
Pandemic change	1.26	.442	104
Product features	3.54	.091	104

Table 8.12: Descriptive Statistics

Analysis:

The above table reveals that the variable 'product features' had the highest mean score value (M=3.54 S.D= 0.091) and the variables 'usage of internet and purchase sustainability' had the least contribution (M=1.08, S. D=0.269 and 0.271).

		Online Purchase	Price Sensitivity	Buying Behavior for Hygiene Products	Usage of Internet	Review of Feedback	Online Purchase Sustainability	Purchase Frequency	Pandemic Change	Product Features
						Correlation				
Online Purchase	Pearson Correlation	1	-.028	.008	.054	.144	.249*	.320**	-.025	-.051
	Sig. (2-tailed)		.780	.933	.587	.149	.012	.001	.803	.611
	N	104	104	104	104	104	104	104	104	104
Price Sensitivity	Pearson Correlation	-.028	1	-.052	.054	.283**	.147	.048	-.040	-.063
	Sig. (2-tailed)	.780		.607	.595	.004	.148	.639	.690	.536
	N	104	104	104	104	104	104	104	104	104
Buying Behavior for Hygiene Products	Pearson Correlation	.008	-.052	1	.188	.057	.114	.054	.111	-.147
	Sig. (2-tailed)	.933	.607		.058	.568	.260	.585	.264	.144
	N	104	104	104	104	104	104	104	104	104
Usage of Internet	Pearson Correlation	.054	.054	.188	1	.173	.321**	.129	.164	-.011
	Sig. (2-tailed)	.587	.595	.058		.082	.001	.195	.099	.915
	N	104	104	104	104	104	104	104	104	104
Review of Feedback	Pearson Correlation	.144	.283**	.057	.173	1	.267**	.296**	-.063	-.032
	Sig. (2-tailed)	.149	.004	.568	.082		.045	.003	.533	.754
	N	104	104	104	104	104	104	104	104	104
Online Purchase Sustainability	Pearson Correlation	.249*	.147	.114	.321**	.267**	1	.174	-.007	-.015
	Sig. (2-tailed)	.012	.148	.260	.001	.007		.084	.947	.881
	N	104	104	104	104	104	104	104	104	104
Purchase Frequency	Pearson Correlation	.320**	.048	.054	.129	.296**	.174	1	.223*	.163
	Sig. (2-tailed)	.001	.639	.585	.195	.003	.084		.024	.105
	N	104	104	104	104	104	104	104	104	104
Pandemic Change	Pearson Correlation	-.025	-.040	.111	.164	-.063	-.007	.223*	1	.060
	Sig. (2-tailed)	.803	.690	.264	.099	.533	.947	.024		.553
	N	104	104	104	104	104	104	104	104	104
Product Features	Pearson Correlation	-.051	-.063	-.147	-.011	-.032	-.015	.163	.060	1
	Sig. (2-tailed)	.611	.536	.144	.915	.754	.881	.105	.553	
	N	104	104	104	104	104	104	104	104	104

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Table 8.13: Correlation Table

Interpretation:

Correlation is concerned with identifying the association between two or more variables. It is the most frequently used statistical technique to identify the relationship between two or more variables.

The above table reveals that, there is a positive association amongst variables online purchase and its sustainability in future at 0.05 sig. level. , There is a positive association amongst variables price sensitivity and review of feedback at 0.01 sig. level. There is a positive association amongst variables usage of internet and online purchase sustainability at 0.01 sig. level.

Regression:

Model Summaryb										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.332a	.110	.018	.488	.110	1.197	9	87	.307	1.884

Table 8.14: Model Summary Table

Interpretation:

The Statistical tool with the aid of which we can estimate or predict the unknown values of one variable from the known values of the other variable is known as Regression. The tool of regression can be extended to three or more variables also. In this study, R=0.332 and regression model summary is 11%.

FINDINGS:

1. It was found that 41.3 percent of the respondents were male and 58.7 percent of them were female.
2. 25 percent of the respondents were in the age group between 15-20 years followed by 61.5 percent in the age group between 20-25 years, 2.9 percent were between 25-30 years and 8.7 percent of the respondents were in the age group of more than 30 years of age.
3. It was found that 16.3 percent of the respondents have their qualification as Post Graduation and more, 76.0 percentage with Diploma/ Under Graduation and 6.7 percent with secondary level and below as their educational qualification.
4. Out of 104 respondents, 100 respondents are doing online purchase based on their necessity which is almost 99%.
5. Out of 104 respondents, 70 respondents are doing online purchase behaviour for hygiene products (hand sanitizers, Face mask) which is 67.3%.
6. Out of 104 respondents, majority of them are doing digital marketing by using smart phone.
7. By using correlation tool there is positive association exists among many variables from the above correlation table with regard to post pandemic purchase decision on consumers with reference to FMCG sector.
8. Open end questions states some of the problems facing by respondents like poor quality, damage in goods, expired goods, poor refund facility e.t.c…
9. Research on digital marketing has shown that it can have a significant impact on consumers' purchase behavior, particularly in the FMCG sector. Digital marketing allows businesses to reach consumers through various channels, such as social media, email marketing, and search engine marketing, which can increase brand awareness and engagement.
10. Research has also shown that the content and messaging of digital marketing campaigns can influence consumers' purchase decisions.

11. Moreover, digital marketing campaigns can also provide valuable data and insights into consumer behavior, which can inform ongoing marketing efforts and improve performance over time. Businesses can use data from digital marketing campaigns to identify patterns and trends in consumer behavior and adjust their marketing strategies accordingly.

SUGGESTIONS:

Here are some possible suggestions for businesses looking to leverage digital marketing to influence consumers' post-pandemic purchase decision of FMCG products in Bengaluru:

Emphasize the Value Proposition: With the economic uncertainty and reduced consumer spending power due to the pandemic, it is important to emphasize the value proposition of FMCG products in digital marketing campaigns. This could include highlighting discounts, promotions, and special offers.

Leverage Social Media: Social media platforms such as Facebook, Instagram, and Twitter are powerful tools for businesses to reach and engage with consumers. By creating engaging and shareable content, such as videos, images, and memes, businesses can increase brand awareness and engagement.

Use Targeted Advertising: Targeted advertising allows businesses to reach consumers who are most likely to be interested in their products. By using data such as location, demographics, and interests, businesses can create targeted campaigns that are more effective at reaching and engaging with their target audience.

Provide Personalized Experiences: Consumers expect personalized experiences from businesses, and digital marketing can provide opportunities to do so. By using data such as purchase history and browsing behavior, businesses can create personalized recommendations and promotions that are more likely to resonate with consumers.

Continuously Analyze and Optimize: Digital marketing is an iterative process, and businesses should continuously analyze data and optimize their campaigns for better performance. By using tools such as A/B testing and analytics, businesses can identify which campaigns and messages are most effective and adjust their strategies accordingly.

Monitor and Respond to Feedback: Digital marketing campaigns can generate feedback from consumers, both positive and negative. Businesses should monitor feedback and respond to it promptly and professionally, which can help improve consumer satisfaction and loyalty.

Digital marketing effectively take care about proper quality, on time delivery, pre check of goods before packing and proper refund without any delay as per opinions of the respondents.

Overall, digital marketing can be a powerful tool for businesses looking to reach and engage with consumers in the post-pandemic environment. By leveraging the appropriate channels and messaging, and continuously refining their marketing efforts, businesses can effectively influence consumers' purchase decisions and improve their bottom line.

By incorporating these suggestions into their digital marketing strategies, businesses can effectively influence consumers' post-pandemic purchase decision of FMCG products in Bengaluru and improve their bottom line.

CONCLUSION:

To summaries, the COVID-19 pandemic has significantly altered the business landscape, particularly in the FMCG sector. Businesses must adapt their marketing strategies to remain competitive in the face of increased consumer focus on health, safety, and value. In the post-

pandemic environment, digital marketing has emerged as a critical tool for businesses to reach and engage with consumers.

Research has shown that digital marketing can have a significant impact on consumers' purchase behavior, particularly in the FMCG sector. By leveraging the appropriate channels and messaging, and continuously refining their marketing efforts, businesses can effectively influence consumers' purchase decisions and improve their bottom line. However, businesses must also be aware of the challenges and issues involved in digital marketing, such as data privacy concerns and the need for continuous optimization.

Overall, digital marketing presents a significant opportunity for businesses to succeed in the post-pandemic environment. By incorporating the suggestions outlined in this paper, businesses can effectively leverage digital marketing to influence consumers' post-pandemic purchase decision of FMCG products in Bengaluru and beyond.

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A REVIEW OF THE LITERATURE ON MICROFINANCE

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ABSTRACT:

The main goal of microfinance is to boost the income of the poor through transfers of funds and loans while lowering their vulnerability through micro insurance and savings. In addition to these goals, microfinance also focuses on rural development, including raising the standard of living for SHG members, promoting savings, enabling entrepreneurial endeavors, raising consumer awareness of health and education issues, promoting financial literacy, creating jobs and employment opportunities, social security, financial independence, improving infrastructure, and promoting landownership. For economically underdeveloped areas to engage in entrepreneurship at a greater level, microfinance offers start-up funding. Microfinance institutions are necessary not only to end poverty, empower, and strengthen economically marginalized groups but also to encourage them to engage in entrepreneurial and business activities in order to bring about a change that is acceptable to society.

Keywords: SHGs, Financial Literacy.

INTRODUCTION:

In brooder term micro finance means granting of micro credit, loans, advances, savings, insurance, lending and borrowing of any financial services to the low income groups to include them into small productivity, skill development activities as a solution to eradicate poverty. According to Mohammed Yunus, the Nobel Prize laureate, rural banks have only recently begun to distribute a significant number of micro and medium-sized loans, despite the fact that this is a crucial tool in the fight against poverty. Traditional families that don't have access to the conventional banking system in rural areas can get loans through microfinance. The legal organisations having the highest priority for providing financial help are RRBs.

Many financial institutions are attempting to promote microfinance with the goal of integrating rural populations into the formal banking system. Some well-known financial institutions include NABARD, SIDBI, commercial banks, regional rural banks, cooperatives, and legally recognized non-profit organizations, among others. These institutions were essential to our economy's bottom line since they insisted on and provided the money circulation while also completely filling the gap between the banks and members. To support the microfinance lending objective, our central government has established two channels: SIDBI for businesses and services and NABARD for agricultural. SIDBI offers support to those who have started their own businesses and manages the flow of credit to MSMEs through both direct and indirect financial channels with prompt expenditure. On the other hand, NABARD is promoting SHGs through RRBs and NGOs in order to mobilize the micro savings made by group members and channel those savings to the less fortunate members through negotiations and communication.

REVIEW OF LITERATURE:

The study concentrated on the specific literature on microfinance published between 2005 and 2016 at the state, national, and international levels both inside and outside of India. In the 23 research

papers that made up the current study, 99% of the studies came to the conclusion that microfinance had a positive effect on promoting financial literacy among women through SHGs and that the best model for achieving women's empowerment, particularly at the grass-roots level, was microfinance through SHG. Below is a list of the 23 articles in the literature review on microfinance.

Benson Kunjukunju (2005) to determine the effects of financial aid on rural development, an article titled "Role of Institutional Finance in Rural Development of Kerals" was done. The study concludes that borrowers under or miss using their loans. The author contends that institutional finance requires consistent analysis to evaluate its performance throughout time. Institutional finance for rural development is performing effectively generally. For proper use of the loan amount, banks must educate borrowers.

Ryu Fukui and Gilberto Lianto (2006) The topic of the paper is "Rural Finance and Microfinance Development in Transition Countries in Southeast and East Asia." The study looked at the development of rural microfinance in Southeast and East Asian nations. According to the researchers, there is a wide range of opportunity for formal and semi-formal financial institutions like agricultural banks, NGOs, microfinance banks, and cooperative banks to work towards assisting the rural poor in Asia's transitional nations. A single type of microfinance financing service provider is suited for the creation of an efficient rural financial system.

Jordan Pollinger et al (2007) in their article on "The Question of Sustainability for Microfinance Institutions" the study has conducted on US based MFIs. The MFIs with US locations have not made full use of the financial grants and subsidies. As soon as possible, association-based finance should be introduced. Each year, MFIs should expand their supplemental resources, such as grants or other funding, in order to maintain their current level of function and their ability to continue engaging in related activities. Research on the subsidiaries of MFIs is required.

Peter Crabb (2008) has presented evidence in support of "Economic Freedom and the Success of Micro Finance Institutions." The author talked about MFIs' financial independence. He stated that providing financial services to MSME businesses is the main goal of MFIs. And encourage everyone to engage in entrepreneurial endeavours without any restrictions. The total efficiency of MFIs and functional self sufficiency are not significantly connected. According to the paper, government assistance is necessary, particularly in the banking sector, because MFIs have yet to reach a sustainable level. A nation's economic environment is being developed with the aid of flourishing MFIs.

Colin C Williams and Anjula Gurtoo (2010) According to the opinion, structuralism representation is primarily appropriate for women who work as unpaid informal workers; however, it is less relevant for women who operate as unpaid informal entrepreneurs who are engaged on a freelance basis. It is important to understand how women entrepreneurs view resources, circumstances, value, and expertise; information from women entrepreneurs operating in the unorganized sector is equally relevant in other contexts. In relation to women entrepreneurs in the informal sector, the investigation critically assesses existing explanations.

A R Dubey (2011) his paper on "Financial Inclusion in India" concentrated on the state of microfinance and financial inclusion in India. According to the report, India's Western and Southern areas are the only ones where microfinance operations are profitable. The leading microfinance institution, NABARA, also oversees RRBs, Central and State Cooperative Banks, Cooperative Banks, and Rural Development Banks. The difficulties facing microfinance include the sizeable impoverished group, the need for financial literacy to use banking services, micro insurance, the use of technology, and regional imbalances. Finally, it is recommended that SHG should emphasise the promotion of thrift and credit organizations.

K K Tripathy and Sudhir K Jain (2011) The purpose of their research, "A Study of Microfinance as an Innovative Credit Delivery Mechanism in Rural India," is to look at the viability of government-sponsored microfinance services. The study identified the primary areas of

microfinance that needed attention, including unfriendly bank employees, inaccessible bank branches, a lack of timely and adequate credit, the selection of important economic activities that was less than ideal, and issues with the markets. The regression result also revealed that land-based activities were not profitable for microfinance recipients. Finally, it is suggested that in order to increase the effectiveness of microfinance, appropriate policies must be designed.

Shanthi M and R Ganapathi (2012) The impact of microfinance on the empowerment of women self-help groups with a focus on the Coimbatore district is examined in the paper "Impact of Micro Finance towards Empowerment of Women Self-Help Groups." The paper also examines the type and amount of microfinance available to women SHGs and the function of MF in the empowerment of women. The primary motivation for joining SHGs, according to the authors, is that they increase family income. Additionally, the majority of SHG members engage in service-based economic activities. In order to properly allocate microfinance to qualified beneficiaries, household surveys should be done. There is a necessity of annual plans for SHG promotion; it is believed that SHG members required training to increase skill.

G Y Shitole and Sonali Deogirikar (2012) have carried out a study on "Women Empowerment through SHGs in India – A case study of Thane District" with the goals of examining the operation, socioeconomic status, and development of entrepreneurial skills via SHG. The majority of SHG women, according to this study, holds their own bank accounts and manages them on their own. The managerial abilities of SHG women to run their businesses and make pertinent decisions have greatly increased. Finally, it can be said that since microfinance got involved, women have gained the confidence to voice their thoughts at SHG meetings. Through SHG initiatives, women's social and entrepreneurial growth can be considered as both a key to the country's problems as well as a promising opportunity to bring about social change.

M Nadiya and others (2012) study titled "Dangers in Mismanaging the Factors Affecting the Operational Self-Sustainability (OSS) of Indian Microfinance Institutions (MFIs)—An Exploration into Indian Microfinance Crisis" has been done. The goal of the current study is to pinpoint the elements that influence the operational self-sustainability (OSS) of Indian microfinance institutions. The writers opinioned that revenue generation element, cost efficiency factor and growth factor to have a beneficial influence on the OSS of Indian MFIs. It is proposed that attention should be paid to mismanagement, recovery, lending, and borrowing.

Madhusudan Ghosh (2012) In an article titled "Micro-Finance and Rural Poverty in India SHG-Bank Linkage Programme," it was shown how the programme had advanced from the national to the regional level. According to the report, in the post-SHG environment, SHG member households' average annual net income, assets, and savings all increased dramatically. The average loan size grew, loan repayment frequency improved, and moneylender dependence sharply dropped. There is a need to improve the quality of SHGs because a big problem for SHGs is sustainability. The programme depends heavily on the quality of SHGs.

K Rajendran (2012) He noted the effect of microfinance on Self Help groups in his essay, "Micro Finance through Self Help Groups -A Survey of Recent Literature in India." The MF made a significant contribution to the overall development of rural poor by reducing poverty, empowering women, and improving the economic well-being of the core poor. Microfinance is performing remarkably well in Asia, Africa, and Latin American nations. Although the results of self-help groups and microfinance are uneven, they are nonetheless useful tools for lifting low-income households out of poverty in emerging nations.

Priyanka murria & Satish verma (2013) The authors of the study "Microfinance through Self-Help Groups: A Theme Perspective" sought to pinpoint the thematic component and effects of MF on SHG participants. Due to geographical restrictions in rural areas, dispersed settlements, and the high cost of rural transportation, they recognised the microfinance provision as the opportunity cost

in terms of providing loan and collecting repayment installments, which has led to significant NPAs for the banks. The noteworthy problems with SHG are high save-credit ratios, forced savings, abusive rhetoric, exploitation of funds, and exploitative interest rates.

S. Porkodi and D Aravazh (2013) In their research titled "Role of Micro Finance and Self Help Groups in Financial Inclusion," the authors noted that NGOs had done a good job of supporting self-help groups and establishing connections between them and banks. It is really frightening issue because most of MFI across the country is under difficulty. According to the report, incentive programmes are necessary to encourage NGOs to diversify their operations and link people to financial inclusion.

Sunildro L S Akoijam (2013) has tried to do research on "Rural credit: a source of sustainable livelihood of rural India" with the aim of analysing the problems and worries that RRBs have with expanding rural credit. The study found that RBI has created numerous strategies and policies, including ones for savings, insurance, and money transfers, to encourage rural residents to apply for microcredit. The idea of rural credit is also afflicted by problems like a lack of bank employees, a wasteful, expensive system, poor service quality, and an increase in past-due and missed payments that costs banks money.

Pinky Dutta and Debabrata Das (2014) highlighted that the portfolio quality and capital management are significant drivers for the financial sustainability of the MFIs in their article, "Indian MFI at crossroads: Sustainability Perspective." The primary variables that significantly affect the operational self-sufficiency (OSS) of Indian MFIs include the write-off ratio, capital-to-asset ratio, ratio of financial revenue to assets, and provision for loan impairment-to-asset ratio. The key drivers of the MFIs' capacity to maintain their financial viability are their capital management and portfolio quality.

Rajendra Narayan Paramanik and Vachya Lavoori (2014) The study has focused on the analysis of the influence of MF on socio-economic aspects SHG members in their work titled "Microfinance Impact on Women's Decision Making: A Case Study of Andhra Pradesh." The state of Andhra Pradesh is where the study was carried out. The authors discovered that microfinance had a remarkable impact on rural women's way of life. The credit system will alter rural living if it is successfully implemented and run. SHGs have greatly boosted rural women's confidence in their ability to shape their households. At the moment, many socioeconomic elements and the financial sphere are not accessible to more than half of the population. According to the study, it is necessary to train people on income and employment options, and policies must alter frequently.

Disha Bhanot and Varadraj Bapat (2014) have observed in their research article "Sustainability index of micro finance institutions (MFIs) and contributory factors" they opens gaps on; the sustainability index is a useful tool to grade the MFIs in India on a multidimensional construct of sustainability. This study opens gap on measure sustainability in holistic fashion. Earlier studies were focused only on financial performance but this investigation consider on outreach dimensions also. The article ranked the MFIs with highest score to least scores to determine their sustainability.

Karambir Singh (2015) This author aimed to investigate the function of SHGs in extending microfinance services to the target population in Punjab in his essay titled "Micro finance through self help group - increasing the reach." It has been established that saving is the SHGs' core value. Led credit products are still valid today, although the way SHGs are approached has recently undergone significant modifications. SHG-BLP has to be redesigned to make it more adaptable and user-friendly. Members should make a choice the successful consumption of a loan, including (a) activities that generate revenue, (b) social requirements like housing, education, marriage, etc., and (c) debt exchanging, etc. The author advocated avoiding superfluous paperwork and processes. Institutions of the next level are required in addition to SHGs.

Vivek kumar Tripathi (2015) has suggested in the study "Micro Finance in India- Growth, and Evolution in India" that microfinance is a potent tool to address the challenge of eradicating poverty. However, the study also raises caution regarding the excessive push for MFIs to become financially self-sustaining, mission drift / questionable practises, and calls for greater transparency and (public) awareness. It has been noted that MFIs frequently make headlines for surprising events like beneficiary suicides and harsh credit collection activities by agents.

Gajendra Jha (2015) The researcher claimed in his work titled "Role of NABARD as Microfinance Facilitator" that micro-finance has evolved into one of the most effective initiatives for the empowerment of the underprivileged. Through SHGs, NABARD should assist people in pursuing developmental initiatives including animal husbandry, tailoring, and embroidery. KYC is required for SHG members when opening an account. Offer a web-based tablet computer for logging meeting minutes and keeping track of financials. The Make in India initiative can provide microbusiness owners in rural areas with several trade and commerce options. Ninety percent of past research had the idea that microfinance had resulted in positive changes for SHG members' lives.

Mrinal Savyanavar and Pankaj Trived (2016) He examined the effects of non-financial services and the sustainability of microfinance providers in rural areas in his article titled "Make in India: Microfinance Provider's Sustainability for Rural Development." It is noted that the sustainable MF service can meet the longer-term credit demands of low-income individuals as well as Micro and Small Business Owners. In our study, we also investigate which MFI is most effective in promoting SHGs in rural areas. Microfinance institutions still heavily rely on human resources to ensure effective delivery of their services since they have a personal connection with their clients on the ground. Indian MFIs have a bigger requirement for IT and technological infrastructure.

Priyeta Priyadarshini and Rajni Mathur (2016) The goal of the study, as stated in his article titled "Understanding the Structure of Microfinance from the Perspective of Make in India Campaign," was to comprehend how Indian microfinance institutions function within the framework of the Make in India campaign. The writers established that the MFI has advanced past its developmental stage in the nation. Therefore, it is necessary to give investors other options. Due to its sound structure and vast scope, the MF facilitates our nation's monetary needs. The government plans to introduce openness and remove pointless regulations and policies, which puts the role of MF in the Make in India initiative into perspective.

Sharukh Tara (2016) The author of the study "Micro Finance in India" notes that while commercial MFIs have a poor track record, they do have a function to play and should not be outlawed or overly controlled but rather should be properly governed. Poor people's loan repayment has not increased, but NPAs are rising annually, according to a NABRD report. With particular emphasis on SHG bank connectivity, the study sought to determine the success and failure of MF in India.

CONCLUSION:

The recent emergence of micro finance assures that the poor, who had previously been shut out of the institutional credit system, now have access to institutional credit and financial inclusion. The impact of microfinance and self-help groups has been depicted in the literature review as having a mixed picture, but it is an effective tool and instrument to lift poor households out of poverty in developing countries where it becomes a philosophy and practise of poverty eradication, empowerment, and inclusive growth, particularly in Asia, Africa, and Latin American countries. According to the study, the majority of the literature on microfinance in India focuses on four southern states, where governmental and nongovernmental organisations are driving the movement forward. Research done in India, as shown by the literature review above, showed that self-help organisations and microfinance generally contributed to the development of the core poor in terms

of economic well-being, eradicating poverty, and empowering people, which led to the overall development of rural poor.

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CHAPTER - 10

A SURVEY OF RECENT LITERATURE; ROLE OF MICRO FINANCE IN SUSTAINABLE RURAL DEVELOPMENT

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ABSTRACT:

Modest investors, borrowers of small loans, and savers can avail benefit from the unique financial tool known as micro finance (MF). This modest effort is making a significant contribution to empowering people, particularly those who live below the poverty line, to rise above their circumstances and enter the official banking system. This financial tool is required to close the gap left by commercial banks' inability to effectively reach rural populations. Due to incorrect market analysis and inadequate guidance given to borrowers, harsh fines for late payments and failure to pay, poor males cannot access enough loans. Despite having more options to earn money, men tend to do so. Men dislike women's autonomous access to resources whereas both sexes view loans as household resources. To address these issues the role of MF (Micro Finance) is crucial in sustainable rural development.

Keywords: *Micro Finance, Rural Development.*

INTRODUCTION:

The phrase "micro finance" refers to the provision of microcredit, loans, advances, savings and insurance, lending, and borrowing of any financial services to low-income groups in order to incorporate them in small productivity and skill development activities as a means of eradicating poverty. Rural residents who face economic hardship, underprivileged women, and unskilled individuals are not well served by commercial banks. Microfinance is an appropriate tool to empower these distracted people. By providing loans for the creation of self employment for the needy people, micro finance offers tools that produce income as well as transforming society and bringing changes to a new developed world. By doing this, the poor can create their own employment opportunities and thereby they can overcome poverty.

To reach the needy People, to strengthen the weaker pillars of society and make them economically engaged, and to keep a balance between the haves and the have-nots. When compared to money lenders, micro finance guidelines offer low interest rates. Some legal institutions are actually required to replace these looters at the root level. The latest weapon in the fight against poverty is microfinance. Many financial institutions are attempting to promote microfinance with the goal of integrating rural populations into the formal banking system. NABARD,

SIDBI, HDFC, commercial banks, regional rural banks, cooperatives, and legally recognized NGOs are a few illustrious financial institutions. These institutions were essential to our economy's bottom line since they insisted on and provided the money circulation while also completely filling the gap between the banks and members.

Microfinance, which encompasses both credit and savings, is a modest financial service provided by a nation's financial system that is targeted and accessible only to rural residents who are outside the reach of the nation's main banking system. It is a modest step toward improving the income and living conditions of rural residents. The reason it is referred regarded as micro finance is since it is an effective tool for addressing the modest credit, loan, and advance needs of the underprivileged.

ANALYSIS OF THE STUDIES:

The study concentrated on the specific research on microfinance that was done from 2012 to 2021 at the international, national, and state levels both inside and outside of India. In the current analysis, which covered 14 research articles, 99% of the studies came to the conclusion that microfinance has a favorable effect on rural development that is sustainable and aids farmers in achieving economic independence.

The following analysis looks at 14 pieces of MF literature.

Francisco J Buera (2021) the great majority of people profit directly and indirectly from microfinance. Although higher interest rates in general equilibrium push the rewards toward the rich, the welfare gains are greater for the poor and marginal entrepreneurs. Because a rise in TFP is compensated by a decline in capital accumulation, microfinance has a negligible effect on per-capita income.

Niels Hermes et al (2021) It is clear from the evidence that outreach negatively affects the effectiveness of MFIs. MFIs that have a lower average loan balance (a gauge of the breadth of outreach) are also less effective, to be more precise. There is also proof that MFIs with more female borrowers as clients—again, a sign of the breadth of outreach—are less effective. Despite the addition of numerous control factors, these results are still very significant.

Robert Cull and Jonathan Morduch (2018) Most people believe that microfinance is a method to stabilize the credit markets and unlock the potential of poor, self-employed individuals. Since the 1990s, the microfinance industry has rapidly expanded, paving the path for further types of social enterprise and social investment. Microfinance as a household finance term is preferred to microfinance as a narrowly conceived form of entrepreneurial finance. According to this theory, microfinance produces benefits by giving people access to money for a variety of purposes as opposed to just increasing business profits.

Mrinal Savyanavar and Pankaj Trived (2016) in his article titled on "Make in India: Microfinance Provider's Sustainability for Rural Development" was carried out to examine the effects of non-financial services on the viability of rural microfinance providers. It is noted that the sustainable MF service can meet the longer-term credit demands of low-income individuals as well as Micro and Small Business Owners. In the study, we also look at the best MFI for rural areas to better support cooperatives. Microfinance institutions still heavily rely on human resources to ensure effective delivery of their services since they have a personal connection with their clients on the ground. Indian MFIs have a bigger requirement for IT and technological infrastructure.

Sharukh Tara (2016) in his paper titled on "Micro Finance in India" has determined that while commercial MFIs have a poor track record, they do have a role to play and should not be prohibited or overly regulated but rather appropriately controlled. Poor people's loan repayment has not increased, but NPAs are rising annually, according to a NABRD report. With particular emphasis on rural people connectivity, the study sought to determine the success and failure of MF in India.

Ms. Priyeta Priyadarshini and Ms. Rajni Mathur (2016) Since MFI has already advanced past the stage of evolution, investors need to have more options. Because of its sound structure and wide scope, the MF helps our nation meet its financial needs. The role of MF from the standpoint of Make in India is due to the government's plans to increase transparency and eliminate pointless regulations.

Gajendra Jha (2015) in his article titled on "Role of NABARD as Microfinance Facilitator" According to the report, microfinance has emerged as one of the most effective treatments for empowering the underprivileged. Through MF, NABARD ought to assist individuals in developing their skills in areas like tailoring, needlework, animal husbandry, etc. During account opening, borrower members must complete a KYC. Offer a web-based Tablet PC for bookkeeping, recording meeting minutes, and other purposes. The Make in India initiative can provide micro business

owners in rural areas with several trade and commerce options. 90% of previous research has concluded that microfinance has improved rural people's lives in apositive way.

Vivek Kumar Tripathi (2015) has suggested in the study **"Micro Finance in India- Growth, and Evolution in India"**. The microfinance industry is a potent weapon for tackling the problem of eradicating poverty. However, it should be used with caution due to the excessive pressure on MFIs to become financially self-sufficient, mission drift, and dubious activities. It has been noted that MFIs frequently make headlines for surprising events like beneficiaries of MFIs committing suicide and abusive behavior by agents when obtaining credit.

Disha Bhanot and Varadraj Bapat (2014) have noted that the sustainability index is a good instrument to assess the MFIs in India on amultidimensional construct of sustainability.This is what they open gaps on in their study work "Sustainability index of micro financial institutions (MFIs) and contributory elements." This study fills a gap in how to holistically quantify sustainability. In contrast to earlier studies, which mainly focused on financialperformance, this investigation also takes into account outreach factors. In order to assess the sustainability of the MFIs, the article graded them from highest to lowest marks.

Rajendra Narayan Paramanik andVachya Lavoori (2014) in their article named "Microfinance impact on women'sdecision making: a case study of AndhraPradesh" The goal of the study is to examinehow MF affects rural people's socioeconomic characteristics. The state of Andhra Pradesh is where the study was carried out. The authors discovered that microfinance had a remarkable impact onrural women's way of life. The credit system will alter rural living if it is successfully implemented and run. According to the study, it is necessary to train people on income and employment options, andpolicies must alter frequently.

Pinky Dutta and Debabrata Das (2014) noted that the portfolio quality and capital management is significant drivers for the financial sustainability of the MFIs in their article, "Indian MFI at crossroads: Sustainability Perspective." Write-off ratios, capital-to-asset ratios, financial revenue-to-asset ratios, and provision for loan impairment-to-asset ratios are the primary variables that have a big impact on the operational self-sufficiency (OSS) of Indian MFIs. The key drivers of the MFIs' capacity to maintain their financial viability are their portfolio quality and capital management.

M Nadiya et al (2012) a study titled "Dangers in Mismanaging the Factors Affecting the Operational Self-Sustainability(OSS) of Indian Microfinance Institutions(MFIs)—An Exploration into Indian Microfinance Crisis" has been done. The objective of the current study is to identify the variables influencing the operational self-sustainability (OSS) of Indian microfinance institutions. According to the authors, the factors of revenue generation, cost effectiveness and expansion all had a favorable impact on the OSS of Indian MFIs. Mismanagement, recovery, lending, and borrowing are said to need to be themain points of focus.

Madhusudan Ghosh (2012) In the post-SHG environment, the average annual net income, assets, and savings of SHG member households all increased dramatically, according to the article. The average loan size and repaymentfrequency rose, and there was a significant decline in reliance on moneylenders. Given that sustainability is a major obstacle for SHGs, it is necessary to address the quality of SHGs. The caliber of SHGs is vital to the success of microfinance program.

Carlo Milana & Arvind Ashta (2012) Most articles in the rapidly expanding literature on microfinance appear to concur that all stakeholders (borrowers, lenders,communities, governments and regulators,and interested third parties) should be fully aware of the possibility of the shared value creation accomplished through cooperation.

CONCLUSION:

Numerous studies have been conducted that show how effective these programs have been in most of the developing countries. However, it is still unclear if microfinance institutions are always

effective at reducing poverty. Although some more thorough studies have been done and more are undoubtedly going to be, NGO leaders and government policy makers must use caution and prudence when implementing the microfinance strategy globally as a means of reducing poverty in the interim. To encourage MF, Guarantors and using household items as collateral, such as bicycles or plant pots, are two alternative loan guaranteeing strategies. Training to improve one's skills and knowledge likewise create your own social networks.

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SOCIAL MEDIA AS A MARKETING TOOL FOR PROMOTION OF UNIVERSITIES IN INDIA

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ABSTRACT:

In recent years World University Rankings made a remarkable revolution all over the world. As higher education has grown, the university rankings system evolved into a tool in the academic world. International student enrolment is one key methodology to evaluate the rating of education institutions. Social media is a significant component of an educational institution's marketing plan. It evolved as the most efficient platform to reach a global audience in the competitive world. The present study explores the social media presence of Indian central universities, how social media is helpful as a marketing tool for the universities, and the current position of the Indian central universities in The National Institutional Ranking Framework (NIRF) and other World University ranking.The finding indicates that out of 56 central universities only 31 central universities are using social media platforms. Out of 56, only 9 universities have got NIRF university ranking and only 5 universities have got place in the top 500 world university ranking. It is suggested to all the university management, education bodies, and government should focus to encourage university authorities to use social media to promote university activities.

Keywords: Universities, Cental Universities, Social Media, Academic Social Networking, NIRF, Global University Ranking, India.

INTRODUCTION:

The university ranking system plays a significant role as it will showcase the teaching method of the universities, research activities, citations, and collaboration, funding.Higher education institutions' performances must be compared on a national or worldwide level due to competition, an essential process in the academic world. They all occurred as a result of significant technological, institutional, and societal changes (Anbalagan & Tamizhchelvan, 2021).Universities occupy a central role in sustainable development (Galleli et al., 2022).In recent years World University Rankings made a remarkable revolution all over the world. Rankings are regarded as reliable assessment instruments that show the level of competition in the world of knowledge development (Bekhradnia, 2016).As higher education has grown, university rankings have evolved into a tool in academia (Mukherjee, 2016).Universities' rankings influence higher education institutions significantly (Chowdhury & Rahman, 2021).Higher education institutions are given an identity through branding that places them in the social landscape (Fernandes et al., 2022). Academics are encouraged to use websites and social media to represent their institution's brand. The way a university presents itself, its departments, and its researchers are influenced by its branding (Stack, 2020).

Higher education is an essential economic sector since it advances research and knowledge.The relevance of digital marketing for institutions of higher education is becoming important (Irfan et al., 2018). Through digital marketing campaign ranking of higher education institutions can be expedited and through this universities get a positive reaction from learners which is a return on investment (Hoffman & Fodor, 2010; Kim et al., 2015).Higher education marketing has paid more attention to

digital/online marketing, particularly on social media. Most colleges and institutions are active on one or more social media networks (Brech et al., 2017).Higher education institutions (HEIs) are being promoted and marketed within a more competitive environment. Building brands has become a key administration objective (Williams & Omar, 2014).Universities all across the world are working harder to increase and attract international students (Hemsley-Brown & Goonawardana, 2007; Sison & Brennan, 2012).College admissions departments are beginning to recognize the value of social networking sites and are implementing social media methods into their recruiting efforts (Constantinides & Stagno, 2012).The primary goal of universities adopting social media as a marketing tool is to expand knowledge, strengthen both internal and external relationships, and assist students in achievement (Tiago & Veríssimo, 2014).The rise of social media marketing forces universities to offer excellent educational services (Khan, 2013).The use of social media is the cost-effective, efficient, and best component of a university marketing plan to reach the targeted population, and there is a correlation between Facebook followers and university ranking, associal media continues to expand and become an important source of university marketing information (Lund, 2019).

SIGNIFICANCE OF THE STUDY:

Higher education institutions in India are taking a lot of initiatives and efforts to get a good position in the local and global university rankings. As per the recent University Grants Commission(UGC), draft norms top 500 world-raking, foreign universities now setup a campus in India (Chandra, 2023). As a result, two Australian universitybranch campuses are set to open in Gujarat's GIFT City (Anamika, 2023). Now it is a challenge for all the Indian educational institutions to adopt and implement new things in pedagogy and to improve the quality of research to compete with the global universities. To obtain a university ranking, overall development of the university is required and research publication plays a key role in the rating along with that to get good admissions to educational institutions should market the institution globally. It's a good time and opportunity for all the Indian education institutions to open up to the world, and promote and build branding to attract more and more students across the globe. Social media is one popular platform that will help to promote and interact easily among the largest citizens globally. The primary goal of this research is to comprehend the significance of digital advertising for universities, as well as to examine the use of social media sites by Indian central universities and the publications and citation impact on the overall academic ranking of world universities.The present study explores the current status of social media usage by the Indian central universities.

RESEARCH QUESTIONS:

The present study was conducted to find out answers to the following questions:

1. What is the social media presence of central universities in India?
2. How does social media marketing help to attract international students?
3. What is the status of academic social networking presence by the university community?
What are the current position of central universities in the NIRF and Global university ranking?

REVIEW OF LITERATURE:

Social Media and Education:

Social media has impacted a wide range of educational methods and procedures (Zachos et al., 2018).The use of social networking sites has created numerous opportunities in the realm of higher education.Social media networks have helped instructional strategies, enabled collaborative problem resolution, given in-class support functions, and made educational content distribution easier (Chawinga, 2017; Roblyer et al., 2010).YouTube has evolved into a global learning tool that provides

active, constructive, and participatory learning opportunities. Learning computer skills using videos on YouTube produces greater results (Ebied et al., 2016).There is a positive correlation between students' performance and the use of YouTube videos in the academic environment (Mady & Baadel, 2020).Instructors should be trained on how to inspire and help students in gaining competency and using digital educational content, as well as how to use YouTube videos (Jung & Lee, 2015).

Social Media and Universities:

Globalization increases the competition among universities, In response, higher education institutions are beginning to view their online presence as a possible competitive advantage (Maresova et al., 2020).People pay greater attention to data gathered through social media than to traditional media (Wut et al., 2022). According to DataReportal (2023), 59.4% of the population uses social media globally, as per the data there are 137 million new users joined in the year 2022. Social media users spend an average of two& half hours a Day on social media.Social media enable citizens both public and private institutions to openly interact on the Web (Ma, 2014).For finding trends and new information, major social media platforms including Facebook, Instagram, and Twitter (Yang & Mundel, 2022). For proper functioning, universities need Internet activity based on the official webpage and social media presence (Szczudlińska-Kanoś et al., 2021).

Social media is highly popular in choosing a university among youngsters (Constantinides & Stagno, 2012). In comparison to traditional channels of communication, social networking currently plays a secondary role in students' decision-making (Constantinides & Zinck Stagno, 2011). Well-known ranked universities publish content on social media to improve brand image and to communicate witha large audience, according to the study top 10 universities are using, Instagram, YouTube, Twitter, Facebook, and even more social media platforms to reach a global audience and they use the English language to attract an international audience and to build branding. All the top universities post one or two posts in a day on social media (Maresova et al., 2020).

Social Media to Improve University Ranking:

Promotional Advertising initiatives by universities through social media and social networking sites are related to the university's ranking (Irfan et al., 2018). Top-ranked universities are effectively using social media and Facebook most in higher educational institutions (Figueira, 2018). The ability of these technologies to reach and attract prospective students is very crucial (Constantinides & Zinck Stagno, 2011).Motta & Barbosa (2018) studied the usage of social media by the top-ranked higher education institutions in North America and Europe using the data related to the number of followers on social media and the number of publications, study found that universities invest in social media on marketing activities.The ability of the university to attract large numbers of teachers and students across the globe is a key indicator of its global success (Kohli, 2022). Higher education institutions have initiated the integrationof social platforms in their planning, advertising, and communication strategies and top-ranked universities use social media to attract stakeholders by providing public information (Bellucci et al., 2019).

The increased popularity of online social networking sites has opened up an entirely new world of communication and collaboration opportunities (Valerio-Ureña et al., 2020).Universities have great chances to interact with their students through social media (Ann Voss & Kumar, 2013).Vrontis et al. (2018) studied that 73.3% of students have used social media sites to get in touch with a friend or a member of the university staff about their course information in the MiddleEast. Social networking sites offer digital platforms that let users connect with others who have similar interests while expressing their opinions, passions, and points of view (Assimakopoulos et al., 2017). Universities employ these sites as alternate sites where students can communicate online with teachers and classmates to acclimatize to university life (Yu et al., 2010). How universities communicate on social

media is influenced by university rankings, but this effect is quite small in size (Shields, 2016). Apart from the university's reputation and influence from friends,students use social media comments as a second option to choose a university (Thorson & Rodgers, 2006). Education institutions have a positive relationship between the NIRF and social media ratings in India (Barman, 2019).

University Publications Citations and Social Media:

With the advent of globalization of university education, ranking universities and colleges has evolved into a benchmark.The volume of research output, as recorded in any international databases, should be taken into account when evaluating an institution's research performance, it appears implausible and is not exhaustive because no database covers the complete research output of an institute. The ranking and reputation of the universities are interlinked with the research activities of the universities (Fernandes et al., 2022).To enhance the reputation of the institutions, the rankings of universities are expanding rapidly and becoming more specialized, with a concentration on research performance (Rauhvargers, 2013).Social media provides valuable tools for academic relations in higher education institutions (Permatasari et al., 2013).Social media has considerably enhanced the availability of scientific articles in the context of academic study (Tiago & Veríssimo, 2014). Academic social networking sites provide innovative strategies for interaction, teamwork, and information gathering. One of the most crucial requirements for academicians and institutions is publication. "Publication" is one of the criteria that the rating and accreditation organizations are using to evaluate educational institutions (Sivakumaren & Rajkumar, 2020).Academia, ResearchGate,and other academic social platforms enhance the popularity of researchers in the global community and increase readership.

METHODS AND MATERIALS:

The current research is quantitative in nature.The study comprised of 56 central universities listed under the UGC website (https://www.ugc.ac.in/centraluniversity.aspx), out of which 31 central universities have social media accounts with YouTube, Facebook, and Twitter. There are 9 central universities listed under NIRF Rankings 2022: Universities have been selected for this study.The links offered on the homepage of the university websites were followed to analyzethe official social networking accounts utilized by each university. YouTube and Facebook usage statistics were collected from the universities official social media page and Twitter data was collected from https://socialblade.com/. Academic social media members' data was collected from ResearchGate and Academia.Publications and citation data were retrieved from the Indian Research Information Network System (IRINS) instance.NIRF university ranking data was collected from the NIRF website. World ranking universities data collected from the five different organizations which will provide university ranking namely The Centre for Science and Technology Studies (CWTS)Leiden Ranking,Webometrics Ranking of World Universities (WRWU), Quacquarelli Symonds (QS) top universities, Times Higher Education (THE) ranking, Center for World University Rankings (CWUR) and Shanghai Ranking.Data was collected between 26ᵗʰ February and 11ᵗʰMarch 2023. Further data was organized using Microsoft Excel and to find out the correlation between university rankings and social media usage Spearman correlation method was used utilizing SPSS.

ANALYSIS AND INTERPRETATION:

Status of Social Media Usage by Central Universities:

Central universities listed under the university NIRF ranking 2022 were examined concerning their citations and social media use. 9 central universities have got positionsamong the top 100 universities. All the selected universities have created IRINS instances and all have an account with YouTube, Facebook, and Twitter. All the selected universities are active with social media. The

University of Delhi is having the highest number of followers on all the listed social media compared to others.Jamia Milla Islamia is having the second-highest number of followers on YouTube and Facebook. The Banaras Hindu University hasthe third second-highest number of followers on Twitter (Table 11.1).

Name of The University	YouTube Subscribers	Facebook Followers	Twitter Followers	ResearchGate Members	Academia Members
University of Delhi	19500	1000000	107268	11676	60144
Jamia Millia Islamia	6410	115000	47821	3504	3954
Banaras Hindu University	2530	16000	100135	5571	5739
University of Hyderabad	8210	60110	11527	4222	4313
Tezpur University	5430	23000	4389	1971	2054
Mizoram University	8500	11000	1711	854	1122
Central University of Punjab	4280	4300	3013	624	3311
Central University of Tamil Nadu	536	4800	946	1073	398
Visva Bharati	4260	5900	451	1199	1089

Table 11.1: Social Media Usage Status by Central Universities
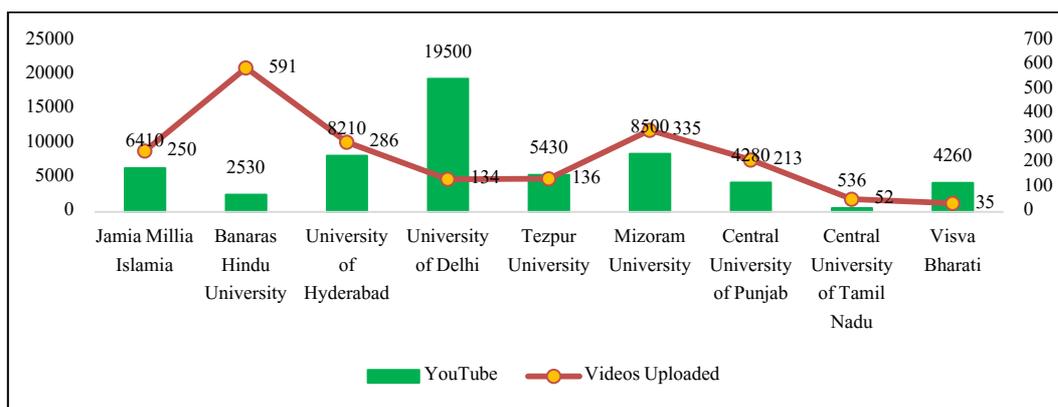
Figure 11.1: Total YouTube Subscribers with Total Uploaded Videos

Banaras Hindu University has uploaded the highest number of videos (591) on YouTube platform and has posted 10446 tweets on Twitter which is top among these (Figure-11.1).
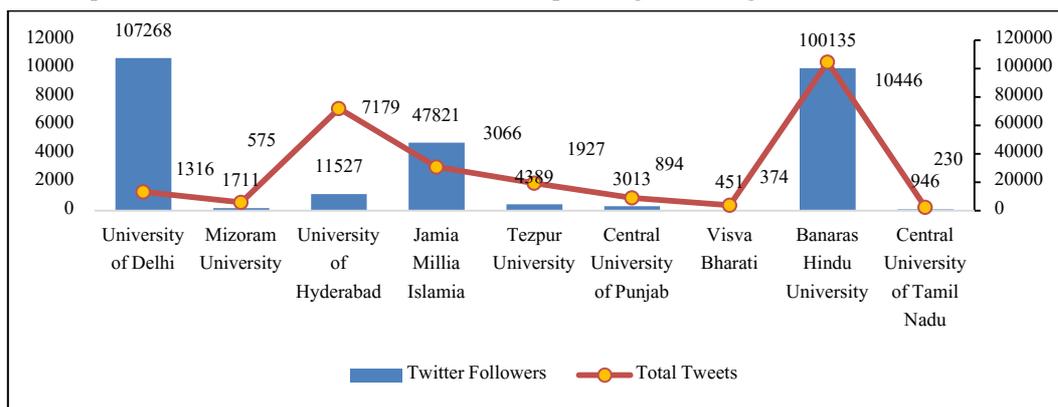
Figure 11.2: Total Twitter Followers with Total Tweets

The University of Delhi has got the highest number of followers on Twitter with 1316 tweets. The University of Hyderabad has posted 7179 tweets this is the second top in the list (Figure 11.2).

Social Media as a Marketing Tool to Attract International Students:

Universities' presence on social media and digital marketing will help to attract global students.
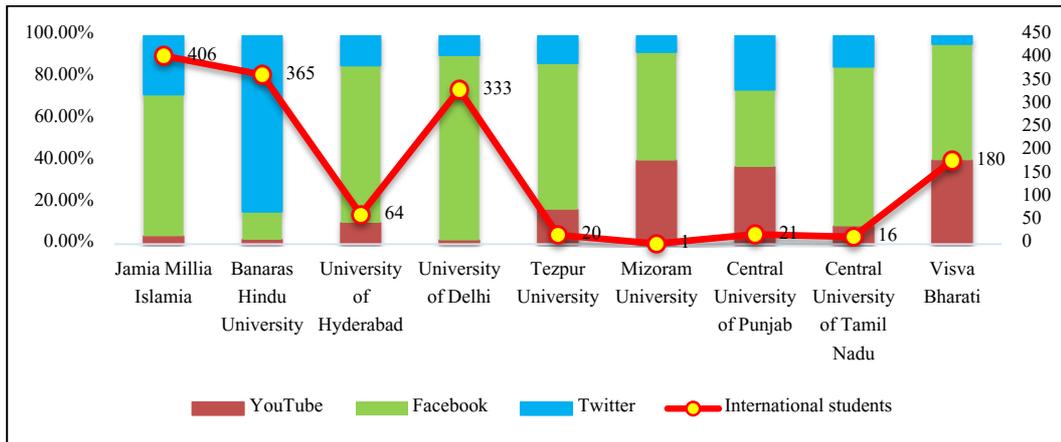
Figure 11.3: Social Media Fans with Total International Students

Figure 11.3 shows that Jamia Millia Islamia has 406 international students and this university is actively using social media with 115000 Facebook and 47821 Twitter followers. Banaras Hindu University has 100135 Twitter followers and it has365 international students. The University of Delhi succeed to attract 333 international students and it is having 1 million plus Facebook followers (Figure 11.3).

Academic Social Networking Users and Citations:

Banaras Hindu University is having highest Scopus citations (384917) and CrossRef citations (314909). The University of Delhi is havingthe highest number of members in Academia (60144) and ResearchGate (11676) (Figure 11.4).
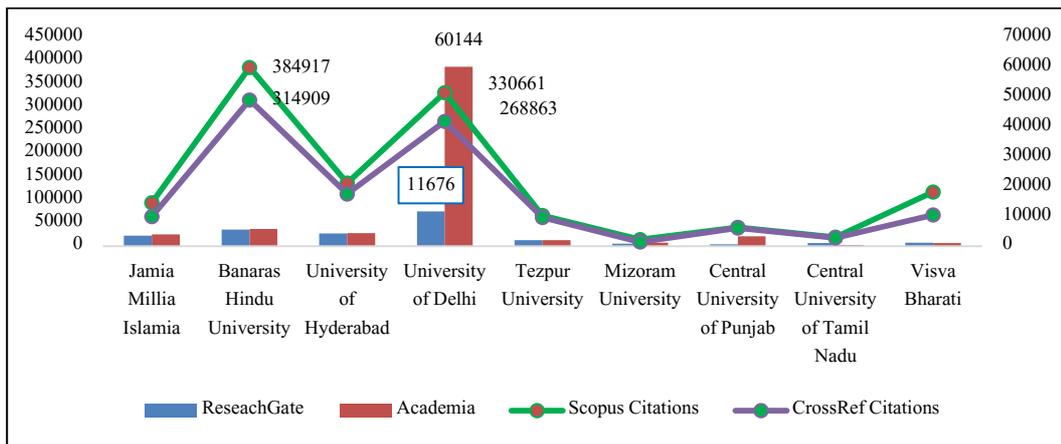
Figure 11.4: Academic Social Networking Users with Citations

Indian Central Universities and Global University Ranking:

The position of Indian central universities in the NIRF and different global university rankings shows that Jamia Millia Islamia is top 3 in the NIRF university ranking 2022 and it has got a place between 501-600 in the Times Higher Education ranking and only four central universities has got Times Higher Educationranking. The University of Delhi stood in 13th place in the NIRF ranking and it is the only university that got a place in the Shanghai Ranking. Except in the Times Higher Education ranking, the University of Delhihas got ranked under the top 700 on all other world university ranking systems. None of the central universities have got a ranking below 500 in the world central university ranking (Table 11.2).

Name of The University	NIRF	CWUR	THE	QS	WRWU	CWTS	Shanghai
Jamia Millia Islamia	3	1677	501-600	801-1000	1233	1151	
Banaras Hindu University	6	885	601-800	1001-1200	1037	545	
University of Hyderabad	10	1258		751-800	1352	1121	
University of Delhi	13	591	1001-1200	521-530	635	584	601-700
Tezpur University	59	1961	1201-1500		2091	1316	
Mizoram University	78				3235		
Central University of Punjab	81				2889		
Central University of Tamil Nadu	85				3331		
Visva Bharati	98	1102			3321		

Table 11.2: Position of Central Universities in the NIRF and World University Ranking

DISCUSSION:

This research contributes to the literature on how universities and higher education institutions use social media and the criteria that indicate better or lower success in gaining a significant social media following.The present study data indicates the current status of social media usage by the Indian central universities, the number of international students, the use of academic social networks by university members, and the status and position of Indian central universities in the different raking systems.

RQ1: What is the social media presence of central universities of India?

There are 56 central universities in India out of that, there are 31 universities are using YouTube, Facebook, and Twitter social media platforms, and the links are offered on the home page of the university websites.

RQ2: How does social media marketing help to attract international students?

Globally universities are making effort to increase and attract international students(Hemsley-Brown & Goonawardana, 2007; Sison & Brennan, 2012). Digital marketing and social media place a major role to attract students globally in this present scenario. As Jamia Millia Islamia, Banaras Hindu University, and the University of Delhi are successful to attract more international students.

RQ3: What is the status of academic social networking presence with the university community?

Academic social networking platforms play a significant role in scholarly communication as one can publish their research work on these platforms to reach global readers. The present study data indicates that the University of Delhi and Banaras Hindu University academic community is actively using ResearchGate and Academia. The citations of these universities are also more compared to other universities.

RQ4: What are the current position of central universities in NIRF and Global university ranking?

Rankings are an inevitable result of globalization and market liberalization of higher education(Fernandes et al., 2022). Only 9 central universities have got a place among the top 100

NIRF University Ranking - 2022 list. Only 5 central universities have got the world university ranking and no university is listed under the top 500 university ranking in any of the ranking world university ranking (Table 11.2).

CONCLUSION:

Each nation is built on education as it produces knowledge, creates awareness, and values as it is being critical to technological growth.Indian higher education institutions and universities are highly contributing to the development of the nation. World top universities are actively using social media as a digital marketing tool to reach the global community which will help to attract international students.Citizens and youngsters will try to gather more information through social media rather than websites so universities should make use of these platforms toshare public information throughattractive digital or video posts. World university ranking plays a significant role in the globalization era. As the QS University Ranking and Times Higher Education Ranking systems have the methodologyon international students ratio. To get more readership universities should utilize academic social networking platforms.It is suggested to all the university management, education bodies, and government should focus to encourage university authorities to use social media to promote university activities.

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MARKETING APPROACH FOR SELLING MACHINERY IN CEMENT SECTOR

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ABSTRACT:

One of the most critical sectors for long-term prosperity is the cement industry. Concrete, used for structural and decorative purposes, relies heavily on cement as a binder. It includes its use in constructing houses, roads, hospitals, dams, and ports and in more aesthetic uses such as patios, floors, staircases, driveways, pool decks, and even sculptures. Overwhelmingly, cement output has risen during the '90s over the world. In 2022, China, India, Vietnam, the USA, and Turkey were among the world's top cement manufacturers. An early player in the Portland cement business, the Father of Cement was an English cement producer.

To put it another way, cement has tremendous strength. For any perfect form, you may mold cement into it. It is cost-effective since cement casting may be done directly at the construction site.

Keywords: Ideal Shape, Economical, Technology, Production, Casting.

INTRODUCTION:

The American Marketing Association states that marketing is "the activity, collection of institutions, and procedures for generating, conveying, delivering, and exchanging items that have value for consumers, clients, partners, and society." Previously defined as "an organizational function and a set of procedures for producing, communicating, and providing value to customers and managing customer relationships in ways that benefit the firm and its stakeholders," this new definition is more accurate and comprehensive. It produces a strategy that underpins sales methods, corporate communication, and organizational growth. It's an all-encompassing method through which businesses gain and retain patronage and benefit their clients and themselves.

Discovering whom your target audience is, meeting their needs, and keeping them as customers are all marketing goals. Marketing management is crucial to running a business since it centers on the client. Over a previous couple of centuries, mature markets and excess capacity have slowed the development of new markets, and in response, marketing has adapted to this trend. To maintain profitability, organizations that adopt marketing techniques must shift their attention from production to the demands and requirements of customers.

It is widely accepted that understanding the desires and requirements of one's target market and satisfying those wants and needs is critical to the success of any business. It suggests that to achieve its goals, a company must be more adept at anticipating the requirements and wishes of its customers than its rivals.

CONTEMPORARY MARKETING APPROACHES:

The marketing strategy is how a company thinks about its product or service about the people who will ultimately buy it. As societal preferences have evolved through time, so too has marketing. Only the marketing-focused strategy from the past is still widely used today, whereas other strategies focused on manufacturing, products, sales, and so on have been abandoned. Relationship

marketing, which emphasizes the customer; business marketing, or industrial marketing, which centers on the company or business; and social marketing, which emphasizes the positive effects of a product or service on the larger community.

Marketing based on establishing and maintaining relationships: The success of this strategy rests on fostering long-lasting connections with purchasers, with the provider playing a supporting role.The objective is to assist clients and encourage loyalty.

Business Marketing: The success of this strategy hinges on its ability to build and maintain connections across different companies and institutions. Consumer items aren't the main focus but capital or industrial equipment.

Social Marketing: This strategy is motivated by the desire to do good for society; it entails a company basing its marketing strategies on the marketing idea and, as a result, catering to shifting customer preferences while also ensuring the reduction of harmful business practices.

Branding: Brand value motivates this method, and marketing is a tool for implementing the branding ethos.

CEMENT INDUSTRY OVERVIEW:

As the Indian economy has expanded over the past few years, so has the cement sector, making India the world's second-largest producer and user of cement. Cement consumption mirrorsnational GDP growth since building projects (both residential and commercial), and infrastructure investment are cement's primary growth drivers. For FY01-FY10, cement demand increased by an average of 9.1 percent annually, while GDP grew by 7.3 percent.

By the end of March 2010, annual cement consumption in India had topped 197 million tonnes, with the domestic market value of the sector being Rs. 778 billion. The cement industry has ramped up output and capacity to meet domestic demand. The company's output doubled from 94 million tonnes in FY01 to 200 million tonnes in FY10, while its installed capacity more than doubled, from 115 to 245 million tonnes per year.

OBJECTIVES OF THE STUDY:

1. To study measures for improving the level of satisfaction
2. To analyze the evolution of the cement industry
3. To study the trends in the cement industry

INDUSTRY CHARACTERISTICS:

Cyclicality - Cycles of Peaks and Troughs:

The sector has grown steadily over the past three decades but has also seen periodic booms and busts. Since the large capacities acquired during the upcycle ending in FY00 remained unused due to the lower growth in cement dispatches, the sector went through a trough cycle between FY01-FY05 of the previous decade. With an increase in shipments beginning in FY06, the industry was able to rebound and reach its peak in FY08 and FY09. Adding additional domestic capacity in FY10 led to a gradual lowering in prices and profits. The industry had a surplus capacity of 30 million tonnes in March of 2010, and this was expected to rise to 50 million tonnes by the end of FY11.

Even in the future, the sector is predicted to go through cycles, but the down cycles are expected to be driven more by a capacity overhang than a downturn in demand. This is because the macro indicators remain robust. Down cycles will thus be shorter in the future than they were in the past.

Different Types of Cement:

- Ordinary Portland Cement (OPC)
- Sulphate – Resisting Cement
- Air Entraining Cement
- Colored Cement
- Waterpro of Cement
- Ultra – High Strength Cement
- Quick Setting Cement
- Portland Pozzolana Cement (PPC)

- High Alumina Cement
- White Cement
- Expensive Cement
- Hydro–Graphic Cement
- Slag Cement
- Rapid Hardening Cement
- Low Heat Cement

Seasonality:

Additionally, seasonality in the sector causes demand to fluctuate at different times of the year. Its peak occurs in the fourth quarter and falls during the monsoon season.

Regional Dynamics:

Cement and its primary constituent, limestone, are massive and heavy, making long-distance shipping prohibitively expensive. The presence of limestone deposits plays an essential role in the concentration of the cement industry in particular geographies; consequently, a cement plant is typically situated near the limestone quarry, and the cement produced in a particular region is typically consumed in the same region.

SELECTION OF MARKETING STRATEGY:

Cement industry machinery typically lasts for one economic cycle, or around seven years. Because of the machinery's complexity, after-sale service needs, and resource constraints, the technical characteristics play a crucial part in the decision-making process.

While seasonality does not significantly affect machinery selection, regional dynamics and industry cyclicality do. Since the people who make the decisions and end up using the machinery tend to cluster similarly, this indicates that the machinery has a regional character. Machine sales will suffer due to the current economic downturn, but a strong commitment to customer service after the sale can help turn transactions into lasting partnerships.

CHARACTERISTICS OF MARKETING OF MACHINERY:

1. **Complex Nature of Products:** The very nature of industrial products gives them an air of complexity. Any ordinary individual would be completely unable to determine such items' worth. To properly evaluate them, one has to be technically savvy.
2. **Derived Demand:** The demand for industrial products is generated from the need for the final products that those products make possible. In this scenario, cement demand will forecast the need for machinery.
3. **A Limited Number of Buyers:** The market for capital goods is less than that for consumer and food products. These kinds of purchasers might also be found in specific areas.
4. **Inelastic Demand:** Manufacturing product demand is not very price sensitive.
5. **Buying is Always a Group Process:** An individual shopper might be responsible for purchasing either consumer or agricultural items. However, it's more common for many people to work together when it comes to large-scale purchases like those of industrial supplies. Engineers, accountants, and others may be part of the team.

6. **Higher Purchase Value:** Every purchase is a significant sum of money since industrial items are so costly. Comparison is drawn between the relatively small amounts spent on consumer and agricultural commodities.

7. **After-Sale Service:** The promotion of industrial products needs it constantly. The vendor is responsible for providing the buyer with ongoing maintenance and repair.

8. **Seller's Reputation:** The vendor does not have to have a good reputation when purchasing agricultural products. Consumer products, especially long-lasting ones, require it to some degree. In the case of industrial products, the vendor's credibility is crucial. Customers are likelier to purchase from well-known vendors than take a chance on an unproven one.

9. **Leasing:** Another unusual aspect of marketing industrial goods is the possibility of a lease arrangement between the vendor and the buyer. Convenience store items are excluded.

10. **Rational and Not Emotional Buying:** A consumer's purchase decision is heavily impacted by their desire to project a particular image of success and other subjective criteria. On the other hand, the buyer of industrial products conducts a dispassionate evaluation of the product's usefulness before making a purchase.

11. **Greater Awareness of the Buyers:** Consumers may not always completely understand the products they purchase. When shopping, they take a relaxed attitude. Buyers of industrial products, on the other hand, are experts on the item they're purchasing and everything related to it: where to get it, how much it costs, what other options there are, etc.

12. **Shorter Channel of Distribution:** Consumers may not always completely understand the products they purchase. When shopping, they take a relaxed attitude. Buyers of industrial products, on the other hand, are experts on the item they're purchasing and everything related to it: where to get it, how much it costs, what other options there are, etc.

All the above describes the ideal consumer for the machinery we intend to sell, and all the above describes the machinery we intend to sell. The supplier's connection with the client will also affect the choice. As a result, the cement industry will respond best to relationship marketing efforts aimed at bringing in new machinery.

RELATIONSHIP MARKETING:

Direct response marketing evolves into relationship marketing by emphasizing sustaining and delighting existing customers more than generating new ones through transaction-based strategies. Keeping a partner happy and interested are the foundations of any relationship.

Satisfaction: Customers' permission to be contacted via an "opt-in" method is a standard part of relationship marketing's "two-way street" model of communication and acquisition of consumer needs. Customer satisfaction is directly tied to a company's sales volume, which is determined by the competitiveness of its product offerings, including price and quality, as well as the quality of its customer service.

Retention: One of the cornerstones of relationship marketing is retaining consumers using various strategies and methods to guarantee repeat business from existing customers by meeting their needs in a way that other businesses cannot. According to Reichheld and Sasser, increasing client retention by only 5% may enhance profits by 25% to 85% (in terms of net present value) across all industries.

Strategies aimed at keeping customers around also work to make it more difficult for them to defect. Product bundling (offering multiple items at once for a discounted price), cross-selling (selling related items to existing customers), cross-promotions (offering discounts or other promotional incentives to purchasers of related items), loyalty programs (incentivizing repeat

purchases), loyalty programs (incentivizing repeat purchases), increasing switching costs (adding termination costs, such as mortgage termination fees), and computer s integration are all viable options (primarily in industrial marketing).

CONCLUSION:

The availability of raw materials is a significant factor in the cement industry's cyclical nature and regional flavour. The business community is traditionally cautious in its purchasing habits. Their industry is highly cyclical, so they prioritize building long-term relationships over investing in new machinery. The end users of the equipment come and go during their employment, and the company's relationship with any one end user follows him to his next employer. Therefore, relationship marketing is the most effective strategy for selling machinery in the cement industry.

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DEVELOPMENT AND ADVANCE OF SCHOLARLY OPEN ACCESS REPOSITORIES IN THE BRICS NATIONS: AN ANALYSIS

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ABSTRACT:

Intend of the current study is to analyse the contributions and the growth of open access repositoriesin the BRICS countries using the Registry of Open Access Repositories [ROAR]. The ROAR exposed a total of 4746 numbers of repositories. However, while collecting the data, it was found that there were repositories harvested delicately. Hence, the duplicate harvested entries were removed and only the original entries were used for the analysis. The major findings of the study include the BRICS countries which have an account of 10.78% repositories out of the total ROAR listed repositories Brazil (34.17%) and India (25%) are having more number of repositories as compared to the other BRICS countries. The research institutions anduniversities are the major players which have established more number of repositories in the BRICS nations The rapid growth of repositories can be seen from 2006onwards in the BRICS nations DSpace and Eprints are the widely used software for the development of repositories in the BRICS, Brazil and India are the key players to contribute the contents in repositories among the BRICS members.

Keywords: *Open Access Repositories, Institutional Repositories, Open Contents Open Access Repositories, Brics.*

INTRODUCTION:

(Hoskins, 2013) Coined the term 'BRIC in the year 2001 in his document "Building Better Global Economic". The first informal diplomatic meeting was held in 2006 among the foreign ministers of the four countries and the first formal meeting was held at Yekaterinburg (Russia) in June 2009 (Brazil, Ministry of External Relations). Presently, the BRICS stand for Brazil, Russian, Federation, India, China and South Africa. It is an association of leading developing economies. The BRICS countries are economically emerging faster and contributing nearly 25% of the world's GDP (India, Ministry ofFinance, 2012) The BRICS countries are emerging as the top performing players at the world scenario. The countries are also increasing their investment on Research and Development (R&D) India and China are in the forefront in economic growth and scientific productivity. According to the Rising Star report of Nature Index 2016, China and India are in first and second positions respectively as per the growth of science research is concerned. It is observed from the study conducted by that the BRICS countries' publications are almost equal to the publications of the USA and it is predicted that the BRICS countries may lead the R&D publications future.

The BRICS nations have increased their investment in Research and Development particularly in the ground of Science and Technology to join the elite world class research. The rise in the price of the documents and restriction of information access are the foremost concern of the research community in the developing countries. (Abba, 2015) The scholarly journal publishers charge subscribers a high price and generate excessive revenue An Open Access (OA) can alleviate this problem when only the authors publish their articles and offer free access to the users. The open access benefits the researchers for sharing and reusing the data. Hence, (Bjork, 2014) Open Access is a viable solution

for most of the libraries. Open Access is a way to provide right to use to the scientific literature to anybody with a computer and an internet link at no charge to the client. BRICS countries have contributed significantly to the open access group and the open access repositories (Bornmann, 2015) enhance the sharing of the research output among the member countries.

THEORATICAL BACKGROUND:

The first repository was established by the Brazilian Institute of Information in Science and Technology (IBICT) in 1993 among the BRICS countries. The Government Ministries, Councils and Committees especially in Science and Technology have funded or launched the projects for the creation and maintenance of institutional repositories in Latin America. The IBICT project is providing the financial support for creating the institutional repositories to the universities and research institutions in Brazil. The (Costa, 2013) Financing Agency for Studies and Project (FINEP) and the National Scientific andTechnological Development Fund (FNDCT) are the other funding agencies working in Brazil. (Junior,2017) The SciELO (The Scientific Electronic Library Online) and the IBICT are the responsible interlocutors for the open access initiatives in Brazil which are conducting the training programmes and made possible the open access to scientific information. It is also observed from the study that out of 5499 repositories have used the Open Journal System. In this, Brazil alone has used 32 OJS for reposting entries identified the reasons behind this that the IBICT has initiated training programmes and were 700+ people participated to learn and use OIS in higher educational institutions. There were 360+ journals using OIS for the creation and maintenance of repositories in various disciplines in Brazil.

The Oasisbr is a new source of information initiated by the IBICT, which enhances the scope, visibility ofthe scientific productivity of Brazil. (Gupta, 2014) However, the most significant step towards OA in Brazil is stake holders' effort. The Brazilian Chamber of Deputies, Science & Technology Commission recently approved the Bill 1120/2007. The Bill defines the policies on compulsory depositing of research publications in an institutional repository which are funded by the public institutions. On the consequence, the Brazilian universities were coming together to share and access the scientific product through a single portal. The Council of Sao Paulo University Deans scientific production repository in Sao Paulo and the CAPES scientific journals portal are some of the examples in Brazil. On the other hand, the seven major Brazilian universities have established a task force in October, 2007 which aims to initiate the OA promotional efforts within universities. As a result, the University of Brasilia repository is using as a pilot for the entire country. The Public Knowledge Project (PKP) is a platform to prove the open source software to publish the quality research. The 43% of the Brazilian science research papers were free to read compared to 06% of the US research papers. These led to the increase in open journals and repositories in Brazil.

Though (Hu, 2013) Lot of research was funded by the Russian Government, the research outcomes remaininaccessible to the most people. Many institutions have initiated to disseminate the research to the public with the help of internet in the country. (N, 2011) Although, there are good numbers of journals published/publishing in Russia, the journals have yet to receive the reputation; improvement in terms of quality. The scholarly community has insufficient English language skills, which is hampering to recognise the Russian scholarly journals at the international level. (KumarV, 2017) This is indirectly affecting the growth of scientific productivity. To overcome these problems, the openness to scientific knowledge is crucial to Russia, because the scientific publishing is crumbling after breaking-up of the Soviet Union. As a result, the scholarly community is encountering with several problems. The self- archiving and gold open access is desperately needed for the scholarly community in Russia

The Eprints is the first as well as the fastest growing repository in India. (Singh, Open Access Repositories in India, 2016) Suggest that the open source software is the key to build the open repositories in Indus libraries.(Noorden, 2013) The use of open source software like Dspace, Greenstone, Eprint boost the enlargement of open repositories in India especially the institutional repositories are increasing in the universities and the research institutions. The University Grant Commission (UCC) and former government bodies issue guidelines for depositing the These and Dissertations in repositories which led to the establishment of national wide repositories like Shodhganga, Shodhganga,Vidhynidhi, Krishikosh and other such repositories.(PinfieldS, 2009) However, the authorities are yet to be serious in regard to the deposition of research output in the repositories. In spite of many problems, there is a growthof open access repositories by surpassing all the barriers.

The open access is not widespread in China. However, it optimises the impact on research state that the Chinese Academy of Sciences Institutional Repositories Grid was initiated the first large scale development of repositories in 2009. As a result, China has created 32 repositories with 57.14% in 2010. However, it is obvious from the data of DOAJ, OpenDOAR, and ROAR had the growth of open access inChina was in short pace. Study shows that the growth of Ok journals originated from China in Social Science is slow at 0.42% until 2012 as indicated in the Chinese Social Science Citation Index (CSSCI). The CSSC has indexed 714 journals from 2012 to 2013. Among these, 14% were an open access.(Aguillo, Isidro, & Ortega, 2010)Considered that many Chinese academic institutions art participating to promote the OA as they have considered the expectations academic library exchanges in China. However, identified that the status of OA journals is unstable and some of these OA journals changed to non-open access. There is a lot of research gap between the Global South and the Global North. The Global North is considered as the research producer and the G South is the research consumer. The publishing ofscholarly journal was initiated in the colonial South Africa. The universities printing press plays a important function in the expansion of journal publishing in the 1950's. Further argued that the OA is used as an experimental option and it seems that it has not affected on local journals and they do not have much impact in the termination of traditional journals in the academy libraries in South Africa However, (Ahmed & Baridi, 2012) state that the Africancountries are severely affected by the serials crisis and desperately needs the open access. The Stellenbosch University has made the optimum utilisation of open sources to distribute the research through the African Open Access Repository Initiative (AOARI), Ubuntu, Dspace and OJS are widely used for the growth of open access in the country South Africa is the largest producer of research output among the African countries. Institutional Repositories, gold open access journals and release educational resources are fledging the shape of scholarly publishing road map in South Africa recommends for national policies and mandates on making open access to publicly funded research.

LITERATURE REVIEW:

The literature reveals that plenty of research papers have been published on archiving and preservation of information and Institutional Repositories. It discusses the evolving relationships between the journals and repositories. The repositories are evolved as an alternative source rather than complementary to the journals. Usually, these are referred as Gold and Green route to open access respectively. The study conducted by indicates (Armstrong, 2015) that there is a significant increase of green open access in different disciplines. This was influenced by many factors such as preprint culture, high quality open access journals, subject repositories, mandates on open access and change in the attitudes of the publishers. The study further indicates that after publication, 62% of the publishers allow the authors to upload the accepted manuscripts without delay. (Bjork, 2014) Study shows that the increase of open institutional repositories and open access policies which slow down the growth of subject repositories. (Cheng & Ren, 2008) Discuss

that the article processing charge, copyright and research policies are forcing the author to deposit their study results in the open access repositories and this would remain the last opportunity to provide a barrier free access to the research paper. Therefore, suggest for adopting the policies for institutional repositories. (Dhanavandan & Tamizhchelvan, 2015) Suggest the funding models- through institutional arrangements, services, research and audience - for strengthening the open access repositories. Suggests various measures such as mandates, policy adaptations, degree of openness, depositing in repositories, network-enabled open access and others make open access work as state of the art. (Ezema, 2011) It discovers that the cultural variances are also major factors which affect the development of open access across the countries.

Explain that the BRICS nations have a high quality science as compared to those of the developed countries. (Hanumappa, 2014) argue that the BRICS nations are promoting the explore output in an open access mode more rapidly particularly in the field of Medicine and Science & Technology.On the other hand,have predicted that the BRIC nations will lead the scientific research output in the near future. The BRICS nations have published 24% of the citable scientific research papers in the world. The member countries bring out the 16% of open access journals and host 10% of open access repositories, Brazil and India have taken the lead in open access movement having a major number of Open Access Journals (OA)) and repositories. Brazil, India and Russia together have a tall ratio of gold route admission (Journals), compare to green route (Repositories). This proportion is upper than that of the United States, Germany or France. (Xia, 2012)The open access repositories were increased in the member countries except China. The lowest was from Brazil (08%) and the highest from Russia (27%) during the period from 2014 to 2017. consider that the institutional repositories offer the research and educational resourcesin open mode.

The study (Kiselev, 2012) conducted by reveal that the open access repository is a superior channel for a scholarly communication especially to the unpublished literature. It also increases the visibility of the study output and may lead to get better the citation rate discuss the developing trend of open access repositories which are growing in upper educational and research institutions. (Lee, 2015) suggest some indicators - such as indexing technique, external links and usage - for the promotion of open access repositories. Though there is good digit of open access repositories, most of the authors are not interested to deposit their preprints. (Science, 2015) The study conducted by Nicholas etal. It reveals that the young researchers opine that the gold open access will make digital repositories redundant, but lack of awarenessis the main reason for not depositing their papers. In order to create the awareness, suggest that the librarians had a significant position to participate in creating and maintaining of open access repositories for providing open educational resources. Hence, the academic librarians have to be proactive in adopting this model for the academic libraries."

Emphasise in the growth of open admittance repositories particularly in wellbeing and medical science. Using the OpenDOAR data, investigate the universal augmentation of open access repositories from 2006to 2013. Initially, the open repositories were traced in the few countries like the USA, UK, Germany, Australia, Japan etc. However, there is a gradual expansion of open repositories in Asia, South America and Eastern European countries since 2010The studies conducted by (Patil, Kamble, & Kumbar, 2016) on the trends of open access repositories in the Asian countries and present a complete scenario of the open access repositories. The learning was conducted by an overview of the development of institutional repositories in the Arabian Gulf Region. The authors found some limited research papers on the growth of open access among the BRICS nations. Very little studies had been carried out on the growth ofopen access in the BRICS countries by using the DOAJ and the OpenDOAR. (Salter, Pinfield, & Bath, 2012) Conducted a study on the growth of repositories in the BRICS nations by using the OpenDOAR. The study provides a bird eye view of the growth of repositories of the BRICS nations with the help of ROAR and the study also covers some of the aspects which were left out in the earlier studies.

OBJECTIVES OF THE STUDY:

The study aims to analyse the contributions and the growth of open access repositories in the BRICS countries using the ROAR. The specific intention of the study is as follows:

- To locate exposed the growth of open access repositories in the BRICS countries
- To identify the type of institutions which own the open access repositories in BRICS countries
- To find out the geographical distribution of open access repositories in the BRICS countries

STATEMENT OF THE PROBLEM:

Indian specialists, for their exploration purposes, need to counsel the essential wellsprings of data routinely, however because of regular taking care of these wellsprings of data are getting disintegrated, which requires legitimate safeguarding. Distance is likewise one of the hindrances for simple conference of this wellspring of data.

The best way to tap this missing exploration is the concerned Institutional storehouses. Albeit various examinations have been completed talking about development and improvement, specialized and foundation issues of Indian Institutional Storehouses, no work has been made until now to investigate different sorts of records accessible in these vaults. The current review is an undertaking toward this path.

SCOPE AND METHODOLOGY:

The learning is limited to the repositories covered in the Registry of Open Access Repositories [ROAR] (http://roar.eprints.org/) particularly of the BRICS countries. The data were collected from the repositories harvested by the ROAR for necessary information for the study. (Raju, Smith, & Gibson, 2012) the data was collected from January, 2022 to December, 2022. During the period, the ROAR counts were 512 repositories. The ROAR can be browsed by country wise, software wise, type of repository wise and can sort out by number of records. The authors collected the data country wise. When the authors browsed the ROAR, it displayed the total listed repositories under their respective countries. The authors collected the general information available on the ROAR about a particular repository. The general collected data was inserted in to the MS-Excel sheet under different headings. Such information headings are name of repositories owned by the organisation, type of institution, year of establishment of the repository, subject coverage, repository type, metadata items available, theses and dissertations available and languages covered etc. The authors visited each individual repository and collected the number of metadata objects shown in the respective repositories. The metadata items means the number of items available in the repository such as number of items available on Annual Reports, Archival Collections, Newsletters, Theses and Dissertations, Organisation Publications, Books, Pre-prints, Research Articles, Profiles, Photographs, Brochures, Newspapers, Magazines, Reports, Audios, Videos, Scanned copies etc. The MS-Excel sheet was used for the data tabulation and analysis.

ANALYSIS OF RESULTS:

Country-wise Distribution of Repositories the countries are arranged based on the alphabets used in the BRICS group by the number of original entries. The Table 1 depict the country wise distribution of repositories. The highest entries (175) have come from Brazil and the lowest from South Africa (46) A total of 512 entries were harvested from the ROAR during the study and out of which 91 duplicate entries were removed. Hence the remaining 512 original entries (after removing duplicate entries) were considered for the study. Brazil alone has contributed one third of (34.17%) open repositories among the BRICS countries, India has contributed 25% (128) repositories, followed by, China (18.75%, 96), Russian Federation (13.08%, 67) and South Africa with 08.98% (46).

Name of Country	ROAR Harvested Entries	Percentage
Brazil	175	34.17 %
Russian Federation	68	13.08 %
India	125	24.41 %
China	96	18.75 %
South Africa	48	9.59 %
Total	**512**	**100%**

Table 13.1: Country-Wise Distribution of Repositories

It is observed from the table that Brazil and India are quite ahead than the other BRICS countries. A total of 512 institutional repositories in the BRICS countries by using Open DOAR. Brazil leads with 34.17% of institutional repositories among the BRICS countries followed by, India (24.41%), China (18.75%), South Africa (9.59%) and Russia (13.08%). The study reveals that the ROAR (512) has indexed a good number of repositories than the Open DOAR (242). Brazil has a higher number of repositories than those of India as compared to the present study.
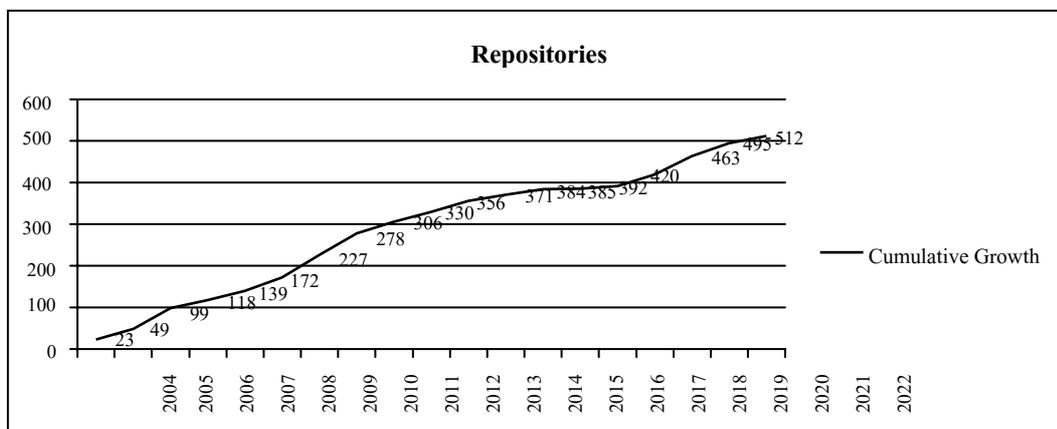
Figure 13.1: Year wise Growth of Repositories

The figure 13.1 shows the cumulative growth of repositories. It is observed that after 2018 onwards the growth rate was increased remarkably.

Type of Repository Software	Numbers	Type of Repository Software	Numbers
ARNO	4	i-Tor	1
Bepress	513	Keystone DLS	1
CDS Invenio	29	MiTOS	11
ContentDM by OCLC	14	MyCoRe	13
DIGIBIB	24	Open Journal System	47
DigiTool	7	Open Repository	25
DiVA	26	OPUS (Open Publications System)	97
DoKS	5	Other softwares (various)	643
DSpace	2377	PMB Services	5
EDOC	1	SBCAT	3
EPrints	736	SciX	3
Equella	6	SobekCM	1
ETD-db	30	WIKINDX	1
Fedora	70	Zentity	1
Fez	10	HAL	27
Greenstone	25		

Table 13.2: Software used for Repositories

The table 13.2 shows different softwares were used for creating repositories in the BRICS. A total of 4756 softwares were used for the creation of repositories to upload the contents.Dspace (2377), Eprints (736), and Other Software (643) are widely used software by the BRICS countries. Brazil has used twelve different softwares to create the repositories.

Repositories	Number
Research Institutional / Departmental	3895
Research Multi institution Repository	147
Research Cross-Institutional	297
E Journal & Publication	126
E-Theses	357
Database/A & I Index	76
Research Data	53
Open and Linked Data	41
Learning and Teaching Objects	76
Demonstration	21
Web Observatory	3
Others	410

Table 13.3: Types of Repositories
Source: roar.eprints.org

The table 13.3 represents the types of repositories. The ROAR has classified the repositories on the basis of nature of inclusion and the characteristics of the contents of the repositories. The ROAR categorised six types of repositories viz. cross-institutional (contributions from more than one repository), E-journal publications (mainly contains journal articles from a particular journal) E-thesis (contents includes mainly thesis and dissertations) open and linked data (linked to open and external resources) research institutions (contents from single organisation) and others (undetermined repositories).The Research Institutional repositories have existed in each of these countries.

Types	Brazil	Russian	India	China	South Africa
Cross- Instructional	15	02	08	06	2
E-Thesis	24	02	18	11	22
E-Journal	52	18	15	16	2
Research Institutional	56	35	67	59	13
Others	28	11	17	4	9
Total	**175**	**68**	**125**	**96**	**48**

Table 13.4: Development of Collections in Repositories

The table 13.4 gives an insight on the development of collections in repositories. The available in the repositories were collected by visiting the individual repositories. While collecting the data, some of the repositories were non operative and some were under maintenance. Therefore, the authors were able to collect the metadata items only from 512 repositories. There were metadata items traced from the BRICS countries which were accessible freely Brazil had the utmost amount of metadata items in the repositories with Brazil 175 followed by India with 125 and 68 in the Russian repositories. After excluding such repositories, the data was collected from available repositories.

RECOMMENDATION FOR FUTURE RESEARCH:

This study investigated and portrayed arising example of understudies action and scholarly construction among understudies in the information vault distributions from 2018 to 2022. In view of this review, the accompanying headings are suggested for the future of scientometric research in the vault endeavours should be made for additional scientometric examinations of the exploration writing from other subfields in storehouse (Singh, 2014) to give a gauge to depicting and deciphering

reference information in the field of vault and across subfields. Examinations with respect to the unique situation and content of reference could be attempted to view how vault researchers see themselves as building, broadening or testing the earlier work of other storehouse administrators they are referring to. This study depends on snare of science information base. Further exploration utilizing other information base like Scopus, extended embase, could be endeavored.

CONCLUSION:

It is observed from the study that all the BRICS countries differ from each other in terms of language, culture and geographical conditions. However, notices that the research commitment and open science are their common goals. The open access repositories are one of the routes to access the open contents. The building of open access repository increases the visibility of the scholarly publishing globally and they have a greater impact on the research. So, the Institutional Repositories have made an impact on the research output of an organisation. Institutional Repositories make scholarly publishing accessible easily to the scholarly community which helps in collaboration and cooperation among the BRICS nations'scholarly community.

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EMERGING TRENDS IN HUMAN RESOURCE MANAGEMENT: ISSUES AND CHALLENGES IN POST PANDEMIC

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ABSTRACT:

Professionals working in the human resources departments of companies are responsible for several key processes that have a direct impact on the overall success of a business. HR professionals recruit, screen, interview, hire and train employees as needed to fill positions. Professionals also coordinate the workforce, resolve and mediate conflicts, facilitate ongoing training, coach and advise mid-level managers and upper-tier executives, manage payroll and benefits and coordinate disciplinary procedures when warranted. The Covid -19 pandemic has changed the way organisations function. It brought challenges and uncertainties that the Human Resource Management (HRM) practitioners faced in how the organisations operated and work relationships functioned. It caused disruptions in the business and forced the HR practitioners to find ingenious solutions to ensure the continuity of the business. It was essential to help employees accept and cope with the unprecedented crisis. The HR strategy witnessed another major shift when the organisations started to open their offices and welcome their employees back. The important Decision–making at Post Pandemic, the HR department should continue to leverage analytics to forecast their workforce requirements. This study also analyses the changing role of human resource during these changing times and conclude with the possible strategies for better management of human resources.

Keywords: *Human Resource Management, Post-Pandemic Issues & Challenges, Changes in HR Practice.*

INTRODUCTION:

Human resource management (HRM or HR) is the strategic and coherent approach to the effective and efficient management of people in a company or organization such that they help their business gain a competitive advantage. It is designed to maximize employee performance in service of an employer's strategic objectives. Human resource management is primarily concerned with the management of people within organizations, focusing on policies and systems. HR departments are responsible for overseeing employee-benefits design, employee recruitment, training and development, performance appraisal, and reward management, such as managing pay and employee-benefits systems. HR also concerns itself with organizational change and industrial relations, or the balancing of organizational practices with requirements arising from collective bargaining and governmental laws.

Human resource management (HRM) is the process of employing people, training them, compensating them, developing policies relating to them, and developing strategies to retain them. As a field, HRM has undergone many changes over the last twenty years, giving it an even more important role in today's organizations. In the past, HRM meant processing payroll, sending birthday gifts to employees, arranging company outings, and making sure forms were filled out correctly—in other words, more of an administrative role rather than a strategic role crucial to the success of the organization. The human resources division of a company is multi-faceted, with involvement in a wide range of important areas. HR management includes but is not limited to

recruiting, hiring, training, payroll and conflict resolution. This Paper is discussed about how to face the issue and Challenges in Hr Practice at Post Pandemic.

OBJECTIVES OF THE STUDY:

The primary objective of this study is to identify the changes in emerging HR practices due to the getaway of the global pandemic. Since organisations mainly depend on the people, the study focuses on how it has affected by the changing demands of the new scenario. The objective is to understand the Issues and challenges that have come with this new arrangement the agility of HR practices and survival strategies for a sustainable future.

METHODOLOGY OF RESEARCH:

This research paper is a study which provides a theoretical contribution to the existing body of knowledge in terms of changing role of HRM in the context of COVID-19. The methodology used of this study is mainly qualitative, using secondary data sources. The authors adopted an organized and systematic literature review from recent publications available from websites, magazines, newspapers, etc.

HR CHALLENGES AND HOW TO APPROACH THEM:

Rules and Regulations:

This is one of the top priorities of a human resource specialist; compliance with government rules. In the dynamic business space, changes are the only constant. Therefore, a company needs to be in full accordance with it.

So, you must always be one with these rules and also ensure that the company follows them. Failure to do so can result in hefty penalties and fines. It will not only result in extra expenses but also tarnish the company's reputation. This will later affect hiring and retaining the workforce.

Approach: To ensure this, all HR teams must continuously refer to the governing corporate rules in their respective country. This is different for every country. For example- if you are in the US, you must always check on the US Department of Labor for updated regulations.

Hiring:

Hiring is one of the first things that come to mind while thinking about human resources. Though this is not the only one, it is undoubtedly an essential aspect of the work. A company's success depends a lot on its workforce.

So, it is crucial to have the best hiring strategies in the labor market at play to employ the best. While doing so, one must not only focus on competency. There are many other things: cultural fit employee persona, career goals, etc., that an HR professional must look out for.

Approach: To find the right hire, the recruiting team should check up on many things. Some of these are skills tests, past work experience, future goals of the candidates, and employee persona. In implementing these, recruitment tools are a great help in this matter. Due to the fast-paced business world, it is also not uncommon for HR teams to hire a third party in this process. These third parties are specialists in staffing that place temporary or permanent hires in companies whenever necessary.

Changes in Company Rules:

Changes are never easy, but it is the nature of the business space. To stay afloat, a company must adapt, and this means bringing about changes. It is safe to assume that the workforce won't accept all these changes with pure support.

Sometimes, these changes may bring favoritism in the workplace, new hardships in work; disrupt the team balance, etc. Therefore, the HR team needs to ensure these shifts in rule come about smoothly in these times.

Approach: You must be transparent in your company rules to tackle this HR challenge. Instead of bringing a change abruptly, it is better to put the new rules through trial with a grace period. It will help smooth things in the workforce. It will also give them time to adjust to the changes as well. Also, emphasize the benefits of the change and how a shift in the company's working can help the employees.

Employee Training:

Employee training and development programs are a big part of workforce grooming. Training is vital as it helps cut the cost of bringing in new specialists for every new opening that may arise. It also helps improve employee motivation.

The most common problem associated with this aspect is the resources required for training the team members. Therefore, it is crucial to find the right course and person to teach a workforce. Failure to do so will only cost extra money with no fruition at all.

Approach: One of the easiest ways to get around this HR challenge is by implementing a mentorship program for seniors and juniors. It works by having your senior executives coach the junior, and this has a twofold advantage.

First, by mentoring the juniors, the senior executives can enhance their communication skills. This will help ascertain their leadership style and skills for the future. Secondly, the juniors get guided by industry experts in a cost-effective method with nearly no extra expenses.

Compensation:

Compensation is an area that HR personnel get questioned most frequently. Yet, it is a big part of keeping an employee happy. Here, one must be careful to keep an individual motivated and keep the payroll costs in check at the same time. You must be extremely cautious here.

Approach: Compensation doesn't always have to be about salary. Instead, you can design different employee rewards and recognition programs. It will compensate for your employee's hard work, minus a continual rise in the payroll.

It is because integrating a rewards program doesn't require adding to a worker's regular paycheck. Instead, it is a gesture of employee appreciation for a job well done. As a result, it will motivate your employees and improve employee engagement at the same time.

Employee Retention:

The last one on our list today is the problem of employee retention. It is a significant problem because as harsh as hiring, the same is retaining one. With a wide variety of employment options today, employees now have many available opportunities.

It means, if you don't treat them well, there are plenty of other options that will. It is why employee attrition is becoming a real menace to companies everywhere. This turnover not only harms the working environment and productivity but also increases costs as well.

Approach: In retention, the first few days of on boarding are crucial because, as they say, the first impression is the last. A study shows that hires with procedures are 58% more likely to serve up to three years than ones that don't.

Therefore, it is vital to carry out proper processes in the first few days of the hire. This includes having a structured plan, proper job description, designation playbook with duties, mentor matching, and feedback.

THE TOP HR CHALLENGES THAT MANAGERS ARE FACING DUE TO THE COVID-19:

HR professionals have certainly not imagined the challenges that COVID-19 has dawned on them. The uncertainty has crushed the economy, employees are in stressful situations, and HR professionals try their best to keep everything in perspective and aligned. But is it as easy as it sounds?

Zubair Bhura, a human resources manager has highlighted few points on how COVID has evolved the whole HR department despite the new challenges.

One of the most noticeable trends in today's world is behavioural change. People want flexibility in terms of when they work and where they work. There are organisations that have understood this really well and have adjusted their operating models accordingly. This acts a strong retention and attraction driver. In some industries, there are roles which cannot be performed from home and require employees to be present at the workplace. Other sectors could have a combination of roles that can be performed remotely (support functions) and roles that cannot (eg; production/factory work). Organizations navigate through these challenges by identifying and adopting a fit-for-purpose model that best suits their organization's structure and strategy. In all scenarios, HR plays a pivotal role in policy design, shaping culture and managing employee expectations and morale.

The sudden shift in work culture has brought new challenges for HR. The top priority for HR professionals is now crisis response and how to keep the employees engaged, provide the right communication channels and tools for remote work, and more. The Key Challenges faced were,

Mental Health and Wellbeing:

The sudden shift in work culture took a toll on overall employee health and wellbeing. Stress, anxiety, and other mental health issues have always been there, and it is no new story.

Organizations have always been initiating wellness programs and providing employees with security, health benefits, and flexibility to help them overcome their health issues. But the sudden COVID-19 outbreak has brought the employees' mental problems to the front seat.

When you have your workers working in an office work environment, you understand their pulse and sensitivity, which helps you immensely, tackle the issues. But employees going remote, communication routes have been significantly compromised, leaving the managers clueless or less conscious. In a recent COVID-19 pulse survey, HR professionals across the globe responded health and wellbeing of the workers is a major concern.

Managing Remote Work:

The transition to remote work culture is not as seamless as it seems. Before the COVID-19 outbreak, less than 50% of companies had a remote work program. In addition, banks, regulated industries, and many financial services companies did not encourage remote working. Now almost all of them are rushing to build remote work strategies.

This has led to many undiscovered problems. HR managers are trying to build seamless routes and strategies to overcome the challenges that it brings. Strategies are no more designed periodically or in advance but in real-time. The focus on employee productivity and engagement has shifted to

immediate responses and diagnosis. To provide employees with the right tools and gather real-time updates from them from time to time to untangle the intricacies and offer support.

Here is a podcast from the thought leader and a mental coach, Shashi kalyanpur on 'Managing mental health of employees working from home.'

Lack of Agility:

One of the major reasons why HR teams are struggling is due to the lack of agility.

Many HR teams are not designed for agility and this affecting the HR professional big time. In this crisis, it is critical to respond fast and move quickly. But there are many approvals to take before taking action. This slows down the process of collecting data and takes immediate measures that a crisis demands.

So to become more agile in their approach and re-prioritize company goals, and have the right communication and alignment among middle management and executives is the need of the hour now.

Employee Communication:

Communication is another major challenge that is on the priority list. Communication, in itself, is a critical aspect that needs to be taken into account whether or not the workforce is working remotely. Without the proper communication channels, it becomes difficult to manage a workforce.

For example, the COVID-19 crisis had the HR professionals on their toes. It was kept them looking for the right remote working tools that suit their culture. Though tools like Zoom or Slack are commonly used to meet the workforce's needs, it certainly is not enough to get everyone on the same page.

More or less the HR teams are doing their best by sharing:

- Updates regarding measures adopted by the organization,
- Updates from business leaders via email or video,
- Links to valuable external information sources,
- Ongoing communication on HR policies related to the crisis,
- And through health talks and training sessions.

Uncertainty:

Uncertainty can paralyze anyone. The daunting feeling of not knowing what the future holds or what measures to take to sustain organizational operations is a huge challenge. Unfortunately, we all are more or less affected by uncertainty.

Employees are affected mentally, not knowing what the future holds for them. The HR teams are struggling to put everything in alignment to respond to the crisis and develop effective measures and strategies for all.

Employee Engagement:

The ultimate company goal is the productivity of its employees. However, it becomes challenging to keep the employees engaged when they are working remotely and that too, in a crisis. Internal communication is compromised, and keeping everyone on the same page becomes tough.

With remote working, it is difficult to follow a routine and even accept a systematic workflow. When the teams are cross-functional, you have little power to manage them. Not updating them regularly or not arranging meetings/ sessions can impact their morale to a great extent.

RECENT TRENDS AND CHALLENGES IN HR PRACTICE:

Employers have faced endless human resource management challenges in recent years. Here are 10 of the biggest future trends and challenges in HR management for 2023.

- Rethinking the employee value proposition
- Re-engaging the workforce
- Attracting talent to the enterprise
- Strengthening manager-employee relationships
- Promoting talent mobility and skill-building
- Retaining talent with a better employee experience
- Pushing ahead with DEIB programs
- Managing uncertainty
- Focusing on employee health and well-being
- Leaning into your strategic impact as an HR leader

OVERCOMING CHALLENGES IN HR PRACTICE:

Navigating Virtual Recruiting:

While some companies had already been moving to virtual recruiting, the pandemic forced many organizations to make the transition quickly. HR teams are now "conducting the entire recruitment process from planning and talent sourcing to assessing, selecting, hiring, and on boarding in a virtual environment," write Randa Bahsoun, Khaled Bin Braik, Boudy Kassis, and Ahmed Khairat at PwC.

Virtual job fairs and hiring events are specific elements in virtual recruiting that HR teams have had to learn how to navigate. To conduct virtual recruiting events, for example, HR professionals adopted new technologies to facilitate those events, marketed them to the right audience, and developed customized content.

Remote on boarding is also a key part of virtual recruiting that HR is now conducting. This can be especially challenging to manage successfully online and HR teams have had to strengthen their technology, communication, and engagement skills to foster connections and complete paperwork virtually with new hires.

Managing Remote Teams:

Managing remote teams wasn't a task many HR teams were prepared for at the start of the pandemic. Even those that may have been discussing the advantages of a more remote workforce didn't plan on having the luxury of time being suddenly taken away from them.

But for many, that is exactly what happened. They had to learn how to manage remote workers when the infrastructure and the support systems weren't there to ensure a smooth transition. And with 80 percent of employers planning to allow employees to work remotely at least part of the time after the pandemic, the ability to manage those employees is a skill HR professionals will need to perfect.

Learning and Implementing New Technologies:

Technology is the centerpiece of virtual work. The COVID-induced shift to virtual work has created a demand for "easy, intuitive, and 'waterproof' systems, accessible at any time from any location" to maintain continuity, write Bart Moen, Norman Smit, and Vincent Okkersen, HR leaders at Deloitte Consulting. Human resource departments have largely been tasked with selecting, learning, and implementing those new technology systems, which means they have had to become IT specialists and/or align themselves more closely with IT departments.

Writing and Conducting Regular Employee Surveys:

Ensuring that employees are adequately engaged with the company as they work from home is another challenge the pandemic has presented. Human resources professionals have had to become very adept at gauging employee engagement. With everyone distributed, the most efficient and effective way to do this is through surveys.

"HR can also keep a finger on the pulse of engagement through quick surveys and the creation of feedback loops that provide leaders with a barometer of where they need to double down on checking in, motivating, and keeping people on board," writes Tracy Brower, Ph.D., a work environment sociologist and principal of applied research and consulting at Steelcase.

That means HR professionals have had to develop excellent survey writing skills. They have had to learn which questions to ask, how to ask them, and when to ask them to get the most honest feedback from employees. While conducting periodic surveys has long been a task for HR teams, conducting them frequently with a remote workforce has required HR professionals to develop new survey skills.

Serving as Public Health Administrators:

Perhaps one of the most unexpected and challenging new tasks HR teams have had to address is filling the role of public health administrator. Employees that do return to the workplace expect and deserve a safe working environment. To deliver this, HR departments have had to stay current on fluid policies and regulations related to worker safety.

They have had to make changes in the workplace such as staggering work schedules, relocating employee work stations, mapping routes through offices, and writing mask policies. They also have to communicate those policies to employees and audit compliance.

"HR leaders have not only been tasked with ongoing communication of evolving policies, but ensuring that they understand the rapidly changing environment so that their procedures are in compliance," writes Chip Luman, cofounder and COO of HR technology company Atlas ID. This "is made even more difficult when guidelines are changing by the day, adding yet another ball for the HR managers to juggle," Luman says.

Protecting Employee Privacy:

Privacy has become a concern for Americans during the pandemic. A survey by identity protection software developer Okta reveals 84 percent of Americans feel they will sacrifice too much privacy for pandemic-related data collection. This has placed a burden on HR teams to ensure that companies protect the privacy of their employees when gathering data to make business decisions.

Key to accomplishing this task has been learning what the privacy regulations are, and then helping leadership create employee data ethics policies, which Jay Cline, Sean Joyce, and Joseph Nocera at PwC assert should be one of the key agenda items for leaders right now.

The rapid growth of virtual working has given rise to these new HR tasks, but the need for them isn't going to disappear as employees return to work. The skills HR professionals develop to accomplish these tasks are going to continue to be essential because COVID has created a new normal for work. Human resources have been irrevocably changed to meet the demands of that new workplace.

Overcoming Challenges in HR in 2023:

The scope of the challenges facing HR managers and HR departments in 2023 might seem overwhelming, but the months ahead present just as many opportunities. As HR leaders, look at how these trends can help you redefine not only your HR strategy but also the fundamentals of work.

HR professionals are redefining work by redefining how we work — and by placing people at the center of it all. As you address HR challenges in your organization, consider how you're laying the groundwork for the future of your company and enabling the success of your workforce.

CONCULSION:

Organization faced by many challenges as Unemployment and underemployment, Working from home and limited work solutions as a result of workflow disruption, Reduced employees' motivation, Reduced salary, Additional cost for hiring new employees, Disruption in the work of organizations due to the infection of employees with COVID-19, Weakening of morale, reduced ability and concentration, and creation of stress in other employees due to the illness of a colleague, Disruption of workflow due to the death of a colleague, Staff absence and transfer, Modifying internal laws, policies, and procedures in accordance with customer requirements, Additional manpower and the need to train people to acquire new skills, Complexity in work due to the integration of technology and digitalization, Increased workload, IT challenges following total and partial home office and adapting to them, Customer needs and the inability of organizations to deliver on-site services, Different attitudes towards access to health records and disclosure of the identity of affected employees, Injustice in the increase of unemployed people and lack of income against people who work at home and receive a normal salary, Low job independence and job insecurity, Increasing employees' working hours due to the dismissal of their colleagues. These challenges overcomes from above strategies

The emerging trends and priority areas of HR highlight the skills the employees will be required to perform their jobs effectively. Many HR professional have adopted the following moto: "Reconnect-Recognize-Realign-Recharge" They have to be adaptive and agile to the fast-changing environment. In business, we consider Agile organisations to be effective and competitive. Similarly, the employees, irrespective of their domain and function, will be required to be agile in their job. In the post-Covid-19 scenario, the organisations will leverage data and technology in a big way. Hence it is imperative to focus on managing the tools and technology. The cross-functional knowledge and skills will be essential for the organisation. The HR management students will have to be creative and innovative in transforming the elements of the HR lifecycle to meet the organizational needs.

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CURRENT STATE OF ARTIFICIAL INTELLIGENCE (AI) ADOPTION IN ACCOUNTING ANDAUDITING

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ABSTRACT:

This study investigates the current state of artificial intelligence (AI) adoption in accounting and auditing. The study employs a systematic and comprehensive analysis of existing literature on the topic, including academic research papers, industry reports, and news articles. The findings reveal that AI adoption in accounting and auditing is gaining momentum, with many firms using AI technologies to automate repetitive tasks such as dataentry, reconciliation, and financial reporting. The benefits of AI adoption include increased efficiency, accuracy, and cost savings, while challenges include the need for new skills and training, ethical concerns, and potential job displacement. The study also identifies specific AI technologies being used in accounting and auditing, suchas machine learning, natural language processing, and robotic process automation. The effect of AI on the accounting and auditing career is also discussed, with implications for the future of the profession and the need for ongoing research in this area. The study has important implications for accounting and auditing professionals, educators, and policymakers, and provides a foundation for future research in this rapidly evolving field.

Keywords: Artificial Intelligence (AI), Accounting and Auditing, 4IR, Technology Implementation, Financial Technologies.

INTRODUCTION:

"The future of humanity is inextricably linked with the future of AI." - Demis Hassabis. The ability of machines or electronic systems to carry out tasks that ordinarily require human intelligence is known as artificialintelligence (AI). Artificial intelligence (AI) systems are made to learn from data and get better over time withoutbecoming explicitly programmed. To imitate human intelligence, they employ algorithms, statistical models, and strategies like machine learning, deep learning, natural language processing, and robotics. AI has many practical applications in fields such as healthcare, finance, transportation, and manufacturing, for example, AI-powered systems can be used to diagnose diseases, detect fraud, heighten supply chain logistics, and progress the efficiencyof production processes. AI can also be used to automate routine or boring tasks, freeing-up humans to work on more difficult and creative projects.

Here are some statistical data on the usage of artificial intelligence in various fields:

1. **Healthcare:** The market for artificial intelligence in healthcare is anticipated to reach $45.2 billion by 2026, expanding at a CAGR of 44.9% between 2019 and 2026. (Source: Allied Market Research)
2. **Finance:** AI will save the banking and financial sector $1 trillion by 2030. (Source: Business Insider)
3. **Transportation:** The market for autonomous vehicles is anticipated to grow at a CAGR of 39.47% from2019 to 2026, reaching $556.67 billion. (Source: Verified Market Research)
4. **Manufacturing:** By 2025, the market for AI in manufacturing is anticipated to be worth $11.1 billion, expanding at a CAGR of 54.6% between 2020 and 2025. (Source: Markets and Markets)

5. **Education:** By 2023, the market for artificial intelligence in education is projected to be worth $3.68 billion, expanding at a CAGR of 47% from 2018 to 2023. (Source: Research And Markets)
6. **Marketing:** The market for artificial intelligence in marketing is anticipated to reach $28.4 billion by 2025, expanding at a CAGR of 29.79% between 2018 and 2025. (Source: Markets and Markets)
7. **Agriculture:** By 2025, the market for AI in agriculture is anticipated to be worth $2.63 billion, expandingat a CAGR of 24.8% from 2020 to 2025. (Source: Markets and Markets)
8. **Gaming:** By 2025, the market for AI in video games is anticipated to be worth $5.5 billion, expanding ata CAGR of 31.8% between 2020 and 2025. (Source: Markets and Markets)
9. **Security:** By 2026, the market for AI in cyber security is projected to be worth $38.2 billion, expanding ata CAGR of 23.3% from 2019 to 2026. (Source: Allied Market Research)
10. **Law:** The international market for AI in legal services is predictable to reach $1.2 billion by 2024, risingat a CAGR of 31.3% from 2019 to 2024. (Source: Markets and Markets)

However, there are also worries about the ethical implications of AI. For example, there is a risk that AI systems may reinforce biases or discrimination present in the data they learn from. Additionally, there are apprehensions about the potential impact of AI on employment and the economy, as well as issues related to privacy and security.It will be crucial to consider carefully and address these ethical issues as AI develops and is more fully integratedinto society.

Artificial intelligence (AI) is rapidly transforming the accounting and auditing industry. In the accounting and auditing industry, AI is being used to automate routine tasks, analyse vast amounts of data, and improve efficiencyand accuracy. One of the primary applications of AI in accounting and auditing is automating boring tasks such as data entry, reconciliation, and analysis of financial statements. This frees up accountants and auditors to focus on more multifaceted tasks that necessitate human decision and proficiency. AI is also being used to analyse large volumes of financial data, as well as transactional data and financial statements. AI algorithms can identify patterns and anomalies that may not be apparent to human analysts, helping auditors detect fraud, assess risk, and make predictions about future performance. Another area where AI is making a significant impact is in improvingthe transparency and accountability of financial reporting. AI can help create a detailed audit trail that records every step of a financial transaction, providing greater transparency and accountability.

Many accounting and auditing firms are investing heavily in Blockchain, machine learning, robotic process automation, and other related technologies. These firms are developing new tools and services that use AI to improve efficiency and accuracy in financial reporting and auditing. As AI continues to advance and become more integrated into the accounting and auditing industry, it is important to professionals in this field to stay update with the latest developments and technologies. AI has the potential to significantly progress the efficiency and exactness of financial reporting and auditing, but it also increases important ethical and regulatory considerations that must be carefully addressed.

LITERATURE REVIEW:

"The impact of artificial intelligence on the accounting sector" was studied by **Chukwuani & Egiyi (2020)**. Theydid this to show how far the accounting industry has come in terms of automating the accounting process. Finally,they talked about how modern accounting automation fits into the field and how accountants in the 21st century can adapt to it. According to **Lee & Tajudeen (2020)**, adoption of AI is not limited to big businesses. Additionally, they discovered that companies were utilising AI-based accounting software to fully automate thedata gathering process, store invoice images, and manage financial transactions. The challenges and future directions of big data and artificial intelligence technology in education research, policymaking, and industry were discussed by **Luan et al. in 2020**. Education, legislation, and business are a few of these. They contend thatin order to fully realise the potential of the artificial intelligence and big data advancements, academic

circles, policymakers, and professionals from a variety of disciplines must collaborate effectively in response to the innovations and challenges raised by the artificial intelligence and big data revolution. **Makridakis (2017)** investigated the current and upcoming developments in AI as well as the potential for machines to develop true intelligence. Major theories and possible outcomes of how AI might revolutionise human life were highlighted in the study. One of the numerous ways that AI may alter the human environment is through the progression of the domain and line of work of accounting and auditing, and it is a very significant change.

OBJECTIVES:

1. To comprehend how auditing and accounting use artificial intelligence
2. To understand the prevailing trends and potential applications of artificial intelligence in audit
3. To understand the current state of AI adoption in accounting and auditing

RESEARCH METHODOLOGY:

The aim of this study is to investigate the current state of artificial intelligence (AI) adoption in accounting and auditing. To achieve this aim, a literature review methodology will be employed. This methodology involves a systematic and comprehensive analysis of existing literature on the topic, including academic research papers, industry reports, and news articles.

LIMITATIONS:

1. Publications in English language that discuss the implementation of AI technologies in accounting and auditing, and have been published within the past 10 years.
2. Secondary data is used for the study

STATEMENT OF THE PROBLEM:

Despite the growing interest in artificial intelligence (AI) and its potential to transform the accounting and auditing profession, there is a deficiency of understanding of the current state of AI adoption in the industry. While there is some evidence of AI implementation in accounting and auditing, it is unclear how widely and effectively AI is being used, what types of AI technologies are being adopted, and what factors are driving or hindering its adoption. This research aims to address these gaps in knowledge by examining the current state of artificial intelligence (AI) adoption in accounting and auditing and identifying the opportunities and challenges associated with its implementation. By doing so, this research seeks to provide insights that can inform future strategies for AI adoption in the industry and contribute to the ongoing conversation about the role of artificial intelligence (AI) in accounting and auditing.

SCOPE OF THE STUDY:

Identification of the types of AI technologies currently being adopted in accounting and auditing, such as natural language processing, machine learning, and robotic process automation. Examination of the benefits and drawbacks of AI adoption in accounting and auditing, including increased efficiency, accuracy, and audit quality, as well as potential job displacement and ethical considerations. Assessment of the current level of artificial intelligence (AI) adoption in the accounting and auditing profession, including the industries, company sizes, and regions that are leading or lagging in adoption. Recommendations for strategies to increase AI adoption in accounting and auditing, such as addressing concerns around data privacy and security, providing training and education on AI technologies.

ARTIFICIAL INTELLIGENCE IN AUDIT AND ACCOUNTING:

The accounting industry has switched its attention from paper and pencil entry to software-based entry as a result of significant advancements in AI over the years. All significant aspects of accounting operations are affected by AI. The manner in which financial institutions operate is changing while achieving efficiencies thanks to their capacity to lessen the demanding, time-consuming nature of the accounting profession. The entire fintech industryexperienced strong growth in 2020 as a result of COVID-19. As governments and authorities all over the world promoted the use of digital payments in responding to the pandemic, the market for AI-based accounting software increased. Digital payments have become more commonplace as a result of the work-from-home trend, along with telemedicine, teleconferencing, online food service, and tele-banking. Financial professionals are motivated to use AI to support real-time business decision-making with information gathered from accounting data such as transactional information and consumer demographics because of AI's capacity to analyse massive amounts of data, identify abnormalities in the system, and maximise workflows while ensuring pace and scalability.Businesses can forecast cash flow, foresee bankruptcy, and identify fraud by implementing AI, which enables accountants to help clients respond to financial pressures before they become acute and adjust spendingaccordingly. Additionally, it will enable accountants to extend their predictive consulting into crucial business sectors outside of conventional financial planning.

The study found that accountants worldwide are interested in using AI to perform accounting tasks like accurately auto-reconciling data in clients' accounts (50%), dealing with HMRC (44%), and preventing clients from entering inaccurate information (45%). Additionally, it was noted that, compared to 76% of SMEs, 90% of larger businesses with over 300 employees are interested in using AI. Additionally, an AI-powered system helps accountants with auditing and compliance by continuously checking documents for adherence to laws and regulations and highlighting audits with problems. Businesses lose billions of dollars to fraud every year, so machine learning algorithms quickly sift through vast amounts of data to find potential scams that humans would otherwise miss. For instance, the INR 91,000 crore IL&FS fraud case was brought about by serious audit irregularities in IL&FS accounts. These incidents have led to businesses embracing AI and incorporating it into their improved business processes. The reason accounting is at the top of the list is because it boosts market growth through productivity improvements, accuracy, and cost savings.

PREVAILING TRENDS AND POTENTIAL APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN AUDIT:

Natural Language Processing has been considered a branch of artificial intelligence (AI) that emphasises communication between humans and computers; obviously, they deal with the problems that come withcommunications between humans becoming ambiguous and imprecise. Its applications are frequently used to extract insights from end-user industry documents. Because it helps businesses automate accounting tasks like data entry, financial reports, invoices, and receipts, among others, natural language processing is regarded as a crucial part of the AI domain. Botkeeper, a bookkeeping tool from Botkeeper Inc., helps businesses everywhere automate accounting procedures. For its 1,000 clients, the company claims that more than 1.2 million working hours have been automated. Automation of 240 working hours could save the company $9,240, according to estimates. Such financial advantages are driving the market forward.

Given that the accounting domain often deals with textual documents, such as management evaluation, financial performance, domain standards, laws, compliance, and evidence about the same, NLP companies would be able to progress their knowledge and avoid potential risks. Additionally, it helps businesses save money by automatingaccounting tasks like data entry, sorting financial reports, receipts, and vouchers, and removing time sinks.
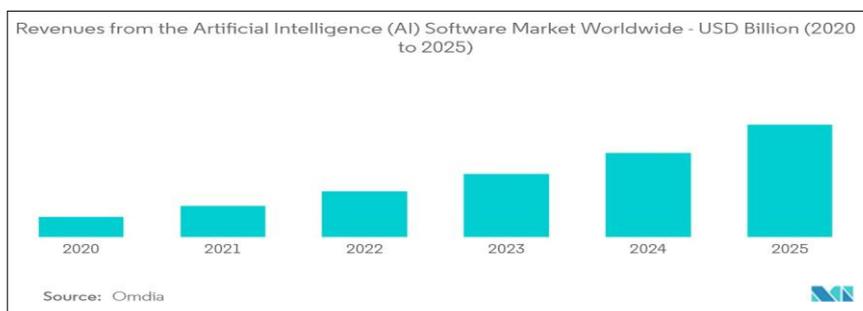
Figure 15.1: Revenues from AI Softwre Market Worldwide

The proper implementation of IoT will most likely give Certified Public Accountants (CPAs) access to real-time transactional data, enabling control and exposure in current operations and enabling a broader and more understandable risk assessment. This should hasten the process of evaluating the problem and finding a solution. The Bureau of Labour Statistics projects that between 2016 and 2026, employment of accountants and auditors will increase by 10%. Due to this growth rate and the demand for AI among accountants, the market will advance.

CURRENT STATE OF ARTIFICIAL INTELLIGENCE (AI) ADOPTION IN ACCOUNTING AND AUDITING:

The adoption of artificial intelligence (AI) in accounting and auditing has been gaining momentum in recent years, as companies seek to automate repetitive tasks, improve efficiency, and reduce errors. Here are some key trends and developments in this area:

1. **Automation of Routine Tasks:** AI is being used to automate routine tasks such as data entry, reconciliation, and analysis of financial statements. This frees up accountants and auditors to focus on more complex tasks that require human judgement and expertise.
2. **Data Analysis and Predictive Modeling:** AI algorithms can analyse vast amounts of data to identify patterns and anomalies that may not be apparent to human analysts. This can be used to detect fraud, assess risk, and make predictions about future performance.
3. **Audit Trail and Transparency:** AI can help create a detailed audit trail that records every step of a financial transaction, providing greater transparency and accountability. This can help auditors detect errors or inconsistencies in financial reporting.
4. **Natural Language Processing:** AI algorithms can analyse unstructured data such as emails, social media posts, and other textual data to identify patterns and trends that may be relevant to financial reporting and auditing.
5. **Adoption by Accounting and Auditing Firms:** Many large accounting and auditing firms are investing heavily in AI and related technologies, including machine learning, robotic process automation, and blockchain. These firms are developing new tools and services that use AI to improve efficiency and accuracy in financial reporting and auditing.

Numerous major players are vying for larger market shares in the highly fragmented artificial intelligence (AI) market for accounting. These industry leaders are concentrating their efforts on growing their clientele abroad. In order to increase their market share and profitability, they also provide fresh, creative solutions along with transactions and mergers. Key players include Google Inc., Microsoft Corp., Xero, Intuit, and others.

The current state of the market includes the following:

October 2021: IBM has introduced a set of environmental intelligence tools that make use of artificial intelligence to help companies prepare for and respond to weather and climate hazards that

could disrupt operations, analyse their environmental impact more quickly, and make regulatory compliance and reporting simpler.

July 2021: One of a new set of planning and forecasting tools powered by artificial intelligence, Xero Analytics Plus is meant to help businesses and advisors make confident future plans. In January 2022, Xero acquired TaxCycle, a leading provider of software for accountants and bookkeepers in Canada. Over 16,000 individual accountants, bookkeepers, and tax preparers in Canada use TaxCycle's software, which offers a full suite of Canadian income tax services. Nearly 4,000 other tax firms also use it.

UiPath has stated that new AI capabilities, such as email AI, forms AI, and new pre-trained machine learning models created specifically for document processing in accounting firms, will be released in December 2021. Users will save a tonne of time and effort thanks to these kinds of features, which will help businesses quickly implement AI-based automation.

Figure 15.2: AI market Concentration

ARTIFICIAL INTELLIGENCE IN ACCOUNTING MARKET TOP PLAYERS:

1. IBM Corporation
2. Google LLC
3. Microsoft Corporation
4. Xero
5. Intuit Inc.

Figure 15.3: AI in Accounting Market

Here are some statistical data on the use of artificial intelligence (AI) in accounting and auditing:

1. **AI in Accounting:** By 2028, the market for AI in accounting is anticipated to be worth $4.68 billion, expanding at a CAGR of 38.6% between 2021 and 2028. (Source: Grand View Research)
2. **AI in Auditing:** By 2027, the market for AI in auditing is anticipated to be worth $1.4 billion, expanding at a CAGR of 18.9% from 2020 to 2027. (Source: Million Insights)
3. **Adoption of AI in Accounting:** According to a survey by Sage, 67% of accountants believe that AI and automation will have a positive impact on their profession.
4. **Benefits of AI in Accounting:** A survey by EY found that 63% of companies believe that AI will help them reduce costs, 47% believe it will increase accuracy, and 44% believe it will increase productivity.
5. **Areas of AI Adoption in Accounting:** A survey by Deloitte found that the most commonly used AI applications in accounting are for data analysis (69%), fraud detection (49%), and risk management (44%).
6. **AI and Audit Quality:** A study by the American Accounting Association found that the use of AI in auditing can improve audit quality by improving the efficiency and effectiveness of audit procedures.
7. **AI and Fraud Detection:** A survey by the Association of Certified Fraud Examiners found that 13% of organizations use AI and machine learning to detect and prevent fraud.

These statistics show the growing adoption and potential benefits of AI in accounting and auditing, including increased efficiency, accuracy, and audit quality. As AI continues to advance, it is likely to play an increasinglyimportant role in these fields.

FINDINGS:

1. **AI Adoption is Increasing:** Many companies and accounting firms are recognizing the benefits of AI in accounting and auditing, and adoption rates are increasing steadily.
2. **AI-Powered Data Analytics is Popular:** AI-powered data analytics tools are the most commonly adopted AI application in accounting and auditing, with many firms using these tools to automate tasks such as data entry and financial analysis.
3. **Cloud-Based Accounting Software is Gaining Traction:** Many accounting firms are adopting cloud-based accounting software that uses AI to automate routine accounting tasks and provide real-time financial insights.
4. **Machine Learning-Based Auditing is on the Rise:** Auditing firms are increasingly using machine learning algorithms to analyze large amounts of financial data, identify potential risks and issues, and generate audit reports.
5. **NLP is Being Used to Extract Financial Data:** NLP is being used to automate the extraction of financial data from unstructured data sources such as financial reports and filings.
6. **AI is Improving Fraud Detection:** AI algorithms are being used to improve fraud detection in accounting and auditing, enabling auditors and accountants to identify potential fraudulent transactions and investigate further.
7. **Adoption Challenges Remain:** Despite the benefits of AI in accounting and auditing, adoption can be challenging due to the complexity of financial data and the need to ensure accuracy and reliability. Some companies and accounting firms may also lack the necessary skills and expertise to implement AI effectively.

SUGGESTIONS:

The current state of AI adoption in accounting and auditing is characterized by a growing recognition of the potential benefits of AI-powered technologies, with adoption rates increasing steadily. AI is being used to automate routine tasks, improve financial analysis and reporting, and

enhance audit quality, among other applications. However, adoption challenges remain, and continued investment in AI research and development, as well as education and training, will be necessary to confirm the fruitful implementation of AI in accounting and auditing.

1. **Identify Areas where AI Can Add Value:** Companies and accounting firms should identify specific areas where AI can add value, such as automating routine tasks, improving financial analysis and reporting, or enhancing fraud detection.

2. **Invest in AI Research and Development:** To fully realize the potential of AI in accounting and auditing, continued investment in research and development will be necessary. Companies and accounting firms should consider investing in AI startups or partnering with universities to stay up to date on the latest AI advancements.

3. **Build AI Expertise:** To implement AI effectively, companies and accounting firms will need to build the necessary expertise in-house. This may involve hiring data scientists, AI specialists, or other experts, or providing training for existing employees.

4. **Address Adoption Challenges:** Adoption challenges, such as the complexity of financial data and the need to ensure accuracy and reliability, will need to be addressed to ensure successful implementation of AI- powered technologies. Companies and accounting firms should work to overcome these challenges through careful planning, testing, and ongoing monitoring.

5. **Foster a Culture of Innovation:** Finally, to fully realize the potential of AI in accounting and auditing, companies and accounting firms should foster a culture of innovation and experimentation. This may involve encouraging employees to suggest new AI applications or experimenting with new AI-powered tools and technologies.

CONCLUSION:

The adoption of artificial intelligence (AI) in accounting and auditing is still in its initial stages, but it is likely to grow rapidly in the coming years as companies pursue to take advantage of these technologies to improve their operations and stay competitive. The use of AI to make decisions that could have a significant impact on people's lives raises ethical questions as well as concerns about how it might affect employment in these fields. Statistics show that AI is becoming more widely used in accounting and auditing, with potential benefits such as increased efficiency, accuracy, transparency and audit quality. AI is likely to play an increasingly important role in these fields as it advances.

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A STUDY ON DEMOGRAPHIC FACTORS AND IMPACT OF DIGITAL HUMAN RESOURCE TRANSFORMATION - IT SECTOR BANGALORE

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ABSTRACT:

Digital HRM is an evolution of human resource management that uses technology. With the aid of IT, social media, electronic media, mobile devices, and the internet, the DHRM's operational procedure will be carried out (information technology). In the current environment, all these tools will increase HRM's importance. The internet is integrated into digital HRM, which enables it to perform human labor using software, a variety of applications, and other methods. By utilizing Social, Mobile, Analytics, and Cloud (SMAC) technology to its fullest potential, Digital Human Resource will support organizations in their efforts to manage and be accountable for their behavior by ensuring that internal assumptions and expectations are what motivate employees to act appropriately. Future HRM will be more effective and pertinent as a result of digitalization. HRM will fall far short of the needs of the global company without digital change. The study's 200-person sample was drawn from five different IT firms including Wipro, Infosys, Oracle, IBM, and TCS. 155 responses used for analysis. It is noted that four of the independent factors including Availability of enormous amounts of data, administrative tasks, employee experience and Work life balance have impact on Digital Human Resources Transformation. Study found that Availability of enormous amounts of data, Employee Experience, Administrative Tasks and Worklife balance have a substantial impact on Digital Human Resources Transformation in IT Sector inBangalore city.

Keywords: Digital HRM, Human Resources, Business Enhancement.

INTRODUCTION:

Today, digital transformations affect every business and its people. By gathering information on how the digital age impacts people, including how it affects employees, as well a show digital tools and processes affect people, the IT sector aims to discover the right talent and streamline the hiring process. Industrial revolution 5.0 is an emerging trend and upcoming future creating challenges which made a huge impact in this competitive world? Big giant Organization like Infosys, TCS, Facebook and Google optimized digital operations scaling in all functional departments resulting sustainability development for long span of years.

This study focus on how digital technology has evolved HR practices. Some of the technologies which are trending from decade are like Artificial Intelligent, Cloud technologies, Big data, Data analytics, dashboards and IoT (Internet of Things). The recruitment process, selection process, training and development, engaging employees, evaluating performance are gone digital leading to great organizational change. Industrial 4.0 originated in2011 usually referred as German Industry 4.0 automated HR process, no longer manual records.

The technical components like AI, cloud, IoT created smart HR practices. There is a difference between HR activities and HR practices. Many of us blend this word disproportionately. Both come under a one umbrella of HR functions. HR practices are strategic operations of HR and its implementations includes planning, organizing, staffing, evaluating and managing systems to meets

the business needs. Planning strategic mission and goals for the department enhance the ability to accelerate employee engagement. HR activities are carried day to day activities like recruitment, orientation, training, grievances handling. AI can assist business owners in being more adaptable when providing services. Lean start-up practices and methodologies will become more prevalent. Without the present hassles, businesses will consequently prosper greatly. Every business will look to automate more tasks to streamline management and organization improvises employee performance you need HR practices. Digital technology has manipulated the practices and implementing this practice into activities. The greatest challenge to HR is in recruiting huge number of heads for the organization process and conducting, organizing training for different group to cope up with the new technology and how to use it.

The study deals with IT/ITES firms in knowing the tactics how HR practices are molded into one roof called HR digitalization. How these transformations are scaling HR employee in having vertical and horizontal communication free flow. The research says adoption of Digital technology has transformed 89 per cent of the business into digital. As per the data driven from a source says it took 5 years for Microsoft company to transform completely into digital with growth has increased. Target company took 8 years for digital transformation and developing its core capabilities digitally. *(Dilek et al. 2015).*

There is another point to note that can digital technology bring in agility teams and how swiftly agility can pull of employees. Sometimes organization stands on fence to find the right strategic action for digital agility. Let us say the app fresh to home, big basket, Licious are big time digital game changer. Big basket leverages in building data science for optimizing their business model. Machine learning and analytics envisaged 99% successful on time delivery. Data is the main principle to reach and manage their customers. IoT application is used to ensure delivery of quality fresh products in fruits and vegetables says Subramani. M head of Analytics, Big Basket. This study has been taken up to understand the Digital HR practices and how digital transformation has changed the work flow.

REVIEW OF LITERATURE:

Reddy et al (2020) Studying how artificial intelligence affects employment strategy is the main goal of this essay. The research sheds light on the methods that businesses employ when hiring AI specialists. To further examine the idea, this research relies solely on external sources of information, including philosophical papers, numerous peer-reviewed journal pieces, novels, and websites. The complete paper is drafted using secondary sources like books, websites, journals, reports, and publications from experts. In summation, AI plays a part in data upkeep, allowing businesses to save money and time while gaining greater access and precision throughout the entire hiring process.

In Malathi's (2019) article, the use of machine learning to substitute some HRM-related tasks, particularly in the IT sector, is the main topic. The goal is to comprehend how AI and ML are used in HR roles in the IT sector - to try building a model based on the results. This report uses the examples of a few businesses to demonstrate how they used machine learning to change their HR operations. To demonstrate how the businesses implemented machine learning in HR successfully, sample examples are used. In summation, there are a variety of creative methods that machine learning and artificial intelligence can be applied to HR functions.

Sergi, B. S (2020) In this essay, the author discusses how the use of artificial intelligence can result in a complete digital change of an organization when various departments, including manufacturing, finance, marketing, human resources, and finance, are well-coordinated. The report's author came to the conclusion that HR pros can use various AI tools and technology for all HR tasks, including employment, screening, training, and development as well as performance management, pay, and incentive management.

S. Robledo et al. (2021) In today's organizations, there is a strong debate over how to discover the appropriate people quickly and affordably. This paper is based on investigation into various aspects of artificial intelligence by the PwC global network, contributions from business partners, interviews with industry professionals, and the insightful comments of the attendees of our Round Table session in October 2017, which was organized in collaboration with Seed link. With a case study on Loreal Company, this research aids in our understanding of how to effectively adopt AI.

Andrew Ng (2016) In order to use digital technology for improved regulation changes, it is necessary to combine the information from various management aspects in order to make informed corporate choices. The digitization of human resources has occurred on a variety of levels, including the use of digitization in the recording of the organization's internal and exterior actions while ignoring value-creating activities. Utilization of digital technologies to digitally transform current company's operations is the greatest possible cost savings.

OBJECTIVES:

1. To examine the demographics of IT sector workers
2. To research the effects of the transformation of digital human resources in the IT sector

RESEARCH METHODOLOGY:

Primary data are used in the investigation. The required information was gathered via the use of questionnaires. After discussing with the employer and workers in Bangalore's IT sector, questionson the goals have been developed. The study's 200-person group was drawn from five different IT firms, including Wipro, Infosys, Oracle, IBM, and TCS. Using information gathered through an online poll and in-person interviews, we can better comprehend how employees feel about the digital evolution of human resources. The results were analyzed using SPSS.

HYPOTHESIS:

H_1: There is no impact of Digital Human Resources Transformation in IT Sector in Bangalore City

ANALYSIS AND INTERPRETATION:

Variables	Characteristics	Frequency	Percentage
Gender	Women	107	69
	Men	48	31
Marital Status	Married	79	51
	Single	76	49
Age	25-30	79	51
	30-35	64	41.3
	35-40	12	7.7
Education level	Graduate	79	50.9
	Post Graduate	43	27.7
Monthly household income	15000- 20000	15	9.6
	20000-30000	35	22.5
	30000-40000	40	25.8
	40000 & above	65	41.9
Experience	01– 2 year	36	23.2
	2 - 5 year	105	67.7
	5- 11 year	10	6.5
	12- 20 year	4	2.6
			Continued…

Variables	Characteristics	Frequency	Percentage
Position	Software developer	40	25.8
	Software Architect	45	29.0
	Software engineer	70	45.2
	Fresher's	22	14.2

Table 16.1: Descriptive Statistics
(Own Source Calculation)

Out of 155 responses, those between the ages of 25 and 35 made up the majority (51% and 41%), followed by those between the ages of 35 and 40 with just under 7.7%. A sample of this size was taken from the population, and 69% of the respondents were women and 31% were men. Table 16.1 also reveals that, of the 155 respondents, 79 were married and 76 were single. 50% of respondents have completed graduation, followed by 27.7% of respondents have completed post-graduation and Software developers hold the majority ofthe market share, followed by software architects 29% of the time.

Variables	No. of Statement	Alpha
Availability of enormous amounts of data	5	0.982
Administrative Tasks	5	0.804
Employee Experience	4	0.719
Work-life Balance	4	0.873

Table 16.2: Reliability Test

In table 16.2, the internal consistency of the questionnaire, which gauges how closely the questions and variables are connected to one another, was evaluated using the Cronbach's alpha reliability test in table 16.2. The findings demonstrate that the measurement used in the research is accurate since the alpha values are equivalent to or higher than 0.70, and as a consequence, it is approved (Goodboy et al., 2020).

Correlations		Availability of Enormous Amounts of data	Administrative Tasks	Employee Experience	Work-life Balance
Availability of enormous amounts of data	Pearson Correlation	1			
	Sig. (2-tailed)	0.00			
	N	155			
Administrative Tasks	Pearson Correlation	.861**	1		
	Sig. (2-tailed)	.000			
	N	155	150		
Employee Experience	Pearson Correlation	.943**	.843**	1	
	Sig. (2-tailed)	.000	.000		
	N	155	155	155	
Work-life Balance	Pearson Correlation	.696**	.488**	.714**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	155	155	155	155
**. Correlation is significant at the 0.01 level (2-tailed).					

Table 16.3: Correlations

The relationship between the availability of huge quantities of data and administrative tasks, employee experience, and work-life harmony is explained in table 16.3 above. The availability of huge quantities of data and administrative tasks are positively correlated. Massive quantities of data

are readily available, and there is a powerful and favorable correlation between this and employee experience (0.943). The availability of vast quantities of data and work-life balance werefound to be positively correlated, with a 0.696 coefficient.

ANOVA		Sum of Squares	Df	Mean Square	F	Sig.	Remarks
Availability of enormous amounts of data	Between Groups	2.983	1	.709	9.801	.001	Rejected
	Within Groups	46.882	153	.618			
	Total	49.865	154				
Administrative Tasks	Between Groups	1.833	1	.711	2.785	.000	Rejected
	Within Groups	49.909	153	.873			
	Total	51.742	154				
Employee Experience	Between Groups	2.913	1	.588	2.983	.000	Rejected
	Within Groups	32.819	153	.916			
	Total	35.732	154				
Work-life Balance	Between Groups	.393	1	.393	.331	.000	Rejected
	Within Groups	568.355	153	1.189			
	Total	568.748	154				

Table 16.4: Impact of Digital Human Resources Transformation in IT Sector inBangalore City

The availability of enormous amounts of data, administrative tasks, employee experience, and work-life balance all have significant effects on the Digital Human Resources Transformation, according to the results of the ANOVA test conducted on each statement of variables in the IT Sector in Bangalore City. Accordingly, the null hypothesis was rejected.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612[a]	.374	.363	2.81608

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1066.467	1	266.617	33.620	.000[b]
	Residual	1784.320	153	7.930		
	Total	2850.787	154			

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	Availability of enormous amounts of data	5.013	.734		6.832	.000
	Administrative Tasks	-.870	.735	-.184	-1.184	.001
	Employee Experience	5.442	.794	.597	6.858	.000
	Work life balance	-.429	.685	-.045	-.627	.000
a. Dependent Variable: Green Practices						

Table 16.5: ANOVA

The fragments of evidence shown in table 16.5 represent the specific outcomes of bootstrapping for the assessment of the hypothesis. The analysis bootstrapping method explains the degree of

importance of the route between the factors when evaluating the theory. The availability of vast quantities of data, employee experience, administrative tasks, and work-life balance are four separate factors that have a significant effect on the transformation of digital human resources in the IT sector in Bengaluru city, as can be seen from the coefficient chart.

FINDINGS:

The study discovered a favorable correlation between administrative tasks, employee experience, and work-life balance, as well as the availability of vast volumes of data. The findings of this study support past studies that looked at how the digital revolution has affected human resource management. The research also linked previously unaddressed areas of work-family balance, employee experience, and regular tasks with the digital transformation of human resources.

SUGGESTIONS:

- We are now entering a time when conventional office-based HR is losing its relevance as a result of this quick transition to digital communication and cooperation.
- In order to survive in the contemporary digital world, organizations are looking for methods to streamline operations and procedures and improve their efficiency, effectiveness, and agility.
- These technological tools have the capacity to greatly impact the working environment and the experience of employees if properly implemented.
- Technology is always altering and evolving. New technological developments will soon become the standard. Future HR patterns will emerge, some of which will stick around for a while and others will only last a short while.
- Businesses have increased their efforts in recent years to support a diverse and inclusive workplace. Nonetheless, the success was not very notable. This was primarily due to the lack of information necessary to adequately examine the result. Because most employee data was retained on paper, there were issues with storage and accessibility.

CONCLUSION:

The survey's participants believe that factors affecting employee experience, such as the physical, technical, and societal surroundings, will facilitate the change of human resources. The government needs to comprehend the challenges of administrative tasks like updating personal information, benefits information, and personal relationships, as well as the improvements needed for work-family balance, physical and mental health, and general happiness by enhancing factors related to the digital transformation. Human resource management will be digitally changed to improve the organizations designs, renewal, and performance.

Utilizing information and communication technologies increases the human resource's digital competence, leading to higher production. Businesses are conscious of the clear competitive benefits of enhancing departmental coordination, communication, and staffing. While some workers may be resistant to managerial and cultural changes, most will need to adapt as the digital transformation progresses.

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AN ANALYSIS OF SUSTAINABLE BUSINESS MODEL: ISSUES PERSPECTIVE

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ABSTRACT:

Sustainability is a crucial governance issue and a cornerstone concept in strategic management. Sustainable Business Models (SBM) are the advanced framework to integrate sustainability into corporations. A sustainable organization will seek Tipple Bottom Line profit instead of profit by aligning with sustainable value proposition, creation and capture mechanisms. At present businesses adopt comprehensive sustainability strategies, but are fragmented and ineffective. A systematic literature review (SLR) technique is adopted in this work to determine the reason behind fragmented sustainability in SBMs. The review critically examined why sustainable business models are less effective in addressing the pressing sustainability issues. Findings suggests that, the absence of good governance, ineffective strategy adoption, an inappropriate sustainability performance measurement system, the absence of multi-stakeholder engagement, the inability to blend resources and capabilities, and the inappropriate knowledge management system are the reasons behind the failure of sustainable business models. This study helps the organizations to understand the source of their pressing sustainability issues. By keeping this study as a base organizations' can convert SBM as powerful strategic tool against governance issue sustainability.

Keywords: Corporate Governance, Strategy, Sustainable Business Model, Sustainability.

INTRODUCTION:

A Sustainable Business Model (SBM) is a value proposition-oriented strategic approach, helps to address complex sustainability issues in business. Currently, this model gain high attention in management academia and research due to their excess potential in addressing sustainability issues (Hart & Milstein, 2014). Though it is a young stream in research the intellectual roots are deep and interlinked with other domains (Schaltegger et al., 2016). Resources, capabilities, and institutional factors together impact an organization's strategy, competitiveness, and sustainability(Lloret, 2016). The strategy brings distinct competitiveness to the organization, and integrating sustainability into the competitive strategy is an innovative way to sustain competitive advantage (Harmon & Moolenkamp, 2012). Sustainability strategies are hybrid, formulating and implementing these strategies helps advance business model sustainability. In other words,sustainability advancement is an outcome of excellent strategic management (Štrukelj et al., 2020).

'Sustainable' in an organizational context is about proposing, creating, and capturing sustainable value. So sustainable business models adopt different strategies to integrate sustainability into the product, process, and profitability (Bell & Stellingwerf, 2012). Unsustainable development harms human existence; hence, the United Nations guides nations and organizations to follow the Sustainable Development Goals (SDGs) to reduce the impact of it. These goals (SDGs) will guide organizations to improve their organizational sustainability (Jones & Comfort, 2019). SBM's strategic approach is in line with the SDGs; it focuses on holistic growth and profit-making simultaneously. The invisible SBM framework integrates sustainability into competitive strategy; choice based sustainability strategies will be applied to this framework. This framework advances

system-level sustainability or addresses sustainability issues due to systems (Baumgartner & Ebner, 2010). Many organizations implement sustainability strategies due to regulatory reasons. Some organizations seek sustainability. However, the fact is that business sustainability is fragmented in the real world (Fergusson et al., 2020). Adopting a distinct sustainability strategy is a tool for sustainable development. But to improve business model sustainability through an SBMframework, organizations must identify the root cause of the sustainability issue.

The term sustainability is vague, complex, and context-oriented (Geissdoerfer et al., 2018) A sustainable business model focuses on resource efficiency, social relevance, longevity, localization, engagement, ethical sourcing, financial stability, and work enrichment (Wells, 2013).A sustainable business model neutrally deals with the environment, society, and economy. It becomes a governance issue when the corporate disrupts any of these balances. The sustainable business model becomes a strategic tool while the organization targets sustained competitive advantage either by integrating sustainability into the business models or by addressing a pressingsustainability issue (Upward & Jones, 2016). The expectation of economic performance, the level of environmental wisdom, and the options available in the environment vary, and as a result the sustainability level also varies across businesses (Wells, 2010) (Sukitsch et al., 2015). As environmental sustainability is the main item that threatens the ecological balance, organizations take initiatives to reduce material, energy, and resource consumption and emission to air, water, and land (Ingarao et al., 2012). Business model innovation, dynamic capability building, multi-stakeholder engagement etc., are the different strategies of sustainable business models (Rudnicka, 2017). Industry structure is one factor that impacts business model sustainability. Strategies and organizational structure cause firm-level differences that contribute to organizational sustainability. Hence, industry diversities and firm-level differences determine business model sustainability (Dunn, Craig; Burton, 2006). Sustainability issue arises in a business when it threatens the Environmetal-Social- Economic balances (Wells, 2013). A sustainable business model must consider. Resource efficiency, social relevance, longevity, localization and engagement, ethical sourcing, financial stability and work enrichment (Wells, 2016).

OBJECTIVE:

This review's objective is to understand why sustainable business models fail to address sustainability issues though it has the potential to address various sustainability interventions.

RESEARCH METHODOLOGY:

A five-step systematic literature review technique is applied in this research (Kunz, 2003). Set one research questions research questions in stage one. Why sustainable business models fail to address sustainability issues?

During stage two, we have searched articles from the Scopus and web of science database. We have adopted three keywords strategy, sustainability and sustainable business models during the initial search string.In stage three of the SLR process, article quality assessed and selected papers based on the relevance by scanning through article title and abstract. With the help of delimitation technique procured the highly relevant articles for inclusion. In the fourth sage, article related to corporate sustainability were reviewed to understand how firm differences contribute to corporate sustainability. Thematic coding is used to analyze qualitative data in which recording or identifying passages and texts with similar idea are categorically arranged (Kunz, 2003). Fifth stage of this SLR process furnished the results of the review.

Timeframe factor considered in this work, progress and issues in sustainable business model identified from latest literatures and searched for the solutions in the early literatures from strategy and sustainability area.

RESULTS AND DISCUSSION:

Sustainable Business Model and strategic adoption are explained by multiple authors in many ways. Some stated that Business Model Sustainability varies based on the strategic changes, some others stated that, macro-economic factors impact micro-level sustainability (Wells, 2010). Some authors highlighted the human resource perspective and stated strategies such as green talent management helps to unblock sustainability (Gardas et al., 2019). But in actual context, how organizations deal with risk mitigation, relationship maintenance and competitive advantage are directly impact the corporate sustainability (Montiel & Delgado-Ceballos, 2014). Diversified initiatives taken by the various organizations results to sustainability differently. Table-1 listed various factors impacts sustainability in Business Models.

Sl. No.	Author	Content Analysis	Sustainability Issues Arises Due to
1	(Nelson, 1991.)	Strategy, structure, technology, dynamic capabilities, innovation and knowledge management bring uniqueness to the organizations.	Variations in Strategy, Structure, dynamic capabilities, Knowledge Management in Business Models.
2	(Aras & Crowther, 2008)	Relationship between corporate governance and corporate sustainability is obvious. A company will address associated problems more thoroughly if it has a thorough grasp of both corporate governance and sustainability. By implication, better corporate governance will result from a fuller grasp of the interrelationships, support the better organizational performance.	Governance Mechanism
3	(Baumgartner & Ebner, 2010)	Corporate maturity level determines the effectiveness of sustainability deployment. The linkage between corporate sustainability strategies and competitive strategies together support to develop a sustainable corporation.	Wrong strategic choices
4	(Spangenberg et al., 2010)	Due to inefficient design transition towards sustainable society is impossible today. Design for Sustainability (DfS) is an innovative design philosophy which integrate social, economic, environmental and institutional dimensions of sustainability.	Design Philosophy
5	(Okorley & Nkrumah, 2012)	The sustainability of local NGOs can be significantly impacted by the availability of funds, high-quality material resources, supportive leadership, the development of needs- and demand-driven programs, and efficient administration.	Fund availability/Material Sources/Leadership Support/ Administration efficiency.
6	(Michelon & Parbonetti, 2012)	Corporate governance and sustainability disclosure are closely connected. Various directors' competencies impact board's performance as well as sustainability disclosure.	Varying role of Directors
7	(Janggu et al., 2014)	Board size, professionalism, board designation etc. have high impact on sustainability disclosure.	Corporate Governance Mechanism
8	(Khalid, 2014)	Variable frequency drives (VFDs) are the cost effective and advanced technology aids to reduce electricity consumption. The effective application of this technology into business solution will lead to energy efficiency.	Variations in technology Adoption
9	(Lloret, 2016)	Restrictions on sustainability can be overcome with a strategy that integrates three domains—a market-industry view, a resource-based view, and an institutional-based view. Domains linked to stakeholders, sustainable leadership, and corporate governance also needs to be considered.	Adoption of resource based view, Institutional view, stakeholder's impact, leadership, Corporate governance causes sustainability variations.
10	(Page & Spira, 2016)	Corporate governance has the custodianship of business models. Strategy setting roles of directors impacts the sustainability performance of the firms.	Corporate Governance

Continued…

Sl. No.	Author	Content Analysis	Sustainability Issues Arises Due to
11	(van Tulder et al., 2016)	Cross sectoral partnership (CSPs) aligning with varying backgrounds, values, ideas and resources are effective tool to address complex societal issues. But CSPs act as the drivers for change depends on their navigation into the social problems.	Absence of Multi Stakeholder engagement in strategic decision making.
12	(Tilt, 2016)	According this study, CSR can favorably affect an organization's green organizational identity and green adaptive capacity, which in turn improves the success of a company's new green product.	Wrong strategy adoption for product sustainability
13	(Laskar & Maji, 2016)	The concept of sustainability varies based on the country standards, it is advanced in developed countries and advancing in developing countries like India. As a result of that sustainability reporting practices will also vary based on the county guidelines.	Absence of considering geographic diversity in strategic choices.
14	(Camilleri, 2017)	Corporate sustainability and responsibility are related each other; both these concepts are related to stakeholders' interest protection and are strategic in nature.	Level of stakeholder engagement in strategy.
15	(Hussain et al., 2018)	A board that is more independent, has a higher proportion of women, and has a designated CSR committee that meets more frequently is better able to keep an eye on management choices that affect environmental and or social problems.	Governance Mechanism
16	(Hourneaux Jr et al., 2018)	There are various levels and approaches to use the TBL sustainability indicators. It is crucial to emphasize that a number of other elements, including industry, business size, regional regulations, stakeholder activities, and the competitive environment, and the company lifecycle, can also affect how sustainable performance is assessed.	Industry, Business size, Regional regulations, Stakeholders, Competitive environment are the factors impact sustainable business model.
17	(Cezarino et al., 2019)	Organizations have three ways to align with sustainability. The first way is through integrative strategies such as green products, biodiversity consideration, organic processing, and electricity self-sufficiency. The second is developing a sustainable culture by promoting a sustainability mindset and environmental awareness. The third is that through innovation, organizations change products and processes and adopt new partnerships, alliances, and knowledge management for sustainability.	Variations in Strategy, Culture and Innovation impact business model sustainability.
18	(Bornemann & Strassheim, 2019)	The dynamics between the time and sustainability oriented administration is vague. Different combinations of governance techniques result in various sustainability timeframes, which in turn influence how sustainability is understood.	Governance Mechanism
19	(Rodrigues & Franco, 2019)	The sustainability level at the organizations depends upon the strategy formulation and its deployment. Objective, competitive advantage, internal and external legitimacy together determines corporate sustainability level.	Strategy formulation errors.
20	(Nikolaou et al., 2019)	To develop a strongly sustainable corporate understanding the firm's interaction with the stakeholders is critical.	Stakeholder Management issues.
22	(Bai et al., 2020)	Industry 4.0 technologies have the greatest impact on sustainability. Robotics, Artificial Intelligence, Quantum Computing, Additive manufacturing, Internet of Things etc. contribute substantially to the sustainability.	Absence of advanced technology adoption.
23	(Štrukelj et al., 2020)	Organizational values, key stake holders, stake holders' values organizational culture, ethics, business policy innovation are critical elements associated to the corporate behaviour. Achieving these elements are important for social responsibility and sustainability.	Inability to manage stakeholders.

Sl. No.	Author	Content Analysis	Sustainability Issues Arises Due to
24	(Llopis-albert et al., 2021)	Manufacturers will experience higher profits, productivity, and competitiveness if they engage in the right strategies for adjusting to the digital transformation	Failure to adopt digital transformation strategies.
25	(Shyna & Ranganathan, 2022)	Fairness in corporate governance is positively correlated to the fairness in corporate Sustainability.	Absence of corporate Fairness

Table 17.1: Content Analysis to Determine the Factors Affecting Sustainable Business Models

Sustainability strategies in business models, the principles for risk mitigation and legitimization into strategic choices etc. impacts sustainable business model. Measures taken by the organizationsto implement, knowledge management, collaboration, and innovation, etc. will be varied. Based on the initiatives, corporations perform sustainably. A business model is the invisible framework that represents the entire functioning of an organization. Being the custodian of the business model corporate governance is responsible for sustaining and developing a business or corporation (Page& Spira, 2016)(Schaltegger et al., 2016). Board structure, board composition, board proceedings, board professionalism, etc. define the impact of the governance mechanism on sustainability performance (Naciti, 2019). At the same time, corporate governance is about policy and strategy formulation and deployment (Štrukelj et al., 2020). Hence, corporate governance is responsible for differentiating the firm and converting the corporation into a sustainable corporation. Strategies, supply chain strategies, and in product and process strategies. Adoption of design philosophies such as eco-design, green design, etc. is also governance-level decision. Emission reduction, waste disposal, end-of-life treatment, technology adoption, etc. are also outcomes of fair governance mechanism. Based on these findings this research argues that, corporate governance is responsible for corporate sustainability.

CONCLUSION:

"Greediness is the mother of destruction" is not a simple saying, but it is highly relevant in the eraof unsustainable development and raising sustainability issues. A sustainable business model should replace greed based – profit maximization with sustainability-based Tipple bottom-line profit. This systematic literature review analyzed and listed a few issues in sustainable business models that results in fragmented sustainability. The absence of good governance, ineffective strategy adoption, an inappropriate sustainability performance measurement system, the absence of multi-stakeholder engagement, the inability to blend resources and capabilities, and the inappropriate knowledge management are the reasons behind the failure of sustainable business models. A sustainable business model can serve as a powerful strategic tool against governance issue sustainability by addressing the listed issues. Further study in this line can be continued to empirically prove the dynamics between corporate governance and corporate sustainability through the lens of strategic management. The study observed various aspects connected to the economic and environmental dimensions of corporate sustainability, with less justification provided for the social dimension. The study also lacks empirical support to prove how each of these factors determines the sustainability level of business models.

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CHAPTER - 18

A STUDY ON TRENDS, CHALLENGES AND OPPORTUNITIES ON BITCOIN ANDOTHER CRYPTOCURRENCIES WITH REGULATORY ENVIRONMENT

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ABSTRACT:

Due to rapid increase in the growth of information and technology in our daily lives, we as human beings are highly dependent on the virtual world of online business. And this practice has become more effective and flexible because of the type of lifestyle adopted. The online world has attracted many genuine users which enable them to buy, sell and trade with the physical existence. In traditional sense, currencies are issued and regulated by the country's apex bank with the interference of the Government to systematically combat inflation and sudden rise in exchange prices which would affect the overall economy. Now-a-days the trend has shifted to digital currency from the modern currency. This has bought in innovation in the field of currencywith the rise in crypto-currency. The Cryptocurrencies have become omnipresent –unique medium of exchange, prompting more national and regional authorities to monitor and control with their regulation. Usage of virtual currency has become the trend of online trading. In currentyears, the common tendency in towards inclusion of Cryptocurrency trading by the various Financial Institutions. The term 'Crypto-Currency is derived from the encryption method which is used to safeguard the network. It is a digital currency mainly based on blockchain technology. Blockchain is regarded as the distributed database system and is managed by peer-to-peer network. Many of the warnings issues by various countries also note the illegal activities created due to usage of Cryptocurrencies. Some of the countries have gone to impose restrictions on investments in Cryptocurrencies and they have based all transactions associated with the currencies. Usually unregulated digital currency is used and controlled by a private issuer. This isone of the reasons tax authorities and government bodies worldwide still think as the best practices of Cryptocurrency is legal or illegal. In this context, functions and trends of such Cryptocurrencies are needed to be analysed and measured. Bitcoin, Ethereum, Binance Coin, Ripple, Dogecoin are few of the top Cryptocurrencies. The conflicts with different regulatory expectations occur due to privacy, transparency and legal environment. This paper also discusses the risks and opportunities connected with the Cryptocurrencies and establish numerous recommendations and supplementary issues with the monitoring framework.

Keywords: Cryptocurrencies, Privacy, Transparency Legal Environment.

INTRODUCTION:

As the Fourth Industrial Revolution accumulates pace, developments are turning out to be quicker, more effective and more generally open than any other time in recent memory. Innovation is getting progressively associated and we are currently observing a union of the computerized, physical and organic domains. Rising advances are empowering cultural movements as they seismically influence economies, qualities, personalities and opportunities forpeople in the future. There is an exceptional chance to tackle the Fourth Industrial Revolution – the cultural changes it

triggers in order to address natural issues and change with common worldwide condition. Left unchecked, the Fourth Industrial Revolution could have further unintended negative results for our worldwide hall. For instance, it could fuel existing dangers to natural security by further exhausting worldwide fishing stocks, biodiversity and assets. Moreover, it could make altogether new dangers that should be thought of and oversaw, especially according to the assortment and responsibility for ecological information, the extraction of assets and removal of new materials, and the effect of new progressed and robotized machines. Bridling these chances and proactively dealing with these dangers will require a change of the current "empowering condition" for worldwide ecological executives. It requires proactive joint effort among strategy creators, researchers, common society, innovation champions and financial specialists. While examining the development with Cryptocurrency, innovations have been in progress. Albeit national banks are among the most careful furthermore, reasonable establishments- the first to execute block chain innovation. Block chain systems are envisioned to have immense impact in various sectors. However, the practical aspects and deployment have seen slower progress. One of the critical concerns restraining the practical deployment of block chain is security and privacy of data and computations within the applications. Our research work focuses on making Block chain more practically deployable by enhancing privacy, security and scalability.

Cryptography is the method of changing information with a secret encoding key i.e.) encryption. Individuals have exchanged physical resources for products since the beginning of time. Those currencies today are generally printed bills or coins, represented by an incorporated position. Crypto forms of money are an advanced type of cash that sudden spike in demand for an absolutely new financial framework. There are numerous kinds of digital money with different capacities. Despite each capacity, each computerized money is upheld by a decentralized distributed system called the block chain. Block chain innovation guarantees that all cryptographic forms of money are monitored, notwithstanding in the event that they are being held in a computerized wallet or being utilized in exchanging.

The adequacy of running such a framework, in any case, requires a foundation that guarantees that cheating and gaming the framework. The need for encryption of data arises because to make the system more authenticated and people can access only if they have authorization. Transforming information to a secret form is known as encryption and vice versa is called as decryption. In the beginning, government used to view cryptography as a threat for national security. But after understanding the importance of this tool, they prompted changes in cryptography laws. There are various amendment rights that prohibit government from limiting the usage of technology in private behaviour. While one of the destinations of Bitcoin was to turn into a type of electronic money on the web instalments. Nonetheless, this is starting to change, and there are various rising go-betweens that are starting to work inside the Bitcoin organize, which incorporate trades, dealer cycles and cash transmitters

MEANING:

Cryptography deals with secret sharing of information with the usage of encoding and decoding and it's necessary to understand the process of how Cryptocurrency works and recent trends in the field. It will help to frame the regulation and policies to make Cryptocurrency more user friendly and can be applied in various financial fields as a pivoting tool. It is a digital currency wherein the records and maintained and verified by a decentralized system.

LITERATURE REVIEW:

Hayes, A. S. (2017) The paper expects to distinguish the feasible determinants for digital money esteem arrangement, including that of Bitcoin. As of Bitcoin's developing mainstream bid and

vendor acknowledgment, it has got progressively imperative to attempt to comprehend the elements that impact its worth arrangement. By and by, the estimation of all Bitcoins in presence speak around $7 billion, and more than $60 million of national worth changes hands every day. There is a growing dynamic commercial centre for Bitcoin, and an acknowledgment of computerized monetary standards as a rising resource class. Moreover there is a recorded and over-the-counter market for Bitcoin and other advanced monetary forms, yet additionally an eminent subsidiaries market. In that, the capacity to esteem Bitcoin and related digital currencies is getting basic to its foundation as an authentic budgetary resource.

Schaupp, L. C. (2018) The block chain innovation is a new methodology in the field of data advancements. As one of its first usage, Bitcoin as a digital currency has increased a ton of consideration. Along with Ethereum, block chain execution with centre around shrewd agreements, they speak to the very centre of present day digital money improvement. This paper is intended to give a concise prologue to these subjects.

Vujičić, D. (2018) Block chain innovation is the hidden empowering innovation created for Bitcoin, the most well-known digital currency. People and associations may profit by blockchain with its capacity to secure information trade and to make that exchange less complex and simpler between substances. They build up a model of cryptographic money appropriation grounded in the hypothesis of arranged conduct (TPB). They offer experimental proof for a superior hypothetical comprehension of digital money reception with reasonable ramifications in an e- government setting.

Makarov, I. (2020) Cryptographic money markets display times of enormous, repetitive exchange openings across trades. These value deviations are a lot bigger across than inside nations, between digital forms of money, featuring the significance of capital controls for the development of exchange capital. Nations with higher Bitcoin premier over the US Bitcoin value see enlarging exchange deviations when Bitcoin increases in value. At long last, we deteriorate marked volume on each trade into a typical and a particular segment. The regular segment clarifies 80% of Bitcoin returns. The eccentric segments help to clarify exchange spreads between trades.

RESEARCH METHODOLOGY:

The present research paper is purely based on secondary data which includes referring to publication research, journals and magazines, articles published in newspaper, reports, previously published papers duly mentioned in the reference and literature review.

OBJECTIVES OF THE STUDY:

- To understand the functions and trends of Cryptocurrency in the present context.
- To identify and understand the impact of Cryptocurrencies on regulated environment. To assess the need for Cryptocurrencies in the present scenario.
- To study the scope of Cryptocurrency in Developed and Developing Countries.

SCOPE OF THE STUDY:

The scope considers the volatility in ever changing market and operate in a broader point of view. The research starts with meaning and introduction of Cryptocurrencies with respect to recent development in Cryptocurrencies with specific to Bitcoin and doge coin. The trend of Cryptocurrencies has increased after the monetary policy changes across the globe. These currencies are not available in physical form. The Cryptocurrencies are able to convert into physical from in the way of listing in various exchange platforms. Secondly the article explains how Cryptocurrency functions and thirdly the performance of Cryptocurrencies in many countries such as developed country and developing country. In many countries, Cryptocurrencies are made

legal by charging certain portion as tax. It can be a risky investment and the advancement of new technology in banking system may drive the price variations in Cryptocurrency. Cryptocurrencies are said to be digital gold. It has worldwide scope in different means of payment. Some of the Cryptocurrencies are widely accepted by many merchants.

LIMITATIONS:

The study is based on secondary data taken from various journals and previously published work. This may misrepresent the trustworthiness of the result obtained. Time constraint for convincing the project is also a factor that might have affected the study.

ISSUES, CHALLENGES AND FINDINGS:

The invention and spread of Cryptocurrencies present many risks and related policy issues. As they are decentralized, it could facilitate money laundering and other crimes. Money is commonly identified as a component of a country's financial system. The principal point here is not money itself, but the way money is used and accomplished exactly with no intermediation. Cryptocurrencies have numerous features to cash. The continued loss of trust and lack of effective government may contribute to an increasing willingness for people to adopt additional ways to store money.

The present research shows that the future of Cryptocurrencies requires safe payments through innovation, demand and supply and acceptance. Cryptocurrencies are not issued by any central authority, but rather are stored and transferred electronically through block chain technology. This is possible only with a connection to the internet. Usually Central bank of any county controls the financial system. However, with Cryptocurrencies these transactions can be processed and validated by an open market network.Because of this special feature, central banks cannot control on Bitcoin and other Cryptocurrencies. With a click button, one can value the exchange over the globe while these updated Cryptocurrencies still have drawbacks such as high fees, scaling issues, and a lack of prevalent trust. These difficulties could be improved upon over time with the appearance of large scale of chain payment networks and clear management.

Bitcoin, Doge coin and other Cryptocurrency can best be labelled as potential currencies. Securing cryptography makes it very difficult for modification and changes. This creates trust less system of transaction. It is also important to remember that Cryptocurrencies are still fiat money which relies on a relationship of trust between the issuer and the user.

Bitcoin and other Cryptocurrencies still have several constraints to overcome before they could modify, replace the existing currency systems. The introduction of Cryptocurrencies may also lead to increased levels of transparency in the field of financial market. Once Cryptocurrencies have been acquired, users do not need to relay on themselves because the collective security is embedded in the block chain technology. We can think broadly about Cryptocurrencies based on the economic goals of the network.

Even though the bit coin and other Cryptocurrencies are exposed to some risks such as instable price, it cannot be sufficiently addressed by legal means. Other risks are eliminated by using the current policy, tactics and implication of mechanism. Exchange of Bitcoins at ATM leads to licensing, registration, and documenting the requirements. Investors have a calm mind before delegating their money to non-traditional financial services and for that the virtual currency services proves the classy level of security of the data. The bit coin and other virtual currency are distributed and irreplaceable. As the Cryptocurrencies are instable in nature, it is considered as prone to dramatic changes and still it is considered as not tested either as exchange method or the investment method. All the Cryptocurrency investment transactions are considered capital gain for the purpose of the tax evasion

CRYPTOCURRENCY AND ITS REGULATORY ENVIRONMENT:
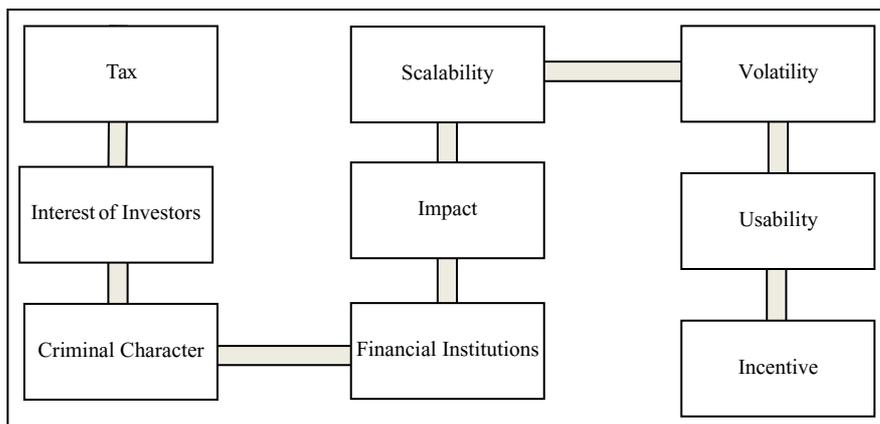
Figure 18.1: Cryptocurrency and Its Regulatory Environment

- **Tax:** Based on the classifications of Cryptocurrency, the tax treatment of Cryptocurrency may differ. Most of countries allow the Cryptocurrency market to activate and enforces taxes. Capital gain tax free allowance allows the investor to escape from paying the tax. But some of the countries do not enforce the taxes on the transactions of the Cryptocurrency. If a company provides Cryptocurrencies to their employees, then it can be treated as fringe benefits, salary and wages.

- **Protects the Interest of the Investors:** In Cryptocurrency market, there is no rules and regulation for protecting or maintain the interest of the stakeholder's interest. The regulations laid down in the market of the Cryptocurrency are sufficient to protect or becomes a burden for the consumer.

- **Criminal Character and Bitcoin:** Bit coin and other virtual currencies are utilized for the criminal activity. Funds can be transferred easily across the globe; these currencies are bogus in nature. It involves risk, indecision and anxiety. The defence department also examines Cryptocurrencies, as it concentrates on capabilities of terrorism. Even though in terrorism, the virtual currencies are a theoretical issue but issues of financing criminal tasks are somewhat real.

- **Scalability:** Scalability postpones the block chain's capacity to change the organisation, society, authority. The basic foundation protocols do not scale to great volumes on account of being limited in terms of the designs, as it gives boundaries to the complex transaction.

- **Impact of Monetary Policy:** By deleting certain rules and regulations, the Cryptocurrencies indirectly affect in its implementation. Such results can be materialised by giving new place for the users of the currency to exchange the control of the capital. The adoption of Cryptocurrency across the globe, would allow the international capital markets unrestricted by default. The influence of Cryptocurrencies on the central banks are greatly influenced by the public. The well-known adoption of Cryptocurrency leads to difficulty in attaining the objective of the stability of the price. Nevertheless, it has major three significant functions of the stable monetary system such as, first, there is no security against the risk of the deflation of the structure. Second, stubborn supply schedule and lastly, it eliminates the possibility of any flexible reaction to the bit coins. This disappoints the adoption of bit coins at the nation state or at the currency area level.

- **Cryptocurrency and Its Financial Institutions:** Cryptocurrency has wide range in the field of the financial sector. It is considered as abstract investment asset by the market players to utilize. In many countries it is considered as Bitcoin, it holds the most of the shares in the Cryptocurrency market. This mainly utilised as abstract instrument rather than an unconventional currency. In abstract instrument the trading includes buying, selling, and exchanging of Cryptocurrency.

- **Volatility:** Volatility is the challenges of technical and economical. Volatility is the major drawback of Cryptocurrencies, as it accepts the payments worldwide, which creates problems. The traditional financial system faces problems which are similar to those faced by the crypto – exchanges. The increase in the volatility of crypto assets leads to capacity to affect the negativity.
- **Usability:** Usability and implementation of DLT business, Cryptocurrencies and crypto assets are required to invest in design thinking as user friendly design approved as high end technology. This helps the organisation and individual user. For adoption of high end technology, the accessibility of block chain plays crucial role.
- **Incentives:** In order to develop the economic and contractual relationship, incentives place a crucial place. The right design of incentives gives us to attain the mutual gains when the parties involved in a relationship with varied goals and have the different knowledge of the degrees.

CRYPTOCURRENCIES IN VARIOUS COUNTRIES:

Developed Countries:

Cryptocurrencies works as financial tool which can be accessed by developed countries. The globe is changing very fast. New innovations in Cryptocurrencies takes over the traditional financial institutions. Millions of people have the opportunity to invest in, fluctuate their finance in the field of Cryptocurrencies. The Cryptocurrencies will only be accessible through widespread adoption with respective price stabilization. In developed countries where people have choices in swiping their credit card or pay using their mobile phones at cash register. Cryptocurrencies is a legitimate way for an ingenious experiment that allows anonymous digital platform without the involvement of central banks or commercial banks. Google Trends data and tweet volume are better reflecting the mass interest in owning Cryptocurrencies as they involve in increase and decrease with prices.

Developing Countries:

The literature on Cryptocurrencies is very small. In many developing countries Cryptocurrencies influences the various monetary policies of concerned government. The expansion of Cryptocurrencies like Bitcoin and Doge coin are almost adopted by modern economies. Monetary policy plays a very important role with regard to investing platforms. The added benefit using technology may probably involve simplification of administrative process which is related to financial transactions. The volatility in increasing the value of the Cryptocurrencies is uncertainty to investors, and the people who use it as a currency rather than an investment. Traditional monetary policy is extremely difficult to predict the price. Some developed countries still believe that the function of Cryptocurrency is a trust less environment. Cryptocurrencies act as a promising for remittance of payments. The Cryptocurrencies will provide access to global market for business particularly when companies from other nations. There has to be proper control by central bank of the respective country in providing accurate legal access to trade in Cryptocurrencies. In view of International Monetary Fund, it has clearly opposed adoption of Cryptocurrency as a currency, but at the same time it has also listed out few benefits and has supported the use and not as a legal tender. It is unclear about the benefits of Cryptocurrency to developing countries as a whole.

TREND IN CRYPTOCURRENCY:

1. **Decentralized Finance (DeFi):** Decentralised Finance purpose is to recreate the traditional financial system with less brokers. However traditional actions like borrowing, lending, structuring derivative products and buying and selling of securities can be done via a decentralized network. It increases the Cryptocurrency market.
2. **Cashless Society:** In this digital era, improvisation of quality of life depends on technology oriented. In today's worlds, apps for interaction with crypto enable the purchase of digital assets. It gets rid of cash and takes a step forward in the field of Cryptocurrencies.

3. **Bitcoin's Transition to Digital Gold:** Initially Bitcoin was considered as digital gold. When that meme became much more realistic, the idea of Bitcoin as digital gold became so widespread.

4. **Lightning Network and Liquid Side Chain Adoption:** In this developments take place to find solution faster, improving Bitcoin micropayments. Block stream's Liquid sidechain has seen growth in terms of the amount of Bitcoin.

5. **Institutional Money:** An institutional investor is a company or organization that invests money on behalf of other people. These investors are most sophisticated than the average retail investor. It shows the growth of Cryptocurrencies.

6. **Bitcoin - The Halving:** To explain what a Bitcoin Halving is we must first know how the Bitcoin network operates. Bitcoin and its block chain are basically a collection of computers, or nodes around the world that have Bitcoin's code downloaded on them. Each of these computers has all of Bitcoin's block chain stored on them. Each computer has the entire history of Bitcoin transactions which ensures no one can cheat the system as every computer would deny the transaction. In this way, Bitcoin is entirely transparent and those who do not participate in the network can view these transactions taking place live by looking at block explorers.
   Key features of Halving:
   - A Bitcoin halving event is when the reward for mining Bitcoin transactions is cut in half.
   - This event also cuts in half Bitcoin's inflation rate and the rate at which new Bitcoins enter circulation.
   - Both previous halving have correlated with intense boom and bust cycles that have ended with higher prices than prior to the event.

7. **Libra:** Facebook announced a black chain digital currency. Currently Libra is not developed and only rudimentary experimental code has been released. Libra can make major difference in Cryptocurrency when it completely established.

CONCLUSIONS AND SUGGESTIONS:

We conclude that Cryptocurrencies and blockchain technology have drastically developed in the last 13 years. However, this development has paved way for rise in risk factors such as security issues, fault tolerance, network resilience, scalability, immutability, trust and efficiency, which rather needs to be concentrated upon. Due to the emergence of fourth industrial revolution, the security aspects between the various countries are also changing because of the progress in information technology.

The present paper aims to provide analysis of Cryptocurrency use in general and of the bit coin and Doge coin. The paper shows that the future of Cryptocurrencies could be bright if some conditions are fulfilled. Earlier, implementation of the Cryptocurrency has slow moving phase as of it is new technological experience. The bit coin and doge coins have entered into conventional via research and develop solution to the problems. Block chain technology act as backbone for the bit coin as it increases the capability of the users. To conclude, the Cryptocurrencies are the output using cryptography to establish digital property. Unfortunately, the Cryptocurrencies are fraught to update their inventor's needs. It is proved that no present Cryptocurrency has been comprehensively fruitful in fulfilling the role of money. This is because of failure in the implementation for the decentralised system to work in the occurrence of large quarrying association, instable price, high exchanging cost with electricity consumption and theoretically minor degrees of clear as crystal governance.

Cryptocurrency has utmost potential to replace the traditional monetary system. But, to achieve this height of usability, it has to first evolve and accept a secure state of network of currency exchange and soon will conquer the e-business platform also.

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CHAPTER - 19

THE IMPACT OF ONLINE MODE OF LEARNING DURING COVID PANDEMIC: STUDENTS AND TEACHERS – AN OVERVIEW

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ABSTRACT:

The COVID-19 epidemic has impacted teaching across the board in educational institutions. Electronic learning, or e-learning, has replaced conventional classroom instruction during the pandemic. The Indian educational system has introduced a new change that involves offering lessons online in response to the current pandemic issues. Understanding the perspectives of college instructors and students on the online learning environment, as well as their experiences and difficulties with taking online courses, is the aim of the study.To accomplish these goals, college faculty and students were given access to an online poll that was completed.The survey's data were examined using standard tools. Thus, this poll outlines college instructors' perspectives and students' worries about attending online classes, which have been made required in the aftermath of COVID-19.The sample consisted of 70 students from colleges in Bengaluru City. The findings show that from teachers point of it is exceedingly difficult to keep classes for longer duration during online classes and technical issues effect the flow on online classes etc. And from students' point of view. They do not take online classes seriously and show lack of interest and involvement during online classes etc.

Keywords: E-Learning, Covid Pandemic, Technicalsupport, Involvement, Online Classes.

INTRODUCTION:

The World Health Organization designated Covid-19 as a global disease, plague, and contagion in March 2020 because of the widespread illness it has caused. To stop the COVID-19 string, series, and restraints, this led to the temporary closure of all educational institutions in several different countries around the world. Due to COVID-19, regular in-person lessons must be cancelled to ensure the security of the students and instructors. Fortunately, technological advancements have made electronic learning (also known as e-learning) an essential part of classroom instruction during the global SARS-CoV-2 pandemic, lessening the negative effects of lockdown. As a result, physical classrooms are no longer permitted, and academies must instead educate through online learning.As a result, everyone began to accept e-learning and is now a member of the global system of online education. This influences learners' overall satisfaction with learning since online learning is different from traditional classroom instruction. Online education was once considered a temporary solution to a problem and was never completely accepted as a legitimate form of instruction. Due to the spread of this illness and its contagiousness, in-person instruction has given way to online learning. Students who take classes online can choose a time and location that work with their learning requirements. Candidates may now easily grasp and manage education thanks to online classes.

Even though online and distance learning courses have been around for a while, comparisons between them and the conventional in-person classroom method in universities and colleges have only recently been made. The most common methods used in the educational system historically

have been face-to-face or in-class discussions.Therefore, all colleges and institutions have switched to virtual classes that supplement actual classroom space. Due to COVID-19, both instructors and students have their own opinions on the benefits and drawbacks of using this virtual learning environment. Despite, the fact that online and distance learning courses have been around for a while, comparisons between them and the conventional in-person classroom method in universities and colleges have only recently been made. The most common methods used in the educational system historically have been face-to-face or in-class discussions.There are many students and professors that grade online classes based on their own observations. As a result, e-learning is employed as a statistics skill to improve educational quality. The success of online classrooms depends on a variety of elements, including content and how the class should be used. Like other forms of education, online learning offers advantages and disadvantages for both students and professors. Therefore, the focus of this study is on learning how teachers and students perceive online learning compared to traditional classroom settings.To help educational institutions and college and university administrations understand the changes that online classes brought about, this article defines the results of a survey that was conducted to learn how well this online mode is being used by both teachers and students and what problems they are experiencing while taking online classes. The results of this poll will assist to broaden the use of online learning to improve both the teaching and learning experiences for both teachers and students.

OBJECTIVES:

1. To have an in-depth knowledge about online mode of learning.
2. To know the problems related to students and teachers, relating to online mode of learning.
3. To determine the relative significance of factors affecting how students perceive online instruction.
4. To examine the dominant dimension of Student perception on Online teaching.

REVIEW OF LITERATURE:

The epidemic of coronavirus has changed medical education around the world. Universities are trying to provide medical education using new modalities, and this ongoing education guarantees that the future staff of the NHS is gaining new skills. New medical curricula should be developed using cutting-edge online teaching methodologies and methods for teaching medical students' practical skills online. (Preeti Sandu, 2020).The survey's results show that virtually all respondents' schools have adopted some sort of remote learning since the COVID-19 issue began, and more than 60% of respondents anticipate that when schools reopen, there will be an increase in online and distance learning. Due to the closing of schools, two thirds of the respondents had their first exposure to online instruction, which was both rewarding and difficult. (EUROPES ONLINE PLATFORM FOR SCHOOL EDUCATION).

METHODOLOGY:

Based on this study, which aimed to find out and explain what students thought about online learning. The survey's questions attempted to gauge how thoroughly students and professors had observed and participated in online classes. Three demographic questions and 12 questions on teachers' opinions of attending online classes were included in the teacher survey.In which they were asked both advantages and disadvantages characteristics of online learning. In students survey consisted of 3 demographic questions and 15 were asked about both advantages and disadvantages characteristics of online learning. Replies choices consisted of pre-defined options of agree, disagree, neutral, strongly agree, strongly disagree. The questions were distributed using google form due to covid-19. The form was made available online on 31january 2022 for 1 week. Teachers

from Bengaluru colleges were conducting online classes were approached and asked to complete survey. A total of 150 students were approached and asked questions out of which70 students had completed the survey others could not due to lack of time.

Student Perception on Online Teaching	Factor Loading	Mean	Std. Deviation	Communalities	Variance Explained	Factor Name
Difficult to clarify doubts in online classes	0.685	4.110	0.903	0.584	28.099%	Clarification and Allotment Factor
Learning and knowledge transfer happens	0.641	3.750	1.227	0.420		
Feel more comfortable to participate in online class	0.629	3.550	1.080	0.428		
Feel less anxious	0.602	3.480	1.132	0.601		
Fun and interactive than classroom method	0.479	3.850	1.009	0.420		
Satisfied with technology and software	0.705	3.510	1.182	0.528	16.613%	Innovation and Convenience Factor
Less structured than classroom mode	0.671	3.340	0.999	0.626		
More convenient than classroom method	0.647	4.230	0.778	0.440		
Lack of teacher-student interaction	0.546	3.700	0.705	0.447		
Easily distracted and have difficulty concentrating	0.448	3.790	1.013	0.406		
Save time	0.785	3.940	0.809	0.648	13.201%	Redeemable and Issues Factor
Technical issues disrupt flow and pace	0.543	3.720	1.071	0.491		
KMO: 0.734, Chi-square: 155.388, P value :0.000 Total variance Explained: 57.913%						

Table 19.1: Relative Importance of Student Perception on Online Teaching

Table 19.1 shows relative position of the student perception on online teaching, there is robustness of the data as the value of standard deviation is lower than mean values. Based on the mean scores the position of the variables has been identified from the most important aspect to least important aspect. More convenient than classroom method is foremost important aspect in perception of student towards online teaching (Rank 1) followed by Difficult to clarify doubts in online classes (Rank 2), Save time (Rank 3), Fun and interactive than classroom method (Rank 4), Easily distracted and have difficulty concentrating (Rank 5), Learning and knowledge transfer happens (Rank 6), Technical issues disrupt flow and pace (Rank 7), Lack of teacher-student interaction (Rank 8), Feel more comfortable to participate in online class (Rank 9), Satisfied with technology and software (Rank 10), Feel less anxious (Rank 11) and least important perception is Less structured than classroom mode (Rank 12).

Perception of Student on Online Teaching	Mean	Std. Deviation	Rank
More convenient than classroom method	4.230	0.778	1
Lack of teacher-student interaction	3.700	0.705	8
Fun and interactive than classroom method	3.850	1.009	4
Save time	3.940	0.809	3
Technical issues disrupt flow and pace	3.720	1.071	7
Difficult to clarify doubts in online classes	4.110	0.903	2
Feel more comfortable to participate in online class	3.550	1.080	9
Easily distracted and have difficulty concentrating	3.790	1.013	5
Feel less anxious	3.480	1.132	11
Learning and knowledge transfer happens	3.750	1.227	6
Satisfied with technology and software	3.510	1.182	10
Less structured than classroom mode	3.340	0.999	12

Table 19.2: Factorization of Student Perception on Online Teaching

Table 19.2 shows factor analysis has been applied to 12 student perception on online teaching variables and bring it into three dominant factors. The KMO value of 0.734, with chi-square value

of 155.388 and P value 0.000 indicates that factor analysis can be applied to those 12 Student perceptions on online teaching variables. The communalities values are ranging from 0.406 to 0.648 indicating that factor analysis can be applied to those 12-students' perception on online teaching. The first dominant factor 1 consist of five items namely Difficult to clarifydoubts in online classes, Learning and knowledge transfer happens, feel more comfortable to participate in online class,feel less anxious and Fun and interactive than classroom method in the order of their relative position it has been named as **Clarification and Allotment Factor**. The second dominant factor 2 which consist of five items namely satisfied with technology and software, less structured than classroom mode, more convenient than classroom method, Lack of teacher-student interaction and easily distracted and have difficulty concentrating in the order of their relative importance it has been termed as **Innovation and Convenience Factor.** The third factor consist of two items namely Save time and technical issues disrupt flow and pace in the order of their relative position it has been labelled as **Redeemable and Issues Factor.**

SPOT Factors	Opinion on App Used	Mean	Std. Deviation	F Value	P Value	Inference
CAF	Zoom	18.333	1.155	4.614	0.002**	S
	Google meet	15.300	3.199			
	MS Teams	18.650	2.498			
	Google Classroom	20.035	3.065			
	Skype	17.667	4.844			
	Total	18.647	3.385			
ICF	Zoom	17.333	6.110	5.740	0.000**	S
	Google meet	18.100	3.035			
	MS Teams	18.050	3.502			
	Google Classroom	19.276	2.359			
	Skype	18.500	2.074			
	Total	18.588	2.979			
RIF	Zoom	7.333	0.577	0.250	0.909	NS
	Google meet	8.000	1.054			
	MS Teams	7.500	1.732			
	Google Classroom	7.586	1.570			
	Skype	7.833	1.169			
	Total	7.632	1.475			
SPOT	Zoom	43.000	7.000	2.730	0.037*	S
	Google meet	41.400	4.949			
	MS Teams	44.200	4.538			
	Google Classroom	46.897	4.370			
	Skype	44.000	7.430			
	Total	44.868	5.160			

Table 19.3: Significant of Difference among Opinion on App used in Student Perception on Online Teaching (SPOT)

Table 19.3 shows perception of the student on application usage in online classes, significant of difference among the groups in SPOT has been identified.

There is significant of difference among Opinion on App Used in **Clarification and Allotment Factor {F=4.614, P<0.000}.** Thus, there is rejection of null hypothesis at 1% level of significant. The mean and standard deviation value shows student perception on usage of application for online classes. Student using google classroom are observe highest clarification from online class followed by those are used Microsoft Team applications.

There is significant of difference among Opinion on App Used in **Innovation and Convenience Factor {F=5.740, P<0.000}.** Thus, there is rejection of null hypothesis at 1% level of significant. The mean and standard deviation value shows student perception on usage of application for online classes. Students using google classroom apps are observing highest innovation and convenience in online classes followed by Skype app.

There is no significant of difference among Opinion on App Used in **Redeemable and Issues Factor {F=0.250, P<0.909}.** Thus, there is acceptance of null hypothesis at 5% level of significant. The mean and standard deviation value shows identical perception of student towards usage of application for online classes.

There is significant of difference among Opinion on App Used in **SPOT {F=2.730, P<0.000}.** Thus, there is rejection of null hypothesis at 5% level of significant. The mean and standard deviation value shows student perception on usage of application for online classes. Student using google classroom are highly satisfied with online classes followed by those using Zoom application.

FINDINGS:

This research explores Teacher's perception of the benefits and barriers to new technique, factors during online classes. The results of survey showed that the participants were from UG (54.6%) PG (52%), both UG/PG (24.2%). More convenient than classroom method is foremost important aspect in perception of student towards online teaching (Rank 1) followed by Difficult to clarify doubts in online classes (Rank 2), Save time (Rank 3), Fun and interactive than classroom method (Rank 4),Easily distracted and have difficulty concentrating (Rank 5), Learning and knowledge transfer happens(Rank 6), Technical issues disrupt flow and pace (Rank 7),Lack of teacher-student interaction (Rank 8), Feel more comfortable to participate in online class (Rank 9),Satisfied with technology and software (Rank 10),Feel less anxious (Rank 11) and least important perception is Less structured than classroom mode (Rank 12).

12 Student perceptions on online teaching variables have been extracted into three dominant factors. The first dominant factor 1 consist of five items namely Difficult to clarifydoubts in online classes, Learning and knowledge transfer happens, Feel more comfortable to participate in online class,Feel less anxious and Fun and interactive than classroom method in the order of their relative position it has been named as **Clarification and Allotment Factor**. The second dominant factor 2 which consist of five items namely satisfied with technology and software less structured than classroom mode, more convenient than classroom method, Lack of teacher-student interaction and easily distracted and has difficulty concentrating in the order of their relative importance it has been termed as **Innovation and Convenience Factor.** The third factor consist of two items namely Save time and technical issues disrupt flow and pace in the order of their relative position it has been labelled as **Redeemable and Issues Factor**.

According to the study's findings, most students in the wake of Corona showed a favourable attitude toward online classrooms. The flexibility and convenience that online learning offered to students was deemed to be a benefit. To enhance the learning process, they also mentioned the necessity of interactive sessions with tests and tasks at the end of each lesson.

The majority of students also stated that due to technological limitations, delayed feedback, and communication tools, online programmes may be more difficult than those taken in-person. Therefore, to make an online course more useful and beneficial for the learner, all these variables should be taken into account. After the COVID-19 epidemic subsides, it's possible that educational institutions will continue to use online platforms as study aids, but in a hybrid setting that combines normal courses with them. Therefore, this study will be valuable for revamping higher education to include elements that employ the online method.

CONCLUSION:

In conclusion, whether offline or online modes of education are ultimately successful will depend on the entire teaching and learning experience as well as what has been said thus far. Online classes are more comfortable for both teachers and students.As with other teaching techniques; online learning has its own set of advantages and disadvantages that must be understood in order for institutions to develop ways for more effective lesson delivery that would guarantee students' ongoing learning. To be more careful, though, there has to be a greater focus on the pupils and the instructor. Online learning is advantageous for both the educational institutions that offer these courses and the teachers. It has given them the option to enroll in additional courses in addition to their studies if they feel confident or at ease. The scope of online education is expanding in the age of digitization, which will be good for both students and institutions.

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DIGITAL LIBRARY AS CONTENT PROVIDERS FOR E-LEARNING IN CAMPUSES: A STUDY

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ABSTRACT:

The E- content has become important in academics. Many new systems are being integrated. The content providers for e- learning are Digital Library software's. Digital Library is best suited for E-learning and best system for e-learning for campuses.. There is much digital library software which is available in content dissemination as well as digitally connecting the campuses. This article gives an overview of advantages of using digital library software's for campuses. The method adopted is to study the digital software's role in providing contents which are available in various formats and for making successful digital campus. Digital Libraries are essential for content management and many features are integrated into the campus wide network to support e – learning. The software's are available as open sources and many are commercials. Based on the need of the users the content can be disseminated to the end-users in various types devices used. The article tries to explore the uses of digital library software used as a effective content management tool required for the campus. The digital libraries systems are value-added services designed to store and diffuse content in the campus wide network for e-learning.

Keywords: Digital Library, E- Learning, Content, Campus E- Learning Environment.

INTRODUCTION:

Globally, there is a huge demand for the digital content, and the future of content lies in digitalization trends. The issue that has to be answered is how much data was produced; per day approximately 2.5 quintillion bytes of data were produced.(SG Analytics 2020). Users of WhatsApp have saved 41,666,667 messages, and data stored grows 5 times faster than the global economy. (Dihuni, 2020). On Google 3.5 billion searches were conducted. (2020 E-Learning Infographics) says Zettabytes of data is being produced every day. Digital contents are increasing at supersonic pace.A collection of electronically accessible digital artefacts including books, periodicals, audio and video recordings, and other materials can be called as digital library. Growing patterns are evident in digital libraries. Currently, digital material is being generated in many fields of knowledge from history to business. In many facets of computing, including content storage, management, and distribution, as well as search, content in the form of data, information, and knowledge is viewed as the foundation. The Digital Library Manifesto names three participants in the DLS architectural space (Candela et al., 2007). The software system that handles the data and offers the services to the users can be termed as digital library system. The DLS act as the operating systems of the Digital Library, which focuses on the collection, users, procedures, and services. Finally, to manage DLs, Digital Library Management System (DLMS) is responsible for doing things such as instantiating collections and services.

Digital libraries are built for the following reasons:

- **Electronic Resource Management:** It can be useful for librarians, to keep track of the choice, purchase, licensing, access, upkeep assessment, retention, and de-choice of an institution's electronic information resources.
- **RFID Implementation:** A computerised system to find and retrieve or check the books quickly.

- **Cloud Computing:** The use of cloud computing technologies helps libraries keep their record data, sensitive data, and private data while also demonstrating their online presence.
- **Internet of Things:** Libraries are now able to employ RFID because of IOT
- **Big Data and Data Visualization:** It has a significant impact on assisting libraries to fully comprehend the evolving demands of their users and therefore reshape & reorganise their services & operations.
- **Artificial Intelligence:** It is used in libraries nowadays in order to create the natural integration of readers and libraries.
- **Intelligent Library Search and Federated Search:** At once with a single query, we can search several different data sources.

The e-learning environment today, which is in much demand for the digital content, is the need of the hour. The organisation, collection, preservation, and use of information are the main goals of digital libraries, which are realisations of designs in a particular hardware, network, and software environment.

Purpose:

The e-content has become important in academics. Many new systems are being integrated. The content providers for e- learning are Digital Library software's. Digital Library is best suited for e-learning and best system for e-learning for campuses.. There is much digital library software which is available in content dissemination as well as digitally connecting the campuses. This article gives an overview of advantages of using digital library software's for campuses.

Method:

The method adopted is to study the digital software's role in providing contents which are available in various formats and for making successful digital campus.

LITERATURE REVIEW:

While studying the feature, the following advantages are worth mentioning as digital library features:
- **No Physical Limitation:** It does not have to go to the library in person
- **Multiple Accesses:** It fetches same resource at the same time
- **Easy to Use:** Anyone can avail the digital library.
- **No Space Limitation:** There is no physical boundary restriction
- **No Time Bound:** It is accessible any time any where across the globe

DIGITAL LIBRARY PLATFORM:

The basic idea of identifying different library software's, library platforms which is available in digital library is to compare the features among different platforms based according to the evaluation criteria. The table 20.1 also gives us how digital library software has become a tool for digital content useful for e-learning on campus.

Criteria Needed for Evaluation	Features				
	GSDL	**DSpace**	**EPrints**	**Fedora Commons**	**DigiTool**
Types of Documents Supported	The books, the essays, the journal or newspaper, the articles, these types are supported. Even notes, reports, dissertations, and images. audio/video with clips are supported	The books, the essays, the journal or newspaper, the articles this type are supported. Even notes and reports, dissertations, and photos audio/video	Articles, book chapters, monographs, conference or workshop materials, books, theses, patents, artefacts, works of art, audio, video, datasets and other materials.	Articles, book sections, monographs, conference or workshop materials, books, theses, patents,	All kind of documents
					Continued…

Criteria Needed for Evaluation	Features				
	GSDL	**DSpace**	**EPrints**	**Fedora Commons**	**DigiTool**
		with clips are supported.		artefacts, works of art, videos, audio, data sets, and other materials.	
Ability to specify collection scope	In Greenstone, any collection can have its scope determined at the time of creation.	It is possible to construct distinct communities and collections.	The scope of the collections can be specified.		
File type is accepted	File formats are supported includes the following: Text type, HTML file, Email, PDF format, RTF type, Word type, Image format, ZIP file, LaTex, MARC and MARCXML, METS, lastly OggVorbis, and PPT format.	BMP, CSS, FMP3, GIF, PDF, AIFF, Audio/Basic and more. Latex, MARC, HTML file, image/png, JPEG formats, and Microsoft Word, Microsoft Excel, PPT, Microsoft Project, Microsoft Visio and MPEG file, Audio type PhotoCD, editing type like Photoshop, PostScript, Real Audio type, TeX, Text and TIFF	GIF, BMP, CSS, FMP3, PDF, AIFF and Audio/Basic. Latex, MARC, HTML type, image/png, JPEG, MARC, Microsoft Excel, Microsoft PowerPoint, and Microsoft Visio, MPEG file, Audio type PhotoCD, editing type like Photoshop, PostScript, Real Audio type, TeX, Tex and TIFF, QuickTime, Wav, Word Perfect and XML for programmes that can be used.	Vast variety of content, including text, audio, and video, is supported.	Dublin Core, IPTC, Exif, NISO, PREMIS, PDF, JPG, HTML, MARC, MODS, EAD
Checking for duplicates facility	Yes. Based on the file name	No	Yes, according to"Title."	Yes	
Allows for URL-based digital object downloads?	Yes	No, a local disc must be used to access the files.	Yes	Yes	Yes
Import Metadata/Content	Yes. From the OAL repository, metadata and content can be loaded.	Yes. METS can also be used and OAI	Yes. For import most of the formats are supported	Yes	Yes
Assignments are identified uniquely.	Yes. A singular object identifier, or OID, is given by GSDL.	Yes. DSpace produces an internal ID.	Yes. Eprints creates distinctive ID numbers.	Yes	Yes
Moving and deleting things	While shifting objects from one collection to another is not supported by GSDL, it does support object deletion.	DSpace allows for the removal of objects and their transfer between collections.	Eprints does not Support object deletion, but it does not support things being moved from one collection to another.	Objects can be deleted in Fedora.	
Object deletion and relocation	No. GSDL does not accept submissions through various channels.	Yes. Supports metadata editing, acceptance /rejecti on, and submission processes.	Yes, supports the processes of accepting /rejecting submissions and editing metadata	Yes	
System email for notifications	No	Yes	Yes	Yes	
Notification system through email	Yes	Yes	Yes	Yes	
Extracting Automatic Metadata	Yes	No	No	Yes	

Criteria Needed for Evaluation	Features				
	GSDL	**DSpace**	**EPrints**	**Fedora Commons**	**DigiTool**
Metadata Set Customization	Yes	Yes	Yes	Yes	Yes
Installation simplicity	The automatic installation script can be installed.	There is no current programmed establishment script.	There is no current programmed establishment script	There is no current programmed establishment script	
Operating systems that supports	Windows OS and Linux, the MacOS, and all POSIX-based operating systems	The OSX, Mac OS, Red Hat, e Gentoo, SLES9, FreeBSO, Debian and Ubuntu	Linux, Solaris, BSO, Windows	Linux, Unix, OS	Windows, Linux Redhat, Sun Solaris
Managing Databases	The Database Manager required for Gnu	The PostgreSQL	Perl	MySQL and the Posgre SQL	
Web Server required	Internet Information and Service Apache also	Apache Tomcat and also Apache Server	Apache Server is required	Apache Server can be used	Apache server is necessary.
Support for Multilingual Access	Yes	Yes	Yes	Yes	

<div align="center">Table 20.1: Digital Library Platform as Content Provider for e-Learning on Campus</div>

DIGITAL LIBRARIES FOR E-CAMPUS:

Digital library software supports the distribution of digital content. The functions meet today's needs for content networking applications on campus. Figure 20.1 provides an overview of the digital library for e-learning purposes, describing various functions for the campus network for e- learning.
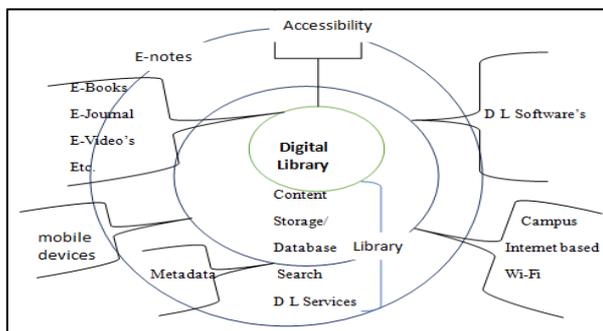
<div align="center">Figure 20.1: Digital Library as Content Provider for e-Learning on Campus</div>

Nowadays, any in-house created material like video, the audio or presentations, the web-based materials or portable digital files, or it can be images and animations which are used to support e-learning process. Strategies and planning for advancing the pedagogical knowledge with the use of digital technological tools have become a reality.

DIGITAL LIBRARY PLATFORM AND FEATURES:

After reviewing the digital library platforms, it's clear that the conditions for the systems of DLneed to be fully redesigned to give better services. The following advancements are demanded:

- Have a important hunt machine which builds powerful search engine
- Guided navigation tools which should help in assisting the users to access data
- To have a comprehensive database with author profile using database easily we can fetch author profile
- List of indexing terms, each article should have a complete list which specifies index terms.

- Pages with Exportable citation which should be seen in Endnote and BibTex Reference formats
- DOIs usage with referencing and linkage via CrossRef- for easy access or to cite.
- Institutional Authentication needed such as Athens or Shibboleth where in users can access data or to find any required resource given by their institutions that can be accessed with one password.
- Digital Preservation Space that preserves all the long term possessed publications

FINDINGS:

Digital Libraries essential for content management and many features of software's are integrated into the campus wide network to support e –learning. The software's are available as open sources and many are commercials. Based on the need of the users the content can be disseminated to the end-users in various types devices used. The article tries to explore the uses of digital library software used as an effective content management tool required for the campus.

SUGGESTIONS:

As a digital library is essential for connecting campuses for e-learning it also important to improvise in the content ,advancements in the digital library platforms and mainly giving awareness to the users for accessing digital library and how resources can be accessed easily in the digital library through different platforms that helps users to find resources.

CONCLUSION:

The distribution of digital content can be provided by Digital library software these features meet today's needs for campus content connects applications. To support e-learning, today usage of video materials, presentations, images, animations, digital files which portable are used. And planning for advancing the pedagogical knowledge with the use of digital technological tools has become a reality. Digital library software has become a tool for digital content useful for e- learning on campus.

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EFFECTS OF CLIMATE CHANGE ON AGRICULTURAL PRODUCTION AND RURAL LIVELIHOOD

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ABSTRACT:

Nowadays variations in climate are predicted in having substantial effects on agriculture and the economic well-being of rural livelihood, especially in developing countries. These findings examine the possible consequences of climate variations on the agriculture sector and rural life, focusing on how these effects might differ across regions and sectors. The paper starts by surveying the present understanding of how climate change may impact agriculture, with variations in crop yields, availability of water, west outbreaks, and , illness. It then considers the possible consequences of these changes for rural livelihoods, including effects on food security, and income generation with reverse migration. This research finding also look at possible modifications that could be made to lessen the effect of climate change on agriculture and rural life, including changes in cropping patterns, improvements in irrigation infrastructure, and the use of climate-smart farming practices. Furthermore, climatic changes may alter the life cycles and habitats of pathogen-carrying insects like bites from ticks and mosquitoes, which might also result in a rise in illnesses like malaria, dengue fever, and Lyme disease. In addition, severe weather conditions like floods and droughts can contribute to the spread of waterborne and foodborne illnesses. The study's overall finding is that there will be a variety of effects of climate change on agricultural and rural livelihoods and that developing effective adaptation techniques will be essential to preserving the resilience of rural communities in the face of shifting climatic circumstances. In order to tackle these problems and assist the sustainable development of rural communities in the context of climate change, the study emphasizes the need for more research and policy action.

Keywords: Agrarian, Rural Livelihoods, Global Warming, Adaptation Techniques, Environmental Sustainability.

INTRODUCTION:

Climate disruption is a global phenomenon that has led to various environmental changes with significant impacts on different sectors such as health, agriculture, and livelihoods. As a result of their need for environmental assets like land, water, and climate, rural lives and agricultural production are especially susceptible to the impacts of climate change. Also, there is a major risk to the public's health from the increased prevalence of waterborne and foodborne disorders that have been related to climate change. This study intends to examine how climate change affects agricultural output and rural livelihoods, as well as how it affects the frequency of waterborne and foodborne illnesses. The following topics will be looked at in the paper:

- How patterns associated with changing meteorological conditions affect crop productivity and food security.
- The effect of rising temperatures on the health and productivity of livestock.
- How changing precipitation patterns affect water resources and rural livelihoods
- Climate change's impact on the emergence and spread of water- and food-borne illnesses.
- Environmental change's effects on vulnerable populations and possible solutions

The study's findings will provide important light on the intricate relationships between agriculture, health, and climate change. This study's findings can help policy and decision- making processes that aim to lessen the negative consequences of climate change on agricultural output, rural livelihoods, and public health.

GLOBAL SCENARIO OF CLIMATE CHANGE:
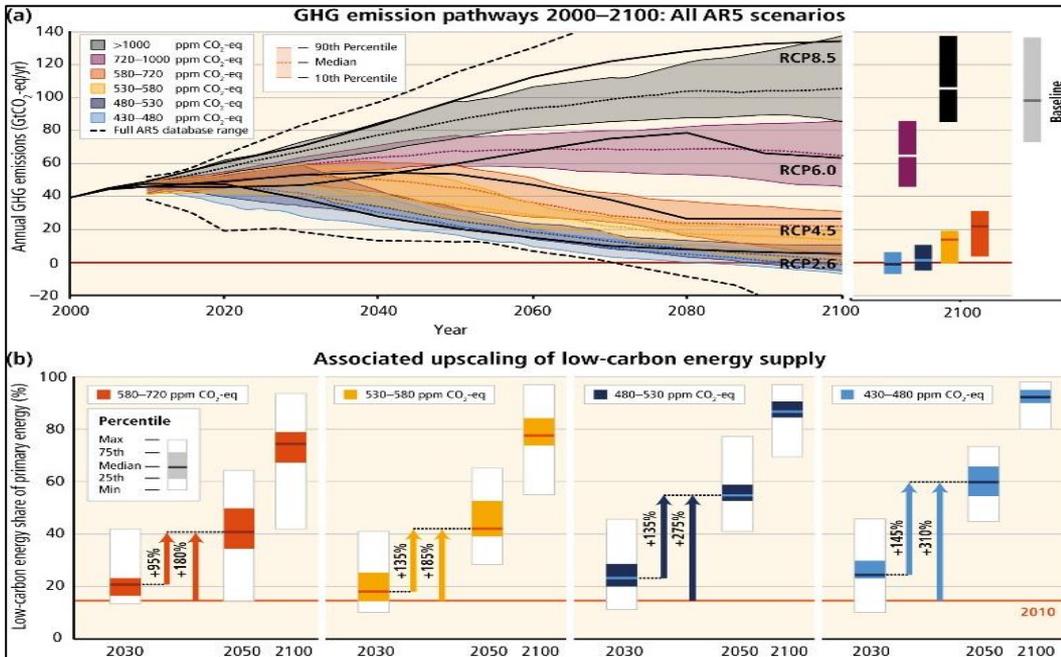
Figure 21.1: United Nation's Intergovernmental Climate Change Report 2014
Source: IPCC Vth Evaluation Report 2014

The fifth assessment report of the IPCC offers a thorough review of the current status of global climate awareness (AR5). The report, which was published in 2014 by the Intergovernmental Panel on Climate Change (IPCC), presents the most recent scientific consensus addressing the physical science causes, consequences, adaptations, and mitigation of climate change. The study provides a current understanding of the global climatic system and the physic-chemical causes of the global climate crisis, such as greenhouses gases emission, which results in illness that interns from human activity. The study's key finding is that the primary cause of the Earth's climate system warming is human activity, notably the burning of fossil fuels. The research claims that the Earth's climate is already changing due to rising temperatures, shifting precipitation patterns, and more frequently occurring extreme weather events to rising temperatures, shifting precipitation patterns, and more frequently occurring severe weather conditions, the Earth's climate is already changing. The report also stresses how important it is to take action to lower greenhouse gas emissions and mitigate the risks and consequences of climate change. It claims that significant reductions in greenhouse gas emissions and the implementation of a range of mitigation techniques, including as the use of low-carbon energy sources and better energy efficiency, are required to keep global warming to 2°C over pre-industrial levels. A comprehensive overview of the current state of scientific knowledge regarding climate change and its potential effects is provided in the IPCC Fifth Assessment Report. The study can be a crucial asset for strengthening the efforts of policymakers, researchers, and the general public to solve the issues brought on by climate change.
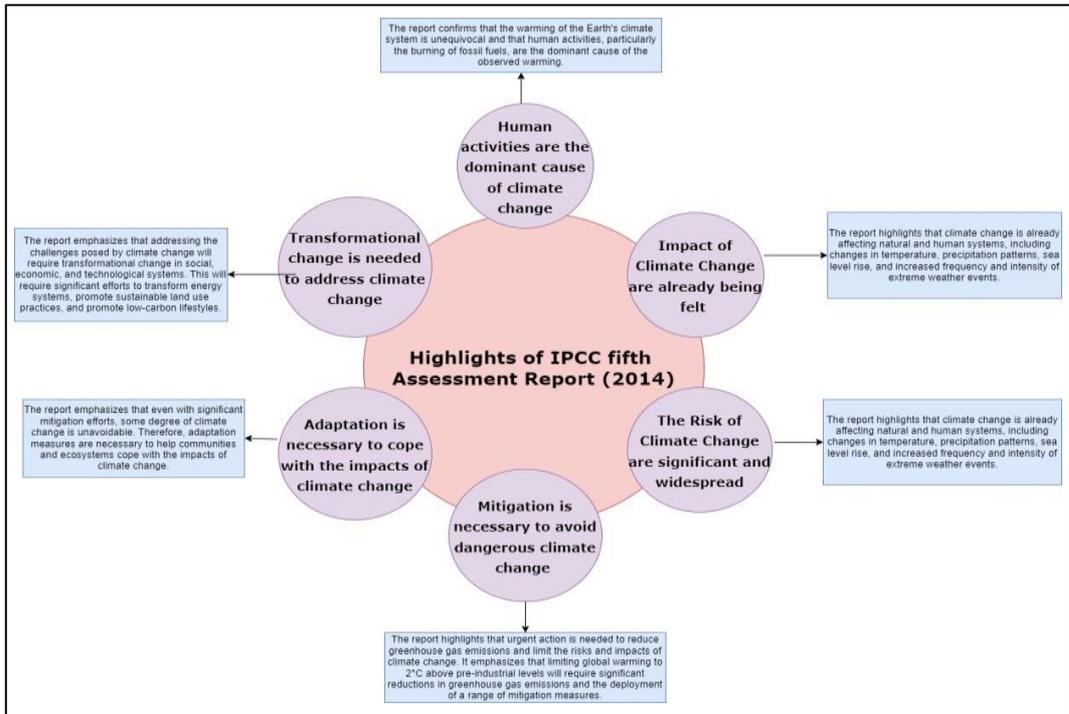
Figure 21.2: Highlights of the IPCC Fifth Assessment Report

The IPCC Fifth Assessment Report provides a comprehensive and trustworthy assessment of the current state of scientific knowledge regarding climate change and its potential effects. It is discussed how urgent it is to take action to cut greenhouse gas emissions and get ready for the repercussions of climate change.
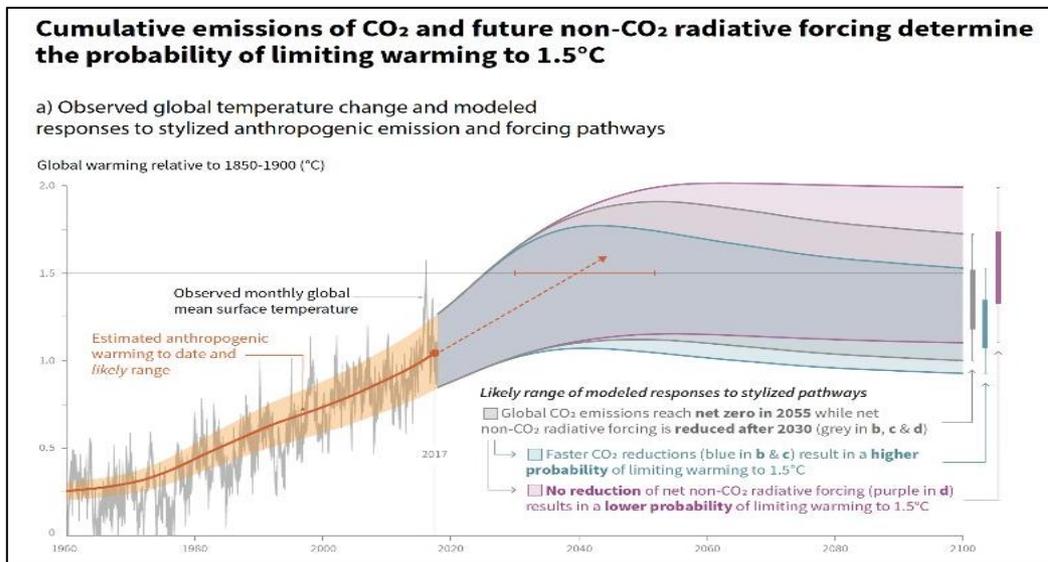
Figure 21.3: United Nations Intergovernmental Special Report on Global Warming of 1.5°C (2018)
Source: WMO
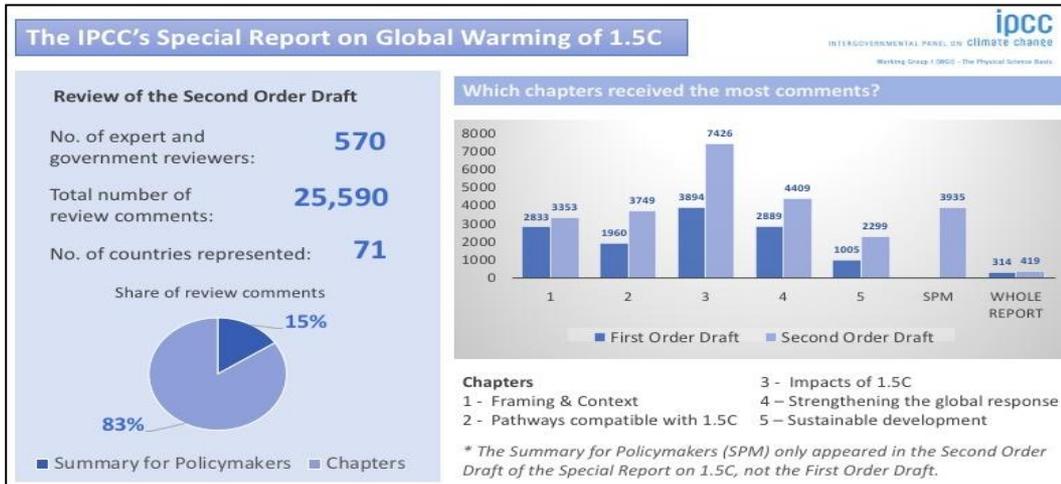
Figure 21.4: United Nations Intergovernmental Special Report on Global Warming of 1.5°C
Source: IPCC-2018

The United Nation's Intergovernmental Panel on Climate Change (IPCC) released a report in 2018 called the special Report on Global Temperature raise of 1.5°C (SR1.5) (IPCC). The paper provides a thorough review of the scientific and technical information related to the impacts of a rise in the global temperature of 1.5°C above pre-industrial levels as well as the strategies for achieving this objective. Also offers a thorough study of the hazards and difficulties related to potential effects of 1.5°C globally warming of Land and Water bodies, and extreme weather events. It gives a general overview of the possible adaptation alternatives and the difficulties involved with putting them into reality, especially for ecosystems and populations that are fragile.

The United Nations Intergovernmental Panel of Climate Change Special paper on Global Warming of 1.5°C provides an authoritative with comprehensive examination which effects of 1.5°C of global Land and Waterbody warming as well as the methods for achieving this target.
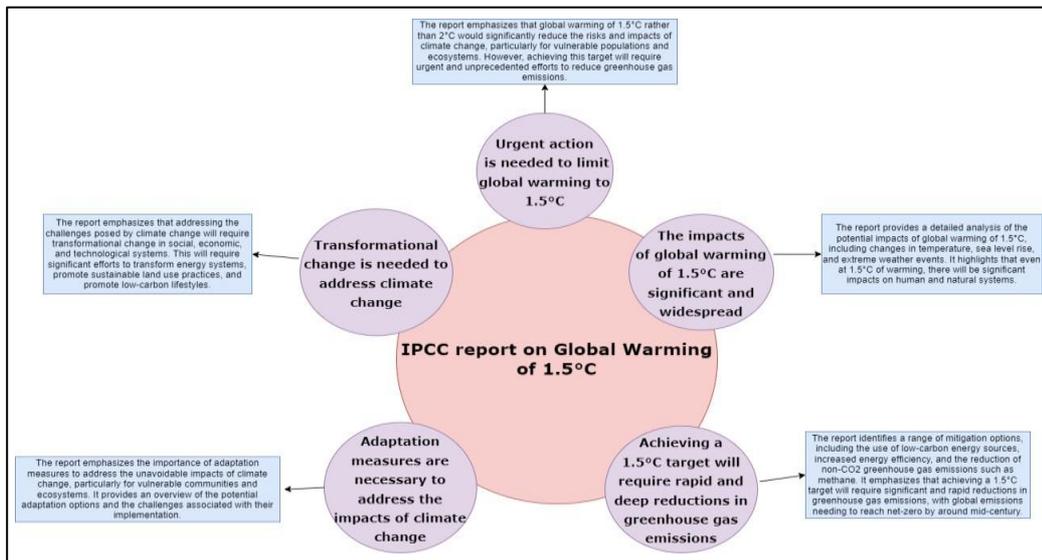
Figure 21.5: Highlights of IPCC Report on Global Warming of 1.5°C

The United Nations Intergovernmental Panel of Climate Change Special paper on Global Warming of 1.5°C offers an authoritative with thorough analysis of the impact of 1.5°C global warming as well as the methods for achieving the goal. It provides crucial information for decision-takers, researchers, and the Common citizens and highlights the importance of acting quickly to reduce greenhouse gas emissions and get ready for the repercussions of climate change.
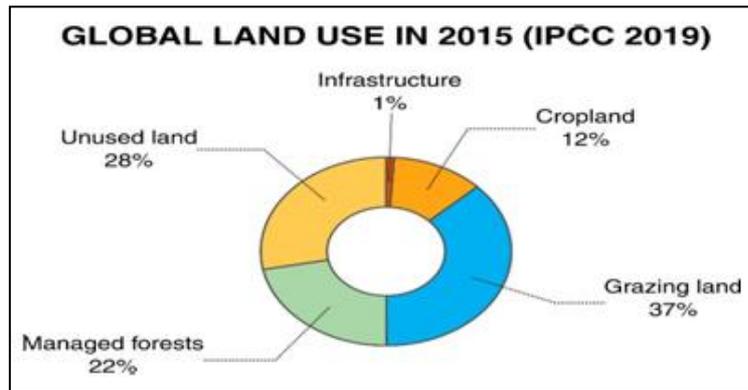
Figure 21.6: The United Nations Intergovernmental Panel of Climate Change Special Report on Climate Change and Land (2019)
Source: IPCC-2019

The United Nations Intergovernmental Panel on Climate Change (IPCC) released its finding on 2019 named as Special Report on Climate Change and Land (SRCCL) (IPCC). The paper highlights how important land is to the global climate system and how variations in land use and management both can exacerbate and mitigate global warming. The report evaluates the possibility for adaptation and mitigation through modifications to land use, including the reclamation of degraded lands, adjustments to agricultural methods, and a decrease of food waste. The study provides guidance on how to deal with the challenges of fulfilling rising food demand while maintaining sustainable land use practises and goes into additional detail about the relationship between climate change, land use, and food security.

Overall, The United Nations Intergovernmental Panel on Climate Change (IPCC) Special Report on Climate Change and Land offers a thorough and reliable assessment of connections between climate change with food needs and Land/Water bodies, as well as helpful recommendations for policy and decision-making.
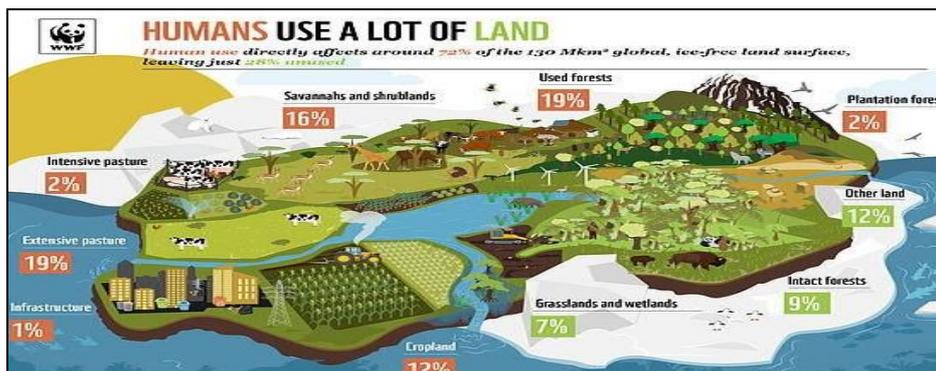
Figure 21.7: World Wild Life Fund Report
Source: WWF.panda.org

According to the WWF analysis, human activities have a big influence on how land is used. The direct emissions results in livestock and soil management methods and indirect emissions results in soil degradation and deforestation with other changes in land sustainable use, these practises are also influenced to greenhouse gas emissions as they mentioned in the findings. The paper emphasises the socio-economic effects of accurately changing in use of land, this also intern effects on different ecosystems and the environment. Land use changes may result in local communities being relocated, livelihoods being lost, and the cultural and spiritual values of the land being degraded. The overall findings of the WWF study is that more sustainable land use techniques are immediately required to meet the demands of communities, nature, and the environment.
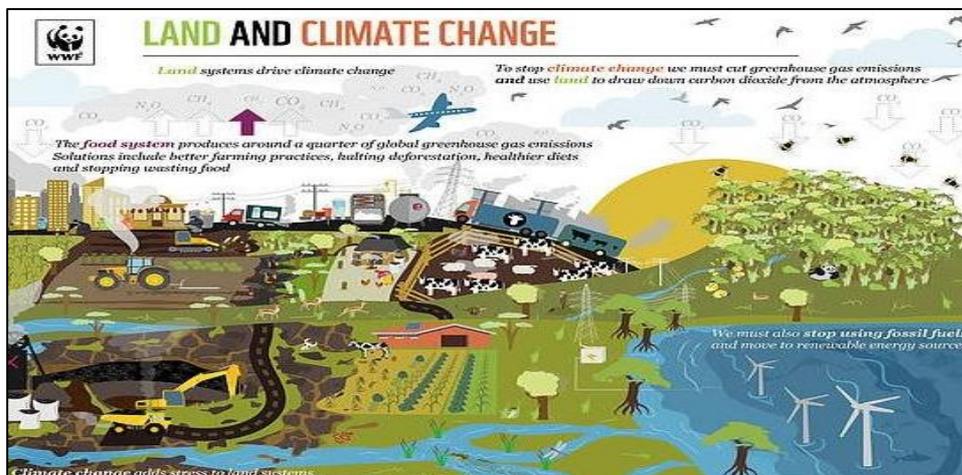
Figure 21.8: World Wild Life Fund Report on Land and Climate Change
Source: WWF.panda.org

The WWF report on climate change and land discusses the impact of climate change on land and ecosystems, and proposes various land use mitigation techniques to address this issue. The report highlights that the effects of climate change on land are already significant and are expected to worsen in the future. The proposed land use measures include reducing emissions from deforestation and forest degradation, improving carbon storage in forests and other ecosystems, and promoting sustainable agricultural practices. The report stresses the importance of managing land use holistically, taking into account social, economic, and environmental factors. In addition to mitigating climate change, sustainable land use practices can also bring benefits such as improved soil health, better water quality and availability, biodiversity conservation, and increased resilience to the effects of climate change. Overall, the WWF study underscores the essential role of land use in addressing climate change and urges action to reduce greenhouse gas emissions from land use while promoting sustainable land use practices for the benefit of both people and the environment.

United Nations Intergovernmental Panel on Climate Change Special Report findings on the Ocean and Cryosphere in a Changing Climate (2019):

In the situation of climate change, the United Nations findings on Water bodies and Cryosphere in a global effecting Climate issue (2019) provides a complete evaluation of the condition of the seas and cryosphere, or the fixed portions of the Earth's surface, thus glaciers and ice sheets. This report, which represents the most recent and authoritative scientific consensus on the impacts of climate crises on the crucial systems, was put together by a team of more than 100 top scientists and vetted by hundreds of experts and governments. This report emphasizes the urgent need to mitigate how climate crises is affecting ocean and cryosphere, which are essential to maintaining life on Earth and controlling the

temperature. The paper also outlines the manner in which these effects are having an influence on human societies, such as the increasing risk of coastal flooding and eroding, the decrease in freshwater supply, and the effects on food availability and way of life in coastal areas. The report emphasizes the urgent need for measures to tackle the underlying causes of climate crisis and decrease greenhouse gas emissions, which is perhaps what matters the most. It offers a thorough list of suggestions on steps that can be taken to lessen and prepare for the impacts of climate change on the ocean and cryosphere for decision-makers, stakeholders, and individuals. This report, published amid a changing environment, is a crucial work that emphasizes the immediate need for action to address how climate change is affecting the vital ocean and cryosphere systems on our planet. It provides a thorough scientific examination of these effects and outlines a plan of action that might help to mitigate the worst effects of climate change and protect the planet for future generations.
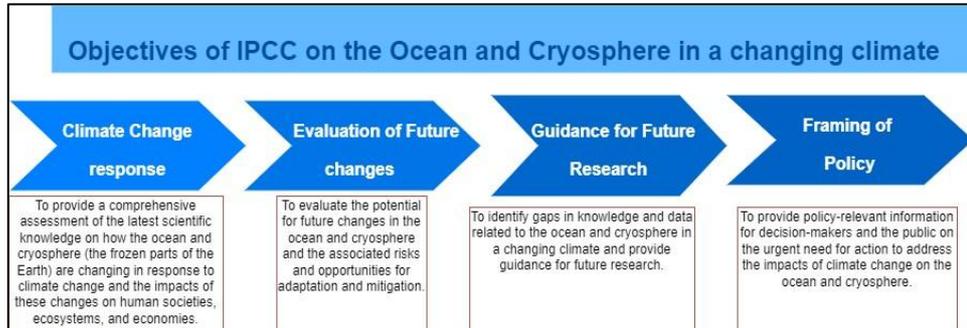
Figure 21.9: Objectives of IPCC on the Ocean and Cryosphere in a Changing Climate

A comprehensive report of United Nations IPCC evaluates the impacts of climate crises. With respect to the report in addition to measuring the risks and opportunities brought on by these changes, the report also identifies potential options for adaptation and mitigation. Finally, it offers policymakers and stakeholders advice on how to make well- informed decisions and take the necessary steps to combat climate change. The report's ultimate goal is to provide scientific information that can inform climate change policies and initiatives and increase public understanding of the critical roles that the ocean and cryosphere play in the Earth's climate system.
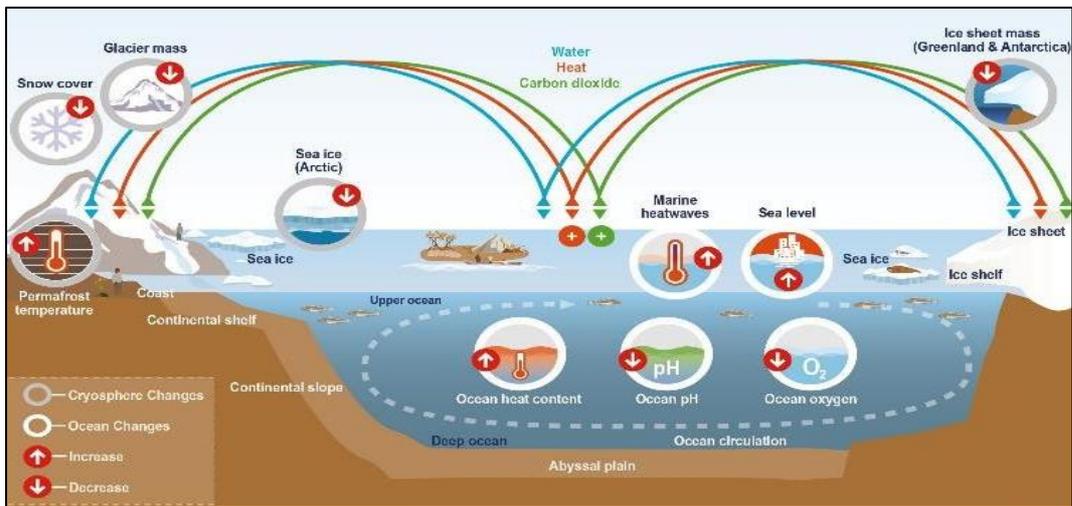
Figure 21.10: Effect of Climate Change
Source: IPCC

According to the report the overall goal is to increase awareness of the ocean and cryosphere's rapidly changing condition as well as the urgent need to decrease greenhouse chemicals emissions and get ready for the impacts of climate change.

Global Carbon Budget 2021 (2021):

Source: Stanford News

The reports tells the origin and sinks descends of CO2 in the Earth's surroundings are thoroughly examined in the Global Carbon Budget, a yearly publication. The study was created by a group of worldwide scientists, and it is regarded as a crucial resource forresearchers and politicians interested in climate change. The most recent projections of worldwide CO2 emissions and the resultant atmospheric concentrations are presented in the Global Carbon Budget 2021 report, which was published in December 2021. The below are some of the report's main conclusions:

1. World CO_2 emissions are rapidly increasing again following a decline in 2020 brought on by the COVID-19 epidemic. According to estimates, emissions in 2021 will be 4-7% more than they were in 2019, the year before the epidemic.

2. The resurgence of economic activity in many nations and a rise in energy consumption, particularly for fossil fuels, are the main causes of the increase in emissions.

3. According to the analysis, global CO_2 emissions would likely reach a new high of almost 43 billion tonnes in 2021.

4. The amount of CO_2 in the atmosphere is also increasing, and by the end of 2021, levels are anticipated to surpass 415 parts per million (ppm).

5. Estimates of the contributions of several nations and industry sectors to global CO_2 emissions are also included in the report. China continues to be the biggest emitter in the world, making up over 30% of all emissions, followed by the US, India, and the EU.

6. The report underlines the critical requirement for ambitious action to reduce global CO_2 emissions in order to prevent the effects of climate change, including more frequent and severe heatwaves, droughts, and extreme weather events. The research concludes that net- zero emissions are necessary to accomplish the Paris Agreement's target of limiting global warming to 1.5°C by the middle of the century.

2021 Global carbon dioxide emissions from fossil fuels and industry

China, the United States, the European Union and India were the biggest producers of carbon dioxide emissions in 2021.

India 7%
EU 8%
USA 14%
Rest of the world 41%
China 30%
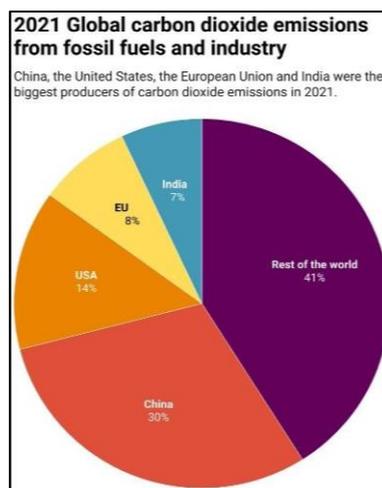
Figure 21.11: The global carbon cycle
Source: Stanford News

The global carbon cycle is the movement of carbon between the Earth's atmosphere, oceans, land, and living beings. The Global Carbon Budget 2021 study provides an overview of the global carbon cycle and the numerous factors that drive variations in atmospheric carbon dioxide (CO_2) concentrations. Below is a summary of the main components of the global carbon cycle based on the report.
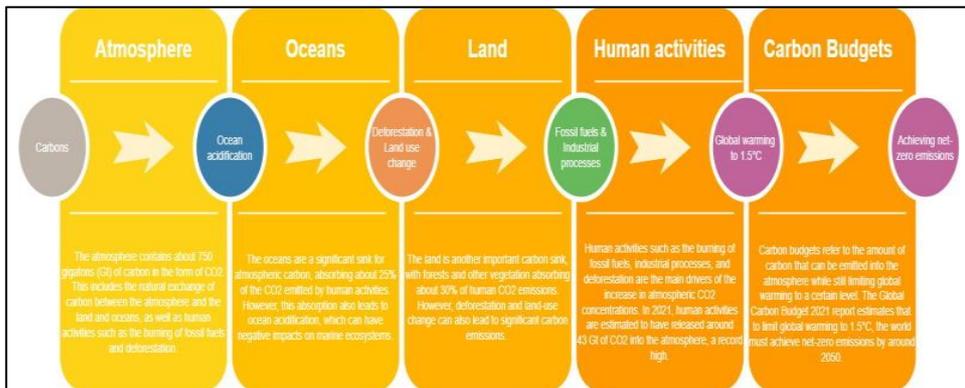
Figure 21.12: Objectives

In general, the global carbon cycle is a complex and interconnected system that is influenced by both natural and human processes.Acknowledging the numerous aspects of the carbon cycle is essential for manner that results and adjusting to the effects of climate change.
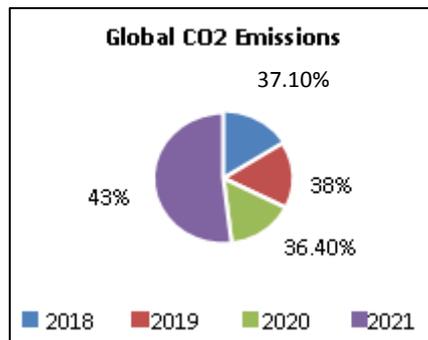
Figure 21.13: Global CO_2 Emissions

CO_2 Contributions of Top 4 Countries:
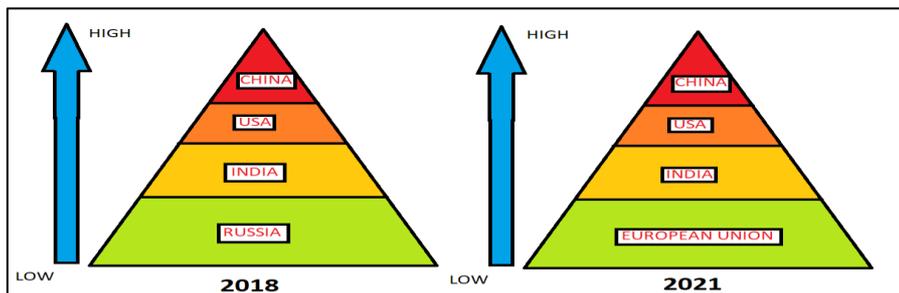
Figure 21.14: CO_2 Contributions of Top 4 Countries
Source: WMO-2022
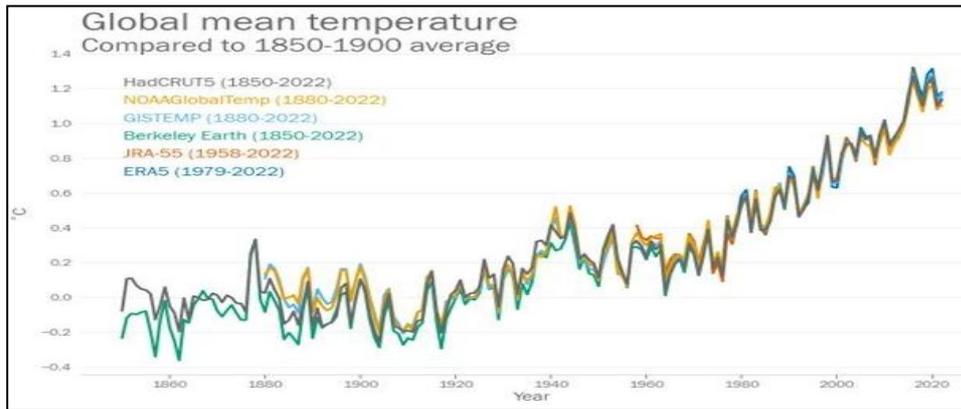
Figure 21.15: Global Mean Temperature Graph
Source: WMO-2022

The sixth assessment report, which has come for public in 2022, is anticipated to offer updated data on the state of climate science and the impacts of climate crisis. Updated facts on the outlay with breadth for warming, the impacts on ecosystems, and the likelihood of regional and global weather patterns extremes will probably be included in the report. Researchers who are looking at how climate change will affect how much food is produced, rural livelihoods, and waterborne and foodborne diseases will find this material to be extremely important. Also, the IPCC report is likely to include insightful information about possible adaptation tactics that might be employed to lessen the climate change's detrimental consequences on various businesses. The utilization of this information can help to improve policy and decision-making processes that support sustainable farming practices, improve rural livelihoods, and reduce the risks of getting waterborne and foodborne diseases.

