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National Conference

on

“New Horizons in Commerce, Management, Humanities, Science and Technology - A Gateway of opportunities for Innovations”

Organized by

Late Shri. Vishnu Waman Thakur Charitable Trust’s

VIVA Institute of Management and Research

&

Bhaskar Waman Thakur College of Science,
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20th April, 2019

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The University of Mumbai is one of the earliest State Universities in India and the oldest in Maharashtra. It offers Bachelors to Doctoral courses as well as Diplomas and Certificates in many disciplines.It was established in 1857 after the presentation of a petition from the Bombay Association.

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Indian Academicians and Researchers Association (IARA) is an educational and scientific research organization of Academicians, Research Scholars and practitioners responsible for sharing information about research activities, projects, conferences to its members. IARA offers an excellent opportunity for networking with other members and exchange knowledge. It also takes immense pride in its services offerings to undergraduate and graduate students. Students are provided opportunities to develop and clarify their research interests and skills as part of their preparation to become faculty members and researcher. Visit our website www.iaraedu.com for more details.

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We are glad to invite you and your organization for a one day multidisciplinary conference on “New Horizons in Commerce, Management, Humanities, Science & Technology -A Gateway of opportunities for Innovations**”**. The conference will prove to be an effective platform for sharing knowledge and results in theory, methodology, applications impacts and challenges in technology and management. The aim is to provide forums for researchers and practitioners from both academia as well as industries to meet and compromise possibilities of applying technical and management knowledge to several areas of applications and other avenues and set up opportunities for networking with people having similar ideas.

“Vishleshan” Multidisciplinary conference 2019 on **“New Horizons in Commerce, Management, Humanities, Science & Technology - A Gateway of opportunities for Innovations”** is the initial step towards taking the research into its advanced state. It is a platform to bring the academicians, doctoral students, industry practitioners and researchers from regulatory organizations to deliberate on theoretical work, empirical findings and policy implications related to the Management and other disciplines.

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Research Papers

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A STUDY TO UNDERSTAND THE INVESTMENT PATTERN OF GRADUATES AND POST GRADUATES DURING THEIR FIRST YEAR OF EMPLOYMENT IN MUMBAI CITY

Prof. Aftab Shaikh
Assistant Professor, Chetana's R. K. Institute of Management & Research

ABSTRACT
Newly Salaried graduates and post graduates get limited income flow & their investments patterns are also different from experienced employees. To understand the investment pattern of these newly salaried graduates and post graduates, researcher had tried to find out investment behavior of newly salaried investors in Mumbai region. In the present study researcher has chosen newly salaried youth who have just joined the work force and tried to understand their investment preference and objective of the investment. The study will also throw be very useful to understand different investment avenues of investment and risk pattern.

Keywords: Investment pattern, Investment behavior, newly salaried youth.

INTRODUCTION
"Saving constitutes the basis for capital formation, and capital formation constitutes a major determinant of economic growth" - Rao (1980). In developing countries income is not created at higher rate because of which people do not have additional savings for capital generation. In India income standard is almost indeterminable and consumption is very high as compare to saving. Most of the house hold in India do not save and spend more. Here, there is an obligation of mobilization of saving for financial growth. There are many a factor on which aggregate saving in any economy depends. Huge share of total saving comes from household in Indian economy which is essentials to be stepped up.

NEWLY SALARIED INVESTORS
The respondent of research study consist only those people who have just joined the corporate after completing the graduation and post-graduation from colleges and institution located in Mumbai, earning fixed Income as salary so the study included only newly salaried group of people. The Investment pattern of the newly salaried employees is different due to safety, regular flow of income, tax saving benefits, security, retirement benefits rather than professionals & businessman.

OBJECTIVES
a. To study the investment pattern of graduates and post graduates during their first year of employment in Mumbai city.

b. To study the factors which are influencing investment behavior of newly salaried graduates and post graduates.

c. To understand the awareness of newly salaried graduates and post graduates towards various investment alternatives.

LITERATURE REVIEW
- Manikandan (2017) in her study she found that mutual funds will give more returns but because of less awareness respondents were not investing in it. So creating awareness program will increase investment in mutual funds.

- Kanika and Sangeeta (2015) in their study suggested that financial advisors play a very vital role in investment planning and they should understand the needs of the investor and guide accordingly. Those who had stable income were investing in stock market and those who does not had stable income were investing in gold.

- Thulasipriya B (2014) suggested that government employees across higher age group were taking not taking risk and were doing investment in safer investment avenues, Female employees were also preferred safer tax saving investment avenues. It was also observed that respondents who had higher income were investing more in stock market.

HYPOTHESIS
H1: There is no significant relationship between the Investment awareness level of newly salaried graduates and post graduates and the Gender.

RESEARCH METHODOLOGY

The research is based on both Primary and secondary data. Primary data has been collected from structured questionnaire. 104 graduates and post graduates has been taking for the study that has joined corporate in last one year in Mumbai city. Secondary data are collected from articles, journals, books and websites.

Further Pie-charts, Bars, graphs and tables have been used for the analysis. Statistical tools like Chi square tests is been used for hypothesis testing.

LIMITATIONS OF THE STUDY

- The study is limited to Mumbai city and only to the graduates and post graduates who have joined corporate in last one year.

ANALYSIS & FINDINGS

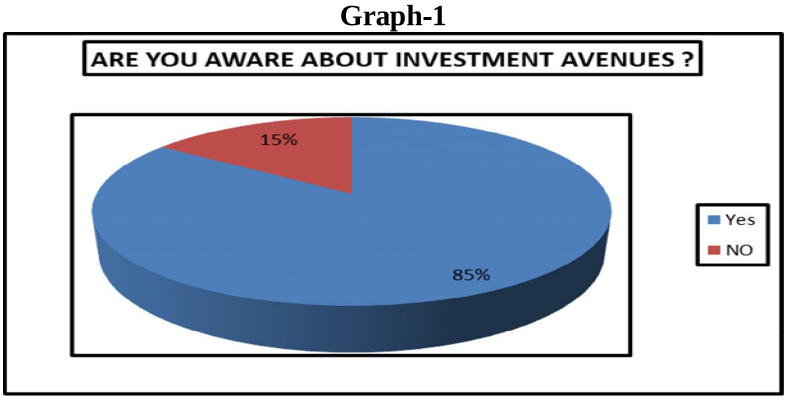
Table-1

Demographics of respondents from Mumbai		
Category	**Respondents**	**Percentage**
Gender		
Male	**88**	**85**
Female	**16**	**15**
Total	**104**	**100**
Age Group		
18-22	**8**	**8**
23-27	**57**	**55**
28-32	**39**	**38**
Total	**104**	**100**
Education		
Bachelors	**24**	**23**
Post Graduate	**80**	**77**
Others	**0**	**0**
Total	**104**	**100%**
Annual Income		
Less Than Rs. 100000	**2**	**2**
Rs. 100000 to Rs. 300000	**2**	**2**
Rs. 300000 to Rs. 600000	**44**	**42**
Rs. 600000 to Rs. 1000000	**48**	**46**
Above Rs. 1000000	**8**	**8**
Total	**104**	**100%**

Source: Self-administered questionnaire

It can be seen from table one out of the total respondent 85% are male and 15% are female. Age group of respondents ranged from 18 to 32, maximum respondents were in the age group of 23 to 27 years. Out of the sample 77 responded were post graduate and 23% were graduate. Annual income of respondent Maximum of respondent were in income group of Rs. Rs. 6,00,000 to 10,00,000 at 46% followed by Rs. 100000 to Rs. 300000 at 42%.

Graph-1



(Source: Primary Data)

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Graph 1 show that 85 % of respondents were aware of different investment avenues available for investment.