In general, researchers looking into how climate change is affecting food production, rural livelihoods, and public health are expected to find great value in the IPCC 2022 report. The report will give a thorough summary of the most recent scientific studies on climate change, which can be used to show the route for further research, strategy changes, and decision-making procedures targeted at resolving climate change-related issues.

The State of Climate Services 2020:

The United Nations Meteorological Organization or WMO came up with a report called "The Status of Climate Services 2020" that evaluates how well climate services are doing right now in different parts of the world.

Figure 21.16: The Status of Climate Services

Official website of the United Nation's Worlds Framework for Climate Mitigation, a framework set up by the WMO to improve the provision of climate services to aid in making decisions across numerous sectors, is the subject of this report, which focuses on the progress made in its implementation.

The report acknowledges that tremendous advancements have been made in the creation and use of climate services in numerous parts of the world, but it makes no mention of the problem of rural unemployment. The two topics are strongly related because it is generally known that agriculture is a key employer in rural areas. To ensure that developing countries can take advantage of climate-related opportunities and dangers, it also emphasises the need for increased investment in climate services.

Agriculture, water resource management, health, catastrophe risk reduction, and renewable energy are just a few of the crucial fields where climate services may significantly help, according to the research. It underlines the necessity of partnerships and collaboration among various stakeholders in order to create and deliver efficient climate services that satisfy the expectations of customers.

Overall, the paper emphasis's the value of climate services in tackling climate change's difficulties and promoting sustainable development. For climate services to effectively assist decision-making at all levels, it urges additional investment, collaboration, and innovation.

World Metrological Organisation (Wmo) Green House Gas Bulletin 2021:

An update on greenhouse gas concentrations and their effects on the climate is given in the World Meteorological Organization's (WMO) Greenhouse Gas Bulletin 2021. Although the report does not specifically address how climate change will affect agriculture and rural employment, it does offer insights into how it will affect these sectors more broadly.

One of the report's main conclusions is that, despite a brief drop in emissions during the COVID-19 pandemic, but the unfortunate use of greenhouse gas emissions in the environment are still uprising, with carbon dioxide concentrations reaching a record high in 2020. It is anticipated that this pattern will persist, which will exacerbate the impacts of climate crisis on rural communities and agriculture. In economically developing nations where many rural households rely on agriculture for their survival, climate crisis is proactively showing its impact on Agri-production and food availability.

Changes in temperature, patterns of precipitation, and extreme weather events all have an effect on crop yields, the incidence of pests and diseases, and the availability of water. As many people in rural regions depend on agriculture for a living, these effects also have an impact on rural employment. Climatic change can exacerbate already-existing disparities and vulnerabilities by causing income loss, fewer employment possibilities, and increasing poverty in rural communities.

The WMO highlights the necessity of prompt and ambitious action to reduce the greenhouse emissions and create for the impacts of climate change in order to provide solution to this problem. This includes using climate-smart agricultural techniques, making investments in sustainable rural lives, and helping vulnerable populations adjust to the changing environment.

Overall, the WMO Greenhouse Gas Bulletin 2021 emphasises how crucial it is to address climate change in order to safeguard rural populations' livelihoods and maintain agriculture's long-term viability.

Several papers offer insightful information about how climate change will affect agricultural and rural employment. Many of the top reports are:

Figure 21.17: Climate Change Reports on Agriculture and Rural Employment

Some countries around the world will face worst problem of Climate crisis. One of them is Maldives. It is a tiny island nation. Maldives is situated in the Indian Ocean. Beautiful beaches, crystal-clear oceans, and thriving coral reefs are some of its best qualities. The Maldives' top industry, which contributes significantly to the economy, is tourism.
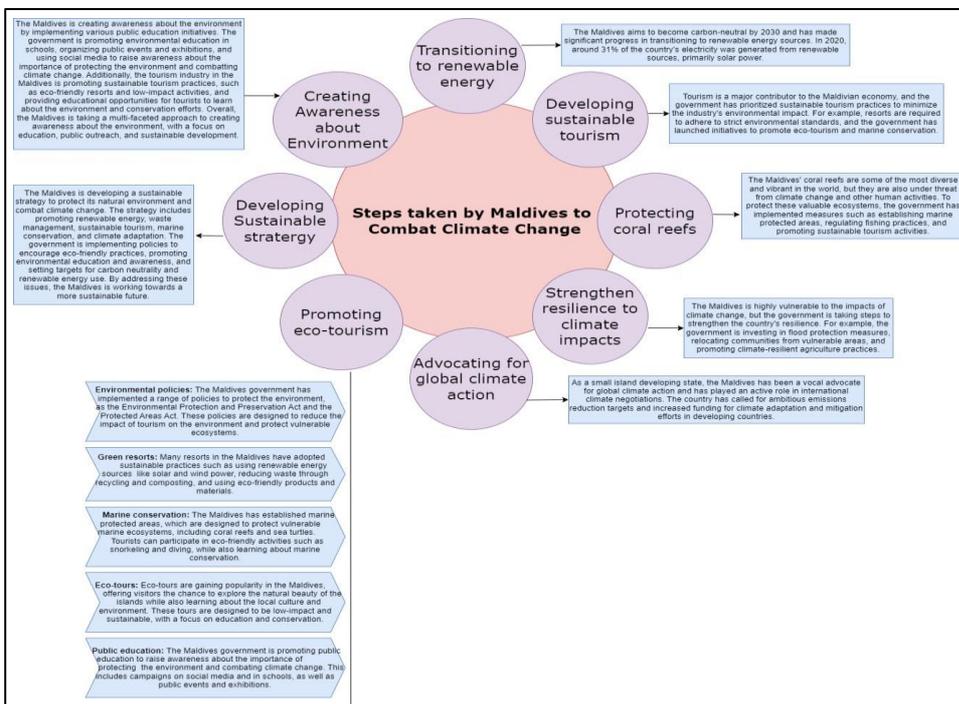
Figure 21.18: Steps Taken By Maldives to Combat Climate Change
Source: NASA Earth Observatory

Measuring and Tracking Climate Change:

Since monitoring a socio-economic aspects over extended periods of time is necessary to measure and track climate crisis over a vast surroundings. The following are some of the most popular indicators for monitoring climate change:

1. **Global Average Temperature:** Although rising temperatures are a major sign of a warming climate, this indication of climate change may be the most well-known. One significant indicator of how quickly the globe is warming is the sea level rise.

2. **CO_2 Concentrations in the Atmosphere:** Monitoring CO_2 levels in the ecosystem offers the crucial measure of how much greenhouse gas is gradually being added to the climate.

3. **Uprising of Sea Levels:** As a result of melting ice sheets and glaciers, as well as seawater expanding thermally as temperatures rise.

4. **Severe Weather Conditions:** Among the extreme weather events that are becoming more common and severe as a result of climate change are heatwaves, droughts, floods, and hurricanes. It is feasible to see how climate change is affecting different regions of the world by tracking these events through time.

5. **Biodiversity Loss:** While ecosystems struggle to adapt to rapidly transforming climatic conditions, climate crisis is also influencing the effects on biodiversity.
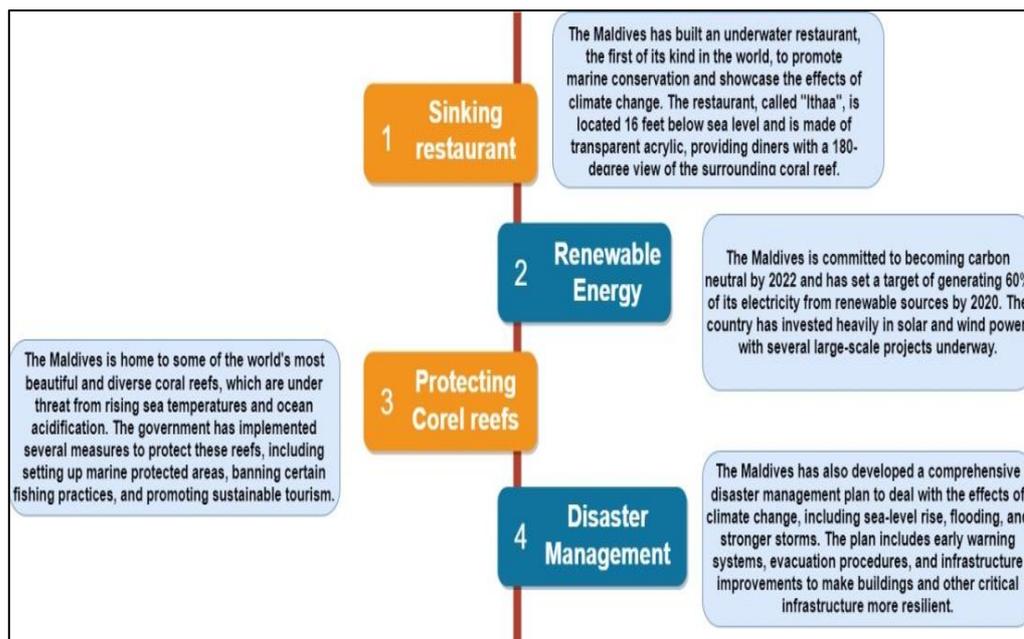
Figure 21.19: Solution taken by Maldives for Climate Change

The Findings from the Reports Related to Climate Change:

Figure 21.20: Findings from the Authentic report
(Impacts of Climate crisis towards Agro-Rural livelihood)

RESULTS OF CLIMATE CRISIS ON AGRICULTURE:

Climate change can affect on rural livelihood on various ways. Among them six factors are mentioned here which can have an impact on agriculture. They are temperature variations, precipitation patterns, soil degradation, pests and diseases, water availability, and extreme weather occurrences.
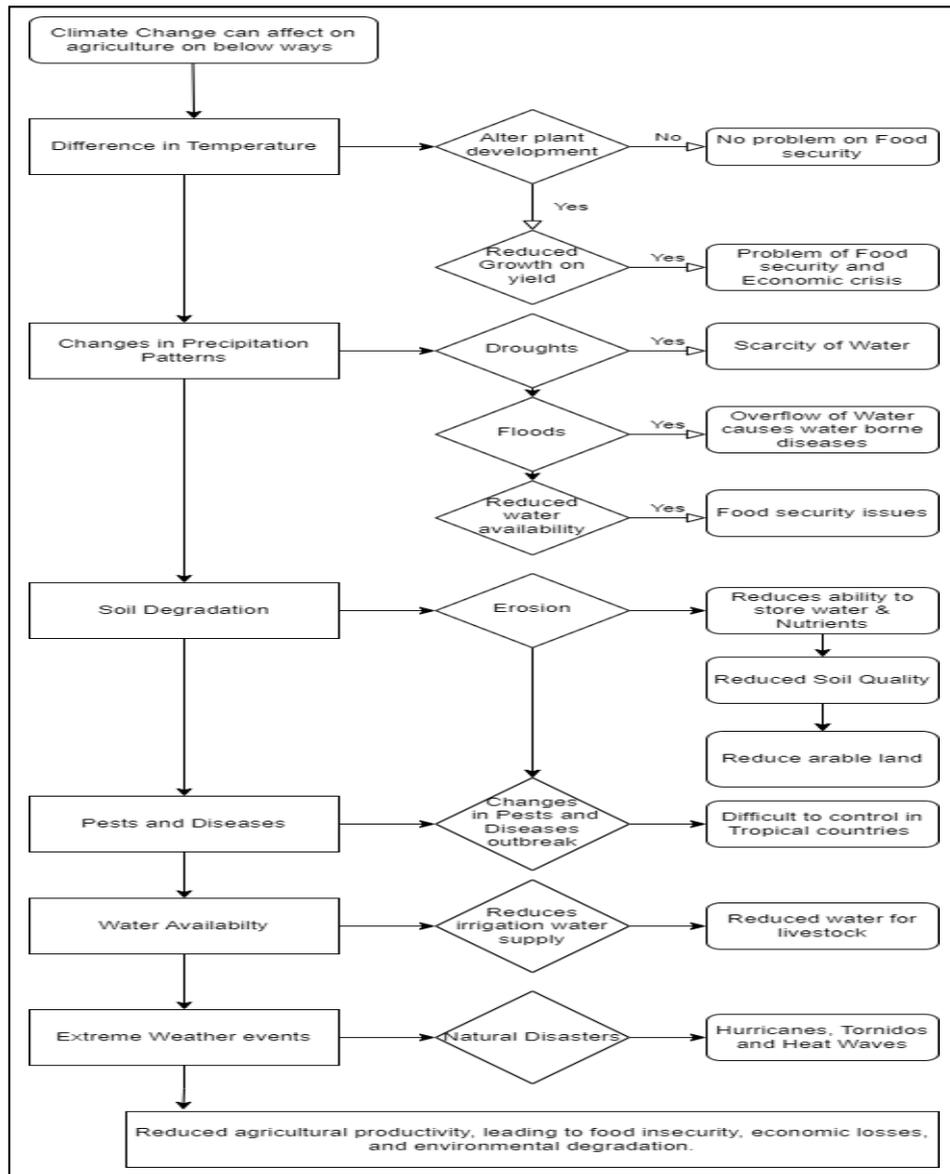
Figure 21.21: Results of Climate Crisis on Agriculture

EFFECTS OF CLIMATE CHANGE ON RURAL LIVELIHOOD:

There are five ways that climate change can impact on rural livelihood - agriculture, social protection, natural resources, diverse rural domains of natural disasters, non-farm activities.
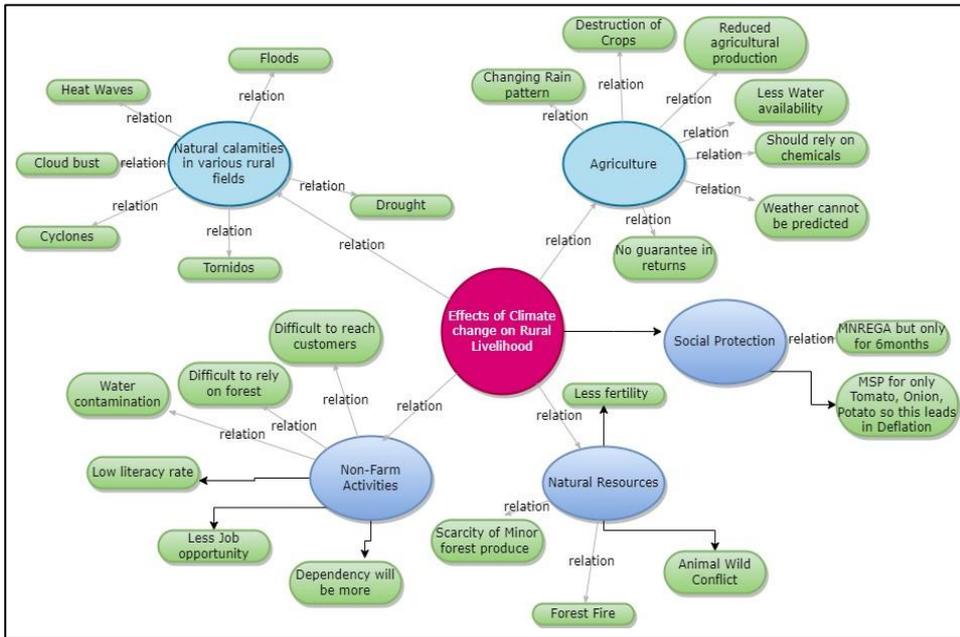
Figure 21.22: Effects of Climate Change on Rural Livelihood

As we all know, for an economy to function well, all three sectors must function effectively. As an outcome, the activities of weather and climate have a drastic effect on both Agro and Non-Agro activities in rural households. There won't be investment if the rural economy is struggling. The pattern of economic expansion and contraction that takes place throughout time is referred to as the cyclic form of the economy. The four phases of this cycle are typically growth, peak, contraction, and trough. The economy is more active during the expansion phase, and businesses grow and make more money. In this stage, commercial activity slows down and there may be losses, which might result in a shortage of goods and services. The contraction phase comes to a close at the trough.and it is distinguished by an extended period of economic stability. At this stage, the economy starts to improve and firms begin to grow once more, resuming the expansion phase. It has been documented throughout history that the economy has a cyclical structure.

The diagrams below illustrate how the economy is cyclic.
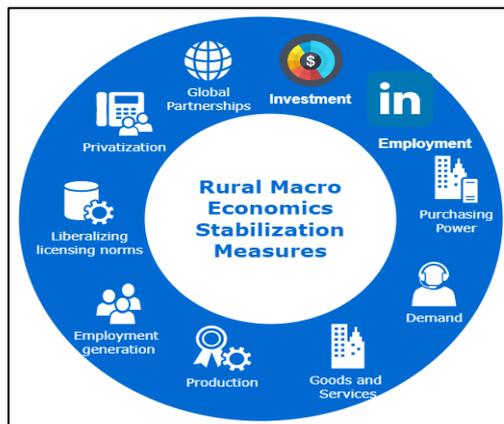
Figure 21.23: Cyclic Economy

EVALUATING HOW CLIMATE CRISIS MAY AFFECT AGRO/RURAL COMMUNITIES:

Findings from a Survey:

The impact of climate crisis on afro/rural life is one of the serious issues concerns facing humanity today. A multitude of factors, including temperature changes, precipitation and occurrences such as droughts and floods, are affecting agriculture. Crop yields could be drastically reduced as a result of these changes, which could also jeopardise global food security and harm rural populations' means of subsistence.

Understanding the effects of climate crisis on agro/rural life is goal of this survey. We want to learn more from farmers and agricultural workers and rural areas about how climate change has impacted their capacity to farm food, rear cattle, and earn a living in rural areas. Understanding these consequences will enable us to develop mitigation methods for climate change as well as more resilient agricultural systems that can be adapted to shifting climatic factors.

The poll will include a variety of climate crisis and agro-related themes are as follows:

- Temperature and precipitation patterns changing
- Severe weather affects animal output and health, as well as crop yields and quality
- Changes in the patterns of illness and pests
- Impacts on availability of water and other resources
- Climate change adaptation tactics
- Events aimed at assisting farmers and rural communities
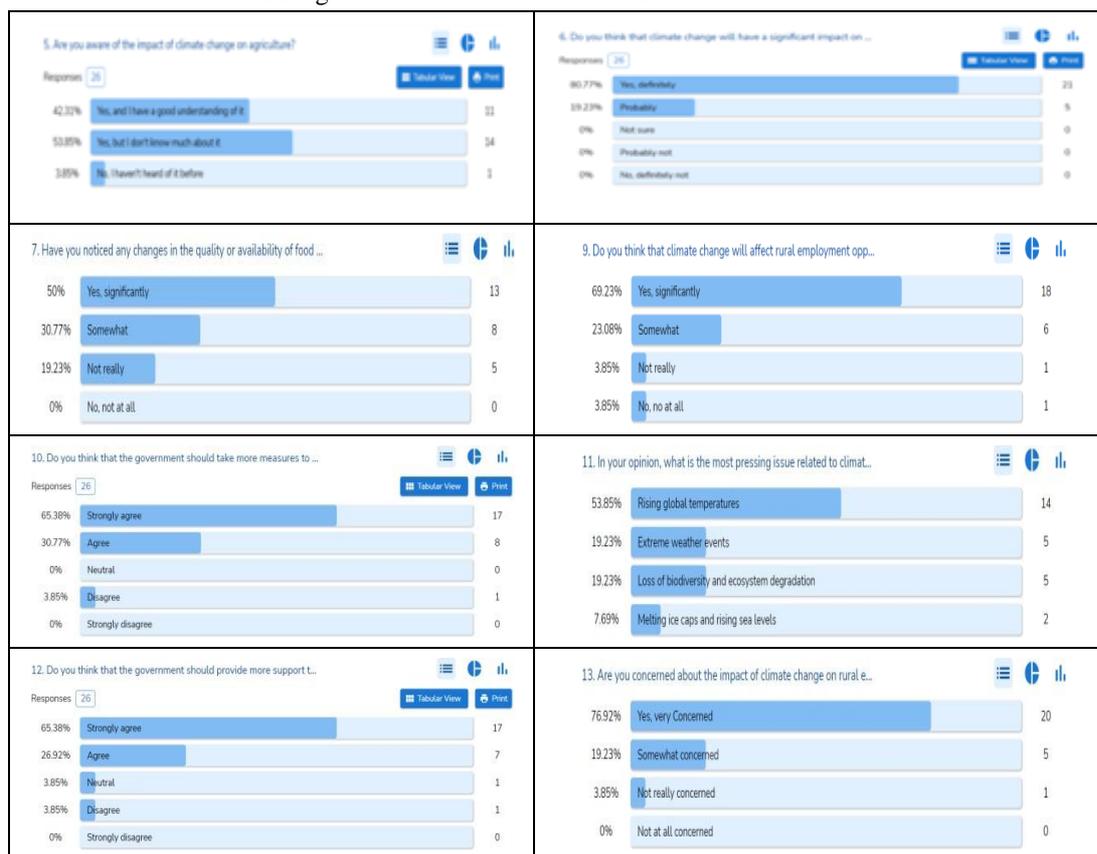
Figure 21.24: Poll Representation

KEY FACTS:

These are the key findings from the text:

1. Over half (53.85%) of respondents were aware of the effect of climate crisis on agro- sector, only 42.31% felt they had a good understanding of it.
2. The vast majority (80.77%) believed that climate crisis will be result in a major impact on agriculture with only a small proportion (19.23%) saying it will probably have an impact.
3. Half of the respondents (50%) noticed a significant change in the quality or availability of food products due to climate change, while 30.77% noticed a somewhat change
4. The majority (84.62%) believed that climate crisis is the resultant of human practices.
5. Over two-thirds (69.23%) believed that climate change will significantly affect rural employment opportunities and agricultural production.
6. A large proportion (65.38%) strongly agreed that the government should take wonderful initiative to combat climate change and create awareness for rural employment, while 30.77% agreed.
7. Rising global temperatures were seen as the most pressing issue related to climate change by more than half (53.85%) of respondents, followed by extreme weather events (19.23%), loss of biodiversity and ecosystem degradation (19.23%), and melting ice caps and rising sea levels (7.69%).
8. A majority (63.38%) strongly agreed that the government should provide more support for farmers and create rural employment opportunities, while 26.92% agreed.
9. Just 0.85% of respondents were not at all concerned about how climate change may affect rural jobs and agricultural production, compared to 19.23% who were only somewhat concerned.

SUMMARY:

The article covers a survey on people's awareness of climate crisis will badly affect on Agri/Rural lives. Majority was aware and believed it will have a significant impact. They noticed changes in food quality and believe human activity is a major cause. Respondents also believed climate change will affect rural employment and agreed that the government should combat it and create awareness. Rising temperatures were identified as the most pressing issue. Respondents strongly agreed that the government should provide more support for farmers and create rural employment. Most expressed concern about the impact on agriculture and rural employment.

CONCLUSION:

In order to address the complex and multifaceted issue of how climate change is affecting agricultural production and rural life, policymakers, researchers, and farmers must all focus on it. Complete detailed analyses of the various ways that climate change is affecting agricultural output and rural livelihoods around the world were presented in the research paper. The proliferation of pests and illnesses, changes in temperature and precipitation patterns, soil deterioration, and a lack of water were some of these repercussions. The paper emphasised the severe implications of climate crisis, specially on small and marginal farmers, those are more susceptible to its effects because of their scarce resources, inability to obtain financing or insurance, and reliance on rain-fed agriculture. The research article emphasised the importance of adaption methods, such as the promotion of climate-resilient crops, improved water management practises, and the development of climate-smart technologies, to decrease the consequences of climate change on agricultural output and rural lives. The research paper's conclusion emphasises the urgency of taking coordinated action to address how climate change is affecting agro/rural lives. So as to create and put into action effective methods to adapt to the varying climate, secure the lives of small and

marginal farmers, and guarantee to ensure food safety for future generations, it calls for concerted action from governments, farmers, researchers, and other stakeholders.

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WOMEN IN E-COMMERCE: A PLATFORM FOR ECONOMIC EMPOWERMENT DURING THE COVID-19 PANDEMIC

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ABSTRACT:

In India, e-commerce is helping businesses grow to new heights. It can serve as a venue for online commerce in addition to social networking. The COVID-19 epidemic is causing an increase in e-commerce, as seen by the public. Women are starting businesses founded on e-commerce because of the work's flexibility and the value of fiscal empowerment. This essay explains how e-commerce allows women to achieve economic independence in light of the COVID-19 pandemic. Instead of seeing the value of economic empowerment, they are beginning to become business entrepreneurs because they are having money difficulties. E-commerce is emerging as a powerful tool for women's empowerment in developing countries. For women entrepreneurs, especially those with small e-commerce businesses, access to ICT can bring additional information resources and open new communication channels, particularly for marginalised communities. Therefore, equitable access to e-commerce for women entrepreneurs needs to be taken into account by support services in areas such as training, gender analysis, planning, design, implementation, monitoring, and assessment, with particular attention paid to the effect on women's lives and conditions. If women are given more authority, they might be able to use it. They may benefit from being able to stand with males in dignity. More supportive policies are required in developing countries to support women e-commerce entrepreneurs by providing them with adequate training programmes and information, easing the payment channel and access to finance, and echoing their voices. The advantages of e-commerce are described in this study. The area around Bangalore provided the study's respondents. This research identifies the factors that influence women's participation in online shopping as well as the difficulties they face.

Keywords: E-commerce, Women, Empowerment, Economic Empowerment.

INTRODUCTION:

We may observe that COVID-19 and its economic repercussions are having a regressive impact on gender equality as the epidemic continues to have an impact on people's lives and livelihoods around the world. According to calculations, women's jobs are 1.8 times riskier during this crisis than men's jobs. Women make up 39% of the workforce globally, yet they are also responsible for 54% of all job losses. Many women began their own web businesses in order to better their families' financial situation. Reiterating this point, some women have launched enterprises to realize their aspirations of becoming entrepreneurs and to establish their own identities. Technology is enabling women to become more economically independent. E-commerce has gained popularity in recent years. It stands for social networking sites with online commerce. During this COVID-19 pandemic, e-commerce grew significantly. Upholding social distance is the main reason for this incident. Yet technology has also made it possible for people to work from home. People must rely on online shopping because they are unable to physically go to markets and get the goods they need. This inspired and motivated women to engage in e-commerce and market goods, primarily apparel, accessories, and food items. A hugely popular social networking service is E-commerce. For this reason, a lot of women created Facebook groups and pages to market their

goods. Facebook aided in their fame and consumer acquisition. While selling things online, women do encounter some challenges. E-commerce is assisting women in achieving economic independence and empowerment, but it also presents some challenges. In order to gather information regarding women in e-commerce, this study used a survey and in-depth interviews as its techniques.

Finally, this study attempted to analysis the engagement of women, their views on economic empowerment, and the challenges they encounter in online commerce - The Impact of the COVID-19 Pandemic on Women.

LITERATURE REVIEW:

According to Islam and Human (2019), women dominate the e-commerce market as consumers and business owners. Using Facebook as a medium, ladies are becoming business visionaries with the least amount of capital. A portion of the ladies businesspeople is selling different items, including garments, gems, painstaking work, and instant food. Many are attempting to feature the native culture. Somebody has started a new business with extravagant items (Fariha, 2021). These ladies are taught. Many couldn't find a new line of work because of different issues, including family pressure. Still uncertain about trying to do something on your own.. Subsequently, other than dealing with the family, women's advantage in autonomous business is expanding. Consequently, they can now improve their expectations for everyday comforts and furthermore spur different ladies to turn out to be monetarily subordinate. Contrasted with non-undertaking ladies (housewives), ladies in online business have more command over assets, resource possession, social and financial portability, political support, and contribution in the family and family wellbeing direction. This is the ideal stage for battling against the ongoing separations among people in business (Khanum et al., 2020).

According to the WTO (2020), women are suffering more during the COVID-19 situation than the (Ali et al., 2020a; Ali et al., 2020b; Chowdhury et al., 2020; F. Chowdhury et al., 2021; S. Chowdhury et al., 2021; Iqbal et al., 2021; Kader et al., 2019; Kader et al., 2019 Although COVID-19 continues to have a negative financial impact, this predicament also presents an opportunity to reinvent the wheel.

OBJECTIVES OF THE RESEARCH:

1. To understand the factors and processes influencing women's e-commerce activity during the COVID-19 pandemic.
2. To understand the e-commerce-based process of economic independence for women.
3. To evaluate the challenges that women encounter when conducting online commerce.

RESEARCH METHODOLOGY:

The writing of this work has been done using qualitative methods. Women who run their enterprises through various online platforms make up the study's population of e-commerce entrepreneurs. Using the non-probabilistic sampling method, a sample size of 100 users has been established from this group in the Bangalore region. This non-probabilistic sampling technique enables the selection of actual female e-commerce entrepreneurs rather than randomly selecting respondents who are not the target respondents. Primary and secondary sources of data collection exist, according to Hox and Boejje (2005). To complete this paper, both primary and secondary data were employed. In order to get primary data from the sample population, a questionnaire is created for the primary source of information.

Demographic Factors:
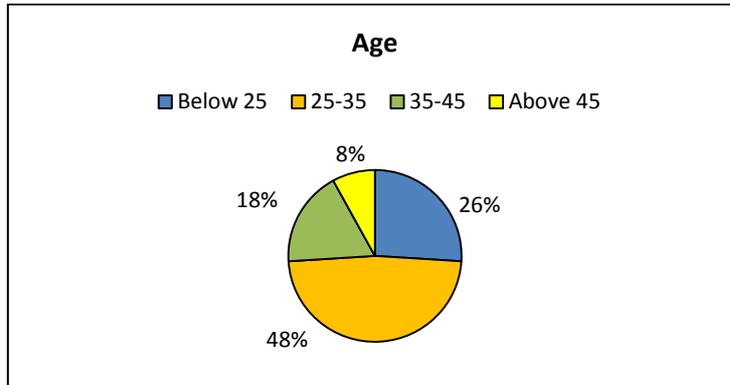
Figure 22.1: Age of the Respondents

It is observed that numerous ladies who are into web-based business are in the age bunch between 25 and 35, i.e., housewives, and in the rundown, the second most noteworthy age bunch is under 25, meaning that people who are doing graduation and post-graduation are more into online business.
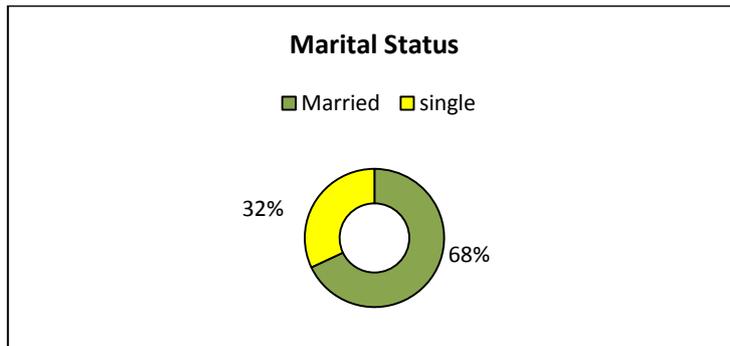
Figure 22.2: Women Entrepreneurs Marital Status

A survey indicated that married women are more engaged in e-commerce than unmarried women.
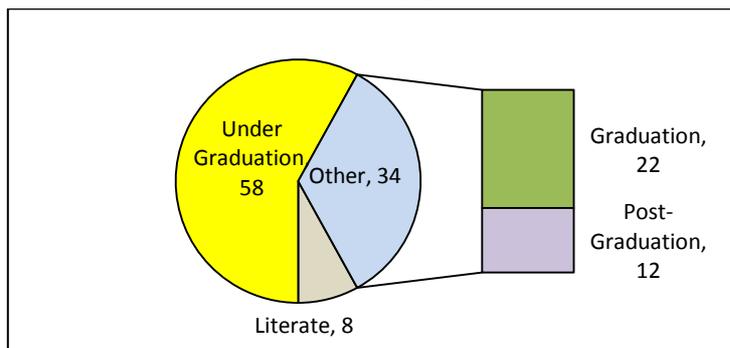
Figure 22.3: Educational Qualification of Respondents

The study discovered that more women who are into online business are undergraduates (22%) and have graduated, a few have done their post-graduation (12%), and together they contribute 34%, making them the least proficient ladies we can find.
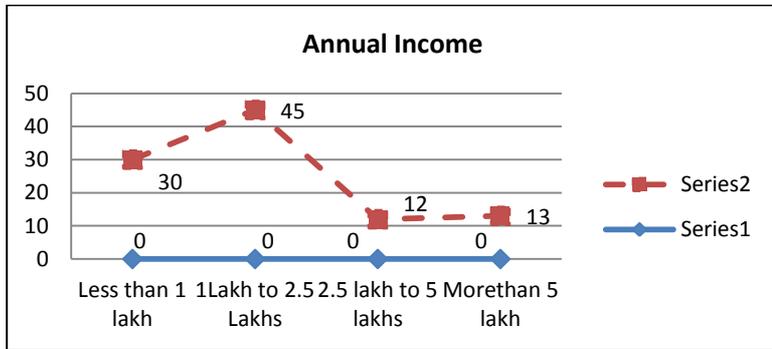
Figure 22.4: Financial Status of the Respondents

We can infer from the study's finding that women who engage in online business more often have lower income status compared to other women on the list that, in addition to being motivated by passion, many women engage in business to increase their financial empowerment and enhance their standard of living.
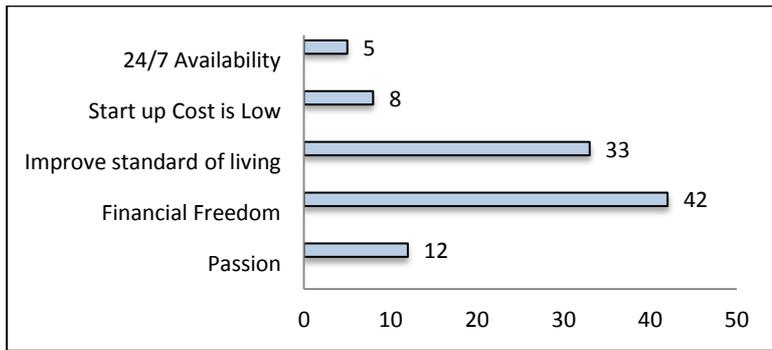
Figure 22.5: Reason to Start Online Business

Through the survey, it is evident that the majority of women who engage in e-commerce do so primarily to increase their financial independence and to enjoy a high standard of living in comparison to other reasons.
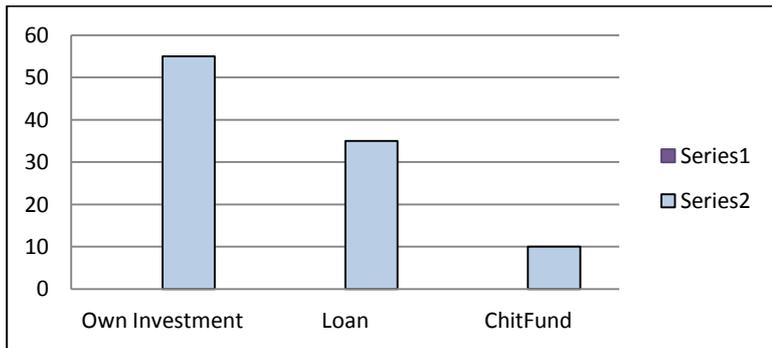
Figure 22.6: Source of Income to Startup the Business

A greater part of the ladies have contributed their investment funds as a kind of revenue to fire up the web-based business, and few were through credit, and exceptionally less have selected cash as an asset to startup the business.
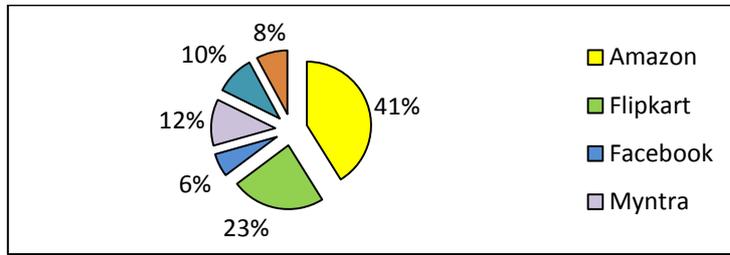
Figure 22.7: E-Commerce Site Preferred for Online Business

Numerous ladies business visionaries have picked Amazon's internet business webpage to do their business; the second most popular web-based business webpage is Flipkart, trailed by Myntra, Meesho, YouTube and Facebook.
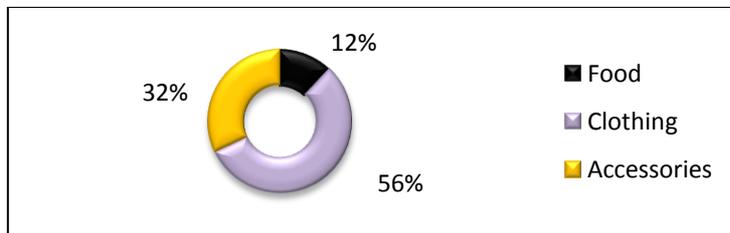
Figure 22.8: Product Type

According to a study, the majority of businesses are engaged in the clothing and accessory industries, and very few are in the food sector.
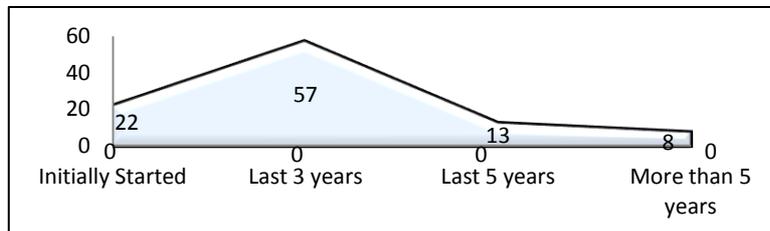
Figure 22.9: Duration

The research showed that more women are currently engaged in e-commerce than they were prior to the epidemic. We can see that many of them have—22% of them started their businesses—because of the pandemic since 57% of respondents said they had been operating an online company for the previous three years. Only 21% of Americans have engaged in online commerce over the past five years.
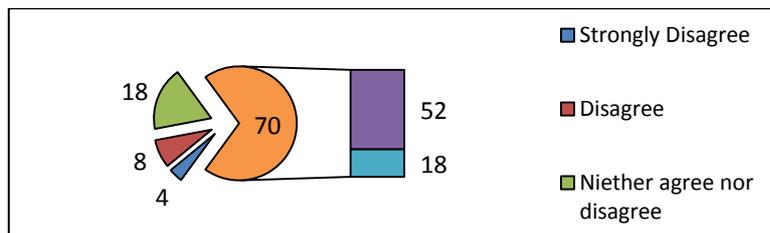
Figure 22.10: Support from Family and Society while Starting Online Business

The majority of female company owners claim that their families provide dependable support. Only 30% of themes receive very little help running their online businesses.
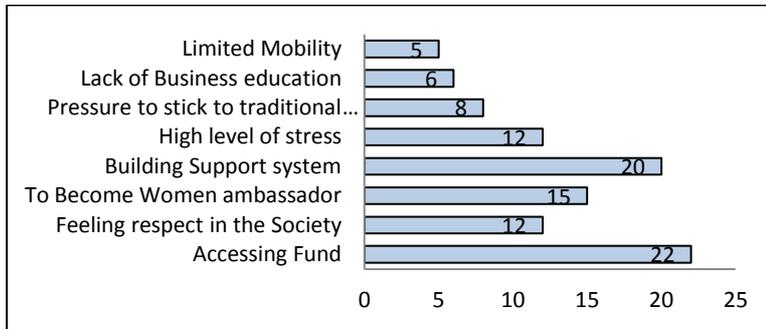
Figure 22.11: Kind of Challenges Faced in Online Business

The act of conducting business online presents a difficult problem for women. Many women have started their own businesses to get out of the financial bind that the COVID-19 pandemic left them in. In assessing funding and developing support systems during the business-running process, many people have encountered difficulties. In addition to this, many people encounter difficulties such as restricted mobility, a lack of business knowledge, difficulty managing gender roles, stress, and many others.
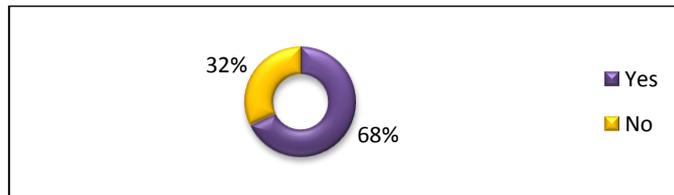
Figure 22.12: Online Business Reducing Financial Burden

According to 78% of female business owners, operating an online firm has significantly lowered their financial difficulties. On the other hand, 22% of respondents claimed that it didn't do so.
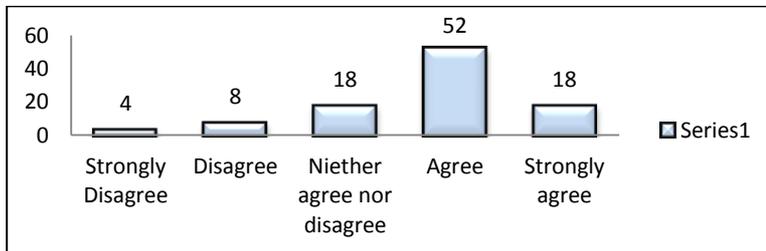
Figure 22.13: Online Business has Provided You Complete Encryption

Many female company owners have complained that the protection and security they receive when conducting online transactions is inadequate 48% of respondents indicated that they were neutral on the subject of encryption.
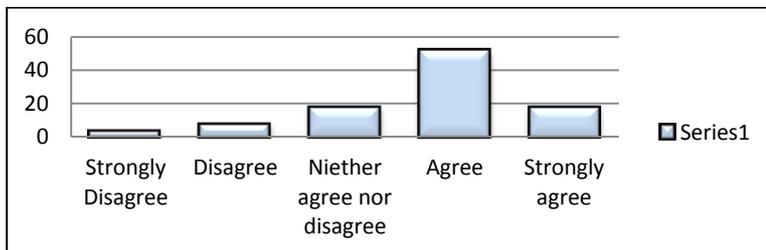
Figure 22.14: Ability to Generate Income to Maintain Your Economic Stability

More than 58% of female business owners concur that doing business online has given them the chance to make money and maintain their financial security. Only 26% of respondents said they could not keep their economies stable through online trading.
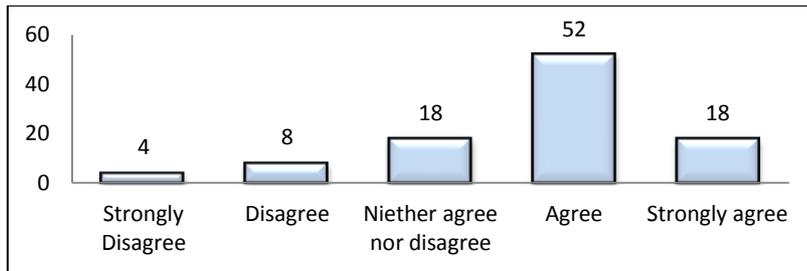
Figure 22.15: Women Friendly Business Platform

As per concentrate on it is viewed that as 70% of the answered have said web-based business is a ladies accommodating business stage.
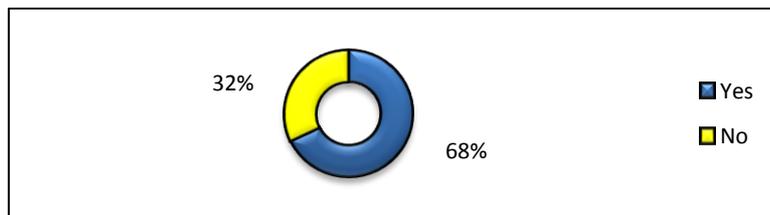
Figure22.16: Change for the Demand of the Product Post-COVID

According to the respondents' information, the majority of them have reported that their sales have improved since the COVID.

FINDINGS:

1. Through inventive actions, women find new ways to raise their socioeconomic position. E-commerce has unquestionably become a fantastic platform for the advancement of women in the current world.
2. Although it faces numerous obstacles, it continues to provide new information resources and develop communication channels for women business owners from marginalized communities.
3. Unquestionably, the e-commerce revolution has given women a strong sense of financial freedom and creative fulfillment.
4. They are currently actively taking part in decision-making and developing into strong leaders.
5. The financial support of women's families is no longer necessary. Due to the Corona virus outbreak, many women lost their jobs. Instead of protesting, many turned to e-commerce to sell products of their own or as businesses.

RECOMMENEDATION AND CONCLUSION:

With the help of e-commerce, women can start their own companies and become financially independent while juggling their personal and professional obligations. Through income-generating activities, they may now support their families and the national economy. But when they make an effort to become financially secure or independent, they face numerous obstacles. To give them a better e-commerce platform, the relevant authority should carefully manage these issues. But even so, the number of women participating in e-commerce is steadily rising since it enables them to work from home, combat inequality, and conquer poverty.

The following laws are recommended to support women's efforts to become more powerful through e-commerce and to help them develop. They need the most up-to-date internet infrastructure across the nation, as well as knowledge of e-commerce website construction, advertising, online transactions, flexible payment options, and other services. We need more guys who are eager to help out with domestic duties, more men who are willing to take on leadership roles, and more companies that are interested in providing more flexible work environments for women in online industries. According to the research, 70% of respondents believe that web-based business is a lady-friendly business stage. Training on personal branding via social media is necessary.

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A STUDY ON FACTORS INFLUENCING THE PURCHASING BEHAVIOUR OF E VEHICLES IN YELAHANKA, BENGALURU

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ABSTRACT:

The market for Electric vehicle has been profoundly high in the present scenario. Major automobile companies are eagerly shifting their production timeline to electric vehicles and new establishments also enter into the industry. The initiative of government also boosts both consumer as well the marketer to accept the changing automobile industry. Consumers of electric vehicle are going for it for the purpose of environmental sustainability and eradicating cost on petrol consumption. E vehicle are less costlier than petrol enable vehicle and high on full efficiency, a unit charge is only comes 5 to 10 rupees which will give an mile of 40 to 50 km/unit. Consumer preference towards purchase of electric vehicle is high due to various factors. The purpose of this study is to quantify the electric vehicle features that affect customer perceptions behaviour towards Electric Vehicles (EV)s. This research also gauges the attitudes and purchasing intentions of customers towards EV. The research has used non probability sampling method for data collection using convenient sampling method from 70 respondent using electric vehicles in Yelahanka of Bangaluru city. The results of the study show 15 Determinants of Consumer Purchase Behaviour of E-vehicle have been factorised into three dominant factors namely Responsibility and Variance Factor, Infrastructure and Procurement Factor and Optimal and Amenities Factor. The results of the multiple linear regression show gender and annual income of the E vehicle consumer significantly determines the Determinants of Consumer Purchase Behaviour of E-vehicle. It is suggested that marketer should also focuses on female consumers and lower income group.

Keywords: Sustainability, Efficiency, Perception, Infrastructure Procurement.

INTRODUCTION:

BEV-enabled electric vehicles are powered exclusively by electricity. The enormous batterypack that houses the electricity needed to power the car may be charged by hooking it to the power grid. Battery Electric Vehicles usually referred to as BEVs and more frequently as EVs, are entirely electric cars without a gasoline engine. The nation's e-mobility industry has grown significantly thanks in large part to India. The Indian government has offered support and encouragement to the EV industry, which is in development. With a target of 30% e-mobility by 2030, the Indian government has launched a number of initiatives to advance the e-mobility market in the nation.

These initiatives include the Nation E-Mobility Program, Faster Adoption and Manufacture of Hybrid and Electric Vehicles, and the National Electric Mobility Mission Plan. Electric vehicles are saving the climate — and our lives**.** The largest source of climatization in all the countries is because of Transportation. To solve the climate crisis, we mistake the vehicles on our roads as clean as possible. We have only a decade left to change the way we use energy to avoid the worst impacts of climate change. Emissions from cars and trucks are not only bad for our planet; they're bad for our health. Air pollutants from gasoline- and diesel-powered vehicles cause asthma, bronchitis, cancer, and premature death. The health impacts of localized air pollution last a lifetime, with the effects borne out in asthma attacks, lung damage, and heart conditions.

REASONS TO PRIORITIZE ELECTRIC VEHICLES AFTER COVID-19:

COVID-19 has affected almost all aspects of transportation. For the public sector, economic shutdowns have gutted the tax revenue needed to buy and maintain government vehicle fleets. Perhaps no municipal entity has been hit harder than public transit agencies, which have seen ridership, plummet by up to 97%. Some transit operators are close to bankruptcy, while some bus services may face permanent closure. For the private sector, COVID-19 has increased interest in private vehicle use as consumers feel safer and more protected from the virus in cars than they do on public transit. Not only are people grabbing their keys instead of transit passes, but those who never had keys to begin with are now considering a vehicle purchase. These are troubling trends that threaten the fundamental tenets of sustainable mobility: improved mass transit and reduced private vehicle use. Public transportation is fundamental for creating more efficient and sustainable cities, and cities should continue to prioritize public transit over private vehicles. However, private vehicles are unlikely to ever disappear, and those which are purchased should be electric. Through the right policies and investments, local governments can encourage consumers to make the right choice while also expanding their own electric vehicle (EV) fleets and growing their economies. Given the issues posed by COVID-19, now is the perfect time for vehicle owners and operators to invest in EVs, especially electric buses.

The COVID-19 epidemic significantly disrupted the auto sector, which in turn influenced consumer demand for electric automobiles, electric two-wheelers, and electric three-wheelers. According to the Society of Electric Vehicle Manufacturers (SMEV), sales of all electric vehicle registrations fell by 20% to 236 802 units in FY21 from 295 683 in FY20.The largest of the three, electric two-wheelers (E2W), had a fall of 6%. 143,837 electric two-wheelers were sold at the end of FY21, down from 152,000 in FY20. During FY21, a combined 40,836 high-speed and 103,000 low-speed E2Ws were sold. The pandemic had the greatest effect on electric three-wheelers (E3W), just like it did on the market for three-wheelers fuelled by fossil fuels. Sales for the E3W sector were 88,378 units, a decrease of 37.

GOVERNMENT AND E-VEHICLES:

It is illegal to drive your vehicle on public roads without **it**. However, if your EV is a two- wheeler with a top speed of up to 25 km/h and a power output of up to 250 watts, you do not need a driver's license to operate it.In a move that could affect electric vehicle (EV) adoption in Karnataka, the state transport department is mulling ending the 100% road tax exemption given to battery-run vehicles. If approved, EVs will be costlier in the state. Sources in the transport department said discussions are going on to include this proposal in the upcoming budget. "By 2030, a significant number of vehicles will be electric, especially in Bengaluru. Motor vehicle tax is one of the major revenues of the state government and any shortfall will affect infrastructure and social welfare schemes. There will be a separate tax slab for EVs. But talks are in early stages. The state government will have to approve the proposal," the sources said. Transport commissioner SN Siddaramappa said, "EVs will have to reach a threshold. It's still in the discussion stage." Karnataka has more than two crore registered vehicles of which EVs are only 1.5 lakh till December. Between May and December 2022, 61,598 EVs were registered in the state.[3]

The CM stated that the Karnataka Electric Bike Taxi Scheme will act as a link between everyday commuters and public transportation by the year 2023. Also, it will help to produce autonomous employment, maintain an eco-friendly environment, conserve fuel, strengthen public transportation, and strengthen the basis of linked enterprises. Participation in this system will be available to individuals, partnership firms, and businesses.[4]

OBJECTIVE OF THE STUDY:

1. To examine the demographic profile of E-vehicle buyers and users.
2. To determine the dominant dimension of Determinants of Consumers of Purchase Behaviour of E-vehicle.
3. To assess the significant influence of demographic profile of E-vehicle buyers on Determinants of Consumers of Purchase Behaviour of E-vehicle.
4. To suggest means in enhancing consumer satisfaction from E-vehicle usage and market for E-vehicle.

REVIEW OF LITERATURE:

In their research on customer preference for e-vehicles, **Craig Morton et al. (2016)** have claim to have noticed the consumer demand, innovative perception, the functional capabilities, as well as influence on e-vehicles. This study offered a framework for examining how customer innovation and attitudes affect the functional quality of electric vehicles.

Nazneen et al. (2018) aimed in their study to determine how consumers see the advantages of EVs in terms of the environment, automotive costs, comfort, trust, technology, infrastructure, and social acceptability. The advantages for the environment are well known to consumers. The government needs more facilities for infrastructure. Governments and businesses must make investments to influence customer perceptions and provide the desired qualities. The eight potential causes of the sluggish growth of EVs in India were listed by **(Tornekar, 2020).** He listed the following as barriers to the rise of EVs in India: charging time, price of an EV, range based on battery capacity, charging infrastructure, finite battery life, fear of new technology, government incentives, a lack of ads, and awareness campaigns.

Huang, X. et al. (2021) have analysed how consumers' technological knowledge affects their intention to adopt EVs consumer technological knowledge is positively and significantly related to EVs' perceived usefulness, perceived ease of use, perceived fun to use and consumers' intention to adopt EVs. In addition, no direct and significant relationship is found between perceived fun to use and willingness to adopt EVs, from the technical knowledge dimension. Dash, A. (2021) has explored and analysed the factors affecting adoption or acceptance of eco-friendly electric vehicles in India. A statistically significant relationship between environmental concern, knowledge of EV, subjective norm and attitude toward electric vehicle were investigated. Similarly attitude is responsible for a significant variation in adoption decision.

Stockkamp, C et al. (2021) have investigated the role of EV in sustainable urban development. It also applies a systematic literature review to establish a status quo of factors associated with the adoption of EVs. The results from the systematic literature review were synthesized. The article ends with implications for policymakers and suggests fruitful research avenues for future investigations. **Xiuhong Hea et al. (2018)** proposed a personality-perception- intention framework to explore consumers' EV adoption behavior. The research model is empirically tested with data collected from 369 participants in China. Results indicate that the EV purchase intention can be explained 57.1% variance by consumer perception and personality. Two types of personality, such as personal innovativeness and environmental concern, significantly affect EV purchase intention directly.

RESEARCH METHODOLOGY:

The used both primary data and secondary data for the study. Primary data were collected from the consumers of electric vehicle in Yelahanka of Bangaluru city. The city of Bengaluru is the prominent hub for industrial setups. It also the technological capital of India and major share of population are well educated and earn handful of income. Bangaluru city is highly dense populated city and usage

of automobile for transportation is very high, these leads to release of toxic gases and environmental degradation. To overcome this condition people are shifting towards electric vehicle and minimising petrol consumption. The market for electric vehicle in Bengaluru city is very high, eminent companies are opening their retail shoppes in the city and new companies are entering into the market. Hence, this study is aiming to examine the determinants of consumer purchase behaviour towards electric vehicle. The researchers have used convenient sampling method for data collection from the consumer of electric vehicle. Around 70 consumers were observed for the study. The researcher used both nominal scale and 5 point likeart scale for data collection. 5 point scale of strongly agree to strongly disagree have been used with a weightage of 5,4,3,2 and 1 has been used in measuring Determinants of Consumer Purchase Behaviour of E-vehicle.

DATA ANALYSIS AND INTERPRETATION:

The demographic profile of the E-vehicle users shows majority of the users are male (74.3%) in the age group of 26 to 35 years (84%). Sizable number of uses is salaried employees (80%) and earning an annual income of Rs.5 to 10 Lakhs per annum (57.2%). Majority of the users of E- vehicle are only one E-vehicle.

Determinants of Consumer Purchase Behaviour of E-Vehicle	Factor Loading	Mean Value	Std. Deviation	Communalities	Eigen Value	Variance Explained	Factor Name
Socially responsible	0.779	4.500	0.668	0.637	3.309	22.063%	Responsibility and Variance Factor(RVF)
Available variety	0.711	4.310	0.787	0.608			
Regulations and Incentives	0.656	4.370	0.714	0.564			
Fuel price	0.589	4.420	0.721	0.485			
Price of battery	0.489	4.390	0.694	0.394			
Lack of infrastructure	0.788	4.170	0.769	0.641	2.780	18.533%	Infrastructure and Procurement Factor(IPF)
Peer pressure to purchase	0.757	4.270	0.723	0.636			
Purchase Price	0.518	4.340	0.748	0.555			
Service and maintenance cost	0.491	4.330	0.760	0.369			
Environmental concerned	0.483	4.410	0.744	0.465			
Market awareness	0.440	4.190	0.874	0.342			
Smaller range	0.801	4.410	0.789	0.713	2.021	13.471%	Optimal and Amenities Factor (OAF)
Slower to refile	0.731	4.150	0.929	0.721			
Recharge time	0.554	4.350	0.757	0.600			
Costlier	0.459	4.360	0.671	0.381			
KMO: 0.871, Bartlett's Test of Sphericity: 876.782, Df: 105, P value: 0.000, Total Variance Explained: 54.068%							

Table 23.1: Determinants of Consumer Purchase Behaviour of E-vehicle

Table 23.1 explicates factorisation of fifteen Determinants of Consumer Purchase Behaviour of E-vehicle (DCPBE) variables. The Determinants of Consumer Purchase Behaviour of E-vehicle have been measured with fifteen variables and factorised using factor analysis. The results of the factor analysis revealed that 15 Determinants of Consumer Purchase Behaviour of E-vehicle have been extracted into three dominant latent factors which gather explaining 54.068% of the variance. KMO test has been used to determine the sampling adequacy of the project taken on determining consumer perception on E vechicle usage. The KMO value of 0.871 reveals a strong compability of running factor analysis to 15 DCPBE variables. The Bartlett's test of Sphercity 876.782 with Df of 105 and P value of 0.000 indicates a close association among the variables. The standard deviation values are strong mearues of mean as standard deviation value is lowre than men values. The communalities values are more than the thresh hold limits of 0.500. Therefore, it shows factor anlaysis can bee applied to those 15 DCPBE variables. The three independent factors have been

extracted and the first factor 1 consists of five variables with Eigen value of 3.309 and it explaining 22.063% of variance in DCPBE. The five variabels of Factor 1 are Socially responsible, Available variety, Regulations and Incentives, Fuel price and Price of battery in the position of their relative correlation among the variables and spot it has been labelled as **Responsibility and Variance Factor (RVF).** The second factor 2 holds six variables with Eigen value of 2.780 and explaining 18.533% of variance in DCPBE. The six variables of Factor 2 are Lack of infrastructure, Peer pressure to purchase, Purchase Price, Service and maintenance cost, Environmental concerned and Market awareness in the position of their relative correlation among the variables and place it has been named as **Infrastructure and Procurement Factor (IPF).** The third Factor 3 consists of four variables with Eigen value of 2.021 and explaining 13.471% of variance in DCPBE. The four variables of Factor 3 are Smaller range, Slower to refile, Recharge time and Costlier in the place of their relative correlation among the variables and position it has been termed as **Optimal and Amenities Factor (OAF).**

CFA OF DETERMINANTS OF CONSUMER PURCHASE BEHAVIOUR OF E-VEHICLE:

CFA confirms how well indicators represent the latent constructs. It validates the measurement model which consist of three factors namely RVF, IPF and OAF with loadings of fifteen items. The constructed model examine the inter relationship between exogenous variables and endogenous variable.
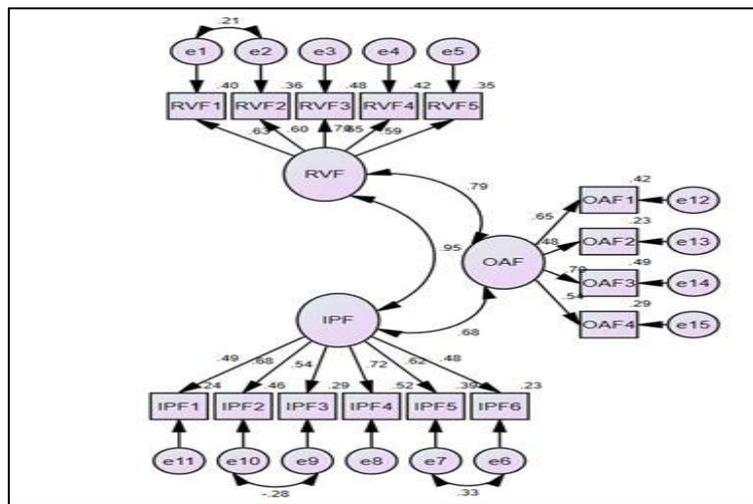
Figure 23.1 Determinants of Consumer Purchase Behaviour of E-vehicle CFA model

The functional value consisting of three sub dimensions viz, **Responsibility and VarianceFactor (RVF), Infrastructure and Procurement Factor (IPF) and Optimal and Amenities Factor (OAF).** Five items have been determined in RVF and six items in IPF and four items in OAF. Observing at each of the construct's values separately at the constructed CFA model of **Determinants of Consumer Purchase Behaviour of E-vehicle** meausrement model, establish using standarided co-efficient and Squared Multiple Correlation. RVF3 signifies an important role (0.690) in determining responsibility and variance factor, while IPF4 indicates prominent role (0.720) in determining Infrastructure and procurement factor and OAF 3 indicates an indispansiable role (0.703) in determining Optimal and Amenities factor.

The constructed model shows an association which significantly explaining the fitness of the constructed model. Indices such as CFI, RMSEA, GFI, NFI reveals goodness of the fit for the

present constructed model with the support of CFA the present model has been well developed and validated.

The constructed model has validated and fitted in each dimension with the support of Confirmatory Factor Analysis indices. The value of CMIN/DF or Chi-square is 1.784 express far lower to threshold limit of 5, simultaneously the value of CFI, AGFI and GFI is very close to 1 indicating the model is well fitted in every dimension. Therefore, it is identified that the **Determinants of Consumer Purchase Behaviour of E-vehicle** measurement model is significantly fitted. The value of RMSEA is 0.067 shows below the thershold value of 0.080. All the above indicies are reflects a strong reliability and validity of the sclae used in construction of the measurement model.

Influencing Variables	Unstandardized Co-efficient		Standardized Co-efficient	t Value	P Value
	B	Std. Error			
(Constant)	20.653	0.593		34.825	0.000**
Gender	1.062	0.446	0.378	6.384	0.008*
Annual Income	0.811	0.658	0.416	5.882	0.012*
R=0.578, R2=0.320, Adjusted R2 =0.260, F value: 15.685, P value<0.018					

Table 23.2: Influence of Demographic profile E-Vehicle users on Overall Determinants of Consumer Purchase Behaviour of E-vehicle

Table 23.2 reveals impact of demographic profile of the E-vehicle users on Determinants of Consumer Purchase Behaviour of E-vehicle with the support of Multiple Linear Regression method. The gender and annual income of the E vehicle users have positive and significant influence on Determinants of Consumer Purchase Behaviour of E-vehicle. Gender shows male have higher determination for purchasing of E-vehicle compare to female users of E-vehicle. The annual income of E-vehicle users shows, higher the income level higher would the determination for purchase E-vehicle. The impact of gender shows beta value of 0.378 indicating rate of usage of E-vehicle among the gender groups and the relationship is significant at 1% level of significance. The impact of annual income shows beta value of 0.416 indicating rate of usage of E-vehicle based on annual income. Other personal profile and number of E-vehicle have no significant impact on Determinants of Consumer Purchase Behaviour of E-vehicle.

RESULTS AND DISCUSSION:

The market for E-vehicle has been substantially booming over the years after government of India initiative for environmental sustainability. The market is made free for all companies for entry and making prominent research and development. The present study examines the determinants of consumer behaviour towards E-vehicle usage and purchase. Sizable number of buyers is male who shows keen interest in purchasing and using E-vehicles. The dominant age groups using and purchasing E-vehicles are young and dynamics who have clear mind for environment protection and environment sustainability.

The price of the E-vehicle hare high due to its production cost and distribution cost, the users are identified to be moderate earning groups due to their affordability to purchase it. Sizable number of salaried employees goes for credit purchase and instalment purchase system.

The Determinants of Consumer Purchase Behaviour of E-vehicle has been assessed using 15 statement which are measured using five point likert scale of strongly agree to strongly disagree with an weightage of 5,4,3,2 and 1 respectively. The fifteen statements have been factorised using factor analysis using exploratory factor analysis and principle component analysis. The fifteen factors have been bringing down into three dominant factors based on the rotated component varimax method. The first factor 1 holds five variables which represents social responsibility of the e-vehicle users, availability of vehicle, regulation and incentives from government sides, expense on charging

price these variables are segregated based on the relative correlation among the variables and it has been termed as **Responsibility and Variance Factor.**

The second factor 2 holds six variables namely lack of infrastructure for development and carrying e-vehicle usage, Peer pressure to purchase e-vehicle, Purchase Price of the product, Service and maintenance cost incurred in maintain e-vehicle, Environmental concerned and Market awareness in the position of their relative correlation among the variables and place it has been named as **Infrastructure and Procurement Factor.**

The third Factor 3 consist of four variables namely smaller range of e-vehicle available in the market, Slower to refile of e-vehicle, Recharge time taking for recharging e-vehicle and Cost of e-vehicel in the place of their relative correlation among the variables and position it has been termed as **Optimal and Amenities Factor.**

The gender and annual income of the E vehicle users have positive and significant influence on Determinants of Consumer Purchase Behaviour of E-vehicle. Gender shows male have higher determination for purchasing of E-vehicle compare to female users of E-vehicle. The annual income of E-vehicle users' shows, higher the income level higher would the determination for purchase E- vehicle.

CONCLUSION:

The market for electric vehicle has been significantly taking over the fuel vehicle due to number of factors. Consumers' behaviour towards fuel enable vehicle has reducing over the period of time. The initiative of the government also pawed the way for consumer of automobile to shift towards electric vehicle, the cost and maintaining cost of fuel enable vehicle is very high compare to electric vehicle. Market for electric vehicle in the city of Bengaluru is dominant one, due to availability of infrastructure and segment of consumers. Bengaluru city is highly populated and well established city and people are well educated and high income group. People perception towards usage of electric vehicle is very high. Hence, to examine the purchase behaviour of electric vehicle among common masses of Bengaluru city has been observed. The study observed fifteen variables determining the purchase behaviour of the consumers of electric vehicle. The variables have factorised and identified the three latent dimensions namely Responsibility and Variance Factor, Infrastructure and Procurement Factor and Optimal and Amenities Factor. The personal profile of the consumers of electric vehicle has significant influence overall determinants of the purchase behaviour of the consumers of electric vehicle. Gender has significant and positive influence over purchase behaviour of the consumers of electric vehicle, male consumers are higher for electric vehicle compare to female consumers, consumer from higher income group have significant influence on purchase behaviour of consumers of electric vehicle. It would be suggested that marketer should be focuses on female consumers as well as on low income group consumers in Bengaluru city. They need to provide needful amenities to attract consumer for electric vehicle.

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A STUDY ON CHALLENGES AND OPPORTUNITIES FOR STARTUPS IN INDIA WITH SPECIAL REFERENCE TO KARNATAKA, BANGALORE

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ABSTRACT:

The study aims to analyze the challenges and opportunities for startups in India, with a focus on the state of Karnataka and its capital, Bangalore. The growth of the startup ecosystem in India has been remarkable in recent years, however, there are still several obstacles that startups face in their journey toward success. This study will explore the key challenges faced by startups in India, such as access to funding, lack of mentorship, and limited market access. Additionally, the study will examine the opportunities available to startups in India, such as supportive government policies and a large pool of talented young individuals. The study will use both primary and secondary data sources to gather insights and provide recommendations to startups in the region. The findings of this study are expected to provide valuable insights to entrepreneurs, investors, and policymakers, and contribute to the development of the startup ecosystem in India.

Keywords: Start-up, Funding, Challenges.

INTRODUCTION:

Innovation is a phrase that would best describe starting something new or different from the existing ones. Innovation can be anywhere, from trying a new dish to turning around the tables on the corporate board, innovation is present. The innovation described in this particular paper is about ideas that would bring some kind of monetary benefits in terms of Business.

Startups mean innovative ideas transformed into work or business, i.e., a person deciding to start a business that is either entirely new in the market, taking an existing one and developing it through setting standards, or investing in his ideas or starting something new through continuous research and rework. In general, Startups mean not only starting a business that is completely different from others but also starting an existing business on a smaller scale or sometimes even rendering services for a limited scale of operations.

According to the Ministry of corporate affairs (MCA) the phrase 'Startup' can be similar to those ventures whose name shall have the adjective Private Limited on its name and as well be notified by the DIPP, Ministry of Commerce & Industry.

For any startup, it is important to address its key roles in and around the market for which it has to undergo various feasibility studies, market analysis, competitor analysis, SWOT analysis, etc which helps in ease of carrying out business ventures in a perfect competition manner.

REVIEW OF LITERATURE:

There exist similarities between Bangalore and Silicon Valley that binds the market in raising funds, cultural factors, legal-political factors, and socio-economic factors and these lead to negative business aspects for Startups in the ecosystem (Sebastien Bianchi, 2015).

According to Sumit Mishra's article "Start-up in India: Opportunities and Challenges" this study paper is focused on the Start-up India Campaign, which was launched on August 15, 2015. This article's main goal is to shed some insight into the obstacles that startup entrepreneurs must overcome and the chances that the Indian government's program presents (January 2017).

The Age of the founders, their interests, experience in the industry line, entrepreneurs' dedication, and efforts leading to Startups is been thoroughly examined using primary data collected from the founders of Karnataka-based Startups by which it can be concluded that the above factors are also some of the reasons for the Startups in India (Dr. Rizwana M & Dr. Padmalini Singh, 2019).

According to Bala Subrahmanya M H (2020), Bangalore city constitutes more technology- related or associated Startups of which most of which feel difficult to sustain in the heavy competition. The challenges, processes involved, and key factors for the running of tech-based Startups are been discussed in their study.

According to Praveen M Kulkarni and team (2021), their paper aimed in understanding the problems related to rural areas where most Startups failed to perform well verse due to implementation challenges, seed capital, and lastly the growth factor was major prob in rural areas of Karnataka.

In the publication "Challenges Faced by Startup Entrepreneurs- A Review Study" by Dr. Veena.M and Mrs. Anitha, unemployment is the country's main problem and it can only be resolved by addressing the difficulties faced by startup entrepreneurs. The studies conducted thus far and the efforts made to analyze the difficulties faced by startup business owners were the primary subject matter of this paper. (April 2022)

THE OBJECTIVE OF THE RESEARCH:

- To analyze the ongoing state of the startup ecosystem in Karnataka, India, including the challenges faced by startups and the opportunities available to them.
- To identify the key factors affecting the growth of startups in India, such as access to funding, regulations, and talent.
- To understand the trends and patterns in the startup landscape in India, including the sectors that are attracting the most investment and the startups that are leading the way.
- To provide recommendations to startups, investors, and the government on how to overcome the challenges and leverage the opportunities in the Indian startup ecosystem.

SCOPE OF THE STUDY:

- **Geographical Scope:** The study will focus specifically on the startup ecosystem in Karnataka, with a special emphasis on Bangalore.
- **Sectoral Scope:** The study will cover startups across various sectors, including technology, healthcare, education, fintech, and more.
- **Time Frame:** The study will consider the current challenges and opportunities faced by startups in Karnataka, with toward wards recent developments and future trends.
- **Data sources:** The study uses a combination of both Secondary and primary data sources, including surveys, interviews, etc.
- **Methodology:** The study is of a mixed-methods approach, which includes both qualitative and quantitative aspects to analyze the data collected.
- **Challenges and Opportunities:** The study will focus on the key challenges faced by startups in Karnataka, such as access to funding, regulations, and talent, as well as the opportunities available to them, such as government support, local ecosystems, and market demand.

- **Recommendation**s: The study will provide recommendations to startups, investors, and the government on how to overcome the challenges and leverage the opportunities in the startup ecosystem in Karnataka.
- **Limitations:** The study will acknowledge any limitations of the research, including the scope of the data collected and the limitations of the methods used.

RESEARCH METHODOLOGY:

Research Design: In terms of investigation, the current learning is observational. The research strategy for the study is a quantitative one. A descriptive study aims to extract as much information as possible from secondary sources. It aids in determining the specified goal.

Data Collection: A combination of primary and secondary data sources will be used to collect data for the study. Primary data sources will include surveys and in-depth interviews with startup founders, investors, and relevant stakeholders in the startup ecosystem in Karnataka, Bangalore. Secondary data sources will include government reports, academic literature, and news articles.

Primary Data: It is done through personnel interviews and online forms sent to respondents through mail or WhatsApp. The analysis is based on the ratio and percentage methods.

Sampling: A convenient sampling method will be used to select the sample of startup founders and investors to be interviewed. The sample size is 138 respondents spread across areas of Bangalore, Karnataka.

Survey Design: The survey will be designed to collect data on the challenges faced by startups in Karnataka, their access to funding and support systems, and their future plans and prospects. The survey will be administered online to a large number of startup founders in Karnataka.

Sample Size: The total number of respondents collected for the Survey is 138 respondents spread across regions of Bangalore, Karnataka.

Interviews: In-depth interviews will be conducted with a select group of startup founders, professionals, IT employees, and relevant stakeholders in the startup ecosystem in Karnataka. The interviews will be used to gain a deeper understanding of the challenges faced by startups and the opportunities available to them.

Data Analysis: Both qualitative and quantitative techniques will be used to analyze the data that has been gathered. While the quantitative information obtained from questionnaires will be examined using descriptive statistics and percentage analysis, the qualitative data obtained through conversations will be examined using analysis of content methods.

Population: The population of this study constitutes businessmen, IT professionals, professionals, and also small or daily laborers.

Validity and Reliability: The use of standardised survey instruments, numerous data sources, and frequent data quality reviews are just a few of the steps that will be taken to guarantee the validity and reliability of the data that is gathered.

Ethical Considerations: The study will comply with ethical research standards, including informed consent, confidentiality, and protection of participant privacy.

The research methodology will be designed to provide a comprehensive and nuanced understanding of the challenges and opportunities faced by startups in Bangalore, and Karnataka with a view toward providing actionable recommendations for the improvement of the startup ecosystem.

ANALYSIS AND DISCUSSION:

Background of Startups in India:

The startup ecosystem in India has rapidly evolved over the past few decades, with several factors contributing to its growth. The following are some of the key milestones in the background of startups in India:

- **Economic Liberalization:** India's economic liberalization in the early 1990s opened up the country's economy to foreign investment and trade. This created a more conducive environment for entrepreneurship and innovation.

- **IT Boom:** India's IT industry saw explosive growth in the late 1990s and early 2000s, with the rise of companies such as Infosys and Wipro. This paved the way for several startups in the technology sector.

- **Mobile Revolution:** The widespread adoption of mobile phones and internet access in the late 2000s and early 2010s created new opportunities for startups in areas such as e-commerce, fintech, and healthcare.

- **Startup Initiatives**: The Indian government launched several initiatives to support startups, including the Startup India program, which aims to create a startup-friendly environment in the country. Several state governments also launched similar initiatives to support startups.

- **Venture Capital:** The growth of the startup ecosystem in India has attracted significant venture capital investment, with several domestic and international firms investing in Indian startups.

Today, India has a thriving startup ecosystem, with several successful startups in various sectors such as e-commerce (Flipkart, Snapdeal), fintech (Paytm, PhonePe), healthcare (Practo,Portea), and transportation (Ola, Swiggy). The country's large and diverse population, increasing access to technology, and supportive government policies have contributed to the growth of startups in India.

Opportunities Available to Startups in India:

India offers numerous opportunities for startups, thanks to its rapidly growing economy, large population, and increasing access to technology. Some of the opportunities available to startups in India include:

- **Large Domestic Market:** India has a large and diverse population of over 1.3 billion people, presenting a significant domestic market for startups to tap into. This presents opportunities for startups in areas such as e-commerce, fintech, healthcare, and education.

- **Growing Middle Class:** India's middle class is rapidly expanding, with more people joining its ranks every year. This presents opportunities for startups in areas such as consumer goods, luxury products, and services catering to the middle class.

- **Digital Transformation**: India is undergoing a digital transformation, with increasing internet penetration and smartphone adoption. This presents opportunities for startups in areas such as e-commerce, digital payments, and online education.

- **Skilled Workforce:** India has a large and skilled workforce, particularly in areas such as software development, engineering, and data analytics. This presents opportunities for startups to tap into this talent pool and build innovative solutions.

- **Government Support:** The Indian government has launched several initiatives to support startups, including funding schemes, tax incentives, and incubation programs. This presents opportunities for startups to access funding and mentorship, as well as to connect with other startups and industry players.

- **Infrastructure Development:** The Indian government is making significant investments in the

growth of its infrastructure, especially in sectors like transportation, electricity, and communication. Startups in industries like transportation, green energy, and telecommunications can benefit from this.

- **Social Impact:** India faces several social challenges, including poverty, healthcare, and education. Startups that focus on social impact and provide innovative solutions to these challenges have a significant opportunity to make a positive difference in the country.

India presents numerous opportunities for startups across various sectors. With the right strategy, funding, and execution, startups can leverage these opportunities to build successful businesses and make a significant impact in the country.

Trends Followed by Startups in India:

There are several trends that startups in India are currently following, including:

- **E-commerce:** E-commerce continues to be a popular trend among startups in India. With the rise of digital technology and the increase in the number of people using the internet, e-commerce has become a viable option for entrepreneurs in India.

- **Fintech:** The financial technology sector is growing rapidly in India, with many startups offering innovative solutions in areas such as mobile payments, lending, and insurance.

- **Healthtech:** With India's large population and increasing healthcare needs, health-tech startups are emerging to provide innovative solutions to healthcare challenges.

- **Edtech:** Education technology startups are also on the rise in India, with companies offering online learning solutions, test preparation services, and educational content.

- **Agritech:** As agriculture is a major industry in India, there is a growing trend of startups focused on agriculture technology, offering solutions in areas such as crop monitoring, irrigation management, and soil testing.

- **Sustainability:** Startups focused on sustainability and eco-friendly solutions are also gaining traction in India, with companies offering products and services that are environmentally friendly.

- **AI and Machine Learning:** Many startups in India are leveraging artificial intelligence and machine learning to create innovative solutions in various industries such as healthcare, finance, and e-commerce.

- **On-Demand Services:** Startups offering on-demand services, such as food delivery, transportation, and house cleaning, is also growing in popularity in India.

The Indian startup ecosystem is dynamic and constantly evolving, with new trends and areas of focus emerging regularly.

Key Challenges faced by Startups in India:

As a large and diverse country, India presents a unique set of challenges for startups. Some of the key challenges faced by startups in India include:

- **Funding:** Access to funding is one of the major challenges for startups in India. While there are several government initiatives and private investors, the competition is fierce, and only a few startups manage to secure funding.

- **Regulations:** The regulatory environment in India can be complex and challenging for startups, particularly in sectors such as healthcare, education, and finance. The need to navigate multiple regulations and compliance requirements can be a significant barrier for startups.

- **Talent Acquisition:** The availability of skilled talent can be a challenge for startups, particularly in emerging areas such as artificial intelligence and blockchain. With a shortage of skilled workers in some sectors, startups often struggle to attract and retain top talent.

- **Infrastructure:** Infrastructure is another key challenge for startups in India. Inadequate transportation and logistics infrastructure can result in delays and increased costs for startups, particularly those operating in remote areas.

- **Market Access:** India is a large and diverse market, and startups often struggle to gain access to customers in different regions. Localizing products and services to meet the necessity of different regions can be a time-taking and costly process.

- **Cultural Barriers:** India is a country with diverse cultures, languages, and customs. Startups may face challenges in navigating these differences and building relationships with customers and partners from different backgrounds.

- **Competition:** There are many companies competing for the same market share in India's startup environment, which is very competitive. In such a competitive climate, startups must stand out from the crowd and remain on top of developments. while India offers numerous opportunities for startups, it is essential to recognize and address these challenges to succeed in the country's dynamic business environment.

Incentives Offered to Startups in Karnataka:

Karnataka is one of the leading states in India when it comes to promoting startups and entrepreneurship. The state government has launched several initiatives and incentive programs to encourage the growth of startups in the state. Some of the key incentives offered to startups in Karnataka include:

- **Karnataka Startup Cell:** The state government has set up a dedicated startup cell to provide guidance and support to startups. The cell provides assistance in areas such as registration, funding, mentorship, and networking.

- **Seed Fund:** The state government has set up a seed fund of INR 400 crore (approximately USD 56 million) to provide early-stage funding to startups. The fund is managed by the Karnataka Biotechnology and Information Technology Services (KBITS) and offers funding of up to INR 50 lakhs (approximately USD 70,000) to selected startups.

- **Tax Incentives:** Karnataka offers several tax incentives to startups, including exemption from payment of stamp duty and registration fees for company incorporation, and reimbursement of patent filing and trademark registration fees.

- **Incubation Centers:** Karnataka has several incubation centers, such as the Indian Institute of Science (IISc) incubation center, the NSRCEL incubation center at the Indian Institute of Management Bangalore (IIMB), and the Karnataka Innovation and Technology Society (KITS) incubation center. These centers provide startups with access to mentorship, networking opportunities, and funding.

- **Karnataka Electronic System Design and Manufacturing (ESDM) Policy:** The state government has launched an ESDM policy to promote the electronics and hardware sector. The policy offers incentives such as reimbursement of up to 50% of the cost of land and building for setting up ESDM units, exemption from payment of electricity duty for a period of five years, and reimbursement of the cost of obtaining certifications.

- **Innovation Fund:** The Karnataka government has set up an innovation fund of INR 200 crore (approximately USD 28 million) to promote innovation and entrepreneurship in the state. The fund provides financial assistance to startups in areas such as agriculture, healthcare, and education.

These are some of the key incentives offered to startups in Karnataka. The state government is committed to promoting the startup ecosystem in the state and has launched several other initiatives and programs to support startups

RESULT OF ANALYSIS AND INTERPRETATION:

Age Groups (in years)	Respondents	Percentage (in %)
18 - 25	27	19
25 - 45	63	46
45 – 60	29	21
60 and Above	19	14
Total	**138**	**100**

Table 24.1: Frequency distribution of Age Group of Respondents
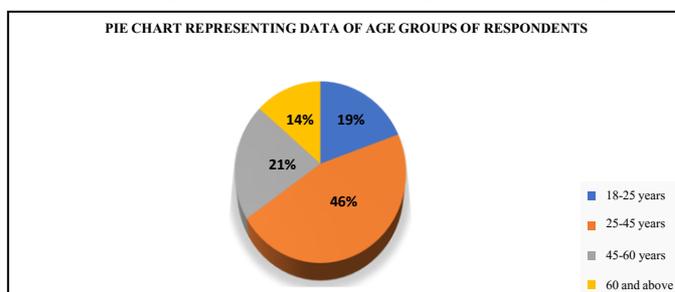
Figure 24.1: Frequency Distribution of Age Group of Respondents

Interpretation: From the above distribution, we can say that 19% of people belonged to the 18 – 25 years age group, 46% belonged to the 25-45 years, 21% people belonged to the 45-60 years and 14% of the respondents belonged to the 60 years and above category, from this, it can be inferred that people in the age group 25- 45 years are more encaustic in starting their own business or working in the field of their own profession.

Respondents Occupation	Respondents	Percentage (in %)
Business	56	41
Profession	24	17
IT	37	27
Others	21	15
Total	**138**	**100**

Table 24.2: Frequency Distribution of Respondents' Occupation
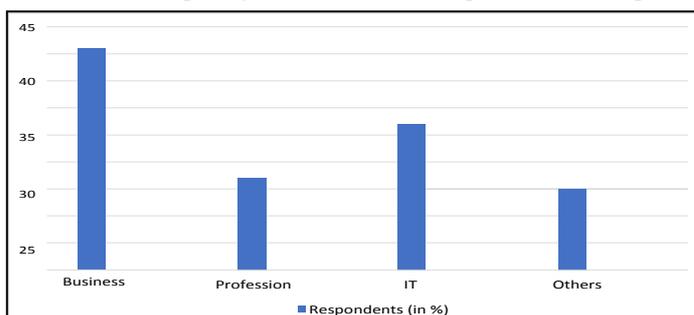
Figure 24.2: Frequency Distribution of Respondents' Occupation

Interpretation: According to the aforementioned graph, the majority of respondents were from the business profession; the next largest profession was IT; and the least was predicted in the other categories, where most respondents either worked as day laborers or werelooking for piecework

Views	Respondents	Percentage (in %)
Very much useful	71	51
Useful	23	17
Cannot be determined	30	22
Not Useful	14	10
Total	**138**	**100**

Table 24.3: Frequency Distribution of Respondents' Views on Whether Government Schemes and Policies are Helpful in Their Occupation
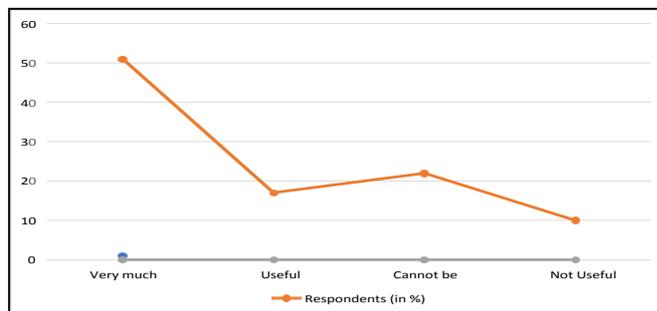
Figure 24.3: Frequency Distribution of Respondents' Views on Whether Government Schemes and Policies are Helpful in Their Occupation

Interpretation: From the above context it can said that nearly 51% of the respondents were satisfied and foundthe government policies useful in their day-to-day profession whereas a minority of the respondents felt or in the belief that the policies and Schemes which are available to them are found not useful this may either be the wrong interpretation or lack of complete knowledge onthe schemes provided by the government.

Amount (in lakhs rupees)	Respondents	Percentage (in %)
0-25	34	24
25-50	45	33
50-75	21	15
75 and Above	38	28
Total	**138**	**100**

Table 24.4: Frequency Distribution of Respondents Turnover/Yearly Sales/ YearlyIncome
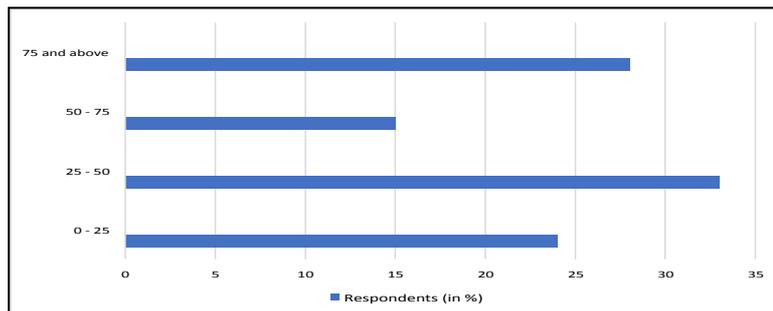
Figure 24.4: Frequency Distribution of Respondents Turnover/Yearly Sales/ YearlyIncome

Interpretation: From the above chart, we can say that the yearly turnover has been majorly in the range of 25- 30 lakh rupees, which might be because of the size and nature of the business associated with them or the position and designation of the employees associated.

Views	Respondents	Percentage (in %)
Seed Capital phase	29	21
Planning Phase	37	27
Organising Phase	41	30
Staffing Phase	17	12
Directing and controlling Phase	14	10
Total	**138**	**100**

Table 24.5: Frequency Distribution of Respondents' Views on Areas of Challenges Faced by Startups
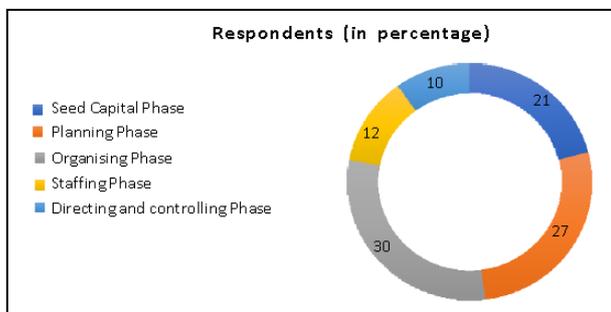
Figure 24.5: Frequency Distribution of Respondents' Views on Areas of Challenges Faced by Startups

Interpretation: From the above chart, it can be inferred that 30% or the majority of the people feel that organizing the resources and procuring them is a difficult task and these needs to be maintained with expert advice whereas 27% of the respondents feel that the planning stage is a challenging task as they may not be well equipped with the Legal formalities and procedures for registration, etc. nevertheless one or another phase of a start-up or a business cycle is equally important and crucial for that matter.

Views	Respondents	Percentage (in %)
Necessary	44	32
Maybe or may not be.	12	9
Not necessary.	82	59
Total	**138**	**100**

Table 24.6: Frequency Distribution of Respondents' Views on Whether an Educational Qualification is Necessary for Starting a Startup
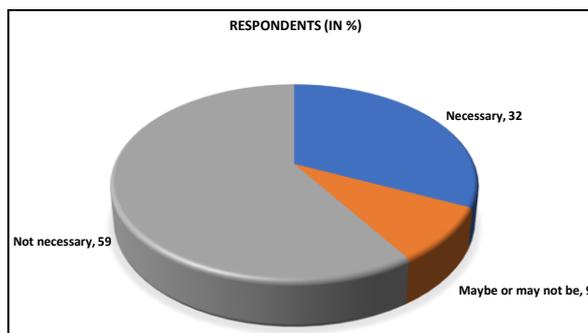
Figure 24.6: Frequency Distribution of Respondents' Views on Whether an Educational Qualification is Necessary for Starting a Startup

Interpretation: From the above chart we can say that 59% of the respondents so collected feel that educationalqualification is not at all necessary for a good startup, this may be because they feel that the knowledge they have gained through their ancestral or family is sufficient enough for a good start-up whereas 32% of them are in a strong opinion that educational qualification is requiredfor a good startup this may be because for going through legal formalities and other kinds of stuff which comes across in a business world.

Views	Respondents	Percentage (in %)
Very Easy Compliance	41	30
Little Time-Consuming process	49	35
Moderate Compliance	29	21
Difficult Compliance	19	14
Total	**138**	**100**

Table 24.7: Frequency Distribution of Respondent's Views on Tax Compliance for Starting a Startup
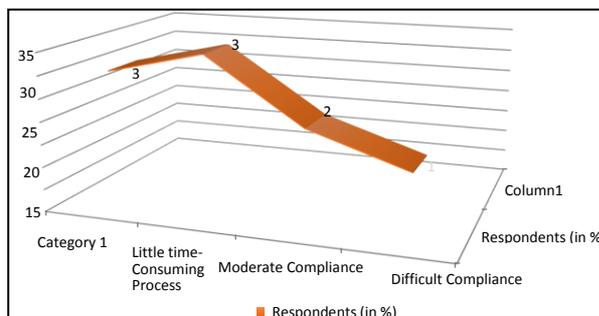
Figure 24.7: Frequency Distribution of Respondent's Views on Tax Compliance for Starting a Startup

Interpretation: From the above data it can be concluded that 35% of the respondents feel Tax compliance fora start-up is a 'Little time-consuming process' as they may not be completely aware or are in the dilemma of choosing what is right and good for the business, Tax Compliance is one of thebiggest and serious issues which every business, company or startup must adhere to as they form the revenue for the government and also on a further date may help in stabilizing BOP ifexported outside the nation.

FINDINGS:

Access to Funding: One of the main challenges faced by startups in Karnataka is access to funding. The study may find that startups in Karnataka have difficulty securing seed and growth capital, which is critical for their survival and growth.

Talent Shortage: Another challenge faced by startups in Karnataka is a shortage of skilled talent. The study may find that startups struggle to attract and retain top talent, which can hinder their growth and competitiveness.

Regulatory Barriers: Startups in Karnataka may also face regulatory barriers that make it difficult to set up and operate a business. The study may find that these barriers create obstacles for startups, reducing their ability to grow and succeed.

Support Systems: The study may also find that there are limited support systems available to startups in Karnataka, such as incubators, accelerators, and mentorship programs. This lack of support may impact the growth and sustainability of startups in the region.

SUGGESTIONS:

Access to Funding: To address the issue of access to funding, the study may suggest that the government and private sector invest in venture capital and angel investment programs to support startups in Karnataka.

Talent Shortage: To address the talent shortage, the study may suggest that the government and private sector investment in training and education programs to build a skilled workforce in the region.

Regulatory Barriers: To overcome the regulatory barriers, the study may suggest that the government simplify and streamline the regulatory process for startups, making it easier for them to set up and operate a business.

Support Systems: To address the lack of support systems, the study may suggest that the government and private sector invest in incubators, accelerators, and mentorship programs to provide startups with the support they need to grow and succeed.

CONCLUSION:

Many people dream of starting a business and seeing it through to a successful conclusion. They must commit a lot of time, money, and effort when they launch a new company, or startup, in order to make it lucrative and successful. Although start-ups face several obstacles, money, talent management, and client awareness are the key ones. The biggest barrier to starting a business is money, but it's also important in the early stages of a company to locate investors and persuade them to support its expansion. Additionally, a growing tendency suggests that small investments in start-ups in their early stages are preferable to large investments in larger start-ups.

The issue of raising capital is one side of the coin, and the other is that finding the appropriate talent at the right moment is essential for survival and competing in the market. The best use of resources is essential to the success of every firm. Start-ups should thus make the most of their efforts to meet such hurdles and advance successfully. Startups in all industries, not just technology, need to be supported by the government if they want to succeed in the long run. The Indian government is giving startups plenty of opportunities. India was the third-place startup development country in the world. It would need joint efforts from the government and start-ups to address these problems because there are more potential and challenges for start- ups in India.

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ANNEXTURE

Link to access Questionnaire- "https://forms.gle/sCe39VWvcTHxQCMFA"

Start-up Related General Survey.

The information collected is purely used for research work of C B Dhanush, Student at PES University and not for any other personal or business purpose which may lead to theft or misuse of information or respondents data.

Thank you.

dhanushcb@gmail.com Switch accounts

*Required

Email *

Your email address

Which age group do you belong to Sir/Madam? *

- 18 - 25 years
- 25 - 45 years
- 45 - 65 years
- 60 and above years

From the below which category of occupation do you belong to sir/madam? *

- Business
- Profession

Which age group do you belong to Sir/Madam? *

- 18 - 25 years
- 25 - 45 years
- 45 - 65 years
- 60 and above years

From the below which category of occupation do you belong to sir/madam? *

- Business
- Profession
- IT
- Others

According to you what is your opinion on whether government schemes and policies are helpful in your Occupation? *

- Very much Useful
- Useful
- Cannot be determined
- Not useful

which category of salary/turnover/income from the below do you belong to sir/Madam? *

- 0 - 25 lakhs

which category of salary/turnover/income from the below do you belong to sir/Madam? *

○ 0 - 25 lakhs

○ 25 - 50 lakhs

○ 50 - 75 lakhs

○ 75 lakhs and above

According to you what is your opinion on which areas of business stage does a start-up face challenge ? *

○ Seed capital Stage

○ Planning stage

○ organizing stage

○ Staffing stage

○ Directing and controlling stage

According to you what is your opinion on whether educational qualification is necessary for starting a startup ? *

○ Necessary

○ May be or may not be

○ Not necessary

According to you what is your opinion on Tax compliance for starting a startup. *

○ Very easy Compliance

○ Little time-consuming process

○ Difficult Compliance

According to you what is your opinion on whether educational qualification is necessary for starting a startup ? *

○ Necessary

○ May be or may not be

○ Not necessary

According to you what is your opinion on Tax compliance for starting a startup. *

○ Very easy Compliance

○ Little time-consuming process

Submit   Clear form

THE EFFECT OF BIGENDERISM AT WORKPLACE: A STUDY AMONG TRANSGENDER EMPLOYEES IN KERALA

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ABSTRACT:

Transgender is the term used to describe whose gender identity or gender expression does not conform that typically associated with the sex to which they were assigned at birth. They are facing many problems like social exclusion marginalization transphobia and harassments. In LGBTQ community transgenders face more problems than lesbian, gay and bisexual people. When considering the working environment of trans people they have many challenges and struggles. They are in need of support of superiors and co-workers, but in general they face discriminations, refusal to hire, privacy violations, harassment, and even physical and sexual violence on the job. From the past our society has an attitude of giving more privileges to male than female. Females are the victims of many of the harassments and violence than male. This study focused to test the effect of bigenderism on working transgenders in Kerala. For analysis purpose data collected from 50 transgenders in Kerala through a structured questionnaire.

Keywords: Bigenderism, Transgender, Workplace, Discrimination.

INTRODUCTION:

Greater visibility of transgender people in society has revealed the need to understand the term 'Lesbian Gay Bisexual Transgender and Questioning' (LGBTQ). In the past scenario there is a binary concept about the gender, male and female. Now the situation has changed, and our society accepted that there is a third gender even though, they are humiliated, excluded, ignored and discriminated in family, society and workplace. Many of the transgenders are unemployed and others are forced to quit their job because of revealing their gender identity. Many of them are hiding their gender expression in the fear of social exclusion. It is clear that every organisation has to do something for transgenders and each and every one has to change their attitude towards trans people.

REVIEW OF LITERATURE:

Rudin Joel, Billing Tejinder, Farro Andrea and Yang Yang[1] (2020) they tried to explain why trans men employees enjoy greater organizational acceptance and superior economic outcomes compared to trans women employees. For the study 473 business students at a medium-sized public university in the north-eastern US who were enrolled in an undergraduate course in organizational behaviourwere taken as respondents andprovided with two cases in one case the employee was a trans man and in other the employee was a trans women. Their perspectives are measured through open ended questions and the researchers concluded that the gender of the trans employee had no impact on the choices of the respondents.

Ansari Mehmood Abid, Dr.Alvi Shahzad Aaqib, Dr.YasmeenBushra andRaheem Abdul[2] (2020) made an attempt to describe the challenges faced by transgender at workplace. Data was gathered through case studies and a qualitative research design used. The results of this study indicated that majority of the participants faced ridiculous behaviour and harassment(physical and sexual) at their

workplace. Others mentioned social isolation and lack of confidence as additional working obstacles. The overwhelming majority of transgender peopleexpected the society to stop making fun of them, demand that they be treated with respect, andaccept them.

Owens Benjamin, Mills Suzanne, Lewis Nathaniel and Guta Adrian[3](2022) seeks to understand how socio demographic traits and workplace traits, such as precarity level, industry,and perceived workplace support for LGBTQ people, affect how LGBTQ people self-report their mental health in two Canadian cities. On a five-point Likert scale about general mental health, workers who self-reported very poor, poor, or neutral mental health were compared to a referent group that self-reported good or very good mental health to determine differences ingender identity, age, income, industry, social precarity, work environment, and substance use. They discovered that LGBTQ individuals' poor mental health is a result of both precarious employment and hostile work conditions. These issues are exacerbated for trans employees who have worse mental health than cis-LGBQ employees in comparable workplaces.

STATEMENT OF THE PROBLEM:

Bigenderism is a situation where the society considers male as superior than female. There are many transgenders working in different fields. They are struggling for their rights at workplace because the environment is not willing to accept a gender other than male and female. So transgenders have to face many challenges in their work life like discrimination, unfair treatments, harassments, bullying etc. Here the effect of bigenderism is analysing between transmen and transwomen. Generally trans men feel more comfortable than trans women in working environment. This study tries to understand the difference in the discrimination faced by trans men and trans women in their job and also analyse is there any variation in the satisfaction in working conditions of both.

OBJECTIVES:

- To study the difference in the discrimination faced by trans men and transwomen.
- To test bigenderism in relation with satisfaction in working conditions.

RESEARCH METHODOLOGY:

An intensive study has been made on the discrimination faced by and difference in thesatisfaction in working conditions of transmen and transwomen. The methodology adopted inthe collection of data has been detailed below:

Sample Design & Sample Size:

Random sampling method is used for this survey research study. Primary data and Secondary data were used for the study. Primary data were collected from the working transgenders in Kerala through questionnaire. Likert's five-point scale has been used for analysing their satisfaction level of current working conditions and frequency of discriminationfaced by them. Secondary data were collected from Books and Journals.

Research Hypotheses:

- **H_{01}:** There is no significant difference between the discrimination faced by transmen and transwomen.
- **H_{02}:** There is no significant difference between the satisfaction level of transmen andtranswomen in working conditions.

Reliability and Validity:

The reliability of the study was evaluated for the data set through Cronbach's Alpha and was found to be acceptable 0.84 (alpha > 0.7).

TOOLS OF ANALYSIS:

Statistics and analysis of various figures relating to the transgenders workplace experience and satisfaction are given in different statements. The information collected through the questionnaire was coded and SPSS 23 package has been used for analysing the data. Descriptive statistical tools such as frequency distribution, percentage analysis have been used to describe the profiles of respondents. T-test was used for the analysis of data.

LIMITATIONS OF THE STUDY:

The study was only confined to Kerala state and it cannot be generalised to other states. Further only 50 respondents were randomly approached for the study. The results may vary based on the perception of the sample respondents.

ANALYSIS AND DISCUSSION:

The purpose of the study is to identify the difference in discrimination and satisfaction in working environment of trans men and trans women.

Sl. No.	Demographic Characteristics	Frequency(50)	%
1.	Gender: Trans Women Trans Men	31 19	62 38
2.	Age: 21-30 years 31-40 years 41-50 years	14 28 8	28 56 16
3.	Educational Qualifications: Primary Secondary Higher Secondary Under graduate Post graduate	6 18 8 12 6	12 36 16 24 12
4.	Occupation: Business Govt. Employees Private Employees Self Employed Daily Wages	4 0 7 19 20	8 0 14 38 40
5	Income Level: Up to 200000 200000-400000 400000-600000 Above 600000	32 8 6 4	64 16 12 8

Table 25.1: Distribution of Respondents by Their Demographic Characteristics
Source: Author's calculation

The above table shows the frequency of demographic characteristics of respondents. It displays that the composition of the sample have more women (62%) and who have secondary

education(36%), who working on daily wages(40%) having income upto 200000(64%) and in the age group of 31-40(56%).

HYPOTHESIS TESTING:

Gender and Discrimination Faced by Transgenders:

H_{01}: *There is no significant difference between the discrimination faced by transmen and transwomen.*

		Never	Rarely	Sometimes	Often	Always	Total
Remuneration	Transmen	3	4	5	5	2	19
	Transwomen	3	6	6	8	8	31
	Total	**6**	**10**	**11**	**13**	**10**	**50**
Promotion	Transmen	1	8	5	2	3	19
	Transwomen	2	5	9	10	5	31
	Total	**3**	**13**	**14**	**12**	**8**	**50**
Work Allotment	Transmen	3	5	6	3	2	19
	Transwomen	1	6	14	8	2	31
	Total	**4**	**11**	**20**	**11**	**4**	**50**
Insurance	Transmen	6	5	2	4	2	19
	Transwomen	1	4	9	11	6	31
	Total	**7**	**9**	**11**	**15**	**8**	**50**

Table 25.2: Gender and Discrimination Faced by Transgenders
Source: Author's calculation

Levene's Test for Equality of Variances						
		F	Sig.	t	df	Sig. (2-tailed)
Average Discrimination	Equal variances assumed	1.836	0.182	-2.466	48	0.017
	Equal variances not assumed			-2.359	32.981	0.024

Table 25.3: Gender and Discrimination Faced by Transgenders T-Test
Source: Generated from SPSS Statistics 26

While applying t- test at 5 % level of significance, it is observed that the p-value (0.017) is lessthan the 0.05, so the null hypothesis is rejected, and there is a significant relationship between the discrimination faced by transgenders and their gender (transmen or transwomen). From thetable 3, it is clear that transwomen face discrimination more frequently than transmen.

Gender and Satisfaction in Working Conditions:

H_{02}: *There is no significant difference between the satisfaction level of transmen andtranswomen in working conditions.*

		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Total
Legislation	Transmen	3	1	4	5	6	19
	Transwomen	6	11	8	4	2	31
	Total	**9**	**12**	**12**	**9**	**8**	**50**
Relationship	Transmen	2	3	2	8	4	19
	Transwomen	5	6	12	5	3	31
	Total	**7**	**9**	**14**	**13**	**7**	**50**
Support	Transmen	1	3	5	7	3	19
	Transwomen	2	13	11	5	0	31
	Total	**3**	**16**	**16**	**12**	**3**	**50**
						Continued…	

		Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Total
Toilet Access	Transmen	1	0	7	8	3	19
	Transwomen	9	12	4	6	0	31
	Total	**10**	**12**	**11**	**14**	**3**	**50**

Table 25.4: Gender and Satisfaction in Working Conditions
Source: Author's calculation

Levene's Test for Equality of Variances						
		F	Sig.	t	df	Sig. (2-tailed)
Average Satisfaction	Equal Variances Assumed	0.943	0.336	3.060	48	0.004
	Equal Variances Not Assumed			2.956	32.981	0.006

Table 25.5: Gender and Satisfaction in Working Conditions T-Test
Source: Generated from SPSS Statistics 26

The p value (0.004) is less than 0.05, so the null hypothesis rejected. That is, there is a significant difference in the satisfaction of transmen and transwomen in their working conditions. Table 4 shows transmen are more satisfied in their working conditions than transwomen.

FINDINGS:

- Most of the respondents are trans women (62%).
- Most of the respondents are working on daily wage basis (40%) and self- employed (36%).
- Most of them are belonging to the age group of 31-40 years (56%).
- The income of majority of the respondents is below Rupees 200000 per annum (64%).
- The level of discrimination faced by transmen and transwomen are different.
- Transwomen face discrimination in various factors like remuneration, promotion, work allotment and insurance than transmen.
- Transmen are more satisfied in their working environment including prevailing legislations in the organisation, support, relationships and access to the toilet when comparing to transwomen

SUGGESTIONS:

- Majority of the transgenders facing discrimination at workplace. So employers should provide clear guidelines for eliminating discrimination and bias based on gender.
- Organisations should ensure clear guidelines about the usage of physical facilities liketoilets.
- There are many laws related to protect the rights of transgenders, but not all of them are enforcing properly. So strict actions should be taken to protect the transgender rights.

CONCLUSION:

The theory of bigenderism explains our society has a custom that enforces a strict male-female gender binary, advantages masculinity than femininity. The situation is same in the case of transwomen and transmen. Transmen are treated better than transwomen. The society is more welcoming to transwomen. Most of the times transmen experience male privilege whereas transwomen are always victim of harassments, discrimination and violence. This study also found transwomen faces more discrimination in the workplace than transmen. And transmen are more satisfied in their working conditions. So we can conclude transmen have a supporting and quality work environment when comparing to transwomen.

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THE ROLE OF DEMOGRAPHIC VARIABLES ON FINANCIAL RISK TOLERANCE OF INVESTORS IN KERALA

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ABSTRACT:

An individual does not desire to spend his entire earnings and instead saves a portion of it for investment purposes, with the primary goal of generating more money from it. Greater risk is linked to greater profit. Risk tolerance, or a person's willingness to take risk, is a crucial issue that affects both financial service providers and consumers. Risk tolerance refers to how much market risk an investor can take, such as volatility or market ups and downs. With this regard this empirical study explores the persistent difference in risk tolerance between different demographic characteristics. Individual investor respondents were selected based on multi-stage sampling technique and responses were collected by employing a questionnaire to the respondents. The study employed the scale proposed by Grable and Lytton to measure the financial risk tolerance of retail investors. Results of the study indicates that gender, age, education, occupation and income are significant in differentiating investors to different risk tolerance levels, although marital status has no significant effect on investor's risk tolerance levels.

INTRODUCTION:

Research on financial risk tolerance with emphasis on demographical factors is limited and yet vital to the financial industry. Many of the financial and investor researchers do not portray the actual risks that the investors face. Various characteristics of demographic variables are to be considered when researching financial risk tolerance such as years leading to retirement, high education levels, race, being self-employed, gender and non-investment income. Grable and Lytton[1](1998) found in their research that age and gender were the most important variables influencing risk tolerance along with other characteristics such as marital status, occupation, self-employment, income, race and education. The present study focuses on the effect of demographic characteristics in the risk taking behaviour of individual investors in Kerala.

REVIEW OF LITERATURE:

Ferreira, S., and Dickason-Koekemoer, Z.[2] (2020) focused on how risk tolerance is influenced by demographics, life satisfaction, risk-taking behaviour, and perception in a variety of life domains. An electronic questionnaire was distributed to over 4000 investors throughout South Africa. Age and risk tolerance were found to be negatively correlated, suggesting that risk tolerance declines with age. It was also found that life satisfaction can be used in forecasting investor risk tolerance.

Pandya, Hetal.[3] (2020) explored the interplay between the two aspects of financial literacy and the risk tolerance of investors. Investing behaviour of women being the focus of this study, a comparison of investing behaviour of women with that of men is done. 800 samples were collected and analysed. The study found that a significant relationship was observed between financial

literacy and age, income, gender, and occupation. Again, women take less risk compared to men, both in rural and urban areas.

Fisher, P. J., & Yao, R.[4] (2017) studied gender differences in financial risk tolerance using a large, nationally representative dataset, the Survey of Consumer Finances and found that Gender differences in financial risk tolerance are due to the gender disparities in the individual determinants of financial risk tolerance and not by gender in and of itself. Income uncertainty and net worth are found to be the individual factors that act as moderators in the association between gender and high risk tolerance.

SCOPE OF THE STUDY:

Risk is inseparable from return. Every investment involves some degree of risk, A solid understanding of risk in its different forms can help investors to better understand the opportunities, trade-offs, and costs involved with different investment approaches. It is imperative to study risk tolerance capacity of investors as it helps to plan their entire portfolio and will drive how they invest. The amount of risk an investor is willing to assume is influenced by a number of factors. The researcher has explored the level of financial risk tolerance and studied the effect of demographic characteristics in financial risk tolerance. The geographical area of research is confined to Kerala State (India).

STATEMENT OF THE PROBLEM:

Financial risk bearing behaviour is highly significant in financial decisions and analysing one's financial risk tolerance capacity through his/her demographic factors paves the way to an effective investment plan which provides higher returns. Previous research data proves that demographic factors can be used to differentiate investors into various risk tolerance categories but the results significantly vary from time to time. In this context, an attempt was made to study financial risk tolerance among individual investors and analyse the demographic differences specifically age, gender, marital status, education, occupation and income in bearing financial decisions.

OBJECTIVES OF THE STUDY:

1. To explore the financial risk tolerance level of retail investors.
2. To study the role of various demographic variables in the financial risk tolerance of individual investors

RESEARCH METHODOLOGY:

An intensive study has been made on the risk bearing level of investors in Kerala state. The methodology adopted in the collection of data has been detailed below:

Sample Design & Sample Size:

Based on the multi-stage sampling technique, data were collected by distributing a questionnaire having 34 questions. The selected sample includes 150 retail investors from Malappuram district of Kerala. Books and journals were used to gather secondary data.

Tools of Analysis:

Statistics and analysis of various figures relating to the investor's financial risk tolerance are given in different statements. The information collected through the questionnaire has been used for analysing the data. This empirical study includes variables which are essentially qualitative in nature and is known as categorical variables, namely financial risk-tolerance, gender, age, education, job experience, income level, saving status, location, and employment status. Descriptive statistical tools

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such as frequency distribution, percentage analysis have been used to describe the profiles of respondents. Inferential analysis such as t-test and ANOVA were used for the analysis of data.

Measurement of Financial Risk Tolerance:

To record the financial risk tolerance of retail investors, a well-structured questionnaire was used based on a risk scale originally developed by Grable and Lytton[5] (1999), commonly known as the Grable and Lytton risk-tolerance scale (G/L-RTS). To record the level of risk tolerance (FRT), five different groups were scaled as used in different studies (Beer and Wellman 2021)[6]. An individual will be considered a lower-risk tolerant if he/she falls in the risk tolerance score ranging from 0 to 17, a below-average risk-tolerant if he/she falls in the class ranging from 18 to 21, a moderate-risk tolerant if he/she falls in the category ranged from 22 to 27, an above-average risk-tolerant, if he/she lies in the category ranged from 28 to 31; and finally, an investor will show high tolerance for risk by taking investment decisions if he/she lies in the class ranged from 32 to 46.

LIMITATIONS OF THE STUDY:

The study was only confined to Kerala state and it cannot be generalized to other states. Further, only 150 respondents were randomly approached for the study. The results may vary based on the perception of the sample respondents.

RELIABILITY STATISTICS:

The Cronbach's Alpha is used to test the reliability of the data. Cronbach's alpha was found to be 0.74 which is higher than 0.7. Hence, it shows a high level of reliability of these constructed scales.

Variable	Cronbach's Alpha (α)	Number of Items	N
Risk-tolerance scale	0.74	13	150

Table 26.1: Reliability of the Questionnaire
Source: Generated from SPSS Statistics 26

ANALYSIS AND DISCUSSION:

The purpose of this study is to observe the financial risk tolerance level of investors in Kerala and analyse the effect of age and gender in the risk tolerance capacity of the investors.

Sl. No.	Demographic Characteristics	Frequency (50)	%
1.	Gender: Men Women	105 45	70 30
2.	Age: 20-29 years 30-39 years 40-49 years 50-59 years	66 60 15 9	44 40 10 6
3.	Marital Status: Single Married	30 120	20 80
4.	Educational Qualifications: Higher Secondary Under graduate Post graduate Diploma	9 21 54 66	6 14 36 44
			Continued...

Sl. No.	Demographic Characteristics	Frequency (50)	%
5.	Occupation: Govt. Employees Pvt.Employees Business Home maker	18 81 21 30	12 54 14 20
6.	Income Level: Up to 300000 300000-600000 600000-1000000 Above 1000000	60 39 27 24	40 26 18 16

Table 26.2: Frequency Summary of Demographic Variables
Source: Primary Data

Table 2 shows the descriptive sample statistics. The largest proportion of respondents (i.e.,70%) are men. Married respondents account to 80%. The majority of respondents (44%) are in the age group of 20-29. Most of the respondents (44%) are Diploma graduates and 54% of the employees are private employees. Maximum respondents (40%) belongs to the income category of below 300000.

HYPOTHESIS TESTING:

Relationship between Gender and Financial Risk Tolerance:

H_{01}: *There is no significant difference between investors' gender and their Financial risk tolerance level.*

Gender	Level of Financial Risk Tolerance						Independent Sample t-Test	
	Very Small	Small	Medium	High	Very High	Total	Value	Sig.
Male	8	12	48	14	23	105		
Female	15	18	9	3	0	45	2.969	.005
Total	**30**	**30**	**57**	**15**	**18**	**150**		

Table 26.3: Gender and Financial Risk Tolerance Level
Source: Generated from SPSS Statistics 26

While applying t-test at 5 % level of significance, the two tailed p value (0.005) is less than 0.05. So the null hypothesis is rejected, and there is a significant relationship between gender and overall financial risk tolerance level. Out of 45 women, 33 women responded that they have taken a low risk for their investments. It is found that women tend to take fewer risks as compared to men when it comes to investments.

Relationship between Age and Financial Risk Tolerance:

H_{02}: *There is no significant difference between investors' age and their Financial risk tolerance level.*

Age	Level of Financial Risk Tolerance						ANOVA	
	Very Small	Small	Medium	High	Very High	Total	Value	Sig.
20-29	3	12	24	12	15	66		
30-39	9	15	33	0	3	60		
40-49	9	3	0	3	0	15	6.601	.001
50-59	9	0	0	0	0	9		
Total	**30**	**30**	**57**	**15**	**18**	**150**		

Table 26.4: Age and Financial Risk Tolerance Level
Source: Generated from SPSS Statistics 26

It is clear from the above table that while applying Anova at 5 % level of significance, the p value

(0.001) is less than 0.05. So the null hypothesis is rejected, and there is a significant relationship between age and overall financial risk bearing level. Young people tend to take more risk than older people.

Relationship between Marital Status and Financial Risk Tolerance:

H_{03}: *There is no significant difference between investors' marital status and their Financial risk tolerance level.*

Marital Status	Level of Financial Risk Tolerance						Independent Sample t-Test	
	Very Small	Small	Medium	High	Very High	Total	Value	Sig.
Single	6	0	18	6	0	30	1.69	.086
Unmarried	24	30	39	9	18	120		
Total	**30**	**30**	**57**	**15**	**18**	**150**		

Table 26.5: Marital Status and Financial Risk Tolerance Level
Source: Generated from SPSS Statistics 26

While applying t-test at 5% level of significance, the p value (0.086) is greater than 0.05. So the null hypothesis is accepted, and there is no significant relationship between marital status and overall financial risk bearing level. Thus marital status does not have any impact on the financial risk tolerance of the investor.

Relationship between Education and Financial Risk Tolerance:

H_{04}: *There is no significant difference between investors' education and their Financial risk tolerance level.*

Education	Level of Financial Risk Tolerance						ANOVA	
	Very Small	Small	Medium	High	Very High	Total	Value	Sig.
Higher Secondary	3	3	3	0	0	9	3.960	0.14
Diploma	12	6	3	0	0	21		
UG	9	3	21	9	12	54		
PG	6	18	30	6	6	66		
Total	**30**	**30**	**57**	**15**	**18**	**150**		

Table 26.6: Education and Financial Risk Tolerance Level
Source: Generated from SPSS Statistics 26

It is observed from the table that the two tailed p value (0.14) is less than 0.05. So the null hypothesis is rejected, and there is a significant relationship between education and overall financial risk tolerance level. It is found that under graduates and Post graduates tend to take more risks when it comes to investments.

Relationship between Occupation and Financial Risk Tolerance:

H_{05}: *There is no significant difference between investors' Occupation and their financial risk tolerance level.*

Occupation	Level of Financial Risk Tolerance						ANOVA	
	Very Small	Small	Medium	High	Very High	Total	Value	Sig.
Self Employed	3	3	12	0	0	18	5.555	.002
Private Employees	24	21	24	6	6	81		
Govt. Employees	3	6	9	3	0	21		
Business	0	0	12	6	12	30		
Total	**30**	**30**	**57**	**15**	**18**	**150**		

Table 26.7: Occupation and Financial Risk Tolerance Level
Source: Generated from SPSS Statistics 26

While applying Anova at 5% level of significance, the two tailed p value (0.002) is less than 0.05. So the null hypothesis is rejected, and there is a significant relationship between Occupation and overall financial risk tolerance level. It is observed that business people wish to take more risk than people engaged in other occupations.

Relationship between Annual Income and Financial Risk Tolerance:

H06: *There is no significant difference between investors' Annual Income and their financial risk tolerance level.*

Annual Income	Level of Financial Risk Tolerance						ANOVA	
	Very Small	Small	Medium	High	Very High	Total	Value	Sig.
Up to 300000	9	9	30	9	3	60		
300000-600000	12	12	6	3	6	39		
600000-1000000	1	2	15	5	4	27	3.345	.020
Above 1000000	0	6	6	3	9	24		
Total	**30**	**30**	**57**	**15**	**18**	**150**		

Table 26.8: Annual Income and Financial Risk Tolerance Level
Source: Generated from SPSS Statistics 26

Table 26.8 depicts that while applying Anova at 5 % level of significance, the two tailed p value (0.02) is less than 0.05. So the null hypothesis is rejected, and there is a significant relationship between Annual income and overall financial risk tolerance level. It is observed that high income people wish to take more risk than people engaged in other income groups.

FINDINGS:

- Most of the respondents are men (70%) and married responsers accounts to 80%.

- Majority of the responders are in the age group of 20-29 and most of the informants (54%) have completed diploma.

- 40% of the employees are private employees and maximum respondents (40%) belong to the income category of below 300000.

- The analysis shows that financial risk capacity of the respondents vary according to their gender and women are likely to choose low risk avenues compared to men.

- Young people tend to take more risk than older people.

- Marital status does not have any impact on the financial risk tolerance of the investor.

- Under graduates and Post graduates tend to take more risks when it comes to investments.

- Business people wish to take more risk than people engaged in other occupations.

- High income people wish to take more risk than people engaged in other income groups.

SUGGESTIONS:

This study was designed to evaluate the relationship between financial risk tolerance and the demographic characteristics of individual investors in Kerala. The findings from the study show that demographic factors specifically age, gender, education, occupation, and income can be used to categorise investors into various risk tolerance levels. But an investor's marital status does not have a significant impact on his/her risk tolerance level. Financial intermediaries should have keen consideration into the personal information of the investors. The risk tolerance level of the individual clients can be evaluated using demographic features and personalised financial products can be developed to satisfy the specific requirements of the customers.

CONCLUSION:

Financial risk tolerance refers to how much uncertainty a person is ready to endure while making a financial decision that involves the chance of a loss. It is inevitable to understand an Investor's financial risk tolerance level to frame an appropriate investment plan for better returns. The study concludes that demographic characteristics such as age, gender education, occupation, and income have a serious impact on the financial risk tolerance of investors. Such characteristics can be used to differentiate individual investors into different classes. But marital status does not affect the financial risk tolerance of investors. Financial advisors should frame investment portfolios to cater to the needs of each class of investors.

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AN EMPIRICAL STUDY ON PORTFOLIO MANAGEMENT AND INVESTMENT ANALYSIS OF INDIVIDUALS DURING THE COVID-19 PANDEMIC PERIOD

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ABSTRACT:

Investment is the basis for planning a safe and secure future. Income earned by an individual is either spent or saved for future use. Some part of income that is saved or the savings of an individual can be translated into investments when it is converted into a monetary asset or a claim on future income for a return. Investments give an opportunity to utilize the present cash income to provide stability, security, liquidity, and appreciation in the future. The term savings and investments are sometimes used interchangeably. The proportion of investment done depends upon the earning, saving and expenditure of the individuals. It is imperative thatindividuals invest a part of their savings in avenues that give them a good return while also safeguarding their investments. Investments can be in the form of compulsory savings which include Employee Provident Fund (EPF), Gratuity or Employees Pension Scheme. Apart from these, there are several investments related to health and life such as medical insurance and life insurance which are not only great for saving but also provide the investors a cushion against emergencies in future. To tackle growing inflation and ensuring a huge corpus of funds by retirement, investors can also look at avenues such as shares, stocks, equities, bonds, fixed deposits, National Savings Certificate, Warrants, Futures & Options, Mutual Funds and Commodities. Luxury investment avenues such as gold, silver and real estate are perfect for high net worth individuals. The purpose of the study was to understand the individual investor's preference to invest; their investment strategy; their risk, liquidity, tax considerations and the behavioral biases that impact their investment decision making during the covid-19 pandemic period. The main objective of this research is to analyze the influence of socioeconomic profile, Investment portfolio details of the investors, and assess the risk-return profile of investors and their impact on the choice of investment and portfolio construction during the pandemic. The study was done by circulating questionnaires and 88 responses were collected. During the period of financial crisis, investors were driven to invest more in safe assets like insurance, gold, bank deposits and PPF and less in risky assets like stocks and mutual funds. The risk-lover investors were ready to bet upon this risk and so, they, along with keeping their prior investments in stocks, were also investing more funds in stocks in the hope of higher profits in the future.

Keywords: *Covid-19 Pandemic, Investment Avenue, Investors, Portfolio, Risk Return.*

INTRODUCTION:

The Covid-19 pandemic was declared as the global health emergency by World Health Organization. The virus had the prospective to influence in a devastating way individuals, businesses, industries and entire economies. The outbreak was unpredictable as it is highly contagious when compared to any other pandemic. Therefore governments across the world had to impose lockdowns. Lockdowns, firstly strictly and later ease have been imposed since the outbreak, as a containment measure. It had a significant impact on the socio- economic life of most of the

countries in the world. Early the estimates predict that the virus has become the global pandemic, most major economies will lose at least 2.9 percent of their GDP (Gross Domestic Product) over 2020. This forecast was already restarted to a gross domestic product loss of 4.5 percent. In the case of India, the disturbance in supply chain management at both global and domestic market has been exhibited as one of the most critical factors that would be responsible for India's growth output disruption. It is vital to ask the question, on how the investors perceive various investment avenues during the period of extreme uncertainty caused by the Covid-19 pandemic. This research seeks to examine the order of preference for such investments during Covid-19. It will give insight into investor's perceptions of preferred investments and enable the policymakers in formulating financial policies.

All the individual investment is started with a future objective in mind. People may invest for a car, house, a child's education, medical support, easy retirement and so on. Some may also invest to obtain intangible objectives such as social status and luxury living. Investment planning requires individuals to carefully consider the risk return trade- offs of individual investment avenues. There are a variety of investment options that are available to investors, each with their own specific advantages and disadvantages. Higher the risk that an investment bears, generally higher is the reward associated with it. Investors have to carefully consider their risk appetite and liquidity needs before taking the lunge into an investment instrument.

The purpose of this study is to answer the following questions:

1. Ascertain the Savings and investment behavior of working or retirement individuals during the Covid-19 pandemic.
2. Identify whether the salaried individuals are aware of the different investment avenues available to them and also the investment strategy they follow during the outbreak.
3. Assess the types of behavioral biases impacting individuals and their impact on investment decision making.
4. Identify the various factors influencing the savings and investment habit of investors.

Portfolio management is all about strengths, weaknesses, opportunities and threats in the choice of debt vs. equity, domestic vs. international, growth vs. safety, and many other tradeoffs encountered in the attempt to maximize return at a given appetite for risk. It is the art and science of making decisions about investment mix and policy, matching investments to objectives, asset allocation for individuals and institutions, and balancing risk against performance.

Investment Avenues	Expected Annualized Returns in the Long Run
Equity mutual funds (especially comprising blue chip companies)	12% to 20%
Balanced fund (funds made up of equity and debt)	8% to 15%
EPF (Employee Provident Fund) and PPF (Public Provident Fund)	8.70%
Bonds offered by the Government and Corporate	7% to 9%
Real Estate	Depends on locality
Foreign or overseas mutual fund	8% to 15%

Table 27.1: Investment Mix and Policy

The rationale behind this study is to understand the profile of salaried investors and how their preferences to invest change with the change in demographics. An attempt has been made to understand the investment strategy of such investors and what motivates them to invest in particular avenues while leaving others. The risk and return capacity of such investors has been studied to assess the impact on investment decision making. The impact of tax on income and use of tax-saving instruments has been studied to understand investment motivation. Furthermore, biases in behaviour have been touched upon to find how they change the investment strategy. The research is useful for financial advisors as well as individual investors so that they can make an informed decision about investing their money.

LITERATURE REVIEW:

(Viswanadham, Edward, Dorika, &Mwakapala, 2014) studied the behavior of investors investing in Tanzanian equity Market and it was found that sociological, psychological, and economic factors influence the behavior of purchasing in equity markets. This research was further employed to identify the importance of the investor's behavior by carrying out the study on 50 different investors. Besides, the impact of the economic condition, GDP, and the government policies on the equity market were analyzed, and revealed that the 40 performance of theeconomy had a significant factor on the issues related to the behavioral finances. Furthermore, the trading activities were found to affect the investment behavior and the companies needed to focus on distinct factors influencing the decisions such as trading activities brand, decisions by the management, and translucence during the settlement issues in addition to the condition of the economy such that investors will be able to invest systematically for future benefits.

RajarajenVajeko December 2010, Finance India on Indian investor's investment characteristics showed that the use of these characteristics for a better understanding of individual investors and their financial product needs. It also shows that investors future preferences. The study reveals the increasing popularity of equity as an investment option among individual investors.

Dash R.K and Panda (1996) 28 in their article captioned "Investors Protection and Analysis" critically examined the need for investors protection. They found that unincorporated bodies and Nithis whose deposit acceptance activities did not come under the guidelines of the Reserve Bank of India shook the investors' confidence for the past several years. They stated that the poor growth level, dearth of innovative schemes, poor marketing and unsatisfactory servicing etc., were the reasons for the low level of confidence. They strongly emphasized the importance of installing the level of confidence in the minds of the investors.

Pulpre Balakrishna (1996) 29 in his study "Savings Rate in Indian Economy since 1991" explained the latest trends in savings behavior in India. At the national qhim the CSO's estimates were the most detailed, comprehensive and followed by the estimates of Planning Commission and RBI. It was found that the total savings during the study were about 22 percent and household sector alone contributed to 19 percent of the total savings, financial assets accounted of 15 percent.

James R. F. Gay (1978) 8 in his article "The performance of the British investment trust industry" evaluated the risk adjusted performance of the UK Investment Trusts through the applications of the Sharpe and Jensen measure. The study concluded the no trust had exhibited superior performance compared to the London Stock Exchange Index.

By Andrew Beattie, 2018, when it comes to investing there is no shortage of theories on what makes the market trick or what a particular market move. The two largest fractions on Wall Street are split along theoretical lines between supporters of the efficient market theory and those who believe the market can be beat.

RESEARCH GAP:

There are very few studies conducted and available related to the comparative analysis on pre & post pandemic investment analysis of individuals also, the investment analysis during Covid-19 pandemic. So the present study is intended to study the investing behavior and pattern of the Investors during the covid-19 pandemic 2020-2021.

OBJECTIVES OF THE STUDY:

- To analyze the behavioral biases that impact investors and whether they influence their investment strategy.
- To analyze the influence of socioeconomic profile, Investment portfolio details of the investors.

- To study the investor awareness, preference, towards the selection of investmentportfolio.

- To study the risk tolerance behavior of investors towards various investment portfolios.

- To identify the factors influence investor's decision making and satisfaction towards the specific investment portfolios.

- To identify whether demographics such as age, annual income and gender affect the preference of investment avenues for salaried individuals

- To study the awareness of investors regarding their risk, liquidity and tax considerations and whether they have an impact in choosing the preferred investment avenue.

- To assess the risk-return profile of investors and their impact on the choice of investment and portfolio construction.

SCOPE OF THE STUDY:

The Study provides an insight to understand the behavior of investors towards the various investment alternatives. Income and risk factors play an important role while selecting the investment avenues as it may create opportunity for one and not for the other.

DATA COLLECTION:

Both primary and secondary data are used for the study. Primary data have been collected from the respondents through questionnaire. The secondary data have been collected from the journals, websites, magazines, newspapers and research studies in related fields.

RESEARCH DESIGN:

Descriptive design implies that, it gives a detailed sketch (or) profile of the respondent population being studied. In general, it is more structured and formal in nature. The main objective of this study is to provide a comprehensive and detailed explanation of the phenomena under the study. The research design selected for the study is descriptive research design. A simple random sampling technique was used to collect the data to examine the savings and investment patterns of investors with the sample size of 88.

LIMITATIONS OF THE STUDY:

- Some of the respondent was resident to give accurate information regarding their income.

- The sample size taken for analysis is 88.

- The time available for the study was limited due to Covid-19.

In spite all these limitations, an earnest attempt have been made to analyze the available data tactfully and arrive at meaningful conclusion.

DATA ANALYSIS AND INTERPRETATION:

Frequency of Age:

Age	No. of Respondents	Percentage
Below 20	1	1.1
20-35	52	59.1
36-50	13	14.8
50 &above	22	25
Total	**88**	**100**

Table 27.2: Frequency of Age among the Investors
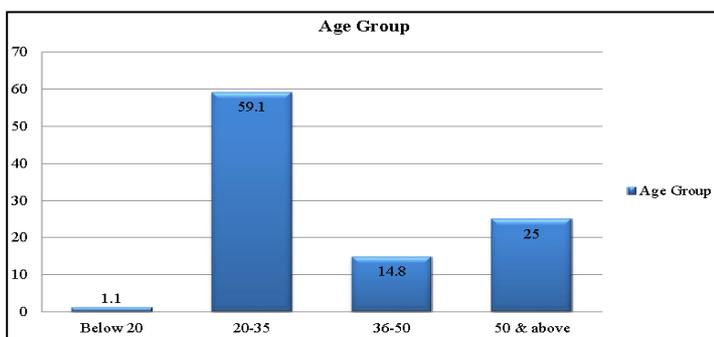
Figure 27.1: Frequency of Age among the Investors

The distribution of age in the same unit clearly reviewed that, a maximum of 59.1%, investors belong to the age group of 20-35, and it is followed by 25% investors in the age group 50 and above. It is further identified that 59.1%, 1.1% represent the age group 20-35 and below 20. It is also revealed that, the sample unit dominated by the age group of 20-35.

Frequency of Gender:

Gender	No. of Respondents	Percentage
Male	36	40.9
Female	52	59.1
Total	**88**	**100**

Table 27.3: The Gender Contribution towards Their Individual Investments

It is clearly stated that, out of 88 respondents 52 female investors show their investment contribution to the percentage of59.1% is more than the male investor's contribution, which stands on 36 male investors with a valid percentage of 40.9%.
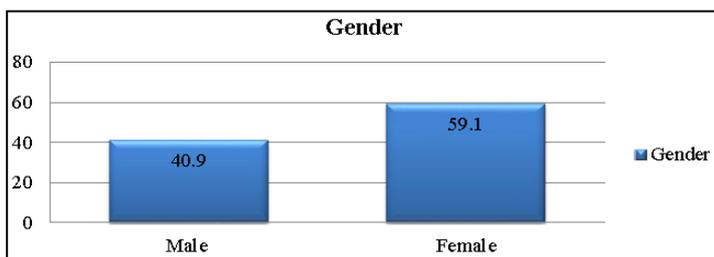
Figure 27.2: The Gender Contribution towards Their Individual Investments

Frequency of Education:

Education	No. of Respondents	Percentage
PUC	6	7
Graduate	25	28.4
Post Graduate	47	53.4
IT/ Diploma	3	3.4
Other Professional	7	7.9
Total	**88**	**100**

Table 27.4: Educational Qualification of the Investors
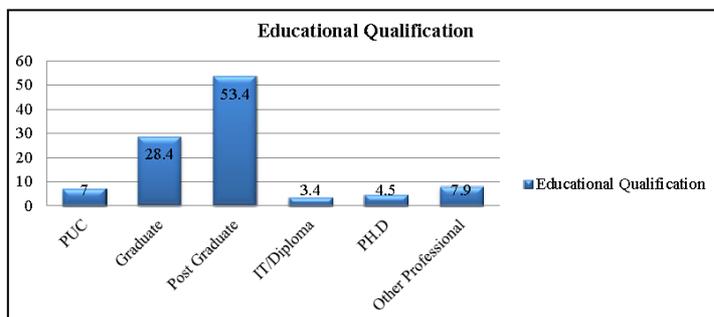
Figure 27.3: The Investors on their Education Levels

Here, the education levels are categorized into five variables viz., PU level, Graduate, Post Graduate, IT and other Professional. The maximum percentage of 53.4% brings out the real fact that, post graduates show their keen interest towards on their investment savings, when compared to other education variables, which stands in the next position like, 28.4% of Graduate, 7% of PUC,3.4% of IT, 7.9% of Other professional.

Frequency of Annual Income:

Annual Income	No. of Respondents	Percentage
Less than 25,000	22	25
25,001 to 1,00,000	17	19.3
1,00,001 to 5,00,000	30	34.1
5,00,001 & above	19	21.6
Total	**88**	**100**

Table 27.5: Annual Income of the Investors
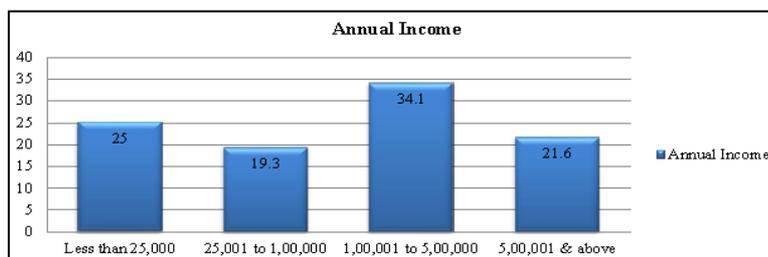
Figure 27.4: Annual Income of the Investors

The gross household income received by an investor from the various slabs for the investment purpose. The result reveals that, investors who earn income the slab between 1,00,001 to 5,00,000 with a valid percentage of 34.1%, which is followed by 5,00,001 & above with a valid percentage of 21.6%, 25,001 to 1,00,000 with a valid percentage of 19.3%. A lower percentage is witnessed from the lesser income less than 25,000at valid percentage of 25%. This shows income determine the saving pattern of the investors during the Covid-19 pandemic.

Frequency of Annual Savings/ Investment during the Covid-19 Outbreak:

Investment Percentage	No. of Respondents	Percentage
5% to 10%	44	50
10% to 15%	14	15.9
		Continued…

Investment Percentage	No. of Respondents	Percentage
15% to 20%	10	11.4
20% to 25%	7	8
25% & above	13	14.8
Total	**88**	**100**

Table 27.6: Annual Savings/ Investment of the Investors during the Covid-19 Outbreak
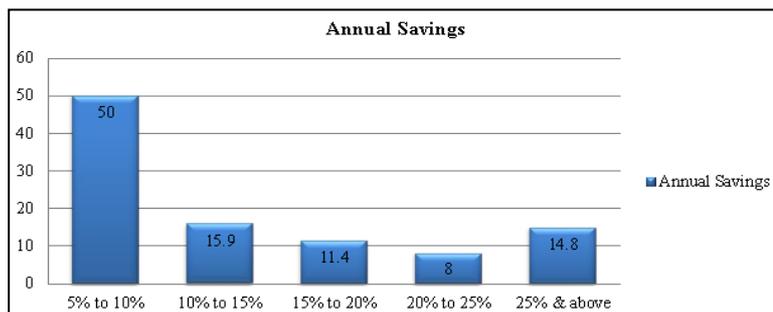
Figure 27.5: Annual Savings/ Investment of the Investors during the Covid-19 Outbreak

At the present time, due to COVID, financial markets are witnessing a crisis and there is a situation of uncertainty in the market environment for investment. The study sheds some light on the behavior of Indian investors during this period of uncertainty in the market environment for investment. The maximum savings in the slab 5% to 10% with 44 respondents and 50% due to outbreak, which is followed by 10% to 15%, 25% and above and 15% to 20% with a valid percentage of 15.9%, 14.8% and 11.4%.A lower percentage is witnessed from the investment percentage of 20% to 25% at a valid percentage of 8%.

Frequency of Channels of Distribution:

Sources	No. of respondents	Percentage
TV / Radio / Other devices	44	50
Organization Report	12	13.6
Family members &Colleagues	46	52.3
Journals & Magazines	22	25
Agents & Advisors	25	28.4
Other	3	3.3

Table 27.7: Sources of the Invetment Information of the Invetors
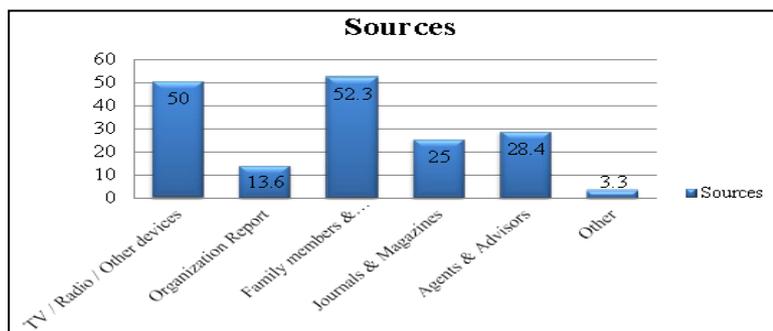
Figure 27.6: Sources of the Invetment Information of the Invetors

Through Family members and Colleagues the maximum information is given to the investors, with a contribution by 52.3%, continued by TV/Radio/ other devices with a applicable percentage of 50%, followed by Agents & Advisors, journals & magazines and organization report with a valid percentage of 28.4% , 25% and 13.6%. There is a lower percentage of 3.3% under others like social media, apps etc.

Frequency of Savings Behaviour:

Factors	No. of Respondents	Percentage
Save Regular income and putmoney aside for special purpose	40	45.5
Spend regular income and save other income	19	21.6
Spend Income of one family member and save the income of other family member	8	9.1
No regular savings plan	21	23.9
Total	**88**	**100**

Table 27.8: Savings Behaviour of the Investors
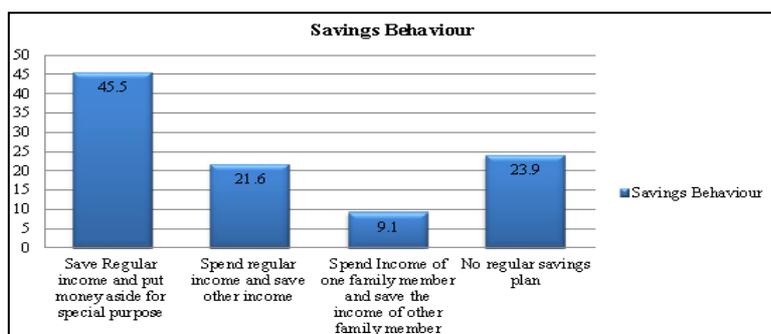
Figure 27.7: Savings Behaviour of the Investors

A significant majority of investors (45.5) identified for this study have save regular income and put aside the income for special purpose, followed by the investors who have no regular plans on savings / investments with percentage of 23.9%. Some spend regular income and save other income with the valid percentage of 21.6%. At the least 9.1% investors spend income of one family and save the income of other family member.

Frequency of Investment Avenues:

Avenues used for Investment	No. of Respondents	Percentage
Stocks and Shares	27	30.7
Debentures or Bonds Money Market Securities	5	5.7
Futures and Options (Derivatives)	3	3.4
Mutual Funds	33	37.5
National Saving Certificates/Public ProvidentFunds/Employee Provident Funds	36	40.9
Fixed Deposits	45	51.1
Insurance Policies	34	38.6
Real Estate	7	8
Gold/Silver	32	36.4
Chit Funds	3	3.4
Crypto Currency	3	3.4
Other	6	6.8

Table 27.9: Frequency of Investment Avenues
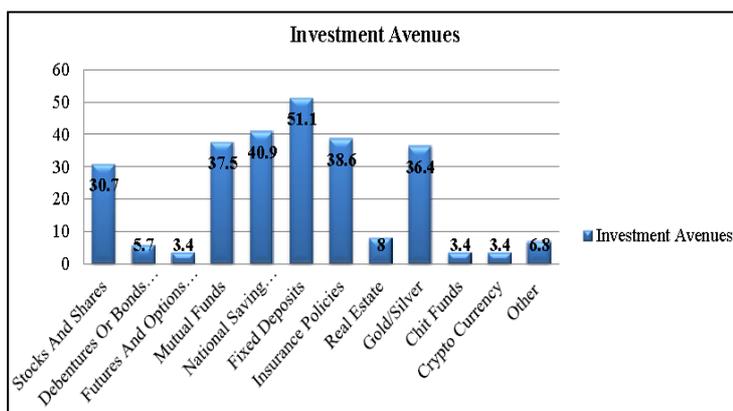
Figure 27.8: Frequency of Investment Avenues

The results have clearly indicated that 51.1% Investors use fixed deposit as their Investment Avenue, followed by top 5 avenues National Saving Certificates/Public Provident Funds/Employee Provident Funds, Insurance Policies, Mutual Funds, Gold/Silver, Stocks and Shares with a valid percentage of 40.9%, 38.6%, 37.5%, 36.4%, and 30.7%. Some other avenues used by investors are Real Estate, Other, Debentures or Bonds Money Market Securities, Chit Funds, Crypto Currency with percentage of 8%, 6.8%, 5.7%, 3.4%, 3.4%.

Frequency of Portfolio Investment:

Reasons	No. of Respondents	Percentage
Safety	61	69.3
Future Growth	35	39.8
High Returns	19	21.6
Risk mitigation	16	18.2
Compounding	8	9.1
Stock market	1	1.1

Table 27.10: Frequency of Portfolio Investment
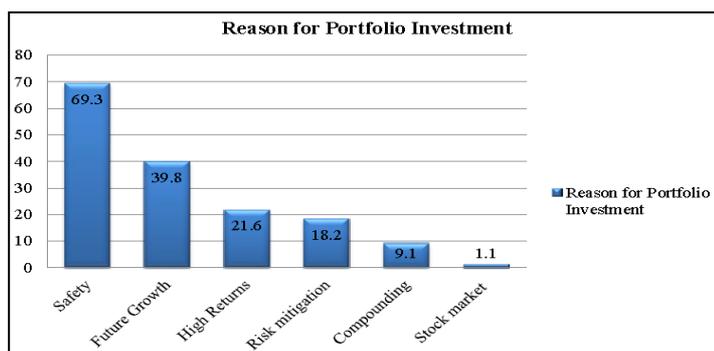
Figure 27.9: Frequency of Portfolio Investment

The results indicate that 69.3% investors invest for safety purpose during the pandemic, followedby future growth with 39.8%, high returns, risk mitigation compounding and stock market with the valid percentage of 21.6%, 18.2%, 9.1%, 1.1% .

Frequency of Percentage of Return on Portfolio Investment:

Portfolio Investment	No. of Respondents	Percentage
1% - 8%	21	23.9
8% - 16%	43	48.9
16% - 25%	15	17
25% and above	9	10.2
Total	**88**	**100**

Table 27.11: Frequency of Percentage of Return on Portfolio Investment
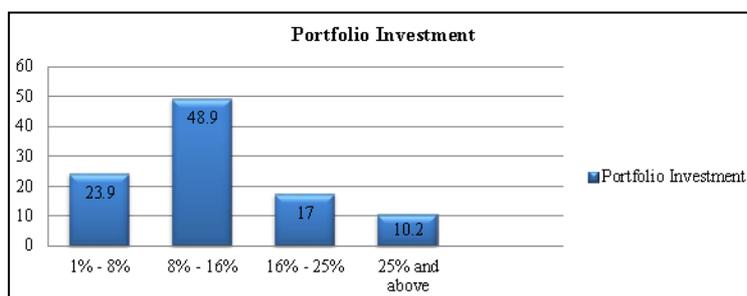
Figure 27.10: Frequency of Percentage of Return on Portfolio Investment

From the results we get to know that investors expected return of portfolio investment is 8% to 16% with percentage of 48.9%, followed by 1% to 8%, 16% to 25% and 25% and above, with valid percentage of 23.9%, 17% and 10.2%.

Frequency of Special Provisions on Investment:

Special Provisions	No. of Respondents	Percentage
Extra Incentives	24	27.3
Additional Bonus	23	26.1
High rate of Interest	41	46.6
Tax Concession	34	38.6
High Retirement Benefits	24	27.3
Dividend and stock bonus(corporate actions)	18	20.5

Table 27.12: Frequency of Special Provisions on Investment
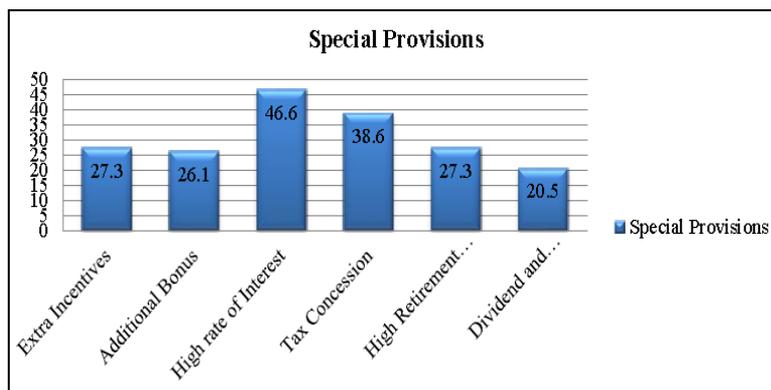
Figure 27.11: Frequency of Special Provisions on Investment

From the above graph it is clear that investor would choose a special provision as high rate of interest(46.6%), compared with Tax concession(38.6%), followed by high retirement benefits, and extra incentives with same percentage (27.3%), additional bonus (26.1%). The dividend and stock (20.5%) is least preferred as there is a lot of risk involved.

Frequency of Degree of Risk Involved while Making the Financial Decisions:

Degree of Risk	No. of Respondents	Percentage
Very Small	8	17
Small	11	23.4
Medium	24	51.1
Large	3	6.4
Very Large	1	2.1

Table 27.13: Frequency of Degree of Risk Involved while Making the Financial Decisions
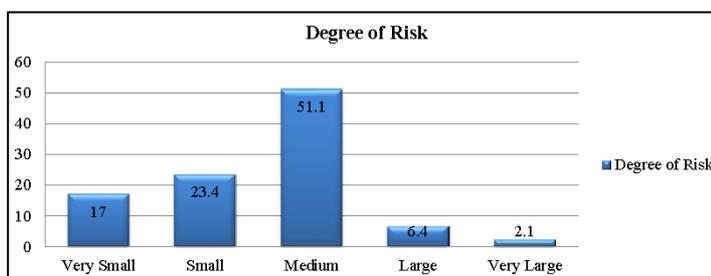
Figure 27.12: Frequency of Degree of Risk Involved while Making the Financial Decisions

According to the Expectations of Investment review by an investor from the various degrees for the investment purpose, the maximum number of investor expectations of high returns with a valid percentage of 51.1% (Medium), which is followed by 23.4% (Small), and very small and large depth of risk relied on 17% & 2.1%. This shows the expectations of the investment reviews of the investors.

TESTING OF HYPOTHESES:

Hypotheses 01:

H_0: There is no association between Annual Income and savings towards Investment with regard to investment pattern during Covid-19.

H_1: There is association between Annual Income and savings towards Investment with regard to investment pattern during Covid-19.

Particular			Save Regular Income and Spend Other	Spend Regular Income and Save Other Income	Spend Income of OneFamily Member	No Regular Savings Plan	Total
				Savings Behaviour Towards Investment			
Annual Income	Less than 25,000	Count	9	4	2	7	22
		Expected Count	10	4.75	2	5.25	22
		% of Total	9%	4%	2%	7%	22%
	25,001 to 1,00,000	Count	3	7	2	5	17
		Expected Count	7.73	3.67	1.54	4.05	17
		% of Total	3%	7%	2%	5%	17%
							Continued…

			Savings Behaviour Towards Investment				
Particular			Save Regular Income and Spend Other	Spend Regular Income and Save Other Income	Spend Income of OneFamily Member	No Regular Savings Plan	Total
	1,00,001 to 5,00,000	Count	15	5	3	7	30
		Expected Count	13.64	6.48	2.72	7.15	30
		% of Total	15%	5%	3%	7%	30%
	5,00,001 & above	Count	10	4	3	2	19
		Expected Count	8.64	4.1	1.73	4.53	19
		% of Total	10%	4%	3%	2%	19%
Total		Count	40	19	8	21	88
		Expected Count	40	19	8	21	88
		% of Total	40%	19%	8%	21%	88%

Table 27.14: Testing for Hypotheses 01

Interpretation: From the above table evident that 15% of the respondents Save Regular income and put money aside for special purpose under the annual income of 1lakh to 5lakh. There are respondents who invest in any other savings.

Particulars	Value
Chi- Square	9.3273
p-value	0.40763
df	9

Table 27.15: Chi-square Test for Hypotheses 01

Chi- Square Test and Interpretation: The chi-square statistic is 9.3273. The p-value is 0.40763. The result is insignificant at $p > 0.05$**.** From the chi square calculation the P value is more than 0.05.Therefore null hypothesis is accepted. Therefore there is no association between Savings Behavior towards Investment and Annual Income.

Hypotheses 02:

H_0**:** There is no association between Expected percentage of return and Annual Savings/Investment during Covid-19

H_1**:** There is association between Expected percentage of return and Annual Savings/Investment during Covid-19

			Annual Savings/Investment During the Covid-19 Outbreak					
Particular			5% to 10%	10% to 15%	15% to 20%	20% to 25%	25% and Above	Total
Expected percentage of return on Portfolio Investment	1%- 8%	Count	14	2	2	1	2	21
		Expected Count	10.5	3.35	2.38	1.67	3.1	21
		% of Total	14%	2%	2%	1%	2%	21%
	8% to 16%	Count	20	8	5	3	7	43
		Expected Count	21.5	6.85	4.88	3.42	6.35	43
		% of Total	20%	8%	5%	3%	7%	43%
	16% to 25%	Count	7	1	2	2	3	15
		Expected Count	7.5	2.4	1.7	1.19	2.21	15
		% of Total	7%	1%	2%	2%	3%	15%
	25% and Above	Count	3	2	1	1	2	9
		Expected Count	4.5	1.44	1.02	0.71	1.33	9
		% of Total	3%	2%	1%	1%	2%	9%
								Continued…

Particular		Annual Savings/Investment During the Covid-19 Outbreak					Total
		5% to 10%	10% to 15%	15% to 20%	20% to 25%	25% and Above	
Total	Count	44	14	10	7	13	88
	Expected Count	44	14	10	7	13	88
	% of Total	44%	14%	10%	7%	13%	88%

Table 27.16: Testing for Hypotheses 02

Interpretation: From the above table evident that 20% of the respondent's annual savings during the Covid-19 ranges from 5% to 10%, they're expected percentage return on portfolio investment ranges from 8% to 16%. There are respondents whose annual savings varies in other ranges with different expected return on portfolio investment.

Particulars	Value
Chi- Square	5.6501
p-value	0.932682
df	12

Table 27.17: Chi-square Test for Hypotheses 02

Chi- Square Test and Interpretation: The chi-square statistic is 5.6501. The p-value is 0.932682. The result is significant at $p > 0.05$. From the chi square calculation the P value is more than 0.05.Therefore null hypothesis is accepted. Therefore there is no association between Annual Savings/Investment during the Covid-19 outbreak and Expected percentage of return on Portfolio Investment.

Hypotheses 03:

H_0: There is no association between Educational Qualification and Annual Savings/Investment during Covid-19.

H_1: There is association between Educational Qualification and Annual Savings/Investment during Covid-19

Particular			Annual Savings/Investment During the Covid-19 Outbreak					Total
			5% to 10%	10% to 15%	15% to 20%	20% to 25%	25% and Above	
Educational Qualification	PUC	Count	4	1	1	0	0	6
		Expected Count	3	0.9	0.7	0.5	0.9	6
		% of Total	4%	1%	1%	0	0	6%
	Graduate	Count	13	1	3	3	5	25
		Expected Count	12.5	3.9	2.9	2	3.7	25
		% of Total	13%	1%	3%	3%	5%	25%
	Post Graduate	Count	24	9	4	3	7	47
		Expected Count	23.5	7.5	5.3	3.8	6.9	47
		% of Total	24%	9%	4%	3%	7%	47%
	IT/ Diploma	Count	1	2	0	0	0	3
		Expected Count	1.5	0.5	0.4	0.2	0.4	3
		% of Total	1%	2%	0	0	0	3%
	Others	Count	2	1	2	1	1	7
		Expected Count	3.6	1.2	0.7	0.5	1	7
		% of Total	2%	1%	2%	1%	1%	7%
Total		Count	44	14	10	7	13	88
		Expected Count	44	14	10	7	13	88
		% of Total	44%	14%	10%	7%	13%	88%

Table 27.18: Testing for Hypotheses 03

Interpretation: From the above table respondents of Post Graduate whose annual savings during the Covid-19 ranges from 5% to 10% with total percentage of 24%.There are respondents whose annual savings varies in other ranges under different qualification.

Particulars	Value
Chi- Square	14.766
p-value	0.54183922
df	16

Table 27.19: Chi-square Test for Hypotheses 03

Chi-Square Test and Interpretation: The chi-square statistic is 14.766. The p-value is 0.54183922. The result is significant at $p > 0.05$**.** From the chi square calculation the P value is more than 0.05.Therefore null hypothesis is accepted. Therefore there is no association between Annual Savings / Investment during the Covid-19 outbreak and Educational Qualification.

SUGGESTIONS:

From the above study it is known that before Investing in any avenues it is better to know about the different investment options available so that the risk factor return on Investment will also be technologically advanced. For the Female Respondents it is suggested that, they should also have to concentrate on an investment much. Since cost of Living increasing day by day and female respondents can endure better if they have an investment as a portfolio of revenue. Respondents should have a complete knowledge about on which they made Investment avenues before they made investment and should also have a Risk swallow attitude. One of the main suggestions to the respondents is that, they should have an equitable balance between their expenditures as wellas Income during the upcoming crisis.

FUTURE SCOPE OF RESEARCH:

The research will further help other scholars and researchers to carry out studies related to the investment patterns of salaried individuals for comparison of pre & post pandemic analysis.

CONCLUSION:

The study examines the perceptions of investors about various investment avenues before and during the period of extreme uncertainty caused by the COVID-19 pandemic. During COVID-19, the preferences for investment have been changed. Risk-free assets become more preferable. Insurance is the most preferred investment avenue followed by gold, bank deposits and public provident funds (PPF). The findings of the study will be useful to different investors and investment analysts while taking their investment decisions. Investment avenues considered in the study are not exhaustive, and preference for other avenues can also be explored. Future studies can use secondary data to analyse the portfolio holding strategies of various investors andthe returns of such portfolios during COVID-19.

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EXAMINING THE PROSPECTS AND OBSTACLES IN TEACHER EDUCATION UNDER NATIONAL EDUCATION POLICY (NEP) 2020 – A STUDY

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ABSTRACT:

The National Education Policy (NEP) 2020 is a comprehensive policy document released by the Government of India in July 2020 that outlines the vision and direction for the future of education in the country. One of the critical components of this policy is the reform of teacher education, which aims to develop teachers' competencies and enhance their quality. This study aims to examine the prospects and obstacles in teacher education under the NEP 2020. The research will employ a qualitative research approach to collect data from relevant sources, including policy documents and scholarly literature. The study will analyse the opportunities and challenges presented by the NEP 2020 for teacher education and make recommendations for the effective implementation of the policy.

Keywords: National Education Policy, Teacher Education, Prospects, Obstacles.

INTRODUCTION:

Teacher education is a crucial factor in shaping the future generation, as teachers play a pivotal role in imparting knowledge and values to students. However, in India, the state of teacher education is not up to the mark, with many institutions selling degrees for a price without attempting serious teacher education. Regulatory efforts have failed to curb malpractices and enforce quality standards, leading to a decline in the sector's integrity, credibility, and efficacy. To revitalize the system, the National Education Policy (NEP) 2020 has proposed radical actions, including empowering the regulatory system to take stringent actions against substandard and dysfunctional institutions and converting all stand-alone teacher education institutions into multidisciplinary institutions by 2030. Additionally, NEP 2020 emphasizes the need for multidisciplinary inputs in teacher education, which includes grounding in Indian values, languages, knowledge, ethos, and traditions, as well as the latest advances in education and pedagogy. The NEP 2020 also proposes a 4-year integrated B.Ed. program offered by multidisciplinary Higher Education Institutions (HEIs) as the minimal degree qualification for school teachers, which will include grounding in foundational literacy and numeracy, knowledge of India and its values/ethos/art/traditions, and more. (Ministry of Education [MoE], 2020). The NEP 2020 also emphasizes the need to maintain uniform standards for teacher education, with admissions through suitable subject and aptitude tests conducted by the National Testing Agency. Finally, NEP 2020 proposes in-service continuous professional development for college and university teachers to ensure they keep up with the latest developments in the field. Overall, this paper aims to explore the impact of the proposed changes on the teacher education system in India and assess whether the NEP 2020 is successful in revitalizing the system and restoring its integrity, credibility, and efficacy.

RESEARCH OBJECTIVES:

1. To identify the prospects for teacher education under the National Education Policy (NEP) 2020.
2. To explore the obstacles that could hinder the effective implementation of teacher education reforms under the NEP 2020.

Problem Statement:

The quality of education in India is often compromised due to the inadequate training and professional development of teachers. The National Education Policy (NEP) 2020 seeks to address this issue by introducing comprehensive reforms in teacher education. However, the effective implementation of these reforms requires a thorough understanding of the prospects and obstacles that lie ahead. This study aims to explore the challenges and opportunities presented by the NEP 2020 for teacher education and make recommendations for the successful implementation of the policy.

PROSPECTS IN TEACHER EDUCATION UNDER NATIONAL EDUCATION POLICY (NEP) 2020:

1. **Emphasis on Experiential Learning:** National Education Policy 2020 emphasises on experiential learning, which involves hands-on and real-life experiences to learn and understand concepts. The policy advocates for teacher training programs to integrate experiential learning as it can help teachers develop more engaging and effective teaching methods. With this approach, teachers can be trained to use innovative and interactive teaching techniques to encourage student participation and facilitate active learning. This approach can also help teachers to understand how to engage students in the learning process, which can lead to improved learning outcomes.

2. **Greater Focus on Practical Training:** National Education Policy 2020 also advocates practical and hands-on training for teachers. This approach can help teachers better understand how to apply concepts in real- world settings. It can also provide teachers with opportunities to observe and learn from experienced teachers and educational experts. This approach can also help teachers develop important practical skills such as lesson planning, classroom management, and assessment.

3. **Multi-Disciplinary Approach:** The NEP 2020 highlights the importance of multi-disciplinary education. In the context of teacher training, this means that teachers should be trained to understand the interconnectedness of different fields and incorporate a more holistic approach to teaching. This approach can help teachers to think beyond their subject area, explore inter-relations of various subjects and integrate knowledge and skills from different disciplines into their teaching. For example, a science teacher can incorporate mathematics and history concepts to help students better understand the scientific principles.

4. **Flexibility in Teacher Training:** The NEP 2020 allows for greater flexibility in teacher training programs. Teachers can pursue part-time or online courses, which can make training more accessible for individuals who cannot commit to full-time programs. This flexibility can also help teachers to balance their personal and professional lives, which can improve their well- being and effectiveness.

5. **Focus on Technology:** The NEP 2020 emphasizes the integration of technology in education. Teachers can be trained to use technology effectively in their teaching to enhance student learning outcomes. This can include the use of digital tools such as educational software, virtual simulations, and online assessments. It can also involve the use of technology to enhance communication between teachers, students, and parents. By integrating technology into teaching, teachers can provide personalized learning experiences and help students to develop 21st-century skills such as critical thinking, collaboration, and problem-solving.

6. **Professional Development Opportunities:** The NEP 2020 recognizes the importance of continuous professional development for teachers. The policy advocates for regular training opportunities for teachers to update their knowledge and skills, as well as to stay current with advancements in the field of education. This can include opportunities for teachers to attend workshops, seminars, and conferences. Additionally, the policy encourages teachers to pursue higher education to improve their knowledge and expertise in their subject area.

7. **Emphasis on Research and Innovation:** The NEP 2020 encourages teachers to engage in research and innovation to improve teaching and learning outcomes. This can involve teachers in conducting research on effective teaching methods and using data to inform their teaching practices. It can also involve teachers collaborating with other professionals and educators to develop new and innovative teaching strategies. The policy recognizes the importance of research and innovation in driving educational improvements and preparing students for the changing demands of the 21st century.

8. **Greater Autonomy for Teachers:** The NEP 2020 also emphasizes the importance of giving teachers greater autonomy in their teaching practices. This can include giving teachers the flexibility to choose their own teaching materials and methods, as well as greater decision-making power in curriculum development and school management. By giving teachers greater autonomy, the policy aims to promote creativity and innovation in teaching and to improve the quality of education.

9. **Emphasis on Inclusivity:** The NEP 2020 also emphasizes the importance of inclusivity in education. This includes creating a supportive and inclusive learning environment for all students, regardless of their background or abilities. Teachers can be trained to adopt inclusive teaching practices that cater to the diverse needs of students. This can include adapting teaching materials and methods to accommodate different learning styles, as well as providing additional support for students who require it. By promoting inclusivity, the policy aims to ensure that all students have equal access to high-quality education and can reach their full potential.

10. **Opportunities for Collaboration:** The NEP 2020 encourages collaboration among teachers to improve the quality of education. Teachers can collaborate with other educators, experts, and stakeholders to share knowledge and experiences, and to develop innovative teaching strategies. Collaboration can also help teachers to develop a deeper understanding of their subject areas and to stay current with advancements in the field of education. Collaboration can take various forms such as peer mentoring, joint planning and implementation of lessons, team teaching and conducting research projects together.

11. **Emphasis on Assessment:** The NEP 2020 emphasizes the importance of assessment in improving teaching and learning outcomes. Teachers can be trained on how to develop and use various types of assessments to evaluate student learning and to inform their teaching practices. This includes both formative assessments, which are ongoing and help teachers to adjust their teaching as needed and summative assessments, which are used to evaluate student learning at the end of a unit or course. The NEP 2020 also advocates for the use of innovative assessment techniques such as performance-based assessments and project- based assessments to better reflect real-world scenarios.

12. **Focus on Teacher Well-Being:** The NEP 2020 recognizes that teacher well-being is essential for quality education. Teachers can be trained on strategies to maintain their physical, mental, and emotional health, and to balance their personal and professional lives. This includes training on stress management, time management, mental health training and other coping strategies. Additionally, the policy advocates for measures to reduce teacher workload and to provide support services such as counseling and mental health services.

13. **Increased Funding for Teacher Training:** The NEP 2020 recognizes the need for increased funding for teacher training to improve the quality of education. This includes funding for both pre-service and in-service teacher training, as well as funding for research and innovation in education. Increased funding can be used to develop training programs that are more effective and relevant to the needs of teachers and students. This can include investing in technology and infrastructure to support teacher training.

14. **Emphasis on Lifelong Learning:** The NEP 2020 emphasizes the importance of lifelong learning for teachers. Teachers can be trained on how to engage in continuous learning

throughout their careers to stay current with advancements in the field of education. This includes training on how to access and use various sources of information such as research studies, online resources, and professional development programs. The NEP 2020 also advocates for measures to support teachers in pursuing further education such as providing study leaves, flexible working hours and incentives to encourage continued learning. By promoting lifelong learning, the policy aims to improve the quality of education and to support teachers in their professional growth and development.

OBSTACLES IN TEACHER EDUCATION UNDER NATIONAL EDUCATION POLICY (NEP) 2020:

1. **Lack of Awareness and Understanding of NEP 2020:** One of the major challenges in training teachers according to NEP 2020 is the lack of awareness and understanding of the policy itself. Teachers must be informed about the key provisions of the policy, including the changes in curriculum and pedagogy. Teacher training programs should include orientation and awareness sessions to educate teachers about the new policy. These sessions should be conducted regularly to ensure that teachers stay updated with any changes or amendments to the policy.

2. **Resistance to Change:** Resistance to change is a common obstacle in implementing any new policy or program, including NEP 2020. Teachers may resist changes in the curriculum, pedagogy, or assessment methods that are introduced under the new policy. To address this issue, teacher training programs should focus on building a positive attitude towards change and providing a platform for teachers to share their concerns and feedback. Teachers must be encouraged to participate in the decision-making process and be made to understand the rationale behind the changes.

3. **Limited Training Resources:** Another challenge in training teachers according to NEP 2020 is the limited availability of training resources. Given the scale of the policy changes, it is essential to have a robust and comprehensive training program. However, the availability of resources such as trainers, materials, and infrastructure is limited, particularly in rural areas. To overcome this challenge, training programs can be delivered using technology-enabled solutions such as online platforms, webinars, and video conferencing. Additionally, partnerships with private organizations and civil society groups can also help bridge the gap in resources.

4. **Inadequate Funding:** A significant challenge in implementing NEP 2020 is inadequate funding for teacher training programs. Training programs require a substantial amount of funding, which can be a burden for the government, particularly in the context of the current economic scenario. To address this issue, partnerships with private organizations and international agencies can be explored to supplement government funding. Additionally, the government can consider allocating a higher proportion of the education budget towards teacher training and development.

5. **Time Constraints:** Given the scale of the policy changes, there is a significant time constraint in implementing NEP 2020. Teacher training programs must be delivered in a short time frame to ensure that the changes are implemented in a timely manner. To address this challenge, training programs can be designed to be modular and delivered in a phased manner. Additionally, training programs can be delivered during school vacations to ensure that teachers do not miss out on classroom teaching time. Finally, the government can consider incentivizing teachers to participate in training programs to ensure maximum participation.

6. **Lack of Buy-in from School Leadership:** School leadership plays a critical role in implementing NEP 2020 effectively. However, a lack of buy-in from school leaders can hinder the success of teacher training programs. To address this challenge, teacher training programs should include sessions for school leaders to educate them about the policy's key provisions and the importance of teacher training in achieving the policy's objectives. School leaders must

be actively involved in the decision-making process, and their feedback must be incorporated into the training programs.

7. **Language Barriers:** Language barriers can pose a significant challenge in training teachers, particularly in multilingual societies like India. Teacher training programs must be delivered in languages that teachers understand to ensure maximum participation and comprehension. Additionally, the use of local language resources, such as textbooks and online content, can help overcome language barriers and ensure effective communication.

8. **Limited Access to Technology:** Access to technology can be a significant barrier in delivering teacher training programs effectively, particularly in rural areas. To address this issue, training programs can be designed to be technology-light and delivered using low-tech solutions such as audio recordings and printed materials. Additionally, partnerships with private organizations and civil society groups can be explored to provide access to technology and infrastructure.

9. **Varying Levels of Educational Background:** Teachers come from varying levels of educational backgrounds, and this can pose a challenge in delivering training programs effectively. Training programs must be designed to cater to the diverse educational backgrounds of teachers and provide targeted support to those who require it. Additionally, training programs should be designed to be self-paced and modular to accommodate different learning styles and levels.

10. **Resistance from Parents and Community:** Parents and community members may resist changes introduced under NEP 2020, such as changes in curriculum and pedagogy. To address this challenge, teacher training programs should include sessions for parents and community members to educate them about the policy's objectives and the rationale behind the changes. Additionally, partnerships with local community organizations and civil society groups can help build support for the policy and address any concerns or feedback raised by parents and community members.

11. **Lack of Accountability:** A lack of accountability can hinder the success of teacher training programs. To address this issue, training programs should include mechanisms for monitoring and evaluation to ensure that the training programs are meeting their objectives. Additionally, teachers must be held accountable for implementing the changes introduced under NEP 2020 in their classrooms, and incentives can be provided to encourage compliance.

12. **Limited Collaboration Opportunities:** Limited collaboration opportunities can hinder the effectiveness of teacher training programs. To address this challenge, training programs should include opportunities for collaboration and peer learning, such as group discussions and workshops. Additionally, partnerships with local universities and research institutions can provide opportunities for teachers to collaborate with experts in the field.

13. **Resistance from Teachers Unions:** Resistance from teachers unions can pose a significant challenge in implementing NEP 2020 effectively. To address this challenge, teacher training programs should include sessions for union leaders to educate them about the policy's key provisions and the importance of teacher training in achieving the policy's objectives. Additionally, partnerships with union leaders can be explored to build support for the policy and address any concerns or feedback raised by the unions.

14. **Limited Professional Development Opportunities:** Limited professional development opportunities can hinder the growth and development of teachers. To address this challenge, training programs should be designed to provide ongoing professional development opportunities for teachers. Additionally, partnerships with universities and research institutions can provide opportunities for teachers to engage in further education and research.

15. **Implementation Challenges:** Implementing NEP 2020 effectively can pose significant challenges, particularly given the scale of the changes introduced. To address these challenges, a comprehensive implementation plan must be developed and executed, with clear timelines

and responsibilities assigned to different stakeholders. Additionally, monitoring and evaluation mechanisms must be put in place to track the progress of implementation and make any necessary adjustments along the way. Finally, partnerships with private organizations and civil society groups can be explored to address any implementation challenges that arise.

CONCLUSION:

In conclusion, the National Education Policy (NEP) 2020 in India is a significant initiative thataims to transform the education system and improve the quality of education. The policy has several positive aspects, particularly in the field of teacher education. The emphasis on a multidisciplinary approach, teacher training, and continuous professional development, and the integration of technology into the teaching-learning process, can have a significant impact on the quality of teacher education in the country.

However, the implementation of the policy faces several challenges, particularly in terms of resources, infrastructure, and capacity-building. The lack of adequate funding and resources for the implementation of the policy is a significant obstacle that needs to be addressed. Additionally, the capacity-building of teacher educators and the development of appropriate infrastructure, particularly in rural areas, are crucial for the successful implementation of the policy.

Overall, the NEP 2020 provides an opportunity to address some of the longstanding issues in teacher education in India. It is imperative that policymakers, educationists, and other stakeholders work together to ensure the successful implementation of the policy. The policy can have a transformative impact on the education system and help to create a future-ready generation of learners and teachers.

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EXPLORING THE DYNAMICS OF BITCOIN PRICE DRIVERS: A REVIEW OF ITS VOLATILITY

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ABSTRACT:

Bitcoin and other cryptocurrencies have been around for several years, they still face challenges in terms of volatility and adoption. The value of Bitcoin has experienced significant fluctuations over the years, with rapid increases and decreases in its price. The forces of supply and demand influence the price of Bitcoin and if there is high demand for Bitcoin and limited supply, the price is likely to increase. As more individuals and institutions adopt and accept Bitcoin as a legitimate form of payment or investment, the demand can increase, driving up its price. Public perception and media coverage can have a significant impact on the price of Bitcoin. Positive news coverage or endorsements from influential individuals or institutions can increase demand and drive up the price, while negative news or regulatory crackdowns can decrease demand and drive down the price. Bitcoin's price influenced by developments in the underlying technology, such as upgrades to the blockchain or the development of new use cases for Bitcoin. Bitcoin's price affected by broader economic factors, such as inflation, changes in interest rates, and geopolitical events. This study is a summary of the review of previous literature that analyzed the influence of variety of factors on Bitcoin returns. It is important to note that the price of Bitcoin can be highly volatile, and can fluctuate rapidly based on a variety of factors. Bitcoin's price volatility has been one of the main reasons why it has not been widely adopted for day-to-day transactions. It is important to do systematic research and cautiously consider the risks before investing in Bitcoin.

Keywords: Cryptocurrency, Bitcoin, Volatility, Inflation, Interest Rates.

INTRODUCTION:

Cryptocurrencies, such as Bitcoin and Ethereum, are digital assets that use cryptography and blockchain technology to create a decentralized, transparent, and secure system of value exchange. Transactions are verified and recorded on the blockchain, which is a distributed ledger maintained by a network of nodes or computers. The use of blockchain technology ensures that transactions are secure, transparent, and tamper-proof. Cryptocurrencies have become popular as an alternative to traditional fiat currencies due to their decentralized nature, lower transaction fees, and faster transaction times. They are also considered high-risk investments due to their volatility, lack of regulation, and lack of intrinsic value. Cryptocurrencies are not backed by physical assets like gold or other commodities, making their value solely based on market demand and supply. It is important to carefully consider the risks and benefits of investing in cryptocurrencies before making any decisions.

Bitcoin is a digital currency that was created in 2009 by an unknown person or group using the name Satoshi Nakamoto in his paper "Bitcoin: A Peer-to-peer Electronic Cash System" *(Nakamoto, 2008)*. Transactions using Bitcoin are verified through a decentralized network of computers using cryptography and recorded in a public ledger called the blockchain. The

blockchain is a distributed ledger technology that records all transactions in a decentralized and transparent manner. Each block in the blockchain contains a cryptographic hash of the previous block, making it tamper-proof and secure. This makes it a reliable way to store and transfer data, and has many potential applications beyond just currency transactions.

Bitcoin is decentralized it is not controlled by any central authority such as a government or financial institution. Transactions verified through a decentralized network of computers, making it more secure and transparent. Anyone with an internet connection can access Bitcoin, send and receive money anywhere in the world without the need for a bank account or credit card. Bitcoin transactions do not require personal information, and users can choose to remain anonymous. Bitcoin transactions typically have lower fees than traditional bank transfers or credit card transactions. Bitcoin transactions are secured through cryptography, making them resistant to fraud and hacking. Bitcoin has a limited supply of 21 million coins, which helps to maintain its value over time. Bitcoin has shown a high potential for investment returns, with some investors seeing significant gains over time. Bitcoin has the potential to provide greater financial freedom, security, and accessibility to people around the world.

Blockchain technology has the potential to disrupt many industries, including finance, healthcare, real estate, and more. Use of blockchain technology has the potential to disrupt many industries and transform the way we exchange value and information. It can provide secure and transparent record-keeping, reduce costs, and increase efficiency in many processes. There are also concerns about the scalability, energy consumption, and regulation of blockchain technology and its applications. Bitcoin and blockchain technology represent an exciting and rapidly evolving area of innovation and investment, with both potential benefits and risks.

BITCOIN PRICE DRIVERS AND VOLATILITY:

Bitcoin and other cryptocurrencies have been around for several years, they still face challenges in terms of volatility and adoption. The forces of supply and demand influence the price of Bitcoin and if there is high demand for Bitcoin and limited supply, the price is likely to increase. As more individuals and institutions adopt and accept Bitcoin as a legitimate form of payment or investment, the demand for Bitcoin can increase, driving up its price. Public perception and media coverage can have a significant impact on the price of Bitcoin. Positive news coverage or endorsements from influential individuals or institutions can increase demand and drive up the price, while negative news or regulatory crackdowns can decrease demand and drive down the price. Bitcoin's price influenced by developments in the underlying technology, such as upgrades to the blockchain or the development of new use cases for Bitcoin. Bitcoin's price affected by broader economic factors, such as inflation, changes in interest rates, and geopolitical events. It is important to note that the price of Bitcoin can be highly volatile, and can fluctuate rapidly based on a variety of factors. It is important to do research and carefully consider the risks before investing in Bitcoin.

Bitcoin's price volatility has been one of the main reasons why it has not been widely adopted for day-to-day transactions. The value of Bitcoin has experienced significant fluctuations over the years, with rapid increases and decreases in its price. This makes it difficult for merchants and consumers to use Bitcoin as a stable store of value for their transactions. Additionally, the high transaction fees associated with Bitcoin can also be a barrier to adoption for some users. There have been efforts to address these issues, such as the development of stablecoins, which are cryptocurrencies that are designed to maintain a stable value relative to a particular asset like US Dollar or basket of assets. These stablecoins aim to reduce the volatility of cryptocurrencies and make them more suitable for everyday use. These stablecoins aim to provide a more predictable and stable alternative to Bitcoin, which could encourage more widespread adoption and use of cryptocurrencies.

Bitcoin in a portfolio can lead to better performance as it improves overall portfolio diversification. There are also concerns related to Bitcoin, including its exposure to cyber- attacks, difficulties functioning as a currency, and its association with illegal activities. These concerns may lead to regulatory restrictions or bans in some countries, potentially influencing the future performance of Bitcoin. It is important for investors to consider the risks and benefits of including Bitcoin in their portfolios, and to monitor any regulatory or security-related developments related to the cryptocurrency. While Bitcoin may offer diversification benefits, it is not a hedge or safe haven asset. A balanced and diversified portfolio that takes into account an individual's risk tolerance and investment goals is likely the most prudent approach to investing *(Klabbers, 2018).*

Bitcoin does indeed offer higher returns but at a much higher risk than other assets such as the S&P BSE 500, HDFC ETF Gold, S&P BSE Oil & Gas, and S&P BSE Realty. The Markowitz efficiency test indicates that including Bitcoin in a portfolio increases both the risk and return of the portfolio. Therefore, investors with a high-risk appetite may want to consider including Bitcoin in their investment portfolio to achieve higher returns, while those who are risk-averse may want to avoid investing in Bitcoin *(Bhatia et al., 2018).*

Price of Crude oil can affect the cost of mining Bitcoin, as energy consumption is a significant expense in the mining process. As the price of oil increases, the cost of mining Bitcoin may also increase, which could put upward pressure on the price of Bitcoin. USD/CNY exchange rate can have an impact on the price of Bitcoin, as China is a major player in the cryptocurrency market. A weaker Chinese Yuan relative to the US dollar may make it more attractive for Chinese investors to invest in Bitcoin, which could drive up its price. Mining difficulty, which refers to the level of competition among miners to solve a block in the blockchain network, can also have an impact on the price of Bitcoin. Higher mining difficulty can make it more challenging and expensive to mine Bitcoin, which could increase its scarcity and potentially drive up its price *(Seys & Kjartan, 2016).*

Few variables are robust in explaining Bitcoin price movements, including the forces of supply and demand in the crypto market, public interest, and economic policy uncertainty. The study argues that these cryptocurrency-related determinants are more important than global macroeconomic and financial factors in explaining Bitcoin price movements *(Ahmed, 2022).*

Fluctuations in exchange rates, especially those involving major currencies like the US dollar and Chinese Yuan, can have a significant impact on Bitcoin's price level. For example, a weakening of the Yuan against the dollar can make Bitcoin relatively cheaper for Chinese investors and traders, leading to an increase in demand and potentially driving up its price. In late 2016, when the Yuan experienced significant depreciation against the dollar, there was a surge in Bitcoin buying in China, which resulted in a sharp increase in Bitcoin price *(Poyser, 2019)* Bitcoin is influenced by both fundamental factors and investors' interest. In the long term, standard economic theory, specifically monetary economics and the quantity theory of money, play a role in determining the price of Bitcoin. However, in the short term, the price is driven by investors' interest in the cryptocurrency. The increasing price of Bitcoin also motivates users to become miners, but this effect is found to be vanishing over time as specialized mining hardware components have driven the hash rates and difficulty too high. Bitcoin does not appear to be a safe haven investment. USD and CNY markets are tightly connected there is no clear evidence that the Chinese market influences the USD market. Bitcoin is a unique asset with properties of both a standard financial asset and a speculative one *(Kristoufek, 2015).*

Several key factors influence the volatility of Bitcoin. The first is news about Bitcoin regulation, which has a significant impact on Bitcoin's price volatility, particularly when such news published in major financial publications like the Financial Times. This suggests that regulatory developments are important factors to consider changes in Bitcoin's price. The second key factor affecting Bitcoin volatility is hacking. When cryptocurrency markets are hacked, this can have a

significant impact on Bitcoin's price volatility and its jump component. Investor sentiment also plays a role in Bitcoin's price volatility. Positive sentiment among investors can lead to an increase in Bitcoin's volatility and jump levels, while negative or neutral sentiment does not appear to have a significant impact. Finally, scheduled macroeconomic news announcements have little impact on Bitcoin's volatility, with the exception of forward-looking indicators such as the consumer confidence index. This suggests that macroeconomic factors may not be as important in understanding Bitcoin's price movements as other factors such as regulatory developments and investor sentiment *(Lyócsa et al., 2020)*.

Energy prices found to have no positive impact on bitcoin returns. S&P 500 returns found to have a positive impact on bitcoin returns. This suggests that bitcoin has served as an alternative investment option for trading on the stock market. Public interest, as measured by search volume on Google and new post on bitcointalk.org, did not have a significant impact on bitcoin returns. This suggests that the level of public interest in bitcoin does not affect its returns significantly. The study found that supply growth had a negative impact on bitcoin returns, while volume growth had a positive impact. In other words, as the supply of bitcoin increased, its returns decreased, while higher trading volume resulted in higher returns. Interest rates did not have a significant positive impact on bitcoin returns. Finally, while inflation rates had a positive impact on bitcoin returns in but there was not enough recent evidence to conclude that it continues to have a positive impact *(D.Heuver et al., 2019)*.

There is an inverse relationship between Bitcoin returns and the economic development of a country. This means that as economic growth declines and exchange rates increase, investors may lose faith in the economy and turn towards virtual currencies such as Bitcoin, which may offer better returns. Furthermore, the analysis suggests that financial stress in an economy is likely to lead to increased interest in Bitcoin, which could cause an upswing in Bitcoin returns. This negative association between Bitcoin returns and financial development of an economy implies that as financial stress increases, investors may turn towards Bitcoin as a form of investment. Performance of Bitcoin is influenced by various economic factors such as economic growth, exchange rates, financial stress, and financial development of a country. As such, investors should carefully consider these factors before investing in Bitcoin or any other virtual currency *(Thukral et al., 2021)*.

Bitcoin behaves similarly to gold as a financial asset in the market, and that economic factors such as Consumer Price Index, Dow Jones Industrial Average, Federal Fund Rate, and US Dollar Index have a long-term negative influence on Bitcoin price. This implies that Bitcoin can act as a hedge against the US dollar or some other investments, but not necessarily against gold prices. US Dollar Index has the strongest influence among all the variables. Bitcoin is an asset, as its value influenced by supply and demand and by macroeconomic and other important asset price indices *(Zhu et al., 2017)*.

Analyzing the informational efficiency of the Bitcoin market from 2011 to 2017, it was found that that daily returns exhibited persistent behavior in the first half of the period under study but became more informational efficient since 2014. On the other hand, price volatility, measured as the logarithmic difference between intraday high and low prices, exhibited long memory during the entire period. This suggests that different underlying dynamic processes generate prices and volatility. The study provides insights into the efficiency and behavior of the Bitcoin market over time, highlighting the importance of using appropriate methods for analyzing time-varying long memory and informational efficiency in financial markets *(Bariviera, 2017)*.

Bitcoin's volatility is influenced by various factors, including news, events, regulations, and market sentiment. Negative news, such as regulatory crackdowns or security breaches, can lead to a decline in Bitcoin's price and increased volatility. Positive news, such as institutional adoption or new use cases, can lead to an increase in Bitcoin's price and decreased volatility. It is true that Bitcoin's market is highly driven by self-fulfilling expectations and speculative behavior,

especially from retail investors. The market can experience bubbles and sharp price swings driven by sentiment and momentum rather than underlying fundamentals *(Bouoiyour & Selmi, 2015).*

Bitcoin is not safe haven for international equity markets, and holding any allocation of the asset may increase downside risk for portfolios relative to holding the underlying equity index in isolation. The study identifies an exception for the CSI 300 index, where allocations of up to 16% to Bitcoin may reduce downside risk. This suggests that cryptocurrencies may have some limited safe haven properties in specific markets or contexts, but they cannot be considered reliable safe havens for all international equity markets *(Conlon et al., 2020).*

Bitcoin's price volatility is an important issue and it is not an impossible obstacle to its growth and evolution. As the cryptocurrency ecosystem continues to develop and mature, we may see more solutions emerge that help to mitigate this volatility and make Bitcoin and other cryptocurrencies more accessible and user-friendly for everyone. The ongoing technological innovations and improvements may help to address these issues and enable cryptocurrencies to become more widely used in day-to-day transactions in the future. Bitcoin is a relatively new and evolving asset class that lacks widespread adoption and regulatory clarity. As the market matures and becomes more institutionalized, its volatility may decrease, and its price may become more stable.

CONCLUSION:

Bitcoin's price volatility is an important issue that can potentially intimidate new users and limit its growth potential. The negative impact of price volatility is not limited to new users. Even existing users may hesitate to use Bitcoin for transactions when its value is unpredictable. This can slow down the adoption of Bitcoin as a mainstream currency and limit its potential to disrupt traditional financial systems. The fluctuation in Bitcoin's value can make it difficult for people to determine its true worth, and this uncertainty can deter potential investors and users. It's important to note that Bitcoin's volatility is not necessarily a bad thing in and of itself. Like any other asset, Bitcoin's price is influenced by supply and demand, as well as other market factors. While this can lead to short-term fluctuations in value, it can also create opportunities for traders to profit from market trends.

The present study investigates the robustness of a wide variety of influential factors on Bitcoin pricing that have been the focus of attention in relevant literature. Several empirical research endeavor to identify the influential variables contributing to the price formation of Bitcoin. However, results of those studies generally remain inconsistent in terms of not only the true combination of factors that affect Bitcoin prices, but also the nature of effects (positive vs. negative) that each individual factor has on the price behavior. However, it is important to note that the results of this study should be interpreted with caution, as the complexity of Bitcoin price formation means that there may be factors at play that are not captured by the variables investigated. The cryptocurrency market is extremely volatile and a range of unpredictable events like regulatory changes, security breaches, or investor sentiment influences Bitcoin prices. The study contributes valuable insights into the determinants of Bitcoin prices. This study finds that previous research in this area has been inconsistent, with different studies identifying different factors and their effects on price behavior. This study contributes to our understanding of the complex factors that influence the price of Bitcoin. It highlights the importance of considering a range of potential determinants and using robust analytical methods to identify factors that are most influential in Bitcoin Pricing.

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TALENT MANAGEMENT IN EDUCATION SECTOR

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ABSTRACT:

As the need for talented workforce is growing worldwide, so is the need for faculty & staff with requisite skills in the educational institutions to produce the base for generating such a work force. Businesses are continuously demanding fresh talent which can meet challenges of twenty-first century through innovative and out-of-the box thinking. Business leaders are counting on educational institutions: schools, colleges, universities, and other training establishments for infusing well-qualified fresh talent into industry. In turn, educational institutions are continually striving for improving their output both in terms of numbers and the quality of talent offered for varying jobs in different types of organizations. The excellence of output from an educational institution depends on the quality of their faculty, support services and infrastructure. To achieve higher levels of excellence, institutions need to set high-performance goals for their academic and non-academic staff. These goals should be effectively measured at frequent intervals to bridge performance gaps, if any. Institutions which can effectively manage the performance of their faculty and other employees can leave their mark on industry.

Keywords: Performance Management, Performance Appraisal, Educational Institution.

INTRODUCTION:

Today's education system environment in India is global and competitive, universities andinstitutes have mounting pressure to perform better than before. Over the years, creation andpreservation of knowledge has become a key tool in accelerating competitiveness and enhancingcapabilities to respond to market changes (Bryan, 2004), wherein employee's skills andpersonalities are appropriately deployed to optimize performance, is a critical and difficult task.Furthermore, identifying and developing teachers who have leadership potential, like every othervital strategic function, is a demanding process that is equal parts of Arts and Science (JudyKlein and Stephen A. Miles, 2003). Carry out this mission, institutes should develop anddeploy talented people who can articulate the passion and vision of their organizations.Though academic excellence, subject knowledge, research savvy, energy and drive are alwaysimportant, and talent-intensive institutes also require soft skills that facilitate execution acrossdepartments. Not only Software and BPO Companies, but no organization can also rest in peace under the assumption that once they have recruited the employee in place, their job is done. The challenge that is faced by these industries is not hiring the right person for the right job, neither their Performance Management System, nor their Work Climate nor Culture, but in retainingtheemployee. It is proven beyond argument that it is the people who make or break the organization.Managing the talent of key employees is critical to achieve the success in long-term by anyorganization. Talent management involves individual and organizationaldevelopment inresponse to a changing and complex operating environment. It includes the creation andmaintenance of a supportive, people-oriented organization culture.

METHODOLOGY:

The study uses descriptive design to collect the detailed and factual information that describe theexisting phenomenon which is talent management in education with respect to this paper. In

thisstudy we focus on the secondary data relating to the topic. The framework of the research isbased on literature which focuses on the developments in education, the problems faced in theeducation sector, the reasons, need and problem stated in the education sector in India.

SCOPE OF THE STUDY:

The study can be a tool in the hands of educational institution to understand the importance of talent management and to formulate policies relating to retention of talent of their employees and identifying the right kind of training which help the employees to develop their talent.

PERFORMANCE MANAGEMENT:

It can be also taken as a process of assisting managers and staffs to improve their performance through training, motivation and other incentives (Afful, 2002). Performance management is the key process through which works are made to be done smoothly and effectively (D.Pulakos, 2009). Thus Performance management is a goal-oriented process directed toward ensuring that organizational processes are in place to maximize the productivity of employees, teams, and ultimately, the organization The primary objective of performance management is to improve performance by raising individual effectiveness. Many organization uses performance appraisal method as a basis for decision making tool for taking different decisions such as pay, bonuses, promotions, assignments and reductions in forces and fewer even to guide in employee development. In educational institution too, proper performance management required either for decision making by administration or for guiding them for proper development. Until each teacher are not effective in the field of his or her subject matter, the students can't get proper knowledge i.e. knowledge transformation is disturbed and as a result one can't imagine about quality education, high pass out rate, qualified manpower for contemporary situation. Besides being effective in subject matter, he/she also needs to be able deliver properly in front of the student using different new and new tools available or by discovering themselves.Likewisehe/she needs to be motivated to express what he or she has got and use all those available tools effectively.

Thus, effective performance appraisal i.e. evaluating an employee's current and/or past performance relative to his/her performance standards (Dessler, 2011) is very important. Through performance appraisal qualities like spirit of cooperation, self-confidence, initiative, intelligence can be appraised (Shrestha, 2004). It helps to know the current performance level of teachers as well as students which helps to develop a plan for correcting any weakness present in them by counseling and coaching, training and development, improving communication etc.(if required). Besides, performance appraisal too, can be used for administrative uses like compensation determination, promotion decision, transfer, dismissal and lay off decision, reward and punishment decision, validate selection criteria etc. so, through performance appraisal, whether teaching staffs are fully using the capability to transfer knowledge through different ways for effective teaching learning process or not on time basis, whether teachers are being able to use different tools as per time and situation or not, whether class is being live or not whether students are learning effective or not, can be known. So Performance appraisal is often a negative, disliked activity and one that seems to elude mastery (Russell & Russell, 2010). After appraisal, as there may need to provide negative feedback which is very difficult talk for any appraiser. But also for the betterment of the organization or improvement of the performance of teachers, appraiser i.e. principal need to provide negative feedback too in proper way i.e. negative information followed by positive information.

HOW TO APPRAISE THE PERFORMANCE?

Evaluating performance of others is no easy task. There are significant evidences that both those performing the evaluation and those receiving performance evaluation (PE) often find the process

unpleasant (Mayer, 1991). Though, it needs to be done as performance appraisal also aids in determining success and effectiveness of training programs and workshops according to current level of individual participation and its impact on performance (Javidmehr&Ebrahimpour, 2015). The appraisal process begins with the establishment of performance standards on the basis of which comparison is done. So, first of all the head of educational institution should be clear that what is to be done and how well it is to be done. The standard may be number of classes to be taught in a session, resources to be usedcommitment made by teachers in the beginning pass out rate, tools to be used etc. Once, the standard is established, it should be communicated to all staff, making them clear what is expectation that the organization is expecting from them and what they need to do. Then only the actual performance of teaching staff should be measured. Different methods can be used in order to measure the performance depending upon time and situation of the institution. The rater of appraisal process may be head of department, coordinator, vice-principal or principals for teachers and teachers of students. Evaluation errors and biases may occur in judgment observations or information process stages (Javidmehr&Ebrahimpour, 2015). Some evaluation errors are like hallo error (tendency of misjudgment of any person simply because of person's single characteristics (Gautam & Gautam, 2075)) , contrast error(comparing employees instead of focusing to standard while evaluating) central tendency error(evaluating all as average due to lack of information or be free from controversy), recency error(focusing to current performance rather than overall performance) etc. Whoever may be the rater, s/he must be free from bias and must have opportunity to observe the full spectrum of activities and behavior over an extended period.

After measuring actual performance, it should be compared with the standard performance developed or the expectations set by the organization in the beginning and try to find the deviations (if any). After this, the appraisal should be discussed with the staff which is very challenging task because conveying good news or report is less difficult but negative report is very difficult as it has a strong impact on the staff's self-esteem. However, discussion and feedback is very important. According to HR management theories providing employees with feedback enables them to set specific high goals and help them see the relationship between what they are doing and the outcome they can expect, that is goal attainment (C.Ford, Latham, & Lennox, 2011). Then immediate corrective actions by counseling and development should be taken. According to (Latham, Almost, Mann, & Moore, 2005), employees should be evaluated and then coached by a process where their performance is observable, under an employer's control, critical to implementation of organization's strategy, based on factors both the coach and employee know ahead of time, provided to an employee using objective descriptive behavioral statements, and documented for future reference of performance changes. On doing this, educationalists may know in which path it is moving and can take corrective action immediately. The corrective action may providing training to the staff wherethey are lacking, providing tools for effective teaching learning process or changing the performance standard if it is found to be vague, coaching and counseling. In case if everything is going well management need to encourage for the continuation of the same activities. The above mention activities can be represented in the flow chart model as given below:

WHAT ARE THE METHODS OF PERFORMANCE APPRAISAL?

There are various methods of performance appraisal. Each method could be effective for some purposes, for some organization i.e. there is no one best method. Some of the methods are discussed below:

The essay method which may be the simplest method of appraisal in which rater describes in his own words what he perceives about the teachers/ students' performance in essay form. In this method appraiser observe the staff and explain about his traits, qualities, performance level etc. Another method i.e. critical incident method, which focuses the evaluator's attention on those critical or key behaviors that separate effective from ineffective job performance. The appraiser i.e.

principals or coordinators describe whatever the teachers or students did that was especially effective or ineffective in certain circumstances. The key here is that only specific behaviors are cited, not vaguely define personality traits. Likewise, graphical rating scale is another popular method of appraisal in which certain performance factors such as job knowledge, co-operation, loyalty, attendance, honesty, initiative etc. are listed and is provided with the range of performance for each, which evaluator rates by circling the score that best describes the person like very good, good, average, bad and very bad.

BARS (Behaviorally Anchored Rating Scales) method which combines some elements from the critical incident and some of graphical rating scale method is in order to appraise performance. Under this method, the appraiser rates a person according to items along a numerical scale but the items are examples of actual behavior on a given job rather than general descriptions or traits. Paired comparison may be another method where the rater compares each person with other usually in terms of overall performance. In educational institution each teacher/student is compared with each teacher/student present in school in term of regularity, interaction with students, pass or fail number of students etc. Forced ranking method is also one performance management tool which is used for evaluations to identify a company's best and worst performing employees where each and every one is Similarly,360^0 appraisal method is the new method invented in which performance feedback is taken from difference sources for the person being rated (Robbins, Decenzo, Bhattacharya, & Agarwal, 2009). Like to appraise one student/ teacher feedback can be taken from all subject teacher for students and with coordinators, head of department, vice principal, principal for teacher. Management by objective (MBO), forced distribution method, alternative ranking method, group order ranking method etc. are also some methods which can be used for performance appraisal.

Methods	Advantages	Disadvantages
Essay method	Simple to use	More a measure of evaluator's writing ability than of employee's actual performance
Critical incident method	Rich examples, behaviourally based	Time consuming, lack quantification
Graphic rating method	Provide quantitative data Less time consuming then others	Do not provide depth of job behaviour assessed
BARS	Focus on specific and measurable job behavior	Time consuming, difficult to develop measures
Paired comparison method	Gives reliable ranking More	Complicated
3600 appraisal method	More thorough	Time consuming
MBO	Focuses on end goals, result oriented	Time consuming

Table 30.1: Some Performance Appraisal Methods

MANAGEMENT BY OBJECTIVE (MBO):

It is one approach of appraisal which is also known as result oriented appraisal. MBO has two different backgrounds – organizational and developmental. The organizational root of MBO was developed by Peter F. Drucker in 1954 when his 'The practice of management' was first published. Similarly, the credit for development root of MBO goes to Mc Gregor who stressed the qualitative nature of MBO and its use for job development and growth (Afful, 2002). Now a days MBO is now in practice around the world. Some people think, it as an appraisal tool, some as motivational technique, still other consider MBO a planning and control device (welhrich, Cannice, & Koontz, 2009). According to Peter Drucker, "MBO is regarded as a system for improving performance both of the individual manager and the enterprise as a whole by setting of objectives of the corporate, developmental and managers level." It can also be defined as a system in which specific performance objectives are jointly determined by subordinates and their supervisors, progress toward objectives is periodically reviewed and rewards are allocated on the basis of that progress (Robbins, Decenzo, Bhattacharya, & Agarwal, 2009). Thus MBO is a process or system designed

for supervisory managers in which a manager and his or her subordinate sit down and jointly set specific objectives to be accomplished within a set time frame and for which the subordinate is then held directly responsible (Thomson, 1998). In educational institutions too, the concept ofMBO can be used by participating faculty members in setting common goal, making responsible for their activities themselves. This helps in effective performance too and results the achievement of the goal set by institutions.

MBO consists of different steps which are carried on continuously in a cyclic order. First of all organizational goal i.e. SMART (Specific, Measurable, Achievable, Realistic and Time bounded) goal is set by joint effort of all level staff. On the basis of organizational goal, individual/employees objectives are defined which will be familiar with what the organizational expect from him/her. Then, the continuous monitoring of performance and process is done from each level and that is evaluated /reviewed continuously in order to provide feedback for improvement/betterment in specific set period of time. After that he or she may be rewarded for success by promotion or salary increases or he or she may be fired or transferred to a job that will provide needed training or supervision (Thomson, 1998). This technique appraises the performance of employees by comparing actual performance with specific predetermined goal. The conclusion is based on observation and evidence of performance, rather than the superior's opinion of the subordinates (Acharya B. S., 2011).

In educational institution too principal and faculty members can set one target for the session, divide responsibility to each member and continue above mentioned process for each session continuously. The adoption of MBO approach in aninstitution can encourage innovation and creativity in educational world. There may be also active participation pf each staff which can motivate them for better performance which is also the main goal of MBO. Thus MBO uses goal of an institution to motivate rather than to control staffs. It can even help to change the attitude of staff i.e. develop positive attitude on them which deal to proper planning of teaching activities and utilization of available teaching tools. In this 21st century simply chalk and talk method won't work to make student learn. To attract them for study and make teaching learning effective new and new teaching methodology need to be used which may be possible through management by objective method. Likewise MBO approach encourages every member of teaching faculty to share the ideas and even guide too incase of any confusion or mistakes. Thus there will be continuous appraisal of each staffs by each one may after each examination or pre decided time. Even after such review of activities, management can reward for good outcome or encourage for further better performance. Despite of these advantages, it has certain weakness. The situation in which superior i.e principal or department heads or coordinators are decisive in nature, MBO approach can't be used. MBO is based on the concept of self-control and self-direction. Thus the failure to teach this philosophy of MBO to staff may be its one weakness. Likewise, over use of quantitative goals, excessive time consuming are also its some limitations. Despite of these weaknesses, if there is top management's commitment to MBO process; it is confirm that it can increase teaching staffs performance and output as well as there will be proper performance management in educational institution.

360 DEGREE APPRAISAL METHOD:

360-Degree feedback is an appraisal that incorporates feedback from all who observe and are affected by the performance of a candidate (Chopra, 2014). 360 degree appraisal is also known as multi-rater feedback, multi-source feedback, fullcircle appraisal and performance review (Acharya, 2011). As appraisal from only one appraiser can't provide real fact, the concept of 360 degree appraisal may be the best one. Feedback from multiple sources, such as superiors, peers, subordinates and others has a more powerful impact on people than information from a single source, such as their immediate supervisor (Eisalou, 2014).

Most of the organization has started to use this tool for the appraisal of their employees as the information gathered with 360-degree feedback taps the collective wisdom of people from within a person's own circle of influence (Nystrom, 2001).

It is simply more reliable, honest, and valid than traditional appraisals, which few praise (Maroney &Buckely, 1992). In 1996, 90% of Fortune 1000 companies used 360-degree feedback (Edwards & Ewen, 1996). Of those, about 70% used it for development and 30% for both development and administrative purposes (evaluation, rewards, and promotion systems). 360-degree feedback is usually introduced as a development tool to allow the organization time to adjust and gain trust in the system (Nystrom, 2001). More recently, (Denisi& Kluger, 2000) reports that usage of 360-degree feedback for administrative purpose has increased from 30% to 50%. This shows that the importance of 360 degree appraisal is increasing day by day for fair and accurate information. This method not only provides information but also help to minimize the biasness problem of evaluation. The more appraisers an employee has, the more likely the biases of the raters will tend to cancel one another out, and the more their perspectives will combine to give a complete, accurate and honest picture (Eisalou, 2014)

In educational institution too, it can be the best tool for the appraisal of the teaching, non-teaching staffs as well as of the students. While appraising the teachers by principle or vice-principal, he or she can take information about the specific teacher from his immediate superior i.e. coordinator, his peers working in the same department as well as non-teaching staffs (for behavior)

In this method the information provided by one can be cross checked too. Suppose, there is no good relation between coordinator and the teacher who is going to be apprised, he may not provide real information about him or her. In such situation, if appraisal is done the appraisal won't be correct which may lead to frustration or demotivation on that staff. In order to prevent this, if information is collected from his/ her peer as well as those staffs below him like peon, administration staffs etc. the real fact about him or she can be obtained. Thus this may be the best one for the appraisal of staff. Even in the case of students also especially about the behavioral appraisal we can follow the same process. Though this method is time consuming, the reality can be known. Even the application of 360 degree appraisal method may help to develop good relation among all the staffs in an organization as all will be appraised by all. The sense of helpfulness, cooperation, team work proper communication will be developed in all teaching and non- teaching staff which may lead to sharing of new and new teaching methodology among all. Even it helps to reinforce corporate culture, openness and trust in staff (Acharya B. S., 2015)

In order to use this method, we need to prepare individual participants for a 360-degree process by educating them about how the appraisal is done and how their feedback will be used (Ward, 1995) and so on. Otherwise, the goal which an organization wants to achieve that cannot be achieved.

WHAT ARE THE CRITERIAS FOR APPRAISAL?

There are different criteria's which can be used for performance appraisal of the employees. The management must select performance evaluation criteria carefully as it pertains to achieving corporate goals (Watson & Hill, 2009). Whatever the criteria's are there, the selection of criteria for performance appraisal may depend on the situation; evaluator or the type of an organization i.e. there is no specific set of criteria which may be applicable for every institution. Some of the criteria which may be used for performance appraisal are traits/qualities of the employees, training obtained by employees, goal achievement by employees, behavior or actual performance outcome, improvement potential length of service in specific institution and so on.

In educational institution, the performance shown by the teacher in the classroom to clarify the students, commitment made by teachers in the beginning, number of students passed in his/her subject, tools used by the teacher during teaching learning, interaction with students about subject

matter during teaching process, acceptance of students, attitude towards institution, staffs and so on etc. may be criteria for teacher's appraisal. Likewise, marks scored by students in exam, discipline, involvement in extracurricular activities, response to the teachers, completion of activities given to him, attitude towards school etc. may be criteria for appraisal of students

Finally, the overall aim of performance management system is to improve the performance of each and every human resources working in an organization for the achievement of the goal. There are different methods of performance appraisal out of which MBO method and 360 degree appraisal method is gaining popularity nowadays. Whatever the methods are used it should be free of bias and errorless. Proper or errorless performance appraisal motivates a person for better performance in future or vice-versa. So, one should be very careful while appraising performance of any one under him/her because there are certain problems which make appraisal fruitless like unclear standards, halo effect i.e. tendency to rate high or low on all factors on the basis of impression created by a person, central tendency problem i.e. tendency to rate all employees about average, leniency or severity problem i.e. tendency to rate all employees high or low, personal bias error i.e. individual difference in term of age, gender, sex etc. Instead of using the appraisal process for just compensation decision purposes or for the seek of just appraisal, it should be used for improvement and motivation of staff of an organization. After appraisal too, whatever the result comes whether it is positive or negative, feedback must be provided. Though it is easy to provide positive feedback and very difficult to provide negative feedback. Appraiser should provide it tactfully because appraisal without feedback is useless and waste of time. So if proper performance appraisal is ensured, any organization including educational institution can have happy, satisfied, positive attitude motivated staff which results to the high achievement as well as the goal set by any organizations.

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IMPACT OF SELF HELP GROUP ON DEVELOPMEMT OF WOMEN ENTREPRENEURS

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ABSTRACT:

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. Entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services. Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. They play vital role in the present society as they initiate, organize, and run a business enterprise. In recent years Self-help groups have played major role in developing women entrepreneurs in rural India. Self-Help Group refers to self-governed, peer controlled, informal group of people with same socio-economic background and having a desire to collectively perform common purposes. The Role of SHGs extends to promotion of rural entrepreneurship using local skills, local knowledge and local resources involving women workforce. Here women from village background voluntarily come together to save whatever amount they can save conveniently out of their earnings, to mutually agree to contribute to a common fund and to lend to the members for meeting their productive and emergent needs. This paper focuses on various effective strategies by SHGs as an important instrument for women entrepreneurship development in rural sector.

Keywords: Women Entrepreneurs, Self-Help Group, Rural Development, Strategies and Constraints.

INTRODUCTION:

Self-Help Group refers to self-governed, peer controlled, informal group of people with same socio-economic background and having a desire to collectively perform common purposes. Self Help Groups have been able to mobilize small savings either on weekly or monthly basis from persons who were not expected to have any savings. They have been able to effectively recycle the resources generated among the members for meeting the emergent credit needs of members of the group.

SHG is a group formed by the community women, which has specific number of members like 15 or 20. In such a group the poorest women would come together for emergency, disaster, social reasons, economic support to each other have ease of conversation, social interaction and economic interaction. The Self Help Groups are promoted by the Government as if women in India may not be resourceful enough to be entrepreneurs. When the Self Help Groups arrange training facilities to carry out certain kind of work which are suitable for women in India, bank must arrange financial assistance to carry out manufacturing and trading activities, arranging marketing facilities while the Governments will procure the product of Self Help Groups, arrange for enhancing the capacity of women in terms of leadership quality and arranging for the management of Self Help Groups by themselves so as to have administrative capacity. As a social movement with government support, Self Help Groups have contributed in developing women entrepreneurs in Rural India.

OBJECTIVES OF THE STUDY:

- To understand the background of the emergence of self-help groups, their composition, methods of working and their linkages with the financial institutions.
- Toinvestigate progress of SHGs
- To Study the effective role of Self Help Groups in the Entrepreneurial Development among the Rural Women.
- To analyze the perception towards problems in enterprising among the women entrepreneurs.

METHODOLOGY:

Paper has extensively relied on Secondary Sources of Data like Journals, International Publications, and websites.

CONCEPT OF SELF-HELP GROUP:

A self-help group may be registered or unregistered. It typically comprises a group of women having homogeneous social and economic backgrounds; all voluntarily coming together to save regular small sums of money, mutually agreeing to contribute to a common fund and to meet their emergency needs on the basis of mutual help. They pool their resources to become financially stable, taking loans from the money collected by that group and by making everybody in that group self-employed. The group members use collective wisdom and peer pressure to ensure proper end-use of credit and timely repayment. This system eliminates the need for collateral and is closely related to that of solidarity lending, widely used by micro finance institutions. To make the bookkeeping simple, flat interest rates are used for most loan calculations.

Self-help groups are seen as instruments for empowering women, developing leadership abilities among poor people.

NEED FOR SELF-HELP GROUPS IN WOMEN ENTREPRENEURSHIP:

All round development and harmonious growth of a nation would be possible only when women are considered as equal partners in progress with men. Empowerment of women is essential to harness the women labor in the main stream of economic development. It is multi – dimensional in its approach and covers social, political, economic and social aspects. Self – help Groups are the voluntary organizations which disburse micro credit to the members and facilitate them to enter into entrepreneurial activities. In India, the self – Help Groups are promoted by N.G.O.s banks and co-operatives.

PROGRAMME OF SELF-HELP GROUPS IN WOMEN ENTREPRENEURSHIP DEVELOPMENT:

There are a number of Government Schemes to promote Women entrepreneurs coupled along with self-help groups due to which the Women entrepreneurs have achieved remarkable success.

- The Micro, Small & Medium Enterprises Development Organization (MSME-DO), the various State Small Industries Development Corporations (SSIDCs), the nationalized banks and even NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) to cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills, MSME-DO has introduced process/product oriented EDPs in areas like TV repairing, printed circuit boards, leather goods, screen printing etc.
- A special prize to "Outstanding Women Entrepreneur" of the year is being given to recognize achievements made by and to provide incentives to women entrepreneurs.
- The Small Industries Development Bank of India (SIDBI) has been implementing two special schemes for women namely Mahila Udyam Nidhi which is an exclusive scheme for providing

equity to women entrepreneurs and the Mahila Vikas Nidhi which offers developmental assistance for pursuit of income generating activities to women. The SIDBI has also taken initiative to set up an informal channel for credit needs on soft terms giving special emphasis to women. Over and above this, SIDBI also provides training for credit utilization as also credit delivery skills for the executives of voluntary organizations working for women. Grant for setting up a production unit is also available under Socio-Economic Programme of Central Social Welfare Board.

WORKING OF SELF –HELP GROUPS THROUGH LINKAGE WITH BANKS:

- The savings bank A/c should be preferably opened immediately after the first meeting of the SHG. The bank may count the stipulated period of maturity i.e. 6 months from the date of opening of SB A/c.
- SB A/c can be opened in the name of the Self Help Group only.
- The group should submit a resolution authorizing the functionaries to open/operate the Saving Bank Account on behalf of the SHG.
- The SHGs may meet at the Local Panchayat Office, the Mahila Mandal, any house convenient to all members or the house of any member as per consensus.
- Office bearers shall normally work only on honorary basis. Any payment for their services has to be SHGs consensus decision, but to be discouraged.
- Minimum instalment for savings can be as low as Rs. 10/- a month and may go up to Rs. 50/- or Rs. 80/- a month, in general.
- Fund sources consists of thrift, interest on internal loans, fines and penalties, loans and grants received, margin and interest payable to bank.
- Idle funds are a drag on the group and should be watched carefully at every meeting.
- Responsibility sharing in Cash Management will ensure (i) Transparency (ii) reduce load on leaders (iii) Enhance fund management (iv) Competence of all members.
- Periodic reconciliation of bank accounts and group's records.
- Members should take turns in depositing collections and also accompany leaders to bank for withdrawals.

SUCCESSFUL STRATEGIES IN THE GROWTH OF WOMEN ENTREPRENEURS BY SHG:

By providing financial assistance to the rural women,SHGs are playing major role in increasing economic development of the country.Though most of the women are housewives they do attend the meeting so that they can become financially independent. Following are the benefits by SHG.

- **Increases Self-Efficacy:** Attending the self-help meetings regularly can help restore self-efficacy (the belief that everyone has the ability to achieve the set goals). In fact, according to research over 90% of participants achieve goals that they've set.
- **Offers Social Contact and Support:** Self-help groups entail people going through similar experiences and who understand exactly how you feel. You may find it comfortable sharing with them, and this gives you an additional source of social support and accountability that will help you stay on track.
- **Enhances Personal Growth and Community Involvement:** Some issues such as drug dependence or abuse can stifle personal growth, relationships, as well as the sense of community. The mutual aid groups foster growth by creating a community that allows every member to share, learn, and evolve emotionally.
- **Decreases the Odds of a Relapse:** Joining mutual groups allows you to notice that others who have experienced similar issue or situation achieved their goals over time. The social role models inspire the attendees and help them to keep on even when life tosses a curve ball at them.

PROBLEMS FACED BY THE WOMEN IN SHG:

- Intense competitions from similar product, limited knowledge, production and quality standards as well as low confidence
- Inadequate capital
- Networking problem
- Lack of education
- Insufficient marketing and management skills
- Difficulties regarding creating awareness among people
- Limited resources with NGO'S
- Large requirement of training
- Lack of follow up and holding support.

SUCCESSFUL WOMEN ENTREPRENEURS THROUGH SHG:

Lakshmi Amol Shinde:

Lakshmi Amol Shinde from Wardhawas facing financial difficulties after she lost her husband. This unexpected event motivated her to join a self-help group (SHG) and take out a loan to start a small snack (papad) business. Initially, she sold her food delicacies in her village. Later, she expanded her business and catered to shops in Nagpur, Maharashtra's winter capital. Her hard work paid off, and eleven women from her group joined Lakshmi's flourishing business.

Babli Devi:

Babli Devi a tribal woman from Udaipur district of Rajasthan, has a similar life-changing story.Speaking at ease in her local dialect, she explained how, four years ago, her family and neighbors collected and sold custard apples for a mere Rs 2 per kg.Today, Babli Devi works in a custard apple pulp extraction unit, and earns close to Rs 10,000 a month.

Shanti Devi:

Shanti, a resident of Kotwana village in Bihar's Gaya district runs an ice-cream production and sales unit that has annual revenue of INR 1.9 million and employs 22 workers for a significant part of the year. While sharing the long list of ice-cream flavours she vends, Shanti also signals at a much larger phenomenon. "Every third shop in this market is run by a Jeevika member, ranging from grocery and utensil stores to a newspaper agency."Shanti is the microcosm of a transformative ecosystem that has nurtured 1.8 million new and existing women entrepreneurs while creating 800,000 new jobs in India.

MAJOR FINDINGS OF THE STUDY:

1. Most of the women belong to middle age group.
2. Due to less education they find it difficult to manage their fund in initial stages.
3. Majority of the women in rural India work for daily wages and this low wages compel them to join SHG.
4. As they are females, family members do not allow them to start a business because of narrow mindedness.
5. It is seen that the women of SHG not only take intra-loan from SHG for consumption, fulfilling social obligations or finance of business but also for financing agriculture need of their husbands. This provides women more respect in family and participation in domestic decision.
6. It is found that Women SHG do not default in repayment they are more conscious of their goodwill and creditworthiness.

7. It is observed that SHGs bank linkage program is very helpful in providing micro credit to the micro enterprises. From the micro-credit provided by banks women in rural India are contributing more for the economy.

SUGGESTIONS:

- The members of SHGs are poor people from the rural areas and many are not well educated. Therefore they need training programmes to improve their skills and initiation for this must be taken up by different NGOs and banks.
- Developing female mentors, training and advisors and Establishing sources of credit
- Making the women Self Employed i.e. motivating the women to start any new business by involving group members and group money.
- Making credit available to women does not mean that they have control over its use and over any income they generate from their own enterprises and these hindrances them from becoming entrepreneurs.
- Encouragement must be given to groups to take part in fairs/exhibitions in the local areas.
- The regional rural banks need to be prompt in providing next loan to the self-help groups. This will lead to increase in the earnings of members use the loan amounts and increase the saving habits among the SHG members.
- Awareness regarding government plans and schemes in rural areas must be increased.

CONCLUSION:

Self Help Group is an important tool which helps the rural women to acquire power for their self-supportive life. SHG Programme clearly plays a central role in the lives of the poor. Empowering women is not just for meeting their economic needs but also more holistic social development. There is evidence of increased household income. Standard of living for the program participants have increased and also the food security is much more for the program clients. Microfinance is playing a significant role in alleviate poverty and rural development. Since women are the sole family caretaker, proper emphasis should be given to the rural women and for empowering the rural women finance is required. Microfinance to the rural SHGs is a way to raise the income level and improve the living standards and economic independence of the rural women. The impact on their lives is not just an economic one -gaining more self-confidence is often a more lasting achievement that forms the basis for social and economic improvements.

A STUDY ON POST PANDEMICRECOVERY OF INSURANCE INDUSTRY IN INDIA

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ABSTRACT:

The COVID-19 outbreak has had a substantial influence on the insurance sector. Global economic disruptions brought on by the epidemic have increased insurance claims for business interruption, travel, health, and life insurance. There are, however, a number of elements that will aid in the insurance industry's post-pandemic recovery as the world progresses towards its pandemic recovery. A number of variables, including rising demand, digitalization, product innovation, regulatory reforms, and partnerships, will affect the insurance industry's post-pandemic recovery. Long-term success for insurance businesses depends on their ability to adjust to these changes and seize the opportunities offered by the post-pandemic world. This study attempts to understand the various factors affecting or influencing the insurance sector and also tries to identify the challenges and opportunities faced by Insurance industry in India due to Pandemic.

Keywords: COVID 19, Insurance Industry, Pandemic.

INTRODUCTION:

India's Insurance Regulation and Development Authority (IRDA) oversee the country's insurance market (IRDAI). Since India's economy was liberalised in the 1990s, the sector has undergone a number of significant changes, and it is now one of the insurance markets with the quickest rate of expansion globally. The insurance sector has undergone a digitalization revolution recently, with businesses using technology to provide customers with cutting-edge goods and services. Customers can now purchase and manage insurance plans more easily thanks to the development of internet insurance policies, smartphone applications, and other digital platforms.

To improve insurance penetration in the nation, the Indian government has also launched a number of measures. For instance, the PradhanMantri Jan DhanYojana gave millions of people access to banking and insurance services, which has contributed to greater financial inclusion in India. To offer the general public cheap insurance coverage, the government has also introduced a number of insurance programmes, including the Pradhan Mantri Suraksha Bima Yojana and the Pradhan Mantri Jeevan Jyoti BimaYojana.

With many businesses embracing digital solutions to improve customer engagement and optimise operations, the industry has been adjusting to the changing environment. Depending on the impact of the pandemic and the state of the economy in each market, different countries are projected to see different levels of insurance industry recovery. While the insurance sector may recover more quickly in some nations as the economy strengthens, recovery may take longer in other nations due to lingering pandemic-related difficulties.

Overall, the insurance sector is expected to continue to confront obstacles in the post-pandemic age, but as businesses adjust to the new normal, chances for expansion and innovation could also present themselves. Generally, it is anticipated that the Indian insurance market would maintain its

upward trend in the upcoming years due to factors like rising earnings, favourable government policies, and more awareness of the necessity of insurance.

RESEARCH OBJECTIVE AND METHODOLOGY:

This study aims to comprehend the many factors influencing or affecting the insurance business and also seeks to determine the challenges and opportunities faced by the insurance industry in India due to pandemic.This study is conceptual by nature, Secondary data and reports were used for the study's purposes.

REVIEW OF LITERATURE ON THE POST-PANDEMIC IMPACT ON THE INSURANCE INDUSTRY:

1. **Modifications in Consumer Demand and Behaviour:** The pandemic has affected consumer demand and behaviour for insurance products. Consumers are more inclined to prioritise health and life insurance after the pandemic, according to a **Mc Kinsey & Company analysis**. The need for insurance services pertaining to working from home, such as cyber insurance and home office insurance, has also increased.

2. **Digital Transformation:** The epidemic has expedited the insurance industry's digital transformation. To continue running their businesses through lockdowns and social isolation measures, insurers have been forced to utilise digital technologies. This has included the use of virtual and augmented reality for underwriting and risk assessment, online sales and customer support, and digital claims processing.

3. **Effect on Claims:** The epidemic significantly affected claims across all insurance lines. **A Swiss Re research** indicates that claims for business interruption, event cancellation, and travel insurance has increased significantly. Due to less driving during lockdowns, there has been a decrease in claims for vehicle insurance.

4. **Regulatory Modifications:** The pandemic has caused regulatory modifications in the insurance sector. In response to the pandemic, regulators reportedly have relaxed capital requirements and extended financial reporting deadlines, according to a **Deloitte report**. Moreover, regulatory oversight of the insurance sector has increased, notably in connection to business interruption insurance.

5. **Effect on Insurance Companies:** The pandemic significantly impacted the financial success of insurance firms. According to a research by **S & P Global Ratings,** the pandemic has caused underwriting profitability to deteriorate, claims expenses to rise, and investment returns to decrease. Insurers have also had to adjust to the difficulties of running their businesses during lockdowns and remote working arrangements.

FACTORS CONTRIBUTING TO THE POST-PANDEMIC RECOVERY OF THE INSURANCE INDUSTRY:

1. **A Rise in Demand for Insurance Products:** The pandemic has made it more important than ever to have enough insurance. The need for insurance goods, such as health, life, and travel insurance, is therefore probably going to rise.

2. **Digitalization:** The epidemic has expedited the insurance sector's transition to digitization. Companies that have made investments in internet and digital technologies are perhaps better positioned to benefit from the post-pandemic rebound.

3. **Product Innovation:** To address the evolving needs of consumers, insurance companies will need to innovate their product offerings. For instance, new insurance coverage for pandemics or other health catastrophes would be required.

4. **Regulatory Modifications:** As a result of the epidemic, insurance firms now have to comply with new regulations. To remain competitive and compliant, insurance companies will need to adjust to these developments.

5. **Collaborations and Partnerships:** To handle the additional issues brought on by the pandemic, the insurance sector may witness increasing collaboration and partnerships with other businesses. For instance, insurance providers and enterprises may collaborate to create new insurance plans that include coverage for telemedicine services.

6. **Talent Development:** Due to the pandemic, the insurance sector now need new capabilities in areas like risk management and digitalization. Insurance providers will probably spend money on talent development to make sure that their staff members have the abilities needed to succeed in the post-pandemic climate.

7. **Risk Management:** The epidemic has brought risk management's significance to light. To more accurately analyse and reduce new risks, insurance companies will probably increase their attention on risk management.

PANDEMIC IMPACT ON INSURANCE INDUSTRY IN INDIA:

The COVID-19 pandemic's effects on India's insurance industry are conflicting. The demand for health insurance has increased as a result, but there have also been delays in claim settlements and a fall in insurance firms' profitability.

1. **Rise in Health Insurance Demand:** As the pandemic spreads quickly throughout India, there has been an increase in demand for health insurance plans. As people's understanding of the value of having health insurance has increased, insurers have responded by releasing new products.

2. **Delayed Claim Settlements:** The epidemic has resulted in a sharp rise in the number of insurance claims filed, placing a strain on the resources of the insurance firms. As a result, claim settlements have been delayed, which has angered policyholders.

3. **Greater Digitization:** The epidemic has hastened the insurance industry's use of digital technologies. In order to sell policies, handle claims, and provide coverage, insurance companies have had to transition to digital platforms.

4. **Effect on Insurance Company Profitability:** As a result of having to pay out more claims than usual, the pandemic has had a detrimental effect on insurance company profitability. Profits have decreased as a result, and the industry's expansion has slowed.

5. **Regulatory Adjustments:** To assist policyholders during the epidemic, the Insurance Regulatory and Development Authority of India (IRDAI) has put forth a number of measures. They include giving grace periods for premium payments, enabling insurers to sell short-term health insurance plans, and prolonging the validity of policies that are about to expire.

CHALLENGES AND OPPORTUNITIES FACING THE INSURANCE INDUSTRY IN INDIA POST-PANDEMIC:

Challenges:

1. **Decreased Demand:** The demand for insurance products has significantly decreased as a result of the pandemic, especially in the market for life insurance. Instead of making long-term investments like insurance, people have been more concerned with their immediate requirements, such as healthcare and everyday spending.

2. **Claims Settlement:** The insurance sector has had considerable difficulty in processing and resolving claims, particularly in the health insurance segment, due to the increase in COVID-19 cases and deaths associated with them.

3. **Economic Slowdown:** The pandemic has resulted in a slowdown in the economy, which has had an effect on the expansion of the insurance sector as a whole.

Opportunities:

1. **More Awareness:** The epidemic has raised awareness of the value of insurance. The demand for insurance solutions tailored specifically for pandemics has increased as more people have realised the importance of having health insurance.

2. **Digitalization:** The epidemic has expedited the insurance sector's digital transformation, with insurers using digital technology to improve their operations, including as underwriting, claims processing, and customer service.

3. **New Product Opportunities:** The pandemic has given insurance companies the chance to offer novel products to address consumers' changing demands, such as pandemic-specific insurance, telemedicine coverage, and cyber insurance.

CONCLUSION:

The insurance business has been significantly impacted by the COVID-19 outbreak. The digital transformation of the insurance sector shifts in consumer demand and behaviour, and the pandemic's effects on claims, rules, and internal operations have all required adaptation on the part of insurers. Although the pandemic's long-term effects on the insurance sector are yet uncertain, it is obvious that those effects will endure for some time.

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AN EMPIRICAL STUDY OF STRESS AMONG HIGH SCHOOL TEACHERS IN VIRAJPET TALUK OF KODAGU DISTRICT

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ABSTRACT:

Teaching can be an enjoyable and rewarding profession but it can also be highly demanding and stressful. The purpose of this research paper is to explore stress management techniques for high school teachers. The paper provides a background on the causes and effects of high level of stress among teachers and the importance of managing stress for their well being and health. The paper also discusses various causes of stress and its strategies to manage them effectively, such as time management, social support and their effectiveness in reducing stress. The paper concludes with recommendations for high school teachers on how to incorporate stress management techniques in their daily routine in order to improve their quality of life and job satisfaction. Overall, this research paper aims to provide helpful insights and valuable resources for teachers seeking to manage their stress level in a healthy and effective manner.

Keywords: Stress, Techniques, Strategies, Stress Level, Social Support, Recommendations.

INTRODUCTION:

Stress is a mental or emotional strain or tension resulting from adverse or demanding circumstances. Stress may also be defined as a state of physiological or psychological imbalance resulting from the disparity between situational demand and individuals' ability or motivation to meet those demands.

Stress has severely affected the high school teachers and they are exposed to high level of stress across all culture. The level of stress among teachers has increased rapidly over past a few years. Teachers are required to manage classrooms, prepare lesson plans, grade assignments, communicate with parents and deal with potentially disruptive students and many more things apart from their regular teaching assignment. The amount of stress in teachers directly affects their performance which in turn shows a direct impact on the set of students who are supposed to be approached without stress. So, stress among teachers has to be managed positively so that there would be good relation between teachers and students.

In some situations, stress can save the life by giving extra strength to defend. The stress response also helps to meet challenges. Stress is what keeps us on the toes during the presentation at work, sharpens concentration when attempting the game. But beyond a certain point stress stops being helpful and starts causing major damage health, relationships, productivity and quality of life.

The signs and symptoms of stress overload can be anything. Stress affects the mind, body and behaviour. Not only overwhelming stress leads to serious mental and physical problems, it can also take a toll on your relationships at home, work and school.

Teachers are very important professionals and society members. Teachers are responsible for the education of society and in that sense the quality of teachers can indirectly shape the future direction that their country goes in. The profession teachers do have its fair share of job stress and pressure. The feeling of job stress can take many forms. In one sense, it can occur within the teaching profession when teachers begin to feel that the daily tasks of their job are ever growing.

Teachers job stress occurs because the children in the class room these days have so many adult sized problems. Teachers find themselves dealing with effects of addiction, poverty, divorce of parents and many more social ills. This situation is more often than one teacher can handle and this dilemma fosters teachers job stress.

Kodagu, also known by Coorg, is an administrative district in Karnataka, India. It occupies an area of 4012sq.kms. The district comprises of 3 Taluks namely Madikeri being the headquarters followed by Virajpet and Ponnampet.

STATEMENT OF THE PROBLEM:

The study on stress management has revealed many sets of problems which has been stated as Pressure on professional skills that is introduction of new teaching methods, changes in curriculum and course, new regulatory policies, increased students class size, lack of pupil motivation attention and interest. There is decreased parents' participation; hence parent teacher relationship becomes difficult. There is poor planning and programming, constant restructuring, frequent reforms in vocational education system, strong administrative hierarchy with lack of support. There are social and personal pressures regarding quality of education lack of coherence between personal goals and professional obligations and lack of public esteem. The school as a stressful workplace that is excessive workload, hours of work, lack of time, environmental noise, poor ventilation, lack of solidarityand morale, excessive paper work and administrative duties. There are economic pressures such as inadequate salary and job security.

LITERATURE REVIEWS:

BZ Hirsch-International Forum for logo therapy in education 18(1), 32-36, 1995 states "Teachers often are frustrated in their efforts to make life meaningful for their students and themselves because many decisions are made for them. Getting rid of all tensions and stress is not the goal. Too much of tension may be incapacitating a sound amount of tension is necessary as the kind of tension that is established between a human being."

Burnout, stress, depression and self esteem of teachers - **JOE BEER AND JHON BEER:** North Central Kansas, special education, Philipsburg, psychological reports 1992,71,1331-1336. "Burnout among staff in health profession is typically defined as a syndrome of physical and emotion exhaustion involving the development of negative attitudes, poor self concept and loss of concern for clients. Burnout is an occupational hazard for teachers. It is a response to chronic stress associated with factors in the educational organisations and the teaching environment. Staff burnout appears to be an adverse work stress relation with both psychological and physiological components.