Table-2: Influencing Factors While Choosing Investment Avenues

Sr. No	Factors	No. of Respondents	Percentage
1	Safety	48	46%
2	Liquidity	40	38%
3	Tax Saving	96	92%
4	Diversification	52	50%
5	Affordability	36	35%
6	Simplicity	44	42%

(Source: Primary Data)

From Table 2 it can be seen that tax saving is the major factor while doing investments as 92% of respondents were influence while selecting the investment avenues. Whereas diversification and safety were 50% and 46% or respondents that influenced the investors while selecting the investment avenues.

Table-3: Objectives of the Investment

Sr. No.	Factors	Nos. of Respondents	%
1	Future Security	72	69%
2	Good Returns	80	77%
3	Liquidity	20	19%
4	Capital Appreciation	52	50%
5	Tax Savings	96	92%
6	Children Career	0	0%
7	Other	0	0%

(Source: Primary Data)

From Table 3 it can be seen that tax saving was the main objective of investment as 92% of respondents had that objective whereas good returns and future security were the objective of investments by 77% and 69% respondents respectively.

Table-4: Most Preferable investment options

Sr. No.	Investment Options	Nos. of Respondents	%
1	Stock/Equity	60	58%
2	Bank Deposit	36	35%
3	Real Estate	28	27%
4	Mutual Funds	80	77%
5	Metal (Gold/Silver/Others)	20	19%
6	Insurance	28	27%
7	Commodity	8	8%
8	Tax-Saving Schemes	64	62%
9	Debt Market	12	12%
10	Retirement Plans	28	27%
11	Others	0	0%

(Source: Primary Data)

The researcher found that Mutual Funds are the first preference given by the investors for investment as by 77% of respondents and followed by tax-saving schemes and stock market by 62% and 58% of respondents.

Table-5

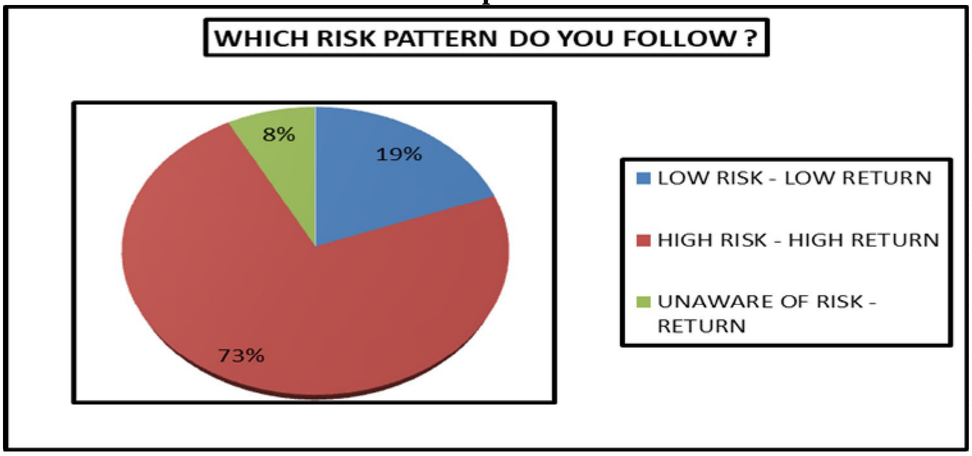
Level of Risk Involved in the Investment Schemes										
Investment Options	**Very High**	**%**	**High**	**%**	**Moderate**	**%**	**Low**	**%**	**Very Low**	**%**
Stock/Equity	32	31%	48	46%	24	23%	0	0%	0	0%
Bank Deposit	8	8%	8	8%	28	27%	52	50%	8	8%
Real Estate	8	8%	24	23%	64	62%	8	8%	0	0%
Mutual Fund	0	0%	32	31%	64	62 %	8	8%	0	0%
Metals	4	4%	24	23%	52	50%	24	23%	0	0%

Insurance	4	4%	16	15%	56	54%	28	27%	0	0%
Commodity Market	24	23%	36	35%	44	42%	0	0%	0	0%
Tax-Saving Schemes	0	0%	20	19%	64	62%	20	19%	0	0%
Debt Market	4	4%	12	12%	68	65%	20	19%	0	0%
Retirement Plans	0	0%	12	12%	44	42%	48	46%	0	0%

(Total nos. of respondents: 104) (Source: Primary Data)

Table 5 shows that maximum number of respondents believed that stock market and commodity market had High risk or very high risk as compared to other investment schemes. Bank deposits and retirement plans have very low risk compared to other investment schemes.