The journal of educational research, volume 84, issue 6, 1991 "**High and low burnout schools: Schoolculture, aspects of teachers burnout**"- **Issac A Friedman** – the aim of this study was to identify school factors associated with teachers burnout. For that purpose of organisational features of those schools in which most teachers reported high levels of burnout. A sample of 1597 elementary school teachers were given a modified version of Maslach burnout inventory including a background information section, followed by interviews with principals, teachers and other school incumbents. The findings in this study indicated that four major school culture variables contribute to teacher's burnout. (a) the drive toward measurable goal achievement behaviour imposed on school teachers by administration, (b) lack of trust in teachers professional adequacy, (c) circumscribing school culture and (d) disagreeable physical environment. Age, gender, level of education and number of years in teaching are background variables also associated with high and low level of burnout.

According to **Selye (1976)** stress is caused by physiological, psychological and environmental demands. When confronted with stressors, the body creates extra energy and stress occurs because

our bodies do not use up all of the extra energy that has been created. **Selye** first described this reaction in 1936 and coined it the General Adapt Ion Syndrome. The GAS includes three distinct stages: a) alarm reaction, b) stage of resistance and c) stage of exhaustion

According to **Steinberg and Ritzmann (1990):** Stress can be defined as "an under load or overload of matter, energy or information input to or output from, a living system

According to **United States National Institute of Occupational Safety and Health, Cincinnati (1999),** job stress can be defined as the harmful physical and emotional responses that occur when the requirements of the job do not match the capabilities, resources, or needs of the worker. Job stress can lead to poor health.

According to a discussion document presented by **United Kingdom Health and Safety Commission, London (1999),** stress is the reaction people have to, excessive pressures or other types of demand placed on them.

IMPORTANCE OF THE STUDY:

Effectiveness in workplace has increasingly recognised in recent years. Furthermore, the issue of work-related stress is particularly important these days. Long working hours, difficult working conditions, pressures, deadlines and in particular job insecurity are the factors strongly affecting the level of work-related stress. Therefore, it becomes even more important to focus on how to cope with extra pressure.

NEED OF THE STUDY:

Teachers are among the profession reporting the highest level of work-related stress. Hence, work related stress requires a special attention towards teachers at this particular juncture. The study on the level of stress among teachers in Virajpet taluk of Kodagu district is very much essential and acts as a useful tool in assisting the teachers' community in implementing framework agreement on work related stress.

OBJECTIVES OF THE STUDY:

- To study the nature of stress experienced by teachers
- To examine the association between the demographic variables and the level of stress and stress manifestations.
- To study work life balance with personal life of teachers.
- To suggest the teachers to manage and overcome stress.

SCOPE OF THE STUDY:

The research on stress management of high school teachers is confined only to Virajpet Taluk of Kodagu district. This particular study involves teachers of government schools, private schools and private aided schools.

METHODOLOGY:

The study is based on primary and secondary data collection. Secondary data is collected from different published and unpublished sources like newspaper, magazines, articles, books and internet. Primary data is collected through administered questionnaire with a sample size of 129 teachers, individual interview with teachers and through observation. Respondents are selected on the basis of stratified sampling. Data collected is subject to statistical analysis using averages, ratio, percentage, simple frequency; ANOVA and T-test are interpreted under inductive principles.

HYPOTHESIS:

H_0: There is no significance relation between work life balance and personal life resulting in stress among teachers.

LIMITATIONS:

- Secondary data may not be accurate as the data may vary from source to source
- As the sample size is selected on simple random basis it may not represent the whole population
- Larger sample would have given more accuracy
- Biased and unbiased errors in primary data cannot be completely ruled out.

CAUSES OF STRESS:

- Low salary package
- Lack of adequate teaching aids
- Poor classroom condition
- Heavy workload from management
- Government deputed duties other than teaching
- High stakes assessment testing
- Lack of support from management in decision making process
- Personal life getting affected by professional life
- Professional work is carried home in due course
- Lack pf interest among parents in their ward's performance
- Bad behaviour of students
- Pressure on achieving cent percent result

DATA ANALYSIS AND INTERPRETATIONS:

The following data analysis and interpretation are inferred by the researcher through primary data that is administered questionnaire from the selected respondents

Demographic Profile:

Particulars	Frequency	Percentage
Male	66	51.2
Female	63	48.8
Total	**129**	**100.0**

Table 33.1: Gender of Respondents

The above table focuses on the gender of the respondents. 66 respondents are male and remaining 63 are female respondents.

Particulars	Frequency	Percentage
Married	105	81.4
Unmarried	24	18.6
Total	**129**	**100.0**

Table 33.2: Marital Status

The above table reveals the marital status of the respondents. Out of 129 respondents 105 are married and rest 24 are unmarried.

Married teachers are more in number which proves that their responsibility doubles with work life and professional life.

Particulars	Frequency	Percentage
50000-150000	42	32.6
150001-250000	32	24.8
250001-350000	42	32.6
Above 350001	13	10.1
Total	**129**	**100.0**

Table 33.3: Income Level (per annum)

The above table highlights the income level of respondents per annum. From the facts it is very clear that majority of the respondent's income level is between 50000-150000 and 250001-350000.

Particulars	Frequency	Percentage
Less than 5 Kms	53	41.1
5-10 Kms	51	39.5
10-20 Kms	11	8.5
Above 20 Kms	14	10.9
Total	**129**	**100.0**

Table 33.4: Distance Travelled from Home to School

The above table focuses lights on the distance travelled by the respondents from their home to respective work place. Majority of the respondents travel 5-10 Kms from their home to schools.

Particulars	Frequency	Percentage
By Walk	27	20.9
Public Transport	48	37.2
Own Vehicle	54	41.9
Total	129	100.0
Total	**129**	**100.0**

Table 33.5: Mode of Travel

The above table clearly delineates the mode of travel chosen by the respondents. From the above figures it is crystal clear that majority of the respondents use their own vehicle as a means of transport to reach workplace on time.

Particulars	Frequency	Percentage
Permanent	84	65.1
Part Time	41	31.8
Contract	4	3.1
Total	**129**	**100.0**

Table 33.6: Type of Service

The above table shows nature of service of the respondents. Majority of the respondents are permanently employed teachers and they are pretty sure that their job is guaranteed and they are fearless of losing their job.

Particulars	Frequency	Percentage
1-5 Years	47	36.4
6-10 Years	40	31.0
11-15 Years	14	10.9
Above 15 Years	28	21.7
Total	**129**	**100.0**

Table 33.7: Period of Service

The above table focuses on the period of service of the respondents. It clearly indicates that majority of the respondents are very new to the teaching industry and inexperienced as compared to other respondents.

Particulars	Frequency	Percentage
3 Hours	38	29.5
4 Hours	86	66.7
5 Hours	5	3.9
Total	**129**	**100.0**

Table 33.8: No of Teaching Hours

The above table reveals the teaching hours per day. Majority of the teachers teach for 4 hours a day. The remaining hours they dedicate to other school works, departmental works, corrections, grading, formulating assignments.

Particulars	Frequency	Percentage
150-300	28	21.7
301-500	38	29.5
501-650	30	23.3
Above 650	33	25.6
Total	**129**	**100.0**

Table 33.9: Strength of the School

The above table points out the total strength of the school of the respondents. 28 respondents representing 21.7% convey that their school strength falls in the range between 150-300. 38 respondents state that their school strength is between 301 to 500. 30 respondents say that their strength of the school range between 501 to 650. The remaining respondents convey that the school strength is above 650.

Particulars	Frequency	Percentage
20-40	33	25.6
41-60	50	38.8
61-75	37	28.7
Above 75	9	7.0
Total	**129**	**100.0**

Table 33.10: Strength of the Class

The above table depicts the strength of the class. Majority of the respondents say that their class strength is between 41 and 60 which represent 38.8%.

Particulars	Frequency	Percentage
1-2 Hours	96	74.54
3-4 Hours	29	22.5
5-6 Hours	4	3.1
Total	**129**	**100.0**

Table 33.11: Number of Hours Spent on Professional Work at Home

The table highlights the respondents view on the number of hours spent by them on professional work at home. 96 respondents spend around 1-2 hours, 29 respondents spend about 3 to 4 hours and the remaining 4 respondents spend around 5 to 6 hours for professional work at home.

Particulars	Frequency	Percentage
Strongly Agree	19	14.7
Agree	71	55.0
Disagree	39	30.2
Total	**129**	**100.0**

Table 33.12: Physical Working Condition is Good

The above table highlights the respondents view regarding the physical working condition. Majority of the respondents are happy with the working condition (staff room facilities, teaching aids) in the working environment

Particulars	Frequency	Percentage
Strongly Agree	22	17.1
Agree	86	66.7
Disagree	18	1.6
Strongly Disagree	2	14.0
Not Sure	1	0.8
Total	**129**	**100.0**

Table 33.13: Feeling Emotionally drained after work

The above table shows the respondents response after the day's work. 83.8% agree with the above statement. 20 respondents are against to the statement. It is very clear that majority of the respondents feel emotionally drained after their work, heavy and restless work in the working environment may be a concern.

Particulars	Frequency	Percentage
Strongly Agree	48	37.2
Agree	23	17.8
Disagree	6	4.7
Strongly Disagree	1	0.8
Not Sure	51	39.5
Total	**129**	**100.0**

Table 33.14: There is Job Security

Table No. 33.14 indicated the respondent's perception regarding their job security. From the above table it can be inferred that majority of the respondents are sure about their profession and they feel that their job is secured when compared to other set of respondents.

Particulars	Frequency	Percentage
Strongly Agree	58	45.0
Agree	71	55.0
Total	**129**	**100.0**

Table 33.15: There is Job Satisfaction

The above table depicts the job satisfaction of the respondents. All 129 respondents agree with the above statement. It is crystal clear from the above findings that all respondents are happy and satisfied with their job. Job satisfaction is high among the respondents.

Particulars	Frequency	Percentage
Strongly Agree	11	8.5
Agree	110	85.3
Disagree	8	6.2
Total	**129**	**100.0**

Table 33.16: The Working Hours are Satisfactory

The table reveals the status of the respondents regarding the working hours in school, 121 respondents representing 93.8% are satisfied with the working hours and remaining 8 respondents are against to the statement. From the above we can infer that majority of the teacher respondents are happy and satisfied with the working hours allotted to them their respective schools.

Particulars	Frequency	Percentage
Strongly Agree	4	3.1
		Continued...

Particulars	Frequency	Percentage
Agree	1	0.8
Disagree	104	80.6
Strongly Disagree	19	14.7
Not Sure	1	0.8
Total	**129**	**100.0**

Table 33.17: Personal Life is not affected by Work Life

The table clearly reveals that the respondent's response regarding their personal life and work life. 5 respondents agree with the statement and 123 respondents are in favour of the statement. It is very clear that the majority of the respondents feel their personal life is strongly affected by work life. Work life is major hindrance for the majority in coping up with personal activities.

Particulars	Frequency	Percentage
Strongly Agree	30	23.3
Agree	76	58.9
Disagree	16	12.4
Strongly Disagree	1	0.8
Not Sure	6	4.7
Total	**129**	**100.0**

Table 33.18: There is Interference from Management in Decision Making

From the above table it is evidently showing the response of the respondents in view of the statement regarding interference from the management in decision making. Majority of the respondents strongly feel that there is interference from the management in decision making which curbs them from their individuality and stops them from being a part of decision-making process.

Particulars	Frequency	Percentage
Strongly Agree	7	5.4
Agree	56	43.4
Disagree	57	44.2
Strongly Disagree	9	7.0
Total	**129**	**100.0**

Table 33.19: The salary Package is Satisfactory

The above table focuses on the satisfaction level in terms of salary. 63 respondents are satisfied with the salary package and 66 respondents disagree with the above statement.

Majority of the respondents are not happy with the salary package provided hence this factor may be one of the reasons for stress among teachers.

Particulars	Frequency	Percentage
Disagree	94	72.9
Strongly Disagree	33	25.6
Not Sure	2	1.6
Total	**129**	**100.0**

Table 33.20: There is Increased Number of Parents Participation

The above table shows the respondents view regarding parents participation in their wards overall performance in school. Majority of the respondents finally conclude that there is no good number of parents' participation regarding their wards academic performance. According to the figures parents do not show much keen interest in meeting up the school authority.

Particulars	Frequency	Percentage
Strongly Agree	1	0.8
		Continued...

Particulars	Frequency	Percentage
Agree	4	3.1
Disagree	98	76.0
Strongly Disagree	25	19.4
Not Sure	1	0.8
Total	**129**	**100.0**

Table 33.21: Increased Students Class Size is Beneficiary

From the above table respondents infer regarding the class size of the students. We can evidently infer from the above figures that majority of the respondents feel that increased students class size is not beneficiary as it would be a hectic task to maintain huge number of students in a single class.

Particulars	Frequency	Percentage
Strongly Agree	87	67.4
Agree	42	32.6
Total	129	100.0

Table 33.22: Ideal Class Strength - 30

Above table depicts the respondents' opinion on the strength of the class and all the respondents are in favour of the statement. All the respondents feel that a class should bear a maximum strength of 30 and this is the ideal class strength. This view reduces the burden of teachers to some extent and helps them to carry out their desired project smoothly.

Particulars	Frequency	Percentage
Strongly Agree	22	17.1
Agree	74	57.4
Disagree	33	25.6
Total	**129**	**100.0**

Table 33.23: There is Good Support and Co-Operation from Colleagues

We can finally infer from the respondents perception that majority of the respondents get good support and co-operation from their colleagues which indirectly gives them moral support and confidence in dealing with daily tasks at school.

Particulars	Frequency	Percentage
Strongly Agree	13	10.1
Agree	38	29.5
Disagree	61	47.3
Strongly Disagree	2	1.6
Not Sure	15	11.6
Total	**129**	**100.0**

Table 33.24: Policy Reforms in Education System is Helpful

The above table deals with the respondent's response regarding policy reforms in education system. Majority of the respondents feel that policy reforms in education system would not be helpful as the frequent changes in the policy affects the schedule and it may take time to get adjusted to the very new scenario.

Particulars	Frequency	Percentage
Strongly Agree	16	12.4
Agree	27	20.9
Disagree	55	42.6
Not Sure	31	24
Total	**129**	**100.0**

Table 33.25: Excessive Workload Affecting Your Professional Schedule

The above table evidently proves the respondents perception regarding excessive workload affecting their professional schedule. From the above stats it is very clear that majority of the respondents professional schedule is not getting disturbed or affected by the hours of work and excessive work in the school.

Particulars	Frequency	Percentage
Strongly Agree	5	3.9
Agree	18	14
Strongly Disagree	3	2.3
Disagree	48	37.2
Not Sure	55	42.6
Total	**129**	**100.0**

Table 33.26: Electronic Teaching Methods are Helpful

The above table depicts the respondents concern regarding usage of electronic mode of teaching. Majority of the respondents are in big confusion and they are not sure regarding the usage of electronic means for the purpose of teaching. There is no confidence among these majorities of the teachers in handling the devices and to conduct the regular classes.

Particulars	Frequency	Percentage
Strongly Agree	87	67.4
Agree	41	31.8
Not Sure	1	0.8
Total	**129**	**100.0**

Table 33.27: There is Scope for Personal Growth

Above table highlights the respondents view on scope of personal growth 128 respondents strongly believe in the above statement and remaining one respondent is not sure.

Majority of the respondents convey that there is greater chance for personal growth in their field. They feel that promotions and incentives are the major factors for their personal growth in teaching field.

Particulars	Frequency	Percentage
Strongly Agree	29	22.5
Agree	97	75.5
Disagree	2	1.6
Not Sure	1	0.8
Total	**129**	**100.0**

Table 33.28: Government Deputed Jobs Lead to Stress

The above table gives the opinion of the respondents regarding the stress faced by them due to jobs deputed to them by the government. 126 out of 129 representing 97.7% agree with the above statement.

It is very much accurate from the above facts that majority of the respondents feel stressed out because of the additional duties performed other than professional work such as census and election work deputed to them by Government

Particulars	Frequency	Percentage
Strongly Agree	44	34.1
Agree	83	64.3
Strongly Disagree	2	1.6
Total	**129**	**100.0**

Table 33.29: Job Commands High Respect in Society

The above table delineates the view of the respondents regarding respect earned by them through their respective profession. 127 respondents agree with the statement.

Majority of the respondents feel that the job they possess commands high respect in the society. As per the respondents view teaching profession and being a teacher keeps them a step forward and helps to earn respect in the teaching field.

Particulars	Frequency	Percentage
Strongly Agree	42	32.6
Agree	77	59.7
Disagree	9	7
Not Sure	1	0.8
Total	**129**	**100.0**

Table 33.30: Family Members are Supportive at Home

The above table focuses on the response of the respondents regarding the support given to them by their family members. 92.3% agree with the above statement. 7% of the respondents totally disagree and 1 respondent is not sure about the statement.

It is crystal clear from the above statement that majority of the respondents get full support and co-operation from the family members, hence they can concentrate on their professional duty and try to give cent percent and it allows to balance the personal life with work life.

Particulars	Frequency	Percentage
Strongly Agree	35	27.1
Agree	93	72.1
Disagree	1	0.8
Total	**129**	**100.0**

Table 33.31: Mode of Transportation is Comfortable

It is very clear from the facts that majority of the respondents are happy and satisfied with the mode of transport to reach the destination. Means of transport include own vehicle, public transport or by walk. These means are very comfortable for the respondents to reach the school on time

Particulars	Frequency	Percentage
Strongly Agree	16	12.4
Agree	53	41.1
Disagree	55	42.6
Strongly Disagree	2	1.6
Not Sure	3	2.3
Total	**129**	**100.0**

Table 33.32: Additional Duties affects Professional Duties

The above table points out the opinion of the respondents about the professional duties getting affected through additional duties by management. 53.5% agree that their profession is affected by other duties.

From the above figures it is transparent that majority of the respondents professional schedule is getting disturbed and affected by additional duties by management such as department visits, accompanying students and office duties.

ANOVA						
Particulars		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Salary package is satisfactory	Between Groups	42.937	3	14.312	18.491	.305
	Within Groups	96.753	125	.774		
	Total	139.690	128			
Personal life affected by work life	Between Groups	.754	3	.251	.612	.608
	Within Groups	51.308	125	.410		
	Total	52.062	128			
						Continued...

ANOVA						
Particulars		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Government deputed jobs leads to stress	Between Groups	.418	3	.139	.426	.735
	Within Groups	40.884	125	.327		
	Total	41.302	128			

Table 33.33: ANOVA Table

H$_0$: There is a no significance relation between work life balance and personal life resulting in stress among teachers.

The ANOVA result highlighted is exercised to check the significance level between the variables. By taking age as a factor for analysis with different perception variables namely salary package, personal life factors, additional duties. From the above result it is understood that there is no significant relation between the age of the respondents with the variables and it is also observed that the 'f' value of 18.491,0.612,0.426 respectively represents the ratio between the sum of squares and 'p' value of 0.000,0.608,0.735 respectively disapprove the hypothesis as it is less than 0.5. Hence the above stated hypothesis is accepted.

MAJOR FINDINGS:

- Among 129 respondents 24% fall in the age group of 20-30, 22.5% come in the age group of 31-40, 33.3% in 41-50 and 20.2% under 51-60.
- 81.4% of the respondents are married and these respondents' responsibilities more than unmarried.
- Majority of the respondents accumulated to 36.6% among the respondents are earning between 250000-350000 per annum
- 21.7% of the respondents are serving in government schools, 35.7% in private aided and 42.6% in private unaided
- Majority (65%) are permanent employees hence they are fearless of losing their respective job
- Out of 129 respondents 69% were happy with physical working condition provided to them.
- 83.8% of the respondents highlights that they emotionally feel drained after work. This symbolises that teachers do take utmost strain and risk in their daily schedule.
- 39.5% of the respondents are in the dilemma and are not very sure about their job security as many of them are serving in private aided and private un-aided.
- All 129 respondents are happy and satisfied with their profession as they work under good and sound teaching environment and they also get full support from their family
- 90% of the respondents feel that their personal life is strongly affected by professional life
- Majority of the respondents feel that there is interference from the higher authority or management in decision making hence there will not be any scope for individual voice
- Salary package is not satisfactory for majority of the respondents (51.2%) as majority of them are working in private aided and private unaided where the pay scale is less
- Whole lot of respondents very strongly agree that ideal class size is 30 so they can easily handle the class smoothly and it would be beneficial to give individual concentration to students getting productive output.
- 72.9% of the respondent's state that excessive workload from management is affecting the professional schedule.

SUGGESTIONS:

Stress is a normal part of every teacher's life. If that is neglected or unmanaged it can be a hindrance for effective teaching and learning.
- Pay attention to the drastic changes in your daily routine in terms of your health getting deteriorated, feeling sick very often, hormonal imbalance

- Talk to colleagues regarding difficulties facing inside school campus and within the class room as social isolation is a common cause of professional stress. Talk to colleague friends on how to handle classroom issues and techniques to manage workload.
- When feel burdened are stressed, take breaks to step away from work and relax.
- Avoid shoptalk in the staffroom and do not give room for unnecessary discussion and gossips
- Develop a weekly schedule with time for teaching, grading, meeting and other obligations
- Have self confidence that you are a better version of yourself and keep yourself away from rumours, basically a good teacher cannot please all the people all the time.
- If any work is over burdening you be bold and confident enough to convey your difficulties with the Principal and management if required
- Apologise when you are wrong.
- Be always grateful for having a meaningful job.

CONCLUSION:

Without stress there would be no life at all. We need stress but too much is too distress. Our body is designed to react to two types of stress. Good stress helps to keep us alert, motivates us to face challenges and drives us to solve problems. The next is low levels of stress which are manageable and can be thought of as necessary and normal stimulation. Problems can occur when over activation of the sympathetic system is reasonable. Strong reactions are better reserved for serious situation. Manageable reactions are better for everyday issues that we all have to face. Thus, it can be safely stated that "stress management" has become one of the most critical factors in today's world. Management must begin to manage people at work differently, treating them with respect and valuing their contribution. If we enhance the psychological well-being and health of the teachers, in the coming future the teacher's community would be healthier and happier and we can witness great progress in building the nation and producing good citizens to the country

REFERENCES:

The following books, journals and the networking sites have helped out to carry out the research work and have given me full guidance in completing the research work in time.

Books:

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ADANI ENTERPRISES LIMITED: IS IT TRULY A CAUSE OF CONCERN?

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INTRODUCTION:

Financial statements are written records that convey the business activities and the financial performance of a company. (Investopedia, 2023)

Financial statement manipulation refers to the practice of using creative accounting tricks to make company financial statements reflect what the company wants its performance to look like rather than its actual performance dispute numerous steps taken by legislatures and regulatory bodies-such as securities and Exchange commission to curb manipulation of financial statements especially by publicly traded companies, the practice is still widespread. (corporate finance institute(CFI), 2022)

Adani Enterprises limited is an Indian multinational publicly listed holding company and a part of Adani Group. It is headquartered in Ahmedabad and primarily involved in mining and trading of coal and iron ore. Through it's various subsidiaries, it also has business interest in airport operations, edible oils, road, rail and water infrastructure, data centres, and water infrastructure, data centres, and solar manufacturing, among others.

In 2021, Adani Enterprises acquired a 20% stake in the online travel company clear trip. Adani Enterprises acquired a 49% stake in Maharashtra Border check post Network, a Subsidiary of the publicity listed sadbhar Infrastructure projects. (Adani, n.d.)

On 24 January 2023, Hindenburg Research published the findings of a two-year investigation claiming that Adani had engaged in market manipulation and accounting malpractices. Hindenburg also disclosed that it was holding short positions on Adani group companies. Bonds and shares of companies associated with Adani experienced a decline the fraud allegations as unfounded and ill-intentioned on 26 January 2023, Adani expressed its intention of taking legal action against Hindenburg.

After announcement of cancellation of FPO of Adani Enterprises. Continuous decrease in market cap of listed companies of Adani Group. and Gautam Adani out of the list of top 15 richest person. and SEBI has started investigating Hindenburg's allegations. Then Reserve Bank of India has asked all the banks for the details of loans given to Adani Group. And then Global Investment Bank Credit Suisse has reduced the value of Adani Group's bonds to zero. These side effects show that even though the Adani group is calling Hindenburg's revelations baseless. But the trust of the market on Adani Group has been broken.

Considering the report of Hindenburg and its after-effects on the stock of Adani Enterprises, it is of use to find if there is any manipulation in financial statements of Adani Enterprises as alleged by the report. (Wikipedia, n.d.).

The following are the objectives of this study:

1. To find if there any likelihood of manipulation in financial statement of Adani enterprises.
2. To identify the areas of concern for Adani Enterprises
3. To ascertain the likelihood of Adani Enterprises going bankrupt in the near future
4. To check if the stock of Adani Enterprises is good for investment?

DATA AND METHODOLOGY:

1. To know the likelihood of manipulation in Adani Enterprises **Beneish M score** wasused.
2. To ascertain the area of concern **Du Pont model** was used.
3. To find the likelihood of becoming bankrupt in next two years **Altman's Z score** was used.
4. To find if Adani enterprises stock is good for invest **piotroski F-score** was used**.**

Beneish M-score is the Mathematical model, developed by Professor M. Daniel Beneish of the Kelley School of Business at Indiana University, uses eight financial ratios weightedby coefficients to identify whether a company has manipulated its profits. (James, 2023). The details of the model have been provided in Annexure 1.

Du Pont analysis is a model developed by DuPont Corporation in the year 1920 to analyseReturn on equity. It is a deviation from the basic formula to evaluate return on equity (ROE)and provides a detailed picture to the analysts. This analysis is used to break the basic ROE model into three separate parameters or ROE generators to have a better understanding of the financial position and operations of the company. It, therefore, helps the management focus on their weakness or the area draining the ROE and take suitable measures to improveit. (MrOllie, 2022)

Altman's Z-Score model is a numerical measurement that is used to predict the chances of a business going bankrupt in the next two years. The model was developed by American finance professor Edward Altman in 1968 as a measure of the financial stability of companies. (Dabed, 2023)

Piotroski F-Score is used to show whether to invest in a particular company or not. Andalso, this model helps us to identify which company shares good for investment. (Stapleton,2022)

For these models following data was required.

- Revenues from Operations
- Cost of Goods Sold
- Gross Profit
- Cash Operating Expenses
- EBITDA
- Depreciation and Amortisation
- EBIT (i.e., Operating Profits)
- Non-operating Incomes
- Non-operating Expenses (Finance Cost)
- EBT or Taxable Profits
- Tax Liability
- Net Profits or Earnings After Tax
- Share Capital
- Retained Earnings
- Non-current Liabilities
- Current Liabilities
- Non-current Assets
- Current Assets
- Inventory
- Receivables

Above data was collected for trailing twelve months (TTM) for the current and last year. Thatis, above data for March 2021 till February 2022 and March 2022 till February 2023 was collected from Prowessdx data base.

RESULT AND ANALYSIS:

Beneish M-Score:

It was used to know whether there is a likelihood of manipulations in the financial statement of Adani Enterprises.

Computations	Current Year	Last Year
Days in Receivables	0.131	0.199
Gross Margin	14.76%	20.96%
Asset Quality	0.248	0.317
Depreciation Rate	13.14%	12.79%
SGA to Sales	9.89%	13.44%
		Continued…

Computations		Current Year	Last Year
Leverage		74.33%	67.87%
8-VARIABLE M-SCORE			
Variable	Index Value	Weight	Product
Gross Margin Index	1.420	0.528	0.750
Days in Sales Receivables Index	0.658	0.920	0.605
Asset Quality Index	0.784	0.404	0.317
Sales Growth Index	2.008	0.892	1.791
Depreciation Index	1.276	0.115	0.147
Sales, General and Administrative Expenses Index	0.736	-0.172	-0.127
Leverage Index	1.095	-0.327	-0.358
Total Accruals to Total Assets	-0.064	4.679	-0.299
			2.826
Intercept			**-4.840**
M-score			*-2.014*

Table 34.1: Output of Beneish M Score for Adani Enterprises

M-Score less than - 2 indicates that the **financial statements are not manipulated**. However, there are some areas of concern. They are:

- **Gross Margin Index:** For Adani Enterprises GMI value is 1.420 which indicates that the company's gross margin is deteriorating year over year. Higher the value of GMI above 1, more drastic is the deterioration. A value of GMI >1 indicates that the operating cost is cause of concern.

- **Sales Growth Index:** For Adani Enterprises SGI value is 2.008 which indicates that the company's sales are growing year over year. Higher the value of SGI above 1, greater is the growth rate in sales. Research shows that companies having high growth in sales are under pressure to maintain the growth rate, even if that means manipulating earnings. So, while a high growth in sales is not a negative factor, it provides an incentive for manipulating earnings.

- **Depreciation Index:** For Adani Enterprises DEPI value is 1.276 which indicates that the company's effective rate of depreciation has slowed year over year. Higher the value of DEPI above 1; more drastic is the reduction in the rate of depreciation. This suggests that the company has increased its estimate of the useful lives of the assets, thereby slowing the recognition of expenses and possibly increasing the projection of income.

- **Leverage Index:** For Adani Enterprise LVGI value is 1.095 which indicates that the borrowing of the company is increasing year over year. Higher the value of LVGI above 1, higher is the possibility of using debt funds to finance the assets of the company. This suggests the financial risk that the company is exposed to. An increasing LVGI is a strong incentive for manipulating earnings.

These areas of concern can be further analysed with the help of Du Pont model.

Du Pont Model:

To know the area of concern on Adani Enterprises Du Pont Model was used here.

	Current Year	Last Year
Return on Equity	22.70%	20.44%
Profitability	4.44%	6.32%
Efficiency	1.24	1.03
Risk	4.13	3.15
Decomposing Profitability		
Profitability	4.44%	6.32%
PAT/PBT	70%	73%
		Continued…

	Current Year	Last Year
PBT/PBIT	109%	97%
PBIT/Revenues	5.83%	8.94%
COGS / Revenues	85.24%	79.04%
Operating Expenses / Revenues	5.83%	8.94%
Decomposing Efficiency		
Assets Turnover	1.24	1.03
Fixed Assets Turnover	4.33	2.70
Current Assets Turnover	1.74	1.66
Inventory Turnover	7.69	8.04
Receivables Turnover	8.68	4.11

Table 34.2: Du Pont Ratios for Adani Enterprises

Interpretation: Du Pont model decompose the concern areas with comparison to last year.

1. **Profitability Declined:** Profitability declined compared to last year from 6.32% to 4.44%.
   - **Huge Increase in Interest Factor (Leverage Index):** 1,338.07(Crores) long term borrowing increased to 1,921.99(Crores) and also increase in short-term borrowing from 1,565.28(Crores) to 2,299.84 (Crores) in the current year. Which leads to increase in interest payments i.e., direct negative effect on profit.
   - **Decline in Operating profit (Depreciation Index):** Increase in cash operating expenses and Depreciation leads to decline in operating profit.
   - **Increase in COGS (Sales Growth Index):** COGS increased by 216%compared to last year but sales revenue increase to 200% compared to last year i.e., cost increased more than sales revenue growth which leads to decrease in profitability.
2. **Risk (Leverage Index):** Outsiders' fund /Borrowings increased huge compared to last year therefore Risk also increased compared to last year.

Altman's Z Score:

Altman's Z score was used to know whether Adani Enterprises might go Bankrupt in next twoyears.

For Public Manufacturing Companies				
Sl. No.	Ratio	Value	Weight	Value X Weight
1	Working Capital / Total Assets	0.059	1.2	0.070995
2	Retained Earnings / Total Assets	0.213	1.4	0.298770
3	Earnings Before Interest and Taxes / Total Assets	0.072	3.3	0.238207
4	Market Value of Equity / Book Value of Liabilities	12.331	0.6	7.398537
5	Sales / Total Assets	1.239	1	1.238878
	Z Score			9.25

Table 34.3: Altman's Z Score for Adani Enterprises

A Z-Score greater than 2.99 indicates that there is no likelihood of Adani Enterprises to go bankrupt in the next 2 years. Rather, it is quite strong in terms of its financials.

Piotroski F Score:

Piotroski F-score is used to ascertain if it is worthwhile to invest in the stock of AdaniEnterprises.

Sl. No	Criteria	Points
1	Positive Net Income in the current year	1
2	Positive Return on Assets in the Current Year	1
3	Positive Operating Cash Flow in the Current Year	1
4	Operating Cash Flows are greater than Net Income	1
		Continued…

Sl. No	Criteria	Points
5	Lower long-term debt in current year compared to previous year	0
6	Higher Current ratio in the current year compared to previous year	1
7	No issue of new shares during the year	0
8	Higher gross margin in the current year compared to previous year	1
9	Higher Asset Turnover in the current year compared to previous year	1
		7

Table 34.4: Table showing Piotroski F Score for Adani Enterprises

The score was 7 on the maximum possible of 9. Hence, Adani Enterprises stock is still good company for investment.

FINDINGS AND CONCLUSION:

According to Hindenburg research report Adani Enterprises has used unethical accounting practices to show an increase in its wealth. However, a probe into the matter was made using different models. The following are the findings of this study:

- Beneish M Score states that there is no manipulation in the financial statements of Adani Enterprises.
- Du Pont model indicates that there are concerns in cost of goods sold, operating expenses, interest, and risk. Particularly, financial risk is a matter of high concern.
- Altman's Z score suggests that there is no possibility of this company to go bankrupt in the next 2 years.
- Piotroski F-score indicates that the stock of Adani Enterprises is still good for investing.

Hence, Adani Enterprises is not a cause of concern for investors and other stakeholders.

SCOPE FOR FURTHER RESEARCH:

This Study can be extended to other groups of Adani Enterprises and also to companies of other groups.

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APPENDIX:

Beneish m-score model for identifying the likelihood of financial manipulation The Mscore propounded by Beneish has two variants viz., '8-variable score' and '5-variable score'.

Following are the eight variables or ratios used in calculation of M-score.

1. DSRI = Days' Sales in Receivables Index:

$$DSRI = \dfrac{\left(\dfrac{\text{Current Year Receivables}}{\text{Current Year Sales}}\right)}{\left(\dfrac{\text{Preceding Year Receivables}}{\text{Preceding Year Sales}}\right)}$$

A value of DSRI > 1 indicates that the company's receivables are growing as a percentage of sales year over year.

This can suggest either deteriorating economic conditions at the company (i.e., company is incentivising sales by extending more lenient credit terms to its customers) or aggressive accounting (i.e., the company is recognising revenue before it is earned).

2. GMI = Gross Margin Index:

$$GMI = \left(\dfrac{\text{Preceding Year Gross Margin}}{\text{Current Year Gross Margin}}\right)$$

Gross Margin = Gross Profits as a proportion of Sales (i.e., Gross Profits / Sales) Gross Profit = Sales (-) Cost of Goods Sold.

A GMI value > 1 indicates that the company's gross margin is deteriorating year over year. Higher the value of GMI above 1, more drastic is the deterioration.

3. AQI = Asset Quality Index:

$$AQI = \dfrac{\left[1 - \left\{\dfrac{\text{Current Assets + PPE}}{\text{Total Assets}}\right\}\right] \text{ For Current Year}}{\left[1 - \left\{\dfrac{\text{Current Asset + PPE}}{\text{Total Assets}}\right\}\right] \text{ For Preceding Year}}$$

$$AQI = \dfrac{\left(\dfrac{\text{Non-current Assets excluding PPE}}{\text{Total Assets}}\right) \text{ For Current Year}}{\left(\dfrac{\text{Non-current Assets excluding PPE}}{\text{Total Assets}}\right) \text{ For Preceding Year}}$$

PPE refers to 'Property, Plant and Equipment'.

A value of AQI > 1 indicates that the company's non-current assets (such as goodwill, intangibles, and other items of uncertain long-term value) are increasing as a percentage of all assets year over year.

A higher the value of AQI above 1 indicates higher growth of soft assets of uncertain quality compared to tangible current assets.

4. SGI = Sales Growth Index:

$$SGI = \left(\frac{\text{Current year sales}}{\text{Preceding year sales}} \right)$$

A value of SGI > 1 indicates that the company's sales are growing year over year. Higher the value of SGI above 1, greater is the growth rate in sales.

High growth in sales by itself is not a bad thing. However, when a company with high growth rate in sales scores poorly on other variables specified in the Beneish model, it can be a significant warning to the investors.

Research shows that companies having high growth in sales are under pressure to maintain the growth rate, even if that means manipulating earnings. So, while a high growth in sales is not a negative factor, it provides an incentive for manipulating earnings

5. DEPI = Depreciation Index:

$$DEPI = \left(\frac{\text{Effective Rate of Depreciation for Preceding Year}}{\text{Effective Rate of Depreciation for Current Year}} \right)$$

$$\text{Effective Rate of Depreciation} = \left(\frac{\text{Depreciation}}{\text{Net PPE} + \text{Depreciation}} \right) \times 100$$

'Net PPE + Depreciation' represents 'Gross Block of PPE'.

A value of DEPI > 1 indicates that the company's effective rate of depreciation has slowed year over year.

Higher the value of DEPI above 1, more drastic is the reduction in the rate of depreciation.

This suggests that the company has increased its estimate of the useful lives of the assets, thereby slowing the recognition of expenses and possibly increasing the projection of income.

6. SGAI = Sales, General and Administrative Expenses Index:

$$SGAI = \left(\frac{\text{Percentage of SGA Expenses to Sales, for current year}}{\text{Percentage of SGA Expenses to Sales, for preceding year}} \right)$$

SGA Expenses refers to 'Selling, General and Administrative Expenses.'

A value of SGAI > 1 indicates that the company's SGA expenses as a percentage of sales are increasing year over year, representing declining administrative and marketing efficiency.

Research shows that companies are more likely to engage in earnings manipulation to cover up deteriorating operational performance.

7. LVGI = Leverage Index:

$$LVGI = \frac{\left(\dfrac{Current\ Liabilities + long\text{-}term\ Debts}{Total\ Assets}\right)}{\left(\dfrac{Current\ Liabilities + long\text{-}term\ Debts}{Total\ Assets}\right)}$$

A value of LVGI > 1 indicates that the borrowing of the company is increasing year over year.

Higher the value of LVGI above 1, higher is the possibility of using debt funds to finance the assets of the company. This suggests the financial risk that the company is exposed to. An increasing LVGI is a strong incentive for manipulating earnings.

8. TATA – Total Accruals to Total Assets:

$$TATA = \left(\frac{Income\ from\ Continuing\ Operations - Cash\ Flows\ from\ Operations}{Total\ Assets}\right)$$

'Accruals' measure the difference between accounting profit and cash profit. The difference indicates accrued operating incomes (i.e., operating incomes yet to be received.') These accruals are expressed as a percentage of 'total assets' for comparison across companies.

Research shows that companies which have large accruals are more likely to be engaged in earnings manipulation.

These are just the variables used for ascertaining the possibility of financial manipulation. Prof. Beneish combined all these and developed a model which resulted in 'M-score'[1] He suggested two variants for 'M-score' viz., a '8-variable M-score' and '5-variable M-score.'

8-variable M score:

M-score = $-4.84 + (0.92 \times DSRI) + (0.528 \times GMI) + (0.404 \times AQI) + (0.892 \times SGI) + (0.115 \times DEPI) - (0.172 \times SGAI) - (0.327 \times LVGI) + (4.679 \times TATA)$

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A STUDY ON FACTORS INFLUENCING THE CONSUMERS TO BUY ORGANICFOOD PRODUCTS IN BANGALORE CITY

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ABSTRACT:

To qualify as "organic," a farming method must forego the use of chemical inputs like fertilizers and pesticides. This research examined the motivations of Bangalore City customers who shopped for organic food items. This study relies heavily on empirical evidence. Primary and secondary sources were used to compile the study's findings. According to the results, word-of-mouth is crucial for people switching to organic food in Bangalore. After this come recommendations from friends, family, and co- workers. The findings highlight the significance of social networks and word-of-mouth marketing in driving interest in organic food items in Bangalore. The benefits of organic food items are not widely known, and their excellent price is a barrier for some consumers, as this study demonstrates. The expansion of the organic market in India is driven by several causes, including the rising awareness and promotion of a better lifestyle among consumers, worries about food quality, and the imperative to preserve the environment. The availability of locally grown organic goods also affects how customers evaluate organic agriculture. To further encourage the expansion of the organic market, raising the supply of organic goods in regions with strong demand is crucial.

Keywords: Farming System, Food Quality, Food Safety, Health consciousness, Organic food.

INTRODUCTION:

"Organic food" refers to fare grown without chemical inputs like fertilizers or pesticides. The agricultural system's guiding principles use cutting-edge scientific knowledge and technological advances to provide improved long-term food security. Only 30 additives are authorized under organic standards for animal husbandry, while GMOs and antibiotics are strictly forbidden. The belief in the healthiness and maybe a pleasant taste of these items, as well as the belief in the beneficial influence on the environment and the welfare of production animals, can all be considered as motivating the purchase of organic foods.

Pesticides and artificial fertilizers are not used in the production of organic foods. Compared to conventionally grown food, organic produce has lower levels of pesticides and other chemical residues. However, food from both productions is likely to include environmental pollutants. Conventional food has three times as many pesticides as organic food—fewer vulnerability results from reduced exposure. Pesticide residues in conventionally produced foods are often lower than allowable levels. Concerns regarding the use of agrochemicals, hormones, and other medicationsin livestock farming, as well as the use of artificial additives in produce, have been voiced by consumers.

Bajra, mustard, wheat, chili peppers, cereals, cereals and pulses, kholar, maize, ginger, soybeans, large cardamom, passion fruit, and from Bhilwara, bajra from Bharatpur, bajra from Alwar, bajra from Alwar, cotton grass from Dungarpur, bajra, mustard, Nagpur from Dungarpur, and cereals and Products such as guar-cumin, guar-wheat, moong, mustard, cotton from Ganganagar, bajra from Jaisalmer, pulses from Jhunjhunu, maize from Banswara, and so on.

IMPORTANCE OF THE STUDY:

Eating organic food helps keep people in harmony with the environment and other life forms. Many shoppers now choose organic goods because of increased health problems and food safety concerns. The rising need for food free from pesticides and chemical residues, encouraging no artificial preservatives, and best keeping food's uniqueness are why organic food has become increasingly popular among consumers. This guarantees that harmful components aren't used excessively, protecting people's health. As a result, this research aimed to learn how people think about organic food products and assess whether such information may influence their purchasing decisions.

REVIEW OF LITERATURE:

Organic food items' health and environmental benefits are increasing their demand worldwide. Several researches have looked at what makes people opt for organic foods over conventional ones. Here is an analysis of 20 previous works on the subject:

According to research by Bourn and Prescott (2002), health and environmental concerns drive customers to choose organic food items.

Consumers' beliefs about the quality and safety of organic food items play a role in their purchase decisions, according to research by Zanoli and Naspetti (2002).

Magnusson et al. (2003) found that those who buy organic food do so out of concern for the planet and social equity.

Padel and Foster (2005) found that those buying organic food do so out of concern for the planet, animals, and social equity.

Yiridoe et al. (2005) found that those who buy organic food do so out of concern for the well-beingof animals and the planet.

Hughner et al. (2007) found that those who buy organic food do so because they value eating whole, unaltered foods.

Lobb et al. (2007) discovered that customers' opinions of organic food's flavor and nutritional content significantly impacted their purchase decisions.

Organic food buyers are concerned about the environment, their health, and the quality of the food they eat, according to research by Verbeke et al. (2007).

Egan et al. (2008) revealed that customers' beliefs about the safety and quality of organic food items strongly impact their purchase preferences.

Organic food buyers are impacted by their expectations of the product's price and availability, according to research by Gracia and de Magistris (2008).

Consumers' beliefs about the health advantages of organic food products play a role in their purchase decisions, according to research by Aertsens et al. (2009).

These (2009) observed that people's beliefs and values regarding sustainability have a role in their decision to purchase organic food items.

Consumers' beliefs about the genuineness and reliability of organic food items play a role in their purchase decisions, according to research by Janssen and Hamm (2012).

Dabija and Pop (2013) found that those who buy organic food items are more likely to have higher levels of education, higher incomes, and more excellent environmental care.

One study found that those who buy organic food do so because they believe it is better for the planet and their bodies (Chen et al., 2016).

Sari et al. (2017) found that customers who purchased organic food goods did so because they trusted the products' labels and certifications.

Organic food shoppers are impacted by their expectations of the product's quality and safety, according to research by Gao et al. (2019).

Organic food shoppers are impacted by their beliefs about the product's long-term viability and moral propriety, according to research by Garca-Torres et al. (2020).

Li et al. (2020) found that people who buy organic food do so because they believe it is better for their health and the environment.

STATEMENT OF THE PROBLEM:

There are several potential drivers of organic market expansion in India. They could have something to do with customers being more health-conscious or with the general increase in consumer knowledge of food quality. Consumers are also becoming more conscious of the need to protect the environment. Organic farming may receive greater attention since consumers view it as more ecologically beneficial. However, the availability of organic products in a given location may influence how local consumers see organic farming. The rising demand for organic goods may be attributed to improved attitudes and solid purchase plans. It's intriguing to investigate whether or not consumers' opinions of organic food goods change as their wealth increases or decreases in the exciting city of Bangalore.

OBJECTIVE OF THE STUDY:

To know the factors affecting buying organic food products.

SCOPE OF THE STUDY:

As people become more worried about their health and food safety, more and more of them are looking to organic options. The rising desire for pesticide- and chemical-free food has contributed to a surge in the popularity of organic produce. Eating organic food helps keep people in harmony with the environment and other life forms. It also encourages using natural preservation methods and the optimal preservation of food's inherent flavor. This guarantees that harmful components aren't used excessively, protecting people's health.

RESEARCH METHODOLOGY:

Methodology in research is the study of how a specific area conducts its studies systematically, hypothetically—speculatively exploring a range of methods and criteria applicable to a discipline. It's a methodical process for getting to the truth. Finding the truth or conclusion based on the scientific method requires identifying the study topic, developing a plan for collecting data, interpreting the data, and drawing conclusions. Instead of using philosophical ways to collect and organize material before logically and systematically manipulating it, scientific methodology is a logical and systematized application of the foundations of science and scientific processes.

Research Design:

The study here is purely empirical. Both primary and secondary sources were used to compile this report. A questionnaire is used to collect the necessary information from the respondents. The city of Bangalore is the site of this study's survey. Consumers of organic foods were the target audience for this survey. The term "user" refers to someone who has eaten organic food on at least one occasion.

SAMPLING:

- Census India estimates that there were 8,520,435 people living in Bangalore City in 2011, with 4,433,855 men and 4,086,580 females. As a result, the total number of people in the sample is 8,520,435.
- Probability sampling will be used to choose the samples. Using probability and random sampling allows the researcher to zero in on certain features of interest within a population.
- The participants in this study are expected to be residents of Bangalore City, Karnataka.
- With a population size of interest, a 95% confidence level and a 5% confidence interval yield a sample size of 384 respondents.

SOURCES OF DATA COLLECTION:

Primary Data: The questionnaire was designed with specific goals and distributed to those who regularly consume organic foods. The distribution of the questionnaire was strictly adhered to. However, it was only given to those who regularly consume organic foods. Primary data were gathered through a standardized questionnaire about various criteria pertinent to the issues.

Secondary Data: The necessary secondary data is obtained from Books, National journals, international journals, research materials, research articles, business magazines, periodicals, and websites.

Location of the Study: The location of the study is Bangalore City.

Period of the Study: The study was conducted from January 2023 to March 2023.

Statistical Tools used for Data Analysis of the Study: The Primary data collected are analyzed using the IBM SPSS Statistics 25.0 for this study. Friedman Test was used to analyze the data in this study.

LIMITATIONS OF THE STUDY:

- The research was limited to the city of Bangalore.
- The study assumes that the data provided by the respondents is accurate.
- Only people who buy organic food are taken into account.
- The research centers on the ever-evolving drivers of consumer demand for organic food items.

DATA ANALYSIS AND INTERPRETATION:

In this article, the factors influencing buying of organic food products are examined. It regards "Family members/relatives, Friends, Colleagues, Advertisement, Health consciousness, Beat of quality, Price, Availability, and Variety" investigated.

Friedman's test analysis was used to identify the factor which is more influencing the respondents to buy organic food products, and the results are given below.

Hypothesis:

H_0: The mean ranks of the factors influencing the respondents to buy organic food products are similar in Bangalore City.

H_1: The mean ranks of the factors influencing the respondents to buy organic food products are significantly different in Bangalore City.

Table 35.1 presents the statistical interpretation of a survey on different factors influencing the respondent's choice of a particular product. The survey responses were collected on a scale of 1 to 5, where 1 represents the lowest and 5 represents the highest.

The variables presented in the Table 35.1 are as follows:

- Family members/relatives: the influence of family members or relatives on product choice.
- Friends: the influence of friends on the choice of a product.
- Colleagues: the influence of colleagues on the choice of a product.
- Advertisement: the influence of advertisements on the choice of a product.
- Health consciousness: the influence of health consciousness on the choice of a product.
- Beat of quality: the effect of a product's quality on consumer preference.
- Price: the influence of the price of a product on the choice of a product.
- Availability: the impact of product accessibility on consumer preference.
- Variety: the influence of the variety of options available on the choice of a product.

Table 35.1 represents a descriptive analysis of the mean ranks of the nine factors influencing the respondents to buy organic food products in Bangalore City. The median, first-quartile, and third-quartile scores across nine criteria are included in the descriptive analysis.

	N	Mean	Std. Deviation	Minimum	Maximum	Percentiles		
						25th	50th (Median)	75th
Family members/relatives	384	3.5990	1.04749	1	5	3	4	4
Friends	384	4.0573	0.87127	1	5	4	4	5
Colleagues	384	3.9505	1.02966	1	5	4	4	5
Advertisement	384	3.2917	1.18887	1	5	2	4	4
Health consciousness	384	2.9896	1.17409	1	5	2	3	4
Beat of quality	384	2.8646	1.10418	1	5	2	2	4
Price	384	2.9583	1.11169	1	5	2	3	4
Availability	384	3.2344	0.99988	1	5	2	4	4
Variety	384	3.6094	1.07111	1	5	3	4	4

Table 35.1: Descriptive Statistics

Table 35.1 results indicate that the "*Friends*" has the highest mean score of 4.0573, followed by the "*Colleagues*." According to the respondents, "*Friends*" is more important. It is followed by the "*Colleagues*" as influencing the respondents to buy organic food products. Other factors are the least affected among the respondents.

RESPONDENTS' OPINIONS TOWARDS FACTORS INFLUENCING TO BUY OF ORGANIC FOOD PRODUCTS:

An attempt has been made to study the respondents' opinions towards factors influencing buying organic food products in Bangalore City. The statement's qualitative information was converted to a quantitative form, and then the respondents' average score was calculated across several factors like "*Family members/relatives, Friends, Colleagues, Advertisement, Health consciousness, Beat of quality, Price, Availability, and Variety*" and obtained results are and presented in Table 35.2.

Factors	Mean Rank
Family members/relatives	5.51
Friends	6.51
Colleagues	6.49
Advertisement	4.94
Health consciousness	3.97
Beat of quality	3.84
Price	3.77
Availability	4.45
Variety	5.53

Table 35.2: Respondents' Opinions towards Factors Influencing to Buy of Organic Food Products

We analysed the characteristics that led people to choose organic foods using Friedman's ANOVA test. Table 35.2 displays the findings. It represents the mean ranks of the nine factors influencing the respondents to buy organic food products in Bangalore City.

It could be noted from the above table that among the nine factors, "*Friends*" was ranked first. It is followed by the "*Colleagues*." "*Family members/relatives*" was ranked third.

The average ranking of the nine variables that respondents said made them more likely to purchase organic food items was 6.51 for the "Friends" factor. On the other hand, "Price" comes in at a dismal 3.77 on the mean ranking.

Table 35.3 represents the chi-square statistic along with its p-value.

N	384
Chi-Square	632.464
df	8
Asymp. Sig.	0.000
a. Friedman Test	

Table 35.3: Test Statistics

According to the data in Table 35.3, the p-value is much lower than the accepted level of 0.05. In light of this evidence, we reject H_0 (the null hypothesis) and accept H_1 (the alternative hypothesis) on the mean ranks of the factors influencing the respondents to buy organic food products in Bangalore City. As a result, there is a large disparity in how people in Bangalore City evaluate the criteria that influence their decisions to purchase organic food items.

FINDINGS:

According to the data, personal recommendations are the primary driver of organic food product purchases among Bangalore City residents. After that come testimonials from friends and family. The study indicated that cost was the least significant variable. Based on these findings, it's clear that word-of-mouth and online social networks play a significant role in boosting demand for organic food items in Bangalore. More evidence of this trend is that people will pay more for organic goods if they are convinced of their superior quality and health advantages. The research highlights the need for well-planned marketing campaigns to inform customers of the benefits of organic food products and ease their minds about the additional expense.

CONCLUSION:

The expansion of the organic market in India may be attributed to several causes, including the increased awareness and promotion of a healthy lifestyle among consumers, concerns for food quality, and the need for environmental preservation. The impression of organic farming is affected by the availability of organic products in a specific location. As a result, expanding access to organic options in high-demand regions is crucial for driving market expansion.

An exciting chance to investigate how wealth level affects consumers' views on organic products presents itself in the example of Bangalore City, where the availability of organic products differs. This might inspire initiatives to boost the organic market in India by illuminating the aspects that impact customers' decision-making about organic food goods. The Indian organic market is expanding and is expected to continue doing so. The correct policies in place may significantly impact the national economy while fostering environmentally friendly farming practices and safeguarding natural resources.

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EMPLOYEE PERFORMANCE AND ORGANIZATIONAL CULTURE: AN EXPERIMENTAL STUDY

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ABSTRACT:

Organizational culture is a collection of fundamental presumptions that are frequently implicit and are likely shared by all employees of a business corporation employer. Values and beliefs constitute a big part of the shared assumptions that make up organisational culture. Values are the presumptions that have been advanced by the financial corporation employer's leaders and brought into play as beliefs that may be supported by the manner in which all of the members of the organisation business commercial enterprise agency employer. Researchers attempt to assess how organisational culture affects employee performance while keeping this viewpoint in mind.

Keywords: *Organizational Culture, Employees, Performance, Impact.*

INTRODUCTION:

According to Roth (1980), an organisation's culture is also described as "a difficult and quick of frequently professional strong dispositions of an agency organisation company business enterprise that suggests the first-rate abilities of a commercial corporation employer corporation that distinguishes it from others." A set of norms and values that can be shared by individuals and organisations in the long run of the economic industrial organisation business enterprise business enterprise business enterprise company business enterprise employer is how Azhar (2003), which has been cited above (Roth, 1980), defines the organisational manner of existence. Organizational values and ideals are seeking input from the general public on what the common goals of an industrial agency organisation enterprise business enterprise commercial enterprise employer organisation company employer are, and what types of behaviour should the members of an enterprise organisation consider in order to achieve these common goals. These organisational values are derived from the same traditional standards and recommendations for the business that set it apart from others.

Theoretical Background:

The results of Baker, E. (1980), who said that, in addition to being an inclined thing to the economic organization, culture also plays an important role in organisational culture styles, are also used to emphasise the significance of these styles. For instance, if it functions as a power center, it enables some organisation personnel to use the technique of preference and fosters collaboration and strength of will inside the company. Elizabeth Townsend (2006). While there are many different subcultures in an organization, few few beliefs and behavioural standards are shared by the entire

organization and the traditions are unusual Barley. (1983). In organisations which may be characterized with those dispositions, the employees are much more likely revenue generators, in vicinity of being people of the organisation and consequently, they have the responsibility of exhibiting a terrific overall performance. According to Bennett and Elliott, (2005), Cameron and Quinn (1999) organizational culture is the mixture of vital assumptions which can be shared in common thru each people of an enterprise organization enterprise organisation and are regularly unstated Bhati Parul (2012). Organizational culture styles are largely made up thru critical not unusual assumptions: values and beliefs Bill Thomas (2009), Bulach, C., Lunenburg, F. C., & Potter, L. (2012). Values are the assumptions that have been forwarded through the leaders of the economic commercial enterprise agency company business enterprise and brought into interest to be beliefs which might be favoured via the use of all of the human beings of an enterprise corporation Birgit Schynset. Al.(2009), Boes, B. (2009). Beliefs as an opportunity are the assumptions about the reality and created through using revel in, Brian Hunt and Toni Ivergard (2007).

RESULTS AND DISCUSSIONS:

Designation and Organisational Culture:

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
"Pearson Chi-Square	195.162a	8	.000
Likelihood Ratio	205.480	8	.000
Linear-by-Linear Association	10.521	1	.001
N of Valid Cases"	384		
a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .63.			

Table 36.1: Chi-Square Tests

Since the calculated χ^2 value 195.162[**] with D.F. 8 is significant, the null hypothesis of no association between the two attributes is rejected and there is an association between Designation and Organizational Culture prevailing in the organization.

Employees Performance towards Organisational Culture:

	1	2	3	4	5	6	7	8	9
1	1								
2	.726[**]	1							
3	.965[**]	.713[**]	1						
4	.951[**]	.696[**]	.969[**]	1					
5	.929[**]	.745[**]	.946[**]	.977[**]	1				
6	.965[**]	.711[**]	.977[**]	.981[**]	.957[**]	1			
7	.953[**]	.698[**]	.914[**]	.929[**]	.908[**]	.949[**]	1		
8	.773[**]	.806[**]	.743[**]	.734[**]	.751[**]	.737[**]	.745[**]	1	
9	.701[**]	.803[**]	.673[**]	.654[**]	.675[**]	.657[**]	.654[**]	.869[**]	1

Table 36.2: Employees Performance towards Organisational Culture

Organisational Culture and its Attributes:

1. Organisational culture
2. Openness
3. Confrontation
4. Trust
5. Authenticity
6. Proaction

7. Autonomy
8. Collaboration
9. Experimentation

The correlation occurred for "Organisational Culture" and "Openness" as one of its attributes is found to be relatively high & positive and the correlation value is .726. Hence, the correlation is statistically significant & positive and the null hypothesis is rejected.The correlation occurred for "Organisational Culture" and "Confrontation" as one of its attributes is found to be relatively high & positive and the correlation value is .965. Hence, the correlation is statistically significant & positive and the null hypothesis is rejected.The correlation occurred for "Organisational Culture" and "Trust" as one of its attributes is found to be relatively high & positive and the correlation value is .951. Hence, the correlation is statistically significant & positive and the null hypothesis is rejected.The correlation occurred for "Organisational Culture" and "Authenticity" as one of its attributes is found to be relatively high & positive and the correlation value is .929. Hence, the correlation is statistically significant and positive and the null hypothesis is rejected.The correlation occurred for "Organisational Culture" and "Proaction" as one of its attributes is found to be relatively high & positive and the correlation value is .965. Hence, the correlation is statistically significant & positive and the null hypothesis is rejected.

The correlation occurred for "Organisational Culture" and "Autonomy" as one of its attributes is found to be relatively high & positive and the correlation value is .953. Hence, the correlation is statistically significant & positive and the null hypothesis is rejected.The correlation occurred for "Organisational Culture" and "Collaboration" as one of its attributes is found to be relatively high & positive and the correlation value is .773. Hence, the correlation is statistically significant & positive and the null hypothesis is rejected.The correlation occurred for "Organisational Culture" and "Confrontation" as one of its attributes is found to be relatively high & positive and the correlation value is .701. Hence, the correlation is statistically significant & positive and the null hypothesis is rejected.

CONCLUSION:

Organizational culture has a significant role in determining the success of the company and has a huge effect on the personnel. It is difficult to argue that an organisation's way of life guarantees its success, yet organisations with strong organisational cultures consistently have better chances of success than their rivals.A company agency's organizational culture may be described as its common beliefs and way of life, which do not exhibit any distinctive traits. The writer's typical organizational style is a few aspects descriptive and effectively separates one particular firm corporation industrial corporation enterprise commercial corporation enterprise agency from each specific. Additionally, it has the ability to combine human beings with corporate employer systems.

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A PREFERENCE OF INVESTMENT AMONGST THE BANKING EMPLOYEES: AN EMPIRICAL STUDY

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ABSTRACT:

The best way to succeed in business requires an understanding of human nature from a financial perspective. Aside from optimism, investors should also work on developing foresight, persistence, and drive. Differentiating factors in terms of an investor's investment behaviour include demographic factors including socioeconomic origin, educational attainment level, age, ethnicity, and sex. The biggest challenge facing investors is deciding which investments to make. When building their portfolio of investments, the investors take into account their financial goals, level of risk tolerance, and other constraints. Keeping this view in mind researchers try to analyse the investment habits and preferences of bank employees in public sector and private sector banks.

Keywords: Investment, Preference, Risk, Return, Money.

INTRODUCTION:

Investments are often thought of as an expansion of a nation's actual stock of wealth. "A sacrifice of current money or other resources for future benefits" is what an investment is. The current state of the financial markets offers a wide variety of business prospects. The two most crucial elements in every endeavour are time and danger. How wisely or stupidly we choose to spend has a big impact on how successful our finances are in the long run. When Warren Buffet, one of the richest men in the world and undoubtedly the most successful investor, claims that investing is simple yet challenging, he is not joking. Buffet nearly exclusively made his more than $40 billion wealth through investments. Globally, there are a lot of affluent businessmen. Investment is simple since all it takes is laying aside some cash in the anticipation that its value would rise over time. Saving money is difficult because we want to enjoy life, indulge ourselves, and satisfy our needs as quickly as possible. It is difficult since it calls for people to practise restraint and endurance over a prolonged length of time. It's because we see other people enjoying themselves and spending money while we choose not to.

THEORETICAL BACKGROUND:

Small savings schemes have a psychological draw since they provide the average man, woman, and even child an opportunity, according to Tamilkodi's (1983) research on the subject in Tamilnadu. According to a study, efforts should be taken to simplify the saving processes. It ought to meet the requirements of the underprivileged and ignorant. Commin and Torsky (1986) conducted research on the issue of changing investment patterns, identifying the profitable decisions made by those who place a strong emphasis on risk and return. According to the study's findings, people are loss

averse rather than risk adverse, with losses looming larger in their psychological landscape than gains. Saving is the fuel that drives progress, according to Deaton (1992). Savings and household preferences are connected. Every aspect of an economy's growth is evaluated. People that are aware of their income levels and how to spend it can increase their savings. Population density, social life, and financial security all have a significant influence on savings. Household savings are impacted by non-agricultural areas, according to Ghosh (1990). Savings amount is postponed. According to Chakravarthy (1990), household spending increases in direct proportion to savings. Government doesn't save, hence the rate of savings declines. According to Pamela Sebastin's (1994) study on Many Small Investors Quit Picking Stocks, out of 31095 investors, 56% said that large investors dominated the stock market. In order to deny small investors the opportunity to compete. V. Rajarajan's study, Influence of Lifestyle and Risk-bearing Capacity on the Investment Pattern, was published in 1996. In a study based on a sample of Madras-based individual investors, the goal was to determine the relationship between investment size and investment characteristics in order to segment investors according to lifestyle and build a more complete picture of who they are in order to make wise investment choices. In their 1998 study, R. Adeyemo and A.S. Bamire looked at farmers' preferences and savings. According to the report, men are mostly the ones that need saving in southwest Nigeria. The males are literate and have borrowed 40% of the money they will need.

METHODOLOGY:

Target participants in the study were banking experts from Bengaluru's public and private sectors. There are 2,321 people in the research population. Using Yamane's method, a sample size of 342 was estimated (with a 95% level of confidence and a 5% margin of error). The sample was chosen from two distinct industries using a random stratified selection method.

RESULTS AND DISCUSSION:

No. of Dependants in the Family	Objective of Investing Money					Total
	Income	Tax Planning	Extra Income	Asset Creation	Future Requirement	
Below 3	4 (1.17)	20 (5.85)	2 (0.58)	49 (14.33)	0	75 (21.93)
3 – 5	12 (3.51)	46 (13.45)	9 (2.63)	111 (32.46)	0	178 (52.05)
Above 5	4 (1.17)	28 (8.19)	4 (1.17)	50 (14.62)	3 (0.88)	89 (26.02)
Total	20 (5.85)	94 (27.46)	15 (4.39)	210 (61.40)	3 (0.88)	342

Table 37.1: Cross Tabulation for Number of Dependants in the Family and Objective of Investing Money

Regarding the association between the No. of dependants in the familyof the respondents and the Objective of investing money, the data collected was subjected to Cross Tabulation and Chi-Square test.

From the above analysis, it is found that many of the participants have between 3 and 5 dependants in their family and Asset Creation is the objective of investing money for majority of the respondents.

	Value	d.f	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.090a	8	.197
Likelihood Ratio	10.715	8	.218
Linear-by-Linear Association	.105	1	.746
N of Valid Cases	342		
a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .66.			

Table 37.2: Chi-Square Test for Number of Dependants in the Family and Objective of Investing Money

Chi square test of association has been applied in the above table. It is found that the association value of chi-square test is 11.090 with d.f at 8 and the 'p' value is 0.197. As the 'p' value is more than 0.05, it indicates that the Objective of investing money by the respondents is not influenced by the the No. of dependants in the Family of the respondents.

Since the p-value (Asymp. Sig = 0.197) is more than the level of significance ($\alpha = 0.05$), it concludes that there is no association between the Objective of investing money by the respondents and the No. of dependants in the Family of the respondents.

Annual Income in the Family of the Respondents	Objective of Investing Money					Total
	1	2	3	4	5	
Less than Rs. 3 Lakhs	4 (1.17)	8 (2.34)	3 (0.88)	9 (2.63)	0	24 (7.02)
Rs 3 - 5 Lakhs	1 (0.29)	46 (13.45)	6 (1.75)	30 (8.77)	1 (0.29)	84 (24.56)
Rs 5 - 10 Lakhs	8 (2.34)	14 (4.09)	4 (1.17)	83 (24.27)	1 (0.29)	110 (32.16)
Rs 10 - 15 Lakhs	7 (2.05)	22 (6.43)	1 (0.29)	70 (20.47)	1 (0.29)	101 (29.53)
Above Rs 15 Lakhs	0	4 (1.17)	1 (0.29)	18 (5.26)	0	23 (6.73)
Total	20 (5.85)	94 (27.46)	15 (4.39)	210 (61.40)	3 (0.88)	342
1. Income, 2. Tax Planning, 3. Extra Income, 4. Asset Creation, 5. Future Requirement						

Table37.3: Cross Tabulation for Annual Income in the Family and Objective of Investing Money

Regarding the association between the Annual Income in the family of the respondents and the Objective of investing money, the data collected was subjected to Cross Tabulation and Chi-Square test.

From the above Cross Tabulation analysis, it can be inferred that majority of the respondents are having an annual income ranging between Rs5 - 10 Lakhs and for majority of the respondents Asset Creation is the objective of investing money.

	Value	d.f	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.917a	16	.000
Likelihood Ratio	69.182	16	.000
Linear-by-Linear Association	19.889	1	.000
N of Valid Cases	342		
a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .20.			

Table 37.4: Chi-Square Test for Annual Income in the Family and Objective of Investing Money

Chi square test of association has been applied in the above table. It is found that the association value of chi-square test among the Annual Income in the family and Objective of Investing Money is 68.917 with d.f at 16 and the 'p' value is 0.000. As the 'p' value is less than 0.05, it indicates that the Objective of investing money by the respondents is influenced by the Annual Income in the family of the Respondents

Since the p-value (Asymp. Sig = 0.000) is less than level of significance ($\alpha = 0.05$), it concludes that there is an association between the Objective of investing money by the respondents and the Annual Income in the family.

Investment Knowledge	Category the Company Belongs to		Total
	Public Sector	Private Sector	
Strongly Disagree	9	6	15
Disagree	7	30	37
			Continued…

Investment Knowledge	Category the Company Belongs to		Total
	Public Sector	Private Sector	
Neutral	43	25	68
Agree	59	43	102
Strongly Agree	53	67	120
Total	**171**	**171**	**342**

Table 37.5: Cross Tabulation for Category the Company belongs to Investment Knowledge

Regarding the association between the category of the company the respondents belong to and the level of agreeableness with respect to theirInvestment Knowledge, the data collected was subjected to Cross Tabulation and Chi-Square test.

From the above Cross Tabulation analysis, it can be stated that among the respondents belonging to Public Sector, majority of the respondents Agree with their Investment Knowledge and among the respondents belonging to Private Sector, majority of the respondents StronglyAgree with their Investment Knowledge.

This indicates that, among the Public Sector employees, majority Agree with their Investment Knowledge and among the Private Sector employees, majority of the respondents StronglyAgree with their Investment Knowledge.

Therefore, it concludes that many of the Public Sector employees agree with their Investment Knowledge and Private Sector, majority of the Private Sector employees stronglyagree with their Investment Knowledge.

	Value	d.f	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.805a	4	.000
Likelihood Ratio	24.983	4	.000
Linear-by-Linear Association	.054	1	.816
N of Valid Cases	342		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.50.			

Table 37.6: Chi-Square Test for Category the company belongs to Investment Knowledge

Chi square test of association has been applied in the above table. It is found that the association value of chi-square test among the category of the company and investment knowledge is 23.805 with d.f at 4 and the 'p' value is 0.000. As the 'p' value is less than 0.05, it indicates that the level of agreeableness with their Investment Knowledge is influenced by the Category of the company the respondents belong to.

Since the p-value (Asymp. Sig = 0.000) is less than the level of significance (α = 0.05), study concludes that there is an association among the level of agreeableness with their Investment Knowledge and the Category of the company the respondents belong to.

CONCLUSION:

The capacity to make money is crucial to everyone's ability to survive. It is common knowledge that prices for goods and services are going up daily. A greater quality of living requires a precise calculation of one's income and spending. If one is aware of their income, they ought to have a solid personal financial plan. This study aids in identifying the numerous factors influencing employees' behaviours of saving and investment. Workers used to set aside money from their monthly salaries for things like their children's education, marriage, new car purchases, and house development, according to the report. It's important to realize, though, that given the current economic situation, people should continue to save money for their retirement.

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A STUDY ON INNOVATIVE PRACTICES IN RETAIL MARKETING SECTOR WITH REFERENCE TO BIG BAZAARS IN KARNATAKA

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ABSTRACT:

From many decades understanding the consumer preference and their perception among retail sectors and also the availability of various brand will significantly influence the satisfaction level of the customers and also they tend to prefer repetitive purchase in the same retail stores. The study also helps to understand the significant relationship between independent and dependent variables are identified to determine their significance in customer preference to choose a particular retail stores is been addressed. Research Methodology: The study is based on conclusive research design and it is descriptive in nature, wherein, primary data is been gathered with the help of structured questionnaire consisting 30 questionnaires that includes all major factors of the variables and also the demographics of the individual respondents. Sampling and Data Collection: Totally 100 individual customers of retail stores were chosen has respondents and the samples were selected by using the convenient sampling technique. Results: Major finding of this study is consumer preference of choosing their own retail stores as they are loyal towards the retails stores cause they has a significant relationship with the independent variable like brand awareness, perceived quality, brand image, attitude, brand loyalty which influences the individual to prefer the same retail stores.

Keywords: Customer, Brand Preference, Retail Stores, Service, Awareness.

INTRODUCTION:

Karnataka has one of the largest numbers of retail outlets with good ambience and infrastructure to attract the customers. With the recent statistics Karnataka state has more than 1.5 Millions of retail stores, which comprises of both organized and un-organized retail stores. Of the listed retail stores more than 1 million of the retail outlets sell food and related products. Thought the market has been dominated by unorganized players, the entry of domestic and international organized players is set to change the scenario. Organized retail segment has been growing at a blistering pace, exceeding all previous estimates. The core components are in preferring the same acts as rivals for the customers willing to purchase the product. In Karnataka, retail marketing sector is the fastest growing segments have been the wholesale cash and carry stores (150%) followed by supermarkets (100%) and hypermarkets (75-80%). Further, it estimates the organized segment to account for 25 per cent of the total sales by 2021. Karnataka retail industry is the largest industry in the state, with an employment of around 8% and contributing to over 10 per cent of the country's GDP. Retailing is an important element of business around the globe and it consists of all activities that result in the offering for sale of merchandise to consumers for their own use. Retailing is the final step in bringing goods to consumer. They sell both goods and services. Retailing is the process of Sale of goods or merchandise, from a fixed location such as a departmental store or kiosk, in small or individual lots for direct consumption by the purchaser. Adding on further, the innovative practices of retail marketing is almost as old as humanity itself and a market was originally simply a gathering place where people with a supply of items or capacity to perform a service could meet with those who might desire the items perhaps at a pre-arranged time. Such that, Karnataka Retail Sector is going through a transformation and this emerging market is witness a significant change in its growth and

investment pattern. Today both existing as well as new players are experimenting with new retail formats and current two popular formats are hypermarkets and supermarkets which are going at rapid pace, especially BIG BAZAAR. Big Bazaar is the chain of retail stores of the big banner Pantaloon Retail (India) Ltd., Mr. Kishore Biyani as its group CEO and MD, headquartered in Mumbai. Big Bazaar was launched in 2001 with four stores established in Calcutta, Indore, Bangalore, and Hyderabad and has been developing rapidly by spreading its wings all over India. A great deal of stores numbering 150 reliable stores have been established in 80 cities in India. The Big Bazaar has been opening innovative sections, such as electronic bazaar, food bazaar, and furniture bazaar. In Bangalore city alone, there are 12 branches. Moreover, the customer friendly ambience and the organized retailing of products also make Big Bazaar one of the successful retail companies in India. It offers all time discounts and promotional avenues to its customers. The major advantage for the customers in shopping from Big Bazaar is that, the future groups do offer lot of benefits to attract the customers, wherein, it is considered has the best for its uniqueness and has succeeded in attracting customers. The promotional activity of the company, which famous as less price than others as it says 'Nobody Sells Cheaper and Better!' is made its place in minds of customer. As the competition is becoming stiff in the market the activities conducted by the company are unique, that have brought fruitful result to the company. Among them sales Promotions is one of the leading activity or unique among all other activities & has high influence on the customer walk-in.

LITERATURE REVIEW:

Anand Tamana (2021), in their study concentrated more towards the innovative practices adopted by the organized retail stores in the sales of their products and services among the retail sectors in which they tends to offer more add on values to benefits the consumer purchase and it also helps in evaluations such that these parameters will influence the customers to prefer specific retail stores products and the reason of preference is may be independent. Nitisha Patel, 2021, the study of the structural, regulatory, fiscal and other barriers affecting the performance of retail trade suggests reforms for the removal of such barriers and provides a timeframe for the organized retail stores. Santosh Kumar Yadav 2020, in their study addresses the retail sector of India has come-forth as one of the most dynamic and second fastest growing industrial economy with several players entering the market. But all of them have not yet tasted success because of the heavy initial investment that are required to break even with other companies and compete with them. India is the country having the most unorganized retail market. Rajesh Kumar 2020, Retail industry in India is at the crossroads. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. But because of the heavy initial investments required, breakeven is difficult to achieve and many of these players have not tasted success so far. Chandradip Vankar 2019, addresses about the effect of promotional strategy which is responsible for attracting customers towards big bazaar and D-mart. This study is focus on top level management to improve the present promotional strategy of Big Bazaar and D-Mart. The data collection approach adopted was experimental research & survey research. Sujith Potu 2019, in their study addressed more about the importance of customer satisfaction among retail stores which are more of consumer based and their offers satisfies the needs of the customer along with the required service quality is been offered to the customers. Deepika Jhamb, 2017, the purpose of the study was aimed at finding out the Impact of visual merchandising on customer buying behavior at Big Bazaar, Hubli. The India Retail Industry is the largest among all the industries, accounting for over ten per cent of the country's GDP and around eight per cent of the employment.

RESEARCH DESIGN AND METHODOLOGY:

Objectives:

1. To understand the importance of innovative practices in marketing of Big Bazaar.
2. To know the innovative retail marketing practices adopted by Big Bazaar in Karnataka
3. To analyse the impact of innovative marketing practices on sales in Big Bazaar.

Hypothesis:

H_{01}: Increase in sales is independent on hosting the virtual events to the customers.

H_{02}: Increase in sales is independent on offering quick solution for the customers concerns.

H_{03}: Increase in sales is independent on in- home experience provided to the customers.

H_{04}: Increase in sales is independent on rewarding the loyal customers.

H_{05}: Increase in sales is independent on empowering the local community.

Conceptual Model:
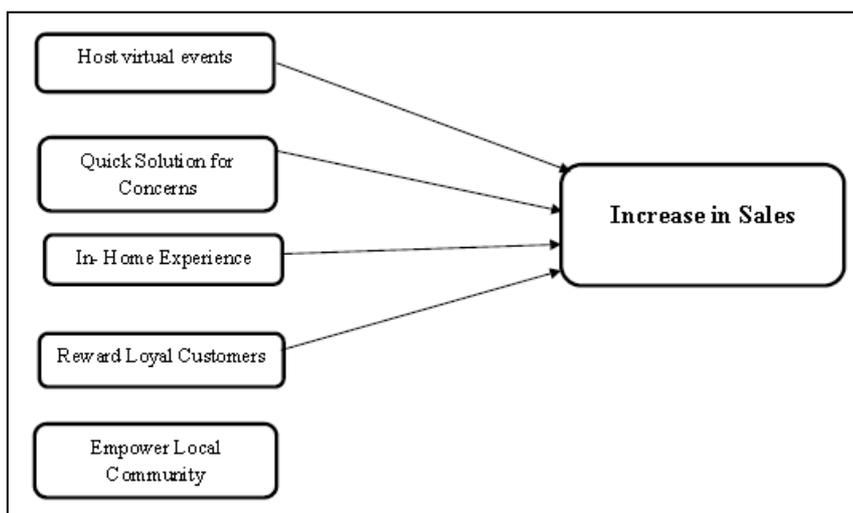
Figure: 38.1: Flow Chart of Working Model

Methodology:

1. **Research Design:** The research design is exploratory till identification of customer services parameters. Later it becomes descriptive when it comes to evaluating customer perception of customer service of the Big Bazaar. The study is empirically one based on mainly primary data as well as on secondary data also. The secondary data is collected from various sources viz. Research Books, Journals, Websites, Publications of Big Bazar, etc. The primary data is collected from the
2. **Data Collection:** This study consists of primary data, gathered with the help of structured questionnaires on the five point's likert's scale. Sample size of 150 randomly selected Big Bazaar's customers, employees, managers. The data was collected during in the month of March- April 2022.
3. **Statistical Tools:** Analysis of the study is been carried out with the help of SPSS software, wherein tools such as factor analysis, reliability and regression are used.

DATA ANALYSIS & INTERPRETATION:

Factor Analysis:

Kaiser•Meyer-Olkin Measure of Sampling Adequacy.		.913
Approx. Chi-Square		837.78
Bartlett's Test of Sphericity	Df	12
	Sig.	**.000**

Table 38.1: Factor Analysis of Independent Variable
Source: Primary Data SPSS Output

The above KMO & the sampling adequacy for each variable is determined as 0.913 & 0.874 states that the factor grouping of homogeneous factors is greater than that of 0.5 stating the grouping is valid enough to carry out the further process.

Factor Analysis of Dependent Variable:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.874
Approx. Chi-Square		1654.98
Bartlett's Test of Sphericity	Df	15
	Sig.	**.000**

Table 38.2: Factor Analysis of Dependent Variable
Source: Primary Data SPSS Output

Reliability Results:

Factors	Cronbach's Constant	No. of Items
Host virtual events	.933	6
Quick Solution for Concerns	.861	5
In·Home Experience	.814	5
Reward Loyal Customers	.792	4
Empower Local Community	.772	4
Increase in Sales	.883	6

Table 38.3: Reliability Statistics of Homogeneous Grouping
Source: Primary Data SPSS Output

The above analysis states the value of 'Cronbach's Alpha' which helps to understand internal consistency related to factor grouping. From the above table of reliability statistics, it shows that all the factors that are grouped in rotated component matrix is greater than 0.7 i.e., 70%, it can be stated that the homogenous grouping formed in rotated component matrix the factor grouping by overcoming or eliminating the underlying factors is valid & useful for the further analysis.

Regression Analysis Results:

Model	Stnd Coefficients(Beta)	T	Sig
Product Awareness	.775	1 485	.001
Store Loyality	.708	4.586	.000
Attitude	.587	2.112	.004
Perceived Quality	.878	2.145	.000

Table 38.4: Regression Analysis Result
Source: Primary Data SPSS Output

Dependent Variable: Customer Satisfaction and Preference of Retail Stores

Major Findings:

1. The above value of .001 states that the variable Product Awareness as the influence on variable Customer Satisfaction and Preference of Retail Stores. Such that, first null hypothesis is rejected.
2. The above value of .000 states that the variable Perceived Quality as the influence on variable Customer Satisfaction and Preference of Retail Stores. Such that, second null hypothesis is rejected.
3. The above value of .000 states that the variable Store Loyalty as the influence on variable Customer Satisfaction and Preference of Retail Stores. Such that, third null hypothesis is rejected.
4. The above value of .004 states that the variable Attitude as the influence on variable Customer Satisfaction and Preference of Retail Stores. Such that, fourth null hypothesis is rejected.

CONCLUSION:

The factor variables are enlisted & conceptualized through research methodology & the results were found. Independent variables such as product awareness, perceived quality and attitude & store loyalty were considered. The dependent variable customer satisfaction and preference of retail stores was considered. Initially the factor analysis of variables were grouped, named & tested for their reliability to check the relevancy of data & further regression test to determine the significant relationship among the selected variables in the study. From the above findings of the study it is clearly evident is identified independent and dependent variable selected through the literature have statistical influence on the customer preferring the retail sectors within the available in the city of Mysore. The study also states that the various retail sectors available must make sure that they need to provide advance quality, make customer aware of the various benefits, develop image to higher ranks & many more so that the customer tends to prefer the same retail sectors throughout & build customer loyalty.

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IMPACT OF KPI ON STOCK MARKET FINANCIAL PERFORMANCE WITH REFERENCE TO NSE INDIA

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ABSTRACT:

The study focused to know the KPI Impact on the financial performance of the stock market with reference to NSE India. The study considered the secondary data from 2013 to 2022. The study considered the Large cap stocks from Nifty stocks. The study applied the statistical methods of VECM and Panel least square methods. The study found a significant long-term relationship between Key Performance Indicators (KPIs) and the financial performance of the sample stocks of Nifty in the Indian stock market. The results showed that ROA and Current Ratio have a positive influence on the net profit margin and financial performance of the stocks, while Dividend per share and Enterprise Value have a negative impact on financial performance. These findings highlight the importance of KPIs in assessing the financial health of companies and making investment decisions in the stock market. Investors should focus on ROA and Current Ratio while considering investment opportunities, and be cautious when investing in companies with low dividend per share and high enterprise value. The study provides valuable insights for investors, analysts, and policymakers in the Indian stock market.

Keywords: Dividend per Share, Enterprise Value, Financial Performance, KPI, ROA, ROE and VECM.

INTRODUCTION:

The performance of companies listed on the National Stock Exchange (NSE) in India is closely monitored by investors and analysts alike. Key Performance Indicators (KPIs) are often used to measure the financial health and success of these companies, and their impact on the stock market financial performance cannot be ignored. KPIs are quantitative and qualitative metrics used to evaluate the success or progress of an organization towards its goals. They are used to measure a company's financial health, operational efficiency, customer satisfaction, and other important areas of performance. Some commonly used KPIs in the stock market include earnings per share, price-to-earnings ratio, and return on equity, debt-to-equity ratio, and market capitalization.

The impact of KPIs on stock market financial performance in the NSE India cannot be understated. These metrics provide investors with a clear picture of the financial health and performance of listed companies, which in turn influences their investment decisions. Positive KPIs such as increasing revenue, profitability, and market share can lead to higher stock prices and increased investor confidence, while negative KPIs such as declining profits, high debt-to-equity ratios, and low earnings per share can lead to lower stock prices and decreased investor confidence. For example, if a company announces that it has exceeded its revenue targets and has a strong growth outlook, investors may view this as a positive sign and the company's stock price may increase. Conversely, if a company reports declining profits and high debt levels, investors may sell their shares and the stock price may decline.

In addition to influencing investor decisions, KPIs also play a crucial role in the analysis and evaluation of companies by analysts and financial institutions. Analysts use KPIs to assess a company's potential for growth and to make recommendations to their clients. Financial institutions also rely on KPIs to make informed investment decisions and to manage risk. Overall, the impact

of KPIs on stock market Financial performance in the NSE India is significant. They provide investors with valuable information to make informed investment decisions, and help analysts and financial institutions to evaluate and manage risk. Companies that consistently perform well on key KPIs are more likely to attract investors and maintain a strong stock price, while those that perform poorly may struggle to retain investor confidence and may see their stock price decline.

REVIEW OF LITERATURE:

Sharma and Bhattacharya (2013): The study investigates the impact of financial ratios on stock returns in the Indian stock market. The purpose of the study is to identify the most significant financial ratios that influence stock returns. The focused point is to examine the relationship between financial ratios and stock returns. The findings reveal that financial ratios such as price to earnings ratio and return on equity have a significant impact on stock returns. The conclusion suggests that investors should consider these financial ratios when making investment decisions in the Indian stock market.

Kumar and Ramakrishnan (2015): The study examines the impact of key financial ratios on stock returns in the Indian stock market. The purpose of the study is to identify the most important financial ratios that affect stock returns. The focused point is to analyze the relationship between financial ratios and stock returns. The findings show that financial ratios such as earnings per share, price to earnings ratio, and return on assets have a significant impact on stock returns. The conclusion suggests that investors should focus on these financial ratios when making investment decisions in the Indian stock market.

Singh and Pandey (2014): The study analyzes the impact of key financial ratios on stock prices in the Indian automobile sector. The purpose of the study is to identify the most significant financial ratios that influence stock prices in the automobile sector. The focused point is to examine the relationship between financial ratios and stock prices in the Indian automobile sector. The findings reveal that financial ratios such as price to earnings ratio and debt to equity ratio have a significant impact on stock prices in the Indian automobile sector. The study concludes that financial ratios such as EPS and P/B ratio are important determinants of stock prices for Indian automobile companies.

Kumar, A., & Kumar, P. (2019): Impact of Key Performance Indicators on Share Prices of Indian Companies: Evidence from BSE Sensex.The study aims to investigate the impact of key performance indicators (KPIs) on share prices of Indian companies listed on the Bombay Stock Exchange (BSE) Sensex.The study focuses on examining the relationship between KPIs such as return on equity (ROE), return on assets (ROA), and earnings per share (EPS) with share prices of Indian companies.The study finds that ROE, ROA, and EPS have a significant impact on share prices of Indian companies listed on the BSE Sensex. The study concludes that KPIs such as ROE, ROA, and EPS are important determinants of share prices for Indian companies listed on the BSE Sensex.

Kumar, A., & Sharma, M. (2018): Impact of Key Financial Ratios on Stock Prices: Evidence from Indian Pharmaceutical Companies. The study aims to examine the impact of key financial ratios on stock prices of Indian pharmaceutical companies. The study focuses on analyzing the relationship between financial ratios such as EPS, P/E ratio, and P/B ratio with stock prices of Indian pharmaceutical companies. The study reveals that EPS and P/E ratio have a significant impact on stock prices of Indian pharmaceutical companies, while P/B ratio does not have any significant impact on stock prices. The study concludes that financial ratios such as EPS and P/E ratio are important determinants of stock prices for Indian pharmaceutical companies.

Mehta, S., & Singh, A. (2014): The purpose of this study is to examine the impact of financial ratios on stock returns in the Indian pharmaceutical industry. The study focuses on examining the relationship between financial ratios (liquidity, profitability, activity, and leverage) and stock returns in the Indian pharmaceutical industry. The study finds that liquidity, profitability, and activity

ratios have a significant positive impact on stock returns, whereas leverage ratios have a significant negative impact on stock returns in the Indian pharmaceutical industry. The study concludes that financial ratios are important determinants of stock returns in the Indian pharmaceutical industry, and investors should consider these ratios while making investment decisions.

Arora, A., & Verma, A. (2015): The purpose of this study is to examine the impact of financial ratios on stock prices in the Indian automobile sector. The study focuses on examining the relationship between financial ratios (liquidity, profitability, activity, and leverage) and stock prices in the Indian automobile sector. The study finds that liquidity and profitability ratios have a positive impact on stock prices, whereas activity and leverage ratios have a negative impact on stock prices in the Indian automobile sector. The study concludes that financial ratios play an important role in determining stock prices in the Indian automobile sector, and investors should consider these ratios while making investment decisions.

Goel and Kumar (2017): Investigate the relationship between financial ratios and stock prices in the Indian automobile sector. The study aims to examine the impact of financial ratios such as earnings per share, price to earnings ratio, debt to equity ratio, and return on equity on stock prices. The sample consists of 11 automobile companies listed on the National Stock Exchange of India for a period of five years (2011-2015). The study employs multiple regression analysis to determine the impact of financial ratios on stock prices. The findings reveal that earnings per share and return on equity have a significant positive impact on stock prices, while the debt to equity ratio has a significant negative impact on stock prices. However, price to earnings ratio does not have any significant impact on stock prices. The study concludes that investors can use financial ratios as a tool to make informed investment decisions in the Indian automobile sector.

Mishra and Jain (2019): examine the impact of financial ratios on stock returns in the Indian cement industry. The study aims to analyze the relationship between financial ratios such as debt to equity ratio, current ratio, return on assets, and return on equity on stock returns. The sample consists of 10 cement companies listed on the Bombay Stock Exchange for a period of ten years (2007-2016). The study employs panel regression analysis to determine the impact of financial ratios on stock returns. The findings reveal that current ratio and return on equity have a significant positive impact on stock returns, while debt to equity ratio and return on assets have a significant negative impact on stock returns. The study concludes that financial ratios can be used as a useful tool to make informed investment decisions in the Indian cement industry.

Goyal and Sharma (2014): The purpose of this study was to investigate the relationship between financial ratios and stock prices in the Indian automobile industry. The study used secondary data for the period 2009-2013, and the sample included six major automobile companies in India. The study focused on three key financial ratios, namely, price-earnings ratio (P/E), price-book value ratio (P/B), and dividend yield (DY), as independent variables and their impact on stock prices as the dependent variable. The study used multiple regression analysis to analyze the data and test the hypotheses. The findings indicated that P/E ratio and P/B ratio have a positive significant impact on stock prices, while DY has a negative significant impact. The conclusion of the study is that financial ratios are significant indicators of stock prices, and investors can use these ratios to make informed investment decisions. The study suggests that investors should consider P/E ratio and P/B ratio when investing in the Indian automobile industry.

RESEARCH GAP:

Based on the literature survey it is evident that less literature depicted the key performance indicators role in the determining the financial performance of the index stocks. The study made an attempt to fill the research gap with the proposed title of "Impact of KPI on Stock Market Financial Performance with Reference to NSE India". The study considered the National stock exchange base index stocks and framed the following objectives.

OBJECTIVES:

1. To study the Relationship between Key Performance Indicators and the stock market Financial performance
2. To identify the impact of Key Performance Indicators on stock market Financial performance

HYPOTHESIS:

H_0: There is no significant relationship between KPI on stock market Financial Performance

H_1: There is significant relationship between KPI on stock market Financial Performance

H_0: There is no significant impact of KPI on stock market Financial Performance

H_1: There is significant impact of KPI on stock market Financial Performance

SCOPE:

The scope of the study is limited to the analysis of the impact of Key Performance Indicators (KPIs) on stock market Financial Performance in NSE India. The study focuses on seven KPIs, including PE ratio, Enterprise Value/PBDITA, Dividend Per Share, Equity Per share, Return on Assets, Return on Equity, Current Ratio and Debt to Equity Ratio, and their relationship with the Financial performance of the stock market. The study will use data from 17 companies that have yielded high ratios from 2013 to 2022. The scope of the study is limited to the Indian stock market, and the findings may not be generalizable to other markets.

RESEARCH METHODOLOGY:

The study adopted the quantitative research approach for the examination of framed objectives, the study mainly focused to know the relationship and of KPI with the stock market Financial Performance. The study also tried to identify the Impact of KPI on the stock market Financial Performance.

STATISTICAL TOOL FOR ANALYSIS:

The study applied the following statistical tools for the examination of framed objectives. They are,

- **Stationary Test:** The study applied the ADF test to know the seasonality effect on the considered time series data set. The study observed P values are found to be having the significant i.e., <0.05, which states that data got stationarised.
- **VECM:** The study applied the Vector Error Correction Model to know the long run or short run relationship of KPI with the stock market Financial Performance.
- **Panel Least Square Test:** The study framed the panel data structure for the selected sample stocks from Nifty index stocks, the study applied the panel least square method for the examination of KPI impact on the stock market Financial performance.

STATIONARY TEST RESULTS:

The study applied the ADF on the considered the key performance indicators of 17 stocks of Nifty index. The following are the results depicted through the ADF.

Variables	Level		1st Diff		2nd Diff	
	t-Statistics	Prob.*	t-Statistics	Prob.*	t-Statistics	Prob.*
PE		-	-16.1012	0.0000	-	-
Enterprise Value/PBDITA		-	-16.5598	0.0000	-	-
Dividend Per Share	-	-	-21.4098	0.0000	-	-
EPS	-	-	-12.8247	0.0000	-	-
						Continued…

Variables	Level		1ˢᵗ Diff		2ⁿᵈ Diff	
	t-Statistics	Prob.*	t-Statistics	Prob.*	t-Statistics	Prob.*
Return on Assets	-	-	-19.0733	0.0000	-	-
Return on Equity	-52.2440	0.0000	-	-	-	-
Current Ratio	-5.07159	0.0000	-	-	-	-
Debt to Equity Ratio	-	-	-49.4418	0.0000	-	-
Net Profit Margin	-	-	-9.97437	0.0000	-	-

Table 39.1: Unit Root Test / Stationary Test

The table shows the results of the unit root tests, which are also known as stationary tests, for the variables: PE, Enterprise Value/PBDITA, Dividend Per Share, EPS, Return on Assets, Return on Equity, Current Ratio, Debt to Equity Ratio, and Net Profit Margin. The null hypothesis of the unit root test is that the variable has a unit root, indicating that it is non-stationary, and the alternative hypothesis is that the variable is stationary. The results indicate that all variables are stationary in their first differences (except for Current Ratio, which is stationary in its level), as evidenced by the significant t-statistics and p-values of 0.0000. This implies that the variables' levels are not stationary, but their first differences are stationary, meaning they exhibit no trend or systematic patterns over time. In finance and economics, stationarity of a variable is a critical assumption for statistical modelling and forecasting, and non-stationary variables could lead to incorrect inferences and predictions. Thus, the findings from the unit root test suggest that it is appropriate to use first differences of these variables in subsequent analyses.

TABULATION OF DATA ANALYSIS:

Objective 1 - To Study the Relationship between KPI on Stock Market Financial Performance:

The study applied the VAR method for the identification of Lag Lengthen Criteria for the selection of optimum model for the application of VECM.

VAR Lag Order Selection Criteria
Endogenous variables: NET_PROFIT_MARGIN PE ENTERPRISE_VALUE___PBDITA DIVIDEND_PER_SHARE EPS RETURN_ON_ASSETS RETURN_ON_EQUITY CURRENT_RATIO DEBT_TO_EQUITY_RATIO
Exogenous variables:
Date: 03/23/23 Time: 16:20
Sample: 2013 2022
Included observations: 119

Lag	LogL	LR	FPE	AIC	SC	HQ
1	-2083.077	26.6355*	50652.82*	36.37104*	38.26271*	37.13919*

* indicates lag order selected by the criterion
LR: sequential modified LR test statistic (each test at 5% level)
FPE: Final prediction error
AIC: Akaike information criterion
SC: Schwarz information criterion
HQ: Hannan-Quinn information criterion

Table 39.2: VAR – Lag Length Criteria
Source: Secondary Data (CMIE Prowess)

The VAR Lag Order Selection Criteria table shows the lag order selection results for the endogenous variables NET_PROFIT_MARGIN, PE, ENTERPRISE_VALUE PBDITA, DIVIDEND_PER_SHARE, EPS, RETURN_ON_ASSETS, RETURN_ON_EQUITY, CURRENT_RATIO, and DEBT_TO_EQUITY_RATIO. Based on the selected criteria, the lag order selected is 1, as indicated by the asterisks in the LR, FPE, AIC, SC, and HQ columns. This suggests that the model with a lag order of 1 provides the best fit for the data. The LR test statistic

and the FPE criterion both indicate that a lag order of 1 is optimal. The AIC, SC, and HQ information criteria also support a lag order of 1, with lower values compared to other lag orders. Overall, the VAR Lag Order Selection Criteria table suggests that a lag order of 1 is appropriate for analyzing the relationship between the endogenous variables NET_PROFIT_MARGIN, PE, ENTERPRISE_VALUE___PBDITA,DIVIDEND_PER_SHARE,EPSRETURN_ON_ASSETS,RETURN_ON_EQUITY, CURRENT_RATIO, and DEBT_TO_EQUITY_RATIO.

Vector Error Correction Estimates	
Sample (adjusted): 2013 2022	
Included observations: 102 after adjustments	
Standard errors in ( ) & t-statistics in [ ]	
CointegratingEq:	**CointEq1**
NET_PROFIT_MARGIN(-1)	1.000000
PE(-1)	0.308166
	(0.63412)
	[0.48597]
ENTERPRISE_VALUE___PBDITA(-1)	0.791135
	(0.38231)
	[2.06934]
DIVIDEND_PER_SHARE(-1)	-1.866321
	(1.33806)
	[-1.39479]
EPS(-1)	0.379636
	(0.32898)
	[1.15398]
RETURN_ON_ASSETS(-1)	-4.594999
	(19.4675)
	[-0.23603]
RETURN_ON_EQUITY(-1)	3.002208
	(3.79204)
	[0.79171]
CURRENT_RATIO(-1)	24.71266
	(9.42633)
	[2.62166]
DEBT_TO_EQUITY_RATIO(-1)	2.363468
	(5.79886)
	[0.40757]
C	-146.5992

Error Correction:	D(NET_PROFIT_MARGIN)	D(PE)	D(ENTERPRISE_VALUE___PBDITA)	D(DIVIDEND_PER_SHARE)	D(EPS)	D(RETURN_ON_ASSETS)	D(RETURN_ON_EQUITY)	D(CURRENT_RATIO)	D(DEBT_TO_EQUITY_RATIO)
CointEq1	-0.014213	0.007010	0.012002	0.001745	0.001481	3.33E-06	9.28E-05	-0.007077	-0.000194
	(0.00263)	(0.00111)	(0.00175)	(0.00140)	(0.01290)	(0.00011)	(0.00044)	(0.00069)	(0.00060)
	[-5.40493]	[6.29645]	[6.87250]	[1.24234]	[0.11484]	[0.03035]	[0.20924]	[-10.3266]	[-0.32627]
D(NET_PROFIT_MARGIN(-1))	0.059231	-0.000258	-0.005865	-0.078564	-0.328427	-0.000216	0.047535	-0.021781	0.014346
	(0.12237)	(0.05181)	(0.08127)	(0.06538)	(0.60027)	(0.00511)	(0.02063)	(0.03189)	(0.02769)
	[0.48404]	[-0.00498]	[-0.07218]	[-1.20164]	[-0.54713]	[-0.04230]	[2.30379]	[-0.68299]	[0.51800]
D(PE(-1))	1.185406	0.003791	-0.100003	0.261844	-13.10703	0.007267	0.034613	-0.071863	0.055485
	(0.76411)	(0.32352)	(0.50745)	(0.40826)	(3.74830)	(0.03191)	(0.12884)	(0.19914)	(0.17293)
	[1.55135]	[0.01172]	[-0.19707]	[0.64137]	[-3.49679]	[0.22775]	[0.26865]	[-0.36086]	[0.32084]
D(ENTERPRISE_VALUE___PBDITA(-1))	-0.220829	0.017835	0.101765	-0.170335	7.649441	-0.003785	-0.014203	0.280061	-0.035004
	(0.48107)	(0.20368)	(0.31948)	(0.25703)	(2.35984)	(0.02009)	(0.08112)	(0.12537)	(0.10888)
	[-0.45904]	[0.08756]	[0.31853]	[-0.66271]	[3.24150]	[-0.18841]	[-0.17509]	[2.23380]	[-0.32150]
									Continued…

Error Correction:	D(NET_PROFIT_MARGIN)	D(PE)	D(ENTERPRISE_VALUE___PBDITA)	D(DIVIDEND_PER_SHARE)	D(EPS)	D(RETURN_ON_ASSETS)	D(RETURN_ON_EQUITY)	D(CURRENT_RATIO)	D(DEBT_TO_EQUITY_RATIO)
D(DIVIDEND_PER_SHARE(-1))	0.121073	-0.019880	-0.033370	0.268516	-0.041891	-0.003585	-0.017724	0.052688	0.053658
	(0.17480)	(0.07401)	(0.11608)	(0.09339)	(0.85746)	(0.00730)	(0.02947)	(0.04556)	(0.03956)
	[0.69265]	[-0.26862]	[-0.28746]	[2.87512]	[-0.04886]	[-0.49108]	[-0.60133]	[1.15657]	[1.35637]
D(EPS(-1))	0.019582	0.009796	-0.003050	0.000725	-0.172605	-0.000629	0.002905	-0.004845	0.005049
	(0.01971)	(0.00834)	(0.01309)	(0.01053)	(0.09666)	(0.00082)	(0.00332)	(0.00514)	(0.00446)
	[0.99377]	[1.17416]	[-0.23308]	[0.06885]	[-1.78566]	[-0.76490]	[0.87416]	[-0.94349]	[1.13214]
D(RETURN_ON_ASSETS(-1))	0.020348	-0.185361	-0.145356	0.650197	-0.724248	-0.076454	-1.814713	-0.111538	2.274034
	(2.82527)	(1.19620)	(1.87628)	(1.50952)	(13.8592)	(0.11798)	(0.47639)	(0.73631)	(0.63942)
	[0.00720]	[-0.15496]	[-0.07747]	[0.43073]	[-0.05226]	[-0.64800]	[-3.80929]	[-0.15148]	[3.55642]
D(RETURN_ON_EQUITY(-1))	0.105092	0.095558	0.111131	-0.135753	3.362620	0.017343	0.481017	0.024047	-0.038251
	(0.43177)	(0.18281)	(0.28674)	(0.23069)	(2.11800)	(0.01803)	(0.07280)	(0.11253)	(0.09772)
	[0.24340]	[0.52273]	[0.38757]	[-0.58847]	[1.58764]	[0.96189]	[6.60705]	[0.21370]	[-0.39144]
D(CURRENT_RATIO(-1))	-0.834524	-0.498454	-0.829043	0.208897	1.018353	0.001543	-0.114633	-0.313270	-0.024398
	(0.35130)	(0.14874)	(0.23330)	(0.18770)	(1.72327)	(0.01467)	(0.05924)	(0.09155)	(0.07951)
	[-2.37554]	[-3.35125]	[-3.55356]	[1.11296]	[0.59094]	[0.10518]	[-1.93521]	[-3.42168]	[-0.30686]
D(DEBT_TO_EQUITY_RATIO(-1))	-0.085014	-0.019308	-0.089835	0.214306	1.294636	-0.007960	-0.074841	-0.057211	-0.150439
	(0.47903)	(0.20282)	(0.31812)	(0.25594)	(2.34983)	(0.02000)	(0.08077)	(0.12484)	(0.10841)
	[-0.17747]	[-0.09520]	[-0.28239]	[0.83733]	[0.55095]	[-0.39790]	[-0.92657]	[-0.45826]	[-1.38764]
C	-1.013757	0.761408	0.890195	-1.089448	2.372847	-0.016127	-0.304417	-0.236808	0.205938
	(0.71313)	(0.30193)	(0.47360)	(0.38102)	(3.49823)	(0.02978)	(0.12025)	(0.18585)	(0.16140)
	[-1.42155]	[2.52176]	[1.87965]	[-2.85928]	[0.67830]	[-0.54152]	[-2.53159]	[-1.27416]	[1.27598]
R-squared	0.306590	0.514746	0.545882	0.140121	0.183502	0.024607	0.381956	0.579136	0.248585
Adj. R-squared	0.230391	0.461422	0.495979	0.045629	0.093777	-0.082579	0.314039	0.532888	0.166012
Sum sq. resids	2622.548	470.1185	1156.639	748.6515	63106.90	4.573480	74.56433	178.1268	134.3290
S.E. equation	5.368352	2.272914	3.565153	2.868264	26.33405	0.224183	0.905201	1.399084	1.214966
F-statistic	4.023546	9.653070	10.93885	1.482886	2.045162	0.229571	5.623864	12.52221	3.010490
Log likelihood	-310.3251	-222.6603	-268.5751	-246.3901	-472.5400	13.60789	-128.7529	-173.1654	-158.7730
Akaike AIC	6.300492	4.581575	5.481864	5.046864	9.481176	-0.051135	2.740253	3.611086	3.328882
Schwarz SC	6.583577	4.864661	5.764949	5.329949	9.764261	0.231950	3.023338	3.894171	3.611968
Mean dependent	-0.776373	0.758824	0.987451	-1.297964	-1.031373	-0.021087	-0.656176	-0.081078	0.080098
S.D. dependent	6.119359	3.097123	5.021736	2.936030	27.66306	0.215463	1.092937	2.047073	1.330406
Determinant resid covariance (dof adj.)			30384.73						
Determinant resid covariance			10879.94						
Log likelihood			-1776.614						
Akaike information criterion			36.95322						
Schwarz criterion			39.73260						
Number of coefficients			108						

Table 39.3: Relationship between KPI on Stock Market Financial Performance
Source: Secondary Data (CMIE Prowess)

This appears to be the output of a vector error correction model estimated using time series data of KPIs and stock market financial performances. The model suggests the existence of a cointegrating relationship between the KPIs and the stock market, with the NET_PROFIT_MARGIN being the anchor variable. The coefficients of the lagged KPIs suggest that they have varying degrees of influence on the stock market financial performance. For instance, a one-unit increase in ENTERPRISE_VALUE___PBDITA leads to an estimated 0.79 unit increase in the stock market, while a one-unit increase in DIVIDEND_PER_SHARE leads to an estimated 1.87 unit decrease in the stock market. The error correction term suggests that changes in the KPIs are related to changes in the stock market financial performance. For instance, a one-unit increase in the deviation of the stock market from its long-term equilibrium leads to an estimated 0.0142 unit decrease in the deviation of NET_PROFIT_MARGIN from its long-term equilibrium, all else equal. The R-squared values suggest that the model explains a moderate amount of the variance in the stock market Financial performance, with some KPIs having a higher explanatory power than others.

Structure Equation:

D(NET_PROFIT_MARGIN) = C(1)*(NET_PROFIT_MARGIN(-1) + 0.308165721742*PE(-1) + 0.791135083457*ENTERPRISE_VALUE PBDITA(-1) - 1.86632125062*DIVIDEND_PER_SHARE(-1) + 0.379635957228*EPS(-1) - 4.59499894582*RETURN_ON_ASSETS(-1) + 3.00220819244*RETURN_ON_EQUITY(-1) + 24.7126617227*CURRENT_RATIO(-1) + 2.36346771928*DEBT_TO_EQUITY_RATIO(-1) - 146.599234425) + C(2)*D(NET_PROFIT_MARGIN(-1)) + C(3)*D(PE(-1)) + C(4)*D(ENTERPRISE_VALUE PBDITA(-1)) + C(5)*D(DIVIDEND_PER_SHARE(-1)) + C(6)*D(EPS(-1)) + C(7)*D(RETURN_ON_ASSETS(-1)) + C(8)*D(RETURN_ON_EQUITY(-1)) + C(9)*D(CURRENT_RATIO(-1)) + C(10)*D(DEBT_TO_EQUITY_RATIO(-1)) + C(11)

Wald Test:			
System: %system			
Test Statistic	**Value**	**df**	**Probability**
Chi-square	30.16092	2	0.0000
Null Hypothesis: C(1)=C(2)=0			
Null Hypothesis Summary:			
Normalized Restriction (= 0)		**Value**	**Std. Err.**
C(1)		-0.014213	0.002630
C(2)		0.059231	0.122369
Restrictions are linear in coefficients.			

Table 39.4: Wald Test of KPI on Stock Market Financial Performance
Source: Secondary Data (CMIE Prowess)

The table 39.4 shows the wald test of KPI on Stock Market Financial performance. The Wald test was conducted to test the null hypothesis that the coefficients of KPI (Key Performance Indicator) on stock market financial performance are both zero. The test statistic value is 30.16092, and the degrees of freedom are 2, which results in a p-value of 0.0000. Since the p-value is less than the significance level of 0.05, we reject the null hypothesis and conclude that there is evidence that at least one of the coefficients is not zero. This implies that KPI has a statistically significant effect on the stock market financial performance. The null hypothesis summary shows the normalized restrictions of the coefficients, where C (1) has a value of -0.014213 and a standard error of 0.002630 and C (2) has a value of 0.059231 and a standard error of 0.122369. The restrictions are linear in coefficients, indicating that the relationship between KPI and stock market financial performance is a linear one. In summary, the Wald test suggests that KPI has a significant effect on the stock market financial performance, and the relationship between KPI and stock market financial performance is linear.

Objective 2 - To Identify the Impact of Key Performance Indicators on Stock Market Financial Performance:

The study examined the Impact of Key Performance Indicators on stock market financial performance. The study applied the panel regression method. The following is the result reveals

Dependent Variable: NET_PROFIT_MARGIN				
Method: Panel Least Squares				
Sample: 2013 2022				
Periods included: 8				
Cross-sections included: 17				
Total panel (balanced) observations: 136				
Variable	**Co-efficient**	**Std. Error**	**t-Statistic**	**Prob.**
C	5.162820	2.044995	2.524613	0.0128
				Continued…

Variable	Coefficient	Std. Error	t-Statistic	Prob.
PE	0.141447	0.041479	4.999226	0.0196
ENTERPRISE_VALUE___PBDITA	-0.127416	0.024345	-4.126137	0.0022
DIVIDEND_PER_SHARE	-0.209692	0.073696	-2.845370	0.0052
EPS	0.117809	0.020917	3.851396	0.0262
RETURN_ON_ASSETS	0.734257	0.306597	3.561961	0.0151
RETURN_ON_EQUITY	0.116173	0.187822	2.086108	0.0315
CURRENT_RATIO	0.707352	0.393777	4.335834	0.0000
DEBT_TO_EQUITY_RATIO	0.334647	0.358312	3.724820	0.0003
R-squared	0.643967	Mean dependent var		10.23235
Adjusted R-squared	0.696343	S.D. dependent var		9.911780
S.E. of regression	0.985606	Akaike info criterion		7.270627
Sum squared resid	10.02716	Schwarz criterion		7.463377
Log likelihood	-485.4027	Hannan-Quinn criter.		7.348956
F-statistic	5.122760	Durbin-Watson stat		2.339170
Prob(F-statistic)	0.000015			

Table 39.5: Impact of KPI on Stock Market Financial Performance
Source: Secondary Data (CMIE Prowess)

The panel least squares regression results show that several key performance indicators (KPIs) have a statistically significant impact on the dependent variable, NET_PROFIT_MARGIN. The adjusted R-squared value of 0.696 suggests that the independent variables in the model explain approximately 70% of the variation in the dependent variable. The intercept coefficient of 5.162820 suggests that even when all the independent variables are equal to zero, there is still a positive effect on the net profit margin. The positive coefficient of the price-to-earnings (PE) ratio indicates that an increase in the PE ratio is associated with an increase in the net profit margin. Similarly, the positive coefficients of the return on assets and return on equity suggest that an increase in these ratios is associated with an increase in the net profit margin. Conversely, the negative coefficient of enterprise_value_pbdita and dividend_per_share suggest that an increase in these KPIs is associated with a decrease in the net profit margin. The positive coefficient of current_ratio and debt_to_equity_ratio suggest that an increase in these ratios is associated with an increase in the net profit margin. The overall F-statistic is significant at the 1% level, indicating that the model is statistically significant. The Durbin-Watson statistic of 2.339170 suggests no serial correlation in the model's residuals. Therefore, we can conclude that the KPIs included in the model have a significant impact on the net profit margin, and companies should focus on improving these KPIs to improve their profitability.

FINDINGS:

1. The study observed that KPI are observed to be having the significant long run relationship with the financial performance of the sample stocks of Nifty.
2. The study found that ROA (0.734257) observed to be having the higher influence on the Net profit margin. The study also observed Current Ratio (0.707352) found to have the significant Impact on the financial performance of the sample stocks.
3. The study found that Dividend Per share (-0.209692) having the negative influence on the financial performance followed by the Enterprise Value (-0.127416) also found to have negative impact on the financial performance.

CONCLUSION:

The study was to investigate the impact of Key Performance Indicators (KPIs) on the financial performance of the Nifty stocks in the National Stock Exchange (NSE) in India. To achieve this

objective, the study employed secondary data from 2013 to 2022 and applied two statistical methods, namely VECM and Panel least square methods, to analyze the data. The study focused on large cap stocks from the Nifty index, which represents the top 50 companies in India based on market capitalization.

The study's findings revealed that KPIs have a significant long-term relationship with the financial performance of the sample stocks in the Nifty index. Specifically, ROA and Current Ratio were found to have a positive influence on the net profit margin and overall financial performance of the stocks. Conversely, Dividend per share and Enterprise Value were found to have a negative impact on the financial performance of the sample stocks. These findings provide valuable insights into the importance of KPIs in assessing the financial health of companies and making informed investment decisions in the stock market. Investors and analysts can use this information to identify potentially profitable investment opportunities while also avoiding risky investments. Policymakers can also use these findings to create policies that promote transparency and accountability in the stock market, which ultimately benefits both investors and companies.

In conclusion, this study contributes to the growing body of literature on the impact of KPIs on financial performance by focusing on the Nifty stocks in the NSE India. The findings of this study suggest that KPIs such as ROA and Current Ratio can be used as effective measures of financial performance, while Dividend per share and Enterprise Value can be used to identify potential risks in the stock market. This study's results provide valuable insights for investors, analysts, and policymakers in the Indian stock market, and could potentially inform future research in this area.

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PRADHAN MANTRI FASAL BIMA YOJANA: AN ASSESSMENT OF CROP INSURANCE SCHEME

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ABSTRACT:

The present study entitled "Pradhan Mantri Fasal Bima Yojana: An assessment of Crop Insurance scheme" has been conducted to measure the impact and progress of the major crop insurance scheme of India among the farmers. Pradhan Mantri Fasal Bima Yojana is the flagship scheme of the government of India to assist farmers to cope up with the crop loss due to various reasons. The scheme was introduced on 1st April 2016. The initial budget allocation for the scheme by the Central government was Rs. 5500 crores. Further, the Central government plans to bring major agricultural area of the country under the coverage of crop insurance. The current study fulfilled the objective of finding the year wise progression of farmers choosing PMFBY during Kharif and Rabi seasons. The total coverage of the scheme all over India for previous five years. The study also found the statistical data related to Demographic distribution of the scheme and its Premium and sum insured by the farmers towards the scheme.

Keywords: Crop Insurance, Farmers, Agriculture, PMFBY.

INTRODUCTION:

The country like India is majorly dependent on agriculture for majority of the population. The various research uncovered that after financial changes were presented, the overall productivity, work efficiency and capital efficiency of Indian industry has expanded analysed to the pre-reform years. But, the pace of development in the agriculture is broadly convincing. The development pattern of the agriculture sector as far as its relative commitment to gross state domestic product is utilized as a marker in looking at the advancement cycle of the country (Prasuna, 2019).

Apart from these structure Government of India in 1985 announced the opening of nationwide crop insurance scheme, the Comprehensive Crop Insurance Scheme, was employed based on the area line. The National Agriculture Insurance Scheme substituted the arrangement in 1999, which was later altered to the Modified National Agriculture Insurance Scheme. Various other scheme was brought into presence by government in between, such as the Pilot Scheme on Crop Insurance (2000), the Farm Insurance Scheme (2003), and the Weather-Based Crop Insurance Scheme (2007). The frequent amendments in insurance schemes were announced to deliver better outcomes related to claims, premium rates, and other factors (Sharonne N. Hayes, 2018). At present day, two crop insurance schemes-the Pradhan Mantri Fasal Bima Yojana and the Restructured Weather-Based Crop Insurance Scheme-are functioning (Ms. Ketki Mulay).

Pradhan Mantri Fasal Bima Yojana (PMFBY) scheme was launched in India by Ministry of Agriculture & Farmers welfare, New Delhi from Kharif 2016 season onwards. National Insurance Company started participating in PMFBY from Rabi 2016 onwards and covered 8 States and 2 Union Territories during the past 5 seasons namely, Rabi 2016-17, Kharif & Rabi 2017 and Kharif & Rabi 2018 covering 70,27,637 farmers. Farmers' share of premium is Rs. 453 crores and with subsidy from State/Central Govts RS.1909 Crores, gross Premium is Rs.2362 Crores for the 5

seasons together. Whilst the claims of Kharif 18 and Rabi 18 are under process, we have closed the first 3 seasons with a gross premium amount of Rs.1804 Crores collected from 35,22,616 farmers and claims to the tune of Rs.1703 crores were paid, by which 17,66,455 no of farmers benefited, which shows almost 50% of the farmers insured were benefitted (Digilocker, n.d.).

OBJECTIVES:

1. To examine the year wise progression of farmers choosing PMFBY during Kharif and Rabi seasons.
2. To measure the number of insurance units, various crops covered under the scheme all over India for previous five years.
3. To analyse the demographic distribution of the scheme and its Premium and sum insured by the farmers towards the scheme.

RESEARCH METHODOLOGY:

To fulfil the objectives the secondary data was collected from the official website of Pradhan Mantri FasalBima yojana scheme. The statistical data collected for the study is related to the whole country, India. Forthe better understanding of the performance of the scheme previous five years statistical data was obtained. The data utilised in the study is from 2018 to 2022.

PRADHAN MANTRI FASAL BIMA YOJANA:

PMFBY is an improvement over NAIS and MNAIS and is designed to reduce the burden of crop insurance on farmers. The scheme came into operation from 1 April 2016 with a Central government budget allocation of Rs 5,500 crore for 2016–17. Further, the Central government plans to bring 40 per cent of agricultural area under PMFBY in 2017–18 and, accordingly, a provision of Rs 9,000 crore has been madein the 2017–18 budget (Kumar, 2017).

Figure 40.1: Pradhan Mantri Fasal Bima Yojana Webpage

The website of Pradhan Mantri Fasal Bima yojana gives a number of benefits to the farmers at a click.The farmers can obtain various types of information through the website:

- **Farmer Corner:** Here farmers can apply for crop insurance scheme directly from the website on their own.
- **Insurance Premium Calculator:** The farmers can calculate how much is the insurance premium they are supposed to pay depending on the sum assured by them on the crop.
- **Report Crop Loss:** If any farmer has experienced crop loss due to any of the specified issues, they can report it and can apply for the claim from PMFBY.
- **Application Status:** The farmers when they apply for the scheme, they can check their application status on every step. From this farmer can able to know their application status till its success.

- **Technical Grievance:** The technical problems which are faced by the farmers while registering and applying for the insurance scheme, they can talk about those technical grievances through the website. This can be done by providing the credentials like name, email id and mobile number, and providing details of technical issues in the comment box. The suggestions will be communicated to the farmers to their mobile number.
- **Helpline:** If the farmers having any questions related to the portal, they can ask those questions through the helpline provided on the website.

Farmers Progression during Kharif Season:

Year	2018	2019	2020	2021	2022
Farmers	2,16,63,395	2,00,50,883	1,68,70,111	1,50,95,011	1,79,00,749
Applications (Loanee Farmers)	2,04,55,759	2,38,09,221	2,70,05,522	3,73,74,074	5,28,89,472
Applications (Non-Loanee Farmers)	1,15,33,304	1,68,45,059	1,42,92,313	1,23,97,185	1,46,15,500
Applications (PMFBY)	3,07,23,688	3,83,07,794	4,09,57,192	4,95,02,282	6,71,71,487
Applications (RWBCIS)	12,65,375	23,46,486	3,40,643	2,68,977	3,33,485
Area Insured PMFBY(Thousand Hect.)	27,788.78	29,298.85	27,181.66	23,921.90	24,891.09
Area Insured RWBCIS(Thousand Hect.)	1,554.89	2,141.90	227.60	178.27	185.23

Table 40.1: Year Wise Progression of Farmers during Kharif Season

During the year of introducing the scheme the total farmers registered was 2,16,63,395. The number of farmers applied for the benefit were increasing every year. In the year 2018 it was 3,07,23,688 and it increased to 6,71,71,487 in the year2022. It is approximately double the number of applications received from 2018 to 2022.

Farmers Progression during Rabi Season:

Year	2018	2019	2020	2021	2022
Farmers	1,46,85,273	96,43,240	1,00,07,688	98,09,987	93,44,064
Applications (Loanee Farmers)	1,33,68,281	1,31,15,721	1,23,87,787	2,41,70,516	2,98,94,263
Applications (Non-LoaneeFarmers)	94,09,334	52,74,496	78,34,511	87,18,626	80,51,724
Applications (PMFBY)	2,20,45,537	1,76,48,879	1,98,29,727	3,25,04,760	3,73,64,764
Applications (RWBCIS)	7,32,078	7,41,338	3,92,571	3,84,382	5,81,223
Area InsuredPMFBY (Thousand Hect)	19,793.86	15,401.78	15,731.43	14,832.29	13,305.98
Area InsuredRWBCIS (Thous and Hect)	8,018.00	8,376.22	6,920.25	6,703.36	8,721.26

Table 40.2: Farmers Progression towards PMFBY during Rabi Season

The total farm land insured by the scheme in the year 2018 was 8,018.00. It has increased to 8,376.22. But in the year 2020 it reduced to 6,920.25. In the year 2022 it again increased with greater extent of 8,721.26. We can see that there is decrease in the number of applications received towards the scheme in Rabi season compare to Kharif season.

Number of States, Districts, Crops and Insurance Units Covered Under the Scheme during Kharif Season:

Year	2018	2019	2020	2021	2022
States/UTs	22	20	19	19	20
Districts	475	463	391	404	409
Insurance Units	1,47,836	1,56,488	1,27,553	1,21,730	1,40,657
Agriculture Crops	38	37	36	26	32
Horticulture Crops	57	48	46	47	52

Table 40.3: Horticulture Crops Covered under PMFBY Scheme

Table 40.3 depicts that Horticulture crops covered under PMFBY scheme were 57 in the year 2018 and it reduced in the year 2019, 2020, 2021. In the year 2022 the crops covered under the scheme were increased to 52. The number of states covered under scheme was reducing every year by one or two. In the year 2022 the number of states covered were 20 in India.

Number of States, Districts, Crops and Insurance Units Covered Under the Scheme during Rabi Season:

Year	2018	2019	2020	2021	2022
States/UTs	21	19	18	19	20
Districts	486	445	389	410	417
Insurance Units	1,35,020	1,26,311	1,12,539	1,14,591	1,20,375
Agriculture Crops	40	40	36	38	44
Horticulture Crops	82	83	89	92	94

Table 40.4: Represents the Number of Districts Covered by Pradhan Mantri Fasal Bima Yojana

The table 40.4 represents the number of districts covered by Pradhan Mantri Fasal Bima Yojana from the year 2018 to 2022. In the year 2018 the number of districts covered were 486. From the data it clearly shows that there is gradual decrease in the districts covered over the years. In the year 2022 the districts covered were 417. And in the table, we can also see that the number of insurance units providing the scheme is also reduced from 1,35,020 to 1,20,375.

The Demographic Distribution of the Scheme during Kharif Season:

Year	2018	2019	2020	2021	2022
Male (%)	84.92	83.5	85.55	86.09	84.74
Female (%)	15	16.44	14.37	13.81	15.17
Others (%)	0.08	0.06	0.08	0.10	0.09
SC (%)	6.71	6.38	6.84	7.08	6.25
ST (%)	6.54	7.91	8.52	9.43	8.68
GEN (%)	45.00	39.42	35.44	29.80	27.50
OBC (%)	41.75	46.29	49.2	53.69	57.57
Marginal Farmers (%)	18.07	16.47	16.54	18.03	15.12
Small Farmers (%)	64.87	67.62	67.64	62.18	65.97
Others (%)	17.06	15.91	15.82	19.79	18.91

Table 40.5: Demographic Distribution of the Scheme During Kharif Season

The PMFBY scheme was opted by male farmers more than female farmers. The total percentage of male farmers registered to the scheme was 84.74 in the year 2022, rather the female farmers registered is 15.17%. The OBC category farmers have obtained the scheme in large number compare to SC, ST and general category farmers. The number of farmers registered to the scheme in various categories has increased over the years from 2018 to 2022.

The Demographic Distribution of the Scheme during Rabi Season:

Year	2018	2019	2020	2021	2022
Male (%)	85.21	84.52	82.81	84.98	85.36
Female (%)	14.72	15.39	17.11	14.93	14.54
Others (%)	0.07	0.09	0.08	0.09	0.10
SC (%)	7.17	6.45	6.85	6.92	6.85
ST (%)	3.05	4.13	3.96	5.87	5.84
GEN (%)	51.95	43.25	41.73	32.46	30.26

Continued…

Year	2018	2019	2020	2021	2022
OBC (%)	37.83	46.17	47.46	54.75	57.05
Marginal Farmers (%)	19.18	18.38	17.39	18.2	17.81
Small Farmers (%)	63.01	60.85	64.54	60.76	59.57
Others (%)	17.81	20.77	18.07	21.04	22.62

Table 40.6: Comparison of Small Farmers Using the PMFBY Scheme with the Marginal Farmers and Other Farmers in Rabi Season

The table 40.6 illustrates that there is more percentage of small farmers using the scheme than the marginalfarmers and other farmers in Rabi season. The number of farmers (marginal, small farmers and others) has decremental growth from the year 2018 to 2022.

The Amount of Premium and Sum Insured by the Farmers towards PMFBY during Kharif Season:

Year	2018	2019	2020	2021	2022
Farmers Premium (In Lac.)	2,61,025	2,69,518	2,43,797	2,13,485	2,75,894
State/UTs Premium (In Lac.)	7,43,853	9,08,167	8,43,214	7,68,813	7,56,927
GoI Premium (In Lac.)	7,17,180	8,18,687	8,05,349	7,35,888	7,36,528
Gross Premium (In Lac.)	17,22,058	19,96,372	18,92,360	17,18,186	17,69,349
Sum Insured (In Lac.)	1,23,94,258	1,34,23,173	1,10,27,074	96,32,462	1,18,67,270

Table 40.7: Amount of Premium and Sum Insured by the Farmers towards PMFBY in kharif Season

Table 40.7 explains the amount of premium and sum insured by the farmers towards PMFBY in kharif season. In the year 2018 the total premium collected by the farmers was 2,61,025. It has gradually increased to 2,75,894 in the year 2022. The states and Union territories has a lumpsum premium of 7,43,853 in 2018 and in the year 2022 it is 7,56,927. There is no much difference in the amount of premiumof states and UTs from the year 2018 to 2022.

The Amount of Premium and Sum Insured by the Farmers towards PMFBY during Rabi Season:

Year	2018	2019	2020	2021	2022
Farmers Premium (In Lac.)	1,61,942	1,33,504	1,42,268	1,38,734	1,42,991
State/UTs Premium (In Lac.)	3,31,687	3,24,941	5,34,471	5,30,135	4,76,760
GoI Premium (In Lac.)	3,21,600	3,18,392	4,31,041	4,41,153	3,73,365
Gross Premium (In Lac.)	8,15,229	7,76,837	11,07,780	11,10,022	9,93,116
Sum Insured (In Lac.)	92,60,432	71,77,098	84,41,544	78,72,080	75,00,230

Table 40.8: Premium Provided By Government of India towards Pradhan Mantri Fasal Bima Yojana

The table 40.8 elucidates that the premium provided by Government of India towards Pradhan Mantri Fasal Bima yojana in the year when the scheme was introduced was 3,21,600. In the year 2020 it was 4,31,041. It has increased in the year 2021 and again it has reduced in the year 2022 by 3,73,365. The gross premium collected by the scheme in the year 2022 was 9,93,116. Total sum insured in the year 2018 was 92,60,432, it reached to 75,00,230 in the year 2022. It shows that there is regular decrease in the gross premium and sum insured in the scheme over the last five years.

FINDINGS:

- The number of farmers' applications for accessing the scheme was increased year by year both inKharif and Rabi season.
- The total number of insurance units is reducing every year from the inception of the scheme from2018 till 2022.
- The demographic distribution of the scheme among male, female and others during Kharif and Rabiseason almost remains same over the years from 2018 to 2022.

The amount of premium and sum insured by the farmers towards Pradhan Mantri Fasal Bima yojana has increased considerably from the year 2018 to 2022 during Kharif season. But in the Rabi season ithas reduced to some extent in terms of sum insured.

CONCLUSION:

Most of the farmers are having less education. This is one of the reasons for not accessing the Pradhan Mantri Fasal Bima Yojana scheme. Even though the government is providing very good benefitsthrough the scheme the farmers are unaware of utilising it. On the other side the farmers havingawareness of the scheme and utilising the scheme are getting benefits during Kharif and Rabi seasonfor the risks like natural fire, storm, cyclone drought and other natural risks (Kanchan Devi, 2020) The farmers can obtain the claim due to loss up to 14 days from harvesting crops. It is recommendedto provide more awareness and knowledge about the PMFBY scheme by the government.

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A STUDY ON SHARED VALUES AND ITS IMPORTANCE IN THE ORGANIZATION

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ABSTRACT:

The literature on values and their role in the workplace is reviewed in this article. Corporate culture and its relationship to organizational productivity, as well as individual behaviour and performance, is the subject of a growing amount of management literature. The study looks at values on two levels: individual values and organizational values, as well as their alignment (shared values). According to workplace value congruence studies; individual and organizational values are positively linked to positive work attitudes such as employee happiness, dedication, and involvement, as well as individual perceptions of workplace ethics. It assists management in communicating goals, decisions, and strategies to employees at the organizational level, as well as building trust in the organization.

Keywords: Values, Shared Values, Personal Values, Organizational Values, Leaders Values.

INTRODUCTION:

Organizational values that are created by the organization's leaders and then embraced by all of its members are known as shared values. All members of the organisation share and uphold the ideals when operating on its behalf. They are sometimes referred to as core values. Management scholars have paid a lot of attention to the impact of an organization's culture on its behaviour and procedures. Because of the pervasive nature of culture, managers must be able to not only comprehend but also manage it. Managerial efforts are frequently hampered by forces determined by the organization's informal character and value system. Furthermore, if an organization's cultural values align with its employees' intended beliefs and values, the organization's performance should improve significantly. The current paper investigates the relationship between personal values, organizational values, and value congruency, as well as their impact on employee behaviour and organizational performance. There must be a core relationship between the employee and the organization in order for work life to be viable and rewarding; that is, personal values must align with business ideals. The benefits of achieving this alignment are enormous for both the person and the company. Work activities that are relevant and conducted in a setting that the employee can relate to should be evident benefits to the employee. This adds to a more fulfilling and enjoyable professional and personal life.

OBJECTIVES:

The objective of this paper is to understand the shared values in the workplace and its relationship with organization culture by examining the available literature. Further the article focus on the connection between individual values & organizational value, and to understand the importance of CEO or leaders values in organization performance.

METHODOLOGY:

This article intention is to examine the various available literatures regarding shared values in the workplace, their relationship with individual values, organizational values & leaders' values, and linking the shared values to organizational outcome.

REVIEW OF LITERATURE:

(Rokeach, 1973) "Values are drivers of practically all types of social conduct, encompassing social behaviour, ideologies, attitudes, and evaluations of oneself and others, as well as comparisons between oneself and others, public displays of oneself, and efforts to sway others.

(Schwartz and Davis, 1981) have found that, the higher the level of shared organizational ideals, the more likely it is that typical conduct will result in successful or poor organizational performance.

(Peters and Waterman, 1982) discovered that almost all of the higher performing businesses in their research of exceptional companies had a clear set of guiding principles or shared values.

(Meglino, Ravlin, and Adkins, 1989; O'Reilly, Chatman and Caldwell, 1991) The degree to which an individual's beliefs align with those that are prevalent in his or her organisation determines personal outcomes including job happiness, organizational commitment, resignation inclination, and actual turnover.

(Denison, 1990) Shared values are views, ideals, and expectations that members of an organisation have in common. A strong culture is built on ideals and systems.

(MacDonald, 1991) In order to ensure that a concept has the same meaning for a person as it does for the organisation as whole, organizational value congruence must be able to operationalize values at both the individual and organizational levels of analysis.

(Posner & others 1992-97) examined "shared values'" and their effects on individuals and organisations. These studies provided evidence in support of the idea that aligning one's own beliefs with those of the organisation produced favourable work behaviours and results. Personal, professional, organizational, and societal values are all examples of values. Despite their interconnectedness, their influence varies. Values serve as the foundation for an organization's mission and objectives. Specific principles in a cross-sectional sample of managers, it was discovered that organizational values clarity and congruence were significantly correlated with commitment, satisfaction, motivation, anxiety, and work stress (Posner 2010).

(Gillespie and Mann 2004) A large proportion of team members' trust in their team leader (up to 67%) is dependent on shared values between leaders and members, as well as a leadership style that includes consulting team members when making critical decisions and presenting a shared, value-driven vision.

(Schein, 2004) Values are an important component of organizational culture and leadership, having an impact on both individual and organizational performance.

(Watson et al. 2004) Since values are at the core of who people are, the values congruency model is the one that is most frequently used to study the idea of person-organizational fit. They have an impact on their choices, their relationships with others, how they respond to appeals, and how they allocate their time and energy. Some of the most crucial decisions made by managers are influenced by personal values.

(Tsui et al. 2006) Understanding the context, taking use of it, and implementing mechanisms and processes to institutionalize the values developed within or imported from outside can help leaders shape culture.

(Kanchana 2013) Clarifying corporate and personnel values can lead to a win-win situation for all parties involved. "Value congruence" between individual and organizational ideals is a key part of this. Employees' personal values are heavily evaluated in order to have an impact on their workplace behaviour, ensuring that employees are managed and engaged successfully for the organization's organizational effectiveness.

VALUES IN THE WORKPLACE:

Rokeach has defined values as enduring beliefs that a particular behavior is preferable to an opposite behavior or end-state of existence, either personally or socially. Many researches have looked into the role of values in influencing employee behaviour. Employees' attitudes about work are determined by how much they value their jobs; therefore it's critical to understand their values. From a study standpoint, it is clear that values have a bigger impact on work attitudes, individual and organizational behaviour. The importance of work values, individual values, and work-related outcomes has been the topic of several studies (e.g. job satisfaction and commitment). The principles that guide the behaviour of an organization's

Work forces are known as organizational values. The objective and goals of an organisation, as well as its structure, available resources, policies and procedures, and activities, all help to build values.

Organization Culture and Values:

Organizational culture is a system of common beliefs, attitudes, and assumptions among members of an organisation. The most significant part is believed to be culture, which reveals itself in the shared underlying beliefs and assumptions, values, attitudes, and behaviours of the organization's members. (1) Structuring organizational procedures, (2) combining organizational capabilities into a cohesive whole, (3) giving solutions to the organization's challenges, and, as a result, (4) impeding or helping the fulfillment of the organization's goals.

Because the founders and/or company leaders are accountable for the organization's vision and purpose, and presumably exhibit and reinforce the fundamental values and beliefs via their own actions, the values and beliefs that drive organizational culture are likely to mirror their priorities. Corporate values are associated with the company's mission and are linked to personal convictions. Corporate values are congruent with the company's mission and reflect the employees' personal values.

Shared Organizational Values:

Effectively communicating values and priorities to employees so that fit may be determined is one of an organization's responsibilities. The disconnection between a person's values and the workplace has a detrimental impact on employee performance, which lowers motivation, hinders performance, and increases levels of dissatisfaction, turnover, and stress. Because of their similarities, favourable work attitudes and organizational outcomes result, and management's crucial goal of attracting and retaining personnel is achieved. The relationship between an individual's aims and those of their organisation, as well as between their preferences or demands and the administrative procedures or structures, and between their personality and the climate in their workplace, is known as their "person-organization fit" (P-O fit) (Kristof, 1996). The compatibility usually refereed as Value Congruence or Shared Values.

Linking CEO and Organizational Values with Outcomes:

Leaders play a crucial role in developing and controlling the culture of their organisations. Despite the fact that founders play the most important role in building an organization's culture, cultures have been known to shift under succeeding CEOs. Once the culture has been established, important

leaders, particularly CEOs, are responsible for overseeing the evolution of the organization's underlying assumptions as well as adapting the culture to meet changing environmental needs. Because an organization's culture may usually accommodate environmental demands in more than one way, the exact direction and manner in which the culture is adjusted is likely to reflect the leader's personal value system. Because they fulfill similar roles, operate in similar ways, and have reciprocal effects on one other, organizational culture and leadership are regarded to be highly connected aspects of organizational life. Furthermore, upper-level executives are seen to have the greatest influence on the formation and evolution of organizational culture.

As a result, there should be a link between CEO personality traits and the cultures that evolve in their individual companies. Another way to describe the relationship between leader and organizational qualities is to look at it from a different perspective. Numerous studies reveal that, when it comes to organizational CEOs, their personal traits play a role in determining how their organisations will look in the end. Personal values have been suggested to be one of the most influential leader attributes among these traits. CEOs imprint their organisations with their own values through strategic decisions, according to top managers who want to pass on their beliefs to staff as a way of molding behaviour and leading the firm. As a result, CEO values are mentioned as having an impact on key organizational processes and outcomes.

Findings - Implication of Shared Values:

According to popular management literature and research studies from a variety of domains, social structures such as shared belief and value systems have an important influence in shaping employee behaviour. According to numerous studies, high-performing firms exert control over employee behaviour through communicating and rewarding behaviour that is aligned with shared values. The benefits of attaining alignment for the organisation can be genuinely amazing: a cadre of people that are truly "in sync" with the business and are intrinsically motivated to execute their duties and achieve the firm's goals. Nothing "moves" employees more than executing work tasks that are tied to who they are as individuals, regardless of the genuine motivational worth of remuneration systems and other external benefits. The more organisations foster and support this connection, and then guide this behaviour toward organizational goals, the more successful they will be.

CONCLUSION:

Successful firms have clear, identifiable values; strong, focused values help them to differentiate from the competition. Values are important in successful firms, and people take them seriously. They are a set of overarching ideas that serve as effective guides for daily conduct, reinforced in a variety of symbolic and substantive ways. Every move and decision made by employees and management in regards to business policies, human resource initiatives, and operational processes is guided by corporate values in successful firms.

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A STUDY ON THE IMPACT OF ONLINE SHOPPING ON BUYING BEHAVIOUR OF WOMEN

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ABSTRACT:

Digital marketing has made a huge impact in today's world. In the private sphere, it is used to interact with friends and relatives and for socializing. In the professional sphere, it is used extensively for new businesses to penetrate markets. Social media are the latest technological innovations. They offer a wide range of benefits. Advertisers increasingly use digital and social media for promotional campaigns rather than just marketing. Retailers are becoming savvier to keep up with consumers' digital advances, implementing strategies and programs through smartphones, tablets, and other digital channels. Digital marketing can take the form of push messages, in-store digital signage, location-based promotions, email messages, and more. This paper attempts to understand various aspects of digital marketing while connecting to the female audience. The research shows the future scenario of online shopping from the current perspective.

Keywords: *Digital Marketing, Promotional Campaigns, CustomerPurchase Decision.*

INTRODUCTION:

In recent years, the use of online shopping has increased due to the growth of new technologies. Online shopping is a small part when compared to shopping in the market, but it generates huge growing responses.

In today's world, most businesses depend on one or the other kind of online usage. Most people prefer online shopping because of the convenience and door-to-door service, price, and availability of many resources. A number of factors were identified that could increase online shopping between the age group of 20- 45. The availability of more online payment options made the sales grow more. From some of the studies, it is found that apart from electronic gadgets, home appliances, cosmetics and other products show more growth from past studies. Internet shopping had shown a rapid growth rate because of the various discounts, rising fuels,

LITERATURE REVIEW:

Vinay kumar, Rohit Singh (2014) A researcher has found that if the goal is to increase online spending among consumers, especially females, then consumer perception ultimately matters a lot and also researchers have mentioned reasons for online shopping were price and convenience. The ability to shop online without leaving home and having the products at the door is of great interest to many shoppers. They also mentioned reasons for targeting women who shop online.

Manpreet Kaur, Manmeetsingh (2022) The author in his article says that with the new technology growing awareness, so online shoppers are also increasing tremendously. Especially women's target groups are because they have more products online availability and word of mouth is also more women and mention different factors and how they affect and also suggest that

economic products provide valid return policies. This can lead to more purchases and be helpful to the company. The study also aims to provide insight into the general opinion of women about online shopping to know the extent to which the company needs to promote its business so that it can strategize to meet the needs of customers. This research study, titled "Impact of Online Shopping on Women's Buying Behaviour".

OBJECTIVES:

1. Tostudythefactors influencing Digital Marketing.
2. To know the Impact of online shopping on Buying Behaviour of women.

STATEMENT OF THE PROBLEM:

In everyday life innovation is developing hugely. The greater part of population lean towards web based shopping on account of accommodation and simple accessibility. Ladies are more utilizing the web. The survey was conducted and data was collected to know the effect of web based shopping on. In present days ladies have been refreshed more contrasting with men.

RESEARCH METHODOLOGY:

This paper is descriptive in nature. In this paper we tried to analyse how online shopping influences women buying behaviour and its impact. We collected primary data by using Google form and also used graphical representation for analysis and interpretation.

Research Design: Descriptive research design is used to know the relationship between online shopping and women's buying behaviour

Sampling: Convenient sampling method

Sampling Techniques: The probability sampling technique is used.

Sample Unit: Female students and Working Women

Sample Size: 200 Respondents from Female students and Working Women

Source of Data: Primary data is gathered with the assistance of structured questionnaires by using Google form.

LIMITATIONS OF THE STUDY:

- The study was done for a short period which might not hold true for long run.
- It was assumed that the response given by respondents is true and unbiased.
- Some respondents refused to participate in the survey and that affected the study.
- Of the busy schedule of the respondents it is difficult to extract more information from them.
- Time isoneofthe constraintstomeetingrespondents.

DATA ANALYSIS AND INTERPRETATION:

1. Number of Respondents based on Areawise:

Area	No. of Respondents	Percentage
Rural	142	71
Urban	58	29
Total	**200**	**100**

Table 42.1: Number of Respondents based on Areawise

Analysis: Among 200 respondents areawise data 142 respondents are from rural area, 58 respondents are from urban area.
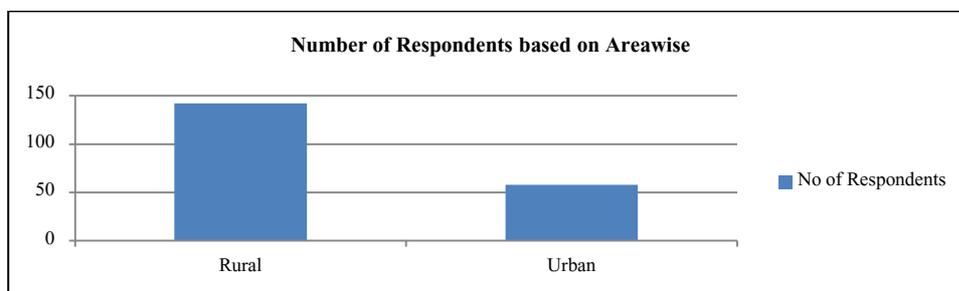
Figure 42.1: Number of Respondents based on Areawise

Interpretation: Among 100% of women, 71% are from rural areas and 29% are from urban areas. In rural areas, women are more dependent on males are more in a rural area.

2. Employment Status of Respondents:

Employment Status	No. of Respondents	Percentage
Student	152	76
Private Employee	30	15
Self Employee	14	7
Government Employee	4	2
Total	**200**	**100**

Table 42.2: Employment Status of Respondents

Analysis: Among 200 respondents 152 are students 30 are private employees, 14 are from Self employee, and only 4 are from Governmentemployees.
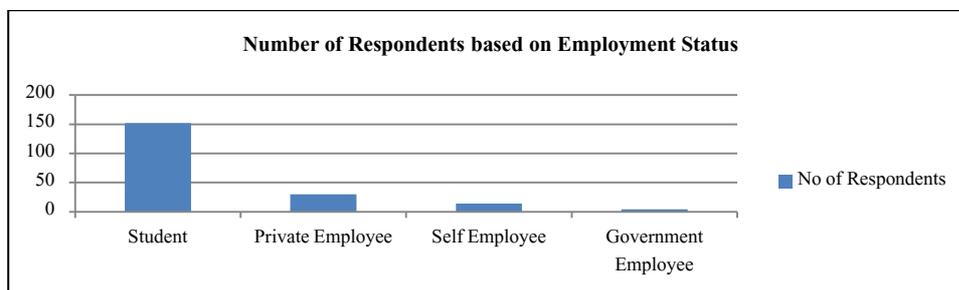
Figure 42.2: Employment Status of Respondents

Interpretation: Among 100% of respondants, 76% are students 15% are private employees, 7% are self employed & only 4 are government employees. It shows that majority of online purchasers is student because they got influenced from various sources.

3. Number of Respondents Prefer Online Shopping:

Particulars	No. of Respondents	Percentage
Yes	164	82
No	36	18
Total	**200**	**100**

Table 42.3: Number of Respondents Prefer Online Shopping

Analysis: Among 200 respondents 164 respondents said online is best and they used it. Only 36 respondents said no, because they had doubt on quality.
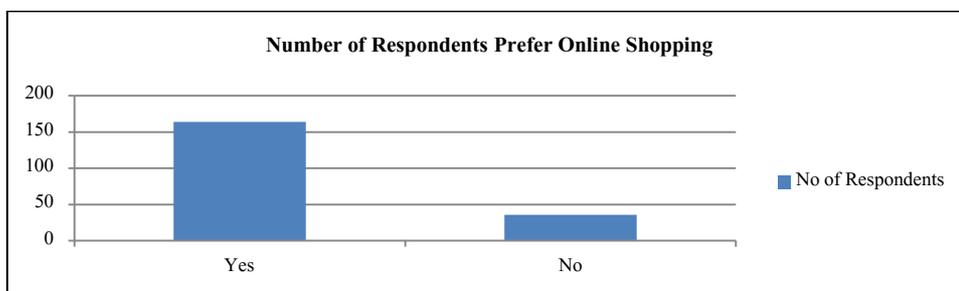
Figure 42.3: Number of Respondents Prefer Online Shopping

Interpretation: Among 100% of respondants, 82% said online is best and they used it. Only 18% respondents said no, because they had doubt on quality.

4. Number of Respondents based on Online Purchased Products:

Particulars	No. of Respondents	Percentage
Cosmetics	10	5
Groceries	8	4
Clothing	140	70
All	42	21
Total	**200**	**100**

Table 42.4: Number of Respondents based on Online Purchased Products

Analysis: Among 200 respondents, 10 preferred purchasing cosmetics, 8 preferred groceries, 140 preferred clothing and 42 preferred all categories of products.
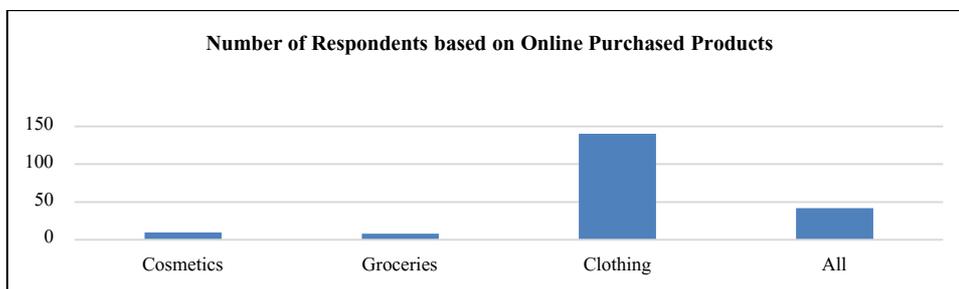
Figure 42.4: Number of Respondents based on Online Purchased Products

Interpretation: Among 100% of respondants, 5% preferred purchasing cosmetics, 4% preferred groceries, 70% preferred clothing and 21% preferred all categories of products. Response is more for clothing because, most of the women prefer to purchase cloths online because it saves time, energy.

5. Number of Respondents based on Previous Experience with Online Shopping:

Particulars	No. of Respondents	Percentage
Highly satisfied	20	10
Satisfied	120	60
Not Satisfied	56	28
Neutral	4	2
Total	**200**	**100**

Table 42.5: Number of Respondents based on Previous Experience with Online Shopping

Analysis: Among 200 respondents 20 are highly satisfied, 120 are satisfied, 56 are not satisfied and 4 are neutral.
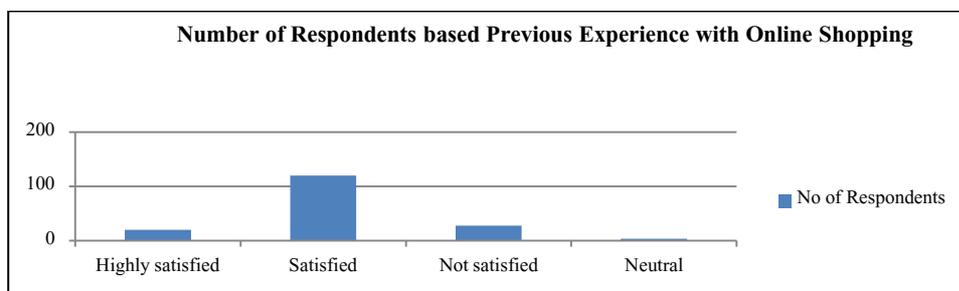
Figure 42.5: Number of Respondents based on Previous Experience with Online Shopping

Interpretation: Among 100% of respondents, 105 are highly satisfied, 60% are satisfied, 28% are not satisfied and 2% are neutral. So, we can consider most of the women are satisfied.

6. Number of Respondents based on Factors of Information Collected Most:

Particulars	No. of Respondents	Percentage
Price	40	20
Quality Attribution	40	20
Customer Feedback	120	60
Total	**200**	**100**

Table 42.6: Number of Respondents based on Factors of Information Collected Most

Analysis: Among 200 respondents, 40 considered price factors, other 40 preferred quality attribution and 120 consider the factors like customer feedback.
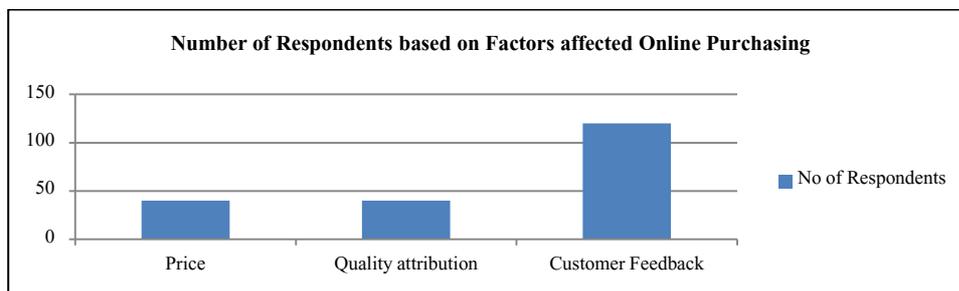
Figure 42.6: Number of Respondents based on Factors of Information Collected Most

Interpretation: Among 100% respondant, 20% considered the factors like price, 20% considered quality attribution and 60% depended on customer feedback. It shows that most of the online buyers collect information through customer feedback.

7. Number of Respondents based on Medium of Information Collected:

Particulars	No. of Respondents	Percentage
Social Media	94	47
Friends group	74	37
Other	32	16
Total	**200**	**100**

Table 42.7: Number of Respondents based on Medium of Information Collected

Analysis: Among 200 respondents, 94 collected information through social media, 74 collected information through friends groups and 32 collected information through other groups.
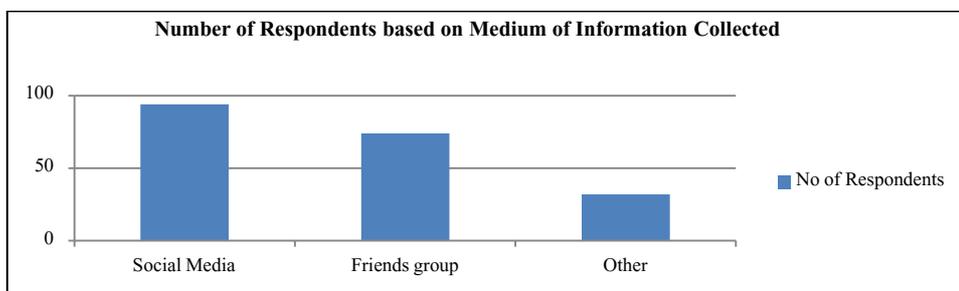
Figure 42.7: Number of Respondents based on Medium of Information Collected

Interpretation: Among 100% respondents, 46% collected information through social media, 37% collected through friends groups and 16% through other groups. Again it is proved that most of people prefer online purchase depending on the information collected through social media.

8. Number of Respondents based on Daily Spending Time on Internet:

Particulars	No. of Respondents	Percentage
Less than 1 hour	44	22
1 to 2 hour	82	41
2 to 4 hour	34	17
4 to 6 hour	40	20
Total	**200**	**100**

Table 42.8: Number of Respondents based on Daily Spending Time on Internet

Analysis: Among 200 respondents, 44 spend less than 1 hour on internet, 82 spend 1 to 2 hours, 34 spend 2 to 4 hours and 40 spend 4 to 6 hours on internet per day.
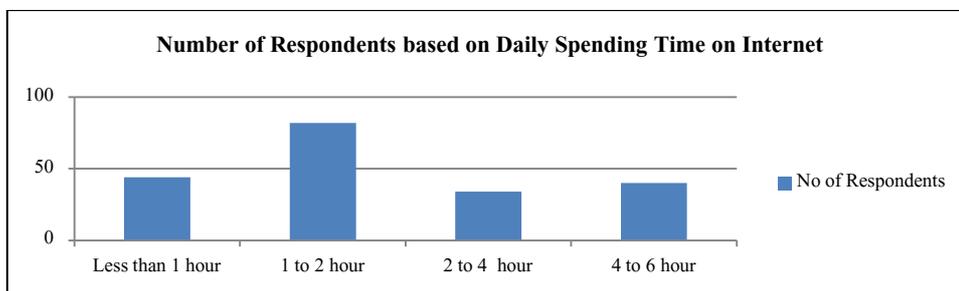
Figure 42.8: Number of Respondents based on Daily Spending Time on Internet

Interpretation: Among 100% of respondents, 22% spends less than 1 hour on internet, 41% spends 1 to 2 hours and 17% spends 2 to 4 hours and 20% spends 4 to 6 hours on internet per day. It indicates that most of the women spend 1 to 2 hours on internet per day. It gives them idea about online purchase from different companies and different products.

9. Number of Respondents based on Time Saved by Online Purchase and Offline Purchase:

Particulars	No. of Respondents	Percentage
Strongly Agree	20	10
Agree	112	56
Neutral	48	24
Disagree	20	10
Total	**200**	**100**

Table 42.9: Number of Respondents based on Time Saved by Online Purchase and Offline Purchase

Analysis: Among 200 respondents, 20 are strongly agreed that purchase online saves time, 112 are agreed, 48 are in neutral stage, and 20 are disagreed.
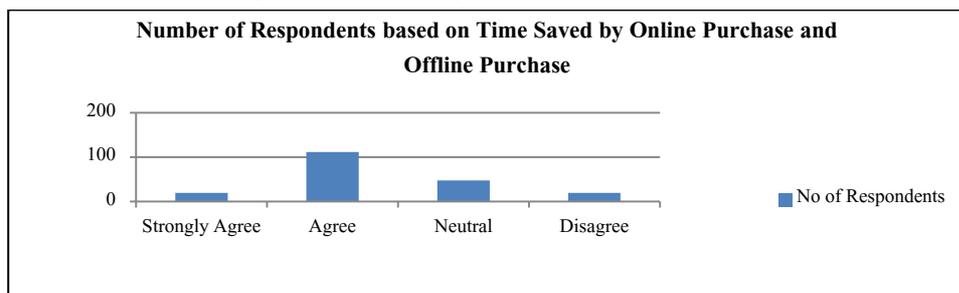
Figure 42.9: Number of Respondents based on Time Saved by Online Purchase and Offline Purchase

Interpretation: Among 100% of respondants, 10% are strongly agreed that purchasing online saves time, 56% are agreed, 24% are in neutral stage, and 10% are disagreed. It shows that more than 50% of respondants are agreed that time is saved while purchasing online.

10. Number of Respondents based on Preference Changed due to Online Shopping:

Particulars	No. of Respondents	Percet5age
Yes	60	30
No	36	18
May be	104	52
Total	**200**	**100**

Table 42.10: Number of Respondents based on Preference Changed due to Online Shopping

Analysis: Among 200 respondents, 60 said that the preference could be changed positively after purchasing online, 36 said no and 104 said it may be changed according to some situation.
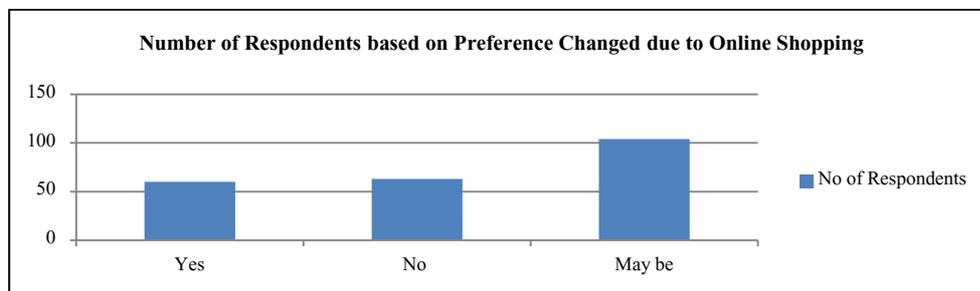
Figure 42.10: Number of Respondents based on Preference Changed due to Online Shopping

Interpretation: Among 100% of respondents, 30% said that their preference could be changed positively after purchasing online. 18% said no and 52% said it may be changed according to some situation. Sometimes due to some technical error it may not reach a particular product for a particular person.

FINDINGS:

1. It is found that out of 200 respondents, 142 respondents belong to the rural area and remaining 58 respondents from urban area. it shows that rural women also engaging in online shopping in large scale.
2. It is also found that all the different age group customers preferring online shopping.
3. It is found that out of 200 respondents' more than 75% a respondent accepting that online

shopping is easy and time saving.

4. It is also found that 255 of the customers stating that online shopping is not secure and easy to do shopping. Because of lack of computer/online literacy.

5. Finally it is found that majority of the women preferring online shopping and it is having great impact on traditional shops and also traditional traders.

SUGGESTION:

1. By looking at the above data we may suggest to private firms go for more awareness programs so that usage of online shopping will become 100%.

2. Business firms must concentrate more on giving better services to the customers, so that customers feel satisfied and they become loyal customers.

3. Firms need to focus more on internet /online literacy awareness programs to create larger market.

4. Finally firms may use digital marketing and digital promotion to attract more women customers towards online shopping.

CONCLUSION:

Now a day's women leading independent life with freedom of purchase and they are also becoming literate that is helping a lot to our economy growth. Because of which they are earning and that is giving a push for their shopping. Women now a day's playing important role in online shopping. Finally we conclude there is a positive impact of online shopping on women buying behavior and it is reflecting in the women participation in online business and the feedback given by them regarding online business. In future women buying behavior may become a very important factor which influences online business.

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A STUDY ON MICRO-CREDIT INSTITUTIONS AND SCHEMES FOR MSMES ININDIA

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ABSTRACT:

Micro-credit is a loan for the deprived class of people who are unemployed or have an aspiration to start a small business which indeed helps the sector of people to become self- employed and self-relied. This is a conceptual and descriptive paper that analyses different institutions providing micro-credit schemes to small businesses (MSME). This study explores various schemes that are available in government institutions for MSMEs. They advocate the alternatives that are available for small businesses to eradicate the problems and smooth functioning of businesses and challenges faced by MSME businesses. The study also focuses on various innovations available for providing loans and other assistance. The government provided a different scheme for various categories of people and the institutions like Small Industries Development Bank of India (SIBDI) and the National Bank for Agricultural and Rural Development (NABARD) has separate department for providing loans under micro- credit schemes.

Keywords: Micro-credit, Micro-credit Schemes, MSME.

INTRODUCTION:

Micro-credit:

Microcredit is a loan given with low-interest rates to people below survival level who can start a business. It is the opportunity for a person to get self-employed. The main purpose of micro-credit is to help small entrepreneurs to start their businesses. Microcredit is providing loans to borrowers, who lack collateral, steady employment or good credit repayment history. Microcredit is diverse from the conventional banking system which protects both the borrowers and lenders. The loan amount is paid, and the borrowers would become eligible for taking higher amounts. Microcredit is based on the capacity of the underprivileged person interested in entrepreneurship or having a business idea to execute. These people are encouraged with small-scale loans and introducing these entrepreneurs to the world of the small- entrepreneurship sector.

Micro-credit Schemes:

The informal sector and small-scale sectors which are unrecognised do not receive funds from various sources and have to depend on traditional lenders with high interest. The lending institutions for these sectors exist for a longer period in different parts of the world, specifically in rural areas of Ghana, Kenya, Malawi and Nigeria. These institutions tend to provide basic services for the rural population to save their earnings within the regional area. In addition, these institutions act as a backup against economic crises. These are schemes which provide loans to small industries, especially in rural areas.

Certain schemes are exclusively for rural small-scale businesses and agriculture-related activities. Several groups formed which provide joint collateral and instruments i.e., loans for the businesses.

Micro-credit schemes are providing help to people who are below the poverty line by offering credits to start small business ventures in multiple sectors for earning a livelihood. Some other f industries which are sponsored by micro-credit schemes include:

- Cottage industries
- Agricultural and farming activities
- Artisan industries and
- Small-scale industries

Some of the institutions which provide loans under micro-credit schemes for MSMEs are:

- Small Industries Development Bank of India (SIDBI)
- National Bank for Agricultural and Rural Development (NABARD)
- National Handicapped Finance and Development Corporation (NHFDC)
- Micro Units Development and Refinance Agency Ltd. (MUDRA)

Micro, Small and Medium Enterprises:

Micro enterprises are those enterprises whose investment should not exceed ₹1 crore and turnover should not exceed ₹5 crore and wherein small enterprises are those enterprises whose investment should not exceed ₹10 crore and turnover should not exceed ₹50 crore and medium enterprises should not exceed ₹50 crore and turnover should not exceed ₹250 crores. The micro-credit for micro, small and medium enterprises, the credits (loans) given to the enterprises are free from collateral which helps the underprivileged sector to start their businesses and to bring the standard of living of each individual.

Benefits of Micro-credit:

- Micro-credit schemes offer loans which are free from collaterals.
- Micro-credit scheme promotes self-employment and a better standard of living.
- The interest rates in micro-credit schemes are low and economical.
- Some micro-credit schemes are collateral with micro-insurance and micro-leasing.
- Micro credit schemes even have repeated loans to individuals and groups depending on the necessity.

Micro-credit under India Scenario:

The micro-credit scheme has a long history in India. It started to gain recognition and modification during the 1990s. During this period maximum reforms and policies were made to bring the economically weaker sector and to promote self-employment. One of the main organisations that worked towards developing the MCS is the Small Industries Development Bank of India (SIDBI). The Micro Credit Scheme was officially launched in the year 1994. The SIDBI has a great credit delivery system that works towards offering credit schemes to the weaker sections of society at a micro level. Some of the institutions in India are providing micro-credit NABARD, NHFDC, MUDRA and SIDBI.

The National Bank for Agriculture and Rural Development (NABARD) finances more than 500 banks that on-lend funds to self-help groups (SHGs). Members save small amounts of money. Members borrow from the group fund for a variety of purposes ranging from household emergencies to school fees. As SHGs prove capable of managing their funds borrowed from a local bank to invest in small business or farm activities.

Micro-credit under Global Scenario:

Microcredit provides a wider range of financial services like savings accounts for the underprivileged sector. Modern microcredit originated from Grameen Bank founded in Bangladesh in 1983.

The United Nations declared 2005 the International Year of Microcredit. As of 2012, microcredit is widely used in developing countries and is presented as having "enormous potential as a tool for poverty alleviation." Microcredit is a tool that can be helpful to possibly reduce the feminization of poverty in developing countries.

The developing countries are still developing and need a booster to bring the economy, it is possible in the schemes that encourage self-employment.

LITERATURE REVIEW:

Rosli, Rosman Mahmood (2013) in the research paper titled "Microcredit position micro and small enterprise performance: the Malaysian case" found that microcredit positively related to the performance of Medium Scale Enterprises, the micro-credit programs help in enhancing the firm performance with special reference to entrepreneur-specific factors such as entrepreneurial values and management practices.

Sifunjo E Kisaka, and Naomi M Mwewa (2014) in the research paper titled "Effects of micro-credit, micro-savings and training on the growth of small and medium enterprises in Machakos Country in Kenya" found that micro-credit and micro-savings and training will help in the growth of SME and overall development.

Jaskirat Singh, Gurdip Singh Batra, Dhiraj Sharma etc. (2021) in the research paper titled "Micro-credit usage pattern and its impact on economic activities of the urban deprived: A study of Punjab State, India" found that the micro-credit government schemes will upliftment the weaker sector of the urban area in Punjab province and at present, the policymakers and Government are emphasizing more on the urban area for development purpose.

Srimoyee Datta, and Tarak Nath Sahu (2017) in the research paper titled "Impact of microcredit on employment generation of rural women in India" found that the MFIs offer support financing to uplift the standard of living of individuals by providing loans for start-ups, using the manpower within the household and further comparing between pre and post loan phase of the individual and emphasis the policymakers to design policies in the context to the further growth of individuals.

Nuzat Tabassum, Jugindar Singh, and Kartar Singh (2018) in the research paper titled "Microcredit could influence Empowerment of Women. A Quantitative Study in Chittagong, Bangladesh" found that decision-making and family income has a related impact towards women empowerment. To increase self-esteem amongst women providing micro-credit and suitable policies will help in substantial development and has a successful outcome in terms of micro-credit in Bangladesh region.

Dr Hema Prakash Gwalani (2016) in the research paper titled "Study on Micro Financing: Need for Innovation" aimed at analyzing the services offered for various sectors of society with various models and schemes, also found that a comparison of various models and approaches of the clients towards each scheme, their level of literacy, housing in rural for development, land holdings of each individual and various sources of income. It was concluded that various schemes which are provided have to reach the people who are eligible and the financial requirement of MFI clients and their repayments and the practices of various lending banks including RBI.

Shoket Hussain (2021) in the research paper titled "Microfinance and small Business development in India: A Conceptual Framework" found that loans at a reduced rate of interest would help the

overall growth of the business, providing training with the staff in the banks, providing awareness about the scheme and providing the upgraded overall banking sectors for rural areas and educating people about the provisions in the businesses.

Idowu Friday Christopher, in the research paper titled "Impact of microfinance on small and medium-sized enterprises in Nigeria", found the relation between the MFI and small-medium scale enterprises with are positive relationship loans provided MFI's will help in the sustainable growth in the business of small-medium scale enterprises.

Ms Neha Saini, Dr Bhupendra Kumar, Dr O P Pathak's research paper titled "A Conceptual Study of micro-finance in India" found that growth over the next 5 years in the various sectors is possible by promoting investment opportunities in India and by extending the finance services to both rural and urban sector.

Research Gap:

Although many kinds of research were conducted on micro-credit and its impact, there are not many kinds of research that have been undertaken on micro-credit and its impact on MSMEs and comparing various schemes available for MSMEs and limitations faced by MSMEs in promoting the business and other alternatives available.

RESEARCH METHODOLOGY:

Research methodology is the systematic way to solve a research problem by gathering data using various techniques, providing an interpretation of the data gathered and drawing conclusions about the research data.

Research Design:

This is a conceptual descriptive research paper and data is secondary data. Data have been collected through books, various websites, Magazines, newspapers and publications of recent research papers available on different websites, Research Articles, Research journals, E- journals, RBI Reports, Reports of NABARD etc.

OBJECTIVES OF THE STUDY:

- To study various institutions that offered micro-credit schemes for MSMEs.
- The study of various institutions providing micro-credit schemes for MSMEs.
- To ascertain the challenges faced by MSMEs in promoting business and alternatives available.

Variables:

Dependent variable: MSME

Independent variable: Micro-credit and schemes of various institutions such as:

- Small Industries Development Bank of India (SIDBI)
- National Bank for Agricultural and Rural Development (NABARD)
- National Handicapped Finance and Development Corporation (NHFDC)
- Micro Units Development and Refinance Agency Ltd. (MUDRA)

LIMITATIONS OF THE STUDY:

- The study only focuses on micro-credit.
- The study is based only on secondary data.

- The research is based only on government MFIs.
- The research is based only on the scheme provided by government institutions.

ANALYSIS AND INTERPRETATION:

Various institutions under which Micro-credit are provided to MSME are:

1. Small Industries Development Bank of India (SIDBI):

Small industries development banks are designed to provide loans for small and micro industries for procurement of raw materials and providing credits for working capital management and other financial activities of the organization. It was established in 1990. SIDBI has a separate wing for micro-credit called SIDBI Foundation for Micro-Credit (SFMC) a separate entity for providing loans. SIBDI has a shareholding of 12.94% in RGVN Microfinance Limited.

SFMC is a foundation created under SIDBI to serve as an apex wholesale unit for microfinance providing a complete range of financial and non-financial services to MFIs in turn to facilitate the financial needs of small businesses. SFMC is inspired by the success stories of the Commercial Bank of Zimbabwe and the Cooperative Bank of Kenya.

SFMC was established in 1999. It plays an important role in providing 'user-friendly' financial services to the underprivileged sector of society. SFMC is currently lending and building support to 44 MFIs which comprise 1.3 million members.

2. National Bank for Agricultural and Rural Development (NABARD):

National Bank for Agricultural and Rural Development is an apex regulatory body for regional rural banks and cooperative banks. It is consigned to make rules, regulations, and policies for agricultural and economic activities in rural areas. It is active in planning, developing and implementing financial inclusion.

NABARD has a separate department for micro-credit called the Microcredit innovations department to provide loans to underprivileged sectors.

Micro-credit schemes under NABARD:

- Self Help Group- Bank Linkage Programme (SHG-BLP)
- Women Self-Help Group
- Joint Liability Groups (JLGS)
- E-shakti
- PAN India LEDP to NAB Foundation.

3. National Handicapped Finance and Development Corporation (NHFDC):

National Handicapped Finance and Development Corporation (NHFDC) has been set up to promote economic and development activities undertaken by Persons with Disabilities. The Corporation assists them by providing loans for self-employment and other economic ventures. The majority of the disabled population is constantly in need of small loans for sustaining their existing employment, for the generation of further employment and also for meeting varied personal and social needs. NHFDC has a scheme pertaining only to micro-credit for small businesses.

4. Micro Units Development and Refinance Agency Ltd. (MUDRA):

MUDRA is an agency under Pradhan Mantri MUDRA Yojana (PMMY) launched in 2015providing loans to non-corporate, non-farm small/ micro enterprises. The loans under MUDRA are provided

to Commercial Banks, Regional Rural Banks, Micro Financial Institutions and Non-Banking Financial Corporations.

There are many schemes provided under MUDRA such as Pradhan Mantri MUDRA Yojana, Micro-credit scheme, and working capital loans through MUDRA cards.

Institutions	Small Industries Development Bank of India (SIDBI)	National Bank for Agricultural and Rural Development (NABARD)	National Handicapped Finance and Development Corporation (NHFDC)	Micro Units Development and Refinance Agency Ltd. (MUDRA)
Ministry	Ministry of Finance	Ministry of Finance	Ministry of Social Justice and Empowerment	Ministry of Home Affairs
Department	SIBDI Foundation for Microcredit	Microcredit innovations Department	-	-
Loan Amount	₹ 50000 to 500000 (individual), 10 lakhs	₹ 25000 to 300000 (individual), 6 to 10 lakhs	₹ 50000 (individuals), 10 lakhs (NGO)	₹ 100000 (individual), 10 lakhs
Branches	33 branches	32 branches	32 branches	203 partner institutions
Head Quarters	Lucknow	Mumbai	New Delhi	New Delhi

Table 43.1: Comparative Analysis among the Different Institutions Rendering Micro-credit Schemes for MSME
Source: online source (official institutions website)

CHALLENGES FACED BY MSME FOR PROMOTING BUSINESS:

A crucial component of every firm that aids in its long-term sustainability is term finance. In the modern world, finance has taken on a significant role essential to every organisation's operation. Large businesses with substantial collateral and cash reserves won't have to worry about finding money to grow their firm over the long term. On the other hand, the MSME struggled to raise money and last longer in the competitive business environment.

MSMEs encounter the following challenges:

- **Limited Access to the Newest Technology:** Access to new technology is one of the primary problems faced by MSMEs. MSMEs do not have adequate access to the most recent information, which prevents them from being well-versed in the technical knowledge, skills, and education necessary to operate a competent MSME. Modernizing technology can offer flexibility and more assistance in overcoming worldwide competition.
- **Access to Raw Materials:** These tiny enterprises have a difficult time obtaining raw materials, whereas larger organisations with access to larger sums of money may do so much more easily. It has long been one of the main issues facing small enterprises. As a result, the majority of small enterprises purchase low-quality local raw materials.
- **Lack of Infrastructure Resources:** Lack of infrastructure facilities lowers output levels and, consequently, lowers small business earnings. Having enough staff, electricity, and other essential resources available to carry out commercial operations.
- **Lack of Qualified Labour:** Despite India's enormous human resource pool, qualified labour is in short supply in many fields. Small firms are currently in need of hiring qualified workers to increase output and revenues.
- **Limited Access to Sales in Potential Markets:** Due to a lack of money and marketing resources, small businesses find it challenging to enter markets where they can sell their products.

INNOVATIONS:

- **Introducing the "Zero Defect and Zero Effect" Initiative:** The Indian government has adopted the "Zero Defect and Zero Effect" (ZED) initiative, which is partnered with the MSME

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ministry and the Quality Council of India. This initiative's major goal is to create a zero-defect manufacturing process for small enterprises. All MSMEs can participate in the programme and receive assistance from the government.

- **Schemes under the Aatmanirbhar Bharat Abhiyan:** The government has actively addressed the issue by launching numerous programmes under the Aatmanirbhar Bharat Abhiyan. Small businesses discovered that the bulk of the programmes, which were developed as a defence mechanism against the loss caused by the pandemic, was very useful in dealing with this problem.
- **Started a raw material assistance scheme:** The National Small Industries Corporation (NSIC) and the Indian Government have launched a "raw material assistance scheme" to address the issue of timely access to raw materials. Through this programme, small businesses are eligible to get financial credit from specified sources for the acquisition of raw materials.

FINDINGS AND SUGGESTIONS:

Findings:

- The micro-credit is loans provided to start and bring small enterprises or businesses.
- Government has established different institutions to provide loans under micro-credit for various categories of people.
- The institutions provide various schemes to finance MSMEs, further empowering women entrepreneurs.
- SIDBI and NABARD have a separate department for handling micro-credit and NHFDC and MUDRA has various schemes.
- There are many schemes under each of these institutions.
- The small business which is availing funds should use these properly.

Suggestions:

- The schemes should reach every beneficiary.
- The government has to give more information about the schemes through campaigns.
- The services should be displayed in each government school, office etc.
- The government institutions provide financial and non-financial assistance and it has to be implemented by the businesses.
- The business should use them smartly.

CONCLUSION:

This study highlights the institutions and schemes under micro-credit for providing instant loans to micro, small and medium enterprises. The government schemes that are beneficial to the public have to be reached every individual in India. The institutions such as SIDBI and NABARD has separate wings for providing micro-credit loans to MSME. The government i.e.,both central and state has to initiate campaigning programmes to provide information about the schemes.

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CHALLENGES AND OPPORTUNITIES IN INDIAN EDUCATION SYSTEM – A CONTEMPORARY STUDY IN AND AROUND DAKSHINA KANNADA DISTRICT OF KARNATAKA

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ABSTRACT:

In today's scenario Indian Education System is in crossroads. The system which builds the nation, nurture the future generation is facing many challenges due to changes in demography, technology, culture and lifestyle of the people. A critical review is required to be carried with a sound research to analyze the current status and future prospects of the education system. In this view present work is carried to understand the strengths and weaknesses of the current education system in India taking Dakshina Kannada district of Karnataka as field of study. A survey was conducted where 151 responses were collected targeting population from the School Teachers expressing their views and experiences about the teaching learning process, facilities and Government support in the current scenario of education.

Keywords: *Indian Education System, School Teachers, National Education Policy (NEP-2020).*

INTRODUCTION:

Indian education system has a great historical background and its roots are into the ancient Gurukul system – a system in which students used to be the resident at their teacher house until the teacher found that the student has imbibed all the knowledge and skills imparted in his full capacity. The knowledge taught to the students were varied which included Sanskrit, Scriptures, Mathematics, Metaphysics and Medical Science. In this system, the knowledge attained would be passed on to the future generations through the practices. However, Gurukula system slowly disappeared during the British Colonial era, where western education was popularized by the British by setting up modern schooling system that followed a fixed curriculum that comprises Language, Arts, Mathematics, Science etc. The ancient Gurukula system was student centric and it used to teach based on the student's ability and interest by including interaction with the nature. Whereas the modern system was more on to classroom oriented and standardized curriculum for all.

According to World Population Review, Education Ranking by Country 2023, India has a Global Education Ranking of 32 (*World Population Review-2023*, 2023). Education System in Indian has been highly oriented with 'Term End Examinations', 'Board Exams', 'Entrance Exams', 'Percentage of Marks', 'Ranks' etc. Upon completion of tenth standard a student in India is compelled to choose with the options in further education by pursue either Science, or Humanities or Commerce as stream of study. There is less opportunity for interdisciplinary like a Student of Science stream could choose Accounting as his subject or a Commerce student to choose Computer Programming as a course. Further, many students would prefer to go overseas for their post-graduation after completing their undergraduate studies in India. As per the statistics of The U.S. Council of Graduate Schools-2022, graduate applications from Indian students increased 36% for 2021 from the previous year, compared to a 12% increase for all countries (Zhou, 2022).

Some of the reasons for this soaring number of students not opting India to pursue their further education are:

- Lack of top-quality programs offered by Indian colleges.
- Since teaching is not considered as a lucrative career option, it is difficult to find dedicated and sincere teachers in India.
- Outdated curriculum and not regular updates according to industry standards for most of the institutes.
- Lack of state-of-art infrastructure in most of the institutes, facilities are made just to satisfy the minimum requirements.

Shaping the social and professional growth of a person is largely depended on the education through which he has gone through. Presently, there are huge critics on current education since many students complete their examinations and eventually graduate through memorizing the concept rather understanding them. Most of the courses are planned time bounded exam-oriented rather than learning-oriented. Hence, India's education system is struggling to generate the qualified workforce that could achieve greater economic development. There is significant growth in the Higher Education in India since independence. Number of institutions and universities have been increased year by year. However, quality of education has failed to gain the progress up to the expectations (Sheikh, 2017). It is unfortunate to notice that none of the Indian top institutes were listed in the QS World Raking for Universities since inception till 2021(*QS World Ranking Yearbook 2021*, 2021).

Classes in the schools are organized by long-hours of lectures delivered by the teachers where student's ability to comprehend is very less. Interactive, activity based and project-oriented classroom delivery is missing throughout the education. However, today's schools are adapting many modern innovative teaching-learning methods for better delivery and assessment of the classes and also for improved management. Smart class is essentially a digital content library of curriculum-mapped, multimedia-rich, 3D content. Modern IT tools used in the classrooms would enables teachers for instant assessment of the class students upon completion of the class.

Current Indian Education Systems largely follows the British style of education which can produce the workers for industries but not the creative and innovative thinkers. Although IITs, NITs, IIMs and some of the best law and medical colleges make us to feel proud, India has not shown any commendable contribution to the world of innovation. India stand at 46th position in Global Innovation Index 2021 (Soumitra, Dutta et al., 2021). Indian education system should focus on developing not only engineers and doctors, but also a good number of qualified entrepreneurs, artists, scientists, writers etc. In this view, objectives of the current study are to:

1. Investigate the current scenario of Education System in Indian
2. Evaluate various issues and challenges faced by Education institutions in India
3. Ascertain the most suitable solutions to address the challenges and issues
4. Provide holistic suggestions for the improvement in education

In the year 2020, Government of India has released a National Education Policy (NEP-2020) which has incorporated various reforms in the system to address the current issues (Ministry of Human Resource Development, 2020). Karnataka is the first state to announce the implement the NEP2020 in the August 2021 followed by many other state governments. Based on the NEP-2020, a National Credit Framework has been established for the smoother transition of a student from one university to other (NATIONAL CREDIT FRAMEWORK, 2022). Complete operation of National Credit Framework might take another few years.

India has been a multicultural, multi-religious, and multi-linguistic society. Every State has a different and distinct identity. Dealing with various aspirations of such people in a democratic country is indeed a challenge to the Government of India. Keeping this in mind present research was carried.

RESEARCH METHODOLOGY:

The study is based on the collection of primary data. It intends to study the changes in Indian education system. It was created in such a manner that it reaches all area of study of individual. A structured questionnaire was formulated with closed ended and open ended questions. The actual sample size was 200, the survey was conducted in the areas of Dakshina Kannada District, Karnataka State, India and around 151 responses were collected targeting population from the School Teachers.

RESULTS AND DISCUSSION:

Out of all the respondents, 25.82% of the respondents were between the age group of 26-30. 67.55% of the respondents were female. 62.91% of the respondents pursued their education around 1980-2000. 52.3% of the respondents pursued their education in government schools, 58.94% respondents are working in private institutions. It was found that 43.5% of respondents were from the rural area. 45.03% respondents have given the opinion that both modern and traditional education system is needed. 53.64% respondents are from kannada as the medium of instructions.

48.34% respondents had provision of scholarship amounting to a total of 73 respondents which is 48.34% of the respondents. 80.13% respondents have given positive feedback stating that the Indian culture is given adequate importance in education system. 67.55% respondents have given positive feedback stating that the practical knowledge is given adequate importance in education system. It is found 87.42% respondents prevail library facilities and 80.13% respondents prevail computer lab facilities in their institution. A Majority of the respondents felt that the government initiatives like Sarva Shiksha Abhiyan and Nalikali is helping to improve the education system. Furthermore, a majority of the respondents expect Computer based training/technical education to be provide in the education system.

It was found that a majority of the schools have well managed administration where staff meetings once a week and a majority of the teacher and parent meetings happen once in a year. A majority of the schools have Drug and Alcohol abuse counselling programs and a majority of the schools also had a general policy on student discipline. A majority of the schools have medical and health care services and also a general policy for student discipline. A majority of the respondents expressed that they had playground and other amenities in their schools.

Though there were many positive aspects of the study, out all the respondents 49.67% respondents are highly dissatisfied with the Indian education system. 72.19% of respondents accept that prevailing education system should upgrade in their teaching techniques. A majority of the respondents feel that importance of practical knowledge in the curriculum must be given and also a majority of the respondents were not satisfied with the current syllabus. It was found that a majority of the respondents studied in government undertaking institutions and it was also found that a majority of the respondents were expecting for an upgrade in the teaching techniques in the current education system. It was also found that a majority of the respondents felt that government initiatives were actually of any benefit to the school and the students.

SUGGESTIONS:

1. Indian education system is such that everyone is forced to study science and maths. Instead the system should identify the strength and interest of the students and they can be given appropriate training in the chosen field. This will ensure that the child shines in that particular field.
2. Reservation system is not fair and justice towards the students in education system in India and we should have to think about the other caste students who are scoring good grades, but they can't get into. And, this system is not only affecting their career but also creating heartedness against the reservation system.

3. Implementation of computers, library facilities and better infrastructures have to be provided because some of the respondents said that modern technology infrastructure are not implemented in the schools which are located in rural areas.
4. Curriculum of Indian schools follow the outdated syllabus, which is failing fit for the modern world requirements. More research is needed to understand the necessity of changes in Curriculum and the Teaching learning methods, which has to be carried in collaboration of school authorities and the government.
5. Even after graduation, many students find difficult in choosing the right career for themselves. Career counselling by expert personnel is highly required for the benefit of the students.
6. It is good if the Indian education system adopts more trained and skilled teachers in order to enhance the quality of education.

CONCLUSION:

A study was conducted in and around areas of Mangalore. Our respondents were the school teachers and sample size was 200. The data collected was primary data consisting of 151 respondents. The collection of data was through questionnaire which consisted of both open-ended and close-ended questions. Our objective was to study the changes in the Indian Education System and problems faced, measures taken by the government to improve and overcome the problems.

Based on the collected data a majority of the respondents were between the age group of 26-30. 65.55% of the respondents were female. We found most of our respondents have pursued their education between the timeline of year 1980-2000. 75 respondents out of 151 were not satisfied with the current syllabus. 72.19% of the the respondents demanded an upgrade in the teaching techniques followed. Most of the schools surveyed has semester system of examination. The major issue issue faced in today's education system was Merit and Quota system. Some steps taken by the government were visible such as removing corruption and taking corrective steps and giving equal chance of education without bias. 72.19% of the respondents agreed that the government schemes are making some amount of difference. A major part of the respondents (29.14%) suggested a need for computer based and technical training, and also on the job training during academics (20.53%). 80.13% of the total respondents had policy regarding general discipline in their respective schools. The amenities present at a majority in the respondent's schools were playground followed by cafeteria.

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CHAPTER - 45

A STUDY ON INNOVATIVE BANK SERVICES; BAD BANKS

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ABSTARCT:

A bad bank is a financial organization that is established during a financial crisis with the goal of purchasing non-performing assets, bad loans, or toxic assets from conventional banks that result from both individual and corporate borrowers failing to repay their loans. By absorbing their toxic assets-often for less than the book value of their loans-and managing them properly, the bad bank was anticipated to assist conventional banks. If a bad bank is able to sell its toxic assets or subprime loans for more money than it paid for them when it bought them from a bank, it will be profitable. But a terrible bank's mission statement is not to make money.

Keywords: Bad Bank, Asset Restructuring Company, Non-Performing Assets.

INTRODUCTION:

A bad bank established with the intention of moving hazardous assets from a regular bank there in order to improve the regular bank's balance sheet. The transferred assets are then serviced by the bad bank, who also sells them. The bad bank pays expenses during this process. There are a number of important considerations when setting up a bad bank. Bad banks offer several benefits and drawbacks and developed from a number of historical examples.

A "bad bank's" main function is to store the troubled assets of commercial banks for later market sale. This will assist in clearing up the commercial bank's balance sheet. A financial institution's illiquid holdings and poor loans can be purchased by bad banks.

Grant Street National Bank is one example of a terrible bank. To store MELLON BANK's troubled assets, this entity was established in 1988.

BAD BANK:

In order to separate the stressed assets held by a regular bank from its performing assets, a bad bank was created. Transferring strained assets from ordinary banks to bad banks allows for the asset separation. After then, the regular bank is recapitalized and the stressed assets are removed from its balance sheet. A bad bank is a bank set up to buy the bad loans and other illiquid holdings of another financial institution. Significant "non-performing assets" will be sold to the bad bank by the company holding them at market value. The original institution may be able to clean up its balance sheet by moving these assets to the bad bank, but it will still be required to take write-downs.

UNDERSTANDING BAD BANKS:

At times of financial crisis, when established financial institutions are attempting to restore their reputation and bottom lines, bad banks are frequently established. Depositors typically do not lose money from this arrangement, but stockholders and bondholders typically do. The process can result in the insolvency of banks, which can then be liquidated, nationalised, or recapitalized. A terrible bank management may decide to concentrate solely on increasing the value of its recently acquired high-risk assets if they do not go bankrupt.

Bad bank will seek to provide financial stability in the banking sector. It will hold problem of loans for public sector banks which can then be sold on to investors at a reduced price. Union Finance Minister Nirmala Sitharaman has announced the concept of bad bank in the country.

EVOLUTION OF BAD BANK:

In the late 1980s, the idea of a bad bank began to take shape. Mellon Bank, a Pittsburgh-based institution, is where the idea of a bad bank first emerged. Throughout time, this bank suffered significant losses as a result of recapitalizing its non-performing assets, toxic assets, or bad loans. Grant Street National Bank (GSNB), a new bank established by Mellon Bank, received all hazardous assets, subprime loans, and non-performing assets. Although though they are known as banks, The Grant Street National Bank (GSNB) doesn't operate like a typical banking system. All of those hazardous assets, non-performing loans, or bad loans are liquidated by the Grant Street National Bank (GSNB), which then continues to liquidate on its own. The success of Mellon Bank has been a direct result of the Good Bank-Bad Bank concept becoming widely accepted in the USA and other nations as well. The United States of America (USA) founded Resolution trust corporation, an asset management firm, using Grant Street National bank (GSNB) as inspiration. This corporation has been tasked with selling off those toxic assets that banks have identified.

The proposal to establish a bad bank in India was first put out in 2017 when the country's economic review recommended creating a public sector asset rehabilitation agency (PARA). The Central Bank of India and the Indian government received a proposal to create a bad bank from the Indian Banking Association (IBA) based on Indian after consultation with the Reserve Bank of India and the Indian government, the banking association (IBA) calculated that a bad bank should start with around $ 10,000 in capital. The government of India will establish a bad bank to manage the toxic assets or bad loans of public sector banks and transfer them into the books of this bad bank, which will function as a two-in-one institution, an asset management company and asset reconstruction company, according to the announcement made by finance minister Nirmala Sitaraman in her budget.

LITERATURE REVIEW:

Pankaj Grover (2021) stated that a bank is a financial organisation charged with receiving deposits, lending money, and carrying out other associated tasks. Bad banks are a specific category of banks that purchase troubled assets from other banks in order to recover and realise their investment. The main goal of creating these specialised organisations is to clear existing banks' books of non-performing assets (NPAs). Bad banks buy these assets on the cheap with the intention of managing them quickly. The study makes an effort to shed light on the necessity of banks, their benefits, and obstacles in the way of their establishment.

Michael Byrne (2016) This essay aims to comprehend the urban aspects of financial crisis solutions. By concentrating on Asset Management Companies (AMCs), sometimes known as "bad banks," which are organisations set up by governments to acquire and manage toxic assets, it achieves this. According to the report, AMCs feature three distinctively urban characteristics. First and foremost, they keep up and improve value extraction from urban area. Second, they restore the "liquidity" of financialized real estate, acting as "market makers." Thirdly, by strengthening the circuits connecting local real estate with global pools of capital, they contribute to the globalisation of the real estate market.

Michael Brei, Leonardo Gambacort, a Marcella Lucchetta, Bruno Maria Parigi (2020) The study examines whether bad banks, also known as impaired asset segregation tools, and recapitalization result in an increase in originator banks' lending and a decrease in non-performing loans (NPLs). Findings are based on a novel data collection that spans the years 2000 to 2016 and includes 135 banks from 15 European banking systems. The major finding is that asset segregation

and recapitalization must be combined for bad bank segregations to effectively improve balance sheets and encourage bank lending. Both tools must be used together if lending is to increase and future NPLs are to be decreased.

Alok Bandhu, Sandeep Kumar& Sushil Kumar (2022) public discussion of plans to place toxic assets in one or more bad banks has grown in recent weeks as banks around the world continue to experience the effects of the financial crisis. International experience in the management of non-performing assets indicates that government and legal backing are essential for a bad bank's success (NPAs). Toxic assets are moved from a bad bank to a regular bank in order to strengthen the balance sheet of the latter. The transferred assets are then handled and sold by the bad bank. While creating a bad bank, there are some crucial factors to keep in mind. There are many historical examples that illustrate both the benefits and drawbacks of failing banks.

Dr. Fareed Ahmed (2021) because of the COVID-19 pandemic, the accumulation of non-performing assets in recent years has been a source of concern for Indian institutions, particularly public sector banks, and is predicted to increase further in the months ahead. Sincere efforts should be made to address them. Although playing a substantial but insufficient part in the vast number of NPAs, IBC. In India, the concept of a "Bad Bank" has long been shunned. The possibility exists for Bad Bank, which is effectively an ARC, to prepare the financial sector to release capital.

OBJECTIVE OF STUDY:

1. To study the Concept of bad banks.
2. To study the pros and cons of bad bank.

RESEARCH DESIGN:

This is a conceptual study and the research was based on reliable sources, including the internet. Rather of focusing on actual experiments, it instead analyses the knowledge that is already accessible on a certain subject through various media like Journals, Publications, Occasional Papers and RBI reviews. The other information has been taken from journals and websites focusing bad bank scheme.

PROS AND CONS OF BAD BANKS:

The following is a list of some benefits of adopting bad bank schemes:

1. By moving its hazardous assets to the bad bank, the regular bank may concentrate on its long-term core business without being concerned about those poisonous assets.
2. Cleaning up the normal bank's balance sheet by shifting hazardous assets to the bad bank can improve the perception of the regular bank among investors, lenders, borrowers, credit rating agencies, and depositors.
3. Special authority might be granted to the failing bank to speed up loan recovery and toxic asset disposal .
4. When ownership of toxic assets and their collateral is concentrated in the bad bank, improved asset management is made possible.
5. The good bank system reduces the risk of contagion. Since the traditional bank's toxic assets are transferred to a new entity and removed from its balance sheet, ther regular bank performance assets are less vulnerable to failure threats.

The following is a list of some drawbacks of adopting bad bank schemes:

1. The management of associated risks is one of the major operational decisions that must be made prior to the establishment of a bad bank. If these choices are made incorrectly, the bad

bank and its owners will sustain significant losses.

2. Banks will typically be less cautious when making loan decisions if they realise there will always be a bad bank to take over and manage their toxic assets.

3. Bad banks are vulnerable to political meddling by politicians who favour the persistent borrowers because they own toxic assets. The operation of the bad banks will be gravely threatened unless the legislation establishing the bad banks enacts procedures to prevent such interferences.

4. The establishment and operation of bad banks, the transfer of toxic assets from regular banks to the bad banks, the restructuring of the hazardous assets, the eventual disposal of the toxic assets, etc. all involve significant costs. If the toxic assets are left with the ordinary bank itself, many of these costs can be avoided.

5. It could be difficult to find the appropriate number of qualified and specialised employees to actively manage these strained assets.

CHALLENGES:

The idea of the bad bank is not new but has been toyed by the RBI and the government from so many years. There are certain hindrances in the path of the formation of the bad banks which are Source of Fund: The main challenge in the formation of the bad banks is decision on the source discussed as bellow:

1. The success of the bad banks depends on its ability to sell the stressed assets in the market, if banks so it is reluctant to infuse capital in the bad banks.

2. The structure of Bad banks is some-what similar to the existing structure of ARCs, which there are no buyers in the market then it will adversely impact on the working of the Bad banks.

3. In India there is no securitization market to sell NPAs therefore, bad banks just become the warrants the formation of the similar structure for the same problem.

4. The Bad bank has to face challenges in developing a sustainable and unique business model. Warehouse of the bad loans. The proper management of the stressed assets requires the efficient management by trained workforces, non-availability of the trained personnel's hampers the working of the bad bank.

CONCLUSION:

The research presented above will demonstrate unequivocally that the primary responsibility of the bad bank is to clean up the messes that the conventional banks make when managing their toxic assets. In addition to improving the management of the transferred assets, the toxic assets of a normal bank are transferred to the bad bank in order to improve the regular bank's balance sheet. Nonetheless, this procedure has some associated costs. The impact on the economy will be minimal as long as these expenses are covered by the involved banks or private parties, and the government will simply need to exercise regulatory supervision over the entire process. Yet, if these expenses are paid for by tax payers, Money, a merely regulatory control by the government agencies will not be sufficient, and the government will need to exercise a more stringent and vigilant supervision over the problematic banks.

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A STUDY ON THE POST PANDEMIC RECOVERY IN MANUFACTURINGINDUSTRIES IN INDIA

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ABSTRACT:

The entire world has experienced the turmoil and agony of having been affected by COVID -

The pandemic has just left the human world at a standstill. The trauma that it has left the humanity is indescribable. The world stood helplessly before its biological catastrophe. The pandemic has not just attacked the life but also devastated the economy all over especially in India. On March 24th 2020 witnessed a sudden lock down as it was considered as the only means to protect the population from getting infected further. The immeasurable was the loss the India's economic sector faced .The strict lock down measures and the untold fear of the people left the industries stand still, without having human beings to work, machines .Today the chaos of the pandemic is less and Life is taking its normal routine slowly. However the impact the pandemic time has left on the industries particularly the manufacturing industries are enormous. Even after two years, the industries are not able to even stand steady with its normalcy. The main objectives of the study is to understand the post pandemic effect and recovery in the manufacturing sector in India as well as to understand the measures that were implemented so that the Impact could be mitigated and even made better. The industries most affected by the Pandemic, as per this study, were labour intensive units comprising manufacturing, real estate, construction, infrastructure development, metals and chemical products, motor vehicles, machinery, equipment and textiles, land transport, and retail trade. Post pandemic recovery was much ahead in metallurgy and construction companies apart from service sector, digital infrastructure and health care. The major causes for the post pandemic impacts were found to be labour scarcity, low scale operations, fall in exports and domestic demand and pre-pandemic economic trends. Relaxation of industrial legislations, Manufacturing Re-Purposing, Business model innovations and strategic changes, Up skilling workforce and Safety protocols were the effective strategies to address the post pandemic challenges. The study has revealed the need for evolving relevant post pandemic recovery strategies such as developing human resource policies incorporating possibilities for digital governance, technology based production processes as well as Digital Supply Networks. The other major measures are promotion of employee well being, environmental-socio-economic sustainability and locally viable production plans.

Keywords: Post pandemic, Manufacturing Industries, Recovery.

INTRODUCTION:

COVID-19, a virus of the size of 0.12 microns, had crippled the global economy with 19.14 million people infected as of April 15, 2020, increased to 37.11 million as per the COVID-19 Weekly Epidemiological Update published by World Health Organization (WHO) as of October 11, 2020 The COVID-19 count as of March 23, 2021 was more than 122 million. Across the globe economic activities had been hindered after February 2020. The world has been locked up in a Great Lockdown (Mishra, 2020).

India is on the verge to become a major global manufacturing hub with the capacity to export goods worth $1 trillion by 2030, over 27.3 million workers with 17% of the nation's GDP the manufacturing sector has a major role in the Indian economy. The Indian government hopes to have 25% of the economy's output come from manufacturing by 2025 (Vikas Manral in Voices, Business, TOI November 14, 2022) .Currently, India is considered as the second most popular country in the field for manufacturing.

The impact of the pandemic upon Indian economy is evident from the fact that During the lockdown period the Purchasing Managers' Index (PMI), a key indication of current and future business conditions in the manufacturing sector, fell from 51.8 in March to 27.4 in April2020, lowest in over 15 years. An index reading of greater than 50 indicates manufacturing expansion, while a rating of less than 50 indicates manufacturing decline (Mishra, 2020). Further, according to Nexdigm Private Limited, Mumbai, Indian economy shrunk by over 7% in the first quarter of 2020-21. Output of the manufacturing has contracted by half fromMarch 2020 – March 2021.

METHODOLOGY:

The objectives of the study are:

- To understand the impact of the pandemic, COVID 19, on the manufacturing industryin India
- To understand the recovery strategies adopted by manufacturing industries to mitigate the adverse impacts of the pandemic in India
- To suggest effective measures to the manufacturing industries in India

The investigator has adopted descriptive research method using existing secondary sources available from e-resources such as research articles, journals, websites and annual reports of the government. The investigator selected 33 studies conducted on the impacts of COVID- 19 pandemic on manufacturing firms.

REVIEW OF LITERATURE:

Manufacturing Industry is a process. It is a branch of industry, which uses a number of modern equipments such as industrial machinery. It also uses a regular and measured management program to transform raw goods into finished goods and which are worth selling. The stages in the manufacturing industry require a process for producing and integrating the various components used. Manufacturing companies are the main pillars of industrial development in a country (Sulistiyani, Setyo Riyanto, 2020).

In order to reduce the chance of getting infected, those who are responsible for manufacturing have to ensure that all the workplaces are sanitised and ensure safety in order to protect the workers in their working areas offices in production departments. According to Moutray, (2020), attempts have been made by the manufacturers to create safety protocols in their factories in order to minimise trouble in their daily operations. With the arrival of the pandemic, company has been required to disinfect the workplace (Ali Abdallah 2021). For business continuity PPE and other new cleaning practices are thus essential (Garlick et al. 2020). As part of the safety measures and protection over the lives of the people, the government took a decision as to go for a lock down. As a result of it, India overcame the first wave. However, in the second wave, Indian fatalities were severe. Despite the lock downs and other strict measures from the government, the Indian economy suffered a setback.

MAJOR FINDINGS:

The findings of this study are summarised under three sections:

- Impact of the pandemic, COVID 19, on the manufacturing industry in India

- Strategies adopted by Indian manufacturing industries to mitigate the adverse impacts of the pandemic.

IMPACTS OF THE PANDEMIC, COVID 19, ON THE MANUFACTURING INDUSTRIES IN INDIA:

The impacts highlighted by the 20 e-resources were thematically analysed by the investigator and categorised as given below:

Production Related Pandemic Impacts:

Production related pandemic impacts were found to be varying from industry to industry. The major effects were labour scarcity in the manufacturing sector, fall in exports and domestic demand as well as low scale operations and production. A few reports highlighted the phenomenon of the Pre-Pandemic slowing down of the Indian economy which had further been impacted by the pandemic effect.

1. **Type of Manufacturing Industries:** According to Dr. Y. M. Kulkarni, (2022), the enormity of the lockdown affected manufacturing activities and supply chains alike, leading to slowdown in **labour-intensive industries** involving manufacturing, real estate, construction, and infrastructure development on account of the reduced labour availability during this period.
   Am J Agric Econ.(2021) found that **manufacturers of critical goods** encountered difficulties in obtaining raw materials produced by non-essential enterprises.

   According to a survey conducted by United Nations Industrial Development Organization (UNIDO), mentioned by Vaishali Basu Sharma(2021), after lockdown was imposed, manufacturing in India had stopped, except for the rice milling sector where production reportedly dropped by half. In manufacturing, some of the most affected industries have been metals and chemical products, motor vehicles, machinery, equipment and textiles.

   Excluding motor vehicles and motorcycles, unlike other countries, retail trade was very strongly affected in India relative to other sectors, as was the land transport sector. (Deccanherald.com/,2023).

   Cecilia Oskarsson, (2022) examined that the post-covid recovery in India has been led by sectors such as digital infrastructure, services, healthcare, metallurgy and construction.

2. **Impacts Related to Labour Scarcity:** According to Dr. Y. M. Kulkarni, (2022) examined that the intensity with which lockdown affected on the manufacturing activities and supply chains alike as well as slowdown in labor-intensive industries involving manufacturing, construction,real estate, and infrastructure on account of the reduced labour availability during this period.
   Asma Khan & H. Arokkiaraj (2021) stated in their studies that during pandemic, a labour exodus returned home owing to a lack of money and insecurity. Second, all manufacturing had ceased, with the exception of rice grinding. Even in this area, production had decreased by half. Following then, during the lockout, demand fell and the supply chain was disrupted.

3. **Impacts Related to Fall in Exports and Domestic Demand:** According to Nexdigm Private Limited (Mumbai), both decline in exports and as a result fall in domestic demand resulted in slowdown in industrial sector.

4. **Low Scale Operations and Production:** Numerous ways the manufacturing industries were affected due to the pandemic which has caused low-scale operations, and ultimately, a harmful blow on the production volumes. Over a period, this adversely affected the turnover and revenue. The impact and effect of the post-covid did have a alarming affect on the manufacturing sectors of the Industrial sector. In the face of global turmoil the Gross Domestic Product growth of India's economy was reasonable.

5. **Pre-Pandemic Slowing Down of the Indian Economy:** Even before the pandemic, the economy was already slowing down, with deficiencies evident in both consumption and investment demand. Unlike some other countries, consumption and investment have been the main drivers of growth in India in recent times (Mukhopadhyay, 2021). The auto sector had reported a 15% drop in sales and over 10% fall in production even before the pandemic (Gotur, 2021).

RECOVERY STRATEGIES ADOPTED BY INDIAN MANUFACTURING INDUSTRIES TO MITIGATE THE ADVERSE IMPACTS OF THE PANDEMIC:

Relaxation of Industrial Labour Legislations:

Cecilia Oskarsson, (2022) examined that to improve the ease of doing business, the *Government of India* has eliminated 75,000 compliances and 1,486 union laws have been removed, the voluntary exits for corporate have been cut down from 2 years to 6 months and Special Economic Zones have been replaced with new legislation. Such initiatives were supportive of manufacturing sector even though it could have had an impact on the living conditions of labourers.

Manufacturing Re-Purposing as a Strategy:

During the COVID-19 pandemic, diverse manufacturing companies have adopted manufacturing repurposing, which is a temporary strategy that envisages the production of items not related to the core business. Adaptation of the production lines and the Manufacturing repurposing calls for the upgrading of all the needed capabilities to meet new demand targets (Ardolino et. al, 2022). Many manufacturing companies have adjusted their processes to produce some of the goods subject to shortage, such as ventilators, virus testing kits and face shields (Singh et al. 2020a; Xu et al. 2020). This was globally accepted resilience strategy.

COVID 19 pandemic had opened up various opportunities for manufacturing industries to meet the challenges posed by a post pandemic economy. The table given below illustrates the recovery strategies in terms of resilience and business support adopted by world's leading manufacturing companies industries to face the impacts of the pandemic.

Companies	Industry	Before COVID-19 Manufacturing	During COVID-19 Manufacturing
Ford	Automobile manufacturing	Vehicles	Respirator and ventilators
Tesla	Automobile manufacturing	PV Cells and vehicles	Ventilators
Airbus	Aircraft manufacturing	Aircraft	Ventilators
Zara	Fashion	Apparel	Surgical masks
Bacardi	Alcohol	Rum	Hand Sanitizers
Gucci	Apparel	Clothing	Masks
Indian Ordnance Factory	Defence	Defence equipment	Ventilators

Table 46.1: World's Leading Manufacturing Companies before and during COVID-19
Source: World Economic Forum, 2020b

Business Model Innovations and Strategic Changes:

Most activities had already been blocked, and smart work was implemented to reduce the risk of infection at the beginning of the crisis, (Rapaccini et al. 2020). With the usage of ICTs, for instance video meetings, cloud file management and e-mail and while working remotely employees in many industries can do their jobs (Garlick et al. 2020). Consumer behaviour patterns have been changed with the lockdown as well as social distancing it has been completely changed; due to this reason, industries have directed themselves to online business through the e-commerce portals (Moon et al. 2021). It was necessary to implement specific association and networking strategies with other companies, completely revising partnership strategies (Telukdarie et al. 2020).

Despite the crisis COVID-19 pandemic has brought forth, it has led many manufacturing companies to critically review their strategic organisation (Kawaljeet Kapoor et al, 2021).The spread of the Coronavirus has presented companies with opportunities to recognise business model innovations to ensure business continuity or even survival (Seetharaman, 2020). With significant adjustments to current business models, and manufacturing companies have been forced to reinvent themselves towards new business strategies. (Telukdarie et al. 2020).

Adoption of Digital Technologies:

The deployment of digital technologies such as Internet of Things, robots and virtual governance will ensure the future preparedness of manufacturing industries in promoting sustainability of production in times of unprecedented emergencies (Kumar et. al., 2020).

Up Skilling Workforce:

There is the constant problem regarding the skills gap and difficulties in recruiting a new generation of workers in manufacturing (Harris et al., 2020, Moutray, 2020; Wuest et al., 2020). Newer opportunities arising to train/up skill unemployed workers from the hard- hit service industries to make up for the current workforce shortage (Moutray, 2020). Finance is yet important concern required for incorporating digital technologies (Cai & Luo, 2020) that are now deemed critical for maintaining productivity and other downstream activities, such as marketing and sales (Juergensen et al., 2020). Constarints of the finance goes beyond in investments in digital technologies, because now there is a crucial need for a digitally- skilled workforce; this means that manufacturers and authorities industries have to invest more in training (Huang, 2020; Kamarthi & Li, 2020).

The supply chain failure meant limited raw material availability, which coupled with reduced production capacity prevented manufacturers from fulfilling any of the above-mentioned demands (Paul & Chowdhury, 2020a, 2020b).

Safety Protocols:

There isn't much Not much can be done where access to the production line, machinery, laboratories is a must, or where specialist equipment cannot be used in a work-from-home setting (Juergensen et al., 2020). As a result, many manufacturers have had to either operate at limited capacity or terminate operations (Cai & Luo, 2020; Hilmola et al., 2020).

Government Interventions for Promoting Resilience of Manufacturing Industries:

Future manufacturing strategies adoption, contract policies, and network design to support the industry viability can be enhanced with the support of the Government of the country. Post pandemic, most of the global or local manufacturing industries (automobile, transport, pharmaceutical, food, etc.) need to revive their production capacity and raw material sourcing. The revamping of the industry also needs further support from national and regional governments. For instance, the Indian government has encouraged self employment programmes to boost self-reliance in the manufacturing sector and has been extending their support to the Micro, Small, and Medium Enterprises (MSMEs) through various financial and nonfinancial incentives.

RECOMMENDATION TO FACILITATE POST PANDEMIC RECOVERY OF MANUFACTURING INDUSTRIES:

The present descriptive study using available secondary e-resources has revealed the need for any pandemic preparedness in the future. Given below are the recommendations of the investigator based on the findings of the study.

- Manufacturing Industries must re-draft their human resource policies as well as production and marketing policies to accommodate digital governance and deployment of digital technologies to the optimum level. The policy should cover upskiling of the workforce to the digitalized global economy.
- Employee well being must be a priority of an industrialist which can be promoted through regular medical checkups and mental health promotion programmes.
- Industries must endeavour to build an effective strong coordination and network mechanism among stakeholders such as manufacturing industries, government, NGOs and medical institutions to counteract any type of pandemic or emergency situations.
- Digitalized Supply Networks (DSNs) must be strengthening within the manufacturing sector. Sustainable and resilient supply chains must ensure environmental- socio- economic synchronisation.
- A locally viable product plans with optimum utilisation of locally available resources need to be designed in order to achieve self reliance of manufacturing units.

CONCLUSION:

The findings of this study highlight that the sectors most affected by the Pandemic were **labour intensive sectors** such as manufacturing, real estate, construction, and infrastructure development, metals and chemical products, motor vehicles, machinery, equipment and textiles, land transport, and retail trade**.** Among them the ones which led post pandemic recovery were metallurgy and construction companies while the other leading industries were service sector, digital infrastructure and health care. Further the major causes for the post pandemic impacts were found to be labour scarcity, low scale operations, fall in exports and domestic demand and pre-pandemic economic trends. The least affected sector was identified as rice production/processing manufacturing units.

The study has also brought to light the effectiveness of relaxation o findustrial legislations, Manufacturing Re-Purposing, Business model innovations and strategic changes, Up skilling workforce and Safety protocols as effective strategies to address the postpandemic challenges in the manufacturing sector.

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IMPACT OF MUDRA ON INDUSTRIAL DEVELOPMENT IN KARNATAKA

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ABSTRACT:

This article highlights MUDRA scheme from Government and its impact on industrial development in Karnataka. Mantri MUDRA Yojana(PMMY)grants loans up to 10L to Noncorporate, Non-farm micro-enterprises to make income and profession in work services, retail Medium Small Micro Enterprises, Small and Medium Enterprises and Agriculture related professions like pisciculture, beehives, agro-industries, cultivation, Poultry, diary, Agri clinics, agroindustry, to increase the country's wealth with the help of Small Industries Development Bank of India (SIDBI), National bank for Agriculture and Rural Development (NABARD) in providing working capital. According to the Economic Survey-2020-21, which was recently presented to Parliament, 54.6% of the workforce in the nation is still employed in agriculture and related sector activities (Census 2011). MSMEs have also significantly contributed to women's empowerment and India's economic growth. The MSME sector accounts for more than 40% of the country's GDP, provides a significant amount of jobs, and is highlighted in the Constitution along with activities related to agriculture.

The research report is based on secondary data that was gathered from several websites and journal articles. Following a review of the literature, a potential analysis of the MUDRA's function in boosting MSME, SMEs/MSE, and allied agricultural sector funding requirements using an ABCD listing framework is made possible.

The study reveals that there is a need to increase the MUDRA maximum limit for the Schemes and raise awareness of the MUDRA loan for agriculturally related activity, Agri clinics, and the lack of clarity regarding the role of MUDRA and NABARD in refinancing schemes for banks in order to promote SHGs and agriculturally related activity.

Keywords: Pradhan Mantri MUDRA Yojana (PMMY), MSME, SMEs/MSE Agriculture Allied Activity, Agri. Entrepreneurship, Women Empowerment, SHGs /JLGs, SIDBI, NABARD, ABCD Analysis.

INTRODUCTION:

Shri Narendra Modi, the Honourable Prime Minister, launched Micro Units Development & Refinancing Agency Ltd (MUDRA) on April 8, 2015 to make sure that manufacturing, trading, processing, and services sector activities are safely financed. Guidelines for lending loans up to ten lakhs were published by the Department of Financial Services (DFS) under the Pradhan Mantri MUDRA Yojana (PMMY). Since there are several Micro Financial Institutions participating in MUDRA, it was determined that conventional banks would meet the financial needs of small-scale entrepreneurs, helping to expand India's economy. According to the 170 MSME associations that it represents throughout India, the Indian MSME Associations Council (AICA), "Mudra loans are crucial as they are oriented towards micro and small firms. Small companies are essential to people's livelihoods. Most people rely on the unorganised sectors for loans and other forms of credit, which sometimes have harsh terms and exorbitant interest rates. As a result, Most Unincorporated will eventually operate as an unregistered business for these poor people.

In Karnataka, mudra financing is quickly becoming a top focus for industrial growth. The study examines Karnataka's developments. As the startup age has developed in India, it is clear that a sizable portion of the population now finds employment within it. One of the numerous illusions that govern the ideas in our nation is the idea that huge industries offer better employment opportunities, despite the fact that data show that approximately 12 crore people rely on these small-scale organisations and businesses for their living. The present administration has implemented a number of initiatives to support MSMEs, and MUDRA (Micro units Development and Refinance Agency) is another significant step in ensuring that small units receive the necessary funding to operate. As a result, the main emphasis of this essay is on the significance of and need for using this policy's advantages in Karnataka.

ROLES & RESPONSIBILITIES OF MUDRA:

Honourable Prime Minister Shri Narendra Modi established the Micro Unit Development and Recapitalization Authority (MUDRA) on April 8, 2015, to offer dependable funding for manufacturing, commercial, processing, and manufacturing activities, services and variables. The GOI press release from March 2, 2015 outlines the duties and responsibilities of MUDRA. After that, the GOI also agreed that MUDRA would help with refinancing, oversee PMMY data by running the site, make it easier to give guarantees for loans made under PMMY, and occasionally carry out other approved operations. Guidelines for the Pradhan Mantri MUDRA Yojana (PMMY) up to Rs 10 lakh have been released by the Department of Financial Services (DFS). Regular banks will offer small business owners with the financial requirements necessary to develop the Indian economy because a number of microfinance institutions are MUDRA partners. In order to realise the goal of "helping micro enterprises in the country," MUDRA was founded with the primary objective of boosting the domestic microenterprise sector by increasing various supports, including financial support in the form of refinancing. "Finance," "assist those without resources," A separate website, www.mudra.org, is available for more thorough monitoring minorities, MUDRA, SC/ST cards, etc. Hence, information was gathered. The Government of India has been informed of the analysis of the collected data. The bank has continuously monitored the progress to make adjustments as necessary. A representative of the GOI, a group of "Mission Mudra" officers who have been trained and partnered with DFS are there to oversee the entire initiative.

REVIEW OF LITERATURE:

Vijay Kelkar (2010) describes that the Indian economy has been significantly affected by fiscal. The increase of FI initiatives will reduce the indebtedness of farmers and lead to modernization of the economy. Agriculture in India Improved FI enables better risk management for farmers. This will encourage them to adopt new techniques at a higher rate and make a positive force for stimulating innovation and entrepreneurship.

Savitha, B. and Jyothi, P. (2011) discussed women's empowerment in their research paper, "Financial Access and Women's Empowerment". The author has focused on women's access to financial literacy to banking services in urban and rural areas and describes how Initiatives can improve. women's financial access. The study also found that financial access is mainly influenced by women's perception of financial services. Owning a bank account develops a sense of empowerment in women.

Kher (2013) argues that the Indian government created the RRB to develop the rural economy. The main objective of establishing RRB is to provide funding to the financially weak rural public, especially farmers, laborers, artisans, etc.

Pooja (2014) The study explores that finance in rural areas is seen as an input to institutional finance and rural development. It is an important condition for rural development. RRB is a financial institution; provide financial support to small farmers, artisans, workers, micro-industries to develop productive activities and banking habits of rural people

Shahid & Irshad (2016) "A Descriptive Study on Pradhan Mantri MUDRA Yojana (PMMY)" written by Mahammad Shahid and Muhammad Ishrad attempts to understand the working of the MUDRA bank. It is noticed that the primary beneficiaries of the MUDRA loan would be the small-scale manufacturing units and self-employed individuals in the growing parts of India. The government is trying to focus on the upcoming sections of the society. It would help the small-scale businesses to expand their activities and help the younger generation to increase their confidence and motivate them to take up new and economic ventures.

Bakshi & Chawla (2016) "MUDRA Yojana- new wings for the growth of small entrepreneurs", written by Kamna Bakshi and Shilpa Chawla, relates to MFIs and how they are regulated and the various policy guidelines by which it functions efficiently. It can be concluded that this scheme that has come up in recent times, has proven to be helpful to the organisations and individuals who are poor in finance. It is also seen that there are special benefits given under this scheme such as no collateral securities and no processing fee to encourage the borrowings from these sections of the society. These loans are therefore, made easily available and cheap.

Agarwal (2017) "Pradhan Mantri MUDRA Yojana-a critical review", written by Manish Agarwal and Ritesh Dwivedi, it is noticed that this scheme has been bringing in finance where it needs it the most, such as the weaker sections of the society, unfunded population, etc. therefore, it is great initiative taken up by the government of India. But since it is fairly a new scheme, there are still some things to be taken of. These include extension of the minority sector, use of mudra card, etc. if these small and minor drawbacks can be taken care of, it is definite that MUDRA will soar up in the coming years and increase the wroth of our economy, while helping various sections of our society fulfil their financial needs to come up in life.

CASE STUDY:

By the end of September, the beneficiary account for Karnataka shares amounted at 27,29 lakhs, up from 24,89 crore over the previous years. Karnataka is the second-largest state in India that uses the Pradhan Mantri MUDRA loan Scheme to aid in self-development. The overall number of approved accounts during the previous fiscal year was 568, 93, the approved total was Rs 23,009.73, and the amount distributed in the state was Rs 22,500.67. PMMY anticipates that this initiative will spread across the country and support the development of small businesses. Karnataka, the second-largest state in India, is employing the Pradhan Mantri MUDRA Yojana loan scheme to grow and be able to support itself. The overall number of approved accounts during the previous fiscal year was 568, 93, the approved total was Rs 23,009.73, and the amount distributed in the state was Rs 22,500.67.

PMMY anticipates that this initiative will spread across the country and support the development of small businesses. The quantity of investment capital held by banks has declined dramatically as compared to 2015–16 and 2016–17. He stated that 3.5 lakh crore worth of Mudra loans had been given to 8.4 crore beneficiaries throughout the nation at the start of the "Mudra" promotion campaign in Mangaluru. By the end of September, Karnataka's shares among them totaled 24 894 crore with 27.29 lakh beneficiary accounts. The programme offers unsecured loans up to10 lakh.

Funding support from mudra is four types:

1. Microcredit system (MCS) for loans up to 1 lakh funded by MFI)
2. Commercial banks and regional regular banks refinancing plans (RRBS)woman enterprise programme

3. Women's business programme
4. Portfolio loan securitization

OBJECTIVES OF STUDY:

1. Analyzing the effectiveness of the Small Industries Refinancing and Development Authority of the Small Industries Association
2. To evaluate the effectiveness of the credit programmes offered by the Micro Units Development & Refinancing Agency in Karnataka.

SANCTION OF MUDRA LOAN:
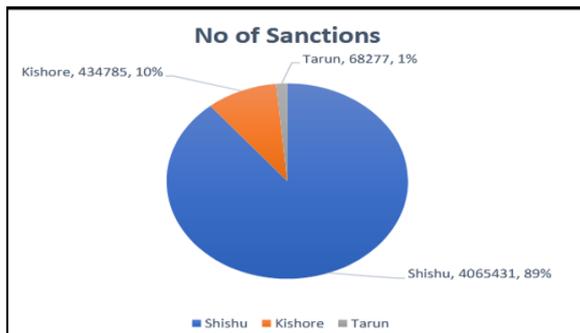
Figure 47.1: Distribution of MUDRA Loan
Source: Research Gate Paper

Having received a 4,065,431 advance for the Shishu loan was approved in 2017–2018, followed by Kishore loan with 4,4785 account numbers approved by PMMY, and Tarun with 68,277 accounts approved in the same year. State Bank of India had the highest interest rate at 17.08%, and Punjab and Sind Bank had the lowest rate at 12.65%. The range of interest rates is 12% to 17%. Because these banks are free to set their own interest rates for the Kishore and Tarun portfolios, there are differences in the rates. (Site for clear taxes) Yet, as shown in figure 47.2, among the three loans in the 2019–20 fiscal year, 88% had the highest terms of accounts in the shishu category. However, the sectioned amount in this category is 67%, up 15% from the previous year.

	Shishu	Kishore	Tarun
Disbursement Amount (rs)	103518300000.00	71772300000.00	4971610000.00
Sanction Amount (rs)	104871140000000.00	73826600000.00	51399300000.00
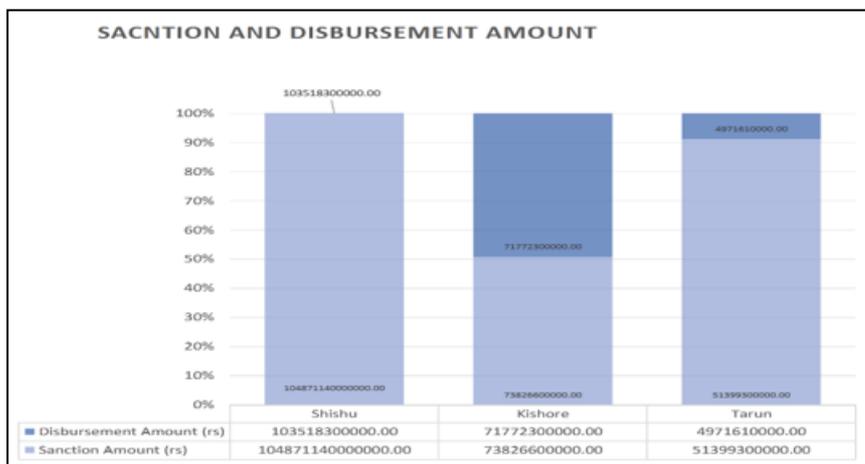
Figure 47.2: Sanction and Disbursement of MUDRA Loan

CHALLENGES:

The duty MUDRA has been given presents the biggest difficulty, and achieving the goals not only seems challenging but also is likely to cause controversy in the future. It became apparent as a result of the mandate placed on MUDRA that it could only offer solutions to issues affecting the micro sector of the economy and not other entities. Since there are numerous organisations, including SIDBI, NABARD, SFC, and SIDC, that provide funding for small and micro businesses, is it still appropriate to establish a new financial institution? This implies that the institutions presently in place are unable to accomplish their objectives. Would these groups work with MUDRA or put-up roadblocks in the way of MUDRA? The RBI currently controls the regulation of microfinance institutions. As a result, in addition to the RBI, MUDRA will also regulate the microfinance industry, which will result in increased regulation of the industry. Also, MUDRA will serve as a body for regulation and refinancing, which will alter how MUDRA operates and lead to its dysfunction. MUDRA will offer financial assistance to NCSBS, which is unorganised, unregistered, lacking in managerial abilities, business and financial understanding, and facing several difficulties. Because of this, there is a chance of fraud and uncertainty, which raises concerns about loan defaults, another significant issue.

CONCLUSION:

The expansion of MSMEs will assist in the expansion of the "Make in India" programme. Small enterprises and independent contractors will gain a lot from the opening of a bank like MUDRA, both in urban and rural locations. The PMMY initiative will improve the quality of life for those working in small-scale businesses, which will advance the economy as a whole. By formalising informal activities, MUDRA envisions funding those who lack resources. It hopes to fill a vast gap in the Indian microfinance market by playing the role of an advanced refinancer and offering low-cost loans. These actions will greatly boost the self-assurance of our young, educated, and skilled workers, enabling them to launch first-generation firms and ventures. Current small businesses will be able to grow. The basic objective of MUDRA banks is to finance banking without banks, just like banking without banks.

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IMPACT OF ARTIFICIAL INTELLIGENCE IN TALENT MANAGEMNET PROCESS

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ABSTRACT:

In the western world, artificial intelligence has become everyday life for most people. Due to its ability to simulate both human intelligence and capacities, AI has assumed several responsibilities in the process of talent management. There is no reason to worry that automation will replace human labor on the country it might help the organization achieve its goals and missions. For many cross-industry applications, there are partnership frameworks. By utilizing AI in the TM process, the recruiter may have more time to focus on important value-added tasks. Talent management is one of the industries where artificial intelligence (AI) is now a necessary tool. Attracting, fostering, and keeping talented individuals in a company are all parts of talent management. By delivering data-driven insights that can assist firms in making better decisions about their people, AI has the potential to change talent management. Talent management is one of the industries where artificial intelligence (AI) is now a necessary tool. Attracting, fostering, and keeping talented individuals in a company are all parts of talent management. By delivering data-driven insights that can assist firms in making better decisions about their people, AI has the potential to change talent management.

Recruitment is one of the most major uses of AI in talent management. AI can assist HR teams in automating the screening process, identifying the top candidates, and analyzing resumes. It can also help with video or chatbot interviews with job hopefuls. Employee development is a further use of AI in talent management. AI-powered systems can examine performance data from employees to pinpoint areas that require coaching or training. This can assist firms in creating customized training programmed to raise staff productivity and skill levels.

AI can help with retention initiatives as well. AI can assist firms in identifying and addressing the reasons that lead to employee turnover by evaluating data on employee engagement, job satisfaction, and turnover rates.

The use of AI in talent management, however, may have some disadvantages, just like any other technology. Bias in AI systems has raised questions about potential workplace discrimination against specific employee group. Overall, the use of AI has the potential to revolutionize talent management through the provision of data-driven insights and the automation of specific procedures. Therefore, firms must carefully assess the possible benefits and hazards before using AI in their personnel management strategy.

***Keywords:** Artificial Intelligence, Talent Management, Talent Development, Talent Acquisition, Talent Engagement and Talent Retention.*

INTRODUCTION:

The term "artificial intelligence" now refers to a wide variety of capabilities that certain to a machine's capacity to imitate human intelligence. This could entail creating machines that think precisely like people do—a rare talent known as "strong Artificial Intelligence." It may also refer to the simple development of algorithms that simulate certain features of human mind. The use of AI frees up the human equivalent to concentrate on more important HR concerns, difficult technical

or philosophical problems, and analyses and assess a smaller pool of qualified candidates. AI should significantly reduce the costs associated with bad employment decisions. Recruiters can analyze the effectiveness of their job description with the aid of technologies like Texico. Similar to this, AI solutions are available to assist in creating the best resumes possible based on one's own data and recommend the right modes and words to employ so that the specific resume is fixed by the recruiter. Last but not least, there are some tasks where AI can be significantly more effective than humans, especially when processing big amounts of data quickly. Talent management is one of the sectors that artificial intelligence (AI) is revolutionizing. The process of finding, fostering, and keeping talented people in a company is known as talent management. From hiring to performance management, AI may be used to automate and enhance many areas of people management.

Recruiting is a crucial area where AI is a part of a talent management system. AI-powered systems can go through a lot of resumes and find the best prospects, cutting down on the time and expense of the hiring process. By concentrating entirely on the qualifications of the candidate, AI can also aid in the elimination of human biases in the hiring process Performance management is another area of talent management where AI can be used. Tools with artificial intelligence (AI) may evaluate employee performance data, spot patterns and trends, and offer suggestions on how to enhance employee performance. To assist staff members in developing new abilities and raising their performance, AI can also offer individualized learning and development recommendations.

Overall, automation and streamlining of processes, the elimination of prejudice, and the provision of insightful data on employee performance are some of the ways that AI has the potential to improve talent management. To prevent unforeseen outcomes, it is crucial to make sure that these technologies are used responsibly and openly.

OBJECTIVES OF THE STUDY:

- To comprehend how talent management methods now use artificial intelligence and how both employers and employees view it.
- To list the advantages and disadvantages of employing artificial intelligence in talent management, both from the viewpoints of the corporation and the employees.
- To identify how artificial intelligence may enhance the results of talent management, including hiring, selection, onboarding, performance monitoring, and development.
- To make suggestions for the sensible and successful integration of artificial intelligence into talent management procedures based on empirical data and industry standards.

WHERE DID ARTIFICIAL INTELLIGENCE COME FROM?

Early concepts and hypotheses about artificial intelligence (AI) date back to Greek myths and legends and have been present for centuries. Yet the creation of the first computers and the introduction of digital computing in the middle of the 20th century marked the beginning of the contemporary field of artificial intelligence.

In 1956, a group of scholars, including John McCarthy, Marvin Minsky, and Claude Shannon, convened a conference at Dartmouth College to investigate the prospect of constructing robots that could replicate human intelligence. The field of artificial intelligence (AI) is thought to have begun during this meeting. Despite how contemporary it may appear, the term "Artificial Intelligence" (AI) was first used by a group of academics in 1956. In its previous forms, neither killer robots nor substitute potential partners were mentioned. Instead, they referred to recent developments in computing concept that had made computers "human-like" in their capacity to do specific tasks, including English speech, as "artificial intelligence" (AI).

In the decades that followed, AI research advanced quickly and saw numerous significant turning points, such as the birth of the first expert systems, rule-based systems, and neural networks, as well as the rise of machine learning as a crucial strategy for creating intelligent systems.

Nowadays, AI is a fast-developing field with various applications in a variety of sectors, including manufacturing, transportation, finance, and healthcare.

COMPONENTS OF ARTIFICIAL INTELLIGENCE:

1. **Machine Learning and Applications:** The goal of the AI known as machine learning is to enable computers to learn a task without the use of pre-written programming. For a certain task, machines are given a lot of trial instances. Machines learn from these experiences and modify their approach to accomplish those aims.
2. **Deep Learning Gets Ready to Play:** Artificial neural networks—which resemble neurons or brain cells—often make deep learning possible. Our own biology serves as a source of inspiration for artificial neural networks.
3. **Neural Networks Follow Natural Model:** In an artificial neural network, neurons, or nodes, are constructed from code rather than biology to mimic the functions of closely knit brain cells. Neural networks comprise three layers: an input layer, a hidden layer and an output layer.

TALENT MANAGEMENT:

As the name suggests, talent management is the process of identifying and overseeing an organization's workforce's aptitude, competence, and influence. In order to achieve the desired results, the concept goes beyond simply hiring the best applicant at the right moment. It also includes investigating the unique and hidden characteristics of current employees. For organisations today, finding the greatest personnel in the sector may be a top priority, but keeping that talent on board and, more critically, integrating them into the organization's culture to get the most from them is of far greater significance. Although most people are still a little confused by the term "talent management," it is more common to use it to refer to the broader HR strategy centred on employees. Best-practice organisations have identified talent management as the key element of their business strategy to differentiate themselves from the competition and achieve desired goals, just as reliability is becoming a more recognised and appreciated component to gaining a competitive in manufacturing. The term "talent management" describes a company's strategic approach to finding, nurturing, and keeping talented employees. It entails developing a culture of continual learning and improvement, creating a healthy work environment, and offering opportunities for development. Finding and hiring the finest candidates for the organisation, giving them the required training and development opportunities, and making sure they are engaged and motivated to perform at their best are all parts of effective personnel management. Additionally, it entails recognising and rewarding top performers, offering chances for professional progression, and fostering a positive workplace culture that promotes cooperation and teamwork.

As it helps to guarantee that the right people are in the proper jobs and that they have the skills and motivation required to advance the organisation, talent management is crucial for the long-term success of a company. Talent management is crucial in today's competitive employment market as businesses try to entice and keep the best employees to help them stay competitive.

COMPONENTS OF TALENT MANAGEMENT:

1. **Strategic Employee Planning:** The first stage is to create your organization's goals and strategic strategy. Finding the essential players and staff members who will lead an organisation to success is helpful.

2. **Talent Acquisition and Retention:** It's crucial to attract new talent to your firm. When attempting to pool talent, it is preferable to seek both within and externally because internal hiring is more affordable.

3. **Performance Management:** The core of performance management is matching the right person with the right function. To achieve goals, it ultimately aims to make sure that roles are in line with corporate strategy.

4. **Learning and Motivating:** In order to gain knowledge and experience, one must learn new facts and abilities. Implement learning programmes with exercises and assignments that support the aims and culture of the organisation.

5. **Career Development:** This relates to the talent retention aspect and the idea that recruiting internally is not just a possibility but frequently preferable.

6. **Succession Planning:** It is a good start to be aware of the talent a company has. Equally important understands the critical responsibilities that will determine its success. As long as there is a plan in place, decisions have already been taken, and the business will continue to function normally even if a critical position needs to be filled fast.

ADVANTAGES OF ARTIFICIAL INTELLIGENCE IN TALENT MANAGEMENT:

1. **Recruitment Efficiency:** AI-powered systems can quickly sort through hundreds of resumes and applications to find the best candidates for a given position, saving recruiters time and effort.

2. **Better Applicants Matching:** AI algorithms may scan job descriptions, candidate profiles, and other data to discover the greatest fit for a job. This can assist employers in finding applicants that fit the job specifications and corporate culture.

3. **Analytics that Forecast Future Performance:** AI may examine employee data, like as performance reviews, to find trends. This can assist businesses in making wiser choices on succession planning, training, and promotions.

4. **Improved Employee Engagement:** AI can assist in identifying elements like work atmosphere, job tasks, and recognition that affect employee satisfaction and engagement. This can assist businesses in improving retention rates and providing better working conditions.

AI is able to evaluate employee data; spot knowledge gaps, and then provides tailored learning and development opportunities to help staff members grow their careers and their abilities.

Overall, AI can help businesses manage their talent more effectively, increase the effectiveness of recruitment and selection, and improve employee development.

WHAT ARE THE TECHNICAL APPLICATIONS OF AI?

Natural language processing (NLP) is the process of giving computers the capacity to comprehend, decipher, and reply to human language. There are several uses for this technology, including text summarization, voice assistants, language translation, sentiment analysis, and chatbots.

The ability of machines to decipher and evaluate visual data from their surroundings is known as computer vision. Applications for computer vision include object identification, facial recognition, autonomous cars, and picture and video analysis.

Using algorithms to learn from data, enhance predictions, and make decisions based on the patterns and insights discovered from the data is known as machine learning. Fraud detection, recommender systems, tailored marketing, and predictive maintenance are just a few of the many uses for machine learning.

Robotics: Using intelligent machines to complete tasks on their own or with human support. Applications for robotics include autonomous drones, medical robotics, and industrial automation.

Overall, artificial intelligence (AI) has a wide range of technical applications in various industries, and its potential applications are always being investigated and expanded.

WHAT ARE THE IMPACTS OF AI IN TALENT MANAGEMENT?

1. **Recruitment:** By employing algorithms to assess resumes and job applications, find the best individuals, and even conduct preliminary interviews, AI can assist automate and streamline the recruiting process. This can assist ensure that the most qualified candidates are found while also saving recruiters time and resources.

2. **Applicant Experience:** By addressing frequently asked questions, providing feedback on applications, and delivering personalised and timely contact throughout the recruitment process, AI can improve the candidate experience.

3. **Performance Management:** By examining employee data and identifying areas for improvement, AI can help with performance management. Managers will be better able to address performance issues, identify training needs, and make decisions about promotions and career growth.

4. **Employee Engagement:** By offering individualised learning and development opportunities, enabling mentorship and collaboration chances, and identifying areas for recognition and reward, AI can assist boost employee engagement.

5. **Planning for Succession:** By examining personnel data, detecting skills shortages, and making suggestions for training and development, AI can assist in identifying potential successors for important roles.

Overall, by automating and optimising processes, offering individualised insights and recommendations, and boosting the employee experience, AI has the potential to greatly improve talent management operations. To avoid bias or discrimination, it's crucial to make sure that these technologies are employed in a morally upstanding and open manner.

CONCLUSION:

In summary, artificial intelligence has grown significantly over the past five years and is now truly having an impact on society, institutions, and culture. Since the beginning of the field in the 1950s, computer systems' capacity to do difficult language- and image-processing tasks has significantly increased. Though research and development teams are making use of these developments and incorporating them into applications that will benefit society, the state of AI technology is still far from the field's original goal of simulating fully human-like intelligence in computers.

Artificial intelligence (AI) has the potential to significantly influence and improve employee engagement, succession planning, performance management, and other aspects of personnel management practices. The entire employee experience can be enhanced with AI, which can also automate and streamline processes and provide personalised insights and suggestions.

The AI research community itself has a crucial role to play in this regard. It must develop the ability to inform the public about key trends and findings in a way that is both educational and applicable, free of hype, and open about both the benefits and opportunities as well as the dangers and unintended effects. According to AI researchers, complete autonomy shouldn't be the end objective of AI systems. What makes us as a species strong is our capacity for cooperation and achievement of more than any one of us could independently.

AI must be a part of that system, and there must be open lines of communication between automated and human decision-makers. How it has empowered everyone will ultimately determine the field's success not simply by how efficiently machines degrade the very people we are trying to help. But, it's crucial to make sure that the application of AI to talent management is moral, open, and devoid of prejudice or discrimination. It's also crucial to recognise that AI has its limitations and shouldn't completely take the role of human judgement. It is important to thoroughly analyse and deploy AI in personnel management in a way that benefits both businesses and individuals.

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AWARENESS OF ENTREPRENEURSHIP WITH START-UPS

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ABSTRACT:

The main purpose of this article is that we are going to see here about all the connections between Entrepreneurship and business and startup sales and their special features. Also explains who is an entrepreneur and what are entrepreneurship and a business and their interrelationships and the characteristics of the entrepreneur. Through this article we will also know how entrepreneurs can be classified based on the features of entrepreneurship. And we can explain through this article about the factors that we encounter in business and some of its functions and also how to run a business and what are the related processes we can see here through some thoughts. First we have seen businessmen and then entrepreneurs. In addition, in today's era, we are going to see new methods of status along with entrepreneurs. What are the factors for the formation of start-ups, what are its types, how to do it, and today we are going to see the norms of how to do it through this article. In this era we can also see how we can rise up as great entrepreneurs and succeed in life by using start ups. A businessman is one who starts a business with many people and makes profits from it and shares it among themselves. Entrepreneurship is when an entrepreneur tries his best to start a business on his own and succeed so that only one person can profit from it. A start up is an entrepreneur or a business person who first starts a new business with a new idea and a new model that can be used by everyone at a low cost and this start up can be created with new dimensions. Through this article we can learn how startups lead to growth together with entrepreneurship and business by following some example practices and by keeping its follow ups, how startups can be better used for entrepreneurship and its business in the future. Finally, here we can try some ideas based on how the start-ups entrepreneurs can improve their companies based on their entrepreneurship and create new business models and make a mark among their competitors.

Keywords: Entrepreneurship, Start-Ups, Business.

INTRODUCTION:

The most important thing in every man's life is food, clothing, and accommodation, and everyman's effort to earn it is very important. Man used the natural resources to fulfill his needs and produced the necessary products. This process of production eventually became an industry and then many industries were formed to create many types of products. Those industries started as business and others like him used these products and thereby earnedprofit in many ways.

Small scale production is something that only one person can do. As he needed the support of many people to produce goods on a large scale, he worked together and increased the production and thereby increased the profit by selling his products to many places. This kind of business strategy is called business. He not only shared the profits from the business but also invested in other businesses. And profit and loss are shared in the income generated by this business. But if only an individual can enjoy profit or profit from small scale business then that person is called as entrepreneur.

Profit and loss in small business entrepreneurship is dependent on one person and not on others. An entrepreneur uses many inherent strategies in his business to make many changes in his business in order to improve his business and thereby make a profit. But a business person will use many

strategies to replicate and multiply his product by continuously producing and selling the same product. In the current era, entrepreneurs use a new concept called start-up and thereby expand their businesses in new dimensions with many internal experiences and capabilities.

WHAT IS ENTREPRENEURSHIP?

Entrepreneurship is to plan one's own business well and make it a big company and run it effectively. And it is entrepreneurship to meet the obstacles, difficulties and losses and use the necessary methods to take the necessary decisions at the right time and guide one's business and the company properly.

Professional skills are an individual's self-effort. New strategies, acceptance of difficulties, taking different decisions according to the situation, selecting new and innovative methods, vision, tolerance, planning, making sound decisions are some important characteristics of entrepreneurship.

In business, good physical fitness, healthy mindset, ability to take on challenges, as well as financial resources and sales skills, and effective communication with the company's investors and competitors.

WHO IS ENTREPRENEUR?

An entrepreneur is a person who discovers a new method in his business and thereby collects many necessary resources and thereby increases his professionalism and creates a big company and dares to implement it and adjusts the risks and economic conditions that arise in it. We can also consider an entrepreneur who works for himself without the help of others. They accept various obstacles and set up their own business and operate it successfully and find the relevant opportunities and resources and make the right plans and take the necessary steps to make the plans successful. Entrepreneurs sometimes known as risk bearers that they accept all kinds of risks faced in their business.

Entrepreneurs possess certain qualities to run their business consistently in the right ways. And follow the instructions in the right ways and improve your career. Below are some of the key qualities of an entrepreneur: Goal setting, systematic planning, creation and innovation, initiation and acceleration, information gathering, risk taking, opportunity, qualityof work, self-confidence, perseverance, problem solving, quality assurance, long-term responsibility.

Some Qualifications for Entrepreneurs:

- There is no age limit for entrepreneurship.
- Entrepreneurs need to be self-motivated to develop their businesses better, better positioned, visionary, using communication and new technologies to engageinvestors, meet competitors and their obstacles, and be effective.
- Some knowledge and Functions of Entrepreneurs must have to manage their business. They are:
- Generating Ideas
- Fixing the business objective
- Analysis of opportunities in the market
- Fixing the ownership,
- Processing the promotional formalities,
- Increase the necessary funds,
- Purchasing the necessary machine and material,
- Recruit the employees,
- Maintenance of the business operations.

TYPES OF ENTREPRENEURS:

There are many types of entrepreneurs. They are divided into various categories based on their performance and entrepreneurship and various aspects of entrepreneurship. They are:

- Innovative Entrepreneurs
- Imitative Entrepreneurs
- Agricultural Entrepreneurs
- Service Entrepreneurs
- Business Entrepreneurs
- Women Entrepreneurs
- Technical Entrepreneurs
- Professional Entrepreneurs
- Induced Entrepreneurs
- Spontaneous Entrepreneurs
- Modern Entrepreneurs
- Serial Entrepreneurs
- Portfolio Entrepreneurs.

- Fabian Entrepreneurs
- DroneEntrepreneurs
- Industrial Entrepreneurs
- RuralEntrepreneurs
- Corporate Entrepreneurs
- Life Timers
- Non-Technical Entrepreneurs
- Pure Entrepreneurs
- Motivated Entrepreneurs
- First Generation Entrepreneurs
- Classical Entrepreneurs
- Novice Entrepreneurs

Entrepreneurs have to adopt certain types of personalities to develop their business. They are as a good improver, advisor, Superstar, Artist, Visionary, Analyst, Fireball, Hero and the Healer.

KEY FACTORS OF ENTREPRENEURSHIP:

Certain factors are fundamental to entrepreneurship and need to be addressed to promote entrepreneurship. Sacrifice, leadership, experience, organization and optimism.

- **Sacrifices:** When we are a great entrepreneur we have to make some or many sacrifices for example we leave our family or often avoid family situations to make our entrepreneurship much easier or to try and encourage and improve. And when weengage in our business endeavors by excluding our physical condition, mood and emotions, that business has a chance to succeed. And we are in a position to sacrifice clothing and location in our daily life. For example an entrepreneur who is running a huge business has to go through a lot of trouble to live his normal life. He is in a situation where he has to rent out his residence.

- **Leadership:** It is the leader of a business who takes the initiative to lead the business properly, give the right advice to the workers working under him, integrate the right information from outside the business, and add it to the founders working within the business at the right time, thereby leading the business properly. And when the workers in the industry are not doing the work properly, the leader has the ability to make them follow the correct procedures, make them work effectively, and take the right decisions at a given time. A business and an enterprise can experience proper profitability only when the leader performs well, and the enterprise leader plays an important role in redressing the emotional distress of the workers or their familysituations. A business leader should put in a lot of effort to lead the business and engage in self-initiatives, and excel in the relevant knowledge skills.

- **Organization:** Coordinating and managing becomes an important role for an industrial organization. In general, management is the process of directing all the activities, personnel, and structure of a business. This management is responsible for errors, processes and all development work in the enterprise. The management can lead or improve the organization to a suitable level by following the right ways and implementing the right methods. If the management makes mistakes in their work, the situation will affect the entire organization. So an entrepreneur or a businessman does a good job of managing his business properly which will lead to the advancement of his business.

- **Optimism:** Optimism is essential for entrepreneurs. It is important to use many strategies in business, innovate and contribute to the success of one's business. And this optimism is important for workers or their business ideas or business processes to correct risks in time. Because it is important to follow certain actions to succeed in business. In that way, this optimism is a great

sustaining process that helps us to succeed in our business, to improve our business, and to sustain our business for a long time.

METHODS TO FOLLOW MAINTAIN THE BUSINESS:

If we want to be successful in our business then it is necessary to do some proper planning and some good qualifications required for it. It is especially important that we do our own efforts and not expect others to do the necessary diligence. Especially if we do not spend time in wrong ways through proper planning and the ability to perform our efforts in appropriate ways and means and not making mistakes helps us to lead our business in the best way. Proper planning is crucial to our profession. Through this planning, we need to ensure punctuality, correct steps, avoid mistakes, complete our processes on time, take right decisions on time, and avoid disruptions.

Business activity recording is a very important part of our business because recording our business activities is what state our business is going in the right direction or going in the wrong direction. These business performance records are also important for decision making.

An entrepreneur or business men by keeping a daily record of their daily business activities can make it easier for them to know their performance and the growth of their businesses and to take future business activities.

Industry competition is very useful for us to learn some things from our competitors and adapt our business according to them and to grow our business and to take better decisions in business activities and to lead our business properly and for a long time because professional competitors like our business objects make some other changes in their business objects for competition. This industry competition makes it very important for us to make some strategies of how we should choose some of their changes to do and conduct them in very good ways but not to let our industry decline.

Assessing the defects and risks in our products and correcting them helps us to improve our business. For example, we calculate and test the products of many competitors to determine if there is any defect in our products. We can improve our business by improving our competitors' business competitiveness by improving their quality and reducing costs for customers. For example, if we were running a restaurant, how should we improve our food based on the flaws in our food and the quality of our competitors' food, and how much should we price over our competitors' food products? It is also necessary to find out the habits and how they choose food products and take some decisions accordingly at the right time to improve the quality of our restaurant and run the restaurant in the best way.

A great entrepreneur is always thinking of opportunities for their business and can respond by adopting new strategies and approaches to innovate in their business and thereby make their business successful by using their business choices. They also need to take into account the opportunities and constraints in the markets for their products and how their products are received through government regulations and thereby adopt best practices in their business.

Customer service is important in every business and every business has a chance to succeed if we apply customer service in the best way to our business products. Our customers are our masters, they find their services in the best way, at the right time and at the least cost, and it becomes very necessary to bring our products to them that they need, then our customers will come to buy only our products. We can promote our business very quickly and at the same time with high sales growth.

As a professional, business stability is very important, if we bring changes in our business depending on the profit or loss, it affects our business positively or negatively. We have to take the necessary ways to improve, but after seeing the profit, we should not pave the way to take the business to the server, taking into account that profit, and if there is a decline in the business, do not try to leave the business, and if we work with the effort of how to improve the business and thereby restore the business, then we will be a better entrepreneur and can survive in this world.

ENTREPRENEURSHIP ROLE MODELS:

If we are a newbie in entrepreneurship we should try using our professional role models to start our business or start a new business and run it properly. Our role models are very useful for starting our business or guiding us. How they started in a business and overcome many difficulties and obstacles in it and how they stand as a stable entrepreneur today. Our business role models leave us with a few key industries or business models or business competitors that are suitable for us, and then we find out what is right for our business, the applications, techniques, methods and approaches, and we learn from them or their actions and use them to further our business. By finding the exact methods and tricks used by role models and following their pain we can improve or run our business or we can help our assistants or followers and with their help grow our business. Some role models in India are:

- Ritesh Agarwal is the Founder and CEO of OYO Rooms,
- Sachin Bansal and Binny Bansal are the co-founders of Flipkart,
- Anand Mahindra is the Chairman and Managing Director (CMD) of the MahindraGroup,
- Uday Kotak is the Founder and CEO of Kotak Mahindra Bank,
- Kiran Mazumdar-Shaw is the Chairman and Managing Director (CMD) of BioconLimited, one of India's leading biotechnology company based in Bangalore,
- Shradha Sharma is the Founder of YourStory,
- Bhavish Aggarwal is the Founder and CEO of Ola Cabs,
- Deepinder Goyal and Pankaj Chaddah are the co-founders of Zomato, etc.

Small entrepreneurs and young entrepreneurs like them are setting their foot on the global stage. Not only that, small scale workers and farmers are excelling in their entrepreneurship by starting very small businesses even in their small villages and thereby expanding their business at the village level and exporting their industrial products to the world stage. The world's greatest entrepreneurs are the first farmers who dedicate their labor and business to the lives of others on the global stage, solving food hunger in people's lives.

The following case is an example of how certain situations can make us better entrepreneurs than our role models: An entrepreneur is not a permanent person or a traditional person but a person who can develop suddenly. This entrepreneur is an example of this. Our economic crisis started two years ago due to the corona virus that spread all over the world. Many industries collapsed and job loss unemployment and severe economic crisis occurred all over the world during that critical period every man started a self-employment in the ways he knew and was eager to maintain his needs for example food clothing shelter at that time they acted as a small entrepreneur and turned it into their business. Even today, they have achieved a great deal in it and are living with it as their profession.

WHAT IS STARTUP?

Start-ups are a type of business enterprise created with the intention of creating an innovative, nascent business strategy and thereby generating large amounts of revenue. In today's world, an industrial company embarks on this process to start a business immediately on a large scale. And this start-up is a new strategy to start their business in a very short period of time by making products that can reach even the smallest masses, starting with high cost. And because its entrepreneurs believe that their product or goods or services will reach their customers very quickly, these start-ups are created in huge numbers and reach people very quickly today. And entrepreneurs are getting their businesses up and running quickly with the help of these startups.

Start-ups are a new product or a new venture that is about to enter the market. The investments required for this are not sufficient with the industrial companies. So they get these start-ups in the market after getting money from some banks or financial helpers to build it. And entrepreneurs are

trying to use these startups to introduce their venture to the world very quickly. But in doing so they face great difficulties and hardships. A startup is introduced early. But to do it and carry it out in the best possible way, great difficulties have to be taken. For example, the steps needed to deliver a meal to its customer can be planned very quickly. But it is not a normal thing to approach other financial helpers or banks to get the expenses or cash or financial assistance and submit the proposals and get the financial assistance. And it's been a long time since this start-up got people to go and do those services. But the customers and people who benefit from it soon allow it and introduce the entrepreneur to the outside world easily through that start-up. And the entrepreneurs who benefit from this achieve it within days, rise higher and introduce themselves to the world.

Some examples of start-up ideas happened on 2022.

- Create educational content or activities
- Offer virtual team-building
- Start a meal-prep business
- Create a food waste solution
- Capitalize on plant-based foods
- Start a drop-shipping business
- Curate subscription boxes
- Create an airport-centric app
- Become a destination wedding planner
- Make local guides, and so on

Some of the above thoughts will lead to more of these types of startup ventures in the coming times. In the future, similar start-up ideas will be developed at a lower cost and with many innovations that will help the entrepreneurs to expand their businesses very quickly.

PROCEDURES FOR START-UPS:

1. The first step in starting a startup is a well-thought-out effort. That is, starting a business requires the right mindset and effort. A start-up is a new product that we can bring to market by developing new products or desirable modifications or applications of existing products as opposed to existing products in the market. So the entire start-up mindset we begin with should be completely different or beneficial. Only then can this start-up be completely established in the market or in the hearts of the people within a few days.

2. After determining our business products we need to plan. This plan should be a clear plan for starting a business or startup. Only then will we be able to facilitate our startups to reach people very easily. Also, we can give a clear explanation to the banks or financial institutions that provide financial assistance to us and thereby get financial assistance. After formulating the plans, getting the right investment from the banks or financial institutions and investing at the right time to develop and implement the startups. There is a chance that the start-up business will fail if it does not act properly during certain times of financial crisis. Also steps should be taken to repay the amount to the financial institutions and banks at the right times. This should ensure that there is no impact on our start-up entrepreneurship. As we have mentioned some difficulties or obstacles in our business venture, we can fix it by having people as role models, existing ones or having a few advisors with them.

3. Before starting a startup, entrepreneurs need to take some legal steps like trying to get proper business name, trademark and license to run the startup.

4. We must also abide by the contracts we enter into with our clients or do business with us.

5. And appropriate steps should be taken to create the start-up, run it properly, market it and bring it to the customer and execute all the necessary processes in a proper manner.

SOME ADVANTAGES AND LIMITATIONS OF START-UPS:

Advantages:

- Every entrepreneur tries to enjoy their own profit through these start-ups which is their dream memory.
- Loans for start-ups are limited to a limited period of time and once the loans are repaid, there is no need to share the equity with the financial institutions as it belongs entirely to the company.
- Entrepreneurs can build their start-ups and expand their enterprise a lot. And they can build it not only domestically but also abroad with their own expenses, without the help of loans.
- They can use this startup to generate more revenue with less debt and expand their business further.
- We can get more wealth from the profits made using these start-ups or we can create new ventures or start-ups from the profits to further expand our entrepreneurship.

Limitations:

- The financial assistance or financial assistance that we can get to start a start-up is not so easy and we need to submit proper asset details to the financial institutions to get the funds for our lack of funds.
- We get a small amount of seed loans to build our startups.
- The repayments will also be higher. And due to this, the cost of buying the equipmentrequired for the business and maintaining the business properly is high.
- The amount of expenditure required to develop the business will also increase. This makes it difficult for us to carry out the business at the right scale.

CONCLUSION:

The best entrepreneurs should start their business plans with the help of start-ups, starting small, with fewer loans and on time with the most appropriate methods. And by providing the right services to the customers, at the right time, at the lowest cost, they can leverage their start-ups in many ways to strategize, transform, market on a larger scale, establish themselves overseas and establish themselves as a new or better entrepreneur in an amazing way in this world.

A STUDY ON THE CHALLENGES WITH ERP IMPLEMENTATION IN HIGHER EDUCATION INSTITUTIONAL MANAGEMENT

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ABSTRACT:

In order to automate operations on a standardised platform in accordance with their strategic plans, higher education institutions all over the globe have turned to the use of ERP systems.The reason for this is that the ERP system encourages an organised managers' desire to provide better service to their pupils and the need to adhere to both regional and international standards are shared by managers in both management and education. Operational tasks like student admission, finances, procurement, examination management, staffing, and alumni management can now be handled by the ERP system in the majority of institutions. The challenges of implementing an ERP system in institutions of higher education are covered in this chapter. You ought to be able to: recognise the different methods for implementing ERP systems after reading this chapter; describe the elements that an ERP system's effective implementation in a higher Education institutions should be able to differentiate between the various models for a successful ERP system implementation and comprehend the metrics used to gauge that success.

Keywords: *Enterprise Resource Planning (ERP) Systems, User Performance (UP), Review, HEIs.*

INTRODUCTION:

A recent development in information technology (IT), enterprise resource planning (ERP) increases organisational efficiency by integrating numerous information systems operating at various management levels and conducting different functions. One of the most important developments in information technology over the past ten years is regarded to be ERP.It was intended for higher education institutions (HEIs) to use an ERP system to boost departmental and faculty output at the lowest possible cost. Additionally, ERP systems give HEIs a competitive edge by being able to deliver trustworthy, precise, and timely information. However, because there are so few successful initiatives, the importance of ERP system adoption in educational institutions has not been fully appreciated.

According to the literature of ERP system adoption in HEIs, 60% to 80% of these system projects fail to provide the expected results.The cost of ERP system implementation includes installing software programs and transitioning from the old system to the ERP system as well as the cost of system maintenance and updates and staff training.

The goal of this study is to investigate and identify the variables that influence how well instructors and administrators use and embrace the ERP. Although HEIs are increasingly adopting and implementing ERP systems, scholarly papers rarely focus on this field. Most articles about ERP implementation in HEI publications concentrate on the system's advantages, effects on the business process, difficulties, or technical elements.

OBJECTIVE:

To research the difficulties in implementing ERP in higher education institutions (HEIs).

BENEFITS OF ERP SYSTEM IN HIGHER EDUCATION INSTITUTION:

- **Cost Effectiveness:** The cost element is perhaps the most obvious benefit of using ERP in education. You were able to make substantial financial savings by reducing the number of employee hours. To handle tasks like fee collection, the laborious admissions process, etc., basic campus management needs a lot of manpower.

- **Improved Data Organisation:** Set up your data however you like. You can organise your institution's data in a variety of methods using education ERP, which will aid in effective management of the institution. With just one mouse movement, data is easily accessible and well-managed.

- **Information is Safe:** Information stored on web servers is much safer than information tangibly kept on shelves. Your information is conserved because ERP software stores information and data on servers with backup systems.

- **More Automated Administration:** With education ERP, the point of flaws in managing important administration processes like fee collection, library books, admission list, etc. is nearly minimal, unless there are some human errors in filling up information or technical glitches.

- **More Emphasis on Education:** Time saved from filling out mark sheets after each test or taking individual attendance in class can be used to devote more time to teaching, which is the more crucial task.

LIMITATIONS OF ERP SYSTEMIN HIGHER EDUCATION INSTITUTION:

Of course, there is another aspect to every coin. There are some restrictions that prohibit institutions from choosing education ERP solutions for better management, even though your institution's management is accessible with just a single mouse click. Several of them include:

- Less profit-driven schools may not be able to afford the expense of ERP, its planning and implementation, customization, configuration, etc.
- Most ERPs are challenging to use and master. Users must fully participate because of the complex user interface, which necessitates extensive user training. It is now appropriate for all educational establishments to adopt a more intelligent strategy.

REVIEW OF LITERATURE:

ERP implementation is becoming more and more popular among businesses. Nowadays, 40% or so of schools have already implemented ERP software. Various companies who offer a variety of hosting services have been used in the implementation of ERP. SAP, Oracle, and Microsoft are a few of the top suppliers. Even so, they all adhere to a common fundamental methodology and go through a number of stages, including planning, designing, developing, testing, deploying, and operating. The effectiveness of an implementation largely relies on how well implementation consultants, users, and vendors collaborate to achieve the organization's overarching goals.

Numerous studies have been conducted on the implementation of ERP systems and a number of connected topics, including implementation techniques, business processes, and results. Even though the vendor selection and implementation team are covered in depth in these studies, research on ERP systems in higher education is still in its infancy.

Therefore, study into ERP-related issues and users in higher education signify a step forward in examining the actual benefits that these systems may actually provide for organisations.

The Critical Success Factors (CSFs) for higher education were found in this research, and the factors were categorised into the following groups: organisational, technical, vendor, individual, cultural, social, political, and national. As a result, this research is concentrated on the technological area where CSFs are found:

1. Complexity.
2. Reliable network.
3. Usability flexibility and effectiveness.
4. How quickly the system responds to user queries.
5. Data conversion, research, and quality.
6. Personalization.
7. User friendliness, help, and documentation.
8. The state of the system is visible.
9. Resilience and mistake avoidance.
10. Testing, creation, and troubleshooting of software.

CHALLENGES OF ERP SYSTEMS IN EDUCATIONAL INSTITUTIONS:

The idea that "education is a business with students as the clients" has been enforced upon institutions in the current period. ERP implementation generates cultural shifts, including "the use of managerial language and procedures," in educational institutions by taking a business-like approach to education.

- **Lack of Proper Quality of Business Process Reengineering (BPR):** Project team members find difficulty in combining and contributing to BPR, and the lack of proper quality of BPR leads to incorrect system configuration concerns. Although their consultants may have given them unethical advice on how to conduct BPR, it is possible that some of the project team members lack a thorough understanding of why or how to conduct BPR.

- **Lack of Proper Knowledge Transfer:** A key component of a successful ERP installation in a school has been recognised as the knowledge and capacity of the project team members to convey necessary knowledge. Implementation consultants with expertise in ERP are required. One of the crucial knowledge components for a successful ERP implementation in a school is an understanding of system functionality and current operations.

- **Lack of Effectiveness of Project Management:** The ERP project will be difficult and demanding if the project manager does not have adequate ERP knowledge, capability, and project management abilities to integrate the ERP system. This is because managing various systems, people, and redesigning business processes are all part of managing the ERP project.

- **Overdependence on Heavy Customization:** There will be a problem with software mismatch while deploying ERP systems. Much software customization will be needed in order to solve this problem. Project delays, financial overruns, and malfunctioning systems could all result from these changes. Customizing the ERP system to meet particular business needs could mean compromising "best practises" already built into the system.

- **High Attrition Rate of Project Team Members:** In the majority of educational institutions with government payrolls, project team members may resign from their jobs if they experience high work stress and workload during the implementation of the ERP system, resulting in a lack of ERP knowledge and improper skill transfer among project teams throughout the ERP implementation life cycle.

CONCLUSION:

The implementation of ERP systems in HEIs raises the standard of the services offered to teachers, staff, and students. They lessen company risks while enhancing the effectiveness, efficiency, and end-user satisfaction of HEIs. Contrarily, implementing an ERP system is extremely time-consuming, expensive, and fraught with difficulties, such as users who are unwilling to use the system. This research sought to provide a conceptual framework for the variables that might affect HEIs' use of ERP systems.

Understanding the changes in organisations' processes, activities, structure, and automation as a result of adopting or deploying a new technology like an ERP system is crucial, according to a systematic review paper on the digital transformation in HEIs. The review also revealed that teachers and students were seen as the primary actors in 95% of the stories as HEIs underwent a digital transformation.

However, due to the widespread changes that ERP systems bring about to business processes, a successful implementation of these systems necessitates the participation of more users than just students and instructors. It is advised that more study be done, especially in the field of education, on the acceptance of the ERP system by multiple users.

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THE SCENES OF COMMERCE: PAST, PRESENT AND GEAR UP TO FUTURE

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ABSTRACT:

The main purpose of this article is to discuss the next dimensions of business and its special features. Not only that, but we will also see here how the ancient commercial methods and the current commercial industries conduct business together. In this article we will see the definitions of business, commerce, trade, their interrelationships and reasons for business, and the processes and characteristics of each. Also, in this article we will see how the business has evolved its activities and practices from the early times and the activities of its successive generations, the types of business, its participants and their processes one by one. We can see in detail the current business, professions and commercial terms, their processes and actions, their categories and the characteristics of each and we can know the merits, demerits and shortcomings of each of them through the article. Their pros and cons can be seen in the technologies and how each technology has guided commercial activities over time. It can be seen in detail the current technology methods and the commercial technologies that are carried out through them and how the technology methods will develop in the future. Here you can find out how to increase business in business and how to use the natural and man-made resources required for business development. We will take a closer look at small businesses and large commercial enterprises and their processes, how they develop their business resources, the resources they need and their relationships with others. In economics, producers, investors, and consumers, their characteristics, interests, activities, and their interactions are explored in detail. We can see how to use the resources needed for the country's business and thereby increase the industries and how to increase the country's foreign exchange. We will discuss in detail about marketing and the importance and role of marketing in business, the various types of marketing and their methods, modern marketing techniques and how marketing can enhance business resources. Finally we will look at some information about how today's industries and businesses are using technologies to seed future business activities and the methods, elements of future business and assumptions about it.

Keywords: Business, Successive Generations, Commercial Technologies, Modern Marketing.

INTRODUCTION:

Generally man has developed business and its many dimensions of commerce for his needs, to improve his habits, to share his goods with others, and for various other reasons, thereby improving his development at every step. Here we divide the trade into three phases and in each period we can analyze in detail how man increased his trade, how he participated in it and how he adopted many new methods and practices. In the first stage, we will see in detail how man created industry and business in the early period and how he is trying to improve its new dimensions by using technology in this era, and how he will conduct business in the future using many new technologies. For example, in the early period man was making many new inventions. For example, he used wheels and cattle to carry out migration and trade. Nowadays he is doing business through electronic devices and various types of networks. In this article we will also see how he is trying to create a new dimension of this in the future. Before that we will have a good

understanding of Business, Trade and Commerce and after knowing their special features and functions we will look at each period of commerce in detail. Also look at marketing trends in business over time and a few ways to make money in today's business.

DEFINITION OF TRADE, COMMERCE AND BUSINESS:

A trade is a determined trading method. That is, if the money is received for the sale of a product, the situation in which the business is completed is called trade. That is, trade is the completed transaction between the seller and the customer.

Commerce also refers to some other work with trades. For example, everything from buying a product to a business, storing it and using it, producing many products and selling them is called commerce. It also includes transportation related activities and it leads to smooth running of commerce by doing things like adding goods through proper transportation at the right time.

Business includes trade and commerce along with some other activities. For example, the sale of goods is trade, some of the activities required by it, such as production, are included in commerce, and the workers who produce it and their unique activities and maintenance are all business-related activities.

SOME CHARACTERISTICS OF COMMERCE:

- This results in a professional and effective long-term relationship between the seller and the customer.
- It is used to promote the production of goods and increase the demand for raw materials and locate the necessary raw materials.
- It is the main reason for increasing the foreign exchange of a country, increasing the consumption of goods and increasing the movement of raw materials.
- It paves the way to connect with foreign customers and introduce their products to people abroad and benefit them too.
- It helps in increasing the monetary value of the country and improving the living resources.
- Determines the condition and quality of goods.
- The introduction of new products and its reception in the market determines its reception abroad.
- During inflationary periods a country's economy is partially driven by the gains from trade that is adjusted.

IMPORTANCE OF RECORDS IN BUSINESS:

It becomes important for a business owner to record his daily business processes to know if his business is going in the right direction. Records are also very important for later processes as far as business is concerned. Because these business process records become very essential to meet the later requirements. A business owner, by keeping a daily record of the daily processes of his business and how the work of his subordinates is doing, can know whether his business is going in the right direction or if there are any glitches in it with the help of his manager and correcting them, leading to smooth running of his business. A task is an activity. A business activity is the various tasks that a manager can assign to his employees. A combination of several business activities leads to the production or trade of a product. For a business transaction to take place, various workers can complete various tasks to reach the target. In order for a business transaction to be completed properly, the manager must calculate the work performance of the employees correctly, take appropriate decisions, assign the right jobs to the right employees at the right time and monitor them to complete the business transaction properly. Thus recording the daily business processes will lead every employer to continue running his business by making the right decisions based on the pros and cons and its consequences in the future. Also, if there are some mistakes in it, it will be corrected with the help of managers.

SPECIAL ELEMENTS IN BUSINESS:

While recording daily business activities are recorded following certain methods and their types For example a daily process is recorded in two methods single entry and double entry Single entry is used for small types of operations and double entry is used to account for operations like credit and debit and correct errors in the processes through them. Certain terms are defined here.

- **Transactions:** Any small activity that takes place in a business we call its business transaction. Also, this business transaction is a unit process of a business. By this we can face profit or loss per unit. This is also considered the result of a business process. We can define this process as a business transaction.

- **Journals:** Journals are the records of all the day to day processes of an organization which are recorded in full and subject to intervals over time and can be selected and used for taking correct decisions in future. We can consider these journals as a suitable catalyst for a company's future profitability and growth.

- **General Ledger:** A general ledger is a general flow of a business transaction. It is set according to its transaction type. With this we can prepare trial balance and financial statement.

- **Trial Balances:** A trial balance is the sum of all the credits and debits in a business transaction. Once this step is completed, each transaction should balance. If there are any deviations in it, they should be corrected and corrected.

- **Financial Statements:** Financial statements are considered as a combination of all types of accounting document of a company. These can be made available for public viewing and some regulatory viewing to know the financial position of a company. Also these final financial statement documents are very useful to know the effort of a company, operational conditions of all transactions and development status.

- **Buyer:** A buyer in a business buys a products or services from a seller and receives a benefit from it. Following this, business transactions multiply as he starts buying more items from the seller, either that one time or many more times. Depending on the needs of this buyer, the quality, color and pricing of a product are all determined and marketed. Buyers are segmented based on their needs. From ancient times to the future, they have been changing according to the times, according to their needs, and according to the technologies. A typical buyer in a business is represented here in a few categories. They are Individual Buyers, Financial Buyers, Strategic Buyers, New customers, Impulse shoppers, Loyal customers, Discount customers, Need-based customers, Wandering customers.

- **Seller:** A seller is a person who sells a product or several products or services to the users in order to make a profit or to benefit the user in accordance with their needs and to receive the appropriate money or equivalent. Types of sellers make and promote different kinds of business, according to their business industry. They are Wholesalers, Retailers and Online Sellers.

- **Product:** A product or service that is useful in making a connection between the seller and the user in the business for the purpose of doing business is called product of the business. This product is direct, manufactured goods or services.

- **Market:** A market is a public place where business can be conducted and marketing is the use of that place to do business in a way that benefits both the seller and the customer.

- **Profit and Loss:** Profit is the surplus benefit obtained by a user or seller for the sake of a business to improve their needs or business in a way that benefits them. Loss refers to the pecuniary loss or material loss incurred by a trader or user through a business.

Apart from these there are many other terms of art, qualities and characteristics in business.

PROCESSING THE BUSINESS:

Business is when a business owner first provides the raw materials needed in his business by paying the appropriate amount from his supplier and then uses the raw materials obtained for his production thereby increasing his business and making profit. In this first step, a businessman first procures the materials from the vendor on time and supplies them to the production. Depending on the volume of production, raw materials must be produced in the right amount, without excess, at the right time and under the right circumstances. They will try to market the manufactured products to reach the appropriate user, by knowing the market conditions and marketing methods and taking the necessary steps, regulations and measures. After finding the right market and user for the product, they pack it properly, use the necessary transportation facilities and bring it to the right user at the right time. The relevant documents will also be sent along with the manufactured goods and added to the user. A business owner has to play a vital role in procuring raw materials, manufacturing the product with proper quality and marketing it properly. Because even if there is a mistake in any of these, there is a possibility that the quality of the product will be lowered and the business will be interrupted in the business. Also, the progress of his business is determined by looking at the competitors, their products and the quality comparison of their products and his products in the market.

OLD AGE SCENES OF COMMERCE:

From the origin, man has met his needs through new inventions to survive. It is from the activities of doing so that every new activity and profession has been created, and as civilizations have grown and grown, they have made progress in their activities and nature at every level. Through that he created a new world in his habits and processes. In order to satisfy his needs he made many new inventions and migrated from one place to another in search of food and built riverine civilizations. He created suitable conditions for growing food on the banks of the rivers and thereby carried out agriculture. He shared the food grown through agriculture with his resident and also went to other places to sell it. In order to sell food, he took advantage of the goods available in those places and exchanged his goods. In the early period trade was the exchange of goods. He sells the goods in his possession according to the value of each commodity, according to its quantity of other commodities, increased or decreased. This is the first phase of human business. They continued their sales wherever they moved, repeatedly selling or bartering goods from many places. These places were called sales halls or markets and each product was marketed there. Kingdoms and many empires developed depending on the layout of each land. The empires had developed certain structures and symbols of their own. A symbol of this identity is the "Mark". A mark is a symbol of a country or state. Later, businesses also used these types of marks for exchange. A value was created for each of these symbols and eventually they were considered as the value of goods i.e. according to the quantity or quality of goods and finally as the value ofmoney representing their quantity and quality. The importance of business is the exchange ofmonetary value. The monetary value of each country is generally said to be the currency ofthe world. In business, money is not exchanged directly. Instead the value of money is exchanged. Because every country has different currency values. These monetary values were created so that they could be shared and divided equally. Later he was able to expandhis trade by finding ways to export and import and interacts with foreigners.

CURRENT AGE SCENES OF COMMERCE:

Commerce today has many dimensions. Businesses in this era are all looking to improve their products and services depending on the various technologies and circumstances and to maximize profits. Technologies are making better ways for users to take advantage of this and choose the products they need. Through them trades and businesses are being done better and faster.

The commerce taking place nowadays is known as electronic commerce. Electronic commerce is also called e-business and electronic business by some people. Some people also call it online commerce. Also referred to as Ecommerce for short. Different types of high end businesses are also increasing depending on modern technologies. They are divided into several categories using certain methods. Here are some of the types that businesses are currently following.

- Business to Consumer (B2C)
- Business to Business (B2B)
- Business processes
- Consumer to Consumer (C2C)
- Consumer to Government (C2G)
- Online to Offline (O2O).

Scientific technology and business methods as well as electronic industry and network regulations are very important aspects of modern electronic commerce. Almost all the commerce that takes place today is conducted with electronic devices or with the services of electronic devices. Especially the change in the value of money is happening. It seems that instead of exchange of money, the value of money is changing. In this electronic commerce, the seller introduces their products to their customers with the help of websites. By accessingthe necessary websites, through them they spread their business products across the world, realize their value, quality, price and adjust their dimensions according to time, and run their business perfectly. Many websites are adapting themselves to e-commerce, changing their work to suit the business, creating them as business-friendly, and turning themselves into an electronic marketer. Apart from this, electronic websites provide product details according to the needs of the customers and some websites are running on the basis of the customers. These classified websites make it easy to reach specific customers. It is of great help to users and traders. Due to the fact that generating revenue in existing e-commerce is a very difficult process, many online traders are benefiting from creating multiple revenue generating methodology models and implementing multiple online businesses in their ways. Here are some of the most profitable models among them.

- Web Catalogue Revenue Models
- Digital Content Subscription Revenue Models
- Advertising-Supported Revenue Models
- Advertising-Subscription Mixed Revenue Models
- Fee-for-Transaction Revenue Models
- Fee-for-Service Revenue Models

They are successfully running their electronic business by using the above revenue models and by using different revenue models in their own way to change the course of their business as per the times.

Electronic commerce, which started at the end of the 20th century through internet media, has grown rapidly and is now successfully introduced as mobile commerce. Through mobile commerce, the existing online businesses such as Amazon, Flipkart and many more online businesses are easily conducting their electronic business through mobile phones. Accordingly, telecom companies are also providing their bandwidth services at low cost so that everyone can easily avail them. They also earn income easily. Also, through mobile commerce, we can even bring food from the place where we have ordered it online and benefit from it. To travel far away from the place we can order online cabs through software apps and get them to our place. To that extent, mobile commerce is very widespread and is now well underway. Apart from that we get various benefits through mobile phones through millions of software apps of various types. Especially through social software like WhatsApp, Facebook and Instagram and many more mobile related applications we get many benefits. Mobile commerce is providing such online services to us very easily through mobile phones so that everyone can easily use them.

FUTURE AGE SCENES OF COMMERCE:

In the future, commerce is going to develop its system with the various strategies it had and take a different dimension. Here are some of their findings. Electronic commerce is now underway with the introduction of online currencies. Similarly, in the coming times, every online business company is conducting online business very critically among themselves considering their competitors and users. Hence merchants rather than users are creating many new business dimensions within themselves and are going to create a great commerce revolution in the future. Here we can see some elements that can be varied.

- In the future, the needs of the users can be known by computer or robot and with the help of web service, direct service can be provided to them. This means that if a person has a medical condition, there will be an advantage that the doctor can directly send the necessary medicines to the patient's home with the help of the computer.
- In future, business can be done through video. Like existing digital signatures, video can drive business from another location to our location or drive business from our location to another location.
- In future a consumer or a company or a country can create a huge revolution in marketing among themselves. That means "Signal Marketing". Business with signal technology in marketing is likely to develop in the future.
- Future trade between countries can be huge. For example, they can combine their economy with the economy of another country to form social alliances to protect and exploit industrial resources. When we join together, we can reduce our enemies, increase our allies, use their natural resources and their natural resources together, and improve the country's economy and development.
- In the future, there may be a situation where you can book your business in advance and register your savings in it and invest in it according to your job or business. As a result, the future business will use a new strategy to avoid unnecessary expenses.

CONCLUSION:

Since its inception, commerce has in each period taken on an innovative footing, facilitating the delivery of goods, their qualities, and the means of bringing them to consumers in different ways with the times. This has made it easier for both sellers and customers to avoid hassles. And if commerce is to be better in the future, some strategies need to be adopted. One of them is how things were produced in ancient times and how to preserve them, reshape them, maintain their authenticity, and bring them to the people as soon as possible in the future, as easily as possible.

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A STUDY ON WORKING WOMEN'S PERCEPTION TOWARDS ONLINE GROCERY SHOPPING - WITH SPECIAL REFERENCE FLIPKART

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ABSTRACT:

In the Indian market, female customers predominate when it comes to grocery shopping. Grocery shopping habits of consumers have changed considerably. This study seeks to assess sustainability and comprehend how working women perceive doing their grocery shopping online. This essay seeks to analyse female consumers' attitudes towards grocery shopping on Flipkart. Consumers purchase goods from an internet retailer by becoming emotionally attached to various factors. But everything has been completely altered. Customers now have access to supermarkets, minimarkets, specialty shops, and even online retailers, making their lives more comfortable and convenient. It is advised that people conduct research on consumers' perceptions, which will be affected by shifting economic conditions and other factors since groceries are necessities for all households. E-commerce businesses must understand how, where, and why consumers behave in a certain manner in order to predict consumer behaviour in the modern era and tailor their products and services to those exceptions. New marketing campaigns and investments in enhancing distribution capabilities are being made by up-and- coming online grocery players in an effort to surmount these obstacles and alter consumers' perceptions. The study will assist Filpkart and numerous other e-commerce businesses in better comprehending the shift in customer behaviour and demands so that they can provide the best possible customer support.

Keywords: E-Commerce, Consumers, Shopping, Groceries, Perception.

INTRODUCTION:

One of the world's marketplaces with the fastest growth is India's retail sector. Sixty-six percent (66%) of the overall retail sector revenues come from the foods and groceries segment. Before, all businesses operated under a common business model, and consumers were made aware of the product through advertisements on television, radio, in print, and on billboards. Consumers in India have become very accustomed to shopping online recently, whether they are purchasing books, gadgets, or cosmetics. These online shopping sites offer comprehensive information on the goods, including price, availability, quantity, quality, manufacturer details, distributor details, brand value, and other factors that make purchasing decisions easier. The condition of the economy has no effect on grocery sales. The customer purchases goods from an online retailer by becoming attracted to factors such as deals, rebates, free home delivery, website usability, and payment methods such as cash on delivery. As an existing e-commerce platform like Paytm, Ola has entered the food market. Customers will become attached to online groceries if the journey time is longer than the cost of delivery and offers convincing value. New participants in the online grocery industry are prepared to meet these challenges and are working to alter consumers' perceptions through new marketing campaigns and investments in enhancing distribution capabilities. Due to the conveniences, alluring deals and discounts on internet services and groceries, the vast selection of groceries, and time savings, it has grown in popularity. The attitudes of online shoppers would be

revealed by this literature review, and future scholars would also be able to comprehend and identify the key variables influencing purchasing decisions and product quality.

OBJECTIVES:

- To comprehend what qualities of internet grocery shopping appeal to female consumers.
- To better understand the influences on women's behaviour and the driving forces behind their internet grocery purchases.

SIGNIFICANCE OF THE STUDY:

This study contributes to our understanding of the kind of impact online grocery stores have on female shoppers' purchasing decisions.

METHODOLOGY:

The approach includes collecting primary data using Google from 12 surveys that include the options of "yes/no," "agree" and "disagree," "extremely" and "quite," and "moderately." Secondary data comes from various websites and articles.

ANALYSIS AND INTERPRETATION:

Figure 52.1: Question No. 1

Out of 123 answers, 94.3% of respondents said they were familiar with online grocery shopping because it is something they do regularly. However, 29% of respondents said they were unfamiliar because they were unaware of how it works. And many people want to personally check the groceries they buy in stores.
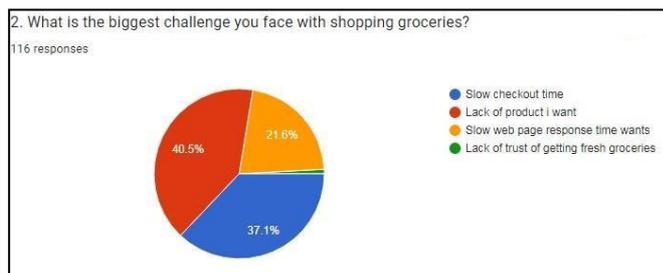
Figure 52.2: Question No. 2

From figure 2: About 37.1 percent of respondents will mostly abandon their internet grocery shopping. Another terrifying aspect of online grocery buying is lack of trust, with 40.5% of customers finding a lack of products and 21.6% of customers encountering a slow reaction from the website.

Figure 52.3: Question No. 3

Out of 121 responses, chart 3 indicates that 48.8% of customers make one purchase per month, while 24.8% make two purchases per month, and 22.3% make more than two purchases per month.
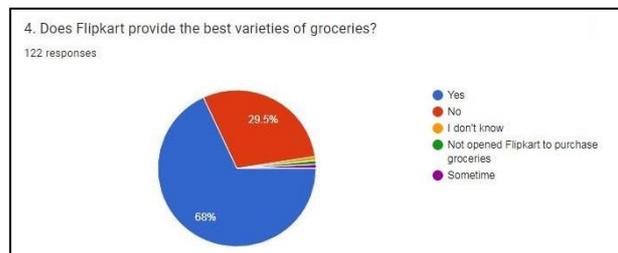
Figure 52.4: Question No. 4

According to calculations made by the researcher using information obtained from 122 responses on Google, 68% of respondents believe that flip kart offers the best groceries product in online shopping, with 29.5% giving the worst response and only a small number of consumers choosing to occasionally purchase different types of groceries.
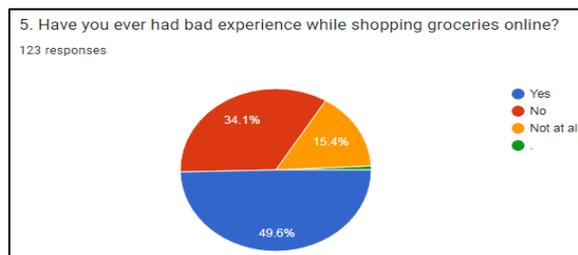
Figure 52.5: Question No. 5

Out of 123 answers, figure 5 indicates that 49.6% of customers had a negative grocery shopping experience, while 34.1% reported having a positive experience. The average response rate was 15.4%, and some customers had the opposite experience.
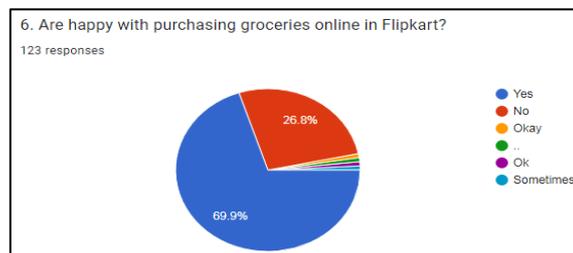
Figure 52.6: Question No. 6

In figure 6, it is shown that more than 65% of customers are satisfied with their online grocery buying experience with Flip kart, while 26% of customers are undecided, unsure, or okay about it.
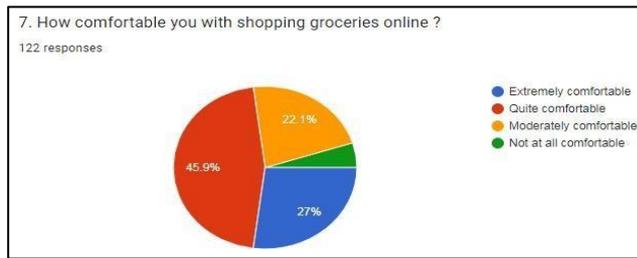
Figure 52.7: Question No. 7

Out of 122 answers, figure 7 reveals that 27% of respondents said they were "extremely comfortable," 45.9% said they were "quite comfortable," 22.1% said they were "moderately comfortable," and 6% said they were "uncomfortable."
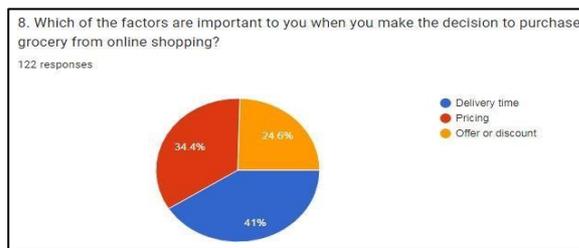
Figure 52.8: Question No. 8

122 or so replies the majority of consumers 41% consider shipping time to be the most crucial element, followed by price 34.4% and offers and discounts 24.6 percent and offers and discounts.

Figure 52.9: Question No. 9

Out of 122 responses, 32% of consumers reported having problems with low-quality products, 27% reported having problems with getting the incorrect products, and 13% reported having problems with products not arriving at the appropriate time.

Figure 52.10: Question No. 10
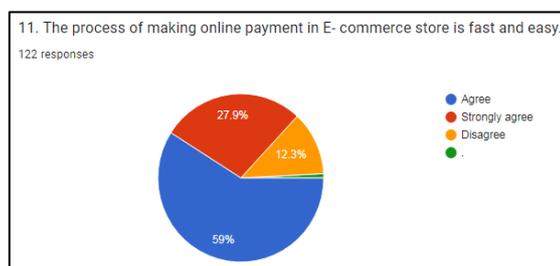
Figure 52.11: Question No. 11

Out of 122 responses, 61.5% of respondents are extremely pleased with the quality of the product they received, followed by 24.6% who feel satisfied and 13.9% who do not.

In figure 11, it is shown that, out of 122 responses, 59% of respondents concur that the process of making an online payment through Flip Kart is quick and simple, with about 27.9% of respondents strongly concurring and 12.3% disagreeing.
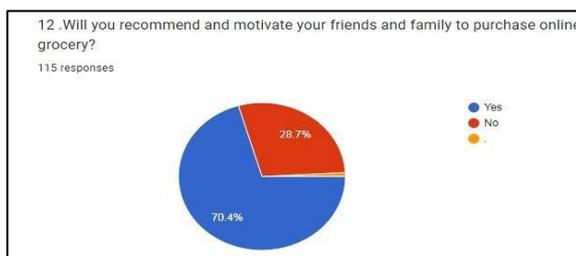
Figure 52.12: Question No. 12

In figure 12, 70.4% of respondents say they would encourage and suggest Flipkart to friends and family for online grocery shopping, with only about 28.7% saying they would not.

SUGGESTION:

It is crucial to investigate how a wider range of women, including those from various socioeconomic backgrounds and cultural contexts, feel and perceive the world. Companies like Flip Kart could think about enhancing their service offerings to better meet the needs of working women, such as by providing specialized products services or more flexible delivery options. Because women's perceptions and behaviors are different from those of other consumer groups, such as retirees or stay-at-home parents, it is crucial for policymakers and industry stakeholders to keep an eye on trends in the area and collaborate to make sure that online grocery shopping services are evaluable, trustworthy, and reliable for all customers.

CONCLUSION:

Online grocery shopping offers convenience, ease, privacy, and time savings, but some housewives and working women still prefer to buy groceries from physical stores because of things like trust, the chance to haggle, the availability of credit, and the satisfaction of physically inspecting products before making a purchase. Online grocery services help consumers with a variety of needs, such as providing goods for niche markets or saving time when doing their weekly grocery shopping. The elderly and disabled who are housebound can take part in purchasing by having goods delivered to their homes. The established brick and mortar supermarkets are needed to support the main business strategy that is currently successful.

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CHAPTER - 53

A STUDY ON SUCCESS OF CUSTOMER RELATIONSHIP MANAGEMENT IN E-COMMERCE WITH REFERENCE TO AMAZON

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ABSTRACT:

Customer relationship management CRM is the key to E-commerce success. It is a process by which an enterprise systematically records and analyses customer data and builds and maintains a customer base. So, you can exploit the potential of the customer base for revenue generation or other business opportunities. CRM has impacted e-commerce sites by becoming an essential part of a business's success. One study found that interactively collecting and condensing customer data helps to build a company's e-CRM capability, which ultimately leads to their corporate success. It is safe to say that going forward, CRM platforms created specifically for e-commerce (as well as implementing a scalable e-commerce solution) may very well be a necessity for web-based businesses. CRM is a system, which helps in getting more customer information and thus gaining a competitive advantage. Fore- commerce, customer relationship management CRM is a vital tool. It increases customer engagement and retention. The data collected from customers is used to develop targeted customer segments. CRM is a strategic tool for e-commerce. So, it helps in building relationships with customers. When it comes to e- commerce, it helps in identifying and keeping valuable customers. CRM can identify profitable customers and retain them through incentives and promotions. It also allows enterprises to take timely decisions regarding customer retention orattrition. CRM can also strengthen customer relationships by improving the level of service provided to the customer. It helps in increasing the level of customer satisfaction. And it happens by identifying the areas requiring improvement in service and thus, increases their loyalty towards your brand.

Keywords: *E-commerce success, Customer, Information, Decisions, Satisfaction.*

INTRODUCTION:

Growing usage of internet for commercial purposes has increased the growing influence of e-commerce in the overall business activities carried out globally. Countries like India, China, Brazil and South East Asian nations have become hub of the IT enabled services and provide necessary wherewithal to conduct global e-commerce smoothly. Therefore, with growing competition in the global e-market the focus is slowly shifting to the customer. The expansion of globalization has led to the emergence of the digital economy. New concepts have emerged, such as electronic business (e- Business) or electronic commerce (e-Commerce), as the electronic alternative to the traditional way of doing business or trade. Operating in a highly competitive economy based on information technologies and telecommunication, required firms to adopt new business models. Under these conditions, e- commerce became a reality in today's business world and the prerogative of obtaining success in the market for any company. Amazon is not only the world's richest company, but it is also the world's most customer-oriented company (that is what they have been striving to achieve from the very beginning). According to numerous polls and studies, Amazon has been ranked as the best and most trusted online shopping platform for customers. In fact, many programs have ranked Amazon Prime as the best loyalty program.

The essence of Amazon's success lies with the robust Amazon CRM strategy. Honestly, there is so much to learn from the Amazon CRM strategy for small eCommerce business the beauty of Amazon CRM lies with its comprehensive and customer-oriented approach. It is a dream CRM that runs seamlessly every time, giving customers a 100% smooth online shopping experience with zero compromises of safe transactions or downtime. This is why customers become loyal followers of the Amazon marketplace because they no longer need to worry about the quality of the product or having to run after the customer support team to pull off a product purchase.

THE AMAZON STORIES:

1994: Jeff Bezos started this company as an online bookseller

1997: Reaches one million customer accounts

1998: Expands into selling CDs and DVDs

2001: Makes first profit in final quarter of year

2005: Launches Amazon Prime

2007: Launches the Kindle e-reader

2017: Acquires supermarket chain Whole Foods Market

2020: In February, Amazon becomes just the fourth tech company in the world to reach a valuation of $1 trillion

2021: Amazon purchases eleven aircraft from Delta Air Lines and West Jet Airlines to join 'AmazonAir' – the ecommerce titan's burgeoning entry into the cargo network space

OBJECTIVES:

1. Know what the tools amazon is using to maintain CRM.
2. Know the success factors of CRM.

REVIEW OF LITERATURE:

- Amazon has a reputation for providing the customers with all things that they need, all in one convenient space. What has since become called as 'the Amazon Effect,' the company has successfully managed relations with millions of customers worldwide without ever meeting them face-to-face. The entire process of shopping at Amazon is exceptionally smooth and easy. It has a simple and easy-to-use interface, stored personal and card details, and one-click ordering, all of which make it possible to make purchases quickly and smoothly. Customers also get benefit from recommendations of products that are based on earlier purchases, a concept that has worked well both on the website and on its Kindle devices. This clever use of customer data makes sure that its customers continue to feel valued while allowing Amazon to keep coming up with new and innovative ways of retaining and attracting customers.
- As more retailers evolve into customer-centric and segment-based business, business intelligence (BI) and customer relationship management (CRM) systems are playing a key role in achieving and maintaining competitive advantage. For the past ten years, the authors have had the rare opportunity of observing and interviewing employees and managers of three different management teams at three separate Fingerhut companies as they experimented with various ITs for their companies.
- A review of customer relationship management: successes, advances, pitfalls and futures: The purpose of this paper is to provide academics and practitioners working with customer relationship management (CRM) with a review of key topics, such as advances in CRM, the shifting role of consumers, issues with conceptualisation and consumer exploitation. The

authors further integrate concepts of fairness, trust and paradoxes of one-to-one marketing, which are little researched within customer management. As a result, the authors suggest eight propositions for improving the CRM scheme.

- A Customer Relationship Management Roadmap: What is Known, Potential Pitfalls, and Where to Go: The goal of this preface is to describe how the special section on customer relationship management (CRM) was developed. In May 2003, Richard Staelin, Executive Director of the Teradata Centre for Customer Relationship Management at Duke University, proposed that *Journal of Marketing* (*JM*) publish a special section. The proposal included activities that were designed to promote interactions among marketing academics and practitioners; the goal was to stimulate dialogue and new research on CRM. And found the proposal attractive because CRM is a broad-based topic that interests many marketers. After extensive discussion, the American Marketing Association (AMA) and the Teradata Centre formally agreed to cosponsor the special section.

- Analysing the amazon success strategies: This paper aims to present the Amazon success strategies. Since the objective of the Company is to become the best place to buy, find and discover any product or service available online. Amazon.com will continue to enhance and broaden its brand, customer base and electronic commerce expertise with the goal of creating customers' preferred online shopping destination, in the United States and around the world.

METHODOLOGY:

The survey has been conducted in online by using Google form and circulated among the fifty customers of amazon. Ten questions were asked about their online shopping experience in amazon. Replies choices consisted of pre-defined options Yes/No and may be. the form was made available inonline on 06/03/23 to 11/03/23 for six days. a total one hundred customers approached and asked to complete survey .in which thirty-three customers completed the survey.

FINDINGS & ANALYSIS:
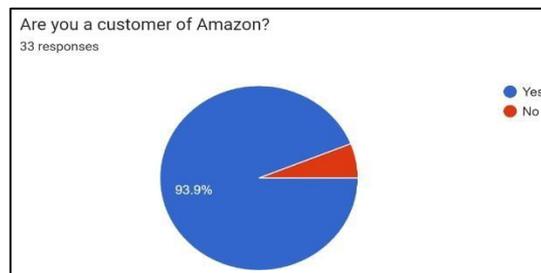
Figure 53.1: Question No. 1
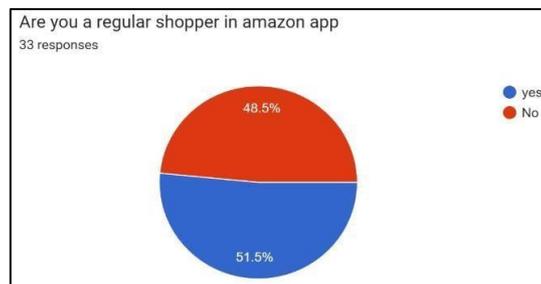
Figure 53.2: Question No. 2
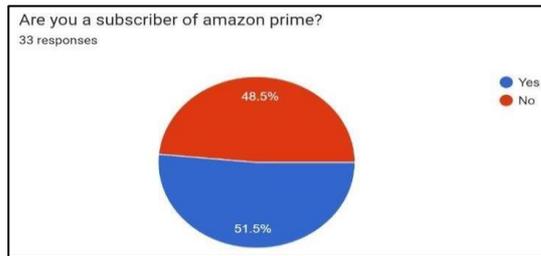
Figure 53.3: Question No. 3
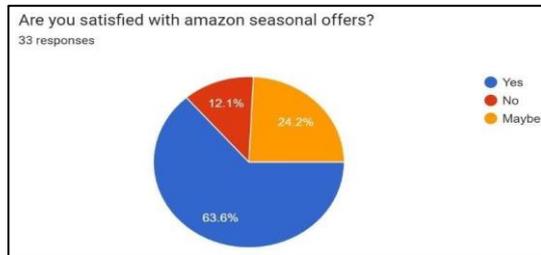
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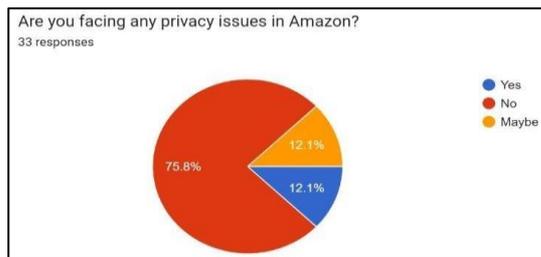
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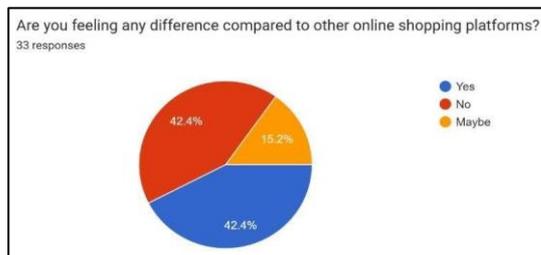
Figure 53.6: Question No. 6
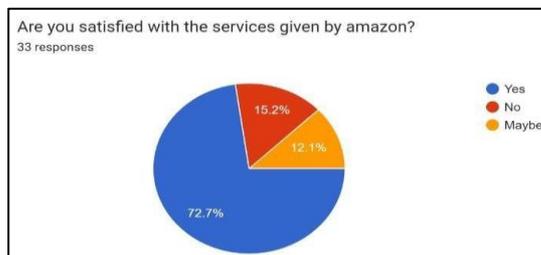
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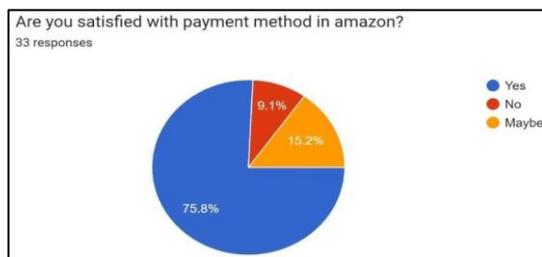
Figure 53.8: Question No. 8
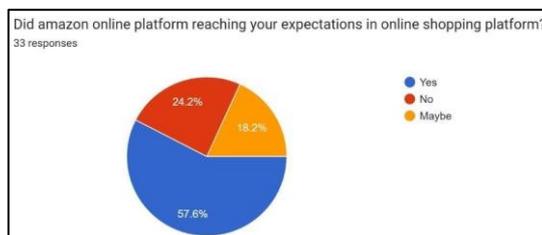
Figure 53.9: Question No. 9
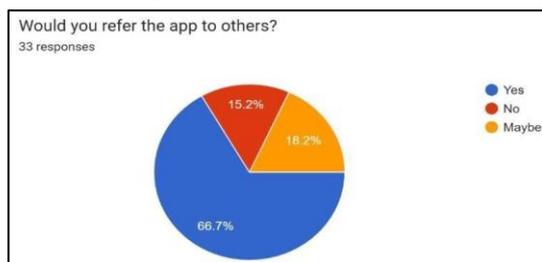
Figure 53.10: Question No. 10

RESPONSES:

Questions	Yes	No	May be
1. Are you a customer of amazon	94%	6%	
2. Are you a regular shopper at amazon	51.5%	48.1%	
3. Are you a subscriber of amazon prime	51.5%	48.5%	
4. Are you satisfied with amazon seasonal offers	63.6%	12.1%	24.2%
5. Are you facing any privacy issues with amazon	12.1%	75.8%	12.1%
6. Are you satisfied with services provided by Amazon	72.7%	15.2%	12.1%
7. Are you feeling any difference compared to other online platforms.	42.4%	42.4%	15.2%
8. Are you satisfied with payment method in Amazon	75.8%	9.1%	15.2%
9. Did amazon online platform reach your expectations	57.6%	24.2%	18.2%
10. Would you refer the app to others	66.7%	15.2%	18.2%.

Table 53.1: Questions and Answers

INTERPRETATION:

Out of 33 responses 94% are customers of amazon, 51.5% of customers are doing regular shopping, 51.5% of customers subscribed amazon prime, around 63.6% satisfied with amazon seasonal offers, 12.1% customers facing privacy issues, 72.7% satisfied with services provided by Amazon, 42.4% feeling difference compared to other online platforms, 75.8% satisfied with payment method in

Amazon, 57.6% amazon online platform reached customers' expectations, 66.7% Would like to refer the app to others. The number of Amazon customers who said they were "extremely" or "very satisfied" with the company in a recent survey has fallen, measuring at 79% in 2022.

SUGGESTIONS:

Managing customer trust, satisfaction and loyalty attitude of e-commerce services is very important for long-term growth of many businesses. Numerous studies have empirically examined B2C e-commerce customer trust, satisfaction, and loyalty attitudes in various countries. Company should take the time to find out what internal needs really are and who will use the CRM daily. Once company have that, then amazon is better placed to improve client relationships and build loyalty. Amazon should do customer communications timely and relevant. Take an active interest on customer's business and move from doing what's expected of company don't try to move too fast, too soon. Building a relationship is a long-term investment and it takes time to develop trust. And company should not expect customers to instantly trust Company should sure to ask customers what is important to them and find out why customers do business with you so amazon can ensure meeting their needs. Also, amazon should ensure that promise only what you can deliver, seek feedback, be responsive, be consistent, vary your communication approach, show integrity, add value, Reward loyalty, love your customers, Say thank you

CONCLUSION:

Major focus of the dissertation was to obtain relevant information regarding the functions of customer relations management with relevant attention to Amazon.com. The principal analysis of this research work was to demonstrate the inclusion of relevant data which project customer establishment as one most crucial factor in the management of clientele bases. Specially this work aimed at establishing long term goals that are ideally achievable within the environment creating the said customer bases services. The quality of services being delivered according to the research explains the general phenomenon interface created throughout the entire project and even at the very initial position, the rate through which transformational characteristics are made, reveals the general implications of the research work being done. The review of related literature explains the relationship between optimum point of view and the increased purchasing power among the clients. For companies from e-commerce industry, there are a lot of business opportunities in the developing countries. For instance, the East and Centre European countries joined or are about to join the European Union; or the BRIC countries - Brazil, Russia, India, China, which are considered as the fastest growing market, and Amazon.com should enter or invest heavily into these countries. The Amazon.com brand, build up in the last decade has a positive effect on customer trust, the quality of the products they purchase from Amazon.com is standardized, so they can trust the company. And Amazons' strong logistic alliance ensures that the company can deliver its products fast and safe to the new customers.

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CHAPTER - 54

A STUDY ON THE EFFECTIVENESS OF TALENT MANAGEMENT STRATEGIESADOPTED BY COMPANIES IN INDIA

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ABSTRACT:

In this study, the effect of various talent management strategies on organisational performance is examined. The effectiveness of four distinct strategies on organisational performance is demonstrated. We discover that focusing on talent development and retention throughout the hiring process has a statistically significant beneficial effect on outcomes relating to human resources, such as job satisfaction, motivation, commitment, and leader trust. Additionally, compared to practises that place more of a focus on other aspects of talent management, practises with a strong emphasis on corporate strategy have a significantly greater positive impact on business outcomes like company attractiveness, the accomplishment of strategic goals, customer satisfaction, and, most importantly, corporate profit. The literature on top talent is analysed, and case study research that has already been conducted is examined, using the examination of more than 50 businesses. Less is known about how performance evaluation and career development could increase organisational effectiveness than the link between individual development approaches and organisational success. The success of an organisation is examined in the current study in terms of both its indirect and direct effects on talent management and career development. The current study also seeks to determine if employee engagement functions as a mediator in the connections between career development, organisational success, and talent management.

Keywords: *Talent Management, Corporate Profit, Retention, Performance Appraisal.*

INTRODUCTION:

Businesses exist to provide competitive advantage in the global economy and high levels of productivity in their working methods. Businesses require bright and motivated personnel in order to maintain this advantage and high efficiency. In this competitive period, the function of human resource management becomes even more crucial. Thus, talent management is the process of managing an organization's workforce's aptitude, competence, and innovation. Talent management aids in the hiring procedure and develops people skills to meet an organization's human demands.

The process of selecting the finest candidates and assisting them in realising their full potential while keeping organisational goals in mind is known as talent management. It is structured strategically and systematically. The process therefore entails identifying talent gaps and open positions, locating and onboarding qualified candidates, developing them within the system and developing necessary skills, training for expertise with a future-focused approach, and effectively engaging, retaining, and motivating them in order to achieve long-term business goals. The idea underlines the talent management's broad application, showing how it pervades all facets of human resource management while guaranteeing that the business achieves its goals. To put it another way, it is the process of selecting the best candidates and educating them to assist the company as a whole. Techniques for managing talent have advanced recently to account for innovations that are unique to individuals, just as all other fields of work have altered through time. In the contemporary climate of accelerated change, strategic talent management is essential. The

relationship between work, employees, and the workplace has been given a fresh breath of life by innovations in talent and human resource management on a global scale.

Recruitment, selection, onboarding of new staff, performance management, career development, and employee engagement are the primary aspects of talent management. A study suggests that building a company's capacity to compete for talent is the human resources field's most important task. Companies are increasingly switching from a reactive to a proactive approach to maximise the potential of their human capital. Personnel with the finest knowledge, skills, and competencies make up talent management. Having the best employees was once thought to be one of the most important factors in ensuring a business ran well, but as time went on, companies discovered that the most important thing to take into account is having the precise (correct) talent. I feel every entrepreneur needs to realise the current business trends & if it's done, it can be managed easily given that it has skilled workforce. Talent management is becoming well-known as a crucial indicator of employee and company performance. It refers to hiring new, competent, talented, and experienced staff members while also fostering and maintaining relationships with current ones. A company's assets (equipment, technology) can be simply replicated. The only asset that requires time to modify is the human asset. It develops slowly and is regarded as the most important asset to manage. Talent is hard to find, hard to hone, and surprisingly simple to lose. It is considerably more challenging to get employees in the modern world who stick around the company for more than five years. Therefore, businesses should make these efforts to develop and manage skilled people.

IMPACT ON FINANCIAL RESULTS:

From a financial viewpoint, researchers examine the link between talent management proficiency and financial business outcomes and offer proof that investing in talent management is necessary. In terms of operational profit, net sales, and effective net profit margin, return on assets and return on equity, or return on shareholders' value and market value, institutions that deliberately use talent in their management outperform their sector rivals financially.

IMPACT ON ORGANIZATIONAL OUTCOMES:

The purported benefits of better human management skills include a persistent and strong company culture, a large improvement in operational excellence, and increased market access. The reputation and appeal of an employer are also improved by talent management, according to Towers Perrin research, but only if the strategy is transparent and well-understood by both internal and external stakeholders.

Research has shown that employee involvement has a positive impact on human resource outcomes. Additionally, organisations with strong talent management capabilities see improvements in quality and skills, higher levels of innovation, higher levels of job satisfaction among workers who have access to career and development opportunities, and, most importantly, an overall higher rate of talent retention.

OBJECTIVES OF THE STUDY:
1. **Assessing the Current Talent Strategies:** The goal of the study is to assess the organization's current talent management techniques and pinpoint their advantages and disadvantages.
2. **Identifying Key Talent Drivers:** The goal of the study is to pinpoint the essential elements such as pay, career growth opportunities, work-life balance, and organisational culture— that influence talent in the workplace.
3. **Measuring Talent Outcomes:** The goal of the study is to evaluate the impact of talent initiatives on important talent outcomes like productivity, engagement, and retention.
4. **Benchmarking against Industrial Standards:** To find opportunities for improvement,the study compares the organization's talent initiatives to industry best practises and benchmarks.

5. **Developing Recommendations:** The study attempts to offer suggestions to the company on how to improve talent outcomes and optimise its talent initiatives.

6. **Monitoring Progress:** The goal of the study is to create a framework for tracking the success of talent initiatives over time in order to make sure that the company is constantly evolving and meeting changing talent needs.

SCOPE OF THE STUDY:

1. **Talent Acquisition:** The efficiency of the firm's talent acquisition tactics, such as hiring, onboarding, and employer branding, may be evaluated by the research.

2. **Talent Development:** The research may assess the efficacy of talent development strategies such as training, mentoring, coaching, and career development opportunities.

3. **Performance Management:** The study may evaluate the efficacy of the organization's methods for managing performance, such as setting objectives, feedback, and performance assessment.

4. **Succession Planning:** The research might assess the organization's future planning initiatives, such as identifying and nurturing important people for leadership roles.

5. **Employee Engagement:** The research might evaluate the organization's employee engagement initiatives, such as communication, recognition, and feedback channels.

6. **Diversity, Equity, and Inclusion:** The research might assess the organization's diversification, equity, and inclusion initiatives, such as attempts to attract and keep diverse talent, provide equal possibilities to every worker, and foster an engaging workplace culture.

7. **Talent Analytics:** The research may examine data on talent indicators like as high turnover, employee happiness, and productivity to uncover patterns and trends and to assess the efficacy of talent strategy.

USING TALENT MANAGEMENT TO BUILD A HIGH-PERFORMANCE WORKPLACE:

In order to create and maintain a high-performance workforce, successful organisations methodically plan, integrate, and pro-actively implement programmes. These initiatives concentrate on finding, developing, placing, and rewarding workers who can best meet objectives while upholding the said principles. It is referred to be "talent management" when their strategy for creating a high-performing staff is completely integrated and formalised.

A talent plan outlines the kinds of investments a company will make in the people who, in its opinion, will best enable it to achieve competitive excellence in the future. A talent management approach sees a workforce as a collection of unique human resource assets based on an evaluation of each employee's present and prospective contributions to the company's performance.

COMPETENCY ASSESSMENT:

Competencies are a fundamental component of a talent management paradigm. Any behaviour, skill, knowledge, or other form of stated requirement that is essential to the success of each employee as well as the success of the entire firm is referred to as a stated expectation. The organisation's philosophy should always be taken into consideration while evaluating employees.

- Strategic planning is when organisational competencies are determined, and they often don't change much over time. These skills ought to be closely related to the creed.

- Functional competencies are abilities and performance benchmarks that are specific to a certain industry, connected with particular job functions or business units, and cascade from core competencies.

- Job competencies are tied to the particular behaviours, abilities, and knowledge needed for outstanding performance in a particular profession and cascade from core and functional competencies.
- All managers, executives, senior employees, and other people in management and leadership positions must possess strong leadership qualities in order to succeed. They are used to gauge managers' and leaders' capacity for assuming leadership roles and as a guide for the development of corporate leadership initiatives. They establish the "look" of a successful leader in conformity with the company culture. According to research, most firms employ up to 10 competencies on average while managing their talent.

PERFORMANCE APPRAISAL:

An employee's actual results in the areas for which they are accountable as well as any skills deemed crucial to the success of the position and the company are measured in a performance assessment. Organizations only use a very small number of methods to assess employee performance.

Performance appraisals can be of different types:

- **Trait Based:** Assumes that certain characteristics have an impact on performance; evaluates the specific traits of the post holder.
- **Behaviour Based:** Assumes that specific behaviours impact the performance.
- **Knowledge/Skill Based:** Assumes that specific knowledge and capabilities influence performance; assesses what the person in the job understands and uses.
- **Results Based:** Measures what the person holding the post knows/applies and assumes that meeting objectives implies performance.

TALENT MANAGEMENT PROGRAMS:

1. **Integrating Succession Planning and Career Planning:** All firms must adjust the components of their talent management programmes to the various elements that are continually upending their business environment in order to remain or gain competitive advantage. Given the pace of change, it is crucial for leaders to comprehend the specialised nomenclature used in succession planning and related fields, the factors driving increased interest in them, how a rapidly changing environment affects these programmes, the best practises that can be found in succession planning and career planning programmes, and the reasons for and methods for integrating such programmes into their organisations.

2. **Disruptive Talent Management Strategies:** Disruptive talent management strategies were born in disruptive competitive situations. The latter phrase describes methods for not just enduring change but also prospering in it. This implies that those with entrepreneurial, adaptable, and risk-taking talents and traits will be valued more highly. Also, these individuals will be highly skilled at using critical thinking strategies. They will be capable of developing new concepts and strategies thanks to their range of skills.

3. **Formulating the Proper Talent Management Policy, Goals, Roles, & Accountabilities:** All too frequently, inexperienced individuals who set out to execute succession planning and career planning programmes think that leaders have a shared vision for these programmes. This is typically not the case, though. The fact that top executives serve in two capacities—as team members for the organisation's management and as heads of their respective units—is a key contributing factor. Sometimes, executives fail to distinguish between these roles, focusing instead on what is best for their individual units rather than the company as a whole.

4. **Managing and Measuring Performance:** To hold people accountable for what their job descriptions and the competency models at their present levels of responsibility need, a

performance management system is necessary. The most successful performance management strategies rate individuals according to their habits and outcomes. (Linked to required competencies). Also, some firms are experimenting with evaluating employees' ethical behaviour in relation to the organization's code of conduct standards and their behaviour in light of the organization's declared principles.

To make sure that those who are qualified for promotion are at least doing their existing tasks satisfactorily, a performance management system is necessary. After all, nothing undermines a promotion system's credibility faster than elevating people who are ineffective at their current jobs. On the other hand, exceptional performance at one level does not ensure that a person would be able to handle the demands at greater levels of responsibility. As a result, a strong performance management system is required to provide workers with feedback on their present performance but is insufficient on its own to assess promotion potential.

5. **Assessing Individual Potential for Promotion:** If a company wants to evaluate employees fairly for potential promotions, having a functional performance management system is not enough. Success at one level or in one's current job does not necessarily translate to success at higher levels. To think differently is to fall victim to the so-called Peter Principle, which holds that people receive promotions as a result of their performance and keep getting them until they reach a point where they are no longer able to meet the standards. Then, they reach a plateau in their level of incompetency.

   Organizational leaders would be wise to experiment with a variety of evaluation techniques to examine potential promotability. When doing this, one thing to consider is the knowledge and work that will be required in the future to implement the organisation's plan.

6. **Retaining Talent and Transfer Knowledge:** Programs that are effective focus on both talent retention and knowledge transmission. Of all the succession or talent management strategies, talent retention is frequently the least developed. Although the causes may be debated, the fact remains that few businesses take the best possible measures to keep talent in-house. HR professionals occasionally think that the operating manager has a responsibility to retain the best employees, despite the fact that operational managers frequently criticise HR of failing to maintain competitive pay rates or keep an eye on working conditions that would lead the best employees to leave.

THEORETICAL BACKGROUND ON TALENT MANAGEMENT:

Unresolved issues with talent management's definition and objectives have been one of the main problems researchers have faced over the past ten years. "A worrying lack of clarity on the definition, scope, and ultimate objectives of talent management" is present. This may be one of the reasons why practitioners find it difficult to implement even if it is crucial for the long-term success of the business. There are several descriptions and justifications of what talent management is all about as of today. The definition of talent is initially defined with an emphasis on the human capital component. A second perspective defines talent management as "a process through which employers anticipate and meet their needs for human capital". A third perspective sees talent management as a tool for achieving economic goals.

Let's concentrate on four potential components of a talent management approach. Interestingly, each of these techniques includes a wide variety of unique activities that combine to build a seamless people management process.

1. **Managing Talent to Support Business Strategy:** In this situation, talent management is seen as a group of projects that directly aid corporate strategy. There is some evidence to support the idea that organisations reporting greater (financial) performance outcomes are those with significant ties between personnel management practices and business strategy. Furthermore,

corporate priorities may be created rather than being decided by front-line staff if organisations give one strategic goal more priority than others. The influence on financial and organisational outcomes is greater since all operations are purposefully focused on a single, improved business objective. A company-wide talent perception may also develop if talent management is recognised and put into practise as a component of a business strategy. In addition, talents will feel identified and will be more motivated and committed.

2. **Talent Management to Facilitate Succession Planning:** When talent management is used, it takes less time to identify alternative leaders and specialists. The major objective is to find internal successors or outside candidates who can fill the demand for the appropriate individuals with the right skills at the right time they are needed. According to a previous study, proactive internal succession planning lowers transaction costs, which in turn increases company profit. By enabling the confidential exchange of information and best practices, for instance, a smooth succession may also decrease knowledge loss and improve the standard of work. Additionally, as work quality is one of the main factors influencing customer happiness, this practise raises customer satisfaction. Leaders will have the trust of their followers as long as they keep their word and carry through on their commitments when talent complies with their demands. This is especially true if leaders educate talent about their prospects for the future and the promising paths that are open to them. Integrity is a crucial component of credibility.

3. **Talent Management to Identify and Retain Talent:** Talent management procedures make sure that qualified candidates desire to work for the company and successfully hire new, competent employees. Talented employees are also rewarded and given incentives to stay with the company. In order to create an incentive system that will satisfy the needs of talent, the organisation must first understand what it is that they desire. When esteem requirements are satisfied, talents are more motivated and satisfied in their work. Also, the organisation has specialised programmes that recognise and retain people by giving them meaningful work and unique rewards. Studies have shown that greater dedication and work satisfaction are results of this appreciation and recognition.

LIMITATIONS:

- **Difficulty in Measuring the Effectiveness of Talent Strategies:** Talent strategies entail complicated and multidimensional procedures that might be difficult to adequately quantify. The effect of these tactics can be difficult since there are so many variables to consider, including such staff turnover, employee happiness, and productivity.

- **Lack of Reliable Data:** It is critical to have trustworthy data that represents the group's talent metrics in order to assess the efficacy of talent strategy. Many firms, however, lack regular and reliable data gathering techniques and public reporting, making analysing the efficacy of their talent strategy challenging.

- **Time-Consuming Process:** Evaluating the efficacy of talent initiatives is a time-consuming task that needs substantial resources and dedication. It might take a long time to collect data, evaluate it, and make significant conclusions, making it difficult for businesses with limited resources.

- **Complexity of Talent Strategies:** Recruitment, staff development, salary, and benefits are some of the variables that may be included in talent strategy. Because of this complexity, it can be difficult to identify the influence of individual talent initiatives on organisational performance.

- **External Factors:** Recruitment, staff development, salary, and benefits are some of the variables that may be included in talent strategy. Because of this complexity, it can be difficult to identify the influence of individual talent initiatives on organisational performance.

- **Difficulty in Establishing Causality:** Establishing causation between talent strategy and organisational success may be difficult. Correlation does not always indicate causation, and other variables might be influencing improvements in organisational performance.
- **Limited Generalizability:** The results of research on the success of talent management methods in one business might not be broadly applicable to other firms. Culture of an organization, structure, and industry differences can all have an impact on the efficacy of talent initiatives, making it difficult to generalise findings across firms.

CONCLUSION:

In this article, we looked at perceived effectiveness to assess talent management strategies and their impact on organisational performance. We demonstrate the financial, organizational, and human resource effects of adhering to a talent management plan in order to demonstrate why talent management is a wise investment. We discovered that talent management methods with a high emphasis on the business strategy had a significant statistical, positive influence on corporate profit, outperforming all other talent management focuses. The approach to talent management, which aims to make succession planning easier,has the least impact on organisational performance, particularly positive outcomes at the organisational and human resource levels. Controlling human resources appears to be what traditional HR management has always consisted of. Almost all of the performance indicators under investigation are statistically significant and positively impacted by the focus on talent development. This highlights the need of focusing on employee needs and meeting their expectations. In all, all methods have a direct impact on skill encouragement: being component of a privileged class and receiving praise and attention must unquestionably havea notable influence on talents' next is, because either skill want to continue to stay in an elected team or because skills want to account for the company's investment and trust. A number of the concerns presented by the studies reviewed call into doubt firms' ability to accomplish lengthy durability in their talented employees in the absence of a greater emphasis on full resolution and defined indicators of success. In the short term, retaining and activating talent across the organisation may be the emphasis for talent pools in a downturn. To achieve this, firms will need to reassess both their job needs and people's aspirations and potential. But according to the report, many businesses' incapacity to incorporate employment stability and increasing correlation into their pools may lead to issues in the long term. However, we are unable to establish cause and effect at this time. This study does show a beneficial relationship between a variety of talent development activities and performance. Additionally, this data has to be double-checked against other metrics and financial facts. However, this study offers a chance for further investigation and analysis of professional standards for talent management perspectives.

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THE CRUCIAL ROLE OF RETAILERS IN INDIA'S THRIVING RETAIL INDUSTRY

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ABSTRACT:

The present paper focuses on understanding "A Significant Role of Retailers in Indian Business" and it also makesan attempt to understand the marketing strategies of retailers. Retailer is engaged in the sales of products to the ultimate consumers and serves both the consumer with whom comes into direct contact and the manufacturer or wholesaler. Retailer is the last link in the chain of distribution. The success of any retail operation is largely basedon the retailer's ability to provide the right products to the consumer, at the right time and at the right place. In India the trading of goods has always been a part of traditional society. A retailer tries to identify the targeted market is the process in the retail market. Retailing is an essential part of our economic structure and it changes our lifestyle.

Keywords: Retailer, Consumer, Product, Retailing, Market.

INTRODUCTION:

Today Indian retail business has become one of the fastest growing industries in India, especially over the last few years. The organized retail sector will largely benefit in terms of productivity and growth.

In modern days large-scale production is the rule. Products are produced in anticipation of demand. Production is to be carried on continuously, it is necessary to arrange for the distribution of the product produced. The producer cannot himself seek the final consumer of the product. Middleman is a merchant who acts as an intermediary between producer and the consumer. They make an arrangement in distribution of product from the producers to the ultimate consumer.

In advanced economies, middlemen occupy a very important position in the chain of distribution. Under the present system of production and distribution, they are indispensable. Middlemen are the connecting links betweenthe producers on the one hand and the consumers on the other. These are the traders who work for the profits. They buy products and sell them at their risk. They may broadly divide into wholesalers and retailers. Wholesaler is a trader, who buys products directly from the manufacturers and sells them to retailers.

Retailer is a middleman, who sells products to the ultimate consumer. Retailers are different types. It ranges from hawkers and peddlers. Who have no permanent place of business to very large and well-organized retail shops having a fixed place of business.

REVIEW OF LITERATURE:

Sen (2000) confirms that Indian consumer has different reasons for preferring different store formats, eithermodern or traditional; in the study undertaken in Indian context, He confirms that in the case of hypermarkets, the main motives for preferences, in decreasing order are low prices, the possibility of buying everything in the sameplace and the general appearance of the store.

Nathan (2001) observed that the traditional formats like hawkers, grocers and paan shops exist with modern formats like supermarkets and non store retailing channels such as multi level

marketing and teleshopping. Examples of modern formats include department stores like Akbarallys, supermarkets like Food world, franchise stores like van Heusen and Lee, discount stores like Subhiksha, shop-in-shops, factory outlets and service retailers.

Ram Venkatachalam and Arwah Madan (2012) have highlighted the level of prices, quality of fresh groceries and availability of exotic fruits and vegetables, display and cleanliness and hygiene, home delivery and credit facility provided by both the organized and unorganized retailer. Change in customer performance has been noticed while shopping for fresh groceries from unorganized or organized retailers. The author has also mentioned that organized retailing is doing the right things to sustain, survive and grow.

Ms. Monika Talreja and Dr.Dhiraj Jain (2013) in their view both modern and traditional retailers will co-exist in India for some time to come, as both of them have their own competitive advantages. The Kirana storeshave low-cost structure, location advantage and customer familiarity whereas organized retail offers a mixture of product width and depth and better shopping solutions and retail technologies, such as playbooks to operationalise the Omni channel strategy.

Dr. Seema, S.Shenoy, Dr. Sequeira and Dr. Devraj.K (2013) observed that India as a business opportunity for global retailers. The development of Indian retail has been discussed in the paper. The organized sector current situation has been also concluded as growing at a frenzied pace. From a simple activity of selling in small markets to a more sophisticated task of bidding on-line, retailing has showcased several successful forms and facts. India has been discussed as a young nation having 60% population within 35 years and a huge market.

OBJECTIVES OF THE STUDY:
1. To know the role of retailers in the retail market.
2. To study the growth of retailing in Indian business.

METHODOLOGY:

Sources have been collected from secondary data like articles, speeches, journals and internet search.

LIMITATIONS:
1. The study is restricted only in India.
2. The present study is pursued based on the secondary data.

A RETAILERS ROLE IN DISTRIBUTION CHANNEL OF INDIAN BUSINESS:

Retailer is a middleman, who purchases products from the manufacturer when the commodity becomes a finished product and he can buy in a wholesaler. Then he sells the products to the consumer in small quantities.

- **Distribution Channel:** It is a set of firms that facilitate the movement of products from the point ofproduction to the point of sale to the ultimate consumer.
- **Backward Integration:** It arises when a retailer performs some distribution and manufacturing activities,such as operating warehouses or designing private label merchandise.
- **Manufacturer:** A person who produces the products for sale in a large quantity and supply's products towholesalers and retailers for selling the products to the consumers.
- **Retailer:** It is a business that sells products/services to consumers for their use. Retailers are the final business in a distribution channel that links manufacturers to consumers.
- **Vertical Integration:** means that a firm performs more than one set of activities in the channel, such asinvestments by retailers in wholesaling or manufacturing.

RETAIL MARKETING STRATEGIES OF RETAILER TOWARDS CONSUMER:

A retailer needs to decide as to what it wants to achieve for its customers. It has to decide the target marketand then select the appropriate combination of product, price, place and promotion.

- **Location of the Retail Store:** Products like groceries, consumers do not like to go to a faraway store. Therefore, store location has a great influence on sales performance of such products. A retailer has to decide whether it will be a standalone store in a city or will it open stores to cover a designated area like a city, state or country. A retailer's choice of a city depends upon factors like its congruence with its chosen target market, the level of disposable income, the availability of suitable sites and level of competition. More than proximity of customers, the location of a store is important in terms of how often the target customers are likely to visit the site as they live their lives.

- **Retail Positioning:** Targeting allows retailers to the marketing mix which includes product assortment, service levels, store locations, prices and promotion to the needs of their chosen customer segments. Retail positioning comes from novelty in the processes of shopping offered to the customers and novelty in the product assortment or both.

- **Price:** A retailer may choose to compete purely on price, but price can be a differential advantage only when a retailer has immense buying power, and has been able to control cost. A retailer may favor everyday low prices rather than higher prices supplemented by price discounts.

- **Product Assortment and Services:** Retailers have to decide on the product assortment and its depth. A retailer's choice of product assortment ranges from stocking one deep product line to stocking a broad range of products. A retailer has to decide whether it will sell only manufactured brands or it will have its own label or store brands. Retailers need to consider the nature and degree of customer service. Degree of service can vary from customers being expected to search for their items to elaborate displays and suggestions from sales personnel. The retailer can also use service levels as a means of differentiating his offer when the product assortment is similar to those of competitors.

- **Store Atmosphere:** The store atmosphere should prompt target customers to visit the store and stimulate them to buy once they are in the store. Store atmosphere is created by the design, colour and layout of a store. A retailer works on both exterior and interior designs to create an appropriate store atmosphere. External designs include architectural design, signs, window display and use of colour that create identity for a retailer. Interior design like store lighting, fixture and fittings as well as layout, affect store atmosphere.

- **Promotion:** In retail promotion includes advertising public relations, publicity and sales promotion. The goal is to position the store in the consumer's mind. Retailers design ads, stage special events and develop promotions aimed at their markets.

CLASSIFICATION OF RETAIL SECTOR IN INDIA:

Retail marketing in India can basically decide into two types. One is an organized retail market and anotheris retailing through an unorganized retail market. Trading activities taken over by licensed retailers called organized retailing. These include the supermarket, corporate backed hypermarkets, departmental stores, retail chains, malls, specialty stores and also privately owned large retail businesses. On the other hand unorganized retailing format means the traditional low-cost retailing. It includes local kirana shops, pan beedi shops, general stores owned by owner manned, vegetable market, weekly market, convenience stores and hand cart etc.
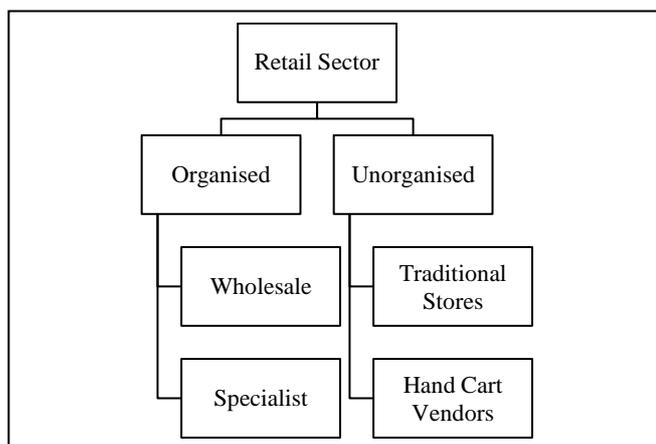
Figure 55.1: Classification of Real Sector

At present the organized retail sector is catching up very fast. The impact of the alterations in the format of the retail sector changed the lifestyle of the Indian consumers. With the onset of a globalized economy in India, the Indian consumer's taste has been changed. People have become aware of the value of money. Nowadays the Indian consumers are well versed with the concepts about quality of products and services. These demands are the visible impact of the retail sector of the Indian economy.

GROWTH OF INDIAN RETAIL:
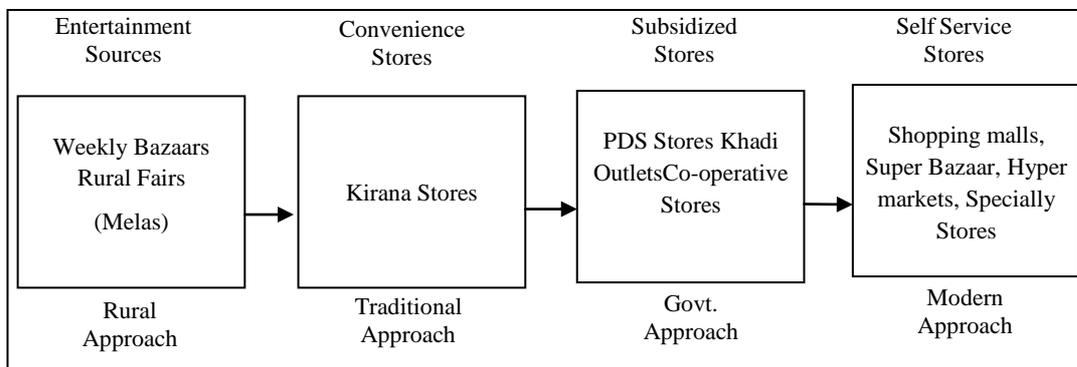
Figure 55.2: Growth of Indian Retail Sector

The beginning of retail business in India can be traced back to the emergence of weekly Bazaars and Rural Fairs. These weekly bazaars used to be a big attraction to both urban and rural people by catering their day to day requirements of grocery, utensils, spices, grain, clothing etc. besides serving as a source of entertainment.

In comparison to weekly markets, village fairs usually were bigger in size with a wide variety of goods sold from handmade items, food, clothing, cosmetics and small consumer durables. Emergence of the neighborhood "Kirana" store to cater to the convenience of the Indian consumers. Ultimately the government came forward and supported rural retail and many local franchise stores. They came to the nation's main commerce stream with the financial and marketing support of Khadi and Village Industries Commission.

The retailing in India saw huge change in terms of its size and functioning. Malls emerged in big cities. Supermarkets and Hypermarkets started emerging with the continuous improvements in the distribution channels. The Indian retail industry has witnessed a ridiculous growth rate.

FACTORS AFFECTING THE GROWTH OF RETAIL BUSINESS IN INDIA:

Today in India Retail Business becomes one of the quickly growing channels and plays an important role in the emerging economic growth of the country. In recent times customers are getting more and more attracted towards Retail Markets. Some of the key factors those drive towards growth in Retail Business are as follows.

- **Growth of Consumer:** In earlier times there was tremendous growth in the number of consumers in India, especially the middle class. Consumer demand and income structure has also increased further raising theirexpectations for quality products at reasonable prices. Retail outlets offer a wide variety of products and services to the customers to meet their demands thus resulting in the growth of the Retail Sector.

- **Value of Money:** Big and organized retail outlets basically deal in volumes and can offer a good range of products at reasonable price thus attracting customers at a very large scale. This in return also creates a good opportunity for retailers to get more profits and enables new business groups to enter into this sector.

- **Working Population:** In recent times the graph of the working population has been a steep increase in urban as well as rural areas thus changing their spending habits and income structure. It becomes very difficult for the working people to spend enough time shopping at different locations. This enables a retailer to provide them with various products at one place, creating a platform for development.

- **Rural Market:** Indian Retail market has entered in rural areas creating a big competition, as the rural population has become more literate and quality conscious. These high potential rural populations have thus enabled the retailers to enter the rural market and develop new products and strategies to meet their demands. It has created employment opportunities for the rural people thus heading towards growth and development.

- **Foreign Retailers:** Rapid expansion and the race to cater the demand of every customer is catching the interest of foreign retailers to enter the market and provide good quality products and services through joint ventures or franchising. This will further boost the retail sector and will help in the developing economy ofthe country.

- **Corporate Sector:** In retail business Corporate Sectors also entered to cater the customers demand and provide them better quality products at reasonable prices. This is one of the reasons that have brought revolution to the retail sector thus driving it towards growth.

- **Income Structure:** Increase in the number of working population has resulted in increase in the income structure in cities as well as remote areas. This has further led to an increase in the demand for quality products and services. People nowadays tend to try new things and improve their look thus increasing the spending habits and giving an opportunity to grow and expand their business.

- **Technological Impact:** Advance technology has made it easier for the retailers to handle large scale business and cater the needs of consumers. With the introduction of computerized billing systems, electronic media and marketing techniques, the barcode system has changed the face of retailing in providing products and services to customers. Also the use of online markets has driven the retail sector towards advanced growth structure.

CONCLUSION:

In Indian Business retailers play a very significant role for supplying products to the consumers. The present study shows that retailers work as a distribution channel for facilitating the movement of products from the point of production to the point of sale to the ultimate consumer and links between the producers and consumers. Retail strategies towards consumers are that retailers have to decide the target market and select the appropriate combination of product, price, place and promotion. In India retail marketing is basically divided into two categories, one is organized market and another one is unorganized market. Today Indian Retail business becomes one of the quickly growing channels and plays an important role in the emerging economic growth of the country.

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ROLE OF SUPPLY CHAIN MANAGEMENT IN MARKETING OF DAIRY PRODUCTS

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Keywords: Supply Chain Management, Logistics Management, Sales and Distribution.

INTRODUCTION:

Indian Dairy Industry:

The Indian dairy industry has been through an evolution right from the British era till today. Today, the Indian Dairy industry stands at a maximum size in the growth of food products. India exhibits tremendous potential to further strengthen its position in the world dairy market. The operation flood program promoted and implemented by the National Dairy Development Board (NDDB) has been instrumental in bringing about a white revolution in India. Changing lifestyle, feeding habits and urban culture has somewhat effected the transition of the Indian dairy Industry into a more of a demand driven, highly diversified and exciting business proposition.

The country accounts for more than 15 per cent of world's total milk production and is also the world's largest consumer base of dairy products, consuming almost all of its own milk production. Milk is now considered not only desirable but an essential intake from the moment the child is born. Milk has high nutritive value. The quality of milk consumed by the people has direct effect on their physical and mental health. Hence, it is very important that controls are affected at each stage. i.e. from cow to co – operative and co – operative dairy to consumers. Large emerging economies e.g. India and China have complexities and face challenges that range from development of markets to integration supplier. For firms that aspire to conduct substantial business in such markets, complexities have to be recognized and then overcome. The challenge is to understand the linkages between markets and the society. Role of Supplier Chain Management is very significant in reaching customer doors. So many milk dairy Industries are giving at most important to the supply chain management in their organizations.

Supply Chain Management – Definitions:

As defined by Ellram and Cooper (1993), supply chain management is "an integrating philosophy to manage the total flow of a distribution channel from supplier to ultimate customer".

"Quinn (1997) defines the supply chain as "all of those activities associated with moving goods from the raw-materials stage through to the end user. This includes sourcing and procurement, production scheduling, order processing, inventory management, transportation, warehousing, and customer service. Importantly, it also embodies the information systems so necessary to monitor all of those activities."

Need for Supply Chain Management:

- Greater sharing of information between vendors and customers.
- Horizontal business processes replacing vertical departmental functions.
- Shift from mass production to customized products.
- Increased reliance on purchased materials and outside processing with a simultaneous reduction in the number of suppliers.

- Greater emphasis on organizational and process flexibility.
- Necessity to coordinate processes across many sites.
- Employee empowerment and the need for rules-based real time decision support systems.
- Competitive pressure to introduce new products more quickly.

The Structure of the Indian Dairy Industry:

The Indian dairy industry is mainly constituted of 22 state milk federations, 110,000 dairy cooperative societies involving more than 12 million milk producers. There are also some major private players in the field which further improved the dairy sector of the country namely; Amul, Britannia, Nestle, Mother dairy and Nandini etc., to name a few. The home company "Amul" is ranked 18thin the world (IFCN, 2007), Fonterra of New Zealand being the no. one player in this field.

According to NDDB, the dairy cooperative network includes 177 milk unions operating in over 346 districts and covering 1, 33,349 village level societies is owned by around 13.9 million farmer members of which 3.9 million were women. The Indian dairy industry contributes about 69 per cent to the entire bulk of output from the livestock sector. The dairy sector has grown robustly in the past years and dairy cooperatives account for the major share of processed liquid milk marketed in the country. The organized sector still remains a minor stakeholder and handles about 20 per cent of the milk whereas the unorganized sector stillcontrols about 80 per cent of the industry. The structure of Indian dairy industry, as mentioned in Figure 1, further reveals that organized sector of Indian dairy industry comprise of private dairies, various Milk Cooperatives Societies and Government dairies.

Share of Processing Food Category in India:

The food processing sector in India covers a wide range of food items such as meat and meat products, fish and fish products, fruits and vegetables, vegetable oils and fats, milk and milk products, grain milling, animal feed, confectionery products, bakery products, sugar processing, among others In food categories, major contribution comes from dairy industry which is 30 per cent which is followed by grain based product with 26 per cent and edible oil contribute 9 per cent which is followed by pulses, spices, fruits and vegetables, sugar and sugar based products as shown in figure 56.1.
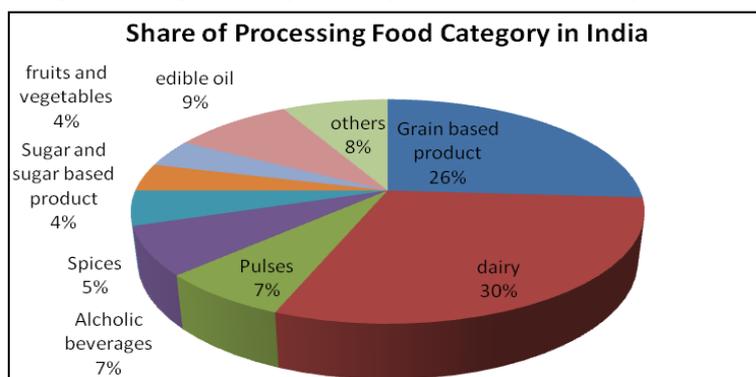
Figure 56.1: Share of Processing Food Category in India

Supply Chain of Indian Dairy Industry:

Supply chain in Indian dairy industry starts from supplying inputs for dairying in form of fodder, animal feed plant, veterinary aids for the animal (cattle and buffalos), after supplying feed and fodder to the mulch animal milk is taken out from the mulching animal on the daily basis by the

dairy farmers (large, medium and small scale farmers) which afterward is collected by the milk collection Centre (various milk cooperatives societies). Then the milk collected by the cooperative societies are sent to the dairy plants where chilling of milk, processing and packaging of milk and milk product, transportation of milk and milk product is carried out.
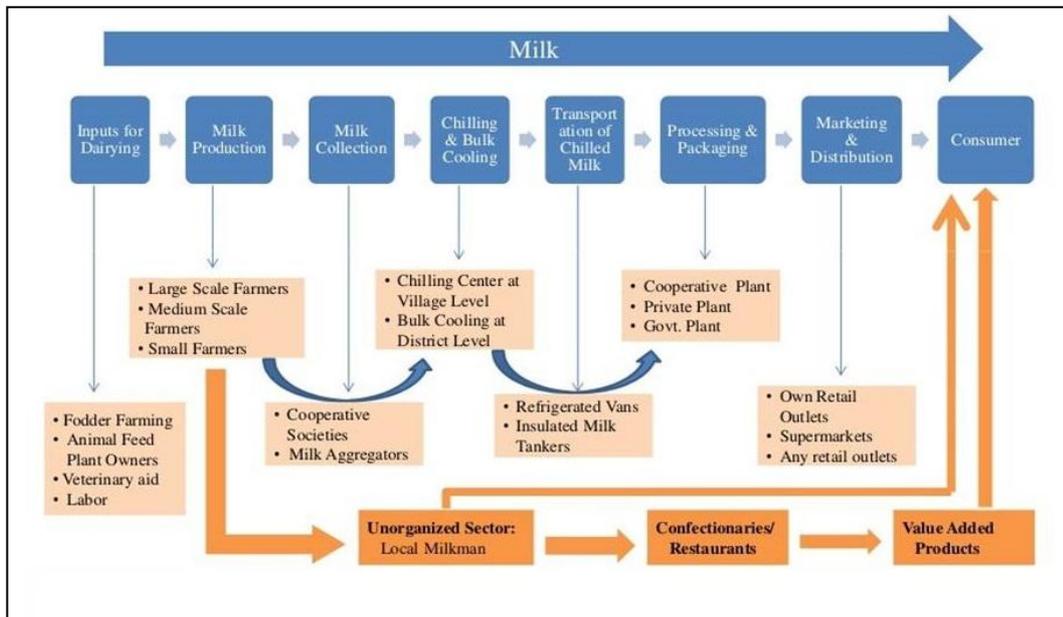

Figure 56.2: Supply Chain of Indian Dairy Industry

Milk Production in India:

Milk Production India is increasing from last 60 years. The below chart depicts the year wise increase in the milk production from the year 1950 -51 to 2020 -21. In the year 1950 – 51 the milk production was 17 million tones, gradually it was increased year to year and in 2020 -21 it was increased to 137.7 million tones.
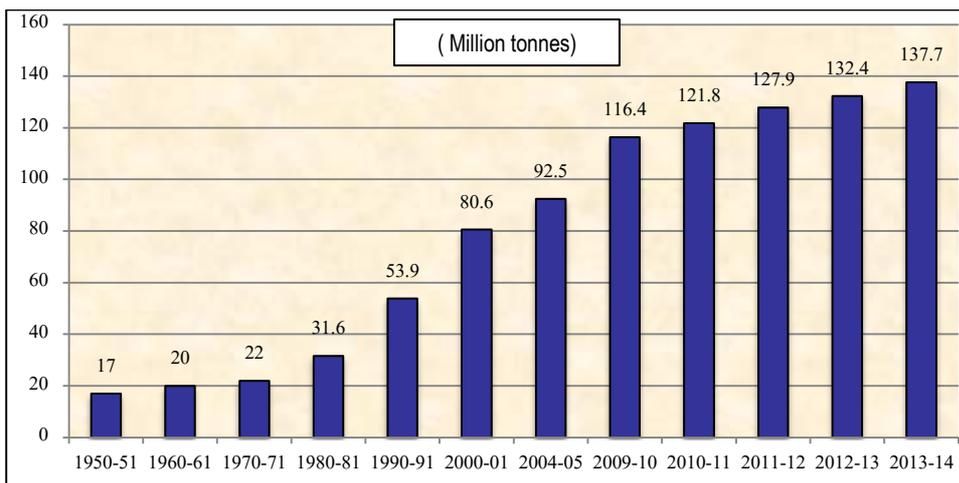
Figure 56.3: Growth of Milk Production in India

Milk Consumption India:

Milk Consumption in India is consumed by both rural and urban consumers. As consumption of milk is more in urban compare to rural consumers. Milk consumption is increasing more from year to year both in rural and urban consumption level. The below figure shows the percentage of milk consumption in liters per annum.
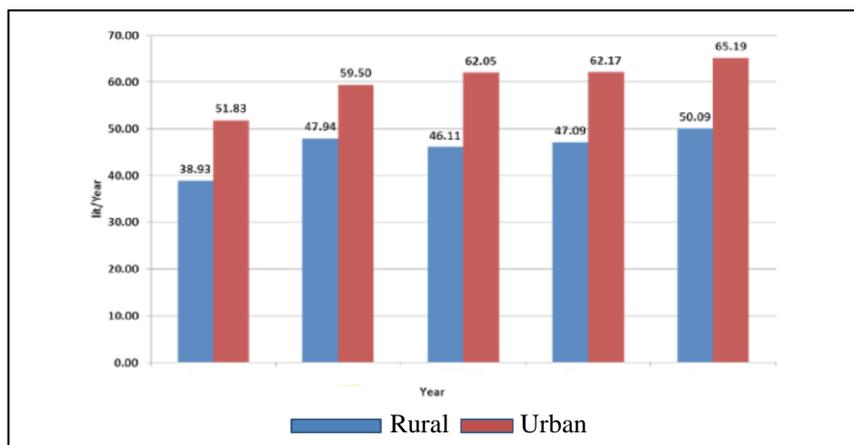
Figure 56.4: Percentage of Milk Consumption in Liters per Annum

Characteristics of India's Dairy Farming and Its Relevance to Inclusive Growth:

- Small and marginal farmers own 33 % of land and about 60 percent of female cattle and buffaloes.
- Some 75 % of rural households own, on average, two to four animals.
- Dairying is a part of the farming system, not a separate enterprise.
- Feed is mostly residual from crops, whereas cow dung is important for manure.
- Dairying provides a source of regular income, whereas income from agriculture is seasonal.
- About a one third of rural incomes are dependent upon dairying.
- Livestock is a security asset to be sold in times of crisis.

Evolution of Indian Dairy Sector from Rags to Riches:
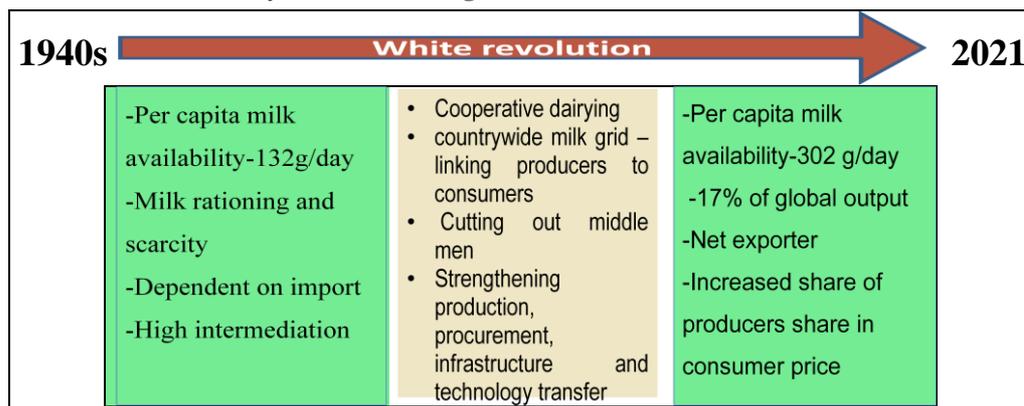
Figure 56.5: Evolution of Indian Dairy Sector from Rags to Riches

OPPORTUNITIES AND CHALLENGES IN INDIAN DAIRY INDUSTRY:

The entire dairy Industry in India has its base in the small holders and marginal farmers. These prime stakeholders of the entire value chain of milk are deprived of minimum resources of land, labor, capital etc. The other issues and challenges in Indian dairy industry at the grass root levels are given below:

Issues and Challenges at the Small Holder Level:

The entire dairy Industry in India has its base in the small holders and marginal farmers. These prime stakeholders of the entire value chain of milk are deprived of minimum resources of land, labour, capital etc. The other constraints at the grass root levels are:

- **Inadequate Feeding of Animals:** With burgeoning human population, there is an increasing pressure on the land resources for cultivation of food crops and fodder crops are not preferred. This apart the small holders are not able to feed the animals with balanced diet of concentrates and roughages due to lack of financial support.

- **More Disease Incidence:** Small holders who are not members of cooperative societies often get deprived of good animal health care facilities in terms of routine vaccination and prophylactic disease prevention measures. Financial constraints generally inhibit these farmers' access to the organized veterinary services and they still rely on the quacks and conventional treatment methods.

- **Low genetic Potential of Animals:** The stock of animals even if crossbred has less percentage of exotic genes, which lowers their milk production. There is indiscriminate artificial insemination without proper record keeping which leads to repeated inbreeding and decreased production potential of the animals.

- **Lack of Chilling Capacities:** The farmers having high yielding varieties of the cattle and buffalo have a different issue all together. These farmers milk their animals 2-3 times in the day and every time they have to carry this milk to the distant collection centers where there is a cooling facility or else the milk goes waste if there is delay.

- **Exploitation of Farmers:** Those farmers who do not conform to any of the cooperative societies get exploited at the hands of the contractors of the private dairies with regard to payment of exact dues as per the fat content of the milk.

- **High Production Costs:** Compared to the amount of efforts and maintenance costs being involved in the production of milk, the farmers do not get remunerative prices due to low market prices and lack of elasticity in the prices of milk.

- **Delayed Payment of Dues:** The farmers are not only paid less according to the quality of milk but also their payment is delayed from time to time. This comes in line with the sick and non-performing milk cooperative unions, which pass on the perils of mismanagement and marketing losses to these poor farmers.

Issues and Challenges at Collection Level:

- **Milk Base Mainly Consisting of Small Holders:** The majority of dairy farmers being small and marginal the average holdings of animal come to around 5 animals per farmer. This brings in the logistical challenge of collecting milk from each farmer twice on a daily basis. The farmer usually loses much time waiting in the queue to deposit their milk at the collection centers thus resulting in loss of networking mandays.

- **Involvement of Too Many Intermediaries:** Keeping in view the large no of intermediaries involved in the milk collection procedures the milk loses its quality in the process. This leads

to increased microbial contamination and fluctuation in the volume of the milk before reaching the collection centers and bulk coolers.

- **Gaps in Information:** In this era of information technology, the dairy sector is unorganized with respect to the support information. There is no record of the milk, which is being collected from different milk producers at the collection centers. If anything goes wrong in terms of the discovery of zoonotic disease organisms at a later stage there is no scope of backtracking to the farmer. Though there has been a success in this regard with the e-governance project being implemented in AMUL with the help of IIM Ahmadabad, it has not been replicated by all the cooperative societies in the sector.

- **Absence of a Screening System:** Milk before being pooled up at the collection center from various farms and animals are not subjected to any screening for the zoonotic diseases and adulterants and contaminants in many of the cooperative societies. This often results in spoilage of the entire batch of the pooled milk if one of the milk cans goes undetected. Linking back to source as such is not possible in the absence of a database.

- **Lack of Infrastructure:** When there is a thrust on increasing the milk production, then there should be ample amount of facilities to handle it. There is a dearth of required infrastructure of chilling plants and bulk coolers due to which so much of milk goes waste due to spoilage.

- **Manipulation of the Quality of Milk by the Farmers:** The farmers not being able to get fair and remunerative prices for the milk often tend to give adulterated milk at the collection centers. They often add additives to forge the fat content of the milk and get better price for the lot. Addition of vegetable fat, animal fat, starch, etc. has been quite frequent among the farmers to alter the fat and solid content of the milk.

Issues and Challenges at the Processing Level:

- **Seasonality of Production and Fluctuating Supply:** India being a tropical country renders a hot and humid climate for the animals and thus fluctuations in the milk production. There is a flush season in the cooler parts of the year whereas the production goes down in the warmer months. Thus, at times, the surplus of milk exceeds the processing capacity and milk goes waste whereas on the other hand the processing capacity goes underutilized in the lean period.

- **Absence Quality Standards:** There is absence of stringent quality standards like HACCP, Codex etc. in most of the cooperative milk unions, which bars Indian dairy products for exports into the foreign market.

- **Adulteration and Food Safety:** The most important aspect of milk processing is its purity and wholesomeness. There has been an instance of cheap substitution of skimmed milk powder with below standard substances, which is hazardous to health. Even though there are certain Food safety Acts but still every other day we get to know about various tankers of spurious milk being apprehended.

- **Lack of Trained and Skilled Workers:** There is lack of trained and skilled workers who can handle the milk processing operations hygienically and safely.

Issues and Challenges at the Storage and Logistics Level:

- **Lack of Cold Storage Facilities:** Milk being a highly perishable product requires be processing or cooling as soon as possible after milking, to prevent spoilage and contamination. However to ensure this there is a need of refrigerated milk silos for storage which are not present at the village levels.

- **Gap in the Cold Chain and Transport Facilities:** There are long distances to be covered to reach bulk milk coolers from the collection center. There is a shortage of refrigerated vans and insulated tankers for ferrying the chilled milk to the processing plants

Issues and Challenges at the Co-operative Level:

- **Less Number of Member Farmers:** The cooperative model though successful has not been able to include all the farmers into the fold. There are still many potential farmers who use the informal channel of milk sale and delivery.

- **Lower Participation in the Decision Making Process:** There is huge government interference in many of the co-operative federation activities, which leads to lesser say of the farmers in many crucial issues.

- **Losses:** Poor management of the some of the village cooperatives have led to huge losses in the trade due to which farmers have lost faith in these entities.

- **Low Prices of Milk:** The co-operatives declare low prices for procuring milk from the farmers, which benchmarks the prices and forces other players to sell milk at the same prices.

- **Inefficient Services:** The cooperatives have also failed in many parts of the country in providing the basic inputs in terms of quality feed, exotic germplasm and veterinary services.

- **Insufficient Infrastructure:** Some of the co-operatives are lacking the cooling and milk testing facility at the village level collection centers.

Issues and Challenges for Marketing:

- **Majority of the Market is Still Unorganized:** The milk market in India still faces the challenge of getting organized. The unorganized market makes it competes with the organized market in relation to prices.

- **Acceptability of the Consumer Base:** A large fraction of the consumer base in India is yet to accept the clean and supple milk from organized dairies due higher costs. The mindset of buying fresh whole milk from the milkman is still prevalent in the Indian consumers.

- **Less Penetration to the Rural Market:** Most of the milk produced by the dairy co-operatives goes to the urban market. The rural consumers are still dependent on the informal and unorganized market channels.

- **Lack of Transparent Milk Pricing System:** There is no specific minimum support price of the milk in the system, which makes it unremunerated for the farmers.

CONCLUSION:

Highly competitive Indian dairy industry poses threat/challenges for the survival in the global dairy market. There is no doubt that there is tremendous scope for the growth of the dairy industry in the new millennium. As the market opens up, consumption trends associated with these markets will have increasing influence on the world trade. The dairy industry in India has been on a steady path of progression since Indian independence. It has grown from producing 17 million tons of milk in 1951 to producing 137.7 million tons in 2013-14. Today, India is one of the largest milk producing countries in the world. This solid progress is primarily attributable to structural changes in the Indian dairy industry brought about by the advent of dairy cooperatives.

The consumption pattern of dairy products in India is unique as compared to some of the western countries. Milk consumption is increasing more from year to year both in rural and urban consumption level. Despite the increase in production, a demand supply gap has become imminent in the dairy industry due to the changing consumption habits, dynamic demographic patterns, and the rapid urbanization of rural India.This means that there is an urgent need for the growth rate of the dairy sector to match the rapidly growing Indian economy.The ever-increasing rise in domestic demand for dairy products and a large demand-supply gap could lead India to be a net importer of dairy products in the near future.

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A STUDY ON CUSTOMERS' WILLINGNESS TO PAY PREMIUM PRICE FOR ELECTRIC 2 WHEELERS IN BANGALORE

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ABSTRACT:

The present world is changing way too rapidly that, in order to reach out from one place to another with factors such as up gradation to innovativeness with price, style, demand, size of the family are the main attributes responsible for this study. Where all these factors ultimately makes them to pay premium price for E 2 wheelers while considering the fact of eco friendliness of the vehicle which is a socio cultural factor and this generation depends completely on up gradation. Research was undertaken with the help of questionnaire as data collection tool.

Keywords: *Eco Friendly, Electric Vehicles, Ecological Balance, Chargeable Vehicles.*

INTRODUCTION:

The transport sector plays a key vital role in today's economy with the ecological balance which is a difficult part. E vehicle are eco friendly in nature and gives an ecological balance between the economy and the environment. There are some ethical responsibilities people are concern about protecting the world from pollution and so prefer electric vehicles. The present generation believes in updated and modernization may be in style, features or prestige they get by using electric vehicles. The feature of map is unique in electric vehicles which makes comparatively easy when it comes to travelling. The price for petrol is an important factor which in turn the customers' are ready to pay a fair price for electric chargeable vehicles. The Government is also encouraging this EV adoption which makes consumers' believe in this usage.

LITERATURE REVIEW:

Prateek Bansal, National University of Singapore (2021):In his study a research gap was the main element to search for the willingness to pay for e vehicles. In his paper the reality of the Indian Government has been emphasized and is relevant where it is envising policies to accelerate the EV adoption (NITI Aayog).

Patil.M (2021): In his study there are analysis based on socio economic and travel characteristics and a positive opinion towards usage of e vehicles are done whereby the data did not study about the buyers who are not willing to buy 2 wheelers.

Chakraborty.R, & Chakravarty.S. (2023): In his paper reported a study on electric 2 wheeler based on infrastructure growth which is essential to advert electrical vehicles and differential tax treatments that are the factors that plays an important role.

Sharma, D. (2014): In his study the concept of "Consumer is the king" proved truthful. The study had a comparative study on scooters and various factors such as preference of the consumers, price, size, quality, style were taken into consideration. The paper reveals about increasing demand of the 2 wheelers but suggested about product innovation.

OBJECTIVES OF THE STUDY:

1. To identify the customers' shift from petrol vehicles to electric vehicles.
2. To identify the willingness of the customers' to pay for electric 2 wheelers.
3. To identify the reasons behind the shift.

RESEARCH METHODOLOGY:

Sampling construct for the study is done through primary source that is questionnaire,taking 100 samples by collecting data from Google sheets. With aid of questionnaire, researcher was capable to gather and collect details pertinent for most data. The study includes students, employees and homemakers both male and female. Their personal information such as gender, marital status, educational level occupation and household income are also takeninto consideration which acts as factors in willingness to purchase decision.

ANALYSIS AND INTERPRETATION:

The respondents are user of 2 wheeler vehicles and user of distinct age group, gender, annual earnings etc. All these factors have an insight towards the use of vehicles. The effects are studied over percentage analysis. Percentage analysis is a statistical tool utilized to portray qualities in totality.

1. Classification on the basis of Gender:
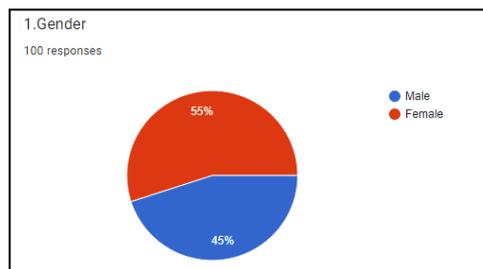
Figure 57.1: Classification on the basis of Gender

It is interpreted from the above chart that 55% of the respondents are male and 45% of the respondents are female. The majority of the respondents are Male.

2. Classification on the basis of Age:
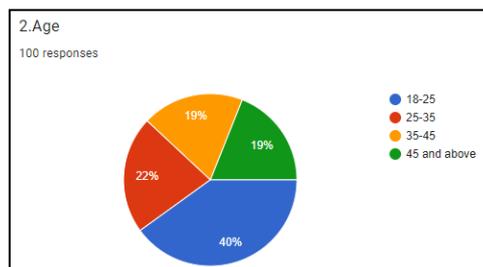
Figure 57.2: Classification on the basis of Age

It is interpreted from the above chart that 40% of the respondents belong to the age group between 18-25, 22% of the respondents belong to the age group between 25-35 years, and 19% of the respondents belong to the age group between 35-45 years and 19% of the respondents to the age group of 45 and above. The majority of the respondents belong to the age group between 18-25.

3. Classification on the basis of their Educational Qualification:
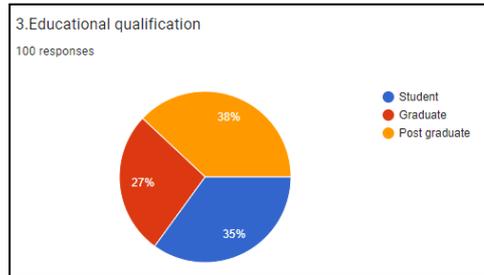
Figure 57.3: Classification on the basis of their Educational Qualification

It is interpreted from the above chart that 35% of the respondents are students, 38% of the respondents are post graduates and 27% of the respondents are graduates. The majority of the respondents are post graduates.

### 4. Classification on the basis of Profession:
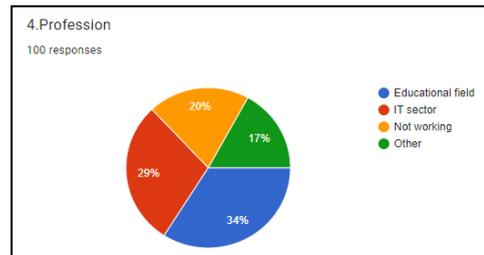
Figure 57.4: Classification on the basis of Profession

It is interpreted from the above chart that 34% of the respondents belong to educational field. 29% of the respondents belong to IT sector, 20% of the respondents are not working and 17% of the respondents belong to other sector. The majority of the respondents belong to Educational field.

5. Classification on the basis of Size of the Family:
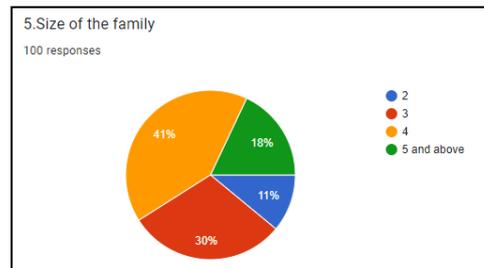
Figure 57.5: Classification on the basis of Size of the Family

It is interpreted from the above chart that 41% of the respondents consist 4 members, 30% of the respondents consist 3 members, 11% of the respondents consists 5 and above members and 18% of the respondents consists 2 members. The majority of the respondents consist of 3 members in their family.

6. Classification on the basis of Income of the Family:
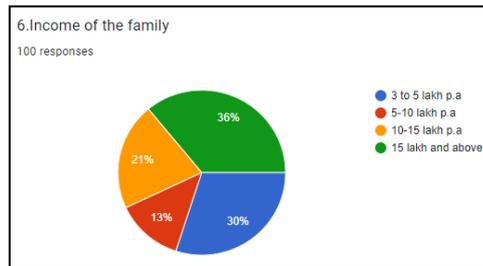
Figure 57.6: Classification on the basis of Income of the Family

It is interpreted from the above chart that 36% of the respondents earn 3 to 5 lakh per annum, 13% of the respondents earn 5 to 10 lakhs per annum, 21% of the respondents earn 10 to 15 lakhs per annum and 36% of the respondents earn above 15 lakhs per annum. The majority of the respondents earn 15 lakhs and above per annum.

7. Do you Own a 2 Wheeler?
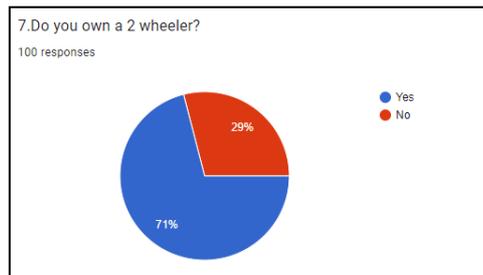
Figure 57.7: Do you own a 2 Wheeler?

71% of the respondents own 2 wheeler and 29% of the respondents don't. The majority of the respondents already own a 2 wheeler.

8. If not are you Planning to?
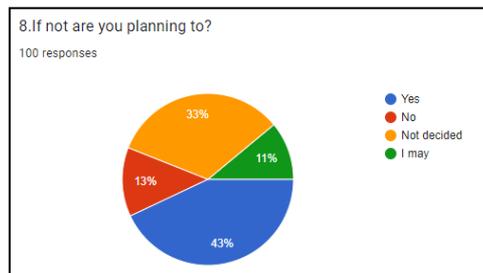
Figure 57.8: If not are you Planning to?

43% of the respondents are planning to buy, 13% of the respondents are not willing to buy, 33% of the respondents are still discussing about the decision and 11% of the respondents might buy. The majority of the respondents are planning to buy.

9. Are you Aware about Electric 2 wheeler in the Market?
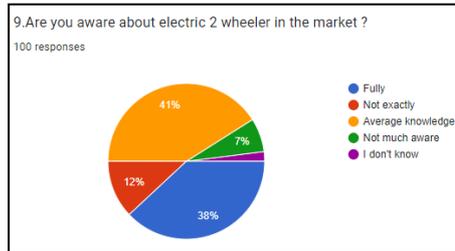
Figure 57.9: Are you Aware about Electric 2 wheeler in the Market?

38% of the respondents are fully aware about the electric 2 wheeler in the market, 12% of the respondents do not know exactly , 41% of the respondents have average knowledge about electric 2 wheeler in the market , 75 of the respondents are not much aware and 2% of the respondents don't know about electric 2 wheeler. The majority of the respondents have average knowledge about electric 2 wheeler.

10. Are you Ready to Buy an Electrical 2 Wheeler?
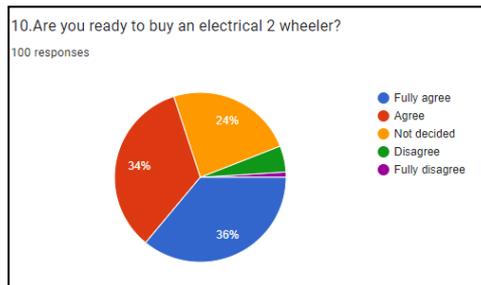
Figure 57.10: Are you Ready to Buy an Electrical 2 Wheeler?

36% of the respondents completely agree to buy electric 2 wheeler, 34% of the respondents agree to buy, 24% of the respondents did not decide yet, 4% of the respondents disagree and remaining 2% of the respondents completely disagree in purchasing. The majority that is 70% of the respondents are willing to purchase electric 2 wheelers.

## 11. Why do you Prefer Electric Vehicles to a Petrol Vehicle?
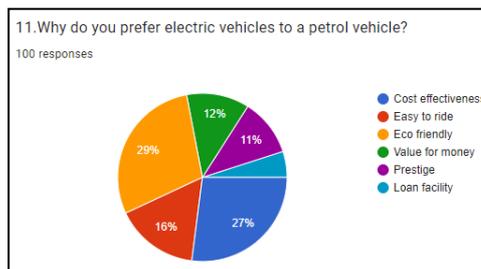
Figure 57.11: Why do you Prefer Electric Vehicles to a Petrol Vehicle?

27% of the respondents prefer electric 2 wheeler to a petrol vehicle because of cost effectiveness, 16% of the respondents prefer electric 2 wheeler to a petrol vehicle because it is easy to ride, 29% of the respondents prefer because of its eco friendliness, 12% of the respondents prefer due to its

value for money, 11% of the respondents prefer because of its prestige and 55 of the respondents prefer because of the loan facility. The majority of the respondents prefer electric vehicle to a petrol vehicle because of its cost effectiveness.

**12. Are you Ready to Pay a Premium Price for Electric Vehicle compared to Petrol 2 Wheeler?**
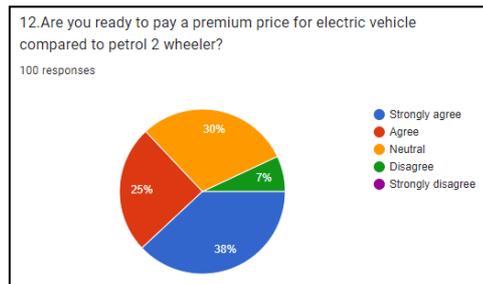
Figure 57.12: Are you Ready to Pay a Premium Price for Electric Vehicle compared to Petrol 2 Wheeler?

38% of the respondents strongly agree to pay a premium price for electric 2 wheeler when compared to petrol vehicle, 25% of the respondents agree to pay a premium price for electric 2 wheeler when compared to petrol vehicle, 30% of the respondents neither agree nor disagree, 7% of the respondents disagree to pay a premium price for electric vehicle compared to petrol 2 wheeler. Nobody strongly disagree. The majority of the respondents strongly agree to pay a premium price for electric 2 wheeler compared to petrol 2 wheeler.

**13. Do you Prefer Electric Vehicles to other Prospective Buyers?**
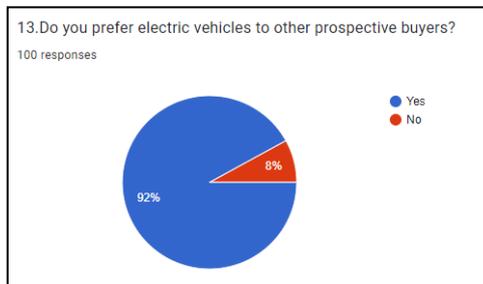
Figure 57.13: Do you Prefer Electric Vehicles to other Prospective Buyers?

92% of the respondents prefer electric vehicles to other prospective buyers. 8% of the respondents do not prefer electric vehicles to other prospective buyers. The majority of the respondents prefer electric vehicles to other prospective buyers.

FINDINGS:

From the above study it can be stated that,

- The majority of the customers' are willing to pay a premium price for electric 2 wheelers due to its cost effectiveness.
- The majority of the customers' prefer electric vehicles to other prospective buyers.
- As majority of the respondents are educated they believe in utilizing the technology at the fullest.

SUGGESTIONS:

- There must be charging centers for every 2 to 4 kilometers in case of emergency.
- As manufacturing cost is depended on batteries and maintain batteries an efficient testing agency to be adopted.
- Reduction of price in electric vehicles would make the middle class people to buy.

CONCLUSION:

In the beginning when electric vehicles came into existence there was only one difference that it is electric so it did not grow what was expected to. But later, the market grew to its high speed, mapping technology, eco friendliness etc.The competition in the market arose and the demand for the product increased due to its cost effectiveness. The government rules and regulations about the taxation policies made it much easier for the consumers' to pay a premium price for electric 2 wheelers.

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REVOLUTIONIZING ACADEMIC RESEARCH: THE IMPACT OF CHATGPT, A LANGUAGE MODEL ON NATURAL LANGUAGE PROCESSING AND BEYOND

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ABSTRACT:

Chatbots are computer programs designed to simulate human conversation through natural language processing (NLP) and artificial intelligence (AI) techniques. They are capable of maintaining a conversation with a user in natural language, answering questions, and providing assistance on various topics. ChatGPT, i.e.. Chat Generative Pre-Training Transformer, software allows a user to ask it questions using conversational, or natural, language. The basic version of ChatGPT is currently open to the public free of charge and the latest commercial version ChatGPT-4 is also released in March, 2023. It has lot of advantages on academics with its own limitations.

Keywords: Chatbot, Chatgpt, Content Creation, Text Summarization.

INTRODUCTION:

Chatbots have become increasingly popular in recent years as a way for companies to provide customer support and other services without requiring a live human agent to be available 24/7. While chatbots have come a long way in their ability to understand and respond to natural language, they still have limitations in terms of their ability to fully mimic human conversation. Nonetheless, many businesses have found chatbots to be a valuable tool for improving customer satisfaction and streamlining their operations.

ChatGPT is a cutting-edge technology developed by OpenAI, an AI and research company.OpenAI is a leading artificial intelligence research organization that has developed a wide range of AI technologies, including natural language processing systems like GPT-3, which powers ChatGPT, as well as other innovative AI applications like DALL-E-2, an AI art generator that can create unique images from textual descriptions, and Whisper, an automatic speech recognition system that can transcribe spoken words with high accuracy. OpenAI is known for pushing the boundaries of what AI can do and is at the forefront of research in many areas of artificial intelligence.

OpenAI is a nonprofit research organization that was established in 2015 by prominent figures in the field of artificial intelligence, such as Elon Musk and Sam Altman.They have made important strides in the field of artificial intelligence with the goal of furthering it for the good of humanity. This particular technology eased our job literally the way we use computers and interact with them may be completely transformed as a result of this. We might have a discussion with a chatbot and ask it to do things for us rather than using menus or entering particular commands.

In September 2021, there is no ChatGPT that has been launched in November 2022 since it is still the year 2023. ChatGPT is a member of the generative pre-trained transformer (GPT) family of language models developed by OpenAI and fine-tuned using both supervised and unsupervised learning techniques, which makes it capable of generating human-like responses to text inputs. As for GPT-4, it has not been released yet, but it is expected to be a more advanced language model than GPT-3.

GPT Version	Date of Release	Features
GPT-1	June 2018	It had 117 million parameters and was trained on a larger data from the internet.
GPT-2	February 2019	1.5 billion Parameters and it was trained on a much larger data.
GPT-3	June 2020	175 billion parameters, and has been trained on a massive corpus of text data from the internet.
GPT-4	March 2023	Natural language processing (NLP) has advanced significantly in recent years, and modern language models like GPT-3 are capable of a wide range of tasks, including answering questions, summarizing text, and translating languages, among others.

Table 58.1: Versions of GPT

One of the key advancements in NLP is the ability to perform tasks with more human-like understanding and reasoning. This is achieved through techniques such as deep learning and neural networks, which allow language models to learn from large amounts of data and make predictions based on that data.

Overall, the development of NLP has opened up a wide range of possibilities for improving human-computer interaction and enabling machines to understand and respond to human language in a more natural and intuitive way.

ChatGPT is a language model that has been trained on a large corpus of text data, which includes a wide variety of topics and genres. As a result, it is capable of generating text on a wide range of topics, including computer programming, music, writing, and more.

While ChatGPT can generate text on these topics, it is important to note that it is not an expert in any of these fields and may make mistakes or provide inaccurate information. For example, while it can write and debug computer programs, it may not always produce correct or efficient code. Similarly, while it can write poetry and song lyrics, the quality of the output may vary depending on the input and the user's preferences.

Overall, ChatGPT's versatility is a testament to the power of modern language models and their ability to generate human-like text on a wide range of topics. However, it is important to keep in mind the limitations of these models and use them appropriately.

Generative Pre-trained Transformer 4 (GPT-4) released on March 14, 2023, and has been made publicly available with its commercial version.

USES OF GPT:

GPT can be applied in the areas such as:

- **Content Creation:** GPT-4's ability to generate fluent, human-like text can be leveraged for content creation tasks such as writing articles, product descriptions, and even entire books. It can search through vast amounts of information and produce coherent and contextually relevant text that is similar to what a human writer might produce. This can potentially save time and effort for content creators while still maintaining high quality output.

- **Text Summarization:** GPT-4's ability to generate human-like text can also be used for text summarization tasks. It can analyze large volumes of text and produce concise summaries that capture the most important information from the original document. This can be useful for tasks such as creating executive summaries of long reports, summarizing news articles, or generating briefs for legal documents. GPT-4's summarization capabilities can potentially save time and effort for individuals and organizations that need to digest large volumes of information quickly.

- **Answering Questions:** GPT-4 has the ability to understand natural language speech, including questions, and provide accurate and relevant responses. This can be especially useful in applications such as virtual assistants or customer service chatbots, where users may have a

range of questions or issues they need help with. By understanding the context and intent of a user's query, GPT-4 can provide precise answers or detailed explanations to address their needs. However, it's important to note that GPT-4's ability to understand speech may be limited by factors such as background noise or variations in accents, which can affect its accuracy in certain situations.

- **AI-powered Safety:** GPT AI models can be trained to recognize and flag toxic or inappropriate language in text-based communication such as social media, messaging apps, and online forums. This can be especially useful for moderating online communities and preventing the spread of hate speech, harassment, and other harmful content. However, it's important to note that these models are not perfect and may still make mistakes or fail to recognize certain types of harmful language. Additionally, there are ethical concerns around the use of AI for content moderation, as it can lead to censorship and limit freedom of expression if not implemented carefully.

- **Conversational AI:** Chatbot technology developed using GPT software can be customized for various industries, including healthcare, finance, customer service, and more. In the healthcare industry, a conversational AI powered by GPT can analyze patient data, medical history, and symptoms to suggest potential diagnoses and treatment options. It can also provide patients with information about their condition, medication, and other health-related topics. This technology has the potential to improve the efficiency and accuracy of healthcare services, allowing professionals to focus on providing better care to patients.

- **App Creation:** As GPT-like models become more advanced, they may be able to generate software code, design layouts, and even create entire applications based on high-level descriptions or specifications provided by a human programmer or designer. However, it's important to note that current AI technology is still far from achieving this level of autonomy and creativity, and there are still many challenges to be addressed before this becomes a reality. Additionally, it's also important to consider the ethical implications of such technology, as it could potentially lead to job displacement for human programmers and designers.

CUSTOMIZATIONS OF CHATGPT FOR SPECIFIC NEEDS:

- **Customer Service Chatbots:** Many businesses are using ChatGPT to automate their customer service operations that include common queries such as order status, shipping information, and product details. They can provide 24/7 customer support and reduce the workload on human customer service representatives.

- **Educational Chatbots:** ChatGPT can be used to create educational chatbots that can answer questions related to specific Courses, Fee structure, extra-curricular activities, Placements etc.

- **Personal Assistant Chatbots:** ChatGPT can also be customized to act as a personal assistant, helping users with tasks such as scheduling appointments, setting reminders, and manage to-do lists. These chatbots can be integrated with tools like calendars and email to provide a seamless experience.

- **Mental Health Chatbots:** There is growing interest in using ChatGPT to provide mental health support. These chatbots can offer guidance and support to individuals experiencing mental health issues, such as anxiety or depression.

ChatGPT can be customized to meet a wide range of needs, and new use cases are emerging as the technology continues to advance.

ChatGPT has revolutionized the way people interact with machines. It can understand and interpret natural language input and generate appropriate responses in a conversational format. This means that users can have conversations with ChatGPT just as they would with another human being, making it an invaluable tool for businesses and individuals.

One of the key benefits of ChatGPT is its ability to improve customer service. By using natural language processing, ChatGPT can quickly and accurately understand customer queries and respond with helpful information. This can save businesses time and money by reducing the need for human customer service representatives and increasing customer satisfaction.

ChatGPT is also useful for personal use. It can be used as a virtual assistant to answer questions, provide recommendations, and even engage in casual conversation. With its ability to learn and adapt to user input, ChatGPT can provide personalized assistance and support.

Another advantage of ChatGPT is its potential to improve language learning. By engaging in conversation with ChatGPT, users can practice and improve their language skills in a natural and interactive way. ChatGPT can provide feedback on grammar and syntax, as well as suggest new vocabulary and phrases.

ChatGPT is not free for OpenAI to use for longer period. Users who pay a monthly subscription for "ChatGPT Plus" will be able to try out the updated version of ChatGPT powered by GPT-4. OpenAI launched ChatGPT Plus will charge **$20/month** (approximately (roughly Rs 1,650) for customers who want to have unlimited access, faster responses, and priority access to new features.

BENEFITS OF SUBSCRIBING TO COMMERCIAL VERSION CHAT GPT-4:

- **Dedicated Resources:** Subscribing to a commercial version of ChatGPT-4 may offer dedicated resources, such as a higher number of servers, which can result in faster response times and better availability during peak times.
- **Advanced Features:** A commercial version of ChatGPT-4 may offer access to more advanced features and capabilities that are not available in the free version. These features could include more precise natural language processing, better language translation, or integration with other software applications.
- **Priority Support:** Commercial subscribers may receive priority support from the development team, which can help with resolving any issues or providing assistance with customizations.
- **Tailored Solutions:** Commercial subscribers may have the option to work with the development team to customize ChatGPT-4 for their specific needs or use cases.
- **Improved Security:** Commercial versions of ChatGPT-4 may offer enhanced security features such as encryption, data isolation, and access controls that are not available in the free version.

Overall, a commercial version of ChatGPT-4 can offer more advanced features, dedicated resources, priority support, and tailored solutions for your specific needs. However, the exact benefits and pricing may vary depending on the specific subscription plan and vendor.

However, like any technology, ChatGPT also has its limitations. It can only provide responses based on the data it has been trained on, which means that it may not be able to answer all questions or provide the most accurate information. Additionally, there are concerns about the potential for ChatGPT to perpetuate biases and stereotypes that exist in the data it has been trained on.

In conclusion, ChatGPT is a powerful and sophisticated AI chatbot that has the potential to revolutionize the way we interact with machines. With its ability to generate human-like responses to a wide range of queries, it has the potential to transform customer service, education, and many other domains. However, as with any new technology, it is important to be aware of its limitations and potential risks, and to use it in a responsible and ethical manner.

Limitations of ChatGPT:

Like all AI systems, it is only as good as the data it is trained on, and there is always the risk of bias and inaccuracy in the responses it generates.

While language models like ChatGPT have many potential uses, they also have several limitations that need to be considered. One of the main limitations is their inability to understand complex contexts, which can lead to incorrect or inappropriate responses. This is because language models like ChatGPT rely on statistical patterns in large amounts of text data to generate responses, rather than truly understanding the meaning behind the text.

Another limitation is their reliance on biased data. Language models like ChatGPT are trained on vast amounts of text data, which can contain biases and stereotypes that are reflected in the model's responses. This can lead to biased or discriminatory language that perpetuates harmful stereotypes or reinforces existing power imbalances.

It's important to be aware of these limitations when using AI language models like ChatGPT, and to take steps to address them. This may involve developing new training data that is more diverse and representative, using human moderators to review and correct responses, or developing new algorithms that can better handle complex contexts and nuances in language. By doing so, we can ensure that AI language models are used in a responsible and ethical manner, and are able to provide value to society without reinforcing harmful biases or perpetuating discrimination.

IMPACT OF CHATGPT ON ACADEMIC RESEARCH:

ChatGPT has had a significant impact on academic research, particularly in the fields of natural language processing (NLP), machine learning, and artificial intelligence (AI). Here are some ways ChatGPT has influenced academic research:

- **Language Modeling:** ChatGPT is a powerful language model that can generate coherent and contextually appropriate responses to a wide range of queries. This has made it a valuable tool for researchers working in NLP and related fields, allowing them to test and improve their models and algorithms.

- **Text Generation:** ChatGPT has demonstrated the ability to generate text that is indistinguishable from human-written text, making it a valuable tool for generating synthetic data for research purposes. Researchers can use ChatGPT to generate large amounts of data for training and testing their models.

- **Question-Answering:** ChatGPT has shown promising results in question-answering tasks, particularly in open-domain question answering. This has led to research on improving ChatGPT's ability to answer complex questions, including those that require reasoning and inference.

- **Chatbot Development:** ChatGPT has been used to develop chatbots and virtual assistants for a wide range of applications, including customer service, healthcare, and education. Researchers can use ChatGPT to train chatbots and improve their performance, making them more effective tools for interacting with users.

- **Ethical Considerations:** ChatGPT's ability to generate text indistinguishable from human-written text has raised ethical concerns about its potential misuse, such as generating fake news or impersonating individuals. This has led to research on developing safeguards and ethical guidelines for the use of ChatGPT and other AI technologies.

As of now, there is no ban on the use of GPT or any other language models in academics anywhere in the world. In fact, GPT and other language models are increasingly being used in various fields of research, including natural language processing, computer vision, machine learning, and more.

However, some researchers have raised concerns about the potential ethical and societal implications of language models like GPT. For example, some have argued that these models may perpetuate biases and stereotypes present in the training data, or that they may be used to create fake news or disinformation.

To address these concerns, some researchers are exploring ways to improve the transparency and accountability of language models, such as by making their training data and decision-making processes more visible and auditable. Additionally, many academic institutions have established ethical guidelines for the use of artificial intelligence and other emerging technologies in research.

Overall, ChatGPT has had a significant impact on academic research in NLP, machine learning, and AI. The ability of ChatGPT-4 to generate coherent and contextually appropriate responses to a wide range of queries has made it a valuable tool for researchers and businesses alike, enabling them to improve their models, generate synthetic data, and develop more effective chatbots and virtual assistants.

PLAGIARISM SOFTWARE CAN IDENTIFY CHATGPT OUTCOMES:

It is unlikely that plagiarism software would be able to identify ChatGPT outcomes as plagiarism. This is because the responses generated by ChatGPT are original and unique, and are not copied or derived from any existing source.

However, if someone were to input text from an existing source into ChatGPT, and then submit the output as their own work, plagiarism detection software could potentially identify this as plagiarism. In such cases, it would not be the ChatGPT outcomes themselves that were identified as plagiarism, but rather the fact that they were derived from an existing source and presented as original work.

It's worth noting that plagiarism detection software is not foolproof, and there may be cases where it fails to detect plagiarism or produces false positives. As such, it's important for individuals to take responsibility for ensuring the integrity of their work and to use plagiarism detection software as just one tool among many to help prevent plagiarism. It is noteworthy that ChatGPT has identified as an author in a journal published by Elsevier publication.

CONCLUSION:

ChatGPT is a powerful tool that has the potential to revolutionize the way we interact with machines. Its ability to engage in natural language conversations has numerous applications in business, personal use, and education. However, it is important to recognize its limitations and potential biases and to use it responsibly. As technology continues to evolve, we can expect to see even more advanced language models like ChatGPT that will further enhance our ability to communicate with machines.

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CHAPTER - 59

FOOTSTEPS OF HRM AFTER COVID-19 PANDEMIC

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ABSTRACT:

Every human resource professional working in the human resource management department of every company is fully responsible for the success of all the goal oriented processes in the business of that company. Every human resource manager who works in the field of human resources management in an organization, from hiring employees for his company's business, providing them with the necessary training, allowing them to work properly, documenting the performance of the workers working under him to the top management in a quality manner and reporting the changes occurring in the business to the workers. It is the main duty of every human resource management professional to take the necessary decisions to avoid disagreements and conflicts, and to coordinate the managers of each department working with him and help them achieve the company's goal. These human resource management department officers are the ones who know the process of every company's workers and the importance of hiring them to their working ability. While initially their role played a very important role in the progress of the company, the COVID-19 post pandemic period it brought about a different change in the ability of the companies to do business, which had a huge impact on the work of these HRM officers and subsequently a huge hindrance in the progress of the companies. This caused a drop in the business progress of every company. During this period, every company's human resource management professionals, in the post-Covid-19 era, welcome their workers back to their company, re-employ them, understand their individual and common difficulties and losses, and adopt new strategies accordingly, at every stage of their careers. They had to act accordingly to make the change, improve their efficiency little by little and encourage the growth of their enterprises. This human resource manager should help each employee to work in coordination with other employees in order to improve their professional performance and motivate themselves for the growth of the company. It is better to analyze the performance of each worker and decide how to make them perform better and let them work accordingly.

Keywords: Human Resource Management, COVID-19, Post Pandemic, Adopt New Strategies, Performance and Motivate.

INTRODUCTION:

Human resource management (HRM or HR) is a strategic approach that can be balanced in all aspects to determine the growth of an organization with the efficiency of the business and to improve and motivate the employees. The duty of this human resource management professional lies in the service of properly selecting and hiring workers for the development of his business organization. And each HR manager service emphasizes their company's policies, role in managing the workforce, and strategies to take career growth to the next level. Confirming employees for the company's business, recruiting them appropriately through interviews, creating employee benefits for them, implementing appropriate procedures, and providing necessary training to employees, assessing their performance capabilities, applying appropriate strategies, motivating them to improve their performance, and This human resource management department is responsible for carrying out all types of workforce development management tasks such as payroll. It is the job of

the HR department to take an important role in providing the necessary benefits to the employees using the appropriate regulations so that there are no changes in the work of the employees, taking into account the changes in the company, the changes in the company deals with the partners, and the changes in the companies under the legal conditions taken by the governments. The task of the human resource management department is not only to hire their workers, but also to find out their performance attitudes, find ways to motivate them and improve them, and design ways to keep employees in their organization.

The HR sector has been going through various changes in every era. Especially in the last 20 years it has seen many changes, approaches and influences. And it has played an important role and influence in the development of industrial companies in today's era. In the initial period, the work of this human resource management department was not only in creating the salary list for the company's employees, but also adding the necessary benefits to the employees appropriately, giving them administrative privileges and rights, it was an important job. And along with staff-oriented tasks, there were more administrative tasks. Although initially the Human Resource Management Department was doing the employee related tasks like recruitment, placement, labor group discussion and taking decisions related to the welfare of the workers, in the post Covid period, how to guide the workers and participate in the development of the organization despite the challenges and obstacles in managing the workers properly. Let's see through this article.

OBJECTIVES OF THE STUDY:

The main objective of this study is to examine how industrial organizations have made efforts in human resource practices after the global Covid-19 outbreak, and how human resource initiatives have shaped organizational industry development. People achieve their consumerism with the industrial resources of most companies. So, people mostly rely on manufacturing companies and service companies to conduct their lives. Here we can see here how companies have adopted many strategies and brought improvement in the efficiency of their workers after the corona epidemic, and the ideas and efforts they have used for it. And here we can see some approaches on how to improve the efficiency of the workers according to the current situation. It is also possible to know how the inspectors advise and improve the instructions.

METHODOLOGY OF RESEARCH:

This article is an important study that contributes to the current scholarly landscape of how the role of HR practices has changed in the context of the corona virus pandemic. All the information obtained in this study was done using secondary data sources. Also, the information is reviewed and accepted through these recent publications obtained from the Internet, magazines, newspapers, and online communication devices that support social media and telecommunicationdevices such as radio, television, and telecommunications.

HR CHALLENGES AND HOW TO APPROACH THEM:

Rules and Regulations:

It is considered as one of the priorities of every professional working in HR fields. This means that a company must comply with the legal schemes and procedures lay down by the government. Conducting it in specific ways is also a major responsibility of this HR professional. The main responsibility of the human resource management specialist is to bring the necessary changes in the working environment of the company according to the time and lead the company according to the circumstances. Therefore, every company must follow the rules and act in harmony with the laws and regulations imposed by the government. Sometimes the violation of these rules is subject to

severe penalties depending on the circumstances. It may create huge expenses, or losses or some problems in the shares of a company. This may lead to withholding of benefits or benefits that may be available to employees at a later date. As this causes a huge setback in the efficiency of the workers of a company, the efficiency of the company will also be hindered. So it is the duty of an HR professional to follow every government regulation and lead the operation.

Approach: Every company should keep track of government laws and regulations related to such companies. Each of these company-specific legal regulations varies from country to country.

Hiring:

Recruiting workers is what comes to mind when thinking about the field of human resource management. It is an essential specialty of every company. The success of a company is based on the performance capabilities of its workers. During the recruitment of workers, a human resource specialist should select the workers based on their personality, cultural integration and performance in order to take into account the situation and development of the company, and give them suitable work.

Approach: Recruitment teams have to follow certain rules and strategies in hiring workers. That means an employee's past experience, performance and personality development, future goals, etc. should also be considered. Recruiting tools are of great help to HR professionals especially in hiring employees. Approaching a third party in this is not unusual for the HR professional's approach.

Employee Training:

Training and development programs for employees play an important role in the growth of an organization. This means reducing the effort to bring in new experts for a new process capability, and providing adequate training to employees. And these kind of intelligent training practices motivate the employees more. The key to this type of training is having the best courses and the best trainers to teach them. Only if they are selected and training the workers in the right way can they learn the exercises within a certain period of time. It also leads to reduction in training costs.

Approach: One of the simplest ways to address such HR challenges is to undertake mentoring programs for senior and junior workers. Through such mentoring programs, younger workers or new workers can imitate the skills of senior workers and listen to their advice and follow the company's procedures in the best way. This will also lead the Chief Executive to improve their performance.

Compensation:

Compensation is an important right of a worker. This makes it a good strategy for the HR manager to keep it under control and retain some of the workers. Compensation also helps in motivating the performance of every worker because every worker considers compensation as one of their rights. So compensation is the main reason for every worker's performance motivation approach.

Approach: Compensation is not always about a worker's salary. On the contrary, such compensation is a privilege given to a worker for his hard work or to compensate him for his hard work during the period of organizational hardship or during the period of sickness and to overcome his family burdens. In some cases such compensations may also be given indirectly by way of rewards to him. For example, by pointing out the excessive performance of a worker and rewarding him with a certain share of the profits, his performance can be further motivated. Compensation is an aid to this.

Employee Retention:

Employee retention constitutes a specific responsibility in human resource management. In particular, the act of hiring workers is about retaining workers. There are many different job

opportunities for the workers in the present era. There is a chance for them to change their job for self-employment or other corporate jobs. This results in understaffing in an organization and increases workload for employees. To control this, it is essential for the company to retain the workers within them.

Approach: Employees have certain mindsets during the hiring and training phases, especially during on boarding. That means the first thought is the last. They always think that they want to work in a company, but then their minds change over time. For example, only 58% of those initially hired end up working in the company. During the training period, they get to know the workload and leave the company in order to be exposed to the strict regulations of the company or the basics of operational skills. Avoiding them by instructing employees to follow simple steps and rules will keep them working longer in the long run. This is a simple approach to retaining workers.

THE TOP HR CHALLENGES THAT MANAGERS ARE FACING DUE TO THE COVID-19:

HR professionals never thought of the Covid-19 pandemic. It has largely crushed the economy with a factor of instability. And workers are greatly affected by their family and financial situation. In order to change these conditions, HR professionals are under great stress. In particular, HR professionals have a major role to play in managing and implementing key strategies in streamlining the growth of an organization and maintaining the interests of workers. This position is not as easy as we say.

HR managers highlight some reasons and examples of how HR departments are improving the performance of workers and their organizations in some ways, despite the Covid-19 pandemic. In the current era, behavioral change is an important factor in every worker. That means they want flexibility in where we work, when we work, and how we work. With this in mind, a few companies have adapted their operating models and are operating in a strong position. It also acts as a key attraction driver in the company's employee retention.

Certain types of workers work from the location. A few types go to the workplace and work. However, commuting to work is a much better feature than working from home. This means that there will be no slack in their performance when they follow the company's regulations while going to the workplace and working. But there may be some slack in working from home. This may be due to domestic conditions or social conditions and thus the HR manager takes a major responsibility in changing the workplace environment. Especially in determining these workplace environments, he should consider the personality of the employees, time management skills and their best professional skills, ability to handle the situations properly.

The current sudden change in working culture has brought great challenges to the HR sector. Especially the human resource manager has to deal with new challenges in many situations. That is, there is a huge responsibility in dealing with the new crisis situations that arise in the organization, how to keep the workers fully engaged, and from handling, equipping and equipping the workers with communication devices for remote activities.

Some of the challenges that they faced were,

1. **Mental Health and Wellbeing:** Generally, companies always provide their employees with health and wellness plans and health benefits, health insurances, and many other such wellness benefits. But the current outbreak of Covid-19 has not only affected the physical health of the workers, but also affected their economic and mental health, putting them in trouble. This has brought everyone to the fore. We can better understand the pulse and sensitivity of workers when they work in organizations but the pulse of remote workers sometimes decreases and they act less consciously. A recent Global Pulse survey has found that workers' health and productivity have suffered after the Covid-19 pandemic.

2. **Managing Remote Work:** Remote work culture change is not as seamless for an organization as we might think. Fewer than 50% of companies had a remote work culture before the covid-19 pandemic. Banks, regulated firms and financial services firms have tended to avoid remote work approaches but after the Covid-19 pandemic, all types of industries are adopting a remote work culture approach. But this has led to many undiagnosed problems. HR managers tend to address many such undiagnosed problems. That means not every solution is discovered before problems are encountered. Rather, they excel in dealing with such problems when they occur, adjusting them according to the circumstances and taking appropriate decisions.

3. **Lack of Agility:** Lack of agility is the main reason many HR teams struggle. Some HR teams are not designed for agility. Rather, they are the process from hiring workers to putting them to work. But taking important decisions in times of crisis is the task of these HR teams. Because it is these HR teams who determine the professional circumstances of the employees. Making quick decisions and disentangling the factors in times of crisis is not an easy task. Because for each problem identified, multiple approvals are required before decisions on solutions are made. And these approvals also take a long time to get the required data. In such an organization, HR professionals face great difficulty in making decisions. Therefore, it becomes imperative that the approaches of human resource managers are more agile, agile and prioritize the company's goals.

4. **Employee Communication:** Communication is one of the most important in the priority list of the present organization. It is a special aspect of a company's strategies. Consider whether the company's remote employees are working properly or not. It is very difficult to have the required telecommunication channels. For example, the Covid-19 pandemic has kept HR professionals on their toes. In those days, tools like Zoom enabled employees to communicate via video and help them perform their tasks. But getting everyone on one side was an impossible task

5. **Uncertainty:** Uncertainty is a risk that can paralyze any human being. During the Covid-19 pandemic, it was very difficult to make decisions about their circumstances and how to sustain the operations of a company. With this impermanence it is inevitable that we will suffer more or less. The workers were very much worried about their future. HR teams were struggling a lot. They were trying hard to solve organizational problems. And they were playing an important role in maintaining the interests of the workers and smoothing the development of the companies.

6. **Employee Engagement:** The important and ultimate goal of an organization is to improve the working capacity of every worker. But it was very difficult to do this during the Covid-19 pandemic. Because it is very difficult for every employee to work remotely, internal communication is not possible. And it was compromised. Integrating everyone together became an impossible task.

7. **Remote Working:** Workers working remotely were likely to find it difficult to adopt uniform methods and adopt more workflows. Some workers can perform tasks differently from other workers by performing cross-functional tasks. But some problems arise in integration. Getting rid of this has been a huge challenge for HR teams. And getting everyone to work together was very difficult. It was a great opportunity for them to strategize and execute accordingly to overcome these.

OVERCOMING CHALLENGES IN HR PRACTICE:

1. **Navigating Virtual Recruiting:** Virtual job fairs and online recruiting are some of the key elements in virtual recruiting. These should explain concepts like how HR teams should work. And adopting online related HR processes like virtual interviewing and virtual training will

enable more employees to be guided through communication tools in a simple way. Remote on boarding is an important part of virtual recruitment that HR teams are currently managing. This can be very challenging to manage online. But HR teams need to strengthen their communication tools and communication skills to work easily with the organization. Recruitment should be completed with easy submission of documents and data.

2. **Managing Remote Teams:** Managing remote teams is not a task, but coordinating and executing them during a pandemic can be a bit of a challenge. Even those who discussed remote workers at the beginning, later became less concerned about the complexity and timing of their work. Apart from such activities, it is the main responsibility of the human resource manager to apportion their time and allocate work to them as per their suitability. The infrastructure and support systems were helpful and made remote working possible. Hence HR experts had to consider how to integrate them. With some employers allowing up to 80 percent of their workforce to work remotely post-corona virus, it's imperative that HR professionals learn and manage them accordingly.

3. **Learning and Implementing New Technologies:** Human resource departments are often opting for many new technology systems that are virtual and have become better at learning and implementing tasks through them. With this, HR teams can later align themselves with IT departments and play a major role in organizational operations, i.e. effective employee engagement.

4. **Overcoming Challenges in HR in 2023:** It can even be expected that HR teams and HR departments will see major challenges from 2023 onwards. But in the future, as HR leaders, they are in a position to face a major change in not only the role of HR, but also redefining the roles. As HR teams, we redefine tasks. In the future, we will see how HR teams in various organizations are adopting intrinsic methods to facilitate the work of their workers and how they are using technology strategies to drive the company towards growth.

CONCLUSION:

Job loss due to unemployment and workload, family situation, reduced workforce, Absence of staff, relocation, adapting internal laws to meet customer needs, changing policies and procedures, training workers to acquire new skills, problems caused by integration, and problems using technological devices, reduced salaries and low performance of employees have been on the rise during the covid-19 pandemic. Access to health records and identification of victims from layoffs and low incomes of the self-employed and work-at-homes income reductions, increased working hours and changing working hours vary from the above operational strategies.

The evolving trends and priorities of an organization's human resource personnel highlight the progress of their employees by improving their work performance. They need to excel in their tasks faster and more efficiently. Because we believe that tasks in business are very fast and agile. Similarly the workers should excel in performing their performance regardless of the field and function of their field and work. Workers have an important role to play in handling and maintaining communication devices. In the post-Covid-19 pandemic, they need to improve their communication tools and thereby their processes and learn their ins and outs and how to do them better in the future to greatly contribute to their organizational growth. Cross-functional knowledge and related operational capabilities are becoming increasingly important thanks to a company's technology-driven methods. Human resource students, through the insight of their field, to meet the needs of their company, with inherent knowledge in changing the practical elements of the human resource life cycle, to be creative and easy to implement, to change new sub-structures, to work better and create new methods to make the company work for success.

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A STUDY ON CUSTOMERS' AWARENESS ON GREEN BANKING AND ITS IMPACT ON SUSTAINABLE DEVELOPMENT

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ABSTRACT:

The concept of banking emerged as early as 2000 BC. Banking is the sole heart of financial system of a country. As the years passed, banking concept have seen a major revolution in its operation and contributed towards welfare of natural environment through usage of information technology. The world at large is rapidly entering into the 'net age' thus leading to transform from tradition banking system to digital banking system. The growth and expansion of internet and information technology has facilitated the emergence of green banking system to promote environment friendly banking. The aim of this research is to study the customers' awareness on green banking and its impact on sustainable development. Both Primary data and secondary data is used as source of data collection and Chi Square testing is used to prove the hypothesis in this study.

Keywords: *Green Banking, Sustainable Development, Customers' Awareness, Natural Environment.*

INTRODUCTION:

The Concept of "Green Banking" mainly benefits the banks, industries and the economy. Green Banking is the term used by banks to make them more responsible to the environment. That is it a inclusive of banking strategies which ensure sustainable development. Green banking means promoting environmentally friendly practices and reducing your carbon footprints from your banking activities. Green Banking is more or less a normal bank by considering all the social and environmental factors. It is also called as ethical bank or sustainable bank.

Ethical banks aim is to protect the environment. It is controlled by same authorities as like in traditional bank. Green Banking encourage banks as well as customers to take initiative in using Green Banking Products. Such as using online banking instead of branch banking, paying bills online instead of mailing them, opening up CDs and money market accounts at online banks etc.

Green Banking aim is not only to protect the environment but also to ensure that loans are provided by considering other factors to be followed in lending loans environmental safety standards. It is not simply to reduce the impact on environment but it means to develop a process which provides a sustainable growth in future.

LITERATURE REVIEW:

1. According to Jahanvi A Bhalani and Dr.Taral M Patel, their study aims to find out the various initiatives taken by public and private sectors by adoption of green banking practices. Their study found that there is no significance associated between various initiatives taken by private and public sector banks by providing green banking practices.
2. According to Jitha Thomas and Siby Linson, their study found that green banking will be mutually beneficial to the banks, industries and the economy. The study also ensures that the greening of the industries but it will also facility in improving the asset quality of the banks on the future.

OBJECTIVE:

- To analyze the customer awareness of green banking system
- To determine the usage of green banking system contributing to sustainable development.

FORMATION OF HYPOTHESIS:

In order to fulfil the objectives, the following hypothesis is formed.

Null Hypothesis (H_0): There is no correlation between Green Banking and Sustainable Development.

Alternative Hypothesis (H_1): There is a correlation between Green Banking and Sustainable Development.

METHODOLOGY:

The study is based on Survey Method. Primary data is collected through usage of Questionnaire (Google Form). Secondary data is collected from various books and banking websites. Sample size is limited to 50 respondents from Bangalore city. Chi Square test is used to prove the hypothesis.

DATA ANALYSIS AND INTERPRETATION:

Variables	Parameters	Frequency	Percentage
Age	18 – 30	34	68
	31 – 50	14	28
	51 & Above	2	4
	Total	**50**	**100**
Gender	Male	24	48
	Female	26	52
	Total	**50**	**100**
Education	SSLC	2	4
	PU	4	8
	UG	22	44
	PG	22	44
	PHD	0	0
	Total	**50**	**100**
Occupation	Employed	28	56
	Businessman	0	0
	Student	16	32
	Home Maker	6	12
	Total	**50**	**100**
Bank Account	SBI	28	56
	HDFC	10	20
	Axis Bank	2	4
	PNB	0	0
	Canara Bank	2	4
	ICICI Bank	2	4
	Other Banks	6	12
	Total	**50**	**100**

Table 60.1: Demographic Profile of Respondents

Green Banking Products	Aware	Percentage	Unaware	Percentage
Internet Banking	50	100	0	0
Debit & Credit Card	50	100	0	0
Green Card	22	44	28	56
Electronic Fund Transfer	46	92	4	8
Online Bill Payment	50	100	0	0
Solar ATM	18	36	32	64
Green Home Equity Loan	18	36	32	64
Green Mortgage	14	28	36	72
Green Car Loan	18	36	32	64
Mobile Banking	50	100	0	0
SMS & Miss Call Facilities about Bank Balance	28	56	2	4
Demat Account	44	88	6	12
Online Account Opening Service	44	88	6	12

Table 60.2: Green Banking Awareness among Respondents

Interpretation: From the Above table, it is clear that 100% of respondent are aware about Internet Banking, Debit & Credit Card, Online Bill Payment and Mobile Banking. Butrespondents are not aware of Green Mortgage, Solar ATM, Green Home Equity Loan and Green Car Loan.

Sources	Respondents	Percentage
Television Advertisement	0	0
Social Media	12	24
Family Circle	4	8
Friends	8	16
Banking Officials	14	28
Newspaper Advertisement	2	4
Bank Official Website	10	20
Total	**50**	**100**

Table 60.3: Source of Information about Green Banking Products
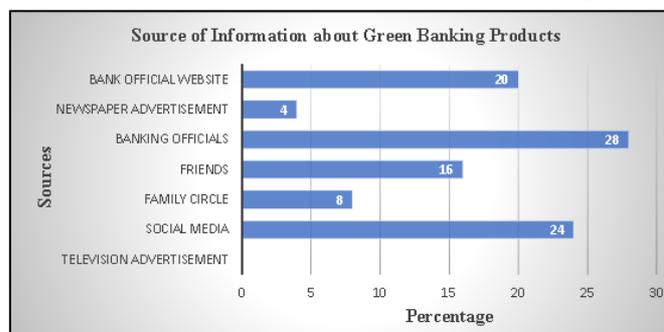
Figure 60.1: Source of Information about Green Banking Products

Interpretation: 28% of respondents state that they are aware about Green Banking servicesfrom bank officials.

Recommendation	Respondents	Percentage
Yes	20	40
No	30	60
Total	**50**	**100**

Table 60.4: Recommended Green Banking Products

**Interpretation:** 60% of respondents have not recommended green banking products to others.
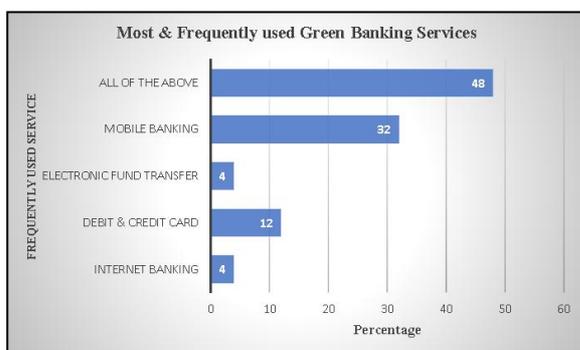
Figure 60.2: Most & Frequently used Green Banking Services

Frequently Used Service	Respondents	Percentage
Internet Banking	2	4
Debit & Credit Card	6	12
Electronic Fund Transfer	2	4
Mobile Banking	16	32
All of the Above	24	48
Total	**50**	**100**

Table 60.5: Most & Frequently used Green Banking Services

Interpretation: 48% of respondents state that they use all the green banking services such as internet banking, debit & credit card, electronic fund transfer and mobile banking.
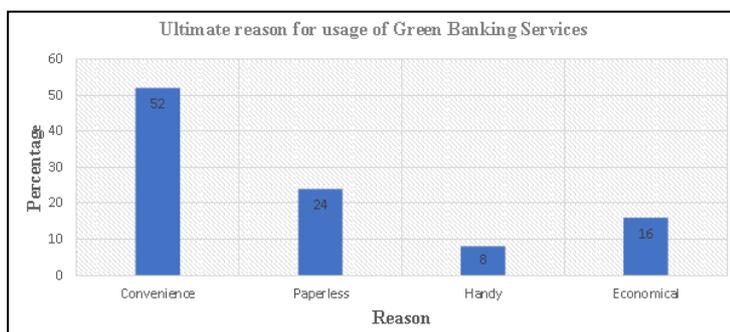
Figure 60.3: Ultimate Reason for usage of Green Banking Services

Reasons	Respondents	Percentage
Convenience	26	52
Paperless	12	24
Handy	4	8
Economical	8	16
Total	**50**	**100**

Table 60.6: Ultimate Reason for usage of Green Banking Services

Interpretation: 52% of respondents feel convenience as the ultimate reason for usage of green banking services.

HYPOTHESIS TESTING - CHI-SQUARE:

Significance level 5%
Expected Frequency (E) = 50/4 = 12.5

	Convenience	Paperless	Handy	Economical	$\sum$(O-E)2/E
O	26	12	4	8	
E	12.5	12.5	12.5	12.5	
O-E	13.5	0.5	8.5	4.5	
(O-E)2	182.25	0.25	72.25	20.25	
(O-E)2/E	14.58	0.02	5.78	1.62	22

Table 60.7: Calculation of X^2

Chi-Square = $\sum$(O-E)2/E = 22

Significance Level 5% = 0.05

Degree of freedom = (4-1) = 3

Table value for degree of freedom 3 = 7.815 (Chi-Square Table)

Calculated value = 22 and table value = 7.815

Therefore, calculated value is more than table value therefore null hypothesis is rejected and it can be concluded that there is correlation between Green Banking and Sustainable Development.

Usage Period	Respondents	Percentage
0-3 years	26	52
4 – 7 years	12	24
8 years and above	12	24
TOTAL	50	100

Table 60.8: Usage Period of Green Banking Service
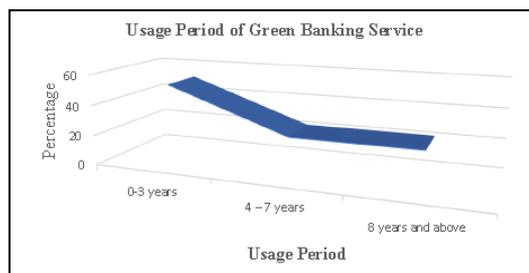
Figure 60.4: Usage Period of Green Banking Service

Interpretation: 52% of respondents started using green banking services past from 3years.

FINDINGS OF THE STUDY:

- Most of the respondents are aware about Green Banking services from bank officials.
- High proportion of respondents have not recommended green banking products toothers
- Majority of the respondents state that they use all the green banking services such asinternet banking, debit & credit card, electronic fund transfer and mobile banking.
- Most of the respondents feel convenience as the ultimate reason for usage of green banking services.
- High proportion of respondents started using green banking services past from 3years.

SUGGESTIONS:

- Banks must provide some benefit to customers who educate others about green bankingservice.
- Banks must award or reward or recognize those loyal customers who have been using green banking products and must honour them to motivate others to use green bankingproducts.

CONCLUSION:

This research paper identifies the current status of people knowing about the Green Banking and its impact on growth. In recent years, Green Banking awareness has reached to majority of the respondents like bank officials, respondents using green banking services such as internet banking, debit & credit cards, mobile banking etc. It is to be noted that consumers behavior towards the term "green concept" have become one of the reasons towards using Green Banking Products. Encourage CSR activities from banks, so that customers will have more awareness and knowledge about Green Banking. In this way, Banks ultimate motive of satisfying the customers will be achieved. Banks is ensuring that technology is substantially decreasing the carbon foot prints.

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INFLUENCER MARKETING: HOW BRANDS CAN COLLABORATE WITH INFLUENCERS TO REACH THEIR TARGET AUDIENCE AND INCREASE BRAND AWARENESS

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ABSTRACT:

Social media has had a massive impact on human life in recent years. It has made communication easier and `faster; it has turned out to be a primary source for sharing information, it has made socialising easier for human beings, and it has had many other important impacts. Social media's rise has also had an effective impact on marketing methodology. It has changed the way businesses approach marketing. As social media evolves, it is probable that it will continue to affect marketing tactics in the future. It has created new marketing techniques through social media such as targeted advertising, content marketing, consumer interaction, brand development, data analytics, and influencer marketing. Influencer marketing is a popular marketing strategy that has gained popularity in recent years. Influencer marketing is the technique of collaborating with and compensating prominent individuals who have a large following on social media or other online platforms to sell a product or service.

Social media has evolved into a sophisticated tool for influencing people's opinions and perspectives on virtually any topic. And these influencers are a source from which individuals are influenced. These influencers are well-known persons who people look up to and appreciate. And when such people sell a certain product or service, it has a powerful impact on people because these people look up to them as role models and aspire to be like them.

***Keywords:** Influencer Marketing, Social Media, Purchasing Behaviour.*

INTRODUCTION:

Influencer marketing is a growing form of promotion for businesses because it allows them to reach a larger audience via social media. Influencers are individuals who have a significant following on social media platforms such as Instagram, YouTube, and TikTok. These people have a lot of fans who look up to them for motivation, counsel, and entertainment. Marketers have been debating the efficacy of celebrity marketing. Some claim that it is an effective method to reach younger audiences who are less likely to be affected by conventional forms of advertising. Others think it is a fleeting trend that will fade away. Influencer marketing is a marketing approach that involves employing individuals with a large social media following to promote and support a product or service. These individuals, known as influencers, have established themselves as trusted authority in their particular sectors and are therefore able to alter their followers' attitudes and purchase decisions. Influencer marketing has grown in popularity in recent years as a result of social media's expanding importance and the introduction of new platforms such as Instagram, TikTok, and YouTube. Many companies are turning to influencers to reach a larger audience, create buzz, and boost sales.

Influencers are classified into three types: macro influencers (those with a huge following), micro influencers (those with a smaller but highly engaged following), and nano influencers. (with a very small following but high levels of engagement within a specific niche).

Finding the proper influencers to work with, having a strong relationship with them, and providing content that connects with their audience are all part of effective influencer marketing. Influencer marketing, when done effectively, can be a very successful approach to raise brand recognition and increase sales. Choosing the correct influencer is critical for a marketing campaign's success. An influencer is someone who has a large following and clout with a certain target demographic. Collaboration with the proper influencer may help a business more successfully reach its target audience, develop brand recognition, and ultimately drive sales.

OBJECTIVES:

- The objective of the research paper is to investigate the notion of influencer marketing, its impacts, and its impact on consumer purchasing behaviour.
- How brands can collaborate with influencers to reach their target audience and increase brand awareness.

BACKGROUND:

Influencer marketing has been around for centuries, but with the emergence of social media platforms, it has developed tremendously. Here is a primer on influencer marketing:

- **The Beginning:** Influencer marketing has been around since the early 1900s, when firms began enlisting celebrities to advocate their products. To sell their products, brands would use celebrities or athletes in their advertising efforts.
- **The Social Media Revolution:** Social media platforms like as Facebook, Twitter, and Instagram arose in the 2000s, spawning a new sort of influencer marketing. To advertise their products, companies began collaborating with social media influencers who had significant followings on these platforms.
- **The Democratisation of Influence:** With the emergence of social media, everyone, not just superstars, can become influencers. Ordinary people with a huge social media following began to collaborate with businesses and promote their products.
- **Influencer Marketing's Evolution:** Influencer marketing has progressed beyond sponsored social media postings in recent years. Influencers are increasingly collaborating with brands to generate content, host events, and even develop goods. Influencers are also utilising their platforms to support social causes and campaign for problems of social justice.

Overall, influencer marketing has evolved into a potent tool for organisations seeking to contact customers in a genuine and engaging manner. As social media evolves, we should expect to see even more creativity in influencer marketing.

METHODOLOGY:

This research paper used a qualitative approach to investigate the concept of influencer marketing and its impact on consumer behaviour. A total of 10 people's in-depth interviews were conducted with consumers who followed influencers on social media for a decent number of years.

FINDING AND SUGGESTIONS:

Several researches on the efficacy of influencer marketing have been undertaken. According to a Linqia research, 86% of marketers employed influencer marketing in 2017, and 92% of them thought it was an effective technique. Another Mediakix survey indicated that 80% of marketers thought influencer marketing was effective, and 89% said the ROI (return on investment) was equivalent to or better than other marketing channels.

However, not all research on the efficacy of influencer marketing have been favourable.According to research 25% of Instagram influencers have a high degree of interaction with their followers, implying that not all influencers can effectively connect with their audience. Influencer marketing has become a popular and efficient approach for companies to reach out to and interact with their target audience in a more genuine and relevant manner. The rising prominence of social media in our lives can be traced to the emergence of influencer marketing. Individuals may use social media platforms to create enormous followings and brand themselves as experts in specific topics.

According to research, influencer marketing may create a return on investment (ROI) of up to 18 times for every dollar spent. As a consequence, businesses of all sizes are benefiting. However, there are certain drawbacks to influencer marketing. The question of openness and authenticity is one of the most significant difficulties. Consumers are becoming more aware of the sponsored nature of influencer postings, and in some cases, influencers have been called out for pushing items or services without declaring their affiliation with the company. Another problem for companies is identifying appropriate influencers that are a good match for their brand and can successfully reach their target audience. With so many influencers available these days, companies must be smart in their approach and carefully assess the legitimacy and efficacy of potential influencers. Overall, influencer marketing is a fast-expanding area with enormous potential benefits for companies.

HOW INFLUENCERS HELP REACH TARGET AUDIENCE?

Influencers, particularly on social media platforms, may be a useful tool in reaching a target demographic. Here are some ways influencers may help you reach your target audience:

- **Increasing Trust and Credibility:** By offering great information to their audience, influencers have amassed a dedicated following. When they endorse a product or service, their followers believe them and are more inclined to purchase the product or service.
- **Gaining Access to a Specialised Niche:** Influencers frequently have a devoted following in a certain specialty, such as beauty, fitness, or gastronomy. Collaboration with an influencer in that field may be a terrific method to get in front of the appropriate people if a company wants to reach a specific target demographic inside that niche.
- **Increased Brand Recognition:** When an influencer publishes content featuring a brand, it may assist to raise brand awareness and expose the brand to a larger audience.
- **Engagement and Conversion:** Influencers frequently have high levels of engagement with their audience. They may enhance engagement and conversion rates by sharing content that showcases a product or service.
- **Cost-Effective Marketing:** When compared to other kinds of marketing such as traditional advertising or paid social media advertising, collaborating with an influencer can be a cost-effective approach to reach a target demographic.

Overall, influencers may be a powerful tool for reaching a specific demographic, increasing brand exposure, and increasing engagement and conversion rates.

HOW INFLUENCE MERKETING CAN INCREASE BRAND AWARNESS?

Influence marketing, which leverages the reach and influence of individuals or organisations with a huge following on social media platforms or other channels, may be an efficient strategy to raise brand recognition. Here are some examples of how influence marketing may raise brand awareness:

- **Expand Your Audience:** Influencers have a fan base of people who are interested in their material and believe in their beliefs. A company may tap into their audience and improve their reach by working with an influencer, exposing the brand to a larger audience.
- **Establish Credibility and Trust:** Influencers are frequently regarded as authorities in their

professions, and their support of a business may give it credibility and trustworthiness. This might enhance consumer perceptions of the brand and foster good relationships.

- **Produce Shareable, Engaging Content:** Influencers are adept at producing material that connects with their audience and is shareable. A company may enhance brand recognition by collaborating with an influencer and utilising their creativity and knowledge to produce entertaining and educational content.
- **Use Social Media:** Social media is an effective instrument for influence marketing since it enables firms to rapidly and easily reach a big audience. A company may take use of the power of social media to raise brand recognition by collaborating with an influencer who has a sizable social media following.

Ultimately, using the reach, authority, and creativity of influencers to engage with a larger audience, influence marketing may be a successful technique for raising brand recognition.

IMPACT OF INFLUENCER MARKETING ON CONSUMER BUYING BEHAVIOR:

Influencer marketing is a form of marketing approach in which companies collaborate with well-known social media influencers to sell their goods or services. Influencer marketing may have a substantial effect on consumers' purchasing decisions. The following are some ways that influencer marketing might change how people behave:

- **Trust:** Influencers have established a connection with their followers; consumers frequently place greater faith in them than in traditional forms of advertising. Because of this, when an influencer suggests a product, customers are more inclined to trust their judgement and give it a go.
- **Social Proof:** Influencers are frequently regarded as authorities in their field or sector, and their followers look to them for direction and inspiration. A product receives social proof when an influencer recommends it, which may have an impact on customer behaviour.
- **Brand Awareness:** By exposing a brand to a wider audience, influencer marketing may assist raise brand awareness. When an influencer advertises a product, it might get in front of their followers who might not otherwise be familiar with the brand.
- **Buy Intent:** By giving customers a direct connection to the item or service being offered, influencer marketing may also raise purchase intent. Influencers frequently include links or coupon codes in their articles to make it simpler for customers to make a purchase.

Eventually, influencer marketing has the potential to be a powerful tool for firms to broaden their audience, raise their profile, and shape consumer behaviour.

CONCLUSION:

Influencer marketing is an expanding marketing technique with the potential to be an effective tactic for businesses. The efficiency of influencer marketing, on the other hand, is determined by the calibre of the influencers participating and the transparency of their interactions with companies. Brands that can effectively cooperate with influencers and create trust with their audience stand to gain significantly from their investment.

The success of influencer marketing campaigns depends on several factors, including the quality of the influencers involved, the authenticity of their content, and the transparency of their relationships with brands. To see significant returns on their investment, brands must choose influencers whose values align with their own and who have a genuine connection with their audience. Brands that prioritize building long-term relationships with influencers and their audiences, rather than one-off partnerships, are more likely to see sustainable success in influencer marketing. Overall, influencer marketing can be an effective strategy for brands if executed correctly, and it will continue to play an important role in the marketing industry as social media continues to grow in popularity.

These results offer a guideline for future research on the psychological impact of influencer marketing onbrand engagement. Influencer marketing should be examined from the perspective of the para-socialrelationship and content immersion. This research also presents some managerial implications for brandmanagers who implement strategic decisions in influencer marketing. Brand managers should search for influencers who continuously produce high-quality content and have loyal followers. When cooperating with influencers congruent with the brand image, brand managers should actively communicate with them to ensure that they could present fun and immersive content.

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SMALL SCALE INDUSTRIES: ON THE PATH OF ACHIEVING SUSTAINABLE BUSINESS AS PER G20 AND COP26 SUMMIT COMMITMENTS OF INDIA

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ABSTRACT:

Small Scale Industries for obvious reasons have been given a significant role in simplifying the process of the 3rd world developing nations' economic dynamism. Since India's independence, the Govt. has placed a strong emphasis on the expansion of the SSIs sector as a means of moving the country's agrarian economy towards modern industrialization. In the light of this, the sector has seen extraordinary growth. Thus with this they have come to play a vital role in the Indian Economy and Being the backbone by contributing to the employment, production and exports. Hence, any policy modulations or bringing into effect new policies around the country affects the SSIs and their capability and adaptability to it.

India having made high commitments and targets to achieve in the reducing the emission of carbon and supporting the climate change at the G20 and COP26 summit. This study aims at studying the SSIs action towards achieving the country's commitment, how it's affecting the overall business of the SSIs and what are the hindrances faced by them in conducting business in sustainable manner.

Keywords: Small Scale Industries, Path, Achieving, Sustainable Business, G20 And Cop26 Summit Commitments, India.

BACKGROUND AND RESEARCH MOTIVATION:

Small Scale Industries are the backbone of the socio-economic development of our country. It accounts for about 45% of total industrial production, 40% of the total exports and contributes very significantly to the GDP. Manufacturing segment within the SSIs contributes to 7.09% of the GDP and the service sector contributes about 30.50% to GDP (SMECHAMBEROFINDIA.COM). India being the 7th largest country in terms of land surface supports for about 17.7% of the world's population and has to comply with the policies framed at the world economic forums. Thus, to ensure that it fulfils all the criteria it becomes the country's responsibility to shoulder the all the development in all the sectors and especially the SSIs as they are the significant contributors to the country's GDP. Hence this sector cannot be ignored in the race to meet the challenges at the world stage. And when India took the commitments at the G20 and the COP26 summit should ensure there is major breakthrough in the sustainable business in this sector. Therefore keeping this as the main motivation we are presenting the research paper on the SSIs path of achieving such commitments of India. The study is limited to industrial areas of Vijaynagar, Peenya, etc. of Bangalore. A survey questionnaire containing questions regarding the type of industry engaged in, the awareness of the climate action, the disposal of the by-products and excretes, hindrances faced in the implementation of a proper disposal method and the measures taken to alleviate the disposal of the excrete and the age of the business and the prospects for growth and expansion of the business. A total of 75 respondents participated in the survey. The findings focused on obtaining their awareness and the measures they have taken to prevent such causes of disposal to ensure that they conduct the business in a sustainable way.

LITERATURE REVIEW:

Singh, M. P., Chakraborty, A., & Roy, M.(2016): The study focuses on the organisational sustainability (economic sustainability, social sustainability and environment sustainability), business performance from the view point of the new generation entrepreneurs and the old generation entrepreneurs.

ANALYSIS, FINDINGS AND INTERPRETATIONS:

The questionnaire had questions as follows to obtain the details:

1. What type of industry they are engaged in?
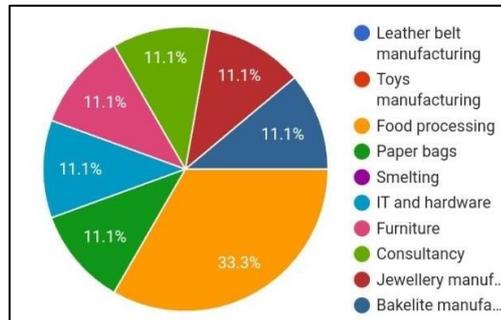
Figure 62.1: Question 1
Primary Source

Here the respondents were asked to provide the industry that they are engaged in so we can have clear picture of the industries that are contributing to the emission of carbon and other excretes into the environment. From the above chart it can be seen that most of the SSIs were engaged in the manufacturing sector.

2. What's the age of the business being carried out?
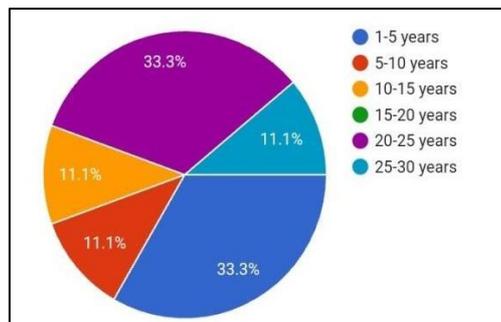
Figure 62.2: Question 2
Primary Source

This detail was obtained with the main objective to obtain the number of years has the business run and how was it started, whether it's a family business carrying on from generations. We can obtain the conclusion that most of the business have been carried on for an average about 20-25 years. Thus, this further gives us the ability to study the method of production in terms of technological upgradation.

3. Are they aware of the climate actions taking place?
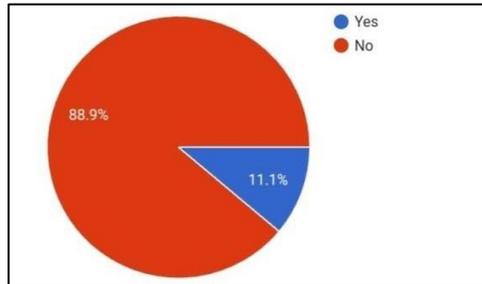
Figure 62.3: Question 3
Primary Source

Taking this data it's quite clear that most of the businesses neither know what are climate action nor their policies and frameworks. Thus, representing 85.9% businesses are not aware of such frameworks and policies.

**4. How's the disposal of the by-products done in the industry?**
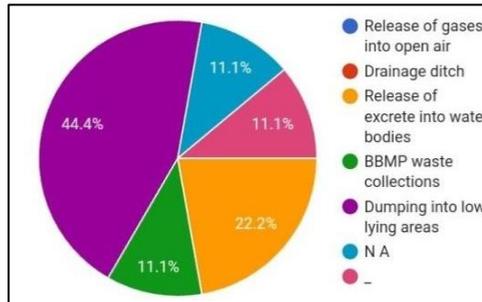
Figure 62.4: Question 4
Primary Source

Most of the businesses resorted to dumping the by-products into low lying areas which is 44.4%, 22.2% resorted to release into the water bodies, 11.1% resorted to release into the open air and only 11.1% each resorted to release into drainage ditches and BBMP waste collection.

5. What are the issues faced in disposing of excretes or installing air and water filters in the business?
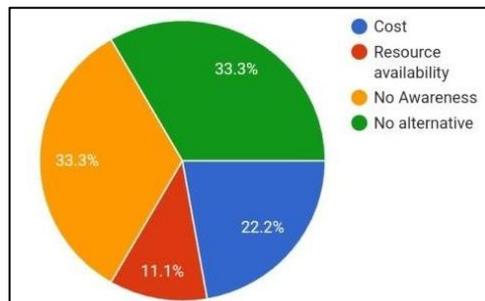
Figure 62.5: Question 5
Primary Source

The above information provides that 33.3% had no alternative to dispose and 33.3% had no awareness as to how or the measures to be taken to dispose the emissions. The other 22.2% considered it too expensive or not cost friendly to take up such measures and 11.1% had no connectivity to resources to avoid such emissions.

**6. Are there any prospects for expansion of the business?**
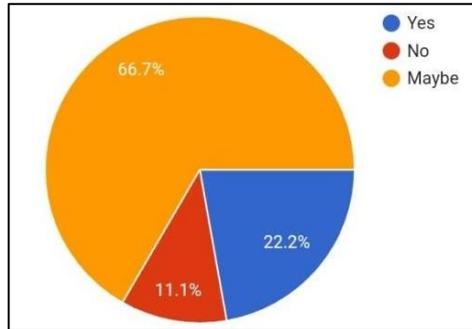
Figure 62.6: Question 6
Primary Source

66.7% of the businesses from the above sample had no proper perspective as to whether they should expand their business or not, 22.2% had the prospects of expanding their business and 11.1% had no vision of expanding their business.

7. Any preventive measures undertaken to reduce carbon emission, effluents, etc.?
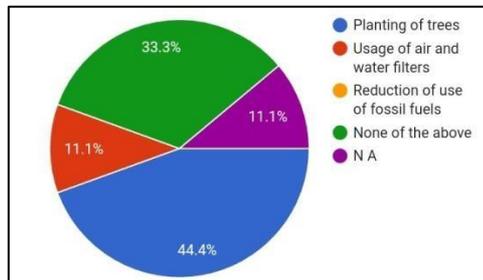
Figure 62.7: Question 7
Primary Source

Even though they are not aware of the climate change policies they have resorted to planting of trees on the outskirts of the city as their preventive measure for release of the effluents and the emissions. 33.3% abstained from taking any of the measures. And at an equal 11.1% each the businesses had taken up to usage of filters for air and water and reducing the usage of fossil fuels.

ANALYSIS AND INTERPRETATION:

Taking into consideration the above information it can be observed that 88.9% of the businesses are engaged in the manufacturing sector and these businesses are being carried for about 20-25 years which are mostly formed by the first generations of the family which may not had proper education of such policies and the usage of modern technology of production and using the traditional method of production. These SSIs are primarily focused on profit maximization and they neither considered about the harm created to the environment nor their contribution towards carbon emissions.

Most of the SSIs and other businesses by nature are reluctant when any project related to implementation of policies, upgradation of technology, methods, etc. it involves cost. This results in them taking up the traditional methods of production which in turn leads to higher contributions towards greenhouse gases and waste. Even if they follow certain measures there are constraints that affect their effectiveness. This is so because they do not find any alternatives to dispose of the waste. Now when we look at the new generation entrepreneurs engaging in SSIs are well aware of the measures and the preventions to conduct business in a sustainable manner. Hence, when these entrepreneurs conduct business it overall leads to the organisations sustainability in the ever rapid growing market across the globe.

The businesses carried on by the first generations may or may not have the prospects of expansion of business. When we look at the data it evident that 22.2% of the businesses have the prospects of expansion of the business. The major part of 66.7% of the businesses is not quite sure whether they need to expand their business. But if they take up to expand their business then it would lead to greater threat to the environment's sustainability and henceforth leading to its downfall in a short span of time as they need to align with the policies in relation to climate change, which all in all leads to decrease in the GDP of the economy.
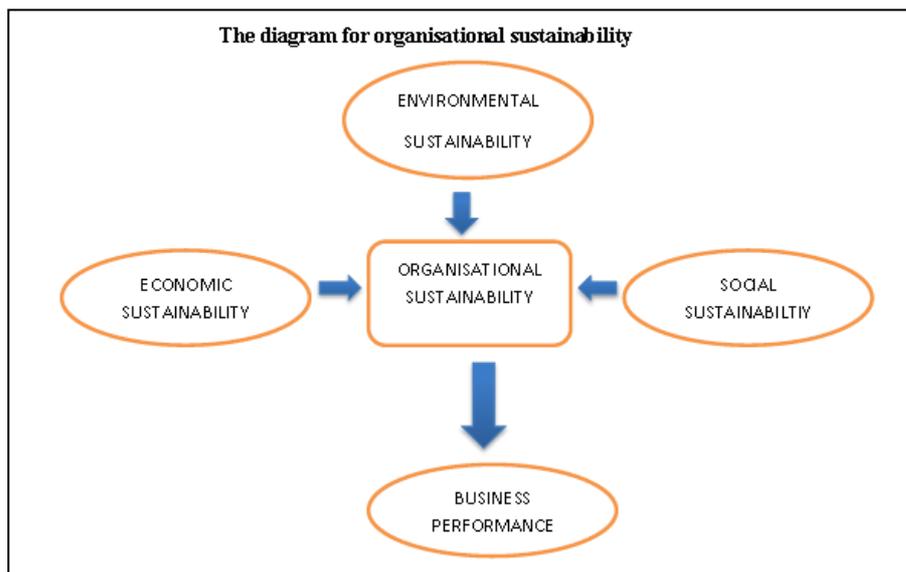

Figure.62.8: Conceptual Framework of Organisational Sustainability

(Manvendra Pratap Singh, Arpita Chakraborty and Mousumi Roy 2016)

The SSIs need the awareness of these frameworks only then their sustainability in the long run of their business would lead their better performance. Organisational sustainability refers to the business taking up the other main criteria of the carrying on the business in a sustainable manner that is the economic sustainability, environmental sustainability and the social sustainability.

The main focus of our study is the environmental sustainability as this in the major criteria for the businesses in the present scenario. This is so because the earth is heating up drastically and the resources available are being depleted at a rapid rate. Despite of this entire problem if the SSIs and the other industries don't take to find alternatives to conduct business in a sustainable way then they lose out from carrying on such business and affect the economy as a whole.

SUGGESTIONS:

- The inclusion of the SSIs in the framing of policies in relation to technological upgradations and alternatives to carry on business in an efficient and sustainable manner.
- It's not only framing policies and including the SSIs in framing such policies; there should also be regular follow up and the ensuring that they take up such initiatives in the business.
- Educating and spreading awareness to the first generation entrepreneurs about environmental sustainability and social sustainability and what are the added benefits that they would reap in the long run.
- The measures that the SSIs should take up to alleviate the damage that they create to the environment in terms of emission of greenhouse gases should be briefed to the SSIs.

CONCLUSION:

Climate change policy funding are focused only on the required goods falling under the exports criteria, this doesn't result in meeting the climate action commitments of the country.If India needs to fulfil its commitments made at the G20 and COP26 summits it should focus on the SSIs performance and their conduct of the business. When all these industries take up the policies seriously and come in line with the commitments of the country then we can move towards the journey of achieving such commitments. The economy as a whole should look at the broader perspective of the businesses in the country. Many SSIs are being carried on form generations together and many are popping up every now and then. Thus ensuring that they adapt to these policies to ensure environmental sustainability as well as economic sustainability to lead them to achieve organisational sustainability should be the main aim of the economy.

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A STUDY ON CONSUMERS' PERCEPTIONS OF DIGITAL MARKETING, WITH A FOCUS ON RURAL ECONOMIES

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ABSTRACT:

The global market now includes rural markets as a fundamental component. Today, it is vital for marketers to comprehend the rural market. In recent years, rural markets have become just as important to India's economic expansion as the national economy. Rural residents consume a significant amount of produced goods from the industrial and urban sectors of the economy. The rural market is a mine of gold with many obstacles. To take on the rural market and gauge the pulse of rural consumers. We must develop a thoughtful strategy. A unique marketing tactic, known as rural marketing, has arisen in this situation. Rural marketing involves the sale of manufactured products and services to farmers and consumers in rural areas. Any market principal purpose is for getting profits. Hence, rather than focusing on immediate earnings, rural marketers must consider for long-term prosperity in rural area. The Indian market is currently evolving quickly. People today have more and more access to the internet, and mobile usage is intensifying. With the advent of digital technologies and websites, market developments in the present have happened quickly. They are very extensively used by individuals in their daily lives. This research emphasises the new patterns and problems in the rural and digital markets in this context.

Keywords: Rural Market, Rural Residents, E-Marketing.

INTRODUCTION:

For practically all Indian marketers today, "GO Village" is the catchphrase. The only sustainable plan for them is to enter the rural market because the urban market is getting saturated for the majority of their items. The rural market presents practically all manufacturers with enormous potential in that respect. HUL, P&G, ITC, and other companies successfully entered and maintained their position in the organised country market, making history in the process. Technology has made it much simpler to enter the rural market thanks to smart phones and internet connectivity. In the age of digitization, rural communities are no longer an issue. Global Village refers to the virtual connectivity between manufacturers and remote customers. The impact of digital marketing on the growth of the countryside market has inspired hope among marketers across virtually all sectors of society. Marketers may see a new glimmer of hope in capturing untapped country potential given that more than 70% of Indians reside in rural areas.

LITERATURE REVIEW:

In 2003, Edward J. Malecki examined the advantages and disadvantages of digital development in rural regions. Clearly, digitalization has the ability to improve productivity in rural areas, but it also has drawbacks like the possibility of contributing to a human capital shortage. The availability of goods and services at the press of a button has decreased human interaction as technology advances. Whether for contact, entertainment, or marketing purposes, the internet and mobile devices have firmly established themselves in our daily lives. the expansion of the digital industry.

There is strong proof, according to Laura Galloway et al. (2005), that ICTs (information and communication technologies) promote economic growth. As a result, the government is eager to

promote ICT adoption, particularly where economic development is required. Since it is widely accepted that the rural economy requires intervention in order to foster sustainability and development, a large number of empirical studies of the value and use of ICTs in rural areas have been conducted. These, however, are very distinct and frequently specific to a given business, country, or even technology. In order to provide a broad overview of problems that are important for policy, the main goal is to compile the highly interdisciplinary literature on ICT use in small to medium-sized businesses (SMEs) in rural regions.

On mobile phones, Erda CV (2008) investigated the differences in consumer behaviour between rural and metropolitan areas. The research emphasised the differences in people's awareness of brand, price, quality, style, and other factors. It was determined that rural segments are more concerned with price and style and give less attention to quality, function, and brand. Conclusion: Minor adaptations or extrapolations of urban marketing methods could be unsuccessful in rural marketing.

The impact of word-of-mouth (WOM) marketing on member development at an Internet social networking site was compared with that of conventional marketing methods by Michael Trusov et al. in 2009. Outbound WOM can be accurately tracked on social networking sites because they keep track of the electronic invitations sent by current members. WOM can then be connected to conventional marketing as well as the quantity of new users who subsequently sign up for the website. (sign-ups). Due to the endogenous nature of WOM, new sign-ups, and conventional marketing activity, the authors employ a vector autoregressive (VAR) modelling approach. Estimates from the VAR model show that WOM recommendations have significantly longer carryover effects than traditional marketing strategies and produce considerably higher response elasticity. Based on revenue from advertising impressions given to a new member, the onetary value of a WOM referral can be calculated. This yields an upper-bound estimate for the financial incentives the business may offer to promote WOM.

Heikki Karjaluoto et al. (2010) first investigated the elements that influence acceptance of mobile advertising from both the industry's and consumers' points of view in order to create a conceptual model of consumers' readiness to embrace it. On the basis of an analysis of earlier research in the field, the authors secondly proposed a conceptual model of consumers' willingness to take mobile advertising. The model, which is founded on four study hypotheses, contends that consumer willingness to receive mobile advertisements on handsets is primarily driven by the development of one-to-one marketing, regulatory factors, the role of mobile media in the marketing mix, and consumer willingness. The study provides a number of philosophical and managerial insights into the current and impending role of mobile advertising.

Saroj Kumar Verma examined the challenges and opportunities of country marketing in India in 2013. One of the major problems identified in the research was the market's heterogeneous and dispersed nature. Additional challenges included seasonal marketing, low per-capita revenue, transportation, and warehousing. On the other hand, a sizable rural populace is admired as a chance for marketers to concentrate their efforts and seen as a sizable customer base. According to the Rural Marketing Association of India, an additional study finding that highlights the existence of an untapped market in this niche is the rise in purchasing power. (RMAI).

Pooja and Neha (2014) looked at the reach of rural marketing in India in their study. They came to the conclusion that there is plenty of room for marketing, provided that infrastructure improvements are made in Imperial Journal of Interdisciplinary Research (IJIR) Vol. 3, Issue-8, 2017, ISSN: 2454-1362, http://www.onlinejournal.in Page 706. The fact that the rural economy has not yet been completely utilised was also mentioned.

OBJECTIVE OF THE STUDY:

To understand how rural marketing and digital marketing are planned for the future.

RURAL MARKET:

A rural market is one that caters to rural consumers and includes socio-cultural components as well. Rural marketers must understand the mindset of rural consumers, including, among other things, whether they like to purchase cheapest or costliest goods and whether they live in a village or a metropolis. Transferring commodities and services from city to village and village to city markets is referred to as rural marketing. Only one facet of rural marketing is agribusiness. Included are any goods and services that enhance the quality of life for rural consumers.

Rural Marketing is Appealing and has the Potential: Lower-middle-class households are more prevalent in rural villages than in urban areas. The market in rural locations is quite tiny when compared to metropolitan places. Yet, rural markets are now more desirable and have more potential as a result of the green revolution, globalisation, privatisation, and increasing marketing opportunities in rural areas. For the infrastructural development of rural residents, the Indian government devised five-year plans.

Rural Area Sales Products: We are the world's biggest producer of milk and the top exporter of poultry products, handicrafts and handloom products, such as khadi, coir, and sericulture; and other goods, such as those produced by small-scale businesses.

The Rural Agro Products: The primary agricultural goods produced in remote areas are fruits and vegetables, grains, rice milling, pulse milling, flowers, etc.

Challenges and Strategies in Rural Market:

- Recognize consumer conduct in digital marketing
- Management of big data collection or the electronic storage of huge data
- Creating or Finding the Best Team
- More effort is being spent on digital marketing and ad creation.
- Budget constraints can exist when a product is based on a small- or medium-sized firm.
- In digital marketing, success is also not measured by whether we were successful.
- The need for the most ingenuity
- Interaction with young people on social media
- Since India is a varied nation, more diversity is also required there. As a result, we must create advertisements in a way that does not offend anyone's feelings or opinions.

These were the difficulties the researcher encountered when working in rural marketing and digital marketing.

DIGITAL MARKET:

A component of the digital economy is digital marketing. India's demonetization of its currency in the fourth quarter of 2016 demonstrated the country's rapidly growing digital economy. Initiatives by the government to encourage digital payments include those that call for digital marketing and promotion techniques. The telecom industry is incredibly important to the present digitalization movement. For instance, Reliance Jio's recent launch, which provides unrestricted, free internet, has had a revolutionary effect. BSNL, Vodafone, Airtel, and other well-known companies also offer a wide range of appealing internet services. As part of the digitalization drive, the majority of Indian banks are now providing more secure and user-friendly money transfer services. Online and social media time is increasing among Indian consumers. As a result, any product will be more visible through digital media than through conventional marketing techniques.

Digital marketing techniques include content marketing, marketing automation, advertising, SEO, social media, and website design. The major players and influencers are the government, the financial system, the Indian shopping site, the internet service providers, and the software service providers the

technique of "Modern Marketing" through the use of technology, the internet, and other digital media. Web marketing, E-marketing, and internet marketing are some other terms for it.

Effective Ways of Digital Marketing:

Efficient Digital Marketing Techniques One is supposed to act in the following ways in order to succeed.

- **Plan:** By analysing your present areas of weakness and the chances to increase online leads and sales, create a defined plan and roadmap. Monitor and evaluate your marketing efforts so that you may concentrate on the Quick Wins that will have the most impact.
- **Optimize:** Get knowledge of successful strategies and best practises to help you compete and achieve better outcomes.Let's go over the various ways you may promote your startup or business and increase conversions using the digital medium.
- **Major Factors affecting the Digital Marketing:** The literacy percentage in India is 74.04%. Kerala is the most literate state in India, with 93.91% literacy. Over 70% of Indians who lack a high school diploma or GED live in six states: Uttar Pradesh, Bihar, Madhya Pradesh, Rajasthan, Andhra Pradesh, and West Bengal. Consequently, increased literacy has a favorable impact on India's progress in digital marketing. Costly technology Now that mobile and internet prices are so low, even the average person can afford them.
- **Advertising Expenses:** The cost of advertising is really minimal. In India, one can create their own website for about 5000 rupees. At just Rs. 1000 per month, one can advertise his product on Google using Google Ad sense.
- **Technology's Inherited Limitations:** While the youth in India are very receptive to technology, a sizable portion of the populace is still wary of electronic devices.
- **Infrastructure Facilities Not Present in India:** Internet access is still not present in rural India.

CONCLUSION:

Rural markets have potential for many new entrants on one side, which is currently untapped for many producers. On the other hand, marketers are prepared to use digital marketing techniques in rural regions. The current analysis reveals these chances for marketers to seize unrealized potential in rural markets. Although this study sheds information on the rural market as a whole, more research can be done to determine the viability of digital marketing in specific product or service groups.

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THE ROLE OF (ESG) ENVIRONMENTAL, SOCIAL AND GOVERNANCE INVESTMENTS IN VARIOUS SECTORS

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INTRODUCTION:

What Is Environmental, Social and Governance (ESG) Investing?

Environmental, social, and governance (ESG) investing refers to a set of standards for a company's behaviour used by socially conscious investors to screen potential investments. Environmental criteria consider how a company safeguards the environment, including corporate policies addressing climate change, for example. Social criteria examine how it manages relationships with employees, suppliers, customers, and the communities where it operates. Governance deals with a company's leadership, executive pay, audits, internal controls, and shareholder rights. As a result, brokerage firms and mutual fund companies have started offering exchange-traded funds (ETFs) and other financial products that follow ESG investing strategies. Roboadvisors including Betterment and Wealthfront have promoted these ESG-themed offerings to younger investors. ESG investors are also increasingly informing the investment choices of large institutional investors such as public pension funds. According to an industry report from US SIF Foundation, investors held $17.1 trillion in assets chosen according to ESG principles in 2020, up from $12 trillion just two years earlier.1 ESG-specific mutual funds and ETFs also reached a record $400 billion in AUM in 2021, up 33% from the year before - and are expected to continue to grow rapidly in the coming years. ESG investing is sometimes referred to as sustainable investing, responsible investing, impact investing, or socially responsible investing (SRI). To assess a company based on ESG criteria, investors look at a broad range of behaviors and policies.

Environmental, Social, and Governance:

ESG investors seek to ensure the companies they fund are responsible stewards of the environment, good corporate citizens, and are led by accountable managers.

Environmental: Environmental issues may include corporate climate policies, energy use, waste, pollution, natural resource conservation, and treatment of animals. ESG considerations can also help evaluate any environmental risks a company might face and how the company is managing those risks.Considerations may include direct and indirect greenhouse gas emissions, management of toxic waste, and compliance with environmental regulations. Human influence is unequivocally to blame for the warming of the planet and some forms of climate disruption are now locked in for centuries, according to a report from the U.N. Intergovernmental Panel on Climate Change. "This report must sound a death knell for coal and fossil fuels before they destroy our planet," said United Nations Secretary-General António Guterres.

Social: Social aspects look at the company's relationships with internal and external stakeholders. Does it hold suppliers to its own ESG standards? Does the company donate a percentage of its profits to the local community or encourage employees to perform volunteer work there? Do workplace conditions reflect a high regard for employees' health and safety? Or does the company take unethical advantage of its customers? Socially responsible investing (SRI) is an investment strategy that highlights this one facet of ESG. SRI investors seek companies that promote ethical

and socially conscious themes including diversity, inclusion, community-focus, social justice, and corporate ethics, in addition to fighting against racial, gender, and sexual discrimination.

Governance: ESG governance standards ensure a company uses accurate and transparent accounting methods, pursues integrity and diversity in selecting its leadership, and is accountable to shareholders. ESG investors may require assurances that companies avoid conflicts of interest in their choice of board members and senior executives, don't use political contributions to obtain preferential treatment, or engage in illegal conduct.

ESG Criteria:

Investment firms following ESG investing often set their own priorities. For example, Boston-based Trillium Asset Management, with $5.6 billion under management as of December 2021, uses a variety of ESG factors to help identify companies positioned for strong long-term performance.The criteria are set by analysts who identify the relevant issues facing specific sectors, industries, and companies. Trillium's ESG criteria preclude investments in the following:

- Companies that operate in higher-risk areas or have exposure to coal or hard rock mining, nuclear or coal power, private prisons, agricultural biotechnology, tobacco, tar sands, or weapons and firearms.
- Companies involved in major or recent controversies over human rights, animal welfare, environmental concerns, governance issues, or product safety.

In contrast, Trillium looks for investments meeting the following ESG criteria:

Environment:

- Publishes a carbon or sustainability report
- Limits harmful pollutants and chemicals
- Seeks to lower greenhouse gas emissions and CO_2 footprint
- Uses renewable energy sources
- Reduces waste

Social:

- Operates an ethical supply chains.
- Avoids overseas labor that may have questionable workplace safety or employ child labor
- Supports LGBTQ+ rights and encourages all forms of diversity
- Has policies to protect against sexual misconduct
- Pays fair (living) wages

Governance:

- Embraces diversity on board of directors
- Embraces corporate transparency
- Someone other than the CEO is chair of the board
- Staggers board elections

Pros of ESG Investing:

Some have argued that, in addition to their social value, ESG criteria can help investors avoid the blowups that occur when companies operating in a risky or unethical manner are ultimately held accountable for its consequences. Examples include BP's (BP) 2010 Gulf of Mexico oil spill and Volkswagen's emissions scandal, which rocked the companies' stock prices and cost them billions

of dollars.As ESG-minded business practices gain more traction, investment firms are increasingly tracking their performance. Financial services companies such as JPMorgan Chase (JPM), Wells Fargo (WFC), and Goldman Sachs (GS) have published annual reports that extensively review their ESG approaches and the bottom-line results.The ultimate value of ESG investing will depend on whether they encourage companies to drive real change for the common good, or merely check boxes and publish reports. That, in turn, will depend on whether the investment flows follow ESG tenets that are realistic, measurable, and actionable.

Cons of ESG Investing:

The downside of ESG investing is that you will not be able to hold the full universe of stocks available in the market. After all, tobacco and defense, two industries avoided by many ESG investors, have historically produced well-above-average market returns and can buck recessionary trends. In other words, U.S. investors may be sacrificing a small amount of returns in exchange for making investments that fit their values.Many ESG investors are willing to make that tradeoff, though; according to a recent survey of Investopedia and Treehugger readers, nearly half of ESG investors said they'd be willing to take a 10% loss over a five-year period to invest in a company that "aligns exceptionally against ESG standards." But 74% of respondents said that valuation/price was "very or extremely important to them." This indicates that the average ESG-friendly investment trades at a premium, making it a relatively more expensive investment style.

REVIEW OF LITERATURE:

Sustainability's three main pillars represent the environment, social responsibility, and the economic. (These three pillars are also informally referred to as people, planet, purpose, and profits) It's useful to understand the terms sometimes used in place of the three pillars. People refers to being aware of the impact of operations and products on employees, customers, and a community at large. Planet refers to protecting the world that supports us and, if possible, improving the shape that it's in. Purpose relates to the reasons why a company operates as it does and whether the mission continues to make sense given new, three pillar priorities. Profit encourages companies to assess the feasibility of their direction, operations, and projects.

The general points below can serve as a guide as you plan a corporate sustainability program or project.

- Become familiar with the fundamental principles of people, planet, purpose, and profit and prepare to incorporate them into your company culture.
- Assess the current state of your business needs, goals, and opportunities. Review business priorities and decide what sustainability goals are appropriate.
- A mission statement that aligns with sustainability goals can help underscore the direction a company should take.
- Be sure to get buy-in from top leadership and management.
- Invite feedback from stakeholders. Shareholders, employees, suppliers, other partners, customers, and even the greater community should understand the potential benefits of a more socially-aware way of doing business.
- Establish strategies that will help you achieve your sustainability goals.

Select a tracking method (and the personnel who will manage it) to measure change and results. Consider performance incentives for outcomes that relate to the four principles.

ENVIRONMENTAL ESG GOALS:

- **SDG 13:** climate action: Develop a net zero carbon emissions goal and implementation strategy by 2022. Measure, record, and report business scope 1, 2 and 3 emissions. Reduce scope 1,2, and 3 emissions on an absolute basis by 30% by 2030.

- **SDG 7:** affordable and clean energy: Switch to a green tariff, purchase renewable energy certificates and off-site power purchase agreements, or/and install your own renewable energy source on-site.
- **SDG 6:** clean water and sanitation: Reduce water use across business operations by 20% over 10 years (2% annually).
- **SDG 12:** responsible consumption and production: Install recycling bins throughout offices. Seek waste materials for production processes to implement a circular economic model.

SOCIAL ESG GOALS:

- **SDG 3:** good health and well-being: Provide a health benefits package to employees that exceed the national cross-industry benchmark.
- **SDGs 8 and 10:** decent work and economic growth and reduced inequalities: Meet or exceed the minimum living wage.
- **SDG 5:** gender equality: Achieve an employee gender balance of 50% female and 50% male across the organization. Maintain or exceed 30% women on the Board of Directors.

GOVERNANCE ESG GOALS:

- **SDG 11:** sustainable cities and communities: Achieve LEED Silver or better on 100% of new building developments. Evaluate the cost and feasibility of LEED certification for all new developments.
- **SDG 8:** decent work and economic growth: Cut business costs by 15% by 2030 through efficiency improvements.
- **SDG 17:** partnerships for the goals: Devise an effective stakeholder engagement strategy for collaboration to address key sustainability issues.
- **SDG 9:** industry, innovation, and infrastructure: Reduce product processing time by 20% over the next five years.

OBJECTIVES:

1. To brief out ESG investing by stake holders to attain corporate sustainability.
2. To analyse the goals of ESG among various sectors.
3. To study the role of ESG with reference to India and its implications towards attaining long term goal.
4. To study the process of achieving sustainable development through ESG.

FINDINGS:

5-step process to set data-driven ESG goals

Below we lay out our five-step process detailing how to set ESG goals for your business.

Step #1: Conduct Materiality and Baseline Assessments:

Before you set your targets, you need a thorough understanding of how your business is currently operating. This means conducting thorough materiality and baseline assessments to determine your current performance against key ESG criteria. You can use the results of these assessments to track progress toward your sustainability goals.

Take a look at what data you currently have in place to decipher if there are any data gaps to be addressed. Ask yourself: What data do you need to start tracking progress toward your ESG goals? The type of data to be collected includes carbon footprint measures, energy bills, the volume of water consumed, and business landfill waste by weight. Data availability and obtainability are

important considerations in defining your ESG strategy as this will determine how you'll track progress. Yet, don't limit your goal setting completely around this.

Step #2: Use the Smart Framework for Goal Setting:

Using the SMART criteria will help you establish attainable ESG goals within a predetermined timeframe. We explain each step of this framework below:

- **Specific:** What needs to be accomplished? What steps need to be executed to achieve this goal? Clearly define exactly what you're going to do and how you are going to do it.
- **Measurable:** How are you going to track your progress? How will you know you're succeeding? Incorporate measurable and trackable data.
- **Achievable:** Think of this step as a reality check for your business. You need to make sure your goal is achievable. How will you implement the goal? You want to avoid corporate greenwash and the setting of aggressive goals for PR value only.
- **Relevant:** Does the goal connect to your overall business objectives? Why are you setting the goal you're setting?
- **Timely:** Define a timeline with an end date for when you'll achieve your goal. You need to ensure your team is on the same page about when the goal should be reached. Build time-bound parameters into your ESG strategy.

If you need inspiration, take a look at the goals set by other industry players.

Step #3: Collect Quantitative and Qualitative Data to Track Progress:

You need to be using the right platforms to internally track ESG data and measure your organization's progress. ESG data will also give supporting evidence to back your brand's ambitions while also helping you set intermediate goals to keep the momentum high.

Back up your quantitative data with qualitative data. For efficiency here, you want to use a tool that tackles both the environmental and social facets of ESG, and in this sense, acts as an effective governance agent. The Green Business Bureau is one such tool, with over 500 initiatives that focus on both environmental and social performance.

Using GBB's online EcoAssessment you'll decipher the level your business is currently operating at by recoding which environmental and social initiatives you've completed. You will then store this qualitative information in the cloud. From here, using GBB's EcoPlanner, you can then set your intermediate and long-term targets. All relevant and recorded information is accessible to key stakeholders via your online EcoProfile. Transparency and accountability are championed.riness. Learn how certification elevates your brand and enga

Step #4: Define Key Performance Indicators for Each ESG Goal:

For each ESG goal, you'll need to collate multiple metric measures. For instance, let's come back to our ESG goal "reduce scope 1,2, and 3 emissions on an absolute basis by 30% by 2030". To track progress toward obtaining this goal you'll need carbon emission data, the percentage change in carbon intensity as a percentage of revenue, and the percentage change in fuel efficiency. These metric measures are called Key Performance Indicators (KPIs). Each ESG goal will be associated with a number of specific KPI measures.

Next, combine quantitative KPI measures with qualitative measures as short-term and defined goals, e.g. "switching to a renewable energy provider".

Be sure to obtain feedback on your ESG goals, your KPI metric measures, and your qualitative targets. This will give your team – and those outside of your organization – a sense of ownership and commitment to your ESG goals.

Step #5: Share and Announce Your ESG Goals:

Now is the time to be transparent and publicly disclose your ESG goals, and where you're at in terms of your progress toward obtaining these goals. Being transparent will boost accountability and credibility meaning customers can see where you're at on your journey.

When sharing this information, you need to:

- Share how and why your company has chosen the specific ESG goals your business is working towards.
- Disclose the KPI measures you're using to assess progress toward your ESG goals.
- Define what processes are in place to track and measure progress toward your ESG goals.
- Clarify your brand's mission and vision which should align with your ESG goals. This will communicate to stakeholders what your brand stands for.

INDIA AND ESG:

"Environmental, Social and Governance" ("ESG") refers to a set of criteria to determine how a company performs in preserving the natural environment, managing relationships with its stakeholders and also how it deals with matters including the company's leadership, internal controls and shareholder's rights. These standards are used by socially and environmentally conscious investors to screen their potential investments. This approach incorporates "Environmental, Social and Governance" factors into the company's investment analysis and decision-making. By taking these factors into consideration, there is an increase in the qualitative impact of the business rather than a mere quantitative one. Every company should therefore follow responsible business practices by incorporating ESG into their framework. The importance of incorporating principles of ESG: ESG regulations are progressively defining the way in which companies should conduct their business operations. With the increase of health and economic risks, environmental sensitivity is on the rise. ESG has now moved from a vague concept to a business and investing priority. It helps to improve the quality and value of business operations conducted by companies.Despite the initial financial costs that a company may have to bear, there are higher economic returns in the long run Seeking Growth for both, the company and its investors.10 Companies should not disregard ESG as it could lead to massive financial implications, along with the loss of public trust in the process. They could face several ESG related risks including physical risks such as the destruction to their infrastructure and property caused by natural calamities, thus increasing financial risks in the form of losses and liabilities. They may also be charged with negligence suits due to the non-compliance of environmental and social laws. At last, their reputation could be put at risk in case of any of the above situations. Thus, incorporating ESG into the company's corporate structure is of utmost importance. At present, it is imperative for companies to adhere to ESG regulations to reduce the stark rise in the environmental and social risks across the globe. Amongst these risks, the Global Climate Change has proved to be one of the biggest risks for several companies and businesses. The frequency and gravity of extreme weather conditions leading to natural disasters has also drastically increased as a result. According to the "Brown to Green Report, 2019", India is amongst the top 5 countries within the G20 nations, to incur economic losses due to extreme weather conditions. A report stated that "Kerala experienced one of the worst floods in its history, causing estimated losses of USD 4.25 billion" and that "the floods in Bihar affected 7.2 million people and severely affected agricultural activity, destroyed infrastructure and property". The adverse impact of such disasters has only been growing with time due to negligence by companies and the lack of necessary regulations implemented by authorities. From rising sea levels to droughts, India has faced several kinds of natural disasters due to climate change. ESG Investing Scenario in India (2019), reported that nine of the ten most polluted cities in the world belong to India. Fortunately, Governments across the globe are now starting to pay more attention to tackle the issue of Global Warming. ESG in India:

Although Indian companies and investors are becoming increasingly conscious it is still early days for ESG in India. "Environmental and Social Reporting" in India was known to be negligent in the past. Eventually, the Indian Government decided to create a suitable "Policy Framework" in order to increase the amount of sustainability reporting conducted by Indian companies. The "Ministry of Corporate Affairs" (MCA) released the "Voluntary Guidelines" on "Corporate Social Responsibility" (CSR), which in 2011, became the "National Voluntary Guidelines" (NVG) on "Social, Environmental & Economic Responsibilities of Business". The NVG consisted of nine principles that represented the "Long-Term Sustainable Value" (LTSV) of Indian companies. LTSV has now been given more importance than the pursuit of financial profits. This approach helps companies to predict the several environmental and social risks that they may face so that they can inform their stakeholders on how they plan on assessing and tackling these risks. The Stakeholders place their reliance on the company's environmental and social reporting to ensure that its activities aim to enhance the LTSV. In 2012, there was a transition from voluntariness to a regulatory mandate, which was issued by the "Securities and Exchange Board of India" (SEBI), making it compulsory for the "top 100 listed companies based on market capitalisation" to release "Business Responsibility Reports" (BRR) along with their annual company reports. This would provide the shareholders with disclosures about the adherence to the NVG principles. In 2015, SEBI mandated that BRR was tobe released by the "top 500 companies by market capitalisation". Thus expanding the overall applicability of BRR. In 2017, SEBI created a system by which these companies could voluntarily adopt integrated reporting that would give stakeholders all the essential financial and non-financial information,guaranteeing atransparent mode of communication regarding the company's strategy, governance and performance. Further more, in the same year, in a circular, the SEBI laid down disclosure requirement for "issuing and listing green debt securities. In this circular they have defined projects/assets for which green debt instruments on be used to raise funds. It also provides for continuous reporting requirements, which the companies cannot escape from. Lastly, in 2020, the SEBI proposed to replace the BRR with "Business Responsibility and Sustainability Report" to encourage companies to report on not only their financial compliances, but also the environmental and social impacts of their businesses. This revised format for reporting would be done on a voluntary basis for the "top 1000 companies by the market capitalisation" in the financial year 2020-21 and thereafter made mandatory.

SUGGESTIONS:

Gain green business certification to support your ESG goals

ESG goals are critical if you're to succeed in becoming a purpose-led organization. Use the UN's Sustainable Development Goals to categorize your business targets and to structure your goal-setting process. Next, implement your business-specific ESG targets using our given five-step process.