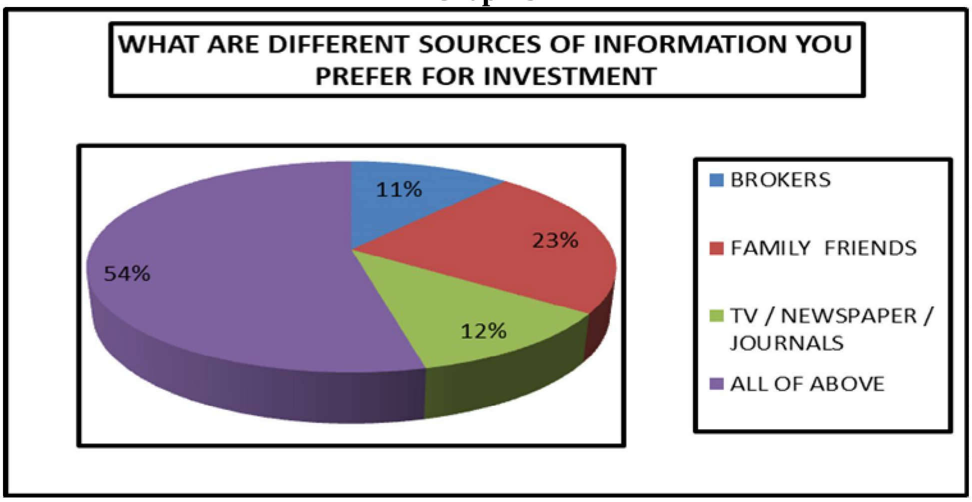
Graph-2



(Source: Primary Data)

Most of the young investors were following high risk – high return pattern as 73% responded the same.

Graph-3



(Source: Primary Data)

Around 54% of respondents were relying on all the different source of information for investment such as brokers, family friends and advertisement in TV newspaper and Journals.

HYPOTHESIS TESTING

H1: There is no significant relationship between the Investment awareness level of newly salaried graduates and post graduates and Gender.

Chi-Square			
	Awareness	Unawareness	Marginal Row Totals
Male	76 (72.77) [0.14]	12 (15.23) [0.69]	88
Female	10 (13.23) [0.79]	6 (2.77) [3.77]	16
MarginalColumn Totals	86	18	104 (Grand Total)

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The chi-square statistic is 5.3869. The p-value is .020289. This result is significant at $p < .05$.

Our calculated Chi-squared score (.020289) is less than the 0.05 level significance (3.841). So, Null hypothesis is accepted.

CONCLUSION

Hence it is concluded that there is no significant relationship between the Investment awareness level of newly salaried graduates and post graduates and the Gender.

CONCLUSIONS & SUGGESTIONS

It is very important to save and investment, for future needs, and to resist spending funds that you do not already have. Mutual fund is found as most preferred option for investment by the newly salaried graduates and post graduates followed by tax-saving schemes and stock market. Investment in mutual funds through the way of Systematic Investment Plan (SIP) is a favored investment option by the newly salaried graduate and post graduate.

It can be concluded that investors are aware about the different avenues of investment available for investment in Mumbai. It can be clearly seen newly entrants in job market graduates and post graduates preferred High Risk –High Return pattern for investment, most of them preferred mutual fund, tax related investment avenues and stock market for investment. Respondents are ready to take risk.

Tax saving was the main factor that influenced the newly graduates and post graduates in job market followed by diversification and safety

54% of respondents were relying on all the different source of information for investment such as brokers, family friends and advertisement in TV newspaper and Journals.