CONCLUSION:

Environmental, social and governance proposition cannot create value for companies and their shareholders? Not Milton friedman. "it may well be in the long run interest of a Corporation," economist wrote half century ago, " to devote resources to providing amenities to community or to improving its government that may make it easier to attract desirable employees it may reduce the wave bill or have other worthwhile effects" shareholders and stakeholders do not complete in a zero-Sum game. Quite the opposite building a strong connection with broad elements of society creates value, not least because it will resilence into the business model.Compromising your connections with state holders simply to make earnings target on the other hand destroys value. It's the essence of shorttermismmeasureably and overwhelmingly harmful to most shareholders economic interest. Research shows that firms that makes significant investments for longer term

pay of have future cash flows that are discounted less by investors then the cash flows of firm that allocated smaller portion of their cash for the long term immediate mind at sixes such as share Re purchases correlate with increased discounting as well businesses need to play the long game that means they need to satisfy the needs of their customers employees and community these days of an Global community in order to maximize value creation thriving businesses comes on with long term Horizons fuel a virtuous cycle. They create jobs, increase tax revenue and raise standards of living. ESG help generates wealth and wealth is not a fixed pie.

But just as it wrong as shareholders expense want should not asume that share holders and the stakeholders interest cannot conflict. Should companies interest about those of the company as a whole and its shareholders in particular the question typically look to the business judgement rule which efforts directors wide discretion to decide such mattersl in 2010 when the directors of classifields admittedly sought to run that business without a shareholder maximization objective putting the interest of the community above the business of stock holder result now or in the future.In the United States for matters of Corporate Law insisted that corporations exist to proceeded to invalidate value a poison pill that would have allowed to execute able to strategy that openly achieve stock holders wealth maximization.

Different countries come to different conclusions about the purpose of business,But across legal systems for long term demand that managers consider trade of system in a system in a system such as the top United States where shareholder wealth maximization can have the force of law executive can meet their shareholder minded mission through an approach that economist calls and enlightened value maximization under that Framework managers spend an additional dollar or any constituency provided the long term value added to the firm from such expenditure is a dollar or more that enforces a first benefit analysis for ESG investment just as companies would do when allocating capital for any other purpose and keeping long term value creation in mind one reason for the resistance were already planning part of the companies portfolio another reason was that it reminded committed to its sense of purpose research have found that the market capitalisation of forms increases which stake holder support values is particularly essential today as polarized forces why Den the social media public pressures on Corporation field faster and reach further than even before blackrock in his highly influential 2019 letter of CEO Fink argue that divisions continue to depend companies must demonstrate their commitment to the countries region and communities where they operate working the talk on the purpose sentence the company and its community profits are no way in consistent with purpose in fact profit and purpose are inextricably linked.

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A STUDY ON THE ROLE OF CHANGING ENTRENEURSHIP STRATEGIES IN THE POST- PANDEMIC PERIOD

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ABSTRACT:

COVID-19 presented the world with a severe loss of life and impact, which has no geographical bounds or expected time to when its effects will subside. It has affected countries across the globe, disrupting economic levels and businesses in every industry while also altering individuals' everyday lives. The current research aims to examine the impact of coronavirus pandemic on entrepreneur's business activities and their perceptions on the difference in consumer behavior during this time. The findings reveal the pandemic negatively impacted business productivity and profits, forcing many businesses to physically close permanently. Surprisingly, female entrepreneurs do not perceive a change in consumer behavior compared to pre-COVID-19 times. Interestingly, the results indicate there is a negative impact on employees' efficiency to conduct work in which almost no research has conveyed such a finding. For this purpose, a survey was conducted with 445 responses from male and female entrepreneurs in the capital city, using a simple random sample over the period of four months. Ultimately, this research will help entrepreneurs gain more knowledge and a deeper understanding of this new environment necessary to undertaking certain measures and adaptability in order to sustain their businesses during unprecedented times.

Keywords: *Coronavirus, Entrepreneurship, Consumer Behaviour, Saudi Arabia, Employees.*

INTRODUCTION:

Due to uncertainty and fear, the enterprises profits are likely to be decreased as a result of the effects of COVID-19. The implications at the economic level would not only affect public health systems, but also travel, trade, food and agriculture industries, and retail chains. The new virus caused shifts at the economic level since it encouraged social distancing, which in turn, lead to the shutdown of financial markets, businesses and social events. In order to handle such a crisis, many organizations have conveyed the concept of citizenship as they practice their roles in community well- being by giving-up short-run profits for the benefit of the society, while also displaying the concept of resourcefulness as they work to develop innovative responses to the new challenges with their limited resources. Furthermore, many enterprises have been forced to not only cut costs, but also to become involved in new entrepreneurial activities. Importantly, the lack of ventilators in intensive care units drove health-care enterprises such as Drager and Philips to increase their production (Ahmad & Hui, 2020). Therefore, this research attempts to answer two main questions:

RQ1: *Does the coronavirus pandemic affect entrepreneurs' businesses?*

RQ2: *How does the coronavirus pandemic affect consumer behavior?*

LITERATURE REVIEW:

Entrepreneurs are known to be more innovative and greater risk-takers than non-entrepreneurs due to their capabilities in responding and adapting to market needs (Ratten, 2020). The strong self-

efficacy and motivation inherent in the characteristics of entrepreneurs enables a flexibility and independence to capture opportunities in the market (Alessa, 2021). In this manner, Liguori and Winkler (2020) contend that entrepreneur's global influence will continue to grow since their adaptive traits aid their reactions during times of crises. With the meager knowledge and the uncertainty revolving around the duration of this new widespread virus, the large-scale disruption on society imposes a plethora of a variety of problems that differ based on geographical location (Ratten, 2020). Therefore, the sharing of knowledge and other forms of cooperation are needed to help alleviate the strains caused by the pandemic. Experimenting to obtain improved results is constituent of entrepreneurship, which is beneficial in "repurposing existing processes to cater more for COVID-19 needs" (Ratten, 2020, p. 504) hence, emphasizing a need for a deeper understanding of how entrepreneurs are impacted and are reacting to the current environment.

Over a recent period, there has been a trend toward digitalization, which has been exponentially accelerated by the pandemic. New technological advances have been changing traditional practices in almost every industry and have also changed the habits and behaviors of consumers). More than ever, the role of technology is at crux of ensuring that all types of activities can continue (Ryandono et al., 2021).

Consumer Behavior:

The significant negative impact of the current pandemic institute's particular restrictions and measures by governments that people need to follow and act accordingly as customers. In this manner, the behavior of customers influences, to a significant extent, the demand of business activities. On the other hand, the purchasing behavior is impacted by the closing down of businesses around the world with shortages in products and services. Thus, customers would mainly rely on online platforms to meet their necessities (Hasanat et al., 2020).

Ultimately, customers' engagement become consequences and antecedents in the process of value co-creation that reflect customer behavior, emotion and cognition (Brodie et al., 2013), while the engagement of customers has an impact on the value of co-creation (Oyner & Korelina, 2016). This is reinforced by Storbacka et al.'s (2016) argument that "actor engagement [is] a micro foundation value [to] co creation". This demonstrates that information sources play a major role in consumer behavior during the COVID-19 pandemic (Laato et al., 2020). Miri et al. (2020) observed panic buying throughout the pandemic. However, in some countries, individuals bought products such as canned foods, paracetamol and hand sanitizer to prepare for the symptoms of coronaviruses such as nausea, diarrhea, and vomiting (Miri et al., 2020).

Impact of Corona Virus on Entrepreneurship:

Businesses around the world are facing significant restrictions due to heavy pressures caused by the coronavirus pandemic, which lead to shortages in the demand of product and services and are affected by the behavior of consumers. Entrepreneurs are considered change agents providing the main source of hope for many. In order to enhance economic activity, entrepreneurs are required because they offer better solutions to problems that may rise in the market. The coronavirus pandemic has indirect effects including import and export delays that impacts trade movement all over the world. It has led to more stress and tensions in the global business environment. Such stress has come from the changes required to keep competitive advantage and at the same time, to protect individual's health. Businesses found that there was an impeding need to alter their strategies to an online platform with the aim to access a greater number of customers. For many businesses that work through traditional face-to-face interaction, there became a prudent necessity to change present business practices. Some entrepreneurial businesses have been able to transform more quickly than others because of the environmental changes. The reason for this is represented

in the desire of business leaders to be in the marketplace, while also respecting the required regulations. This has led to great tension amongst businesses due to the necessity to change quickly. Despite the definition that entrepreneurs grow from uncertainty.

Performance of Entrepreneur's Context Crisis:

The modern world has experienced a severe economic crisis (Chowdhury, 2011) in which the macroeconomic environment shows divergent and weak patterns ofrecovery (OECD, 2013). In most emerging economies, there is a positive- but slow growth, while in advanced economies there is a clear growth of performance to enjoy such as in the United States. However, in the Eurozone and Japan, thereisastruggleingrowthrates(OECD, 2014).Basedona survey conducted in 2013 with over 37 countries (Muller et al., 2014), it was found that independent of business size, a crucial problem emerges from the lack ofcustomers.Pearce and Michael (1997) contend there is an improvement in sales and investment in small and medium enterprises in a stagnated economy. During such a time, Reeves and Deimler (2009) suggest strategies to acquire competitive advantage such as the adoption of new pricing models, collaboration with competitors and the amendment of customer offerings.

STATEMENT OF THE PROBLEM:

The coronavirus pandemic started in late 2019 and spread to the rest of the world in early 2020. In many countries, the authorities first announced the closure of shops and cafes, which then turned into a complete lockdown, consequently causing many day laborers to lose their livelihoods and become unemployed. This situation in turn placed pressure on the economy in these countries. Similar to the rest of the other region, an entrepreneurs considered quitting their businesses since the pandemic was thought to negatively impact their businesses, customer behavior and employee efficiency. This predicament was heightened by the limited studies in the country regarding the true impact of the pandemic on the organizations of entrepreneurs.

This study contributes to the existing literature in two ways; the first is the impact of coronavirus on male and female entrepreneur's organizations and the second is the manner in which consumer behavior affects entrepreneurs in cities. The limitation of this study is worth mentioning since, until now, no study has focused on regarding the impact of the coronavirus pandemic on entrepreneurs, the exploration of the changes of entrepreneurs and of the impact on entrepreneur's businesses on consumer behavior. However, this might provide the opportunity for male and female entrepreneurs to change the current methods in their business.

This paper has three main objectives:

1. To examine the impact of the coronavirus pandemic on entrepreneur's businesses.
2. To explore the opportunities for entrepreneurs in light of the coronavirus pandemic.
3. To explore the impact of the coronavirus pandemic consumer behavior.

RESEARCH METHODOLOGY:

The sample of this current study consisted of male and female entrepreneurs in cities. Participants were recruited through an online survey with 445 responses in total. This study focused on the impact of coronavirus on entrepreneur's businesses to achieve this goal adopting a simple random methodology. The questionnaire contains 11 questions, which was divided into two demographic questions regarding age and gender, etc., and nine questions about the research measures. All calculations were made using the latest version of the R Statistical Programming Language for Windows, release 4.0.2 (2020-06-22). To verify the validity of the study questions, the questionnaire was reviewed with two academics experts within the relevant field in which

Cronbach's alpha coefficient was then utilized to test the reliability of measuring scales. It was calculated by the R code Cronbach's alpha (data) yielding 0.85, whereby this value is acceptable since it is above 0.70. The sample for analysis included 445 total observations. Participants responded to items based on a 5-point Likert scale, 1 = completely disagree, 5 = completely agree.

Furthermore, primary data was collected through distributing an online survey, in which the paper employed a simple random sample methodology. The survey was sent to a large number of entrepreneurs located in cities, that totaled 445 responses and was collected throughout the duration of four months, from June 1, 2020, to October 30, 2020.

Lastly, descriptive statistics of demographic included questions in age, gender, etc., one-sample Wilcoxon, Cronbach's alpha coefficient measuring scales. Participants responded to items based on a 5-point Likert scale, 1 = completely disagree, 5 = completely agree.

RESULTS AND DISCUSSION:

Frequency and relative frequency were calculated by R code (data) and prop. Descriptive statistics of demographic variables show that 71.2% of participants (317) are men and 28.8% of participants (128) are female. The majority of participants (165) 37.1% are aged 45 and above, 26.7% (119) are aged 40 years, 14.2% (63) are aged between 35 to 40, 11.9% (53) are aged between 30 to 35, and 10.1% (45) are aged between 25 to 30.

One-sample Wilcoxon test had been used for the statistics of research measures. It shows that 72.1% of participants completely agree that the coronavirus pandemic has serious impacts on an entrepreneur's business and 23.4% participants merely agree. 74.8% of participants completely agree that the coronavirus pandemic might lead entrepreneurs to close down their business permanently while 48.7% disagree with this statement.

In addition, 54.4% of participants completely agree that the coronavirus pandemic has negative impacts, while 25.8% agree their employees work efficiency. 45.6% of participants agree and 48.3% completely agree that the pandemic impacts their businesses ability to buy inputs and sell outputs. 53.5% of participants completely agree and 26.7% agree that the coronavirus pandemic impacts customer behavior.

On the other hand, 44.9% of participants' agree and 35% completely agree that the coronavirus pandemic is considered to be a chance to develop their business operations in the future. 30% agree and 60% of participants agree and completely agree that the coronavirus pandemic forces one to work online. Lastly, 94.6% of participants agree and completely agree that government measures regarding the coronavirus pandemic is beneficial to their business, while 48.9% of them completely agree and 25.6% agree that the coronavirus pandemic lead entrepreneurs to have more communication with customers through the use of social media in order to help them manage their business.

The researcher uses one-sample Wilcoxon test as a nonparametric test; it tests if the median of participants' responses equal neutral (test value = 3) at the significance level 0.05, using the R code Wilcoxon test (x = data, mu = 3). It rejects that the median of all statements equal neutral since all p-values are less than 0.05 and accept that on average, participants' responses tend to be completely agree as shown in Table 1 Wilcoxon test.

The data analysis illustrates that there have been serious impacts on businesses in the cities due to the coronavirus. Such impacts influence the sales as well as the customers purchasing behavior in which the business environment was weakened. There are many challenges faced by companies causing a significant decrease in customers purchasing behavior. This decrease leads to a decreased supply and shipping process. According the findings of the survey, it is expected that such impacts would last for a long time. This, in turn, would cause huge losses for companies. Therefore, the current analysis supported the research questions and objectives framed by the researcher.

Furthermore, "the impact of coronaviruses pandemic impact entrepreneurs seriously on their business" an item based on a 5-point scale ranging from strongly agree (5) to strongly disagree (1). It shows that 81% of male (317) and 49% of female (128) completely agree. In the item "Coronavirus pandemic may lead to close their business permanently", it shows that 40.3% of male 60% of female also completely agree. For "Coronavirus pandemic impacts the customer behavior", 68.4% of male (184) completely agree compared to their female counterparts in which 25% disagree (32), 240 of male strongly agree at 75.7% and 61 of female at 47.6% disagree on the item "Coronavirus pandemic impacts negatively the employees' efficiency to do their work".

	Completely Disagree	Disagree	Neutral	Agree	Completely Agree	*p*-Value
Coronavirus pandemic has a serious impact on Entrepreneur's business	7	6	7	104	321	0.000
	1.6%	1.3%	1.6%	23.4%	72.1%	
Coronavirus pandemic lead to the close down of the Entrepreneur's business permanently	1	39	17	183	205	0.000
	0.2%	8.7%	3.8%	41%	46%	
Coronavirus pandemic has a negative impact on the work of employees efficiency	5	65	17	115	243	0.000
	1.1%	14.6%	3.8%	25.8%	54.6%	
Coronavirus pandemic impacts Entrepreneurs business ability to buy inputs and sell outputs	21	12	12	185	215	0.000
	5%	2.6%	2.6%	41.5%	48.3%	
Coronavirus pandemic impacts the customer behavior	25	19	15	119	238	0.000
	5.6%	4.2%	3.3%	26.7%	53.5%	
Coronavirus pandemic is considered to be a chance to develop entrepreneurs' business operations in the future	17	59	13	200	156	0.000
	0.3%	13.2%	0.2%	44.9%	35%	
Coronavirus pandemic forces you to work online	8	8	5	134	290	0.000
	1.8%	1.8	1.1%	30%	60%	
The government measures regarding the coronavirus pandemic is beneficial to your business	4	8	16	119	298	0.000
	1%	1.7%	3.5%	26.7%	67%	
Coronavirus pandemic lead entrepreneurs to use social media to communicate with customers	27	35	17	256	110	0.000
	6.1%	7.8%	3.8%	57.5%	24.7%	

Table 65.1: Wilcoxon Test

Considered a chance to develop entrepreneurs' operations in the future," 70% of male completely agree and 54.6% of female completely agree. Where 63.7% (202) of male participants completely agree to "Coronavirus pandemic forces you to work online," 68.7 (88) of female participants completely agree.

The current study addresses the two main original research questions, namely, whether the coronavirus pandemic affects an entrepreneur's business and consumer behavior. It shows that the coronavirus pandemic has serious impacts on both male and female business, in contrast with Li et al. (2008) who state that only factoring in age may lead to the business failure of entrepreneurs. In agreement with Saleh (2020), it appeared that social media aided entrepreneur's communication with customers such as through Instagram, WhatsApp, Snapchat, email, and websites. This is due to the fact that the majority of physical and social activities are limited, given that online platforms have become necessary tools for businesses (Syaifulah et al., 2021). The study has made important contributions in that female entrepreneurs believe that the coronavirus pandemic has no impact on customer behavior. This perception is worth noting because despite the vast research and evidence that consumer behavior is changing, there are still certain habits recognized to remain the same that are essential to the sustainability and success of the entrepreneur's business. Thus, while a study by Sheth (2020) shows that entrepreneurs agree that consumer habits and behaviors were disrupted and changed due to lockdown, it also reveals that disagree that COVID-19 impacted the behavior of customers, which may be due to cultural and societal factors present in the country.

CONCLUSION:

The unprecedented severity of the coronavirus pandemic across the world is killing hundreds of thousands and disrupting the everyday life of million people in various aspects. From businesses being forced to close down and major economic crises to an impediment on various features of social life, COVID-19 has drastically changed the manner in which different activities are being conducted. This paper demonstrates that there is a significant increase in entrepreneurs shift to utilizing online platforms to conduct their businesses due to restrictions instituted by governments, which consequently impact the demand of consumers. By comparing, to the findings of other studies, this paper highlights the different perceptions and experiences of both male and female entrepreneurs on the impact of their businesses and effects on the behavior of consumers caused by COVID-19.

Unlike the findings of research, female entrepreneurs in cities contend that consumer behavior and habits were not affected by the pandemic. This was due to the fact that stringent restrictions and lockdown in city sonly took place for a short period of time, hence enabling people the freedom of mobility to conduct their everyday usual lives.

Moreover, both male and female entrepreneurs assert that this pandemic negatively impacted the efficiency of their employees to conduct work to which only a meager number of researches utilize this variable. The adaptable nature of entrepreneurs is important to investigate since they are known drivers for innovation. It is widely contended that entrepreneurs are paving the way in providing solutions and opportunities, particularly during COVID-19, for a transition of traditional business practices in an ever-increasing digitalized world. Therefore, there is a great need for further research on this topic with what little information is already available.

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IMPACT OF E-BANKING ON TRADITIONAL BANKING SERVICES

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ABSTRACT:

Internet banking is changing the banking industry, with having the major effects on banking relationships. It is now no longer confined to the branches were one has to approach the branch in person, to withdraw cash or deposit a cheque or request a statement of accounts. In reality, internet banking – it is an inquiry or transaction that processed online without any reference to the branch at anytime. Providing internet banking is increasingly becoming a "need to have" than a "nice to have" service. Now, net banking is more of a norm rather than an exception in many way of providing banking services.

Keywords: E-banking, E-finance.

INTRODUCTION:

E-banking means any user with a personal computer and a browser can get connected to his banks website to perform any of the vistual banking functions. Once the branch officer of bank are interconnected through terrestrial or satellite links, there would be no physical identity for any branch, it would be a borderless entity permitting anytime, anywhere and anyhow banking. E-banking provides enough benefits to consumers in terms of ease and cost of transactions, either through internet, telephone or other electronic delivery. E-finance has become one of the most fundamental innovative changes in the monetary business. E-finance includes e-payment, e-trading and e-banking. E-bank is the electronic bank that provides the financial service for the individual client by means of internet.

OBJECTIVE:

- To know impact of E-business to customer
- To know process involved in E-Banking

FUNCTION OF E-BANKING:

- **Inquiry about the Information of Account:** The client inquires about the details of his own account information such as the cards / accouns balance and the detailed historical records of the account and downloads the report list.
- **Card Account Transfer:** The client can achieve the fund to another person"s Credit Card in the same city.
- **Bank–Securities Accounts Transfer:** The client can achieve the fund transfer between his own bank savings accounts of his own Credit Card account and his own capital account in the securities company.Moreover, the client can inquire about the present balance at real time.
- **The Transaction of Foreign Exchange:** The client can trade the foreign exchange, cancel orders and inquire about the information of the transaction of foreign exchange according to the exchange rate given by our bank on net.
- **The B2C Disbursement on Net:** The client can do the real-time transfer and get the feedback information about payment from our bank when the client does shopping in the appointed web-site.

- **Client Services:** The client can modify the login password, information of the Credit Card and the client information in e-bank on net.

- **Account Management:** The client can modify his own limits of right and state of the registered account in the personal e-bank, such as modifying his own login password, freezing or deleting some cards and so on.

- **Reporting the Loss of the Account:** The client can report the loss in the local area (not nationwide) when the clients Credit Card or passbook is missing or stolen.

TYPES OF E-BANKING:

1. Deposit, withdrawal, inter account, transfer etc
2. Buying and paying for goods and services using debit card.
3. Using a telephone to perform direct banking make a balance enquiry etc..
4. Utilizing a pc to perform direct banking.

ADVANTAGES OF E-BANKING:

- Account information: **-** real time balance inform and summary of day's transaction.
- Fund transfer: - effectively using our online hand transfer mechanism.
- Demand: **-** make a financial solicitation on the web.
- Downloading of account statements as on excel files or text file.
- Registration for account statement by E-mail daily/ weekly/ fortnightly/ monthly basis.
- Customers integrating the system by their own ERP.
- Paying bills through E-banking.
- The electronic shopping mall.
- Investing the mutual funds.
- Initial public offers online.

LIMITATIONS OF E-BANKING:

- Safety situations around ATM, Abuse of bank cards by fraudsters at ATM.
- Danger of giving card number when buying online.

IMPACTS OF E-BANKING ON TRADITIONAL SERVICES:

- E-banking exchanges are a lot less expenses than branch or even telephone charges. It allows e-banking to under bricks and mortar banks. This is generally known as the "stranded dinosaur" hypothesis. E-banks are easy to set up. In 'old world' systems, cultures and structures will not encumber the new entrants. All things considered, they will be versatile and responsive.

- The things will be given by monoclines, experts in their field. Traditional banks can simply be left with payment and settlement business. Conventional banks will find it challenging to advance. It will not only unable to make acquisitions for cash as opposed to offer shares. Accordingly, there will not be able to acquire extra capital from the financial exchange. E-banking is just, banking that offer via a new delivery channel. Experience in Scandinavia [the most advanced e-banking area in the world] appears to confirm that the future is 'clicks and mortar' banking. And 'martini banking' [anytime, anyplace, anywhere etc]

- The start-up costs of an e-banking are high. They have already found retail banking, which only becomes profitable once a large critical mass is achieved. They needs interface to communicate via banking customer. That is called as e-banking delivery channels.

RESULTS DOCUMENTATION:

Once the risk assessment as been completed [like threat- sources or recommended controls provided etc] the results should be documented in an official report or briefing.

CONCLUSIONS:

E-banking is a borderless substance allowing whenever, anyplace and in any case banking. During this step of the interaction, controls that could relieve or kill the recognized dangers, as proper to the association tasks are given. The objectives of the prescribed controls are to decrease the degree of risk because of the IT framework and its information to an adequate level.

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ROLE AND IMPACT OF ARTIFICIAL INTELLIGENCE ANDMACHINE LEARNING IN BUSINESS OPERATIONS

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ABSTRACT:

In the study, a brief depiction of the Artificial intelligence and Machine learning on business is described. In business, foreseeing customer act by reducing manual data entry, artificial intelligence is becoming insensible in ways never seen. Artificial intelligence reduces the human and also guides the businesses to make the decisions smarter in their process. Machine learning upgrades the sensible engagement between customer and employees appropriately and provides explanation to issues in passwordand any others. Both artificial intelligence and machine learning reduces the cost of the organization. The company has to know the argumentation and mechanization process to implement technologies in business operations. This paper addresses purpose and impact of both the technologies on the purchase and thus on a worldwide market.

Keywords: Artificial Intelligence, Machine Learning, Indispensable, Cognitive Engagement.

INTRODUCTION:

In this modern era, online are trend and most important example for it can be always a business. In order to develop and grow in the business, digital technology is necessary. Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems. In 1950s, the term "Artificial Intelligence "was coined by John McCarthy, he is known as the "father of the artificial intelligence" as his contribution in computer science is unimaginable.

Machine learning is a segment of AI which develops the solutions for the tasks from the collected data. Huge amount of data and information which is derived from linear algebra and probability theory, is provided to the ML models, as the models, only understand the theory-derived concepts and computer language.

AI has huge potential in the market and AI can be deployed across industries as it is free from interruption and operates 24*7 with no downtime. The goal of AI is to find out the structure of information, data and convert to models which are used by people. In this 21st century, AI has influenced the globe of labor as an impact of technologies and advancement in the machine. It is making us difficult to imagine our life without the computers, algorithms and the packages that is required in our everyday tasks. AI shows the way how machines performs, which in-turn needs the man-made intelligence. Machine which acts like a human being is created by the implication of AI and ML.

In extension to this, there are several benefits of the AI and Machine learning in different kind of business for its growth. In the modern world the demand for AI and Machine learning installed and developing devices are adding up by which customer can operate devices remotely.
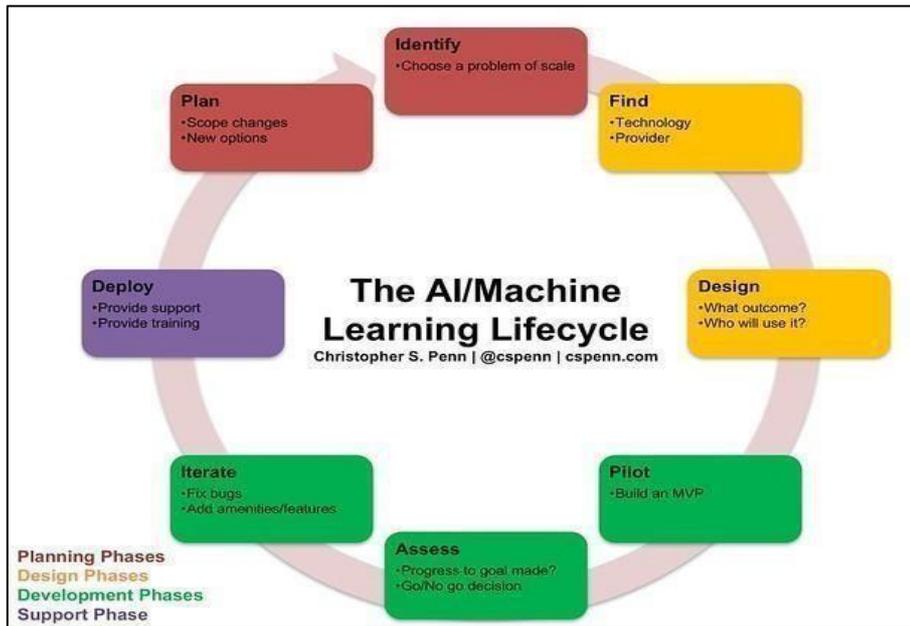
Figure 67.1: The Need of an AI

SIGNIFICANCE OF ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN BUSINESS PERFORMANCE:

In today's market, huge amount of data is present and generated either by humans or by machines and it makes difficult for human to analyze big data and interpret the things, hence AI and ML is required for the decision making which relieves human from understanding the complexity of the data. It avoids human from doing the repetitive task often and makes machines to work easily as data is present at the finger tip. It increases the productivity by lessening the human intervention in repetitive task and also predict the future and suggest the action plan by providing the solutions.
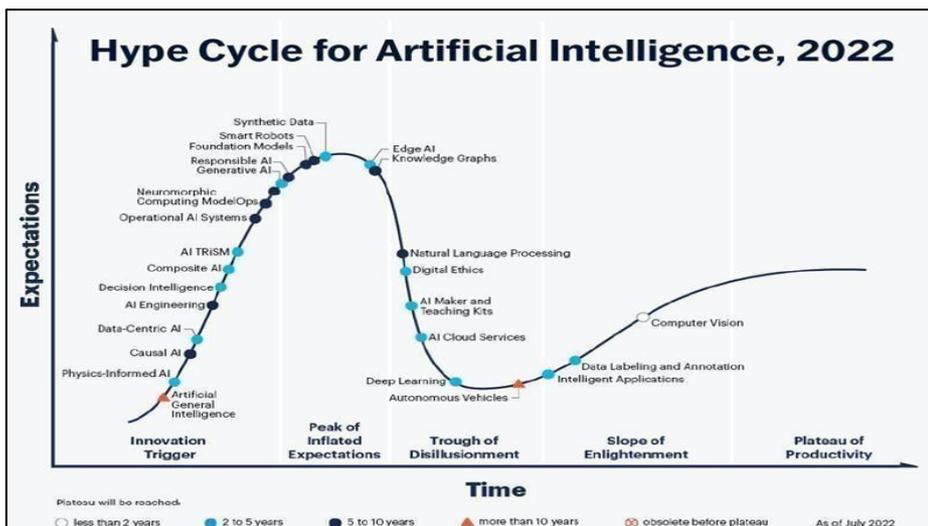
Figure 67.2: Hype Cycle for AI in Business Operations

Some of the major importance of AI and ML are mentioned below:

- Saves money and time.
- Enhances customer experience.
- Improved productivity and growth.
- Helps in smart decision making.

Comparing with humans, machines are more effective and efficient and machines also analyze huge amount of data and also able to take decision with short interval of time. In the field of business, AI technology increases the productivity which impacts on the business growth and also provides the accurate results. Risky and burden task is also handled by these technologies which improves the business.

AI AND MACHINE LEARNING IN MODERN BUSINESS:

It's a known fact that, a machine cannot replace a human for their intelligence or for the common sense, further it can be used as a supporting tool, which can analyze the data faster than human brain and gives an action or decision to the humans to process further. At the same time AI also has a tough time for competing with human common sense. Artificial intelligence is a kind of the second coming of software," said Amir Husain, founder and CEO of the machine-learning company. It's a form of software that makes decisions on its own, that's able to act even in situation not foreseen by the programmers. Moreover, the AI can handle the three dynamic requirements of the business like process automation, technical arrangement.
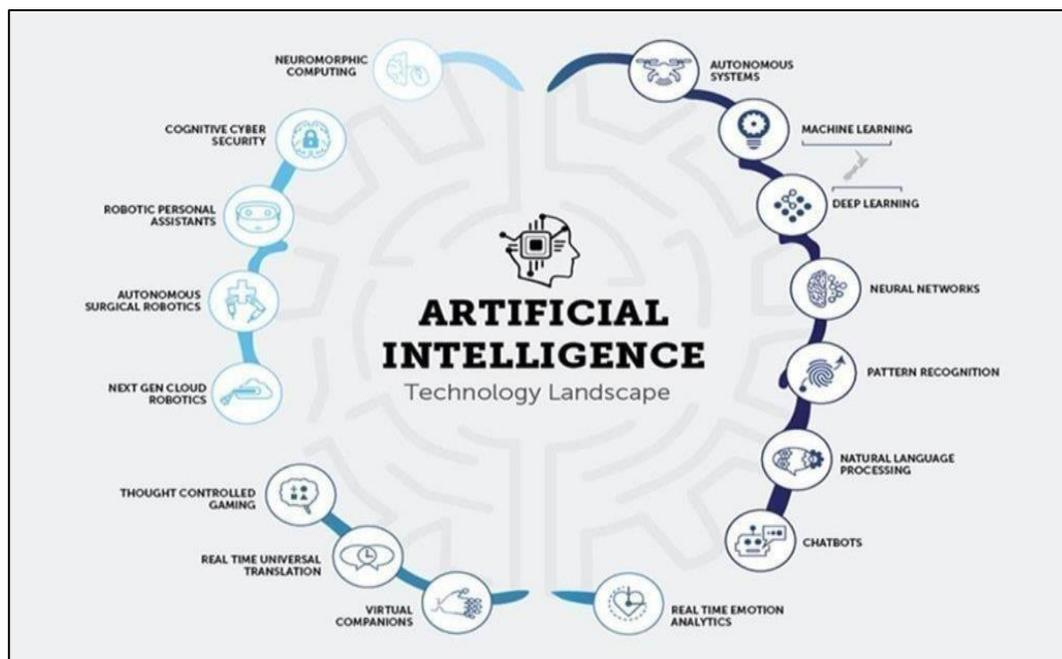
Figure 67.3: AI Technology Landscape

The below graph gives us the information of how the artificial intelligence has grown in the global market from several years till now in various parts of the world. The CAGR which means a Compound Annual Growth.
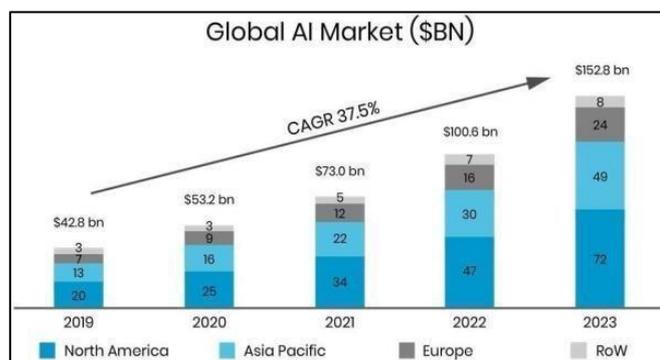
Figure 67.4: Analytics Insight Prediction of Global AI Market

Rate of the AI in global market has increased gradually around 38% [from2019-$42.8 billion to 2023-152.8bn]. The major contribution is by the North America [(2019--$20 bn) (2023--$72 bn)] and the least contribution isby the ROW (a countries which is not included in the major market countries or is can be all of non-major market countries [(2019--$3 bn) (2023--$8 bn)].

The three vital requirement of the business that AI and ML can manage are as explained below:

Process automation: It is automating a process by the use of software and technologies in business toachieve goals of the organization
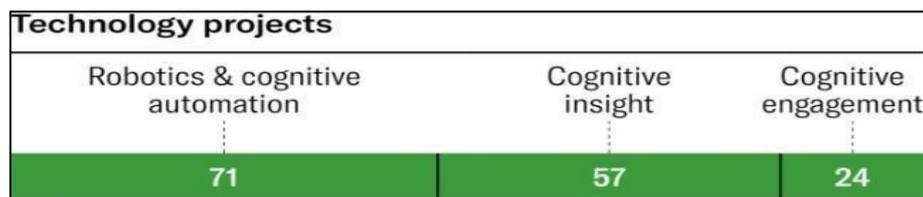
Figure 67.5: Cognitive Technology Projects

Task of the business is varying by AI implication, by converting physical task to digital task such as:

- Assigning data frome-mail, call center systems into systems of record.
- Updating the records, handling of communication with the customers.
- By using natural languageprocessing documents related to legal and contractual by extracting its provision.

1. Cognitive Insight: The project uses algorithm to analyze huge volumes of data and interpret their result or meaning. These ML applications are being used to:

- Predict the liking of the customer which they are willing to purchase.
- Characterizing the credit frauds in real time and claiming for the insurance.
- Analyze warranty data to identify safety or quality problems in automobiles and othermanufactured products.
- By automating the personalized targeting of digital ads.

It improves interpretation on jobs which can be done by machines such as automation, data crunching inhigh speed, so it's not a threat to human jobs.

2. Cognitive Engagement: Projects includes natural Language processing which engages employeesfor using Chat- bots and intelligent agents which provides:

- Intelligent agents offer's 24/7 services to customer from providing the password's to any technical assistant in natural language.
- Also employee friendly by providing the solutions to the queries raised by the employee regarding

the benefits, HR policy etc.

• It also recommends few customized plan by taking care both the details and the treatment required for the individual patients in natural language.

THE BUSINESS BENEFITS OF AI:

AI gives comfort, availability, mechanizatio*n* and efficiency – which are directly connected with high productivity, improving experience of user which in turn allows business to build a good relationship with customers and also reach huge population.
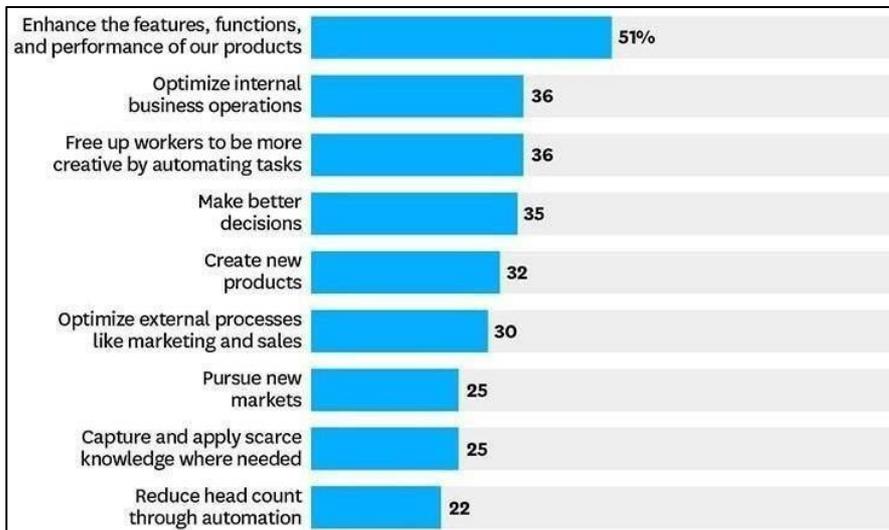

Figure 67.6: Percentage of Executives who cite the above as Benefits of AI

THE CHALLENGES OF AI:

While AI is getting more influential everyday it is still has some boundaries, which are due to ethical concerns and few are due to others are caused by an inadequate finance and human resources. The challenges may be like lack of trust, computing power and so on.
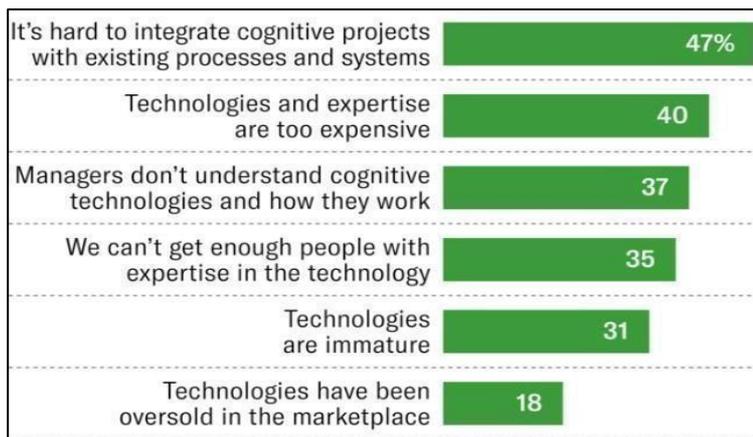
Figure 67.7: Percentage of Executive who Cite the above as Obstacles
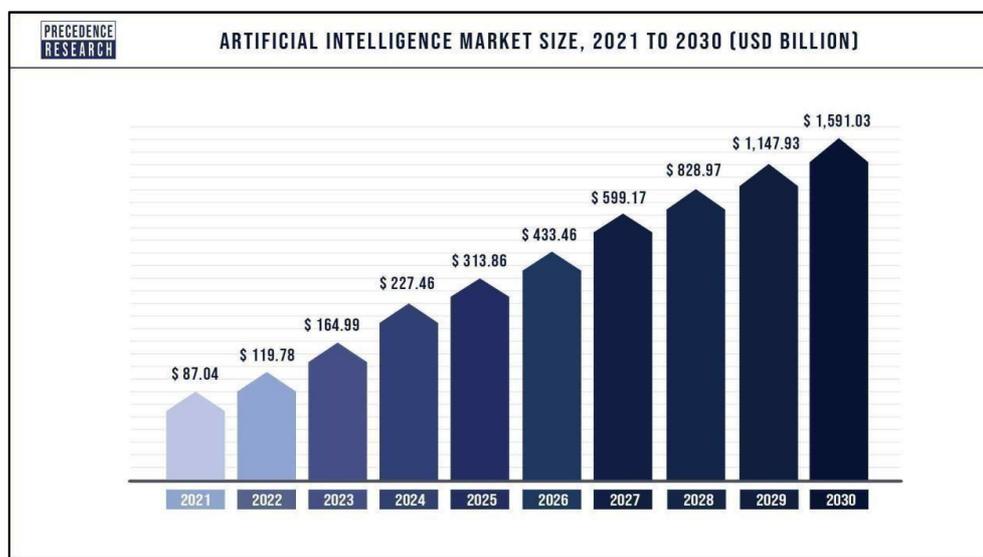
Figure 67.8: Artificial Intelligence Market Size in Future

CONCLUSION:

Despite the fact, people are knowingly or unknowingly depending on the applications of AI and it may increase as the time flies. AI and ML have an implication in the business growth and development of organization. Judgmental statements can be achieved by the feature of data driven and also by computer understanding our world. In future AI will not only explain the task what to do, it will also explain reason why should we do it, in the future; maybe it will be a whole society of robots.

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A STUDY ON CONSUMER PEREPTION AND ATTITUDE WITH REFERENCE TO CASH AND CARRY IN SUPER MARKETS IN BANGALORE

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ABSTRACT:

The adage "Customers are king of the market" is absolutely accurate. A store, market, or business is nothing without a consumer. So, it is crucial to pay attention to consumer behaviur. According to the report's topic, it discusses customer behavior, preferences, and decisions. According to a poll, it was discovered that customer behavior varies depending on several circumstances, such as product availability, store architecture, and staff behavior. The traditional retail industry in India has recently undergone a major transformation. The retail industry has recently risen somewhat too quickly and has been functioning in a variety of formats, despite neither domestic nor foreign investors historically taking it very seriously. One such arrangement is the cash-and-carry one, where the retail player in issue is restricted to serving the needs of wholesalers, retailers, industrial, commercial, institutional, or other professional business clients. The objective of the study is to treasure the aspectspersuadingbuyerbehavior, study the fulfilmentglassy of consumers at Metro cash and carry, to determine the amount of consumer expectation for future demand and to learn how customers spent their interval, currency, and intellectual during a purchase. Descriptive Research design was applied in the current research. In this study random sampling method is adopted, the customers were questioned personally and data was collected. 100customers sample size was selected for the study. The sample is taken from the customers of Metro Cash and Carry. Data gathered were initially analyzed using SPSS. Quantitative survey has been done which comprised of 15 questions and was measured by yes or no questions; with strongly agree to disagree distribution of samples. The finding of the research was that a large number of shoppers would like to shop in Metro cash & carry because of the rationalrates as well the obtainability of the goods and products (product services).

Keywords: Consumer Behavior, Behavior Analysis, Marketing..

INTRODUCTION:

The Cash and Carry Concept:

Cash and carry discounts are mostly distinguished by their clientele and unique strategy. This means that rather of placing orders with several merchants, registered business clients visit the power source, make their own purchases, and bring them back to themselves. Over1,000 employees regularly look after business customers at all METRO locations worldwide,offering upto 50,000 food and non-food discounts under one head. THE METRO CASH AND CARRY (selected company for research) is planned as an agglomeration of marketplaces or Indian business sectors with bunches offering an extensive variety of product including design and clothes, food items, general product, furniture, gadgets, books, cheap food and relaxation.

The Metro Cash And Carry stores are pointed toward giving a nearby commercial center feels to the customers. They offer a wide assortment of family things including retail clothes, food items, general product, furniture, hardware, books, cheap food, and so forth. A few stores likewise have recreation and diversion segments.

THE METRO CONCEPT:

- Discount only for business clients.
- Clients are enlisted and need a client card to enter the premises
- The retail location is a huge stockroom.
- The client picks product, pays and transports the merchandise or uses our transportation administrations.
- A high level of the merchandise is from nearby providers.
- Metro Cash and Carry positioned second in nation's main ten retail organizations in great place to work survey

COMPANY PROFILE:

Metro Cash & Carry is one of the leading businesses in the Supermarkets. It is also known for Supermarkets, Electronic Goods Showrooms, Home Appliance Dealers, Grocery Stores, Departmental Stores, Shoe Dealers, Wine Retailers, Electronic Component Dealers and much more. Laid out in the year 2003, Metro Cash and Carry is a top player in the class Supermarkets in the Bangalore. This noticeable foundation goes presumably as a one-stop objective upgrading clients both nearby and from different pieces of Bangalore. All through the scope of its excursion, this business has fanned out a firm balance in its industry. The conviction that buyer commitment is basically essentially as tremendous as their things and associations, have helped this foundation gainer a monstrous base of clients, which keeps on developing tirelessly. The business workers are committed towards their various positions and set forth a piece of effort to accomplish the ordinary vision and more prominent focuses of the affiliation. Quickly, this business means to foster its line of things and administrations to a more noteworthy client base. In Bangalore, this foundation has an unmistakable district in Hosur Main Road.

PRODUCT/SERVICE PROFILE:

Grocery:

Metro offers a broad item range in Groceries that covers the whole client bin at the most reduced potential costs around.

Quality Standards: Metro finds a way every way to guarantee that quality principles of the greatest level are embraced to furnish you with the best items.

- Severe consistence to FSSAI standards
- Intermittent quality minds generally confidential name pressing units
- In-store quality group at each area to review the internal of items according to characterized quality standards.

Fresh Fruits and Vegetables:

Another very significant factor a trader looks for when purchasing a product is the most reasonable pricing, which are offered for all these variations.

Quality Standards: Metro finds a way every way to guarantee you of the greatest degree of newness and cleanliness:

- Straightforwardly obtained from ranches through our assortment places across India
- Day to day new produce guaranteed
- Arranged and evaluated two times via prepared faculty
- No use of harmful ripening agents

Fresh Fish and Seafood:

Quality Standards: Metro finds a way every way to guarantee you of the greatest degrees of newness and cleanliness:

- Quality Index Method (QIM) and Organoleptic checks (look, surface, smell) are utilized for really looking at newness
- Fresh introductions are guaranteed day to day
- Normal anglers improvement projects to redesign abilities and quality direction are attempted.

Fresh Meat and Poultry:

Quality I: Metro finds a way every way to guarantee you of the greatest degrees of newness and cleanliness:

- Everyday fresh introductions
- Obtained from the best ranches and districts the nation over
- Quality Index Method(QIM) and Organoleptic checks(look, surface, smell)are utilized for really taking a look at Freshness

Quality II: HAACP (Hazard Analysis Critical Control Points) quality standard checks adhered to severely (warm handling, cold capacity, testing for compound deposits, and so on).

- Cleanly butchered with checks from our in-house veterinarian
- Cold chain kept up with across the inventory network cycle to guarantee that the right temperature is kept up with.

Gourmet and Imported Product:

Everything from global cooking fixings like olive oils, European cheddar and sauces, frozen pork to imported furnishings, dishes from Bulgaria are accessible at METRO for addressing the requirements of the expert client.

Healthcare and Wellness:

Quality Standards: We guarantee that the providers whom we manage are quality agreeable and are ISO ensured and that items accessible are well inside the time span of usability period.

Apparel & Footwear:

Metro serves all client fragments from merchants, gourmet specialists to other business experts.

Office & Housekeeping:

Quality Standards: All branded and metro private label products undergo stringent QA processes before the material reaches the store for sales. Our products undergo stringent checks to make sure that our customers have quality goods.

Electronics and Appliances:

Quality Standards: We find each way to guarantee you of the greatest degrees of pre deals and post deals administration:

- Straightforwardly purchasing from brands to guarantee best item quality and best help alongside guarantee
- Experts prepared to help you in store to make sense of and give demos for items

- No secret expenses of establishment or guarantee
- Quick conveyance answer for assist you with getting your item on time
- Straightforward PRICING - Our greatest resource
- Simple EMI choices to assist you with choosing the best deal

Diy and Home Improvement:

Metro gives them a total answer for proficient administrations with Power devices, auto embellishments, hand instruments, stepping stools, cultivating, and wellbeing, building materials, vehicle care, vacuum cleaner and electric cleaning. We have north of 500 items in this classification and have a wide brand portfolio, the greater part of which is guaranteed with the most elevated European standard confirmations.

LITERATURE REVIEW:

Swetha Kodali, E Shirin Hima Bindu, D Ratna Kumari (2021) A lot of study has been done on the complicated subject of consumer behaviour as businesses try to expand into new markets throughout the world in an environment where competition is on the rise. Each person has their own purchasing process, which is dependent on a variety of dynamic variables, and this process is a primary source of complexity. Increased support and sales, according to a new poll, point to the importance of face-to-face interactions with experienced, friendly salespeople in helping customers choose their preferred mode of retail contact.

N Ramya, SM Ali (2018) This article looks specifically at Coimbatore City's customer purchasing patterns for Amul Products. The acquisition of data used an easy-to-use sampling approach tool. There were 150 clients included in the sample size. A questionnaire is used to gather the data.

Shipra Gupta, J Gentry (2018) Fast fashion is a retail approach in which companies often update their product lines, give them short renewal periods, and fast turn their inventory. This way, they can stay on top of the most recent fashion trends. Fast fashion retailers have a small selection of each style item, short renewal cycles, and deliberate manipulation of the merchandise on the sales floor. They are also praised for putting in place supply chains that are just-in-time, more agile, and quick to react.

Robaka Shamsher (2016) Consumer behavior has changed significantly over the past decade, diversifying consumer needs and choices for every day essentials. Retailers must fully understand and anticipate how consumers will behave when purchasing a variety of goods and services for use in today's dynamic and competitive business environment. Therefore, retailers develop strategies to establish a unique image of their business in the minds of their customers, significantly influence customer behavior, and establish a competitive edge in the market.

Sandro Sillani, Federico Nassivera (2015) By examining the buying goals of purchasers of new cut things, this paper means to advance conversation on the financial issues of insignificantly handled new cut assembling. The discoveries from prior on-the-ground study including buyers of new cut sheep's lettuce are provided and broke down to accomplish this objective and contrast and the writing.

Purwanto Gianie Abdu (2013) Indonesia has seen the emergence of new retail outlets, adding new rivals to the market. 7-Eleven is the subject of this study. The analysis in this study looks at the connection between buying intentions and consumer behavior characteristics. In the 7-Eleven convenience shop, this study aims to determine the link between customer behavior characteristics and consumer propensity to purchase a product.

Alexia Hoppe, Luciana Marques Vieira, Marcia Dutra de Barcellos (2013) This study's objective was to examine consumers' attitudes, values, and decision-making processes about organic food while applying the Theory of Planned Behaviour and adopting the technique from a European project. In Porto Alegre, Brazil, 450 shoppers were questioned in supermarkets and

farmers' markets. The findings show a high degree of penetration and a highly favourable attitude toward organic products.

M Kosicka-Gebska, J Gebski (2013) Consumer life has been impacted in numerous ways by the economic crisis that started in 2008. Furthermore, it influences how they will behave in terms of consuming and buying goods, including food. A study conducted as part of the NCN in Kraków research project titled "Determinants of Selection and Consumption of Meat in Poland - Diagnosis and Forecasts" sought to determine how the economic crisis has affected consumers' attitudes toward meat. Based on the statistical analysis, it was determined that the economic crisis was a factor in the changes in respondents' meat intake for 18.1% of those polled.

Theodor Valentin Purcarea, Gheorghe Orzan, Mihai Orzan, IvonaStoica (2013).A significant concern at the national and international levels is "health, nutrition, and well-being," which is an encompassing expression of the need for synergy between social good, commercial success, and increasing our quality of life. This challenge calls for fresh approaches and quicker response to shifting economic patterns, such as alternate food systems.

Leon Schiffman, Aron O'cass, Leon Schiffman, Angela Paladino, Jamie Carlson (2013) a reliable source for information on consumer behavior theory and applications. Consumer behavior explores the role that customer behavior analysis and use play in the design, development, and implementation of effective marketing strategies. The writers give a clear and logical explanation of consumer behavior theory and practice, the use and importance of consumer research, and the influence of social and cultural factors on consumer decision-making.

OBJECTIVES:

- To study the dynamicsimpellingshoppers attitude.
- To analyze the contentment position of shoppers at Metro cash and carry.
- To study how shoppers utilize their currency, time-period and intellectual while acquiring a good/product.
- To study the anticipationposition of the shoppers for upcoming demand.

DATA ANALYSIS AND INTERPRETATION:

Anova of income level and how many times does the customer visit metro cash and carry:

SUMMARY				
Groups	**Count**	**Sum**	**Average**	**Variance**
Income	4	100	25	14
Times Consumer Visit	4	100	25	370.6667

Table 68.1: Summary of Income Level and Number of Times Customer Visits Metro Cash and Carry

ANOVA						
Source of Variation	**SS**	**df**	**MS**	**F**	**P-Value**	**F crit**
Between Groups	0	1	0	0	1	5.987378
Within Groups	1154	6	192.3333			
Total	**1154**	**7**				

Table 68.2: ANOVA of Income Level and Number of Times Customer Visits Metro Cash and Carry

NULL Hypothesis (H$_0$): It is found that between income levels no difference observed and how many times does the customer visit metro cash and carry. In this H$_0$ will be accepted and H$_1$ will be rejected.

Inference: The above table shows null hypothesis is accepted as P, value more than 0.005 alternative hypotheses is rejected. Hence no significance between the income and how many times does the customer visit metro cash and carry. In this H$_0$ will be accepted.

Anova of age, most purchase item, with whom would you like to visit, resolving customer queries satisfactory.

SUMMARY				
Groups	**Count**	**Sum**	**Average**	**Variance**
Age	4	100	25	378
Purchasing Items	4	100	25	104
Visit With Metro	4	100	25	300.6667
Customer Queries	5	135	27	228.5

Table 68.3: Summary of Age, Most Purchase Item, with Whom Would You Like to Visit, Resolving Customer Queries Satisfactory

ANOVA					
Source of Variation	**SS**	**df**	**MS**	**F**	**P-Value**
Between Groups	14.11764706	3	4.7058824	0.01875428	0.996327159
Within Groups	3262	13	250.92308		
Total	3276.117647	16			

Table 68.4: ANOVA of Age, Most Purchase Item, with Whom Would You Like to Visit, Resolving Customer Queries Satisfactory

NULL Hypothesis (H_0): There is no significance in difference between ages, most purchase item, with who would you like to visit, resolving customer queries satisfactory. In this null hypothesis will be accepted and alternative hypothesis will be accepted.

Inference: The above table shows null hypothesis is accepted as P, value more than 0.005 alternative hypotheses is rejected. Hence no significance between the age, most purchase item, with whom would you like to visit, resolving customer queries satisfactory. In this H0 will be accepted.

FINDINGS:

- The majority of respondents in this survey are between the ages of 20 and 30, while the least number are between the ages of 51 and over.
- The majority of responders had monthly incomes between $20,000 and $30,000, and the least is $40,000 or more.
- Most people like to visit Metro Cash and Carry Once in a month. Less people like to visit weekly twice.
- Almost all respondents like the ambience and parking of Metro Cash and Carry.
- Almost all respondents like the behavior of staffs at Metro Cash and Carry. Some of them don't like.
- Around 65% of the consumers preferred purchasing of food products to electronic gadgets, fashion items.
- Maximum respondents like to visit Metro Cash and Carry with family, then friends, spouse and others.
- Survey shows that many respondents visit Metro Cash and Carry due to good customer service than offers, reasonable price and satisfaction of products.
- Around 80% of the respondents responded positively with the billing process and time.
- From the given data it obviously shows that the equal number of respondents is facing the problems and also same number of respondents is not facing the unavailability of products.
- According to a survey, Metro Cash and Carry attracts many responders because of its excellet customer service, competitive pricing, and high-quality products.

- From the survey it is found that Metro Cash and Carry resolve customer issue which is equal satisfied and dissatisfied by the customers. The majority of respondents were happy with the billing procedure and timing.
- According to the poll, the majority of customers are very happy and in agreement with the payment option offered by the selected company.
- Maximum consumers like to refer the selected companyfor their friends and relatives.
- The survey shows that all customers are happy on the hygiene practices of Metro Cash and Carry.

SUGGESTIONS:

- The selected companyshould have a meeting with its consumers and listen to their recommendations in order to enhance the business' success.
- Metro Cash & Carry should concentrate more on electronic products with relation to promotions.
- Metro Cash and Carry should craft more unique proposals to fascinate customers.
- Most of Metro Cash and Carry's customers arein their 20s and 30s. Therefore, the company should concentrate highly onthese type of customerstoincreasesales revenue.
- Metro Cash and Carry ought to enhance their employees of the stores so that they can easily influence the probableconsumers.
- Metro Cash and Carry should give priority on customer relationship and retention management.
- Most consumers these days prefer western products, so Metro Cash and Carry should partner with international brands. Its imply means that culture changes daily.
- Rather than focusing on acquiring new customers, the selected company should focus on maintaining relationships with loyal customers
- The selected company needs to reduce consumer perceptions such as low price = low quality and come up with ideas that will help Metro Cash and Carry sell more. Because of this perception, many customers do not come to MetroCash and Carry.

CONCLUSION:

The importance of consumer behavior in our lives makes it an important research subject. You can save a lot of time with the help of consumer behavior research. Think in-store, ask retailers for help, choose products, etc.

This survey provides information on consumer behavior. How customers endorse Metro Cash and Carry or buy products there. The study uncovered several factors that influence customers' decision to use Metro Cash and Carry for shopping. This includes infrastructure, discounts, offers, product availability or product types.

Customers love structured deals, because of good value for money and they can save time during shopping. Consumers want to utilize their time wisely and gently in these days when all are so busy. Her life style has completely changed. She wants new conveniences that save everyone time. So if there is a facility to do this, they will use it. In the past, there were few facilities and consumers had low income and education levels, so the income level of consumers has increased, and now most consumers are highly educated, behavior is also changing. The main conclusion of this consumer behavior study is that today's modern life style appeals to most people with organized retail methods.

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A STUDY ON THE NEED FOR A NATIONAL EDUCATIONAL POLICY TO SUPPORT RURAL EDUCATION GROWTH

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ABSTRACT:

After 73 years of independence, India has now reached its aim of having 100% or universal literacy throughout the country. It is important to consider the plans and objectives established for India's independence. The goal is to achieve national equality, which will result in equality in schooling. This demonstrates the need for India's school system to be improved. In view of this, the revised National Education Policy was implemented during Pandemic Year under the direction of renowned researcher Dr. K. Kasturirangan. By offering top-notch education to everyone, the National Education Policy directly aids in the long-term transformation of our nation into a fair and thriving knowledge society. On July 29, 2020, the Union Cabinet of India approved the new National Education Policy, a comprehensive framework for basic education through higher education as well as vocational training in both rural and urban India.

The NEP 2020 was developed using more than 2 lakh recommendations from various local self-government bodies, including 2.5 lakh gram panchayats, 6,600 blocks, 6,000 ULBs, and 676 districts. An inclusive, diverse, and equal society with a higher Gross Enrolment Ratio (GER) of 50% was the target by 2035. This was done in an effort to foster overall effectiveness and citizenship.

Keywords: *National Education Policy, Higher Education, Rural Development, Universalization.*

INTRODUCTION:

The National Policy on Education (NPE), developed by the Indian government, aims to promote education among its populace. The policy covers primary and secondary education through colleges for both rural and urban India. The nation's first NPE was issued by Prime Minister Indira Gandhi in 1968; the second was granted by Prime Minister Rajiv Gandhi in 1986; and the third was issued by Prime Minister Narendra Modi in 2020.

The states, organizations, and schools are in charge of putting the NEP language policy into practise; it is intended to be a wide guideline and advisory in nature.

Changes in education are required at every level, from primary school to higher education, according to the policy. It aims to place more focus on early childhood care, better teacher preparation, changing the testing system, and restructuring the regulatory environment for education.

The main goals are to facilitate research, enhance teacher support, promote internationalisation, and provide a four-year undergraduate degree with a flexible curriculum through an interdisciplinary approach and several departure options.

One of the biggest changes will be the creation of the Higher Education Commission of India (HECI) for the whole higher education sector. The HECI will serve as a singular regulatory body, with independent verticals handling a number of tasks like scholastic standard-setting, funding, and accreditation.These organisations will ultimately take the place of other regulating organisations like the University Grants Commission (UGC) and the All India Council for Technical Education (AICTE).

OBJECTIVES:

1. To examine how New Education Policy 2020 will affect higher education.
2. To examine the past and present of the Indian Education System
3. To assess how National Education Policy 2020 will affect rural education

SALIENT FEATURES OF NEP:

The higher education industry has undergone numerous reforms and new developments thanks to NEP. The following standout characteristics;

- **Creating a Single Regulatory Organisation for Higher Education:** The NEP aims to establish the Higher Education Commission of India, with the exclusion of legal and medical education.
- **Multiple Entry and Departure Options:** There will be a number of opportunities for those who wish to drop the course in the middle. Their credits will be transferred through the Academic Bank of Credits.
- **Tech-based Adult Education Choices Offered by TV Networks and Mobile Apps:** In addition to other top-notch technology-based options for adult learning, apps, online courses and modules, satellite TV channels, online books, ICT-equipped libraries, and Adult Education Canters will be created.
- **Regional Language Cource:** Regional language online courses will be made available; technology will be used in educational planning, delivery, assessment, teacher, school, and student training. The availability of regional language electronic content will start with 8 major ones. Bengali, Odia, and Kannada will participate in online courses in Hindi and English.
- **Opening of Campuses by International Institutions in India:** A new law will make it simpler for the top 100 foreign universities to operate in India. In accordance with other autonomous institutions of India, such (foreign) universities will have special dispensation in terms of regulatory, governance, and content norms, according to a paper from the HRD Ministry.
- **All Schools take the Same Entrance Exam:** National Testing Agency will conduct the common entrance test for all higher education institutions (NTA).

ADVANTAGES OF NEP:

The NEP is lauded for its futuristic outlook, which has the potential to significantly alter the state of education as we know it. Some of its benefits include:

- **Increased Spending on the Education Sector:** Currently, the Indian education sector only receives 3% of the GDP of the nation; however, after the implementation of NEP 2020, the sector will receive a much-needed boost as spending will increase to approximately 6%.
- **Modifications to School Structure:** The current 10+2 school structure will be changed with the 5+3+3+4 pattern to lessen the pressure of board exams on students.
- **Vocational Education:** It will also be emphasised in classes six through eight, giving students the chance to learn real skills like carpentry, plumbing, pottery, gardening, and more while considering their interests and expanding their understanding of and respect for these trades.
- **Wider Learning Options:** Students in grades 9 through 12 now have access to multidisciplinary course options, which means that the lines separating the different streams will be less rigid and allow for a broader variety of subject pairings.
- **Making Access to Education a Fundamental Right:** The government currently guarantees that children between the ages of 6 and 14 may receive a compulsory education, an objective for which several programmes, like the "Sarva Shiksha Abhiyan," have been successfully implemented. It did, however, keep some children out of the school system. As a result, the new NEP promises to universalize education so that all children between the ages of 3 and 18 can receive a free education in facilities run by the government.

- **Possibility of Learning Programming in School:** Incorporating computer and coding classes into the curriculum as early as class 6 will be a significant improvement to the educational process.

REVIEW OF LITERATURE:

High-quality education has largely been absent from rural and geographically difficult regions due to the challenges associated with those locations. The NEP 2020 has the potential to close the disparity that has developed in these industries.

The policy document makes several recommendations for how to provide high-quality education in remote and difficult-to-reach areas. The term "socio-economically disadvantaged groups" was coined in the book (SEDGs). Along with gender identities, socio-cultural identities, socio-economic identities, and impairments, the SEDGs also include regional identities. This will make it simpler for these towns to receive the necessary assistance and incentives from the government in the future.

Areas should be designated as Special Education Zones, per NEP 2020, if they have an excessively high percentage of SEDGs or students from educationally disadvantaged backgrounds (SEZs). In these SEZs, all programmes and policies must be completely implemented with additional coordinated efforts. This will fundamentally change how education is provided in these areas. The plan also identifies some regions as Aspirational Districts, where special efforts are required to support the expansion of education. A very effective approach for eliminating the long-standing educational disparity may be this classification and identification of areas that need more focus.

NEED OF NEP FOR RURAL DEVELOPMENT:

Rural development includes factors like infrastructure for physical and societal growth, education, and economic development. Emphasis on locally produced economic development methods characterises the rural development. The main goal of rural government policy is to develop underdeveloped villages. Education that is functionally specialized, locally administered, practical, applied, and problem-posing is necessary for rural development. It establishes their needs, defends their rights, and offers them more influence over choices that have an impact on their daily lives. Additionally, it connects the rural and urban economies, creates chances for employment and income, increases labour force productivity, and cultivates leadership. It also provides skilled workforce in rural areas.

Rural individual, family, community, and society development can be controlled in a way that is desirable, leading to decreased poverty, income equality, and managed unemployment. Education has a significant role in the supply, production, marketing, personnel maintenance, healthcare, and governance systems in rural areas. Education has many benefits, including promoting social change, raising social standing and living standards, promoting rural and cultural development, empowering rural residents to better identify their needs, assert their rights, and make decisions that will affect their lives, providing skilled labour in rural areas, bridging the gap between the rural and urban economies, generating employment and income opportunities, and increasing labour force.

The National Education Policy (NEP) has made provisions for teaching science and technology, promoting environmental consciousness, and integrating traditional practises like yoga into the Indian secondary school curriculum. Children aged 14 to 18 attend secondary school. Inclusion of the underprivileged groups of society is a key component of India's secondary school structure. Professionals from reputable institutions are frequently relied upon to provide assistance with vocational training. In order to help students develop the skills necessary to find a career of their choice, the secondary school system in India places a strong focus on profession-based vocational training.

CONCLUSION:

The new national education policy 2020, which is a good policy, is connected with the 2030 Sustainable Development Goals and the needs of the twenty-first century. The NEP is the result of a protracted process that aims to reach a gross enrolment percentage of 100% by 2030.

India, a predominantly rural country with an agricultural economy, emphasises education for rural development but its quality assurance system hasn't been able to stop educational fraud. 80% of Indians live in rural areas. The absence of self-sustaining models coincides with accusations of corruption against regulatory agencies. The Indian government has been attempting to adopt reforms on all fronts as a result of its awareness of the poor condition in the education system. Making a complete policy that is well-coordinated and aims to instil excellence is one tactic.

Our nation actually has its roots in rural India. It's crucial to provide it with enough instruction in order to strengthen the roots. If we can make the roots stronger, harvesting the crops won't take long. Enlightening the rural population's thoughts will help our country advance in the global economy. India's educated, liberal society will be able to leave a lasting legacy thanks to its solid moral foundation.

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POST PANDEMIC IMPACT ON BANKING CUSTOMER

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ABSTRACT:

The impact of COVID-19 is last longing. The post pandemic situation is not still completely controlled. Many customers who were depended on traditional banking transactions were in cross roads during the pandemic time whether or not continue their transactions further. The present paper tries to through light on the impact of COVID-19 pandemic on the banking sector and the steps that can be taken by banks to help customers in this regard.

Keywords: COVID-19, Banking Sector, Customer Relationship.

INTRODUCTION:

COVID-19, the virus that was never heard before, shattered not only the health care sector but the entire economy is affected. The impact of covid-19 is still not over yet. Banking sector plays a major role in the economy and the policies made by the banks highly influence the recovery of an economy at a faster rate. Retention of banking customer and reducing the customer churn has become a big challenge for today's banks. Customers are likely to shift from inefficient banks that fail to meet their expectation during the pandemic period and banks are in need to find ways to improve their performance and improve customer loyalty there by retain customers. The quality of the whole service and the client experience has the most effects on consumer loyalty. Poor customer service experiences have thus had a greater effect on churn (TechSee, 2022). So the impact of pandemic on the customer loyalty demands high attention from banks.

REVIEW OF LITERATURE:

Rahmatika & Soesanto, (2022) put an effort to findout the impact of service quality, usefulness of mobile banking and customer trust on customer loyalty. The study reveled that Customer satisfaction will increase as the quality of the bank's services improves. Customer satisfaction with using the mobile banking application to make transactions is based on how beneficial they view mobile banking to be. The consumer will be more satisfied if they have a higher level of trust in the business. The customer's loyalty is inversely correlated with their level of satisfaction. Consumer satisfaction, which is influenced by customer trust, can improve client loyalty. the greater The greater the customer satisfaction, which in turn will strengthen the client's loyalty.

Jacob et al., (2021) aimed to findout how covid 19 affects customer relation in the banking industry and concluded that both borrowers and lenders should be aware of the enforcement constraints that haven't yet been loosened as COVID-19 spreads and take the necessary steps to meet their commitments on time. When more people started to embrace the new normal, the impact on the customer changed.

Perwej, (2020) has put an effort to verify the impact of covid-19 n the banking and financial sector. The study revealed that maintaining a safe distance of at least one metre was required when performing standard teller services such as cash deposits, withdrawals, clearing of checks, and other banking procedures. Indian banks (public and private), who already offer several fundamental

banking services online, will concentrate on a full transaction by digitising all of their operations. In summary, we have been talking about the pandemic effect on the banking sector.

Deepika, (2021) aimed to findout the advantages and disadvantages of e-banking during covid19 pandemic and concluded that even practical users acknowledge that using e-banking in a safe and secure manner has drawbacks. In these severe pandemic conditions, e-banking is extremely beneficial to all individuals, institutions, and others. The citizens of India would utilise e-banking in a remarkable way if the safety precautions are embraced by all banks. It might potentially develop into a ground-breaking financial company offering.

RESEARCH METHODOLOGY:

Objective of the Study:

- To analyze the impact of covid-19 on banking sector
- To know the action plans that can be taken to help customers.

Data Collection:

The paper is entirely based on secondary data. Research papers, articles, webpages and books are used to collect relevant data.

FINDINGS AND SUGGESTIONS:

Impact on Banking Sector:

1. **Profitability and Credit Risk:** The profitability of core banking in developed markets is declining as a result of the low interest rate situation and the COVID-19's considerable impact. As a result, financial institutions are turning to commission-based revenue from industries like payments and technology. The heightened credit risk of the banks' corporate and retail clients is one of the immediate repercussions of the health catastrophe on the real world economy. Banks are required to make a distinction between short-lived affects that will quickly be absorbed by the real economy and those that will remain for a longer period of time that will necessitate management and reclassification.

2. **Customer Relationship and Commercial Models:** Although COVID-19 may cause a crisis in the actual economy, the effects on the financial system and on the relationship between banks and their customers can also be viewed as a "positive discontinuity" for the sector's digitization and ability to provide top-notch customer service. Even the most territorial and branch-centric banks are compelled to promote the usage of channels that were never a top priority for their overall business plan. The complexity of this phase would be quite high, so banks would need to show that they are truly close to their clients. Via partnerships, banks operators may be even more motivated to quicken the route of their digital transformation given their clear grasp of the gap in the supply of services, which is now more tangible than ever thanks to COVID-19.

3. **Operational Resilience and Business Continuity Management:** The availability of technological innovation can play a significant role in ensuring the banks' business continuity: the activation and enhancement of robotics solutions or artificial intelligence (for example, Advanced BOTs that support the adoption processes of the technologies displayed on the channels direct) and mobility (for example, platforms for the management of promoters and system authorizations), if applied to critical processes, would allow for an easier protect against cyber attacks. The financial sector has a clear chance to assess the advantages of applicable Cloud technologies given the requirement for a variable availability of infrastructure resources.

4. **High Volatility in Stock Markets Depressed Banks' Valuation:** Global capital markets have seen severe instability and excessive volatility as a result of COVID-19. Bank valuations have decreased in all nations on the planet, making the financial industry one of the worst hit. During COVID-19, banking stocks were hit. From December 1, 2019, to April 30, 2020, most banks experienced a pricing decline in mid-March.

ACTION PLAN TO HELP CUSTOMERS:

1. **Motivate to Go Digital:** There are urgent steps banks may take to assist retail and small company customers during the current crisis; in particular, they can support the usage of digital channels so that customers can bank from home and they can offer more assistance to distressed borrowers. Many banks struggle to increase their consumers' usage of digital technology.

2. **Introduce New Experiences for Distressed Customers:** Customers' priorities shift during times of crises. Banks can help clients who are in financial trouble by providing relief, allowing them to focus more on their own and their family' health and well-being. The employment security of half of banking customers has been made somewhat or seriously vulnerable by COVID-19. These new worries are worrisome for customers who were already in a precarious financial situation before the outbreak. And a lot of people are in this circumstance. Banking consumers will find it more difficult to understand complexity or make the optimal financial decisions due to preexisting financial fragility and fresh strains from COVID-19. The problem is that banks, even in normal circumstances, are ill-equipped to assist customers in learning about and applying for new goods and services.

3. **Improving Efficiency:** Many banks will need to reevaluate their customer-experience priorities in general and their approach to customer-experience evaluation in particular if they want to both increase experience and efficiency. Some banks are unsure of the aspects of their digital experience that perform effectively or poorly, are unsure of the steps that customers should take to learn how to utilise digital technologies, or are unaware of the areas where operational trade-off opportunities exist. In other words, they are unable to interpret the factors that influence and motivate their clients' conduct. Banks track encounters far too frequently rather than journeys, making it impossible to draw a link between a single negative interaction and a customer's subsequent behaviour.

4. **Improving Employee Performance:** A customer's experience is influenced by their employee. This is especially true during a crisis. Banks must acknowledge and reflect on the sacrifices and struggles their employees go through as they balance their immediate work obligations with the worries they, and we all, have about the health of our families and economies in order to provide a meaningful employee experience in the midst of the corona virus pandemic. In typical circumstances, employee experience may be a more accurate predictor of customer experience than more widely used indicators, such the reviews of a bank's mobile app.

CONCLUSION:

COVID-19 pandemic has not left any sector or any person from its impact. The banking customer is not an exception. The post pandemic impact has completely shattered the baking customer. Even though the bank has adopted and introduced numerous ways to help out customers, it is the customer who has to adopt to the changes. It takes some time to normalize their banking routine and stay loyal to their banks.

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A STUDY ON USAGE OF ONLINE PAYMENT (UPI) AS A GROWTH OF ONLINE SHOPPING

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ABSTRACT:

India's shopping and payment method has changed drastically. Presently, we can see advanced technology being adapted and used by consumers in every day-to-day life aspects. Online payment is one of the payment methods which are easy and convenient to use. Main reason for this change is the introduction of smartphone in India. Online shopping and online payment provides benefits to the users such as convenience, comfort, no need to go out, information about product, discount coupons and safety. Thing is should own a smartphone and required internet to get these benefits. Hence, in the present paper an attempt has been made to identify the usage and the problems faced while using online payment options. The purpose of the study is to find out the contribution of Unified payments Interface (UPI) to the growth of online shopping. Findings and conclusions drawn in the study are substantial inside of the population selected.

Keywords: *Online Payment, Online Shopping, Unified Payments Interface (UPI).*

INTRODUCTION:

India is becoming digitalized in every field and one of the best example is in this country which is moving towards becoming a cashless society. A cashless society is the one which doesn't use cash for any of its transaction instead all the transactions are done digitally. There are various countries in the world which have more than 50% of their transactions through cashless methods.

The Digital India program is a flagship agenda of the Government of India with vision to transform India into a digitally empowered society and a knowledge economy. "Faceless, Paperless, Cashless is one of the professed roles of Digital India. The Prime Minister of India Mr. Narendra Modi has empowered India to adopt cashless transactions by giving digital payments sector of India a significant boost. The digital payment sector of India experienced an unpredicted growth since Demonetization in November 2016. Digital wallet companies in India has shown a growth of 271% for a total value of US$2.8 Billion i.e Rs 191 crores. A Google- BCG Report had estimated that the digital payment industry in India will experience a growth of US $ 500 billion by 2020.

Government of India is also encouraging various digital payment apps such as Aadhaar Paymentapp, UPI App, Bharat Interface for Money (BHIM) app along with private sector apps like Paytm, Mobikwik, Freecharge etc. Such new apps are beneficial to transfer funds across various parts of our country. Digital payments industry in India is growing on a rapid pace providing a highly attractive platform for foreign investors to invest in India.

UPI is a single platform that merges various banking services and features under one. A UPI ID and PIN are sufficient to send and receive money. Real-time bank-to-bank payments can be made using a mobile number or virtual payment address (UPI ID). UPI is an initiative taken by National Payments Corporation of India (NPCI) together with the Reserve Bank of India and Indian Banks Association (IBA). UPI has made the money transfer process a lot easier. You do not have to remember the receiver's account number, account type, IFSC and bank name, instead, one can do

the money transfer only by knowing their Aadhar number, mobile phone number registered with bank account, or UPI ID **(UPI, 2021)**.

LITERATURE REVIEW:

Deepika, Pradeep and Chandan (2016), in their study entitled '*A Study on Consumer Buying Behaviour of Mobile Phones'* focuses on behaviour of consumer towards smartphones is increasingly a hub of marketing research. From adoption motivation to post-usage behaviour has become a major focus of research in the field of marketing. India is one of the fastest growing economies in the world and the smartphone industry in India is also growing very fast. For consumers' smartphones has become essential part of personal and business life. There is a continuous increase in disposal income; there has been a major shift in the attitude and aspirations of the consumers. This research was to analyze the external and internal factors which influence a consumer's decision in purchasing a smartphone. The recent growth of smartphone usage is an observable fact that crosses all age and gender boundaries. This research explores through quantitative analysis, some of the key factors believed to affect consumer's attitude and behaviour towards smartphone purchase. The findings of the research confirm that the regulatory focus has an influence on consumer behaviour towards smartphone purchase decision by affecting their perception, motivation and lifestyle. The result shows that branding, product design, product performance and price have influence on consumer's buying decision process. Study shows that consumers are susceptible to external factors like culture, social status, family and friends, word of mouth and marketing activities, internal factors like perception, motivation, memory, learning and attitude, technical aspects like the product performance including software and hardware, fole transfer, display and camera performance. Consumers are influenced by a combination of these factors according to their needs and desire **(Deepika, Pradeep, & Chandan, 2016)**.

Zlatko Bezhovski (2016), in their study entitled '*The Future of the Mobile Payments as Electronic Payment System'* focuses on mobile payment services with their increasing popularity are presently under the phase of transition, heading towards a promising future of tentative possibilities along with the innovation in technology. In this paper, authors trying to evaluate the current state and growth of mobile payments and other electronic payment services security issues related to them and future of the mobile payment mode. With all the security and convenience provided by mobile electronic payment method, we can expect further growth of mobile payments worldwide even surpassing payments made by debit and credit cards. Although advantages of mobile payment methods are usually related to the particular benefits provided by the latest cellular technology, which includes place and time, independent payments, easy access to payment services anywhere, and the likelihood to avoid making ques and cash payments. And also mobile payment service providers need to implement the proper security and privacy governance programs. The changing behaviour of consumers making a shift from traditional payment methods to more advanced online payment systems is quite evident in banking and retailing, and with most of the mobile services available **(Zlatko, 2016)**.

Burhan, Rashidah, Asifa, Ahmad and Shahul (2017), in their study entitled, '*A Compendious Study of Online Payment Systems: Past Developments, Present Impact and Future Considerations'* studies the advent of e-commerce together with the growth of internet promoted the digitization of the payment process with the provision of various online payment methods like electronic card, debit cards, credit cards, contactless payment, mobile wallets, etc. Besides, the services provided by mobile payment are going popularity day-by-day and are showing a transition by advancing towards a propitious future of speculative prospects in conjunction with the technological innovations. Several online payment system services, associated security issues and the future of such modes of payment have been analyzed. There can be seen a huge growth in mobile payment methods globally beating both debit and credit card payments, all due to the convenience

and security offered by them. Moreover, there is various obstacles were identified in the adoption of online payment methods, thus, some measures have to be taken for granting this industry a hopeful future. Technical and organizational issues which arise in the attempt to achieve interoperability must be taken into consideration by the designers. As a matter of fact, the process of developing interoperable and flexible solutions and universal standards is one of the most difficult tasks in the future ahead. Study concludes that a better integration of online payment systems in the present day as well as in near future. Establishing a common standard for a variety of service provides improving the compatibility with a large number of customers overcoming privacy and security concerns and employing the latest technology could facilitate expeditious adoption of online payment methods and expand the market for such a mode of payment. Future work may be directed towards the legalization of various factors responsible for contributing in the efficacious adoption of online payment systems all over the world (**Burhan-ul-islam, Rashidah, Asifa, Adil, & Shahul, 2017**). Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application (of any particular bank) merging several banking features, seamless fund routing and merchant payments into one hood. The interface has been developed by National Payments Corporation of India (NPCI). The UPI seeks to make money transfers easy, quick and hassle-free (**Somanjali, 2017**).

Sana Khan and Shreya Jain (2018), in their study entitled '*A Study on usage of* e- *payments for Sustainable growth of Online Business'* it is an attempt to show that the advantages of the E-payment methods are frequently related to the benefits provided by the smartphones, which includes independent payments, easy to access the services anywhere, anytime, door-step services, easily tracked and to avoid the queue and cash payment. But organizations still considering and working on how to further build more trust in respect of security and privacy concerns. There have been always hitches in consumers mind regarding the security and privacy (**Sana & Shreya, 2018**).

Payments transformed into digital and this sector witnessed tremendous growth, innovations and regulatory support over last few years. Digital payments stated to pick-up pace with the growth of e-commerce companies followed by emergence of digital wallet companies (**Padmaja & Durga, 2019**). GooglePay and PayTm are the common m-payment platforms available and most frequently used these days. The smartphone penetration in India has increased exponentially over the past decade. Mobile payments or m-payments is a new and emerging service in the market, and in depth studies to identify the consumer behaviour and motivations regarding mobile payments are required to provide opportunity and guidelinefor its diffusion (**Renjan & Kanal, 2019**). The payment sector is at a tipping point. Regulatory mandate coupled with the fintech revolution has ushered in a new era in the world pays. To remain relevant, the banks and the card networks must redefine the payments experience through digital payment offerings, build personalized connections with customers with the best in class customers experience and collaborate pragmatically with other banks and fintechs to open up to untapped streams (**Rohan; Sounak, 2019**).

Digital payment systems are the connective tissue of every economic system, including India. It facilitates purchase of goods and services with digital payment transactions being inexpensive and convenient. Economic activity is quickly shifting to cash-less society (**Angamuth, 2020**). Digital payments adoption is expected to increase in line with the overall socio-economic development of the population (**Sudiksha, Bhanu, & Sarat, 2021**). The Government is deliberately moving people to accept digital payments at present, if it has been mandatory before, with social distancing and the covid-19 crisis. The offline to online transition in payments has been around for a long time, but there has been an increased change in customer behaviour in the latest scenario attributed to covid-19 (**Nirmala & Parvathi, 2021**). Transaction failures, systems delays and lack of proper infrastructure were identified as the prime hurdles being faced by digital payment systems (**Shyam & Harsh, 2021**).

STATEMENT OF PROBLEM:

Online payments methods are getting wider nowadays, we all are now going away ahead towards cashless payments. It is essential to know some factors and mind-sets that effect and channelize the online payment method. There are some factors that Amazon pay is lacking and some factors that are its attributes, this study helps in knowing all those factors responsible.

RESEARCH METHODOLOGY:

The present study is more of analytical and systematic. The statements, inferences and arguments made in the study are based on tested proof. The detailed methodology for the study has presented below:

- Study area - The present study is largely based on primary data, the study has chosen Mysore.
- Collection of Data - The present study has used both primary and secondary data. The sample size for customers of online purchase: 400 (Thesis).
- Tools and Techniques: The cross tabulation and frequency tables are used to present the primary data, which are: frequency, percentage, descriptive statistics and chi- square test.

OBJECTIVES:

- To find out the frequency of usage and the problems faced while using online payment options
- To examine the effect of online payment (UPI) contribution to the growth of online shopping.

V ANALYSIS:

Means of Purchase		Total
Through Smartphone Applications	Count	208
	%	52.0%
Through Website Online	Count	90
	%	22.5%
Through Telephone (offline)	Count	55
	%	13.8%
Visit to nearby retail store (offline)	Count	47
	%	11.8%
Total	Count	400
	%	100.0%

Table 71.1: Preferred Means to Shop Online:

The preferred means to purchase on online has presented in the above table. It has found from the above table that 52 percent of respondents have purchased using smart phone applications. 22.5 percent of respondents have purchased using online websites. Majority of the respondents have preferred to purchase on online mode. Therefore, the preferred purchase on online using smart phone is more.

Mode of Payment		Total
Cash on Delivery	Count	211
	% withinDirection	52.8%
Credit Card	Count	41
	% withinDirection	10.3%
Debit Card	Count	51
	% withinDirection	12.8%
Online Banking	Count	18
	% withinDirection	4.5%
		Continued…

Mode of Payment		Total
UPI Online Payment(Paytm, Gpay, Phonepe)	Count	79
	% withinDirection	19.8%
Total	Count	400
	% withinDirection	100.0%

Table 71.2: Mode of Payment for Online Purchase

The mode of payment for online purchase has presented in the above table. It has been identified by the survey that even today 52.8 percent of respondents have preferred pay cash on delivery. There are around 52.8 percent of the online shopping respondents still taking time to trust with the online shopping along with online payment or they need to see their product delivered and then they make payment. And 19.8 percent of respondents have used UPI Online Payment modes for online purchase which has more preference than debit/credit card payment. This shows there is an improvement and trust building between online buyers and online mode of payment in online shopping.

FINDINGS AND CONCLUSION:

With the increase in the usage of smartphones the world has come closer and with a single touch any payment can be done. In our study it can be seen that the online buyers or the respondents are satisfied with the use of online payment for making various payments and those online modes of payments are increasing day-by-day with the increase in various technologies like smartphone mobile applications and UPI which facilitate the entire process of a transactionAs it can be seen that cashless economy or the use of online payment application has its various advantages and disadvantages so if any government is planning to adopt cashless economy should carefully analyze the situation of the country.

The government of India is taking efforts to encourage the people of India to use digital modes of payments along with the private sector companies. There will be a lot of mobile applications for online payment with the help of UPI. Future studies will be based on which applications are customer's friendly and the most used mobile applications for online shopping are.

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AN EXPLORATORY STUDY ON BLOCK CHAIN TECHNOLOGY IN BANKING SECTOR ADVANCEMENTS

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ABSTRACT:

Transactions in a network can be recorded in an immutable, chronologically ordered ledger called a blockchain. As time has progressed, blockchain has become a versatile tool with numerous potential uses. It's supposed to be the breakthrough that makes all kinds of transactions quick, easy, secure, and affordable. The purpose of article is to assess the possible & potential benefits and drawbacks of using blockchain technology in the financial services sector. The result would be a thorough breakdown of blockchain, including its functionality, potential applications in the banking sector, and potential obstacles. The findings suggest that blockchain technology has the potential to boost productivity in several areas of the financial sector. It may improve and revolutionize international payments, trade financing, capital markets, and accounting and reporting standards. Knowing your customer is a breeze with this method as well. Thus, the widespread adoption of blockchain technology is expected to cause widespread changes in the banking and financial sector by enabling novel payment methods, accelerated trade execution, a more secure ledger, and smart contracts, amongst other developments. Unfortunately, there are still problems like regulations and technological hurdles that need to be overcome before widespread adoption in the banking industry can occur.

Keywords: *Application, Banking Industry, Blockchain Technology, Decentralized, Financial Industry, Impact.*

INTRODUCTION:

Transactions in a network can be recorded in an immutable, chronologically ordered ledger called a blockchain. Recently, blockchain has emerged as a versatile technology with potential uses in many different fields. There is hope that this technology will finally make it possible to conduct transactions in a quick, easy, secure, and affordable manner. The primary objective of this thesis was to investigate the potential benefits and drawbacks of using blockchain technology in the financial services sector. The result would be a thorough analysis of blockchain technology and a description of its benefits, drawbacks, and potential applications within the banking industry. It may advance and revolutionise financial markets, foreign money transfers, trade finance, accounting, and regulatory reporting. With this strategy, it's very simple to get to know your customers. As a result, by allowing new payment methods, quicker transaction processing, a somewhat more secured ledger, and smart contracts, the broad use of blockchain is anticipated to significantly alter the banking and finance sector. Until this can be successfully applied in the banking industry, there are still issues that need to be resolved, such as technological and regulatory barriers.

No wonder blockchain has been a hot topic of conversation for the past three years; it's altering the landscape of numerous businesses. Not only the banking industry, but also healthcare, government, retail, and more are poised to benefit from the revolutionary potential of blockchain technology. To put it simply, a blockchain is an immutable record of transactions that is shared publicly among users and maintained in a distributed ledger of records or public database. As a result of the cryptographic protections in place, these exchanges can never be altered. According to research

(Piasecka, 2022) the financial sector stands to benefit greatly from blockchain technology, which has the potential to make it more open, efficient, safe, and affordable. There are a number of ways in which blockchain technology will impact the financial sector in the future.

To begin with, we can speed up international wire transfers so Financial operations including such international wire transactions as well as other financial transactions might become more efficient, transparent, and secure with the implementation of blockchain technology. International money transfers today sometimes involve several participants and might take days to execute. The deal's earnings will be split among all parties. The sender might lose a substantial sum of money regardless of whether or not the money arrives at its intended recipient. The effectiveness and safety of peer-to-peer transaction done possibly by blockchain - based, such as those carried out using a Bitcoin wallet, may benefit both international businesses and individual customers. In other words, a blockchain is a decentralised, digital, and immutable ledger that records financial transactions that occur between users. A decentralised network of computers verifies each transaction before adding it to the immutable blockchain.

Second, by tightening up security and cutting down on fraud Blockchain technology has the potential to be utilised to prevent fraud since it leaves a transparent audit trail. Due to several layers of redundancy, information uploaded to this network is extremely difficult to alter. Due to the decentralised nature of the computers that run the Blockchain network, it is impossible for hackers to modify information without leavinga trail. This aspect of blockchain is especially essential in the current global atmosphere of rampant cybercrime and widespread ransomware attacks, which may steal sensitive information and inflict losses of hundreds of thousands of dollars for the victims. You should still use a virtual private network (VPN) and other security measures to keep your Windows machine safe. In addition, our Ransomware Checklist can help you prepare a comprehensive response to cyber attacks in the event that you fall victim to one.

This is because, thirdly, it lowers fees for both banks and their clients. Blockchain technology has the potential to vastly improve banking services at a lower cost. Nowadays, banks are trying to find ways to use this technology to address the issues of speed and cost. When using blockchain, it's possible to automate certain processes. Safe, open, and simple to deploy, the blockchain is a distributed database with many uses. Because of these features, banking tasks can be automated to a certain extent (for example, payments or issuingloans).

By lessening the likelihood of mistakes on the part of human beings Human mistake in bookkeeping, accounting, and reconciliation has been identified as a major contributor to fraud. The same is true in the realm of security operations; often, major cyber security issues have their origins in what began as a small human error or act of neglect. Blockchain automatically logs transactions that can't be modified after the fact. Using this technology will eliminate the need for many manual procedures, which will boost efficiency, lessen the likelihood of mistakes, and protect against cyberattacks.

In the fifth place, we facilitate lending by decreasing friction between lenders and borrowers. Lending is the lifeblood of a financial system. Businesses and consumers alike must always be sure they have enough cash on hand to cover their expenses. Financial institutions generate a substantial amount of their revenue via lending. This makes it critical for banks to get it right. Lending will become more streamlined in the future thanks to blockchain technology's potential to facilitate fast settlement of transactions. Problems like overpaying and defaulting can thus be avoided. Using blockchain technology, the time required to create a bank account may be reduced from days to minutes.

Sixth, it has the potential to reduce or do away with commissions and other forms of middlemen involvement. The distributed ledger technology known as blockchain facilitates peer-to-peer trading betweenindividuals. There will be no need for intermediaries like stock exchanges or banks thanks to this. Share prices in financial institutions are likely to drop if banks are isolated. But for intermediaries like stock exchanges, which provide crucial services for trading shares, the situation

is less straight and dried. With the rise of blockchain technology, brokers may still serve a useful purpose in ensuring the smooth operation of blockchain-based financial systems, but their days of profiting off of broker fees are numbered.

Seventh, by means of a wide variety of applications Tokenized distributed ledger technology (Blockchain) has broad potential applications, from voting to legal contracts. This recording system has no central repository, making it extremely difficult to compromise. Data stored in a blockchain system is distributed over a large network of computers and is immutable until the vast majority of those machines consent to the modification. (Piasecka, 2022)

LITERATURE REVIEW:

Due to advancements in the IoT, many time-sensitive critical applications have been boosted in fields as varied as medicine, finance, manufacturing, grocery delivery, and restaurant delivery. In this paper, we make an attempt to propose a new architecture for mission-critical services in ICT-enabled transportation networks (ITS). Critical services in ITS include things like data transmission between vehicles, access to information in the event of an accident, finding the quickest route to a hospital from one's current location, and finding the least congested route to work. When vital details are withheld, it can have devastating effects on business, lives, and possessions are all on the line. Prior to using these measurements to evaluate the suggested approach, throughput, delay, energy efficiency, confidence in data transfer, and results with various security configurations for tolerating attacks are all quantified.(Sharma A., 2022).

This study investigates how the strategic move toward cloud computing by financial institutions has influenced their productivity and propensity to take risks. We also find that cloud computing may be used as a substitute for blockchain to increase efficiency in terms of profits, while also producing synergy advantages in terms of cost effectiveness and operational risk management with other developing technologies. The findings have direct application for policymakers, regulators, and bank management. (Cheng M., 2022).

The banking and financial industries have been slow to adapt to new technology, but blockchain is changing all that. The healthcare management system also utilises the blockchain to efficiently manage patients' electronic health and medical records. Safety, anonymity, and inalterability are all bolstered by this technology. Its effectiveness in protecting cloud-based databases is demonstrated across a range of metrics, including precision, recall, and F1 scores(Hai T., 2022).

The present financial system may be disrupted by blockchain, a distributed ledger technology. This study does a bibliometric evaluation and content analysis of the academic literature investigating the motivations, outcomes, and implications of blockchain technology adoption in several related fields. We analysed 154,000 words from 154 distinct articles published between 2009 and 2021 to determine the most prominent features of these papers in terms of prevalent topics, authors, and referenced publications. Finally, we give a bibliographic analysis that takes into account mapping, coupling, and joint authorship. Finally, we present a prospective study agenda and overview of the key areas of literature that might guide future research by academics and professionals. (Patel R., 2022).

Initial coin offering (ICO) projects are a new way to raise capital that leverages digital currencies and blockchain technology. There is a great deal of room for further investigation into ICOs and their many facets, such as the factors that contribute to the success of ICO projects. Several variables' effects were verified, and some findings regarding project and campaign variables proved especially useful. We reaffirmed the significance of a coherent and informative whitepaper. An additional factor that can make or break an ICO is its proximity to markets with abundant resources for both financial and human capital. We also confirm the high degree of reliance on cryptocurrency and the significance of cryptocurrency valuations to the achievement of a project's goals. We also validate the significance of human capital features and the role of social media in ICO

projects. Because we were able to test the effects of these success factors using a large database, our study makes a significant contribution to the ICO literature. This study makes a contribution to the development of systems theory and signallingtheory by extending the scope of these disciplines to include the ICO setting. Investors can benefit from our analysis and use it as part of their due diligence, and regulators should take note of our findings because ICOs are largely unregulated despite their enormous potential (Campino J., 2022).

When banks and other financial institutions fail to take advantage of Blockchain technology for mobile payments, the industry could be disrupted. When it comes to anti-fraud, security, speed, cost, quality of data, Know Your Customer (KYC), smart contracts, payments, and a trading platform, most banks today are eager to adopt blockchain technology. In this paper, weproposed a new conceptual framework for using blockchain in mobile payments, one that takesinto account the wants and needs of customers (both merchants and retails) for instant, cheap, secure payments without the involvement of middlemen, and thus reduces or eliminates the need for such parties to be involved in the approval and reconciliation of transactions. Due to the immutability and openness of the framework's transactions, operational risk is mitigated (Saleh M., 2021).

Blockchain is a distributed ledger that facilitates trustworthy transactions between two parties without the need for a trusted third party. Many industries, including government, finance, banking, etc., have taken notice. Blockchain technology is well suited to domains where thereis a need for a trusted third party to authenticate transactions, which can add unnecessary costs and introduce security concerns. In addition, it provides a framework for future deployments by outlining the obstacles to deploying Blockchain technology in the aforementioned industries(Alam S., 2021).

The research investigates whether blockchain technology has the potential to alter the status quo of the global financial system and the distribution of economic power. As a result, this research examines the evolution of blockchain technology through the lens of China and Venezuela, two countries that face similar challenges in capitalising on their technological progress and expanding their influence abroad. China aspires to become a global leader in blockchain technology, while Venezuela invests in the technology to create a resilient alternative payment system (Aysan A.F., 2020).

Blockchain is a new technology that significantly aids the implementation of distributed ledger systems via the use of decentralised transactional databases. It is possible to divide Blockchain's operations into three distinct phases: First, it places an emphasis on decentralisation, so that no single block can impose its will on the others. Second, it places a premium on openness, in that it allows for easily verifiable transparency in the case of each mechanism, facilitating the easy validation of transactions. Last but not least, it is immutable, meaning that the database and its contents can never be altered, as doing so could disrupt the entire chain of records. The immutable pillar is the central component of this technology and is used primarily for security purposes. The addition of a new block to the chain in Blockchain technology typically takes place over a decentralised peer-to-peer network that does not interfere with the operation of the system as a whole. (Tyagi D., 2020).

Numerous measures, informed by prior experience and intended to ameliorate the aftereffects of the Global Financial Crisis of 2007-2008, have been developed in response to the crisis' devastating effects on bank stability and confidence. Cryptocurrencies were introduced to solve the liquidity problem brought on by people's mistrust of traditional banking systems. To compete with the bitcoin market, traditional financial institutions might implement blockchain technology into their own systems. Yet, the existing financial system could not be competitive or sustainable in the long run if neither of these reforms is put into place. The study's authors recommend that central banks and the banking sector take their results into consideration when making policy. (Othman A.H.A., 2019).

The purpose of this paper is to examine the relevance of the Financial Action Task Force's (FATF) 2014 release and guidance on virtual currency definitions to the impact of blockchaintechnology on

AML compliance and regulation. Specifically addressing the conventional banking sector, this research casts doubt on the relevance of three case studies cited by the FATF paper. Design/methodology/approach: This study has analysed a FATF report and a FATF recommendation. The case studies cited in the FATF publication were analysed for their applicability and ramifications, and additional secondary data on blockchain technology was used. The study's main conclusion is that, once fully understood, virtual currency technology could strengthen existing anti-money laundering (AML) frameworks in the banking sector. However, when it comes to creating AML risk assessment frameworks in the banking industry, generic case examples of legal cases involving virtual currencies are not always useful. Implications for practise The findings of this study have relevance for any financial institution conducting anti-money laundering risk analysis or compliance, with a focus on virtual currencies. Financial services, including banking, insurance, and auditing, can benefit from this, as can researchers interested in digital currency. Social ramifications include the possibility of using virtual currency technology to safeguard banking transactions and the possibility of also considering virtual currency technology for client identity information, including beneficial ownership. The critical analysis of the FATF cases and the discussion of blockchain technology's potential role in AML frameworks are two of the paper's most innovative aspects (M.A., 2019).

OBJECTIVES:

- To study the block chain based technology adopted by the banks.
- To understand the regulations of block chain for its adoption.
- To study the bank performance after the adoption of block chain technology.

RESEARCH METHODOLOGY:

The researcher adopted an exploratory strategy as she read through data culled from a wide range of secondary resources like the internet, scholarly journals, and published studies. Feasibility studies shed light on the market, the potential for marketing, and the importance of fintech subjects for the future of banking.

The research questions were informed by a review of the relevant literature sources like ScienceDirect, Springer Open, ABI Inform, Academic Search Elite, Emerald, Sage Premier, and Google Scholar were used to find the publications. Using inclusion and exclusion criteria and a screening process, we narrowed the pool of potential papers down to six scholarly studies. The collected information was methodically organised into five distinct groups.

FINDINGS:

The financial sector is gradually adopting blockchain technology. It can also increase safety in the banking industry as a whole. It is expected that blockchain technology would have a profound effect on the security of digital assets and the efficiency of international transactions across the board, from remittances to stocks trading to cross-border payments.

The findings suggest that blockchain technology has the potential to boost productivity in several areas of the financial sector. It may improve and revolutionize international payments, trade financing, capital markets, and accounting and reporting standards. Knowing your customer is a breeze with this method as well. Thus, the widespread adoption of blockchain technology is expected to cause widespread changes in the banking and financial sector by enabling novel payment methods, accelerated trade execution, a more secure ledger, and smart contracts, amongst other developments. The findings suggest that the application of blockchain technology in the financial sector could improve the effectiveness of many areas.

CONCLUSION:

Ethereum's blockchain technology, dubbed "blockchain," has emerged as a promising platform with applications across industries. It is hoped that this technology would allow for more convenient, inexpensive, and speedy financial dealings. Financial institutions stand to gain from adopting this technology, which has the potential to revolutionise the industry as a whole.

While still in their infancy, blockchain technologies are gaining ground in the financial industry, with trust serving as the major driver of adoption. This type of technology is beneficial to banking in many ways, including expanded accessibility and traceability, digitalization of financial services, enhanced data security, and smart contracts. This research identifies a number of issues, knowledge gaps, and possibilities for more study. Another angle on how a blockchain-enabled financial system should be set up has been investigated.

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A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUTH

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ABSTRACT:

Social media has undoubtedly made a significant contribution in connecting students and facilitating the exchange of knowledge and resources. Platforms like WhatsApp and Snapchat provide students with a convenient way to communicate and collaborate with each other on various projects, assignments, and discussions. This can help students expand their knowledge and understanding of various subjects and develop their skills. Moreover, social media provides access to a wealth of information and resources that can aid in academic research, problem- solving, and innovation. It also serves as a source of inspiration and motivation for students who can connect with like-minded individuals, join groups and communities, and participate in discussions on various topics of interest. Apart from academic benefits, social media can also facilitate the growth of new businesses and employment opportunities. Students can use social media to market their products and services, build their brand, and connect with potential clients and employers. The main objective of the study is to have an inept knowledge about social media, to understand the impact of social media on youth and to know the factors influencing social media on youth. This can help students gain practical experience, develop their entrepreneurial skills, and kick- start their careers. However, social media also has negative impacts on students, including addiction, distraction, cyberbullying, and loss of privacy. It is important for students to use social media responsibly and balance their time between social media and other productive activities.

Keywords: Social Media, Communication, Youth Life, Motivation, Employment, Students.

INTRODUCTION:

Social media refers to any online human interaction or information sharing that takes place on a computer, tablet, or mobile device. It is possible thanks to numerous websites and apps. Social media is currently one of the most popular and widely used forms of communication. Using social media gives you to more quickly share content, news, ideas, etc. A few things come to mind right away when we think about social media: Facebook, friends, games, Twitter, the Internet, and iPhone. In one way or another, social media is something we are all familiar with. Television programmes promote their Facebook page, which has games and programme details. Opinionated Tweets from Twitter about current events are aired on news channels. Through Foursquare, companies communicate with customers so that customers can receive deals.

Thinking about influence of social media, People had fewer opportunities to get together and were less connected to one another before about ten years ago. Today, however, people can access a variety of information, from news to advertisements. People are well informed about one another's activities, which reduces the size of the world beyond its physical boundaries and allows for quick

communication and updates via web and mobile. Numerous social networking websites exist, including Facebook, Twitter, LinkedIn, Google Plus, Pinterest, and many more. Each has unique qualities that improve user communication. People are thrilled to use the social network because it keeps them interested. It creates a sense of intimacy for the user. Additionally, it influences language usage, which can vary and be expressed verbally or through text.

Apart from influence, social media addiction is a behavioural addiction that is characterised by excessive worry about social media, fuelled by an uncontrollable urge to access or use social media. And spending too much time on social media to the point where it interferes with other crucial aspects of life. In fact, psychologists predict that between 5 and 10% of people today fit the bill for social media addiction. Similar to other substance use disorders, addictive social media use can include mood modification, which is when using social media causes an improvement in emotional states, salience, which is when using social media more and more, tolerance, which is when using social media more and more over time, and other symptoms as well.

IMPACT OF SOCIAL MEDIA:

Positive Impact of Social Media:

- Social media facilitates friendships and social interaction among students, as well as the acquisition of innovative knowledge and cutting-edge technology.
- It facilitates student access to information, study of that information, and dissemination of that knowledge.
- The student can learn about new policies, technologies, and news thanks to social media.
- Social media gives many students who struggle with making friends the confidence to do so.
- When a famous person discusses her favourite book, a teenager might be persuaded to pick one up as well.
- The use of social media by students to launch their own businesses is beneficial.
- Children can also access a lot of learning forums where they can discuss their queries on a social group with similar ideas.
- Movies can be used to inspire, motivate, and encourage students. For instance, when a celebrity tells them to stop using drugs, it may have an influence on the students as well, causing them to stop using drugs.

Negative Impacts of Social Media:

- Students rely more on the information that is readily available on these social networking sites and the internet. This limits their capacity for learning and research.
- Students' relational skills decline as a result of spending more time on these online networking sites and less time engaging in face-to-face interactions with others.
- Due to increased use of social media by students, they receive poor grades in school.
- Students' mental and physical health is affected by their excessive use of these websites because they miss meals and don't get enough sleep.
- Students now experience cyberbullying on social media, which has an impact on their mental health.
- Children who are unaware of the types of information they can share on social media frequently share their private information there, which can result in identity theft and hacking.
- Students today participate in online gambling games on social media.
- Online gaming addiction among students is having a significant negative impact on their physical and mental well-being. Blue whales, for instance, and Pubg.

REVIEW OF LITERATURE:

The public can express their opinions and discuss their issues on social media. People must understand what social media is before learning about its actual features. The term "social media" refers to the interaction between groups or individuals who create, distribute, and occasionally exchange ideas, images, videos, and many other types of content online and in virtual communities **Waseem Akram (2018).** Mobile devices and interactive social networking sites like Twitter, Myspace, Facebook, and Orkut are all around children as they grow up, making social media an essential part of their lives. The way that young people interact with their parents, peers, and technology is changing because of social networks. There are two outcomes from social networking. Positively, social media can serve as a priceless resource for professionals. They accomplish this by helping recent graduates' market their skills and look for job opportunities. Social networking websites can also be used effectively for networking. On the downside, there are a lot of risks on the internet that are connected to online communities. One of the risks is cyberbullying, which is a form of harassment carried out using technology. We discuss every aspect of social media in this essay, including both its advantages and disadvantages. The emphasis is on a specific area, such as health, business, education, society, and youth. In this essay, we discuss how these media will have a broad impact on society. Cyberbullying, a type of harassment carried out using technology, is one of the risks. In this essay, we cover every facet of social media, including both positive and negative aspects. The focus is on a particular topic, such as youth, society, business, health, or education. In this essay, we talk about how these media will affect society broadly. **Sushmat Rawath, Dr. R. Sateesh Kumar, Venkatesh Kumar (2019).**

OBJECTIVES:

1. To have an inept knowledge about social media
2. To understand the impact of social media on youth
3. To know the factors influencing social media on youth

RESEARCH METHODOLOGY:

To achieve the objective primary and secondary is used, primary data was collected using google forms and Secondary data is collected with the help of published and unpublished journals etc. Sample size is 66. With the help of primary and secondary data the tabulation is made tools used like Interpretation was made. The sources of data include both primary data and secondary data. The secondary data were collected from the sources like Journals which were relevant to the study, from Published and unpublished research, reports, and structured questionnaire was used to collect first-hand information from Youth.

FINDINGS:

- The most preferred social media platform used by youth in Instagram. Out of 66 responses 53% preferred Instagram. 41% preferred Whatsapp. The least preferred is Linkedin 1%.
- For using social media platform all the respondents prefer to use smart phones since it is handy.
- The social media app which is often used by youth is Instagram. out of 66 responses 68% prefer Instagram, 5% prefer Facebook and the least preferred is twitter is 2%.
- Out of 66 responses 70% access social network on everyday basis 15% access social network on the basis of every hour.
- Out of 66 response 76% update status sometimes and 20% update status every day and 4% update status no even at once
- The information shared by youths on social media are not related to personal or religious information. Out of 66 responses 52% don't prefer to share their personal information. Though 28% share their personal information.

- From the information we received most of them don't share their personal problems in social media. Out of 66 responses 70% of youth don't share their problems. Though 27% youth would share their problems sometime.
- Out of 66 responses 56% chose not to share their social media accounts with their parents, and 44% chose to share their account.
- According to our research most of us agree that social media affects our physical activity, out of 66 responses 36% youth agree and 32% disagree with this statement.
- Our research shows that youths don't usually rely on social media. Out of 66 responses 50% don't rely on social media for information, 30% of youth sometime rely on social media.
- Out of 66 responses 68% don't use social platform to seek public attention, 17% use sometimes to seek public attention
- Our research shows that social media helps the student in socializing, out of 66 responses 94% agree with the statement and remaining 6% do not agree with this statement.
- Out of 66 responses 79% rated that social media gives them confident to develop social circle, where as 21% don't agree with the statement
- According to our responses 97% agree that social media motivate students to learn about new things and new technology, whereas 3% don't agree with this statement
- Out of 66 responses 94% agree that social media helps them to start their own business, remaining 6% don't agree with this statement
- Out of 66 responses 88% agreed that social media ethical pictures videos clip among youth, whereas 12% don't agree with the statement
- According to our responses 89% agreed that social media is necessary for youth nowadays where as 11% don't agree with this statement.
- Out of 66 responses 83% agree that social media have a positive impact where as 17% don't agree with this statement.
- Our research show that 50% agree that students get low marks because of social media and other 50% don't agree with this statement.
- Our research shows that 80% agree that online gaming addiction affect physical and mental health were as 20% don't agree with this statement.
- Out 66 responses 78% agree that there are online gambling games on social media were as 21% don't agree.
- Out 66 responses 90% agree that they are addicted to gaming where as 11% don't agree with this statement.
- Our research show that 83% support this statement that social media reduces face time they talk to their friends where as 17% don't support it.
- Out of 66 responses 64% agree that there is distraction done because of using social media where as 36% don't agree with it.

SUGGESTION:

- According to our findings Linkedin was the least preferred social media because youths rarely have professional contents to share.
- Most of the respondent's preferred smartphones for using social media than laptop or iPad, as it is handy to use.
- Most of the youths don't use social media to share personal problems as they want it to be private.
- The majority of the youths don't share their social media accounts with their parents as they want it to be private.
- Out of 100%, 36% agree that social media affects physical activity causing symptoms like headaches, chest and back pains.

- Youths also agree that social media helps them in participating in social activities or mixing up socially with others.
- 7.6% of respondents disagrees that social media does not help them to start their own business as they don't work for every business.
- 8.17% of youth admit that social media is negatively impacting on them by limiting direct contact with peers, creating anxiety. depression.
- Youths also agree that due to heavy reliance on social media it is decreasing their face-to-face communication.
- Almost 64% agree that social media creates distraction by using it in between the tasks and it also cause mental stress.

CONCLUSION:

The impact of social media on youth is a complex and multifaceted issue. On one hand, social media provides young people with the opportunity to connect with others and express themselves in new and creative ways. It can also serve as a valuable tool for education and activism. On the other hand, excessive use of social media can have negative consequences on young people's mental health, self-esteem, and social skills. It can also lead to addiction, cyberbullying, and exposure to harmful content. Overall, it is important for young people to approach social media use with a balanced and mindful perspective. Parents, educators, and policymakers can also play a role in promoting healthy social media use and protecting young people from its potential harms. Based on the data provided, the researchers can conclude that a majority of the respondents were female and between the age group of 18-24. The majority of the respondents were also undergraduate students who accessed social media through their smart phones. Additionally, a significant portion of the respondents reported using Instagram more often than other social media platforms and accessing social networks every day. The data also suggests that a majority of the students believe that social media can motivate them to learn innovative things and new technology. Moreover, more than half of the students reported sharing their social media accounts with their parents, indicating a level of trust and openness between the students and their families. Overall, these findings suggest that social media plays a significant role in the lives of young adults, particularly in the areas of education and communication with family members. However, it is important to note that the study's sample size was relatively small and may not be representative of the broader population.

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APPLICATIONS OF NATURAL LANGUAGE PROCESSING IN BUSINESS: FROM RESEARCH AND INNOVATION TO MARKET DEPLOYMENT

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ABSTRACT:

The advances in the digital era have necessitated the adoption of communication as the main channel for modern business. In the past, business negotiations, profiling, seminars, shopping, and agreements were in-person but today everything is almost digitalized. Increasing dependency of humans on computer- assisted systems has led to researchers focusing on more effective communication technologies that can mimic human interactions as well as understand natural languages and human emotions. The problem of information overload in every sector, including business, health-care, education etc., has led to an increase in unstructured data, which is considered not to be useful. For the last few years, one can see the emergence of a large number of intelligent products and services, their commercial availability and the socioeconomic impact, this raises the question if the present emergence of AI and NLP is just hype or does it really have the capability of transforming the world. Natural Language Processing (NLP) is an artificial intelligence (AI) technology that allows a machine to recognize and decipher the nuances of human language. It organizes unstructured data by analyzing it for relevancy, differences in spellings, correlation, and semantic meaning. It tries to understand different lexicons, grammatical syntaxes, and the relation between words and phrases, just as a human does. And remembers it. NLP is used successfully today in speech pattern recognition, weather forecasting, healthcare applications, and classifying handwritten documents.

Keywords: Natural language processing; Artificial Intelligence; Internet of Things; Business Analytics;Machine Learning; Deep Learning; Business Intelligence.

INTRODUCTION:

Natural language processing (NLP) is the systematic approach means of a computer that gathers knowledge on how humans use, applied, and understand language. The developmental approach and techniques in which computers understand and manipulate text are in an advanced stage with the support of AI, The interest companies are showing in embracing NLP-based solutions is gaining momentum fast. According to an industry report, the forecasted global NLP market size is set to be US$ 35.1 Billion by 2026. The rise is in almost all verticals including healthcare, credit card and insurance fraud investigations, and text analytics for customer sentiment analysis. NLP is also generating a great deal of interest in intelligent document analysis in aviation, drone control, robotics, and heavy machinery industries. Companies are realizing that AI-powered solutions are only going to get bigger and better. And if you don't explore the technology now, doesn't mean your competitors won't. The key to understanding how NLP can be applied to your business, and how it can help your growth, is to understand its basics. There are many subsets of technologies related to NLP and many a time they are confused with one another. The most common is thinking that NLP and text analysis are the same. They are not; rather there is a significant distinction between the two.
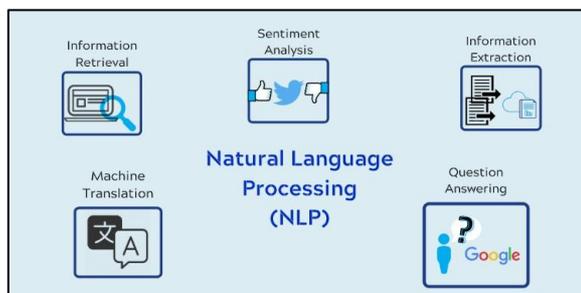
Figure 74.1: Diagram of NLP

BRIEF HISTORY OF NLP:

In the early 1900s, a Swiss linguistics professor named Ferdinand de Saussure died, and in the process, almost deprived the world of the concept of "Language as a Science." From 1906 to 1911, Professor Saussure offered three courses at the University of Geneva, where he developed an approach describing languages as "systems." He argued that meaning is created inside language, in the relations and differences between its parts.

Saussure proposed "meaning" is created within a language's relationships and contrasts. Saussure died in 1913, but two of his colleagues, Albert Sechehaye and Charles Bally, recognized the importance of his concepts. (Imagine the two, days after Saussure's death, in Bally's office, drinking coffee and wondering how to keep his discoveries from being lost forever). The two took the unusual steps of collecting "his notes for a manuscript," and his students' notes from the courses. From these, they wrote the "Cours de Linguistique Générale", published in 1916. The roots of NLP development can be traced back to 1950s, when the idea 'can machines think' was put forward and examined by Alan Turing, which is popularly known as the Turing Test for the creation of intelligence. He wrote a paper describing a test for a "thinking" machine. He stated that if a machine could be part of a conversation through the use of a teleprinter, and it imitated a human so completely there were no noticeable differences, then the machine could be considered capable of thinking. Shortly after this, in 1952, the Hodgkin- Huxley model showed how the brain uses neurons in forming an electrical network. These events helped inspire the idea of Artificial Intelligence (AI), Natural Language Processing (NLP), and the evolution of computers.

Time Period	Development
1950s	Turing test for creation of intelligence
1960s	SHRDLU, a natural language system working in restricted "blocks worlds" with restricted vocabularies
	ELIZA, simulated conversation by using a "pattern matching" and substitution methodology
1970s	Used "conceptual ontologies", for structuring real-world information into computer-understandable data. Examples: MARGIE (1975), SAM (1978), PAM (1978), QUALM (1977)
1980s-1990s	Used Machine Learning algorithms such as decision trees Used statistical models for making soft and probabilistic decisions Development of Multilingual textual Corpora
2000s	Use of supervised and unsupervised learning algorithms
2010s -	Use of representation learning, deep learning, neural network style learning Understanding semantic properties of words

Figure 74.2: Evolution of NLP

APPLICATION OF NLP IN BUSINESS:

NLP in Customer Service:

Uber, the on-demand ridesharing leader, employs NLP in between drivers and passengers to improvetheir communication. As illustrated below, NLP can reduce uncertainty and mental labor in replying. One tap of a quick reply is much faster than typing a response. It's an understatement to say that Uber has an extensive dataset and a huge engineering team. However, you can visualize howNLP and Machine Learning helps facilitate a bettercustomer experience.
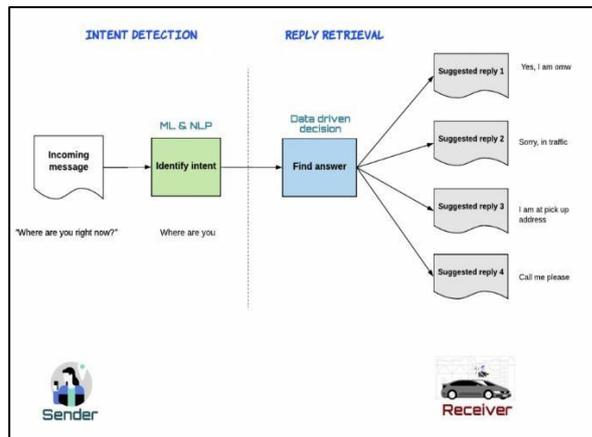
Figure 74.3: NLP in Customer Service

NLP in Commerce:

Sentiment analysis is one NLP technique that is widely used in the finance market/trading. It is the process of understanding an opinion about a given subject hrough written or spoken language and accurate predictions are considered to be a game changer in achieving success on the stock market. Financial analysts, business analysts and trade analysts are employed in the organisations for this purpose, to monitor and analyse the impact of various happenings to stock prices. Their work can be simplified by using NLP with ML and AI techniques are effective in analysing the data from internet, news, blogs and social networking sites (analysis of huge chunks of data across various channels). They can predict trade fluctuations, which enable investors to take the right decisions at the right time. For instance, when using sentiment analysis, words such as 'good', 'profit', 'benefit', 'positive' and 'growth' can be tagged with positive value, while those, such as 'risk', 'fall', 'bankruptcy', and loss' are tagged with negative values.

Making meaning from the text identified using NLP and ML allows for accurate predictions to be made Similarly, NLP's application in business can be observed in other forms, such as: filtering emails and identifying spam (by analysing text); enhancing security through voice recognition; extracting information from large datasets; using online assistants/chatbots (questioning-answering) for providing customer service; promoting business intelligence; placing relevant ads online by using keyword Matching and sense disambiguation; analysing competitors and the market using event extraction techniques, this list being inconclusive. NLP can be applied in E-Commerce/S-Commerce applications for analysing the consumer behaviour based on the feedback, posts, reviews, ratings etc. (text analysis). It can also provide effective customer support through virtual assistants that can respondto customer queries in a range of formats, including: text, speech, audio or video.

Figure 74.4: NLP in Retail and e-Commerce

NLP in E-Governance:

NLP can enhance E-Governance, which is completely reliant on an information and communication technologies infrastructure [39]. Itcan facilitate interaction between the citizens and government using an E-Governance framework. For example, citizens who are illiterate can share their opinions and interact with government through audio/video conversation, which can be translated into text for documentation. Similarly, voice-enabled mobile applications can read the text and convey messages to the people. In addition, government can use NLP for monitoring various channels through which people interact to identify their concerns.

Moreover, in this context, it can be used for enhanced security, by preventing any breaches of this.Interactions between citizens and government involve enormous volumes of information exchange. Filtering and formatting such large amounts of data is a complex task, which can be effectively managed by the use of NLP with AI and ML techniques . For instance, sentiment analysis can be used for mining opinions from huge datasets, including feedback, complaints and reviews about a particular policy, thereby ascertaining what the general consensus on it is.

That is, it can be used to gauge opinions from feedback, complaints and suggestions made by the residents of a city in relation to various urban issues, such as carbon emissions, lack of a solid waste management system and lack of sanitation.

EXAMPLES OF NLP:

Let's deep dive into some examples of modern business applications of nlp and see how the technology has transformed these industries and their operations.

- **Social Media Sentiment Analysis:** NLP for social media listening is unique because it understands internet short forms (LOL, BRB, TL; DR), slangs, code-switching, emoticons and emojis, and hashtags. No matter what your customers choose to speak, NLP allows you to extract information from it, and prepare it for an ML model to ingest. Sentiment analysis further helps you analyze how your brand is doing based on positive, negative or neutral emotions it finds in your social mentions. And in this way it gives you actionable insights you can use. You can reach out to an influencer as part of your marketing strategy, alter your advertising campaign, improve aspects of your product or service, upscale your brand reputation, all based on public sentiment derived from social media monitoring.

- **Patient Voice & Healthcare:** Hospitals and healthcare providers are using NLP technology more

frequently now than before, to capture and manage patient notes, and electronic health records (EHRs). Patient feedback, their waiting room experience, post-surgery care, opinions and feelings, are all analyzed through AI/ML models using textual data from in-clinic questionnaires, post-appointment surveys, and feedback web forms. Patient voice helps them evaluate the quality of their service and offer a more enhanced patient experience. Learn about wider applications of NLP applications in healthcare.

- **Text Analytics:** Companies use text analytics to gain insights from any and every source of information that is related to them. This flood of data can be from news, social media reviews, tweets, online surveys, voice- to-text notes, or any other source. NLP converts this raw data into meaningful documentation that can be analyzed by a machine learning algorithm. Semantic Search further helps in understanding the meaning and intent behind words and phrases. Coupled with NER, text analytics matches a sentiment to an entity and by doing so lets you know how a third-party feels about you. This information can provide actionable insights that you can use for intelligent business decisions.

- **Aviation:** Aircraft maintenance is a very important aspect of the aviation industry. Almost 60% of repair and overhaul is in fact conducted for civil aviation. Mechanics in aerospace, and also defence, use NLP to glean information about specific issues from extensive aircraft manuals. These aircraft maintenance manuals can sometimes be in different languages as well. Through Semantic Search, and Named Entity Recognition, mechanics can search and understand the notes from pilots or other individuals describing the problems they faced mid-flight. These notes can be in audio format or handwritten. For handwritten formats, NLP uses neural networks for handwriting recognition and provides the information that the user is looking for. AI has revolutionized data diagnostics so much that Airbus thinks AI/ML enabled control engineering (fault detection, isolation, and recovery) can address unscheduled aircraft grounding almost completely by 2025.

- **Drone and UAV Control System:** The aerospace industry uses NLP technology to control drones and unmanned aerial vehicles (UAV). They use it for real-time path planning, adaptive control, and obstacle recognition. It is also applied in self-governing planning systems that use speech recognition and air traffic control language as a base. There is significant research being conducted in this area through high-fidelity simulation, especially for adaptive control for uncertain environments.

SCOPE OF STUDY:

NLP, IoTs, and AI have been broadly applied in different sectors of the economy. The study, however, understands that with so many users- customer service, grammar checks, software development, and business marketing strategies, the study focused on industrial management. Natural Language Processing is about interpreting the complexity of our natural spoken, and conversational language that helps the growth of humanity such as business growth. The study there made findings on how industrial enterprises uses the services of NLP and AI to gain insight into customers' desires, needs, and wants, The human language is full of duplicated words that are difficult to write down accurately as software. To simplify man's spoken words for use by everyone, computer programs employ the services of NLP applications. NLP divides Human spoken texts and voice data into the following stages with the help of a computer, internet, electronic devices, and human affiliations. The market for NLP in future is considered to be very promising, for various reports [30–64] have projected a rapid increase in its application. The NLP market, including hardware, applications and service is projected to reach $22.3 billion by 2025, while the market for AI enabled NLP software has been forecast to reach $5.4 billion by 2025. With the integration of deep learning techniques and NLP, with platforms like iDS Cloud, businesses in future will reap benefits in the areas of customer services, marketing, business intelligence and operational management. This will reduce the dependency on the data scientists, thereby reducing the costs and improving process efficiency [65]. Humanoids/robotics is one of the

most promising advancements in technology, which can be experienced in near future in industrial sectors and also in social lives for managing various tasks. However, enabling humanoids to function like humans in every aspect and assisting them in performing most complex activities would need the ability to comprehend entirely accurately human speech. Given the versatile nature of robots, NLP will become more important than ever, because a single misinterpreted command by one could lead to it performing undesirable actions and may even cause harm to humans.

CONCLUSION:

The purpose of this paper is to review the applications of NLP in business. NLP potential lies in effectively learning and understanding the natural language. It can handle the issues associated with translation and transliteration by effectively improving the communication process between humans and machines across various formats. Based on the review, it can be concluded that its presence in various industry- based solutions has been increasing in the recent years. Complex processes in commerce, such as predictions and decision-making in stock-market trading; simplifying customer interactions using chatbots on commerce platforms, thus making the interaction more enjoyable; analysing citizens issues from large volumes of data in E- governance; effectively managing healthcare operations, such as diagnoses, service delivery and records management; and improving the learning and teaching approaches in education sector, are some of the benefits that NLP techniques can engender. In addition, NLP's integration with advanced technologies, such as ML, AI and deep learning, can deliver more accurate outcomes compared to the use of traditional methods. NLP has radically changed how industries function. It can amplify your business, and help you move in the right direction. It gives you better operational efficiency, scalability, agility, and resource management. As more and more companies move towards AI-powered machine models, it is time to study the effectiveness of your own legacy models. By adopting cognitive technologies like NLP, you can be at the forefront of technological advancements that make you a market leader.

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A STUDY ON COMPARISON OF AVAILABLE PAYMENT SYSTEMS WITH UPI IN INDIA

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ABSTRACT:

India is understood for large population and it stands ordinal within the world once China Since the technology has upgraded apace all the 3 generations began to use technology in their lifestyle significantly once the ending there's growth in digital payments in India. The Republic of India had initiative known as Digital India for the transparency and fast services for the individuals in Republic of India. Because of Digital India initiative there's tremendous growth in use of mobile phones and web that directly facilitate raised growth in digital payments. The utilization of digital payments offers a lot of transparency in cash transactions this improves the economy of India. In previous couple of years because of the digital payment platform by NPCI several payment platforms like UPI, BHIM, USSD & AEPS there's positive changes in digital payments. The target of this analysis paper is to review the comparison of UPI and alternative payment platforms on digital payment system. This analysis paper focuses on the utilization of UPI or alternative means that of transactions by users. This paper is solely abstract in nature; data is collected through varied secondary sources.

Keywords: Digital India, UPI, Monetary Transaction.

INTRODUCTION:

The Indian payment system has altered as a result of technological advancement. After November 8, 2016, the post-Demonetization period played a significant influence in the expansion of digital payments in India. Also, as part of government reforms, Prime Minister Mr. NarendraModi has heavily promoted cashless transactions. Calculations based on information from the Reserve Bank of India and the National Payments Corporation of India show that for the first half of current fiscal year, there were around 11.8 billion digital transactions.

The market for digital payments has been significantly impacted by the smart phone, which has become an important part of people's online personal, professional, and financial lives. The ecosystem of smart phones made it relatively simple to integrate different applications and technologies into modern life. The adoption of one touch payment is influenced by the simple accessibility of internet connections, one touch access, and safe financial transactions. Hence, the Government of India created one key product, the "UPI," in order to maximise this value of smartphones and technology and to create a platform for cashless and transparent financial transactions (Unified Payment Interface).

Based on the IMPS technology, NPCI developed the straightforward payment instrument known as UPI. UPI functions as an email ID for money and can be used on a smart phone. It makes it possible to use a virtual payment address (VPA; a VPA is an ID that a user creates by connecting their accounts to a bank's mobile application) as a payment identifier for sending and receiving money with only one click.

REVIEW OF LITERATURE:

Singh (2017) came to the conclusion that there was a big gap between consumer education and the uptake of digital payments. Consumers' attitudes towards digital payments had a favourable and significant impact on whether they adopted them.

The authors of "Drivers of Digital Wallet Usage: Implications For Leveraging Digital Marketing" are Kunal Taheam, Rahul Sharma, and Saurabh Goswami (2016). The results of that study focused on a number of factors that encouraged people to make transactions using electronic wallets. People have been seen using advanced wallets in Punjab due to the desire for controllability and security, social influences and usefulness, and the need for execution enhancement.

Neha Kalra and Roopali Batra (2016) Are digital wallets a new form of money? Her research informs us that in this era of digitization, the investigation wants to consider client recognition, usage design inclinations, and satisfaction level with regard to modern wallets based on a survey of 52 respondents. It also acknowledges the obstacles and challenges associated with choosing the same. The findings show that there is a sizable untapped market for electronic wallets in terms of both increasing mindfulness and also its use.

According to Dr. Stitch ShewtaRathore's 2016 study, "Appropriation of Cashless Transactions by Consumers," electronic wallets are quickly becoming a common way to make payments online. Consumers are adopting advanced wallets at an almost unbelievable rate, largely due to ease and convenience.

According to Rouibah (2015), the main barriers to making payments were insufficient security, a lack of trust, a fear of failing, expensive fees, and a lack of familiarity. Moreover, the availability of banking services, privacy protections, and high-quality services was influencing the use of e-payments.

OBJECTIVE:
- To study the awareness of UPI system in customers of India.
- To study the adoption of UPI system in customers of India.

RESEARCH METHODOLOGY:

Data Collection- Secondary data gathered from websites, government reports, etc.

UPI INVOLVES THE FOLLOWING APPLICATIONS:

E Banking Includes:

- Web Banking
- Cheque Truncation Payment System
- Electronic Funds Transfer System
- Investment Through web Banking
- Automated teller machine Machines
- Debit Cards n Credit Cards
- Querying the Account Balance
- Bill Payment Service
- Applying for/Claiming Insurance
- sensible Cards
- Mobile Banking

Mobile Banking:

It is progressively used as delivery channel for promoting banking services. In mobile banking the short messages can be sent to the shoppers for the transactions created with the banker and conjointly the client is allowed to form enquiries relating to his account by causing Short Messages services.

Mobile banking could be a service which is able to enable doing banking transactions on itinerant while not creating a decision or just using the SMS facility.

The following square measure the advantages of Mobile banking:

- Balance enquiry of all accounts that is connected to Customer positive identification.
- Requesting for a Cheque book
- Requesting a account
- Cheque standing enquiry
- Mounted deposit enquiry
- A facilitate menu, which provides the dealings codes for the various transactions.

Mobile banking can keep India competitive in rural area; it helps in increasing deposits, decrease price to service and increases margins. If mobile banking is enforced properly it would be safer then web banking.

Internet Banking:

Internet banking could be a platform for electronic delivery of banking services to the shoppers. Web reduces the value of handling and budget items of the banker and also the customers. this is often additional price effective and additional economical only by adoption of wireless technology. The services that are provided over internet banking square measure account enquiry, balance enquiry, remittal of funds, settlement of accounts, issue of cheque books, etc. So, I being a branch manager would initialize web banking therefore on improve the potency of the bank. Web banking has the subsequent benefits:

- Improve client Access
- Facilitate the giving of additional services
- Increase client Loyalty
- Attract new customers
- Offer services offered by competitors
- Cut back client attrition.

Internet banking facilities offers several options and capabilities; however conjointly has some that square measure application specific.The common options fall broadly speaking into many categories:

A bank client will perform non-transactional tasks through on-line banking, together with:

- Viewing account balances
- Viewing recent transactions
- Downloading bank statements, as an example in PDF format
- Viewing pictures of paid cheques
- Ordering cheque books
- Transfer periodic account
- Downloading applications for M-banking, E-banking etc.
- Bank customers will interact banking tasks through on-line

Banking, together with:

- Funds transfers between the customer's connected accounts
- Paying third parties, together with bill payments
- Investment purchase or sale

Cheque Truncation System:

It is that the method of stopping the physical movement of cheques. As per the amended Negotiable Instruments Act 1881, in cheque truncation, the movement of the physical instrument is stopped and replaced by electronic pictures and associated MICR line of the cheque.

Real Time Gross Settlement System:

- Associate inter-bank fund transfer system (settlement)
- Sinking funds on a dealings by dealings basis (gross)
- As and once the transactions square measure triggered (real time)
- Reassuring definiteness of settlement (irrevocable funds transfer)
- Primarily line of work to giant worth funds transfer between banks

National Electronic Funds Transfer System:

National Electronic Funds Transfer (NEFT) could be a nationwide payment system facilitating matched funds transfer. Under this theme, people, corporations and corporates will electronically transfer funds from any bank branch to any individual, firm or company having associate account with any other bank branch within the country taking part within the Scheme. People, corporations or corporates maintaining accounts with a bank branch will transfer funds exploitation NEFT.

Even such people don't have a checking account (walk-in customers) may also deposit money at the NEFT enabled branches with directions to transfer funds exploitation of NEFT. However, such money remittances are restricted to a maximum of Rs. 50,000/- per dealings. Such customers have to furnish full details together with complete address, telephone variety, etc. NEFT, thus, facilitates originators or remitters to initiate funds transfer transactions even while not having a checking account.

Unified Payments Interface (UPI):

Unified Payments Interface (UPI) may be a system that powers multiple bank accounts into one mobile application (of any collaborating bank), merging many banking options, seamless fund routing & bourgeois payments into one hood. It additionally caters to the "Peer to Peer" collect request which may be scheduled and paid as per demand and convenience.

With the on top of context in mind, NPCI conducted a pilot launch with twenty one member banks. The pilot launch was on eleventh April 2016 by Dr. Raghuram G Rajan, Governor, and tally at urban center. Banks have began to transfer their UPI enabled Apps on Google Play store from twenty fifth August, 2016 onwards. (UPI, India)

How is it Unique?

- Immediate cash transfer through mobile device around the clock 24*7 and twelve months.
- Single mobile application for accessing totally different bank accounts.
- Single Click a pair of issue Authentication – Aligned with the regulative tips, nonetheless provides for a awfully sturdy feature of seamless single click payments.
- Virtual address of the client for Pull & Push provides for progressive security with the client not needed to enter the small print like Card no, Account number; IFSC etc.

- Merchant Payment with Single Application or In-App Payments.
- Utility Bill Payments, Over the Counter Payments, QR Code (Scan and Pay) primarily based payments.
- Donations, Collections, Disbursements ascendible.
- Raising criticism from Mobile App directly.
- Participants in UPI
- Payer PSP
- Payee PSP
- Remitter Bank
- Beneficiary Bank

USSD:

"The innovative payment service *99# works on Unstructured Supplementary Service Data (USSD) channel. This service allows mobile banking transactions using basic feature mobile phone, there is no need to have mobile internet data facility for using USSD based mobile banking. It is envisioned to provide financial deepening and inclusion of under banked society in the mainstream banking services".

"*99# service has been launched to take the banking services to every common man across the country. Banking customers can avail this service by dialling *99#, a "Common number across all Telecom Service Providers (TSPs)" on their mobile phone and transact through an interactive menu displayed on the mobile screen. Key services offered under *99# service include, interbank account to account fund transfer, balance enquiry, mini statement besides host of other services. *99# service is currently offered by 51 leading banks & all GSM service providers and can be accessed in 12 different languages including Hindi & English as on 30.11.2016 (Source: NPCI). *99# service is a unique interoperable direct to consumer service that brings together the diverse ecosystem partners such as Banks & TSPs (Telecom Service Providers)".

AEPS:

AEPS is a bank led model which allows online interoperable financial transaction at PoS (Point of Sale / Micro ATM) through the Business Correspondent (BC)/Bank Mitra of any bank using the Aadhaar authentication.

DATA COLLECTION AND ANALYSIS:

Sl. No.	Application Name	Customer Initiated Transactions		B2C Transactions		B2B Transactions		On-US Transactions		Total	
		Volume (Mn)	Value (Cr)	Volume (Mn)	Value (Cr)	Volume (Mn)	Value (Cr)	Volume (Mn)	Value (Cr)	Volume (Mn)	Value (Cr)
1	Airtel Payments Bank Apps	5.80	1,199.46	-	-	-	-	1.77	1,010.71	7.58	2,210.17
2	Allahabad Bank App	0.02	6.28	-	-	-	-	-	-	0.02	6.28
3	Amazon Pay	63.49	6,044.47	-	-	-	-	-	-	63.49	6,044.47
4	AU Small Finance Bank App	0.25	89.36	-	-	-	-	-	-	0.25	89.36
5	Axis Bank Apps	6.90	1,366.34	47.88	38.91	0.00	0.00	-	-	54.78	1,405.26
6	Bajaj Finserv	0.33	19.32	-	-	-	-	-	-	0.33	19.32
7	Bank of Baroda Apps	0.67	330.69	-	-	0.00	0.00	-	-	0.67	330.69
8	Bank of India App	0.05	21.28	-	-	-	-	-	-	0.05	21.28
9	Bank of Maharashtra App	0.05	12.49	-	-	-	-	-	-	0.05	12.49
10	BHIM	23.25	7,891.86	-	-	-	-	-	-	23.25	7,891.86
11	Canara Bank App	0.26	95.78	-	-	-	-	-	-	0.26	95.78

Continued…

UPI Apps (March'23)											
Sl. No.	**Application Name**	**Customer Initiated Transactions**		**B2C Transactions**		**B2B Transactions**		**On-US Transactions**		**Total**	
		Volume (Mn)	**Value (Cr)**	**Volume (Mn)**	**Value (Cr)**	**Volume (Mn)**	**Value (Cr)**	**Volume (Mn)**	**Value (Cr)**	**Volume (Mn)**	**Value (Cr)**
12	Central Bank of India App	0.12	45.26	-	-	-	-	-	-	0.12	45.26
13	Citi Bank App	0.08	69.22	-	-	-	-	-	-	0.08	69.22
14	City Union Bank App	0.02	5.49	-	-	-	-	-	-	0.02	5.49
15	Cointab	1.73	280.57	-	-	-	-	-	-	1.73	280.57
16	Cred	10.08	13,364.09	-	-	-	-	-	-	10.08	13,364.09
17	DBS Digibank App	0.46	173.63	-	-	-	-	-	-	0.46	173.63
18	Dena Bank App	0.02	23.93	-	-	-	-	-	-	0.02	23.93
19	Deutsche Bank App	0.87	70.43	-	-	-	-	-	-	0.87	70.43
20	Dhanlaxmi Bank App	0.01	2.83	-	-	-	-	-	-	0.01	2.83
21	Federal Bank App	0.55	108.21	-	-	0.00	0.00	-	-	0.55	108.21
22	Fino Payments bank App	0.03	3.25	-	-	-	-	-	-	0.03	3.25
23	Finshell Pay	0.06	3.80	-	-	-	-	-	-	0.06	3.80
24	Google Pay	1,524.09	291,273.46	-	-	-	-	-	-	1,524.09	291,273.46
25	HDFC Bank Apps	4.59	1,370.03	-	-	-	-	-	-	4.59	1,370.03
26	HSBC Bank App	0.08	52.94	0.00	0.04	-	-	-	-	0.08	52.97
27	ICICI Bank Apps	27.39	8,537.11	3.27	190.34	-	-	-	-	30.66	8,727.44
28	IDBI Bank App	0.02	14.60	-	-	-	-	-	-	0.02	14.60
29	IDFC Bank App	1.21	321.93	-	-	0.00	0.00	-	-	1.21	321.93
30	India Post Payments Bank App	2.21	268.90	-	-	-	-	-	-	2.21	268.90
31	Indian Bank App	0.11	42.07	-	-	-	-	-	-	0.11	42.07
32	IndusInd Bank App	0.77	1,358.24	-	-	-	-	-	-	0.77	1,358.24
33	Jammu and Kashmir Bank App	0.01	3.43	-	-	-	-	-	-	0.01	3.43
34	Janta Sahakari Bank App	0.01	4.33	-	-	-	-	-	-	0.01	4.33
35	Jio Payments Bank App	1.97	111.85	-	-	-	-	-	-	1.97	111.85
36	Jupiter Money	1.13	140.79	-	-	-	-	-	-	1.13	140.79
37	Karnataka Bank App	0.25	31.35	-	-	-	-	-	-	0.25	31.35
38	Karur Vysya Bank App	0.04	17.17	-	-	-	-	-	-	0.04	17.17
39	Kotak Mahindra Bank Apps	6.91	1,383.30	-	-	-	-	-	-	6.91	1,383.30
40	MakeMy Trip	0.08	33.03	-	-	-	-	-	-	0.08	33.03
41	MI Pay	0.25	38.46	-	-	-	-	-	-	0.25	38.46
42	Mobikwik	3.78	755.89	-	-	-	-	-	-	3.78	755.89
43	NSDL Payments Bank App	0.02	1.77	-	-	-	-	-	-	0.02	1.77
44	Paytm Payments Bank App	613.77	72,204.32	8.48	18.96	-	-	84.52	14,075.94	706.77	86,299.22
45	PhonePe	2,120.20	407,640.11	-	-	-	-	-	-	2,120.20	407,640.11
46	Punjab National Bank App	0.08	43.49	-	-	-	-	-	-	0.08	43.49
47	Punjab Sindh Bank Apps	0.01	2.66	-	-	-	-	-	-	0.01	2.66
48	RBL Bank App	0.51	107.25	-	-	0.00	0.00	-	-	0.51	107.25
49	Samsung Pay	3.14	421.97	-	-	-	-	-	-	3.14	421.97
50	South Indian Bank App	0.12	38.69	-	-	-	-	-	-	0.12	38.69
51	Standard Chartered Bank App	0.12	64.70	-	-	-	-	-	-	0.12	64.70
52	State Bank of India Apps	3.38	1,863.42	-	-	0.00	0.00	-	-	3.38	1,863.42
53	UCO Bank App	0.16	35.05	-	-	-	-	-	-	0.16	35.05
54	Ultracash	1.51	158.70	-	-	-	-	-	-	1.51	158.70
55	Union Bank Apps	0.35	166.72	-	-	-	-	-	-	0.35	166.72
56	Utkarsh Small Finance Bank	0.01	2.42	-	-	-	-	-	-	0.01	2.42
57	WhatsApp	2.24	207.09	-	-	-	-	-	-	2.24	207.09
58	Yes Bank Apps	31.99	6,551.55	0.19	0.06	-	-	-	-	32.17	6,551.61
59	YuvaPay	0.05	89.70	-	-	-	-	-	-	0.05	89.70
60	Others	0.02	8.15	-	-	-	-	-	-	0.02	8.15

Table 75.1: UPI Apps of India
Source: NPCI Data for March 2023

App volume in table is basis the Payer App logic, i.e the financial transaction is attributed to the PSP in UPI on the Payer's side.

- All B2C (Business to Customer) & B2B (Business to Business) transactions is attributed to respective PSP.
- From January 2021 onwards, 'On-us Transactions' in UPI that are not processed and settled through the UPI Central System is shown under 'On-us Transactions' column.
- Apps which have volume less than 10,000 is included under 'Other Apps'.
- BHIM Volume is inclusive of *99# volume.
- WhatsApp*: Maximum registered user base of forty (40) million in UPI

FINDINGS:

- E Payment system have been possible when all the stakeholders like Reserve bank of India, Government of India, National Clearing Cell, Customers, IDRBT and NPCI have together taken various initiatives to make Indian banking robust technology and risk management.(JP Shah, 2015)
- All electronic payment choices in India are square measure growing there is sensible support from all the participants.
- Adoption of electronic payments brings regarding all around benefit to all or any participants and also the economy itself. It brings cash into the industry.
- Innovation, convenience, cost, awareness, legal supports are the factors that may accelerate the improved usage of electronic payments especially in UPI Payments systems.
- Anticipating client wants and be prepared a lot of important these days instead of simply understanding the needs Our payment system vision ought to be where ever a Physical Cheque will get processed.
- Electronic funds transfer ought to additionally reach we've got the chance to supply the Best within the nation.
- UPI are treated as best means of transactions compared to any other means like AEPS, USSD or Online Banking.
- UPI is Network based where AEPS and USSD wont require any means of Internet Connectivity .
- UPI usage is easy way of Financial Transactions as per Users(NPCI Report -2021)

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AN ANALYSIS OF TRAINING AND DEVELOPMENT'S EFFECTS ON WORKERS' PERFORMANCE DURING THE COVID-19 PANDEMIC

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ABSTRACT:

The majority of businesses have experienced negative results as a result of insufficient employee training and growth. This is why a review of coffee works staff members' actions during the COVID-19 outbreak was carried out. 30 participants were chosen at random from coffee work's 100-person workforce for the research. In accordance with the findings of the study, coffee works was able to maintain its competitive edge, raise workers satisfaction levels, and lower staff turnover by creating a successful training and development plan. New hires received the training and development necessary to perform their jobs more effectively, increasing output and improving succession planning for the organization. Before it can be effectively carried out, a training and development plan must be created for coffee works. The study's conclusions show a correlation between workers success and training and development that is favourable.

Keywords: Workers, Training and Development, Covid-19, Pandemic.

INTRODUCTION:

Training is becoming more crucial for preparing workers for new or existing jobs in nations all over the globe. The talent level of their workers is seen as the primary concern for development by many employers around the globe. Individuals, employers, and governments are all concerned with training and development tasks. Strong competitiveness, efficient economic operation, the competitiveness and prosperity of the country, and the general welfare of society all depend on a skilled and educated labour force. An individual can continue to contribute positively by performing well with the aid of training and development. (Armstrong, 2001).

Work schedules were thrown off by the abrupt onset of the COVID-19 global health crisis in businesses all over the globe. Employee learning and development has been one of the job areas most impacted. It is now impossible to offer on-site, classroom-based skill training due to the mandate to have workers work from home. Sampliner ran a survey to learn more about how the pandemic is affecting workers training programs in order to understand the effects of this sudden end to in-person training. Sampliner posed a series of inquiries to experts in the fields of learning and development and human resources from all over the world regarding concerns regarding present and upcoming workers training programs in light of the epidemic.

In order to meet the quickly shifting demands of the labour market, skill development and lifelong learning systems were already having increasing difficulties before the COVID-19 pandemic. There is an urgent need for high-quality training to support a strong economic recovery because the pandemic has significantly increased the need for learning new skills, reskilling, and upskilling in order to adapt to the new situation. This has accelerated changes in skill demand and increased the likelihood of structural upheavals in labour markets throughout the world. To increase societies' adaptability and resilience in the face of upcoming challenges brought on by pandemics and crises, governments must guarantee the continuity of occupational training and development and boost the efficacy of skill development. (Abbas, Z. 2014).

RESEARCH OBJECTIVES:

- To research Coorg coffee workshop's training and development efforts during the COVID-19 epidemic.
- To identify the elements influencing coffee workshop's training and growth during the COVID19 pandemic.
- To examine the connection between coffee workshop employee performance and training and growth.
- To make suggestions for coffee workshop training and development programs to improve employee efficiency.

SCOPE OF THIS STUDY:

The effect of training and development initiatives on Coorg coffee works workers during the COVID-19 Pandemic was the main topic of this study. The study was carried out between January 2023 and March 2023 to examine how training and development initiatives affected Coorg coffee works workers' general performance in the HR division. The goal of this research is to identify the initiatives and training methods employed to support and enhance workers performance, increase their level of functional proficiency, and help them land a job. The trained workforce of Coorg coffee works is the subject of this research. A few employee surveys will also be conducted, in addition to an interview with the business director or another key figure. All research findings and recommendations will be made public at the end, which will be advantageous to all parties, the company, its employees, and other stakeholders.

LIMITATION OF THE STUDY:

The study environment is constrained to Coorg coffee works as a result of the COVID-19 epidemic, and the sample number could not be increased due to the limited reachability. The effect of training and development on workers success will be the subject of the study. The surveys will be sent to a sizable number of respondents, but only a small proportion of those will reply due to respondents' lack of interest or time. Some responses are also dishonest and grounded in reality. The results of the research will suffer as a result of this. Additionally, since it might not be possible to obtain the necessary knowledge and information clearly and concisely, resources, such as relevant books and papers, may not be easily accessible, and time may be extremely constrained to complete these tasks.

RESEARCH METHODOLOGY:

Research Design:

A study design is a framework for the various methods and procedures that make up a researcher's tools. Various research techniques can be applied when conducting an investigation. In addition to combining the two, qualitative and quantitative study techniques are used together. Utilizing the advantages of both qualitative and quantitative research, mixed-method studies can yield more information than either category could on its own. Together, they provide a more thorough understanding of study challenges. A quantitative method was used to study the impact of training and development on employee performance in Coorg coffee works during the COVID-19 pandemic. which involved selecting participants from among workers, trainees, and managers, and giving them a questionnaire. Four parts make up the questionnaire: general information, factors affecting training effectiveness, overall performance, training effectiveness, or results, and respondent remarks. Self-reports from trainees are used to evaluate training effectiveness and outcomes.

Data Collection Methods:

Data is a general term for organised knowledge of any kind. It's crucial to keep in mind that data collection entails gathering, measuring, analysing, and interpreting pertinent data from a variety of sources in order to find the answers needed for the research (Simplilearn, 2021). Data are crucial to our research, which emphasises the importance of gathering them. For informed decisions, to guarantee quality, and to keep the integrity of the research, accurate data collection is necessary. The researcher chooses the data types, data sources, and methods used during data collection. There are numerous methods for collecting statistics. There are two methods for collecting statistics.

Primary Source:

These are the researchers' own, first-hand findings, according to the primary source. This is the first stage of information gathering before any additional or connected research. Findings from primary data are almost always trustworthy if the scholar gathered the information themselves. On the other hand, conducting study on-site might be costly and time-consuming.

Secondary Source:

Information from a secondary source is data that has already been collected and statistically analysed by another entity. These data consist of information given by the researcher or information the researcher requested. It is a type of second-hand knowledge. Although secondary information is more readily available and less expensive than main information, its reliability has been questioned. The vast majority of secondary data is of a quantitative type.

The COVID-19 pandemic prevented the researcher from conducting the interview, so the questionnaire asked both open-ended and closed-ended questions of the workers of the chosen coffee works and human resource department. The questions on the test were thoughtfully written to avoid confusion and misinterpretation. Targeted employees included the training chief and the heads of all departments.

DATA ANALYSIS:

Data analysis is a process that demonstrates data that is closely related to the core ideas of research using both logical and statistical tools. As a result, the researcher will examine the data in this chapter and then interpret it to make it more comprehensible. The majority of the questionnaire's data analysis results will be displayed. Tables, will be used to present them, which will make it easier for the viewer to understand. Because of this, the information will be understandable to others, enabling them to gain something from it and address some of the issues with the effect of training and development on worker performance in Coorg coffee workshop during the COVID-19 epidemic.

Question 1:

All employees have access to the organisation's training and growth programmes	Frequency	Percent
Strongly Agree	12	40%
Agree	10	33.33%
Neutral	5	16.66%
Strongly Disagree	2	6.66%
Disagree	1	3.33%
Total	**30**	**100%**

Table 76.1: Question 1

According to the aforementioned table, the majority of respondents—33.33% agree and 40% firmly agree—agree that their employer offers them training and development opportunities. While 1% of respondents disagree, it is evident to us from the questionnaire that coffee works is very interested in the training and development of its workers because most employees participate in training.

Question 2:

Are you satisfied with the present method of selection of candidates for training?	Frequency	Percent
Strongly Agree	10	33.33%
Agree	16	53.33%
Neutral	1	3.33%
Strongly Disagree	2	6.66%
Disagree	1	3.33%
Total	**30**	**100%**

Table 76.2: Question 2

Employee happiness with the method used to choose employees for training received the following responses: 53.33% agreed that the method used to choose employees was effective, while 3.33% disagreed. Coffee works has a particular method for choosing which employees to train based on how much training is required to improve the employee's capacity to produce high-quality work.

Question 3:

The Covid19 pandemic affected the training and development employees in the organization.	Frequency	Percent
Strongly Agree	14	46.66
Agree	10	33.33
Neutral	3	10
Strongly Disagree	2	6.66
Disagree	1	3.33
Total	**30**	**100%**

Table 76.3: Question 3

The majority of responses, as anticipated, concur that the COVID-19 pandemic has significantly and noticeably impacted employee training and development processes. The approval rate for this statement was 46.66%, 33.33% firmly agreed, and only 3.33% disagreed. The majority of training and development centres were shut down during the COVID-19 pandemic as a result of the government's approval of their total closure out of concern for the virus's spread. This had an adverse impact on coffee workshop because it halted training operations, which had a significant negative impact on employee performance and the calibre of the work.

Question 4:

The Covid19 pandemic has affected employee performance	Frequency	Percent
Strongly Agree	14	46.66
Agree	11	36.66
Neutral	2	6.66
Strongly Disagree	2	6.66
Disagree	1	3.33
Total	**30**	**100%**

Table 76.4: Question 4

Due to the restrictions of the closure and the suspension of most work during the pandemic, the majority of the work was shifted to domestic work, and the work period was greatly reduced, to almost only two hours per day. 9 % of workers think that job performance has not been greatly impacted by the COVID-19 pandemic as a result of work interruptions. 82% of respondents believe that job performance is impacted.

SUMMARY OF FINDINGS:

This research evaluates the impact of training and development on the performance of Coorg coffee works personnel during the COVID-19 epidemic as the data in this research was collected through primary sources by distributing a questionnaire to 100 employees. Respondents were obtained for 30coffee workshopsworkers. Also, secondary sources such as books, articles, previous literature reviews, and websites were used, and the E-library was also used. The results of the survey showed that workers development and training are critical to enhancing workers performance and increasing productivity. Training has been shown to help both the individual and the organization in terms of enhanced production and profitability through improving workers knowledge, skills, abilities, competencies, and behaviour. Since training is a means of addressing skill deficits and performance issues at work, improving workers performance is also regarded as a goal of training. As a result of getting top-notch training on the job, employees' talents grow. Workers efficiency and productivity will increase as a result of this training, as well as their attitude, knowledge, and skills, which will better prepare them for their upcoming responsibilities. The survey results highlight the importance of Coorg coffee workshop's training and development initiatives, which have improved worker performance, skills, knowledge, productivity, and belief in their capacity to add to the achievement of the organisation's goals.

The evaluation of these programmes is viewed as a crucial stage in determining whether or not they have an impact on the employees and the company. Training and development programmes are seen as a high priority in the business. The majority of survey findings are supportive of the organisation's training and development strategies, but Coorg coffee work's internal training strategies are as follows for enhancing employee performance: In order to boost total productivity, employers should regularly train their staff and make sure they stay present in the office. It is important to plan internal seminars and keep an eye on the e-learning platform.

The poll results also showed how the COVID-19 pandemic affected learning and growth. The COVID-19 epidemic has made it very difficult for Coorg coffee works employees, trainees, and interns to learn new skills and improve their current ones. Coffee works increased online education to mitigate this effect. But providing training online was extremely challenging for them. The most common ones included the absence of specialised training programmes and resources, the difficulty of providing practical training online, and infrastructure issues like poor computer access and inadequate internet connectivity that decreased users' digital literacy. This is the most challenging part of online instruction for interns and apprentices.

CONCLUSION:

In order to determine the impact of training and development on Coorg coffee works overall performance during the COVID-19 pandemic, workers performance at that business was examined. Training and development play a significant role in coffee work's success. According to the research, training and development improve employee performance. It helped coffee works maintain its competitive advantage while boosting morale and lowering turnover among its workforce. Furthermore, providing new hires the knowledge and instruction they required to perform their jobs more successfully directly contributed to increased productivity. Staff members

had the chance to point out places for improvement as well. Additionally, through training and development, effective succession planning that complemented corporate goals was made possible.

It has been demonstrated that training and development for employees' success work well together. This training may be beneficial for workers who aren't performing to their best potential in any area of their jobs. It has been demonstrated that chances for training and development may have a positive impact on employee performance.The effects of human resources on innovation, new working relationships, and employee competency enhancement demonstrate that human resources management is becoming more important in the management of a business. The significance of human resource management training and development projects and programmes cannot be overstated. A company's success depends on its ability to select the most qualified candidates for open positions, and candidates can only succeed if they have the necessary abilities.

LIMITATIONS:

The limitations are the aspects of the design or the methods that had an impact on how the results of the study were interpreted. Due to these restrictions, we were unable to put the results we had chosen for the study's design to use in practise. Due to the short deadlines, it was essential to work more quickly in order to present the study on time, in excellent condition, and without sacrificing its high calibre. Since demographic studies usually call for a larger sample size to ensure corporate representativeness, the sample size was quite small, making it challenging to make meaningful data links.A sample size of 30 out of 100 samples was collected for the study.

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EFFECTS OF COVID-19 ON INFLATION RATE AND PPP

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ABSTRACT:

Coronavirus disease 2019 (Covid-19) is a contagious pandemic disease caused by a virus, the severe acute respiratory syndrome coronavirus 2 or SARS-COV-2.

The first known case was identified in Wuhan, China in December 2019. This disease quickly spread across the nations, resulting in the Covid-19 pandemic. The first Covid-19 case in India was reported on January 30 2020 in Kerala, the infected patients were 3 Medical students who had just returned from Wuhan, China. As of February 2023, India has reported 44,684,1864 Covid-19 cases, which was globally second only to U.S.A.

Due to huge population, containing the disease from spreading was a mammoth task and The Indian government took a bold step and announced a 21-day nationwide lockdown, later the lockdown was extended to 68 days.

During this period, all the Economical activities and commercial activities were shut down, after the 68-day lockdown period, various state governments further imposed lockdowns to the areas which were experiencing a spike in number of cases. Later on, during the 2nd and 3rd Covid-19 waves, lockdowns and curfews were once again enacted, because of continuous lockdowns and curfews, the productivity of the country in all sectors took a hit, due to which the inflation rate also increased compared to the other years and it was also highest recoded inflation rate since 2014, the prices for basic commodities and day to day necessaries also saw a jump in the prices. Due to which many people struggled to survive each day.

Keywords: *Covid-19, Inflation Rate, Purchasing Power Parity (PPP), Dynamics of Relative Purchasing Power of Parity.*

INTRODUCTION:

On 24th March 2020, the Indian government announced an emergency 21-day nationwide lockdown in order to stop the spread of the Covid-19 pandemic, later the Nationwide lockdown was extended to 68-days, during this period all the commercial, industrial, transport activity along with all the economic activities was shut down. This sudden outburst of Covid-19 caused unprecedented levels of damage to India and other nations in the world. In January 2020, World health organization (WHO) declared Covid-19 as a Global pandemic. India like any low income country was particularly vulnerable during the lockdown period for 2 particular reasons, firstly, the reliance on daily labor and the Informal sector as the majority of the Indians were part of this sector, and secondly, because of the inadequate savings made by this families, this savings were hardly enough to last a week let alone a lockdown lasting 68 days, also India had one of the most severe and harsh lockdown around the world, this was due to India's huge population.

In this paper we show how the prices of basic commodities and day to day necessaries were affected due to inflation because of the Covid-19.

LITERATURE REVIEW:

1. https://www.macrotrends.net/countries/IND/india/inflation-rate-cpi
   This site was used to collect accurate inflation rate of the country over the years, the actual source of this site is World Bank, which is an international financial organization that grants governments loans to complete small or medium scale projects, and they are tasked with monitoring every country's financial services, GDP, PPP, annual inflation rate among other valuable financial resources.

2. https://www.isas.nus.edu.sg/papers/covid-19-lockdown-in-india-impact-on-the-poor-and-the-governments-response/
   This journal was used to study the impact of COVID-19 on the country and how the government of India tackled the problems, it also contains the data of how each sector was affected.

3. https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0264355
   This journal report was studied to find the impact of COVID-19 on perishable goods and commodities and how COVID-19 resulted a hike in prices.

4. https://www.autocarindia.com/industry/the-biggest-car-price-hikes-last-year-424290
   This site was used to gather the prices of automobiles from pre and post COVID-19 Era and to determine the price hikes die to inflation in the industry.

RESEARCH METHODOLOGY:

Secondary Data/Desk Research Methodology: Secondary data is used to get more information about the topic were we have consideredsome articles and research papers.

DATA INTREPRETATION:

Post Covid-19 Inflation Rate:
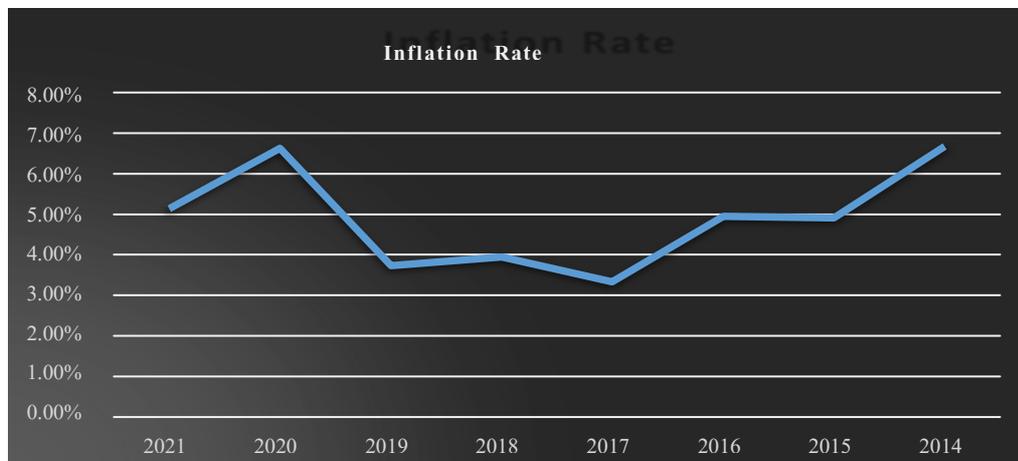
Figure 77.1: The Inflation Rate

Inflation is a rise in prices, which can be decided as the purchasing power over time.

The rate at which purchasing power parity drops can be reflected in the average price increase of a basket of selected goods and services.

Post Covid-19 lockdown, India had an inflation rate of 6.63%, which was the record highest since 2014, due to sudden surge of all the prices and decrease in PPP (Purchasing Power Parity) due to unemployment and still recovering economy, survival became even harder and some prices of products even increased by 15% to 50%.

Even automobiles, such as bikes and cars have seen a price hike of almost up to 6% to 8% due to problems in supply chains and one of the main reasons according to "Ashutosh pandey", MD and CEO of Mahindra "The demand for used cars has certainly increased from pre-pandemic times. The used vehicle market is facing supply constraints due to three factors: customers are holding on to their used vehicles and not selling them as they were doing before the pandemic, exchanges have been impacted due to continued challenges in the new car market, and repossessions have virtually stopped since April due to the ongoing loan moratorium. Due to supply constraints and unpredictable nature of the lockdown, sales were impacted during the first few months," Ashutosh Pandey, MD and CEO, Mahindra First Choice Wheels, told *BusinessLine.*
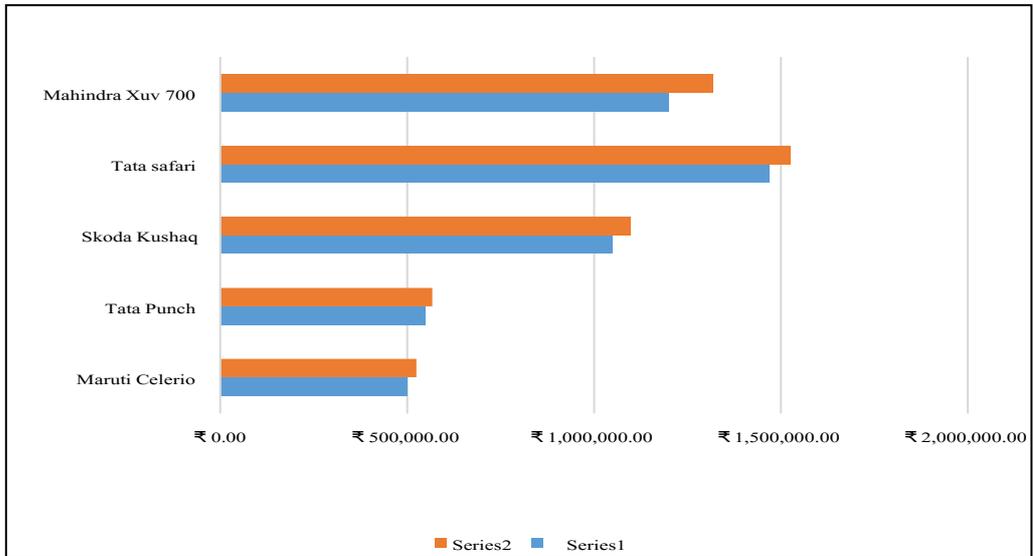
Figure 77.2: The Price Hike in Automobiles
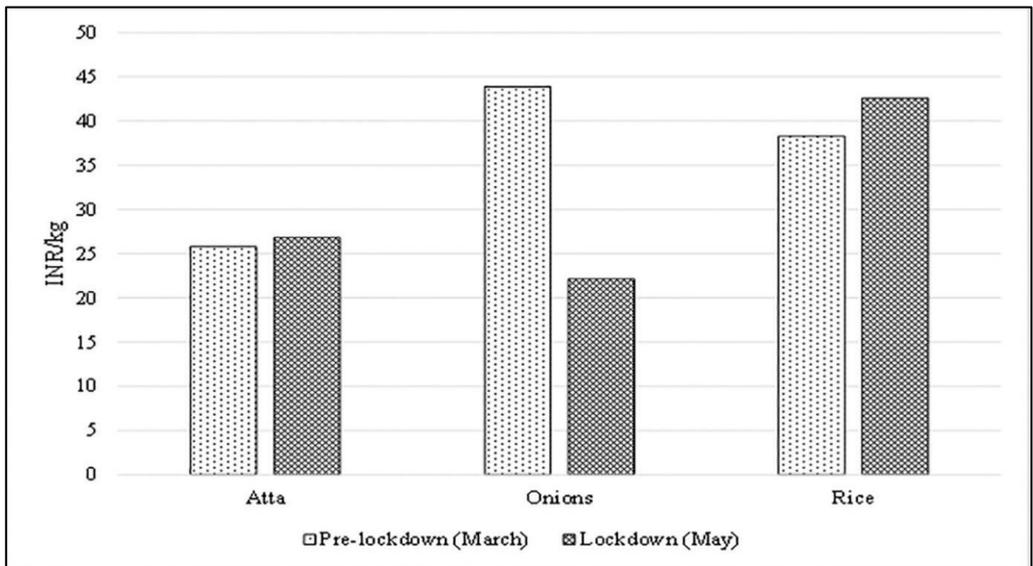
Figure 77.3: The Price Hike on Atta (Wheat), Onions and Rice

The above 2 charts represent the price hike in automobiles and on Atta(Wheat), Onions and Rice, 3 of the most essential requirements for humans, based on this sample it's easy to figure out the effects of inflation on people who live below poverty line, even among middle class many suffered because of job losses and lockdowns.

FINDINGS:

In this paper we find how COVID-19 impacted the lives of people and how the inflation rate took a sudden hike and Purchasing power parity took a sudden decline.

This paper also shows the price hikes in basic needs and wants like food products and automobiles.

INTERPRETATION/ CONCLUSION:

Change in Inflation and change in PPP (Purchasing Power Parity) every year is common thing but due to COVID-19 things too a sudden turn and all the working sectors were shut down including service sectors, manufacturing and production sectors etc. Due to which, once they were restarted, the prices took a went sky-high and due to significant losses in jobs, PPP of the country took a hit and declined, all of the interlinked factors happened at the same time which was started with the COVID-19, it was a domino effect. Recovering from such a catastrophe was always going to be a Mammoth task but still it's achievable, slowly but surely every sector that took a hit is recovering but the rate of inflation around the world and the country doesn't seem like it will decrease any time soon due to the on going war of Ukraine and Russia.

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USING ROBOTS FROM OHBOT TO USE TINY-ML TECHNIQUES FOR FACE RECOGNITION IN SOCIAL ROBOTICS

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ABSTRACT:

The goal of this study is to illustrate how robotic systems could profit from using Tiny-ML family neural networks. For visual processing. The field of social robotics, which is evolving rapidly, allows for the building and development of robots that will accompany people, engage in social interactions, and carry out specialized educational, amusing, and therapeutic duties. The appropriate recognition of humans by robots is one of the core issues with social robotics. The reality that this is when human-robot contact begins presents a serious issue. In addition to being highly efficient, widespread solutions need also sufficient computing power, which social robots frequently lack. The article analyzes a YOLOv4-tiny network to a YOLOv5s solution in terms of processing speed and efficiency. Utilizing neurological sticks, the hypothesized networks were tested on social robots of the OhBot type and with increased capabilities. The statistics collected demonstrate the highest effectiveness of the YOLOv5s either be employing a Raspberry Pi and an accelerator. The research was presented offers a chance to raise awareness of the issue of computational complexity in robotic applications and also has the chance to boost public approval of social robots and their use in daily life.

Keywords: *Face Identification, Miniature, Artificial Neural, Ohbot Robots and Social Robots.*

INTRODUCTION:

One of the disciplines of robotics with the greatest progress is social robotics. Robots from the industrial hall are arriving into normal people's lives by way of companion robots, instructive robots, or treatment support robots [1,2]. Both research institutes and major technology firms are tackling the task of designing, building, and implementing social robots. The necessity for a rise in the use of robots in routine human contact is being driven by and reinforced by the social changes that are occurring [3]. The ageing of the population, which results in a change in the proportion of older people, who are getting older every year, is one of the compelling reasons. Cultures that can offer decent elderly care. Robot companions and recuperation are useful in this situation[4]. The use of educational robots is rising as a consequence of worldwide changes that are causing extensive human migration[5]. As previously said, the key reason for children's educational concerns is the inadequate instruction being given to them in a language other than their mother tongue. Children have more options and receive good education when a unique learning robot is used to speed up linguistic skills. Children who have multiple disabilities and autism also have a possibility to gain considerably from this. According to investigations, the applicability of therapeutic robots increases their performance in circumstances, including significantly to similar counterparts [6]. Nonetheless, there are a few fundamental requirements that must be addressed in order to permit human-robot connection, regardless of the factors that make social robots more popular. This article's major goal is to apply neural networks from the TinyML family to a real robotic system, complete with all of its constraints and limitations. Tiny-ML neural networks have experienced enormous development. The ability to implement virtual networks in microcomputers or other limited systems is their fundamental objective. The given solutions aren't typically tested on the

intended systems, though. This paper's central element and goal was to use networks from the Tiny-ML family as well as combine them into a real robotic system and test their efficiency there. The design of a tiny- ML iteration of the YOLO family of networks was the purpose of this work. Although some networks are commonly used, there aren't a lot of reports of their inclusion into robotic systems in the actual world. The implementation was accomplished using an Intel Neural Stick 2 computational enhancer and a Raspberry Pi minicomputer. Based on the results, that use the optimizer significantly speeds up network performance, even when using tiny-ML networks. This is crucial in systems when many multiple solutions, in contrast to the one originally chosen, are in use. One of the most significant insights derived from the study is that productivity and speed the network can differ substantially from the standalone systems which it was trained of the network when incorporated end-to-end into an operational robotic system.

RELATED WORKS:

Communal Robotic Systems:

Social robots are machines whose goal it is to interact with human beings. Robots must be able to recognize humans in real-time before, during, and after a task in order for this to be feasible. When a robot and a single individual are conversing, the robot should be able to identify the human's face and follow it, even if the human changes location[7]. It is important to separate methods based on various new technologies among those to be used. Social robots distinguish humans using microphones, distance sensors, lasers, cameras, or webcams and lenses. The efficiency of the different technical approaches varies. About with the detecting of visual objects using it's vital to differentiate amongst approaches that utilize different hypotheses among those utilized technological solutions. Social robots identify persons using microphones, distance sensors, lasers, cameras, or webcams and microscopes. The efficiency of the various technical approaches varies. High performance is reported for the recognition of incent using video recordings or photo sequences. The largest issue, per the studies by other researchers, is face recognition under multiple light environments, as well as the hardware and computing limits of social robots in comparison to conventional computers[8]. The restricted strength of social robots may prevent the implementation of traditional methods with great performance. Solutions requiring rapid answers and little computational resources employ the Tiny Machine to avoid this issue from happening.

Miniature ML's and Usage:

A new area in technology concerns tiny algorithms and artificial intelligence solutions. Edge AI is a generic term for these solutions[10]. Its fundamental objective is to provide direct processing on microprocessors, even devices powered by batteries. This marks an important shift in the path of technological progress, presently shifting from cloud computing services to instrument approach. One of the most widely mentioned positives of such a solution is extra security even though data is not received, processed, but then just given back. Nonetheless, it also gives an opportunity to build a variety of solutions with previously untapped functionality. As indicated, doing calculations directly on microprocessors ensures reduced latency, which in the case of creating social drones key issues[11]. This project makes use of TinyML to find situations that enhance the transmission of vector – borne it can operate for many years and is impervious to ailments as a result of constant solar energy.

Similar techniques are being applied in agriculture, where software could help us identify phytopathogens without an internet connection. These and other numerous applications emphasize the numerous uses for TinyML, including social robotics [12,13]. The capability of directly applying machine learning models to robots offers vast opportunities by program improvements and decreasing the necessity for a permanent internet connection.

FRAMEWORK:

An OhBot-style mechanical head, a Microcontroller microprocessor, and a Neural Adhere compose up the system architecture. The system is intended to use TinyML methods for face detection, enabling quick recognition of human beings with whom the robot can interact or participate in discussions. With this approach, the robot may virtually always search its surroundings and only initiate additional robot contact activation algorithms when a face is found. Through the usage of TinyML, a person who enters the field of view of the social robot's camera will be immediately discovered, the robot will activate, and human- robot communication will occur. OhBot social robots were deployed for the research, and the two were linked to the RaspberryPi 4 microcontroller, whose Intel Nano Disk 2 engine powers it.
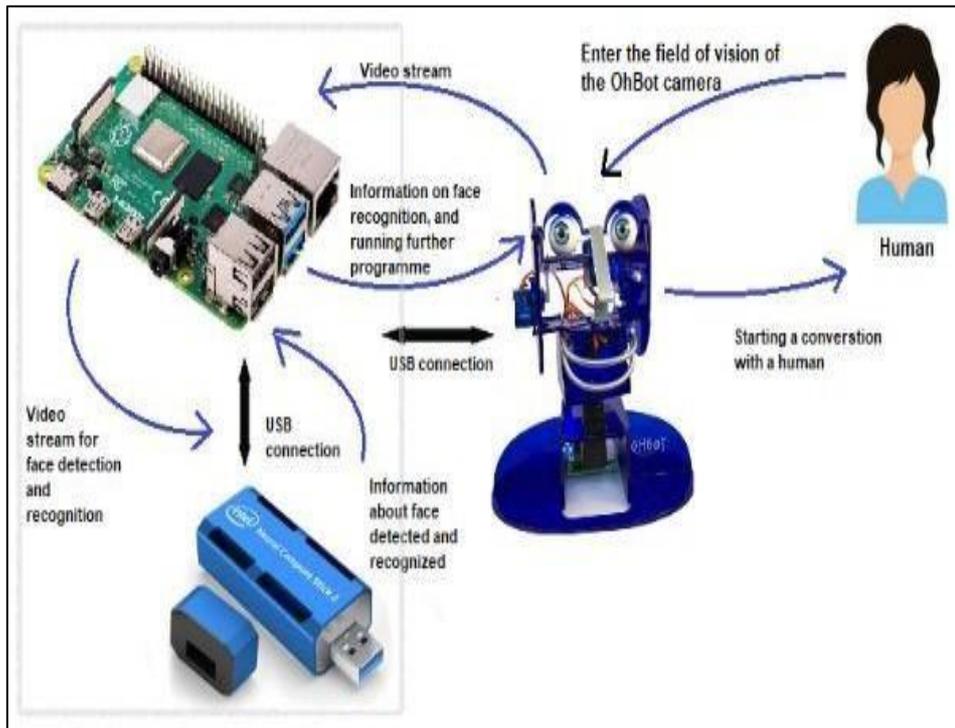
Figure 78.1: Framework Diagram

The sensor field is influence the learning by the robot. The data stream from the robot's camera is relayed to the minicomputer, where the pre-defended researcher examines using a neural network on the Brain Stick, which is meant to locate and recognize faces. The minicomputer's feedback is if a face has been spotted, and when it is, the minicomputer sends a command towards the social robot to start a new set of tasks that will allow the human and the human to connect.

Using Neural Network Models for Image Recognition:

The greater idea of image-based item light sensor faces detection. The solutions that use neural networks are the most frequently deployed. Convolution neural networks (CNNs) are the most popular choice because of their capacity to identify patterns in images [15]. These networks' structural design enables classification and labeling of identified items, which sets the scope of their potential. The most well-known face detection networks include R-CNN, Fast R-CNN, Faster R-CNN, and YOLO[16]. Regrettably, as a tiny-R-CNN version that would facilitate implementation

using microcomputers has not yet become available, it has been determined to use the Swag ones in this study. The Raspberry Pi 4GB employed by the robot system's current architecture does not provide sufficient Memory to handle non-tiny-R- CNN family networks.

Robotics Resemble OhBot:

The scientific advances called as OhBot intelligent machines have living thing features. They are mainly composed of many servos that would let them to move their mouth, eyes, eyelids, and even their entire head. Since the robots can always be fully designed in Python, many TinyML solutions can be used, together with the TensorFlowLite library. The robots can detect tilt or alterations in light and can receive visual, acoustic, and tactile inputs when fully integrated with other special technological equipment.

Neurological Stick:

A solution based on the Intel Neural Compute Stick 2 (Intel NCS2) is integrated along with the minicomputer to optimize and accelerate up the communication between robots and to extend AI inference by accelerating progress[20]. This method is compatible with the operating systems essential to social robot programming and enables analysis and processing based on neural networks or machine learning without the demand for cloud computing.

DEVELOPMENT FOR MICRO NEURAL NETWORK MODELS:

Two machines - learning solutions were selected to be utilized in the analyses. Tiny- YOLO v4 from either the tiny-ML stream is the first recommended network, and YOLO v5s is the second. The neural networks were trained based on identical large datasets, constructed in a comparable way, but then tested using a carried out in the following of such a social robot of the OhBot type, a Pic Microcontroller central processing unit and just a computation accelerate of the Intel Neural Sticks type.

The Design of Neural Network Models:

It was decided to employ and analyze multiple opposite Swag network structures. The first one is a small version of Swag v4, while a second one is a small version of Swag v5. The Swag v4 version is significantly different from the previous editions [22,23]. Backbone based on CSPDarknet53, Neck based on spatial pyramid pooling and Path Aggregation Network, and Head based on Class subnet and Box subnet make the fundamental architecture. Hardly any changes were made to the head since YOLOv3. The little model's activation function developed based on leaky RELs. Other authors, such as Glenn Jocher, advocated YOLO v5. The forms of Swag v5—s, m, l, x, and n— relate to node density and rising efficiency.

Defined as the Task:

The Rob flow Tool was utilized to prepare the datasets. The slight and YOLOv5s systems were then fed also with prepared datasets. Chrome Limiting factors Services were used to implement network training. It offers 13 Memory, 2 Intel Xeon Processor working at 2.2GHz, and an Intel Xeon K80 GPU. Two datasets were used for the training. MS COCO was the second dataset [26]. This large-scale dataset allows for the segmentation, labeling, and classification of items that may be seen in pictures. Common Objects in Context, commonly known as COCO, is a computer whose main goal is to process an image classification.
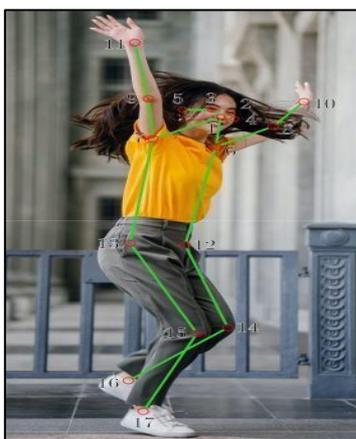
Figure 78.2: Significant Features to Mark Patients in MS COCO

The Existence of 17 Key Points that Allow for the Tagging of Main Things with Values:

Values is essential to the success of the proposed approach and use in social robotics (x,y,z). A given point's coordinates are provided by the x and y values, while its visibility is shown by the v value (visible, invisible). The 17 points are: the nose, the left eye, the right eye, the left ear, the right ear, the left arm, the right arm, the left wrist, the right wrist, the left hip, the right hip, the left knee, the right knee, and the left and right ankles. Figure 78.2 offers an extensive explanation.

Network + Dataset	Precision	Recall	F-measure
Little YOLOv4, MS COCO	0.44 (0.51-0.37)	0.37 (0.31-0.43)	0.42 (0.45-0.39)
Little YOLOv4. Helmet	0.89 (0.81-0.96)	0.77 (0.74-0.80)	0.83 (0.77-0.89)
YOLOv5s, Cassava MS,	0.49 (0.54-0.44)	0.41 (0.44-0.37)	0.45 (0.49-0.41)
Face Shield, YOLOv5s	0.93a (0.88-0.98)	0.81a (0.76-0.86)	0.86a (0.81-0.91)

Table 78.1: The YOLOv5s Network

The null pointer, a Microcontroller minicomputer, was then given the telecommunication as compiled code. The results shown in Table 78.1 suggest that the YOLOv5s network has improved performance for the examined measures. In both samples, our network indicated increased quality.

DEPLOYMENT OF NEUROLOGICAL STICKS USING OHBOT ROBOTIC SYSTEMS:

To use the Company is planning to open solution; the deployment was performed out across two networks. It was decided to evaluate the network speed on a 4-inch Raspberry Pi model B Wireless Dual Band Bluetooth 8GB RAM 1.5GHz computer by using two suggested ways. Simultaneous tests using alongside and without the Intel® Neuroscience Compute Stick 2 (Intel® NCS2) processor were carried out. The final code for OhBot-type robotic faces was tested experimentally on various circumstances based on the findings of the tests that were conducted. The amount of frames per second (FPS), where full set can be seen in Table II, was the most essential factor for the concepts that were practiced.

Network + Dataset	RaspberryPi	Raspberry Pi +Intel Neural Stick 2
YOLOv4-SMALL, MS COCO	4.3 FPS	13.1 FPS
YOLOv4-tiny. Face SEILD	7.1 FPS	24 FPS
YOLOv5s,MS COCO	5.7 FPS	17.1 FPS
YOLOv5s, Face HELMED	8.3 FPS	31.2 FPS

Table 78.2: FPS Model Checked Models' Mean Frame Rate Rates

The outcomes obtained illustrate the YOLOv5s network's efficiency for both datasets. With the Intel Neural Stick 2, or the accelerator, the best results are produced. This means that the Microsoft Neural Stick 2 will be connected to the Raspberry mini - computer and YOLOv5s are going to be utilized for the big tests.

OUTCOMES OF EXPERIMENTAL TESTS:

It was chosen to perform a number of studies allowing the use of the YOLOv5s network allowing the identification of particular categories included in the MS COCO and in the set allowing the detection of surgical masks through order to put the suggested solution into reality.

Seeing an Individual's Picture to Strike off an Argument:

The purpose of this project was to build a feature which will automatically initiate discussion at level 0.7 when a person is identified. Also, the value of 0.7 was decided in accordance with the results shown in Table I. A decisive element in the situation of robots collaborating with humans is accurate classification. High threshold values were established in order to prevent false detection. It should be noted that the network start to detect people at level 0.5, although values lower than 0.7 imply a bigger separation between people and robots. A script that consists of the following stages is activated when a person is detected:

- The level 0.7 recognition of an individual.
- Artificial shoulder's response: Good morning! Would you like to speak about OhBot?
- Waiting to receive a reply.
- When examining the human system is significant, a greater number means that the individual is becoming closer while a lower value suggests that they are retreating off.
- Changing to an automated chat bot script in the event of a satisfactory reply.
- The robotic head replies, "Come closer in order for me to understand you better," if there is no answer or an unclear answer.
- The script is completely disconnected when the robotic stops detecting individuals.

Choosing a Face Mask:

The goal of this project was to put into effect a functionality which would automatically identify whether or not individuals have on masks and whether they are wearing them correctly. Due to the similar constraints that apply to scenario 1, only values above 0.7 are examined. The steps inside the scenario script are as follows:

1. Plan to:
   - Level 0.7 detection of something like an individual with a mask on.
   - Robotic head responding: Good morning and I enjoy you wearing the mask!
   - The machine's reply: Do you want to chat with OhBot?
   - If you get a favorable response, another autonomous voice based script starts over.
   - The script is ended if there is no reaction or a negative outcome.

2. Plan to:
   - Level 0.7 recognition of a woman who wears an improper helmet.
   - The robotic head's respond: Hi, it sounds that you are not putting your face appropriately. Please make the adjustment.
   - Analysis of pictures. Run the first method if a person with a face mask is detected at degree 0.7.
   - Send request in once more if OhBot at level 0.7 finds an inappropriately placed mask (point 2).
   - If no mask is discovered at level 0.7, continue on to the following scheme.

3. Plan to:
- Level 0.7 recognition of a person without such a disguise.
- Robotic head reply: Good morning. I notice you are forgetting your cover. Might you mind don it?
- Rephrase the request if the person's presence of a mask was still found at level 0.7. (Point2).
- The next scheme is launched if a mask that's been worn improperly is identified at level 0.7.

40 sessions are run for the investigation's information and insight. The robot activity that results humans and began to speak with them 36 times. The remainder 25 people had additional discussions with the mechanical neck's chat boot, relative to the 11 individuals who opted not to.

Figure 78.3: Design Plan for Identifying Someone in a Photograph to Begin Speech

120 repetitions operate for the experiment's second situation. 33 people (57%) chosen to carry on speaking in the OhBot after the robot correctly identified them 58 times as sporting a mask. Seven times, the robot misread whether a mask was being worn. Of the 27 occasions the robot found a mask being worn erroneously 17 persons (or 63 percent), fixed the mask. The ten persons did not correct the mask or interact with the robot. a total of six times, the robot failed to find the wrong mask be worn. Four (31% of the time) of the 13 occasions the robot accurately recognized people lacking their mask, individuals put it on and started with their work.
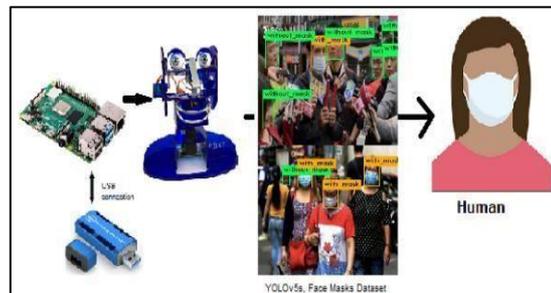
Figure 78.4: The Structure used to Identify Masks on the Face

CONCLUSION AND FUTURE WORK:

The purpose of the project was to assess and employ the person and facial recognition networks that were already in place for social robots like OhBot. We tested a pair of networks and two possible architectures. The network YOLOv5s, whose best outcomes were produced on an architecture combining a minicomputer and a cognitive accelerator, came out to be the one displaying the greatest efficiency and quality of operation. A sociable robot was utilized to integrate this kind of system, and a series of tests were then conducted to test how effectively the approach worked in everyday situations. That just a handful of Raspberry Pi microcomputers were used to assess the performance of the tiny-YOLO network is one of the study's most significant limitations. Performance must be compared to

applications like Google Coral or Nvidia Jetson. The existence of extra processes that could interfere with or disrupt the network is another restriction. In order to assess how much and how these affect the network's speed, extra tests will be conducted side-by-side, without and with the following operations. The proposed solutions are just one of many functions that social robots can perform, but they are particularly significant since they can initiate and carry on a conversation with a human. It is intended to implement social robotics in additional initiatives.

ACKNOWLEDGMENT:

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MOTIVATION AS AN INTERVENING VARIABLE BETWEEN LEADERSHIP AND EMPLOYEE PERFORMANCE -A CONCEPTUAL STUDY

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ABSTRACT:

Human resources are crucial to the success of any company. This is because it hires people, trains them, compensates them, develops policies related to HR, and develops retention strategies for employees. The success of an organization is largely determined by leadership. Motivation is a key factor that can influence employee performance, and it can be influenced by leadership practices.

This paper explores the role of motivation as an intervening variable between leadership and employee performance. Based on previous research, the paper highlights the importance of creating a work environment that fosters employee motivation, including providing autonomy, meaningful work, and positive feedback.

Transformational leadership, which emphasizes inspirational motivation and intellectual stimulation, has been found to be particularly effective in promoting employee motivation and performance. However, the relationship between leadership, motivation, and employee performance is complex and may be influenced by a range of contextual factors.

The paper concludes with recommendations for organizations to invest in leadership development programs, regularly assess employee motivation levels, and intervene if necessary to ensure that employees are engaged and motivated to perform at their best. By understanding the importance of motivation in the workplace, organizations can create a culture of high performance and achieve their goals.Organizations have been witnessing and experiencing dramatic changes in the economic, social, and international markets due to the implementation of economic reforms.

Since 1991 organizations have façade many challenges and as a result, it has tackled cutthroat competition, retention of skilled personnel, multi-cultural situation, global products and services, modern services, and technology. Effective leaders can transform these challenges of change into opportunities by converting them into challenges of change. When leadership and motivation are integrated, any organization can improve its employees' performance. The researcher has attempted to analyze how motivation will act as an intervening variable between leadershipand employee performances.

The study is conceptual, the data were collected by extensive literature review it was found that motivation plays a vital role and it acts as a mediating variable between leadership and employee performance in enhancing their performance. The study found that both motivation and leadership factors had significant positive effects on employee performance. Motivation served as a link between leadership and employee performance.

The research provides significantly valuable awareness for managers to motivate employees to enhance their performance to meet the challenges in the present era.

Keywords: *Motivation, Employee Performance, Performance management, Leadership.*

INTRODUCTION:

Innovation in the business brought many changes and challenges where the employees need proper motivation, guidance, direction, and cooperation to drive innovation and improve their performance to enhance the overall organizational performance. In every organization, motivation plays a vital role it is the force that motivates human behavior. To activate human behavior, many factors are involved, including biological, emotional, social, and cognitive factors. Every individual has a unique motivation that enables them to achieve valuable outcomes such as improved performance, enhanced well-being, personal growth, or a sense of purpose. To change our way of thinking, feeling, and acting, we need motivation. When an employee is motivated he will be able to accomplish the goal and motivation may be monetary or non-monetary it is a psychological phenomenon that converts abilities into performance. Leadership is the ability of an individual to guide the followers and other members of an organization.

An effective leader can enhance employee performance with his unique characteristics such as strong communication, self-possession, creative and innovative rational, determination in the aspect of failure, enthusiasm to take risks, directness to change, motivation, and supervisionskills.Motivation act as a mediating variable in fabricating the relationship between leadership and employee performance which will strongly be ready to lend a hand to an organization to accomplish its goals. In general, leaders are viewed to take control of situations, while managers learn to live with them (Bennis, 1989). Other distinctions include: leaders create vision and strategy while managers implement the outcomes (Kotter, 1990).

Motivation grows out of the attitude an employee undertakes when facing a situation at work. Motivation is a condition that drives self-directed employees to achieve corporate goals (Winandi, 2002: 1; Robbins, 1998: 198).

Employees' performance can be interpreted as an employee's work performance which results in the quality and quantity of work achieved in performing duties following the responsibilities given to him (Gibson et al., 1997). 2004: 79). According to Sutrisno (2010: 150), performance is a record of the results obtained from certain job functions for a certain period. Hasibuan (2008: 105) contends that employees' performance is achieved by executing the tasks assigned to them based on skills, experience, sincerity, and timely. To obtain a more reflective understanding of the relationship between leadership and employee performance researchers deliberate the literature to draw the result and it has been presented in this paper.Leadership plays a crucial role in determining employee performance in organizations.

Motivation has the relationship between leadership and employee performance may be mediated by employee motivation. A leader who is able to inspire and motivate their employees may indirectly improve their performance by increasing their motivation levels.

Effective leadership can inspire, motivate, and guide employees towards achieving their goals, while poor leadership can lead to low morale, disengagement, and poor performance. However, the relationship between leadership and employee performance is not always straightforward. There are many factors that can influence this relationship including employee motivation.Motivation is an important factor that affects employee performance.

Motivated employees tend to be more engaged, productive, and committed to their work, while unmotivated employees are likely to underperform and even quit their jobs. Motivation can be influenced by a variety of factors, including leadership style, organizational culture, and individual factors such as personality and job satisfaction.The relationship between leadership and motivation is complex. Different leadership styles can have different effects on employee motivation. Transformational leadership, which focuses on inspiring and empowering employees, is often associated with higher levels of employee motivation, while autocratic leadership, which relies on strict control and authority, may decrease employee motivation.Understanding the role of

motivation as an intervening variable between leadership and employee performance is important for organizations to improve their overall performance. By focusing on leadership styles that promote motivation, organizations can improve employee performance and achieve their goals more effectively.

OBJECTIVES:

1. To evaluate the relationship between motivation, leadership, and employee performance in a workplace
2. To identify the right motivational factors which motivate the employees
3. To know the effect of mediating variables on leadership and employee performance.

METHODOLOGY:

The study is conceptual; the study is based on secondary data, and has followed a comprehensive literature review.

REVIEW OF LITERATURE:

Leadership is hard work because it means stepping forward and taking the time to motivate each follower on a personal basis, according to the principles of the model of expectancy theory. But if we are unwilling to ex- pend this effort, we are denying those around us the benefits of potential contributions arising from our use of influence to achieve the outcomes of the vision, and in the long run, we are choosing to forego our opportunities to grow. In so doing, we sadly short-change ourselves and all others we work with, by failing to create the future for everyone **(Robert G. Isaac, Wilfred J. Zerbe and Douglas C. Pitt).**

The author tries to say that the study indicates that work motivation had a positive and significant impact on organizational citizenship behavior and the performance of employees on PT. Bank Aceh Syariah Lhokseumawe. Otherwise, organizational citizenship behavior had a positive and significant effect on employees' performance at PT. Bank Aceh Syariah Lhokseumawe. From this research, the effect motivation of this research can be applied, and organizational citizenship behavior had partial mediation to influence work motivation on employees' performance at PT. Bank Aceh Syariah. Research Limitations/Implication – The quality and good performance of human resources owned **(Yulius Dharma Malikussaleh University, Aceh, Indonesia).**

There are at least two major influences that affect how individuals perform in their environment. These influences include me) the type of leadership that exists, and ii) personal motivation. While neither is scientific, there is significant research that identifies some theories and general conclusions about why people perform, how they perform, and why some people display different behaviors that put them in positions of leadership **(Nader, R. (2019) Leadership and motivation (Doctoral Dissertation).**

Leadership has an influence that is significant on employee performance, training has a significant effect on employee performance, human resources competence has a significant effect on employee performance, work motivation has a significant effect on employee performance and leadership has no significant effect on employee performance through work motivation. This means that work motivation does not vary between variables in mediating leadership relationships on employee performance, training has a significant effect on employee performance through work motivation. This means that motivation to work is an intervening variable in mediating training relationships on employee performance, human resource competence has no significant effect on employee performance through work motivation. This means that the competence of human resources does not vary between variables in mediating the relationship of competence of human resources with employee performance **(Mauli Siagian).**

Research Framework:
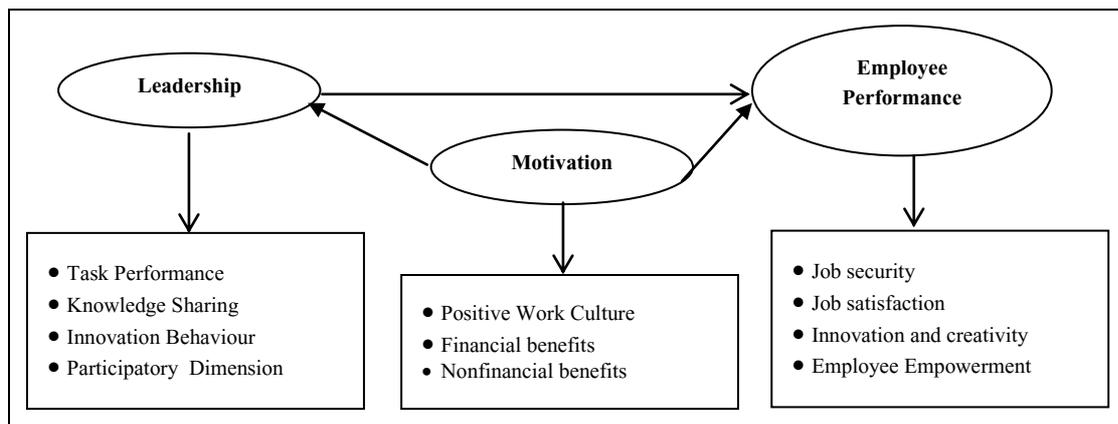
Figure 79.1: Research Framework

LEADERSHIP:

A leader inspires, motivates, and directs others to accomplish the task, and leadership will not directly affect the employee performance .employee task performance can be enhanced by different leadership styles.

There is no leadership without a purpose to play a leadership role trust is a very important aspect to establish and maintain a strong relationship between internal and external stakeholders.

- **Task Performance:** An organization's goals can only be met if leaders are task-oriented. To carry out the tasks of the organization, leaders must educate, advise, guide, and coach the team. Project managers are good examples of task-oriented leaders because they are responsible for overseeing large projects and completing them within the set timeline.

- **Knowledge Sharing:** Leaders must create an environment where employees may freely exchange knowledge and ideas without repercussions. This kind of environment, referred to as a culture of psychological safety, can enhance employee experience and team performance. A leader also shares his knowledge with the team to give exposure to them which will improve work performance.

- **Innovation Behaviour:** Leaders who are innovative and do what is right despite what may be politically correct. At the same time, these leaders were deeply grounded in their knowledge of the technology at the heart of what they did. Their intellectual curiosity can be viewed on a horizontal axis while their knowledge of the technology can be viewed on a vertical axis.

- **Participatory Dimension:** Participatory leaders allow the team to participate in different dimensions everyone works together for the decision-making process, representative participation, direct communication, and addressing company issues, sometimes employing an internal vote to address problems or challenges.

MOTIVATION:

Motivation is one of the driving forces behind human behavior. Social connections are sparked and competition is fuelled. The absence of it can lead to depression. A life worth living is one driven by meaning, purpose, and meaningful existence.

POSITIVE WORK CULTURE:

Positive work culture will create a positive ambiance in an organization when the higher authority treats and supports employees and shows kindness in times of need, not assigning blame, respect, and prioritizing trust, gratitude, and integrity. Positive work culture will improve employee health, reduces turnovers and negative behavioreventually better outcomes.

FINANCIAL BENEFITS:

Employees may expect monetary benefits as a motivational factor to enhance their performance such as pay and allowance, bonus, productivity-linked wage incentives, profit-sharing, commission and perquisites.

NONFINANCIAL BENEFITS:

Some employees may attract by non-monetary motivational factors such as promotion, job enrichment, job security, recognition and appreciation, professional development opportunities, flexible work schedules, and employee empowerment to improve their performance.

EMPLOYEE PERFORMANCE:

Employee performance is the result of outcome and it has a direct link to the goal execution of an organization performance is a combination of abilities, efforts, and opportunities hence Management has to focus on the factors which contribute to enhancing employee performance.

JOB SECURITY:

Most of the employees will seek job security while in the stage of job search only and to retain the adept employees the organization has to give need full kinds of stuff to the employees so that organization can expect better performance.

JOB SATISFACTION:

A satisfied employee can perform his job better well job satisfaction will vary from employee to employee in the same workplace and conditions the benefits provided by an organization may not be attractive to every employee. The organization has to provide a multidimensional approach to employee satisfaction.

INNOVATION AND CREATIVITY:

When the employee is motivated with the benefits and the supervision of a leader he will be competent to think innovatively and creatively which will be very imperative to an organization to increase the productivity an employee also can grow professionally.

EMPLOYEE EMPOWERMENT:

Employee empowerment is directly linked to motivation and motivated employees will keep greater trust in the leader. Management has to recognize the employees to empower them by providing an opportunity to grow professionally. Employee empowerment will lead to a personal connection to the work, competency, and self-determination.

LEADERSHIP STYLES:

Leadership styles also play a vital role in influencing the employee performance such as transformational leadership style will allow the employees to give their opinion for decision making. But transactional leadership style fix the target and who will reach the target the leader will reward them and styles also helpful for building the relationship among the leader and employee when the relationship is good it will directly impact on employee performance and increased productivity.

THE RELATIONSHIP BETWEEN LEADERSHIP AND EMPLOYEE PERFORMANCE WITH MOTIVATION AS AN INTERVENING VARIABLE:

According to Yukl (2010), an effective leader must be able to differentiate between employees and the work environment because employee performance depends on whether or not the leadership style is suitable for environmental and situational factors. Effective leadership is leadership that can direct subordinates to perform their duties well, motivate and move subordinates, and have better competencies so that employee performance will increase.

Oluseyi and Hammed (2009) state that leadership is critical at every level of the organization; effective leadership moves individuals and groups to achieve organizational goals. Ivancevich and Konopaske (2012), Juan, Clare, Steve, and Alan (2012) stated that leaders are people who can provide work motives to subordinates in such a way that they want to work sincerely to achieve organizational goals effectively and efficiently.

According to Juan et al. (2012), effective leadership is the most reliable support for improving employee performance. Research by Kelidbari et al. (2016) gave the result that the role of ethical leadership in the performance of employees is indirectly significant.

Newstrom (2014) states that if better performance can increase employee benefits in a fair and balanced manner, then job satisfaction will increase; in other cases, employee satisfaction is the feedback that affects self-image and motivation to improve performance. Gibson, Ivancevich and Konopaske (2011) state that, motivation is the attitude of leaders and employees toward their work situations in the organizational environment.

Grote and Grote (2011), and Gomez-Mejia, Balkin, and Cardy (2012) argued that increasing employee motivation would lead to an increase in the performance of individuals, groups, and organizations. Research by Arshadi (2010) gave results that three psychological needs predicted work motivation and job performance. Hayati and Caniago (2012) showed the relationship between work motivation and job performance. Imam et al. (2015) revealed that there are three variables significantly affecting job performance; those variables are leadership style, corporate culture, and employee motivation. Azin and Reihane (2013) show that job motivation correlated with job performance.

By creating a work environment that fosters employee motivation, leaders can help to improve employee performance. This, in turn, can lead to improved organizational performance and a competitive advantage in the marketplace. Motivated employees are more likely to be engaged in their work, which can lead to improved job satisfaction and reduced turnover rates. Leaders who understand the importance of motivation in the workplace may be more likely to adopt transformational leadership practices, which can have a positive impact on employee motivation and performance. Motivated employees may experience greater levels of job satisfaction, which can lead to improved mental health and well-being.

Organizations that invest in employee motivation may be better equipped to weather challenging times, as motivated employees are more likely to remain committed to the organization and its goals. The relationship between motivation, leadership, and employee performance are significant.

By prioritizing employee motivation and adopting effective leadership practices, organizations can create a culture of high performance and achieve their goals. Motivation is a crucial factor that affects employee performance, and leadership plays a significant role in shaping employee motivation. Therefore, exploring the relationship between leadership and employee performance, and the role of motivation as an intervening variable, can help organizations understand how to create an environment that fosters high employee performance.

FINDINGS:

1. Motivation mediates the relationship between leadership and employee performance. This means that the effect of leadership on employee performance is partially or fully explained by the level of motivation that employees have.
2. Transformational leadership is positively related to employee motivation and performance, whereas transactional leadership may have a weaker effect on motivation and performance.
3. Autonomy, meaningful work, and positive feedback are key drivers of employee motivation.
4. Different types of motivation (e.g., intrinsic vs. extrinsic) may have different effects on employee performance.

SUGGESTIONS:

1. Leaders should focus on creating a work environment that fosters employee motivation. This includes providing employees with autonomy, meaningful work, and opportunities for growth and development.
2. Transformational leadership, which emphasizes inspirational motivation and intellectual stimulation, can be more effective in promoting employee motivation and performance than transactional leadership.
3. Leaders should provide regular positive feedback to employees, recognizing their achievements and contributions. This can help to boost employee motivation and engagement.
4. Organizations should consider implementing reward systems that promote intrinsic motivation (e.g., recognition programs, opportunities for personal growth) rather than relying solely on extrinsic rewards (e.g., bonuses, promotions).
5. It may be useful to assess employee motivation levels regularly to identify potential issues and intervene before they impact employee Performa.

LIMITATIONS:

1. The relationship between leadership, motivation, and employee performance may be influenced by a range of factors, such as organizational culture, industry, and job type. Therefore, the findings and recommendations may not be generalizable across all contexts.
2. The measurement of motivation and employee performance can be subjective, and different methods may yield different results.
3. The directionality of the relationship between leadership, motivation, and employee performance is not always clear. While there is evidence to suggest that motivation mediates the relationship between leadership and employee performance, it is also possible that high-performing employees may be more motivated to begin with.
4. The role of other variables, such as job satisfaction and organizational commitment, may also influence the relationship between leadership, motivation, and employee performance.

CONCLUSION:

An organization can increase employee performance when leadership and motivation combine, and motivation plays an intervening role in building the link between leadership and employee

performance. As a result of the research, both motivation and leadership factors had significant positive effects on employee performance. Motivation served as a link between leadership and employee performance. Motivation can be a critical intervening variable between leadership and employee performance. By creating a work environment that fosters employee motivation, leaders can help to boost performance and ultimately achieve organizational success. Transformational leadership, which emphasizes inspirational motivation and intellectual stimulation, has been found to be particularly effective in promoting employee motivation and performance.

Additionally, providing regular positive feedback and opportunities for growth and development can help to promote intrinsic motivation among employees. However, the relationship between leadership, motivation, and employee performance is complex and may be influenced by a range of contextual factors. Organizations should regularly assess employee motivation levels and intervene if necessary to ensure that employees are engaged and motivated to perform at their best. Overall, by understanding the importance of motivation in the workplace, organizations can create a culture of high performance and achieve their goals.If a leader and employee have a good relationship the employee will be well motivated, and he will be capable of improving his performance for the overall growth of the organization.

Motivation can serve as a powerful intervening variable between leadership and employee performance. By understanding the factors that drive motivation and creating a work environment that promotes motivation, leaders can help to boost employee performance and ultimately achieve organizational success.

Organizations should invest in leadership development programs that focus on transformational leadership skills, as these skills have been found to have a positive effect on employee motivation and performance.Managers should be trained to recognize the importance of providing regular positive feedback to their employees, and to create a work environment that fosters intrinsic motivation.Organizations should regularly assess employee motivation levels, and take steps to intervene if necessary, such as providing additional support or resources to employees who may be struggling.

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FINANCIAL LITERACY AMONG YOUNG GENERATION IN BANGALORE - A STUDY

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ABSTRACT:

Financial literacy is the knowledge and skills required to manage one's financial resources effectively. Financial literacy is more important than ever in today's fast-paced world, especially for the younger generation. The younger generation in India is a crucial demographic group that is becoming more and more important to the nation's economic growth. This research intends to investigate the level of financial literacy among Bangalore's young population. This study focuses on analysing how youngsters in Bangalore grasp fundamental financial ideas, make financial plans, and choose which investments to make. This study examines the behaviour and attitudes of Bangalore's youthful generation towards financial literacy using survey data from 186 respondents around the city. The study also looks into socioeconomic status, family background, and financial education as contributors to financial literacy in the younger generation. The findings of this study will shed light on the variables influencing the youth in Bangalore city's present financial literacy level. The results of the study will be useful for policymakers, educators, and financial institutions in developing effective financial education programs and policies for the young generation in India.

Keywords: Financial Literacy, Younger Generation, Youth, Economic Growth, Financial Education, Socioeconomic, Policymakers.

INTRODUCTION:

Financial literacy refers to the knowledge and skills required to make informed and effective decisions about money management. It includes understanding concepts such as budgeting, saving, investing, and debt management, as well as knowing how to access financial products and services. Financial literacy is crucial for individuals of all ages, especially for youngsters who are just starting out in their financial journey. Inclusion of mindful financial literacy right from childhood is pivotal for children to learn the basics of financial management early on - from the time they learn to manage the 'snacks money', spend it wisely, and figure out that they can save some of it for their favourite candy **(Pureti & ET Contributors, 2021)**. A lack of financial literacy can lead to poor financial decisions, debt, and financial instability. In contrast, being financially literate can help individuals build wealth, achieve financial goals, and secure a stable financial future.

In India, financial literacy remains a major issue, with a significant proportion of the population lacking basic financial knowledge and skills. According to a survey conducted by the National Centre for Financial Education (NCFE), only 24% of Indians are financially literate. Another survey by the Reserve Bank of India (RBI) found that 76% of Indian households have no access to formal banking services. The consequences of low financial literacy in India are significant. For instance, a lack of awareness about the importance of saving and investing can result in low levels of financial security. Similarly, inadequate knowledge about the terms and conditions of financial products can lead to poor financial decisions, such as taking excessive debt or falling victim to financial frauds**(National Centre for Financial Education, 2019).**

Given the importance of financial literacy, there is a growing focus on promoting financial education in India. The government has launched several initiatives to improve financial literacy,

such as the Pradhan Mantri Jan Dhan Yojana, which aims to promote financial inclusion by providing access to basic banking services. Additionally, the RBI has been working to improve financial literacy through various programs and initiatives **(Reserve Bank of India, 2017 July)**. In conclusion, financial literacy is essential for individuals, particularly youngsters, to managetheir finances effectively and secure their financial future. Given the current state of financial literacy in India, it is critical to invest in financial education and awareness programs to ensure that all citizens have the knowledge and skills required to make informed financial decisions.

REVIEW OF LITERATURE:

Financial literacy has become an increasingly important topic in recent years, as it is recognized that individuals' knowledge, skills, and attitudes towards financial matters play a critical role in their ability to make informed decisions that contribute to their overall well-being. Research has been conducted globally to assess the level of financial literacy among populations, research has been conducted globally, and many governments have conducted surveys to measure financial literacy at the country level. Despite these efforts, most surveys have revealed a low level of financial literacy among population.

A study by **Sekhar and Gowri (2014)** explores the level of financial literacy among Generation Y employees and the factors that impact their financial literacy. The findings indicated that gender, education, income, and age are significant determinants of financial literacy. The study is valuable for developing appropriate strategies to improve financial literacy among Gen Y employees.

Research on financial literacy among high school students in India by **Jayaraman and Jambunathan (2018)** found low levels of financial literacy, with females outperforming males and commerce/economics stream students having higher financial literacy than science students. Parental involvement was also found to have a significant influence on financial literacy. The study highlights the need for practical, hands-on financial education that stresses societal and macroeconomic impacts.

The study by **Agarwalla et al. (2013)** on financial literacy among young working individuals in urban India found similar levels of financial literacy compared to other countries, despite high education levels. Family income had a positive influence on financial knowledge, with women showing lower levels of financial knowledge than men. Living in a joint family negatively impacted financial knowledge.

The conclusion of a study by **Agarwal et al. (2017)** stated that basic topics on financial literacy in school level curriculum will automatically enhance the investment behavior of people and will ultimately result in financial wellbeing of the individuals.

Prabhu and Pawar (n.d.) in their study Financial Literacy among the young information technology workforce in Pune region observed that majority of the people could perform basic numerical tasks but they lacked knowledge about the relation between risk and return and awareness of financial products was average and hence level of education also had an impact on financial knowledge of the young workforce. It was also observed that 80% of the sample showed good saving habits and most of them prepared budget for their household expenses and also the survey results reflected positive attitude towards financial planning and inclination to save among the respondents.

OBJECTIVES:
1. To examine the financial literacy level of the young generation in Bangalore, in regards to their understanding of basic financial concepts, financial planning, and investment decisions.
2. To understand the factors those contribute to financial literacy among the young generation in Bangalore, such as financial education, family background, and socioeconomic status.

RESEARCH METHODOLOGY:

The study is descriptive and analytical in nature, as the data is collected from both primary and secondary sources, which includes various research journals, websites, news articles and reports published by various government organisations. To perform the study, a survey questionnaire has been used as a research instrument that helped in understanding the literacy level of basic financial concepts, financial planning, and investment decisions and also to understand the factors contributing to financial literacy of a young individual.

STATEMENT OF THE PROBLEM:

The financial stability and economic development of young people are seriously hampered by their lack of financial literacy. Making wise financial decisions is crucial in today's fast-paced and complex financial landscape. There is a dearth of study on the financial literacy of the young generation and the factors that influence it, which is causing growing concern that many young adults lack the knowledge and abilities to manage their personal finances properly. By investigating the level of financial literacy and the factors that influence it among Bangalore's youth, this study seeks to close this knowledge gap.

NEED FOR THE STUDY:

A web article *India's Growing Financial Literacy* published by IBEF in January 2022 stated that India, a country having a population of nearly 1.3 billion has room for improvement in its financial literacy, as 76% of adults lack basic financial knowledge (**India's Growing Financial Literacy | IBEF, n.d.**). In August 2022, survey by Muvin and Momspresso was conducted to see the condition of financial literacy among youth and an overwhelming majority of the parents, 96%, felt that their children don't know much about money management tools and need a financial education from trusted sources **Singh (2022).**

In India, the younger population is a key demographic segment that is increasingly playing a significant role in the country's economic development. Therefore, studying the financial literacy level of the young generation in Bangalore can act as a pilot study and can provide valuable insights into their knowledge, behaviour, and attitudes towards financial literacy. It can also help identify the factors that contribute to financial literacy among the young generation, such as financial education, family background, and socioeconomic status.

The findings of this study can be used to develop effective financial education programs and policies for the young generation in India, which can ultimately contribute to their financial well-being and the country's economic growth.

ANALYSIS AND INTERPRETATION:

I. Basic Details		Frequency	Percentage
1. Age Group	15 - 20 years	61	33%
	21 - 25 years	95	51%
	26 - 30 years	30	16%
Total		**186**	**100%**
2. Gender	Male	97	52%
	Female	89	48%
Total		**186**	**100%**
3. EducationalQualification	Under-Graduation	132	71%
	Post-Graduation	46	25%
			Continued…

I. Basic Details		Frequency	Percentage
	Senior Secondary Education(10+2)	8	4%
Total		**186**	**100%**
4. Occupation	Student	125	67%
	IT Professional	27	15%
	Teacher	18	10%
	Entrepreneur	11	6%
	Freelancer	5	3%
Total		**186**	**100%**

Table 80.1: The Basic Details of a Sample of 186 Individuals

The data presented in Table 80.1 is about the basic details of a sample of 186 individuals. The sample consists of people in the age group of 15-30 years, with the majority of individuals falling in the age group of 21-25 years (51%). In terms of gender, there were more males (52%) than females (48%). The majority of the sample had an educational qualification of under-graduation (71%), while 25% had a post-graduation qualification and only 4% had senior secondary education.

In terms of occupation, the sample was predominantly made up of students (67%). Among the remaining individuals, 15% were IT professionals, 10% were teachers, 6% were entrepreneurs, and 3% were freelancers.

From the age group data, we can infer that the sample is relatively young, with a significant proportion of individuals in the age group of 21-25 years. The gender distribution is almost equal, with a slightly higher proportion of males. The majority of individuals have an under-graduation qualification, which is expected given the high proportion of students in the sample. The distribution of occupations shows that the sample is largely comprised of students, followed by IT professionals and teachers.

II. Questions to understand the knowledge of basic financial concepts, financial planning, and investmentdecisions among the young generation		Frequency	Percentage
5. How well do you understand basic financial concepts such as budgeting, saving, and credit?	Not at all well	6	3%
	Somewhat well	40	22%
	Moderately well	68	37%
	Very well	57	31%
	Extremely well	15	8%
Total		**186**	**100%**
6. How sure do you feelabout your ability to manage your own finances?	Not sure at all - I wish I knew a lot more about moneymanagement	7	4%
	Not too sure - I wish I knew more about money management	42	23%
	Somewhat sure - I understand most of what I'll need to know	92	49%
	Very sure - I understand money management very well	45	24%
Total		**186**	**100%**
7. Do you have a savingsbank account and regularly save money in savings bank account?	Yes	137	74%
	No	49	26%
Total		**186**	**100%**
8. Have you ever made a financial plan for the future circumstances suchas retirement planning and insurance?	Yes	129	69%
	No	57	31%
Total		**186**	**100%**
9. Have you ever invested your money in various financial products? If Yes, then which financial product?	Stocks	26	14%
	Bonds	0	0%
	Mutual Funds	10	5%
			Continued…

II. Questions to understand the knowledge of basic financial concepts, financial planning, and investmentdecisions among the young generation		Frequency	Percentage
	Cryptocurrencies	8	4%
	Fixed Deposits	12	6%
	Other investment asset	24	13%
	Have not invested in any financial product/asset	106	57%
Total		**186**	**100%**

Table 80.2: The Knowledge and Behavior of Young People towards Basic Financial Concepts, Financial Planning, and Investment Decisions

The data presented in Table 80.2 is related to the knowledge and behavior of young people towardsbasic financial concepts, financial planning, and investment decisions.

From the data on the understanding of basic financial concepts, it can be seen that the majority of the sample (68%) reported having a moderate level of knowledge about financial concepts, such as budgeting, saving, and credit. Additionally, a significant proportion of the sample (31%) reported having a very good understanding of these concepts, with only a small percentage (3%) reporting a poor understanding. The data on the confidence of managing their finances shows that the majority of the sample (72%)felt somewhat or very sure about their ability to manage their finances. However, a significant proportion (27%) reported not feeling too sure or not sure at all.

Regarding savings habits, the majority of the sample (74%) reported having a savings bank account and regularly saving money in it, while 26% did not.

The data on financial planning indicates that the majority of the sample (69%) had made a financial plan for future circumstances such as retirement planning and insurance. However, 31% reported not having made such a plan.

Finally, in terms of investment decisions, a large proportion of the sample (57%) reported not having invested in any financial product or asset. Among those who had invested, stocks were the most common investment (14%), followed by other investment assets (13%), and mutual funds (5%). Cryptocurrencies and bonds were less popular investment choices, with only 4% and 0% of the sample investing in them, respectively.

From the data, we can infer that while a significant proportion of young individuals have a moderate to very good understanding of basic financial concepts, there is still a significant number who are not too sure or not sure at all about their ability to manage their finances. However, the majority of respondents had a savings bank account and regularly saved money, and a significant proportion had made a financial plan for future circumstances. The data on investment decisions suggests that while a majority of respondents had not invested in any financial product or asset, those who had invested tended to favour stocks and other investment assets.

III. Questions to understand the factors that contribute tofinancial literacy among the young generation in India, such as financial education, family background, and socioeconomic status		Frequency	Percentage
10. How important do youthink financial education is in your life?	Not at all important	1	1%
	Somewhat important	5	3%
	Moderately important	12	6%
	Very important	83	45%
	Extremely important	85	46%
Total		**186**	**100%**
11. How often do you seek out financial adviceor information?	Never	3	2%
	Rarely	34	18%
			Continued…

III. Questions to understand the factors that contribute tofinancial literacy among the young generation in India, such as financial education, family background, and socioeconomic status		Frequency	Percentage
	Sometimes	77	41%
	Often	46	25%
	Always	26	14%
Total		**186**	**100%**
12. To what extent do you believe your family background plays a role inyour financial literacy?	Not at all important	11	6%
	Somewhat important	21	11%
	Moderately important	34	18%
	Very important	49	26%
	Extremely important	71	38%
Total		**186**	**100%**
13. How do you feel about the availability of financial education resources in India?	Not at all satisfied	41	22%
	Somewhat satisfied	39	21%
	Moderately satisfied	70	38%
	Very satisfied	30	16%
	Extremely satisfied	6	3%
Total		**186**	**100%**
14. How do you feel your socioeconomic (work experience, family income, parents' education level, parents' occupation etc.) status affects your financial literacy?	Does not affect	19	10%
	Somewhat affects	22	12%
	Moderately affects	55	30%
	Very affects	61	33%
	Extremely affects	29	16%
Total		**186**	**100%**

Table 80.3: The Factors that Contribute to Financial Literacy among Young Generations in India

The data provided in Table 80.3 reveals the factors that contribute to financial literacy among young generations in India, including financial education, family background, and socioeconomic status. The majority of respondents (91%) felt that financial education was at least somewhat important in their lives, with 85% believing that it was very or extremely important. This indicates that financial education is considered essential by young people in India.

Regarding seeking financial advice or information, 66% of respondents reported seeking it out at least sometimes, with 25% seeking it out often or always. This suggests that there is a demand for financial advice and information among young people in India.

The survey also found that the majority of respondents (76%) believed that their family background plays a role in their financial literacy, with 38% believing it was extremely important. This indicates that family plays an important role in shaping the financial literacy of young people in India.

Regarding the availability of financial education resources, 54% of respondents reported being at least moderately satisfied with the resources available in India. However, 22% were not at all satisfied, indicating that there may be a need for more financial education resources in India.

Finally, the survey found that the socioeconomic status of respondents affected their financial literacy, with 49% believing it was very or extremely important. This suggests that socioeconomic status plays a significant role in shaping the financial literacy of young people in India.

Overall, the data suggest that financial education, family background, and socioeconomic status are all important factors that contribute to financial literacy among young people in India. To improve financial literacy among the youth, there is a need to increase the availability of financial education resources and provide more financial advice and information to young people, particularly those from lower socioeconomic backgrounds.

HYPOTHESIS TESTING:

Test of significance was carried out using Chi-square method to analyze the data. In presenting the data, Chi-square test statistics and exact significance (p-values) are reported. All tests were conducted at the $\alpha = 0.05$ level of significance.

Hypothesis No. 1:

H$_0$: *There is no association between educational qualification and financial understanding.*

Observed						
Scale	**Not at allwell**	**Somewhatwell**	**Moderatelywell**	**Verywell**	**Extremelywell**	**Total**
Post-Graduation	2	7	13	17	7	**46**
Under Graduation	4	33	55	43	5	**140**
Total	**6**	**40**	**68**	**60**	**12**	**186**
Expected						
Scale	**Not at allwell**	**Somewhatwell**	**Moderatelywell**	**Verywell**	**Extremelywell**	**Total**
Post-Graduation	1.4839	9.8925	16.8172	14.8387	2.9677	**46**
Under Graduation	4.5161	30.1075	51.1828	45.1613	9.0323	**140**
Total	**6**	**40**	**68**	**60**	**12**	**186**

Table 80.4: Hypothesis No. 1

Calculated Value: $\sum$ (O-E) ^2/E = 10.2102073
Degree of Freedom: 4
p-value: 0.03703179

Inference: The calculated value of the chi-square statistic (10.21020734) is associated with the degree of freedom (4), which gives a p-value of 0.037031789. The p-value (0.03703179) is less than the alpha value (0.05). Thus, we can reject the null hypothesis that there is no association between educational qualification and financial understanding. Therefore, we can infer that there is a statistically significant association between educational qualification and financial understanding. Further analysis would be required to determine the direction of the association, but this result suggests that a person's educational qualification is likely to influence their level of financial understanding.

Hypothesis No. 2:

H$_0$: *There is no association between age and financial understanding.*

Observed						
Scale	**Not at All Well**	**Somewhat Well**	**Moderately Well**	**Very Well**	**Extremely Well**	**Total**
15 - 20 years	2	7	30	22	0	**61**
21 - 25 years	4	33	43	39	6	**125**
Total	**6**	**40**	**73**	**61**	**6**	**186**
Expected						
Scale	**Not at All Well**	**Somewhat Well**	**Moderately Well**	**Very Well**	**Extremely Well**	**Total**
15 - 20 years	1.9677	13.1183	23.9409	20.0054	1.9677	**61**
21 - 25 years	4.0323	26.8817	49.0591	40.9946	4.0323	**125**
Total	**6**	**40**	**73**	**61**	**6**	**186**

Table 80.5: Hypothesis No. 2

Calculated Value: $\sum$ (O-E) ^2/E = 9.75259505

Degree of Freedom: 4
p-value: 0.04480791

Inference: The calculated value of the chi-square statistic (9.75259505) is associated with the degree of freedom (4), which gives a p-value of 0.04480791. The p-value (0.04480791) is less than the alpha value (0.05). Thus, we can reject the null hypothesis that there is no association between age and financial understanding. Therefore, we can infer that age has an impact on the financial understanding of the young generation. However, it is important to note that the strength of the association is not very strong, as the chi-square value is relatively low. Further research may be required to investigate this relationship more deeply.

Hypothesis No. 3:

H_0: *There is no association between gender and the extent to which individuals believe their family background plays a role in their financial literacy.*

Observed						
Scale	Not at All Important	Somewhat Important	Moderately Important	Very Important	Extremely Important	Total
Male	7	6	30	43	11	**97**
Female	4	11	23	28	23	**89**
Total	**11**	**17**	**53**	**71**	**34**	**186**
Expected						
Scale	Not at All Important	Somewhat Important	Moderately Important	Very Important	Extremely Important	Total
Male	5.7366	8.8656	27.6398	37.0269	17.7312	**97**
Female	5.2634	8.1344	25.3602	33.9731	16.2688	**89**
Total	**11**	**17**	**53**	**71**	**34**	**186**

Table 80.6: Hypothesis No. 3

Calculated Value: $\sum (O-E)^2/E = 10.292561$
Degree of Freedom: 4
p-value: 0.0357776

Inference: The calculated value of the chi-square statistic (10.292561) is associated with the degree of freedom (4), which gives a p-value of 0.0357776. The p-value of 0.0358 is less than the chosen alpha value of 0.05, which indicates that there is a statistically significant association between gender and the extent to which individuals believe their family background plays a role in their financial literacy. Therefore, we can infer that there is a relationship between gender and beliefs about the role of family background in financial literacy. However, it is important to note that the strength of the association is not very strong, as the chi-square value is relatively low. Further research may be required to investigate this relationship more deeply.

FINDINGS:

This research paper examines the financial literacy among the young generation in Bangalore, India, by analyzing the data collected through a survey. The study provides insights into the demographics of the sample and the financial knowledge and behavior of young people towards basic financial concepts, financial planning, and investment decisions.

The results indicate that the sample is relatively young, with a significant proportion of individuals in the age group of 21-25 years. The gender distribution is almost equal, with a slightly higher proportion of males. The majority of individuals have an under-graduation qualification, and the sample is largely comprised of students, followed by IT professionals and teachers.

While a significant proportion of young individuals have a moderate to very good understanding of basic financial concepts, there is still a significant number who are not too sure or not sure at all

about their ability to manage their finances. However, the majority of respondents had a savingsbank account and regularly saved money, and a significant proportion had made a financial plan for future circumstances. The data on investment decisions suggests that while a majority of respondents had not invested in any financial product or asset, those who had invested tended to favour stocks and other investment assets.

SUGGESTIONS:

Based on the findings, the following suggestions can be made to improve the financial literacy among young generation in Bangalore:

1. **Promote Financial Education:** The data indicates that financial education is considered essential by young people in India. Therefore, there is a need to promote financial education in schools, colleges, and universities to help young people learn about basic financial concepts and financial planning.

2. **Increase Availability of Financial Education Resources:** While more than half of the respondents reported being moderately satisfied with the financial education resources available in India, there is still a need for more resources to improve financial literacy among young people. Efforts should be made to develop and distribute financial education materials that are easily accessible and understandable for young people.

3. **Provide Financial Advice and Information:** There is a demand for financial advice and information among young people in India, and efforts should be made to provide this information through workshops, seminars, and online resources.

4. **Encourage Savings and Investment:** The data shows that a majority of respondents had a savings bank account and regularly saved money. However, there is a need to encourage young people to invest their savings in financial products such as stocks, mutual funds, and bonds to improve their financial growth.

5. **Address the Socioeconomic Factors:** The data shows that socioeconomic status plays a significant role in shaping the financial literacy of young people in India. Therefore, efforts should be made to provide financial education and resources to young people from lower socioeconomic backgrounds in order to bridge the gap in financial literacy.

LIMITATIONS:

The study has a few limitations that must be considered when interpreting its findings. Firstly, the sample size is relatively small, and the results may not accurately represent the entire young population in Bangalore. Secondly, the study relies on self-reported data, which can be influencedby biases and inaccuracies. Finally, the research is restricted to the city of Bangalore, and the findings may not be generalizable to other regions in India. These limitations suggest that cautionmust be exercised when applying the results of this study to other populations or contexts.

CONCLUSION:

In conclusion, the data presented in this study provides insight into the financial literacy of young people in Bangalore, India. While a majority of young people have a moderate to good understanding of basic financial concepts, there is still a need for more financial education resources and information to improve their financial literacy. Efforts should be made to promote financial education, increase the availability of financial education resources, provide financial advice and information, and address socioeconomic factors to improve the financial literacy of young people in India.

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TECHNO-PEDAGOGY STRATEGY TO ENHANCE HIGHER EDUCATION

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ABSTRACT:

Techno-Pedagogy is Hybrid method of teaching in which ICT (Information and Communication Technologies) is being used for teaching learning situations. Techno refers to art-Science of teaching and Pedagogy refers to art-skill[1]. Teaching being the rapidly expanding knowledge based society, ICT helps Teachers to improve, plan and impart their teaching through different techniques, approach and strategies. A study is conducted to find out necessity of ICT based teaching pedagogy, its pros and cons.

Keywords: ICT-Information and Communication Technologies.

INTRODUCTION:

Technology being necessary and invaluable tool in modern classrooms teaching, teachers must understand their role in technologically-oriented class rooms. Skills/training to use ICT in teaching and learning process has gained enormous importance for present scenario teachers. Technology integration is needed since technology by itself will not lead to change.

Techno-pedagogy has positive impacts like:

1. **Creative Learning:** Create one's own knowledge.
2. **Integrative Learning:** Theory + Practical.
3. **Evaluative Learning:** Student-Centred, feedback, discover and learn through new ways of teaching.

Techno-pedagogy has negative impacts like:

1. Declining writing skills – like words, grammar.
2. Scarce competence on English language.
3. Limited Techno-pedagogy resources.
4. Increased incidents of cheating – Exams, assignments.
5. Lack of focus – due to social media.
6. Frequent power/connection outage and fluctuations.
7. Health hazards- radiations, no physical activity.
8. Teachers poor attitude towards techno-pedagogy

Apart from drawbacks, Techno-tools like projector, Visual images, Amplifiers, teaching Robots, webinars, online degree courses aids in transfer of knowledge easilyand teachers–students mind tends to work faster with technology.

Related Work:

A robust strategy is needed to access/ measure the levels of digitalization in education using several key indicators or parameters [11] like:

- Access to digital infrastructure/ Equipment.
- Usage of digital technologies/content.
- Progress in ICT in education
- Digital confidence and competence of teacher, students
- ICT based teacher's development programs/training.
- Digital Polices and strategies.
- Outcomes and impact.
- Equity-proportion of schools in rural areas using ICT, the female-to-male ratio.

The above parameters are measured for the different national level online seminars, webinar, FDP andalso online classes/courses conducted in our Nagarjuna Degree College during the academic year 2021-22.

Data is collected form the following online events and the feedback is analyzed. National seminar – "Paradigm shift in teaching methodology and evaluation system on 13th march 2021, National level Virtual FDP on "Institutional preparedness for NEP 2020" dated 10/12/2021.Webinar on "Entrepreneurship while in Campus- why and how to!! "dated 27/1/22. Webinar – "Tech tools that every graduate must know!" dated 20 Jan 2022. National webinar on "Financial Empowerment and career options in Securities Market" dated 24 feb 2022.Webinar –"Traits of New Age Woman" dated 9th march 2022.

FINDINGS AND ANALYSIS:

The prospective of this study focuses on the integration of new platform of a social to the field of education. Data collected from above events are analyzed and it was found teachers need more training on Techno-pedagogy application. They also need to know the importance of it in present days has seen in Table 81.1.

Parameters	Excellent	Average	Poor
Connectivity	10%	82%	8%
curriculum	60%	35%	5%
Implementation of Topic	12%	45%	43%
Course completion certificate	20%	00%	80%

Table 81.1: Teachers/Students Perspective towards Techno-Pedagogy
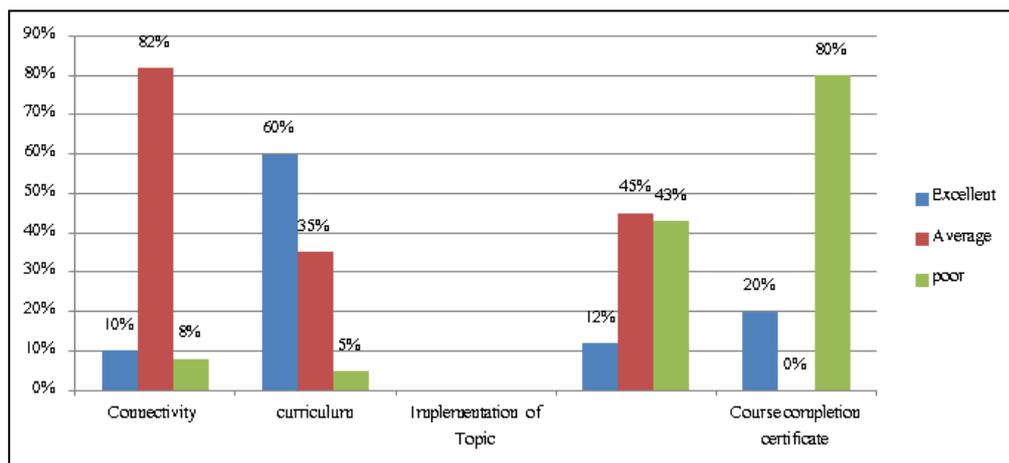
Figure 81.1: Teachers/Students Perspective towards Techno-Pedagogy

E-learning resources need improvement in curriculum and more live Interaction sessions need to be implemented has shown in Table 81.2.

Parameters	Excellent	Average	Poor
Accessing/ listing public e-resources, web links	15%	25%	60%
Knowledge gained/ understood	40%	5%	55%
Queries answered (Interaction)	10%	20%	70%
Curriculum	40%	0%	60%

Table 81.2: Digital Content Accuracy and Accessibility
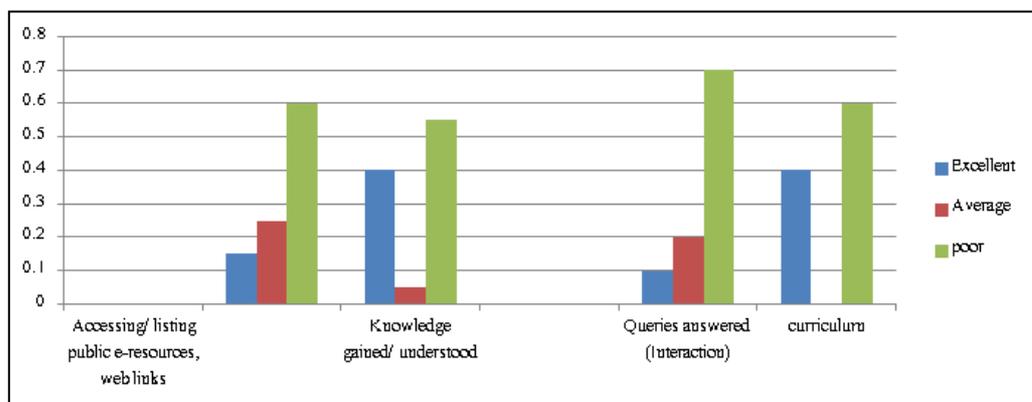
Figure 81.2: Digital Content Accuracy and Accessibility

Digital infrastructure need to be improved by Government and management of the institution has shown in Table 81.3.

Parameters	Excellent	Average	Poor
Government funds/ Budgetary provisions	60%	10%	30%
Private donations/charity	0.1%	0.9%	99%
Regional Non-uniformity in funds	40%	00%	60%

Table 81.3: Digital Infrastructure/Funding
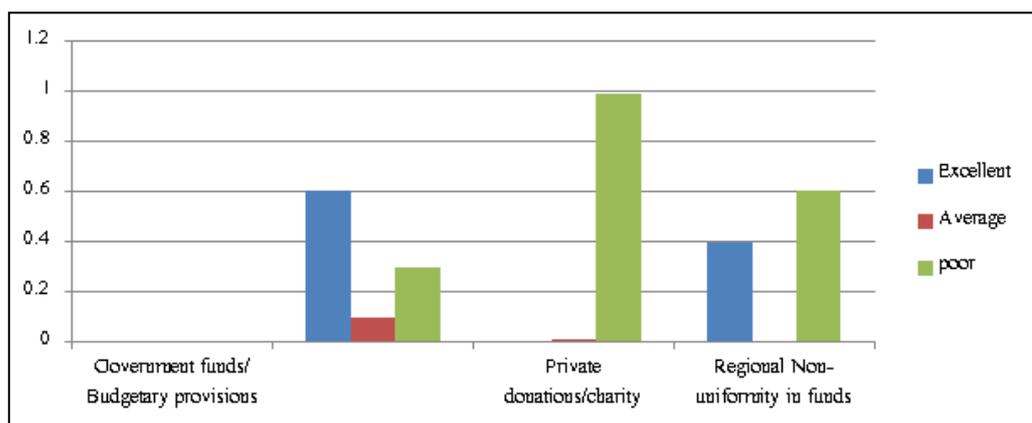
Figure 81.3: Digital Infrastructure/Funding

CONCLUSION:

The changes the technological development has brought about in many facets of society have also had impact on the educational field. For this reason the implementation of emerging new innovative techno-pedagogy becomes the need for quality teaching.

There is a need for teachers to apply integrate techno-pedagogy strategies in teaching with correct use of e-resources. Government and management of the institution also need to build the digital infrastructure and polices for fruitful use of Techno-pedagogy.

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FINTECH OPPORTUNITIES AND CHALLENGES IN INDIA - A WAY AHEAD

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ABSTRACT:

One of the world's largest and fastest-growing FinTech ecosystems is found in India. India is a booming market for fintech, with a population of about 1.4 billion. India is a fascinating worldwide market for fintech because of the country's significant number of unbanked or underbanked citizens and the fact that it is a young country with rapid increase in digital penetration.Companies that use technology to provide financial services comprise the financial technology sector, or FinTech. These businesses work in a variety of industries, including asset management, payment and insurance. In India, the fintech sector has only recently begun to take off. Massive investments in a variety of industries using FinTech have been made in the Indian market, which has been influenced in part by the strong and successful government reforms that are moving the nation towards a digital economy. The acceptance of digital technology and the emergence of FinTech in the nation have also been aided by the expanding internet and smartphone penetration. Also, the government and authorities have launched a number of efforts to strengthen the Fintech environment and give companies new prospects to introduce competitive products. This paper aims to present a comprehensive overview of the Indian fintech ecosystem.Also, it offers a concise assessment of innovation, trends, and important development factors for the lending and payments industries, which have grown rapidly in India over the past few years.

Keywords: Fintech, Digital Penetration, Trends, Innovation, Opportunities, Challenges.

INTRODUCTION:

After 1990, the Indian government started liberalising the banking sector by bringing in banks with cutting-edge technologies. The government promoted innovative technology like MICR, electronic funds transfers, and other electronic payments that changed the banking sector and, in turn, helped the Indian economy. The government also took legislative action to support the banking industry. Nonetheless, government-driven technology innovation in banking and financial services had modest growth for 20 years starting in 1991.Payments, Lending, Wealth Technology (Wealth Tech), Personal Financial Management, Insurance Technology (InsurTech), Regulation Technology (RecTech), and many other subsegments make up the Indian Fintech business ecosystem.With highest Fintech adoption rate globally (87%) India is considered as 3rd largest FinTech ecosystem has evidenced for the following industry trends.

Digital Lending: During the past few years, there has been an increasing trend towards larger ticket sizes, more demand from Tier-II, III, and IV markets, improved risk management, and service delivery methods.

Platforms for Wealth Technology are Being used More and More for the Delivery of Wealth Management Services: There are approximately 440+ WealthTech start-ups in India offering services like Robot Advisers, Digital Brokerage, Financial Research, and Personal Finance Management.

Technology in Insurance: Increasing investments in the sector and using AI and ML to generate personalised products.

Support for Industry Innovation from the Indian Government: The Government of India (GoI) is making ongoing efforts to provide a foundation for sector growth and innovation through programmes like the Inter-Ministerial Steering Committee (IMSC) on Fintech, Joint Working Groups on Fintech, GIFT City, etc.

Cashless Economy: As India progresses further towards a "Cashless" economy, high growth is anticipated for digital payments (headed by UPI).

Block Chain: use of block chain technology on a large scale for a variety of uses, particularly in the BFSI and healthcare sectors. Also, during the past few years, renowned Indian developers and service providers in the sector have arisen, enabling a broad range of use-cases for these innovations.

OBJECTIVES:
1. To present an overview of Fintech in India
2. To know the various opportunities and challenges for Fintech start-ups in India
3. To know the future potential of Fintech

AN OVERVIEW OF FINTECH IN INDIA:

Over the past few years, India has seen a substantial increase in the number of startups. After the US and China, India now claims the third-largest startup ecosystem in the world with over 14000 newly created firms, up from 733 in 2016–17. Of these, 6600 companies in the fintech sector have an estimated market value of $31 billion US in 2021. A big talent pool, favourable legislation, and an increase in venture capital flow over the past ten years have all contributed to the rapid expansion in the number of companies. Additionally, the public's need for specialised services and an improved customer experience, combined with rising smart phone and internet adoption, has contributed.

The National Investment Promotion and Facilitation Agency, Invest India, reported in its Economic Report that 44 Indian firms became "Unicorns" in 2021 solely, bringing the total number of Indian unicorns to 83, with a combined worth of more than US $277 billion. 15 of the 83 unicorns, with an estimated market value of $60 billion, are in the fintech sector. The following are the key development factors in Indian Fintech ecosystem.

Increased Funding: The emergence of FinTech businesses has been aided by a notable rise in venture capital, private equity, and institutional investments. The India Stack Governments, corporations, startups, and developers can use a special and shared digital infrastructure thanks to Stack, a collection of APIs. Aadhar, the Unified Payments Interface (UPI), Bharat Bill Payments, and other open API platforms are examples.

Technological Innovation: With tools like machine learning and artificial intelligence, new business models are being created.

Growth in Smart Phone and Internet Users: As of December 2020, India had over 795 million internet users and the second-highest number of smart phone users worldwide, at about 550–600 million.

Government Programmes and Regulators: Programs like the Digital India programme, Startup India, and Jan Dhan Yojana have all been instrumental in promoting the expansion of businesses. For instance, Startup India provides online platform-based solutions for business owners to protect their Intellectual Property (IP) and offers companies various tax breaks if they meet specific requirements. The set of laws created by the Reserve Bank of India (RBI), IRDAI, and SEBI have made sure that there is improved accountability and that safe and cheap digital financial systems are always available.

International Collaboration: By establishing bridges that give newly emerging entrepreneurs from the partner nations a smooth landing, Startup India has facilitated collaboration between the Indian startup ecosystem and the global startup ecosystem. Through encouraging information sharing and funding support mechanisms, it has contributed to promoting interest.

OPPORTUNITIES AND CHALLENGES FOR FINTECH START-UPS IN INDIA:

The Indian market has a number of essential features that attract and fascinate fintech businesses, including:

- India is home to a significant Fintech hub that offers numerous opportunities to reach a sizable unbanked population. India is a desirable location for Fintech businesses due to its expanding young population and openness to new technologies.
- The challenging effort to alter consumer behaviour so that they will accept Fintech solutions is already under progress.
- India has a solid talent pipeline for a tech workforce that is relatively inexpensive and simple to hire thanks to the country's extensive technical education, and it exhibits the second-largest startup ecosystem in APAC, behind China in terms of deal size and volume.

In general, India is steadily climbing the Fintech ladder and offers plenty of opportunity for Fintech start-ups to access the diverse market and be successful, given that a proper solution-customer match and a competent go-to-market strategy are in place. Payments and lending are the two major industries in India where fintech is most active.

Although India's financial technology industry is still young, it is growing quickly. Even if it is bringing about a wave of innovation in the financial services sector, the fintech sector nevertheless faces a number of difficulties. There are multiple challenges that Fintech start-ups in the country face every day. Some of them include:

Legal Regulation and Compliance: The slowing down of Fintech start-ups in the Indian financial sector is necessarily caused by numerous rules. These rules are difficult to follow, and they also pose a challenge for Fintech companies to join the Indian markets. In order to combat fraud, compliance regulations are put in place as a stringent regulatory framework. Nonetheless, they too serve as significant impediments to entry for new Fintech players. Before they even begin operations, Fintech start-ups must complete a long number of requirements.

Population of Unbanked and Underbanked: Fintechs initially experienced uneven growth because to weak infrastructures including low internet connectivity and low literacy rates in India. The benefits of the Indian government's generous initiatives to address these concerns will only become apparent over time.The fact is that even today; a sizable portion of the Indian population lacks access to banking services and prefers to make cash transactions over internet purchases.

Poor Level of Financial Literacy: The poor level of financial literacy in the Indian society is another barrier to the establishment of fintech in India. To increase financial inclusion, India, for instance, introduced the Pradhan Mantri Jan Dhan Yojana. Although 180 billion bank accounts were opened, more than 48% of them remained idle for a whole year without being used.

Trust in Cash Transactions: When it comes to daily transactions, the majority of Indians take a conservative stance and settle on utilising cash. They have relied on money as a sales medium for a very long time, thus it is challenging for them to break their habits and adopt new strategies. It is challenging to offer financial services in an unbanked market because these services are frequently connected to online fraud. Due to their lack of financial literacy, many Indians are unable to recognise the value that Fintechs provide through their cutting-edge goods and services.

Cyber Coercions: Cyber dangers exist despite all the measures in place since Fintech businesses deal with sensitive client data. Online transactions experience significant financial losses due to

several cybersecurity concerns. These are completely unjustified for the customers. The same technology that makes life more convenient also makes it easier for thieves to access people's internet accounts. This continuous flow has contributed to the success of Fintechs. Fintechs must strengthen their defences against any threat provided by hackers. Digitally accessible financial information on people and businesses is enormous. The likelihood of cybersecurity breaches rises as a result.

Absence of Government Assistance: Government incentives and assistance for fintechs to safeguard their interests in the Indian financial markets are severely lacking. For new Fintech players, this can be very discouraging. Fintechs are essential for generating economic growth and must be provided with all the resources they require to succeed.

Complexities Connected to Industry: Fintechs are made to function using a complex working model. They find it challenging to keep good ties with other financial institutions like banks as a result. Conversely, banks are hesitant to collaborate with fintechs out of concern for their reputation.

Lack of Awareness: The majority of Indians reside in cities, yet more than 70% of the country's population lives in rural areas. In order to succeed, this industry must raise awareness in rural India.

FUTURE PERSPECTIVES OF FINTECH IN INDIA:

India has a rate of adoption of fintech that is 87%, greatly exceeding the global average of 64%. India is the third-largest fintech ecosystem in the world, with around 2100+ firms. 67% of India's current FinTech companies were founded in the previous five years. In India, fintech has had a 65-year history that is nothing short of extraordinary. Since credit cards were first introduced in the 1950s, a lot has changed. Bank cash withdrawals were revolutionised by ATMs, and the fintech sector reached new heights with the introduction of the internet in the 1990s. A significant transformation has also been brought about by electronic payment systems, web-based business operations, mobile banking, and bank digitization.

While the financial technology industry witnessed the emergence of numerous new trends in 21st century. Many of these movements are expected to gain even greater power, and it is more optimistic that some new ones will emerge. Following are the future perspectives about the state of finance and fintech.

From its introduction, the "buy now, pay later" (BNPL) concept has drawn praise and criticism, with many people questioning the transparency of the system. Governmental bodies are anticipated to examine and put into effect legislation requiring lenders to conduct affordability assessments before providing loans in the future.

A fintech trend known as embedded finance is the incorporation of financial services such as payments, insurance, consumer lending, and wealth management into businesses that are not financial. Expect to see banks utilising embedded finance to court SMEs' business as well as companies using it to incorporate financial services into non-bank goods and business processes in the upcoming years.

Fintechs and established companies will be able to develop truly distinctive services and win enduring client loyalty as BaaS Banking-as-a-Service (BaaS) evolves to include a wide variety of capabilities and get around some of its prior constraints. In future, financial institutions must begin to see themselves as data corporations if they are serious about innovation. They will be more prepared to adopt real-time banking and put into practice extremely customer-focused solutions thanks to this mental shift.

Financial organisations, online lenders, and other businesspeople are looking for quick and efficient ways to analyse new clients and loan applications, stop fraud, and automate the pre-approval process. Fintech advancements like artificial intelligence (AI)-driven credit scoring and virtual

fingerprints can help to speed up and reduce the cost of this process. Banks, for instance, might employ digital fingerprinting to collect crucial user and client data from their websites and incorporate it into thorough consumer databases and reports. Details including the type of device, location, ISP, and mobile phone carrier may be included in this data. Smart credit scoring, which takes into account information from assets, engagement on social media, IP analysis, and earnings forecasts, can assist lending and financial organisations in determining whether a user is reliable.

In coming days, it's expected that more people will embrace alternative finance strategies, particularly recurring income financing. Businesses can convert their ongoing sources of income into quick capital by using recurring revenue finance. With the help of this strategy, founders can balance their cash flow with the expense of gaining new customers by receiving the satisfaction levels of their clients up front.

CONCLUSION:

Fintech is a developing trend in the financial sector that pushes the limits of conventional banking systems since it is speedier, offers creative and safe solutions, and is also extremely highly efficient. With the commendable ease of doing business index, the Indian ecosystem has provided the platforms to the Fintech startups. The innovative technologies in the banking sector has made the Indian ecosystem as a hub for the fintech startups. There are many key growth drivers like digital lending, raise in funding and technological innovations which enhances opportunities in payment and lending industries.Regulation measures, huge unbanked and underbanked population with lack of awareness and Cyber Security poses many challenges to fintech sector.

The future of Fintech technology depends on the mixture of new technologies such as blockchain, Machine Learning, Artificial Intelligence etc., and the augmentation of cybersecurity measures.

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AN EMPHASIS ON INDIVIDUAL'S INVESTORS BEHAVIOR IN SECURITIES EXCHANGES OF INDIA

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ABSTRACT:

The financial supporter assumes a vital part in the securities exchange due to their enormous portion of reserve funds in the country. The Regulators of the securities exchange never can disregard the way of performing of individual financial supporter. This study means to figure out the way of performing of individual financial supporter in securities exchange, explicitly their mentality and discernment regarding the financial exchange. A study is directed to gather information connecting with the above subject. Respondents were arranged into various classifications like pay, occupation, training status, sex and age. Essential information is gathered from an example of 80 financial supporters of Bangalore City, Karnataka, India. The concentrate additionally endeavors to find the elements influencing the speculation conduct of individual financial supporters, for example, their mindfulness level, term of venture and so on.

Keywords: Financial supporter, Stock Market, Attitude, Awareness, Awareness Level

INTRODUCTION:

A securities exchange is a spot where long haul capital is raised by industry and trade, the public authority and neighborhood specialists and it is viewed as capital market. The cash gets from private financial supporters, insurance agency, annuity assets and banks and is generally organized by giving houses and shipper banks. Stock trades are likewise important for the capital market which gives a market to the offers and credit that address the capital whenever it has been raised. Financial exchange is where the protections can be sold and bought at a concurred cost. Indian securities exchange is the most established financial exchange consolidated in 1875. The name of the first offer exchanging affiliation Quite a while was Local Offer and Stock Merchant Affiliation which later came to be known as Bombay Stock Trade.

The BSE India SENSEX is India's most memorable financial exchange file and is followed around the world. It is having a file of 30 stocks addressing 12 significant areas. Bombay stock trade is a stock trade in Asia with a rich legacy, new spreading over three centuries in its 133 years of life. BSE is the main stock trade in the country which acquired extremely durable acknowledgment (in 1956) from the Govt. of India under the Protections Agreements (Guideline) Act 1956. BSE unmistakable job in the improvement of the Indian Capital Market is by and large broadly perceived. It transformed from the open objection framework to a blueprint screen based request driven exchanging framework 1995. BSE is currently a corporatized under the arrangements of the Organizations Act 1995. The Public Stock Trade of India (NSE) is additionally one of the biggest and most progressive stock trades on the planet. NSE is the biggest trade in Stock prospects and the seventh biggest fates trade on the planet. Its exchanging office can be gotten to the nation over, through over 50000 exchanging terminals. The focal request book with a tight offered ask spread gives an exceptionally fluid market to the financial backers. In 1996, NSE directed rancid S&P CNX Clever which is enhanced record of 50 stocks from 25 unique economy areas. NSE began exchanging stock on the web from the year 2000. SEBI is the administrative power of Indian

financial exchange. The primary elements of SEBI are to give assurance to financial supporters and shield their freedoms, to manage representatives and sub specialists, to restrict the unreasonable practices in securities exchange and so on.

Venture has different significance with regards to back and financial matters. Finance venture is placing cash into something with the assumption for gain that upon careful investigation has a serious level of safety for the guideline sum, as well as security of return, inside a normal timeframe. Placing cash into something with an assumption for gain without making exhaustive examination is hypothesis. Accordingly, Monetary Venture includes dynamic cycle to guarantee security of both the guideline sum and the profit from speculation (return on initial capital investment) inside a normal timeframe. In financial aspects venture indicates to the making of capital or products equipped for delivering different labor and products.

The term speculation indicates to the responsibility of assets at present in expect of some surepace of return in future process of everything working out. There are three sorts of financial supporters to be specific moderate financial promoters, moderate and forceful financial benefactors. There are additionally various infrastructures accessible to contribute for financial promoter's to be specific corporate protections, value shares, inclination share, debentures/securities/ADRs/GDRs, common assets, and so on. The financial supporter can

get training about their speculation from monetary establishment, monetary business sectors, media and so forth. This paper attempts to concentrate on venture conduct of individual financial supporter in securities exchange of India.

LITERATURE REVIEW:

A conceptual method of investor behavior, Milan lovnic, UzayKaymak and Jaaps Prank (May 2008). This paper has presented a descriptive model of individual investor behavior. It is being concluded that investment process is driven by cognitive and affective process and interplay contributes to rational behavior. Under the above model investor is seen as learning, adopting and evolving entity that perceives environment, processes information, acts and updates its states. Finally, investor behavior is influenced by social interactions.

Impacting factors on individual's investors behavior towards commodities market in India, Elan Kumaran and A Ananth. A study on behavioral finance has been done presuming information structure and characteristics of capital market. Participants influence their own decisions and also on market outcomes. The above studies have been conducted by using survey method. The questionnaire with 5 Point Likert Scale designed with 15 components for measuring behavior and respondents were selected from Trichy District and the total number respondents were 525. The influence of resulting factor analysis and descriptive statistics has concluded that multiple factors have greater influence on behavior of commodity market investors in India. The main factor was information asymmetry, objective knowledge, high sector and low risk.

A Study on Investors preferences towards various investment avenues in capital market with special reference to derivatives, Dr. K Ravichandran. The research study was intended to find preference level of investors on various capital market instruments and type of risk considered by investors. The sample was collected from 100 investors in derivative markets from Chennai from a structured questionnaire. Descriptive research type is used and convenience sampling method was adopted to gather data. Various parametric and non- parametric techniques have been used for analyzing data. The findings reveal that friends and relatives followed by brokers who pull the investors into capital market. Respondents preferred short term investments. It has been suggested by the author to develop more number of products which it can attract more number of investors

Sikidar and Singh (1996) carried out a survey with an objective to understand the behavioral aspects of the investors of the north eastern region towards mutual funds investment portfolio. The survey

revealed that the salaried and self-employed formed the major investors in mutual fund primarily due to tax concessions.

Kumar Singh (2006) analyzes the investment pattern of people in Bangalore city and Bhubaneswar analysis of the study was undertaken with the help of survey conducted. It isconcluded that in Bangalore investors are more aware about various investment avenues and therisk associated with that. And in Bhubaneswar, investors are more conservativein nature andthey prefer to invest in those avenues where risk is less like bank deposits, small savings, postoffice savings etc.

Chandra collected the data from survey to know the factors influencing Indian individual investor behavior in stock market. Using univariate and multivariate analysis and found fivemajor factors that affect the investment behavior of individual investor in stock market namely prudence, and precautions attitude, conservatism, under confidence, informational asymmetry and financial addition. Finally, he concluded that these are the major psychological components seem to be influencing individual investor's trading behavior in Indian stock market.

AjmiJy.A. (2008) used a questionnaire to know determinants of risk tolerance of individual investors and collected responses from 1500 respondents. He concluded that the men are less riskaverse than women, less educated investors are less likely to take risk and age factor is also important in risk tolerance and also investors are more risk tolerance than the less wealthy investors.

Tamimi, H. A. H. identified the factors influencing the UAE investor Behavior. Using questionnaire found six factors were most influencing factors on the UAE investor behaviornamely expected corporate earnings, get rich quick, stock marketability past performance ofthe firm's stock, government holdings and the creation of the organized financial markets.

OBJECTIVES OF THE STUDY:

1. To study the investors behaviors in securities exchange of India
2. To study the factors affecting the different types of investors

RESEARCH METHODOLOGY:

The primary data were used for the study. Data have been collected through questionnaire method a n d survey method. 100 responses have been collected from the different categories of people of in and around of Bangalore City.

Secondary data have also been used for the study. These data were collected from newspapers, magazines and various research articles. Percentage method is used foranalyzing the gathered data.

LIMITATIONS OF THE STUDY:

1. The study is limited to 100 responses
2. The study has been conducted to analyze some factors affecting speculation behavior of categories of people.
3. The survey is conducted in and around of Bangalore city

DATA ANALYSIS:

Gender	Responses (%)	Age	Responses (%)
Male	31(31%)	20-30	55 (55%)
Female	69(69%)	30-40	27(27%)
		40-50	13(13%)
		50 and Above	5(5%)

Table 83.1: Reponses regarding Gender and Age Respondents

The above table shows that the 69 percent respondents are female and maximum falls between the age of 20-30 years.

Income	No. of Respondents	Level of Education	No. of Respondents	Occupation	No. of Respondents
Less than 1 lakh	49(49%)	Metric	4(4%)	Government Employees	9(9%)
1.01-3.00	17(17%)	10+2	21(21%)	Private employees	46(46%)
3.01-5.00	18(18%)	Graduate	27(27%)	Business	1(1%)
Above 5 lakh	16(16%)	Post Graduate	48(48%)	Pensioners	0(0%)
				Housewife	2(2%)
				Students	42(42%)

Table 83.2: Reponses regarding Gender and Age Respondents

The table reveals that out of 100 respondents, 49 percent respondents fall under less than Rs. One lakh income range, 17 percent are those having income between one and three lakh, 18 percent earn between 3-5 lakh and 16 percent earn above 5 lakh. As far as the education and occupation levels are considered, it can be noted that 27percent respondents are graduate, 48 percent are post graduate education, 1 percent of the sample respondents are businessman, 46 percent are private employees while the remaining are employed in either government organization or they are pensions, housewife and students.

Duration of Investment (In year)	Responses (%)
Less than 1 year	40(40%)
1-2	26(26%)
2-5	13(13%)
5 and Above	21(21%)

Table 83.3: Duration of Investment

From the total sample size 26 percent investors are prefer to invest between 1 to 2 years, 40 percent respondents preferred to invest less than 1 year and 13 percent respondents preferred to invest between 2 to 5 years and 21 percent investors prefer to invest more than five years.

AnnualSavings	No. of Respondents (%)	Reasons of Investment	No. of Respondents (%)
Less than50000	73(73%)	To meet family needs in future	44(44%)
50000-100000	15(15%)	Emergency needs	27(27%)
More than 1Lakh	12(12%)	Live a safe and secure	29(29%)

Table 83.4: Responses regarding Annual Savings and Reasons for Investment

73 percent of the respondents save under Rs.50000, 15 percent save between Rs. Fifty thousand to one lakh and 12 percent save more than one lakh. It is clear that family needs and secure life play a major role in deciding the saving habits of the respondents.

Awareness	Responses (%)
Aware	74(74%)
Not aware	26(26%)

Table 83.5: Awareness about Investment

It can be concluded that 74 percent of the respondents are aware of the different investment options.

Factors	Equity	MutualFunds	Debentures	Gold	Others
Family members	15	15	3	17	50
Friends	28	12	5	25	30
Financial Consultants	20	20	10	25	25
Others	22	18	32	18	10

Table 83.6: Factors affecting Investment Behavior

It is evident from the table that family members influence the most in investment decisions in case of others. In the case of Equity the friends were pronounced more. The influence of financial consultants and others was found to be less.

Information Sources	Equity	Mutual Funds	Debentures	Gold	Others
Brokers	6(6%)	23	10	52	9
Newspapers	12(12%)	30	0	56	2
Internet ads	29(29%)	26	5	40	0
Financial Consultants	18(18%)	20	16	46	0
Others	35(35%)	22	3	40	0

Table 83.7: Sources of Information

From the above table it can be said that in case of equity, the major sources of information was the internet ads, as per the gold was concerned financial consultants and Internet ads played a major role.

Options	Responses (%)
Yes	75(75%)
No	25(25%)

Table 83.8: Investment Pattern affected by Market Movement

It can be interpreted that majority of investor's pattern will affect if any change in the market. Market Movement is very important factor for changing in investment pattern.

CONCLUSION:

The review uncovers that the respondents acclimatize the targets of saving, the variables affecting the saving and the wellsprings of data for independent direction. The yearly pay and the yearly saving are given significance of thought by the respondents, in light of the fact that the degree of pay chooses the degree of reserve funds. The financial cohorts are completely mindful about the securities exchange and they feel that market developments influence the speculation illustration of financial promoters in the financial exchange.

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AN OVERVIEW OF COMPETENCY MAPPING IN CURRENT CONTEXT

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ABSTRACT:

Competency mapping is the process of identifying the specific skills, knowledge, and abilities required for a particular job or role, and then assessing individuals to determine their proficiency in these areas. A competency model's main goal is to match individual behavior with organizationally anticipated behavior. At present, mapping competency in contemporary organizations is tricky and complicated due to the presence of emerging technologies. A simple literature review technique is adopted in this work to summarize an overview of competency mapping. Review is performed by analyzing published articles in journals of repute and the review conceptualized competency mapping in current context. This paper will examine the concept of competency mapping, its benefits, and the steps involved in implementing it. Researchers and students can gain an overview of competency mapping at glance with the support of this study.

INTRODUCTION:

Talented workers are essential to a company's ability to carry out daily tasks efficiently, advance organizational goals, occupy leadership positions, and create a productive workplace environment. However, it is becoming increasingly difficult to locate this talent. There is a severe shortage of individuals with the wide range of skills that businesses are scrambling to hire. Competency mapping is essential to a competency-based strategy to work. In order to incorporate these competencies into the organization's various processes (such as job assessment, training, and recruitment), competency mapping is a process for identifying key competencies for an organization and/or a job. Instead of a talent or ability, a competency is defined as a behaviour (for example, leadership or communication. Aggarwal, M., & Sood, S. (2017).

For an organization to survive in today's competitive climate, it must be dynamic and growth-oriented. The competence of human resources is the only thing that makes this feasible. They face intense demand to increase performance by cutting costs and raising quality due to rising international rivalry. No matter what kind or scale of organization they are, they need to hire competent, driven employees. The importance of human resources as an organization's most valuable commodity is now widely acknowledged. A company is only as effective as its employees. To succeed in today's quick-moving, international market, you need a skilled and dedicated workforce. The contest will only be won by organizations that can mobilize such a workforce. All HRD initiatives are built around learning. When human resources management enables people and organizations to operate at a higher level than they currently are, it adds value. To achieve exemplary work performance within an individual's roles, responsibilities, and relationships in an organization and its internal and external surroundings, both functional and behavioral Competencies have grown significantly in importance. The selection, placement, redeployment, growth, and separation processes can all be centered on a competency model. Employee development, education, and training are becoming increasingly essential and effective

components of many organizations' organizational strategies in order to compete and prosper. Numerous studies have shown that employee discontent with their supervisors—not with their pay—is the main cause of resignation. Ahmad, N. F., & Mohd Yusoff, R. (2019).

Competency mapping should put more of an emphasis on what the organizations can do collectively. rather than focusing on the formal knowledge that each employee possesses. However, it goes without saying that we must start with each individual to ensure that they have the desired formal education as well as the necessary skills and knowledge to perform well for the company. The issue is that this is where there is a disconnect between what can be measured and what is known about each person and what is wanted or desired by the organization. Arora, S., & Sharma, M. K. (2020). The objective of this review is to summarize an overview of competency mapping in the modern context.

METHOD:

A literature review's objective is to gather current, pertinent research on the subject and synthesize it into a comprehensive overview of the body of knowledge in the area. To gather knowledge on competency mapping in current context, the researcher reviewed a few latest articles from the field and presented the summary under different heads to give an overview of competency mapping in current context.

COMPETENCY MAPPING HEJASE, H. J., & OSMAN, H. (2017):

Competency mapping is a process of identifying and defining the skills, knowledge, abilities, and other characteristics that are required to perform a particular job or role effectively. It is a comprehensive approach to human resource management that aims to align an organization's strategic objectives with its workforce capabilities. It is a comprehensive approach to human resource management that focuses on developing and retaining a skilled and motivated workforce. The process begins with the identification of the key competencies required for a particular job or role. This is followed by an assessment of the current competencies of the employees, and the identification of any gaps that need to be addressed.

BENEFITS OF COMPETENCY MAPPING: GHOSH, S., & BHATTACHERJEE, S. (2020):

There are several benefits to competency mapping, including:

- **Improved Performance:** Competency mapping helps to identify the specific skills and knowledge required for a particular job or role. By assessing employee proficiency in these areas, organizations can identify areas for improvement and develop targeted training programs.
- **Increased Productivity:** By aligning employee skills with organizational goals, competency mapping can help to improve productivity and efficiency.
- **Better Workforce Planning:** Competency mapping enables organizations to identify skill gaps and develop strategies for recruiting, training, and retaining employees.
- **Enhanced Employee Engagement:** By providing employees with a clear understanding of their role and the skills required for success, competency mapping can help to increase employee engagement and job satisfaction.

PROCESS OF COMPETENCY MAPPING: BISHT, A., & BHATTACHARYYA, A. K. (2016):

The process of competency mapping typically involves the following steps:

- **Identify the Purpose:** The first step in competency mapping is to identify the purpose of the exercise. This could be to identify the skills and knowledge required for a particular job, to assess the performance of existing employees, or to identify training and development needs.

- **Identify the Roles:** The next step is to identify the roles for which the competency mapping exercise will be conducted. This could include job roles, positions, or departments.

- **Identify the Competencies:** Once the roles have been identified, the next step is to identify the competencies required for successful performance in those roles. This could include technical skills, knowledge, behavioral traits, and other attributes.

- **Evaluate the Competencies:** The next step is to evaluate the competencies identified in the previous step. This could be done through interviews, assessments, or surveys. The evaluation should be based on the specific requirements of the role and the organization.

- **Develop a Competency Framework:** Once the competencies have been evaluated, the next step is to develop a competency framework. This should provide a clear definition of each competency and the level of proficiency required for each role.

- **Communicate the Results:** The results of the competency mapping exercise should be communicated to relevant stakeholders, including managers, employees, and HR personnel. This could include feedback on individual performance, training and development needs, and recruitment and selection criteria.

- **Review and Update the Framework:** Competency mapping should be an ongoing process, with the competency framework reviewed and updated on a regular basis to ensure that it remains relevant and up-to-date. This could involve re-evaluating the competencies required for a role, assessing the proficiency levels required, and identifying new competencies as required.

CHALLENGES AND LIMITATIONS OF COMPETENCY MAPPING: BHARDWAJ, R., & NANDA, P. (2018):

Competency mapping is the process of identifying and defining the skills, knowledge, abilities, and other attributes required for successful performance in a specific job or role. While competency mapping can be a useful tool for organizations in managing talent, there are several limitations to this approach:

- **Subjectivity:** Competency mapping is subjective, and the criteria for evaluating competencies may vary from person to person. Different managers may have different opinions on what constitutes a particular competency, and this can lead to inconsistent evaluations.

- **Limited Scope:** Competency mapping only focuses on the specific competencies required for a particular job or role. It may not take into account other factors such as personality traits, values, and attitudes, which can also affect job performance.

- **Time-Consuming:** Competency mapping can be a time-consuming process, particularly if it involves multiple stakeholders. It requires a significant investment of time and resources to identify and evaluate the necessary competencies, which may not be feasible for all organizations.

- **Difficulty in Measuring:** Measuring competencies can be challenging, particularly if they are behavioral in nature. It may be difficult to objectively assess as how well an individual is performing against a particular competency, which can make it challenging to use competency mapping as a basis for performance evaluations or development plans.

- **Limited Predictive Power:** While competency mapping can help identify the skills and attributes required for a particular job, it may not be able to predict an individual's future performance or potential. Factors such as motivation, work ethic, and adaptability can also play a significant role in determining an individual's success in a particular role.

THE FUTURE OF COMPETENCY MAPPING GUPTA, S., & JHA, S. (2017):

The future of competency mapping is likely to involve greater use of technology and data analytics, enabling organizations to collect and analyze large volumes of data on employee performance and competency levels. Some of the trends that are likely to shape the future of competency mapping include:

- **Increased use of Artificial Intelligence (AI):** AI is likely to play a significant role in the future of competency mapping, with machine learning algorithms being used to analyze data on employee performance and identify patterns and trends in competency levels.

- **Greater Emphasis on Soft Skills:** With the rise of automation and AI, there is likely to be a greater emphasis on soft skills such as creativity, emotional intelligence, and adaptability. This is likely to result in a shift in the competencies that organizations prioritize when evaluating employee performance.

- **Customized Competency Frameworks:** As organizations become more diverse and global, there is likely to be a greater need for customized competency frameworks that reflect the unique requirements of different regions and cultures.

- **Greater use of Gamification:** Gamification is likely to be used more frequently in competency mapping, with games and simulations being used to assess employee performance and identify areas for improvement.

- **Integration with other HR Processes:** Competency mapping is likely to become more integrated with other HR processes, such as recruitment, performance management, and career development, to provide a more holistic view of employee capabilities and potential

CONCLUSION:

Competency mapping is a process that involves identifying, assessing, and developing the skills, knowledge, and abilities of individuals within an organization. It is an important tool for human resource management that enables organizations to identify the strengths and weaknesses of their workforce, and to align employee skills with organizational goals. This paper provided an overview of competency mapping, including its definition, benefits, and the process involved in implementing it. It also discussed the challenges and limitations of competency mapping, as well as strategies for overcoming them. Finally, the paper explored the future of competency mapping in the context of changing organizational needs and technological advances.

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A STUDY ON FINTECH ENVIRONMENT - RECENTTRENDS AND INNOVATIONS

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ABSTRACT:

Disruption of financial services is the major issue being considered by top management in most financial institutions worldwide. There is a transformation in the scenario, and the existing businessprocesses are being disrupted at such a rate that it is often difficult to predict the developments in the industry. Top-level executives in almost every finance sector are amazing how much their business will be disrupted. Some believe innovations in financial services are complete 'game-changers' while others predict that new digital competitors will skim off some of their top customers or elevate a share of their most profitable product lines. All are trying to decide whether they should ignore, overlook, acquire, partner or contend with their new technology driven competitors. One of the most exposed disruptive challenges is the one posed to financial services by latest technology - often referred to as 'fin tech'.

The buzz towards fin tech has gained major consideration of established financial institutions, startups, equity capitalists and regulators. The years from 2015 were an influential years for the Indian fin tech sector, which have seen the materialization of abundant fin tech startups, various incubators and funds from private and public investors. It was evidently mirrored that a right proportion of technological skills, cap investments, government policies, regulatory structures and industrial and inventive mind-set could be the motivating force to set up fin tech as a prime enabler for financial/fiscal services in a country like India.

In order to see through some of the confusion, this paper delivers an outline of the recent trends and innovations in financial services in fin tech environment. We then discuss various fintech business models and investment types.

Keywords: Disruption, Financial Services, Fin Tech, Start Ups, Banking.

INTRODUCTION:

Over the last few years, an innovative font of advancements in financial/fiscal services has evolved from financial skill startups ("fin-techs") and technological companies ("techos"). These new fin-techs/techos have been faster than banks to benefit from digital technology, emergent banking products that are accessible to users, have less delivery cost, and are optimized for digital channel. The worldwide finance industry is in a remodeling phase due to fast paced technological change. New technology startups, also referred to as Fin-Tech, have started concentrating on innovation in the finance space following the 2008 crisis of finance. The objectivity of these startups is to transform the finance industry. The FinTechbusiness comprise of a diversity of financial business such as Peer-to-Peer lending online, Small Medium Enterprise finance, crowd-funding platform, wealth managing& asset managing platforms, cryptocurrency, trade management, mobile payment platforms, money transmittal services,etc.

Fintech companies have two unique selling points: enhanced data and cooperative consumer experience. But to time, these have been restricted to moderately plain propositions such as e-

wallets and P-2-P lending. Banks are attentive to these advancements and the opportunity they present. Many have defined the necessitate to chip in this disrupting trend by supporting fintechs – the catalog includes Citi, UBS, Santander, BBVA, NAB, Barclays, and Capital One. They have launched incubation and hastening initiatives and formed investment drivers to exploit advance and scale innovation.

REVIEW OF LITERATURE:

The digital economy offeropportunity for small and large firm to innovate. This includes the financial business, where fintech startupsenter the market in recent years and continue to do so, with a new, innovative, and more accessible financial services and products than incumbent (Arner, Barberis, and Buckley, 2016; Hornufand Haddad, 2018). They seek to apply new technology to the financial business that are based, among others, on block chain technology, artificial intelligence, smart contracts, and big data composed through social media and other web applications (Arner et al., 2016; Hornufand Haddad, 2018).

In his studies of Kutvonen (2016), there are numerous theory behind the Open Innovation paradigm. These theory consist of Knowledge-Based analysis of the Firm (Grant, 1996; Spender, 1996), Dynamic Capabilities (Teece et al., 1997; Teece, 2007), Organizational Learning (March 1991; Levinthal and March 1993; Nonaka, 1994) This study handle Dynamic capability and Organizational culturetheory since how companygenerate information and activaterenovation in their organization to construct dynamic capability in fastaltering environments are particularly important for Fintech space's activities. Dynamic capability theory can help realize how companies make new capability and their assets formation in Fintech liberty as a swiftly altering environment.

Services available in the financial segment are not based on physical/material goods. In this intellect, innovation in the financial sector is considerably insubstantial (Torkkeliand Mention, 2014). Innovation in financial services can be define as innovation in product or organizational structure which effect in price or threat reduction and progressthe accessibility of financial services (Arnaboldi and Claeys, 2014).

A transformation is experienced in how organizations obtain and value information and create commercial value. In this consideration, "Closed Innovation" and "Open Innovation" requisites are being promoted (Chesbrough, 2013). "Open Innovation" put forwards that companies should employ external ideas and external ways to market as well as internal thoughts and internal practices for creating value (Chesbrough et al., 2006; Chesbrough, 2013).

The current literature on finance innovation study can offer a basis for the significance of that study and its objectives (Bryman and Bell, 2011). The second section of the Literature analysishandle Fintech studies in a wideoutlook from theories in the wake ofOpen Innovation in financial services and the new technology, investments, business models, new regulations, and collaboration strategies in the Fintech ENVIRONMENT.

The GLB Act "loosens restrictions on banks' abilities to engage in the previously restricted activity of underwriting securities and permits banks to underwrite insurance policies "(Cara S.Lownetal., 2000). The researcher also discussed on how the deregulation in the 1980s of limitationspermitted banks to develop and combine across diverse markets and into other financial services.

RESEARCH BACKGROUND:

Financial markethave witnessed a quick transform in 2016.As technology and expertise headway, it affects business model in the financial segment and how people accomplishfinancial services. One term is on everybody's lips: Fintech. It stand for the vibrant industry in the connection of finance and technology (Kim et al., 2015).

To understand the Fintech environment, the researcher starts with trends and innovations in financial services and the motivating factors for the growth of the FinTech environment.

All of the researchers discussed overcontribution to 'Open Innovation' studies in financial services sector. They offer exclusive info for financial assistance from Open Innovation viewpoint. It can be said that there is still a necessitate for a qualitative researchthatcombine different perspective in the Fintech field, counting current financial organizations and Fintech startups. This can direct to examining the disruption in the financial markets in the eyes of the people who cause disruption and are trying to manage these disruptions.

RESEARCH QUESTIONS AND OBJECTIVES:

This study aims to fill up the Research Gap and focus on the Fintech space. In this respect, the main exploration question is:

RQ 1: What is innovation growth in the Fintech environment?

RQ 2: What is the impact ofFintech environment on Financial Services?

The main objectives of the research are to determine:

1. To understand recent trends and innovations in Financial Services,
2. To understand opportunities in the FinTech space.
3. To understand triggers of FinTech environment.

RESEARCH METHODOLOGY:

The paper is based on secondary data sourcesobtained from various books, national & international journals, government reports, research reports, review articles, reference books, and publications from multiple websites, which explains the impact of FinTech environment in changing structure financial services.

Financial services are the economic services offered by the finance industry, which are diversified into a wide range of a businesses that manage money, including credit unions, banks, creditcard companies, insurance companies, accounting companies, finance companies, stock brokerages, investment funds, individual managers and some government-sponsored enterprises.

FUNCTIONS OF FINANCIAL SERVICES:

Even in an era of rapid transform to the design, delivery, and financial services providers, the core needs those services to fulfill remain the same. We have identified six core functions that comprise financial services:

- Payments
- Market Provisioning
- Investment Management
- Insurance
- Deposits & Lending
- Capital Raising

THE RAPID EMERGENCE OF FINTECH:

Fintech may be defined as technology-based businesses that compete against, facilitate, or collaborate with financial institutions. Fintech startup firms engage in external partnerships with financial institutions, universities and research institutions, technology experts, government agencies, industry

consultants, and associations. These partnerships create a highly integrated ecosystem that brings the expertise, experience, technology, and facilities of all the entities together.

In the current age of technology-driven financial services, no market participant can afford to operate in silos. FinTech firms are gaining a presence globally. At the market level, FinTech has been adopted by an early majority of consumers in 16 out of our 20 markets, moving beyond the segments of the population that seek out and assess innovations. Notably, FinTech has reached the late majority in two markets, indicating that more than half the population is regular FinTech services users. As figure - 1 point out, FinTech firms collectively gain significant market presence at levels that influence industry standards and consumer expectations.

EMERGING MARKETS ARE DRIVING ADOPTION:

The five emerging markets in the 2017 report indicate that consumer FinTech adoption rates are well above the global average of 33%. Further, the average adoption rate was 46% among these five markets, compared with an average adoption rate of 28% for the 15 remaining markets and the global average. However, our study focuses only on the digitally active population, and internet penetration rates are lower within these five markets. The primary factor in such high adoption is that FinTech firms excel at tapping into these tech-literate but financially underserved populations. Our five emerging markets are characterized by having growing economies and a rapidly expanding middle class, but without the traditional financial infrastructure to support demand. Relatively high proportions of the populations are underserved by existing financial services providers while falling prices for smartphones and broadband services have increased the digitally active population that FinTechs target.
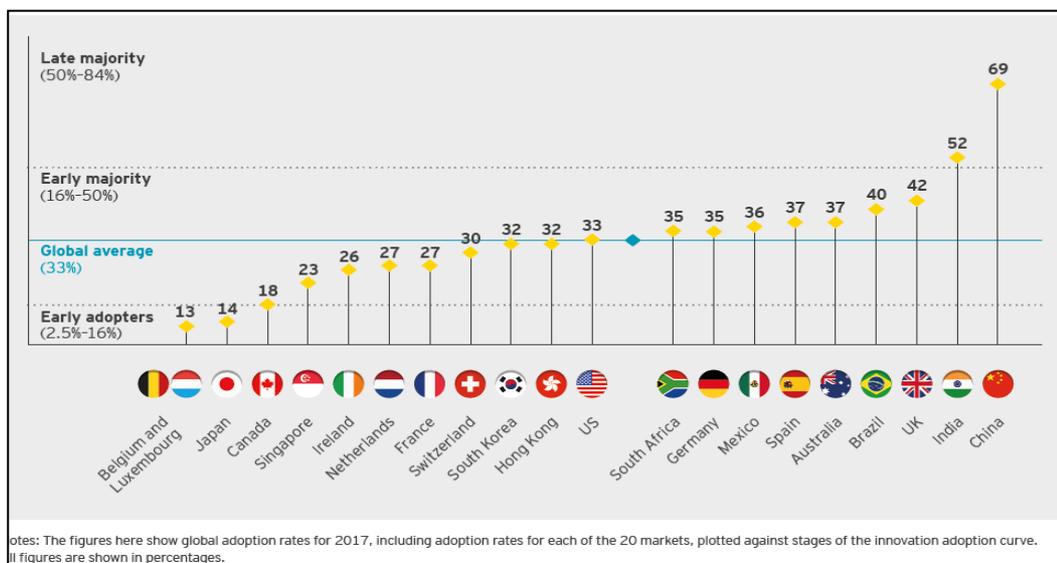
Figure 85.1: Progress of FinTech Adoption Globally and Across 20 Markets
Source: EY (2017)

FINTECH THEMES - NEW FRONTIERS CHANGING THE FACE OF FINANCIAL SERVICES:

The emergence of fintech companies in India is a prelude to the transformation in payments, lending, and personal finance space that has manifested in significant investor interest in recent times. Fintechis enabling the entire value chain of the traditional financial institutions to establish better

connections with customers and provide new offerings in the market. Numerous startups are cutting across multiple business segments and functions, predominantly in the payments and lending space.

KPMG has identified seven themes that can redefine the financial services sector and open numerous prospects for banks if appropriately harnessed.

Figure 2 depicts the fintech themes and a snapshot of critical initiatives taken in each one of them from an Indian context.

Payments and financial inclusion have gained significant market attention. At the same time, there is a strong case of investing in the lending and security biometrics space of Fintech. Slowly, a clutch of companies is beginning to look at Robo-advice and Bank in a Box as new investment avenues.
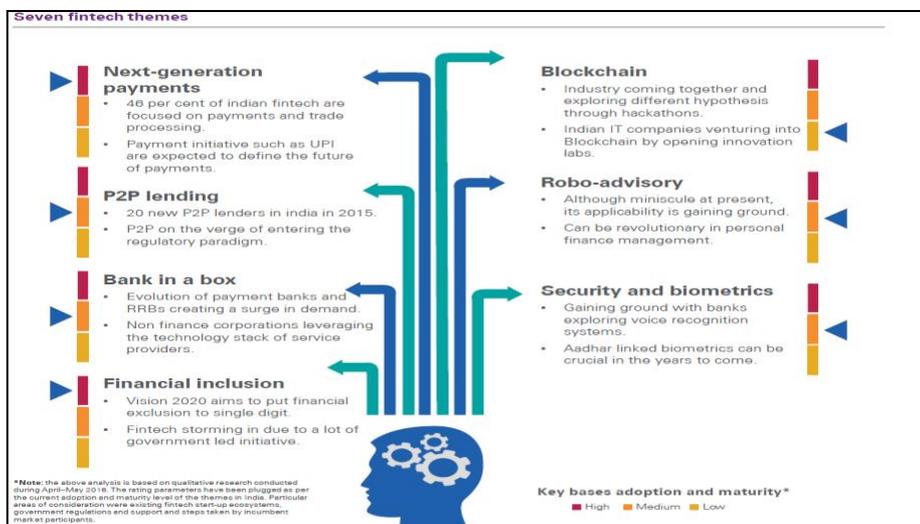
Figure 85.2: Robo-advice and Bank in a Box as New Investment Avenues
Source: KPMG/Nasscom 2020 Fintech in India Report

BLOCK-CHAIN IN FINANCIAL SERVICES:

Although blockchain has been in existence since 2009, it garnered mixed reviews from the industry in its early years. It has now been taken up as a new innovative model globally. Blockchain can be defined as initiating and verifying transactions in a distributed environment. The decentralized record-keeping and reporting functionalities promise opportunities to reduce cost fraud and increase the speed of transactions. With initiatives such as R3CEV, leading banks are battling to developblockchain applications, thereby enabling a change in the traditional financial systems.

Overall, the global investment in blockchain has exceeded USD 1 billion01 in over a thousand startups and is expected to increase four-fold by 2019, growing at a CAGR of 250 percent. A notable example is the funding received by Coinbase and Circle exceeding USD 240 million02 in 2015.

Blockchain is being perceived in India as a game-changer that can offer an innocuous, quick and economical way for transactions if used to its full potential. Though it is nascent and has yet to mature into a mainstream application, the technology is receiving favorable reviews from market players. Example:

- Zebpayin India launched a blockchainlab to develop a proof of concepts and innovative services.
- The company has received about USD1 million in funding from equity investors to build talent and accelerate the company's blockchain-based services07.

The recent formal acknowledgment of blockchain technology by RBI has created a stir in the right direction in India. In addition, RBI has also setup a committee to understand the possibility of using blockchain technology and determine appropriate regulatory policies.

To promote the application and development of blockchain technology, several hackathonsare being held in India by leading industry bodies in IT, financial services, and startups. Examples:

- Zone Startups, BitStreetand Block Chain University hosted a hackathonat the Bombay Stock Exchange called 'HackCoinMumbai' to build a blockchain-based application for payments, big data, and other digital-based services. Microsoft, IBM, and Citruspay sponsored this.
- IIT Kharagpur, BTCXIndiaandBlockonomicshave held a hackathonto showcase blockchain-based innovations11.

In India, blockchain adoption is still very premature, but the impact is significant enough to guarantee enterprises' assessment, experimentation, and implementation. Fintech enablement could be seen as a vital area in the Indian market. The next few years are likely to see an increase in accelerators, incubation programs, and VC funding with fintech incumbents to achieve scale sophistication and establish a more extensive reach for blockchain applications.

NEXT GENERATION PAYMENTS:

Globally, banks are moving from their traditional conservative mindsets to align their strategies and better collaborate with fintech players in the payments space. They have realized that failure to do so might leave them with a risk of being swayed away by nimble competitors. To achieve this, banks are collaborating with Fintech inmany ways, such as venture capital investments, incubator programs, innovation labs, strategic partnerships, and accelerator programs.

A breakthrough in payments transformation has been due to the support of regulators in laying down the foundation for technology companies and non-payment providers in innovating momentously in this field.

Some of the key trends in digital payments have been around:

- **Adoption of Contactless Payments:** NFC (Near Field Communication) adoption, Host card emulation, and QR code generation have led the way for electronic interactions between consumers and retailers. Globally, mobile proximity payment is expected to reach a user base of 939 million by 2019
- **Adoption of Payment Hubs:** Financial institutions aggressively invest in harmonizing their payments infrastructure by moving to payment hubs. These hubs are expected to allow processing any form of payments irrespective of the origination channel.
- **Move towards Cashless Societies:** Few countries in the Scandinavian region, including Sweden, Norway, and Denmark, are becoming cashless societies and are adopting no cash models. This has been possible because banks adopt the fintech revolution and respondpositively to innovations.
- **Real-Time Payments:** This is revolutionizing retail funds transfer by providing electronic cash to anyone in the span of a few minutes. Peer to Peer money transfers have been an area that has witnessed high growth and attention in the last few years.

The mobile payment industry in India is valued at about USD 1.15 billion in 2016, growing from USD 86 million in 2011, clocking to a CAGR of 68 percent. Additionally, the mobile wallet industry is poised to reach USD 183 million by 2019.

Many startups have entered the space to simplify mobile money transfers, such as Chillrapplication, which provides peer-to-peer money transfers without bank account details. Few of the leading Indian Banks are also leveraging the Chillrplatform for P2P payments.

Several leading banks launch their digital wallets leveraging NPCI's Immediate Payment Service (IMPS) platform. These digital wallets are integrated with social media features. A few examples are Buddy by SBI and LIME by Axis.

Similarly, few banks are going for payment solutions enabling money transfer, P2P transfer, etc., for smartphone users, such as PingPayandPayZapp.

Even the Indian government is keen on adapting to the Cashless Bharat vision and has taken noteworthy steps to achieve the goal:

They launched UPI (Unified Payment Interface), a digital payment system for mobile-to-mobile money transfer. It enables customers to transact through an app linked with their bank accounts. As shared by RBI, this vision was to migrate India towards less cash and more digital society.

The future of payment is transforming, as new entrants enable the market with new technologies such as contactless payment, NFC enabled smartphones, cloud-based PoS, and digital wallets.

ROBO-ADVISORY:

Robo advisors are the next level in asset management and financial advice evolution, primarily driven by millennials. Digital advice is becoming a prerequisite for wealth management firms serving the mass market and prominent clients. The growth of Robo-advisory services could be attributed to its ability to offer low-cost services, scalability, cognitive advice, and a next-generation user experience. On average, a roboadvisor charges 0.25 percent of assets under management as against 1 percent for human advisory Robo advisors in India are sprouting across the retail investing space. Many new entrants and traditional broking firms have launched roboadvisor services in India, such as Aditya Birla Money's MyUniverse, BigDecision, ScripBox, Arthayantra, FundsIndia, and 5nance.

Demographic swing and technology growth in India has been the prime enablers unleashing new opportunities and taking the business model of financial advisory to the next level. In India, roboadvisorsdistinguish themselves as the responders to the digital trend and craft a model resonating with early adopters. The services offered range from mutual funds, portfolio allocation, insurance plan selection to pension fund selection. Below are a few examples:

- Fundsindia, an online automated advisory service, can garner 80,000 customers with an AUM of INR 1500 crore.
- Roboadvisory firm ArthaYantra, using an analytics tool for customized advice, serves 75,000 users, targeting one million users over the next 24 months.

Recent fundraising of about INR 150 crore by Scripbox, Arthyantra, Fundsindia and 5nuance reflects private equity investors' rising interest in this market.

Although Robo advisors are quite sparingly used in India, the future is expected to see a rise in the cases of Robo advisors connecting directly with investors and more distributors in the arena.

BANK IN A BOX:

A catalyst for banks to gain technical competence is the 'Bank in a Box' model, a white-labeled solution spanning multiple core banking modules, channels, and payment solutions to meet a bank's operational needs. With the adoption of these solutions, banks can be more agile in tapping the unbanked segments and increasing their top line. Bank in a Box solution has received wide acceptance by small cooperatives and RRBs (Regional Rural Banks) in India.

For example, IDFC partnered with FSS solution01for "Bank in a Box" hosted solution for the following services -payments processing, card management, reconciliation to the payment gateway for e-commerce, and Aadhaar enabled Payments for financial inclusion.

Recently, Yes Bank in India came up with a unique service called "Bank in a Box," which uses bunch notes, acceptors/recyclers for corporate clients in retail, healthcare, banking, and aviation. It has helped automate the cash handling process in these sectors above.

Some of these institutions are adopting the SaaS model, thereby significantly reducing the capital expenditure. These solutions also include integrating contact centers and voice/back office support centers and outsourcing infrastructure maintenance. They are also expected to improve sales/service, control the total cost of ownership, increase speed to market, and reduce regulatory overheads for banks. Thus, banks have become imperative to move towards boxed solutions and liaise with fintech companies for rapid deployment and superior customer experience.

P2P LENDING:

With peer-to-peer lending, borrowers take loans from individual investors willing to lend their own money for an agreed interest rate. The profile of a borrower is usually displayed on an online peer-to-peerplatform where investors can assess these profiles to determine whether they would want to risk lending money to a borrower. A borrower might receive the total loan amount or only a portion of what he asked for from an investor. In the latter case, the remaining portion of the loan may be funded by one or more investors in the peer lending marketplace. In peer-to-peer lending, a loan may have multiple sources, and monthly repayment has to be made to each of the individual sources.

P2P platforms connect borrowers to investors with attractive interest rates. For lenders, the loans generate income in the form of interest that can often exceed the interest amount earned through savings vehicles, such as saving accounts and CDs. In addition, an investor canmake a higher return on his investment than he can get from the stock market through the interest payments he receives monthly from the borrower. On the other hand, P2P loans give borrowers access to the financing they may not have gotten approval for from standard financial intermediaries. Furthermore, a borrower receives a more favorable interest rate on her loan than one she would otherwise have obtained from a bank.

In India, the P2P lenders broadly focus their portfolio on microfinance, consumer loans, and commercial loans. For example, 30 percent of Faircent'sloans are taken by micro and SME sectors, boutique firms, and mom and pop stores. Individuals rest for private purposes such as weddings, medical, and homes. Some of the other leading P2P lenders in India are i2ifunding, Loanmeet, i-lend, LendenClub, Milaap, MicroGraam, InstaPaisaand Vote4Cash etc. The market's growth potential in India is vast, as there are about 57.7 million small businesses in the country.

In the absence of a regulatory framework, Indian P2P startups are registered under the Companies Act and abide by The Negotiable Instruments Act. RBI recently released a consultation paper on the P2P lending business model where companies need to be registered as a particular category NBFC and spoke about six prime areas including permitted activity, reporting, prudential and governance requirements, business continuity planning, and customer interface, thereby providing an approach to curtail the risk in this sector. The idea is to bring the P2P lending platforms within the scope of NBFC governance.

FINANCIAL INCLUSION:

Globally banking sector is grappling with the absence of financial inclusion in rural areas. At the global level, 38 percent of the adults do not use any formal financial services, and 73 percent of the poor people are unbanked. This is attributed primarily to the burdensome requirements of opening a financial account and lack of awareness about the product or channels to leverage for banking products.

At present, the financial inclusion penetration in India is low, where 145 million households do not have access to banking services.

In India, the rapidly growing penetration of smartphones and the internet has led to the emergence of multiple technologies for replacing cash, providing credit information for screening, enabling online lending, and purchasing financial products through digital means. In the future, the recent provision of payment bank licenses by RBI is likely to aid in monetizing this digital trend and making technology the core offering.

FINTECH AREA – APPLICATION IN FINANCIAL INCLUSION	
Payments	eWallets, UPI, USSD Transfer
Peer to Peer Lending	Funding for individuals and micro enterprises
Microfinance	Funding for the small and medium enterprise.
KYC	Aadhar enabled KYC
Biometric	Credit Scoring information, account opening, ATM pin
Digital Identity	Aadhar linkage to account for credit information
Remittances	Transfer and payments in remote areas

Table 85.1: Fintech Area – Application in Financial Inclusion
Source: KPMG in India analysis, 2016

FinTech activity in India has attempted to cover a range of initiatives for financial inclusion. Example:

- Ezetap low-cost PoSdevices, helping local stores and villagers transfer funds and make payments.
- Instarem offers international money transfers with charges as low as a 1 percent transaction fee for any transactional value.
- Milaap customized credit programs for underserved sections, leading to social lending.
- Budipay innovative solutions around remittances and direct benefit transfers in India.

Soon, alternative payments are likely to have a significant share of payments and transfers, leading to deeper penetration of financial services, thereby supporting the overall financial inclusion plan.

SECURITY AND BIOMETRICS:

In the wake of growing cyber-attacks against the banking industry, financial institutions are becoming even more vulnerable than any other industry globally. Hence, there is a pressing need for financial institutions to deploy biometric technologies and adopt cyber security solutions. This is evident because the global cyber security market invested about USD 75 billion in 2015, which is expected to reach USD 175 billion by 2020. As the Indian customer evolves, banks are leveraging new technologies to improve the banking customer experience since more and more financial transactions are now conducted through electronic banking. As consumer acceptance of eKYC and biometric authentication increases, fingerprint recognition can become the most commonly used technology for customer interactions. Examples:

- Kotak Mahindra Bank promoting fintech startups by organizing a "Mobility Hackathon" to develop innovative applications in the field of Fintech, security, and e-commerce.
- A leading bank in India started offering voice recognition services to authenticate customer identification based on their speech pattern, resulting in faster banking transactions. The customers are not required to enter their card number in every transaction and use theirAadhar details for credit profiling. Similarly, the "Smart Vault" facility offers an automated locker facility in a secure lounge with biometric authentication.
- Banks in India are also leveraging biometric technology for faster loan approvals.

A leading fintech startup is working with leading private banks in India in the area of cyber security and assisting them in protecting the information shared externally

Using biometrics in banking helps ensure proof of identity and strengthens the fraud detection mechanism. It also improves transparency by facilitating an audit trial and reduces the processing time significantly. Overall, it helps increase the customer's confidence in the banking system.

CONCLUSION:

There are a plethora of FinTech startups emerging in India across all segments in financial services. The pace at which FinTechs are emerging is no denying that our country has enormous entrepreneurial potential. There are roughly 1500 FinTech startups, big and small, operating in India, and out of these, almost half were setup in the past two years.

While they may have promising ideas, they need technically and financially grooming and nurturing. This is the void filling by accelerators like Startup boot camp (SBC). The kind of exposure that they get at a platform like SBC, access to investors and customers alike, is unmatched.

The FinTech revolution is being further encouraged by the initiatives of the government and regulatory bodies, which are ready to go the extra mile to enable innovation in financial services a reality. Big banks and other financial institutions are also actively looking to collaborate with startups for their mutual benefit. A structured program for engaging with FinTech startups can almost act like an outsourced R&D function for financial institutions.

This shows that India is on the verge of a financial revolution. The total investment that the FinTech industry has witnessed in India boomed in 2015-17. There is still considerable momentum in the industry, and we will continue to see this trend continuing hereafter. Though a majority of successful startups have been in the payments space, moving forward, we foresee a number of them coming up in other segments as well, particularly in alternate lending, wealth management, and insurance.

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FUTURE OF HUMAN RESOURCES MANAGEMENT: HRIS TRENDS FOR 2023

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ABSTRACT:

The effective and efficient administration of people inside a company or organisation in such a way as to provide their firm a competitive edge is known as human resource management. It is made to maximise worker performance in support of a company's strategic goals. In order to effectively manage people inside firms, human resource management focuses on policies and processes. It is no secret that human resources departments are among the most crucial elements of any business. They are in charge of hiring, supervising, and keeping staff. And as the world changes, this obligation becomes increasingly more difficult.Keeping this view in mind the researchers try to find out future of human resources management for 2023.

Keywords: Human Resources, Management, Future Trends, Information System.

INTRODUCTION:

There are many changes that are happening in the world of HR. The first is that modern HR's need to be more agile. This means that they need to be able to react quickly to changing business needs and keep up with talent acquisition and retention. Another major shift is from doing transactional work to strategic work, which means that instead of doing the mundane administrative tasks, HR teams should now focus on long-term strategy and planning too. Another trend is to focus on overall diversity and inclusion, which is being pushed by the raising awareness from employees and also the government regulators across the world. Another trend is an increased focus on continuous learning for employees as well as for HR professionals themselves.

RAISING AI-ML INFLUENCE:

Every company strategy must prioritize increasing employee engagement since it is a critical factor in increasing productivity. Real-time data helps HR specialists to act promptly and uniquely. HR executives are assisted by AI and machine learning (ML) in creating HRM programmes based on smart data. HR chatbots reinforce employee relations and support workforce engagement. HR chatbots streamline and automate the hiring process, enable employee self-service and enhance efficiency across the organization. For example, if you are planning to take a day off without prior notice, an ESS bot will assist the manager in granting or rejecting. The previous ten years have witnessed a lot of development in the field of human resources. The HR sector is progressively adopting cutting-edge data-driven technologies. 22% of businesses have already used AI, while 53% of businesses are redesigning their HR programmes to use digital technologies. The benefits of using AI and ML in HRAI chatbots are listed below.

- **Individualization:** In order to manage a workforce that spans generations and includes tech-savvy millennials, HR directors are embracing current training techniques. Due to the fact that different people have various learning styles, HR directors employ AI to personalize training and learning activities. The AI/ML algorithms make recommendations about worker training, making training initiatives more fruitful.

- **Estimating Workplace Morale:** The HR sector is utilizing AI/ML more and more since they are skilled at spotting performance trends over time. By using the resulting insights to assess employee morale and provide them the tools to realize their full potential, HR professionals may forge stronger bonds with their employees.

- **Simplifies Recruitment Procedure:** An application tracking system (ATS) may save an HR professional the hassle of sorting through numerous resumes, minimizing errors and misunderstandings during the hiring process. By giving HR directors specialized research tools to identify the best candidates in the sector, AI and ML have improved every step of the hiring process. Based on keywords, geography, qualification, and expertise, the ATS may analyze infinitely many resumes.

- **Simplifies Payroll:** You don't have to spend time filling out papers to track your transportation costs, compute your leave, or file your own taxes. Payroll and spending management can also be handled by HR bots. Simply alert the bot and it will ask your management to authorize your expenses.

RISE IN REMOTE WORK:

In the past, remote employees have had a bad reputation. But now, some businesses are thriving with completely remote teams. Teleconferencing and telework technology have advanced to the point where it's not uncommon for businesses to allow their employees to work from home once or twice a week. So why are employees and employers attracted to this remote work trend? See even some examples of organizations adopting this trend.

- **Flexibility:** Millennials want the flexibility to work and travel, whereas a parent with 3 kids may want to work from home. Employees who work remotely have the flexibility to organize their work hours around their personal schedules. Additionally, it lowers the cost of internal resources and internet for businesses.

- **Increased Productivity:** There are many distractions at work that hinder productivity. Remote workers worked 9.5% longer and were 13% more productive, an experiment by Nicholas Bloom found. More productive employees can also equal increased sales for a company. By using the best technology and having a plan in place, this remote, productive dream can become a reality.

- **Reach top Talents:** As employers, you may find reaching top talent near your area difficult. By offering remote work options, you have more opportunities to garner top talent. This option works particularly well if you are seeking high-in-demand technical staff. Young, but skilled graduates may not have enough funds to move to a large city, so remote work allows them to save more money.

AUTOMATION IN MUNDANE HR TASKS:

Recent trends in the HR world have been seeing a rise in automation. This is because there are so many tedious and mundane tasks managers need to do. This often takes a lot of time away from the manager's day which could be spent on more pressing matters. With automation, managers can delegate these tasks to their computer software and be done with them in no time. Automation has left its mark on HR and impacted it greatly, read on to find out how.

- **Recruiting:** A HRMS system can automate the recruitment process by picking out suitable resumes based on keywords or skills necessary. This allows human effort to be saved for the more important parts of recruitment that automation cannot carry out, such as the interviewing process. Automation has cut the process of picking out resumes short, making the hiring process much more efficient and time-saving.

- **Performance Management:** Good employee management is an integral part of any organization's success, but gathering the measurable to carry out performance appraisals can be difficult. With the changing trends in HR industry Automation allows the gathering of data to be automated, as many reports are automatically generated. As this makes performance management much easier and faster, it is much easier for management to determine any areas that need to be worked on within the organization.

- **Onboarding:** Onboarding processes are a necessity in every company, and can be the deciding factor of how long an individual chooses to stay in a company. Long-winded onboarding processes can be a bore to newcomers and do not leave the best impression. In the coming future automation allows for employees to complete their own onboarding tasks at a faster rate, so they have more time to get adjusted to their surroundings.

DIVERSE HUMAN RESOURCES TEAMS:

The workplace is becoming more globalized. So, for companies that value diversity, it turns into a competitive advantage. Additionally, it enables such companies to identify and seize undiscovered opportunities.

- **Promoting Diversity:** The management and leadership should create and encourage a diverse culture and should make them as the primary responsibilities of HR professionals. A workplace that values diversity, gives every employee a chance to learn and grow, and appreciates their contributions are going to be the game changers for talent acquisition and retention to the company. Diversity as a strategy offers companies the chance to begin seeing emerging trends. By fostering an inclusive atmosphere, it can focus on the elements that encourage employees, lower absenteeism, and boost productivity.

- **Monitoring Diversity:** In most companies it can be challenging to have a clear picture of what diversity is like for that specific organization. Diversity should be monitored by HR teams to combat this. Audits are a good way to achieve this. Not only for current employees, but also in hiring procedures, this should be done. This will make it possible to gauge progress effectively.

- **Widening the Talent Pool:** HR should concentrate on recruiting and developing a diverse workforce when it comes to diversity. For instance, some HR experts collaborate with local youth organizations or schools to find and keep talented people. This aids in developing talent at a young age and ensuring that more people of different backgrounds are aware of the opportunities within the company.

- **Diversity's Future:** These changes to recruitment should be considered by companies, but they must be implemented as soon as possible. Even though recruitment has improved, more attention still needs to be paid to other areas like mentoring, supplier chain diversity, and advancement. Businesses must make sure that they support the advancement of ethnic minorities within their organizations.

CHANGE OF ORGANIZATIONAL STRUCTURE:

Every organization aims to structure people, work and responsibilities to meet organizational goals in an optimum manner. Most young companies and start-ups start their organizational life with a flat organizational structure; as companies grow, they tend to become more complex and

hierarchical, often leading to bureaucracy. Failure of the traditional hierarchical structure to be nimble and adapt to globalization led to the evolution of the matrix organizational structure. Matrix structures broke down the hierarchies, allowing teams to share information across task boundaries and enabling managers and staff to build their knowledge and experience across projects. It also allowed the individual to develop broader perspectives and skills.

HOW TO PREPARE YOUR ORGANIZATION FOR FUTURE HR CHALLENGES:

The future of HR management is going to be a huge challenge for organizations. With the rise of automation, it is going to make it easier to manage the workforce, but there are certain things that organizations need to do in order to leverage the advantages.

Organizations will have to focus on their employees' skills and make sure that they are up-to-date with the latest trends. Focusing on their employees' happiness and making sure that they are satisfied with their work needs to be the priority of any corporation. Companies, small or big, should also consider investing in AI technologies to automate some of their HR processes and leverage the advancements in the technologies to improve productivity and the bottom lines.

CONCLUSION:

The future of HR is looking bright with these 5 trends. The workforce will become more diverse and adaptive, there will be a rise in collaborative work environments, and HR tech will finally be able to keep up with the needs of modern HR departments. HR professionals generally handle large amounts of paperwork on a daily basis, ranging from department transfer requests to confidential employee tax forms. Forms must be on file for a considerable period of time. The use of human resources information systems (HRIS) has made it possible for companies to store and retrieve files in an electronic format for people within the organization to access when needed, thereby eliminating the need for physical files and freeing up space within the office. HRIS also allows for information to be accessed in a timelier manner; files can be accessible within seconds. Having all of the information in one place also allows for professionals to analyze data quickly and across multiple locations because the information is in a centralized location.

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POST PANDEMIC RECOVERY IN BUSINESS AND ITS IMPACT ON HOTEL INDUSTRY IN BENGALURU - ISSUES, CHALLENGES AND STRATEGIES

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ABSTRACT:

The impact of Coronavirus was felt globally across the world. The worst affected was travel and hospitality industry. The pandemic caused a great impact on Indian tourism and created a panic situation among domestic and International travellers to travel and dine-out. Lockdowns, ban on travelling and fear of quarantine affected the hotel industry and slowed down the economic activities.

This paper throws light on the impact of the pandemic, strategies, challenges and issues on hotel industry with special reference to Bengaluru city. The objective of this paper is to study the marketing strategies of hotel industry post covid in Bengaluru. This paper is based on secondary data.

Keywords: Covid – 19, Marketing Strategies, Hotel Industry, Backyard Tourism.

INTRODUCTION:

The hotel industry is among the sectors that received the biggest blow during the early months of the covid-19 pandemic. The global pandemic with quarantine periods, closing down the cities travel limitation were the major blows that hit hospitality and tourism business which suffered tremendous losses.

OBJECTIVES:

- To understand the sudden downfall of hotel industry due to covid-19 and strategies framed for up sticking the industry.
- To understand the new idea of hotel management system
- How online hotel business can boost the economic growth and development
- To study new dimension of business and government policies
- How Bengaluru hotels amidst covid and post covid were able to keep their business moving

CHALLENGES/ISSUES IN THE INDUSTRY:

- Lay-offs at all job levels
- Payments to vendors and suppliers were hampered, which raised concerns about future relations between hotels and goods suppliers
- Strategies implemented were only the adjustment to face the pandemic situation. But in the long- run, it was not suitable
- Massive lay-offs increased unemployment rates and slowed the engine of economic growth
- Staff shortage inability to pay salaries, to retained employees, borrowings etc., were the major reason behind the downfall of industry during pandemic.

STRATEGIES:

Hotel marketing strategy is a technique to become more expressible to the targeted customers. Bengaluru has seen the worst decline of 69% revenuecompared to other major Indian cities.

Bengaluru is heavily reliant on IT industry and International in-bound travel, which have higher domestic business mix. This is the major reason why Bengaluru has seen the sharpest decline.

A powerful marketing strategy creates a chance to slowed all the hotel's hospitality, facilities, Interiors etc.,

Hotels implemented several strategies to meet the crisis:

- Managers enforced safety measures to improve health and safety; including compulsory testing on employees.
- Several new-product packages were introduced such as discounted price - to raise occupancy and revenues rooms were offered for medics and quarantining infected patients.
- Government issued Kartu Prakerja (Pre-work card) incentive program for these who lost their jobs. This incentive consisted online up skill training and financial benefits.
- "Backyard Tourism" was encouraged by all star hotels to increase revenue.
- Star hotels offered their land space to conduct small events with social distancing and an opportunity of open air an against closed spaces.
- Novel sanitization stations were kept across the hotels.
- In-Room dining facility was introduce where guests were given the facilities of enjoying a meal in the comfort of their room where food was delivered at the door step.
- "Knock and drop" menu was introduced which enable the guests to have zero contact with associates.
- Offering hotels an office - corporates were offered free high speed Wi-Fi with packages, QR code enabled digital menus and e-payments.
- Upgrading the website, Re-marketing, Video marketing, socialize the hotels over different social media, E-mail token of love or invitation, upgrade hotel outlook.

Higher Investment + Marketing Strategy = Guarantees the profits

CONCLUSION:

During covid the hotel industry was the hard hit sector. Unemployment, layoff, closure of hotels, downfall in revenues rates etc., gave a new idea to hoteliers to run their business. In post-covid gradually there is rise in new hotels, employment level is slowly rising and customers satisfaction with new idea of backyard hotels and staycationhas improved the condition of hotels in Bengaluru.

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FORENSIC ACCOUNTING- IMPROVING SKILL SET AND FORMING REGULATORY BODY FOR FORENSIC ACCOUNTANTS IN INDIA

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ABSTRACT:

Forensic accounting is a specialized field that combines accounting, auditing, and investigation skills to detect financial fraud and analyze financial information for legal purposes. Regulatory bodies play a crucial role in framing the standards and guidelines that forensic accountants should follow in their work. Forensic accounting is a specialized field of accounting that involves using accounting, auditing, and investigative skills to examine financial records and transactions in order to detect and prevent fraud, embezzlement, and other financial crimes. Forensic accountants are often hired by businesses, government agencies, and law enforcement organizations to investigate financial crimes and provide expert testimony in legal proceedings. Forensic accountants use a variety of techniques to analyze financial data, including data analysis, financial modeling, and statistical analysis. They may also conduct interviews with key personnel, review internal controls and procedures, and examine documentation and other evidence to gain a comprehensive understanding of the financial activities of an organization. In addition to investigating financial crimes, forensic accountants may also be called upon to provide litigation support in civil cases, such as divorce proceedings or business disputes, where financial issues are at stake. They may also work with insurance companies to investigate claims of financial loss or damage due to theft or other criminal activities. Overall, forensic accounting plays an important role in ensuring the accuracy and reliability of financial records and detecting and preventing financial crimes. In conclusion, regulatory bodies can play a crucial role in improving the skill set of forensic accountants. By developing and enforcing standards, providing training and certification, conducting audits and reviews, and promoting research and development, regulatory bodies can help ensure that forensic accountants have the skills and knowledge needed to detect and prevent financial fraud.

Keywords: Forensic Accounting, Embezzlement, Business Disputes, Forensic Accountants.

INTRODUCTION:

Forensic accounting is a specialized field of accounting that involves the use of accounting, auditing, and investigative skills to provide an accurate and comprehensive financial analysis that can be used as evidence in a court of law. Forensic accountants are typically called upon to investigate financial transactions and records in cases of fraud, embezzlement, bankruptcy, and other financial crimes. Forensic accountants use various techniques to uncover financial fraud, including tracing funds, analyzing financial statements, and reconstructing accounting records. They may also provide expert testimony in legal proceedings and work closely with law enforcement agencies, lawyers, and other professionals to build a case against suspected criminals.

Overall, forensic accounting plays an important role in the legal system by providing a critical link between financial data and the legal process. It can help to uncover financial fraud and other financial crimes and can provide important evidence to support legal action.

Forensic accounting can have a significant impact on banks in several ways. Here are some examples:

- **Preventing Fraud:** Forensic accountants can help banks prevent fraud by identifying and assessing risks in their internal controls and financial reporting systems. They can also develop and implement fraud prevention programs and educate employees on best practices to avoid fraud.

- **Investigating Fraud:** If fraud or financial crimes do occur, forensic accountants can investigate and identify the perpetrators, as well as the extent of the damage caused. This can help banks to recover stolen funds and hold the individuals responsible for their actions.

- **Mitigating Financial Losses:** Forensic accountants can help banks to identify areas of financial loss, such as loan defaults or inaccurate financial reporting, and develop strategies to mitigate these losses.

- **Regulatory Compliance:** Banks are subject to a range of regulations and compliance requirements. Forensic accountants can help banks to comply with these requirements by conducting audits, identifying areas of non-compliance, and providing guidance on how to improve compliance.

- **Reputation Management:** Fraud and financial crimes can damage a bank's reputation, leading to decreased customer confidence and loss of business. Forensic accountants can help banks to manage their reputation by providing transparency and accountability in their financial reporting, and by demonstrating their commitment to preventing and detecting financial crimes.

Overall, the impact of forensic accounting on banks can be significant, helping to prevent fraud, mitigate financial losses, and protect the reputation of the institution.

HISTORICAL PERSPECTIVES OF FORENSIC ACCOUNTING IN INDIA:

The history of forensic accounting can be traced back to ancient civilizations, where accountants were employed to detect fraud and irregularities in financial transactions. For example, in ancient Greece, accountants were used to investigate and prevent fraud in public financial management. Similarly, in ancient Egypt, scribes were responsible for keeping accurate financial records and detecting fraud.

In the modern era, forensic accounting began to emerge as a distinct field in the mid-20th century. One of the earliest recorded uses of forensic accounting in a legal case occurred in the United States in 1939, when a forensic accountant was hired to investigate a case of embezzlement.

During the 1960s and 1970s, forensic accounting gained prominence as a result of several high-profile financial scandals. The collapse of the Franklin National Bank in 1974, for example, led to the establishment of the Securities and Exchange Commission's Division of Enforcement, which included a unit dedicated to forensic accounting.

In the 1980s and 1990s, forensic accounting continued to grow as a profession, with many accounting firms establishing dedicated forensic accounting practices. The passage of the Sarbanes-Oxley Act in 2002, which required public companies to have their financial statements audited by external auditors, also increased demand for forensic accounting services.

Today, forensic accounting is a recognized specialty within the accounting profession, and forensic accountants are employed by a wide range of organizations, including law firms, corporations, government agencies, and non-profits. They play a critical role in detecting and preventing financial fraud and providing assurance that financial records are accurate and reliable.

CHARTERED ACCOUNTANCY FIRMS WHICH PROVIDE THE FORENSIC ACCOUNTING SERVICES ARE AS FOLLOWS:

Sharad Joshi Chartered Accountants who investigated the Delhi based Xerox fraud case. Deloitte, Ernst and Young, Price Water House Coopers, KPMG. In order to curb the increasing financial fraud cases, scams Government of India has established three four agencies that combat frauds as follows:

- **SFIO (Serious Fraud Investigation Office):** It is formed by Government of India under Ministry of Corporate Affairs which looks after the Frauds in the areas of Income tax, FEMA, RBI etc.
- **CBI (Central Bureau of Investigation):** It has its specialized wing to deal with the financial frauds called as ''economic offenses wing'.
- **CVC (Central Vigilance Commission):** It takes care of the occupational frauds such as corruption. It has developed the "Forensic Cell" which takes care of the Banking Frauds governed by RBI and financial frauds are covered by SEBI.

To ensure high quality and credibility in forensic investigations, the Institute of Chartered Accountants of India (ICAI) has introduced 30 Forensic Accounting and Investigation Standards (FAIS), which include an outline on the principles to be followed for conducting investigations.

OBJECTIVES OF THE STUDY:

- To appreciate forensic accounting's significance.
- To analyze forensic accounting with a case study.
- To investigate the usefulness of forensic accounting in establishing the reliability of financial records.
- To recognize the tools and techniques used in the process of forensic accounting.

METHODOLOGY:

This study uses the literature that is already accessible on forensic accounting and its use in the contemporary corporate world to theoretically analyze the function of forensic accountants in resolving the complex problem of the corporate world.

There are several ways to appreciate the significance of forensic accounting:

- **Preventing Fraud:** Forensic accounting helps to prevent fraud by identifying and assessing risks in internal controls and financial reporting systems. By implementing fraud prevention programs and educating employees on best practices to avoid fraud, forensic accounting helps to minimize the likelihood of fraud occurring.
- **Detecting Fraud:** When fraud does occur, forensic accounting plays a critical role in detecting it. Forensic accountants can identify patterns or anomalies in financial data, transactions, and accounting records that may indicate fraudulent activity, and provide evidence to support legal action against perpetrators of fraud.
- **Mitigating Financial Losses:** Forensic accounting can help to mitigate financial losses by identifying areas of financial loss, such as loan defaults or inaccurate financial reporting, and developing strategies to mitigate these losses.
- **Ensuring Regulatory Compliance:** Forensic accounting helps banks and other organizations to comply with regulations and compliance requirements by conducting audits, identifying areas of non-compliance, and providing guidance on how to improve compliance.
- **Preserving Reputation:** Fraud and financial crimes can damage an organization's reputation, leading to decreased customer confidence and loss of business. Forensic accounting helps to manage the organization's reputation by providing transparency and accountability in financial reporting and demonstrating the organization's commitment to preventing and detecting financial crimes.

Overall, forensic accounting plays a crucial role in identifying, preventing, and mitigating financial crimes, ensuring regulatory compliance, and preserving the reputation of organizations. It is an

essential tool for maintaining the integrity of financial systems and protecting individuals and organizations from financial fraud and crimes. Forensic accounting is a useful tool for investigating the reliability of financial records. By analyzing financial data, transactions, and accounting records, forensic accountants can identify patterns or anomalies that may indicate fraudulent activity, errors, or irregularities in financial records.

A CASE STUDY ON FORENSIC ACCOUNTING:

One notable case of forensic accounting involves the **Enron scandal,** which occurred in the early 2000s. Enron was a large energy company that engaged in a number of fraudulent accounting practices, ultimately leading to its bankruptcy and the imprisonment of several executives.

Forensic accountants played a crucial role in identifying the fraudulent activity at Enron. They analyzed the company's financial statements and transactions to identify irregularities and inconsistencies, and conducted extensive forensic audits to uncover the extent of the fraud.

One of the key forensic accounting techniques used in the Enron case was the identification of off-balance sheet transactions, which Enron used to hide debt and inflate profits. By using special purpose entities (SPEs), Enron was able to keep significant amounts of debt off its balance sheet, making it appear more profitable than it actually was.

Forensic accountants also identified a number of other fraudulent accounting practices at Enron, including the manipulation of energy prices, the overstatement of revenue, and the understatement of liabilities.

The investigation and subsequent legal action in the Enron case had significant repercussions, leading to increased scrutiny of accounting practices and greater regulation of the financial industry. It also highlighted the important role that forensic accountants can play in identifying and preventing fraudulent activity, and demonstrated the importance of transparency and accountability in financial reporting.

INVESTIGATE THE USEFULNESS OF FORENSIC ACCOUNTING:

Forensic accounting is a specialized field of accounting that focuses on investigating financial records and transactions to detect fraud, embezzlement, and other financial crimes. It involves the use of accounting, auditing, and investigative techniques to uncover financial irregularities and provide evidence that can be used in legal proceedings.

One of the key areas where forensic accounting can be useful is in establishing the reliability of financial records. Financial records are critical for businesses, investors, and other stakeholders as they provide information about the financial health of a company and are used to make important financial decisions.

However, financial records can be subject to manipulation and fraud, which can result in inaccurate or misleading information being presented. This is where forensic accounting comes in, as it can help to detect and investigate any irregularities in financial records and provide assurance that the records are reliable.

Forensic accountants can use a variety of techniques to investigate financial records, including:

Data analysis: Forensic accountants can use data analytics tools to analyze large amounts of financial data and identify patterns or anomalies that may indicate fraud or other irregularities.

Document examination: Forensic accountants can examine financial documents, such as invoices, receipts, and bank statements, to look for evidence of fraud or manipulation.

Interviews and interrogations: Forensic accountants can interview employees, customers, and suppliers to gather information and evidence related to financial transactions.

Reconstruction of transactions: Forensic accountants can reconstruct financial transactions to identify any irregularities or discrepancies.

By using these techniques, forensic accountants can provide assurance that financial records are reliable and can be used to make informed financial decisions. They can also provide evidence that can be used in legal proceedings to prosecute financial crimes and recover assets that have been misappropriated.

In summary, forensic accounting is a valuable tool for establishing the reliability of financial records. By detecting and investigating financial irregularities, forensic accountants can provide assurance that financial records are accurate and reliable, which is essential for businesses, investors, and other stakeholders.

TOOLS AND TECHNIQUES USED FOR THE PURPOSE OF FORENSIC ACCOUNTING:

1. **Theory of Relative Size Factor (RSF):** The relative size factor test is an effective test for detecting errors. This test highlights all the possible fluctuation. It measures the ratio of largest number to the second largest number in the given set. Higher the difference indicates higher chances of occurrence of fraud and error.
    The Given Formula Decides the Ratio: Relative size factor = Largest Record in a Subset Relative Size Factor /Second Largest Record in a Subset
2. **Computer Assisted Auditing Tools (CAATs):** Computer-assisted audit techniques (CAATs) is an automated tool to perform audit process. CAAT are used by the auditors to perform various auditing procedures such as: Testing details of transactions and balances, Identifying inconsistencies or significant fluctuations, Testing general as well as application control of computer systems. Sampling programs to extract data for audit testing, and Redoing calculations performed by accounting systems.
3. **Benford's Law:** It is a mathematical tool, and is one of the various ways to determine whether variable under study is a case of unintentional errors (mistakes) or fraud. Once the variable or field of financial importance is decided, the left most digit of variable under study extracted and summarized for entire population. The summarization is done by classifying the first digit field and calculating its observed count percentage. Then Benford's set is applied. A parametric test called the Z-test is carried out to measure the significance of variance between the two populations, i.e. Benford's percentage numbers for first digit and observed percentage of first digit for a particular level of confidence. If the data confirms to the percentage of Benford's law, it means that the data is Benford's set, i.e. there is 68% (almost 2/3rd) chance of no error or fraud. The first digit may not always be the only relevant field. Benford's Law gives the expected patterns of the digits in the numbers in tabulated data. Benford has given separate sets for 2nd, 3rd and for last digit as well.
4. **Data Mining Techniques:** It is a set of assisted techniques designed to automatically mine large volumes of data for new, hidden or unexpected information or patterns. Data mining techniques are categorized in three ways:
    -   **Discovery:** It helps in discovering the usual knowledge without predefined hypothesis. Predictive modeling: In this model patterns are discovered from the database to predict the outcomes.
    -   **Deviation and Link Analysis:** In this model unusual items are detected. Link discovery has emerged recently for detecting a suspicious pattern. It mostly uses deterministic graphical techniques, Bayesian probabilistic casual networks. This method involves "Pattern matching" algorithm to 'extract' any rare or suspicious cases.

5. **Ratio Analysis:** Data analysis ratios for key numeric fields are also a useful technique used by forensic accountants to detect the frauds. The following three ratios are commonly used to do data ratio analysis to report on the fraud health by identifying possible symptoms of fraud ·
   - The ratio of the highest value to the lowest value (max/min)
   - The ratio of the highest value to the second highest value (max/ max2) and
   - The ratio of the current year to the previous year Using ratio analysis, a financial expert studies relationships between specified costs and some measure of production, such as units sold, dollars of sales or direct labor hours.

SKILL SET FOR FORENSIC ACCOUNTANTS:

The relevant skills of forensic accountants are:

- Deductive analysis
- Critical thinking
- Unstructured problem solving
- Investigative flexibility
- Analytical proficiency
- Oral communication
- Written communication
- Specific legal knowledge
- Composure

FORENSIC ACCOUNTING PROCESS:
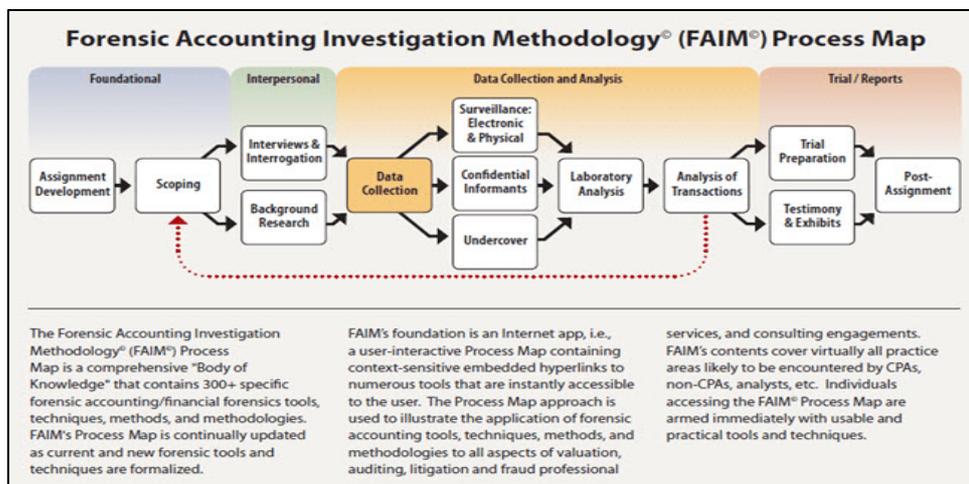
Figure 88.1: Forensic Accounting Investigation Methodology (FAIM) Process Map

Advice from a forensic accountant: How to minimize the risk of fraud in your business. Some simple strategies that help to minimize risk of exposure and loss:

1. **Make Sure Internal Controls are Built into Every Process:** Usually fraud occurs when there is pressure (e.g. to maintain a lifestyle), opportunity (e.g. when an employee has the ability to manipulate accounting records with no oversight), and rationalization (e.g. employee rationalizes the fraud by saying "I'm working so much overtime and I'm not paid for it"). Areas that are left without proper checks or balances are susceptible to fraud by employees. Most importantly, stringent internal controls include proper segregation of duties as well as management oversight to reduce the opportunity for employees to commit fraud. By making

certain processes have appropriate internal controls in place and by removing some of the opportunity, and therefore the temptation, for employees to commit fraud.

2. **Review Regularly (And Irregularly As Well):** The diligence of performing internal control checks such as reconciling bank accounts, conducting inventory counts, reviewing credits applied against accounts receivable, reviewing authorizations of new accounts payable vendors, etc. not only helps to detect fraud early, but also serves as a constant reminder and deterrent for any potential fraudsters. Random and unexpected 'spot checks' by Toronto forensic accounting experts not only make fraud detection more difficult to evade, but may also identify company policies not being followed.

3. **Implement Company-Wide Anti-Fraud Education:** Fraud protection is about more than just keeping your employees in check. It's about educating everyone in your business about fraud prevention, including owners and senior leadership. This not only ensures that everyone involved knows how to identify and report instances of fraud, but also provides an explanation for why certain internal controls have been implemented.

4. **Keep Whistleblowers Anonymous:** A significant percentage of fraud activity is discovered and identified by whistleblowers. According to research, whistleblowers are responsible for over 40% of fraud detection. However, fear of repercussion or a negative reputation can be a major deterrent for an employee who has spotted something wrong and wants to do the right thing. Ideally, there should be a confidential whistleblower program in place that allows an employee to report fraud without drawing suspicion or unwanted consequences to themselves. As a part of company-wide anti-fraud education efforts, ensure that your employees are aware that an anonymous whistleblower program exists for their benefit.

Below are the top four internal controls that reduce fraud losses and can improve detection:

- A robust code of conduct
- A strong internal audit department
- Management certifications of financial statements
- Management reviews of internal controls, processes, accounts or transactions

These four anti-fraud controls were associated with a 50% or greater reduction in both fraud losses and fraud duration. Internal audits and management reviews are both mechanisms that can be used to actively look for fraud, so their correlation with reduced fraud losses and duration stands to reason. In contrast, codes of conduct and management certifications of financial statements are less directly tied to fraud detection, but both mechanisms likely help increase the perception of detection and form the foundation for a holistic anti-fraud culture. With fraud on the rise due to the economic downturn and global pandemic, now is the time to invest in anti-fraud controls and not ignore them.

SUGGESTIONS:

- New legislative body should be made in order to make Forensic Accounting a part of day to day auditing and accounting practices. Roles, Responsibilities, duties and powers of Forensic Accountant should be framed by the regulatory body. Prosecution for fraudsters should be done by keeping in mind the "framework" or "model" applicable to users of fraudulent practices in IT. This model should act as a powerful tool to prevent the occurrence of frauds.
- Conferences, seminars and training programs need to be organized to enhance skills and ability of professional Accountants regarding Forensic issues.
- There is further scope of research in this field if this subject is integrated into the academic curriculum. Traditional Judicial System should be abolished which is free from Red Tapism and bureaucracy.
- SEBI and RBI should create a "cell for Forensic Accounting" in field of corporate crimes and financial crimes respectively.

- Software should be developed to make a test run of all the tools and techniques as stated.
- AICPA and other International professional bodies have already adopted Forensic Accounting since 1995 and hence the survey of their practices can be done in order to prepare a model of Forensic Accounting in India.
- Participation of midsized Chartered Accountancy firms in work of Forensic Accounting should be done with Big Five so as to spread the importance of the same and hence to reduce the chances of occurrence of fraud and error.

CONCLUSION:

To conclude Forensic accounting as a discipline is an interesting area and can be highly useful to both the society and the investigator. However, it is pertinent to note here that only persons of such skills and courage with an attitude to know the secrecy can be successful in the process of forensic investigation. With increase in the use of Computers in accounting and auditing there are more chances of occurrence of the fraud. The check list can be prepared as and when the accounting is done by the management and there should be accuracy and detailed trail of each and every transaction. Investigators act as sniffer dogs but if disclosure is transparent and authentic then the chances of frauds would reduce. Further research can be done to find the integration of the subject outline for the academicians and also "investigative skills" and "model" to the accountants so as to have Forensic Accounting as preventive measure rather than to have it as Investigative tool.

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A STUDY ON ADAPTATION OF INNOVATIVE DISRUPTIONS THROUGH ED- TECH APPLICATIONS IN CBSE SCHOOLS OF HASSAN DISTRICT

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ABSTRACT:

This study explores the pattern of innovative disruptions among the teacher of CBSE schools and examined how the teachers expected to increase the performance of the students through innovative disruption. There were 49 respondents from 4 CBSE Schools both male and female respondents were present with the age ranging from 24 years to 51 years. Respondents were from Hassan CBSE Schools with experience ranging from 1 year to 14 years in CBSE Schools. The Evaluation analysis was conducted through mean & Standard Deviation which is utilized for objective measure of opinion or subjective data and provide basis for comparison of Standard Deviation indicates the shape of the distribution, how close the individual data values are from mean value. Standard error tells us how close our sample mean is to the true mean of the overall population.

Keywords: *Innovative Education, Disruptive Technology, CBSC Schools.*

INTRODUCTION:

Innovative Disruption has always been a challenge to grab the audience attention. But due to it unique quality it is much accepted and used in multiple ways. Innovative Disruptions is a way to the futuristic ideology were virtually is in practice. As the virtuality increases there is more opportunities for Innovation Disruptions. As many companies have implemented this concept to produce more services and Products to improvise the innovations to its greatest heights. The disruptive innovation has become more valuable too, due to its inaccessibility, expenses, durability & sustainability.

Through this paper we understand the disruption in education as a serious transformation or alteration of the structure of teaching in CBSE schools. There has been a focus on those transformation arising from an institution, wide deployment of Ed Tech products & services Kellner (2004) argues that e-learning presents unique opportunities for re-visioning of education in order to realise the type of transformation that can take place. Yet as anticipated disruption to teaching and learning has not come to friction (Selwyn 2007, Keller2005 Kirkup & Kirkwwood, and 2005 Tearte 2003). Although technology is now common knowledge in most educational institutions there is little evidence of significant on teaching practice & e-learning is still marginal in the lives of most academics (Conole 2004). We tend to used technology to support traditional modes of teaching improving the quality of lecture, presentation using interactive white boards, making lecture notes readable in power point & available online, extending the library by providing access to digital resources and libraries, recreating face-to-face tutorials discussions online. Incremental improvement in quality & flexibility but nowhere near being transformational Innovative uses of learning technologies have formed part of universities strategic aspirations (Engestrom 1987).

One of the beauties of the digital world we now live in is that we are not hampered as much as in the past, by having to fit into specific categories. The development is impossible without the use of newest technology that support education and promote a different type of learning that adapts us to the requirements of present job market. In on the research survey conducted by the school in Nazarene University States' 73% of the teachers agreed that technology had dramatically changed

the classroom in the last five years. 56% of their tools have become tech based such as smart, boards, students portals, laptops, tablets, learning software & learning apps (away from note book & pencils). These tools have not only brought the classroom into modern age, but have also enhanced learning & teaching according to 82% of the teachers surveyed.

ED TECH BACKGROUND:

The Ed Tech, according to the Association of Education, Communication & the Technology is the study & ethical practice of facilitating learning & improving performance by creating, using & managing appropriate technological processes & resources (UNESCO 2014) Overall this term is also known as "Ed Tech "refers to the technology that aims to develop & implement tool, such as software, hardware & processes which will make education more efficient & accessible. The Ed Tech is used to enhance pedagogy not to supplant or replace it. EdTech are educational solutions that leverage technology to aid the delivery of education (Ed Tech Review 2013) Ed Tech is a modern solution link education with newest technologies & enhance learning experience & results by providing the most up to date education that is accessible anytime and anywhere(Marynawic, 2017). These solutions open great possibilities for education seekers & students by allowing them global access, inclusion & personalization of learning. There are many companies from USA, China, India, Brazil who have produced many types of e-learning Ed Tech products which are different and Innovative description.

Regarding the diffusion of technology in Education and how teachers and students have been impacted a large body of research has been published. According to the promotion of adoption of technology in class rooms by school leadership has tremendous positive influence on the teachers to adopt. Using technology in class room is directly affected by teachers own beliefs & attitude towards computers. Ina study it was found that male students were comfortable & confident in using technology than female students but both had positive beliefs about the value of technology in classrooms. The ease of use of the technology innovation is very important factor for teachers to integrate technology into class rooms accordingly. A study hypothesizes many constructs like relative advantage, compatibility, ease to use, trial ability, observability and perceived enjoyment. Peer influence positively affects teachers and students intention. The device like tablets has made the perceived relative advantage more efficient. The compatibility of the device has also made the evaluation of the devices more positive. Teachers and students find the devices more useful item in the classroom and easy to adopt it. There were many other variables also which had positive use of the device, irrespective of the gender. Learning effectiveness, ease of use scrolling through the screen, amount of information displayed all these variables were recognized after the study was made and it was expressed by the students

Online Learning can enable learning to happen in a variety of contexts, location, & times it allows for transformation of curriculum and learning. The emerging of disruptive innovation also allows for an escape from policies that focus on credit hours and seat time to one that ties progression to competency and mastery. Online learning courses can easily embed actionable assessments and allow students to accelerate past concepts and skills they understand and have mastered and instead focus their time where they most need help at the level most appropriate for them. Time is naturally a variable in online learning so these courses can instead hold outcomes constant and outcomes will be a more appropriate measure for judging students and institutions. Online learning is a natural platform for many of these changes. And using the assumptions & policies to measure disruptive innovation emergences is inappropriate & could be powerless to the innovation, so what they fail in their promise to deliver a more affordable, higher quality system for country. If the barrier that block disruptive innovations are eliminated and it is partnered with the innovators to provide better educational opportunities. By removing barriers that judge institutions based on their inputs, such as seat time, credit hours and student faculty ratio. By not focusing on degree attainment as a sale manager of

success, where the success has many other measures. Another study conducted by research scholars, were a group students of urban India were selected and given the Innovative Disruption training by a company in selected subjects and monitored the performance of the students. The students showed tremendous achievement after the software Program. Even the weaker students were trained with the software Program where the perform was improved comparatively.

FACTORS AFFECTING THE DISRUPTION INNOVATION IN EDUCATION:

1. **The Digitalized Generation:** As the present generation is more digitalized important in their day to day life. It's important for the institutions and organizations to make the working environment more digitalized for a lot of reasons that the reason making school environment more digitalized is advantageous for the future.
2. **Innovation for Uninterrupted Learning:** As all the syllabus will be involved in the learning material the students do not have to search for materials of learning through other text books Google search or Google E books. It's more convenient for students to learn better.
3. **For Better Performance of Students:** To enhance the performance of students, it is better to depend on Innovative Products as they are updated and provide more updated information and more number of experts are available to keep the students to get more relevant information.
4. **More Virtual and Animated Classes:** As the students are more active and get disturbed, it is better to use animation to attract them and make the subject content more innovative Via animation, which attracts the students and makes the understand the concepts more clearly.
5. **Innovative Administrative Methods:** As administration in schools is a most challenging activity. To run an institution and to maintain transparency innovation, it plays a major role. The attendance of students the performance assessment of students, the fee payment and other activities are very transparent and make the institute to run more smoothly.
6. **To Improve the Status of the Institution:** Once when the more innovative methods are used to school, the school have improved standards and can create a demand for the institution for providing such innovative methods of teachings.
7. **Government Support towards Innovative Disruption:** To increase the accuracy rate in academics and provide high results and best result. Government support this Innovation to analyse the best performance and give credit to the best performance without any dishonesty and corruption involved. Also innovation concentrates on the future development of institution and schools being the first priority for development. It's always better to start innovation in schools and concentrates on other sectors later.
8. **Creates a Platform for Exposure to the Students:** Students can view the world and interact with students from other countries which creates a platform for them to think different, accepts new culture, accept different ideologies and transferring of knowledge.
9. **To be in the Competitive Edge:** As there is a critical competition in the education sector. By building more innovation learning solutions many companies have acquired that place by making it available in the market foe schools to adopt it.

OBJECTIVES OF THE STUDY:

1. To understand the Innovation Disruption adapted in CBSE schools in Hassan District
2. To study the Reasons for Adapting the Innovation Disruptions in CBSE Schools in Hassan District
3. To study the Challenges faced by the CBSE Schools in Hassan District while Adapting the Innovative Disruptions.
4. To study the Performance of the students of CBSE Schools in Hassan District – Following the Adaptation of Innovative Disruption

RESEARCH METHODOLOGY FOLLOWED IN THE STUDY:

The study was conducted in Hassan district and 7 CBSE Schools very selected for collecting the sample and the respondents were from these 7 CBSE schools. The study was of Descriptive research design. The data was collected through survey method. The number of respondents was 49 the data was Primary Data. The instrument used was Google Forms, the research methodology used was central tendency- in that Mean, Median; Mode to analyze the data. It was used, as the questionnaire was of scattered, meaning unrelated questions which was based on the objectives of the study.

RESULTS AND DISCUSSION:

Location the Respondent			Marital Status				Total
			Single	Married	Divorced	Widowed	
Proper Hassan City	Gender of the Respondent	Male	0	7	1	1	9
		Female	2	17	0	0	19
	Total		**2**	**24**	**1**	**1**	**28**
Around 05 to 10 KMS of Hassan City	Gender of the Respondent	Male	1	1			2
		Female	3	7			10
	Total		**4**	**8**			**12**
Around 50 to 100 KMS of Hassan City	Gender of the Respondent	Male	0	1			1
		Female	1	7			8
	Total		**1**	**8**			**9**
Total	Gender of the Respondent	Male	1	9	1	1	12
		Female	6	31	0	0	37
	Total		**7**	**40**	**1**	**1**	**49**
Cross tabulation; Gender of the Respondent * Marital Status * Location the Respondent							

Table 89.1: Gender, Marital Status and Location of the Respondents

Gender, marital status and location of the teachers influence on the quality of teaching in this context the above cross tabulation describe the profile of the respondents; it is observed that major respondents are residents of Hassan city itself (28), it is also finds that married female teachers (19) prefer to locate in Hassan city only to make balance between family and profession. 12 respondents prefer to stay around 05 to 10 KMs of Hassan City and rest 09 respondents are situated around 50 to 100 KMs of Hassan City. Major respondents are married (40). According to many respondents they can travel to Hassan city from 50 to 100, because Hassan district has good transportation facility and infrastructure, hence travelling is not a challenge for the teachers to do travelling every day.

Location the Respondent			Employment Stats	Total
			Employed Fulltime	
Proper Hassan City	Occupation of Respondent	Management	28	28
	Total			
Around 05 to 10 KMS of Hassan City	Occupation of Respondent	Management	12	12
	Total			
Around 50 to 100 KMS of Hassan City	Occupation of Respondent	Management	9	9
	Total			
Total	Occupation of Respondent	Management	49	49
	Total			
Cross Tabulation; Occupation of Respondent * Employment Stats * Location the Respondent				

Table 89.2: The Location, Occupation, Employment Status of the Respondents

The above table describes the location, occupation, employment status of the respondents. The major respondents (28) are like to stay at Hassan city and they are management confirmed employees, this type of confirmation will give job security to teachers for some extent. Minor

percent of respondents (09) like to stay away from Hassan even though they are also employment management due to their personal comfort and commitment.

Descriptive Statistics					
	N	Mean	Result	Std. Deviation	Result
Previous experience with	49	1.2857	Not at all concerned	.57735	Low
Thoughts about Online Education & Technology	49	2.1429	Slightly Concerned	1.49057	High
School Provide Education Technology during online Teaching	49	1.7959	Not at all concerned	.67637	Moderate
School Provide Education Technology during online Teaching Throughout the year	49	1.4286	Not at all concerned	.67700	Moderate
Reason For Adoption of Education Technology	49	2.2286	Slightly Concerned	1.52753	High
How do you asses quality of educational technology	49	1.7959	Not at all concerned	.70651	Moderate
Students Response towards Educational Technology	49	1.8776	Not at all concerned	.72551	Moderate
Performance of Students after taking educational technology	49	2.6918	Somewhat Concerned	1.49959	High
Many students performing high after taking educational technology	49	2.6241	Somewhat Concerned	1.43315	High
Teachers facing challenges in using of technology in education Valid N (list wise)	49	3.0408	Very Concerned	2.661133	Very High

Table 89.3: Mean and Standard Deviation of Questions Related to Educational Technology

The above descriptive statistics table calculated the mean and standard deviation on many question asked by the researcher related to educational technology. According to the respondents, they didn't have previous experience with Online Education and it's got mean value of 1.2857 and SD of .57735, so the teachers are not familiar with Online Education. The respondents have positive attitude towards the Online Education & Technology and they perceive this is Slightly Concerned (mean value 2.1429 and SD 1.49057). According to teachers management is not providing Education Technology during online Teaching and the same scenario continue in the entire year.. teachers strongly believes that there are strong reasons For Adoption of Education Technology with the mean valuce of 2.2286 and 1.52753 SD. Teachers are unhappy with asses quality of educational technology and Students Response towards Educational Technology. Mean while they believes that Performance of Students will go up after taking educational technology Many students performing high after taking educational technology. The highest mean value (3.0408) and Standard value (2.661133) for Teachers facing challenges in using of technology in education.

The study was cross tabulated, it was resulted that many respondents can travel to Hassan city without any hassles and is experiencing good transportation facilities & infrastructure; hence travelling is not a challenge for teachers to commute. The study also reveals that very small percent of respondents stay away from worries to commute to Hassan even though they are full time employees were from management in private college.

The data has had descriptive statistics valuation where mean & standard deviation are utilized and even though they didn't have any experience with online education and are not familiar with online education, they have positive attitude towards online education & technology. Teachers are unhappy with the quality of educational technology. The results also show that the performance of students has increased after taking Educational Technology. Teachers are of the view that many students are performing high after taking Educational Technology. The teachers are facing challenges in using Technology in Education.

CONCLUSION:

The collections of data through primary data methods establish the claim that study having a positive outcome about the gender, location, management & employment status analysis. There are a set of procedures that are necessary for making the changes & has the attitude which is positive towards educational technology in schools, even though the teachers are from out skirts of Hassan

it is not stopping them from learning the technology and implementing it for the improvement of the performance of the students. Students are becoming more innovative development in students for a better future and face any challenges that come their way. Students are becoming more innovative and accept the newness of the educational changes. The teachers are not so happy with the infrastructure provided for them to improvise their skills that in turn will improvise students. As the part of this changes taking place, there is a need for reflecting on the concepts of innovative disruptions for making the students a holistic students in all the approaches.

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PANDEMIC RECOVERY IN POST GRADUATE EDUCATION AND ITS SIGNIFICANCE IMPACT ON VARIOUS STAKEHOLDERS

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ABSTRACT:

As the Post Graduate Education was continued by very less students and the impact of pandemic is more on Post Graduate as some of the institutions has closed their Post Graduate wings in their institutions we considered this as a serious issue in post pandemic period. As the collection of primary data was easier and reliable and this sector has to be strengthening before it is too late to recover we have taken this topic in the panoramic view of stakeholders of the institution. This article does not reveal the name any institution but data are collected from reliable resource. This research will help the institutions who want to sustain their Post Graduate Courses and the Professors who are willing to retain their impression over their students.

Keywords: PG Education, E- Education, Online Teaching, Stakeholders.

INTRODUCTION:

Human civilization has come across a long a way in terms of Education starting from 'Gurukula' system to modern day online teaching- learning process we made some massive steps. But with the arrival of Novel Corona Virus (Covid-19) several researches had happened to this millennium- old education system. This has pointed us to realize that, when e needed to shift the education model from traditional chalk-talk method to online LMS (Learning Management System). Blended learning technique all of a sudden within weeks. We are actually mot ready from premier institutional to the schools/colleges/universities in rural area. Everyone has struggled to some extend and huge amount of ground level remedial work need to be done to overcome the hurdles. Institutions need to be trained, contents need to be developed.

Collaboration needs to be built and the list goes on. In this paper we have discussed the challenges faced by the higher education learners and Institutions in India in particular and also we have to look beyond how this pandemic is going to change the educational path in future.

Appearing strategies to sustain post pandemic recovery:- the post pandemic issues has many challenges in education sector like lack of getting admission, admissions done, lack of interest in studies to students, lack of technological development in education field, etc.

It is a difficult situation faced by higher education sector because online platform, E-textbooks, E – Classes and several websites are acting like alternative to traditional teaching. As they provide better recap and easy accessibility in flexible timing has made students more addictive to online teaching but, different stakeholders like parents, management, etc,. may be preferring traditional teaching but still unable to convince the current generation. Even the class teachers struggling who all to meet the technical expertise as per the need of the students. Even though their teaching is in best level, they cannot add tremendous effect given in audio visual aids.

Some online teaching platform like Microsoft team, Google classroom, skill shares, etc, are teaching students effectively along with periodical observation. To overcome these problems teachers has to put maximum efforts in attracting these students.

The online teaching are given at affordable price, E-textbooks are given at free of cost which has also spoil the business of publishers and there is no scope for the startups in publishing PG level textbooks. Number of teaching classes are lesser than UG colleges.

Finally making several strategies like providing training to the teachers by using online platforms and communicating with parents and students accordingly. Higher Education system tried their best techniques to overcome these challenges.

OBJECTIVES OF RESEARCH:

- To study the impact of a pandemic on different views of higher education
- To know the strategies to overcome these kind of pandemic and epidemic issues
- Post pandemic issues in higher education sector (service sector)
- Impact on stake holders like students, parents and management
- Issues and challenges that they are facing
- Strategies can make to face there challenges according to me
- Post pandemic recovery in Educational sector

RESEARCH METHODOLOGY:

The data is collected through economic survey of 2020-21 and different websites.Wiz IQ, sills shares etc, to teach the students efficiently.But overcome from their situation was not achieved 100% results because of Indian stereo type schools, lack of technology, absence of students, and ignorance of parents. Finally making several strategies like providing training to the teachers by using online platforms and communicating with parents and students accordingly higher education system tried their best techniques to overcome from these challenges.

According to the report, enrollment in school education from elementary to upper secondary is estimated to be around 25.57 crores in 2021-22. This is 19.36 Lakh more than the number of students enrolled in 2020-21. However, enrollment in the schools preprimary section fell by 11.5 Lakh. The total number of schools in 2021-22 was 14.8 lakhs, down from 15.09 lakhs in 2020-21.

The reports state that closure of more than 20,000 schools is mostly due to school closures under private and other management schools and the grouping of government schools by various states.

Among the said closure private schools accounted for 24% of those that closed, while government schools accounted for 48% with government aided schools and others accounting for the remainder. Tamil Nadu has no schools in this category, while West Bengal has 99.9 % of schools with smart classrooms, indicating a significant disparity between different regions in the country. Punjab, Haryana, Gujarat and Kerala also have more than 90% of schools in their category.

PROMOTIONS:

During the pandemic years more pupils advanced from secondary to upper secondary school and graduated from high school to college than during the pre COVID-19 years, despite dismal (dull) learning outcomes, the report stated. This becomes a point of concern since it disturbed the balance between promotions and the conceptual understanding of the students.

It is important to note that school students performance once in National Achievement Survey (NAS) test declined dramatically across classes and in most subjects. For example: in class X science examination general category students score declined by 34 marks, while SC, ST and OBC students scores dropped by 45 48 and 40 marks respectively. Therefore SC and ST students will bear a disproportionately greater burden as their learning outcomes suffered the most while their promotion rates increased the most among all demographic.

CONCLUSION:

Post Graduate sector is the most effected segment in educational institution due to pandemic. Most of the students are planning to start their career and many stakeholders in institutions are planning to close PG Courses to avoid the financial burden. It will directly impact on reducing workload to teaching field and also discouraging the students who are willing for further studies. This article may flash some guidelines to recover from these ill effects.

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A STUDY ON PROGRESS OF INDIA TOWARDS GREEN ECONOMY

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ABSTRACT:

Green economy, in recent times, has arisen as a vital concept which has taken over the top priority on the agenda of the global sustainable development. Over the period of time, India's fast development in various important economic fields has created employment opportunities and also aided in enhanced stable standard of living of the people. Nevertheless, its exceptional development record is confined by an embarrassing climate change and exhausting natural resources, which is demanding a paradigm shift towards accomplishing a green and decarbonized economy. Post Pandemic, India has diverted its attention towards a greener economy. Gradually public and private sectors together must work on transforming India into a green economy which will lead towards green growth and development.

Keywords: *Green Economy, Sustainable Development, Decarbonized Economy, Green Growth.*

INTRODUCTION:

Green Economy generally is an economy that indicates greater economic growth which results in enhanced and sustained human well-being and reduction of inequalities in distribution of income and resources over the long term. In this process the nation should not expose the future generation to major environmental risks and scarcity. The government's initiative on green growth and green development in India, aims to build India as a master in inclusive green growth and development.

For India to be transformed into a Green Economy, it has to enable and ensure it has a strong national regulations and policies, subsidies and incentives, Legal infrastructure, international market, trade and aid protocols.

NEED OF THE STUDY:

Recent rapid growth in Urbanization in India has seen rapid infrastructural development and all-round progress. A United Nations report shows that approximately 60% of the total global population would be living in urban areas by 2030. At Present, India is also witnessing a drastic shift from being a rural economy to becoming a vibrantly growing urban economy. India has a great potential to transform its economy and accelerate industrialization by tapping its existing natural and human resources. In this process, India has contributed adversely towards climate change and environmental degradation.

The rapid Industrialization and urbanization in India is causing a greater amount of air, water and land pollution. This devastating step has also resulted in deforestation, habitat loss, and the extraction of freshwater from the environment, which has decreased biodiversity and altered species ranges and interactions.

REVIEW OF LITERATURE:

Dr.Kishor P Bholane (2020) "The transition to green and inclusive economy has been long deliberate both at national and global level. This paper tries to study the benefits, principles and barriers of green economy".

Pratiksinh S Vaghola and Harshesh Kumar R Patel (2018) "The prime concerns of the modern scientists, environmentalists and the important international organizations in the past few years is climate change and drastic global warming".

OBJECTIVES:

The following are the objectives of this research:

1. To know the concept of green economy
2. To know the progress of green economy through green growth in India

RESEARCH METHODOLOGY:

This research paper is based on the secondary data, which is been gathered from various publications, journals, articles from various website. This paper is a theoretical paper to add on literature on green economy.

FINDINGS:

India's consumption pattern of resources in its past and future has led to excess damage in its environment and ecosystem. This in turn has adversely effected its economic growth and sustainable economic development. India can only shift from brown to green economy by ensuring a drastic reduction in adverse climate change and resource depletion.

CURRENT STATUS OF INDIA AS A GREEN ECONOMY:

Environmental Performance Index- year 2020 has ranked the nations from the globe, based on criteria's such as air quality, biodiversity, climate change and Waste management. As per this index, India is ranked 169 out of 180 countries which indicate its lag in the progress towards green growth. India's poor performance on green growth and green development is a reason for worry, with nearly 130 crore people facing severe environmental health hazards.
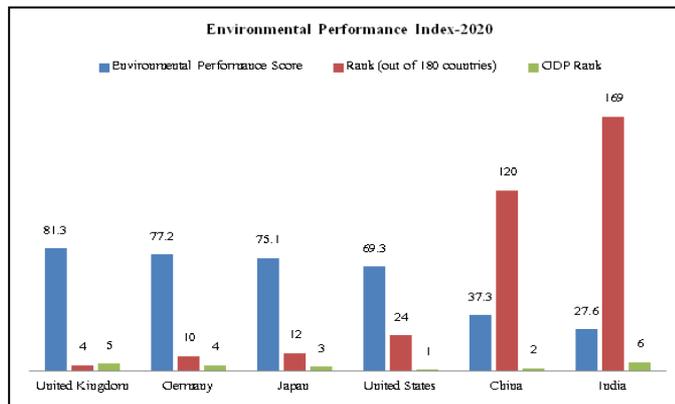
Figure 91.1: Environmental Performance Index 2020
Source: Secondary Data (Environmental Performance Index)

INDIA'S POTENTIAL HURDLES TOWARDS GREEN ECONOMY:

After the Indian economy endured the worst part of the pandemic, the government carried out strategies, presented plans, made amendments in budget allocation and made numerous extra mediations to adapt to the COVID health care and economic systems crisis to keep up with

financial security and human prosperity. As a quick reaction to the pandemic, the government reported a Coronavirus recovery package for India in 2020 (roughly US$260 billion) by focusing on specific areas that had been most terrible hit, were imperative for the financial recuperation, or played had a noticeable impact in the Indian economy.

Now India is rising as the one of the fastest and most vibrantly growing economies in the present world. At present with GDP at $3.17 trillion, Indian economy is rated as 6th largest economy, ranked behind United States, China, Japan, Germany and United Kingdom. India is now the third largest emerging economy in Asia.

As per International Monitory Fund, the global economy shrinked considerably in 2020 due to the adverse effect of COVID-19, but it is predictable to grow 6.0% driven by the macro recovery post pandemic. India's Gross Development Prodect growth is at a faster pace. GDP at Current Prices in 2022-23 is estimated at ₹69.38 lakh crore, as against ₹62.39 lakh crore in 2021-22, showing a growth of 11.2 percent," a government press release stated. According to the data, the Indian economy is expected to grow at 7 per cent in FY23. World Bank forecasts India's FY23 GDP at 6.9%.

With a Human Development Index value of 0.633, India has been ranked 132 out of 191 nations in the 2021 HDI, according to a report produced by the UNDP (United Nations Development Programme). The KDIs which mean the Key development indicators for our nation and other nations are listed in the figure below.
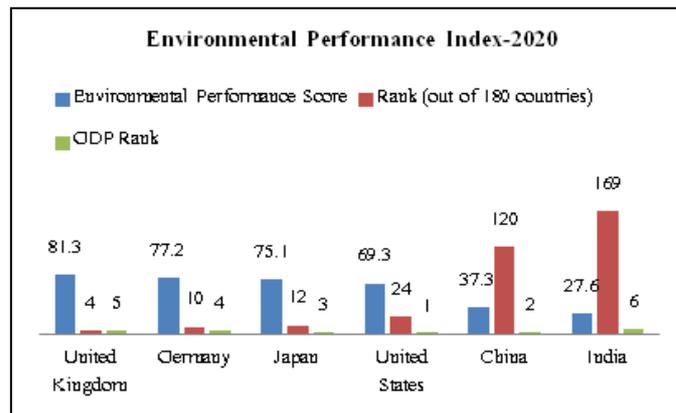
Figure 91.2: Key Development Indicators

This figure specifies that in the process of reaching greater heights in GDP, India is adversely contributing towards adding on to the adverse climate change and environmental factors.

India must continue to advance in all fields to sustain and meet its development goals. In this process of economic growth and development, India might have to face a huge consequence environmentally such as severely depleted natural resources which are most needed for our sustainable growth eg: mineral resources, water resources, and fossil fuel, thereby hiking the prices of the final products mainly energy resources like fuels and raw materials at its rise.

The level of green growth and development in India will highly depend on its capability to decrease dependency on the natural resources which are needed to support the economic growth and development in its future, thus improving social equity and creating better employment opportunities. Green development and growth will surely play an important role in balancing these various and important priorities. Green growth generally means nurturing economic development and growth by ensuring that human development improves along with natural resources which continue to support human needs and requirement without getting depleted. Therefore, administering public debt and fiscal deficits, which are the two main hurdles to national policy

making, may block the technological changes essential for green growth and development. Eventually green growth and development is one among the seven top priorities of the current Union government Budget 2023-24 for getting green industrial development and economic shift, environment friendly agricultural activities, and sustainable energy in our country. Therefore, it is important to recognize and capitalize on the development benefits of green growth and development interventions across important economic sectors.

Government of India has come up with lots of initiatives towards Green growth and green economy. As per Prime Minister's address post-budget on 'Green Growth', Indian Union Budget 2023-24 has introduced many projects and initiatives which includes almost all sectors and ministries like, Energy Transition, Green Hydrogen Mission ,Energy Storage Projects, Green Credit Program, Renewable Energy Evacuation, PM-PRANAM, Bhartiya Prakritik Kheti Bio-Input Resource Centres, GOBARdhan Scheme, MISHTI, Coastal Shipping, Amrit Dharohar and Vehicle Replacement.

India has to make sure that the monetary benefit is moving towards assured development with low-carbon technology, as well as identify the needed and new economic sectors. It is also important to find out the hotspots of environmental degradation and take immediate action to rectify them with proper plan towards environmental sustainability.

SUGGESTIONS:

The present public, especially the youth is very much aware and follow sustainable products. They preferably chose the products which emphasize in low waste, reduced carbon footprints, ethical labour practice and respect human rights. Post pandemic, people are having more awareness on environment. To add on people can start opting recyclable plastic, and start using products from the companies which score high on sustainability values.

CONCLUSION:

Post COVID-19 Pandemic, India must focus on the root map of economic recovery with green growth elements. This will alleviate the adverse impact of Indian climate change and environmental

India in its path of development continues to fight COVID-19. But it must simultaneously carve its strong path to economic recovery in order to alleviate the adverse impact of climate change and environmental degradation and shift towards sustainable and inclusive development. India can reduce the risks of health hazards and slowly move towards sustainable development with green economy and green growth.

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A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON CONSUMER PURCHASE BEHAVIOUR WITH SPECIAL REFERENCE TO YELAHANKA

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ABSTRACT:

The study refers to the current trends followed in marketing and its impact on consumer buying behaviour. The research is based on primary and secondary both data.The primary data based on more than 100 digital customer reviews towards digital buying and marketing. The secondary data included reference of internet, website, other previous research paper .The study aims to find the impact on consumer behaviour towards digital marketing, how the digital marketing is gaining popularity day by day, how it was beneficial during pandemic ,etc. Business leverage digital marketing such as influencers, social media, email, content ,etc. The preference of present people changed which also affect on marketing as the people follow the trend, fashion. The study highlights the individual's buying behaviour, and the trend of digital marketing.

Keywords: *Online Shopping, E-Business, Consumer, Current Trends.*

INTRODUCTION:

Technology made us dynamic quicker than before.In simple words digital marketing is online shopping platforms. It often focuses on reaching a customer with increasingly conversation oriented messages across multiple channels. Social media, website , content, influencers ,blogs ,ebooks are the some examples of digital marketing.Internet is changing the way of consumer shop and buy goods and services and has rapidly evolved into global phenomenon. Companies have started using with aims of cutting marketing cost by reducing price of their products in order to win from the competitive. Consumers use internet not only for shopping or buying products but also to compare price, quality, facility etc. Digital marketing is reached so high that people who were unknown of digital marketing is now started using it.

LITERATURE REVIEW:

- **Naseeth Ahamed Nizar, Chrishankar Janathanan, 2018:** The purpose of this research is to identify how the social media marketing impact on the consumer purchase decision. The objective of this research is that to define the term social media marketing and consumer purchase behaviour, to carry out a literature review on the subject of consumer purchase behaviour and impact of social media, to conduct a primary research with the help of questionnaires and interviews on the impact of social media advertising and consumer purchase behaviour, and to review the findings and to make recommendations to management of Dialog Axiata.
- **K Jenyo Gabriel, M Soyoye Kolapo, 1-14, 2015:** Businesses are spending more on and partaking in online marketing than ever before, the world over. Understanding the consumer behavioural factors that influence emarketing effectiveness is crucial. While some researchers have addressed this issue, few studies draw their conclusions focusing on the customers' angle.

More also is the fact that the study of the developing countries in this regards have been lesser than expected.

- **Abdel Fattah Al-azzam, Khaled Al-Mizeed, 2021:** The main objective of this research was to analyze the influence of digital marketing on purchasing decisions. The research was guided by specific aims; to evaluate numerous digital marketing platforms in Jordan that can affect the purchasing decisions and identify product categories purchased by customers on digital media platforms. Furthermore, questionnaires were given based on a simple sampling technique and acquired in the Jordanian market. 300 questionnaires were distributed, and 220 available samples were gathered, except for incomplete questionnaires, resulting in a 73% response rate to all those who selected to participate. Descriptive analysis, reliability test, correlation test, and multiple regressions were used in this research.

- **K R Mahalaxmi, P Ranjith, 2016:** The aim of the study is to examine the implication of digital marketing in consumer purchase decision and to find out that the consumers are aware of digital marketing and the digital channels influence in their purchase decision. The study is carried out through survey from50 respondents. The results of the survey are analyzed using chi square test. The findings revealed that customers are aware of digital marketing and they prefer to by electronic and shopping goods through digital channels in their purchase behaviour.

- **Amira M Omar, Nermine, 2022:** This research examines digital marketing channels (E-mail Marketing, Mobile Marketing, and Retargeting) for marketers. It analyzes the effect of these channels on the consumer buying decision process in the Egyptian market.The author researched an online questionnaire. The questionnaires were administered based on a simple sampling method and obtained in the Egyptian market. 285 questionnaires were distributed, and 213 available samples were collected, except incomplete questionnaires, resulted in a response rate of 74.7% to all those who chose to participate. Findings indicate that e-mail has a profoundly positive influence on consumer buying decisions in two phases (post-purchase) and information research).

OBJECTIVES:

To show the consumer behaviour towards buying products,it includes when ,where,why,what, how often and under what conditions consumer consume goods and services.

METHODOLOGY:

- **Primary Data:** The primary data is collected through questionnaire structure for public's judgement and opinions on digital marketing and its popularity.
- **Secondary Data:** Books, internet website, previous research paper were referred.

RESULT:

Through questionnaire structure from public, results shows that people prefer both traditional marketing and digital marketing.But they find online shopping more easily. They find it time and money saving. Most of the people started using this field from pandemic. Digital marketing has become so popular after pandemic. More than 70% youth believe that digital marketing have changed consumer buying behaviour.

These are some response of digital customer:
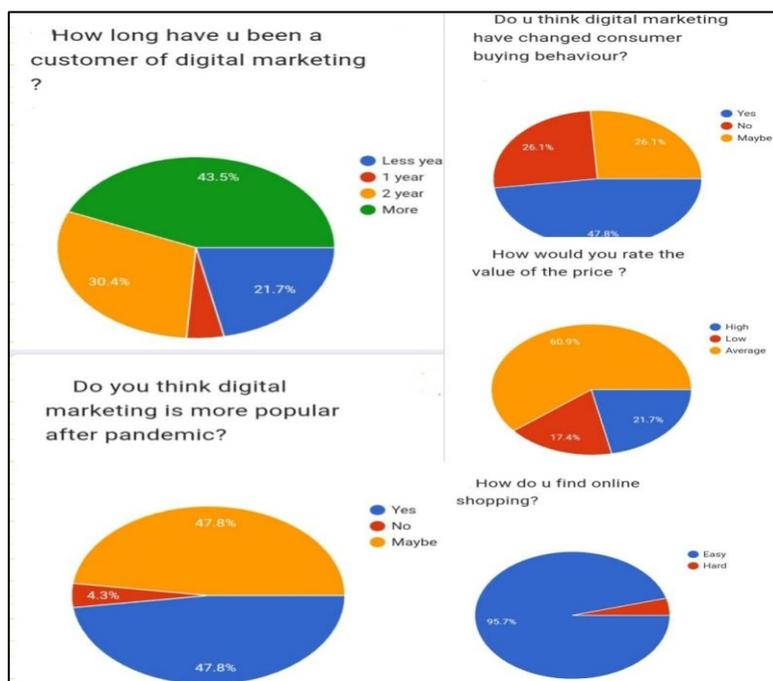
Table 92.1: Response of Digital Customer

DIGITAL MARKETING:

The data from internet and website shows that 57% of online shoppers prefers to use phone to contact customer. They discovered new products while using social media. People use digital marketing and social media intensively through their role as buyer or seller of goods or services. Over half of the online purchase is now completed using mobile devices. Here social media have plays a important role because it influences people towards digital marketing specially terns who easily get attracted to these things.Social Media, as the name suggests has a responsibility toward to society. Thus, it undergoes changes as well as stimulates changes every day.

55% of marketing is digital. By 2022 72% of overall marketing budget has got towards digital marketing. Small business says that email is the marketing that bring them high returns on investment. Content marketing provides the best returns on investment according to some marketers. Facebook and Google are highest-paid for advertising.The compound annual growth rate of digital marketing from 2020-2026 is projected at 9%.

CONSUMER BEHAVIOUR:

Customers want to feel valued. So, they expect a digital experience that treats them in same way.Branding in e-commerce is the gateway to Trust and maybe Quality. Easy to buy, freeshipping, convenience,better prices,range of products, comparison of prices,time saving , information,etc are some reason why consumer prefer digital marketing.

FOLLOWING ARE SOME REASONS FOR IT:

- **Free Shipping:** Simple luxury of free shipping may be the difference between purchasing online and grabbing an in-store equivalent.

- **Lower Prices:** Price is one of the strongest factors influencing a consumer's decision to purchase: when shopping online, 70% of consumers are shopping for less expensive products
- **More Product Options:** Consumers want to easily compare products by price, reviews, and features and have become more discerning in the product selection process. For almost all product categories, consumers prefer to shop online for greater variety.
- **Search for a Certain Brand:** 54% of consumers would describe themselves as brand loyal. So what's the top reason that consumers buy from a specific brand? Tied for first are consistently lower prices than competitors and superior quality over competitors, followed closely by good customer service.
- **See Reviews:** Social proof heavily sways consumer decision-making, too. 71% of shoppers are influenced by the product with the best ratings and reviews, and 68% of shoppers are influenced by reviews that contain photos or videos.
- **Discounts:** With online shopping, it's easy for consumers to search for deals, join rewards programs, and get promotions sent right to their inboxes 27% of youth alive are digital buyers. Out of 7.9 billion world's current population, more than 2.64 billion are customer of digital marketing. BY 2025, it may hit 2.77 billion.

CONCLUSION:

Digital marketing plays a major role in marketing. It is increasing day by day in worldwide. Understanding consumer needs and behaviour, marketers are focused on improving facilities in digital marketing. Most of the digital customer said no to go traditionalshopping after online shopping. This shows how the consumers prefer online over traditional. They find physical shopping hard over online. Digital marketing have made a large place in market.The rapidly growth of digital marketing have changed consumer purchase.

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A STUDY ON "ROLE AND RESPONSIBILITY OF AUDITOR IN FRAUD DETECTION ANDVARIOUS FACTORS INFLUENCING FRAUD DETECTION" IN BENGALURU CITY

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ABSTRACT:

This study examines the role and responsibility of auditor in fraud detection and various factors affecting fraud detection in Bangalore city. The study is done using Empherical research method gathering both primary and secondary data through questionnaire and analysis of various documents. The questionnaire responses were analyzed using correlation, chi-square as well as descriptive statistics. The study was conducted in order to achieve the objective of determining role and responsibility of auditor in detecting fraud under light of perception and prescription as per regulations and to know the problems and factors that influence the auditor while fraud detection. The respondents of the data include 100 Chartered Accountants from Bangalore city. Findings of the study reveal that both perception of the auditor as well the prescription as per regulations is in line that it is the responsibility of the auditor to ensure there is no such significant misstatements in the company's financials. There are various constraints faced by the auditor such as fear of losing client, personal relationship, lack of information etc. This study identifies that The auditors likelihood of fraud detection is influenced by various situations that gives suspicion of fraud, the constraints that exist on part of the auditor along with the expert performance of the auditor which is determined by experience, skills, knowledge and expertise, investigative independence, reporting independence and audit fees. Therefore an auditor should always engage in improving their experience, skills, knowledge, expertise, independence. Education and training in behavioral science with regards to conscious and sub conscious bias may have far-reaching consequences on the future of auditing.

Keywords: Fraud Detection, Perception, Prescription, Misstatements, Expert Performance.

INTRODUCTION:

Auditor is an individual who is engaged in conducting audit of a company, which will be done independently by examining the financial reports of the organization.

RESPONSIBILITY FOR AVOIDANCE AND IDENTIFICATION OF FRAUD:

The onus of responsibility for identifying and preventing fraud falls disproportionately heavily on those who hold positions of governance and management. People believe that management has a significant influence not only on the prevention of fraud, which could reduce the likelihood of fraud occurring but also on the punishment of fraud, which could discourage individuals from engaging in fraudulent behavior out of fear of being discovered and punished. In order to accomplish this goal, the leadership of the organization must be committed to the development of an atmosphere in which all workers are held to the highest possible standards of honesty and integrity, and the organization as a whole is established on a solid moral basis. When determining whether or not to take action, the oversight board takes into consideration factors such as management's efforts to distort results in order to influence analysts' perceptions of the company's performance and profitability. As per the standards of auditing 220, the engagement partner is responsible for restoring the quality of the audit which is

assigned to the concerned person. The partner is responsible for appropriate communication and proper actions. The importance includes the performance of work which complies with both statutory, legal, and company internal compliance. Quality is very much required.

INDEPENDENCE OF AUDITOR:

Opinion is one of the major responsibilities of the auditor and can be framed only when there is enough independence. 2 aspects linked with independence is the independence with respect to mind and profession. An audit of the financial statements is carried out in order to give an independent auditor the opportunity to provide their opinion on the statements. With the help of an auditor's report, an entity's authentic and objective evaluation of the state of its finances and the results of its operations may potentially be more precisely determined.

STANDARDS ON AUDITING:

The Auditing and Assurance Standards Board of the council of the Institute of Chartered Accountants of India (ICAI) has produced a number of Standards in order to guarantee that the information that is given in financial statements is of a standard that is acceptable all over the globe. All of these processes have either met or surpassed the requirements set out by the International Auditing and Assurance Board (IAASB). SA - 240 deals with "the auditor's responsibilities relating to fraud in an audit of financial statements".

Under SA, fraud is defined as "An intentional act by one or more individuals among management, those charged with governance, employees, or third parties, involving the use of deception to obtain an unjust or illegal advantage."

Fraud and human error are both viable explanations for differences in an organization's financial records. The distinction between the two comes down to whether or not the behavior that leads to the fabrication of financial statements was done on purpose or by mistake.

INTERNAL CONTROL:

It is the way outlined, carried out by those in charge with authority, management, and other persons to talk about the achievement of an organization's aim in line with the relevance to reporting, efficiency, and properness of core activities, compliance with laws, and safeguarding assets.

In order for people in positions of authority, management, and other interested parties to be able to fulfill an organization's goals in a manner that is consistent with reporting, efficiency, and the appropriate conduct of core operations, compliance with laws and protection of assets, effective procedures must be established and followed by all of these parties.

Under Internal control, the transactions are done in relevance with specific authority.

All the activities are recorded with proper amounts in the proper accounts and in the relevant period, which helps prepare financials. Assets are protected from disposition or unofficial access. The recorded assets are checked with the existing ones and if a deviation is found proper action will be taken.

RECOGNITION OF AUDITOR'S RESPONSIBILITY:

The major responsibility for detecting and preventing fraud inside a company lies with its managers, who are overseen in this endeavor by the individuals in charge of responsibility. Within the context of corporate governance and reporting, the function of auditors is very essential.

The audit team of financial statements has the main responsibility right now of assuring investors that the company's financial statements do not include any materially misleading

information that was either intentionally or accidentally created. On the other hand, the consensus of public opinion in a number of different regions of the globe implies that auditors are anticipated to perform a function that goes beyond just providing sufficient confidence.

In the past few decades, there has been a slew of well-known corporate bankruptcy because of fraud, but the figures are tiny when compared to the overall number of firms that are publicly listed. In spite of these failures, further effort has to be put into preventing and avoiding fraud. Auditors are held accountable for the responsibility of providing shareholders with a guaranty that the company's financial statements are free from mistakes and fraud. And in doing so, a consideration of public opinion suggests that the auditor should accept duty that extends beyond just providing assurance.

However, auditors are still having trouble collecting data due to companies' worries about privacy and other factors. This makes it harder for them to do their jobs.

REVIEW ON LITERATURE:

- The findings of DeZoort, F. T., & Harrison, P. D. (2018)proved beyond a reasonable doubt that the auditor's sense of responsibility for uncovering fraudulent activity shifted not only with increasing degrees of accountability but also with the various types of fraudulent activity that were being carried out.
- According to the findings of Reffett, A. B. (2010) this research, if auditors do audits with more care and a high degree of fraud investigation, then the auditor's responsibility will reduce, and vice versa. Previous research reveals that, according to defense attorneys, fraud is uncommon, and hence auditors should not be anticipated either. And between the findings of the participants, to reconsider the testing of the sample since it contradicts the hypothesis that was offered.
- According to study conducted by Asst. Prof. Dr. Iman Shakir Mohammed, & Nahla Mahmood Waheeb. (2022) The results of the whole study, which included the use of statistical methods, led the researchers to the conclusion that external auditors in Iraq need to be aware of the role that they play in recognizing or revealing fraudulent conduct in order to be effective in their jobs.
- According to Bunget, Ovidiu. (2009) the audit procedure that is being carried out should be carried out properly in order to identify anyfraud or error by taking the appropriate evidence, and that once fraud is discovered, it must be accurately reflected, and errors must be corrected. If it is discovered that there has been a misrepresentation, the auditor, along with the rest of the persons who have beennegligent, will be held accountable for the negligence.
- As per Kastrati, Agim. (2015). The findingsrevealed that analytical review plays an especially important part in the discovery of frauds and mistakes in financials, and the results also suggested that the conduct of additional tests adds to the detection of fraud.

RESEARCH GAP:

There is no study carried out on the role and responsibility of auditor in fraud detection and various factors affecting fraud detection in India and in particular Bangalore. This study tries to identify the responsibility under the light of theperception and prescription of auditors in detecting fraud. There is a very limited study done on the specific aspects affecting fraud detection when compared to overall link establishment. This study adds to the existing knowledge in determining the responsibility of auditors to all the stakeholders. The specific factors include the knowledge, experience, and independence of theauditor.

RESEARCH METHODOLOGY:

This research extensively focuses on the "role and responsibility of auditor in fraud detection and various factors influencing the fraud".

NATURE OF STUDY:

Empirical study is crucial for understanding the role and responsibilities of auditors in fraud detection because they give evidence-based insights that can be utilized to enhance audit efficiency and decrease the prevalence of fraud inside businesses.

SCOPE OF STUDY:

The study is conducted in Bangalore by collecting data from 100 auditors in Bangalore having a minimum of 2 years of experience in the field of audit. The aim is to understand the perception of the auditors and the various factors that affects the auditor in fraud detection as well as the constraints that exist on part of the auditor in fraud detection.

This study is done to understand the

- Responsibility of the auditor in fraud detection
- Various occurrences indicating thelikelihood of fraud
- Restrictions in audit engagement on fraud detection
- Influence of quality performance of auditor - experience, knowledge, independence, audit fees

OBJECTIVES OF THE STUDY:

- To determine the role and responsibility of the auditor in fraud detection.
- To know the various factors thatinfluences the auditor in fraud detection.
- To identify and understand the problems faced by the auditor in the process of discharging their responsibility.

DATA COLLECTION:

The population of this study constitute of auditorsin India. In particular, the sample unit consists of 100 chartered accountants from Bangalore city. The sampling method adopted to conduct this study is convenience sampling. Primary data is collected using a questionnaire and is distributed among auditors. The response to the questionnaire is collected from 100 pauditors. The questionnaire consisted of 2 parts. The first part consisted of questions on demographic details and the second part consisted of multiple-choice questions inorder to collect responses measured on a 5-point Likert scale. Secondary data is collected using various sources such as official government websites, company websites, academic journals, magazines, etc. The questionnaire was framed based on those used by (Prawitt et al. 2009, and Mui 2010). This study was conducted in Ethiopia which is also a developing country having similar audit structure like India.

CONCEPTUAL FRAMEWORK:
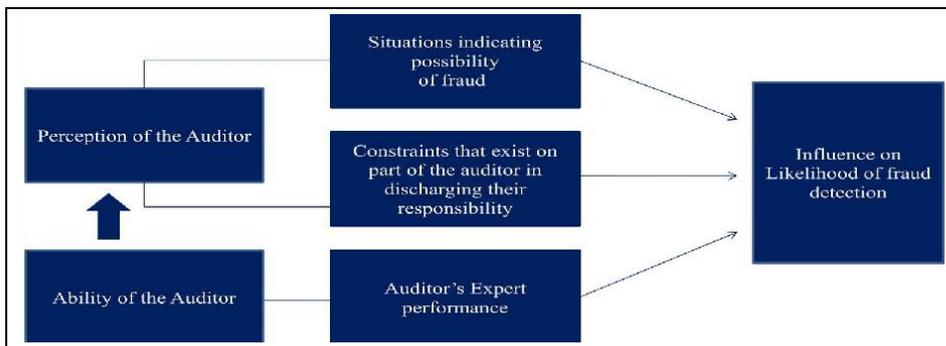
Figure 93.1: Conceptual Framework

DISCUSSIONON DEMOGRAPHIC ANALYSIS:

Most of the respondents with a percentage of 78 are designated as external auditor and remaining 22% are designated as internal auditor. Around 46% of the respondents are aged between 20 to 30 years, 8% of them are aged between 60 to 70 years and 46% of them are agedbetween 30 to 60 years. Out of 100 respondents, 80% of them were male and 20 % of them were female. 48%of the respondents has more than 10 yearsof experience, 46% of them has below 5 years of experience, whereas around 6% of them has 5 to 10 years of experience in the field of audit.

DESCRIPTIVE STATISTICS OF ROLE AND RESPONSIBILITY OF AUDITOR IN FRAUD DETECTION:

1. The auditors are responsible for the detection of fraud (R1)
2. Do you feel that a strong legal framework or auditing standards would make an auditor responsible for fraud detection and reporting (R2)
3. Is there any necessity to assess management practices to know whether they may lead to fraudulent reporting (R3) (likelihood of frauddetection)
4. Does internal control assessment helps auditor in suspicion of fraud (R4)
5. Will the auditing standards make the auditor responsible for the detection and prevention of fraud (R5)
6. Identification of frauds is of major importance to a company (R6)
7. The extent assurance given by theauditor is clearly indicated in the audit report (R7)

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean
R1	16%	42%	22%	16%	4%	100%	3.5
R2	10%	60%	14%	10%	6%	100%	3.58
R3	18%	38%	24%	16%	4%	100%	3.5
R4	24%	54%	20%	2%	0%	100%	4
R5	30%	58%	12%	0%	0%	100%	4.18
R6	24%	58%	6%	10%	2%	100%	3.92
R7	22%	48%	28%	2%	0%	100%	3.9

Table 93.1: Questions to the Respondents

Interpretation: Out of 100 respondents, 16% of respondents strongly agree that the auditor is responsible for the detection of fraud, whereas 42% respondents agree that the auditor is responsible for the detection of fraud, 22% respondents take neutral stand and 16% respondents disagree and 4% auditors strongly disagree that the auditors is responsible for the detection of fraud.

Out of 100 respondents, 18% of respondents strongly agree and 38% of respondents agree that there is a requirement of strongly legal framework, 24% of the respondents have a neutral opinion, whereas 16% disagree, and 4% strongly disagree that there is a requirement of strong legal framework.

VARIOUS OCCURRENCES INDICATE THE LIKELIHOOD OF FRAUD:

As per the questionnaire data, there are various situations that give suspicion of fraud to the auditors. Table no. 93.2 shows the descriptive statistics of various occurrences.

Hypothesis Testing:

H_{01}: *There is no relationship between occurrences and likelihood of fraud detection*

H_{A1}: *There is relationship betweenoccurrences and likelihood of fraud detection*

Various occurrence Indicating Likelihoodof fraud	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
O1	24	55	8	8	5	**3.85**
O2	26	50	16	4	4	**3.9**
O3	35	45	6	7	7	**3.94**
O4	40	42	8	6	4	**4.08**
O5	10	40	34	10	6	**3.38**
O6	18	30	40	6	6	**3.48**

Table 93.2: The Descriptive Statistics of Various Occurrences

	Value	Degrees of Freedom	Asymptotic Significance (2-sided)
Pearson Chi Square	94.626a	20	0.000
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.33. (Source - SPSS)			

Table 93.3: Chi Square

Interpretation: Since 0 cells have expected count less than 5, results of the test can be relied on. Here the asymptotic significance offered referred to as p value is 0.000 which is less than 0.05. As per the results of the chi square test conducted using SPSS, null hypotheses is rejected and alternate hypothesis is accepted. Therefore there is significant relationship between occurrences and likelihood of fraud detection.

Out of 100 responses, most of them agree that significant last minute adjustments, lost, missing, or misplaced documents,improper or unauthorized transactions and missing assets having significant valuemay give suspicion of fraud, i.e., there are chances of fraud. However missing assets having significant value carries more importance as its mean value is highest ofall followed improper or unauthorized documents. As all the mean values does not have much difference between them, it can be inferred that all of them have importance and might give a suspicion of fraud which leads to likelihood of detection of fraud.

RESTRICTIONS IN AUDIT ENGAGEMENT ON FRAUD DETECTION:

Hypothesis Testing:

H_{02}: *There is no relationship between constraints and likelihood of fraud detection*

H_{A2}: *There is relationship betweenconstraints and likelihood of fraud detection*

Restrictions in Audit Engagement on FraudDetection	StronglyAgree	Agree	Neutral	Disagree	Strongly Disagree	Mean
C1	20	54	10	6	10	**3.68**
C2	10	64	16	2	8	**3.66**
C3	6	50	30	6	8	**3.4**
C4	4	40	34	14	8	**3.18**
C5	16	52	26	6	0	**3.78**
C6	8	28	30	24	10	**3**

Table 93.4: Constraints and Fraud Detection Relationship

	Value	Degrees of Freedom	Asymptotic Significance (2-sided)
Pearson Chi-Square	94.710a	20	0.000
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.33.			

Table 93.5: Chi Square

Interpretation: Since 0 cells have expected count less than 5, results of the test can be relied on. Here the asymptotic significance offered referred to as p value is 0.000 which is less than 0.05. As per the results of the chi square test conducted using SPSS, null hypotheses is rejected and

alternate hypothesis is accepted. Therefore there is a significant relationship between constraints and likelihood of fraud detection.

As shown in table 93.4, above 6 questions were distributed to know the constraints that exist on part of the auditor. Out of 100 respondents, most of them have agreed on all the statements with mean value greater than 3 in all cases. Whereas highest mean value stands with lack of poor book keeping followed by personal relationship. Respondents feel that these two conditions act a great barrier for an auditor. However all the mean values are close to each other which infer that all of them play a role of constraint in detecting fraud.

VARIOUS FACTORS INFLUENCING EXPERT PERFORMANCE OF AUDITOR IN DETECTION OF FRAUD:

Hypothesis Testing:

H_{03}: *There is no relationship between factors and expert performance of the auditor in fraud detection*

H_{A3}: *There is relationship between factors and expert performance of the auditor in fraud detection*

Factors	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
F1	18	30	32	18	2	3.44
F2	36	30	26	6	2	3.92
F3	18	50	22	6	4	3.72
F4	28	54	16	0	2	4.06
F5	2	20	40	24	14	2.72

Table 93.6: Relationship between Factors and Expert Performance of the Auditor in Fraud Detection

	Value	Degrees of Freedom	Asymptotic Significance (2-sided)
Pearson Chi-Square	104.202a	16	0.000
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.33. (Source – SPSS)			

Table 93.7: Chi Square

Interpretation: Since 0 cells have expected count less than 5, results of the test can be relied on. Here the asymptotic significance offered referred to as p value is 0.000 which is less than 0.05. As per the results of the chi square test conducted using SPSS, null hypotheses is rejected and alternate hypothesis is accepted. Therefore there is a significant relationship between factors and expert performance of the auditor infraud detection.

Out of 100 respondents, 18% and 30% of the respondents strongly agree and agreerespectively that one of the qualityperformance factors, i.e., experienceinfluence the fraud detection. Whereas 32% responded for neutral and 18% and2% responded disagree and stronglydisagree respectively.

Out of 100 respondents, majority of them, i.e. 36% and 30% of the respondents responded strongly agree and agree respectively. 26% of the respondents responded for neutral whereas, very less respondents have disagreed the statement.

Out of 100 respondents, 18% and 50% of them have responded strongly agree and agree respectively and 22% of them have responded neutrally and 6% and 4% andthem disagreed and strongly disagreed respectively.

Out of 100 respondents, 28% and 54% of them have responded strongly agree and agree respectively and 16% of them have responded neutrally and very less, i.e., of them have disagreed about the reporting independence.

Out of 100 respondents, 2% and 20% of them responded for strongly agree and agree respectively and 40% of them have responded for neutral, whereas 24% and 14% of them have disagreed that audit fees curb scope of audit.

As per the analysis of the mean value of different factors, reporting independence has the highest mean followed by skills and knowledge. All the mean values are greater than 3 except audit fees and has a little difference between each other. Audit fees factor has the least mean value of all. However as per the results most of them have agreed and strongly agreed the given factors except audit fees factor.

DETECTION OF FRAUD REQUIRES UNIQUE CAPABILITIES (EXPERT PERFORMANCE):

Responses	Frequency	%
Strongly Agree	8	8%
Agree	38	38%
Neutral	32	32%
Disagree	22	22%
Strongly Disagree	0	0%

Table 93.8: Detection of Fraud Requires Unique Capabilities (Expert Performance)

Interpretation: As per table 93.8, 8 respondents strongly agree, 38 respondents agree, 32 respondents chose neutral, 22 respondents disagree and 0 respondents strongly disagree that Detection of fraud requires unique capabilities (Expert performance).

As per the responses received, 8% and 38% of the respondents strongly agree and agree respectively that the detection of fraud requires some unique capability; where as 32% and 22% of them disagree and strongly disagree the given statement.

As per the results of the correlation performed using SPSS software, the relationship between likelihood of fraud detection (LFD) and the various occurrences are significant and large as the value of correlation between LFD and O1 is 0.944, LFD and 02 is 0.922, LFD and O3 is 0.867, LFD and O4 is 0.836, LFD and O5 is 0.802, LFD and O6 is 0.663. Since all the values are above 0.5, this indicates that there is strong relationship between various occurrences and likelihood of fraud detection. Here O1, O2, O3, O4, O5 and O6 indicates significant last- minute adjustments that affect the financial results, Lost, missing, or misplaced documents, Improper or unauthorized transactions, Missing assets having significant value, Delay in providing the requested information, Acceptance of violation of the company's code of conduct respectively.

As per the results of correlation performed using SPSS software, the relationship between LFD (likelihood of fraud detection) and various constraints that exist on part of the auditor is significant. The correlation value between LFD and C1 is 0.937, LFD and C2 is 0.924, LFD and C3 is 0.853, LFD and C4 is 0.689, LFD and C5 is 0968, LFD and C6 is 0.393. Correlation between is LFD and C6 is medium, when compared to other constraints. At 1% level of significance there is significant relationship between various constraints and likelihood of fraud detection.

Here C1, C2, C3, C4 and C5 indicates personal relationships (family, friends), Pressure from the client to complete the work soon, Lack of support from internal auditors, Delay in preparation of financial statements, Lack/poor record and bookkeeping by the client and Fear of loss of client respectively.

As per the results of correlation performed using SPSS software, the relationship between EPFA (expert performance in fraud detection) and various factors affecting fraud detection is significant. The correlation value between EPFA and F1 is 0.796, EPFA and F2 is 0.927, EPFA and F2 is 0.927, EPFA and F3 is 0.872, EPFA and F4 is 0.885, EPFA and F5 is 0.098. Though there is correlation between EPFA and F5 there is no much significance as it is less than 0.29. However rest all values are above 0.5, which indicates that the correlation is strong and there is a significant relationship and correlation is significant at 1% level of significance.

FINDINGS:

As per SA - 200, auditor is required to maintain "professional skepticism" and make judgment professionally throughout the process of audit.

Auditors are required to do- Assessment of risk of material misstatement for which auditors has to understand the company's environment, internal control system. Auditor should also take a proper response for the risk associated along with appropriate evidence. Auditors can draw conclusions only after having proper evidence.

The Auditing and Assurance Standards Board of the council of the Institute of Chartered Accountants of India (ICAI) has produced a number of Standards in order to guarantee that the information that is given in financial statements is of a standard that is acceptable all over the globe

Under the scope of standards on auditing, professional skepticism includes 4 things:

1. Mental Attitude of auditor
2. Questioning mind
3. Alertness to fraud and error
4. Proper review of audit evidence

So there must be suspicion on management, but not to assume that they have done a fraud.

Auditors are also concerned on the issue that, role of auditor is not exclusively detecting fraud and public will not understand the role of auditor and keeps unrealistic expectations.

As per SA- 240, the risk of failure in detecting fraud is more when compared to error. Because the frauds can involve sophisticated planning, collusion and even the detection of management fraud is more difficult when compared to fraud caused by employees as management is in a position to manipulate accounts.

The results of the findings reveal that auditors perceive that they are responsible for detection of fraud and even the prescription in law is auditors are responsible for discovering material misstatement in financials of the company before providing assurance to the stakeholders through audit report. It is the duty of auditor to maintain professional skepticism and judgment in professional sense throughout the audit engagement. Therefore the results of perception data and prescription data are in line and prescription in law and perception of the auditors (Respondents) is same. Whereas there is requirement to understand that audit report should clearly indicate the extent of assurance as the data findings revealed that there is lack of clarity in reporting assurance matter.

There are certain situations which affect the auditor in taking additional steps for detecting fraud and designing the audit procedure. And auditors have agreed that situations such as significant last-minute adjustments that affect the financial results, Lost, missing, or misplaced documents, Improper or unauthorized transactions, Missing assets having significant value, Delay in providing the requested information, and Acceptance of violation of the company's code of conduct will affect likelihood of fraud detection.

In the process of audit, auditors face constraints which act as a hindrance in fraud detection and leads to compromise in audit quality. Some of the major constraints as agreed and expressed by the auditors are personal relationship, complex book keeping, lack of information, improper use of technology, time restriction, pressure from clients, quality of evidence, lack of support from management for audit program, lack of coordination from client staff, lack of evidence, lack of support from internal auditors, delay in preparation of financial statements and fear of lose of client. These constraints affect the auditor and impact the likelihood of fraud detection.

Respondents have agreed that expert performance of the auditor will affect the auditor in detecting fraud. Expert performance is influenced by various factors such as experience, skills, knowledge, expertise, investigative independence and reporting

The auditor in order to become successful in fraud detection, has to have thorough knowledge on various situations that gives suspicion of fraud, has to understand various constraints and method of overcoming the constraints and has to improve the skills, expertise and should understand what influences expert performance and try to improve it.

RECOMMENDATIONS:

- Since the auditors work in a competitive market, audit services works within limited fees. So auditors should adopt smart methodology, where they can understand more about the company and the fact the there are variations in frauds as per the type of industry. This helps them to cope up with the competitive market as well as no compromise in the quality of audit. Exercise of high level of professional skepticism should be encouraged. Under ethical consideration as well the auditors should not remain silent and report the suspicions of fraud without considering the client relationship.

- Well built courses can be offered by the statutory authorities to make sure the perception of auditors and statutory obligation of the auditor in fraud detection in same and there is no slightest difference in understanding their role. This helps in bringing all auditors under one roof of same understanding.

- There is a need to take steps to make the stakeholders understand the role and responsibility of the auditor and scope of the audit and importance of the audit. The auditors are facing difficulties because of lack of knowledge on scope of audit for the stakeholders. So a better and clear understanding of the same has to be given by the auditor to the client before audit engagement.

- An auditor should always engage in improving their experience, skills, knowledge, expertise, independence as these factors will affect the ability to detect fraud and also enhances the quality of the audit.

- Education and training in behavioral science with regards to conscious and sub conscious bias and may have far- reaching consequences on the future of auditing, including standards, audit law, auditor education and certification.

LIMITATIONS OF THE STUDY:

- The study is limited to the Bangalore region, therefore the results may vary if replicated.
- The time frame of the study is limited.
- The sampling technique adopted is convenient sampling, so there are chances of some degree of subjectivity.
- Since this research extensively focuses on the auditor's perspective, the client's perspective is not taken into consideration.

SCOPE FOR FURTHER RESEARCH:

Since this research extensively focuses on the auditor's perspective, the client's perspective is not taken into consideration. There is further scope to study both the client as well as auditor perspective to get a broader view on the topic.

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ANNEXURE

		LFD	O1	O2	O3	O4	O5	O6
LFD	Correlation	1						
	Sig. (2-tailed)							
	N	100						
O1	Correlation	.944**	1					
	Sig. (2-tailed)	0.000						
	N	100	100					
O2	Correlation	.992**	.970**	1				
	Sig. (2-tailed)	0.000	0.000					
	N	100	100	100				
O3	Correlation	.867**	.933**	.922**	1			
	Sig. (2-tailed)	0.000	0.000	0.000				
	N	100	100	100	100			
O4	Correlation	.836**	.870**	.889**	.984**	1		
	Sig. (2-tailed)	0.000	0.000	0.000	0.000			
	N	100	100	100	100	100		
O5	Correlation	.802**	.623**	.720**	.398**	.360**	1	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		
	N	100	100	100	100	100	100	
O6	Correlation	.663**	.383**	.573**	.273**	.313**	.887**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.006	0.002	0.000	
	N	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed). Source – SPSS Software								

Table A1: Correlation of Occurrences Indicating Fraud Detection and Likelihood of Fraud Detection

		LFD	C2	C2	C3	C4	C5	C6
LFD	Correlation	1						
	Sig. (2-tailed)							
	N	100						
C1	Correlation	.937**	1					
	Sig. (2-tailed)	0.000						
	N	100	100					
C2	Correlation	.924**	.965**	1				
	Sig. (2-tailed)	0.000	0.000					
	N	100	100	100				
C3	Correlation	.853**	.801**	.923**	1			
	Sig. (2-tailed)	0.000	0.000	0.000				
	N	100	100	100	100			
C4	Correlation	.689**	.588**	.766**	.947**	1		
	Sig. (2-tailed)	0.000	0.000	0.000	0.000			
	N	100	100	100	100	100		
C5	Correlation	.968**	.884**	.933**	.943**	.847**	1	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		
	N	100	100	100	100	100	100	
C6	Correlation	.393**	.266**	.464**	.709**	.889**	.603**	1
	Sig. (2-tailed)	0.000	0.007	0.000	0.000	0.000	0.000	
	N	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed). Source – SPSS Software								

Table No. A2: Correlation of Various Constraints and Likelihood OfFraud Detection

		EPFA	F1	F2	F3	F4	F5
EPFA	Correlation	1					
	Sig. (2-tailed)						
	N	100					
F1	Correlation	.796**	1				
	Sig. (2-tailed)	0.000					
	N	100	100				
F2	Correlation	.927**	.679**	1			
	Sig. (2-tailed)	0.000	0.000				
	N	100	100	100			
F3	Correlation	.872**	.728**	.686**	1		
	Sig. (2-tailed)	0.000	0.000	0.000			
	N	100	100	100	100		
F4	Correlation	.885**	.602**	.784**	.958**	1	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		
	N	100	100	100	100	100	
F5	Correlation	0.098	.562**	-0.138	0.113	-0.159	1
	Sig. (2-tailed)	0.332	0.000	0.171	0.263	0.114	
	N	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed). Source – SPSS software							

Table No. A3: Correlation of Various Factors and Expert Performance for Fraud Detection

A STUDY ON EVERYDAY CHALLENGES OF YOUNG GENERATION ENTREPRENEURS AT THE START UP TRADE

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ABSTRACT:

The purpose of this paper was to examine the young entrepreneurs entering the small and medium enterprises in India. The study involved non-probability purposive sampling sample of 50 young entrepreneurs from government and private business.The findings showed that a lack of support to young entrepreneurs from financial institutions, a lack of personal savings and business regulations were prominent challenges, which affected young entrepreneurs. The study also projected that education of the entrepreneurs affected their perception towards challenges. For instance, the perception in start-up and financing, running business and business support services were almost equal between the graduate- and the postgraduate entrepreneurs. The small-scale entrepreneurs experienced many challenges in business support services compared to the medium scale entrepreneurs. The sole proprietors and partnership business had almost equal perception on start-up and financing, business registration and regulatory and business support service challenges. However, the sole proprietors faced more problems in running their business.Reducing unemployment of youth has become one of the most difficult challenges for India where youths constitute one third of total population. This study examined a range of key constraints that young people in India, from starting and running a business and at the same time.

Keywords: Entrepreneurship, Small and Medium Enterprise, Sole Proprietorship, Partnership Businesses, Registration and Regulatory.

INTRODUTION:

Young entrepreneurs are faced with immense problems when entering the small and medium enterprise sector. India has the second largest population across the globe with 1.2 billion people, the majority of which are young and unemployed, Government says. The Indian Prime Minister, Narendra Modi, started the Stand-up India initiative to ensure job creation for the young people through bank financing of their start-ups. The government started the Mudra Bank to address financing issues among the young entrepreneurs entering the manufacturing and the small business units. Some of the perceived challenges include lack of information on entrepreneurial culture and awareness, taxation issues, regulatory issues and social issues such as limited understanding of market structure and lack of mentor ship and guidance among the young entrepreneurs. According to Hyder and Lussier (2019), almost 50 percent of new businesses fail in their first five years of operation. Lack of adequate capital is one of the factors that attribute to the failure of these businesses. Business operations require adequate funds to operate effectively. Most of the young entrepreneurs do not have access to adequate credit to support their business. Adequate finance stimulates the growth and the development of the small and medium business enterprises. Lack of information greatly hinders the flow of credit to the entrepreneurs. Most of the young entrepreneurs do not understand the funding procedures, policies and eligibility. The study established that the young entrepreneurs in India are faced with financing difficulties. Entrepreneurship education is essential in the successful running of the small and medium business enterprises. Lack of business

experience and family commitment, which obstruct the success of young entrepreneurs, was another prominent challenge facing the young entrepreneurs.

REVIEW OF LITERATURE:

This section addresses the findings from different empirical studies on the challenges experienced by the young entrepreneurs, education of the entrepreneurs and perception of the challenges experienced by the sole proprietors and partnerships. The section concludes by comparing the perception of challenges experienced by small and medium enterprises.

CHALLENGES EXPERIENCED BY YOUNG ENTREPRENEURS WHEN ENTERING THE SMALL AND MEDIUM ENTERPRISE SECTOR:

Young entrepreneurs experience many challenges when entering into business. Some of these challenges include insufficient funds, unfavorable government policies and lack of experience in running the enterprise. Insufficient funds from creditors restrict the growth of the business. The small ventures need adequate funds to enhance operational efficiency. Entrepreneurs have to spend money to make an impact in communities. Capital is essential from the start-up stages until the time the organisation is mature and controls a bigger percentage of the market. Additionally, they require adequate funds to expand the business, employ more employees and provide them with a good salary according to their job description. Most entrepreneurs do not spend the money; therefore, their ventures become limited to growth.

When sufficient funds are not invested in a qualified workforce, technology, marketing and provision of the best working environment, its growth becomes limited. A business enterprise requires a lot of money to successfully go through all the stages of development and expand to provide employment opportunities to more employees because of the increased workload. Limited credit is one of the biggest challenges facing new entrepreneurs.

EDUCATION OF ENTREPRENEURS WITH THEIR COGNIZANCE OF CHALLENGES:

Entrepreneurship education is essential for the successful running of the small and the medium business enterprises. Education on entrepreneurship prepares the entrepreneurs for the management, financing and the marketing elements, which are significant in the running of the business operationswhich is essential for a robust economy and sustainable development. Challenges are inevitable when running a business; therefore, education of the entrepreneurs becomes a tool, which can alter these challenges into opportunities, thereby promoting the growth of their ventures. Entrepreneurs' education helps overcome some of the challenges, which affect the entrepreneurs.The human capital theory is the greatest determinant for the development of the small and the medium enterprises. The skills and knowledge of the human capital are based on schooling, frequent training and experience. Entrepreneurship education promotes the entrepreneurial self-efficacy, which is a catalyst for the entrepreneurial intentions. Educated entrepreneurs address the problems in critical and creative ways compared to those entrepreneurs with limited education. Another crucial factor that assists young people to build up entrepreneurial expertise, competencies, behaviors, awareness, to cope with changes, to assess entrepreneurship as career option. Education provides learning those qualities, skills, attributes to young people that will help them to be creative, adaptive, and proactive. Entrepreneurship teaching is not only a way to promote youth entrepreneurship and self-employment but also to prepare young people with how to take responsibility, to be flexible, to be creative needed to survive with uncertainty and risks in today's global competitive business environment. Education is essential in analysing the competitors, advertising, keeping up with current trends and the target market. Education promotes entrepreneur in doing research about the other ventures to identify their strengths and weakness.

CHALLENGES FACED BY SOLE PROPRIETORSHIP AND PARTNERSHIP BUSINESSES:

Unlimited liability is one the challenges facing the sole proprietorship and partnership businesses. Both the sole proprietors and the partners in a joint business have unlimited liability, therefore, they are liable for the debts incurred by their business. They are personally liable for the legal issues of their business. The sole proprietors are at risk of losing their personal assets whenever the business fails. Most of these businesses face challenges of recruiting the employees who possess the required experience and right skills to ensure and enhance operation efficiency within the business. It becomes difficult for the organisation to recruit suitable workers because of lower pay and the limited responsibilities of some the smaller organizations. Skilled and experienced employees demand higher wages and other benefits, which are provided by the larger companies because they generate greater profits and have bigger operations. Some countries have strict taxation policies, which affect the profitability of a business. They are taxed heavily with regard to the services they provide; therefore, they are forced to raise the prices of their products and services and in doing so, most of these businesses lose many potential customer.

PERCEPTION OF CHALLENGES EXPERIENCED BY SMALL AND MEDIUM ENTERPRISES:

The size of the business is a determinant of the challenges facing the entrepreneurs. Small and medium entrepreneurs require a team of specialists for the different fields like human resources and accountants. The small entrepreneur will require a limited number of employees, therefore, in most cases, their operations are manageable. Additionally, having the right team for the effective operation is a challenge to most of the entrepreneurs. The growth of the small and medium enterprises is crippled when the right team and structure is not in place. The large businesses have many operations; therefore, a lot of information of reports is generated from the operation. The management of these reports is critical to the growth of the business. Additionally, the medium business is faced with the management crisis. Leadership determines the operation of the organisation. The entrepreneurs are in full management of theirbusiness and most of them do not have expertise in leadership management to aid in strategic decision making and other top management duties for their ventures.The topleadership is responsible for communicating vision, duties, goals and resolving the organisation conflicts. Poor leadership is a precedent for the poor performance within the small and medium business enterprises.

RESEARCH METHODOLOGY:

Problem Statement: Entrepreneurs are exposed to adverse challenges when joining the small business enterprises. According to government policies have attributed to the challenges facing the entrepreneurs. For instance, heavy taxation does not provide a good working environment for the small business especially those competing with the bigger institutions or the government institutions to offer the same services. In order to complete the objectives of the study, a qualitative research approach was applied. In depth desk study along with interviewing young entrepreneurs was carried out. The literature review was done with a view to summarizing and updating key information with regards to youth entrepreneurship in general and to crucial factors for engaging in entrepreneurial activities of young people in particular. Young entrepreneurs' viewpoints have also been integrated into the study.

RESEARCH OBJECTIVES:

The research objectives for the study are as follows:

1. To study the challenges experienced by young entrepreneurs.

2. To compare perception of challenges experienced by sole proprietors and partnership businesses.
3. To compare cognizance of challenges experienced by young entrepreneurs with different educational qualifications.
4. To compare intellection of challenges experienced by small and medium enterprises.

TYPE OF FUTURE EMPLOYMENT:

After Completion of Study	Overall Results	Bachelor Students	Master Students
Want to become an employee	5%	7%	4%
Considering employment	19%	19%	20%
Don't know yet	15%	11%	24%
Considering entrepreneurship	21%	21%	22%
Want to become an entrepreneurship	40%	42%	34%

Table 94.1: Type of Future Employment

CONSTRAINTS TO START-UP FINANCING:

Sl. No.	Constraints	Percentage
1	Lack of personal savings and resources	67
2	Lack of securities and credibility(for debt financing)	58
3	Lack of business experience and skill(for debt financing)	53
4	Strict credit - scoring methodologies and regulations	43
5	Complex documentation procedures	35
6	Long time needed to decide on an application for funding	31
7	Lack of knowledge, understanding, awareness of start-up financing possibilities	22
8	Unfavourable firm characteristics and industry	16
9	Legal status/form of enterprise	15

Table 94.2: Constraints to Start-Up Financing

CONCLUSION:

The study aim analyze constraints that hinder young people from starting and running a business, and at the same time incentives that makes starting a business available alternative for young people in India. The results of the study suggest that lack of knowledge-base undertakings is the most important challenge followed by bureaucratic and technical hurdles for starting a new business. Being boss of their own, earning money and seeking challenge are important motivators to be an entrepreneur. Parents & family, successful entrepreneurs, and teachers or lectures are the key influencers for young people to engage in entrepreneurial activities. As regards DE-motivators to engage in business, the respondents opined that financial risks, access to finance and market demand are the most important DE-motivators that create fears among young people to start new business ventures.

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WORKFORCE DIVERSITY- CHALLENGES AND ISSUES

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ABSTRACT:

In present scenario the workforce in an organization is heterogeneous and therefore workforce diversity is a primary concern for most of the businesses. Workforce diversity means similarities and differences among employees in terms of age, cultural background, physical abilities and disabilities, race, religion, gender, and sexual orientation. Diversity is critically linked to the organization's strategic direction. Where diversity flourishes the potential benefits from better creativity and decision making and greater innovation can be accrued to help increase organizations competitiveness. This paper tries to highlight the issues and challenges faced by organization due to work force diversity and its effect on productivity.

Keywords: Human Resource Management, Heterogeneous, Work Force Diversity, Productivity.

INTRODUCTION:

In an organization human recourse is the most important resource and managing the resource is a big task. In this globalised world managing the work force is a big task because of work force diversity. Every organization emphasizes on convergence of collective goals, objectives, issues, problems, and results. Therefore, organization requires people to come together irrespective of their religion, caste, race, gender etc. to unite and pursue common goals. Managing such diversity requires strict conformance to the principles of uniformity. A truly diverse organization is capable to achieve efficiency and competitiveness, polling the collective efforts of diverse workforce. Due to world coming closer the labour markets have now changed employment landscape in world's labour market. Such changes in the labour market extend the definition of diversity beyond gender issues, and consider it from a broad perspective of workplace diversity. Workplace diversity encompasses personality and work style, race, age, ethnicity, gender, religion, caste, socio-economic stratification, education, organizational hierarchies, proximity or distance from headquarters and host many other issues which differentiate people either individually or in a group from another.

Workforce diversity management has become an important issue for public as well as private organizations. Its importance has mainly been brought about by the free movement of labour due to globalization and the fight for human rights by certain minority groups who feel excluded from the employment sector.

OBJECTIVES:

1. To understand the various factors leads to workforce diversity.
2. To analyse the issues and challenges faced due to the workforce diversity.
3. To provide suggestions if any, to overcome these issues and challenges.

TO UNDERSTAND THE VARIOUS FACTORS LEADS TO WORKFORCE DIVERSITY:

Diversity is widespread. We all are aware of it since decades.Due to globalisation world becoming closer and in developing countries there is a shift from rural to urban population which leads to

obvious work force diversity. No two persons are similar. The world has been and is a stage of huge mix of people with different backgrounds, religion, castes, race, culture, behaviour, age, marital status, nationality, educational qualification, political affiliation, and levels of ability, personality, gender, and many more which vary across the globe. Workplace diversity therefore, intends to also consist of social, economic and political visible and non visible differences which might not have a direct creational origin from the work place, but certainly have direct impact on work attitude and performance at the work place. Diversity itself relates to the fact that we are all unique individuals. Organizations are becoming increasingly cosmopolitan.Though they work together, they maintain their distinct identities, diverse culture, and separate lifestyles. Managers of today must learn to live with these diverse behaviours. Diversity, if properly managed, can increase creativity and innovation in organizations as well as improve decision making by providing different perspectives on problems. Diversity mainly came into the picture when globalization came in 1990-91. As the wave of globalization sweeps across the organizations, there is a convergence of workforce from diverse countries, cultures, values, styles etc, such convergence of distinctly different people presents tremendous opportunities as well as challenges.

The followings are the factors which lead to workforce diversity:

1. **Language:** A common example of cultural diversity in the workplace is a multilingual workforce. Language diversity can introduce communication complications but can also provide benefits for the business. Potential customers may leave the business because the staff can't understand their orders.

2. **Age:** Age is often overlooked when considering workplace diversity but can be a point of major divergence in experience and knowledge. Consider the common stereotype that younger people are more tech savvy, whereas older people are opposed to contemporary trends.

3. **Religion:** Employees can bring varied belief systems and degrees of religious observation with them into the workplace. These differences can sometimes manifest in overt needs, such as getting certain holidays off, dietary restrictions, clothing, and prayer requirements. The differences may be more subtle, simply informing employee personalities and the character of their interactions with others. Religious diversity in the workplace creates a need for effective communication, respect, and empathy among workers.

4. **Cultural Differences:** If a minority employee who has a track record of giving stellar presentations is suddenly dismissed from client meetings, he could feel it's because of his religious or cultural beliefs. Ultimately, this decreases his confidence, makes him feel like an outcast and hampers his contributions.

5. **Gender:** One the oldest and most common diversity issues in the workplace is the "men vs. women" topic. Over the years, a new element in the disputes over equal pay and opportunity is the transgender employee. Some corporations have trouble dealing with the fact that a man in women's clothing or a woman in the stages of "becoming a man" may perform equally as well on the job done as those in traditional gender roles.

6. **Harassment:** Harassment can sometimes be an issue in a diversified work environment but should never be tolerated. Recognizing harassment is the key in preventing and eliminating discrimination from the workplace.

7. **Communication:** Even when no prejudice exits among employees, a diversified workplace can bring about certain communication issues. Hiring immigrants who speak little, or no English can reduce productivity by creating a communication barrier among team members.

8. **Generation Gaps:** In larger diversified corporations, staffs are often made up of workers who range in age from teenagers to senior citizens. Inevitably, generation gaps can become an issue and the age differences can trigger "cliques" and separation of the company as a unit. Bridging

the gap between multiple generations of workers can sometimes become an issue for employers attempting to establish teamwork.

9. **Disabilities:** Unfortunately, workers who are mentally or physically handicapped sometimes encounter discriminatory behaviour from insensitive co-workers. In some cases, employers innocently overlook handicapped workers needs, such as ramps or special needs equipment and they are not able to match their counterpart in work.

10. **Socio-Economic Stratification:** In an organisation people of same age, gender and qualification come from different socio-economic background. Though the qualification for work is same their approach, habit differ due to the social background they came from.

11. **Organisational Hierarchy:** Every organisation has a hierarchy which discriminates employees as top-level management, office level, supervisory level and finally shop floor level. Due to which authority is to be delegated which leads to workforce diversity.

TO ANALYSE THE ISSUES AND CHALLENGES FACED DUE TO THE WORKFORCE DIVERSITY:

Workforce Diversity, if properly managed, can increase creativity and innovation in organizations as well as improve decision making by providing different perspectives on problems. Diversity mainly came into the picture when globalization came in 1990-91. As the wave of globalization sweeps across the organizations, there is a convergence of workforce from diverse countries, cultures, values, styles etc, such convergence of distinctly different people presents tremendous opportunities as well as challenges.

CHALLENGES IN MANAGING EMPLOYEE DIVERSITY:

Taking full advantage of the benefits of diversity in the workplace is not without its challenges. Some of those challenges are:

- **Communication:** Perceptual, cultural and language barriers need to be overcome for diversity programs to succeed. Ineffective communication of key objectives results in confusion, lack of teamwork, and low morale.

- **Successful Management of Diversity in the Workplace:** Diversity training alone is not sufficient for your organization's diversity management plan. A strategy must be created and implemented to create a culture of diversity that permeates every department and function of the organization.

- **Individual versus Group Fairness:** This issue is closely related to the "difference in divisive versus better" i.e., how far management should go in adapting HR programs to diverse employee groups.

- **Resistance to Change:** Long established corporate culture is very resistant to change and this resistance is a major roadblock for women and minorities seeking to survive and prosper in corporate setting.

- **Resentment:** Equal Employment Opportunities (EEO) was imposed by government rather than self initiated. The response to this forced change was in many cases of government reservations.

- **Group Cohesiveness and Interpersonal Conflict:** Although employee diversity can lead to greater creativity and better problem solving; it can also lead to open conflict and chaos if there is mistrust and lack of respect among groups. This means that as organizations become more diverse, they face greater risks that employees will not work together effectively. Interpersonal friction rather than cooperation may become the norm.

- **Segmented Communication Networks:** It has been seen that most communication in the organization occurs between people with some similarities either by way of gender or by way of same place.

- **Backlash:** Some group in the organization feels that they must defend themselves against encroachments by those using their gender or ethnicity to lay claim to organizational resources. Thus, while women and minorities may view a firm's cultural diversity policy as a commitment to improving their chances of advancement.

- **Retention:** The job satisfaction levels of women and minorities are often lower than those of majorities. Therefore, it becomes difficult to retain such people in an organization.

- **Gender Mainstreaming:** By gender mainstreaming in workplace, organisations eliminate discrimination between men women. For both men and women to work together, the workplaces need to have rules which favour both.

TO PROVIDE SUGGESTIONS IF ANY, TO OVERCOME THESE ISSUES AND CHALLENGES:

- **Embrace Diversity:** Successfully valuing diversity starts with accepting the principle of multiculturalism. Accept the value of diversity for its own sake not simply because you must. The acceptance must be reflected in actions and words.

- **Recruit Broadly:** When you have job openings, work to get a diverse applicant pool. Avoid relying on referrals from current employees, since this tends to produce candidates like existing work force. An exception is that if the present workforce is diversified then there is no harm in accepting referrals from current employees.

- **Select Fairly:** Make sure your selection process does not discriminate. Particularly ensure that selection tests are job related.

- **Provide Orientation and Training:** Making the transition from outsider to insider can be particularly difficult for non-traditional employees.

- **Sensitize All Employees:** Encourage all employees to embrace diversity. Provide diversity training to help all employees see the value in diversity.

- **Strive to be Flexible:** Part of valuing diversity is recognizing that different groups have different needs and values. Be flexible in accommodating employee requests.

- **Seek to Motivate Individually:** A manager or the superior must be aware of the background, cultures, and values of employees. The motivation factors for a full-time working mother to support her two young children are different from the needs of a young, single, part-time employee or an older employee who is working to supplement his or her retirement income.

- **Reinforce Employee Differences:** Encourage employees to embrace and value diverse views. Create traditions and ceremonies that promote diversity. Celebrate diversity by accentuating its positive aspects. But also, be prepared to deal with the challenges of diversity such as mistrust, miscommunication, and lack of cohesiveness, attitudinal differences and stress.

- **Involve All when Designing the Program:** Involve as many employees from every level in the organization as you can when designing a diversity initiative. This gets people talking about the program and promotes ownership and buy-in.

- **Avoid Stereotypes:** Stereotypes are preconceived notions which a person holds for person. They are beliefs that all members of specific groups share similartraits and are likely to behave in the same way. Stereotypes create categories and then fit individuals into them. Holding Stereotypes are harmful for several reasons.

SWOC ANALYSIS:

Strengths:

1. **Increased Adaptability:** Employees from diverse backgrounds bring individual talents and experiences in suggesting ideas that are flexible in adapting to fluctuating markets and customer demands.
2. **Broader Service Range:** A diverse collection of skills and experiences (e.g., languages, cultural understanding) allows a company to provide service to customers on a global basis.
3. **Variety of Viewpoints:** A diverse workforce that feels comfortable communicating varying points of view provides a larger pool of ideas and experiences.
4. **More Effective Execution:** Companies that encourage diversity in the workplace inspire all of their employees to perform to their highest ability.

Weakness:

1. Delayed decisions as many men more minds
2. Gender bias- generally an all-organisations women are not treated at par with men and face discrimination.
3. Communication- by having immigrant's language becomes a big issue and they do not feel at home, nor are they able to cope up with local language.
4. Stereotypes- though we say unity in diversity it actually does not happen.

Opportunities:

1. Innovation and Creative thinking
2. Expansion of market share
3. Increased Productivity and quality products and services

Challenges:

1. To create atmosphere of unity in diversity
2. Getting work done from diversified age group, culture, and gender.
3. Difficulty in formulating and implementing diversity policy.

CONCLUSION:

A diverse workforce reflects a changing world and marketplaces. Diverse work teams bring the value to organisations. Respecting individual differences will benefit the workplace by creating a competitive edge and an increasing productivity.

Workforce diversity is an advantage cum disadvantage of all the organisations. It is a not a problem if we look at it with a positive sense and accept it, it will actually increase productivity and lead to innovation, but if you angle to look at it is negative then it will spread hatred among employee by taking up small issues and finally the organisation will suffer. Changes are investable and we should better accept them with smile. Diversity, if positively managed, can increase creativity and innovations in organisation as well as improve decision making by providing different prospective on problems. When diversity is not managed properly, there is potential for higher turnover, more difficult communication, and more interpersonal conflicts. So, in the world of globalisation, we cannot stop workforce diversity so let's accept it and try to live with it.

A THEORETICAL STUDY ON NEW GENERATION ELECTRICAL VEHICLES

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ABSTRACT:

This paper is about the study of electrical vehicles it shows that peoplenow a day prefer through electrical vehicles over fuel vehicles and reasons to it. The main attribute in this paper is comparing Ather 450X and TVS iQube. Globalization and commercial interchange have led to a significant impact on transportation activities involving motorized vehicles word wide. One of the promising strategies and might be a good solution regarding the environmental issues is the application of electric vehicles .electric vehicles offer a great reduction of air pollution such as volatile organic compound (VOC) and CO (9) electric vehicles of miniaturization and of low performance development and discussed feasibility of micro electric vehicle from the angle of technology power consumption, cost optimization.

Keywords: *Electrical Vehicles, Industrialization, Ather 450X, Partially or Fully Power, Solar Panel, Generator or Cells.*

INTRODUCTION:

Electrical vehicles are a change in the automobile sector in India. At present Indian automobile industry is change randomly in technology, innovation, development, industrialisation, knowledge, lifestyle etc. And also changes in price, subsidies, expenses, tax etc. Due to hike in petrol, diesel, maintain for invested of electrical vehicle for present situation of changes in fuel and price level. It is helps to reduce dependence on petrol, import of petrol for higher rate, increase in Indian economy and also develop industrialisation. Electrical vehicle like Ather 450 X or TVS iQubeetc., find out which electrical scooter is best for Indian road compare the two models on the basis of their price, colour, features, mileages, style, design, of body of vehicles and other specs. Electrical vehicles are vehicles that are either partially or fully powered on electrical power. The source can be powered autonomouslyby a battery or sometimes charged by solar panels or by converting fuel to electricity using fuel cells or a generator.

Electrical vehicles have become a subject of discussion due to various socio-economic and ecological factors. As there is the depletion in conventional energy source more and more countries are shifting towards Electric mobility. Conversion of energy from electricity is more efficient as compared to that from petrol. Electric vehicles are vehicles having electric motors as propulsion devices. The main components of the Electric vehicles include a battery, traction motor, inverter, drivetrain, Batteries and charging port. These have a low cost of running as they have fewer moving parts that mean a lower amount of maintenance is required and these vehicles are environmentally friendly.

NEED FOR THE STUDY:

The main purpose of this research it causes decrease in the level of Indian economy. Electrical vehicle prevents the Indian economy through decrease in the use of petroleum vehicles. Based on the present situation invention of Electrical vehicles changes / converts use of petroleum vehicles to

Electrical vehicles due to this it can be changes pollution level, economy rates, industrialisation. It helps to solve and reduce financial problem of rural and urban people for future to minimize the financial problem and helps to analyse and use of source available for rural people. The study contributes to planner to but best Electrical vehicles which suits their taste and preference.

OBJECTIVES OF THE STUDY:

- To identify consumer preference towards Electrical vehicles.
- To undertake comparative ends on Ather 450X and TVS iQube.

METHODOLOGY:

The present study is based on both primary as well as secondary data. To collect the primary data through interviews were conducted and observation method also used. The secondary data were collected from newspaper, journals and Electrical vehicles company websites etc.

Technical comparing between Ather 450 X v/s TVS iQube Electrical vehicles:

Basis	Ather 450 X	TVS iQube
On road price	Rs 1,56,457	Rs 1,20,184
Range:	146 km/charge	105 km/charge
Eco mode	85 km	45 km
Ride mode	80 km	-
Sports mode	70 km	45 to 80 km
Warp mode	50 km	-
Motor power	6200	4400
Body type	Electrical scooters	Electrical scooters
Motor type	PMSM	BLDC
Motor IP rating	IP 66	IP 67
Charging time	5 hours 40 minutes	5 hours 30 minutes
Fast charging time	2 hours 40 minutes	2 hours 30 minutes
Continuous power	3.3 kw	3 kw
Display	7 inch TFT	7 inch TFT

Table 96.1: Technical comparing between Ather 450 X v/s TVS iQube Electrical vehicles:

- PMSM = Permanent Magnet Synchronous Motors.
- BLDC = Brushless Direct Current Motors.
- TFT = Thin-Film Transistor.

REASONS FOR WHY INDIANS PREFERS ELECTRICAL VEHICLES:

1. Due to increase in the fuel rates.
2. No more fuel price hikes.
3. Easy to travel the handle.
4. Growth in Indian economy.
5. Compare to the fuel rate and electricity bill is less.
6. Low maintenance cost.
7. Convenient charging at home.
8. Comfortable cabin and more storage options.
9. Eco environment friendly.
10. Based on design colour range.

WHY ELECTRICAL VEHICLES MARKET IS GROWING IN INDIA:

In our case the approach is top down. With the increase in fuel costs globally automobile sector took to innovating commercially manufacturable electrical vehicle. Companies like TVS and Ather have released Ather 450x and TVS iQube.
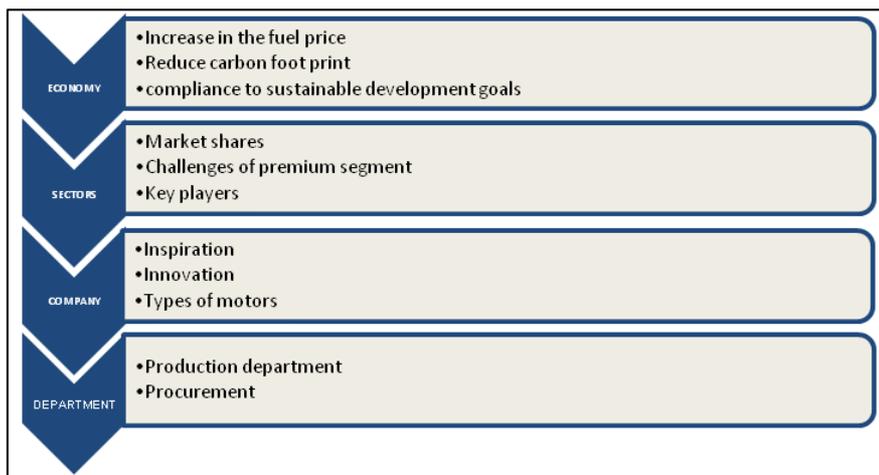
Figure 96.1: Top Down Approach

- **Economy:** The fuel prices increased by percentage in the last ten years. Also a lot of company nations are under the presser to decrease carbon foot print as a part of sustainable development goals (SDG). Thus there is a dire need of a research and development in the space of electrical vehicle.
- **Sectors:** The automobile industry alone contributes to percentage of air pollution globally of which two wheeler segments contributes to percentage of air pollution. Companies like TVS, Bajaj, Okinawa, Ola, Ather and other small innovatorshave as ready to released their commercial electrical vehicle and have capture a significant market share in the two wheeler segment. However premium bike sectors comprising of sports like and cruisers bike are yet to come up with battery and technology for long rides. An examle is royal Enfield.
- **Company:** Electrical vehicles and hybrid electric vehicles offer reduced operating costs, fees savings and environmental benefits. Department of the Energy(DOE) is working with its partners in the public and private sectors to research, development, demonstrate and deploy technology that enhance the performance of electric – drive vehicles.

UNIQUE ADVANTAGES OF ELECTRICAL VEHICLES:

1. Cheaper to maintenancecost
2. Moe Eco-friendly, lower carbon footprint
3. Less noise pollution, smoother ride
4. Lower battery life, high battery cost
5. Mileagefluctuation
6. Breakdown issue
7. Zero emission
8. Low maintenance
9. Noise pollution
10. Recharging convention
11. Cost effective
12. Non-convention source of energy

13. Safer riding and driving experience
14. Cost of battery and battery life
15. Electricity is less expensive

CONCLUSION:

From the above study it can be said that people are more influenced by the unique advantages of electrical vehicles as supply of electrical vehicles are more because the demands is getting inflated due to some good causesnamely, environmentalfactors, low cost supply of fuel is less, no breakdown issue nor emission issues.These are some of the reasons to refer electrical vehicles these days.

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SUSTAINABLE ENERGY AND WOMEN

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INTRODUCTON:

Sustainable Development Goals of the UN to be achieved by 2030 and the associated action plans and programs come with the hope and expectation that a large number of issues so critical to equity, access and quality of life on our planet see the desired results. Along with Paris Agreement a roadmap has been created where the onus of responsibility of sustainability lies with each of us and everyone and each step and effort matters. Along with decent work and economic growth, industry innovation and infrastructure development, Goal 7 and 12 are affordable and clean energy and its responsible consumption and production. Sustainable Energy for all is a multistakeholder platform that promotes and supports new collaborative approaches for governments, businesses and civil society to work together. Many countries are working together to develop nationally tailored Action agenda which are recognized in the Finance for Development outcome document by G20 as a useful framework to scale up actions in priority areas and undertake strategic reforms of SDGs is crucial as others when we view our position in terms of Energy Production, Consumption, Distribution, access and pollution.

Alarming facts about energy access and use disparities, consumption patterns and related environmental issues are a cause of great concern. Three billion people lack access to affordable, modern energy services. 1.5 billion lack access to electricity and 1 billion more depend on unreliable power grids (A report to the Academy of Sciences for the developing world) Expanding access, rise in oil prices and import bills are the other challenges for developing countries (Economic Research services—U.S. Department of Agriculture 2007) The $137 billion increase in energy import bill for LDCs far exceeded the $84 billion official development assistance they received.

Another energy related challenge is environmental as energy use is a significant and immediate cause of high air pollution and environmental degradation. Long term climate change caused by energy related emissions will impact the developed world is the LDCs more even though the developed world is the biggest polluter. Therefore developing indigenous renewable resources and reducing local forms of polluters has answers. A related and more critical issue is of gender and the role of women specifically in energy procurement, consumption, development and sustainability. This paper is an effort to highlight this aspect.

Women are critical actors for development. They are often the sole breadwinners and responsible for daily chores in their households. They are also the main energy providers in developing countries since they manage purchases and supplies of energy. Given that women without a sustainable power source spend three hours a day on average collecting non-renewable fuel for cooking and are the first to die from pollution-related illnesses, they are the biggest sufferers from the energy gap. These characteristic features make women's empowerment both a challenge and an opportunity for anyone who wants to ensure a transition to a sustainable social model that bridges the gender gap and ensures achievement of their huge potential, contributing to a reduction of inequalities around the world.

Women's training in sustainable energies always has a positive impact on health, income generation and family well-being. As such, each development strategy should devote a significant part of its vision and means towards improving their skills, knowledge and integration. Companies

and economies that have achieved mutual professional recognition between men and women are growing faster and better than others.

Developing skills and innovation in energy areas for women reduces inequalities. Benefitting from sustainable and clean power access frees time to undertake new initiatives and prevent diseases from happening.. Skills training are an efficient answer to reduce health and economic inequalities in developing country.

Freeing up time for professional activity and setting up businesses also means creating local economic structures that are needed for developing economies to better address local development challenges. Women should be among the key perspectives for anyone who wants to reduce development inequalities.

The Access to Energy by Schneider Electric program has supported more than 950 entrepreneurs throughout its existence and trained more than 140,000 people. Access to Energy **BONN, Nov 14, 2017**: Sustainable Energy for All along with partners has started the new People-Centered Accelerator - a voluntary partnership led initiative that aims to advance social inclusion, gender equality and women's empowerment in sustainable energy.

The Accelerator aims to gain and improve clean energy access for those who will not be reached by business as usual approaches. The Accelerator will focus on unlocking finance, both private and public, strengthening collaboration and connections between stakeholders concerned with energy, gender and social justice, and increasing women's full participation in sustainable energy solutions.

Through gender-responsive and socially inclusive approaches, the People-Centered Accelerator will also complement ongoing efforts to achieve the Sustainable Development Goals and the Paris Agreement. Patricia Espinosa, Executive Secretary, United Nations Framework for Convention on Climate Change (UNFCCC), Ajaita Shah, Ceo and Founder Frontier Markets , Dr. Ellen Dorsey, Executive Director of the Wallace Global Fund, Chelsea Clinton Vice Chair of the Clinton Foundation have all echoed their support to the People Centered Accelerator and have said: "We know that gender equality and the empowerment of women and girls is key to the successful implementation of the Paris Agreement, climate change solutions and the Sustainable Development Goals….." Ajaita Shah, CEO and Founder, Frontier Markets, a founding Accelerator partner that supports clean energy solutions in rural India, said: "We must place women at the centre of energy access to achieve deeper, wider impact….." To coincide with the launch of the Accelerator, a new report - *Opening Doors: Mapping the Landscape for Sustainable Energy, Gender Diversity and Social Inclusion* - was also released.

The report maps the global landscape of support for women and marginalized groups in sustainable energy across organizations, programs and policy that is already underway, including a focus on the 45 countries that are critical to meet SDG 7 targets. The landscape shows an active –but very fragmented–agenda that provides an important foundation to grow and accelerate action on gender and social inclusion in sustainable energy. To support this, the report provides immediate recommendations that philanthropic donors and development finance institutions can take to enhance the integration of these issues.

Dr. Ellen Dorsey, Executive Director of the Wallace Global Fund, who funded and helped catalyze the *Opening Doors* report, said: "Donors are uniquely equipped to help advance a truly transformative agenda for women's rights by rapidly accelerating access to sustainable energy. Grants and impact investments can build women's leadership, champion powerful policies, seed new technologies, and scale women-led businesses. When women have access to clean and affordable energy, their families are healthier, safer, and more productive. As the world seeks to achieve the Sustainable Development Goals and uphold the Paris Climate Agreement, there is no other single strategy more effective than investing in women and sustainable energy."

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A STUDY ON CONSUMER'S BUYING BEHAVIOUR TOWARDS HOME APPLIANCE IN BANGLURU CITY

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ABSTRACT:

Consumer buying behavior towards home appliances is a complex and dynamic phenomenon that is influenced by a variety of factors. Research has shown that consumer attitudes towards home appliances are largely shaped by the perceived benefits and features of the product, as well as the level of involvement and motivation of the consumer. Additionally, the price, brand reputation, and availability of after-sales service are also important factors that influence consumer buying behavior towards home appliances. In recent years, the emergence of new technologies and environmental concerns have also played a significant role in shaping consumer preferences for home appliances. Consumer buying behavior towards home appliances has significant implications for both manufacturers and retailers. Manufacturers need to understand the needs and preferences of their target audience in order to develop products that meet their requirements. They also need to ensure that their products are priced competitively and that they have a strong brand reputation. Retailers, on the other hand, need to be aware of the various factors that influence consumer behavior in order to create effective marketing strategies that attract and retain customers. This may involve offering competitive pricing, providing a wide range of products, and ensuring that after-sales services are readily available.

In conclusion, consumer buying behavior towards home appliances is a complex and multifaceted phenomenon that is influenced by a variety of factors. Understanding these factors is crucial for manufacturers and retailers who want to develop effective marketing strategies and attract and retain customers. As technology and environmental concerns continue to evolve, it will be important for manufacturers and retailers to stay up-to-date with the latest trends and adapt their strategies accordingly.

Keywords: *Home Appliances, Consumer Behaviour, Marketing Strategy.*

INTRODUCTION:

Consumer buying behavior towards home appliances has evolved over the years, shaped by various factors such as technology advancements, changing lifestyles, and economic conditions. Home appliances, which include a wide range of products such as refrigerators, washing machines, air conditioners, and others, have become an essential part of modern living. With the increasing awareness of environmental concerns, consumers are becoming more conscious of their energy usage and looking for appliances that are energy-efficient and environmentally friendly.

One of the primary factors that influence consumer buying behavior towards home appliances is the cost. Consumers often evaluate their budget before making a purchase decision, and therefore, they are likely to choose appliances that are affordable and provide value for money. In addition to cost, consumers also consider the quality, reliability, and durability of the

appliance before making a purchase. They seek appliances that are durable and long-lasting, which saves them money in the long run.

Another important aspect that impacts consumer buying behavior towards home appliances is the design and aesthetics of the product. Consumers want appliances that fit well with their home decor and provide an aesthetic appeal. Hence, manufacturers are paying more attention to the design and aesthetics of home appliances to cater to the evolving preferences of consumers. Overall, consumer buying behavior towards home appliances is influenced by a variety of factors, including cost, quality, durability, and design, among others.

MAREKT LEADING PLAYERS:

LG:

LG is a South Korean multinational company that has a strong presence in the Indian market. The brand offers a wide range of products including home appliances, smartphones, televisions, and more. LG has established itself as a household name in India and is one of the leading brands in the home appliance market. LG has a strong reputation for producing high-quality home appliances that are energy-efficient and user-friendly. The brand offers a range of products such as refrigerators, washing machines, air conditioners, microwave ovens, and more. LG has consistently introduced innovative features and technologies in its products, such as smart home technology and inverter compressors that save energy. LG has a wide network of service centers across India, which makes it easy for consumers to access their products and get after-sales support. LG has also focused on enhancing the user experience by offering personalized customer service and product support through various channels such as online chat support and toll-free helplines.

Overall, LG has a strong presence in the Indian home appliance market and is known for its quality, innovation, and after-sales service. LG's commitment to energy efficiency and user-friendly features has helped the brand establish itself as a trusted name among Indian consumers.

SAMSUNG:

Samsung is a well-known brand in the Indian market, known for its high-quality consumer electronics and home appliances. The company has been operating in India for over two decades and has established itself as one of the leading players in the Indian market. Samsung offers a wide range of home appliances in India, including refrigerators, washing machines, air conditioners, microwaves, and more. They have a reputation for producing innovative and feature-rich appliances that cater to the diverse needs of Indian consumers. For example, their refrigerators come with features like smart sensors, convertible technology, and digital inverters, making them energy-efficient and user-friendly. In recent years, Samsung has also been focusing on enhancing the design and aesthetics of its home appliances. They have been introducing products with sleek and modern designs that appeal to the evolving preferences of Indian consumers. Furthermore, Samsung has also been actively investing in its after-sales service and support infrastructure in India, with a strong network of service centers across the country.

Overall, Samsung is a well-regarded brand in the Indian market for its high-quality, innovative, and user-friendly home appliances.

WHIRLPOOL:

Whirlpool is a well-established and popular brand in the Indian home appliance market. The company has been operating in India since 1980 and has a strong presence in the country, with a wide range of products such as refrigerators, washing machines, air conditioners, and more. Whirlpool is known for its innovative technology and user-friendly features, making their

appliances popular among Indian consumers. One of the key features of Whirlpool's products is their sixth sense technology, which senses and adapts to the user's needs, making the appliances more efficient and user-friendly. For example, their refrigerators have features such as adaptive intelligence technology that adjusts the temperature according to the user's needs, and their washing machines have a 6th sense soft move technology that adjusts the wash cycle according to the fabric type. Whirlpool also offers a range of energy-efficient appliances that help consumers save on their electricity bills. Their range of air conditioners is equipped with the latest inverter technology that provides energy-efficient cooling. Additionally, Whirlpool's products come with a robust after-sales service network, providing customers with easy access to service and support.

Overall, Whirlpool has been successful in the Indian market due to its innovative technology, energy-efficient appliances, and reliable after-sales service network. They continue to be a popular choice among Indian consumers when it comes to home appliances.

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Overall, Whirlpool has been successful in the Indian market due to its innovative technology, energy-efficient appliances, and reliable after-sales service network. They continue to be a popular choice among Indian consumers when it comes to home appliances.

GODREJ:

The Rs 7,200-crore Godrej Group has finally unveiled its brand-new corporate identity and branding strategy at its headquarters in Mumbai. The group's strategy outlined a roadmap to invest in a renewed Godrej master brand and corporate identity to support the targeted revenue growth of 25-30% compounded annually, for the group. The 111-year-old Godrej Group had appointed global brand consultancy firm Interbred to reposition its master brand with a makeover that makes the group identity modern as well as contemporary. Unveiling the group's brand strategy, The Indian consumer now has a more demanding and youthful mindset. At Godrej, they have always been at the helm of changing and redefining the marketplace and this will now be reflected in a marketing and branding strategy that accelerates profitable growth. On the group's makeover strategy, the revitalized corporate identity is a result of a detailed analysis of product, service and business portfolio. Using the Godrej brand as a unifier of businesses and people made sense because it is most valuable asset, it cannot be replicated and it spans all their business.

It's important to note that there are many other home appliance brands in India, and consumers may have different preferences based on their personal experiences and requirements.

REVIEW OF LITERATURE:

Consumer buying behavior is a crucial aspect of marketing research, and it helps companies to understand the factors that affect a consumer's decision to purchase a particular product. In the case of home appliances, the buying behavior of consumers is influenced by various factors such as product features, price, brand, quality, and personal preferences. This literature review aims to analyze the existing research on consumer buying behavior towards home appliances.

- A study by Liang and Huang (2018) found that consumers are most influenced by the features of a product when making a purchase decision. Consumers look for home appliances that are efficient, durable, and have advanced features such as energy-saving and smart home integration.
- A study by Chen and Huang (2019) found that consumers are more likely to purchase home appliances that are affordable and offer value for money. Consumers are also likely to compare prices and features of similar products before making a purchase.
- A study by Liu and Huang (2020) found that consumers are more likely to purchase home appliances from established brands that have a good reputation for quality and reliability.
- A study by Chen and Huang (2019) found that consumers are willing to pay more for home appliances that have better quality and durability.
- A study by Park and Joo (2019) found that consumers are more likely to purchase home appliances that reflect their personal values and preferences, such as eco-friendliness or minimalist design

OBJECTIVE OF THE STUDY:

- To know the factors influencing buying decision towards home appliances
- To know their needs which the customer looking for when they buy any brand
- To know how aware customer is about home appliance
- To find out their source of information
- To know their expected life of an appliance.

SCOPE OF THE STUDY:

- Study helps to know customer'sopinion and expectation
- Study helps to know customer's decision before buying

RESEARCH METHODOLAGY:

The targeted population of the research is limited to the potential customer of city. The size of the sample is drawn from the population. A sample size of 60 respondents is used for this research work. Primary data is collected by framing well structure questionnaire method. Secondary data is collected by internet.Used PAM method and Graphs and pie charts used for analysis.

SAMPLING DESIGN:

The sampling method chosen for the study was convenience sampling which is form of non-probability sampling. Non probability sampling is a method of selecting units from a population using subjective i.e. (non-random) method.

ANALYTICAL TOOL:

Percentage analysis method was used to analysis the information given by the respondents

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PERCENTAGE ANALYSIS METHOD:

Sl. No.	Gender of Respondent	No. of Respondent	Percentage
1	Male	22	36.66
2	Female	38	63.34
Total		**60**	**100**

Table 98.1: Gender of the Respondent
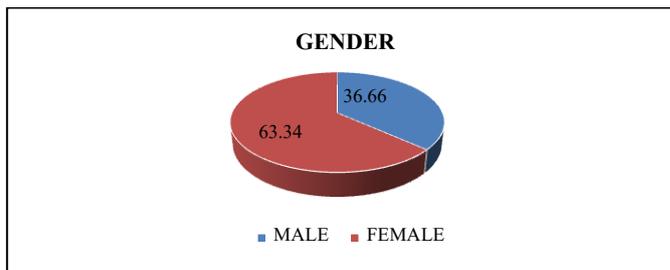
Figure 98.1: Gender of the Respondent

The above data shows 36.66%are male respondent and 63.34% are female respondents.

Sl. No.	Family Type	No. of Respondent	Percentage
1	Nuclear	51	85
2	Joint	9	15
Total		**60**	**100**

Table 98.2: Family Type and Marital Status of the Respondent
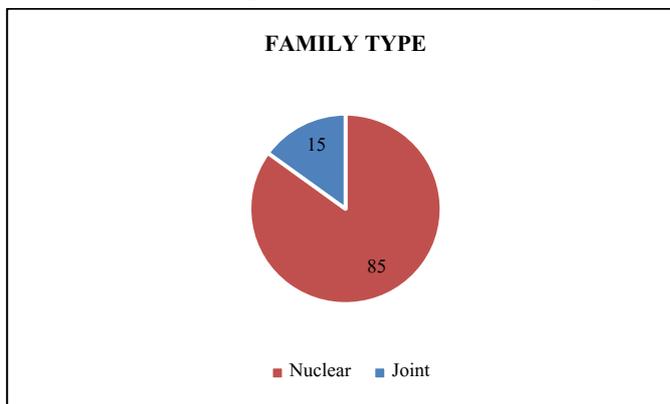
Figure 98.2: Family Type and Marital Status of the Respondent

The above data shows 85and 15 percentage of respondent are nuclear and joint family respectively, 63.34% and 36.66% are married and unmarried respectively.

Sl. No.	Source	No. of Respondent	Percentage
1	Advertisement	32	53.3
2	Sales man	5	8.3
3	Friends and relatives	20	33.3
4	Other specified	3	5.1
Total		**60**	**100**

Table 98.3: Source of Awareness of Home Appliance
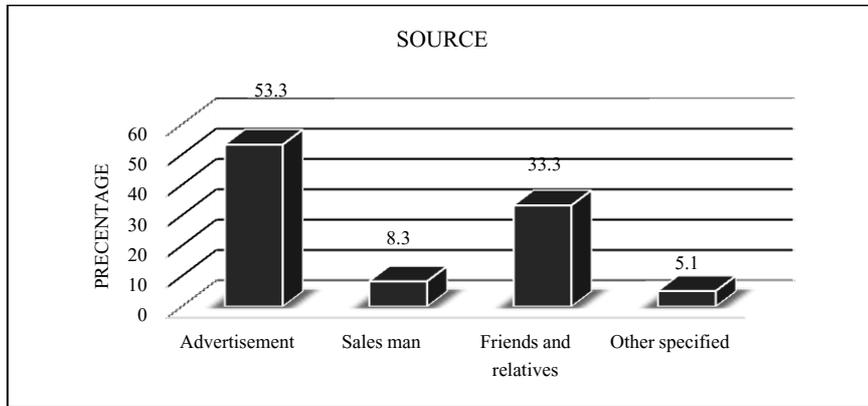
Figure 98.3: Source of Awareness of Home Appliance

The above graph shows respondent get 53.3% from advertisement, 8.3 from sales man, 33.3% from friends and relatives, and other specified 5.1%.

Sl. No.	Brands	No. Respondents	Precentage
1	LG	11	18.3
2	SAMSUNG	18	30
3	BOSCH	6	10
4	PHILIPS	6	10
5	HAIRE	3	5
6	GODREJ	5	8.3
7	OTHER	11	18.4
Total		**60**	**100**

Table 98.4: Different Brands used by Respondents
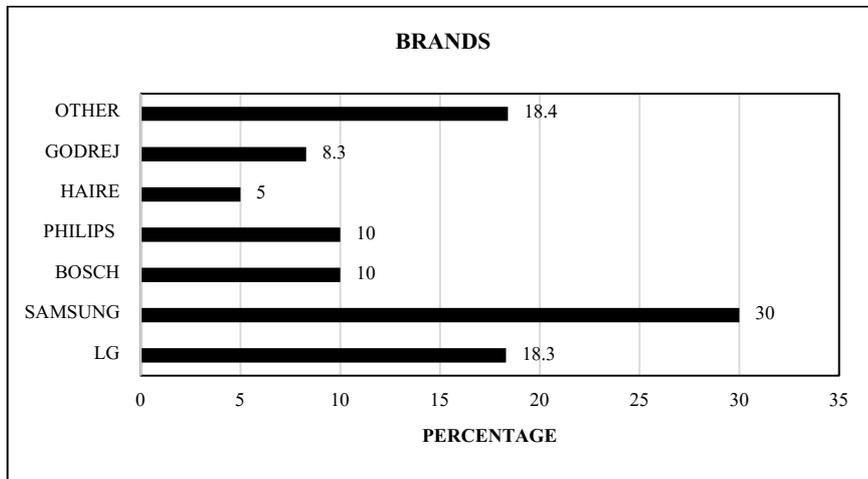
Figure 98.4: Different Brands used by Respondents

The table shows the brand preference, with a total of 60 respondents. Samsung was the most preferred brand with 30% of respondents, followed by LG with 18.3%. Bosch and Philips tied at 10%, while Haire and Godrej had 5% and 8.3%, respectively. 18.4% of respondents preferred other brands not listed.

Sl. No.	Factors	No. of Respondents	Percentage
1	Price	10	16.7
2	Style	11	18.3
3	Brand Name	10	16.7
4	Ratings	12	20
5	Budget	17	28.3
Total		60	100

Table 98.5: A Factor Influencing on Purchasing Product
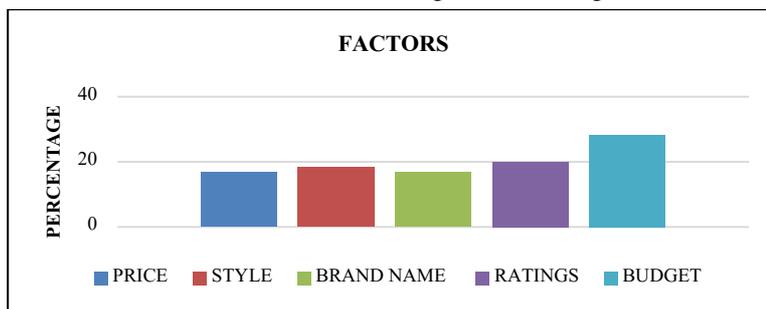
Figure 98.5: A Factor Influencing on Purchasing Product

Out of the 60 respondents, 28.3% considered budget as the most important factor while making a purchase decision. Ratings were the second most important factor with 20% of respondents considering it. Style and brand name were considered by 18.3% and 16.7% of respondents respectively. Lastly, 16.7% of respondents prioritized price when making a purchase decision.

Sl. No.	Factors	No. of Respondents	Percentage
1	Their price	25	41.7
2	Their design	18	30
3	Their service	7	11.7
4	Their quality	5	8.3
5	All	5	8.3
Total		60	100

Table 98.6: Factors that Contribute to Customer Loyalty towards a Brand
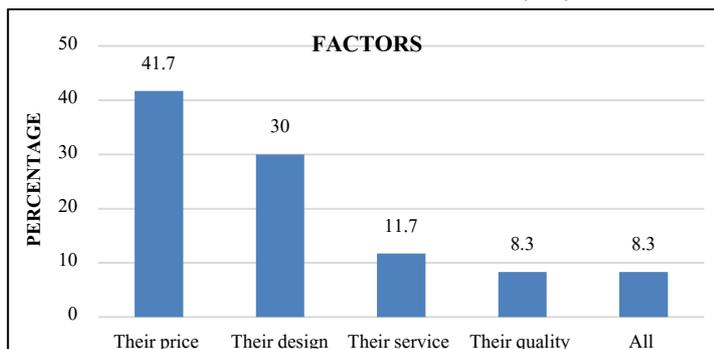
Figure 98.6: Factors that Contribute to Customer Loyalty towards A Brand

Out of 60 respondents the majority of respondents (41.7%) identified price as the most important factor, followed by design (30%), service (11.7%), and quality (8.3%). Additionally, 8.3% of respondents indicated that all factors were equally important.

FINDINGS:

- Majority of respondent are from nuclear family (85%)
- Most of respondent are aware about brands through advertisement (53.3%) and very less through sales persons (8.3%)
- Most of respondent use Samsung (30%)
- Majority of respondent consider budget and ratings as the important factor while purchasing
- Out of 60 respondents the majority of respondents (41.7%) identified price as the most important factor that contribute to customer loyalty towards brand
- 100% of respondent are interested in Indian brands

Overall customers get knowledge through advertisement and then they consider price and customer rating as a main factor and in addition to that the quality and brand is also important.

SUGGESTION:

This research study suggests farther study in this field of home appliance have generalization of findings in other area like TVs, refrigerator etc.

- This study says that advertisement is the most preferred way to get information, so effective advertisement strategy and planning should me made
- 100% of respondent are interested in Indian brands, sodeveloping pricing strategy, quality and customer service should be improved
- Respondent expect price worthy product so company should focus more on fixing price
- Company should focus on building brand to attract new customer

CONCLUSION:

After conducting this study analysis of consumer buying behavior towards home appliances, it is evident that several factors influence the decision-making process of consumers. The study revealed that the most critical factors that influence the buying behavior of consumers are the price, budget, product quality, brand and customer service. Furthermore, the research also showed that consumers consider factors such as energy efficiency, product features, and design before making a purchase.

Moreover, the study found that the majority of consumers prefer to purchase home appliances from physical stores as opposed to online platforms due to the convenience and the ability to examine the products physically. However, a significant number of consumers also consider online platforms for their purchases, highlighting the need for brands to provide seamless and secure online shopping experiences.

Overall, the study emphasizes the importance of understanding consumer behavior in the home appliance industry, and provides valuable insights for brands looking to improve their market share and competitiveness. By taking into account the factors that influence consumers' decision-making processes, brands can tailor their marketing strategies, product offerings, and customer experiences to meet the evolving needs and preferences of their target audience, and ultimately drive growth and profitability in this dynamic market.

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A STUDY ON THE IMPACT OF ON THE JOB TRAINING COURSES ON THE STAFF PERFORMANCE (A CASE STUDY)

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ABSTRACT:

Nowadays, for development employees to achieve new knowledge and technology, culture building and improvement of staff performance, organizations hold different job-training courses. Therefore, measurement training effectiveness and its impact on employee performance has a lot of importance. The present paper aims at determining the impact of on-the-job training courses on the performance of the employees at the Organization for Martyrs' Affairs. The statistical population consisted of the managers and staff in 5 provinces; they were selected among those employees who had taken part in at least 2 courses since 2021(N=2700). The witness group (n=480) were selected through "improbable accessible sampling" method based on Morgan, Cohen and Krejcie tables. The data collection was done by the used of valid questionnaire and interviews. The Alphaindex (=0.95) was used to measure item reliability. This applied study is done on the basis of descriptive survey method. Data analysis is done through application of both descriptive and interpretative statistics. The findings of the study indicated that these courses affect staff performance to some extent, but the level of changes fall below the desired standard. The study questions found their proper answers and a number of optimization strategies were set forward that can be the area of the further studies. Besides that, we mentioned some recommendations for performance improving of the Foundation's Training department that can be a Basis for next researches.

Kewords: On Job Training, Employee Performance, Human Resource.

INTRODUCTION:

The recent decades have witnessed drastic changes in every organizational life; therefore, almost all human institutions have modified the process of their production of value, service providing, and upgraded the skills of their human resources as well as undergoing widespread restructuring.

The area of human resources and human expertise proved to be a major issue and underlying reason of competition among the organizations. (Swanson & Holton, 2001). The role of human has become the focus of the attention to the researcher and business sectors managers that the organizations need to develop their human resources to sustain their competitive edge. (Drucker, 1994, Steward, 1994, Quinn, Anderson & Finkelstein, 1996).

The knowledge and skills of human resources safeguards organizational life. The updating the upgrading of these skills makes organizations able to adapt to the new environment that is almost subject to the constant charge. These facts had made managers understand the importance of training their human resources as a means to improve the overall performance of the organizations. (Jacobs & Washington, 2003).

Managers like to measure the performance of their employees and improve its. Organizations need to adapt constantly if they are to achieve sustained success. An organization's performance management processes are the primary mechanism for making decisions. (Axons, 2010)

In recent years many organizations have been busy implementing new or improved performance management systems. Recent research shows that the regular use of these systems leads to better organizational results. (Ahn, 2001; Ittner et al. 2003; Lawson et al. 2005; Said et al., 2003; Sandt et al, 2001).

Public and nonprofits organizations must be flexible and attuned to the needs of society. They must seek to improve the quality of their services by engaging in strategic human resources management. (Pynes, 2004)

The research finding show that the very common lack of achievement of desired levels of performance following typical training activities and other performance interventions. (Broad, 2005).

A lot of research has gone into the design and implementation of a performance management system and into the effects performance management has on organizational results. (Schiemann and Lingle, 1999; Stratton et al, 2005).

Performance management is 'The development of individuals with competence and commitment, working towards the achievement of shared meaningful objectives within an organization which supports and encourages their achievement'. (Lockett, 1992).

Performance management is managing the business. (Mohrman & Mohrman, 1995). Performance management is: the process of 'Directing and supporting employees to work as effectively and efficiently as possible in line with the needs of the organisation'. (Walters, 1995).

Performance management is a strategic and integrated approach to delivering sustained success to organizations by improving the performance of the people who work in them and by developing the capabilities of teams and individual contributors'. (Armstrong, 2006).

There is no doubt that in spite of careful training and guidance some managers will be better at conducting performance review meetings than others. (Armestrang, 2006).

The major impact of training on the organizations can be summed up as follows:

- Improving the quantity and quality of organizations output.
- Increasing the chance of organizational success.
- Safeguards the organizational stability.
- Decreasing the risk of processes.
- Decreasing organizational costs and expenses
- Improving the management of the organization.
- Establishing the organization as national and international entities.

The training courses that are offered by organizations must be designed through considering the present and future needs of the employees and facilitate the learning of these skills. (Black, SE & Lynch, LM 1996 a).

One of the means of improving and upgrading the organizational performance is to improve the professional knowledge of the employee. This newly acquired knowledge is to enable managers to create new positions. (Vandewalle & Cummings. 1997).

The offering effective courses are usually costly, therefore; the managers expect the educators to be of the required efficiency in bring inning up the organizational charges. The impact of these new skills and courses need to be documented to be accountable in the following regards (Patrick, 2005):

- To what extent has the organizational quality improved?
- To what extent has the on-going learning habits developed among employee?
- To what extent new technologies has been implemented?
- To what extent has the expenses been reduced?
- Has there been any improvement in the process and productivity?
- Has there been any improvement in human relations and inter-organizational relations?

RESEARCH REVIEW AND LITERATURE:

The two main concepts in the study are training and performance which will be defined as well. The interaction between all these concepts empowers the employees and makes them professionally qualified. The human resources skills make up a major section of the processes such as training and development, employment and organization relationship. (Mello, 2002).

Training, which aims at empowerment, development, and qualifying employees through knowledge and skills, referrers to end-oriented, organized, logical, on-going planned attempts to bring about the desired, change in the knowledge, skills, capability and attitude employees. (Lion, 2001).The process of training consists of four stages which include the defining of training needs as well as the evaluation of the training outcome. (ISO 10015, 1999).

The knowledge bases of training provide the company's employees with a new professional outlook that in the long run leads to a higher level of productivity. An individual's attitude towards an issue is in fact the vision that he/ she form around that entity. Positive attitude affects the productivity of the organization, while skills refer to the employees' ability in undertaking the practical tasks. The employees feel more efficient and confident in performing their duties when they learn what data would be needed, how the data must be collected and interpreted. (Appelbaum & Armstrong, 2003).

The balks of studies done in the area of training human resource have already indicated that these training courses upgrade employees' skills and increases productivity in the organizations. A study by the management association of the United States, with study population of 2400, indicated that in 86% of the cases showed that evaluation depends on decision making. 65% depends on consolation, 64% 0n training, 45% on promotion, 43% on employment scheme, and 30% on the human resources. (Cones & Jenkins, 2002)

The concepts of performance are studied through evaluation of overall performance and the management of the performance. The evaluation of performance is the process classifying certain outcomes within a definite time- frame. (Coens & Jenkins, 2002). Performance management aims at developing human resources potential capabilities. The performance management must be in line with the company's long-term policies. (Harison, 1993).

"Performance management is a process of designing and executing motivational strategies, interventions and drivers with on objective to transform the raw potential of human resource into performance. All human beings possess potential within themselves in a few or more functional areas. However, utilization and conversion of this potential into deliverable performances is often sub optimal due to a variety of reasons. Performance management acts as an agent in converting the potential into performance by removing the intermediate barriers as well as motivating the human resource".(Kandula, 2009).One of the researchers had also referred to concepts such as evaluation policies and other issues that affect managers' assessment of their employees. (Longencker& Ludwig, 1990).

In the recent years, different measures are set forward to reduce performance errors, for example; in some firms training has become are integrated part of organizational processes. (Cones & Jenkins, 2002).

RESEARCH OBJECTIVES:

The present research aims at studying the impacts of training courses on different aspects of organizational life, especially on the employees', performance.

In the specific objectives:

- The realization of the need for training course by the employees.

- The studying of the impact of these training on the employees.
- The studying of the training on the employee's performance.

RESEARCH QUESTIONS:

- How do the employees react towards these courses?
- How does the training course meet the educational, skills and attitude needs of the employees? How do the training courses bring about behavioural changes to the organizations?
- How do the training courses, affect the performance of the employees', in their own views and the managers' view?

RESEARCH METHODOLOGY:

The method employed in this study was descriptive- survey. The study aims at focusing on the nature of the training courses and their impact on the improvement of employees' performance.

The study intends to be applied as it focuses or the practical solutions for the current draw backs. It is also developmental as it offers guidelines to optimize the current practice and polices to put the training courses in line with the upgrading and improvement of the employees skills within all levels of organization.

The data used in the study were collected through questioners, forms'; review of the existing documentation, calculating indices and performance scores as the study is quantitative.

The data is analysis done both through "descriptive statistic" and "interpretative statistic".

Statistical Population:

The statistical population consisted of (9967) employees how have been working in almost all organizational levels in Foundation Martyrs and Veterans of country.

The Sampling Method:

The evaluable non probable sampling" method was applied. The questionnaires were distributed among (600) subjects in five different provinces; 80 % of the questionnaires (480) were collected after been completed, of which 13 were defective and the data of (467) were analyzed for the purpose of this study. The study can be classified as type one with regard to its statistical population and method of sampling.

Data Collection Method:

The data used in the study were collected through a number of methods, which in included followings:

- Interviewing managers and experts in the field.
- In field study data collection methods (questionnaire…)
- Review the existing statistics in the organization.
- Internet surfing.
- Survey research
- Documents available to the researchers

The questionnaires were designed on the bases of Likert (5) item scales. Each contained "35" questions, which were classified based on the elements affecting the training courses.

FINDING OF RESEARCH QUESTIONS:

The findings of the study were analyzed through descriptive statistics and interpretative statistics.

The Descriptive Statistics:

The data used in the descriptive statistics is showed in table 99.1, both for managers and the employees' respectively.

Responders	Statistical Indicators	Province: 1 Tehran	Province: 2 Mazandaran	Province: 3 Khorasan Razavi	Province: 4 Yazd	Province: 5 Fars	Total
Managers	Number	2	19	14	10	11	56
	Percent in the Position	3.6%	33.9%	25.0%	17.9%	19.6%	100.0%
	Percent in the Provinces	3.0%	16.7%	10.4%	17.9%	11.3%	12.0%
	Percent in the Total	.4%	4.1%	3.0%	2.1%	2.4%	12.0%
Employees	Number	64	95	120	46	86	411
	Percent in the Position	15.6%	23.1%	29.2%	11.2%	20.9%	100.0%
	Percent in the Provinces	97.0%	83.3%	89.6%	82.1%	88.7%	88.0%
	Percent in the Total	13.7%	20.3%	25.7%	9.9%	18.4%	88.0%
Total	Number	66	114	134	56	97	467
	Percent in the Position	14.1%	24.4%	28.7%	12.0%	20.8%	100.0%
	Percent in the Provinces	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	Percent in the Total	14.1%	24.4%	28.7%	12.0%	20.8%	100.0%

Table 99.1: The Number and Percentage of the Person's the Separation of Position and Provinces

The Finding of Data Analysis:

The analysis of the data collected on the factors of training, productivity, and 35 question of questionnaire (with the exception of questions 1, 9, 10, 16) indicated that the training courses had meaningful impact.

Question One: How do the employees positive react towards training courses?

The data analysis based on sig <0.05 showed that the question one is not approved, it means that the impact of the training courses was not of the standard level. The impact of the courses on changing the attitude of the employees towards participation is above the standard average (10% to 15% above the standard). The reaction of the employees to the courses was positive and can be regarded as a source of strength for any given organization.

The following table shows the description of the variables studied, the mean and standard deviation based on the number of subjects.