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A STUDY ON ASSESSING HIGHER EDUCATIONAL INSTITUTION'S DIGITAL MATURITY

Prof. Arti Sharma[1] and Prof. Priyanka Vijay[2]
Research Scholar[1] Research Supervisor[2], Banasthali Vidhyapith, Rajasthan

ABSTRACT

"Success breeds success "is a much shared statement which is universally known. Most of the digitally maturing companies and institutions say they are able to attract new and more competent personnel based on their use of their existing strong digital base .The time has come where the high educational institute have to identify the level of Maturity and existing gaps and then the efforts can be put to adapt the new technology, compete with strong players in the market and ultimately win in such a challenging scenario. For this the institutions should be ready with self-awareness report where they can assess their strategies like corporate or business strategies, business model and operating model. Apart from them the capability, the institution need to be assessed so that they will be able to survive the challenges and bring digital transformation in their institution which is the need of an hour. This digital transformation is not only bringing new technology but also aligning with culture of the institution; people both students, faculties and non-teaching staff, structure and task.

Hence this paper focusses on digital technology and its impact on to the institutions, scope of the technology in future through digital transformation, digital intelligence and digital quotient.

Keywords: Digital Transformation, Digital Intelligence and Digital Quotient and Higher Educational Institutions

INTRODUCTION

As technology continues to rule and dominate the world, corporate houses has been forced to adapt to the technological advances. Business, economics, communication and most social sciences has been adapting to the technological advances for decades. So as a sub branch of business administration discipline, marketing discipline has felt the necessity of adapting to the technological initiatives.

Marketing discipline was required to adapt to the global technological advances. Today most of the promotion tools are applied applying technological tools. As a substitute of using classical tools such as newspapers, billboards and others digital marketing tools are more intensively operated by the marketing professionals. So digital marketing has become a vital tool to create marketing communication which is necessary to spread the message.

Digital marketing concept first appeared in 1990s but world has changed a lot since then. Firstly there was Web 1.0 which was static and with very little interaction and communities. In 1994, Search Engine Optimization has begun with the introduction of first banner advertising.

REVIEW OF LITERATURE

Digital marketing methods include web site, online public relations, electronic mail, blogs, microblogs, social networks, wiki's, podcasts and search engine management to provide preferential research. For marketers, there are disadvantages resulting from the widespread use of digital marketing applications (Tiago and Verissimo, 2014, p.705).

Tiago and Verissimo (2014) claims that digital and social media brings several advantages to firms; such as publishing, online sales, market research, customer support, brand building, creating word of mouth marketing and improving firms' overall performance. According to a research conducted on managers in Portugal about digital marketing; external competitive pressure plays the most prominent role in a firm's decision to utilize digital media for marketing purposes (%56 of managers have rated it as important) (Tiago and Verissimo, 2014, p.705).

OBJECTIVES

- To understand the concept of Digital Technology and maturity
- To calculate the Score of Digital Quotient

RESEARCH METHODOLOGY

The study is done through both secondary data and primary data. Mostly magazines and articles in newspapers were referred for analyzing the concept and respondents (30) that is across the higher educational institutions from Mumbai and suburbs were chosen in order to calculate the Digital Quotient Score.

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Standard structured questionnaire was designed with 5 point Likert scale where management practices were analyzed through 1 least preferred management practices and 5 the most preferred management practices and values were added and mean score was taken out of 4 dimensions and resulted into overall average digital intelligence Score.

DIGITAL TECHNOLOGY

Nowadays there is a rise in interrelated digital marketing tools and a variety of practices to make customers attracted towards the service provided. Apart from this even the management of institutions trying their level best by applying digital marketing practices in day to day operations to create customer value in general, improve competitive offerings, communicate more and direct positive experience and advice. This will not only help in getting more and more students enrollment but also in increasing the satisfaction level of students with more loyalty and generation of positive word of mouth.

DIGITAL TRANSFORMATION

Digital transformation is gradually rising up not only in business but other areas like social or public where there is huge demand of transformation of business and other activities, practices, proficiencies and models to fully influence the changes and opportunities of combination of digital technologies and their accelerating influence across institutions in a complete strategic way taking care of present and future challenges in mind.