	Number	Mean	Standard Deviation	Standard Error
q1	452	68.2626	14.56571	.68511

Table 99.2: Information Sample

					Confidence Interval of 95% for Mean Difference	
	t	Degrees of Freedom	Sig.	Mean Difference	Low	High
The first question	12.060	451	.000	8.26261	6.9162	9.6090

Table 99.3: Test of Mean a Sample

The results indicate a positive response to the reaction level of staff training programs. This level refers to the first-level of the Krick Patrick model that measures the satisfaction and reaction learners to the training courses.

Question Two: How do the training courses meet the training, skills, and attitude needs of the employees?

Managers View: The meaningful level (sig = 0.03) shows that data is normal. The "one sample test" was applied.

The standard test figure was considered to be between 60 to 100. The following table shows the output of SPSS about the second question for managers.

	Number	Mean	Standard Deviation	Standard Error
The Second Component	54	71.6179	13.28021	1.80721

Table 99.4: Information Sample

					Confidence Interval of 95% for Mean Difference	
	t	Degrees of Freedom	Sig.	Mean Difference	Low	High
The Second Question	6.429	53	000.	11.61793	7.9931	15.2427

Table 99.5: Test of Mean a Sample

The meaning level (sig <0.05) indicates that the impact of the training courses is not standard. The average is above the standard level. The data means that the courses impact has been 13.3% to 25.4% above the standard level.

The Employees View: The (sig=0.023) for the research indicates that the data is normal, it means that the first question is not acceptable, which means that the courses impact is below the standard level, but the average is between 11.1% to 16.5% above the standard level. The following table shows the output of SPSS about the second component for Employees.

	Number	Mean	Standard Deviation	Standard Error
The Second Question	393	68.4541	14.59441	73.619

Table 99.6: Information Sample

					Confidence Interval of 95% for Mean Difference	
	T	Degrees of Freedom	Sig	Mean Difference	Low	High
The Second Question	11.484	393	000.	8.45413	7.0068	9.9015

Table 99.7: Test of Mean a Sample

Question Three: How do the training courses bring about behaviour of change to the organization?

The data analysis showed that the courses impact is above the standard level the percentage is between 19.3% to 24.6% which means that the courses bring about behaviour of change to the organization which is a positive impact.

Question Four: How do the training courses, affect the performance of the employees, in the employees and managers views?

The data analysis indicated that the average impact of the course is 4.55 to 10 above the standard level. This means that the courses, in the view of employees and the managers, have a positive impact on the performance of the trainees. This is similar to level 3 of kirck patrik's behaviour of level.

CONCLUSION:

The findings of the research indicated that the training presented, have been affected, but this effect is not very dramatic. Defining factors such as training-based job, definition training-based of poor

performance, defined training based on organization objectives, consider the needs of individual learners, Staff awareness of the objectives of training courses, Continuity of trainings, Application of training in the workplace and proper implementation of training can directly lead to improving the employees' performance .According to the results of research, training courses should be designed for each job regard to individual, vocational and organization needs.

Training programs developed by the organization should be run for each employee. Before the implementation of training, employees should be aware of the conditions and goals of the courses until with Interest to participate in courses. Training should be conducted regularly and properly will lead to greater effectiveness.

Finally, the effectiveness of training after completion of the evaluation process should be to determine the effectiveness of staff training to improve performance.

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CHAPTER – 100

A STUDY ON CUSTOMER SATISFACTION TOWARDS CREDIT CARD FACILITY OF AXIS BANK: YELAHANKA REGION

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ABSTRACT:

Axis Bank ltd was one of the 1st new Private Banks began operations in 1994, after the Government of India allowed new Private Banks to be established todays are facing their toughest competition even the marketing department can be effective only in companies who's employees have implemented a competitively superior customer value delivery system. Recognizing that high satisfaction leads to high customer loyalty the Axis Bank ltd today in aiming for total customer satisfaction by providing credit card facilities. For the Axis Bank ltd the customer satisfaction is a both a goal and marketing tool.The key of Axis Bank ltd to retain its customers in the relationship marketing and also satisfying the customer by providing wide varieties of credit card services. Today the success rate of Axis Bank is increasing in credit card services with help of reaching out to the customer by providing wide varieties of offers, easy way to bill payment and rewards and different kinds of strategies.

Keywords: Customer Satisfaction, Credit Card, Strategies, Services, Competition.

INTRODUCTION:

The banking industry is one of the basic instruments of economic growth. It is considered the backbone of economic development, and change in its processes is deemed to have repercussions on the country's growth. The essential part of the banking system is its financial viability.

Banking: Banking is defined as accepting for the purpose of lending or investment of deposits of money from the public, repayable on demand or otherwise and withdraw able by cheque, draft, and order or otherwise.

Bank: Bank is being used since long time but there is no clear conception regarding its beginning. According to one view point, orgin of the World Bank belongs to the world 'banque' to the Greek world 'banque'. According to other viewpoint, Bank originated from the German world (itail) banque earning joint fund.

Recognizing that high satisfaction leads to high customer loyalty the AXIS Bank Limited today is aiming for Total Customer Satisfaction (TCS). For the AXIS Bank Limited the customer satisfaction is both a goal and a marketing tool. Loosing profitable customers can dramatically affect the banksprofits. The cost of attracting a new customer is estimated to be five times the cost of keeping a customer happy.

The key of AXIS Bank Limited to retain its customers is the relationship marketing. Bank is also becoming skilled in Customer Relationship Management (CRM) which focuses on meeting the customer's needs and making them satisfied.

OBJECTIVES:

- The objective of the study is to analyse the level of customer satisfaction with the services /facilities provided by the Axis Bank Limited.
- To know strategies using by Axis Bank in credit card facility
- To know Success the percentage (%) of Axis Bank in service of credit card service in the year 2021-2022.

REVIEW OF LITRETURE:

Customer Satisfaction of Services with Axis Bank (Dr. Upasana Srivastava*Kokila Gupta): The banking in India is facing challenges concerning both customer base and performance. Private Banks in India have their history dating back to 1921. There are various services provided by private banks in India like account, loans, insurances etc. Every bank is keen to provide services with the best benefits and at a low interest rate because of high level of competition among banks. Service quality, customer's satisfaction, customer's retention, customer's loyalty and happiness are the major challenges gripping the banking sector.

Level of Satisfaction among the Customers of Axis Bank LTD A Study of Branches of Haryana Region: The success or failure of business depends upon banks relationship with customers. Therefore, it becomes important to study the customer's satisfaction prevailing in private banks. In this paper, the customer's satisfaction with the performance of Axis bank has been analysed on the basis of five parameters, Reliability of Financial Product, Financial Benefit, Service Responsibility, Problem Handling of Customers and Time Management for customers. Credit card is an Automatic advanced card. Credit card is a widely used source of conventional credit for restaurants, as well as telephone and television advertised products. In short credit cards act as a short – term loan. Along with the benefits some disadvantages are also attached with the credit cards.

RESEARCH METHODOLOGY:

This survey has been conducted through online using google form and circulated among 200 customers of customer satisfaction on credit card facility in axis bank in Yelahanka region. 10 questions were asked about their credit card experience in axis bank. Replies were predefined in options of Yes/No, Agree/Disagree. The form was made available in online, A Total 200 customers approached and asked to complete survey in which 100 customers completed the survey and also used secondary data like research papers and websites.

OBSERVATION:

- Axis bank Extended Credit Facility with Axis Bank Signature Credit Card, where customer may buy a product anytime and choose to pay in instalments as per customers convenience
- Customer can use their Axis Bank Signature Credit Card to withdraw cash upto 30% of your credit limit from over 1 million Visa ATMs (Automated Teller Machines) around the world. In India, you can access cash around the-clock, 365 days a year from any of the 18,000 ATMs that display the Visa sign.
- EMI feature on Axis Bank Credit Card gives customer the convenience of paying for High Value Credit Card transactions in easy EMIs.
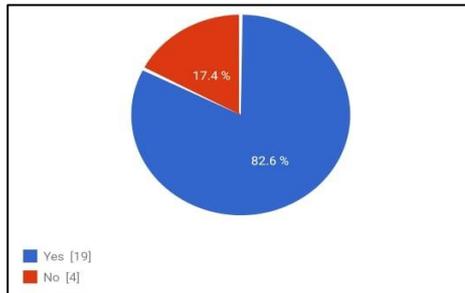
Figure 100.1: Place or Branch (Yelahanka)
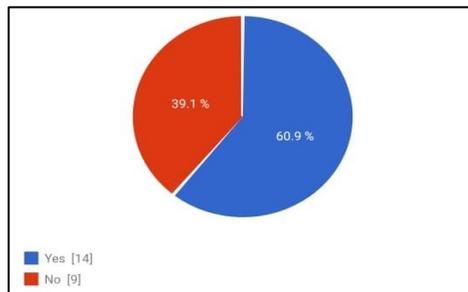
Figure 100.2: Are you the Customer of Axis Bank
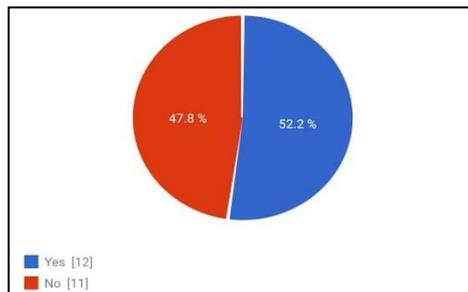
Figure 100.3: Are you using Credit Card of Axis Bank
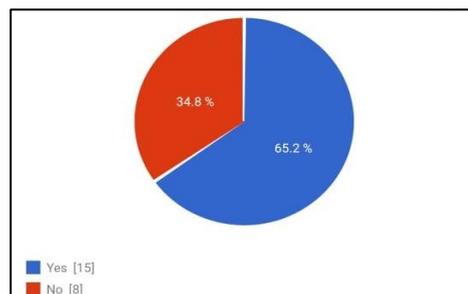
Figure 100.4: Are you Satisfied with the Credit Card
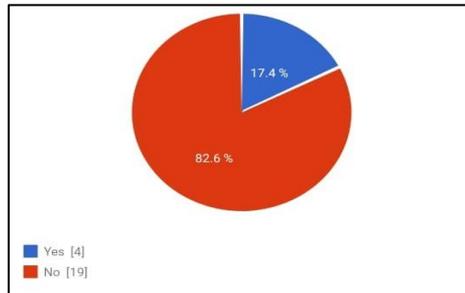
Figure 100.5: Are you Facing Any Problems
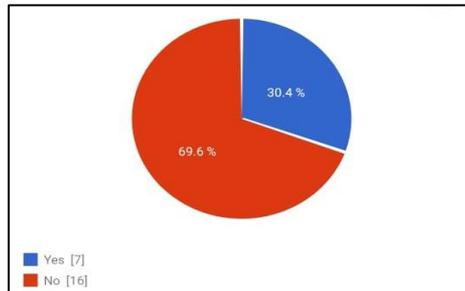
Figure 100.6: Are you Facing Service Charge
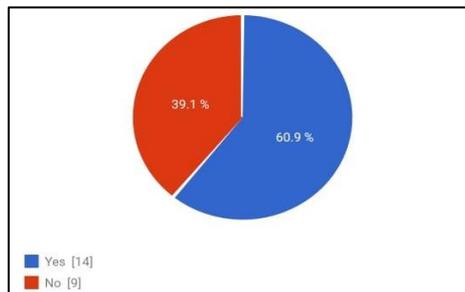
Figure 100.7: Do you wish to continue credit card

SUGGESTIONS:

- **Interact with Individual Customer:** The employees of the bank should interact with the individual with the individual customers about improve their knowledge about their preferences customized offerings should be communicated in personalized way.
- **Competitive Advantage:** Bank must not only be able to create high absolute value but also high value relative to the competitors at a sufficient low cost as through competitive advantage bank will be able to perform in one or more ways better than its competitors.
- **Maintaining Customers Satisfaction:** Customer Relationship Management (CRM) will enable the Bank to provide excellent real time customer service through the effective use of individual account information. Based on what they know about each they know about each valued customer, Bank can customize market offerings, services, program, messages, and media.

CONCLUSION:

It was delightful to note that the samples had enough and adequate guidance to use ATM cards and they were satisfied with the security facility made at the ATM stations. Non-functioning or the failure of the ATM machine was the negative remark made by the ATM users. The positive association between the age of respondents and purpose of using ATM cards was well accepted by the study. In the field of the credit card, both credit card holders income and the total family expenditure had ranked as 1 on 2 in influencing the possession of credit cards. Touching the area of relative the share of the variables in determining the expenditure pattern of credit card holder showed that capacity of the card led fist followed by income of the card holder. Customers were found to be satisfied. This shows that there is a scope for improvement in the service provided by the bank to customers. They should focus on 99% accuracy rate to improve the service of the banks. In this competitive world where there are challenges, otherwise the bank would shed its valuable customers.

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COMPARATIVE STUDY ON AYURVEDIC MEDICINE AND ALLOPATHIC MEDICINE FOR CONSUMERS

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ABSTRACT:

Ayurveda is called oldest science treatment and it has no side effects. Ayurveda is not only the India's is also world's most early Treatment methods. It is started in 6000BCE or 5000 years ago. Ayurvedic treatment medicine is not accepted by British people because they will supports and promotes the Allopathic medicine but after independence in India focused on Ayurveda and some traditional medicine system. Day to day it became an important part of Indian national health system.

The main purpose of this research is that use of Ayurvedic medicine rather than the use of allopathic / modern medicine based on different age group, life style, needs and wants of old age people, financial risk, increase in being alive. To identify the people who got cured by using Ayurvedic when compared to allopathic by using some attributes as questions.

Keywords: Ayurvedic, Allopathic Medicine, Consumer Preferences.

INTRODUCTION:

Ayurveda is an oldest and traditional system of medicine used in India. It is originated at the ancient / Vedic time of India. It is the knowledge found in the documented text such as charaka, samhitha and sushruta, samhitha. It is written by Sushruta, is the father of Indian medicine and the father of all surgery. Ayurveda is origin from **Atharvaveda.** Ayurveda is translated / conveying as **"science of life". Ayur = life and Veda = knowledge / science.** There are 3 types of body of Ayurveda such as Vata, Pitta and Kapha.

The aim of Ayurveda is **"To protect of the healthy and alleviate disorders in the diseased".**

The traditional system of medicine needs to understand / used in terms of modern science. In Ayurvedic medicine the doctors consult on the pulse diagnose, eyes, nose, tongue, skin test and medical history. The treatment was given by Yoga, Natural medicines, Natural diet and Massage therapy. It is long and differs from other methods of treatments. Ayurveda is pure the disease.

Ayurveda helps to maintain health and fight through herbal medicines, massages, diet control, yoga, meditation and various therapies. Ayurvedic herbs and spices protect the body from disease and also provide health benefits like improved digestion and better immunity. According to Ayurveda health and wellness depend on the delicate balance between the body, mind and soul. Ayurveda is used to maintain good health reduce the stress and increase strength. Ayurveda not only provide treatment but also teaches a way of living that leads to a long and happy life. Ayurveda says, if the food you eat is grown in a polluted environment, it evades its taste and smell, sinking its medical properties, by following the Ayurvedic standards when using food, it is pure, natural, organic and true to life.

OBJECTIVES OF THE STUDY:
- To identify increase in the use of Ayurvedic medicine in all area.
- To offer the solutions to diminish high use of allopathic medicine and boost to use of Ayurvedic.
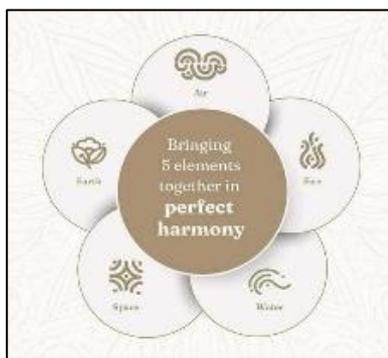
Figure 101.1: Five Elements of Ayurveda

Ayurveda is mainly based and believes on the **five elements** that composed entire universe: Vayu (Air), Jala (Water), Aakash (Space), Prithvi (Earth) and Teja (Fire). The five elements also referred as Panchabhuta in Ayurveda.

Ayurveda has mainly based on three fundamentals they are **Pancha-bhuta, Tri-dosha therapy and Pancha-shila therapy.**

ALLOPATHIC MEDICINE:

The Allopathic medicine also considered as modern medicine or English medicine. It is founded on 1810. It is started in India in 1920 by British doctors. Hippocrates is father of modern medicine. Samuel Hahnemann is the father of allopathic medicine. This medicine is a branch or part of Ayurveda. at present all over the world people highly used the allopathic medicine, it causes to body as side effects like Skin rash, Headache, Allergic reaction, Insomnia, Dry mouth, Abnormal heart rhythms, Internal bleeding, Cancer, alopecia etc. The Allopathic is used first medicine treatment for "it gives rapid relief from the disease and it become as lifesaving in emergency conditions" but it is not permanent and safe for health in long time.

Allopathic medicine is a science based modern medicine; it is produced on experimental basis for providing quick relief. It is gives fast relief than other medicine. It is also commonly known as Drug Therapy, Western medicine, Biomedicine, Evidence-based medicine.

In Allopathic medicine before taking medicines the doctors consult based on the medical history, Blood test and CT & MRI scan. The treatment given by Injections, Drug medicines, Radiation & Surgery. Allopathic has control the disease.

SPECIALTIES OF AYURVEDA:

There are eight specialties in Ayurveda they being on internal medicine and upper branches of body like ear, nose, throat, skin & eye etc.

Kaya - chikitsa	Internal medicine (Body treatment).
Shalakya	Relating to upper branch like ear, nose, throat &eye treatment.
Shalya	Surgery, treatment with knife.
Visha-chikitsa	Toxicology, Poison, Venom, resisting.
Bhutha-vidya	Psychology.
Bala-chikitsa	Child treatment.
Rasayanam	Treatment with chemicals.
Vajikaranam	Stimulating amorous desires

Table 101.1: Eight Specialties in Ayurveda

The above table shows the oldest treatments made in ancient days by using Ayurvedic medicine methods but nowadays in Allopathic medicine they will use some treatment methods in different names and by using technology. Like Shalya as surgery made with knife, Visha-chikithsa as Toxicology, Bhuthavaidya as Psychology, Rasayanam as treatment with chemical, Shalyakam as outer body treatment etc

Basis / Kinds	Ayurvedic Medicine	Allopathic Medicine
Duration	Long	Short
Product Used	Natural Product	Chemical combine, Drugs product
Result	Quick /Late	Quick
Validity	1.5,3,5years	18months,2 years
Issues / Effects	Not accured	Accured
Cost	Low & medium cost	Medium & huge cost

Table 101.2: Technical comparison between the Ayurvedic and Allopathic/Modern Medicine

The above table shows secondary data and primary data. The Ayurvedic products have more validity rather than the allopathic medicine but allopathic medicine gives quick result and Ayurvedic gives quick result & some times for higher diseases gives late result. In Ayurvedic products or medicine they used natural product available in nature/environment like Brahmi, Ashwagandha, Tulsi, Amalika (Amla), Alovera, Licorice, turmeric Daruharidra, Sandalwood, Saffron,Honey, Neem etc. but in allopathic medicine used &produced medicines through use of chemical products, drugs etc. The Ayurvedic product has validity for more than 2yr's, 3yr's and maximum 5years but the Allopathic medicines have only 18 months or 2 years validity. The Ayurvedic medicine have no issues about side effects and the cost will be low and medium level but the Allopathic medicine have accrued side effects & health issues and it contains medium & high level of cost.

RESEARCH METHODOLOGY:

The data collected through questionnaire. The data was collected primarily by asking questions through Google forms. A sample of 50 respondents was taken into consideration.
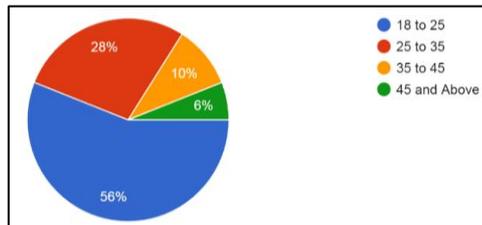
Figure 101.2: Age of the Respondents

It is inferred from the above diagram that 56% of the respondents belong to the age group between 18 to 25, 28% of the respondents belong to the age group between 25 to 35, 10% of the respondents belong to the age group between 35 to 45 and 6% belong to the age group of 45 and above.
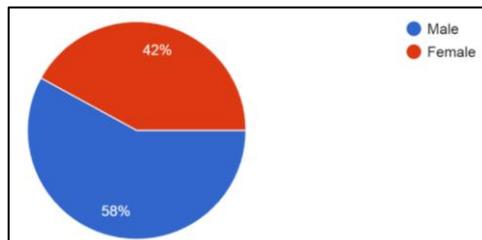
Figure 101.3: Gender of the Respondents

From the above diagram shows that, 58% of the respondents are the male and remaining 42% of the respondents are the female.
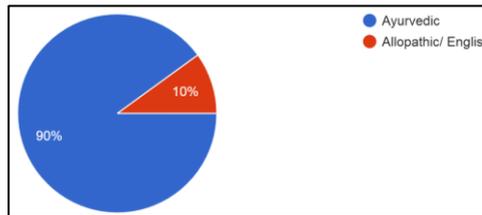
Figure 101.4: Preference of Ayurvedic Medicine among the Respondents

In the the above figure shows that the majority are 90% of people prefer for Ayurvedic medicine and remaining 10% of people prefers for the Allopathic/English medicine.
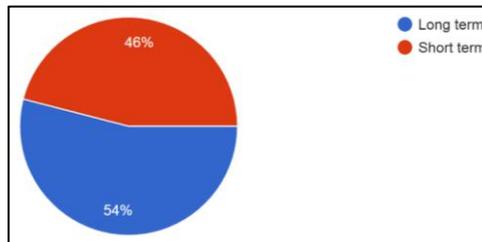
Figure 101.5: Use of Ayurvedic Medicine among the Respondents

According to the above figure the 54% of the respondents use Ayurvedic medicine from long term and remaining 46% of the respondents use Ayurvedic medicine from short term periods.
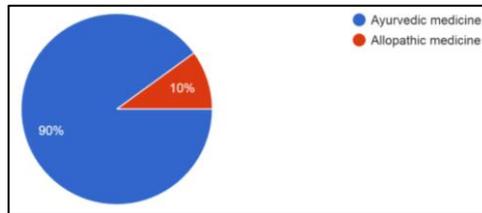
Figure 101.6: Disease Cured by Ayurvedic Medicine among the Respondents

The above figure shows that the 90% of people got cured disease from the Ayurvedic medicine and remaining 10% of people from the Allopathic medicine.
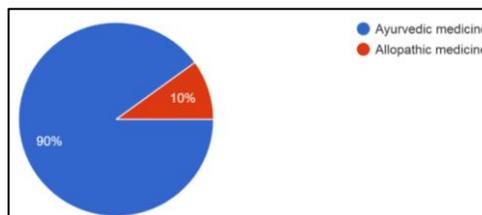
Figure 101.7: Preference of Ayurvedic Medicine among the Respondents for Cost

It is inferred from the above figure the 90% of the respondents are preferred Ayurvedic medicine and remaining 10% of the respondents preferred Allopathic medicine by the cost incurred for medicine.
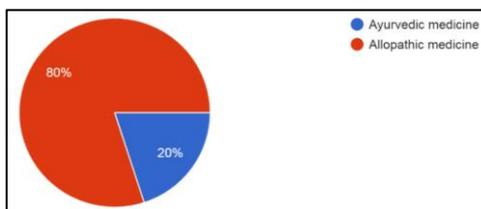
Figure 101.8: Use of Ayurvedic Medicine among the Respondents for Side Effects

The above figure shows that, the 80% of respondent choose allopathic and 20% of respondent choose Ayurvedic medicine from the side of side effects occurrence due to the use of medicine.

The above diagram shows that, the Majority of side effects occurred due to the use of Allopathic medicine, the 80% of the
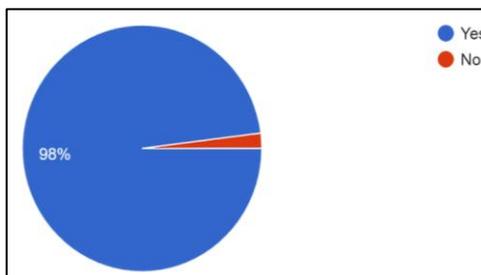
Figure 101.9: Benefit of Ayurvedic Medicine among the Respondents

It is inferred from the above figure the 98% of the respondents benefited by the Ayurvedic medicine and only 2% of the respondent benefited by the Allopathic medicine.
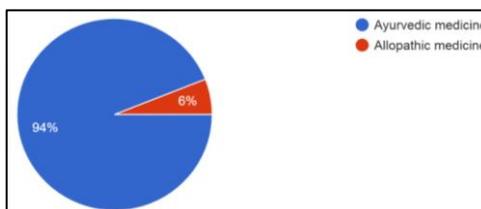
Figure 101.10: Permanently Cured by Ayurvedic Medicine among the Respondents

The above figure shows that the 94% of the respondent cured disease permanently by the use of Ayurvedic medicine and remaining 6% of the respondent cured disease permanently by the use of Allopathic medicine.

FINDINGS:

- Complete solution for all the problems is limited in this study.
- There some major diseases have no solutions or treatment in allopathic medicine like Diabetes, Cancer, dementia, advanced lung, heart, kidney & liver disease.
- Side effects:
- Due to high use of allopathic medicine it caused to kidney failure.
- Due to get small level of surgery and use of medicine is impact on nerves system connected to brain & eyes etc.
- The different type of health issues like Skin rashes, Headache, Dry mouth, internal bleeding etc.

SUGGESTIONS:

- Encourage people to use Ayurvedic products.
- Diminish / Reduction in high use of Allopathic medicine.
- Daily do the Yoga and meditation for good health.
- Maintain good infrastructure highly in rural area.
- Better to fix reasonable price to products for rural people.
- Government is required to make necessary arrangements to supply and use of Ayurvedic medicine in all area.

CONCLUSION:

Based on this research we can consider use of Ayurvedic medicine is the best approach to protect health in a longer run as compared to/with Allopathic medicine as Ayurvedic medicine is made out of natural resources & ingredient's unlike Allopathic medicine which is made out of chemical composition. Allopathic medicine could be economically more expensive is comparison to Ayurvedic medicine, also due to this natural composition we can avoided many ill effects of Allopathic medicine like side effects, allergies, acidity etc,. Due to these side effects future health overall could be adverse &life expectancy will be reduced. Ayurvedic medicine is time tested and provender approach since the time of ancient period of Indian history. Thus Ayurvedic medicine, yoga and meditation are one of the best approaches for a happier, healthier and long life.

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HOW UPI REVOLUTIONIZED DIGITAL PAYMENTS IN INDIA

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ABSTRACT:

UPI (unified payment interface) platform has been used especially in India since 2016. This paper is aimed at understanding how UPI revolutionized digital payments in India. In the early stages, a year after the launch of the UPI, the total number of payments in India was 6% compared to 36% of card payments. However, in financial year 2021, UPI's share expanded to 63%, while the percentage of card payments shrunk to 9%. UPI has democratized and universalized access to financial services to anyone having mobile phones and mobile number linked to their bank accounts. UPI also increases further anchor trade, travel and remittance flows between the two countries and lower the cost of cross border remittances. UPI currently constitutes well over 40% of all digital transactions taking place in India. UPI enabled a boost to small business and street vendors as it ensures fast and secure bank-to-bank transactions even for considerably small amounts.

Keywords: *Financial Transactions, Real Time Payments, Less Cash Economy.*

INTRODUCTION:

(UPI)Unified payment interface is a real time payment system introduced by (NPCI) national payments corporation of India. In 11[th]April 2016 it is regulated by reserve bank of India. It helps to transferring funds between two bank accounts on mobile platform. It facilitates person to person and person to merchant transactions.

As per February 2023 there are more than 300 banks available on UPI. It crosses monthly 4 billion transactions and the value of more than 100 billion dollars. The main intension of NPCI to build UPI is to make a online mobile platform for retail payments and on time transfer on money from one to another and one more intension to make non cash transactions and payments in India.

UPI uses existing systems, such as immediate payment service and adhaar enabled payment system, to ensure seamless settlement across accounts. It facilitates pay and receive transactions and even works for over the counter or bar code payments, as well as for multiple recurring payments such as utility bills, School fees, and other subscription. The system is said to be a safe and secure methods of transferring money between two parties and eliminates the need of transact with physical cash or throughout the bank.

LITERATURE REVIEW:

K. Suma vally and K. Hema Divya. (2018) in the paper "A study on digital payments in India with perspective of consumer Adoption" conclude that the deployment of technology for digital payments have improved performance of banking sector and able to achieve cashless country. This study also gave the insights about how UPI made use of current technology. It also suggests that bank should take effective measures while creating awareness towards the effective usage of technology.

Rahul Gochhwal (2017) in his paper "unified payment interface – An advancement in payment systems" conclude that UPI has enabled mobile to be used as primary payment device for making and accepting payments.

Sanghita Roy, Dr. Indrajit sinha (2014). Stated that E- payment system in India, has shown tremendous growth, but still there has lot to be done to increase its usage. Still 90% of the transactions are cash based. E-payment systems are those important mechanism used by individual and organizations as a secured and convenient way of making payments over the internet and at the same time a gateway to technological advancement in the3 field of world economy.

Rakesh HM and Ramya T J (2014) in their research paper titled "A study influencing consumer adoption of internet banking in India" tried to examine the factors that influence internet banking adoption. It gives insights about the process of internet banking services expert should emphasize the benefits its adoption provides and awareness can also be improved to attract consumers.

Karthikeya Bolar (2014) in his research paper titled "end user acceptance of technology interface in transaction-based environment' identifies that technology interface dimensions are perceived by the end users in a transaction-based environment, using exploratory factor analysis.

OBJECTIVES OF THE STUDY:

- To understand how UPI changed financial transactions in India.
- To identify the challenges and prerequisites for UPI payment and apps.

RESEARCH METHODOLOGY:

This research is based on secondary data, which uses a data that is collected by someone else and published articles.

FINDINGS OF THE STUDY:

- Immediate money transfer through mobile device round the clock 24*7*365.
- UPI ensures the function of interoperability which allows its users to transfer funds between different banks.
- Financial inclusion has been improved by the help of UPI by making digital payments accessible to even those who don't have bank account.
- UPI has contributed significantly to the growth of cashless transactions in India. According to NPCI, UPI transactions have grown from 0.1 million in August 2016 to over 3.5 million in March 2022.
- UPI have served its users by enabling them convenience as it eliminates need for cash or cheques and allows users to transfer funds instantly using their mobile phones.
- A UPI payment has some major operational problems that affect both the business and the buyer.
- Security is one of the main challenges for UPI payments to prevent fraud and unauthorized access.
- For older people or for those who are not familiar with smartphones and digital payments, UPI apps may be challenging to use. People should know technology to overcome this issue.
- The main prerequisites for UPI are having a saving or current bank account with registered mobile number and smartphone.
- The daily transaction limit for UPI transactions is upto ₹1 lakh as much as possible.

SUGGESTIONS:

- When we talk about UPI payments the first thing that comes to our mind is security. There are some security measures which include beware of mobile phishing, keep strong password, use biometric password, and enable encryption and others.
- The regular updates are required for the users of UPI payments apps and update should be reaching the requirements of its users.

- UPI currently only supports domestic transactions within India. Enabling international payments would allow users to make payments to merchant and individuals in other countries.
- At present an internet connection is required for completing the transaction. However enabling offline payments would allow users to make payment even when they don't have an internet connection.
- Offering rewards and incentives for using UPI could encourage more users to adopt the platform and can ensure cashless transactions.

CONCLUSION:

In conclusion, UPI has been a game changer for digital payments in India, and its success is a testament to the power of technology to change the way we do business. We can conclude by saying that UPI has revolutionized digital payments in India by making them more accessible, convenient, secure, cost effective, and innovative. The success of UPI has demonstrated the potential of technology to transform the business we do and has opened up innovative opportunities for financial inclusion in the country.

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A STUDY ON THE PARTICIPATION AND INTEREST OF THE YOUNGER GENERATION IN THE INDIAN STOCK MARKET

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ABSTRACT:

This research paper aims to examine the participation and interest of the younger generation in the Indian stock market using secondary data. The study analyzed data from various sources, including academic journals, research papers, government reports, and news articles, to explore the factors influencing young people's participation in the stock market and their investment patterns. The results suggest that while the Indian stock market has been growing steadily in recent years, the participation of the younger generation has been relatively low. The study found that the lack of financial literacy and knowledge of the stock market, as well as the perceived risks associated with investing, were the primary reasons for low participation. Additionally, the study revealed that the younger generation tends to invest in stocks of companies with strong brand images and in sectors such as technology and consumer goods. The study concludes that there is a need for greater financial education and awareness campaigns to encourage young people to invest in the stock market and take advantage of its potential benefits.

Keywords: *Indian Stock Market, Young Generation, Participation, Interest, Financial Literacy.*

INTRODUCTION:

The stock market, also known as the equity market, is a place where publicly traded companies' stocks are bought and sold by investors. The stock market is an important aspect of the financial system, and it plays a significant role in the economy by providing companies with access to capital and allowing investors to participate in the growth of companies. When a company wants to raise capital, it can issue and sell stocks to the public, and the investors who buy those stocks become shareholders in the company. Shareholders can make money by earning dividends on their investments or by selling their stocks at a profit if the price of the stocks increases. The stock market is an essential tool for investors to diversify their investments and earn a return on their investment. By investing in stocks, investors can participate in the growth of companies in different sectors and industries. The stock market also allows investors to buy and sell stocks quickly, making it a liquid investment option. The stock market is influenced by various factors, including economic indicators, company performance, market trends, global events, and investor sentiment. These factors can affect stock prices, making the stock market volatile and risky. Investing in the stock market involves risk, and it is essential for investors to conduct thorough research before making investment decisions. Investors should consider factors such as the company's financial performance, industry trends, and market conditions before buying or selling stocks. While the stock market can provide opportunities for investors to earn a return on their investment, it is important to understand the risks involved and to diversify investments to minimize risk.

The stock market is not limited to a single country or region but operates on an international level. The globalization of the financial system has resulted in the integration of stock markets around the world, leading to increased opportunities for investors and companies. International stock markets are connected through various channels, including cross-border listings, global stock indices, and

international mergers and acquisitions. Cross-border listings allow companies to raise capital in multiple markets and expand their investor base, while globalstock indices provide investors with a benchmark for evaluating the performance of international stock markets. International mergers and acquisitions allow companies to access new markets and expand their global footprint. International stock markets are influenced by various factors, including global economic conditions, geopolitical events, and changes in exchange rates. Investors must take into account these factors when making investment decisions, as they can have a significant impact on the performance of international stock markets. Investing in international stock markets also involves additional risks, including currency risk, political risk, and regulatory risk. These risks can affect the returns of international investments and require investors to diversify their portfolios across different regions and sectors.

The stock market in India is one of the largest in the world, with two major stock exchanges - the Bombay StockExchange (BSE) and the National Stock Exchange (NSE). The Indian stock market has a rich history, with the BSE being established in 1875 and the NSE in 1992. The Indian stock market has a diverse range of companies listed, ranging from large conglomerates to small and medium-sized enterprises. The stock market is regulated by the Securities and Exchange Board of India (SEBI), which ensures that the market operates in a fair and transparent manner. The benchmark index of the Indian stock market is the BSE Sensex, which comprises 30 ofthe largest and most actively traded stocks on the BSE. The NSE has a similar index called the Nifty 50, which comprises 50 of the largest and most actively traded stocks on the NSE. Investing in the stock market in India can be a lucrative option for investors, but it comes with its own set of risks. It is important for investors to do their due diligence and understand the fundamentals of the companies they are investing in before making any investment decisions. The Indian stock market has undergone significant changes in recent years, with increasingparticipation from retail investors, including the younger generation. As the future of the economy, it is importantto understand the level of participation and interest of the younger generation in the Indian stock market.

Youngsters or millennials are increasingly showing interest in investing in the stock market. With the rise of technology and easy access to information, young investors are becoming more aware of the potential benefits ofinvesting in the stock market. Investing in the stock market at a young age has several advantages. Young investors have a longer investment horizon, which means they can afford to take more risks and can potentially earn higher returns over the long term. Additionally, investing in the stock market can be a great way to build wealth and achieve long-term financial goals. However, it is important for young investors to approach the stockmarket with caution and do their research before investing.

According to a report by the National Stock Exchange of India (NSE), the participation of the younger generationin the Indian stock market has been increasing in recent years. Here are some key statistics:

- **Age Distribution:** Around 60% of the new investors in the Indian stock market are under the age of 30.
- **Gender Distribution:** Around 30% of the new investors are women.
- **Increased Participation:** The number of new investors in the Indian stock market increased by 19% in 2020, and around 50% of them were under the age of 30.
- **Trading Volume:** The trading volume by retail investors (individual investors who are not institutional investors) has been steadily increasing over the past few years, and it reached a record high in 2020.
- **Investment Amount:** The average investment amount by young investors has also been increasing, indicating that they are taking investing more seriously.

Here are some statistics comparing the participation of the younger generation in the Indian stock market to thatin other countries:

- **Age Distribution:** According to a survey by E*TRADE in the United States, around 40% of millennial investors (those born between 1981 and 1996) said they started investing in the stock market between the ages of 18 and 24. In the United Kingdom, a survey by Fidelity International found that around 43% of millennials are investing in the stock market.
- **Gender Distribution:** In the United States, around 45% of millennial investors are women, according to a survey by Charles Schwab.
- **Investment Amount:** In a survey by TD Ameritrade in the United States, the average account balance of millennial investors was found to be around $23,000. In the United Kingdom, a survey by Fidelity International found that the average amount invested by millennials in the stock market was around £20,000.
- **Trading Volume:** The trading volume by retail investors has been increasing in many countries, including India, the United States, and the United Kingdom.

While the participation of the younger generation in the Indian stock market is increasing, it is still relatively lower than that in some other countries. However, this trend is expected to continue as more young investors become interested in investing in the stock market.

LITERATURE REVIEW:

Sharan (2021), The researcher investigated how people from all educational backgrounds, including science, commerce, and the arts, could begin a career in the stock market if they were aware of it. There are several reasons why students may be unaware of or unwilling to invest in the stock market. The most common reason is that the stock market is risky, and a lot of money is being invested. It assesses student attitudes towards the stock market, the reasons why students do not invest in stocks, and student satisfaction with stock investing. **Oskari Koivunen (2021),** In this study, researchers looked at "awareness and family impact as determinants of stock market participation." This study investigates the factors that influence stock market participation, specifically perceptions of family education and investment skills. The findings show that a parent's master's degree is not required for trading participation, and perceptions of one's own investability are positively correlated with participation even after controlling for various socioeconomic factors such as financial literacy. **Jayashree Bhattacharjee and Ranjit Singh (2017),** The researcher explained "Individual Investors' Equity Investment Attitudes" in this study. This paper focuses on key issues and aspects of equity investment awareness. It is also meant to raise specific questions for future research. The most important determinants of a sense of justice were discovered to be demographic, socioeconomic, and psychological factors. Financial awareness is the primary cause of financial well-being. Equity awareness assists investors in making better financial decisions, understanding and managing their risks as investors, and being aware of their rights and responsibilities. In order to gauge students' levels of satisfaction with their share purchases as well as their attitude towards the stock market generally, the study by **(Sharan Kumar Shetty)** focuses on identifying students' attitudes towards the stock market, the typical justifications offered for not investing in it, and the actual causes of their lack of participation. **Shinki K. Pandey and Abhishek Vishwakarma** conducted research with the main objective of understanding investment preferences among India's young generation, according to their study. It is necessary to determine the respondent's preferences for the different investment options available on the market. Younger investors are therefore more likely to maximise their capital through investment vehicles such as mutual funds and the stock market, though some people are still drawn to less risky options such as bank deposits and post office deposits.

OBJECTIVES:

- To identify the factors that influence young people's participation in the Indian stock market.

- To examine the investment patterns of young investors in different sectors such as technology and consumer goods.
- To explore the perceived risks associated with investing in the stock market among the younger generation.
- To analyze the level of financial literacy among young investors in India.

RESEARCH METHODOLOGY:

- **Research Design:** The research design is a descriptive research study that aims to examine the participation and interest of the younger generation in the Indian stock market using secondary data sources.
- **Data Collection:** The data sources for this study include academic journals, research papers, government reports, and news articles related to the Indian stock market and young investors. The data collected will be analyzed using content analysis to identify key themes and patterns.
- **Data Analysis:** The collected data will be analyzed to identify the factors influencing young people's participation in the stock market, their investment patterns, and the perceived risks associated with investing.
- **Ethical Considerations:** Since this is a secondary data analysis study, there are no ethical issues involved.
- **Limitations:** The study has some limitations, such as the reliability and validity of the secondary data sources used in the analysis, the availability of the data, and the representativeness of the sample.

STATEMENT OF THE PROBLEM:

Despite the growth of the Indian stock market in recent years, the participation of the younger generation in the stock market has remained relatively low. This lack of participation by young investors raises concerns about the future of the stock market and the potential impact on the overall economy. The problem, therefore, is to identify the factors that influence the participation and interest of the younger generation in the Indian stock market and to explore ways to increase their participation and investment in the market. This research paper aims to address this problem by analyzing secondary data to understand the investment patterns, risk perceptions, and other factors that influence young people's participation in the Indian stock market.

SCOPE OF THE STUDY:

The study aims to analyze secondary data to understand the participation and interest of the younger generation in the Indian stock market. The research will focus on factors that influence young people's participation in the market, such as financial literacy, investment patterns, and risk perception. The study will use secondary data sources such as academic journals, research papers, government reports, and news articles to provide insights into the challenges faced by young investors in the Indian stock market. The research will also examine the investment patterns of young investors in different sectors such as technology and consumer goods. The study will be limited to the analysis of secondary data, and no primary data will be collected. The research will not make any recommendations on specific investments or investment strategies.

ANALYSIS:

There are several factors that influence young people's participation in the Indian stock market. Some of these factors include:

- **Financial Literacy:** One of the key factors that influence young people's participation in the

stock market is their level of financial literacy. Young people who have a better understanding of financial concepts such as investing, risk, and return are more likely to participate in the stock market.

- **Investment Knowledge:** In addition to financial literacy, young people's investment knowledge also plays a significant role in their participation in the stock market. Young people who have a better understanding of the stock market, investment options, and the risks associated with investing are more likely to participate in the stock market.

- **Availability of Resources:** Another important factor that influences young people's participation in the stock market is the availability of resources such as investment platforms, brokers, and financial advisors. Young people who have easy access to these resources are more likely to participate in the stock market.

- **Perception of Risk:** Young people's perception of risk also plays a significant role in their participation in the stock market. Young people who perceive investing in the stock market as a risky proposition may be less likely to participate.

- **Socioeconomic Factors:** Socioeconomic factors such as income level, family background, and education also influence young people's participation in the stock market. Young people from higher-income families, with a better education, and more exposure to the stock market are more likely to participate.

According to a recent survey by Angel Broking, a leading Indian brokerage firm, the average age of investors in the Indian stock market has decreased significantly in recent years. In 2020, the average age of investors was 30 years, compared to 34 years in 2018. This indicates that more young investors are entering the Indian stock market and participating in equity investments. In terms of sectoral preferences, the survey found that technology and consumer goods were among the most popular sectors for young investors in India. In fact, the technology sector was the most popular sector, with 35% of young investors preferring to invest in technology stocks. The consumer goods sector was the third most popular sector, with 16% of young investors preferring to invest in consumer goods stocks.

The investment patterns of young investors in different sectors such as technology and consumer goods in the Indian stock market can vary based on a variety of factors, including market trends, individual preferences, and risk appetite. However, there are some general observations that can be made about the investment patterns of young investors in these sectors.

The technology sector is one of the most popular sectors among young investors in the Indian stock market. This is largely due to the growth potential of technology companies and the perceived potential for high returns on investment. Young investors are often drawn to companies that are at the forefront of innovation and technology, such as those in the software, e-commerce, and social media spaces. Additionally, the growth of digital infrastructure and the increasing adoption of technology in India have made the technology sector an attractive investment option for young investors.

Investment patterns of young investors in the technology sector.

- **Focus on Growth Stocks:** Young investors in the Indian stock market tend to focus on investing in growth- oriented technology stocks that have the potential for high returns over the long-term. These stocks typically include companies in the software, e-commerce, and social media spaces that are at the forefront of innovation and have the potential to disrupt traditional business models.

- **Preference for Mid-Cap and Small-Cap Companies:** Young investors in the Indian stock market tend to have a preference for mid-cap and small-cap technology companies. These companies are often viewed as having greater growth potential compared to large-cap companies, which have already achieved a certain level of maturity.

- **Emphasis on Fundamentals:** Young investors in the Indian stock market tend to place a

greater emphasis on the fundamentals of technology companies, including revenue growth, profit margins, and cash flow. They also tend to analyze the competitive landscape and evaluate the potential for the company to capture market share in its respective industry.

- **Adoption of New Technology Trends:** Young investors in the Indian stock market tend to adopt new technology trends and invest in companies that are at the forefront of innovation. For example, young investors may be drawn to companies involved in emerging technologies such as artificial intelligence, blockchain, and cloud computing.

- **Preference for Direct Equity Investments:** Young investors in the Indian stock market tend to prefer direct equity investments in technology companies rather than investing in technology funds or exchange-traded funds (ETFs). This may be because they have a greater understanding of individual companies and feel more in control of their investments.

- **Consumer Goods Sector:** The consumer goods sector is another popular sector among young investors in the Indian stock market. This is because the consumer goods sector is seen as relatively stable and less volatile than other sectors, with many established companies that have a strong track record of delivering consistent returns to investors. Consumer goods companies in India typically offer a wide range of products and services, including food and beverages, personal care, and home goods. Young investors are often attracted to companies that have a strong brand image and are well-known in the market.

Investment patterns of young investors in the consumer goods sector.

- **Focus on Established Companies:** Young investors in the Indian stock market tend to focus on investing in established consumer goods companies that have a strong track record of delivering consistent returns to investors. These companies are often viewed as being relatively stable and less volatile compared to other sectors.

- **Preference for Companies with Strong Brand Image:** Young investors in the Indian stock market tend to be attracted to companies that have a strong brand image and are well-known in the market. These companies are often associated with high-quality products and services, which can generate brand loyalty and repeat business.

- **Emphasis on Valuation:** Young investors in the Indian stock market tend to place a greater emphasis on the valuation of consumer goods companies, including price-to-earnings (P/E) ratios and price-to-book (P/B) ratios. They also tend to analyze the competitive landscape and evaluate the potential for the company to maintain or increase market share in its respective industry.

- **Preference for Defensive Stocks:** Young investors in the Indian stock market may be attracted to defensive stocks in the consumer goods sector, which are less sensitive to economic cycles and can provide a stable source of income during periods of market volatility.

- **Adoption of New Consumer Trends:** Young investors in the Indian stock market may be drawn to companies that are involved in emerging consumer trends, such as healthier food options, organic products, and sustainable practices. This reflects a growing awareness of environmental and social issues among younger investors.

The younger generation in India may perceive several risks associated with investing in the Indian stock market. One of the major perceived risks is market volatility, which can lead to significant losses if market conditions change rapidly. Younger investors may also perceive themselves to be less knowledgeable and experienced in investing, which can lead to a lack of confidence in making investment decisions. Additionally, there have been instances of scams and fraud in the Indian stock market, which can make younger investors wary of investing in certain stocks or sectors. Regulatory changes can also create uncertainty and perceived risks among younger investors, as they may find it difficult to predict the impact of these changes on their investments. Finally, economic instability such as inflation or recession can lead to perceived risks among younger investors who may be concerned about the potential impact of these economic factors on the stock

market and their investments. All of these perceived risks can discourage younger investors from participating in the Indian stock market or limit their investment choices. It is important for investors to educate themselves on the risks associated with investing and seek professional advice to mitigate these risks. According to a recent survey by Angel Broking, a leading Indian brokerage firm, the younger generation in India may perceive several risks associated with investing in the Indian stock market. The survey found that 44% of respondents were concerned about the potential for significant losses due to market volatility, which is a major perceived risk for young investors. Additionally, 32% of respondents cited a lack of knowledge and experience as a perceived risk, while 24% were concerned about scams and fraud in the stock market. The survey also found that 20% of respondents were worried about regulatory changes and 18% were concerned about economic instability. These statistics highlight the various perceived risks that young investors may face when considering investing in the Indian stock market. It is important for investors to understand these risks and take steps to mitigate them, such as seeking professional advice and conducting thorough research before making investment decisions.

The level of financial literacy among young investors in India remains a cause for concern, and more efforts are needed to promote financial education and improve financial literacy among young people. Financial literacy is the knowledge and skills required to make informed financial decisions, including understanding financial concepts, products, and markets. In India, financial literacy programs and initiatives have been launched to promote financial education among young people, but the impact of these programs on the level of financial literacy among young investors remains a matter of debate. Several studies have examined the level of financial literacy among young investors in India, and the results have been mixed. For instance, a study by the National Council of Applied Economic Research (NCAER) found that only 24% of young investors aged between 18 and 22 years were financially literate. The study was based on a survey of 1,500 young investors in 21 cities across India. The study also found that only 4% of young investors were able to correctly answer all financial literacy questions, highlighting the need for financial education among young investors in India. Another study by the Securities and Exchange Board of India (SEBI) found that financial literacy was higher among young investors who had a higher level of education and income. The study was based on a survey of 8,000 respondents across India. The study also found that young investors who had a demat account (a digital account used for holding securities) had a higher level of financial literacy compared to those who did not have one.

FINDINGS:

- Financial literacy is an essential factor that influences the participation of young investors in the Indian stock market.
- The technology sector is the most popular among young investors in the Indian stock market.
- The younger generation perceives the Indian stock market as a risky investment option due to market volatility and a lack of knowledge about investing.
- The brand image of companies influences the investment decisions of young investors in the Indian stock market.
- The participation of young investors in the Indian stock market is relatively low compared to other investment options.
- Young investors prefer short-term investments and are more inclined towards day trading.
- The lack of financial education and awareness campaigns is a major challenge faced by young investors in the Indian stock market.
- Young investors face difficulties in understanding the technical aspects of the stock market, such as reading financial statements and analyzing market trends.
- The government's initiatives to increase financial literacy and promote the Indian stock market have been successful in increasing young investors' participation in the market.

- There is a need for further research to understand the impact of cultural and social factors on young investors' participation in the Indian stock market.

SUGGESTIONS:

- Develop financial literacy programs specifically targeted at the younger generation to increase their understanding of the stock market and investment options.
- Increase awareness campaigns to promote the Indian stock market and improve its brand image.
- Encourage companies to communicate their financial information in simpler and more understandable terms to increase the accessibility of the stock market to young investors.
- Establish an online platform for young investors to access educational resources and investment tools.
- Create investment clubs or groups to facilitate knowledge sharing and investment discussions among young investors.
- Encourage young investors to focus on long-term investments rather than short-term gains.
- Develop mobile applications that provide easy access to financial news, stock prices, and investment advice.
- Introduce tax benefits or incentives for young investors to encourage their participation in the stock market.
- Establish a mentorship program that connects young investors with experienced investors to provide guidance and support.
- Conduct further research to understand the impact of cultural and social factors on young investors' participation in the Indian stock market.

CONCLUSION:

The study on the participation and interest of the younger generation in the Indian stock market reveals important insights about the challenges and opportunities in increasing young investors' participation in the market. The study found that financial literacy, investment patterns, risk perception, and brand image are essential factors that influence young investors' investment decisions. The study also found that young investors perceive the Indian stock market as a risky investment option and prefer short-term investments, leading to a relatively low participation rate compared to other investment options. The study recommends interventions such as increasing financial literacy through educational campaigns, improving the brand image of companies, and creating more awareness campaigns to attract young investors to the Indian stock market. These recommendations, if implemented, can potentially increase young investors' participation in the Indian stock market and contribute to the development of the Indian economy. Further research can provide more insights into the challenges and opportunities in increasing young investors' participation in the market and help policymakers make informed decisions to promote the Indian stock market.

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A STUDY ON STUDENTS' KNOWLEDGE AND INTEREST ON STOCK MARKET

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ABSTRACT:

Young people are becoming more interested in investing in the stock market as a way to build wealth and financial security in recent years. Research suggests that students who are exposed to money-related instruction and are given the opportunity to invest in the stock market are more likely to be interested in investing. This trend is partially driven by the ease of access to data and trading stages, as well as the rise of social media and the impact of online communication. But despite the increased interest, many students still lack the information and resources needed to invest wisely and successfully. Efforts to increase students' interest and knowledge of the stock market includes offering financial literacy programs creating investment clubs and providing access to resources such as online trading simulators. Such an initiative can assist students in gaining the knowledge and self-assurance necessary to invest in the stock market, possibly resulting in more financial security and independence in the future.

Keywords: Financial Literacy, Stock Market, Financial Independence, Financial Education, Knowledge.

INTRODUCTION:

The stock market is a marketplace where shares or bids of publicly traded companies can be purchased and sold. It is also referred to as share advertise or value advertise. Financial experts can purchase these offers and become part-owners of the company, entitling them to a shoe in its profits and losses. Companies that are listed on the stock exchange issue offers or stocks to the public in order to raise stores for their business operations. The stock market is an essential component of the economy because it gives businesses access to capital for expansion and development and gives financial experts the chance to profit from their bets. The value of shares can rise or fall depending on a variety of factors such as the company's financial performance global economic conditions, and change in interest rates. There are two different kinds of markets: primary and secondary. New shares are issued and sold to the public on the primary market, whereas investors trade shares that have already been issued on the secondary market. The market place for buying and selling shares is the stock exchange. The New York Stock Exchange (NYSE), NASDAQ, London Stock Exchange (LSE), Tokyo Stock Exchange (TSE), and Hong Kong Stock Exchange are the most widely used stock exchanges (HKEX). Making a contribution to the stock market can be rewarding, but it also involves some risk. It is essential for financial experts to research, comprehend, and expand their portfolios to include moderate risk companies.

REVIEW OF LITERATURE:

Using an experimental design, **P. Shrestha and Biggyan Raj Subedi** (2014) investigated the factors influencing stock market execution in Nepal. Additionally, the study assessed the impact of significant legislative changes and Nepal Rastra Bank's policy regarding loans secured by shares. The observational results have shown that the performance of the stock market is positive to swelling and wide cash development, and negative to the intrigued rate, using OLS estimations of

behavioural conditions. This line of thought suggests that financial professionals use equity as a cushion against inflation and accept stock as a different type of budgetary instrument. In addition to that, the availability of liquidity and the low interest rates strengthen the performance of the Nepalese stock market. To sum up, the Nepal Rastra Bank's strategy and changes in the political climate have largely influenced how the stock market has behaved. **Sur, D., and Bhunia, A.** (2015) examined the effects of selected macroeconomic factors on the Sensex and Nifty stock market indexes in India as well as on trade rates, residential gold prices, real interest rates, and discount cost lists. For monthly data, time series were gathered from the RBI, BSE, NSE, investing.com, and Yahoo Finance. Using **monetary econometrics**, the period from July 1997 to July 2015 was analysed. It was discovered that the Sensex and Nifty responded favourably to shocks on crude oil prices, trade rates, genuine interest rates, and discount costs files, but that they did not respond favourably to shocks on genuine interest rates.

METHODOLOGY:

The method consists of a questionnaire (online) which is a list of questions used to collect data from respondentsabout their attitudes, experiences, and opinions.

STATEMENT OF THE PROBLEM:

The research paper aims to explore the level of knowledge and interest that students have regarding the stock market. The study will investigate the extent to which students are familiar with the stock market, its concepts, and its functions. Additionally, the research will examine whether students have any interest in investing in the stock market and if they believe it to be a viable option for long-term investment.

OBJECTIVES:

- To know the interest, attitude, and opinions of students in stock market activities
- To know the financial literacy of student
- To identify emerging investment opportunities and trends in the market
- To provide insights and guidance to students on how to achieve their investment goals

ANALYSIS AND INTREPRETATION:
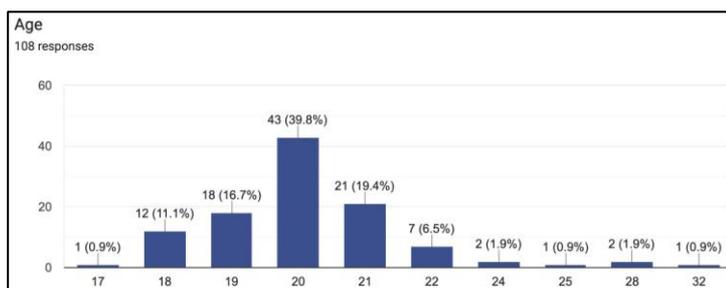
Figure 104.1: Age of the Respondents

From, the above chart we can notice that from the total 108 responses 1 individual is 17 years old holds 0.9%, 12 individuals are 18 years old and holds 11.1%, 18 individuals are 19 years old and holding 16.7%, 43 individuals are 20 years hold this the majority holds 39.8%, 21 individuals are 21 years old and holding 19.4%, 7 individuals are 22 years old and holding 6.5%, 2 individuals are 24 years old and holding 1.9%, 1 individual is 25 years old and holding 0.9%, 2 individuals are 28 years old and holding 1.9%, 1 individual is 32 years old and holding 0.9% in over all 100%. Out of 108 reactions, 46.3% were male and 53.7% were female, suggesting a balanced gender distribution.

Women, who often face unique challenges in investing, comprised the majority of respondents. From the pie chart, we can see that 32.8% had balanced portfolios, 21.3% focused on stocks, and 11.5% on bonds. This reflects a positive trend in investing. People with varying incomes and genders have unique investment approaches and priorities. Many middle-income individuals want to manage their own investments and explore diverse options. Out of 108 responses, 47 people (43.5%) have stock market knowledge and interest, while 61 people (56.5%) do not. This high percentage indicates that the stock market is a prevalent topic. This matches the trend of investing in the stock market for financial stability. Data shows many are interested and knowledgeable, but experience levels differ we asked individuals with no knowledge or interest.in the stock market some questions. Here are the questions and responses:

Question Set 1:
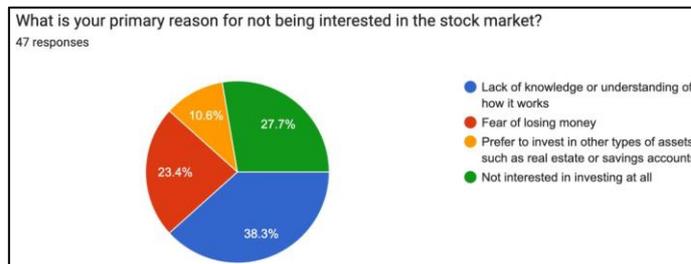
Figure 104.2: Question 1

We surveyed 47 people on their lack of interest in the stock market. We gave them four options; including not understanding how it works, fear of losing money, preferring other investments, or simply not being interested. 38.3% stated that they lacked knowledge/understanding, suggesting the need for more education. Additionally, 23.4% cited fear of losing money as their main reason. More education.is needed on risk management & diversification to help people feel comfortable investing in the stock market. 10.6% prefer other assets, unaware of diversification benefits. 27.7% aren't interested, indicating a need for education on investing's benefits for achieving financial goals. The survey indicates a need for more education on the stock market and investing to help the public understand its potential benefits. Teaching risk management and diversification strategies can increase comfort with investing. Improving awareness and education can help individuals to reach their financial goals.
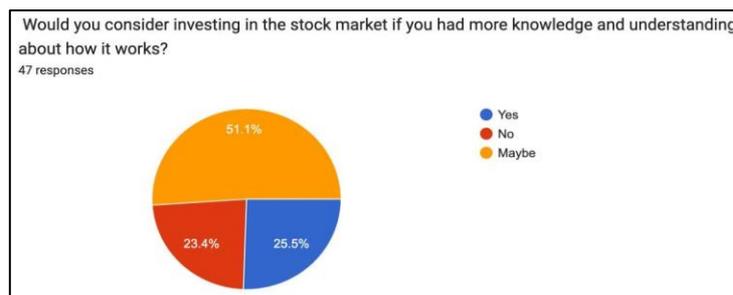
Figure 104.3: Question 2

This data includes 47 responses to whether respondents would invest in the stock market with more understanding. 51.1% were unsure, 25.5% would invest, and 23.4% would not invest even with more knowledge. A lack of understanding may hinder investment for many. However, a significant minority may have other reasons for not investing. Increasing awareness among uncertain potential investors about the stock market emphasizes the need for education and outreach efforts to provide

individuals with necessary tools and information. These efforts can help overcome the problem of a lack of understanding and increase investment in the market. Overall, more people are open to investing with more knowledge, although a minority remain hesitant. Addressing other potential obstacles to investment alongside promoting financial literacy can be valuable in increasing investment.
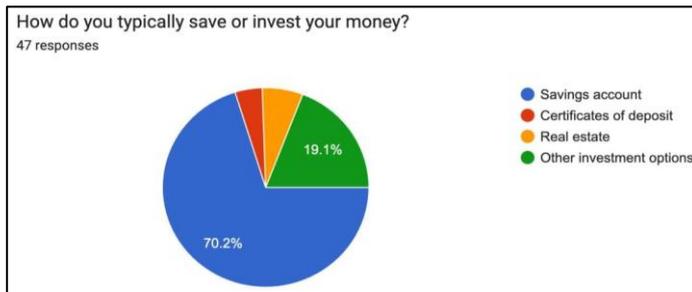
Figure 104.4: Question 3

Savings accounts are a popular and convenient way to access money with less risk, and 70.2% of the 47 members use them to save money. Low interest rates on savings accounts could prevent growth. Only 4.3% of the members preferred certificates of deposit (CDs), which offer higher interest rates than savings accounts with low risk, for investing or saving. They are less flexible than savings accounts because they have fixed terms and withdrawal fees. 6.4% prefer investing in real estate, which can be lucrative but also involves significant risk and capital requirements. 19.1% chose gold, retirement accounts, and other options. These options carry higher risks but offer higher returns than savings accounts and CDs. It takes market knowledge and research to succeed. The data demonstrate that most people save money in low-risk, high-interest accounts, as opposed to other investments that have higher returns but higher risks. Before selecting a savings or investment plan, be aware of your financial objectives, risk tolerance, and available resources.
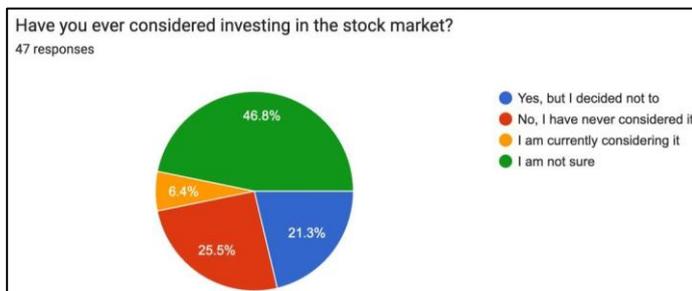
Figure 104.5: Question 4

Investing in the stock market can build wealth, but not all consider it. A survey of 47 people showed 25.5% have never considered it, possibly due to lack of knowledge or preference for other investments. 21.3% considered investing in stocks but didn't due to risk tolerance, lack of confidence or funds. 6.4% are currently considering investing for high returns or belief in long-term potential. 46.8% are unsure about investing in stocks. Uncertainty in investing decisions is due to lack of knowledge about stock market. It's crucial to educate oneself on potential, benefits and risks of the stock market. Investigate alternative investment options if not interested. Investors have to take professional advice before investing.

Question Set 2:

We asked knowledgeable and interested individuals who said **yes** about the stock market. The following are thequestions and responses.
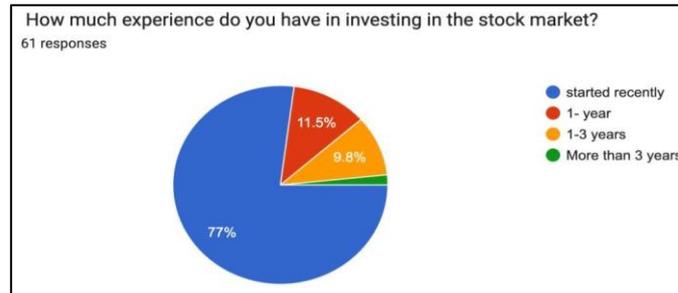
Figure 104.6: Question 1

The study analyzed data from 61investors' experience in the stock market, with major findings showing that 77% were new to investing, potentially requiring more guidance. 11.5% had one year of experience, while 9.8% had invested for 1-3 years. Only 1.6% of 61 respondents have over three years of investing experience. Most members in the study are new to stock market investing and may need guidance. Seeking education is necessary. A small percentage of moderately experience members can provide insight for new investors.
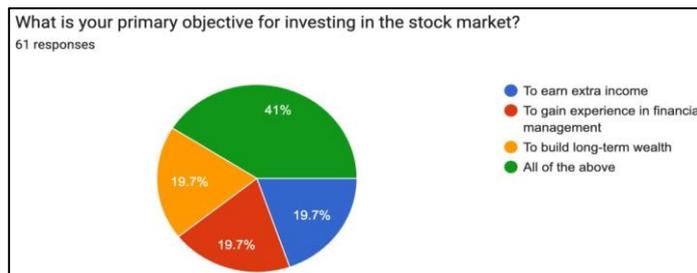
Figure 104.7: Question 2

19.7% invest in the stock market for extra income through dividends. Another 19.7% seek to gain financial management experience through research and analysis. Getting involved in stock market can be profitable for those interested in improving financial education and making informed investment choices. 19.7% aimed to gainlong-term wealth through stock market investments, which has historically generated higher returns than bonds, real estate, and savings accounts. Finally, 41% aimed for a mix of these objectives. People want to earn more money, gain financial experience, and build long-term wealth through stock market investments. Goals vary, but 61 people surveyed had these common objectives.

Figure 104.8: Question 3

Among the 61 respondents, 50.8% said their investment period for investing in stocks was short-term, 36.1% said it was medium-term and 13.1% said so. Most individuals who invest within the stock market have a short-term investment horizon. This shows that they are more centered on short-term gains and may be willing to require on higher risks in trade for the potential for quick gains. It is important to note that short-term investments can be more unstable and don't continuously lead to long-term budgetary success. Investors should consider their investment time horizon when making investment choices and select investments that are commensurate with their monetary goals and risk craving. Investors with longer investment horizons may have a better much stronger chance of achieving their monetary objectives by holding investments for a longer period of time.
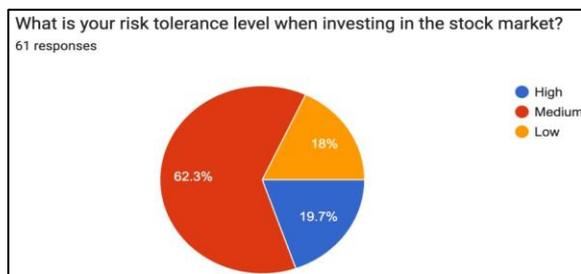
Figure 104.9: Question 4

Risk tolerance could be a crucial aspect to be considered when investing within the stock market.19. 7% of the respondents expressed that their risk tolerance level when investing within the stock market is high. Investors with a more risk tolerance are generally willing to acknowledge higher levels of risk in trade for the potential forhigher returns. 62. 3% of the respondents expressed that their risk tolerance level when investing within the stock market is medium. At last, 18% of the respondents expressed that their risk tolerance level when investing withinthe stock market is low. Investors with a less risk tolerance are generally more traditionalist in their approach to investing. They may be more interested in investing in steady, low-risk investments such as bonds or blue-chip stocks from the data we can conclude that, the risk tolerance preferences for investing in the stock market can shift altogether from individual to individual.
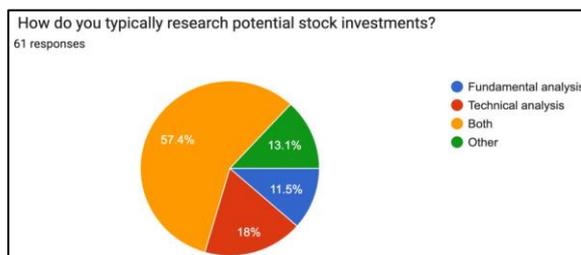
Figure 104.10: Question 5

For investing, researching stock investments is crucial. It entails examining market, trade, and sector trends. In this study, we'll examine the methods 61 people employ to research stock investments. 11.5% of companies analyse financial statements, management, and market trends using fundamental analysis. A top-down strategy is used by fundamental analysts, who start with macro variables before focusing on company analysis. 18% of investors research stocks using technical analysis, looking at stock price and volume trends. 57.4% employ both technical and fundamental analysis. A better understanding of a company's finances, stock patterns, and trading volume is provided by combining the two methods. 13.1% of people use alternative techniques, like reading financial news online or consulting experts. People use a wide range of research techniques.
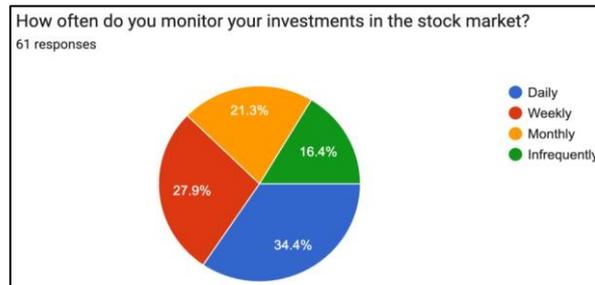
Figure 104.11: Question 6

The stock market is the key for investors to buy and sell securities like stocks and bonds. Our report surveyed 61 respondents to see how often they monitor their investments. Results show that only 16.4% check occasionally, missing out on opportunities. The most popular frequency was weekly, chosen by 27.9%, indicating informed decision-making. Monthly monitoring was chosen by 21.4%, suggesting lower involvement. 34.4% monitor daily, actively following market patterns. Many investors do not monitor regularly, potentially missing out.
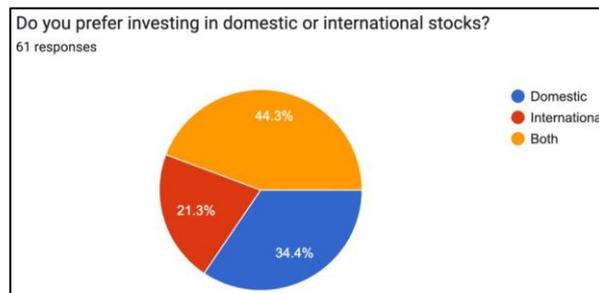
Figure 104.12: Question 7

This report analyzes a study on 61 respondents' investment preferences in domestic or international stocks. Results show 34.4% favor domestic stocks, indicating comfort investing in their home country. 21.3% prefer international stocks, showing interest in foreign markets and potential expansion. 44.3% favor both, recognizing the benefits of diversifying portfolios with both domestic and international investments. The study suggests that many investors invest in both domestic and international stocks to diversify their portfolios and increase their returns. Those who only invest in domestic stocks should consider adding international stocks to reduce risk and seize foreign market opportunities. Likewise, investors in international stocks should consider domestic investments for the same reasons. Investing in domestic and international stocks can diversify portfolios and achieve higher returns.
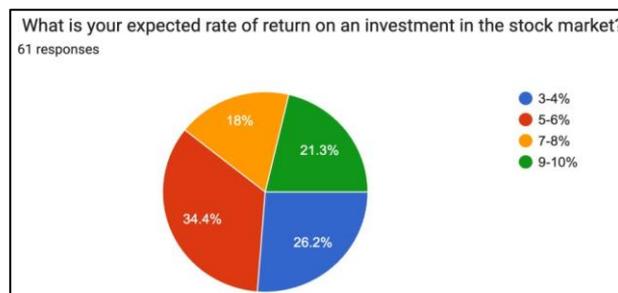
Figure 104.13: Question 8

Investing in the stock market can create wealth with high returns that vary based on factors like the investment type, market conditions, and risk tolerance. A study of 61 respondents found that 34.4% expect a 5-6% return, indicating they seek moderate returns and risk. Out of 61 responses, 26.2% seek lower returns (3-4%), 21.3% look for higher returns (9-10%), and 18% seek moderate to high returns (7-8%). This shows that investors have varying risk appetites. More respondents anticipate a return of 5-6%, but there are also those seeking lower or higher returns. Investors seeking lower returns may consider low-risk stocks or mutual funds. High-risk stocks or well-managed mutual funds may provide higher returns. Careful consideration of risk appetite and investment goals is crucial before investing. Diversifying the portfolio can reduce risk and increase returns.
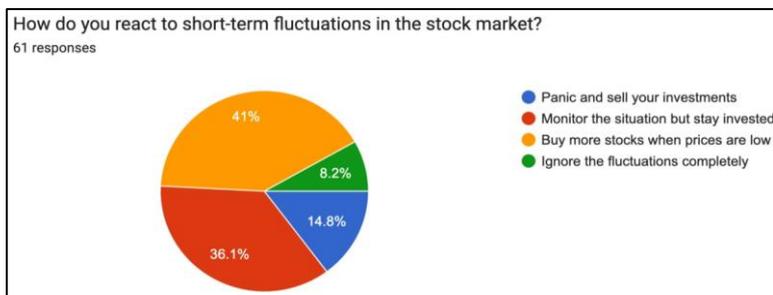
Figure 104.14: Question 9

The stock market is unstable with prices varying frequently. We analyzed a study on 61 respondents to find their response to short-term fluctuations. Results show that 36.1% monitor but remain invested, indicating their focus on long-term investments over short-term changes. 41% favor buying stocks at low prices, seeing short-term fluctuations as opportunity for higher returns. 14.8% panic and sell during fluctuations, lacking a long-term strategy. 8.2% ignore fluctuations entirely. Long-term thinking & short-term opportunities are key to investors' success, as they may miss short-term investment changes. A diversified portfolio and strategic planning are necessary.
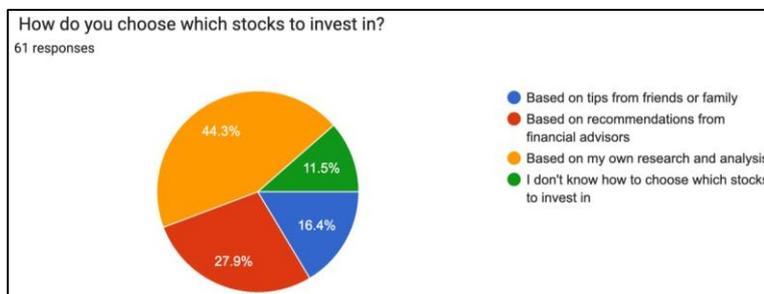
Figure 104.15: Question 10

Choosing proper stocks.is important for investors seeking maximum returns. In this report, we examine a study on 61 respondents' stock selection methods. Findings reveal that 44.3% rely on personal research, indicating independent decision-making. 27.9% follow advice from financial advisors. Investors trust advisors greatly. 16.4% rely on friends and family for investment advice. This indicates a preference for personal connections over research. 11.5% admit to lacking knowledge on stock selection, implying a lack of experience. Investors use different methods to choose stocks. Some do their own research while others rely on advisors or personal connections. It's important to understand investment objectives, risks, and rewards. Diversification is key for success in the stock market.
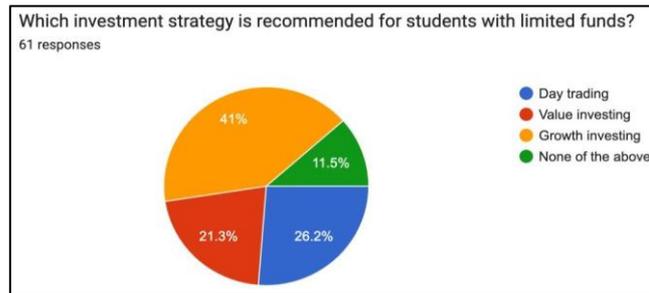
Figure 104.16: Question 11

Investing in the stock market can benefit students with limited funds. In this report, we'll examine the opinions of 61 respondents on investment methods for such students. 41% suggested growth investing, which involves investing.in high-growth companies for higher returns in the long run. Day trading was the next most popular option, chosen by 26.2%, but not suitable for all due to its risk and skill requirements. Value investing, investing.in undervalued stocks, was chosen by 21.3%. Long-term returns require tolerance and research to recognize underestimated stocks. 11.5% chose no advice for students with limited funds, suggesting the stock market may not be suitable. Growth investing.is the top recommended strategy for students with limited funds, but cautious research and expert advice are necessary due to the inherent risks of stock investing.
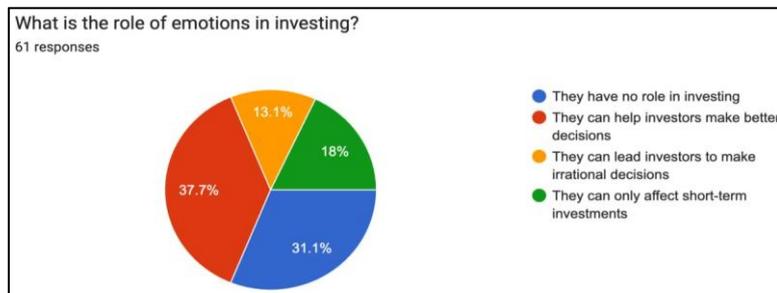
Figure 104.17: Question 12

In this report, we analyze the role of emotions in investing based on responses from 61 stock market investors. 68.9% believe emotions play a role, with 37.7% stating they can aid in decision-making. 13.1% think emotions cause irrational decisions. 18% say they affect short-term investments. Most investors.acknowledge the impact of emotions, which can be beneficial but also detrimental in the short run. Self-awareness is key in making sound investment decisions. Investors must make rational choices based on sound financial analysis and their goals.
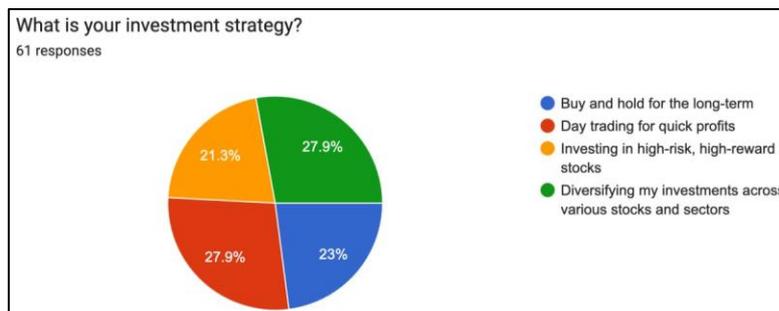
Figure 104.17: Question 13

Investment strategies affect stock market returns. A survey of 61 people found four strategies: long-term hold, day trading, high-risk investment, and diversified portfolios. 23% preferred long-term hold, maximizing appreciation while minimizing risk. 27.9% opted for day trading, buying and selling stocks on the same day for quick benefits. 21.3% opt for high-risk, high-reward stocks with significant growth potential but also high risk. Day trading is common for risk-taking investors who make quick decisions based on market changes. 27.9% diversify their investments across multiple stocks and segments for minimizing risk and maximizing profit. Diversification reduces risk by investing in multiple areas. Investors use different strategies based on goals and risk tolerance, including long-term and riskier approaches. Some diversify to minimize risk and maximize returns.
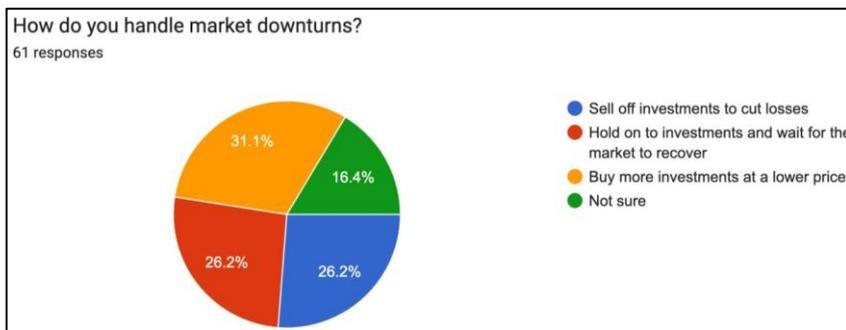
Figure 104.18: Question 14

Based on reactions, there's a split between selling off investments to cut losses (26.2%) and holding on for recovery (26.2%). 31.1% take advantage by buying cheaply. Best approach depends on circumstances, objectives, and risk tolerance. Some minimize risk and sell, while others buy low. Have clear investment plan for downturns. Keep reviewing the plan to ensure it aligns with your goals and risk tolerance. Seeking advice from a financial advisor can assist in managing market downturns.
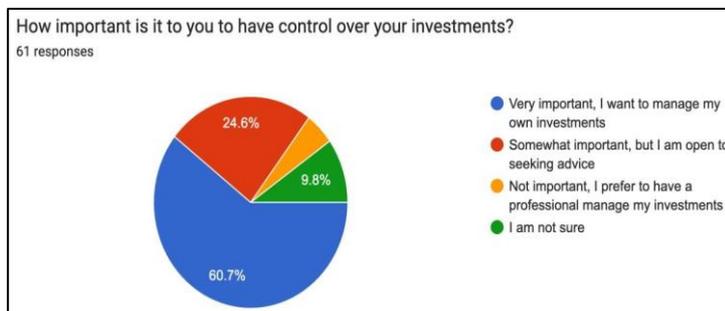
Figure 104.19: Question 15

60.7% value managing their own investments for independence and control, while 24.6% seek advice. Only 4.9% prefer Professional management. Some may need help investing and may appoint someone else. 10% of respondents were unsure about having control over their investments, needing further education. The study shows that investors value control but may seek advice from experts. It's important to consider preferences, risk tolerance, and objectives when managing investments.
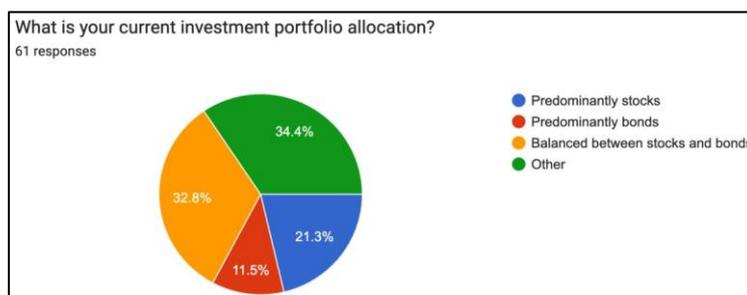
Figure 104.20: Question 16

Investing in numerous resource classes can reduce risk and broaden your portfolio. A study of 61 respondents shows that 21.3% invested basically in stocks, 11.5% in bonds, 32.8% had a adjusted portfolio and 34.4% invested in other assets. Investment portfolio allocation should align with goals, risk capacity, and investment horizon. Young investors may opt for more stocks due to greater risk tolerance, while retirees may prefer more bonds. Diversifying the portfolio is crucial for achieving long-term financial objectives and minimizing risk. Choose the right allocation based on personal goals, risk resistance, and investment horizon.

FINDINGS:

- Most stock investors are new to the market and may need guidance to make informed investment decisions.
- People tend to center on short-term gains, which can be unsafe and unsteady. Long-term success should be considered when selecting investments that coordinate financial objectives and risk craving.
- Risk tolerance is the key to invest in the stock market. Risk resistance preferences vary from individual to individual. 17% of respondents expect a high risk, 62.3% a medium risk and 1% a low risk.
- Regular evaluation and updating of the investment strategy is crucial to achieving optimal investment objectives and risk tolerance.
- Diversification is the key to achieving high returns and reducing risks in the stock market. Adding international stocks reduces risks and opens up opportunities in foreign markets.
- Investment sentiment is analyzed based on responses from 61 investors. 68.9% of the respondents diversify for risk and profit management, some diversify to reduce risk and increase profitability.
- Timely reviewing investment plans to ensure they are aligned with personal goals. Risk tolerance is critical to achieve financial goals and minimizing long-term risks.
- Choosing the best allocation based on your personal goals, risk tolerance level and investment plan is the key for the successful stock market investment.

SUGGESTIONS:

- **Encourage a Long-Term Investment Strategy:** Individuals tend to focus on short-term gains, which can be risky and unstable. You can encourage investors to consider their investment time horizon and select investments that match their monetary goals and risk appetite. Emphasize that long-term success should be considered and that short-term fluctuations are common in the stock market.
- **Assess Risk Tolerance:** Risk tolerance is crucial in stock market investing. Encourage investors to assess their risk tolerance and choose investments that match their preferences.

Help them understand that risk tolerance preferences vary individually, and regular assessment and upgrading of investment strategies are needed for optimal investment objectives and risk tolerance.

- **Diversify Portfolio:** For high returns and low risk in stock market diversification is needed. Invest in domestic and international stocks. Adding international stocks mitigates risk and opens up foreign market opportunities. Help them choose the best allocation based on their personal goals, risk resistance, and investment timeframe.
- **Review Investment Plan Regularly:** Encourage investors to review their investment plan regularly to ensure it matches their goals and tolerance for risk. Help them understand that diversifying is vital for achieving financial goals and minimizing risk in the long term. Emphasize that some investors diversify for risk management and profit, while others do it to reduce risk and increase returns.

CONCLUSION:

we can conclude from the above report that we can understand that Students' knowledge of the stock market varies depending on their experience and education some students have learned basic concepts in school or on their own and also Learning about the stock market can benefit students in according to developing skills like critical thinking, analysis, and decision-making, as well as understanding financial responsibility and planning for the future. To pick up information in this region, students can focus on understanding the nuts and bolts of the stock advertise, counting stocks, offers, and trades learning about different types of stocks. Students learn about common, preferred, and growth stocks. Financial Statement Analysis Learn to read balance sheets, income statements, and cash flow statements. Understanding investment strategies: Learn about value, growth, and income investing. Creating a long-term investment plan, learn about expansion, risk management and resource allocation. Learning the impact of financial and political events on the stock market: Learn to make informed investment choices in response to these events. Learning about the stock market can provide students with valuable information and skills for wise financial decisions and future planning.

STUDY ON COVID-19 AND ITS IMPACTON SOCIAL LIFEEDUCATIONAND HEALTHSTATUSOFCHILDREN

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ABSTRACT:

The world has been thrown into chaos due to the novel coronavirus disease 2019 (COVID-19), resulting in the World Health Organization (WHO) to declare a pandemic. This hasforced millions of people into lockdown and universities to suspend activities such asworkshops, conferences, sports and other events. The impact of the coronavirus pandemic oneducation has become a major talking point, with technology, challenges and mental stressbeingkeytopics of discussion. The COVID-19 pandemic has had a devastating impact on socioeconomic networks and education system especially in developing countries. To meet this challenge, institutions must develop curricula and design post-coronavirus teaching and learning techniques. Additionally, strategies must be in place to recover any lost l and return students to school when it is safe to do so. Virtual class rooms, online teaching, a teaching should all be explored as ways to help ease the strain on the in person education system due to the pandemic.

***Keywords:** Coronavirus, Education System, Virtual Classes, Socio-Economic.*

INTRODUCTION:

Throughout the course of history, a myriad of pandemics have had an immense impact onhuman life, education systems, and global economic prosperity (Editors, 2020). On March11th 2020, the World Health Organization announced that COVID-19 is a pandemic. Sincethen it has swept through 114 countries in just three months, infecting over 118 000 peopleworldwide (WHO, 2020a). To date, no comprehensive studies have been conducted todetermine the mental health of pupils and students who are learning amidst this pandemic. It is imperative for researchers to take into account several factors in order to develop aneffective intervention program which could improve the mental health outcomes for theseindividuals. These considerations include: assessing or inquiring into their mental condition; laying down a theoretical basis for intervention strategies; and creating a foundation forpublishingstateor national policies.

CHALLENGES:

Here are the challenges universities across the world are facing due to the COVID-19outbreak:

- Shifting from Face-to-Face to Online Classes.
- Assessment and Evaluation.
- International Students.
- Travel Restrictions.
- Mental Health.
- Unequal Access to Educational Resources andTechnology.
- Mental and Physical Health.

OBJECTIVE:

- Identifying cases early among students and staff so that contact tracing can be conducted and prevention and control measures can be taken to reducefurther spread.

- The purpose of this study is to identify infections among students and staff who are at high risk of developing severe diseases dueto underlying conditions.
- To investigate the role of children in the transmission of Covid-19.
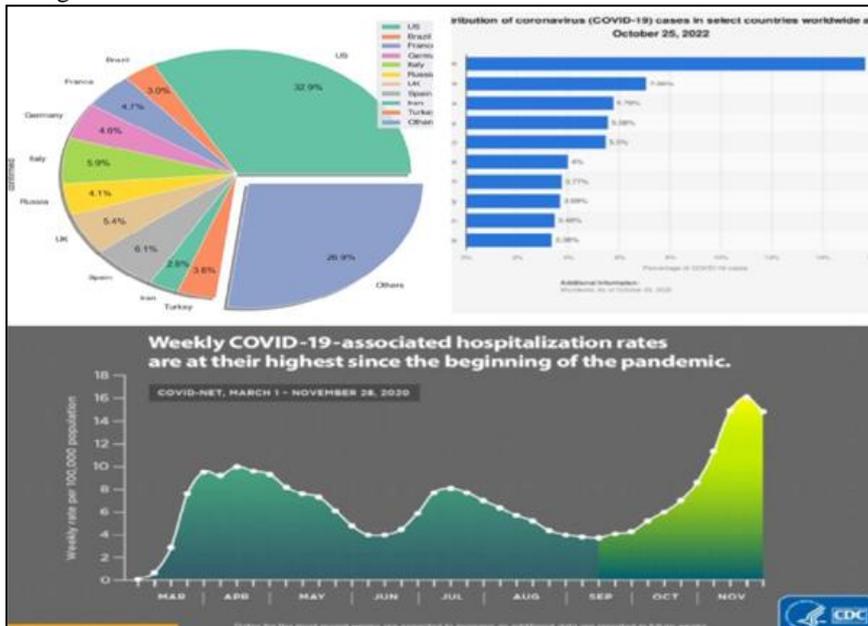
Figure 105.1: Distribution of Corona VirusCcases in Selected Countries World Wide as of October

LIMITATIONS:

- Issues with exploration tests and determination.
- An inadequate example size for factual estimations.
- Deficiencyofpastexaminationcontemplatesthetheme.
- Methods/instruments/procedures utilized to gather the information.
- Restricted admittance to information.
- Time limitations.

CONCLUSION:

Covid-19 patients often show signs of lymphopenia and high cytokine levels, which can beused as indicators of the severity of the condition. Moreover, their immune system can inducemicrobial infection and multiple organ dysfunction. Therefore, improving lymphopenia anddecreasing inflammation can be effective therapeutic methods for those suffering from Covid-19.

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CONSUMER'S ATTITUDE TOWARDS ORGANIC FOOD PRODUCTS IN BANGALORE CITY

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ABSTRACT:

As a result of consumers growing concerns about their own health, the environment they live in, the crises and extreme worldwide on food safety provided by organizations like WHO (world health organization), and environmental issues in the recent decades, organic is one of the agricultural markets that is growing quickly. Now all the consumers are turning their choice and preferences because they are well aware of negative or bad impacts of the chemical-based production method of growing or producing the crops. Because of this awareness they are trying to use or choose organically grown products. Through this paper, we can get to know the different factors which are responsible in changing the attitude of consumers towards organic products.

Keywords: Organic, Eco-Friendly, Customer Satisfaction, Agricultural Markets.

INTRODUCTION:

India is a native of organic farming and has a very long history with organic farming. None of them can start as researchers without addressing China and India. More than 30% of the world's organic producers are found in India. India produces cereals such as maize, barley, oats, wheat, triticale, and other grains, citrus fruits such as tangerines, lemons and limes, pommels/grapefruit, oranges, and other fruits, temperate fruits such as peaches/nectarines cherries, plums, pears, apricots, apples and others, oil seeds like linseed, sesame, rape and turnip rape, peanuts, sunflower, soybeans, and others, protein crops and vegetables. India's organic industry is booming, especially in big cities.

INDIAN SCENARIO ON ORGANIC PRODUCTS:

Under the old agricultural system, organic items are grown without using any fertilizers or pesticides with socially and environmentally responsible approach. This method of growing crops helps in producing nutrient rich food that is disease-resistant requires maintaining the soils ability to reproduce and regenerate as well as appropriate plant nutrition. India ranked ninth in the world in terms of organic agricultural land and first in terms of the total number of producers, according to the information from the FIBL and IFOAM year book 2018.

Production:

India produces various organic products including oil seeds, sugarcane, cereals and millets, cotton, pulses, medicinal plants, tea, fruits, spices, dry fruits, vegetables, and coffee, among others.

Exports:

Exports of organic products go to countries including the United States, the European Union, Canada, Switzerland, Australia, Israel, South Korea, Vietnam and others.

Major Products Produced in India by Organic Farming:

Type	Products
Commodity	Tea, Coffee, Rice , Wheat
Spices	Cardamom, Black Pepper, White Pepper, Ginger, Turmeric, Vanilla, Mustard , Tamarind , Clove, Cinnamon, Nutmeg, Mace, Chili
Pulses	Red Gram, Black Gram
Fruits	Mango, Banana , Pineapple, Passion Fruit, Sugarcane, Orange, Cashewnut, Walnut
Vegetables	Okra, Brinjal, Garlic, Onion, Tomato, Potato
Oil seeds	Sesame, Castor, Sunflower
Others	Cotton, Herbal Extracts

Table 106.1: Major Products Produced in India by Organic Farming

NEED FOR THE STUDY:

Usually, metros such as Kolkata, Delhi, and Mumbai etc continue to be the key markets for organic goods. Finding out who actually buys organic products and which organic products are being sold the most. Hence, the present paper ― "Consumers attitude towards purchase of organic food products in Bangalore" was undertaken.

RESEARCH METHODOLOGY:

Data Collection:

The data was collected from the secondary source such as internet, books, articles from referred journals etc.

Objectives of the Study:

The main objectives of the study are as follows:

1. To study the Consumers attitude towards purchase organic food products in Bangalore
2. To identify the factors impacting on Consumer to buy the organic products.

FACTORS IMPACTING CONSUMER BUYER BEHAVIOUR:

1. **Consumer's Awareness:** Knowledge and awareness are the two major crucial factors affecting consumer's attitude towards organic goods/products. Low awareness level is one of the major reasons for the organic products to still remain in its primary developing stage in countries like India.

2. **Health Benefits for the Consumer:** The increased consciousness on consumer well-being, food safety and environmental awareness has given us result of a gradual grow thin people's preference for organic products. Consumers have a positive approach always regarding the utilization of organic products and they consider it to be healthier than the conventionally grown products.

3. **Quality of Organic Products:** Consumers usually expect organic products to have higher nutritional value and taste compared with the normal substitutes. Cultivation of organic crops eliminates the use of insecticides and added crop preserving compounds, which are injurious for human health.

4. **Lifestyle Factors:** The purchase of organic products turns out to be a sign of luxury and has become the latest trend among the elite class of the society. Another major factor which prompts consumer awareness is its brand recognition which most people want.

FINDINGS/SUGGESTION TO THE SOCIETY:

Organic producers use or utilize practices that maintain and improves soil fertility, soil structure. Hence, we suggest that everyone should start to adapt organic food products.

CONCLUSION:

This paper helps to study the factors affecting consumers regarding organic products. Hence by using them the non organic products producers can utilize to create loyal customers and organic products producers can use them to know the drawbacks and rectify them. Also gives an idea that many consumers are well aware of the benefits of organic products and are utilizing them. So, all these factors are reasons for change in Consumers attitude towards purchase of organic food products.

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A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUNGSTERS

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ABSTRACT:

Web-based entertainment contribute an internet based proclamation that appends bunch of local area, who organization and offer the data. There are notable virtual entertainment like Facebook, Wikipedia, twitter, Google+, Pinterest, LinkedIn, Instagram, Tumblr and reddita. They are interpersonal interaction sites where clients can share their data to general society. Financial specialists likewise can advance their items through web-based entertainment and get swarm subsidizing. Online entertainment examination gathers and investigate the information from sites and web-based entertainment site that assists business with peoples to approach a savvy choice. Web-based entertainment likewise impact understudies emphatically to grasp human ways of behaving and adversely become self centered and devotee. In this way virtual entertainment is utilized both for development and obliteration reason for individuals from various different backgrounds.

Keywords: Social Media, Human Behaviour, Construction and Destruction Purpose.

INTRODUCTION:

The review focuses on the effect of virtual entertainment towards youth. Innovation is considered as the ruler and human should be learned to control the lord. It is fundamental to teach youth with respect to the use of online entertainment to redesign in their profession and self-awareness. Innovation has prevailed by going inside our body, and human blood and feelings.

REVIEW OF LITERATURE:

Nia Crawford, Loebig in their research on "How Does Social Media Effect Youth?" (2015) expressed that web-based entertainment like a coin hurtfully affect the young. It assists adolescents with prospering and snatch descending, consequently youth must watch out. Youth associate with many individuals and advance themselves in their vocation. Web-based entertainment assists adolescents to impart their insights with others.

OBJECTIVES:

1. To grasp the motivation behind utilizing online entertainment
2. To review the impact of web-based entertainment towards youths
3. To give thoughts to youth to involve online entertainment in the correct manner

METHODOLOGY:

Review strategy used to gather information from respondents having a place with the age gathering of 20-25 years. Surveys built and disseminated to 50 respondents. Accommodation testing technique utilized, while choosing the respondents. Optional information gathered from diaries, books and sites.

PURPOSE OF USING SOCIAL MEDIA:

Greater part of the adolescent are moving from TV media to web-based entertainment as it has affected them. Web-based entertainment impacts youth's ways of life and it is assisting them with making an organization all through the world. Online entertainment makes it easy to make relationship with anybody by communicating their preferences, which can be effortlessly finished. They can associate with each one through messaging, sharing pictures and recordings to their companions and the data can be passed on promptly at less expensive expense. Informal communication offers a stage to examine a few consuming recent concerns. Web-based entertainment is a channel through which they can impart their considerations and sentiments to their companions. As the young age they are in difficulty as what should be possible, they get rules for the issues in their day to day existence. Assist understudies with sharing data in regards to the tasks to be submitted. Ticket reserving for a film show, an inn and flight and train tickets for nearby as well with respect to an abroad travel outing should be possible right away. Web-based entertainment has worked with political change as the adolescent are more mindful of governmental issues.

POSITIVE EFFECTS OF SOCIAL MEDIA ON YOUNGSTERS:

- Spending time online is significant for the more youthful age to get fundamental specialized abilities they should explore their direction through what's to come. It permits them to be equipped residents in a computerized age, where they can completely partake in the more extensive society and gain proficiency with the interactive abilities of that age. They will likewise figure out how to adjust to having an intricate web-based organization of companions and colleagues.

- Social media is being involved by the young in certain ways that weren't considered previously. It isn't only a vehicle for mingling, yet children and teenagers have tracked down a better approach to put themselves out there innovatively, and connect and learn with a more extensive crowd. Understudies are utilizing it to shape concentrate on gatherings, where they can without much of a stretch and immediately share thoughts and learning material.

- Social systems administration has additionally impacted the manner in which children learn. It has presented a more companion based learning strategy, where understudies are spurred to gain from their friends. They are continuously connecting and giving input to each other, which refines their way of learning. They are additionally more excited to gain from one another, than from grown-ups. Gaining can now come from more up to date sources and in addition to their folks or educators.

- Not just is online entertainment an instrument to impart, yet it is likewise a significant piece of the existences of youths and youthful grown-ups. It gives them a road to remain associated with their companions from sports groups, action clubs, and classes, while additionally permitting them to coordinate with others having comparable interests.

- It has been seen that web-based entertainment makes individuals more compassionate, obliging, and relationship-arranged. They express the way that they feel, by remarking or enjoying pictures, recordings or notices posted by their companions. They likewise wish more individuals than any other time, on their birthday celebrations.

- It has been seen that virtual sympathy shown by youths is gotten emphatically by their troubled companions via web-based entertainment. Virtual entertainment works on their mind-sets and assists them with tracking down answers for issues. Virtual sympathy can likewise gush out over to this present reality, and show adolescents how to be more sympathetic.

- Social media permits young people to connect with individuals from around the globe, presenting them to societies and thoughts that they may not in any case run over. It assists them with obtaining a more extensive viewpoint on life and individuals overall.

- Many youths like to keep steady over recent developments, and with a few news records to follow via web-based entertainment, it has turned into an incredible asset in taking care of compact and

significant news to kids. This assists them with extending general information, keeping them in contact with the most recent happenings all over the planet.

NEGATIVE EFFECT OF SOCIAL MEDIA ON YOUNGSTERS:

- The most notable drawback of web-based entertainment is the dependence it makes. Continually checking the news channel of the different virtual entertainment locales turns into a habit-forming propensity. Specialists feel that a few elements, for example, 'likes' and 'offers' enact the prize place in the cerebrum. This award hardware is exceptionally delicate during youth and may incompletely make sense of why teens are more into online entertainment than grown-ups. These elements further impact our temperaments. Being social animals, we esteem communication and association, the two of which decide our thought process of ourselves. This drives a ton of our conduct on an everyday premise, which is revolved around web-based entertainment.

- Youngsters dependent via web-based entertainment wind up going through hours, every day, watching recordings, photographs, and other substance posted in the records they follow. This enslavement upsets different exercises, for example, everyday life, study, and other useful schedules. They wind up burning through a significant measure of time, consistently, bringing about horrible scores in school. A few weighty clients of online entertainment concede to really looking at their feeds upwards of 100 times each day, and in some cases, during school hours as well. A portion of the children likewise understand that they are squandering a ton of energy via online entertainment, which influences their state of mind adversely. It likewise works in them a naysayer demeanor.

- Psychologists have long noticed awful impacts of web-based entertainment on the emotional well-being of youngsters. One finding recommends that youngsters spending over three hours daily via virtual entertainment are two times as prone to experience the ill effects of poor psychological well-being. Their drenching in a virtual world defers their close to home and social turn of events. The consequences for teenagers is a lot more grounded. One report by the IZA Organization of Work Financial matters proposes that spending just an hour daily via virtual entertainment can make a youngster hopeless. It very well may be because of the impact of social correlations, digital harassing, and diminished one individual to other associations.

- Using Facebook is likewise known to prompt a decrease in the emotional prosperity of youths. The more they use Facebook, the more they feel disappointed with their lives, overall. Teenagers are additionally seen to experience the ill effects of "Facebook discouragement" in the wake of investing an excess of energy in it or other person to person communication locales. A few likewise become restless and testy, as they see that the existences of their companions are superior to their's, despite the fact that they might realize that their portrayal is glorified. Nonetheless, weak teenagers are more inclined to this than their certain partners.

- Screen connections likewise degrade genuine connections and interactive abilities in kids and youngsters. This happens in light of the fact that they grow up without figuring out how to peruse non-verbal prompts and facial tokens of individuals. Social connection is basic to fostering the abilities expected to figure out others' temperaments and feelings. Consequently, kids growing up cooperating generally with web-based entertainment might turn out non-sympathetic and furthermore become poor at imparting verbally and non-verbally.

- Facebook and other web-based entertainment stages affect the minds of youths. It sets their minds to a state like a kid that gets drawn to brilliant varieties and humming commotions, while having a limited capacity to focus. It is nothing unexpected this works out, as it scarcely takes any focus or point of view to peruse on interpersonal interaction destinations.

- Other risks of informal communication locales for youngsters incorporate digital wrongdoing and digital harassing. Harassing is more straightforward via online entertainment stages, through

undermining messages or unpretentious posts with hostile substance coordinated at a specific individual. More youthful youngsters can likewise become focuses of following by ruthless people who expect to hurt.

INFLUENCE OF SOCIAL MEDIA TOWARDS YOUTH:

Online entertainment supports exploitative recordings, visiting, pictures that create contrast of assessment among them. Such postings are debilitating the association between countries. As the adolescent are juvenile they succumb to the digital harassing. This influences the psychological and close to home strength of the young and prompts self destruction. As there is absence of security in online entertainment webpage there are chances of abusing the confidential data by an outsider. Because of purpose of long range informal communication eye to eye association is getting decreased. It spreads bogus bits of hearsay and temperamental data. Crooks utilize virtual entertainment to carry out wrongdoings. It upholds novice clinical guidance which is basic and hazardous.

ANALYSIS & RESULTS:

Sl. No.	Average Time Spent	Impact on Performance	
		Yes	No
1	1 hour	25	25
2	3 hours	30	20
3	More than 3 hours	32	18

Table 107.1: Average Time Spent and Impact on Performance

From the above table it has been observed that 32 respondents are spent time more than 3 hours, while 30 respondents spent 3 hours and there is a greater impact on performance with 1 hour.

Sl. No.	Social Media	Impact on Critical Thinking	
		Yes	No
1	Watsapp	30	20
2	Face book	35	15
3	Instagram	35	15

Table 107.2: Impact on Critical Thinking

From the above table it observed that respondents are spent time on Watsapp, face book and Instagram, hence there is a greater impact on critical thinking and there is an association on networking and lack of critical thinking skills.

FINDINGS:

- The current youth are burning through a lot of their time in web-based entertainment rather than a few useful purposes in relationship on time spent in systems administration and the demonstration of youth, They can created some distance from their vocation and self-awareness.

- Youth are dependent via web-based entertainment by sharing pictures and talking superfluously as guardians are occupied with their everyday exercises, they can't extra their experience with their children.

- Web-based entertainment assists the current youth with getting freed off from their fatigue Broken strict data's via online entertainment will ruin the nations respectability by impacting the young.

- Youth are our future mainstay of our country, they accept the words tweeted by the lawmakers and get ruined a portion of the data partook in online entertainment.

- Assists with overhauling the information on the adolescent systems administration through virtual entertainment helps for the vocation up liftment of the young.

- There is a relationship on systems administration and absence of decisive reasoning abilities Virtual worlds assists youth with learning the social qualities throughout everyday life.
- Virtual entertainment assists with extending interactive abilities, gain part of companions. Young people do digital harasser which prompts sorrow and self-destructive contemplations of the impacted part.

SUGGESTIONS:

Youth should be educated to examine the information and ready to pass judgment on the data that sullies our qualities which will positively help our country, the organizations with a feeling of significance throughout everyday life. Youngsters shouldn't give their own data in that frame of mind as it will be abused by outsiders. Limit adverse consequences of online entertainment while talking to safe gatekeeper the group of people yet to come, educators and guardians ought to ensure what the kids are doing in web-based entertainment.

CONCLUSION:

This study was basically led to really look at the effect of systems administration on adolescents. It is perceived that they are burning through the valuable time and furthermore prompts medical conditions because of restless evenings. While posting data in virtual entertainment social and strict qualities should be remembered and shouldn't influence anybody.

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BUSINESS IN COVID

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ABSTRACT:

This paper tells about the wave of change brought in the world with coronavirus hitting the corners of the world. The virus effect has turned all the sectors including financial, political, economic, and psychological fields upside-down forming a need for a change of the policies pertaining to entrepreneurial ideas and business. This paper also highlights the changes and experiences the business sector has gone through and focuses on the issues like CSR, Health importance, and Marketing.

Keywords: COVID, Pandemic, Business, Entrepreneurship, Marketing.

INTRODUCTION:

The business sector has always experienced ups and downs over the centuries and decades. But the COVID-19 pandemic is a challenge to survive in the market where many firms happen to shut their businesses. The situation demanded a whole new line of ideas with creativity and innovation to cope and also the paper also mentions the fact that there is a need for a new marketing fashion to be introduced. The paper also sheds light on the shift of the educational sector to a new format- a digitalized form of learning and social entrepreneurship. Also, the pandemic has been a lesson about health awareness and the importance of sanitation among the people.

REVIEW OF LITERATURE:

Pandemic on Education:

The education sector happens to be one of the most affected fields by the corona outbreak originating from Wuhan and gradually marking its territory all over the world.

The traditional model of teaching was replaced by the online mode, with the schools and colleges shut the education society seems to be at a level of disruption. With the consideration of this change, the shift of the education environment had left the education providers and seekers with no else option. Researchers have stated that this pandemic has not only challenged the current education scenario but the economic sector, social life, and public health too. The need for the universities and schools to stay updated and the alert had increased with frequent change in the policies taking place. This sudden change in the system has given birth to a lot of other problems like the change in the personality traits and behavior and also urge to improve technical skills and tactics to cope up with the norm and this implies to both teachers and pupils. With the view of staying connected to the knowledge the universities had to derive new ideas to conserve the interests of the students, wherein this serves as an opportunity for creativity and it itself is a challenge too. However, this led to experimental learning-teaching and also improvising the need for social skills than before. Now that experimental learning was on the rise, its use is expected in entrepreneurial study and research. Unlike before, the digitalized format of education had become mandatory. Researchers have stated that even when the COVID-19 subsides, the contribution of online learning and teaching will be celebrated.

The pandemic has visibly put a light on the need for crisis management as it appears that the world had not seen a pandemic strike coming and there was not sufficient time to make decisions and hence the entrepreneurial and economic sectors went all upside-down. As a lesson learned, the situation has taught the organization to level up its crisis and fund management. Researchers said that the pandemic had put the survival of many organizations in danger as the dilemma demanded a new and creative way to overcome the challenge. Like any other sector, the business sector too had to take its existence to the digital platform by introducing the online work format. To maintain the co-operation, the universities had to come up with strategies very often, and in some events the outcomes were miraculous. However, the comeback of the teachers and students to the offline format of learning cannot be suspected.(Ratten, 2020).

Pandemic and Social Entrepreneurial Activities:

Social Entrepreneurship implies focusing on identifying and addressing the social problems (e.g.: corruption, poverty, hunger, etc.) For a social/environmental entrepreneur's social goals weigh more than economic goals. With the coronavirus spreading tremendously all over the world targeting so many lives, it had put normal peoples' lives and health under the new norms considering the nature of the virus. Social awareness had become essential and the need of educating the general public and their health had increased. Therefore, social/environmental become more need and important than ever.

Researchers have been studying social entrepreneurship and its influencing variables and have found that three variables are influencing one's social entrepreneurial attitude- i)personal attitude ii)subjective norms iii)perceived behavioral control whereas the development and assessment of these variables differed from person to person. Even though social entrepreneurship does not follow monetary benefits compulsorily or otherwise, recognition of the need for the healthcare facilities during and after the pandemic stays appreciated. Social/Environmental entrepreneurship was introduced to a plethora of new opportunities for igniting social/environmental change through taking care of the food-medicine supply, conserving the general publics' health interests, looking after the senior citizens and so much more including good supply management of essentials and spreading awareness about the brutality of the pandemic. Global Entrepreneurship Monitor Report shows that during the pandemic the number of social entrepreneurs likely to be more than the commercial entrepreneurs marking the age group of 18 to 34 years old. Researchers claimed that though the pandemic was has been a tough time, but it has paved the way for developing more innovative and creative ideas for entrepreneurship.

Social/Environmental entrepreneurs who work to solve the societal issues have mentioned the satisfaction and content serving people and the number of new entries in this field is visibly increasing.(Ruiz-Rosa et al., 2020)(Rita Amelinda, 2020).

Pandemic on CSR and Marketing:

Corporate Social Responsibility (CSR) is a tool used by companies to serve society by funding the social problems which protect the interests of the general public. The Corona pandemic had also impacted the ethical behavior of the firms. While some engaged in unfaithful deeds, the others involved in CSR activities by providing help and aid to fight the virus. For instance, turning their offices into healthcare centers, giving away their warehouses as treatment centers, coming up with their own range of sanitizers and masks, spreading the awareness through commercials or otherwise, serving the elderly and lonely ones with extra care and availing them discounts on essentials, providing food and groceries for need, etc., This also serves as an opportunity to build a good image in the eye of the general public as the consumers feel proud that their brands engaging in service and

hence create a long and loyal bond with each other increasing the survival of the company, although there are companies no longer in the business run as a result of the not coming up the ideas to cope.

Researchers have claimed that post-pandemic the question would be on the firms' CSR implications and strategic investments for the same. Though chances are for CSR development post-pandemic. Like the Corona pandemic had an impact on the businesses, it did on the consumer behavior too People starting panic buying and stockpiling the essentials like groceries, medicines, hygiene, and sanitation products which forced the supermarkets and stores to impose strict working hours. Not only it, but the pandemic had also highlighted the taken for the granted attitude of the consumers towards any fundamentals needs for that like food, clothing, shelter, etc., This change in circumstance due to the pandemic has also increased the need and growth of local brand and startups. A new fashion of encouraging the local manufacturing and local produce has accelerated and on the other side geographical tension about the consumers buying foreign products too has increased.

While the tourism sector suffers the fall, health wellness has been the center of concern as the consumption rate of nutritious and healthy products has gone up. Nutritious supplements like immunity boosters, vitamins supplements, fever controllers, cough-cold reducers were high on demand.

Researchers define marketing as a tool used to influence customers. Marketing also had become a hurdle with having the guidelines and governmental policies with safety measures. It had become important to market the products and services in such a way that it delivers the message of safety precaution and social distancing measures. While researchers claim that post-corona, marketers, and scholars face a different scenario of the market condition and changed the opinion of the consumers. The change in opinion may be positive or negative due to the COVID-19 scare. Evidently, the economic sector was completely scattered due to the shutdown of the business or loss because of the reason like the nationwide lockdown and the scarcity of materials. Hence, as the outcome, it is going to take a lot of time to get back to the normal stage for the firms post-pandemic.(Woodside, 2020)(He & Harris, 2020).

Lockdown and the social distancing had business survival in thinking. It becomes very important for any firm to maintain the relationship with its consumers irrespective of what is the crisis is. In the times like this pandemic, the supply chain management at-risk making sure that the consumers irrespective of their location can obtain the products and services to maintain the faith of the consumers in the firm and its rapport as well. Researchers claim that for a firm it is very necessary to reach out to its customers and work on their feedback as what is believed is that the world is a social circle. (Sheth, 2020).

Pandemic on Business Organizations and Society:

Research says the pandemic has raised awareness and importance of the need for good health, sanitation, and hygiene. From social campaigns to many firms introducing their own range of sanitizers, the pandemic has given us all. Talking about health essentials, PPE [Personal Protection Equipment] ran short in the market, the demand for the medicines hit the sky. The pandemic has really been a wake-up call for all of us telling about the limited resources and to come up with "Cost-cutting" options to sustain. Isolating and Quarantining in the houses were on practice but for the people with small houses with more people, was difficult. Besides, mental illness, inadequate water access, and life in remote places were highlighted as the effect of these factors of lifestyle could lead to a negative image. Researchers also argue that for a nation to have increasing Covid cases is a result of poor nutrition and lack of immunity of the citizens, especially people in slum areas with no access to healthy and nutritious intakes.

Business organizations, with a view of promoting a healthy lifestyle and secured the lives of their employees, came up with the option of life and health insurance for them. (van Barneveld et al., 2020)(Obal & Gao, 2020).

Pandemic on Industry Trading:

There is history telling that this is not the first time, the world going through a pandemic like this. But also, COVID-19 pandemics weighs more than all of them in the past with causing extremely more destructions and loss of so many human lives and. The economic sector also happens to be a highly suffered area in the record. The businesses from all over the world are now globally accessible which made it difficult to trade and also the public's interest in the investments falling resulted by the economic crisis gone through by them. Many business firms indulged in the B2B business format happen to fall prey to the pandemic's trap with hustling with making it to supply chain and transportation while the transportation was available due to restrictions from the guidelines. On a positive side of this COVID coin, many organizations were able to expand their business taking digital platforms as an aid and some others were able to flourish supporting the local entrepreneurs and local produce.

The pandemic has not only affected the financial capital but also human capital- both the variables are interdependent. The firms because of the fund shortage had to downsize their employees and some resigned voluntarily. As an outcome, the firms too ran short on the workforce, raw materials leading to not fulfilling the commitments, unachievement the target. So many firms made their debut on the digital platforms and connected to the audience. The general public went through the depressing stage with having nowhere to go and locked in their residences for uncertain time working from home and many of them unemployed. Since the most suffered problem in the business world is unemployment, countries have been taking initiatives to fight the situation. While there are geopolitical tensions also taking place, many countries terminated their mutual treaties to improve the economic situation of their countries by focusing more on their own products rather than imports from other countries. Many of the citizens came up with profitable business ideas and the government did support and encourage them too. (Since January 2020 Elsevier Has Created a COVID-19 Resource Centre with Free Information in English and Mandarin on the Novel Coronavirus COVID- 19. The COVID-19 Resource Centre Is Hosted on Elsevier Connect, the Company's Public News and Information, 2020) (Obal & Gao, 2020) (Habel et al., 2020).

CONCLUSION:

Business is a dynamic cycle, and with a change of time, it needs to adapt change and also to renovate its policies and terms to fit in. The pandemic has been a lesson on the need for good crisis management and its strategic implication. Firms will need to work on their marketing criteria to sustain and face the post-pandemic market scenario. Considering the health importance the pandemic has a successful turn on raising the bar for a healthy lifestyle and nutritious intakes. The educational area experiencing the shift to the digital space will need to introduce new strategies to preserve the interests of the students.

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CURRENT PRACTICES AND EMERGING TRENDS IN SUSTAINABLE HRM

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ABSTRACT:

Today, "sustainable" is a prefix in multiple contexts, including business. In businesses, sustainability is about maintaining environmental, social, and economic harmony while operating. Sustainable organizations set and meet sustainability targets to maintain this harmony. Due to this harmony issue, all the business domains are redefining their operational patterns to upgrade for sustainability. Sustainable marketing is about the promotion of environmentally or socially conscious products. Sustainable finance focuses on making investment decisions while considering economic, social, and governance (ESG) factors. But HRM scholars still struggle to define how sustainability is critical in HRM. Objective of the study is to analyze the practices and trends in the sustainable HRM field. A narrative literature review technique is adopted to answer the research question. Articles published in the areas of green HRM, socially responsible HRM, triple bottom line HRM, and common good HRM are analyzed and synthesized. The outcome of this study identified practices and trends in sustainable HRM. Finally, the review provides a future research guideline in the field.

Keywords: Common Good HRM, Green HRM, Sustainable HRM, Socially Responsible HRM, Tipple Bottom line HRM.

INTRODUCTION:

Sustainability is the practice of meeting the needs of the present generation without compromising the ability of future generations to meet their own needs. In the context of business, sustainability refers to the integration of social, environmental, and economic considerations into business strategies and operations. According to researchers to achieve organizational sustainability, it is important for companies to take a long-term view of their operations and consider the impact of their actions on both current and future stakeholders. This may involve adopting sustainable practices such as reducing greenhouse gas emissions conserving natural resources, promoting social responsibility. In addition to this companies can engage with their stakeholders to better understand their needs and concerns, and work collaboratively to develop sustainable solutions that benefits everyone. By taking entire approach to sustainability, organizations can create long-term value for their stakeholders and contribute to a more sustainable future for all.

Sustainability plays a major role in determining theoretical and pragmatic human resources relationships and developing new outlook through a "triple bottom line", including economical environmental and social purposes of HRM not only the triple bottom line still there are "green HRM" which includes green hiring, green training and green compensation for employees and then "socially responsible HRM" which includes economically appropriate recruitment and selection, development, deployment and exit of employees and next is "common good HRM" which includes competencies, skills and knowledge and attitudes.

These are the approaches organizations are using to reach their sustainable goals and employees will retain if the organizations are using these strategies to reach their goals and employees are

giving lot importance these type of organizations. Employees get impressed by these ideas of an organizations and also organization can attract the employees who are having right kind of talent which is needed for their organization. "**do well by doing good**" in a recent McKinsey survey, 70 percent of respondents said that their companies have a formal governance of sustainability in place. Most of the successful organizations following the sustainable business practices, it may differ from one organization to another according to their sustainable goals. Moreover, many scholars suggest that the corporate solution to sustainability issues can be materialized through sustainable ecological and social performance. Ecological performance is the expression of the corporate commitment to conserve the environment through measurable, operational indicators concerning ecological care (Roscoe et al., 2019; Haldorai et al., 2022). Whereas, corporate social performance is determined through improved health and safety of internal and external stakeholders, creation of job opportunities, and reducing the negative impact of the organization on the community (Mousa and Othman, 2020).

OBJECTIVE:

Objective of the study is to analyze the practices and trends in the sustainable HRM field.

LITERATURE REVIEW:

An organization is thought of being a stable system. Organizations take environmental cues into account when deciding whether to stick with outdated practises or look into more modern approaches to creating future-focused practises. What firms should do to manage the inevitable changes in business is a topic of significant discussion. Should corporations adapt to the changes taking place or shift their attention to resources like technology, focusing on people, the planet, or profit? According to Barney (1991), resources must have unique qualities and bring value to the organization. For resources to serve as a foundation for long-term competitive advantage, they must also be unique and unreplaceable. Wright et al. (1994) noted that an organization's human resources Barney's definition of the qualities of resources for long-term competitive advantage is qualified by the organization. On the other hand, Coff (1994) elaborates that due to the nature of systematic information and the causal ambiguity of humans in organizations, human resources continue to be unique to organizations. Sustainable HRM is seen from a variety of angles. Thom and Zaugg (2004) provided a common explanation of it as the HR operations of hiring and selection, development, deployment, and downsizing of personnel that are driven by a long-term orientation towards social development with a cost-consciousness. A somewhat different definition of sustainable HRM was provided by Ehnertet al. (2015), who placed more emphasis on the adoption of HR strategies and practises that result in the achievement of the triple bottom-line approach. They also stressed the impact that the long-term internal and external changes wouldhave on HR initiatives of a company. Sustainable HRM recognises both unpleasant as well as positive impacts of HRM on a number of stakeholders, according to Kramar (2014). Guerci et al. (2014) questioned the HR efforts necessary to integrate and serve the interests of many stakeholders with a sustainable HR management system.

For more than 15 years, sustainable human resource management (HRM) has been developing. On top of strategic HRM (SHRM), it builds. Sustainable HRM is based not just on 'commercial' goals but also on wide organizational goals in a variety of sectors. The relationship between HRM and sustainability is crucial to this strategy. In both the short and long terms, sustainable HRM aims to concurrently provide favorable outcomes for the economy, society, and the environment. Sustainable Development Goals were set by the 2030 Agenda for Sustainable Development. Human resource professionals may use these strategies, goals, tasks, and management techniquesto advance sustainable results. This connection to sustainability has influenced research in fields very

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unrelated to SHRM and called for examination of new theories in order to gain understanding of Sustainable HRM. The term Sustainable HRM is used in this article to describe how SHRM and sustainable HRM differ. Contradictory results, a focus on developing capabilities, the need to recognize potential and actual positive and negative outcomes, attention to the development and implementation of HRM activities, an explicit statement of values guiding Sustainable HRM, and the creation of metrics to support sustainability are some of these characteristics.

Sustainable HRM expressly acknowledges being. Additionally, sustainable HRM encourages the concept of collaboration among diverse stakeholders in order to realize SDGs. The impact of HRM policies to financial results has received more than 30 years of SHRM research literature attention at the cost of more comprehensive outcomes. Human outcomes were taken into account when 'means' or mediating elements for financial success were being evaluated. Although there has been an increase in interest in SHRM's contribution to employee well-being in recent years, this concern has not extended to SHRM's contribution to favorable ecological outcomes. Additionally, it hasn't looked at the advantages of concurrently obtaining positive and poor results in the three. the foundations of sustainability. 'A lot of work has to be done to improve and implement sustainable human resource management in organizations. Sustainable HRM will develop via stages of understanding just like diversity management did. The identification of Sustainable HRM's developmental stages, the creation of models for particular organizational applications, and a wider discussion and improvement of Sustainable HRM are three crucial future developments. Understanding the procedures necessary for Sustainable HRM will be made easier by the creation of the phases of Sustainable HRM. It will also offer a manual for its incorporation into organizational settings. The use of models by organizations will help them accomplish sustainability goals and give rules for implementing sustainable HRM.

RESULTS:

This review attempts to explain some aspects of sustainable human resource management and how it contributes to sustainability outcomes, including those embodied by the Sustainable Development Goals (SDGs). The creation of sustainable HRM was a response to ecological crises (natural environment), growing detrimental effects on employees, growing wealth distribution disparities, and falling growth and productivity. Staff turnover was rising, employee loyalty was diminishing, and stress levels were rising at the same time. Sustainable HRM may support the Sustainable Development Goals (SDGs). and sustainable results. The relationship between sustainability and HRM is the key, central topic of Sustainable HRM. The Goals' clear acknowledgement of the possible conflicts that might arise from pursuing economic growth while also promoting equality, nondiscrimination, excellent health, and well-being.

Current Practices in Sustainable HRM:

- **Green Recruitment:** organizations are increasingly considering a candidate's sustainability values and practices when recruiting new employees. Green recruitment and selection have an important dimension of green human resource management to the organizations.

- **Employee Engagement:** companies are focusing on engaging employees in sustainable initiatives, to create enthusiasm and dedication a worker towards their job. Make them to committed to their work and the goals and values of their company. Engaging employees in sustainability initiatives, such as reducing carbon footprints, promoting recycling, and conserving resources.

- **Skills Development:** Companies are providing training and development opportunities for their employees to acquire the skills and knowledge necessary to promote sustainable practices. This is the process of enhancing one's abilities, knowledge, and expertise in a particular field or area of work.

- **Flexible Work Arrangements:** Flexible work arrangements, such as telecommunicating and flexible time, can help reduce carbon emissions from commuting and promote work-life balance. Which can benefit both employers and employees. Employees can have a better work-life balance, reduced commuting time, and less stress. Employers can benefit from improved employee retention, increased productivity, and reduced overhead costs.

- **Health and Wellness Programs:** Companies are offering health and wellness programs that promote sustainability, such as promoting exercise and healthy eating to reduce healthcare costs and promote environmental sustainability. Organizations to promote healthy behaviors and improve the overall physical and mental wellbeing of their employees. These programs can range from simple educational seminars and resources to comprehensive programs that incorporate fitness challenges, healthy eating programs, and mental health support.

Emerging Trends in Sustainable HRM:

There are several emerging trends in sustainable HRM that are gaining momentum and are likely to shape the future of sustainable HRM practices. These trends include:

- **Technology- Enable Sustainability:** Technology is increasingly being used to support sustainable HRM practices, such as using digital platforms for virtual recruitment and training, using AI to reduce bias in recruitment, and using data analytics to monitor and improve sustainability performance. Advances in technology have lead to innovative approaches to sustainability, allowing for more efficient and effective ways to address environmental, social, and economic challenges.

- **Sustainability Integrated into Performance Management:** There is an increasing trend to integrate sustainability into performance management systems, such as including sustainability targets in performance goals, linking bonuses to sustainability performance, and using sustainability metrics to evaluate employee performance. Developing sustainability scorecards or dashboards that track and report on key sustainability performance indicators. Incorporating sustainability into strategic planning processes, budgeting, and resource allocation decisions.

- **Circular Economy Principles:** The adoption of circular economy principles is gaining traction, and organizations are increasingly exposing ways to reduce waste, increase resource efficiency, and promote the reuse and recycling of materials and products. Emphasizing energy efficiency and renewable energy is minimized and renewable energy sources are utilized to reduce greenhouse emissions. It has increasingly important as concerns over climate change and resources depletion has grown.

- **Human Rights and Social Justice:** Organizations are recognizing the importance of promoting human rights and social justice in their operations and supply chains, and are taking steps to ensure that their HRM practices are aligned with these values. This includes ensuring that workers are treated fairly and are not subject to exploitation, promoting diversity and inclusion within the workplace, and addressing any negative impacts of their operations on local communities and the environment.

- **Diversity, Equity, and Inclusion:** The importance of diversity, equity, and inclusion (DEI) in sustainable HRM is growing, and organizations are increasingly adopting DEI policies and practices to promote a more inclusive and equitable workplace. Ensuring that diverse voices are represented at all levels of the organization, including leadership positions. Conducting regular assessments of workplace culture and identifying areas for improvement. Regularly reviewing and updating sustainability goals and metrics based on changing circumstances and emerging trends.

Overall, these emerging trends in sustainable HRM are a rapidly evolving field, and companiesare increasingly recognizing the importance of integrating sustainability into their HR policies and practices. By adopting emerging trends in sustainable and equitable workplaces, promoting

sustainable development, environmental protection, and social responsibility, and contribute to a more sustainable future for all. Organizations can position themselves as leaders in sustainable HRM and contribute to a more sustainable and equitable world.

CONCLUSION:

In conclusion, sustainable HRM practices have become increasingly important for organizations as they aim to become more environmentally and socially responsible. This research article has explored the current practices and emerging trends in sustainable HRM. Current practices include green recruitment, employee engagement, skills development, flexible work arrangements, sustainability reporting, sustainable supply chain management, corporate social responsibility, and health and wellness programs. Emerging trends in sustainable HRM include the use of technologyto support sustainable practices, the integration of sustainability into performance management systems, and the adoption of circular economy principles. However, there are still some research gaps in the field of sustainable HRM that need to be addressed. These include the need for theoretical development, empirical studies, cross-cultural studies, research on long-term outcomes, and research on the integration of sustainable HRM practices with other sustainability initiatives. Addressing these research gaps can help organizations develop more effective sustainable HRM practices that promote sustainable development, environmental protection, and social responsibility. Overall, sustainable HRM is a critical component of organizational sustainability, and its importance is expected to continue growing as society becomes more aware of the need for sustainable practices. By adopting sustainable HRM practices, organizations can improve their reputation, attract and retain top talent, reduce costs, and contribute to a more sustainable and equitable world.

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THE IMPACT OF COVID-19 ON THE SMALL-SCALE TAILORING INDUSTRY, AND RECOVERY MEASUREMENTS: A CASE STUDY OF PAMIDI, ANANTHAPURAMU DISTRICT, ANDHRA PRADESH

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ABSTRACT:

This paper attempts to study the impact of COVID-19 on the small-scale tailoring industry and measures to recover from the pandemic situation in Pamidi, Ananthapuramu District, Andhra Pradesh. Pamidi is renowned as the 'Second Bombay' for its flourishing nightwear business. 90 percent of the total population of 32,000 in Pamidi and around 60 percent of the population in the 33 villages of Pamidi Mandal are engaged in the manufacturing of nightwear garments (tailoring)[1].Most of the tailoring businesses were closed during the time of COVID-19 and a succession of COVID-19 variations. Their businesses were severely impacted, and the livelihood of thousands of people in Pamidi was in jeopardy. At that time, the researcher came forward to overcome the pandemic situation; he identified certain digital marketing practices and introduced them to recover the industry with the help of MEPMA and volunteers.

The following are the digital marketing practices adopted in Pamidi, Ananthapuramu District, Andhra Pradesh. These digital marketing practices are free of cost and easily accessible to everyone.

- *Global Search Engines –Google My Business.*
- *Local Search Engines –Justdial.*
- *Social Media Platforms – Facebook Business Page.*
- *E-commerce Platforms – Website.*

This exercise yielded some positive results to bring the tailoring industry under normal conditions after the pandemic situation.so this paper explores the survey of 100 tailorsin Pamidi, Ananthapuramu District, Andhra Pradesh.

Keywords: *Google My Business, Just Dial, Facebook Business Page, LinkedIn Page, Web Portal, Yellow Pages, Instagram, and WhatsApp.*

INTRODUCTION:

Even though Anantapur District is considered a drought-prone district in Andhra Pradesh, Pamidi Mandal thrives in the creation of nightwear clothes and tailoring is the main source of income for thousands of households till COVID-19 begins. Following COVID-19 and the implementation of GST on Textiles and Garments, the livelihood of thousands of tailoring employees in Pamidi is uncertain; they only know tailoring and have no knowledge of any other trade.Pamidi tailors get tailoring charges of only Rs 4 to Rs 8 for a piece of garment, which is equal to stitching a button in the metro or tier-II and tier-III cities likewise, more than 20,000 women are engaged in Pamidi, which is the only livelihood option for them. On average, they earn Rs 4000 to Rs 6000 a month, which is not even sufficient hand-to-mouth[2].

PROFILE OF PAMIDI:

Pamidi is one of the fast-growing towns in the Rayalaseema region for the textiles, garments, and tailoring industry. It is spreadover an extent of 31.56 sq.km in a scenic serene environment on the left bank of River Penna. The town is located 32km from the district headquarters town Ananthapuramu and 246 KM from the State Capital of Karnataka, Bangalore, and passes through National Highway No.44[3]. The town is well connected with roads and railways, Pamidi railway station (3.5 Kms), Kalluru railway station (3.5 Kms), Gooty railway station (22.47 Kms), Ananthapuramu railway station (29.81 Kms) and Guntakal Railway Junction (34.01 Kms)[4].

BUSINESS ENVIRONMENT:

Pamidi in Ananthapuramu District is known as the 'Second Bombay' for textiles and garment businesses over the decades. The town headquarters turned out to be a big market for branded clothes and wholesale trading of textiles. Retailers from neighboring states shop at Pamidi wholesale market for textiles and garments. It is home to hundreds of families who have migrated from Maharashtra and who depend on trading in textiles and garments. Pamidi town has continued the legacy of wholesale and retail cloth stores for many decades.[5]

The traders procure raw clothes from Surat, Erode, Kolkata, Jaipur, Mumbai, Delhi, Chennai, and Ahmadabad in the form of cloth bales, then cutting master cut a cloth bale as 200 pieces in different sizes as per different designs through cutting machines, similar 2000 cutting masterworks in the town and makes 4 lakhs pieces per day, further these raw cut pieces are outsourced to tailoring labour on very low stitching charges in the Pamidi town, other villages, and neighboring districts or they can stitch on their own if they are in joint families[6].

LITERATURE REVIEW:

Khandaker Raisa Rashed (November-2018)[7] discovered in his research that tailoring services can be delivered to consumers' doorsteps via a tailoring center's website or Facebook page, ensuring a hassle-free experience for customers. Hence, it is considered one of the innovative digital marketing practices for promoting the tailoring business.

Thangapandi (August-2018)[8] introduced the new concept of an 'E-commerce Tailoring Store', which is an innovative digital marketing practice for the tailoring community. That provides easy access through e-commerce tailoring stores to choose the fabrics, pick the models, make the payment online, and get the tailored clothes at the door.

Fatuma Namisango, Goretti Byomire, Maria Miiro Kafuko, and Asianzu Elizabeth (October-2017)[9] revealed that online or internet platforms are positively accessed to interact with customers rather than physical access in the tailoring industry.

Syed Ahtsham Ali, Cui Weiwei, Xu Qiyu, and Xu Ming (April-2015)[10] in their study introduced the new business model 'Web Tailoring' in the tailoring industry. Due to the increasing number of internet users, there will be a good demand for web tailoring shops shortly. In the web tailoring business model, all tailoring services can be completed online only.

OBJECTIVES:

- To study the tailoring business environment at Pamidi.
- To identify, analyze and promote the digital marketing practices which enhance the tailoring income.
- To suggest the findings and conclusions.

RECOVERY MEASUREMENTS:

The researcher came forward to overcome the COVID-19 pandemic situation. Hence, he found certain recovery measurements and introduced them to the tailoring entrepreneurs with the help of MEPMA and volunteers.

GOOGLE MY BUSINESS (GMB):

Registration with Global Search Engine i.e., Google My Business is one of the best digital marketing practices in the contemporary business environment to promote business products and services free of cost.Google My Business is a separate listing within Google's search engine specifically for local businesses and organizations.Local products and service providers relevant to the user's search are shown on a map and each listing includes the business's hours, phone number, address, website, and other essential information that people may look for on a business's website.

Respondents & Percentage	Following	Not Following	Total
Respondents	88	12	100
Percentage	88	12	100

Table110.1: Global Search Engine - Google My Business
Source: Field Survey
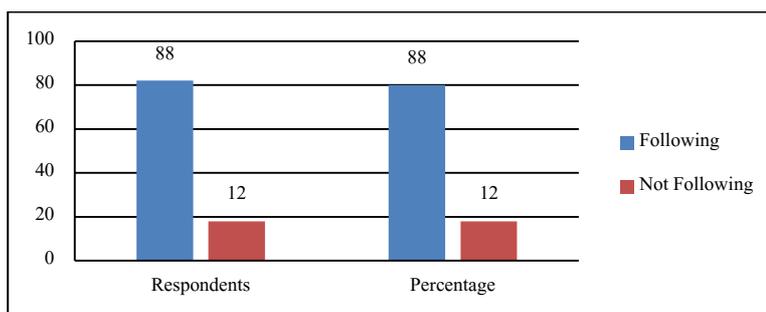
Figure 110.1: Global Search Engine - Google My Business

Inference: 88.00 percent of the tailoring workers registered with the global search engine i.e., Google My Business whereas 12.00 percent of the tailoring workers is not registered it.

Monthly Income of Tailoring Workers before the Adoption of Google My Business:

The following table shows tailoring workers' earnings before the adoption of Google My Business as a digital marking practice.

Sl. No.	Monthly Income	No. of Respondents	Percentage
1	<Rs2000	10	11.18
2	Rs 2001 to Rs 4000	30	33.55
3	Rs4001 to Rs 6000	28	31.58
4	Rs 6001 toRs8000	12	13.82
5	> Rs8001	9	9.87
Total		**88**	**100.00**

Table 110.2: Monthly Income of Tailors before the Adoption of Google My Business
Source: Field Survey
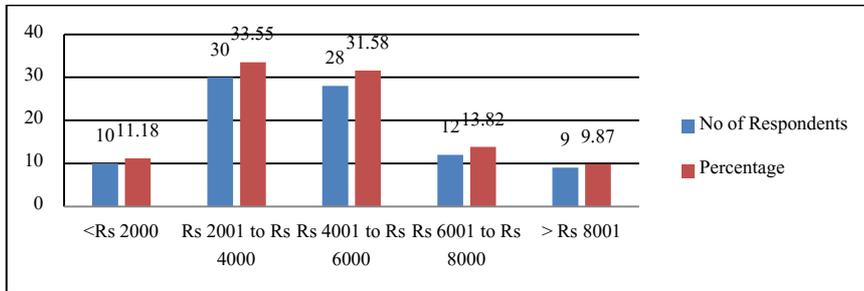
Figure 110.2: Monthly Income of Tailors before the Adoption of Google My Business

Inference: Table 110.2 and Figure 110.2 denotes that 11.18 percent of the tailoring workers' income was below Rs 2000 whereas 33.55 percent of the tailoring workers' income ranging between Rs 2001 to Rs 4000 followed by 31.58 percent of the tailoring workers' income was between Rs 4001 to Rs 6000, 13.82 percent of the tailoring workers' income was between Rs 6001 and Rs 8000 and only 9.87 percent of the tailoring workers' income was above Rs 8000 per month.

Monthly Income (Before the adoption of Google My Business)	No. of Respondents	Percentage	Monthly Income (After the adoption of Google My Business)	Income Improvement in Percentage
<Rs2000	10	11.18	Rs 2100 to Rs 2400	Up to 12.50%
Rs 2001 to Rs 4000	30	33.55	Rs 2300 to Rs 4600	Up to 14.98%
Rs4001 to Rs 6000	28	31.58	Rs 4400 to Rs 6800	Up to 11.98%
Rs 6001 toRs8000	12	13.82	Rs 6300 to Rs 9600	Up to 13.56%
> Rs8001	9	9.87	Rs 8200 to Rs 9850	Up to 12.81%
Total	**88**	**100.00**		

Table 110.3: Monthly Income of Tailors afterthe Adoption of Google My Business
*Source: Field Survey*
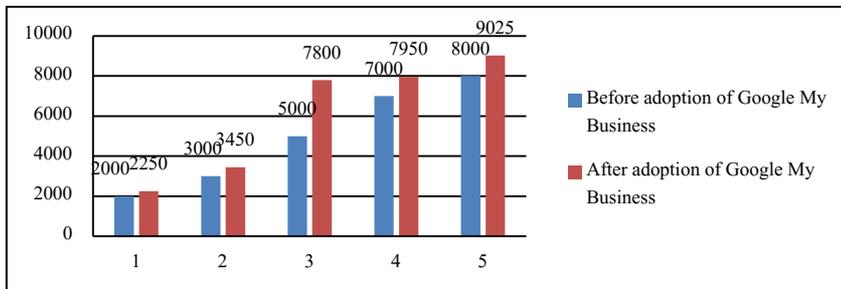
Figure 110.3: Monthly Income of Tailoring Workers after the Adoption of Google My Business

Inference: Table 110.3 and Figure 110.3 denotes that 11.18 percent of the tailoring worker's income was below Rs 2000 but after adopting Google My Business their income increased up to 12.50% (i.e. income from Rs 2100 to Rs 2400) whereas, 33.55 percent thetailoring workers income was ranging between Rs 2001 to Rs 4000 but after adopting Google My Business their income was increased by 14.98% (i.e. income from Rs 2300 to Rs 4600) followed by 31.58 percent of the tailor workers income was between Rs 4001 to Rs 6000 but after adopting Google My Business their income was increased by 11.98% (i.e. income from 4400 to Rs 6800), 13.82 percent of the tailoring business was between Rs 6001 to Rs 8000 but after adopting Google My Business their income was increased by 13.56% (i.e. income from Rs 6300 to Rs 9600) and 9.87 percent of the tailoring worker's income were Rs 8000 but after adopting Google My Business their income were increased by 12.81% (i.e. income from Rs 8200 to Rs 9850).

JUST DIAL:

Most of the businesses started using the local search engine i.e. Just Dial as a digital marketing practice for promoting their products and services on online presence and markingan entry in the Just Dial database. Tailoring businesses are also no exception to this digital marketing practice. Customers whenever they want tailoring services in their local area, they make a call to Just Dial the hotline number i.e., 8888888888, and get the tailoring business details.

Respondents & Percentage	Following	Not Following	Total
Respondents	85	15	100
Percentage	85	15	100

Table 110.4: Local Search Engine – Just Dial
Source: Field Survey
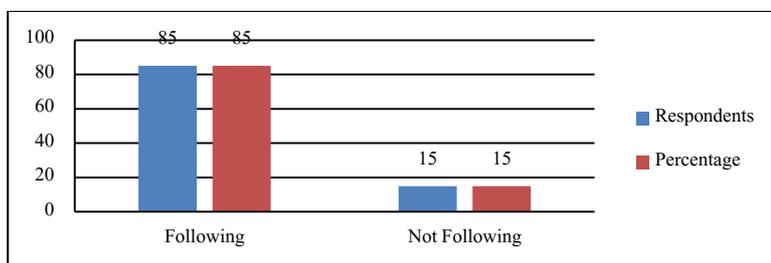
Figure 110.4: Local Search Engine – Just Dial

Inference: 85.00 percent of the tailoring workers registered with the local search engine i.e., Justdial whereas 15.00 percent of the tailoring workers are not registered it.

Monthly Income of Tailoring Workers before the Adoption of Just Dial:

The following table reveals tailoring workers' earnings before the adoption of Just Dial as a digital marketing practice.

Sl. No.	Average Monthly Income	No. of Respondents	Percentage
1	<Rs2000	9	10.69
2	Rs 2001 to Rs 4000	26	30.82
3	Rs4001 to Rs 6000	26	30.19
4	Rs 6001 toRs8000	18	21.38
5	> Rs8001	5	6.19
Total		85	100.00

Table 110.5: Monthly Income of Tailoring Workers before the adoption of Just Dial
Source: Field Survey
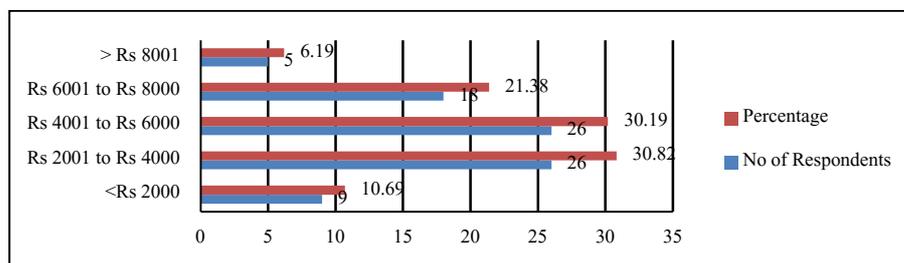
Figure 110.5: Monthly Income of Tailoring Workers before the Adoption of Just Dial

Inference: Table 110.5 and Figure 110.5 denotes that 10.69 percent of the tailoring worker's income was below Rs 2000 whereas 30.82 percent of the tailoring worker's income was between Rs 2001 and Rs 4000 followed by 30.19 percent of the tailor business workers' income was varying between Rs 4001 and Rs 6000, 21.38 percent of the tailoring worker's income was between Rs 6001 to Rs 8000 and only 6.19 percent of the tailoring worker's income was above Rs 8000.

Monthly Income (Before the adoption of Just Dial)	No. of Respondents	Percentage	Monthly Income (After the adoption of Just Dial)	Income Improvement in Percentage
<Rs2000	9	10.69	Rs 2250 to Rs 2450	Up to 17.50%
Rs 2001 to Rs 4000	26	30.81	Rs 2250 to Rs 4700	Up to 15.81%
Rs4001 to Rs 6000	26	30.18	Rs 4400 to Rs 7200	Up to 15.98%
Rs 6001 toRs8000	18	21.38	Rs 6100 to Rs 9600	Up to 12.15%
> Rs8001	5	6.91	Rs 8300 to Rs 9850	Up to 13.43%
Total	85	100.00		

Table 110.6: Monthly Income of Tailoring Workers after the Adoption of Justdial
Source: Field Survey
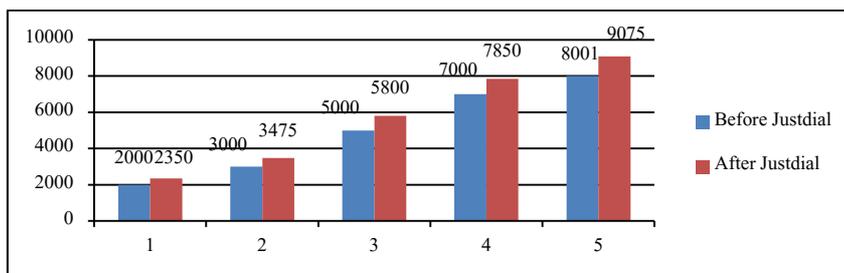

Figure 110.6: Monthly Income of Tailoring Workers after the Adoption of Justdial

Inference: Table 110.6 and Figure 110.6 denote that 10.69 percent of the tailoring worker's income was below Rs 2000 but after adopting Just Dial their income increased by 17.50% (i.e. from Rs 2250 to Rs 2450) whereas, 30.81 percent of the tailoring workers income was ranging between Rs 2001 to Rs 4000 but after adopting Just Dial their income were increased by 15.81% (i.e. income from Rs 2250 to Rs 4700) followed by 30.18 percent of the tailoring workers whose income was between Rs 4001 to Rs 6000 but after adopting Just Dial their income were increased by 15.98% (i.e. from 4400 to Rs 7200); whereas the income of 21.38 percent of the tailor businessmen was ranging between Rs 6001 to Rs 8000 but after adopting Just Dial their income was increased by 12.15% (i.e. income from Rs 6100 to Rs 9600) and 6.91 percent of the tailoring business respondent workers income were above Rs 8000 but after adopting Just Dial their income were increased by 13.43% (i.e. income from Rs 8300 to Rs 9850).

FACEBOOK BUSINESS PAGE:

One of the other best digital marketing practices i.e., the Facebook Business Page used in the modern business environment, which allows businesses to market their goods and services without spending any money and to build stronger relationships with their clients.Social media has revolutionized business andre-defined business in the way people connect and communicate in their personal life and professional life.

Respondents & Percentage	Following	Not Following	Total
Respondents	92	8	100
Percentage	92	8	100

Table110.7: Social Media – Facebook Business Page
Source: Field Survey

Inference: 92.00 percent of the tailoring workers created the Facebook Business Page whereas 8.00 percent of the tailoring workers are not created it.
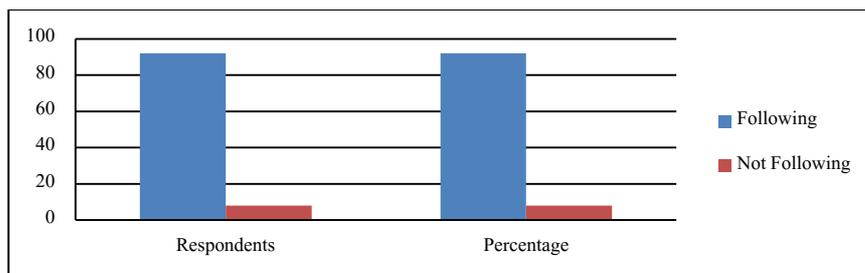
Figure 110.7: Social Media – Facebook Business Page

Monthly Income of Tailoring Workers before the adoption of Facebook Business Page:

The following table reveals tailoring workers' earnings before the adoption of the Facebook business page.

Sl. No.	Average Monthly Income	No. of Respondents	Percentage
1	<Rs2000	10	10.60
2	Rs 2001 to Rs 4000	29	31.13
3	Rs4001 to Rs 6000	26	27.81
4	Rs 6001 toRs8000	21	22.52
5	> Rs8001	7	7.95
Total		92	100.00

Table 110.8: Income of Tailoring Workers before the adoption of the Facebook Business Page
Source: Field Survey
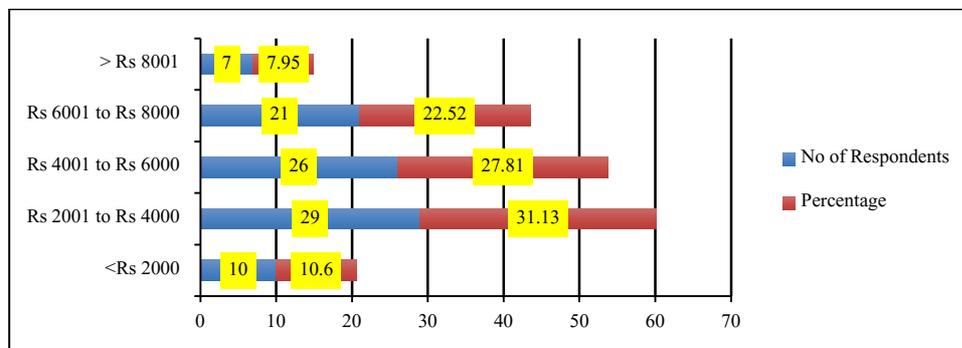
Figure 110.8: Income of Tailoring Workers before the Adoption of the Facebook Business Page

Inference: Table 110.8 and Figure110.8denote that 10.60 percent of the tailoring worker's income was below Rs 2000 whereas 31.13 percent of the tailoring workers' income was ranging between Rs 2001 and Rs 4000 followed by 27.81 percent of the tailor business workers whose income was varying from Rs 4001 to Rs 6000, 22.52 percent of the tailor business workers income was varying from Rs 6001 to Rs 8000 and only 7.95 percent of the tailoring worker's income was found above Rs 8000.

Income (Before the adoption of the Facebook Business page)	No. of Respondents	Percentage	Income (After the adoption of the Facebook Business Page)	Income Improvement in Percentage
<Rs2000	10	10.60	Rs 2200 to Rs 2300	Up to 12.50%
Rs 2001 to Rs 4000	29	31.13	Rs 2301 to Rs 4500	Up to 13.31%
Rs4001 to Rs 6000	26	27.81	Rs 4100 to Rs 7200	Up to 12.99%
Rs 6001 toRs8000	21	22.52	Rs 6150 to Rs 9600	Up to 12.85%
> Rs8001	7	7.95	Rs 8150 to Rs 9950	Up to 13.13%
Total	92	100.00		

Table 110.9: Income of Tailoring Workers after the Adoption of the Facebook Business Page
Source: Field Survey
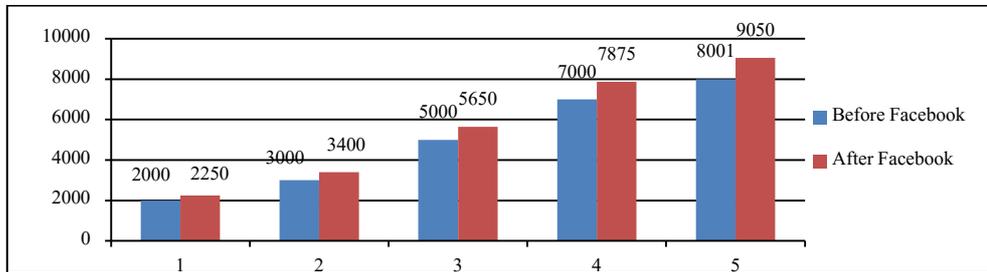
Figure 110.9: Income of Tailoring Workers after the Adoption of the Facebook Business Page

Inference: Table 110.9 and Figure 110.9 denotes that 10.60 percent of the tailor businessmen income was below Rs 2000 but after adopting Facebook business page their income was increased up to 12.50% (i.e. from Rs 2200 to Rs 2300) whereas, while 31.13 percent of the tailor businessmen income escalated between Rs 2001 to Rs 4000 but after adopting Facebook business page their incomes were increased by 13.31% (i.e. from Rs 4350 to Rs 7100) followed by 27.81 percent of the tailor businessmen whose income was between Rs 4001 to Rs 6000 but after adopting Facebook business page their income were increased by 12.99% (i.e. from 4100 to Rs 7200); 22.52 percent of the tailor businessmen whose income was between Rs 6001 to Rs 8000 but after adopting Facebook business page their income was increased by 12.85% (i.e. from Rs 6150 to Rs 9600) and 7.95 percent of the tailor businessmen income were above Rs 8000 previously, but after adopting Facebook business page their income were increased by 13.13% (i.e. from Rs 8150 to Rs 9950).

WEBSITE:

Those days are gone when a dress needed walking miles to the tailor's shop for giving the measurements, taking a slip, visiting again for alterations, and afterward getting the dress. Now-a-days many organizations around the world are adding a website component to their businesses whether it is a large size business or small size one.In this digital age and the fast-advancing society, the way of living is changing and so the way of business is changing. With the appearance of various online tailoring service platforms like Tailorman, Urban Tailor, MyNextDoor Tailor, and Corporate Collars, just opening the tailoring service web portal, choosing the fabric, giving the measurement, making the payment, and getting the delivery on time while sitting in home or any place and at any time.

Respondents & Percentage	Following	Not Following	Total
Respondents	88	12	100
Percentage	88	12	100

Table 110.10: Online Tailoring - Website
Source: Field Survey
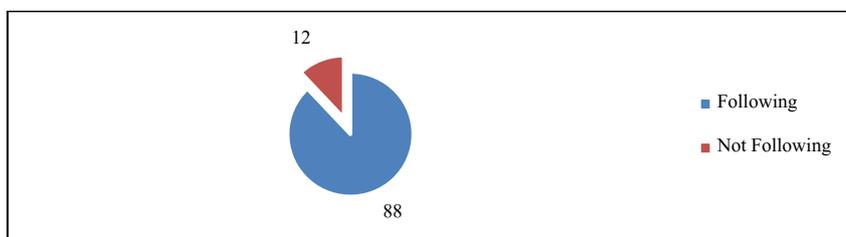
Figure 110.10: Online Tailoring – Website

Inference: 88.00percent of the tailoring workers created the Online Portal i.e., Website whereas 12.00 percent of the tailoring workers are not created it.

Monthly Income of Tailoring Workers before the Adoption of the Website:

The following table reveals tailoring workers' earnings before the adoption of the Website as a digital marketing practice.

Sl. No.	Average Monthly Income	No. of Respondents	Percentage
1	<Rs2000	10	11.18
2	Rs 2001 to Rs 4000	32	33.55
3	Rs4001 to Rs 6000	23	31.58
4	Rs 6001 toRs8000	13	13.82
5	> Rs8001	9	9.87
Total		**88**	**100.00**

Table 110.11: Income of Tailoring Workers before the Adoption of the Website
Source: Field Survey
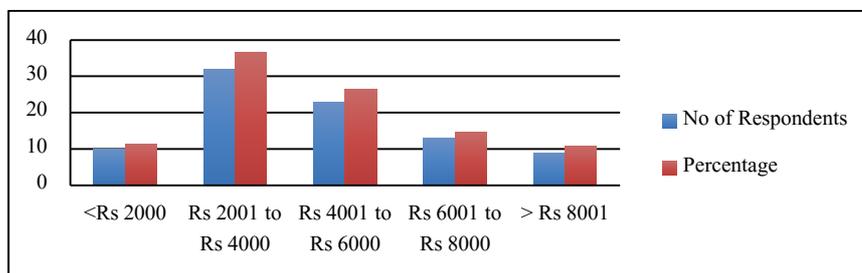
Figure 110.11: Income of Tailoring Workers before the Adoption of the Website

Inference: Table 110.11 and Figure 110.11 denotes that 11.18percent of the tailor's income was below Rs 2000 whereas 33.55percent of the tailor's income was between Rs 2001 to Rs 4000 followed by 31.58percent of the tailors whose income ranging between Rs 4001 to Rs 600; 13.82percent of the tailor's income was between Rs 6001 to Rs 8000 and only 9.87percent of the tailoring worker's income was above Rs 8000. However, a comparative study about how much marginal increase in the incomes of the tailors after adopting the digital methods is shown in table 110.12.

Monthly Income (Before the Adoption of the Website)	No of Respondents	Percentage	Monthly Income (After the Adoption of the Website)	Income Improvement in Percentage
<Rs2000	10	11.18	Rs 2150 to Rs 2400	Up to 13.75%
Rs 2001 to Rs 4000	32	33.55	Rs 2200 to Rs 4600	Up to 13.31%
				Continued…

Monthly Income (Before the Adoption of the Website)	No of Respondents	Percentage	Monthly Income (After the Adoption of the Website)	Income Improvement in Percentage
Rs4001 to Rs 6000	23	31.58	Rs 4350 to Rs 7100	Up to 14.49%
Rs 6001 toRs8000	13	13.82	Rs 6300 to Rs 9500	Up to 12.85%
> Rs8001	9	9.87	Rs 8200 to Rs 9800	Up to 12.50%
Total	88	100.00		

Table 110.12: Monthly Income of Tailoring Workers after the adoption of the Website
Source: Field Survey
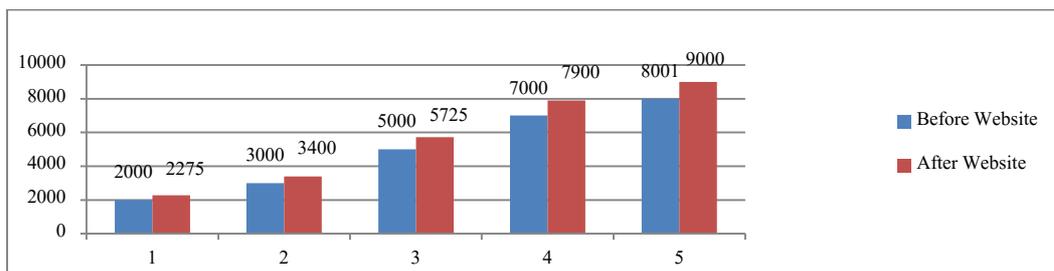
Figure 110.12: Monthly Income of Tailoring Workers after the adoption of the Website

Inference: Table 110.12 and Figure 110.12 denote that 11.18 percent of the tailoring worker's income was below Rs 2000 but after adopting the Website their income increased by 13.75% (income from Rs 2150 to Rs 2400) whereas, 33.55 percent of the tailor businessmen's income between Rs 2001 to Rs 4000 but after adopting website their income was increased by 13.31% (i.e. income from Rs 2200 to Rs 4600) followed by 31.58 percent of the tailor businessmen income was between Rs 4001 to Rs 6000 but after adopting website their income was increased by 14.49% (income from 4350 to Rs 7100), 13.82 percent of the tailoring workers was between Rs 6001 to Rs 8000 but after adopting website their income was increased up to 12.85% (i.e. income from Rs 6300 to Rs 9500) and 12.50 percent of the tailor businessmen income were above Rs 8000 but after adopting website their income was increased by 12.51% (i.e. income from Rs 8200 to Rs 9800)

CONCLUSION:

The tailoring community at Pamidi does not follow the recovery measurement after COVID-19, very few of them only followed the recovery measurements. Hence, the researcher took the help of MEPMA and Volunteers to create the Google My Business, register with Just Dial, creation of Facebook page and website, these are free of cost and easy to operate to enhance their business. Such kind of initiatives is helping to bring the business under normal conditions after COVID-19 in researcher's opinion.

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IMPACT OF ONLINE EDUCATION ON THE STUDENT COMMUNITY AS WELL AS THE TEACHING FRATERNITY

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ABSTRACT:

The purpose of the study is to bring out the actual impact of online education on both the student community and teaching fraternity. the pandemic struck a severe on all sectors but its severity was felt in the education sector. Education came to a standstill all over the globe. This is where online education made a backdoor entry. This was something new to the entire teachers as well as the students. In this context a comparative study is made to bring out the hidden nuances of online education on the gullible world. The method adopted for this study is descriptive – qualitative. The study includes questionnaires answered by 20 students and 20 teachers. Based on the questionnaires, the impact of online education on both these communities that is the students and the teachers has been assessed in depth. The study reveals that the teaching fraternity has adopted the new technology as one of the traits in teaching. Whereas the student community has begun to slowly but steadily accept the change. The paper wishes to conclude that though online education came as a boon to the entire student community but its continuous dependence may not bring the desired results.

Keywords: *Online Classes, Teachers Student Relationship, Technical Short Comings.*

INTRODUCTION:

"Technology is not a silver bullet. Its only as good as the teachers…. using it as one more tool to help, inspire, teach and work through problems"

– Barack Obama.

Education since times immemorial as soon one strong relationship built around the teacher- student arena. Right from the time of gurukul system till the advent of Europeans, education is solely built on guru- shishya (teacher-student) platform. It has made inroads into every home and every nook and corner of this world. It has been the aspirations of every student and every parent to send their children to the best teacher.

As our noble laurate Rabindranath Tagore said "a teacher can never really teach until he learns himself". It holds true in the present scenario. The inquisitive mine is always eager to learn new things. This should be an important trait in every teacher. There is nothing wrong in learning innovatively and venturing into new areas of learning.

The pandemic that struck the world in late 2019 and christened covid 19 opened up new channels of learning. The only field that was severely struck by the pandemic on slot was education. The entire world was taken aback by this unprecedented catastrophe that stuck humanity mercilessly brought the entire education system to a standstill.

The education sector looked bloomy all over. All educational institutions were shut and role of humanity were locked indoors. The student community was orphan, so as to say, since they were deprived of a teacher. Age old student teacher relationship took the beating the most.

Online classes came as a boon to the student community who were beginning to lose ground on the educational front. The students were becoming wayward and education was slowly becoming a

distant call. It was like a ship fighting a severe storm and struggling to sink or sail.And this juncture, online classes came as manna for the entire educational sector.

The online classes came at a time when the people were not prepared to receive it. It was a newarena of learning and people started to scramble for the different gadgets and various networks and software that were suddenly pouring into the market. Instead of trying to learn the technology people started to buy the technology as it led to the very question of survival.

Though it came as a boon to the entire educational sector, it came with a rider that one had to learn this new technology not out of interest but nearly on the question of existence. Not only the student community, the entire teaching fraternity were compelled to learn this new technology not as an area of interest but as a source of revenue to earn the daily bread and butter.

The educations sector, at that time, seemed to have been given a new way of life with the online education making inroads into every area of educational field. But this new technology, like every other technology, brought with it its ups and downs.

The new technology began to function from the various homes across the globe. Education wasput on the burner. Initially it started to move slowly and cautiously. The reason behind this being ignorance on the part of both the student community as well as the teaching fraternity.

There is an old adage that says "don't learn the business but learn the tricks". The student community aptly learnt the tricks of the game and not the main business. The teachers were thus at the receiving end. The main drawback to online education was the utter fallout of the teacher student relationship.

Tall claims were made that the education system has been revived with the advent of online classes but on the contrary if one examines from close proximity, it could be observed back entire system was crumbling in aspects of professional ethics and morality. A section of the student community who were technically savvy, completely hijacked the new technological process.

The teachers who were beginning to master the new technology were superseded by a section of information technology wizards who began to dictate their own terms in the market. A teaching community could not exercise its grip over the student community. Class room teaching used to mould students in the right perspectives and with the right ethical parameters.

Online classes had to rewrite the entire process of teaching at the outset; teachers were never given their rightful place. Their values were never respected. Discipline was thrown to the winds. There was no accountability of any kind.

The industry clung on to the online mode just as fish takes to water. The industry embraced theonline version by making its staff work from home as it could reap benefits from various areas.But the same could not apply to the concept of education where a virtual class room could never replace a conventional one.

The online education couldn't sustain itself for a long time since the society at large began to realize the importance of conventional teaching. The stark reality began to unfold before the masses as it began to dawn on them that a child attending conventional school would give thereal feel of it which the student would find wanting in an online class.

METHOD:

In this study, descriptive qualitative design where 20 teachers and 20 students as participants from Nagarjuna degree college were given a questionnaire as an instrument to dig up, how teachers delivered their material in online learning and how the students received the material in online learning. The questionnaire consisted of 5 questions for the teachers and 6 for the students. The study used Likert scale of 1-5.

LITERATURE REVIEW:

1. The study focuses only on student learning. It has adopted the descriptive qualitative method. The study reveals that the student community found the online classes to be interesting, easy and cheaper than conventional classes. The study further reveals that the teachers try to accommodate their students in online learning. (Nopa Yusnilita, the impact of online learning: students views, volume 11, no: 1, February 2022, ISSN 2614-1639)

2. The study aims at analyzing the perception of teachers and students about online classes. It tries to explain the opinions of students regarding online classes, their comfortability in its usage and the support received from teachers in online classes. The study used two separate structure questionnaires for students and teachers. (Abinandan Kulal, Anupama Nayak, teacher student perception on online classes, https//www.emarald.com/insight/2414- 6994.htm)

FINDINGS AND VIEW POINT:

The present study tries to decipher the concept of online teaching both in terms of productive and receptive skills. Through this study it has been observed that the students found it more accommodative for it suited their mindset. The student community felt that they are their own leaders with no accountability in questioning. The teaching community felt that they were not able to do justice to the student community as a whole as they were not able to discipline them in basic ethics and moral standards. The teachers were made to use the tools available in this new technology not to impart knowledge but just to transfer information to the unsuspecting student community. In this process the teachers were also not able to learn anything new. They were just acting as the agents of transition of information.

A new technology being loaded with information, the student community was at cross roads in prioritizing such information. The teachers were also not able to assess the mindset of students and how to improvise their receptive skills. The greatest power given to human kind is the power to think but this new technology has literally killed the concept of thinking. The student community blindly adopts anything and everything that is dished out through this technology without giving a second thought to its authenticity.

In the literary review referred at no one above, the study only focused on student views and the study reveals that the students were comfortable with the online classes. In the review mentioned 2 above, the study focuses on students as well as teachers at the level of grade 11 and 12.

In the present study, both the students and teachers were given two different questionnaires. The target audience being teachers and students from the degree level.

The following questionnaire was shared among the teaching fraternity

1. Online classes have increased my technology literacy
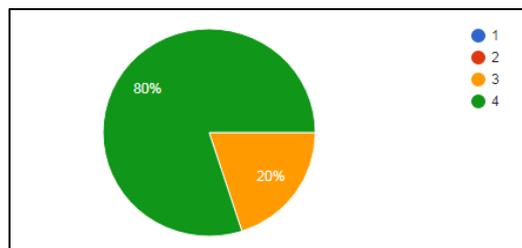
Figure 111.1: Question 1

80% of them felt that online classes have increased their technology literacy. 20% of them felt that it increases to a certain extent.

2. Virtual classes cannot bring inherent skills of a teacher
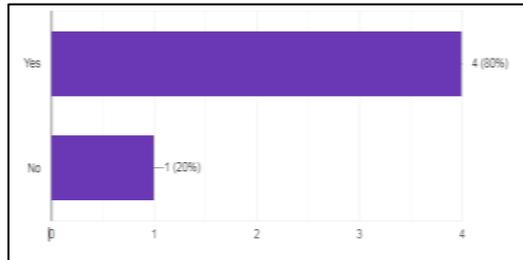
Figure 111.2: Question 2

80% of them felt Virtual classes cannot bring inherent skills of a teacher. 20% of them felt that it would bring to a certain extent.

3. Were you feeling any physical or mental stress due to online classes
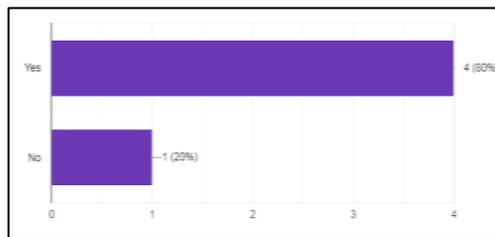
Figure 111.3: Question 3

80% of them experience physical or mental stress due to online classes 20% of them that it would bring to a certain extent.

4. As a whole which mode of classes are comfortable in teaching
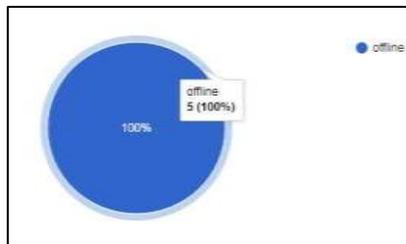
Figure 111.4: Question 4

100% of them felt offline classes were comfortable.

5. The teacher - student bondage has reduced due to online classes
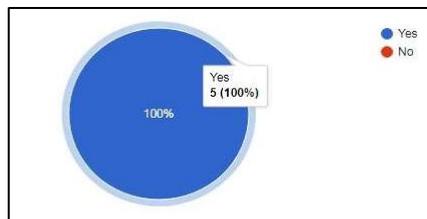
Figure 111.5: Question 5

100% of them the teacher - student bondage has reduced due to online classes Students' feedback.

6. Online learning is interesting for you than physical classes
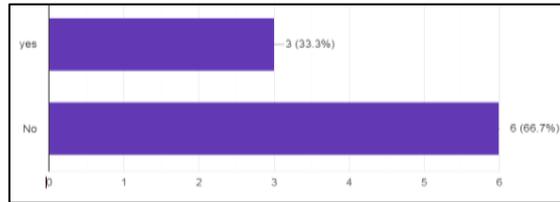
Figure 111.6: Question 6

33% of the students felt Online learning is interesting for you than physical classes. 67% of the students felt Online learning is interesting for you than physical classes.

7. Attending classes online is easier than compared to regular classes
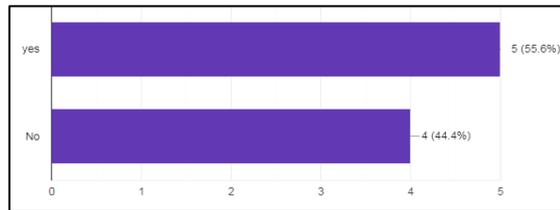
Figure 111.7: Question 7

55%. Attending classes - online is easier than compared to regular classes. 45%. Attending classes online is easier than compared to regular classes.

8. I'm comfortable with offline classes
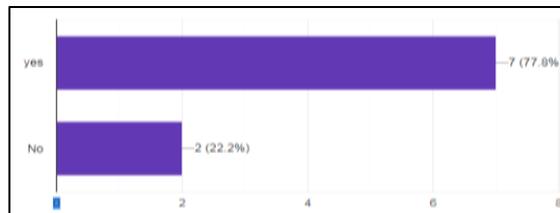
Figure 111.8: Question 8

78% of students were comfortable with offline classes. 22% of them were comfortable with offline classes

9. I felt active and confident with online classes
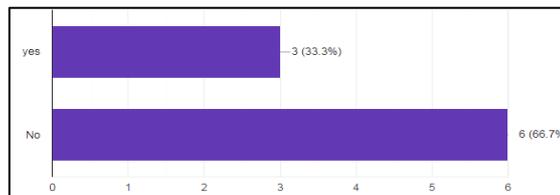
Figure 111.9: Question 9

33% of students felt active and confident with online classes. 67% of students felt active and confident with online classes

10. I find it hard to stick to the study schedule of online coaching
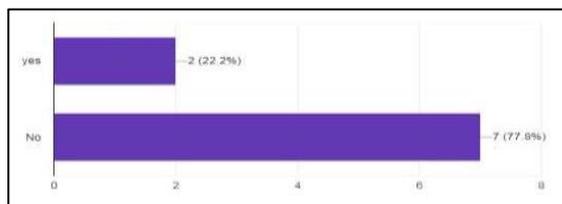
Figure 111.10: Question 10

78% of the students find it hard to stick to the study schedule of online coaching. 22% of the students find it hard to stick to the study schedule of online coaching.

11. I receive enough support and resources from my teachers
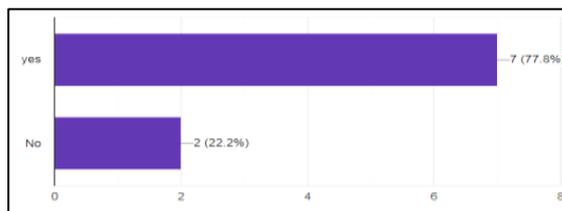
Figure 111.11: Question 11

78% of them received enough support and resources from my teachers 22% of them received enough support and resources from my teachers.

CONCLUSION:

Education took a round-about-turn with the sudden onslaught of the pandemic that struck humanity universally all over the globe .it brought with it scores of unspeakable sufferings that the human lives had never experience in recent years.

It took the entire system unawares into its grip and started to leave a trail of human woes. Though the world was technologically advanced, it could not fight the pandemic tooth and nail. The unexpected havoc was done. Death became the inevitable leveller of all things nice and beautiful.

The worsen sector to take the toughest beating was education. The world was staring at the bleak future for education. Education almost came to a standstill. At this juncture, the technology came into chip some help and tried to revive the educational sector.

The online "mantra" came at a time when the whole of student community was almost beginning to lose the very feel of school/college life .it is no doubt tried to become a stop-gap arrangement. But the new technology brought with it scores of worries for the entire teaching fraternity.

The students as well as the teachers had to update themselves in this new technology. With the pandemic looming large all over and carrying out untold distraction, financial constraints were revealing. The people had to go in for the new technological tools and the gadgets that go along with it was something that this pandemic compelled people to go in for as a matter of sole survival.

The purpose of this paper is to arrive at whether online classes prove to be a boon or a bane. The literature review is that this study has exmi9ned shows in one of them, only the student community has been considered and in the other both the student and the teaching community has been taken but at the grade 12 level. This study has gone one step upward and included the degree students and teachers for its study.

The literature review taken up for this study as well as the outcome of the questionnaires that this study has brought out in the graphs that are interpreted above; the study found that the student community at large was very much satisfied with online classes, whereas the teaching community did not find it to be in their comfort zone.

This study found that the student community felt online classes comfortable for the sole reason that there is no question of accountability, no time sense, no morality, no ethics, no discipline, a section of the students could make cat –calls and pull the legs of teachers. Class room decorum was completely lost.

This study found that such online classes should be only a stop-gap arrangement and if it continues as a regular feature of teaching, the very question of student-teacher relationship will be completely tarnished. Discipline will be thrown to the winds. Ethics and morals will become something that will be unheard of.

The study wishes to conclude that the age-old teacher-student relationship will be the only one that would be everlasting and would mould the student community in all aspect and the teachers would be able to do full justice to the student community by moulding them in the right perspective and bring out all the inherent and hidden talents to the fore that would enable the teaching community to create leaders of tomorrow that this nation, at this time of technological advancement, very badly needs.

A 'remote' could open/close a door of a car, or turn channels on a TV or turn on/off an AC, but a teacher cannot become a 'remote' to turn on/of a student's mind. And if that were to happen, the entire student community would definitely go 'remote'!

A STUDY ON A ROLE OF DISRUPTIVE INNOVATIONS IN BUSINESS STARTUPS

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ABSTRACT:

Disruptive innovation is basically a technology that changes the criterion of how the market and society operates. It doesn't trim or improve existing solutions, but it brings a new type of service to the masses that solve their daily problems. Disruptive innovation is important for startups and as well as for large corporations because disrupting the current market is the ultimate goal of all startups. Successful companies need to 'start from small' , but dream big: a remarkable idea which draws in customers, talent and key investor's.

India has standup to become one of the world's top rising economies in terms of entrepreneurship and business. The city of Bangalore is label India's 'silicon valley' for a good reason. The city has large number of disruptive innovations in business startups, which is rising day by day. Bangalore is home to variety of startups and corporations that have accumulated millions of dollars in funding from some of the world's most prestigious investors.

Bangalore city is considered as the startup heaven because of its multiple networking possibilities that contribute to the growth of companies.

Keywords: *Disruptive Innovation, Startups, Corporations.*

INTRODUCTION:
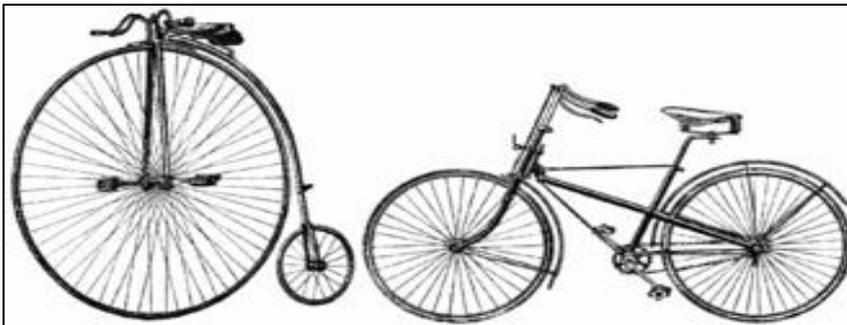
Figure 112.1: Bicycle (Hochard) von 1880 & Bicycle (Niederrad) von 1886

In business theory, disruptive innovation is innovation that creates a new market and value network or enters at the bottom of an existing market and eventually displaces established market-leading firms, products, and alliances. The concept was developed by the American academic Clayton Christensen and his collaborators beginning in 1995, and has been called the most influential business idea of the early 21st century. Lingfei Wu, Dashun Wang, and James A. Evans generalized this term to identify disruptive science and technological advances from more than 65 million papers, patents and software products that span the period 1954–2014. Their work was featured as the cover of the February 2019 issue of Nature and was selected as the Altmetric 100 most-discussed work in 2019.

Not all innovations are disruptive, even if they are revolutionary. For example, the first automobiles in the late 19th century were not a disruptive innovation, because early automobiles were expensive luxury items that did not disrupt the market for horse-drawn vehicles. The market for transportation essentially remained intact until the debut of the lower-priced Ford Model T in 1908. The mass-produced automobile was a disruptive innovation, because it changed the transportation market, whereas the first thirty years of automobiles did not.

Disruptive innovations tend to be produced by outsiders and entrepreneurs in startups, rather than existing market-leading companies. The business environment of market leaders does not allow them to pursue disruptive innovations when they first arise, because they are not profitable enough at first and because their development can take scarce resources away from sustaining innovations (which are needed to compete against current competition). Small teams are more likely to create disruptive innovations than large teams. A disruptive process can take longer to develop than by the conventional approach and the risk associated to it is higher than the other more incremental, architectural or evolutionary forms of innovations, but once it is deployed in the market, it achieves a much faster penetration and higher degree of impact on the established markets.

Beyond business and economics disruptive innovations can also be considered to disrupt complex systems, including economic and business-related aspects. Through identifying and analyzing systems for possible points of intervention, one can then design changes focused on disruptive interventions.
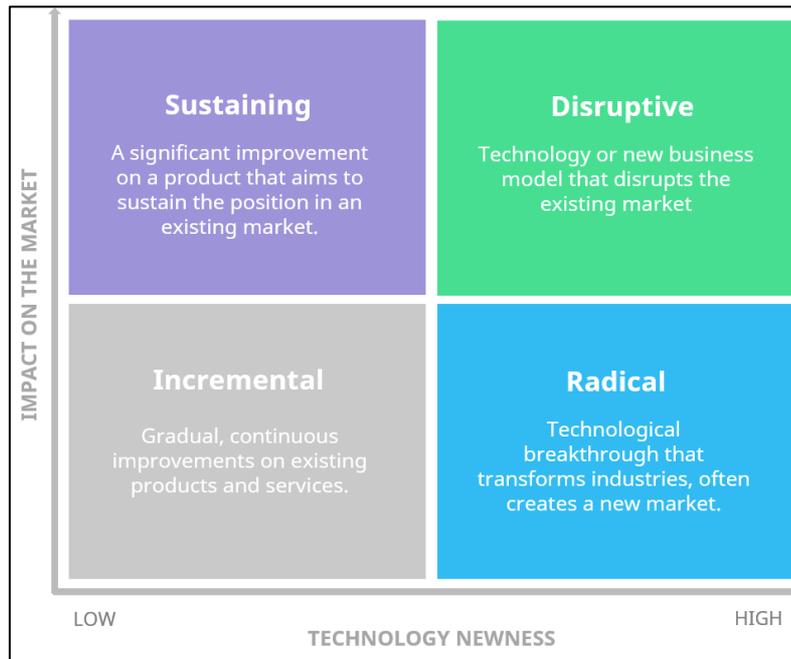
Figure 112.2: Effect of Innovation in the System

OBJECTIVES OF THE STUDY:

- The main objective of disruptive innovation is to make existing product or services more accessible or affordable to consumers.
- It maintains an efficiency as its main objective is to use all the available resources efficiently.
- To satisfy the customer needs and fulfil their demand.

RESEARCH METHODLOGY:

We are analysing research studies which is been made earlier related to this study The current study is based on secondary data collected from respective sources and convenient sampling technique was used. Secondary sources have been used to collect information about companies who are using Disruptive Innovation in their operations.

REVIEW OF LITERATURE:
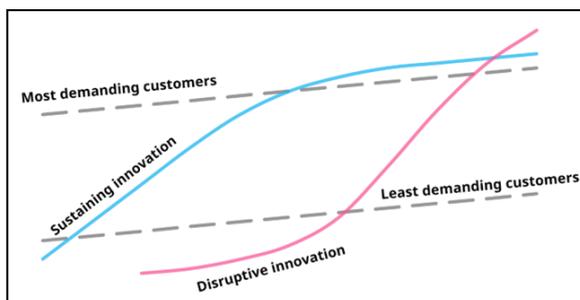
Figure 111.3: Disruptive Innovation and Digital Entrepreneurship

Disruptive innovation was firstly proposed to describe the incumbents' loss of dominant position due to the new entrants' innovative technologies, products, services, or business models (Christensen and Bower, 1996; Christensen, 1997; Christensen and Raynor, 2003). Scholars have devoted much effort to enrich the connotations of disruptive innovation from various perspectives. The first stream focused on the different types of innovation activities to fulfill disruptive innovation. Particularly, they mainly involve disruptive technology innovation (Chen et al., 2020), disruptive product or service innovation (Govindarajan et al., 2011), and disruptive business model innovation (Roblek et al., 2021). The second stream adopts the process perspective to understand disruptive innovation. It refers to a progressive process in which an innovator originates in the low-end or new market that is usually neglected and gradually moves from the fringe to the mainstream position with the continuous product or service improvements.

The third one is developed based on the outcome orientation. This stream usually defines the goal of disruptive innovation as the displacement of traditional incumbents or the sharing of the market by changing the established development trajectory (Zhang et al., 2019). The multi-dimension analysis above has revealed the typical characteristics of disruptive innovation, based on which Si and Chen (2020) have proposed a renewed definition for it. Disruptive innovation is a process in which firms initially target the low-end or new market to provide these non-mainstream customers with inferior but attractive technologies, products, or services and gradually penetrate the mainstream market through dynamic improvements, which can change the competitive landscape or even replace the incumbents. This study follows this definition which serves as the theoretical basis for subsequent analysis.

In parallel with the debate on disruptive innovation, another research stream, digital innovation, and entrepreneurship, has been rapidly developed due to the emergence of digital technologies. Various insights have been contributed, involving digital business models (Klos et al., 2021), digital entrepreneurship process (Lin and Maruping, 2022), platform strategies (Jääskeläinen et al., 2021), and digital ecosystem (Beltagui et al., 2020), etc. Among them, the disruptive implications of digital technologies for businesses have been greatly highlighted (Nambisan et al., 2019). Then, several studies have noticed the linkages between digital transformation and disruptive innovation (Fraser and Ansari, 2021; Zhang and Zhu, 2021). However, scant attention has paid to disruptive innovation's evolution mechanism and fulfillment path in the emerging digital economy context.

Moreover, they have mainly concerned the incumbent firms or small and medium enterprises, considering less the star-ups which are the important innovation forces in the digital era.

DYNAMIC CAPABILITIES:

Dynamic capability was early defined as the ability of a company to integrate, build, and reconfigure internal and external capabilities to respond to a rapidly changing environment (Teece et al., 1997). It concerns the creation and development of an enterprise's sustainable competitive advantages. Scholars have enriched the understandings of dynamic capability from various perspectives, including the strategy integration perspective, resource integration process perspective (Eisenhardt and Martin, 2000), and organizational learning perspective (Zollo and Winter, 2002).

In the increasingly turbulent business environment, dynamic capability is widely employed as a more useful theoretical perspective to understand the firm-level (Hopp et al., 2018), even national-level (Hameed et al., 2021) innovation development. Especially in the disruptive innovation field, several studies have tried to explore the roles of dynamic capability. For example, Wang et al. (2020) uncovered the fulfillment of disruptive innovations could be reached through exploratory, exploitative, and transformative learning capacities, which focused on the aspect of absorption capability. Furthermore, Schmidt and Scaringella (2020) examined the relationship between dynamic capabilities and disruptive business model innovation, mediated by value proposition innovation. These discussions showed the merits of combining the dynamic capabilities and disruptive innovation literature based on the evidence from different industries without considering the digital context.

With the advent of the digital economy, novel management phenomena have further driven the infusion of the dynamic capability view. Ilmudeen (2021) proposed the IT-enabled Dynamic Capabilities (ITDCs), including sensing, coordinating, learning, integrating, and reconfiguring, which can facilitate the firm's strategic agility and innovative capability. Chen and Lin (2021) built the Sense-Transform-Drive (STD) conceptual model based on the dynamic capabilities theory to clarify business intelligence's core capabilities. Moreover, Guo et al. (2021) utilized the dynamic capabilities perspective to explain the digital start-up's alignments between business model innovation and technological innovation. These studies can provide a theoretical basis for this study by linking the potential of dynamic capability with the highly uncertain digital era. This study followed Teece (2007) and classified the dynamic capabilities from three dimensions, sensing, seizing, and reconfiguring capability.

LIMITATIONS OF DISRUPTIVE INNOVATIONS:

1. The theory of Disruptive Innovation requires a separate strategy for the company to be highly successful in the market. The strategy and the process have to be focused on the unexpected problems, opportunities, and the success ratio rather than being intended and focused on the understanding that what works and what doesn't.
2. To figure out the futuristic market and what people really need is very difficult to judge and figure out. And hence, many a time, the innovations fail in the market.
3. Due to the nature of the Disruptive Innovation such as addressing new markets that are either high end or low end, huge profits and revenues cannot be attained very fast. And the venture capitalists tend to get very impatient for the businesses to deliver the profits very fast.

CONCLUSION:

Theoretical Contributions:

The findings from this study make several contributions to the current literature. Firstly, this study investigates the start-up disruptive innovation process embedded in the digital context. The

emergence and rapid infusion of digital technologies are enabling digital entrepreneurship, which further triggers the potential of disruptive innovation.Disruptive technologies are of the essence to many organizations. Disruptive technologies entail new technologies that change the market or create a new way of doing things. Disruptive technologies arise for product and service developments that seek to create a new product or service. The innovations are a complex process. Furthermore, it is difficult to predict the impact of innovation. Initially, the innovation may not be profitable. This can prevent many established organizations from following up on the innovations. However, it will prove beneficial in the end. Innovations such as the Microsoft and Android OS have proven useful to many people, and they have been popular all over the world despite the related business practices, the academics still lack sufficient theoretical explanations.

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[5]   https://www.marketing91.com/what-is-disruptive-innovation/

[6]   https://www.coursehero.com/file/p6d23rm/8-Conclusions-DISRUPTIVE-TECHNOLOGY-12-In-conclusion-disruptive-technologies/

A STUDY ON QUALITY OF PUBLIC TRANSPORTATION SERVICE AND ITS PERCEPTION BY THE PASSENGERS WITH SPECIAL REFERENCE TO KSRTC BUSES

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ABSTRACT:

In metropolitan regions, buses are the maximum commonplace and handy means of transportation. Several cities have bus rapid transit structures. In Indian cities, buses account for over ninety percentage (90%) of public transportation, whilst serve is a prominent approach of transportation. Public transportation decreases carbon emissions, visitor's congestion, and the strain of using in visitors, and it's far one of the most price - powerful modes of transportation. This study ambition to examine extra about the hospitality and services supplied via public transportation with unique connection with buses, as well as client impact and pleasure. The observation is based on 4 carriers pleasant namely comfort, reliability, workforce conduct and protection and convenience. The research is being performed in Bangalore based totally on convenient sampling techniques, a based questionnaire is sent to a hundred respondents via Google Form. Duly filled in questionnaires turned into used to interpret and finish the research. Tests viz. A simple percentile and regression is used to analyze the information.

Keywords: *Public Transportation, Traffic, Emmission, Commutor.*

INTRODUCTION:

Services, the century's boon, are spreading across all fields, including service providers. KSRTC buses are an important part of how metropolitan cities like Bangalore get around. One of the reasons transportation services are at their busiest is because people are moving or want to move. Buses are the most common and convenient mode of transportation in metropolitan areas. There are bus rapid transit systems in a number of cities. Over 90% of public transportation in Indian cities is provided by buses, which are a common mode of transportation. Since it diminishes fossil fuel bi-products, gridlock and the pressure of driving, public transportation is one of the savviest methods of transportation. An attempt is made to learn the "quality of public transportation service and its perception by the passengers with special reference to buses" because buses play a significant role in commuting passengers from one location to another.

Additionally, many people throughout the city rely on the service provided by buses.

REVIEW LITERATURE:

Seema Jain (2021), identified the commuter's preference about public transport through field survey to know the priorities based on passenger view related to public transport. The study focused on five criteria and the data was collected from five major district of Haryana through stratified random sampling technique from 100 respondents. The findings revealed that the government should improve transport amenities to provide better service at a reasonable fare.

Shalini Sinha et.al. (2019), analysed the user's perception about service quality in Ahmadabad city bus and BRTS. The study based on 18 service quality attributes. The data was collected from 472

AMTC passengers and 306 from BRT's passengers. The results of the study stated the service qualities are similar across the different public transport modes. Poor service quality leads to lower user expectations. Thus, as the service quality improves, user's expectation raises making users more perspective to a larger set of attributes.

Saikat Deb and Mokaddes Ali Ahmed (2018), aimed to find out the service quality of the city bus based on user's perception and expectations. The study used four latent factors namely Comfort, safety, accessibility and timely performance. Data was analysed using factor analysis, regression analysis and SEM model. The results of the study showed that both perception and expectation are important to estimate the service quality.

Mohammed Quddus and et.al (2019), examined the relationship between bus service quality and its influencing factors in Dhaka. The study was conducted using customer satisfaction survey using 955 respondents. The study developed multinomial log it and mixed log it model. The results of the study indicated that the passengers were dissatisfied with the services offered by the bus. The service attributes such as comfort level and driver skills were found to be the most important contributors towards the poor and very poor perception of service quality.

RESEARCH METHODOLOGY:

The study made use of quantitative information. Data from both primary and secondary sources were used in the study. While secondary data was acquired online and through expert opinion, primary data was gathered utilising a standardized questionnaire. Using a non-probability convenience sample technique, information was gathered from 100 respondents in Bangalore. The chosen samples are described by the research design, which is a descriptive type of research. Simple percentage analysis is one of the statistical techniques employed to analyse the data.

STAEMENT OF PROBLEM:

Public transit is one of the earliest forms of transportation. Buses are among the most practical forms of public transit because they go across a wide area and carry a significant number of people. There are many benefits to using the bus to commute. Including reducing emissions, avoiding traffic, and making timely arrivals. As one of the world's main metropolises, Bangalore draws a sizable number of immigrants and has a sizable population. Buses have shown to be a trustworthy commuter option that accommodates the demands of all passengers. Bangalore has a variety of buses to meet the demands of travelers of all classes, but there are numerous problems that travelers run into while travelling.

OBJECTIVES OF THE STUDY:

- To assess the level of service quality
- To comprehend the passengers' opinions of the service provided by the service provider

LIMITATION OF THE STUDY:

- The Research is only conducted in Bangalore.
- The study is limited to just 100 participants.
- The Study is conducted for less than 30 days so that the result may vary
- The result of the study cannot be generalized

DATA ANALYSIS AND INTERPRETATION:
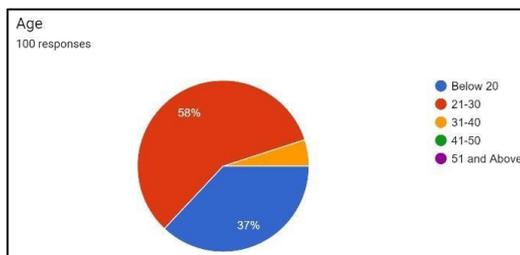
Figure 113.1: Age of the Respondents

The above figure shows that respondents 37% are below 20years, 58% are in the age group of 21-30, and 5% are in the age group of 31-40.
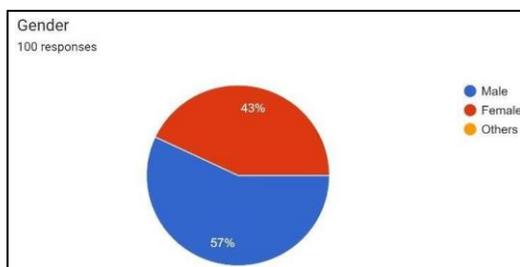
Figure 113.2: Gender of the Respondents

The above figure depicts that in total 100 respondents, there are 43% are female and 57% aremale.
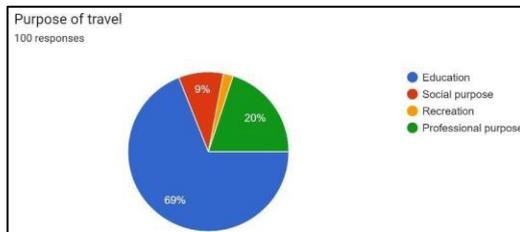
Figure 113.3: Purpose of Travel of the Respondents

The above pie diagram shows that in total 100 respondents 69% are travel for the purpose of education , 20% are travel for professional purpose , 9% are travel for social purpose and remaining 2% are travel for recreation purpose.
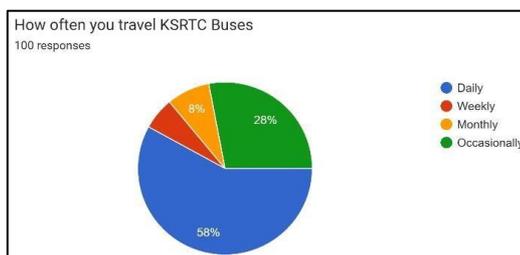
Figure 113.4: How Often the Respondents Travel by KSRTC Buses

From the figure we can get to know that 58% of respondents are travel daily, 28% are travel occasionally, 8% are travel monthly and 6% of the respondance are travel weekly.
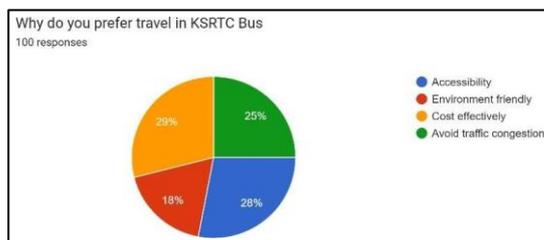
Figure 113.5: Why do The Respoindents Prefer to Travel by KSRTC Buses

In the above diagram we found that 29% of the respondents are prefer KSRTC because of cost effectiveness, 28% are prefer KSRTC because of accessibility , 25% are to avoid traffic and 18% are environment frindly.
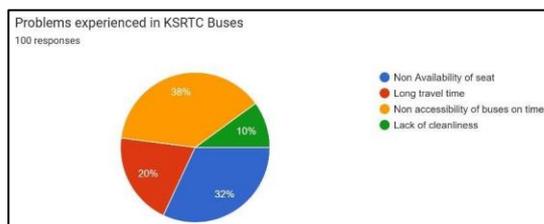
Figure 113.6: Problems Experienced by the respondents in KSRTC Buses

By the above chart we can found that 38% are facing the problem of non accessibility of buses on time, 32% are facing the problem of non availability of seat, 20% are facing the problem of long tarvel and remaing 10% of the respondents are facing lack of cleanliness.
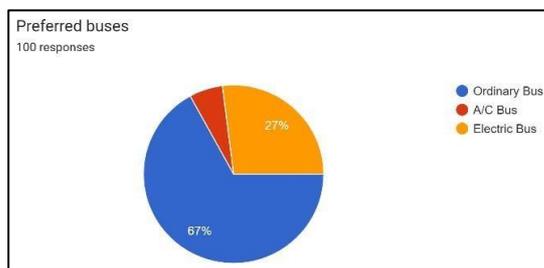
Figure 113.7: Preferred Buses of the Respondents

In total 100 respondence 67% are prefer travel in ordinary bus, 27% are prefer travel in electricbus, remaing 6% are prefer travel in A/C bus.
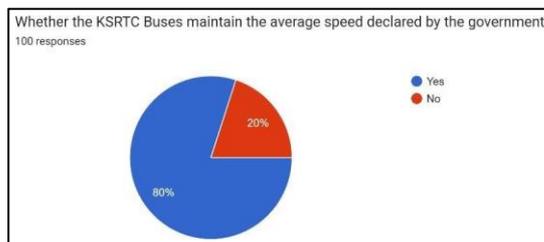
Figure 113.8: Whether the KSRTC Buses Maintain Average Speed Declared by the Government

By the above diagram we found that 80% are given YES as a response. Remaining 20% are given NO as a response.
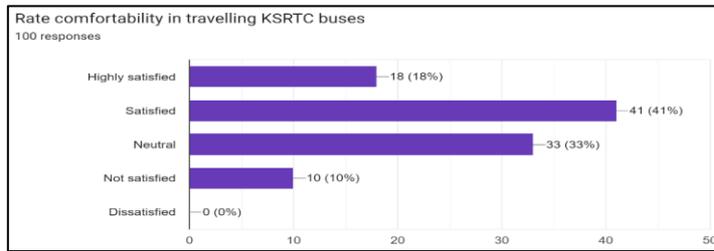
Figure 113.9: Rate Comfortability in Travelling by KSRTC Buses

41% of the respondents are Satisfied with travelling with KSRTC buses, 33% are Neutral, 18% are Highly Satisified.
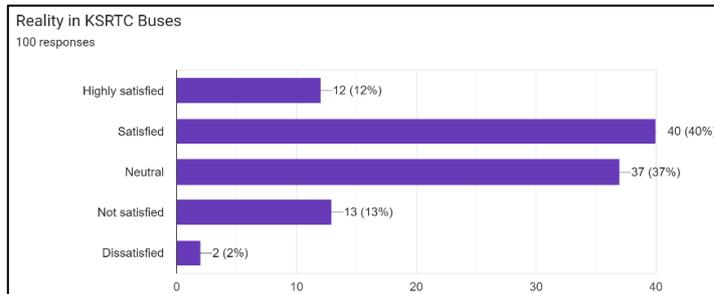
Figure 113.10: Satisfaction of the Respondents Traveled by KSRTC Buses

40% of the resondance are satisfied with Reality of KSRTC buses, 37% are Neutral, 13% are Not Satisified, 12% are Highly satisified and 2% are Dissatisified.

Figure 113.11: Respondents Experience regarding the Satffs' Behaviour of KSRTC Buses

Most of the respondents are somewhere between Satisfied and Neutral with regards to responsiveness, staff behavior and providing change to the passenger.
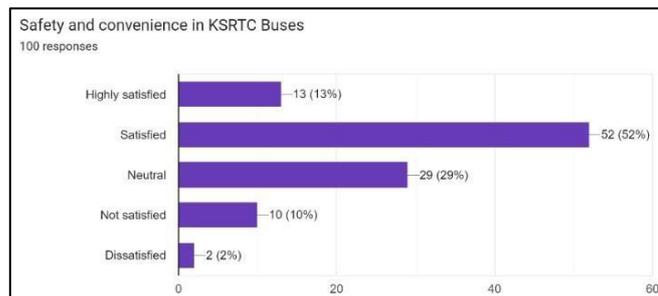
Figure 113.12: Respondents Experience regarding the Safety and Convenience in KSRTC Buses

Above chart shows that 52% of the respondance are satisfied with the safety and convenience in KSRTC, 29% are Neutral, 13% are highly satisfied, 10% are not satisfied and 2% are Dissatisfied with safety and convenience in KSRTC buses.

FINDINGS:

- Majority of the respondents are belonging to age group of 21-30.
- 57% of the respondents are male.
- A total of 69% of the 100 respondents use KSRTC bus for education purpose.
- Most of the respondents were use KSRTC buses for travelling purpose.
- There is a similar preference given by passengers regarding travelling in KSRTC buses that is accessibility 28% and eco-friendly 18% and cost effective 29% and traffic congestion 25%.
- Most of the people facing the problem like non accessibility of buses on time and non-availability of seats.
- Majority of the respondents prefer ordinary buses to travel.
- By the study we understood that KSRTC buses or maintaining the average speed declared by government.
- Majority of the respondents are satisfied with comfortability in travelling KSRTC buses.
- Respondents were given average results regarding reality in KSRTC buses.
- KSRTC staff provides satisfied behavior with their customers.
- As per the respondents KSRTC buses given safety and convenience while travelling.

SUGGESTIONS:

- To furnish travelers with excellent help public transportation ought to embrace a reasonable structure.
- Make sure daily travelers have enough amenities.
- The majority of people travel on regular buses, so the government ought to prioritize cleanliness and hygiene and provide seats for the elderly and those with special needs.
- ¶In the sector of public transportation, emergency medical assistance requires greater focus.

CONCLUSION:

The elements that influence how public transportation purchasers see the nature of the assistance are featured in this review. Cost, time, and the quality of the on-board comfort and convenience of transfers, as well as accessibility to route information, have been identified as essential aspects of public transportation service quality based on consumer priorities and perceptions. It was observed that these characteristics were connected to the entire voyage. The fact that service experiences influence expectations and sensitivity to quality attributes is yet another significant finding.

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LATEST DEVELOPMENTS IN HYPERSPECTRAL IMAGING AND CHEMOMETRICS FOR FOOD QUALITY ASSESSMENT – A REVIEW

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ABSTRACT:

Recent developments in hyperspectral imaging and chemometrics for food quality assessment have focused on improving the accuracy and speed of food quality assessment. These advancements include the development of novel imaging and chemometric techniques such as deep learning, machine learning, and artificial neural networks. Additionally, researchers have developed novel algorithms to improve the accuracy and speed of food quality assessment. For example, researchers have developed algorithms to identify the presence of contaminants in food, to identify the ripeness of fruits and vegetables, and to detect spoilage. Furthermore, researchers have also developed methods to assess the nutritional content of food, such as protein, fat, and carbohydrates. Finally, researchers have developed methods to assess the texture of food and to identify food allergens. These advancements are expected to improve the accuracy and speed of food quality assessment and to reduce the need for manual inspection.

Keywords: Hyper Spectral Imaging, Chemo Metrics, Food Quality, Assessment, Spectral Analysis.

INTRODUCTION:

Quality is the foremost key factor in the modern food industry. The food Industry and suppliers need to cater to the current growing need for low production and operating costs with zero tolerance to the quality and safety aspects. Adherence to quality standards and assurance of food safety always take the foremost priority irrespective of many other challenges. Meeting these challenges is a significant to grading food products for different markets. These factors demand the need for efficient, low-cost, and non-invasive quality and safety inspection technologies to gain customers confidence, market share, sustainability, and competitiveness. Assessment of the Quality of food is usually recognized by:

- **Physical Attributes:** Texture, color, tenderness etc.
- **Chemical Attributes:** Fat content, moisture, protein content, pH etc.
- **Biological Attributes:** Bacterial count etc.

Human Visual Inspection of assessment of quality and safety is tedious, inefficient and prone to errors. It also requires skilled analyst. Adopting Chemical and Biological experiments are even tedious, time and effort consuming, destructive, and may have adverse effects on environment and objects being studied. These challenges warranted the need for accurate, fast, real-time and non chemical detection technologies, in order to optimize quality and assure safety of food hence the Hyperspectral imaging techniques was absorbed and received much attention for food quality and safety evaluation and inspection. However Hyperspectral Imaging results in tremendous data volumes which lead to high data storage, processing time and transmission bandwidth. To address these challenges Chemometrics techniques are adopted.

In this paper, a wide-ranging review of the recent developments in hyperspectral imaging systems, Chemometrics and applications in food and food products are outlined.

PRINCIPLES OF HYPERSPECTRAL IMAGING SYSTEM (HYPERSPECTRAL IMAGING):

Fundamentals of Hyperspectral Imaging:

Hyperspectral imaging is an advanced imaging technique that captures high-resolution spectral information of a scene. It is a non-invasive method that can be used in various fields, such as remote sensing, medical imaging, food quality assessment, and environmental monitoring. The basic principle of hyperspectral imaging is to capture light reflected or emitted from a scene over a range of wavelengths, typically covering the visible, near-infrared, and shortwave infrared regions of the electromagnetic spectrum. Each wavelength of light provides unique information about the composition and physical properties of the materials in the scene. The hyperspectral imaging system consists of a hyperspectral camera, which is a sensitive detector that captures images at multiple wavelengths, and a computer that processes the data to create a spectral image. The spectral image is a three-dimensional data cube, where each pixel in the image contains spectral information for that location in the scene. Hyperspectral imaging has several advantages over traditional imaging techniques. It provides greater spectral resolution and sensitivity, allowing for the detection and identification of materials that are not visible with the naked eye or conventional cameras. It also enables the analysis of complex mixtures of materials, such as in remote sensing applications, where it is used to monitor and map the Earth's surface. In summary, hyperspectral imaging is a powerful imaging technique that provides high-resolution spectral information of a scene. Its applications are diverse and include remote sensing, medical imaging, food quality assessment, and environmental monitoring.
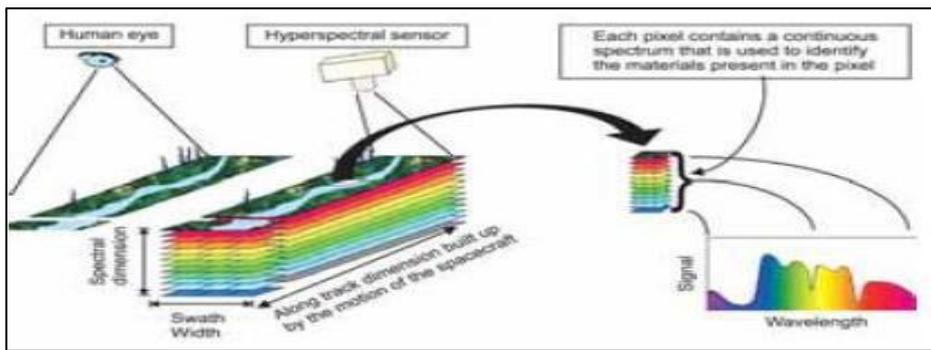
Figure 114.1: Hyperspectral Imaging Concept
(Courtesy: HyperMed Imaging)

Hyperspectral imaging is a technique that involves capturing and processing images of objects or scenes in multiple narrow and contiguous spectral bands. The fundamental of hyperspectral imaging are as shown in the below chart:
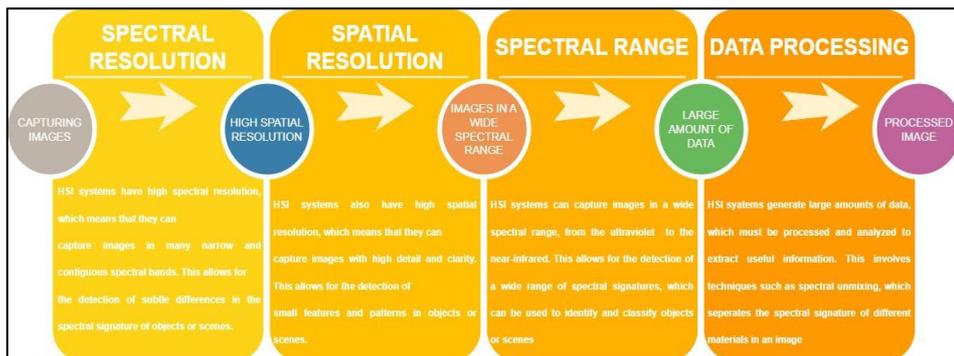
Figure 114.2: The Fundamental of Hyperspectral Imaging

Acquisition of Hyperspectral Images:
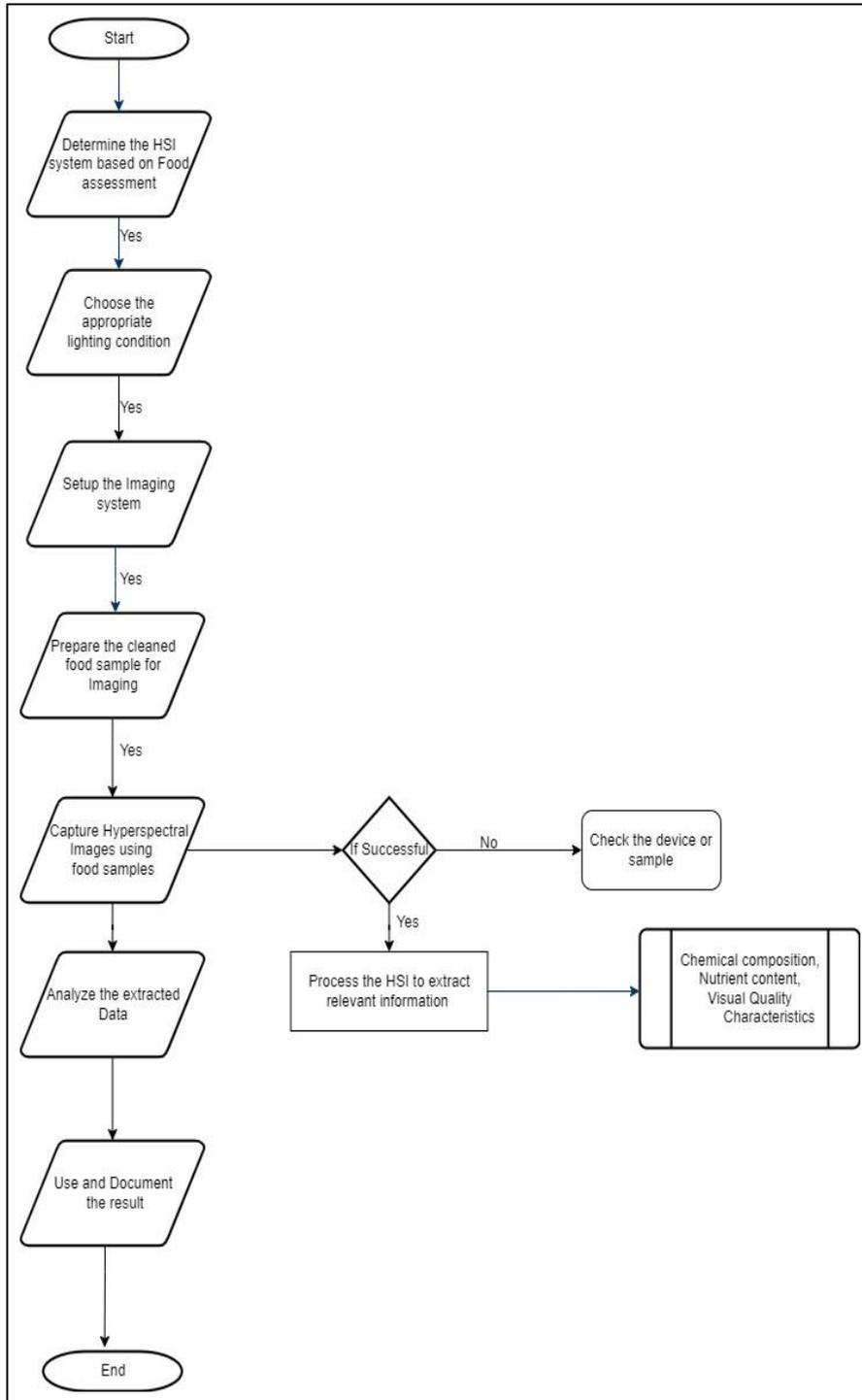
Figure 114.3: Hyperspectral Imaging Technique

Hyperspectral imaging is a technique used to collect and process information from across the electromagnetic spectrum. Hyperspectral images contain hundreds of narrow and contiguous spectral bands, which allow for a more detailed analysis of the materials or objects being imaged. The acquisition of hyperspectral images involves the use of hyperspectral sensors that capture information from different bands of the electromagnetic spectrum. The sensors can be mounted on a variety of platforms, such as airplanes, satellites, or drones, to capture images of the Earth's surface. The process of acquiring hyperspectral images involves several steps, including calibration of the sensor, image capture, image processing, and data analysis. During calibration, the sensor is adjusted to ensure that it is collecting accurate and consistent data. Image capture involves taking a series of images in different spectral bands, which are then combined to create a hyperspectral image. Image processing is used to enhance the quality of the hyperspectral image by correcting for various factors such as atmospheric distortion and removing noise. Once the image is processed, it can be analyzed using various techniques such as spectral analysis, classification, and mapping. The acquisition of hyperspectral images has many applications, including environmental monitoring, mineral exploration, agriculture, and defense. It allows for a more detailed analysis of the Earth's surface and provides valuable information for scientific research, resource management, and decision-making.

CHEMOMETRICS:

Overview and Importance of Chemometrics:

For each pixel, a whole spectrum is obtained and this is the differentiate factor of a hyperspectral image with respect to other imaging. The resulting huge quantity of data poses many challenges while processing the images as pointed out by Amigo in the framework of pharmaceutical preparations. The main challenge is extracting useful and meaningful information from the raw images. High dimensionality of the data will result in huge storage, processing and transmission bandwidth. In this context, Chemometrics is an appealing tool to reduce the dimensionality of the data, retain essential spectral information and classify or quantify important areas of a scene.

Grouping of Chemometrics Methods:

Chemometric methods can be categorized based on the desired information for applications. Qualitative/exploratory analysis involves techniques such as Principal Component Analysis (PCA) and Fixed Size Image Window–Evolving Factor Analysis (FSIW–EFA). Meanwhile, supervised and unsupervised classification techniques include PCA, K-means, fuzzy clustering, Linear Discriminant Analysis (LDA), Partial Least Squares-Discriminant Analysis (PLS-DA), fisher discriminant analysis (FDA), and Artificial Neural Networks (ANN). Additionally, resolution and quantization techniques include multivariate curve resolution (MCR), partial least squares regression (PLSR), ANN for regression, multi-linear regression (MLR), and classical least squares (CLS).

The combination of hyperspectral imaging and chemometrics is ideal for quality assessment of various food items, including fruits and vegetables, meat, dairy products, and grains. Chemometrics can optimize the performance of digital image processing, and Section (4) of the research paper outlines different chemometrics techniques that can be applied for effective food quality assessment. The analysis, design, and critical evaluation of these techniques have gained significant attention, which is essential for reducing the dimensionality of data for faster and more accessible digital image and video processing.

**Flowchart for Working of Hyperspectral Imaging and Chemometrics in Food Quality Assessment:**
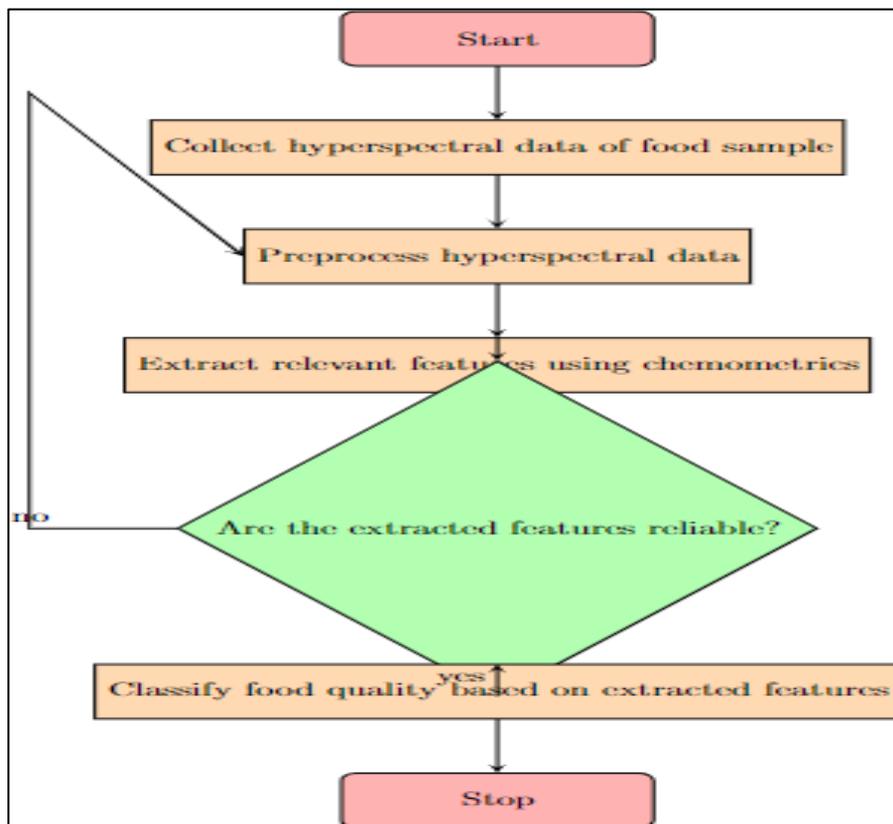
Figure 114.4: Flowchart for Working of Hyperspectral Imaging and Chemometrics in Food Quality Assessment

APPLICATIONS OF HYPERSPECTRAL IMAGING IN FOOD ANALYSIS:

Hyperspectral imaging techniques have become increasingly popular for evaluating and inspecting food quality and safety. The food industry has found many practical uses for hyperspectral imaging and chemometrics, which can be grouped into four main categories: fruits and vegetables, meat, dairy products, and grains. Each group has specific needs. For instance, the primary applications for fruits, vegetables, and meat involve identifying external defects and properties. Meanwhile, sorting is one of the primary applications for grains.

Overall, HYPERSPECTRUM IMAGING is a valuable tool for food analysis, as it can provide detailed information about the chemical, physical, and biological properties of food products, which can be used to improve their quality, safety, and authenticity, and to optimize their production processes.
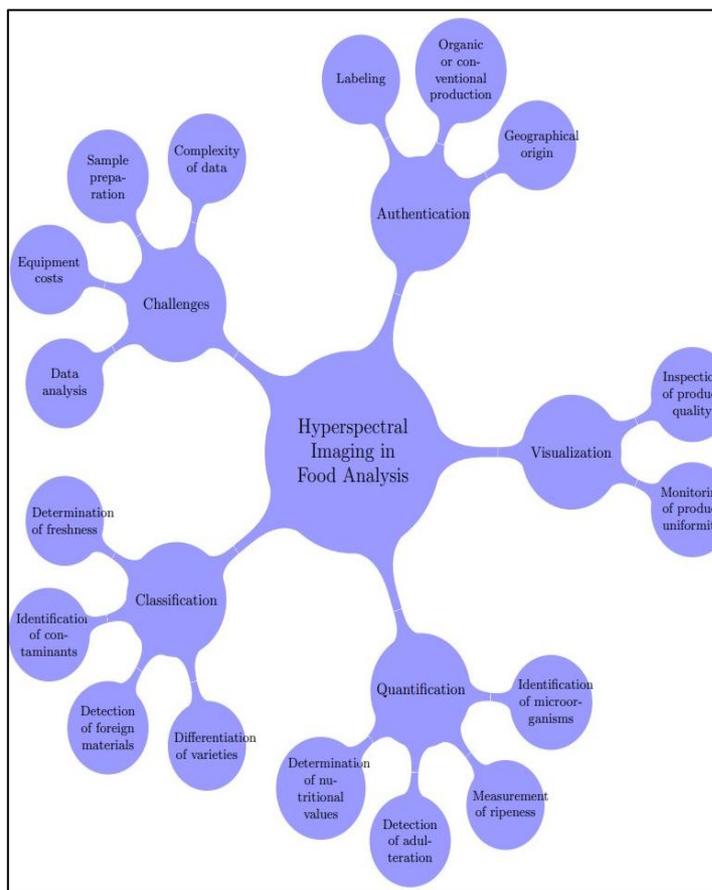
Figure 114.5: Hyperspectral Imaging in Food Analysis

Fruit – Bruise Detection of Apples and Citrus Fruit Inspection:

Customers are willing to pay a higher price for excellent quality and safe fruit. Hyperspectral imaging has demonstrated its effectiveness in evaluating the quality and safety of various fruits, including apple, citrus, pear, peach, oranges, almond nut, blueberry, citrus, grape seed, grape skin, and strawberry. The primary attributes that researchers focus on include contamination, bruises, surface defects, starch index, firmness, SSC, sugar content, bitter pit, and chilling injury/freeze damage. Bruising is a significant external defect that can result in a loss of quality and deterioration of fruit, frequently caused by harvesting or transportation.

Bruise Detection of Apples:

Figure 114.6: Bruise Detection of Apples

Over the last decade, hyperspectral imaging has primarily been used to detect bruise damage in apples, as demonstrated in studies conducted by Lorente et al. (2012), Nicolai et al. (2007), and Sun (2010). These studies utilized reflectance mode and the visible to near-infrared (VIS-NIR) range, which spans approximately 900-1700 nm. Apple bruising often occurs as a result of impact, compression, vibration, or abrasion during handling, and impact bruises may not be immediately visible. Detecting these bruises early is crucial for improving the quality of the product.

The System mainly consisted of:

- The hyperspectral imaging system utilized in these studies included an InGaAs area array camera that covered the spectral range of 900-1700 nm
- An imaging spectrograph connected to the camera.
- 25 mm focal length TV Lens Computer.
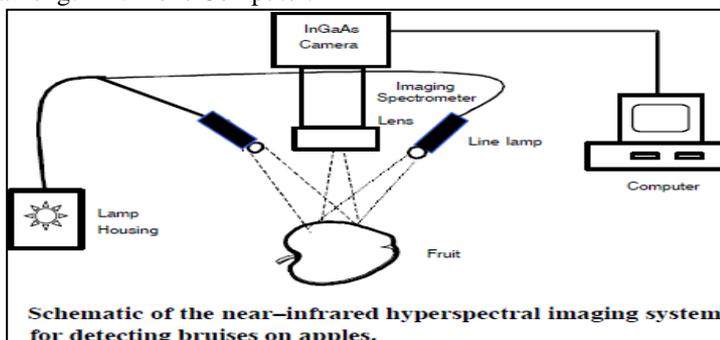
Figure 114.7: Block diagram of a System

Flowchart Illustrating the Detection of Bruises in Apples using Hyperspectral Imaging:
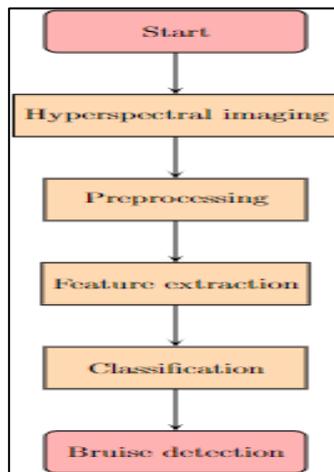
Figure 114.8: Flowchart Illustrating the Detection of Bruises in Apples using Hyperspectral Imaging

Sequence of Events:

- The light beam entered the spectrograph. It was dispersed into different directions according to wavelength.
- The dispersed light was then mapped onto the InGaAs detector resulting in a two–dimensional image, one dimension representing the spectral axis and the other the spatial information for the scanning line.

- By scanning the entire surface of the fruit, three–dimensional hyperspectral image cube was created, where two dimensions represented the spatial information and the third represented the spectral information
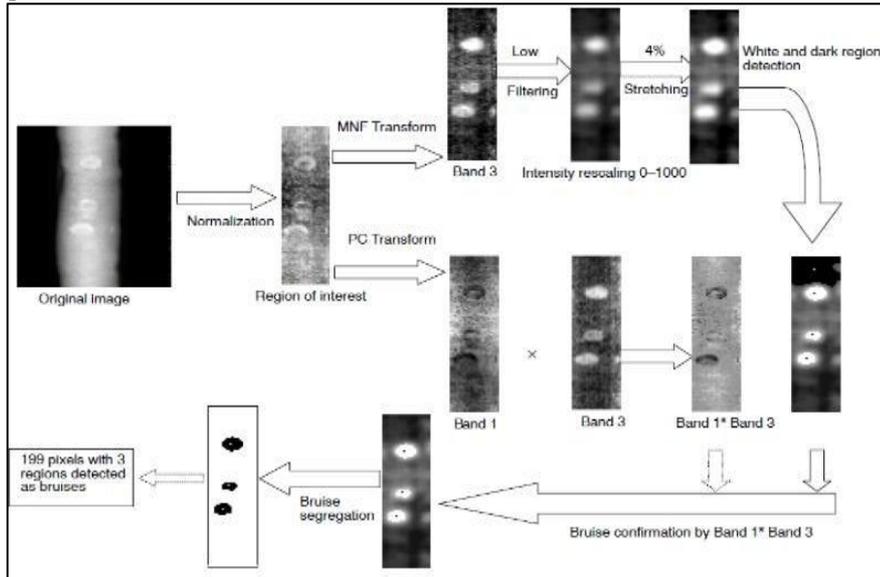
Figure 114.9: Procedure used to Detect Bruises on Apples
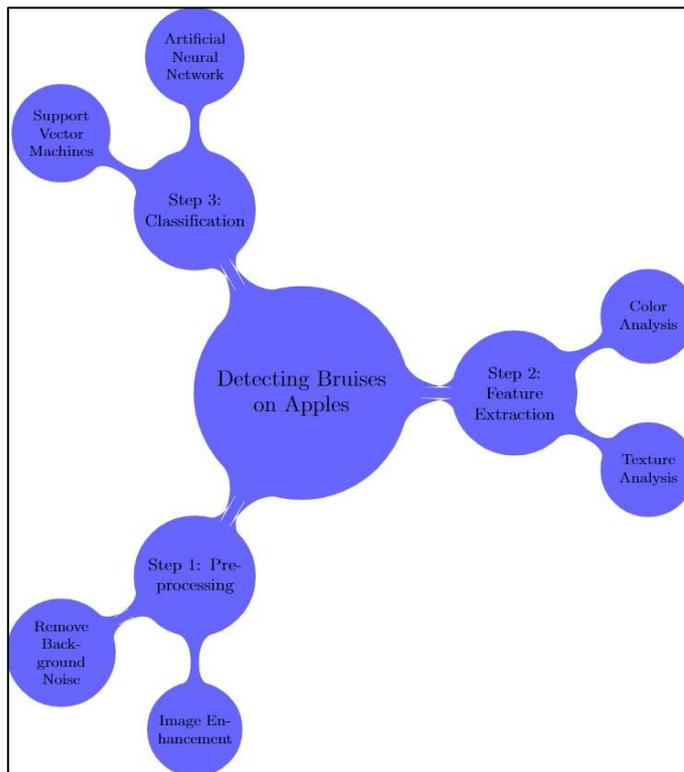
Figure 114.10: Mindmap to detecting Bruises on Apple

Here is an illustration of how Principle Component (PC) and Minimum Noise Fraction (MNF) transforms can be used in tandem to identify the spectral region and band resolution that are suitable for bruising identification regardless of the age of the bruising. Nonetheless, the literature [17] discusses the algorithm development and procedure.

CITRUS FRUIT INSPECTION:

Citrus fruit is another type of fruits that require early detection of fungal infections using Hyperspectral imaging. A small number of fruit that infected by fungi can spread the infection to a whole consignment of citrus fruit.
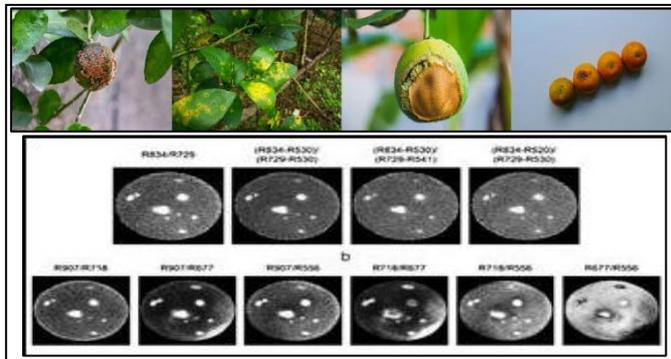
Figure 114.11: Citrus Fruit Inspection
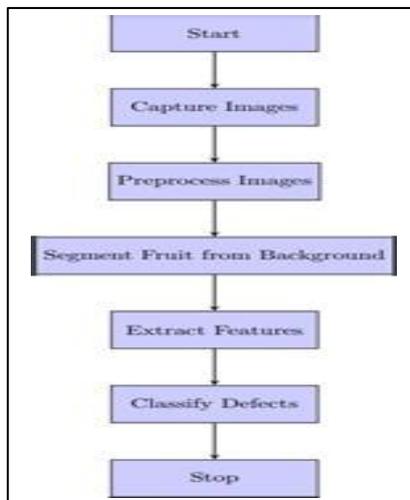
Figure 114.12: Flowchart of the Citrus Fruit Inspection Process

Citrus fruit inspection is an important process to ensure the quality and safety of citrus fruits for consumers. Hyperspectral imaging has proven to be an effective tool for citrus fruit inspection, as it can provide detailed information on the fruit's physical and chemical properties. This method can detect various quality attributes, including size, shape, color, blemishes, bruises, and internal defects such as watercore and dryness. In addition, hyperspectral imaging can also identify potential safety hazards, such as pesticide residues and fungal infections. By using hyperspectral imaging for citrus fruit inspection, producers and suppliers can ensure that their products meet the necessary quality and safety standards, thus enhancing consumer confidence and satisfaction.

VEGETABLES:

Numerous studies have focused on identifying defects in various vegetables, such as cucumbers, potatoes, tomatoes, mung beans, and soybeans. However, hyperspectral imaging (HSI) systems are particularly effective for sorting potatoes in large quantities. Despite the challenges posed by the complex nature of HSI data and the massive amounts of data involved, a new camera system technology known as the EVK Chemical Color Camera (EC3) has been developed to bridge the gap between spectroscopy and industrial image processing.

Sugar-End Growth Defect:

The development abnormality known as Sugar-Ends (SE), often referred to as "Translucent-Ends" or "Jelly-Ends," is quite common. Fructose, glucose, sucrose, and starch concentrations differ between the proximal and distal ends of potatoes that have been affected. The Maillard-Reaction causes potatoes with SE to fry, giving them an unfavourable dark brown colour at the proximal end and a suitable golden tan hue at the distal end. A NIR system like Helios-EC3 with a wavelength range of 1100 nm to 1700 nm proved to be an accurate choice because this growth disorder is detectable at a spectral wavelength range of around 1300 nm and not in the vision light range (380 nm-780 nm). [19]

Measurement System:

The HELIOS-EC3 NIR equipment allows for Sugar-End detection by assessing chemical and physical properties at wavelengths between 0.9 and 1.7 m. The chemical color information is analyzed using common EVK sensor system image processing methods, such as classification and object detection, to create a chemical color image of a line of delivered potatoes being scanned by the system using a halogen light source. This technique reduces the quantity of spectral data produced by Hyperspectral imaging systems (HSI) by converting the spectrum data into color information, effectively transforming an HSI system into a chemical-color-line camera. The Helios System performs the preprocessing and transition from spectral to color-information, enabling quick data throughput and the system's usage in inline applications. The Helios EC3-Configurator constrains colors to chemical information by controlling systematic spectral fluctuations seen in referenced spectra.

Steps for Assessment:

Step 1: Steam peeled potatoes with a speed of 1.2 m/s were scanned with a rate of 330 frames per second to get the HSI-Data.
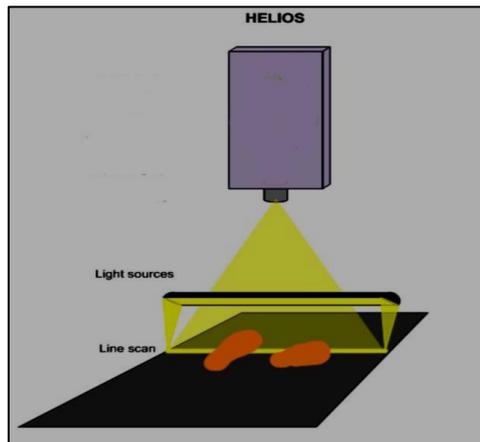

Figure 114.13: HELIOS EC3 NIR System (EVK DI Kerschhaggl GmbH/Raaba)

Step 2: The appropriate preprocessing method has to be chosen. To eliminate light interferences caused by the geometrical or environmental influences the HSI data was normalized and foreground-background segmentation was applied.
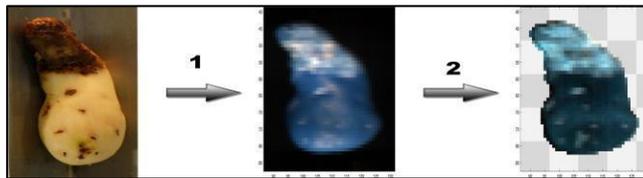
Figure 114.14: Applying Preprocessing of HSI-Data

Step 3: Some preprocessed spectra can be seen. With these spectra and those spectra taken over a long period of time a chemical color transformation was calculated. The quality and robustness of such an EC3-model depends on the variety and quantity of spectra available. As it is the goal of the EC3-model to describe the entire abundance of the searched defect, many spectra were chosen. An example of the result of the applied chemical color transformation can be seen.
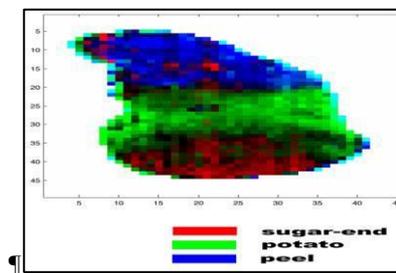
Figure 114.15: The Resulting Image of a Chemical Color Transformation

FISH:

Quality analysis and evaluation for fish and other seafoods is playing an important role in providing products of superior quality in consideration of human health and international trade. Currently, it is necessary to look for effective and rapid techniques to monitor quality changes and safety indices due to the vulnerability and perishability of aquatic products. Nematode infection is a common problem occurring in fishing nations, and it is also a severe issue of food safety. These incidents about nematodes such as parasites in fish muscle to a great extent result in an instant negative response from consumers towards the product, and further generate disbelief in fish as a healthy and nutritious product as well as the noteworthy reduction of fish international trade and consumption (Heia et al., 2007). Therefore, it is important for the fish processing industry to avoid the occurrence of parasites in fish products and detect them on-line. Currently, commercial means of detecting parasites commonly depends on manual and candling inspection with a white light table. However, the efficiency of recognition by traditional method is relatively low (Heia et al., 2007; Sivertsen, Heia, Stormo, Elvevoll, &Nilsen, 2011).
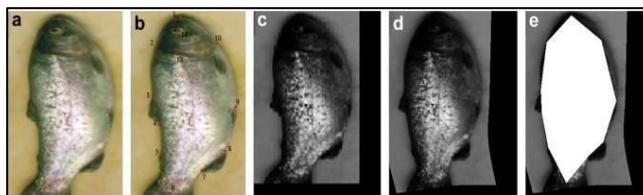

Figure 114.16: Quality Evaluation of Fish by Hyperspectral Imaging (ScienceDirect.com)

Hyperspectral imaging has been developed to detect parasite contamination. In an early study, Wold, Westad, and Heia (2001) investigated the multispectral imaging technique in the visible and near infrared spectral region in alliance with soft independent modeling by class analogy (SIMCA)

approach for automatic detection of parasites in cod fillets. It was observed that the spectral features of parasites obtained from the images were different from those of fish muscles free of parasites and this technique was capable of detecting parasites at the depths of 6 mm into the fish flesh, which created fairly good classification evidence and benefited to on-line assessment. It was in concurrence with the study reported by Heia et al. (2007) using the imaging spectroscopy to discriminate good fish muscle from those with parasites for the same cod species. The only difference was that in this study, Partial Least Squares Discriminant Analysis (PLS-DA) and image filtering techniques were used to analyse the spectral information. Encouragingly, the measuring depth has also been extended to8 mm below the fillet surface that was 2 or 3 mm deeper than the depth observed by manual inspection of fish fillets (Petursson, 1991). It has also proved that this technique has the potential to identify parasites located both on the outside and inside of the fillets for on-line industrial purposes.[20]

GRAINS:

Some research work also has been conducted for detection of damage and contaminants of grains. Williams et al. [96] developed the NIR hyperspectral imaging system (1,000– 2,498 nm) to track changes in fungal contamination of whole maize kernels. PLS regression models were established to assess the changes over time. The results indicated the possibility of the early detection of fungal contamination and activity. NIR hyperspectral imaging technology has also been applied to detect damaged wheat kernels. A NIR hyperspectral imaging system in the range of wavelengths 1,000– 1,600 nm was developed for detection of insect-damaged wheat kernels [103]. LDA and QDA were employed to classify healthy and insect-damaged wheat kernels and the classification accuracy was 85%–100%. Later, another NIR hyperspectral imaging system (700–1,100 nm) was established to discriminate healthy and midge-damaged wheat kernels by the same research team [92]. Statistical features and histogram features were extracted from hyperspectral images at significant wavelengths. Three statistical classifiers were used for classification. The high average accuracy (95.3%–99.3%) strongly indicated the potential of NIR hyperspectral imaging for detection of damaged wheat kernels.[21]
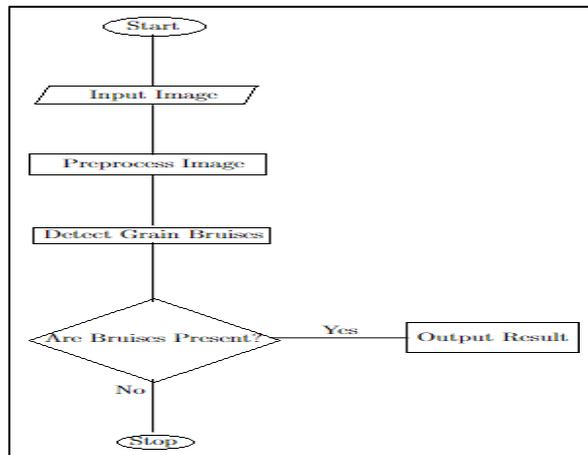

Figure 114.17: Flow Chart for Detecting Grain Bruises

Hyperspectral imaging and chemometrics are powerful tools that can be effectively used to detect and solve bruises in grains. Bruises in grains can result from a variety of factors, including mechanical damage during harvesting and transportation, insect infestation, and fungal infection. These bruises can have a significant impact on the quality and safety of the grain, and can lead to economic losses for farmers and processors. Hyperspectral imaging is a non-destructive imaging

technique that captures both spatial and spectral information about a sample. The technique uses a range of wavelengths of light to create an image that can reveal chemical and physical properties of the sample. Hyperspectral imaging has been successfully used in various fields such as food industry, medicine, and agriculture to detect and analyze quality attributes of different materials.

Chemometrics is a statistical approach that is used to extract useful information from large and complex datasets. Chemometrics can be used in conjunction with hyperspectral imaging to analyze the spectral data obtained from the hyperspectral images and extract relevant information about the sample. By combining hyperspectral imaging and chemometrics, it is possible to identify the specific wavelengths of light that are associated with the presence of bruises in grains, and use this information to develop effective detection methods. One of the key advantages of hyperspectral imaging and chemometrics is that they allow for non-destructive testing of grains, which means that the samples can be analyzed without altering or damaging them. This is particularly important in the grain industry, where the quality of the grain must be preserved in order to maintain its value. Hyperspectral imaging and chemometrics can also provide a fast and accurate method for detecting bruises in grains, which can help to reduce losses and improve the efficiency of the grain processing industry.

In conclusion, hyperspectral imaging and chemometrics are powerful tools that can be effectively used to detect and solve bruises in grains. By combining these techniques, it is possible to identify and analyze the specific wavelengths of light that are associated with the presence of bruises in grains, and develop effective detection methods that are non-destructive, fast, and accurate.

CHALLENGES:
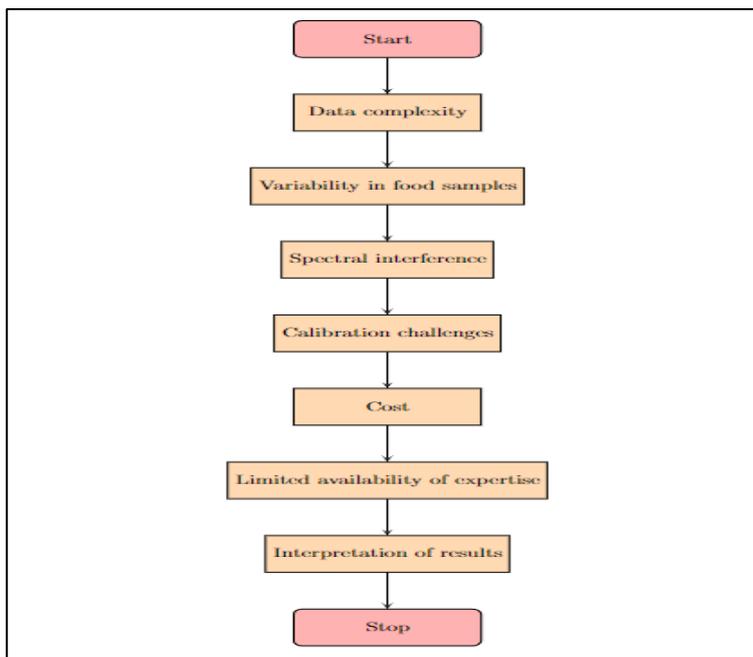
Figure 114.18: Flow Chart for Challenges of Hyperspectral Imaging and Chemometrics

The text highlights the challenges that hyperspectral imaging and chemometrics face in food quality assessment. The challenges include data complexity, variability in food samples, spectral interference, calibration challenges, high cost, limited availability of expertise, and interpretation of results. These challenges must be addressed to ensure that these powerful tools can be effectively used in the food industry.

SOLUTION:
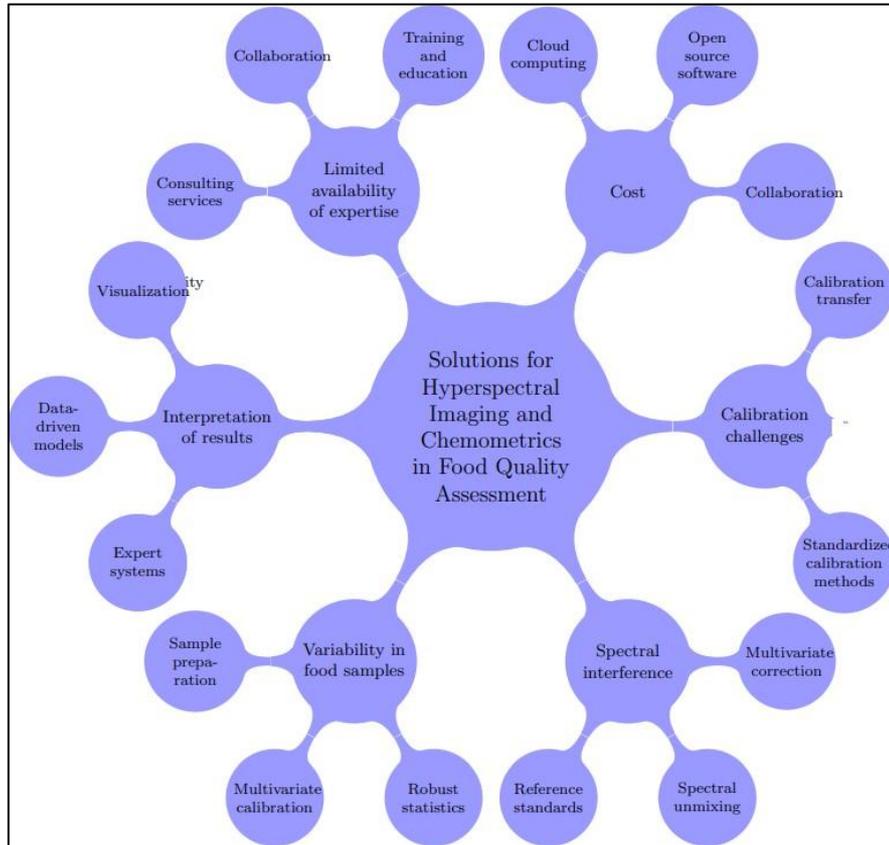
Figure 114.19: solution for Hyperspectral Imaging and Chemometrics

OTHER APPLICATIONS OF BIOFILM DETECTION:

Recently, Jun et al. [107] reported the utilization of macro-scale fluorescence hyperspectral imaging to evaluate the potential detection of pathogenic bacterial biofilm formations on five types of food-contact surface materials: stainless steel, high density polyethylene (HDPE), plastic laminate (Formica), and two variations of polished granite. These materials are commonly used to process and handle food, and sometimes cause biofilm pollution on food surface. Spots of biofilm (E. coli O157:H7 and Salmonella biofilm) growth were produced on sample surfaces and stored and scanned by fluorescence hyperspectral imaging system using ultraviolet-A excitation (421–700 nm, including a C-mount object lens, F1.9 35 mm).
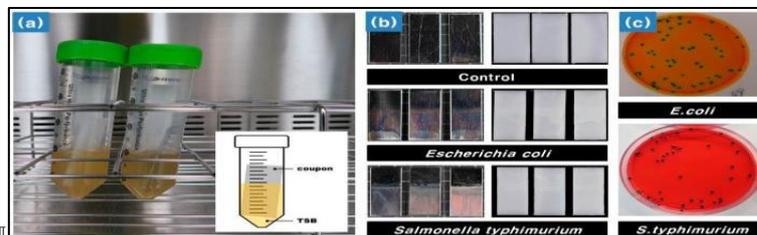

Figure 114.20: Detecting Bacterial Biofilm using HIS(MDPI)

PCA was used to reduce the dimensionality of hyperspectral images and an image processing method was developed based on single-band and two-band ratio techniques to select the wavebands appropriate for differentiating biofilm spots form different backgrounds. The suitable spectral fluorescence band for detecting microbial biofilm on stainless steel surfaces was 559 nm, with overall detection rate of 95%. For HDPE and granite, ratios between different two bands provided the most efficient results. For Formica, the results were not accurate enough to detect biofilms effectively. The result of this study showed the hyperspectral imaging could also be used to develop portable hand- held devices for sanitation inspection of food packaging, which has been a big issue for food processing. It was also noted that low cell population density may influence the accuracy of biofilm inspection of food processing surfaces. More studies could be conducted on the hyperspectral imaging biofilm detection, especially in low cell population density.

ASSESSING THE HYPERSPECTRAL IMAGING AND CHEMOMETRICS FOR FOOD QUALITY ASSESSMENT:

Findings from a Survey:

The survey aims to investigate the use of hyperspectral imaging and chemometrics for food quality assessment. Hyperspectral imaging is a non-destructive method that can provide information on food quality and safety, while chemometrics can be used to analyze and interpret the complex data obtained from hyperspectral imaging. The survey seeks to gather information on the current use of these techniques in the food industry, the benefits and limitations of their use, and potential areas for improvement. The results of the survey will be used to inform future research and development in the field of food quality assessment.

### Representation:

Continued...
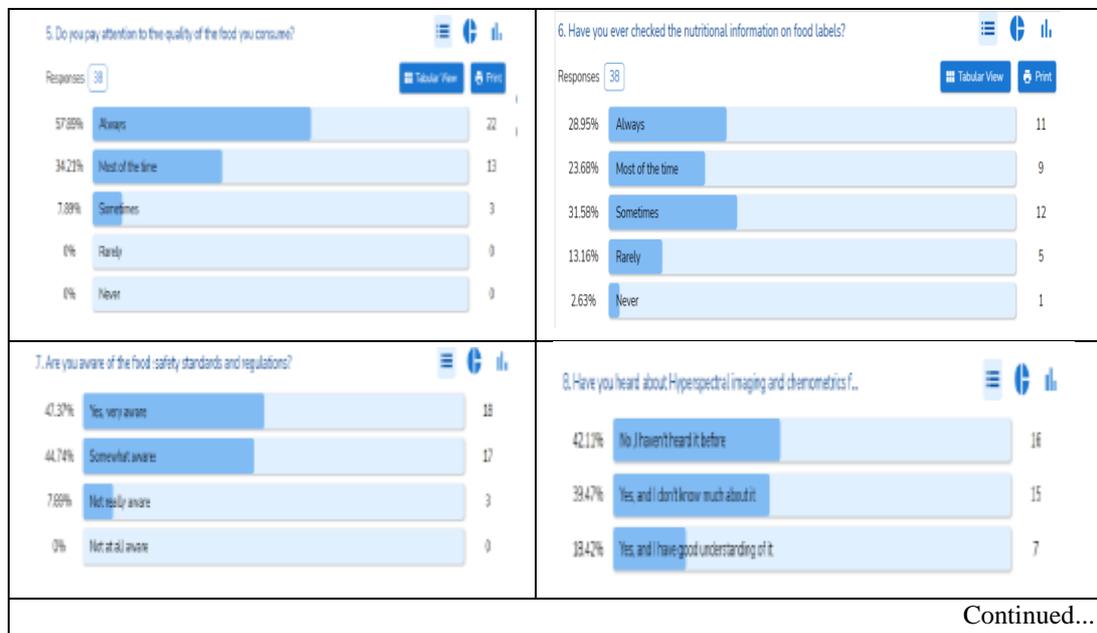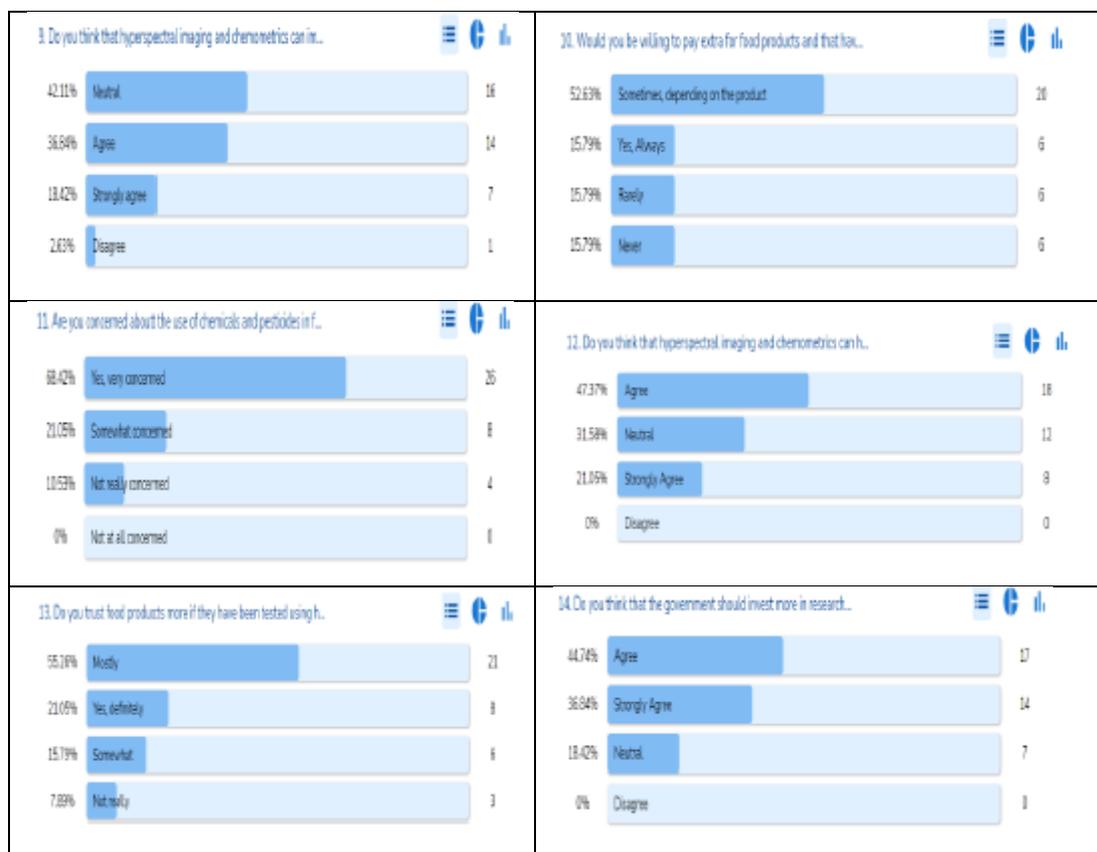
Figure 114.21: Graphical Representation of the Survey

KEY FACTS:

Key findings of the survey on hyperspectral imaging and chemometrics for food quality assessment include:

- 57% of respondents always pay attention to the quality of food they consume.
- 31.58% of respondents sometimes check nutritional information on food labels.
- 47.37% of respondents are very aware of food safety standards and regulations.
- 42.11% of respondents have not heard of hyperspectral imaging and chemometrics for food quality assessment.
- 36.84% of respondents agree that hyperspectral imaging and chemometrics can improve food quality, while 42.11% are neutral.
- 52.63% of respondents are sometimes willing to pay extra for food products tested through hyperspectral imaging and chemometrics.
- 68% of respondents are very concerned about the use of chemicals and pesticides in food.
- 47.37% of respondents agree that hyperspectral imaging and chemometrics can maintain transparency in the food industry.
- 55% of respondents mostly trust food products that have been tested using hyperspectral imaging and chemometrics.
- 36.84% of respondents strongly agree that the government should invest more in research of hyperspectral imaging and chemometrics for food quality assessment and overall analysis.

SUMMARY:

The survey found that 57% of respondents always pay attention to food quality, while 31.58% sometimes check nutritional labels. 47.37% are very aware of food safety regulations, but 42.11% haven't heard of hyperspectral imaging and chemometrics. Of those who have, 36.84% agree it can improve food quality. 68% are concerned about chemicals in food, and 47.37% agree hyperspectral imaging can maintain transparency in the industry. Finally, 55% mostly trust products tested with hyperspectral imaging, and 36.84% strongly agree the government should invest more in research.

CONCLUSION:

Hyperspectral imaging is a complex, highly multidisciplinary field with the aim of realizing efficient and reliable measurement of bothcontents and spatial distributions of multiple chemical constituents and physical attributes simultaneously without monotonous samplepreparation, and therefore offering the possibility of designing inspection systems for the automatic grading and nutrition determinationof food products. The various applications outlined in this review show the capability of using hyperspectral imaging for sample classificationand grading, defect and disease detection, distribution visualization of chemical attributes in chemical images, and evaluations of overall quality of meat, fruits, vegetables, and other food products. Moreover, currently some practical implementations for real-time monitoring are already available. It is anticipated that real-time food monitoring systems with this technique can be expected to meet the requirements of the modern industrial control and sorting systems in the near future.The full potential of hyperspectral imaging on grading and classification of all varieties of food items would be explored in the future works.Feasibility of Hyperspectral Imaging for quality assessment of food items which are of liquid forms (Ex - Cooking Oil, Fruit juice, Milk) can be investigated.

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A STUDY ON CHALLENGE AND CUSTOMERS SATISFACTION BY ADOPTION OF DIGITAL WALLET WITH SPECIAL REFERENCE YELAHANKA

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ABSTRACT:

People are utilizing more practical and secure technology in today's fast-paced society to improve their quality of life. More than five billion people will be using digital wallets by 2026 as "super apps" drive adoption in developing countries, according to a global study. The next four years will see the number of global users hit 5.2 billion, compared with 3.4 billion this year, says the study from Research. The shift to digital payments benefits from more transparency in swift and safe transactions. Inadequate infrastructure, slow internet speeds, digital illiteracy, and other issues stand in the way of its successful deployment. Physical wallets are no longer necessary thanks to digital wallets, which securely and conveniently hold all of a user's payment information, E-wallet money is utilized by companies, banks, and customers in many different sectors of the global economy. People have been using payment solutions like Paytm, Free charge, Mobi Kwik, Oxigen, mRuppee, Airtel Money, Jio Money, SBI Buddy, itz Cash, Citrus Pay, Vodafone M-Pesa, Axis Bank Lime, ICICI Pockets, Speed Pay etc, since the invention of the digital wallet for everyday transactions. A digital wallet is something that is easy to use. Examining the causes of digital wallets' rising popularity in India and the sustainability issues this ground-breaking product has due to disconnects between user expectations and levels of satisfaction with top wallet businesses are the goals of this research. This study may assist digital wallet service providers in better understanding the customer's viewpoint on many areas of digital wallet security, which will encourage service providers to create properly constructed rules that will encourage customers to use digital wallet services.

Keywords: Technological Advancements. Digital Wallet. Roadblocks.

INTRODUCTION:

The creation of digital India is the result of numerous inventions and technological developments. Honorable Prime Minister Mr. Narendra Modi is responsible for the "Digital India" initiative. Three areas are emphasized in the program's vision: building digital infrastructure, providing government and services on demand, and giving citizens digital empowerment. credit card information, email contacts, passwords, and virtual data like a license can all be stored in a digital wallet. A software program, typically for a smartphone, that functions as an electronic equivalent of a physical wallet is a digital wallet. The epidemic has an impact on using a digital wallet. In- store contactless payment methods were becoming more popular, and consumers were shopping more online. A digital wallet provided both physical distance and assurance. Digital wallets assist with a variety of transactions, including various transactions, such as making payment like electricity, water fees etc. Shopping , buying movie tickets, booking train and flight seats and mobile recharge, DTH etc.

All of the information that is stored in a digital wallet is also secure. This includes name, kind, and other important components, and which can also be quickly restored if the data is lost thanks to the option for backing up data. Digital wallets can be used for a variety of things, including online shopping and in-person transactions via mobile devices. With the use of the digital wallet for everyday transactions, the

contemporary economy is evolving into a cashless one. Digital wallet payment systems have been created by numerous e-commerce businesses. The advancement of digitalization through the internet has sped up the shift from manual to online payment methods and globalization. Electronic payments have grown more and more important to people. Digital wallets can be used for a variety of things, including online shopping and in-person transactions via mobile devices. With the use of the digital wallet for everyday transactions, the contemporary economy is evolving into a cashless one. Digital wallet payment systems have been created by numerous e-commerce businesses. The advancement of digitalization through the internet has sped up the shift from manual to online payment methods and globalization. As a result, people are more dependent on electronic money to complete transactions. Customers' feelings of security and trust have a big impact on how satisfied they are. Digital wallets are equipped with QR technology, allowing users to effortlessly complete transactions by just scanning the QR code.

OBJECTIVES:

- To know the challenge facing by public while in usage of digital wallets
- To know the level of consumers satisfaction by using digital wallets

RESEARCH METHODOLAGY:

This methodology consists of primary data collection by using Google form with 11 questioners. This questioners includes option like yes or no, satisfied or unsatisfied, useful or not useful, strongly agree or strongly disagree and google form made available in online and secondary data consist various websites, article and news paper

REVIEW OF LITERATURE:

- **Adoption of Digital Wallet by Consumers:** Dr Hem Shweta Rathore: In today-world, smartphone has become essential part of daily life. Due to technology, mobile users can nowadays use their smartphones to make money transaction or payment by using applications installed in the phone. When smartphones can function as leather wallets, it is called "Digital Wallet" or widely known as "Mobile Wallet". The present study tries to study the various factors that can affect a consumer's decision to adopt digital wallet as a mode of online payment. Apart from this, the study also attempts to find out the various risks and challenges faced by users of digital wallet.

- **Review of Digital Wallet Requirements:** Fintech companies are driven towards enhancing financial services currently being provided by consecutive financial institutions. Digital wallet is the latest invention of finance technology, which is a great tool for making our payment transaction very easily and fast. Many digital wallet applications have already been developed and implemented in payment transactions. An effective number of cyber threats targeting the monetary system have made security an imperative component of the banking system. This paper outlines the digital wallets' threats and also provides the requirements of digital wallets that technically try to address the fear of security customers as usual providers, while assisting in the successful implementation of digital wallets.

- **Usage Behavior on Digital Wallet:** Perspective of the Theory of Unification of Acceptance and Use of Technology Models: At present the phenomena what is happening is on the use of financial technology in particular with regard to digital payments. In recent years a new technological innovation has emerged called financial technology. Financial technology is a combination of financial services and technology, where this technology has changed the behavior of the community, which was originally made by face-to-face payment transactions and carry a nominal amount of money, but now can be processed quickly without being limited by distance.

FINDINGS:
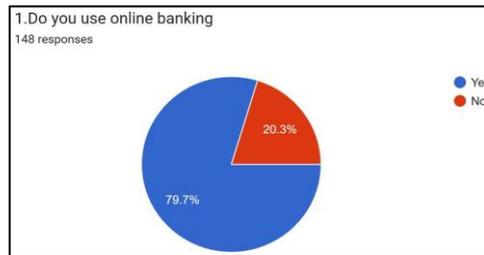
Figure 115.1: Question 1

Out of 148 responses 79.7% are using online banking, around 20.3% are not using.
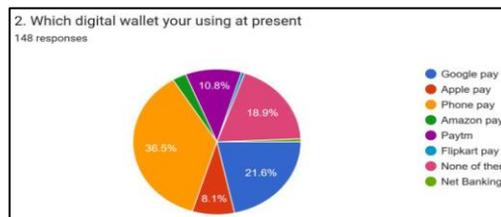
Figure 115.2: Question 2

Out of 148 responses, 38.5% of respondents use phone pay, 21.6% use flip kart pay, 10.8% use payTM, 8.1% use apple pay, over 5% use amazon pay and net banking, and 18.9% do not use any of the aforementioned methods (Figure 115.2). Many believe using digital payments is risky because they don't trust the internet and worry about security issues. The belief that someone else having access to your bank account is a widespread one, and it has prevented many people from using digital payments.
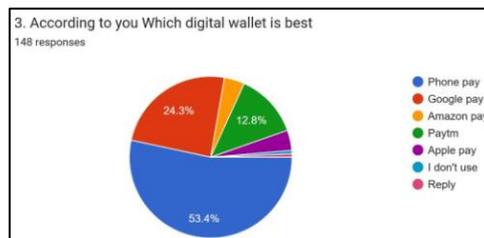

Figure 115.3: Question 3

In figure 115.3 of 148 responses, 53.4% of respondents believe that phone pay is the best method of payment, followed by about 24.3% who believe that Google Pay is the best method, 12.8% who believe that Paytm is the best digital wallet, above 7% who believe that Amazon Pay is the best digital wallet, and above 10% who believe that Apple Pay is the best in terms of convenience. 5% or less of people does not utilize digital wallets.
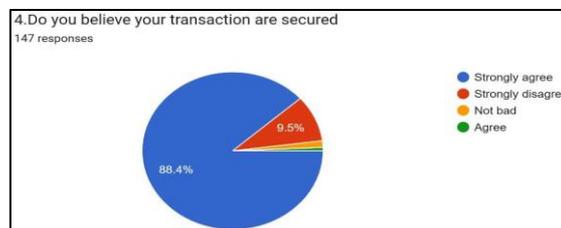

Figure 115.4: Question 4

In figure 115.4, approximately 88.4% of respondents strongly agreed that digital wallets are secure, while 9.5% strongly disagreed and believed they weren't safe and secure. Additionally, more than 5% of respondents strongly agreed that digital wallets are safe, while more than 3% strongly disagreed, and vice versa.
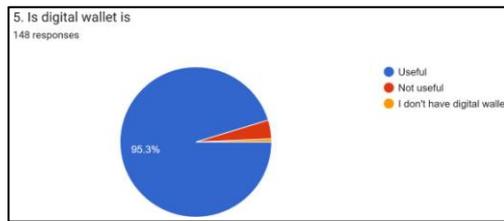

Figure 115.5: Question 5

In figure 115.5 showing that around 95.3% opinion that digital wallet is useful, around 12% of people opinion that digital wallet is not useful and above 7% of people not using digital wallet.
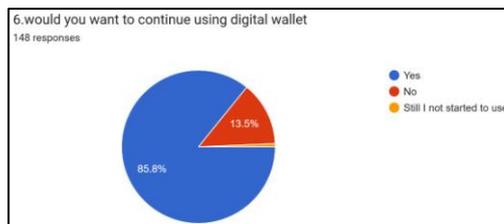

Figure 115.6: Question 6

Almost 85.8% of people believe that using a digital wallet is simple and secure, thus they intend to keep using one. By contrast, 13.5% of individuals disagree, and only about 3% have not yet begun using one.
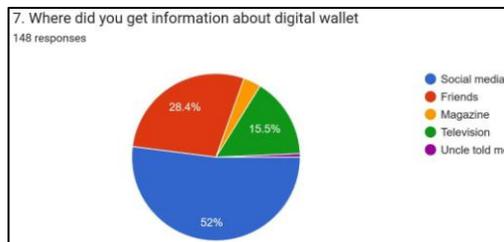

Figure 115.7: Question 7

In figure 115.7 showing that 52% of people got information about digital wallet through social media, 28.4% of people got information through friends, 15,5% of people received information through television, around 8% got information through magazine.
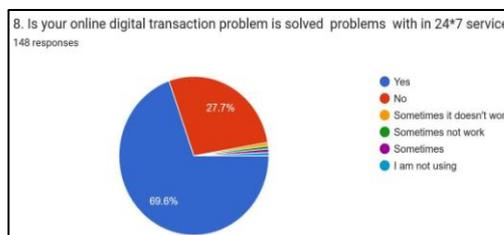

Figure 115.8: Question 8

In figure 115.8 showing: 69.6% digital wallet users agreed that digital transactions problem solved with in 24*7, around 27.7% of not agreed, and above 10% of digital users agreed that some time doesn't work and above 7% users opinion that some time.

Figure 115.9: Question 9

In figure 115.9 showing that out of 147 responses 78.2% digital wallet users aware about the offers and discounts of digital wallet and 21.8% of users not aware about offers and discounts of digital wallets.
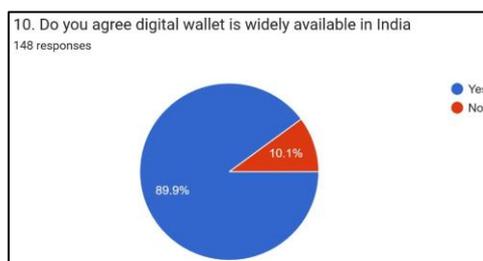

Figure 115.10: Question 10

In figure 115.10 out of 148 responses around 89.9% of agreeing that digital wallet widely used in India and around 10.1% of opinion that digital wallet not widely available in India.
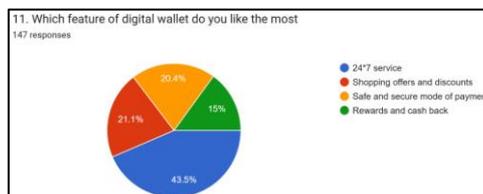

Figure 115.11: Question 11

In figure 115.11: out of 147 responses 43.5% of digital wallet users like 24*7 service, 21.1% of people likes shopping offers and discounts, around 20.4% of people likes safe and secure mode of payment and 15% of users likes rewards and cash back features.

SUGGESTIONS:

- For India to become a fully digital nation, three things must change. Infrastructure in technology comes first. A sound technological architecture is necessary for digital consumption. The Indian government is investing a lot of money in creating the necessary technological infrastructure. The institutional readiness comes in second.

- Technology is never automatic; competent executors are required for any technology infrastructure to work. To increase their capacity to deliver, government agencies and organizations are undergoing extensive process reform. To create a strong product, they are utilizing a number of additional digital platforms, including UIADAI, Digi Locker, and the enabling policy environment.

- The citizens, both individuals and corporations, come in third. Any system must be used by the individuals it was intended for in order for it to function. Hence, Digital India won't really become a reality until it reaches the third level of preparedness. Every person may help make Digital India a reality as an average Indian citizen.

CONCLUSION:

Everywhere you see the contactless payment symbol—in shops, on apps, or online at the majorityof e-commerce websites—you can use a digital wallet. Download the mobile app from your bankor use a reputable third-party digital wallet to utilize one. Although smartphones are the most popular device for using digital wallets, tablets and laptops may also utilize them. The dependent variable (knowledge of digital wallets) and the independent variables have a substantial association (age, gender, annual income, occupation, marital status and qualifications).

The respondents between the ages of 36 and 45 are better knowledgeable about both the independent factors and the dependent variable (learn more about digital wallets) (age, gender, annual income, occupation, marital status and qualifications). More men than women expressed an interest in learning more about digital wallets. The elements causing the increased use of digital wallets include alluring cashback and incentives, convenience of use, fast money transfers without

¶using cash, substantially higher transaction security when compared to credit/debit cards, and the lack of any transaction fees. Yet, there are disconnects between client expectations and satisfaction levels that make it difficult for digital wallets to remain viable.

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A STUDY ON IMPACT ON CONSUMERS WITH RESPECT TO ONLINE TRADING

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ABSTRACT:

As consumers use a range of internet-enabled devices for online shopping, the visual components of the information supplied in this medium are a key topic for both research and practice. Fluency theory is expanded in this study within an environmental psychology paradigm. This study specifically looks at how consumers' perceptions of the verbal information they receive online affect how much cognitive work and positive affect they feel themselves to be exerting when making a decision. The results of the experiment show that perceptual fluency affects both the cognitive effort and the pleasant affect experienced while shopping online, and that both cognitive effort and positive affect have an impact on evaluations of the choice's perceived decision quality. The relationship between the three dimensions of processing fluency was evaluated by the study simultaneously (as opposed to successively) (perceptual fluency, positive affect, and cognitive effort).

Keywords: Internet, Online Shopping, Consumer Perceptions.

INTRODUCTION:

Customers interact with and learn about your brand and products through the online shopping experience. From the time a customer starts looking for products to the ongoing interactions they have before, during, and after a purchase, it includes the whole eCommerce journey that customer takes across all touchpoints. The recent significant expansion in eCommerce was caused by the epidemic, and it has been on the rise. The digital buying journey is a crucial part of the success of any brand because there will be 2.14 billion online shoppers in 2021. The traditional shopping experience is centered on how customers engage in a physical store, with the items and assistance of salespeople, in addition to the physical environment and business layout. However, the eCommerce experience is naturally in a tough position when it comes to providing "a great customer experience."

OBJECTIVES:

- To investigate how socio-demographic (age, income and occupation) affect consumers' attitude towards online shopping.
- To probe how the pattern of online buying (types of goods, e-commerce experience and hours use on internet) influence consumers" attitude towards online shopping.
- To examine how purchase perception (product perception, customer service and consumer risk) influence consumers" attitude towards online shopping.

AIM OF THE STUDY:

This study's goals are to comprehend the variables that affect consumers' perceptions of online purchases and to examine consumer behavior to determine how decisions are made Occurs during the process.

METHODOLOGY:

Perceived value, purchasing preferences, and brand trust have all been found to have a significant impact on customers' decisions when they purchase online. People may shop online and compare items and prices, which gives them the impression that they would benefit from more advantages, online as opposed to a physical store.

EFFECT OF QUALIFICATION ON ONLINE SHOPPING:

Behavior of Both consumers and businesses are becoming more and more drawn to online retail. To reach online consumers, more firms create their own websites every year. According to Camellia and Bliss, will generate $50 billion in revenue from merely administering websites. Given their stock market capitalizations, Amazon.com and CD Now are currently among the most successful internet businesses. Online shopping has grown immensely in popularity in the modern world as a result of this enormous success. The ease and affordable costs of the goods and services available online, according to Phillips Consulting, are two factors in its popularity in Nigeria. According to the survey, the Central Bank of Nigeria's cashless policy, which emphasizes reducing the use of physical currency, is another factor contributing to its popularity.

FINDINGS:

- Most of the adults have bought goods/ services from online.
- Those who buy products from online are aware of online websites
- Much of consumer say their online purchasing has increased in pandemic.

SUGGESTIONS:

- Always place your orders through a secure connection, and familiarise yourself with the merchant and their track record.
- Be clear of promotions that look "too good to be true."
- Be sure to review the terms and conditions before purchasing a gift card.

CONCLUSION:

Buying online is a unique experience, and once you get used to it, you can apply creativity to your online purchases. When you engage in internet shopping for the first time, there may be many concerns as you continue to encounter it such concerns gradually fade away. Keep in mind that if you follow the fundamentals, online shopping will be simpler and more enjoyable than traditional purchasing.

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भाषा- साहित्य और समाज

डा नागरत्ना .एम .

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नागार्जुना महा विध्यालय,

बेंगलूरु, कर्नाटक

मनुष्य को जानवरों से भिन्न कह सकते हैं तो इसके लिए सिर्फ एक ही कारण है और वह यह है कि मनुष्य अपनी भावनाओं को व्यक्त करने के लिए बोल सकता है।भाषा के माध्यम से बोलना और उसके लिए ध्वनी और लिपि का आविष्कार तो मनुष्य-प्राणी को सभ्यता और संस्कृति में पिरोकर पूरे संसार को अपने अधिकार में कर लिया।भाषा जो बहुत ही महत्वपूर्ण आविष्कार है जिससे मानव सभ्यता हर विषय,हर क्षेत्र में प्रगति हासिल किया और कर रहा है।भाषा से ही हम किसी के साथ बातचीत कर सकते हैं ,हमारे विचार लोगों को बता सकते हैं ,लोगों के विचार समझ सकते हैं,भाषा से ही शिक्षण ले सकते हैं,हमारे इतिहास को बता सकते हैं। भाषा हमारे जीवन में बहुत ही महत्वपूर्ण है।   भाषा जो एक ही माध्यम है जिससे हर विषय को सुचारु रूप में अध्ययन किया जा सकता है।मूलतः भाषा के बारे में बताते समय साहित्य के बारे में ध्यान जाता है।

मानव द्वारा अपने भावों को अभिव्यक्ति करने और उन्हें स्थिरता देने की भावना ने साहित्य को जन्म दिया। संसार और जीवन को देख,उसका अनुभव कर,उसके प्रति हमारा कुछ - न - कुछ प्रतिक्रिया होती है।पहले हमको उसका ज्ञान होता है और फिर उसके प्रति आकर्षण या विकर्षण पैदा होता है। ज्ञान के साथ हमारे भावों का गहरा सम्बन्ध होता है। भावों से प्रेरित होकर हम उन्हीं के अनुकूल कार्य करने लगते हैं। मानव - मन के मूल में कार्यरत मनोवृत्तियों के तीन रूप माने हैं - ज्ञान, भावना और संकल्प। परिस्थितियों के अनुसार ही इन मनोवृत्तियों का स्फुरण होने लगता है। अभिव्यक्ति की भावना ज्ञान में भी होता है जो मानव को क्रियाशील बनाता है। मानव की विभिन्न अभिव्यक्तियों में से विद्वान उसकी शाब्दिक अभिव्यक्ति को ही सबसे अधिक महत्व देते हैं क्योंकि उसमें स्थायित्व और सामाजिकता अपेक्षाकृत अधिक होती है। हम अपनी आत्मा पर पड़ें हुए विभिन्न प्रभावों से उत्पन्न प्रभावों की अभिव्यक्ति चाहते हैं। यही आत्माभिव्यक्ति कहलाती है। साहित्य इसी का दूसरा नाम है। "साहित्य संसार के प्रति मानसिक प्रक्रिया अर्थात विचारों,भावों और संकल्पों की शाब्दिक अभिव्यक्ति है और हमारे किसी - न - किसी प्रकार के हित का साधन करने के कारण संरक्षणीय हो जाती है।"

साहित्य का अर्थ: व्युत्पत्ति की दृष्टि से 'साहित्य' शब्द का अर्थ है - सहित होने का भाव, जिसमें 'सह' अर्थात साथ होना, हित अर्थात हित के साथ होना। जहाँ शब्द और अर्थ, विचार भाव का परंपरानुकूल सहभाव हो,वह 'साहित्य' है। इसी सहभाव में साहित्य की सामाजिकता का भाव भी ध्वनित होता है। बाबू गुलाब राय के अनुसार "हमारे यहाँ 'साहित्य' शब्द के दो प्रकार के अर्थ माने गए हैं - व्यापक और संकुचित। व्यापक अर्थ के अंतर्गत साहित्य सारे वाड्मय से पर्याय है। जितना

शब्द - भण्डार और वाणी का विस्तार है,वह सारा ज्ञान विज्ञान के अंतर्गत माना गया है संकुचित और रूढ़ अर्थ में साहित्य केवल काव्य का पर्याय है। यहाँ काव्य से अभिप्राय केवल कविता से ही न होकर गद्य - पद्य में रचित सम्पूर्ण साहित्य से है। साहित्य का व्यापक अर्थ उसकी व्युत्पत्ति पर आधारित है और संकुचित अर्थ रूढ़ि पर अवलम्बित है। व्यापक अर्थ में साहित्य ऐसी शाब्दिक रचना - मात्र का वाचक है जिसमें कुछ हित या प्रयोजन हो और अपने रूढ़ अर्थ में काव्य या भावना - प्रधान साहित्य का पर्याय है।" (सन्दर्भ सूची :साहित्यिक निबंध ,राजनाथ शर्मा) भारतीय मनीषियों ने काव्य को जीवन का एक अभिन्न अंग माना है। वे काव्य को प्रचार द्वारा उपदेश देने का साधन नहीं मानते। उपदेश तो धर्म की वस्तु है। उनका कहना है कि हमारे भाव और विचार काव्य का सुन्दर आवरण धारण कर जनता के हृदय पर स्थायी प्रभाव डालें। उनके लिए काव्य - कला जीवन की कलात्मक अभिव्यक्ति रही है। मनुष्य सामाजिक प्राणी है। समाज का आधार - सदाचार है। कलाकार इस सदाचार का कलात्मक स्वरूप उपस्थित कर समाज में असत, कुरूपता, अनाचार और विषमता के प्रति विरक्ति भावना उत्पन्न करता है। समाज की इसी भावना ने काव्य और आचार का निसर्ग - सिद्ध सम्बन्ध स्थापित कर दिया हैं। अतः सत के प्रति समाज का आकर्षण और असत के प्रति द्वेष एक ऐसा स्वाभाविक परिणाम है कि काव्य और आचार के पार्थक्य की कल्पना नहीं की जा सकती। पश्चिमी विद्वान भी अब इस विचार को मानने लगे हैं।

समाज और साहित्य: साहित्य समाज की चेतना में साँस लेता है। यह समाज का वह परिधान है जो जनता के जीवन के सुख -दुःख, हर्ष -विषाद, आकर्षण - विकर्षण के ताने - बाने से बुना जाता है। उसमें विशाल मानव जाती की आत्मा का स्पंदन ध्वनित होता है। वह जीवन की व्याख्या करता है ,इसी से उसमें जीवन देने की शक्ति आती है। वह मानव को उसके जीवन को लेकर ही जीवित है, इसीलिए वह पूर्णतः मानव केंद्रित है। साहित्य उसी मानव की अनुभूतियों, भावनाओं और कलाओं का साकार रूप है और मानव सामाजिक प्राणी है। सामाजिक समस्याओं, विचारों तथा भावनाओं का जहाँ वह मानव स्रष्टा होता है, वहीं वह उनसे स्वयं भी प्रभावित होता है। इसी प्रभाव का मुखर रूप 'साहित्य' है। इसीलिए "साहित्य को समाज का दर्पण" कहा है। साहित्य को सहकारिता का प्रतीक कहा जाता है। भाषा मनुष्य की सामाजिकता को विशेष रूप से पुष्ट करती है। उसी के द्वारा मानव - समाज में एक दूसरे के सुख दुःख में भाग लेने का, सहकारिता भाव उत्पन्न होता है। साहित्य मानव के पारस्परिक सामाजिक संबंधों को और भी अधिक दृढ़ बनाता है, क्योंकि उसमें सम्पूर्ण मानव जाती का हित सम्मिलित रहता है। साहित्य साहित्यकार के भावों को समाज में प्रसारित करता है जिससे सामाजिक जीवन स्वयं मुखरित हो उठता है, क्योंकि साहित्यकार सामाजिक प्राणी होता है।

समाज की उन्नति तभी संभव है - जब हमारा हृदय संवेदनशील तथा बुद्धि विकसित और परिष्कृत हो। इन दोनों कार्यों के लिए सबसे प्रभावशाली साधन है। वह हमारे हृदय को संवेदनशील बनाता है, हमारी अनुभूतियों का परिष्कार करता है। साहित्य - सेवन से मनुष्य की भावनाएँ कोमल बनती हैं। उसकी भीतर मनुष्यता का विकास होता है,शिष्टता और सभ्यता आती है, जिससे दूसरों

के साथ व्यवहार करने की कुशलता प्राप्त होती है। इससे समाज में शान्ति की स्थापना होकर विकास का मार्ग प्रशस्त होता है। अतः सामाजिक जीवन में साहित्य का महत्त्व निर्विवाद है।

यश, अर्थ, व्यवहार - कुशलता, अमंगल से रक्षा, आनंद और कांता के सामान मधुर उपदेश देना। ये छः प्रयोजन जीवन के भी सर्वमान्य प्रयोजन हैं। जीवन में हमें यश की आकांक्षा रहती है, अर्थ भी सभी चाहते हैं। जीवन के सुचारु संचालन के लिए व्यवहार - कुशलता की अत्यंत आवश्यकता पड़ती है। अमंगल से रक्षा हुए बिना जीवन अभिशाप बन जाता है। मधुर उपदेश के प्रभाव के उदाहरणस्वरूप सम्पूर्ण साहित्य उपस्थित किया जा सकता है। जब अनेक नीति शास्त्र उपदेश और ताड़ना द्वारा हमें समझाने में असमर्थ रहते हैं, उस समय भी मधुरता और कोमलता से भरी यह वाणी हमें वश में करके हमसे जो चाहती है,करा लेती है। इन प्रयोजनों की आवश्यकता हमें तभी पड़ती है, जब हम समाज के एक अभिन्न अंग होते हैं। वनवासी, समाज के विच्छिन्न एकांत में जीवन व्यतीत करनेवाले व्यक्ति के लिए इनकी कोई आवश्यकता नहीं होती। फिर हम समाज, सामाजिक मनुष्य और साहित्य को पृथक करके कैसे देख सकते है? साहित्य और सामाजिक उन्नयन के बारे में अगर कहना है तो आज तक विभिन्न धर्मों, संस्कृतियों और सभ्यताओं का प्रधान उद्देश्य और प्रयत्न - मानव जीवन को अधिक से अधिक सुन्दर और आनंदमय बनाने का रहा है। विज्ञान ने सदैव से प्रयत्न किया है की वह मानव को श्रम के भार से यथाशक्ति मुक्त कर उसे शारीरिक और भौतिक सुविधा प्रदान कर सकें। राजनीति समाज को आर्थिक एकता के सूत्र में बद्ध करने तथा उसकी सुरक्षा के लिए प्रयत्नशील है और दर्शन आध्यात्म सिद्धांतों की खोज और प्रसार द्वारा मानव को एकता का और सांसारिक माया मोह के प्रति अधिक आसक्त ना रहने का पाठ पढ़ाने का प्रयत्न करता आ रहा है। परन्तु इनका यह काम बिना कवि की सहायता के पूर्ण नहीं हो सकता। क्योंकि मानव नीरस उपदेश नहीं सुनना चाहता। समाज के लिए भौतिक सुविधा भी उतनी ही आवश्यक है जितनी की दार्शनिक सिद्धांतों की,परन्तु वह इन सबसे ऊपर उस सत्य और सौंदर्य को प्राप्त करना और उसका उपभोग करना चाहता है जो उसे जीवन की प्रत्येक सम - विषम परिस्थिति में अनुप्राणित कर आगे बढ़ने की प्रेरणा देता रहता है। साहित्यकार जब इन भौतिक सुविधाओं और दार्शनिक सिद्धांतो को कलात्मक ढंग से उपस्थित करता है, तभी हमारे मन में उनके प्रति अनुराग और पावन भावना उत्पन्न होती है। "ऐसा होने पर हमारे मन में ओज, बाहुओं में बल, मुख पर प्रसन्नता, हृदय में उत्साह और प्रेम, बुद्धि में विवेक तथा आत्मा में आनंद - उल्लास प्रवाहित होता है। कवि का सत्य हमारे जीवन का सत्य है और हमारे हृदय और भावनाओं का सत्य है, जिसके माध्यम से हम एक दूसरे से मिले हुए है।" इसीलिए सामाजिक उन्नयन में साहित्य का महत्त्व सर्वोपरि और सर्वप्रमुख है। साहित्य समाज में प्रचलित गलत, भ्रांतिपूर्ण तथा अन्याय - अत्याचार का समर्थन करने वाली रूढ़ियों,मान्यताओं आदि का वास्तविक गर्हित रूप अंकित कर उनके विरोध में आवाज उठाता है। सामाजिक उन्नयन का यह एक रूप है। हमारे सामाजिक जीवन की उन्नति, सुव्यवस्था और परिपूर्ण और परिपूर्णता के लिए शान्ति और सहयोग की आवश्यकता है। आप आँख दिखाकर किसी को वश में नहीं कर सकते। केवल मधुर और कोमल वाणी ही हृदय पर प्रभाव डालती है और उसके द्वारा आप दूसरों से मनचाहा कार्य करा

सकते हैं। तो साहित्य की विशेषताओं में हित - साधन करना, मानव - मनोवृत्तियों को तृप्त करना, मानव - मनोवृत्तियों का उन्नयन करना ही प्रमुख है।

साहित्य और समाज का घनिष्ठ सम्बन्ध: 'समाज' और 'साहित्य' का सम्बन्ध अनादिकाल से साहित्य के उदय काल से चला आ रहा है। महर्षि वाल्मीकि ने अपनी रामायण में एक आदर्श सामाजिक व्यवस्था का चित्रण कर अपने दृष्टिकोण के अनुसार समाज के विभिन्न पहलुओं की विवेचना करते हुए यह सिद्ध किया की मानव समाज किस पथ का अनुसरण करने से पूर्ण संतोष और सुख का अनुभव कर सकता है। तुलसी ने भी अपने समय की सामाजिक परिस्थितियों से प्रभावित होकर रामराज्य और राम परिवार को मानव - समाज के सम्मुख आदर्श रूप में प्रस्तुत किया। कवि वास्तव में समाज की अवस्था, वातावरण, धर्म - कर्म, रीति - नीति तथा सामाजिक शिष्टाचार या लोक व्यवहार से ही अपने काव्य के उपकरण चुनता है और उनका प्रतिपादन अपने आदर्शों के अनुरूप करता है। साहित्यकार उसी समाज का प्रतिनिधित्व करता है,जिसमें वह जन्म लेता है। वह अपनी समस्याओं का सुलझाव, अपने आदर्श की स्थापना अपने समाज के आदर्शों के अनुरूप ही करता है। जिस सामाजिक वातावरण में उसका जन्म होता है, उसी में उसका शारीरिक, बौद्धिक और मानसिक विकास भी होता है।

इस प्रकार साहित्यकार जिस समाज का अंग होता है, उस समाज का ही चित्रण करता है। यह दूसरी बात है कि वह इस चित्रण में समाज के सुधार की भावना से प्रेरित होकर एक आदर्श की स्थापना करता है या उसका यथातथ्य चित्रण कर, केवल एक संकेत दे, दूर हट जाता है, जिससे समाज उस चित्रण पर मनन करने के लिए विवश हो जाये। ऐसे साहित्यकार युग - युग तक समादृत होते रहते हैं।

साहित्य में कला: कला के लिए सिद्धांत के समर्थक जीवन या समाज में कला और साहित्य का कोई स्थान नहीं मानते। उनके अनुसार साहित्य हमारी कल्पना का खिलवाड़ है। हमारे मन में कभी - कभी ऐसी कल्पनाएँ उठती हैं जिनका प्रत्यक्ष से कोइ सम्बन्ध नहीं होता। परन्तु कल्पना का कोइ न कोइ आधार रहता है। इसलिए साहित्य चाहे रोमांटिक हो या यथार्थवादी, प्रगतिशील हो या काल्पनिक या वास्तविक हो - कल्पना का पुट सब में कुछ न कुछ अवश्य रहता है। यह कल्पना केवल शून्य का आधार लेकर हवाई महलों का निर्माण नहीं कर सकती। कल्पना का आधार भी वास्तविक जगत और समाज ही होता है। कवि अपने युग, अपने समाज, अपनी परिस्थिति की उपेक्षा कर मात्र कल्पना के आकाश में विचरण नहीं कर सकता। समाज की जो समस्याएँ हैं, उनका जो रूप है, उन्हीं के आधार पर साहित्य सृष्टि हो सकती है। इसीलिए साहित्य को समाज से पृथक करके नहीं देखा जा सकता। साहित्यकार समाज का मुख और मस्तिष्क -दोनों होता है। उसकी पुकार -समाज की पुकार होती है। उसकी बनाई हुई सामाजिक भावों की मूर्ति समाज की नेत्री बन जाती है।

साहित्य समाज का प्रतिबिम्ब है। लेकिन कुछ साहित्य - प्रेमी इस प्रतिबिम्ब में अपनी रसिक आकृति के सिवा और कुछ भी नहीं देखना चाहते। वे इस बात का विरोध करते हैं कि साहित्य के

वह भी निष्क्रिय सौंदर्य के अतिरिक्त और किसी भी प्रकार का चित्रण होना चाहिए, क्योंकि उनकी दृष्टि में साहित्य केवल हमारे मनोरंजन का साधन है कि हमें उसमें उपयोगिता ढूँढ़नी चाहिए। साहित्य सामाजिक उन्नति की आधारशिला है। साहित्य और समाज निरंतर एक - दूसरे को प्रभावित करते हैं। दोनों में आदान - प्रदान तथा क्रिया - प्रतिक्रिया - भाव चलता रहता है। इसी से सामाजिक उन्नति की आधारशिला दृढ़ बनती है। संसार में अभी तक हुए सम्पूर्ण परिवर्तनों या विप्लवों के मूल में कोइ न कोइ विचारधारा का चित्रण साहित्य द्वारा होता है। वह साहित्य हमारे ज्ञान को विस्तृत कर, हमारे वर्तमान जीवन की विषमता का चित्रण कर, हमें वर्तमान के प्रति असंतुष्ट बनाता है। उसके द्वारा जब हम दूसरों से अपनी अवस्था की तुलना कर अपने को हीन महसूस करते हैं, तब हमारे हृदय में असंतोष की अग्नि प्रज्वलित हो उठती है। भारतीय स्वाधीनता - संग्राम में स्वतन्त्र देशों की क्रांतिकारी विचारधारा से प्रभावित साहित्य ने बहुत बड़ा भाग अदा किया था। यह तो हुआ साहित्य का समाज पर सत्प्रभाव।

साहित्य सुख - शान्ति का सन्देशवाहक है। संसार में सदैव ऐसे साहित्य की रचना अधिक होती आई है जो मानव - जीवन में सुख और शान्ति की भावना भरता आया है। कबीर और तुलसी का साहित्य इसका प्रमाण है। 'मानस'ने कितने हताशऔर भीरू हृदयों को सांत्वना देकर कार्यक्षेत्र में अवतरित होने के लिए सन्नद्ध किया था समर्थ गुरु रामदास और महाराष्ट्रीय संतों के उपदेश तथा भूषण आदि कवियों की उत्साह - प्रदायिनी रचनाओं ने महाराष्ट्र के उत्थान में कितनी सहायता प्रदान की थी। प्रेमचंद के साहित्य ने सामाजिक और राजनीतिक चेतना को कितना प्रभावित किया था। प्रसाद के ऐतिहासिक नाटकों ने हमारे हृदय में अपने गौरवमय अतीत के प्रति गौरव की भावना भरकर हमें अपनी वर्तमान दीनावस्था की ओर देखने के लिए प्रेरित किया था। हमारे ऐतिहासिक कृतियों की रचना करने वाले साहित्यकारों ने हमारे हृदय में विदेशियों द्वारा आरोपित इस भाव को कि-'हमारे पूर्वज जंगली थे',जड़ - मूल से उखाड़ फेंका था। इस प्रकार साहित्य समाज को युग - युगान्तरों से प्रभावित करता आया है।

साहित्य का प्रभाव इतना गहरा और व्यापक होता है कि उसके प्रभाव के सम्मुख शस्त्रों का आतंक फीका पड़ जाता है।साहित्यिक विजय शाश्वत होती है और शस्त्रों की विजय क्षणिक। अंग्रेज तलवार द्वारा भारत को दासता की श्रृंखला में इतनी दृढ़तापूर्वक नहीं बाँध सकें,जितना अपने साहित्य के प्रचार और हमारे साहित्य का ध्वंस करके सफल हो सके। आज उसी अंग्रेजी भाषा और साहित्य का प्रभाव है कि हमारे सौंदर्य - सम्बन्धी विचार, हमारी कला का आदर्श, हमारा शिष्टाचार आदि सब यूरोप से प्रभावित हो रहे हैं। यूनान ने अपनी कला द्वारा सम्पूर्ण यूरोपीय जीवन को प्राचीन काल से लेकर आज तक प्रभावित कर रखा हैं - यह समाज पर साहित्य के प्रभाव का प्रतीक है।

साहित्य हमारे अमूर्त और स्पष्ट भावों को मूर्त रूप दे, उनका परिष्कार कर, हमें प्रभावित करता है। हमारे अपने विचार ही साहित्य का आवरण पहनकर समाज का नेतृत्व करते हैं। साहित्य हमारे विचारों की गुप्त शक्ति को केन्द्रस्थ करके उसे कार्यरत बनाता है। साथ ही गुप्त रूप से हमारे सामाजिक संगठन और जातीय जीवन की वृद्धि में निरंतर योग देता रहता है। हमारे विचार समाज द्वारा ही बनाते हैं। हम अपने विचारों को अमूल्य समझते हैं। उन पर हमें गर्व होता है और

साहित्यकार हमारे उन्हीं विचारों को प्रतिनिधित्व करता है। इसीलिए हम उसे अपने जातीय सम्मान और गौरव का संरक्षक मान, यथेष्ट सम्मान प्रदान करते हैं। शेक्सपीयर और मिल्टन पर अंग्रेजों को गर्व है। वाल्मीकि, कालिदास, सूर और तुलसी पर हमें गर्व है, क्योंकि उनका साहित्य हमें एक संस्कृति और एक जातीयता के सूत्र में बांधता है। अपनी किसी सम्मिलित वस्तु पर गर्व करना जातीय जीवन और सामाजिक संगठन का प्राण है। जैसा हमारा साहित्य होता है, वैसी ही हमारी मनोवृत्तियाँ बन जाती हैं और उन्हीं के अनुकूल हम कार्य करने लगते हैं। इस प्रकार साहित्य हमारे समाज का दर्पण मात्र न रहकर, उसका नियामक और उन्नायक भी बन जाता है।

अतः साहित्य समाज में घनिष्ट सम्बन्ध स्थापित होने पर भी दोनों में थोड़ा सा अंतर रहता है। जीवन की धारा अक्षुण्ण है। साहित्य में उसकी प्राणदायिनी और रमणीय बूँदें एकत्रित होने लगती हैं। सामाजिक जीवन तो अनेक नियमित-अनियमित, ज्ञात-अज्ञात घटनाओं की श्रृंखला का समष्टि रूप है। यह सत्य है कि समकालीन समाज साहित्य को प्रभावित करता रहता है, परन्तु साहित्यकार का सम्बन्ध केवल वर्तमान से ही न होकर - अतीत और भविष्य से भी होता है। महान कलाकार तो देश और काल की सीमा से ऊपर उठ, सार्वभौम समाज का प्रतिनिधित्व करते है। उनके लिए सामयिक और स्थानीय जीवन का उतना ही महत्त्व है - जितना वह उनके विराट सर्वकालीन यथार्थ जीवन की कल्पना में सहायक बन सकता है। इसके अतिरिक्त साहित्य में कुछ ऐसा विशिष्ट वर्णन होता है जो यथार्थ जीवन से मेल नहीं खा पाता।

इसका कारण यह है कि साहित्य में मानव का जीवन ही नहीं, जीवन की वे कामनाएँ, भी जो अनन्त जीवन में पूर्ण नहीं हो सकतीं, निहीत रहती है। साहित्य जीवन की इन्हीं अपूर्णताओं को पूर्ण करता है, तभी वह जीवन से अधिक सारवान और परिपूर्ण है तथा जीवन का नियामक और मार्ग - द्रष्टा भी।

ಕರೋನೋತ್ತರ ಕಾಲದಲ್ಲಿ ಬಸವಣ್ಣನವರ ವಚನಗಳ ಪ್ರಸ್ತುತತೆ

ಮಧುರ. ಡಿ.,
ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು,
ಕನ್ನಡ ವಿಭಾಗ,
ನಾಗಾರ್ಜುನ ಪದವಿ ಕಾಲೇಜು,
ಬೆಂಗಳೂರು, ಕರ್ನಾಟಕ

ಸಾರಲೇಖನ:

"ಕಾಲಾಯ ತಸ್ಮೈ ನಮಃ" ಬದಲಾಗುವ ಕಾಲದ ಸ್ವರೂಪಗಳಿಗೆ ನಾವು ತಲೆ ಬಾಗಲೇ ಬೇಕು. ಬದಲಾವಣೆ ಜಗದ ನಿಯಮ ಹಾಗಾಗಿ ಪ್ರತಿಯೊಬ್ಬ ಮನುಷ್ಯನು ಬದಲಾಗುತ್ತಿರುವ ಕಾಲಕ್ಕೆ ತನ್ನನ್ನು ತಾನು ಹೊಂದಿಸಿಕೊಳ್ಳುತ್ತಿರಲೇ ಬೇಕು. ಇತ್ತೀಚಿನ ವರ್ಷಗಳಲ್ಲಿ ಇಡೀ ಮನುಕುಲವನ್ನು ಜಾತ್ಯಾತೀತವಾಗಿ, ಧರ್ಮಾತೀತವಾಗಿ, ದೇಶ್ಯಾತೀತವಾಗಿ ಕಾಡಿದ ಕರೋನಾ ಸೋಂಕು ಮನುಷ್ಯನ ಬದುಕನ್ನೇ ಪಲ್ಲಟಿಸಿ ಬಿಟ್ಟಿತು. ಹಣ ,ಅಧಿಕಾರದ ಮದದಿಂದ ಮೆರೆಯುತ್ತಿದ್ದ ಮನುಜನಿಗೆ ಒಮ್ಮೆಲೇ ತನ್ನ ಯಾವುದೇ ಆಸ್ತಿ ಅಂತಸ್ತು, ಅಧಿಕಾರ ಕರೋನಾದಿಂದ ಪಾರು ಮಾಡಲಾಗದೆಂದು ಸಾಬೀತಾಯಿತು. "ಆರೋಗ್ಯವೇ ಮಹಾ ಭಾಗ್ಯ" ಎಂದು ಪ್ರತಿಯೊಬ್ಬರೂ ಜಪಿಸುತ್ತಿದ್ದ ಕಾಲವದು, ಮನುಷ್ಯರ ನೇರ ಒಡನಾಟವೇ ಬೇಡವೆಂದು ದ್ವೀಪ ರೀತಿಯ ಬದುಕನ್ನು ಪ್ರತಿಯೊಬ್ಬರೂ ನಡೆಸಬೇಕಾಯಿತು. ಮನೆಯ ಸದಸ್ಯರೆಲ್ಲರೂ ಒಟ್ಟಿಗೆ ಕಾಲಕಳೆಯುತ್ತಿದ್ದುದ್ದರಿಂದ ಮನುಷ್ಯ ಸಂಬಂಧಗಳು ಗಟ್ಟಿಯಾದ ಸಮಯವೂ ಹೌದು ಹಾಗೆಯೇ ಕರೋನಾ ಸೋಂಕಿಗೆ ತುತ್ತಾದ ಆತ್ಮೀಯರಿಗೆ ನೆರವಾಗಲಾಗದ, ಕೊನೆಯ ವಿದಾಯ ತಿಳಿಸಲಾಗದ ಅಸಹಾಯಕ ಸಮಯವೂ ಹೌದು.

'ಕದಡಿದ ನೀರು ತಿಳಿಯಾಗುವಂತೆ' ಕರೋನಾ ಕಾಳ ಕಾಲದಿಂದ ಮನುಷ್ಯನ ಕದಡಿದ ಬದುಕು ತಿಳಿಯಾಗುತ್ತಿದೆ. ಆರ್ಥಿಕವಾಗಿ, ಸಾಮಾಜಿಕವಾಗಿ , ಶೈಕ್ಷಣಿಕವಾಗಿ, ನೈತಿಕವಾಗಿ ಸಾಕಷ್ಟು ಸುಧಾರಣೆಗಳಾಗುತ್ತಿವೆ. ಸಮಾಜದ ಹಿಂದಿನ ಪರಿಸ್ಥಿತಿ ಮರುಕಳಿಸುತ್ತಿದೆ. ಕರೋನಾದಂಥ ಕ್ಲಿಷ್ಟ ಕಾಲದಲ್ಲೂ ಹಾಗೆಯೇ ಅದರ ನಂತರದ ಕಾಲದಲ್ಲೂ ನಮ್ಮ ನೆಲದ ಮಹಾತ್ಮರು, ತತ್ವಜ್ಞಾನಿಗಳು , ದಾರ್ಶನಿಕರು ಬೋಧಿಸಿದ ಉಪದೇಶಗಳೇ ಸಮಾಜದ ಸುಧಾರಣೆಗೆ ದಾರಿದೀಪವಾಗ ಬಲ್ಲದು. ನಮ್ಮ ಇತಿಹಾಸದ ಪುಟಗಳಲ್ಲಿ ಅನೇಕಾನೇಕ ಕಹಿ ಘಟನೆಗಳು, ಕರಾಳ ಸಂದರ್ಭಗಳು ಉಂಟಾಗಿವೆ, ಆದರೂ ಅದನ್ನೆಲ್ಲಾ ಮೆಟ್ಟಿ ಸಮಾಜ ಸುಧಾರಣೆಯ ಕಾರ್ಯವನ್ನು ಅನೇಕ ಸಮಾಜ ಸುಧಾರಕರು ತಮ್ಮ ಅಚ್ಚಳಿಯದ ಛಾಪನ್ನು ಮೂಡಿಸಿದ್ದಾರೆ.

ಅಂತಹ ಮಹಾನ್ ಕ್ರಾಂತಿ ಪುರುಷರಲ್ಲಿ ಬಸವಣ್ಣನವರು ಪ್ರಮುಖರು. 12ನೇ ಶತಮಾನದ ಸಮಾಜೋ-ಧಾರ್ಮಿಕ -ಸಾಹಿತ್ಯಿಕ ಕ್ರಾಂತಿಯ ಹರಿಕಾರ ಬಸವಣ್ಣನವರು. ತಮ್ಮ ವಿಶಿಷ್ಟ ನಿಲುವುಗಳ ಮೂಲಕ ಸಮಾಜದಲ್ಲಿನ ಅಂಕುಡೊಂಕುಗಳನ್ನು ಸರಿಪಡಿಸಿ ಭಕ್ತಿ ಮಾರ್ಗದ ಮೂಲಕ ಸಮಾಜವನ್ನು ಸರಿ ದಾರಿಗೆ ಕೊಂಡೊಯ್ಯಲು ಪ್ರಯತ್ನಿಸಿದ ಮಾಹಾನುಭಾವ ಬಸವಣ್ಣ. "ಲೋಕದ ಡೊಂಕ ನೀವೇಕೆ ತಿದ್ದುವಿರಿ?

ನಿಮ್ಮ ನಿಮ್ಮ ತನುವ ಸಂತೈಸಿಕೊಳ್ಳಿ,
ನಿಮ್ಮ ನಿಮ್ಮ ಮನವ ಸಂತೈಸಿಕೊಳ್ಳಿ,
ನೆರೆಮನೆಯ ದುಃಖಕ್ಕೆ ಅಳುವವರ ಮೆಚ್ಚ
ಕೂಡಲಸಂಗಮದೇವ"

ಹೀಗೆ ಸಮಾಜದ ಉದ್ಧಾರವಾಗಬೇಕಾದರೆ ಮೊದಲು ಆತ್ಮೋದ್ಧಾರವಾಗಬೇಕು. ತದನಂತರವೇ ಇತರರನ್ನು ತಿದ್ದಲು ಸಾಧ್ಯ. ನಮ್ಮ ತನು ಮನಗಳ ವಾಂಛೆಗಳನ್ನು ಬಿಡದೆ ಇತರರಿಗೆ ಉಪದೇಶ ಮಾಡುವುದು ಅನವಶ್ಯಕ ಎಂದು ಬಸವಣ್ಣನವರು ತಮ್ಮ ವಚನಗಳಲ್ಲಿ ತಿಳಿಸಿ ಸಮಾಜ ಸುಧಾರಣೆಗೆ ಸ್ಪಷ್ಟ ದಾರಿಯನ್ನು ಹಾಕಿ ಕೊಟ್ಟಿದ್ದಾರೆ.

ಬಿಜಾಪುರ ಜಿಲ್ಲೆಯ ಬಾಗೇವಾಡಿಯಲ್ಲಿ ಜನಿಸಿದ ಬಸವಣ್ಣನವರು ನಂತರ ಬಿಜ್ಜಳನ ಆಸ್ಥಾನದಲ್ಲಿ ಕರಣಿಕನಾಗಿ ತನ್ನ ಸೇವೆಯನ್ನು ಸಲ್ಲಿಸಿದರು. ಜನರ ಅಜ್ಞಾನ, ಮೂಢನಂಬಿಕೆ, ತಪ್ಪು ಗ್ರಹಿಕೆಗಳನ್ನು ಹೋಗಲಾಡಿಸಲು ಬಸವಣ್ಣನವರು ಕೈಗೆತ್ತಿಕೊಂಡ ಪ್ರಬಲವಾದ

ಅಸ್ತುವೇ ಸಾಹಿತ್ಯ. ಅಲ್ಲಿಯವರೆಗೂ ಅಂದರೆ 12ನೇ ಶತಮಾನದವರೆಗೂ ಸಾಹಿತ್ಯ ಪಂಡಿತೋತ್ತಮರ, ರಾಜಾಶ್ರಯದ ಸೊಂಪಲ್ಲಿ ನಳನಳಿಸುತ್ತಿತ್ತು. ಆದರೆ ಬಸವಣ್ಣನವರು ಸಾಹಿತ್ಯವೂ ಪುರಾಣ ಕಥೆಗಳ ವರ್ಣನೆಗೆ ಮಾತ್ರ ಸೀಮಿತವಾಗಿರಬೇಕಿಲ್ಲ; ಸಮಾಜವನ್ನು ಬದಲಿಸಲು ಬಹುದು ಎಂದು ತೋರಿಸಿ ಕೊಟ್ಟರು.

ಅಂದಿನ ಸಮಾಜದಲ್ಲಿದ್ದ ಜಾತಿ ವ್ಯವಸ್ಥೆ, ಅಸ್ಪೃಶ್ಯತೆ, ಲಿಂಗ ಅಸಮಾನತೆ –ಇಂಥ ಪಿಡುಗುಗಳನ್ನು ಹೋಗಲಾಡಿಸಿ ಸಮಾನತೆ, ಆತ್ಮ ಗೌರವ, ಲಿಂಗ ಸಮಾನತೆ ತರುವಲ್ಲಿ ಬಸವಣ್ಣನವರ ನೀತಿ ಬೋಧೆಗಳಾದ ವಚನಗಳು ಅತ್ಯಂತ ಸಹಾಯಕವಾದವು. ಅವರ ವಚನಗಳು ಸಾಮಾನ್ಯ ಜನರ ಅರಿವಿನ ಕಣ್ಣನ್ನು ತೆರೆಸಿತು. "ದಯವೇ ಧರ್ಮದ ಮೂಲವಯ್ಯಾ" ಎಂದು ಮಾನವ ಧರ್ಮವನ್ನು ಜಗತ್ತಿಗೆ ಸಾರಿದ ಮಹಾನ್ ಪುರುಷ ಬಸವಣ್ಣ.

ಇಂತಹ ಮಹಾನ್ ಪುರುಷ, ತ್ರಿವಿಧ ದಾಸೋಹಿ, ಸಾಮಾಜಿಕ ಕ್ರಾಂತಿಕಾರಕ ಇಂದಿಗೂ ಹೇಗೆ ಪ್ರಸ್ತುತವಾಗಬಲ್ಲರು ಎಂಬುದನ್ನು ಈ ಲೇಖನದ ಮೂಲಕ ವಿಶ್ಲೇಷಿಸುವ ಪ್ರಯತ್ನವೇ ಈ ಲೇಖನ. ಸಾಮಾಜಿಕ ನೈತಿಕ ಪರಿಸ್ಥಿತಿಗಳು ಅಸ್ತವ್ಯಸ್ತವಾಗಿರುವ ಕರೋನಾ ನಂತರದ ಕಾಲ ಘಟ್ಟದಲ್ಲಿ ನಾವೆಲ್ಲಾ ಇಂದು ಇದ್ದೇವೆ. ಭಯದ ವಾತಾವರಣ ಸರಿದು ಮೆಲ್ಲನೆ ಜನಬದುಕು ಸುಧಾರಿಸುತ್ತಿದೆ. ಈ ಸುಧಾರಣೆಯ ಕಾಲ ಘಟ್ಟದಲ್ಲಿ ಬಸವಣ್ಣನವರ ನುಡಿಮುತ್ತುಗಳು ಹೇಗೆ ಪ್ರಸ್ತುತವಾಗಬಲ್ಲದು ಎಂದು ವಿಶ್ಲೇಷಿಸುವ ಸಣ್ಣ ಪ್ರಯತ್ನ. ಇದಾಗಿಯೂ ಬಸವಣ್ಣನವರ ವಚನಗಳು ಸಾರ್ವಕಾಲಿಕ, ಸಾರ್ವತ್ರಿಕವಾದ ಗುಣಗಳನ್ನೇ ಹೊಂದಿದೆ ಏಕೆಂದರೆ ವಚನಗಳು ರಚಿತವಾದದ್ದು 'ಜನರಿಂದ, ಜನರಿಗಾಗಿ, ಜನರಿಗೋಸ್ಕರವೇ'. ಹಾಗಾಗಿ ಜನರ ನಾಡಿಮಿಡಿತವನ್ನು ಬಸವಣ್ಣನವರು ಚೆನ್ನಾಗಿ ಅರಿತುಕೊಂಡೇ ಮುಂದೆ ಇನ್ನೂ ಒಂದಷ್ಟು ಕಾಲದವರೆಗೂ ಅನ್ವಯಿಸುವಂತೆ ವಚನಗಳನ್ನು ಪೋಣಿಸಿದರು. ಇಂತಹ ನುಡಿ ಮುತ್ತುಗಳನ್ನು ಪ್ರಸ್ತುತ ಜೀವನದಲ್ಲಿ ಅಳವಡಿಸಿಕೊಂಡು ತ್ರಿಕರಣ ಪೂರ್ವಕವಾಗಿ ಅಂದರೆ ತನು ಮನ ಧನ ಗಳನ್ನು ಸಾರ್ಥಕವಾಗಿ ಬಳಸಿ ಇಂದಿನ ಕರೋನೋತ್ತರ ಕಾಲದಲ್ಲಿ ಸಕಾರಾತ್ಮಕ ಸಮಾಜವನ್ನು ಪುನರ್ ನಿರ್ಮಿಸುವ ಕಾರ್ಯದಲ್ಲಿ ಮುಂದಾಗೋಣ.

ಕರೋನೋತ್ತರ ಕಾಲದಲ್ಲಿ ಬಸವಣ್ಣನವರ ವಚನಗಳ ಪ್ರಸ್ತುತತೆ:

"ಕರಿಯನಿತ್ತಡೆ ಒಲ್ಲೆ, ಸಿರಿಯನಿತ್ತಡೆ ಒಲ್ಲೆ, ಹಿರಿದಪ್ಪ ರಾಜ್ಯವನಿತ್ತಡೆ ಒಲ್ಲೆ, ನಿಮ್ಮ ಶರಣರ ಸೂಳ್ನುಡಿಯ ಒಂದರೆಘಳಿಗೆ ಇತ್ತಡೆ ನಿನ್ನನ್ನಿತ್ತೆ ಕಾಣಾ ರಾಮನಾಥ" - ಆದ್ಯ ವಚನಕಾರರಾದ ಜೇಡರ ದಾಸಿಮಯ್ಯನವರ ಈ ವಚನ 'ವಚನ ಸಾಹಿತ್ಯ ಅತ್ಯಂತ ಪವಿತ್ರವಾದುದು ಹಾಗೂ ಶ್ರೇಷ್ಠವಾದುದು ಎಂದು ಬಿನ್ನೈಸುತ್ತದೆ. 12ನೇ ಶತಮಾನದ ಲೋಕರೂಢಿಯನ್ನು ಸುಧಾರಿಸಲು ಬಳಸಿದ ಪ್ರಬಲವಾದ ಮಾಧ್ಯಮವೇ "ವಚನ ಸಾಹಿತ್ಯ". ವಚನಗಳ ನೇತಾರ, ಸಮಾಜೋ ಧಾರ್ಮಿಕ ಸಾಹಿತ್ಯಿಕ ಹರಿಕಾರ ಬಸವಣ್ಣನವರು ಇಂದು ಅತ್ಯಂತ ಪ್ರಸ್ತುತವೆನಿಸುತ್ತಾರೆ. ಅವರ ವಚನಗಳು ಇಂದಿನ ಅಸ್ಪಷ್ಟ, ಧೃತಿಗೆಟ್ಟ ಜನರ ಬದುಕಿಗೆ ಖಂಡಿತಾ ದಾರಿ ದೀಪವಾಗಬಲ್ಲದು.

"ಕಾಲಾಯ ತಸ್ಮೈ ನಮಃ" ಬದಲಾಗುವ ಕಾಲದ ಸ್ವರೂಪಗಳಿಗೆ ನಾವು ತಲೆ ಬಾಗಲೇ ಬೇಕು. ಬದಲಾವಣೆ ಜಗದ ನಿಯಮ ಹಾಗಾಗಿ ಪ್ರತಿಯೊಬ್ಬ ಮನುಷ್ಯನು ಬದಲಾಗುತ್ತಿರುವ ಕಾಲಕ್ಕೆ ತನ್ನನ್ನು ತಾನು ಹೊಂದಿಸಿಕೊಳ್ಳುತ್ತಿರಲೇ ಬೇಕು. ಇತ್ತೀಚಿನ ವರ್ಷಗಳಲ್ಲಿ ಇಡೀ ಮನುಕುಲವನ್ನು ಜಾತ್ಯಾತೀತವಾಗಿ, ಧರ್ಮಾತೀತವಾಗಿ, ದೇಶ್ಯಾತೀತವಾಗಿ ಕಾಡಿದ ಕರೋನಾ ಸೋಂಕು ಮನುಷ್ಯನ ಬದುಕನ್ನೇ ಪಲ್ಲಟಿಸಿ ಬಿಟ್ಟಿತು. ಹಣ, ಅಧಿಕಾರದ ಮದದಿಂದ ಮೆರೆಯುತ್ತಿದ್ದ ಮನುಜನಿಗೆ ಒಮ್ಮೆಲೇ ತನ್ನ ಯಾವುದೇ ಆಸ್ತಿ - ಅಂತಸ್ತು, ಅಧಿಕಾರ ಕರೋನಾದಿಂದ ಪಾರು ಮಾಡಲಾಗದೆಂದು ಸಾಬೀತಾಯಿತು. "ಆರೋಗ್ಯವೇ ಮಹಾ ಭಾಗ್ಯ" ಎಂದು ಪ್ರತಿಯೊಬ್ಬರೂ ಜಪಿಸುತ್ತಿದ್ದ ಕಾಲದವು, ಮನುಷ್ಯರ ನೇರ ಒಡನಾಟವೆ ಬೇಡವೆಂದು ದ್ವೀಪ ಜೀವಿಗಳಾಗಿ ಬದುಕಬೇಕಾಯಿತು. ಮನೆಯ ಸದಸ್ಯರೆಲ್ಲರೂ ಒಟ್ಟಿಗೆ ಕಾಲಕಳೆಯುತ್ತಿದ್ದುದರಿಂದ ಮನುಷ್ಯ ಸಂಬಂಧಗಳು ಗಟ್ಟಿಯಾದ ಸಮಯವೂ ಹೌದು ಹಾಗೆಯೇ ಕರೋನಾ ಸೋಂಕಿಗೆ ತುತ್ತಾದ ಆತ್ಮೀಯರಿಗೆ ನೆರವಾಗಲಾಗದೆ, ಕೊನೆಯ ವಿದಾಯ ತೀಳಿಸಲಾಗದ ಅಸಹಾಯಕ ಸಮಯವೂ ಹೌದು.

'ಕದಡಿದ ನೀರು ತಿಳಿಯಾಗುವಂತೆ' ಕರೋನಾ ಕಾಳ ಕಾಲದಿಂದ ಮನುಷ್ಯನ ಕದಡಿದ ಬದುಕು ತಿಳಿಯಾಗುತ್ತಿದೆ. ಆರ್ಥಿಕವಾಗಿ, ಸಾಮಾಜಿಕವಾಗಿ, ಶೈಕ್ಷಣಿಕವಾಗಿ, ನೈತಿಕವಾಗಿ ಸಾಕಷ್ಟು ಸುಧಾರಣೆಗಳಾಗುತ್ತಿದೆ. ಸಮಾಜದ ಹಿಂದಿನ ಪರಿಸ್ಥಿತ ಮರುಕಳಿಸುತ್ತಿದೆ. ಕರೋನಾದಂಥ ಕ್ಲಿಷ್ಟ ಕಾಲದಲ್ಲೂ ಹಾಗೆಯೇ ಅದರ ನಂತರದ ಕಾಲದಲ್ಲೂ ನಮ್ಮ ನೆಲದ ಮಹಾತ್ಮರು, ತತ್ವಜ್ಞಾನಿಗಳು,

ದಾರ್ಶನಿಕರು ಬೋಧಿಸಿದ ಉಪದೇಶಗಳೇ ಸಮಾಜದ ಸುಧಾರಣೆಗೆ ದಾರಿದೀಪವಾಗ ಬಲ್ಲದು. ನಮ್ಮ ಇತಿಹಾಸದ ಪುಟಗಳಲ್ಲಿ ಅನೇಕಾನೇಕ ಕಹಿ ಘಟನೆಗಳು, ಕರಾಳ ಸಂದರ್ಭಗಳು ಉಂಟಾಗಿವೆ, ಆದರೂ ಅದನ್ನೆಲ್ಲಾ ಮೆಟ್ಟಿ ಸಮಾಜ ಸುಧಾರಣೆಯ ಕಾರ್ಯವನ್ನು ಅನೇಕ ಸಮಾಜ ಸುಧಾರಕರು ತಮ್ಮ ಅಚ್ಚಳಿಯದ ಭಾಪವನ್ನು ಮೂಡಿಸಿದ್ದಾರೆ.

ಭಾರತದಲ್ಲಿ 12ನೇ ಶತಮಾನದಲ್ಲಿ ಶರಣರು ಸಾಮಾಜಿಕ ನ್ಯಾಯದ ಹೊಸ ಸಿದ್ಧಾಂತವನ್ನು ಕಟ್ಟಲು, ಸಾಮಾಜಿಕ ಅನ್ಯಾಯದ ಹಳೆಯ ಸಿದ್ಧಾಂತವನ್ನು ಕೆಡವಲು ಸಮಾಜದ ಮಧ್ಯಕ್ಕೇ ಧುಮುಕಿದರು. ಭಾರತ ಧಾರ್ಮಿಕ ಇತಿಹಾಸದಲ್ಲಿ ಶರಣರನ್ನು ಮೊದಲ ಕ್ರಾಂತಿಕಾರಿಗಳೆನಿಸಿಕೊಳ್ಳುತ್ತಾರೆ. ಬುದ್ಧನದು ಬೋಧಿವೃಕ್ಷದ ಕೆಳಗೆ ಕುಳಿತು ಅಡವಿಯಲ್ಲಿ ಗಳಿಸಿದ ಜ್ಞಾನವನ್ನು ಊರಿಗೆ ಅನ್ವಯಿಸಿದ 'ಜ್ಞಾನದಿಂದ ಕ್ರಿಯೆ' ಧೋರಣೆಯಾದರೆ, ಬಸವಣ್ಣ ಮುಂತಾದ ವಚನಕಾರರದ್ದು ಊರಿನಲ್ಲಿ ಗಳಿಸಿದ ಜ್ಞಾನವನ್ನು ಊರಿಗೇ ಅನ್ವಯಿಸಿದ 'ಕ್ರಿಯೆಯಿಂದ ಜ್ಞಾನ' ಧೋರಣೆಯಾಗಿದೆ. ಕಾಯಕದ ಸಾರ್ಥಕತೆ ಅಡಗಿರುವುದು ದಾಸೋಹದಲ್ಲಿ ಎಂಬುದು ಶರಣರ ಚಿಂತನೆಯಾಗಿದೆ. ದಾಸೋಹದ ತ್ರಿವಿಧ ಆಯಾಮಗಳಲ್ಲಿ ಗುರುವಿಗೆ ತನು ದಾಸೋಹ, ಲಿಂಗಕ್ಕೆ ಮನ ದಾಸೋಹ ಹಾಗೆಯೇ ಜಂಗಮಕ್ಕೆ ಭಕ್ತನಾದವನು ಧನ ದಾಸೋಹ ಮಾಡಬೇಕು. ವಚನಗಳು ಕನ್ನಡ ಸಂದರ್ಭದಲ್ಲಿ ಕೇವಲ ಒಂದು ಸಾಹಿತ್ಯಿಕ ಪ್ರಕಾರವಲ್ಲ, ಒಂದು ಸಾಂಸ್ಕೃತಿಕ ಪರಂಪರೆ.

ಸಮಸಮಾಜದ ನಿರ್ಮಾಣದ ಮಹದುದ್ದೇಶದೊಂದಿಗೆ ತಮ್ಮ ವಿಶಿಷ್ಟ ನಿಲುವುಗಳ ಮೂಲಕ ಸಮಾಜದಲ್ಲಿನ ಅಂಕುಡೊಂಕುಗಳನ್ನು ಸರಿಪಡಿಸಿ ಭಕ್ತಿ ಮಾರ್ಗದ ಮೂಲಕ ಸಮಾಜವನ್ನು ಸರಿ ದಾರಿಗೆ ಕೊಂಡೊಯ್ಯಲು ಪ್ರಯತ್ನಿಸಿದ ಮಾಹಾನುಭಾವ ಬಸವಣ್ಣ.

"ಲೋಕದ ಡೊಂಕ ನೀವೇಕೆ ತಿದ್ದುವಿರಿ?
ನಿಮ್ಮ ನಿಮ್ಮ ತನುವ ಸಂತೈಸಿಕೊಳ್ಳಿ,
ನಿಮ್ಮ ನಿಮ್ಮ ಮನವ ಸಂತೈಸಿಕೊಳ್ಳಿ,
ನೆರೆಮನೆಯ ದುಃಖಕ್ಕೆ ಅಳುವವರ ಮೆಟ್ಟ
ಕೂಡಲಸಂಗಮದೇವ"

ಹೀಗೆ ಸಮಾಜದ ಉದ್ಧಾರವಾಗಬೇಕಾದರೆ ಮೊದಲ ಆತ್ಮೋದ್ಧಾರವಾಗಬೇಕು. ತದನಂತರವೇ ಇತರರನ್ನು ತಿದ್ದಲು ಸಾಧ್ಯ. ನಮ್ಮ ತನು ಮನಗಳ ವಾಂಛೆಗಳನ್ನು ಬಿಡದೆ ಇತರರಿಗೆ ಉಪದೇಶ ಮಾಡುವುದು ಅನವಶ್ಯಕ ಎಂದು ಬಸವಣ್ಣವರು ತಮ್ಮ ವಚನಗಳಲ್ಲಿ ತಿಳಿಸಿ ಸಮಾಜ ಸುಧಾರಣೆಗೆ ಸ್ಪಷ್ಟ ದಾರಿಯನ್ನು ಹಾಕಿ ಕೊಟ್ಟಿದ್ದಾರೆ.

ಬಿಜಾಪುರ ಜಿಲ್ಲೆಯ ಬಾಗೇವಾಡಿಯಲ್ಲಿ ಜನಿಸಿದ ಬಸವಣ್ಣನವರು ನಂತರ ಕಲ್ಯಾಣದ ಕಲಚುರಿ ಚಕ್ರವರ್ತಿ ಬಿಜ್ಜಳನ ಆಸ್ಥಾನದಲ್ಲಿ ಕರಣಿಕನಾಗಿ ತನ್ನ ಸೇವೆಯನ್ನು ಸಲ್ಲಿಸಿದರು. ಜನರ ಅಜ್ಞಾನ, ಮೂಢನಂಬಿಕೆ, ತಪ್ಪು ಗ್ರಹಿಕೆಗಳನ್ನು ಹೋಗಲಾಡಿಸಲು ಬಸವಣ್ಣನವರು ಕೈಗೆತ್ತಿಕೊಂಡ ಪ್ರಬಲವಾದ ಅಸ್ತ್ರವೇ ಸಾಹಿತ್ಯ. ಅಲ್ಲಿಯವರೆಗೂ ಅಂದರೆ 12ನೇ ಶತಮಾನದವರೆಗೂ ಸಾಹಿತ್ಯ ಪಂಡಿತೋತ್ತಮರ, ರಾಜಾಶ್ರಯದ ಸೊಂಪಲ್ಲಿ ನಳನಳಿಸುತ್ತಿತ್ತು. ಆದರೆ ಬಸವಣ್ಣನವರು ಸಾಹಿತ್ಯವೂ ಪುರಾಣ ಕಥೆಗಳ ವರ್ಣನೆಗೆ ಮಾತ್ರ ಸೀಮಿತವಾಗಿರಬೇಕಿಲ್ಲ; ಸಮಾಜವನ್ನು ಬದಲಿಸಲೂ ಬಹುದು ಎಂದು ತೋರಿಸಿ ಕೊಟ್ಟರು.

ಅಂದಿನ ಸಮಾಜದಲ್ಲಿದ್ದ ಜಾತಿ ವ್ಯವಸ್ಥೆ, ಅಸ್ಪೃಶ್ಯತೆ, ಲಿಂಗ ಅಸಮಾನತೆ - ಇಂಥ ಪಿಡುಗುಗಳನ್ನು ಹೋಗಲಾಡಿಸಿ ಸಮಾನತೆ, ಆತ್ಮ ಗೌರವ, ಲಿಂಗ ಸಮಾನತೆ ತರುವಲ್ಲಿ ಬಸವಣ್ಣನವರ ನೀತಿ ಬೋಧೆಗಳಾದ ವಚನಗಳು ಅತ್ಯಂತ ಸಹಾಯಕವಾದವು. ಸಾಮಾಜಿಕ ಸಮ್ಮತಿಯ ಮುಖವಾಡದಲ್ಲಿ ಸೃಷ್ಟಿಸಲಾದ ವರ್ಗಭೇದ, ವರ್ಣ ಭೇದ, ಲಿಂಗ ಭೇದ ಸಂಸ್ಕೃತಿಗಳನ್ನು ಅಲ್ಲಗಳೆದು ಸಮ ಸಮಾಜದ ಪ್ರಜ್ಞೆಯನ್ನು ಮೂಡಿಸಿ, ಬಸವಣ್ಣನವರ ವಚನಗಳು ಸಾಮಾನ್ಯ ಜನರ ಅರಿವಿನ ಕಣ್ಣನ್ನು ತೆರೆಸಿತು. "ದಯವೇ ಧರ್ಮದ ಮೂಲವಯ್ಯಾ" ಎಂದು ಮಾನವ ಧರ್ಮವನ್ನು ಜಗತ್ತಿಗೆ ಸಾರಿದ ಮಹಾನ್ ಪುರುಷ ಬಸವಣ್ಣ.

ಬಸವಣ್ಣನವರ ವಚನಗಳು ಸಾರ್ವಕಾಲಿಕ, ಸಾರ್ವತ್ರಿಕವಾದ ಗುಣಗಳನ್ನೇ ಹೊಂದಿದೆ ಏಕೆಂದರೆ ವಚನಗಳು ರಚಿತವಾದದ್ದು 'ಜನರಿಂದ, ಜನರಿಗಾಗಿ, ಜನರಿಗೋಸ್ಕರವೇ'. ಹಾಗಾಗಿ ಜನರ ನಾಡಿಮಿಡಿತವನ್ನು ಬಸವಣ್ಣನವರು ಚೆನ್ನಾಗಿ ಅರಿತುಕೊಂಡೇ ಮುಂದೆ ಇನ್ನೂ ಒಂದಷ್ಟು ಕಾಲದವರೆಗೂ ಅನ್ವಯಿಸುವಂತೆ ವಚನಗಳನ್ನು ಪೋಣಿಸಿದರು. ಸಾಮಾಜಿಕ ನೈತಿಕ ಪರಿಸ್ಥಿತಿಗಳು ಅಸ್ತವ್ಯಸ್ಥವಾಗಿರುವ ಕರೋನಾ ನಂತರದ ಕಾಲ ಘಟ್ಟದಲ್ಲಿ ನಾವೆಲ್ಲಾ ಇಂದು ಇದ್ದೇವೆ. ಭಯದ ವಾತಾವರಣ ಸರಿದು ಮೆಲ್ಲನೆ

ಜನಬುದುಕು ಸುಧಾರಿಸುತ್ತಿದೆ. ಈ ಸುಧಾರಣೆಯ ಕಾಲ ಘಟ್ಟದಲ್ಲಿ ಬಸವಣ್ಣನವರ ನುಡಿಮುತ್ತುಗಳು ನಿಜವಾಗಿಯೂ ಪ್ರಸ್ತುತವಾಗಬಲ್ಲದು.

"ಕಾಯಕವೇ ಕೈಲಾಸ" ಎಂಬ ಬಸವಣ್ಣನವರ ಮಾತನ್ನು ನಮ್ಮ ಜನ ಕರೋನಾ ನಂತರದ ಸಂದರ್ಭದಲ್ಲಿ ಮನಗಾಣಿದ್ದಾರೆ. ಕರೋನಾ ಸೋಂಕು ವಿಶ್ವವ್ಯಾಪಿಯಾದಾಗ ದೇಶಗಳ ಆರ್ಥಿಕ ಪರಿಸ್ಥಿಗಳು ನೆಲಕಚ್ಚಿದವು. ಅನೇಕರು ಔದ್ಯೋಗಿಕ ಅವಕಾಶಗಳನ್ನೇ ಕಳೆದುಕೊಂಡು ಮನೆಗಳಲ್ಲಿ ಬಂಧಿಯಾಗ ಬೇಕಾದ ಬಿಕ್ಕಟ್ಟನ್ನು ಎದುರಿಸಿದರು. ಆದರೆ ಈಗ ಕೆಲಸದ ಮಹತ್ವವನ್ನು ಮನುಷ್ಯ ಅರಿತಿದ್ದಾನೆ. ಹೊಸ ಹೊಸ ಔದ್ಯೋಗಿಕ ಅವಕಾಶಗಳನ್ನು ಕಂಡುಕೊಳ್ಳುತ್ತಿದ್ದಾನೆ. ವ್ಯಾವಹಾರಿಕ ಜಗತ್ತಿನ ಡಿಜಿಟಲ್ ಮಾರ್ಕೆಟಿಂಗ್ ಹೊಸ ಸ್ವರೂಪವನ್ನು ಪಡೆದುಕೊಂಡಿರುವುದೇ ಇದಕ್ಕೆ ಸಾಕ್ಷಿ. ಇನ್ನು ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರದಲ್ಲಂತೂ ಆನ್ಲೈನ್ ಎಂಬ ಹೊಸ ಅಲೆಯೇ ಎದ್ದಿದೆ. ಕರೋನಾ ಸಂದರ್ಭದಲ್ಲಿ ಪ್ರಣವಾಯುವಂತೆ ಕ್ರಿಯಿಸಿದ ಆನ್ಲೈನ್ ತಂತ್ರಜ್ಞಾನ ಇಂದಿನ ಶಿಕ್ಷಣ ಕ್ಷೇತ್ರದ ಒಂದು ಅವಿಭಾಜ್ಯ ಅಂಗವಾಗಿ ಬಿಟ್ಟಿದೆ. ದೇಶದ ಯಾವ ಮೂಲೆಯಲ್ಲಾದರೂ ಇದ್ದುಕೊಂಡು ಜ್ಞಾನಾರ್ಜನೆ ಮಾಡ ಬಲ್ಲ ಸವಲತ್ತು ಸಿಕ್ಕಿದೆ - ಏನೇ ಎಡರುತೊಡರುಗಳು ಬಂದರೂ ಕಾರ್ಯೋನ್ಮುಖಿರಾಗುವ ಹುಮ್ಮಸ್ಸನ್ನು ಜನ ಹೊಂದಿದ್ದಾರೆ.

"ಅತ್ತಲಿತ್ತ ಹೋಗದಂತೆ, ಹೆಳವನ ಮಾಡಯ್ಯಾ ತಂದೆ.ಸುತ್ತಿ ಸುಳಿದು ನೋಡದಂತೆ, ಅಂಧಕನ ಮಾಡಯ್ಯಾ ತಂದೆ. ಮತ್ತೊಂದ ಕೇಳದಂತೆ, ಕಿವುಡನ ಮಾಡಯ್ಯಾ ತಂದೆ. ನಿಮ್ಮ ಶರಣರ ಪಾದವಲ್ಲದೆ ಅನ್ಯ ವಿಷಯಕ್ಕೆಳಸದಂತೆ ಇರಿಸು, ಕೂಡಲಸಂಗಮದೇವಾ" - ಮನುಷ್ಯನ ಮನಸ್ಸು ಸುತ್ತಲಿನ ಸಂದರ್ಭಾನುಸಾರಗಳಿಗೆ ಪ್ರಕ್ಷುಬ್ಧಗೊಂಡು ಚಂಚಲ ಸ್ವಭಾವವನ್ನು ತನ್ನದಾಗಿಸಿಕೊಳ್ಳುತ್ತದೆ.ಇಂತಹ ಸಂದರ್ಭದಲ್ಲಿ ಮನಸ್ಸನ್ನು ನಿಗ್ರಹಿಸಿ ನಮ್ಮ ನಮ್ಮ ಗುರಿಯ ಕಡೆಗೆ ಸಾಗಬೇಕೆಂದು ಬಸವಣ್ಣನವರು ಹೇಳಿದ್ದಾರೆ. ಕರೋನಾದ ಮಾರಕ ಪರಿಣಾಮಗಳು ನಮ್ಮನ್ನು ವಿಚಲಿತಗೊಳಿಸಿದರೂ ಅವೆಲ್ಲವುಗಳನ್ನು ಮೆಟ್ಟಿ ನಾವೆಲ್ಲಾ ಹೊಸ ಬದುಕನ್ನು ಪುನರ್ ಕಟ್ಟಿಕೊಳ್ಳಬೇಕಾಗುತ್ತದೆ ಎಂದು ಈ ವಚನವನ್ನು ಪ್ರಸ್ತುತಕರಿಸಿಕೊಳ್ಳಬಹುದು.

"ಅರ್ಥ ರೇಖೆಯಿದ್ದಲ್ಲಿ ಫಲವೇನು, ಆಯುಷ್ಯರೇಖೆ ಇಲ್ಲದನ್ನಕ್ಕರ?
ಹಂದೆಯ ಕೈಯಲ್ಲಿ ಚಂದ್ರಾಯುಧವಿದ್ದಲ್ಲಿ ಫಲವೇನು?
ಅಂಧಕನ ಕೈಯಲ್ಲಿ ದರ್ಪಣವಿದ್ದು ಫಲವೇನು?
ಮರ್ಕಟನ ಕೈಯಲ್ಲಿ ಮಾಣಿಕವಿದ್ದು ಫಲವೇನು?
ನಮ್ಮ ಕೂಡಲಸಂಗನ ಶರಣರಿಯದವರ ಕೈಯಲ್ಲಿ
ಲಿಂಗವಿದ್ದು ಫಲವೇನು? ಶಿವ ಪಥವನರಿಯದನ್ನಕ್ಕ.

ಕರೋನಾ ನಂತರದ ಸಂದರ್ಭದಲ್ಲಿ ಭಗವಂತನ ವಾಸ ಸ್ಥಾನಗಳಾದ ದೇವಸ್ಥನಗಳಿಗೂ ಲಾಕ್ಡೌನ್ ಬಡಿಯಿತು. ಆದರೆ ಭಗವಂತನ ಮಹಿಮೆ ಸ್ಥಾವರಕ್ಕೆ ಮಾತ್ರ ಸೀಮಿತವಾಗಿಲ್ಲ ಅದು ಎಲ್ಲರ ಮನದಲ್ಲಿ ನೆಲೆಸತೊಡಗಿತು. ಏಕೆಂದರೆ ಮನುಷ್ಯನಿಗೆ ಅರ್ಥವಾಗಿತ್ತು ತನ್ನ ಕೈಮೀರಿದ ವಿಚಾರಗಳಿಗೆ ಭಗವಂತನೇ ನೆರವಾಗಬೇಕು ಎಂದು. ಹಾಗಾಗಿ ಎಲ್ಲರೂ ಭಗವಂತನ ಮೊರೆ ಹೋದರೂ ತಮಗೆ ಮಾತ್ರ ಕೊರೋನಾ ಸೋಂಕು ತಾಗ ಬಾರದೆಂದು. ನಂತರದ ದಿನಗಳ್ಲೂ ಮನುಷ್ಯ ಭಗವಂತನಿಗೆ ಕೃತಜ್ಞನಾಗಲು ತೊಡಗಿದ್ದಾನೆ, ಶಿವ ಪಥವನ್ನರಿಯಲು ಮುಂದಾಗಿದ್ದಾನೆ. ಈ ಕಲಿಯುಗದಲ್ಲೂ ಭಕ್ತಿ ಮಾರ್ಗವೇ ಶ್ರೇಷ್ಠವೆಂದು ಜನರಿಗೆ ಮನವರಿಕೆಯಾಗಿದೆ.

"ಎನಿಸು ಕಾಲ ಕಲ್ಲು ನೀರೊಳಗಿದ್ದೇನು,
ನೆನೆದು ಮೃದುವಾಗಬಲ್ಲುದೆ?
ಎನಿಸು ಕಾಲ ನಿಮ್ಮ ಪೂಜಿಸಿ ಏವೆನಯ್ಯಾ,
ಮನದಲ್ಲಿ ದೃಢವಿಲ್ಲದನ್ನಕ್ಕ?
ನಿಧಾನವ ಕಾಯ್ದಿರ್ದ ಬೆಂತರನಂತೆ,
ಅದರ ವಿಧಿ ಎನಗಾಯಿತ್ತು, ಕೂಡಲಸಂಗಮದೇವಾ

ಮಾನವನ ಇತಿಹಾಸದಲ್ಲಿ ಅನೇಕಾನೇಕ ದುರ್ಘಟನೆಗಳು, ಪ್ರಾಕೃತಿಕ ವಿಕೋಪಗಳು, ಸಾಂಕ್ರಾಮಿಕ ರೋಗಗಳು ಘಟಿಸಿ ಹೋಗಿವೆ. ಮೇಲಿನ ಪ್ರತಿಯೊಂದು ಸಂಭವಿಸಿದಾಗಲೂ ಮನುಷ್ಯ ಭಗವಂತನ ಮುಂದೆ ತಾನು ಅಲ್ಪನೆಂದು ಅರಿತುಕೊಳ್ಳುತ್ತಾನೆ. ಆದರೂ ಕೆಲ

ಕಾಲದ ನಂತರ ಅವನ ದುರ್ವರ್ತನೆಗಳು ಹಿಂದಿನಂತೆಯೇ ಸಾಗುತ್ತದೆ. ದೃಢ ಭಕ್ತಿ ಇಲ್ಲದೆ ಹೇಗೆ ಪೂಜೆ ವ್ಯರ್ಥವೋ ಹಾಗೆಯೇ ಮನುಷ್ಯನು ತನ್ನ ಮಿತಿಗಳನ್ನು ಅರಿಯದೆ ಜೀವಿಸುವುದು ವ್ಯರ್ಥ. ಎಚ್ಚರಿಕೆಯ ಕರೆಘಂಟೆ ಬಡಿದ ಕೂಡಲೇ ಎಚ್ಚೆತ್ತು ಸರಿ ಮಾರ್ಗದಲ್ಲಿ ಸಾಗ ಬೇಕು. ಅದರ ಬದಲಾಗಿ ಪಶ್ಚಾತ್ತಾಪ ಕ್ಷಣಿಕವಾದರೆ ಮನುಷ್ಯನ ಅವನತಿಯನ್ನು ತಡೆಯಲು ಅಸಾಧ್ಯ. ಕರೋನಾ ಅಂತಹ ಮಹಾಮಾರಿ ಬಂದು ಹೋದ ಮೇಲೆ ನಮ್ಮ ಬದುಕಿನ ಸಾರ್ಥಕತೆಗಳನ್ನು ಅರಿಯಬೇಕು. ಕೇವಲ ಆಸ್ತಿ ಅಂತಸ್ತು ಗಳಿಸುವುದೇ ಜೀವನದ ಪರಮೋಚ್ಚ ಗುರಿ ಎಂದು ಭಾವಿಸಬಾರದು. ಬದಲಾಗಿ ಶರಣರು ಸಾರಿದ ದಾಸೋಹ ತತ್ವವನ್ನೂ ಅನುಸರಿಸಬೇಕು. ಆಗ ಮಾತ್ರ ಮನುಷ್ಯನ ಅಲ್ಪಾಯುಷ್ಯವೂ ಸಾರ್ಥಕವಾಗುತ್ತದೆ.

> "ಏನಿ ಬಂದಿರಿ, ಹದುಳಿದ್ದಿರೆ ಎಂದಡೆ
> ನಿಮ್ಮೈಸಿರಿ ಹಾರಿ ಹೋಹುದೆ?
> ಕುಳ್ಳಿರೆಂದಡೆ ನೆಲ ಕುಳಿಹೋಹುದೆ?
> ಒಡನೆ ನುಡಿದಡೆ ಸಿರ(ಪಟ್ಟಿ)ಯೊಡೆವುದೆ?
> ಕೊಡಲಿಲ್ಲದಿದ್ದೊಂದು ಗುಣವಿಲ್ಲದಿದ್ದಡೆ
> ಮೂಗ ಕೊಯ್ದಡೆ ಮಾಬನೆ ಕೂಡಲಸಂಗಮದೇವಯ್ಯ?

ಮೇಲಿನ ವಚನ ಮನುಷ್ಯನ ಸೌಜನ್ಯತೆಗೆ ಸಂಬಂಧಿಸಿದ್ದು; ಆಧುನಿಕ, ನಗರ ಪ್ರದೇಶಗಳಲ್ಲಂತೂ ಮನೆಗೆ ಯಾರಾದರೂ ಬಂದಾಗ ಜನ ನಡೆದುಕೊಳ್ಳುವ ರೀತಿ ಔದಾರ್ಯದಿಂದಿರುವುದಿಲ್ಲ. 'ಅತಿಥಿ ದೇವೋಭವ" ಎಂಬ ಸಂಸ್ಕೃತಿಯನ್ನು ಭಾರತೀಯರು ಪಾಲಿಸಬೇಕಾದರೂ ಜನ ನುಡಿದಂತೆ ನಡೆಯುತ್ತಿಲ್ಲ. ಇಲ್ಲಿ ಬಸವಣ್ಣನವರು ಹೇಳುತ್ತಿರುವುದು ಮನೆಗೆ ಬರುವ ಅತಿಥಿಗಳನ್ನು ಪ್ರೀತಿಯಿಂದ ಬರಮಾಡಿಕೊಂಡು, ಕ್ಷೇಮವಾಗಿದ್ದೀರಾ, ಕುಳಿತುಕೊಳ್ಳಿ, ಎಂದು ಪ್ರೀತಿಯಿಂದ, ವಿಶ್ವಾಸದಿಂದ ಮಾತನಾಡಬೇಕು. ಕೊಡದಿದ್ದರೂ, ಗುಣವಿಲ್ಲದಿದ್ದರೆ ಭಗವಂತನ ಕೃಪೆಗೆ ಪಾತ್ರರಾಗಲು ಸಾಧ್ಯವಿಲ್ಲ ಎಂದು. ಕರೋನಾ ಸಂದರ್ಭದಲ್ಲಂತೂ ಆತಿಥ್ಯದ ಮಾತೇ ಇದ್ದಿಲ. ಮನೆಗೆ ಯಾರೂ ಬರುವ ಹಾಗೂ ಇಲ್ಲ, ಹೊರಗೆ ಹೋಗುವ ಹಾಗೂ ಇಲ್ಲ, ಎಲ್ಲೆಡೆಯೂ ಸೋಂಕಿನ ಭಯ. ಆದರೆ ಈಗ ಮತ್ತೆ ನಮ್ಮ ಸೌಜನ್ಯತೆಯುಳ್ಳ ಬದುಕನ್ನು ಮತ್ತೆ ಪುನರಾರಂಭಿಸಬೇಕಾಗಿದೆ. ಈಗ ನಾವು ಆದರ ಆತಿಥ್ಯಗಳಿಂದ ನಡೆದುಕೊಂಡರೆ, ಮುಂದಿನ ಪೀಳಿಗೆಯವರೂ ಅದನ್ನೇ ಪಾಲಿಸಲು ಸಾಧ್ಯವಾಗುತ್ತದೆ. ಮನುಷ್ಯ, ಮನುಷ್ಯನ ನಡುವಿನ ಪ್ರೀತಿ, ಸಹಬಾಳ್ವೆ, ಸೌಹಾರ್ದತೆ ಆರೋಗ್ಯವಂತ ಸಮಾಜವನ್ನು ನಿರ್ಮಿಸಲು ಅನುವು ಮಾಡಿಕೊಡುತ್ತದೆ.

> "ಒಲೆ ಹತ್ತಿ ಉರಿದಡೆ ನಿಲಬಹುದಲ್ಲದೆ
> ಧರೆ ಹತ್ತಿ ಉರಿದಡೆ ನಿಲಲುಬಾರದು.
> ಏರಿ ನೀರುಂಬಡೆ, ಬೇಲಿ ಕೆಯ್ಯ ಮೇವಡೆ,
> ನಾರಿ ತನ್ನ ಮನೆಯಲ್ಲಿ ಕಳುವಡೆ,
> ತಾಯ ಮೊಲೆವಾಲು ನಂಜಾಗಿ ಕೊಲುವಡೆ,
> ಇನ್ನಾರಿಗೆ ದೂರುವೆ ಕೂಡಲಸಂಗಮದೇವಾ!

ಕರೋನೋತ್ತರದ ಸಂದರ್ಭದಲ್ಲಿ ಸಮಾಜದಲ್ಲಿ ಸಾಕಷ್ಟು ಏರುಪೇರಾದದ್ದು ಅಕ್ಷರಸಃ ನಿಜ. ಕೆಲವರಿಗೆ ಬದುಕಿನ ಬೆಲೆ ಗೊತ್ತಾಗಿ ನೈತಿಕ ಬದುಕನ್ನು ಮುನ್ನಡೆಸಿದರೆ, ಕೆಲವರು ಮುಗ್ಧರನ್ನು, ಅಸಹಾಯಕರನ್ನು ಸುಲಿಗೆ ಮಾಡತೊಡಗಿದರು. ವೈದ್ಯಕೀಯ ಕ್ಷೇತ್ರದಲ್ಲಂತೂ ಕರೋನಾ ಸಂದರ್ಭದಲ್ಲಿಯೇ ಸಾಕಷ್ಟು ಅಮಾನವೀಯ ಘಟನೆಗಳು ಸಂಭವಿಸಿತ್ತಾದರೂ, ನಂತರದ ದಿನಗಳಲ್ಲೂ ಅದು ಮುಂದುವರಿಯಿತು. ಇಂತಹ ಸಂದಿಗ್ಧ ಸಂದರ್ಭದಲ್ಲಿ ಪ್ರಸ್ತುತ ವಚನ ಕಾಯುವವರೇ ತಮ್ಮ ಕರ್ತವ್ಯವಂಚನೆ ಮಾಡಿದರೆ ಸಾಮಾನ್ಯ ಜನರ ಗತಿ ಹೇಳತೀರದು. ಹಾಗಾಗಿ ಸಮಾಜದಲ್ಲಿ ಸಾಮಾನ್ಯ ಜನರ ಹಿತರಕ್ಷಣೆ ಕಾಪಾಡುವವರು ತಮ್ಮ, ತಮ್ಮ ನೈತಿಕ ಜವಾಬ್ದಾರಿಗಳನ್ನು ನಿಭಾಯಿಸುವುದು ಅತ್ಯವಶ್ಯಕ.

> ಕಲ್ಲ ನಾಗರ ಕಂಡಡೆ ಹಾಲನೆರೆಯೆಂಬರು,
> ದಿಟದ ನಾಗರ ಕಂಡಡೆ ಕೊಲ್ಲೆಂಬರಯ್ಯಾ.

<div align="center">

ಉಂಬ ಜಂಗಮ ಬಂದಡೆ ನಡೆಯೆಂಬರು,

ಉಣ್ಣದ ಲಿಂಗಕ್ಕೆ ಬೋನವ ಹಿಡಿಯೆಂಬರಯ್ಯಾ.

ನಮ್ಮ ಕೂಡಲಸಂಗನ ಶರಣರ ಕಂಡು ಉದಾಸೀನವ ಮಾಡಿದಡೆ,

ಕಲ್ಲ ತಾಗಿದ ಮಿಟ್ಟೆಯಂತಪ್ಪರಯ್ಯಾ.

</div>

ಮನುಷ್ಯತ್ವ ಎಲ್ಲಾ ಕಾಲಕ್ಕೂ ಪಾಲಿಸಬೇಕಾದ ಧರ್ಮ. ಹಸಿದವನಿಗೆ ಒಂದು ತುತ್ತು ಅನ್ನ ನೀಡುವ ಕನಿಷ್ಠ ಮಾನವೀಯತೆಯು ಮನುಷ್ಯನಲ್ಲಿಲ್ಲದಿದ್ದರೆ ಅವನು ಏನೇ ಓದಿ ವಿದ್ಯಾವಂತನಾದರೂ, ಸಿರಿವಂತನಾದರೂ ಪ್ರಯೋಜನವಿಲ್ಲ. ಅದರ ಜೊತೆಗೆ ಭಕ್ತಿಯ ಆಚರಣೆಗಳನ್ನು ಕೈಗೊಳ್ಳುವ ಭಕ್ತರು ಕಲ್ಲ ದೇವರನ್ನು ಪೂಜಿಸಿದರೆ ಸಾಲದು, ಜೀವವುಳ್ಳ ಮನುಷ್ಯರ ಕಷ್ಟಕ್ಕೆ ಸ್ಪಂದಿಸುವುದು ಬಹಳ ಮುಖ್ಯ. ಮೌಢ್ಯದ ಆಚರಣೆಗಳು ಮನುಷ್ಯನನ್ನು ಬುದ್ಧಿ ಹೀನನನ್ನಾಗಿ ಮಾಡುತ್ತದೆ. ಹಾಗಾಗಿ ಪ್ರಜ್ಞಾವಂತ ಸಮಾಜ ನಿರ್ಮಾಣ ಪ್ರಸ್ತುತ ಕಾಲಕ್ಕೂ ಅತಿ ಅವಶ್ಯಕವಾದುದ್ದಾಗಿದೆ.

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ಗುರುವಿಂಗೆ ತನುವ ಕೊಟ್ಟು,

ಲಿಂಗಕ್ಕೆ ಮನವ ಕೊಟ್ಟು,

ಜಂಗಮಕ್ಕೆ ಧನವ ಕೊಟ್ಟು,

ಇಂತೀ ತ್ರಿವಿಧಕ್ಕೆ ತ್ರಿವಿಧವ ಕೊಟ್ಟು ನಾನು ಶುದ್ಧನಾದೆನು

ಕಾಣಾ, ಕೂಡಲಸಂಗಮದೇವಾ.

</div>

ತ್ರಿವಿಧ ತತ್ವ - ಗುರು, ಲಿಂಗ, ಜಂಗಮ ಮನುಷ್ಯನ ಅಂತರಂಗ ಹಾಗೂ ಬಹಿರಂಗವನ್ನು ಶುದ್ಧೀಕರಿಸುವ ಪ್ರಬಲ ಮಾರ್ಗ. ಇಂದಿನ ಕ್ರೌರ್ಯ, ಹಿಂಸೆ, ಅನ್ಯಾಯ ತುಂಬಿದ ಸಮಾಜದಲ್ಲಿ ತ್ರಿಕರಣಗಳನ್ನು(ಕಾಯಾ, ವಾಚಾ, ಮನಸ್ಸು) ಶುದ್ಧವಾಗಿಟ್ಟುಕೊಳ್ಳಲು ನಾವೆಲ್ಲಾ ತ್ರಿವಿಧ ತತ್ವವನ್ನೇ ಪಾಲಿಸಬೇಕಿದೆ. ತನು, ಮನ, ಧನವನ್ನು ಸಂಪೂರ್ಣವಾಗಿ ನಾವು ಗುರು, ಲಿಂಗ, ಜಂಗಮಕ್ಕೆ ಅರ್ಪಿಸಿದಾಗ ನಮ್ಮಲ್ಲಿರುವ ಅಹಂ ಭಾವ ಇಲ್ಲವಾಗುತ್ತದೆ, ಆಗ ನಮ್ಮಿಂದ ಸತ್ಕಾರ್ಯಗಳೇ ನಡೆಯುತ್ತದೆ. ಈ ಕಾರಣದಿಂದ ಪ್ರಸ್ತುತ ವಚನ ಇವತ್ತಿನ ಸಂದರ್ಭಕ್ಕೂ ಆಪ್ಯಾಯಮಾನವಾಗಿದೆ.

ಉಪಸಂಹಾರ:

ಕಾಲ ಯಾವುದೇ ಆಗಲಿ, ವಚನಗಳ ಸಾರ ಮನುಕುಲಕ್ಕೆ ದಾರಿದೀಪವಾಗಬಲ್ಲದು. ಅದರಲ್ಲೂ ಸಮಾಜದಲ್ಲಿ ಸಾಕಷ್ಟು ತಲ್ಲಣ, ಆತಂಕಗಳು, ಸಾಮಾಜಿಕ ಸ್ಥಿತಿ ಗತಿಗಳ ಬದಲಾವಣೆ ಇರುವ ಕರೋನೋತ್ತರ ಸಂದರ್ಭದಲ್ಲಂತೂ ಪ್ರತಿಯೊಂದು ವಚನಗಳು ನಮಗೆ ನುಡಿ ಮುತ್ತುಗಳಿದ್ದ ಹಾಗೆ. ಬಸವಣ್ಣನವರು ಸಾಮಾಜಿಕ ಕ್ರಾಂತಿಗಾಗಿ ಪೋಣಿಸಿದ ವಚನಗಳ ಮುತ್ತಿನಹಾರವು ಸಾರ್ವಕಾಲಿಕವಾದದ್ದು. ವಚನಗಳ ಸಾರವನ್ನು ಅರ್ಥೈಸಿಕೊಂಡು ನಮ್ಮ ಸಾಮಾಜಿಕ ಬದುಕನ್ನು ಅರ್ಥಪೂರ್ಣಗೊಳಿಸಿಕೊಂಡರೆ ಆ ಮಹಾನ್ ಚೇತನದ ತತ್ವಾಶಯಗಳಿಗೆ ಸಾರ್ಥಕತೆ ಬರುತ್ತದೆ.

ಪರಾಮರ್ಶನ ಗ್ರಂಥ:

"ವಚನ": ಶಿವಶರಣರ ವಚನಗಳ ಸಂಕಲನ

ಸಂಪಾದಕರು: ಡಾ.ಎಂ.ಎಂ.ಕಲಬುಗಿ

ಪ್ರಕಾಶಕರು: ಬಸವ ಸಮಿತಿ, ಬಸವ ಭವನ, ಶ್ರೀ ಬಸವೇಶ್ವರ ವೃತ್ತ, ಬೆಂ-01

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ಕಡಲಾಳದ ಮುತ್ತುಗಳು – ಅಡಿಗರ ಕವನಗಳು

ಡಾ.ಶ್ರೀಲತಾ. ಎ.,
ಅಸೋಸಿಯೇಟ್ ಪ್ರೊಫೆಸರ್,
ಕನ್ನಡ ಇಲಾಖೆ,
ನಾಗಾರ್ಜುನ ಪದವಿ ಕಾಲೇಜು,
ಬೆಂಗಳೂರು, ಕರ್ನಾಟಕ

ಅಮೂರ್ತ:

ಇಂದು ಸಾಹಿತ್ಯ ಲೋಕದಲ್ಲಿ ವಿವಿಧ ಸಾಹಿತ್ಯ ಪ್ರಕಾರಗಳು ಹುಟ್ಟಿಕೊಳ್ಳುತ್ತಿವೆ. ಐವತ್ತು ವರ್ಷಗಳ ಹಿಂದೆ ಇದ್ದಂತಹ ಸಾಹಿತ್ಯ ಪ್ರಕಾರಗಳು ಇಂದು ಹೊಸ ರೂಪಗಳನ್ನು ಪಡೆದುಕೊಳ್ಳುತ್ತಿವೆ. ಇದರ ಪರಿಣಾಮವೇ ಪ್ರಸ್ತುತ ಸಾಹಿತ್ಯ ಲೋಕದಲ್ಲಿ ಕಂಡುಬರುವ ಆಧುನಿಕ ಪ್ರಗತಿಶೀಲ ಸಾಹಿತ್ಯ, ನವೋದಯ ದಲಿತ, ಬಂಡಾಯ ಮುಂತಾದ ಸಾಹಿತ್ಯ ಪ್ರಕಾರಗಳ ಹೊಸ ರೂಪಗಳು.

ತಮ್ಮ ಕವಿತೆಗಳ ಮೂಲಕ ಕನ್ನಡ ಭಾಷೆಗೆ ಜೀವ ತುಂಬಿದ ಮೊಗೇರಿ ಗೋಪಾಲಕೃಷ್ಣ ಅಡಿಗರು ಬಹುತೇಕ ಎಲ್ಲ ಸಾಹಿತಿಗಳಿಗೂ ಚಿರಪರಿಚಿತರು, ಗೋಪಾಲಕೃಷ್ಣ ಅಡಿಗರು ನಮ್ಮ ಬಾಳಿನ ಹರಿಕಾರರು ಮತ್ತು ನವ್ಯ ಕಾವ್ಯದ ಶ್ರೇಷ್ಠ ಪ್ರತಿನಿಧಿ. ಅವರ ಕನ್ನಡದ ಶ್ರೇಷ್ಠ ಕವಿಗಳಲ್ಲಿ ಒಬ್ಬರು. ರಾಷ್ಟ್ರದ ಕಣ್ಣು ತೆರೆಸಿದ ಕವಿ ಎಂದು ಪ್ರಸಿದ್ಧಿ ಪಡೆದಿದ್ದಾರೆ. ಅವರ ಕೃತಿಗಳಲ್ಲಿ 'ಭೂಮಿ ಗೀತಾ' ಪ್ರಮುಖ ಸ್ಥಾನವನ್ನು ಪಡೆದುಕೊಂಡಿದೆ. ಇದು ಸ್ತೋತ್ರಗಳು, ಪ್ರಾರ್ಥನೆಗಳನ್ನು ಒಳಗೊಂಡಿದೆ.

ಹದ್ದು, ಭೂತ ಮೊದಲಾದ ಕಾವ್ಯಗಳು ನವ್ಯ ಕಾವ್ಯದ ಲಕ್ಷಣಗಳನ್ನು ಗುರುತಿಸುವುದರ ಜೊತೆಗೆ ಕನ್ನಡದ ಅತ್ಯುತ್ತಮ ವಿಮರ್ಶಕರಿಂದ ವಿಶ್ಲೇಷಣೆ, ವಿಮರ್ಶೆ ಮತ್ತು ಚರ್ಚೆಗೆ ಒಳಗಾದ ಕೃತಿಗಳಾಗಿವೆ. ಅಡಿಗರು ತಮ್ಮ ಜೀವನದುದ್ದಕ್ಕೂ ದ್ವಂದ್ವಗಳ ನಡುವೆ ಹೋರಾಡಿ ದ್ವಂದ್ವವಾದಿಗಳಾಗಿದ್ದಾರೆ. ಕೊನೆಯ ಉಸಿರು ಇರುವವರೆಗೂ ಸೂಜಿಕಲ್ಲಿನಂತೆಯೇ ಬದುಕಿದ್ದರು. ಅವರ ಕಾವ್ಯದ ಸ್ವಾಭಾವಿಕ ಸ್ಮರಣೆ ಮತ್ತು ಪ್ರಾಮಾಣಿಕ ಅಭಿವ್ಯಕ್ತಿಯ ಬಗ್ಗೆ ನೀವು ಎಷ್ಟು ಹೆಚ್ಚು ಯೋಚಿಸುತ್ತೀರೋ ಅಷ್ಟು ಗೌರವವು ನೆರೆಹೊರೆಯಲ್ಲಿ ನದಿಯಂತೆ ಹೆಚ್ಚಾಗುತ್ತದೆ.

ಕಾಳಜಿಯುಳ್ಳ ವ್ಯಕ್ತಿ:

ಪ್ರೊ.ಗೋಪಾಲಕೃಷ್ಣ ಅಡಿಗರು ಉಡುಪಿ ಜಿಲ್ಲೆಯ ಕುಂದಾಪುರ ತಾಲೂಕಿನ ಮೊಗೇರಿ ಗ್ರಾಮದ ಮಧ್ಯಮ ವರ್ಗದ ಕುಟುಂಬದಲ್ಲಿ 8/2/1918 ರಂದು ಜನಿಸಿದರು. ಸಾಗರದ ಒಂದು ಕಡೆ, ಪಶ್ಚಿಮ ಘಟ್ಟದ ಇನ್ನೊಂದು ಬದಿಯಲ್ಲಿ, ಕರಾವಳಿಯ ಜನಪ್ರಿಯ ಕಲೆಯಾದ ಯಕ್ಷಗಾನದ ಸಾಹಿತ್ಯಿಕ ವಾತಾವರಣದ ಹೊರತಾಗಿ ಅವರು ವಾಸಿಸುತ್ತಿದ್ದ ಕುಟುಂಬದ ಹಚ್ಚ ಹಸಿರಿನ ಪರಿಸರದಲ್ಲಿ ಅವರ ಬಾಲ್ಯ ಕಳೆದಿದೆ. ಇವು ಅಡಿಗರ ಕಾವ್ಯದ ಆಸಕ್ತಿಗೆ ಪ್ರೇರಣೆ ನೀಡಿದವು. ಕುಂದಾಪುರದಲ್ಲಿ ಹೈಸ್ಕೂಲ್ ಶಿಕ್ಷಣ ಮುಗಿಸಿ ಮೈಸೂರಿನ ಮಹಾರಾಜ ಕಾಲೇಜಿನಲ್ಲಿ ಉನ್ನತ ಶಿಕ್ಷಣ ಪಡೆದು ಇಂಗ್ಲಿಷ್ ಸಾಹಿತ್ಯದಲ್ಲಿ ಸ್ನಾತಕೋತ್ತರ ಪದವಿ ಪಡೆದರು. ಇಂಗ್ಲಿಷ್ ಪ್ರಾಧ್ಯಾಪಕರಾಗಿ ತಮ್ಮನ್ನು ತಾವು ಸ್ಥಾಪಿಸಿಕೊಂಡ ನಂತರ, ಅವರ ಕಾವ್ಯ ರಚನೆಯು ಸುಮಾರು ಎರಡು ದಶಕಗಳ ಕಾಲ ಪ್ರವರ್ಧಮಾನಕ್ಕೆ ಬಂದಿತು. ಆಧುನಿಕತಾವಾದಿ ಸಂಪ್ರದಾಯದಲ್ಲಿ ಪ್ರಬಲ ಕವಿ ಎಂದು ಕರೆಯಲ್ಪಡುವ ಅವರು ನಂತರ ಆಧುನಿಕತಾವಾದಿ ಮಾರ್ಗದ ಪ್ರವರ್ತಕರಾದರು, ಆಧುನಿಕತಾವಾದಿ ಚಳುವಳಿಯ ನಾಯಕರಾದರು, ಪ್ರಭಾವಶಾಲಿ ಕವಿ ಮತ್ತು ಕವಿಗಳು ಮತ್ತು ಬರಹಗಾರರ ಸಾಂಸ್ಕೃತಿಕ ಪೀಳಿಗೆಗೆ ಸ್ಫೂರ್ತಿಯ ಕೇಂದ್ರವಾಯಿತು.

ಯಾವುದೇ ಕವಿಯ ಉತ್ತಮ ಕೃತಿಯನ್ನು ಅವರ ಇತರ ಕೃತಿಗಳ ಪರಿಚಯದಿಂದ ಪ್ರಶಂಸಿಸಬಹುದು. ಅವರ ಕಾವ್ಯಶೈಲಿ, ಸಂವೇದನೆಯ ಸ್ವರೂಪ, ಭಾಷೆಯ ಬಳಕೆ ಇತ್ಯಾದಿಗಳನ್ನು ತಿಳಿದುಕೊಂಡರೆ ಆಸ್ವಾದನೆ ಸುಲಭವಾಗುತ್ತದೆ. ಈ ದೃಷ್ಟಿಯಿಂದ ಅಡಿಗರು ಬರವಣಿಗೆಯಲ್ಲಿ ನಡೆದು ಬಂದ ದಾರಿಯನ್ನು ಪರಿಶೀಲಿಸಬೇಕಾಗಿದೆ.

ಜಗತ್ತು ದೂರದಲ್ಲಿದೆ

ದ್ವೇಷದ ಹೊಗೆಯಿಂದ ದೂರ

ಸಣ್ಣತನದ ಕೊರಗು

ನಮ್ಮ ಮೇಲೆ ಹರಿದಾಡಲು ಅಲ್ಲ

ಅಲ್ಲಿ ನಾವು ನಿರ್ವಿಕಲ್ಪ

ಇಲ್ಲಿ ಅಡಿಗರು ಕನಸಿನ ಲೋಕದ ಭರವಸೆಯ ನಿಗೂಢ ಹಂಬಲವನ್ನು ಪ್ರಯತ್ನಿಸಿದ್ದಾರೆ. ಈ ಸಾಲುಗಳು ಸಂಯಮ, ಭಾವೋದ್ರೇಕ ಮತ್ತು ಕವನ ಬರೆಯಲು ಅಗತ್ಯವಾದ ಭಾಷಣದ ಜವಾಬ್ದಾರಿಯುತ ಬಳಕೆಯ ಅಂಶಗಳನ್ನು ಒದಗಿಸುತ್ತವೆ.

ಒಳಗಣ್ಣು ತೆರೆಯುವ ದಿವ್ಯ ಬೆಳಕಿನಂತೆ ಕವಿತೆಗಳು ತಮ್ಮ ಅಭಿರುಚಿಗೆ ತಕ್ಕಂತೆ ಮುದ್ದು ಮಾಡಿದ್ದು ಹೀಗೆಯೇ ಆದರೆ ಓದಿನ ಹಿಂದಿರುವ ಮನಸು ಬೇರೆಯಾದರೂ ಅದರ ಆಸಕ್ತಿಯನ್ನು ಹುಡುಕುವ ಧಾವಂತ ಹೊಸ ಖುಷಿ ಕೊಡುವಂಥದ್ದು.

ಶಕ್ತಿ ಇದೆ.

ಹೊಸ ದಾರಿಯೊಂದು ಮುಂದಿದೆ

ಹೊಸ ಜೀವನ, ಹೊಸ ಭಾವನೆ, ಹೊಸದು

ವೇಗ, ನೀವು ನಡೆಯಲು ಕಲಿಯುವವರೆಗೆ

ಹಳೆಯ ದಾರಿ, ಬೆಳೆಯಲು ಹೊಸ ದಾರಿ ಬೇಕು.

ಈ ಸಾಲುಗಳು ನಮ್ಮ ಮನಸ್ಸಿನ ವೇಗವನ್ನು ನಿಲ್ಲಿಸಿ ಸ್ವಲ್ಪ ಹೊತ್ತು ಯೋಚಿಸುವಂತೆ ಮಾಡುತ್ತವೆ. ಇಲ್ಲಿ ಅಡಿಗರ ಪ್ರಭಾವ, ಅವರ ಮನದಲ್ಲಿ ಹೊಸ ಅರ್ಥ ಹುಡುಕುವ ಹುಮ್ಮಸ್ಸು ಬಹಳ ವಿಶಿಷ್ಟ.

ಭೂಮಿಗೀತಾ:

ಅಡಿಗರ ಅತ್ಯುತ್ತಮ ಮತ್ತು ಅಷ್ಟೇ ಸಂಕೀರ್ಣವಾದ ಕವಿತೆಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. ಈ ಕವನದಲ್ಲಿ ಅಡಿಗರು ಭೂಮಿಯನ್ನು ತಾಯಿ ಎಂದು ಕರೆದು ತಾಯಿಯ ದರ್ಶನವನ್ನು ತೆರೆದಿಟ್ಟಿದ್ದಾರೆ. ಉತ್ತು ಎಂದು ಪ್ರಾರಂಭವಾಗುವ ಮೊದಲ ಹತ್ತು ಸಾಲುಗಳು ಭೂಮಿ ತಾಯಿಯ ಪ್ರೀತಿಯ ಕ್ರಿಯೆಗಳನ್ನು ವಿವರಿಸುತ್ತದೆ. ಇಲ್ಲಿ ಮನುಷ್ಯ ನಿಷ್ಕ್ರಿಯ. ಭೂಮಿ ಗೀತ್ ನ ಜನ್ಮ ಮತ್ತು ಯೌವನದ ಸಮಯದಲ್ಲಿ ಭೂಮಿತಾಯಿಯೊಂದಿಗಿನ ಭೂಮಿ ಗೀತ್ ನ ವ್ಯವಹಾರಗಳು ಭಾವನಾತ್ಮಕ ಮತ್ತು ಸಂವೇದನಾಶೀಲವಾಗಿವೆ. ಉಟ್ಟು ಎಂದು ಪ್ರಾರಂಭವಾಗುವ ಮೊದಲ ಹತ್ತು ಸಾಲುಗಳಲ್ಲಿ ಮತಿಗೆಟ್ಟ ಸೋಪಾನ ಮತ್ತು ಸಮುದ್ರದ ನಡುವಿನ ಜಾಗದಲ್ಲಿ ಕುದಿಯುತ್ತಿರುವ ಎಣ್ಣೆ ಕಾಯಿಯಂತೆ ಹಸಿರಾಗಿರುವ ಭೂಮಿ ತಾಯಿ ಅಡಿಕೆ ಗೊನೆ ಗಿಲಕಿ ನಾಯಕನ ಪಾತ್ರವನ್ನು ನಿರ್ವಹಿಸುತ್ತಾಳೆ. ಅವಳು ತೆಂಗಿನ ಗರಿಗಳ ಅಲೆಯೊಂದಿಗೆ ಕರೆಯುತ್ತಾಳೆ. ಅವಳು ಮಾಂಸವನ್ನು ಹಾಡುತ್ತಾಳೆ. ಈ ಶಾಲುಗಳಲ್ಲಿರುವ ಭಾವುಕತೆಯನ್ನು ಗಮನಿಸಬೇಕು. ಶಬ್ದ, ರಸ, ರೂಪ ಮತ್ತು ವಾಸನೆಗಳ ಇಂದ್ರಿಯ ಅನುಭವಗಳು ಆನಂದದ ಏಕ ರೂಪವಾಗಿ ಅನುಭವಿಸಲ್ಪಡುತ್ತದೆ.

ಅಡಿಗರ ಕಾವ್ಯ ಪ್ರಾಮುಖ್ಯತೆ ಪಡೆದಂತೆ ಅವರ ವಿಗ್ರಹಾರಾಧನೆಯು ಹೆಚ್ಚು ಪ್ರಚೋದನೆಯನ್ನು ಪಡೆಯಿತು. ಮಗು ತುಂಬಾ ಮುಗ್ಧ ಮತ್ತು ನಿಷ್ಕ್ರಿಯವಾಗಿದೆ.

ಸನ್ನಿವೇಶದಲ್ಲಿ ತಾಯಿಯ ಪ್ರೀತಿಯನ್ನು ಅನುಭವಿಸುವುದರ ಹೊರತಾಗಿ, ಇಲ್ಲಿ ಕ್ರಿಯೆಯು ಎಲ್ಲಾ ತಾಯಿಯದ್ದು, ತಾಯಿಯೊಂದಿಗೆ ಮಗುವಿನ ಸಂಬಂಧವು ಗಾಢವಾಗಿದೆ. ತಾಯಿಯ ಜೀವದಿಮಕ್ಕೆ ತನ್ನದೇ ಆದ ಬೇರೆ ಅಸ್ತಿತ್ವವಿಲ್ಲ. ಯೌವನದಿಂದ ಆರಂಭವಾಗಿ ಮುಂದಿನ ಸಾಲುಗಳಲ್ಲಿ ಮನುಷ್ಯನ ಆತ್ಮಪ್ರಜ್ಞೆ ಜಾಗೃತವಾಗುತ್ತದೆ. ಪ್ರಕೃತಿಗಿಂತ ಭಿನ್ನ ಎಂಬ ಭಾವ ಮೂಡುತ್ತದೆ. ನಿಸರ್ಗದ ಮಂತ್ರದಂಡ, ಚಿಗುರುಗಳು, ಸಸಿಗಳು, ಗಿಡಗಳು ಸ್ಪರ್ಶಿಸಿದ ತಕ್ಷಣ ಹುಟ್ಟಿದ ಪವಾಡದಂತೆ ಪ್ರತಿ ಬಾರಿ ಮಳೆ ನೀರಿನ ಕಡ್ಡಿಯನ್ನು ಮುಟ್ಟುತ್ತದೆ. ಹುಲ್ಲು ಬೆಳೆಯುವ ವಿವರಣೆ ಸುಂದರವಾಗಿದೆ. ಯೌವನದ ಆರಂಭದಲ್ಲಿ ಇಂದ್ರಿಯ ಆನಂದದ ಭಾವನೆ ಉಂಟಾಗುತ್ತದೆ. ಹಸಿರು ತೆರೆ ಬೀಳುತ್ತಿದ್ದಂತೆ ಯೌವನದ ಅಮೃತ ಬಿಂದುಗಳಂತೆ ಒಂದೊಂದಾಗಿ ತೇಜಸ್ವಿ ಗೆರೆಗಳು ಹೊಳೆಯುತ್ತವೆ.

ಪ್ರತ್ರಿಯಾ ಅಡಿಗರ ಮಹತ್ತದ ಕವಿತೆಯಾದ ಈ ಕವಿತೆ ಸಮಾಜದಲ್ಲಿ ಕಾಣಬೇಕಾದ ಪರಿಪೂರ್ಣತೆಯೆಡೆಗಿನ ಆಧುನಿಕ ಕಾವ್ಯದ ಎಲ್ಲ ಆಶಯಗಳನ್ನು ವ್ಯಕ್ತಪಡಿಸುತ್ತದೆ. ತಿನ್ನುವುದು, ಜೀರ್ಣಿಸಿಕೊಳ್ಳುವುದು ಮತ್ತು ಕಾವ್ಯಾತ್ಮಕ ಅನುಭವ ಮತ್ತು ಹೊಸ ಜೀವನದ ಸೃಷ್ಟಿಯ ಚಿತ್ರಗಳು ಇಲ್ಲಿವೆ. ಈ ಕವಿತೆಯಲ್ಲಿ ಪ್ರಾರ್ಥನೆ ಮಾಡುವ ವ್ಯಕ್ತಿ ಸಂಧಿವಾತಶಾಸ್ತ್ರಜ್ಞನಲ್ಲ. ಅವನು ಕೆಟ್ಟ ಗಾಳಿಯ ಮೂಲವಲ್ಲ, ಜಿಗಣೆ ಜಿಗಣೆ ಅಲ್ಲ, ಆದರೆ 'ನೀರು-ಭಾರೀ' ಸಮೂಹ. ನೀರಿನ ರೋಗವಿದೆ. ಆದ್ದರಿಂದ ಅವರು ಬೊಜ್ಜು ಹೊಂದಿದರು ಮತ್ತು ಬಾಗಲು ಸಾಧ್ಯವಾಗಿಲ್ಲ. ಅವನು ಹಗಲು ರಾತ್ರಿ ತನ್ನ ಹೊಟ್ಟೆಯಲ್ಲಿ ತೇವುತ್ತಾನೆ. ಹಾಗಾಗಿ ಆತನಿಗೆ ಅಜೀರ್ಣವಾಗಿದೆ. ಕಾಗದದ ಮೇಲೆ ಗೀಚುವುದು, ಕೋಲು ತಿಂದ ಗಂಟಲು ಕಸ್ತೂರಿಯಾಗುವ ಭ್ರಮೆ, ಸ್ಪಷ್ಟಶೀಲ ಆಟೋ ಚಾಲಕ, ಕುಷ್ಠರೋಗ ಮುಂತಾದ ಚಿತ್ರಗಳ ಮೂಲಕ ಅತಿಯಾದ ಅಳತೆಯನ್ನು ಎತ್ತಿ ತೋರಿಸುತ್ತಾರೆ.

'ಭೂತ' ಕವನದಲ್ಲಿ 'ಅಸಲು' ಪ್ರತಿಮೆಯ ಮೂಲಕ ಪರಂಪರೆ ಮತ್ತು ಆಧುನಿಕತೆಯ ಸಂಬಂಧ ಸೊಗಸಾಗಿ ವ್ಯಕ್ತವಾಗಿದೆ.

ಗಣಿಯಿಂದ ಚಿನ್ನದ ಅದಿರನ್ನು ಅಗೆದು ತೆಗೆದು ಸುಟ್ಟು ದೇವಿಯ ವಿಗ್ರಹಕ್ಕೆ ಬಗ್ಗಿಸುವ ಕಸಬು'. ಮಾತಿನ ವ್ಯಾವಹಾರಿಕತೆಯಲ್ಲಿ ಅಡಿಗರು ತಮ್ಮ ಸಮಕಾಲೀನರಿಗೆ ಮತ್ತು ಭವಿಷ್ಯಕ್ಕೆ ಒಡ್ಡುವ ಸಂದಿಗ್ಧತೆಗಳು ಅವರ ಪ್ರತಿಭೆಯ ಸವಾಲುಗಳನ್ನು ಒಮ್ಮೆಗೆ ಬೆಳಗಿಸುತ್ತವೆ. ಮಾತಿನ ಮನೋರಂಜನೆಯ ಪಾತ್ರವನ್ನು ಮಾತ್ರವಲ್ಲದೆ ಅದರ ಬೌದ್ಧಿಕ ಮತ್ತು ವ್ಯಂಗ್ಯಾತ್ಮಕ ಸಾಧ್ಯತೆಗಳನ್ನು ಕಾವ್ಯದ ವಲಯದಲ್ಲಿ ಅವರಷ್ಟು ಪರಿಣಾಮಕಾರಿಯಾಗಿ ಬಳಸಿಕೊಂಡ ಇನ್ನೊಬ್ಬ ಕವಿ ಸಿಗುವುದು ಬಹಳ ಅಪರೂಪ.

ಆಗಲೇ ಹೇಳಿದಂತೆ ದ್ವಂದ್ವದಿಂದ ತೊಳಲಾಡುತ್ತಿದ್ದ ಅಡಿಗರು ಅವರ ಕವನ ಸಂಕಲನದ ಮುಂದಿನ ಸಾಲುಗಳಲ್ಲಂತೂ ಹುಟ್ಟು ಸಾವಿನ ಚಿತ್ರಣಗಳು ನಿರಂತರವಾಗಿ ಹೆಣೆದುಕೊಂಡಿವೆ. ಹರಿಗೆ ಆಸ್ಪತ್ರೆಯ ಹೊರಗೆ ದಾದಿಯರು ಮತ್ತು ವೈದ್ಯರು ಯಾವಾಗಲೂ ತಮ್ಮ ಬೆನ್ನಿನ ಮೇಲೆ ನಾಲ್ಕು ಹೆಣಗಳನ್ನು ಹೊತ್ತಿದ್ದಾರೆ, ಇದು ಸಾವಿನ ಸಂಕೇತವಾಗಿದೆ. ಖಾಲಿ ಬೀದಿಗಳಲ್ಲಿ ರೆಕ್ಕೆ ಬಡಿಯುವುದು, ಮೋರಿಗಳಲ್ಲಿ ಚಪ್ಪಾಳೆ ತಟ್ಟುವುದು ಮತ್ತು ನೃತ್ಯ ಮಾಡುವುದು, ಈ ಪ್ರತಿಮೆಯಲ್ಲಿ ನೀಡಲಾದ ಜೀವಿಗಳ ಜನ್ಮ ಮತ್ತು ಅರ್ಥಹೀನ ಹೋರಾಟವನ್ನು ಸೂಚಿಸಲಾಗಿದೆ. ಬಹುಮುಖಿ, ವಸ್ತು ವೈವಿಧ್ಯತೆ, ಆಂತರಿಕ ಪ್ರಪಂಚದ ರಹಸ್ಯವನ್ನು ವಿವರಿಸುತ್ತದೆ. ಜೀವನವು ಬರಿಯ ಭೌತಿಕ ವಸ್ತುಗಳ ಸಂಗ್ರಹವಲ್ಲ, ಬಯಕೆಗಳ ತುರ್ತು ತೃಪ್ತಿಯಲ್ಲ, ಜೀವನದ ಅರ್ಥದ ಹಸಿವು, ತುಳಿತಕ್ಕೊಳಗಾದ ಮನುಷ್ಯನನ್ನು ಯಾವಾಗಲೂ ಬಾಧಿಸುತ್ತಿರಬೇಕು. 'ಆಹಾ ಪ್ರಾತಃಕಾಲದಲ್ಲಿ ವೆಕ್ತಿ ದಹ' ಎಂಬ ಸಾಲುಗಳು ತಮಸ್ಸಿನ ಭ್ರಾಂತಿಯ ಬೆಳಕು ಹೇಳುತ್ತದೆ, ಛಾಯಾಗ್ರಾಹಕ ಕತ್ತಲ ಕೋಣೆಯಲ್ಲಿ ತೆಗೆದ ಚಿತ್ರಗಳನ್ನು ಹೊರನೋಟ ಮತ್ತು ಆಂತರಿಕ ಸತ್ಯದ ಅರಿವಿಲ್ಲದೆ ಸಂಸ್ಕರಿಸುತ್ತಾನೆ. ದೇಹ ಮನಸ್ಸು ಪ್ರಕೃತಿಯಂತಹ ಇತರ ವಸ್ತುಗಳಿಂದ ಕೂಡಿದೆ. ಅವರು ಪರಸ್ಪರ ಅಡ್ಡ ಪರಿಣಾಮಗಳನ್ನು ಮುಂದುವರೆಸುತ್ತಾರೆ.

ಹದ್ದು:

ಅಡಿಗರ ಪ್ರಮುಖ ಕವನಗಳಲ್ಲೊಂದು. ಕನ್ನಡಿ ಪಂಜರದೊಳಗೆ (ಅಕ್ವೇರಿಯಂ) ಇರಿಸಲಾಗಿರುವ ಮೀನುಗಳು ಪಂಜರದೊಳಗೆ ಓಡುತ್ತಿರುವ ಚಿತ್ರಗಳಿವೆ. ಆಗ ಆಕಾಶದಲ್ಲಿ ಶ್ವೇತ ಮೋಡಗಳ ಮೇಲೆ ಹಾರಾಡುತ್ತಿದ್ದ ಹದ್ದು, ಕಂಬಕ್ಕೆ ಕಟ್ಟಿದ ಮತ್ತು ಅದಕ್ಕೆ ಹಗ್ಗದಿಂದ ಕಟ್ಟಿದ ಹಸುವಿನ ಚಿತ್ರವು ಅದರ ಪರಿಧಿಯಿಂದ ಮೇಲೆದ್ದಿತು. ಪಂಜರದಲ್ಲಿರುವ ಸಿಂಹ, ಜೈಲಿನಲ್ಲಿರುವ ಕೈದಿಗಳು ಇತ್ಯಾದಿ ಪ್ರತಿಮೆಗಳ ರಚನೆ ಹಿಂಸೆ ಮತ್ತು ನೋವಿನಿಂದ ಹುಟ್ಟಿದ ಕಾವ್ಯವಾಗಿದೆ. ಮಾನವ ಸಂಕಟಗಳಿಂದ ಬಳಲುತ್ತಿದ್ದಾರೆ. ದುಷ್ಟ ಸಂಸ್ಕೃತಿ ಮತ್ತು ದುಷ್ಟ ಸಂಸ್ಕೃತಿಯ ಪರಿಣಾಮಗಳಿಂದ ಅವರು ತಮ್ಮ ಮಿತಿಗಳನ್ನು ಮೀರಬೇಕಾಗುತ್ತದೆ.

ನವ್ಯ ಚಳವಳಿಯ ಆರಂಭದಲ್ಲಿ ಅಡಿಗರು ಸಾಕಷ್ಟು ಟೀಕೆಗಳನ್ನು ಎದುರಿಸಿದರು. ಹಳೆಯ ಸಂಪ್ರದಾಯವನ್ನು ತಿರಸ್ಕರಿಸಿ ಹೊಸದನ್ನು ಸೃಷ್ಟಿಸುವವರೆಲ್ಲರೂ ಇಂತಹ ಪರಿಸ್ಥಿತಿಯನ್ನು ಎದುರಿಸಬೇಕಾಗುತ್ತದೆ. ಸಂಪ್ರದಾಯವಾದಿಗಳು ಕೆಲವೊಮ್ಮೆ ತಮ್ಮ ಅಭಿಪ್ರಾಯಗಳು ಸಾರ್ವಜನಿಕರಿಗಿಂತ ಹೆಚ್ಚು ವೈಯಕ್ತಿಕವೆಂದು ಭಾವಿಸುವುದರಲ್ಲಿ ಆಶ್ಚರ್ಯವೇನಿಲ್ಲ. ಅಡಿಗರ ಸ್ನೇಹ ಸೌಜನ್ಯದ ಜೊತೆಗೆ ಅವರ ದ್ವಂದ್ವ ದಿಟ್ಟತನವೂ ಮೆಚ್ಚುವಂತದ್ದು. ಸರಿಯಾದದ್ದನ್ನು ನಿರ್ಲಜ್ಜವಾಗಿ ತೆರೆದಿಡುವ ಸ್ವಭಾವದಿಂದಾಗಿ ಅವರು ಅನೇಕ ಟೀಕಾಕಾರರನ್ನು ಹೊಂದಿದ್ದರೂ ಅವರು ಅದನ್ನು ಲೆಕ್ಕಿಸಲಿಲ್ಲ. ಅದು ಕವಿತೆಯಾಗಿರಲಿ ಅಥವಾ ಕಥೆಯಾಗಿರಲಿ, ಅದು ಅಂತರ್ಗತವಾಗಿರುವ ಸಂದರ್ಭವು ಸಂವಾದಕನಿಗೆ ಮುಖ್ಯವಾಗಿದೆ, ಆದರೆ ಸಾಹಿತ್ಯೇತರ ಸಿದ್ಧಾಂತಗಳು ಲೇಖಕರ ಜೀವನದ ವಿವರಗಳ ಮೌಲ್ಯ ನಿರ್ಣಯದ ಹೊರಗಿದೆ. 60-70 ರ ದಶಕವು ನವ್ಯದ ಉತ್ತಾಯ ಸಮಯವಾಗಿತ್ತು. ಈ ವೇಳೆ ಅಡಿಗ ಸಾಹಿತ್ಯಾಸಕ್ತರಾಗಿದ್ದರು. ಅವರ ಆಲೋಚನೆಗಳು ಮತ್ತು

ವ್ಯಕ್ತಿತ್ವದ ಪ್ರಭಾವವು ಕಥೆಗಳು ಮತ್ತು ಕಾದಂಬರಿಗಳ ಎಲ್ಲಾ ಪ್ರಕಾರಗಳಿಗೆ ಹರಡಿದಾಗ, ವಿಮರ್ಶಕರು ಸಹ ಅವರ ಅನುಯಾಯಿಗಳಾದರು. ಕನ್ನಡ ಸಾಹಿತ್ಯ ಉತ್ತುಂಗಕ್ಕೇರಿತು ಎನ್ನುವುದರಲ್ಲಿ ಎರಡು ಮಾತಿಲ್ಲ.

ತೀರ್ಮಾನ:

ಅಡಿಗರ ಭೂಮಿಗೀತ ಮತ್ತಿತರ ಕವಿತೆಗಳು ಅವರನ್ನು ಕನ್ನಡ ಕವಿಗಳ ಪ್ರೇಮದ ಕೇಂದ್ರವನ್ನಾಗಿಸಿದೆ. ಭಾಷೆಯ ಘನ ಮತ್ತು ಸಮಂಜಸವಾದ ಬಳಕೆಯು ಒಂದು ದೊಡ್ಡ ಸಮಾಜ ಸೇವೆ ಎಂದು ಅವರು ನಂಬಿದ್ದರು. ಸಾಮಾನ್ಯ ಜನರು ಮಂದವಾಗಿ ಗ್ರಹಿಸುವ ಮತ್ತು ಅನುಭವಿಸುವುದನ್ನು ಸ್ಪಷ್ಟವಾಗಿ ಚಿತ್ರಿಸುವ ಜವಾಬ್ದಾರಿ ಕವಿಯಾಗಿರುತ್ತದೆ ಎಂಬುದು ಅವರ ಆಶಯವಾಗಿತ್ತು. ಉತ್ತಮ ಕಾವ್ಯದ ಲಕ್ಷಣವೆಂದರೆ ತಾತ್ಕಾಲಿಕವಾದುದನ್ನು ಬಿಟ್ಟು ಕಾಲಕಾಲಕ್ಕೆ ಸಮಕಾಲೀನತೆಯನ್ನು ವಶಪಡಿಸಿಕೊಳ್ಳುವುದು ಎಂದು ಅವರು ನಂಬಿದ್ದರು. ಅಡಿಗರ ಕಾವ್ಯಗಳಲ್ಲಿ ಬಳಸಲಾದ ಪಾರಣ, ಇತಿಹಾಸ ಮತ್ತು ಇತರ ರೂಪಕಗಳು ಮತ್ತು ಚಿತ್ರಗಳನ್ನು ಅರ್ಥಮಾಡಿಕೊಳ್ಳಲು, ಆಯಾ ಪೌರಾಣಿಕ ಮತ್ತು ಐತಿಹಾಸಿಕ ಘಟನೆಗಳನ್ನು ತಿಳಿದುಕೊಳ್ಳುವುದು ಅವಶ್ಯಕ. ಅಡಿಗರ ಕವನಗಳು ಕರೋನಾ ಸಾಂಕ್ರಾಮಿಕದಂತಹ ಸಮಯಕ್ಕೆ ಸ್ಪಂದಿಸುತ್ತವೆ. ಉದಾಹರಣೆಗೆ

ಟ್ಯಾಕ್ಟರ್ ಸಿಕ್ಕಿತು
ನಾನು ಅಣುಬಾಂಬ್‌ಗಳನ್ನು ಬಿತ್ತಿ ಬೆಳೆದೆ
ಮಾರಾ ಕ್ರಿಮಿ ಗೋರಿಯಲ್ಲಿದ್ದಾನೆ.

ಗ್ರೀಕ್ ಪುರಾಣದ ಶಾಪಗ್ರಸ್ತ ರಾಜನಾದ ಈಡಿಪಸ್ ತನ್ನ ತಂದೆಯನ್ನು ತಿಳಿಯದೆ ಕೊಂದು ತನ್ನ ತಾಯಿಯನ್ನು ಮದುವೆಯಾಗುತ್ತಾನೆ ಮತ್ತು ಒಂದು ಮಗುವನ್ನು ತಂದೆಯಾಗುತ್ತಾನೆ. ಕೊನೆಗೆ ಸತ್ಯ ಗೊತ್ತಾದಾಗ ಪಾಪದ ಭಾವ ತಾಳಲಾರದೆ ಕಣ್ಣೀರು ಹಾಕುವವನ ಹಾಗೆ ಮನುಷ್ಯ ಪ್ರಕೃತಿಯ ಮಗುವಾಗಿ ಬೆಳೆದು ಪ್ರಕೃತಿಯನ್ನೇ ಹಾಳು ಮಾಡಿದ ಪ್ರಾಣಿ ಎಂದು ಪಶ್ಚಾತ್ತಾಪ ಪಡುತ್ತಾನೆ. ಈ ಸಾಲುಗಳು ಸಾಹಿತ್ಯ ವಿದ್ವಾಂಸರು ಮತ್ತು ಓದುಗರಿಗೆ ತಪ್ಪಾಗದ ಮಾರ್ಗಸೂಚಿಗಳಾಗಿವೆ ಮತ್ತು ಸ್ವಯಂ ತಿದ್ದುಪಡಿಗೆ ಉತ್ತಮ ಕೈಪಿಡಿಯಾಗಿದೆ.

ಅಡಿಗರ ಕವನಗಳು ಓದುಗರ ಹೃದಯವನ್ನು ಕಲಕಿವೆ, ಬುದ್ಧಿಯನ್ನು ಕಲಕಿವೆ, ಮನಸ್ಸನ್ನು ಪ್ರತಿಧ್ವನಿಸಿವೆ ಮತ್ತು ಮನಸ್ಸಿನಲ್ಲಿ ಶಾಶ್ವತವಾಗಿ ಉಳಿಯುತ್ತವೆ. ಅವರ ಕೃತಿಗಳು ನಮ್ಮ ನಡುವೆ ದೊಡ್ಡ ಸಂಪತ್ತು.

ಕ್ರೆಡಿಟ್:

ಡಾ. ಸುಮತೀಂದ್ರ ನಾಡಿಗ, ಅಡಿಗರ ಸಮಗ್ರ ಕಾವ್ಯ, ಸ್ವಪ್ನ ಬುಕ್ ಹೌಸ್
ಗಣೇಶ ಮಂದಗದ್ದೆ, hಣಣಿ೦s://sಟಿmvಟಿಜಟಿ, ಟಿಡಿಣಿಥಿಟಿe.
ಮೊಗಳ್ಳಿ ಗಣೇಶ್, 'ಅಗ್ನಿ' ಸಂಚಿಕೆ ೧೧/೯/೨೦೦೨.

ಸಿದ್ಧಲಿಂಗಯ್ಯನವರ ಕಾವ್ಯಗಳಲ್ಲಿ ಸಾಮಾಜಿಕ ಪ್ರಜ್ಞೆ

ಮಂಜುನಾಥ್ ಟಿ. ಎನ್.
ಪ್ರಾಧ್ಯಾಪಕ ಮತ್ತು ಮುಖ್ಯಸ್ಥ,
ಕನ್ನಡ ವಿಭಾಗ,
ನಾಗಾರ್ಜುನ ಪದವಿ ಕಾಲೇಜು,
ಬೆಂಗಳೂರು, ಕರ್ನಾಟಕ

ಸಮಾಜದಲ್ಲಿ ರೂಢಿಯಲ್ಲಿದ್ದ ಅಸಮತೋಲನವನ್ನು ಮತ್ತು ಸವರ್ಣೀಯರು ದಲಿತರ ಮೇಲೆ ಎಸಗುತ್ತಿದ್ದ ದೌರ್ಜನ್ಯ, ಮೇಲ್ವರ್ಗ, ಕೆಳವರ್ಗ ಎಂಬ ತಾರತಮ್ಯ ಮನೋಭಾವನೆಗಳನ್ನು ಸಮಾಲೋಚಿಸಿದಾಗ ಅಸಹಾಯಕ ದೀನ ದಲಿತರ ಪಾಡುಗಳನ್ನು ಊಹಿಸಿಕೊಳ್ಳುವುದಕ್ಕೆ ಕಷ್ಟವಾಗುತ್ತದೆ.

ಇಂತಹ ಭೇದಭಾವನೆಗಳನ್ನು ತೊಲಗಿಸುವ ನಿಟ್ಟಿನಲ್ಲಿ ಅನೇಕ ವಿದ್ವಾಂಸರು ಶ್ರಮವಹಿಸಿದ್ದಲ್ಲದೆ ಅದರ ನಿರ್ಮೂಲನೆಯ ದಾರಿಯನ್ನು ಹಿಡಿದರು.

ತುಳಿತಕ್ಕೊಳಪಟ್ಟ ಸಮಾಜದಲ್ಲಿ ಚಿಂತನ ಚಿಲುಮೆಯಾಗಿ ರೂಪಗೊಂಡು ದಲಿತರ ಬದುಕಿನ ನೋವು ನಲಿವುಗಳನ್ನು ಸ್ವತಃ ಅನುಭವಿಸಿದ ವ್ಯಕ್ತಿ ಕವಿ ಸಿದ್ಧಲಿಂಗಯ್ಯನವರು ಆ ನೋವುಗಳಿಗೆ ಸ್ವತಃ ಸ್ಪಂದಿಸಿ ಮೇಲ್ವರ್ಗದಿಂದ ದಲಿತ ವರ್ಗದ ಮೇಲಾದ ದೌರ್ಜನ್ಯ, ದಬ್ಬಾಳಿಕೆ, ಅನ್ಯಾಯ, ಶೋಷಣೆ, ಜಾತೀಯತೆ, ಸಾಮಾಜಿಕ ಅಸಮಾನತೆ, ಮುಂತಾದ ಹೇಯ ಕೃತ್ಯಗಳ ವಿರುದ್ಧ ತಮ್ಮ ಬಾಲ್ಯ ಜೀವನದಿಂದಲೂ ಪ್ರತಿರೋಧ ವ್ಯಕ್ತಪಡಿಸಿ ಅಂತಹ ದುಷ್ಕೃತ್ಯಗಳನ್ನು ಪ್ರತಿಭಟಿಸಿ ಬೆಳೆದ ಉದಾತ್ತ ಮನೋಭಾವವುಳ್ಳ ವ್ಯಕ್ತಿ ಇವರು. ನಂತರ ಉನ್ನತ ಶಿಕ್ಷಣಕ್ಕೆ ಬಂದಾಗ ಇವರ ಚಿಂತನಾಶೀಲತೆ ಮೇರು ಮಟ್ಟಕ್ಕೆ ಹೋಗುತ್ತಾ ಈ ಅವಧಿಯಲ್ಲಿ ಅನ್ಯಾಯಗಳ ವಿರುದ್ಧ ಕ್ರಾಂತಿಗೀತೆಗಳ ಮುಖಾಂತರ ತಮ್ಮ ವರ್ಗಕ್ಕಾದ ನೋವುಗಳನ್ನು ಸಾಹಿತ್ಯದ ಮುಖಾಂತರ ಪ್ರತಿಭಟಿಸಿ ಅನೇಕ ಚಳುವಳಿಗಳನ್ನು ನಡೆಸಿ ಪರಿಹಾರ ಕಾಣಲು ಯತ್ನಿಸಿದರು. ದಲಿತರು ಅನುಭವಿಸಿದ ನೋವು ದಲಿತ ವ್ಯಕ್ತಿಯೇ ಅಭಿವ್ಯಕ್ತ ಪಡಿಸಿದರೆ ಅದರ ನಿಜ ಸ್ವರೂಪ ಹೊರಹೊಮ್ಮುತ್ತದೆ. ಆದ್ದರಿಂದ ದಲಿತ ಕೂಗು ಎಲ್ಲೆಡೆ ಕೇಳುವಂತೆ ಸಿದ್ಧಲಿಂಗಯ್ಯನವರ ಸಾಹಿತ್ಯ ಪ್ರಯೋಜನವಾಯಿತು ಎನ್ನಬಹುದು.

ಶ್ರೀಯುತರು ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯದ ಕನ್ನಡ ಅಧ್ಯಯನ ಕೇಂದ್ರದಲ್ಲಿ ಉಪನ್ಯಾಸಕ ವೃತ್ತಿಯನ್ನು ಪ್ರಾರಂಭಿಸಿ ಉತ್ತಮ ಕವಿಯಾಗಿ ಅಧ್ಯಾಪಕರಾಗಿ ಪ್ರಗತಿಪರ ಧೋರಣೆ ಮನೋಭಾವವುಳ್ಳ ವಿದ್ಯಾರ್ಥಿಗಳನ್ನು ರೂಪಿಸಿದ ಕೀರ್ತಿಗೆ ಪಾತ್ರರಾಗಿದ್ದಾರೆ. ಇವರಲ್ಲಿರುವ ಸಾಮಾಜಿಕ ಕಳಕಳಿಯನ್ನು ಗುರುತಿಸಿದ ಕರ್ನಾಟಕ ಸರ್ಕಾರ ಶಾಸನ ಸಭೆಗೆ ನಾಮಕರಣ ಮಾಡಿತು.

"ನಾಡ ನಡುವಿನಿಂದ ಸಿಡಿದ ನೋವಿನ ಕೂಗೆ
ಆಕಾಶದ ಅಗಲಕ್ಕೂ ನಿಂತ ಆಲವೇ"

ಎಂದು ದಲಿತರ ನೋವಿನ ನುಡಿಗಳನ್ನು ಕಾವ್ಯ ಜಗತ್ತಿನಲ್ಲಿ ಅಭಿವ್ಯಕ್ತಿಸಿದ ಇವರು ವಿಧಾನ ಪರಿಷತ್ತಿನ ಪ್ರತಿಯೊಂದು ಅಧಿವೇಶನದಲ್ಲೂ ಹಾಜರಿದ್ದು ಅಖಂಡ ಭಾರತದಲ್ಲಿ ದಲಿತರ ಮೇಲಾಗುವ ದೌರ್ಜನ್ಯಗಳ ವಿರುದ್ಧ ಉಗ್ರವಾಗಿ ಪ್ರತಿಭಟಿಸಿ ಶಾಸನಾತ್ಮಕವಾದ ರೀತಿಯಲ್ಲಿ ನೊಂದವರಿಗೆ ಪರಿಹಾರವನ್ನು ದೊರಕಿಸಿಕೊಡುವಂತೆ ಸರ್ಕಾರವನ್ನು ಒತ್ತಾಯಿಸುತ್ತಾ ಸದಾ ದಲಿತರ ಹಿತ ಚಿಂತನೆಯ ಬಗ್ಗೆಯೇ ಕಾಳಜಿಯನ್ನು ಹೊಂದಿದವರಾಗಿದ್ದಾರೆ.

ದಲಿತರು ಮತ್ತು ಮೇಲ್ವರ್ಗದ ಮಧ್ಯೆ ಚಾಚಿಕೊಂಡಿದ್ದ ಬಿರುಕು ಅಥವಾ ನಾಲಿಗೆಯನ್ನು ಕತ್ತರಿಸುವಲ್ಲಿ ಅನೇಕ ಸಾಹಿತ್ಯ ಪ್ರಕಾರಗಳಲ್ಲಿ ವ್ಯಕ್ತವಾಗಿರುವ ಸಂವೇದನೆಗಳು ಸಾಮಾಜಿಕ ಕಳಕಳಿಯನ್ನು ಬಯಸಿದರೂ ಸಹ ದಲಿತ ಮತ್ತು ಬಂಡಾಯ ಸಾಹಿತ್ಯಗಳಲ್ಲಿ ಹೆಚ್ಚು ಪರಿಣಾಮಕಾರಿಯಾಗಿತ್ತು ಎಂದು ಊಹಿಸಬಹುದು.

ಕನ್ನಡದಲ್ಲಿ ಅನೇಕ ಬಗೆಯ ಆತ್ಮ ಚರಿತ್ರೆಗಳು ಬಂದು ಹೋಗಿವೆ. ಅವು ಹೆಚ್ಚಾಗಿ ನೇತ್ಯಾತ್ಮಕ ಧಾಟಿಯಿಂದಾಗಿ ತಮ್ಮ ಆದರ್ಶಗಳನ್ನು, ಸಾಹಸಗಳನ್ನು ಹೇಳುವ ಮಟ್ಟಕ್ಕೆ ನಿಲ್ಲುತ್ತವೆ. ಆತ್ಮಕಥೆ ಎಂದ ಮೇಲೆ ಸಾಧಾರಣ ಅರವತ್ತು ದಾಟಿದ ಮಾಗಿದ ಅನುಭವಗಳ ದಾಖಲೆ

ಎಂದೇ ಭಾವನೆ ಇದೆ. ಆದರೆ ಮರಾಠಿ ದಲಿತ ಲೇಖಕರು ತಾವು ಬಾಲ್ಯದಲ್ಲಿ ಅನುಭವಿಸಿದ ನೋವು ನಲಿವುಗಳನ್ನು ಯಥಾವತ್ ದಾಖಲೆಗೊಳಿಸಿದರು. ಆದರೆ, ಸಿದ್ಧಲಿಂಗಯ್ಯನು ಚಿಕ್ಕಂದಿನಲ್ಲಿ ಅನುಭವಿಸಿದ ಸಮುದಾಯದ ನೋವು, ರೋಷ, ಬಡತನ, ಅಸಹಾಯಕತೆ, ಅವಮಾನಗಳ ಅಗೋಚರ ಲೋಕವೊಂದು ತೆರೆದುಕೊಳ್ಳಲು ಶುರು ಆಯಿತು.

ಈ ನಿಟ್ಟಿನಲ್ಲಿ ಅರವಿಂದ ಮಾಲಗತ್ತಿಯವರು "ಗೌರ್ಮೆಂಟ್ ಬ್ರಾಹ್ಮಣ" ಪ್ರಕಟವಾದ ನಂತರ ಡಾ॥ ಸಿದ್ಧಲಿಂಗಯ್ಯನವರ "ಊರು-ಕೇರಿ" ಆತ್ಮಕಥನ ಪ್ರಕಟವಾಯಿತು.

ಸಮಾಜದಲ್ಲಿ ದಲಿತ ಕವಿಯೊಬ್ಬನ ಆತ್ಮಕಥೆ ಎಂದಾಗ ಇಲ್ಲಿ ಇರಬಹುದಾದ ಬಡತನ, ಕೌರ್ಯ್ ಹಾಗೂ ಅಭಿಮಾನಿಗಳ ವಿರಾಟ ಸ್ವರೂಪಕ್ಕೆ ಅಂಜುತ್ತಲೇ ಪುಸ್ತಕ ತೆರೆದು ಓದುತ್ತಾ ಹೋದರೆ ನಾವು ಬೆಕ್ಕಸ ಬೆರಗಾಗಿ ನೋಡುವಂತೆ ಇಡೀ ಒಂದು ತಲೆಮಾರಿನ ದಲಿತರ ಬದುಕಿನ ವಸ್ತುಸ್ಥಿತಿಯನ್ನು ಯಾವುದೇ ಹಿಂಜರಿಕೆ ಇಲ್ಲದೆ ಸಿದ್ಧಲಿಂಗಯ್ಯ ಇಲ್ಲಿ ದಾಖಲಿಸಿದ್ದಾರೆ. ಅವರು ಬಳಸಿಕೊಂಡ "ರಂಜನೀಯ ವ್ಯಂಗ್ಯದ ಧಾಟಿ" ಇದೊಂದು ಆತ್ಮಕಥೆ ಎಂದೆನಿಸಿದೆ. ಒಂದು ಸೃಜನಾತ್ಮಕ ಕೃತಿ ಓದಿದ ಅನುಭವ ಉಂಟಾಗುತ್ತದೆ.

ಬಹುಶಃ ಇನ್ನಾವ ಲೇಖಕನಿಗೂ ದಕ್ಕಲಾರದ ಭಾಷಾ ನಿಪುಣತೆಯನ್ನು ಸಿದ್ಧಲಿಂಗಯ್ಯನವರು ಇಲ್ಲಿ ಸಾಧಿಸಿದ್ದಾರೆ. ಅವರ ಬಾಲ್ಯದ ನೆನಪುಗಳು ಸ್ವತಃ ಅನುಭವಿಸಿದ ಅವಮಾನಗಳು, ಹಸಿವು ಇವೆಲ್ಲುಗಳನ್ನು ಹೇಳುವಾಗ ಕವಿ ತುಂಬಾ ಸರಳವಾಗಿ ವ್ಯಂಗ್ಯದ ಧಾಟಿಯನ್ನು ಬಳಸಿದ್ದಾರೆ. ಬಹುಶಃ ಹಾಗೆ ವ್ಯಂಗ್ಯದಿಂದ ಗೇಲಿ ಮಾಡಿನೋಡುವ ಗುಣದ ಧಾಟಿಯಿಂದಲೇ ಅಲ್ಲಿಯ ಬಡತನ ಮತ್ತು ಅವಮಾನಗಳನ್ನು ಕವಿ ದಾಟಲು ಪ್ರಯತ್ನಿಸಿದ್ದಾರೆ ಅನಿಸುತ್ತದೆ. ಅವರ ಬಾಲ್ಯದ ನೆನಪುಗಳನ್ನು ಅವರ ಕಟು ಅನುಭವಗಳನ್ನು ಅವರ ಹಿಂದಿನ ಸಾಮಾಜಿಕ ಸ್ಥಿತಿಯನ್ನು ಈಗ ಗಮನಿಸಿದರೆ ಹೃದಯದಲ್ಲಿ ತಲ್ಲಣಗಳು ಖುದ್ದ ಇಳಿಯುತ್ತದೆ.

ಆದರೂ ಅವರು ತಮ್ಮ ಎಲ್ಲ ನೋವುಗಳನ್ನು ಹೇಳುವಾಗ ಬಳಸುವ ಶೈಲಿಯಿಂದಾಗಿ ಮಹಾರಾಷ್ಟ್ರದ ದಲಿತ ಲೇಖಕರ ಆತ್ಮಕಥೆ ಓದಿದಾಗ ಆಗುವ ವೇದನೆಗಳು ಇಲ್ಲಿ ಆಗುವುದಿಲ್ಲ. ಏಕೆಂದರೆ ಕವಿ ತಮಗಾದ ಅವಮಾನಗಳನ್ನು ಹೇಳುವಾಗಲೂ ನಗುತ್ತಲೇ ಹೇಳುವುದರ ಮೂಲಕ ತಮ್ಮ ವೇದನೆಗಳನ್ನು ಸಂವೇದನೆಗೊಳಿಸುವಲ್ಲಿ ಸಫಲರಾಗಿದ್ದಾರೆ.

"ಊರು-ಕೇರಿ"ಯಲ್ಲಿಯೇ ಪ್ರತಿ ಅಧ್ಯಾಯಗಳು ಒಂದೊಂದು ಕಾದಂಬರಿ ಆಗುವಷ್ಟು ವಸ್ತುವನ್ನು ಹೊಂದಿದ್ದರೂ ಸಿದ್ಧಲಿಂಗಯ್ಯನವರು ಅತ್ಯಂತ ಸಂಯಮದಿಂದ ಬರವಣಿಗೆಯನ್ನು ನಿರೂಪಿಸಿ ನಮ್ಮನ್ನು ದಂಗು ಬಡಿಸುತ್ತಾರೆ. ಯಾವುದೇ ಅಬ್ಬರ ನೋವು ವಿಷಾದಗಳು ಇಲ್ಲದೆ ತಮ್ಮ ಬದುಕಿನಲ್ಲಿಯ ಹಸಿವು ಅವಮಾನಗಳನ್ನು ಮೂರನೆಯ ಕಣ್ಣಿನಿಂದ ನೋಡಿ ಅವುಗಳನ್ನು ದಾಟುವ ಮಾರ್ಗಗಳನ್ನು ಕವಿ ನಮಗೆ ತೋರಿಸಿದ್ದಾರೆ.

ಸಿದ್ಧಲಿಂಗಯ್ಯನವರ "ಸಾವಿರಾರು-ನದಿಗಳು" ಕವನ ಸಂಕಲನದ ಬಗೆಗಿನ ಚರ್ಚೆಯನ್ನು "ಹೊಲೆಮಾದಿಗರ ಹಾಡು" ಕವನ ಸಂಕಲನದೊಂದಿಗೆ ಆರಂಭಿಸಬಹುದು. ಹೊಲೆಮಾದಿಗರ ಹಾಡಿನಲ್ಲಿ ಜಾತೀಯತೆಯ ಹಿನ್ನೆಲೆಯೊಂದನ್ನು ಗಮನಿಸಬಹುದು. ಅಲ್ಲಿ ದಲಿತರೆಂದರೆ ಬಹುಮಟ್ಟಿಗೆ ಹೊಲೆ ಮಾದಿಗರೆ ಅಸ್ಪೃಶ್ಯರೇ ಅಲ್ಲಿಯ ಭಾಷೆ ಭಾವನೆಗಳ್ಳವೂ ಬಹುಮಟ್ಟಿಗೆ ದಲಿತರದೇ ಆಗಿರುವುದರಿಂದ ಹೋರಾಟವೆಂದರೆ ದಲಿತರ ಹೋರಾಟ ಎಂಬ ಅಭಿಪ್ರಾಯದಲ್ಲಿದೆ. ಈ ಹೋರಾಟದ ನೆಲೆಯಿರುವುದು ಜಾತೀಯ ಹಿನ್ನೆಲೆಯಲ್ಲಾದುದರಿಂದ ಅದು ಸವರ್ಣೀಯರ ವಿರುದ್ಧ ದಲಿತರ ಹೋರಾಟವೇ ಆಗಿದೆ. ಇಲ್ಲಿಯ ಶೋಷಣೆಯ ನೆಲೆ ಜಾತೀಯವಾದುದದೆಂಬುದು ಈ ನೆಲೆಯಲ್ಲಿ ಸ್ಪಷ್ಟವೇ ಆಗಿದೆ.

ಆದರೆ "ಸಾವಿರಾರು ನದಿಗಳು" ಕವನ ಸಂಕಲನದಲ್ಲಿ ಹೋರಾಟದ ವ್ಯಾಪ್ತಿ ಹಿಗ್ಗಿದೆ. ಬಂಡಾಯ ಸಾಹಿತ್ಯದ ವ್ಯಾಪ್ತಿ ಹೆಚ್ಚು ವಿಸ್ತಾರವಾದುದು. ಬಂಡಾಯ ಜಾತಿಭೇದ ನೀತಿಯ ವಿರುದ್ಧವಾಗಿರಬಹುದು ಲಿಂಗಭೇದ ನೀತಿಯ ವಿರುದ್ಧವಾಗಿರಬಹುದು. ಅಥವಾ ವರ್ಗಭೇದ ನೀತಿಯ ವಿರುದ್ಧವಾಗಿರಬಹುದು. ಒಟ್ಟಿನಲ್ಲಿ ಸಮಾಜದಲ್ಲಿ ನಡೆಯುವ ಬಂಡಾಯವನ್ನು ಕುರಿತು ಹೇಳಿರುವ ಸಾಹಿತ್ಯ ಬಂಡಾಯ ಸಾಹಿತ್ಯ ಎಂದು ಕರೆಸಿಕೊಳ್ಳುತ್ತದೆ. ಆದರೆ ಜಾತಿಭೇದ ನೀತಿಯನ್ನು ಮತ್ತು ಆ ಮೂಲಕ ಇನ್ನಿತರ ಅಸಮಾನತೆಗಳನ್ನು ಪ್ರತಿಭಟಿಸುವ ಸಾಹಿತ್ಯ ಮಾತ್ರ ದಲಿತ ಸಾಹಿತ್ಯವಾಗುತ್ತದೆ. ಸಾಮಾಜಿಕವಾಗಿ ಮತ್ತು ಆರ್ಥಿಕವಾಗಿ ಶೋಷಣೆಗೆ ಒಳಗಾದವರನ್ನು ದಲಿತರೆಂದು ಪರಿಗಣಿಸಲಾಗುತ್ತದೆಯಾದರೂ ಸಾಮಾಜಿಕ ಶೋಷಣೆಗಳಿಗೆ ಗುರಿಯಾದವರನ್ನು ದಲಿತರೆಂದು ಕರೆಯುವುದು ಅರ್ಥಪೂರ್ಣವಾಗುತ್ತದೆ. ಸಾಮಾಜಿಕ ಶೋಷಣೆಯೇ ಆರ್ಥಿಕ ಶೋಷಣೆಗೆ ದಾರಿ ಮಾಡಿ ಕೊಡುತ್ತದೆಯಾದ್ದರಿಂದ ಆರ್ಥಿಕ ಶೋಷಣೆಯ ಮೂಲವನ್ನು ಸಾಮಾಜಿಕ ಶೋಷಣೆಯಲ್ಲಿಯೇ ಕಾಣಬಹುದಾಗುತ್ತದೆ.

ಹೀಗೆ ಸಾಮಾಜಿಕ ಶೋಷಣೆಗೆ ಒಳಗಾಗಿ ತನ್ಮೂಲಕ ಆರ್ಥಿಕ ಶೋಷಣೆಗೂ ಒಳಗಾಗುವ ಜನರ ನೋವು ದಲಿತ ಸಾಹಿತ್ಯದಲ್ಲಿ ಪ್ರತಿಬಿಂಬಿತವಾಗುತ್ತದೆ. ಆದ್ದರಿಂದ ದಲಿತ ಸಾಹಿತ್ಯವನ್ನು "ಶೋಷಿತ ಜನತೆಯ ದನಿ" ಎಂದಿಟ್ಟುಕೊಂಡು ಮುಂದುವರೆಯಬಹುದು. ದಲಿತ ಸಾಹಿತ್ಯಕ್ಕೆ ಇನ್ನೂ ಹಲವಾರು ವ್ಯಾಖ್ಯೆಗಳಿರುವುದಾದರೂ ಈ ವ್ಯಾಖ್ಯೆಯೇ ಹೆಚ್ಚು ಸಮಂಜಸ ಎನಿಸಿರುವುದರಿಂದ ಮತ್ತು ಉಳಿದೆಲ್ಲಾ ವ್ಯಾಖ್ಯೆಗಳ ಅಂತಃ ಸತ್ಯವನ್ನು ಇದೊಂದೆ ಒಳಗೊಳ್ಳುತ್ತದೆ ಎಂದು ನಾನು ಭಾವಿಸುವುದರಿಂದ ಅದನ್ನೇ ಇಲ್ಲಿ ಪರಿಗಣಿಸಿದ್ದೇನೆ.

ಸಾಹಿತ್ಯ ಪ್ರಕಾರಗಳಲ್ಲೆಲ್ಲಾ ಕಾವ್ಯ ಪ್ರಕಾರಕ್ಕೆ ವಿಶಿಷ್ಟ ಸ್ಥಾನವಿದೆ ಎನ್ನುವುದನ್ನು ಯಾರಾದರೂ ಒಪ್ಪಿಕೊಳ್ಳಲೇಬೇಕು. ಕಾವ್ಯ ಸಾಹಿತ್ಯ ಕ್ಷೇತ್ರದಲ್ಲಿ ಅದ್ವಿತೀಯ ಸ್ಥಾನವನ್ನು ಪಡೆದಿರುವುದಕ್ಕೆ ಹಲವಾರು ಕಾರಣಗಳಿವೆ. ಆ ಕುರಿತು ಚರ್ಚೆ ಕಾವ್ಯ ಮೀಮಾಂಸೆಯಾದ್ದರಿಂದ ಅದನ್ನಿಲ್ಲಿ ಚರ್ಚೆಗೆ ತೆಗೆದುಕೊಳ್ಳಬೇಕಾದ ಅಗತ್ಯ ಖಂಡಿತ ಇಲ್ಲ. ನವೋದಯ ಮತ್ತು ನವ್ಯ ಈ ಎರಡೂ ಸಾಹಿತ್ಯ ಪರಂಪರೆಗಳಲ್ಲೂ ಕಾವ್ಯ ಸಾಹಿತ್ಯ ಸಾಮ್ರಾಜ್ಯದ ಚಕ್ರವರ್ತಿಯಂತೆ ಮೆರೆದಿದೆ. ದಲಿತ ಸಾಹಿತ್ಯದಲ್ಲಿಯೂ ಕಾವ್ಯ ತನ್ನ ಸ್ಥಾನದಲ್ಲಿದ್ದುಕೊಂಡು ನೆರವೇರಿಸಬೇಕಾದ ಕಾರ್ಯಗಳನ್ನು ನೆರವೇರಿಸುತ್ತಿದೆ. ಆದರೆ ಸಾಧನೆ ಮಾತ್ರ "ಮಹಾ" ಎಂದು ಹೇಳಿಕೊಳ್ಳುವಷ್ಟು ಆಗಿಲ್ಲ. ದಲಿತ ಸಾಹಿತ್ಯದಲ್ಲಿ ಕಾವ್ಯ ಮಾಧ್ಯಮದ ಮುಖೇನ ವ್ಯವಹರಿಸುತ್ತಿರುವ ಪ್ರಮುಖ ಸಾಹಿತಿಗಳಲ್ಲಿ ಸಿದ್ಧಲಿಂಗಯ್ಯನವರು ಒಬ್ಬರಾಗಿದ್ದಾರೆ. ಮೂರು ಕವನ ಸಂಕಲನಗಳನ್ನು ಎರಡೂ ನಾಟಕಗಳನ್ನು ಒಂದು ಗದ್ಯಕೃತಿಯನ್ನು ಪ್ರಕಟಿಸಿರುವ ಸಿದ್ಧಲಿಂಗಯ್ಯನವರು ಕವಿಯಾಗಿ ಬೆಳೆಯುತ್ತಿದುದರಿಂದ ಅವರ ಕಾವ್ಯ ವಿಮರ್ಶೆ ಪ್ರಸ್ತುತ ಔಚಿತ್ಯಪೂರ್ಣ ಎಂದೆನಿಸುತ್ತದೆ.

ಈ ನಿಟ್ಟಿನಲ್ಲಿ ಅವರ ಎರಡನೆಯ ಕವನ ಸಂಕಲನವಾದ "ಸಾವಿರಾರು ನದಿಗಳು" ಸಂಕಲನದ ಕವನಗಳನ್ನು ವಿವೇಚಿಸುವ ಕಾರ್ಯವನ್ನು ಕೈಗೆತ್ತಿಕೊಂಡಿದ್ದೇನೆ.

'ಸಾವಿರಾರು ನದಿಗಳು' ಕವನ ಸಂಕಲನಕ್ಕೂ ಮೊದಲು ಅವರ 'ಹೊಲೆಮಾದಿಗರ ಹಾಡು' ಸಂಕಲನ ಪ್ರಕಟವಾಯಿತು. (1975) ಆಗ ಅವರಿನ್ನೂ ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಯಾಗಿದ್ದರು ಎಂಬುದನ್ನು ಇಲ್ಲಿ ಉಲ್ಲೇಖಿಸಬೇಕು. ಆವಾಗಲೇ ಸಮಾಜದಲ್ಲಿದ್ದ ತಾರತಮ್ಯಗಳನ್ನು ತೊಡೆದುಹಾಕುವ ಆಲೋಚನೆ ಮಾಡಿದರು. ಅವರ ಮೊದಲ ಸಂಕಲನ ಪ್ರೊ|| ಜಿ.ಎಸ್. ಶಿವರುದ್ರಪ್ಪನವರು ಹೇಳಿದಂತೆ ಶತಮಾನಗಳಿಂದ ತುಳಿತಕ್ಕೆ ಸಿಕ್ಕ ವರ್ಗದ ವೇದನೆ ಸಂವೇದನೆಗಳ ವಿಶಿಷ್ಟ ಅಭಿವ್ಯಕ್ತವಾಗಿ ಹೊರಬಂದಿತ್ತು. ವಸ್ತುವಿಶಿಷ್ಟತೆ ಪ್ರಾಮಾಣಿಕ ಅನುಭವ ದೇಸೀ ನುಡಿಗಟ್ಟಿನ ಸೊಗಡು, ಜನರನ್ನು ತನ್ಮೂಲಕ ದೇಶವನ್ನು ಸುಟ್ಟು ತಿನ್ನುತ್ತಿರುವ ಸಮಸ್ಯೆಗಳಿಗೆ ಪರಿಹಾರವನ್ನು ಕಂಡುಕೊಳ್ಳುವುದು. ಈ ಎಲ್ಲಾ ದೃಷ್ಟಿಯಲ್ಲಿ ಈ ಸಂಕಲನ ಒಂದು ಸಾಂಸ್ಕೃತಿಕ ದಾಖಲೆಯಾಯಿತು. ಮಾನವೀಯ ದೃಷ್ಟಿಯಲ್ಲಿ ಬದುಕನ್ನು ನೋಡುವ ಕವಿ ತನ್ನ ಮತ್ತು ತನ್ನಂಥವರ ಸಾಮಾಜಿಕ ಪರಿಸ್ಥಿತಿಗಳನ್ನು ವಸ್ತುನಿಷ್ಠವಾಗಿ ಹೇಳುತ್ತಾ ತಮ್ಮನ್ನು ಶೋಷಿಸುತ್ತಿರುವವರ ವಿರುದ್ಧ ಕ್ರಾಂತಿಯನ್ನೇ ಮಾಡುವ ಕೆಚ್ಚು ರೊಚ್ಚುಗಳನ್ನು ಕವಿ ಪ್ರತಿಭಾವನಾತ್ಮಕವಾಗಿ ಹೇಳಿದ್ದಾರೆ.

ಈ ಕಾರಣದಿಂದಲೇ ಕೆಲವ ವಿಮರ್ಶಕರು ಇಲ್ಲಿಯ ಕವನಗಳನ್ನು ಕ್ರಾಂತಿಪದಗಳೆಂದು ಕ್ರಾಂತಿಯನ್ನು ಎಬ್ಬಿಸುವ ಕವನಗಳೆಂದು ಕರೆದಿದ್ದಾರೆ. ಇರಬಹುದು ತಪ್ಪು ಮಾಡಿದವರು ಕ್ಷಮೆಯಾಚಿಸಿ ವ್ಯವಸ್ಥಿತವಾಗಿ ಬದುಕುವುದನ್ನು ಕಲಿಯುವುದಾದರೆ ಘರ್ಷಣೆಯೇ ಬರುವುದಿಲ್ಲ. ಆಗ ಕ್ರಾಂತಿ ಮಾಡಬೇಕಾದ ಅಗತ್ಯವೂ ಕಂಡು ಬರುವುದಿಲ್ಲ. ಆದರೆ ಸಮಾಜದಲ್ಲಿ ಇದು ಸುಲಭವಾಗಿ ಸಾಧ್ಯವಾಗುವಂಥದ್ದಲ್ಲ. ಇಲ್ಲಿರುವ ಎಲ್ಲಾ ಸ್ಥಿತಿಗತಿಗಳ ಸತ್ಯಾವಲೋಕನ ಮಾಡಿದರೆ ಈ ವ್ಯವಸ್ಥೆಯ ಬದಲಾವಣೆಗೆ ಕ್ರಾಂತಿಯೊಂದೇ ಮಾರ್ಗ ಎಂದೆನಿಸುತ್ತದೆ. ಹೀಗೆ ಯೋಚಿಸಿದಾಗ ಸಿದ್ಧಲಿಂಗಯ್ಯನವರ ಕ್ರಾಂತಿ ಗೀತೆಗಳೂ ಕೂಡ ಪ್ರಸ್ತುತದಲ್ಲಿ ಅರ್ಥಪೂರ್ಣವೆಂದೆನಿಸುತ್ತದೆ. ತಮ್ಮನ್ನು ಹಿಂಸಿಸುತ್ತಿರುವಾಗ ಶೋಷಕರನ್ನು ಉದ್ದೇಶಿಸಿ ಕವಿ "ಇಕ್ರಲಾ, ವದೀಲಾ, ಈ ನನ್ ಮಕ್ಕಳ ಚರ್ಮ ಎಬ್ಬಲಾ" ಎಂದು ಆರ್ಭಟಿಸುತ್ತಾರೆ. ಇಂಥ ಮಾತುಗಳು ಕಾವ್ಯವಾಗುತ್ತದೆಯೇ ಎಂಬುದು ಪ್ರಶ್ನೆಯಾಗುತ್ತದೆ. ಇದಕ್ಕಾಗೇ ಪ್ರೊ|| ಸಿ.ಪಿ. ಕೃಷ್ಣ ಕುಮಾರ್‌ವರು ಈ ಮಾತುಗಳಿಗೆ ಪ್ರತಿಕ್ರಿಯಿಸುತ್ತಾ ಇದು ಕವಿತೆಯಾಗುವುದಾದರೆ ಏನು ಬೇಕಾದರೂ ಕವಿತೆಯಾಬಹುದು ಎಂದು ಸತ್ಯವಾದ ಮಾತನ್ನೇ ನುಡಿದಿದ್ದಾರೆ.

ಇಂಥ ಮಾತುಗಳು ಕಲಾತ್ಮಕ ಅಭಿವ್ಯಕ್ತಿಗಳಾಗಿದ್ದರೂ ಮುಗ್ಧರೂ ಶೋಷಿತರೂ ಆಗಿ "ಮ್ಯಾಲಿನೋರ" ಕಿರುಕುಳಗಳಿಗೆ ಮೂಲ ಪ್ರತಿಭಟನೆಯನ್ನು ತೋರಿಸುತ್ತಾ ಬಂದಿರುವ ದಲಿತರಲ್ಲಿ ಜಾಗೃತಿಯನ್ನು ಉಂಟುಮಾಡಬಲ್ಲವು, ಅಸಮಾನತೆ ಮತ್ತು ಅನ್ಯಾಯಗಳನ್ನು ನಾವು ಕೆಚ್ಚಿನಿಂದಲೇ ಪ್ರತಿಭಟಿಸಬಹುದೆಂಬ ಧೈರ್ಯ ಶೋಷಿತರಲ್ಲಿಯಾದರೂ ಬಂದೇ ಬರುತ್ತದೆ, ಬರುತ್ತಿರುವುದಕ್ಕೆ ಸೂಚನೆಗಳಿವೆ.

ಹಾಗಾಗಿ ಈ ಕೃತಿಗೆ ಸಾಂಸ್ಕೃತಿಕ ಮಹತ್ತ್ವ ಬರುತ್ತದೆಯೇ ಹೊರತು ಸಾಹಿತ್ಯಕ ಮಹತ್ತ್ವ ಬರುವುದಿಲ್ಲ. ಅಂದಾಕ್ಷಣಕ್ಕೆ ಈ ಕವಿತೆ ಕಾವ್ಯವನ್ನು ಸೃಜಿಸುವ ಶಕ್ತಿ ಇರಲೇ ಇಲ್ಲ ಎಂದು ಭ್ರಮಿಸುವುದು ವಂಚನೆಯಾಗುತ್ತದೆ. ಇದೇ ಸಂಕಲನದಲ್ಲಿ ಕವಿ ಮುಂದೆ ಬೆಳೆಯ ಬಲ್ಲವನೆಂಬ ಭರವಸೆಯನ್ನು ಹುಟ್ಟಿಸುವ ಕವನಗಳು ಇಲ್ಲದಿರಲಿಲ್ಲ. ತನ್ನ ಜನರ ಬದುಕನ್ನು ಯಾವ ಆದೇಶವೂ ಇಲ್ಲದೆ ವಸ್ತುನಿಷ್ಠವಾಗಿ ಹೇಳುವ "ನನ್ನ ಜನಗಳು" ಕಥನಾತ್ಮಕವಾಗಿ ಆದರೆ ವಿಡಂಬನಾತ್ಮಕವಾಗಿರುವ "ಅಡುಗೂಲಜ್ಜಿಯ ಕಥೆ" ಸಂಭಾಷಣಾ ಶೈಲಿಯಲ್ಲಿ ವಸ್ತುಸ್ಥಿತಿಯನ್ನು ಅನಾವರಣ ಮಾಡುವ "ಹಣೆಬರಹವು ಎಂಬ ನಾಟಕವು" ದಲಿತರ ಬದುಕಿಗೆ ಹೊಸ ಬೆಳಕನ್ನು ತಂದುಕೊಂಡ ಅಂಬೇಡ್ಕರ್ ಅವರ ಪರಿಭಾವನೆಯಿರುವ ಅಂಬೇಡ್ಕರ್ರ ಈ ಎಲ್ಲಾ ಕವನಗಳು 'ಹೊಲೆಮಾದಿಗರ ಹಾಡು ಸಂಕಲನದ ಕವಿ, ಪ್ರಯೋಗ ಶೀಲತೆಯಿಂದ ಸಮರ್ಥ ಅಭಿವ್ಯಕ್ತಿ ಶೀಲತೆಗೆ ಗಮನಿಸಬಲ್ಲನೆಂಬ ಭರವಸೆಯನ್ನು ಮೂಡಿಸುವಂತಿದ್ದವು. ಈ ಭರವಸೆ ಸಂಪೂರ್ಣವಾಗಿ ಅಲ್ಲದಿದ್ದರೂ ಗಮನಾರ್ಹವಾದ ರೀತಿಯಲ್ಲಿ ನಿಜವಾಗಿರುವುದು. ಎರಡನೆಯ ಸಂಕನದಲ್ಲಿರುವ ಕವನಗಳಿಂದ ಸಾಬೀತಾಗುತ್ತದೆ. ಈ ದೃಷ್ಟಿಯಿಂದಲೇ 'ಸಾವಿರಾರು ನದಿಗಳು' ಸಂಕಲನದ ವಿಮರ್ಶೆ ಅರ್ಥಪೂರ್ಣ ಎಂದೆನಿಸುತ್ತದೆ. ನನ್ನ ಮಟ್ಟಿಗೆ ಅನಿವಾರ್ಯವೂ ಹೌದು ಎಂದೆನಿಸುತ್ತದೆ.

'ಹೊಲೆಮಾದಿಗರ ಹಾಡು' ಮತ್ತು ಸಾವಿರಾರು ನದಿಗಳು' ಈ ಸಂಕಲನಗಳಲ್ಲಿ ಸಾಮಾಜಿಕ ಭದ್ರತೆಯನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳುವುದು ಮುಖ್ಯವಾಗಿದೆ. ದಲಿತರಲ್ಲಿ ಜಾಗೃತಿ ಅಲ್ಪ ಪ್ರಮಾಣದಲ್ಲಿಯಾದರೂ ಉಂಟಾಗುತ್ತಿರುವುದಕ್ಕೆ ಕವಿಗಾಗುವ ಸಂತಸ ಮತ್ತು ಮೂಡುವ ಭರವಸೆ, ಅಮಾನವೀಯವಾದ ದೌರ್ಜನ್ಯ ದಬ್ಬಾಳಿಕೆಗಳಿಗೆ ನೊಂದು ಪರಿಮಿಡಿಯುವುದು ದಲಿತರನ್ನು ಹೋರಾಟಕ್ಕೆ ಸುಸಜ್ಜಿತಗೊಳಿಸುವುದು. ಅರ್ಥವಿಲ್ಲದೆ ಧರ್ಮ ಮತ್ತು ದೇವರುಗಳನ್ನು ವಿಡಂಬಿಸುವುದು, ದಲಿತರ ಪ್ರಸ್ತುತ ಸ್ಥಿತಿಗತಿಗಳನ್ನು ಸಮರ್ಥವಾಗಿ ತಿಳಿಸುವುದು ಇದೇ ಮುಂತಾದವು ಈ ಸಂಕಲನದ ಕವನಗಳ ಮುಖ್ಯ ವಸ್ತುಗಳೆನ್ನಬಹುದು.

ಅಜ್ಞಾನದ ದೀರ್ಘ ನಿದ್ರೆಯಲ್ಲಿ ತಮ್ಮತನವನ್ನು ಮರೆತು ಮಲಗಿದ್ದ ದಲಿತರು ತಡವಾಗಿಯಾದರೂ ಮೊದಲ ಕವನ 'ಸಾವಿರಾರು ನದಿಗಳು' ಮೂಲಕ ಅಭಿವ್ಯಕ್ತವಾಗುತ್ತದೆ. ಕವಿಗೆ ತಮ್ಮ ಉದ್ದೇಶ ಸಾಫಲ್ಯದ ಭರವಸೆಗಳು ಮೂಡಿವೆ. ಅದಕ್ಕೆ ಕವಿ 'ನನ್ನೆ ದಿನ ನನ್ನ ಜನ ಬೆಟ್ಟದಂತೆ ಬಂದರು ಎಂದರು. ದಲಿತರ ಸಂಘಟನೆಯನ್ನು ಅದರ ಸಾಂದ್ರತೆಯನ್ನು ತಿಳಿಸುತ್ತಾನೆ. ಬೆಟ್ಟದಂತೆ ಎಂಬ ಉಪಮೆ ಈ ದೇಶದಲ್ಲಿ ಅಧಿಕ ಸಂಖ್ಯೆಯಲ್ಲಿ ಇರುವ ದಲಿತರನ್ನು ಸಮರ್ಥವಾಗಿ ತೋರಿಸುತ್ತದೆ.

ಸಮಾಜದಲ್ಲಿ ದಲಿತ ಜನ ಹೋರಾಟ ಸಾಗರಕ್ಕೆ ಸಾವಿರಾರು ನದಿಗಳೋಪಾದಿಯಲ್ಲಿ ಹರಿಯುತ್ತಿರುವುದನ್ನು 'ಇರುವೆಯಂತೆ ಹರಿವ ಸಾಲು' 'ಹುಲಿಸಿಂಹದ ದನಿಗಳು' ಎಂದು ಕರೆಯುತ್ತಾರೆ. ಮುಂದುವರೆದು ಲಕ್ಷಾಂತರ ಸಾಗರಗಳು ಹತ್ತು ಬಿಟ್ಟು ಬಂದಂತೆ ಎಂದೂ ಹೇಳುತ್ತಾರೆ. ಈ ಕವನದಲ್ಲಿ ಬಳಕೆಯಾಗಿರುವ ಎಲ್ಲಾ ಉಪಮೆ ರೂಪಕಗಳು ದಲಿತರ ಜಾಗೃತಿಯನ್ನೂ ಸಂಘಟನೆಯ ಶಿಸ್ತನ್ನು ಸಮರ್ಥವಾಗಿ ಅಭಿವ್ಯಂಜಿಸುತ್ತದೆ. ಪೋಲೀಸರ ಏಟಿಗಳೇ, ವೇದಶಾಸ್ತ್ರ ಪುರಾಣಗಳ ಗೊಡ್ಡು ಬೆದರಿಕೆಗಳಿಗಾಗಲೇ ಭಯಪಡದ ದಲಿತರು ಮಾನವೀಯ ಮೌಲ್ಯಗಳನ್ನು ಪ್ರತಿಷ್ಠಾಪಿಸಲು ಹೊರಡುತ್ತಾರೆ ಮತ್ತು ಹೋರಾಡುತ್ತಾರೆ. ಎನ್ನುವುದು ಕವಿಯ ಸಾಚಾ ನಿಲುವು. ಇದಕ್ಕೆ ಸ್ವಚ್ಛಂದ ಅಭಿವ್ಯಕ್ತಿಯನ್ನು ಈ ಕವನದಲ್ಲಿ ಕವಿ ನೀಡಿದ್ದಾನೆ.

ದಲಿತರನ್ನು ಜೀವಂತವಾಗಿ ಸುಡುವ ಅವರ ಆಸ್ತಿಪಾಸ್ತಿಗೆ ಹಾನಿಯನ್ನು ಉಂಟುಮಾಡುವ ಕ್ರೌರ್ಯತಮವಾದ ರಾಕ್ಷಸೀಕೃತ್ಯಗಳು ಹಿಂದೆಂತೂ ಅಂತೆಯೇ ಇಂದೂ ನಡೆಯುತ್ತಿರುವುದು ಖಂಡನಾರ್ಹವಾದುದು. ಬೆಳ್ಳಿ ಮತ್ತು ಪಂಚೆ ನಗರಗಳಲ್ಲಿ ನಡೆದ ಹತ್ಯಾಕಾಂಡಗಳನ್ನು ಕಂಡು ಕವಿಯ ಹೃದಯ ಕೊರಗಿದೆ. ಆ ಕೊರಗು ಸಮರ್ಥವಾದ ಅಭಿವ್ಯಕ್ತಿಯನ್ನು ಪಡೆದಿದೆ. ಬೆಳ್ಳಿಯ ಹಾಡು ಕವನ ಇದಕ್ಕೆ ಒಳ್ಳೆಯ ಉದಾಹರಣೆ. ಅಮಾಯಕರೂ ನಿರಪರಾಧಿಗಳು ಆದ ದಲಿತರ ಬಾಳಿಗೆ ಹೊಂಬೆಳಕು ಎಂದಿಗೆ ಬರುತ್ತದೋ ಎಂದು ಚಿಂತಿಸುವ ಈ ಕೆಳಗಿನ ಸಾಲುಗಳನ್ನು ನೋಡಿ.

<div align="center">
ಯಾವ ಪಾಪ ಮಾಡಲಿಲ್ಲ
ಯಾರ ತಲೆಯನ್ನು ಹೊಡೆಯಲಿಲ್ಲ
ಕರಗಿನಮ್ಮೆಯ ಬಾಳ ಕತ್ತಲು
ಕಾಣಲಾರದೆ ಹಗಲನು
</div>

ಈ ಸಾಲುಗಳು ದಲಿತರ ಸ್ಥಿತಿಯನ್ನು ಚೆನ್ನಾಗಿ ಕಡೆದು ನಿಲ್ಲಿಸುತ್ತದೆ. ಶ್ರೀಮಂತರು ದಲಿತರನ್ನು ಕೇವಲ ಆರ್ಥಿಕವಾಗಿ ಮತ್ತು ಸಾಮಾಜಿಕವಾಗಿಯಷ್ಟೆ ಶೋಷಿಸುವುದಿಲ್ಲ. ಲೈಂಗಿಕವಾಗಿಯೂ ಶೋಷಣೆ ಮಾಡುತ್ತಾರೆ.

ದಲಿತರ ಮೇಲೆ ಮೇಲ್ವರ್ಗದವರು 'ಅಮಲಿನ ಗುಂಗಿನಲಿ ಕೂಲಿ ಹೆಣ್ಣಿನ ಕಣ್ಣೀರು' ಎನ್ನುವ ಸಾಲುಗಳು ಈ ಅಂಶವನ್ನು ಸ್ಪಷ್ಟಪಡಿಸುತ್ತವೆ. ಮ್ಯಾಲನೋರು ಲೈಂಗಿಕವಾಗಿ ಕೇವಲ ಹೆಣ್ಣನ್ನಷ್ಟೇ ಶೋಷಿಸುವುದಿಲ್ಲ. ಗಂಡನ್ನೂ ಶೋಷಿಸುತ್ತಾರೆ. ಇದೇ ಕವಿಯ ಮೂರನೆಯ ಕವನ ಸಂಕಲನದ ರಾಣಿಯ ಪ್ರೇಮ ಕವನ ಈ ವಿಷಯವನ್ನು ಸಾದರ ಪಡಿಸುತ್ತದೆ.

ಸಾಮಾಜಿಕವಾಗಿ ಮೇಲ್ಜರ್ಗಿಯಲ್ಲಿರುವವರು ಹೇಗಾದರೂ ಸುಖವಾಗಿಯೇ ಬದುಕುತ್ತಾರೆ. ಅವರು ತಮ್ಮ ಬಾಳನ್ನು ಕಂಡುಕೊಳ್ಳಬಲ್ಲರು. ಅದಕ್ಕೆ ಬೇಕಾದ ವ್ಯವಸ್ಥೆಯನ್ನು ಅವರೇ ಸೃಷ್ಟಿಸಿಕೊಂಡಿದ್ದಾರೆ. ಆದರೆ ಇವೆರಡೂ ಕ್ಷೇತ್ರಗಳಲ್ಲಿಯೂ ಕೀಳೆಂದು ಪರಿಗಣಿತರಾಗಿರುವ ದಲಿತರು ಯಾವ ದೆಸೆಯಿಂದಲೂ ಉನ್ನತಿಗೇರಲು ಸಾಧ್ಯವಾಗುತ್ತಿಲ್ಲ. ಸ್ವಾತಂತ್ರ್ಯ ಬಂದು ಪ್ರಜಾಪ್ರಭುತ್ವ ನೆಲೆಗೊಂಡಿದ್ದರೂ ದಲಿತರನ್ನು ದಲಿತರನ್ನಾಗಿಯೇ ಕಾಣಲಾಗುತ್ತಿದೆ. ಅವರ ಶೋಷಣೆ ಎಂದಿನಂತೆ ನಡೆಯುತ್ತಲೇ ಇದೆ. ಇದನ್ನು ಗಮನಿಸಿಯೇ ಕವಿ ದಲಿತರನ್ನು ರಾಜಕೀಯವಾಗಿ ಬಲ ಪಡಿಸಲು ಹೇಳುತ್ತಾರೆ.

ದಲಿತರ ಸಮಸ್ಯೆಗಳನ್ನು ದಲಿತರೆ ಸರಿ ಪಡಿಸಿಕೊಳ್ಳಬೇಕಾದ ಪರಿಸ್ಥಿತಿ ಇಲ್ಲಿರುವುದರಿಂದ ರಾಜಕೀಯ ಅಧಿಕಾರವನ್ನು ದಲಿತರಿಗೆ ಕೊಡಿ ಎಂದು ಕವಿ ಕೇಳುತ್ತಾನೆ. 'ದಲಿತರು ಬರುವರು' ಕವನ ಇದಕ್ಕೆ ಒಳ್ಳೆಯ ಉದಾಹರಣೆ 'ದಲಿತರು ಬರುವರು ದಾರಿಬಿಡಿ, ದಲಿತರ ಕೈಗೆ ರಾಜ್ಯಕೊಡಿ' ಎನ್ನುವ ಮೊದಲ ಸಾಲುಗಳು ಪ್ರಜಾಪ್ರಭುತ್ವ ಸಮಾನತೆಯನ್ನು ಸಾರದೆ ಸ್ವಾರ್ಥ-ಸಾಧಕರ ಸೊತ್ತಾಗಿರುವುದರಿಂದ ಸಮಸ್ಯೆಗಳ ನಿರ್ಮೂಲನಕ್ಕಾಗಿ ದಲಿತರಿಗೆ ಅಧಿಕಾರವನ್ನು ಕೊಡಿ ಎಂದು ನೇರವಾಗಿ ಕೇಳುವುದನ್ನು ನೇರವಾಗಿಯೇ ಹೇಳುತ್ತೇವೆ.

ಇದು ರಾಜಕೀಯ ಅಧಿಕಾರ ಎಂದರೆ ಅದು ಅಧಿಕಾರ ಹಿಡಿದವರ ವೈಯಕ್ತಿಕ ಸಮಸ್ಯೆಗಳನ್ನು ಬಗೆಹರಿಸಿಕೊಳ್ಳುವ ಸಾಧನವಾಗಿರುವುದರಿಂದ ಸಿದ್ಧಲಿಂಗಯ್ಯನವರ ಅಧಿಕಾರವನ್ನು ಕಸಿದುಕೊಳ್ಳುತ್ತಿರುವುದು ಸರಿಯಾಗಿಯೇ ಇದೆ. ದಲಿತರ ಸಮಸ್ಯೆಗಳ ಮೂಲವನ್ನು ಕೆದಕುವ ಮತ್ತು ಆ ಮೂಲಕ ಮರ್ಮವನ್ನು ತಿಳಿದು ಅದನ್ನು ಅಮೂಲಾಗ್ರ ಕಿತ್ತೊಗೆಯಲು ಕವಿ ಈ ಕವನದಲ್ಲಿ ಯತ್ನಿಸಿದ್ದಾರೆ.

'ದೇವರು ಗುರುಗಳ ತಿಪ್ಪೆಗೆ ತಳ್ಳಿ
ಮಂತ್ರಿ ಶಾಸಕರ ಮೋರಿಗೆ ನೂಕಿ
ತಾವೇ ಕಂಡ ಹೊಸದಾರಿಯಲಿ
ಹೊಂಟರು ದಲಿತರ ಮೆರವಣಿಗೆ'

ಎನ್ನುವ ಸಾಲುಗಳು ದಲಿತರನ್ನು ಶೋಷಿಸುತ್ತಿರುವ ದುಷ್ಟಶಕ್ತಿಗಳನ್ನು ತಿಳಿಸುತ್ತಲೆ ದಲಿತರು ತಮ್ಮ ಸಮಸ್ಯೆಗಳ ನಿವಾರಣೆಗೆ ತಾವೇ ಮಾರ್ಗ ಹುಡುಕಿಕೊಳ್ಳಬೇಕಲ್ಲದೆ ಇನ್ನೊಬ್ಬರ ಹಂಗನ್ನು ಆಶ್ರಯಿಸಬಾರದು ಎನ್ನುವ ಹೆಚ್ಚು ಸತ್ಯನಿಷ್ಠವಾದ ಧೋರಣೆಯನ್ನು ವ್ಯಕ್ತಪಡಿಸುತ್ತವೆ.

'ದಲಿತ ಭಾರತದ ಬಾವುಟದಲ್ಲಿ
ನಿಂತರು ರೈತರು ಕಾರ್ಮಿಕರು
ಬಂದವು ಹೂವು ಬನಬನದಲ್ಲಿ
ಹಾರಿದೂ ಹಕ್ಕಿ ನೂರಾರು'

ಎನ್ನುವಾಗ ಕವಿ ದಲಿತರ ವಿಮೋಚನೆಗೆ ಮಾರ್ಕ್ಸ್‌ವಾದದ ಮೊರೆ ಹೋಗುತ್ತಿರುವುದು ಗೊತ್ತಾಗುತ್ತದೆ. ಸಿದ್ಧಲಿಂಗಯ್ಯನವರು ಮೂಲತಃ ಮಾರ್ಕ್ಸ್‌ವಾದವನ್ನು ಮೈಗೂಡಿಸಿ ಕೊಂಡಿರುವವರ, ಆದರೆ ಭಾರತದ ದಲಿತರ ವಿಮೋಚನೆಗೆ ಮಾರ್ಕ್ಸ್‌ವಾದ ತಾರಕವಾಗುವುದಿಲ್ಲ ಎಂಬುದನ್ನು ಕವಿ ಮನಗಾಣಬೇಕಾಗುತ್ತದೆ. ಏಕೆಂದರೆ ಮಾರ್ಕ್ಸ್‌ವಾದವನ್ನು ಅಳವಡಿಸಿಕೊಂಡು ಬೆಳೆದಿರುವ ರಾಷ್ಟ್ರಗಳಲ್ಲಿ ಪ್ರಸ್ತುತ ಇದ್ದನ್ನು ಇದ್ದದ್ದು ವರ್ಗ ವ್ಯವಸ್ಥೆಯೇ ಹೊರತು ಜಾತಿವ್ಯವಸ್ಥೆ ಅಲ್ಲ. ಹಾಗಾಗಿ ಅಲ್ಲಿ ಮಾರ್ಕ್ಸ್‌ವಾದ ಯಶಸ್ವಿಯಾಯಿತು. ಆದರೆ ಭಾರತದಂಥ ರಾಷ್ಟ್ರದಲ್ಲಿ ಜಾತಿವ್ಯವಸ್ಥೆ ಬಲವಾಗಿ ಬೇರುಬಿಟ್ಟಿರುವಾಗ ಅದನ್ನು ಮೊದಲು

ನಿರ್ಮೂಲನೆಗೊಳಿಸದೆ ವರ್ಗತಾರತಮ್ಯವನ್ನು ತೊಲಗಿಸಲು ಯತ್ನಿಸಲಾಗುವುದಿಲ್ಲ. ದಲಿತರು ಆರ್ಥಿಕವಾಗಿ ಹಿಂದುಳಿಯಲು ಜಾತಿವ್ಯವಸ್ಥೆಯೇ ಕಾರಣ ಎನ್ನುವುದನ್ನು ಮನಗಾಣಬೇಕಾಗುತ್ತದೆ. 'ಹೊಲೆಮಾದಿಗರ ಹಾಡು' ಸಂಕಲನಕ್ಕೆ ಪ್ರತಿಕ್ರಿಯಿಸುತ್ತಾ

ಮಾಕ್ರ್ಸ್ನ ಗುಲಾಮ ಏಕೆ ಸಿದ್ಧಲಿಂಗು

ಅರಿತಿಲ್ಲವೇನು ಲೋಹಿಯಾ ನೀತಿ ನೀನು'

ಎಂದಿರುವ ಶ್ರೀ ಕೋಣಂದೂರು ಲಿಂಗಪ್ಪನವರ ಮಾತುಗಳನ್ನು ಈ ಸಂದರ್ಭದಲ್ಲಿ ಸ್ಮರಿಸಿಕೊಂಡು ಮುಂದುವರೆಯಬಹುದು.

ಸಾಹಿತಿ ಎಷ್ಟೇ ಸಮರ್ಥ ಶಾಲಿಯಾಗಿರಲಿ, ಪ್ರತಿಭಾನ್ವಿತವಾಗಿರಲಿ, ಆತ ತನ್ನ ಹಿಂದಿನ ಸಾಹಿತಿಗಳಿಂದ ಪ್ರಭಾವಿತನಾಗುವುದು ಸಹಜ. ಇದು ತಪ್ಪೇನು ಅಲ್ಲ. ಈ ಬಗೆಯ ಪ್ರಕ್ರಿಯೆಗೆ ಯಾರೂ ಹೊರತಲ್ಲ. ಇನ್ನೊಬ್ಬ ಕವಿಯ ಜಾಸ್ಪೆ 'ದಲಿತರು ಬರುವರು' ಕವನದ ಮೇಲೆ ಕುವೆಂಪು ಅವರ 'ಕಲ್ಕಿ' ಕವನದ ಪ್ರಭಾವ ಸೂಕ್ಷ್ಮವಾಗಿ ಕಾಣುತ್ತದೆಯಾಗಿ ಈ ಮಾತುಗಳನ್ನು ಹೇಳಬೇಕಾಯಿತು. ಕುವೆಂಪುರವರು ದರ್ಶನಾತ್ಮಕವಾಗಿ, ಪ್ರತಿಮಾತ್ಮಕವಾಗಿ, ರೂಪಾತ್ಮಕವಾಗಿ ಹೇಳಿರುವ ವಿಚಾರಗಳನ್ನು ಎಲ್ಲವನ್ನೂ ಅಲ್ಲ. ಕೆಲವನ್ನು ಮಾತ್ರ ವಾಸ್ತವ ನೆಲಗಟ್ಟಿನಲ್ಲಿ ಸರಳೀಕರಿಸಿ ಸಿದ್ಧಲಿಂಗಯ್ಯನವರು ಹೇಳುತ್ತಾರೆ ಕಲ್ಕಿ ಕವನದಲ್ಲಿ ಬರುವ 'ಶ್ರೀಮಂತರ ನೆಣದುಂಡೆಗಳು' ಎಂಬುದನ್ನು ಸಿದ್ಧಲಿಂಗಯ್ಯನವರು ಹಣವಂತರ ನೆಣದುಂಡೆಗಳಲ್ಲಿ ಎಂದು ಉಂಡೆಯಾಗಿಯೇ ಬಳಸಿರುವುದನ್ನು ಗಮನಿಸಬುದು. ಹೀಗೆ ಪ್ರಭಾವಕ್ಕೆ ಒಳಗಾದ ಈ ಕವನ ತನ್ನತನವನ್ನು ಕಾಯ್ದಿರಿಸಿಕೊಳ್ಳುತ್ತದೆ ಎಂದರೆ ಅದಕ್ಕೆ ಸಿದ್ಧಲಿಂಗಯ್ಯನವರು ದಲಿತ ಸಂವೇದನೆಗಳಿಗೆ ತೀವ್ರತರ ಅಭಿವ್ಯಕ್ತಿಯನ್ನು ಕೊಟ್ಟಿರುವುದೇ ಕಾರಣವಾಗಿದೆ.

ತುರ್ತುಪರಿಸ್ಥಿತಿಯ ಸಂದರ್ಭದಲ್ಲಿ ರಾಷ್ಟ್ರದ ಎಲ್ಲಾ ಚಟುವಟಿಕೆಗಳು ಸ್ಥಗಿತಗೊಂಡಿದ್ದುದು ಗೊತ್ತೇ ಇದೆ. ಈ ಸಂದರ್ಭದ ದೇಶದ ಸ್ಥಿತಿಗತಿಗಳನ್ನು ಮತ್ತು ಅಂದು ಸರ್ಕಾರ ರಚಿಸಿದ್ದ ವ್ಯಕ್ತಿ ಶಕ್ತಿಗಳನ್ನು ಮತ್ತು ಅವುಗಳ ಧೋರಣೆಗಳನ್ನು ತಮ್ಮ 'ಕರಾಳ ರಾಣಿಯ ಕಥೆ' ಕವನದಲ್ಲಿ ಕವಿ ಯಾವ ಆತಂಕವೂ, ಆಡಂಬರವೂ ಇಲ್ಲದೆ ಸ್ವಭಾವೋಕ್ತಿಯಲ್ಲಿಯೇ ಅಭಿವ್ಯಕ್ತಿಸಿದ್ದಾರೆ.

ಸಿದ್ಧಲಿಂಗಯ್ಯನವರ ಕಾವ್ಯ ಸಮಸ್ತವನ್ನು ಅಂದರೆ ಇದುವರೆಗಿನ ಅವರ ಮೂರು ಸಂಕಲನಗಳ ಒಟ್ಟು ಐವತ್ತೆಂಟು ಪದ್ಯಗಳನ್ನು ಈ ಕವಿ ಪದ್ಯದಿಂದ ಪದ್ಯಕ್ಕೆ ಬೆಳೆದಿರಬಹುದು ಎಂಬ ಪ್ರಶ್ನಾರ್ಥಕ ಕುತೂಹಲದ ದೃಷ್ಟಿಯಲ್ಲಿ ವಿಶ್ಲೇಷಿಸುವುದರಿಂದ ಬಹುಶಃ ವೈವಿಧ್ಯವೆನಿಸುವ ಕೆಲವು ಮುಖ್ಯಾಂಶಗಳು ಕಂಡು ಬರುವಂತೆ ತೋರುತ್ತದೆ. ಏಕೆಂದರೆ ಇವರ 'ಹೊಲೆಮಾದಿಗರ ಹಾಡು' ಎಂಬ ಮೊದಲ ಸಂಕಲನದ ರಚ್ಚು ರಭಸಗಳು ಸಿಡಿಲು ಗುಡುಗುಗಳು, 'ಕಪ್ಪುಕಾಡಿನ ಹಾಡು' ಎಂಬ ಅವರ ಮೂರನೆಯ ಸಂಕಲನದಲ್ಲಿ ಪ್ರೀತಿ, ಪ್ರೇಮ, ಒಲವು ಗೆಳತಿ ಮುಂತಾದ ಮಾರ್ದವತೆಯಾಗಿ ರೂಪುಗೊಂಡಿರುವುದನ್ನು ಕಾಣಬಹುದಾಗಿದೆ. ಅಂದರೆ ಪ್ರೀತಿ ಪ್ರೇಮ ಮುಂತಾದವು ಕಾವ್ಯದಲ್ಲಿ ಇರಬಾರದು ಎಂದು ಇದರರ್ಥವಲ್ಲ.

ಬದಲಾಗಿ ಸಿದ್ಧಲಿಂಗಯ್ಯನವರ ಹಿಂದಿನ ಕವಿತೆಗಳಿಗೆ ಹೋಲಿಸಿದಾಗ ಈ ಭಾವಗಳು ಕಾವ್ಯವಾಗಿದೆಯೇ ಎಂಬುದು ಪ್ರಶ್ನೆಯಾಗುತ್ತದೆ. ಉದಾ: ಇವರ ಆರಂಭ ಕವಿತೆಗಳಾದ 'ನನ್ನ ಜನಗಳು ಮತ್ತು ಕ್ರಾಂತಿಪದ'ಗಳಲ್ಲಿ ಅನ್ಯಾಯದ ವಿರುದ್ಧ ಬಂಡಾಯವೇಳುವ ಆಕ್ರೋಶ ಅನಂತರದ ಮೂರನೆಯ ಸಂಕಲನದಲ್ಲಿನ 'ಕೋರಿಕೆ' ಮತ್ತು 'ನಿನ್ನ ಕಣ್ಣಿನ ಮಾತು' ಎಂಬ ಕವಿತೆಗಳಲ್ಲಿನ ಪ್ರೇಮ ಪ್ರೀತಿ ಒಲವುಗಳಾಗಿ ಪರಿವರ್ತನೆಗೊಂಡು ತನ್ಮೂಲಕ ಒಂದು ಬಗೆಯ ರಾಜಿ ಧೋರಣೆ ಈ ಕವಿಯ ನಂತರದ ಕಾವ್ಯ ವಸ್ತುವಿನ ಅಂತರಾಳದಲ್ಲಿ ಉದ್ದುಕ್ತವಾಗ ತೊಡಗಿರಬಹುದು ಎನಿಸುತ್ತದೆ. ಏಕೆಂದರೆ ಆರಂಭದ ಇವರ ಕ್ರಾಂತಿ ಕನ್ಯೆ ಈ ಕವಿಯನ್ನು ಬಹಳವಾಗಿ ಕಾಡಿಸಿದ್ದಾಳೆಂಬುನದನ್ನು ನೋಡಬಹುದು.

ಸಿದ್ಧಲಿಂಗಯ್ಯನವರು ರಚಿಸಿರುವ ಮೂರು ಕವನ ಸಂಕಲನಗಳಾದ 'ಹೊಲೆ ಮಾದಿಗರ ಹಾಡು, ಸಾವಿರಾರು ನದಿಗಳು ಮತ್ತು ಕಪ್ಪುಕಾಡಿನ ಹಾಡು' ಇವುಗಳನ್ನು ಸಾಮಾಜಿಕವಾದ ಸ್ಥಿತಿಗತಿಗಳಲ್ಲಿ ಬದಲುಗುವ ನಿಟ್ಟಿನಲ್ಲಿ ದಲಿತರಲ್ಲಿ ಸೂಕ್ಷ್ಮವಾದ ಎಚ್ಚರಿಕೆಗಳನ್ನು ನೀಡುವುದರ ಮುಖಾಂತರ ಸಮಾಜದಲ್ಲಿದ್ದ ಭೇಧಭಾವ ತಾರತಮ್ಯ ಗೊಡ್ಡು ಸಂಪ್ರದಾಯಗಳು ಅಧಿಕಾರಶಾಹಿ ಮತ್ತು ಬಂಡವಾಳಶಾಹಿ ವಿರುದ್ಧ ಸಿಡಿದೇಳುವ ಮತ್ತು ಮೇಲ್ವರ್ಗ ಮತ್ತು ಶ್ರೀಮಂತಿಕೆಯ ವಿರುದ್ಧ ಆಕ್ರೋಶಗೊಳ್ಳುವ ಹೊಸ ಸಮಾಜದ ನಿರ್ಮಾಣ ಕನಸನ್ನೂ ನನಸಾಗಿಸುವ ಪ್ರಯತ್ನವನ್ನು ತಮ್ಮ ಕಾವ್ಯಗಳಲ್ಲಿ ಮಾಡಿದ್ದಾರೆ.

ಜಾತಿವ್ಯವಸ್ಥೆ, ವರ್ಣಭೇದ ನೀತಿ ಸಾಮಾಜಿಕ ಅಸಮಾನತೆಯನ್ನು ತೊಲಗಿಸುವ ಮತ್ತು ಅದನ್ನು ನಿರ್ಮೂಲನೆ ಮಾಡುವ ಸಲುವಾಗಿ ದಲಿತರಿಗೆ ಅಸಹಾಯಕರಿಗೆ ಸ್ಪಂದಿಸುವ ರೀತಿಯಲ್ಲಿ ಕಾವ್ಯಗಳನ್ನು ರಚನೆ ಮಾಡಿದರು.

ಶಿಕ್ಷಣದ ಮುಖಾಂತರ ಸಾಮಾಜಿಕ ಪರಿವರ್ತನೆ ಸಾಧ್ಯ ಎಂಬುದನ್ನು ಮನಗಂಡು ಎಲ್ಲರಿಗೂ ಶಿಕ್ಷಣ ನೀಡಿ ಅಕ್ಷರಸ್ತರನ್ನಾಗಿ ಮಾಡಿದಾಗ ಅಸಮತೋಲನ ದೂರವಾಗುತ್ತದೆ ಎಂದು ಬಂಡಾಯ ದಲಿತ ಸಾಹಿತ್ಯ ಬರಿ ದಲಿತರಿಗೆ ಮಾತ್ರವಲ್ಲ ಇಡೀ ಸಮಾಜಕ್ಕೆ ಅದರ ಪ್ರಯೋಜನ ಆಗಬೇಕೆಂದು ಕವಿ ತಮ್ಮ ಕಾವ್ಯಗಳಲ್ಲಿ ತಿಳಿ ಹೇಳಿದ್ದಾರೆ.

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