DIGITAL INTELLIGENCE

Digital intelligence is simply knowing the students related to their usage of Institution's website s, mobiles apps through Digital Analytics and Optimizing this data to the fullest use by changing them into some worthful action and strategies which are more student centric and result oriented.

It includes sub branches like

- Customer behavior Analytics
- Listening and sentiment analysis
- Predictive modelling content
- Performance management data
- Text mining digital intelligence

DIGITAL INTELLIGENCE QUOTIENT -DQ

Digital Intelligence quotient is how well the institutions are using the digital technology and media in a responsible and effective ways.DQ is a new term which was coined recently in year 2016 and has gained a lot of popularity where researchers do not emphasize on IQ, or EQ but now on DQ.It is the sum of social, emotional and cognitive abilities that enable individuals to face the challenges and adapt to the demands of digital life

ORGANIZATION'S DIGITAL MATURITY

As has been specified earlier digital intelligence is the transformation of data into meaningful information. With the role of achieving fast and better decisions for most of the organizations and institutions sales data is organized packaged ready to use and knowing who is showing interest in the service which they provide. When business intelligence provides information to marketers based on which marketing efforts gives marketers a competitive advantage. Consumers are everywhere eating in an Omni channel. There are few thoughts which arises and need to be addressed respectively are where did my consumers are from what do they think of me in present day? What is their response about what is said, which platform is better- more mobile or more web, which campaigns made them by content delivered more engagement, which content delivered more traffic and other such business critical questions, intelligence uses methods tools data modelling structured data convert it into usable insightful information presented to enable improve marketing decisions

To build the digital quotient there are certain outcomes that lead to the digital performance within the institution and it requires effective strategy of digital and determining the best approach to build a powerful digital quotient. Successful digital professionals build up digital quotient with the help of continuous learning. It is important to keep learning by doing things digitally. This type of learning helps to look back and outline the progress and outcomes one have achieved by applying new management and technical skills.

EIGHT CORE CITIZENSHIP OF DIGITAL INTELLIGENCE QUOTIENT

Many skills are require to be strong on digital front by institutions and organizations. All the skills cannot be improved but steps can be taken to improve into the specific areas. Many strong companies have made themselves strong on digital fronts and lead themselves to profitable growth. Managers and executives have to develop strategic plans to reach their desired future goals and use shared language to be successful.

Figure-2: Eight Digital Skills

1) Digital citizen identity :-it means ability to build and manage healthy identity online and offline with integrity
2) Screen time management :- it is an ability to manage one screen time multitasking and engagement online that self-control hot cyber bullying management it is unable to detect
3) Cyber bullying situations and handle them wisely food
4) Cyber security management:- to protect once data by creating strong passwords and manage various cyber attacks
5) Digital empathy:- it means ability to empathetic towards once owned and other needs and feelings online
6) Digital footprint :-management it is an ability to understand the nature of digital footprints and their real life consequences and to manage them responsibility
7) Critical thinking :- this means to distinguish between true and false information good and harmful content and prosperity and questionable contacts online and last
8) Privacy management able to handle with discretion all personal information shared online to protect points and others privacy

OUTCOMES OF DIGITAL STRATEGY

The outcomes of digital intelligence in institutions and enterprises are into major four categories Strategy that will be leading to satisfaction of customers' needs and related to overall business strategy of the institution. Culture when nature of the management practices that encourages agility, collaboration and ease of test and learn and areas where people are unafraid to stretch boundaries. When it was founded the organizations it was seen a strong network of digital talent. All digital investments have clear digital KPI's and top executives fully understood and accepted true strategies. Under capabilities it was found the organizations has big data driven operations and decisions designing compelling customer experiences and Agile Information Technology functions which will provide solid support for core Information also moving forward for more initiatives looking into this one can say a new organization has high digital quotient. Organizations who has high DQ they outperform in the competitive world and deliver stronger financial returns.

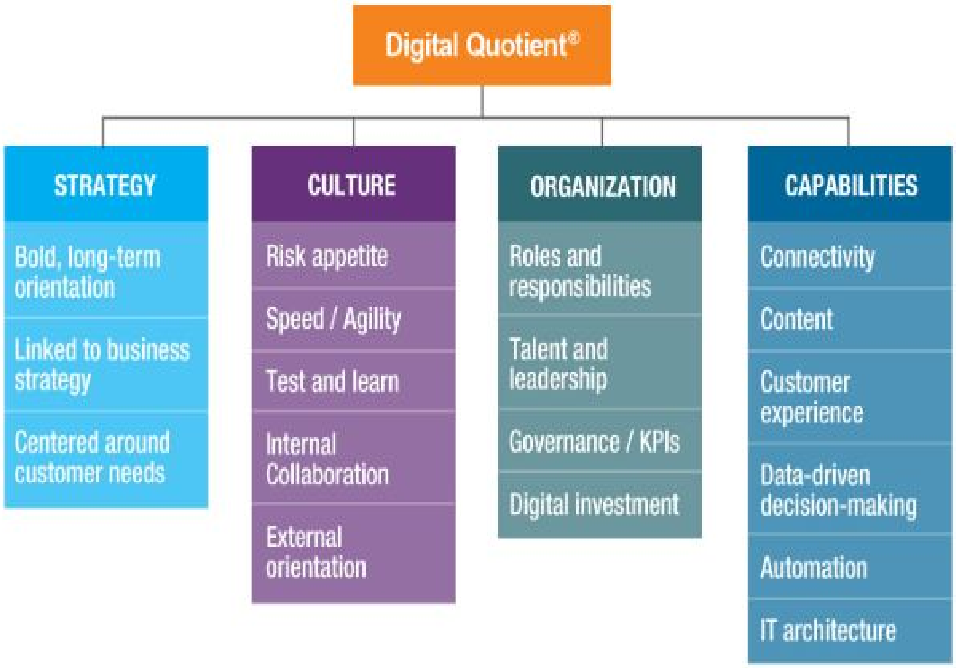

Fig-1: Digital Quotient Outcome

FINDINGS & RECOMMENDATIONS

Based on a simple designed questionnaire, respondents answered the questions on 5 point Likert scale and mostly the respondents agreed on strategy formulated and executed are best in their institutions followed by the institution where roles and responsibilities, talent and leadership are satisfactory but culture and capabilities management practices needs more improvement and our not digitally compatible.

Dimensions	Management Practices	Average Score	Average of Dimension	Overall DQ
Strategy	Bold, Long term Orientation	3.4	31	**27**
	linkage to corporate strategy	3.2		
	Ability to cater Students need	2.7		
Culture	Risk appetite regarding digital initiatives	2.3	18	
	Speed of decision making	2.2		
	Promotion of test and learn	2.1		
	internal collaboration across functions	1.2		
	Access of capabilities through external partnerships	1.2		
Institution	Roles and responsibilities	3.4	27	
	talent and leadership	3.3		
	governance and KPI'S	1.4		
	Digital Investment	2.7		
Capabilities	Channel Connectivity	2.1	22	
	Digital content creation/ Innovation Strategy	2.2		
	Digital students experience application	1.2		
	data driven decision making	2.2		
	Automation of students activities and back office	2		
	technology infrastructure and growth management	3.5		

More and more employees in the institution should be developed with digital intelligence this can be done through

- Firstly by education especially the Faculties and Non-teaching staff should try to educate themselves and get themselves familiar with the basic content.
- Second thing is by getting some relevant experience one should try to get hand on experiences with Information Technology projects. Many B schools have started spending money of their capital budgets on information technology so that there are plenty opportunity is out there.

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CONCLUSION

Digital marketers use many new options to attract attention of potential customers and maintain relationships with existing ones. In addition, digital marketing offers opportunity to present far more information to all students instantly. It also immediately provides the opinions of experts to all doubtful and confused students. The digital media has removed function in the majority of marketers who have previously had control over the brands and the issues reported to the customers about their services. Nonetheless, digital media is one of the most exciting challenges that marketers have faced for centuries. Firstly, an individual contact was established with millions of potential and existing prospective students in each geography, or with only one student. Marketers are immediately updating different suggestions and messages to detect all these new developments or to understand the challenges in the world full of uncertainty.

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INTERACTIVE MEDIA: AN OPPORTUNITY FOR ENTREPRENEURS FROM DEVELOPING REGION

Delcy Lopes[1], Swati Patil[2] and Alina Dcosta[3]
Assistant Professor1, Assistant Professor[2], Assistant Professor[3] VIVA College, Virar East

ABSTRACT

Cyber Media Creations e-learning glossary defines Interactive Media as a method of communication that "allows two-way interaction with multimedia course material, another computer, or another user with direct response to the input, as opposed to one-way communication from TV, Video, and other non-responsive media. Interactive attributes commonly includes data or text entry, mouse input, touch screens, voice commands, video capture, and real time interaction."

New media is one of the most interesting trends for entrepreneurship in the world today. It is considered vital in driving economic growth, creating jobs, and narrowing the gender gap in the society. The question is how can the new media drive and develop entrepreneurial opportunities and advancement in Vasai-Virar region. Having known the significant role of new media, the study established the requirement for a concrete approach for the implementation of development strategies. There are many upcoming projects in the Vasai-Virar region which will transform it from being a satellite city to a metropolitan city in coming years. Increasing oppoertunities for various businesses in Vasai-Virar has resulted in a shift of focus from developed regions to Vasai-Virar.

This paper analyses the opportunities and advantages of interactive media in developing business and promoting new tools of communication which will lead to over-all growth of entrepreneurs from this developing region.

For this study, secondary data was used which was taken from multiple sources.

Keywords: Interactive Media, Entrepreneurs, Developing Region

INTRODUCTION

Interactive media**:** Technology is such an essential part of human lives as we are inexplicably depend on it for our basic needs – entertainment, information, travel and communication.

India currently has more than 220 million smart phone users in the country. Internet penetration, especially with smart phones reaching the masses has made the world more closely knit than ever. Over the last few years social media has been the primary recreational tool that has kept Indian internet users engaged over the internet. Apart from consumption on social media, Indian internet users have also started using the web for a variety of other services, including, e-commerce, entertainment, online ticketing, e-banking, etc. This consumption pattern of social media users has helped platforms to understand the social media behavior of their consumers and engage them according to their interests, thus, helping them curate digital content in a similar fashion.

Interactive media has a very important role in today's world. Not only does it make people more active, but also it gives them the power to communicate with others (people, companies, organizations) with whom they would normally have no contact. It also allows the free-flow and exchange of ideas and information.

Entrepreneurs: Interactive media is one of the most interesting trends for entrepreneurship in the world today. Every business needs to leverage proper social media channels in the best possible way. Not because it's the "in thing", and not because it sounds simple, but because their target audience is hanging around the popular social networks. And they're engaging with their favorite brands and connecting with them on different levels.

According an infographic published by Ambassador, 71% of consumers are more likely to recommend a brand to others if they have a positive experience with it on social media. The number of social media-using adults has gone from 7% in 2005 to 69% just ten years later. Social media use on mobile devices is seeing a 30% growth every year. 2 million businesses today use Facebook advertising for promoting their products and services. By giving your business brand the social media touch, you not only generate more business but also connect with your customers better and serve them on a higher level. It actually makes your digital marketing easier.It is considered vital in driving economic growth, creating jobs and narrowing the gender gap in the society.

With interactive marketing, businesses are able to grow their brand awareness, provide customized products & services as per the needs & wants of customer, differentiate from the competition, increase customer loyalty, increase goodwill or reputation, and increase their profits.

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Research Area: Vasai–Virar is a city and tehsil (subdistrict) in Konkan division of Maharashtra state in western India, comprising the most populated part of Palghar district and is also a part of Mumbai Metropolitan Region (MMR).According to the 2011 census; it is the fifth largest city in Maharashtra.It is located in Palghar district, 50+ km north of Mumbai.

There are many upcoming projects in the Vasai - Virar region which will transform it from being a satellite city to a metropolitan city in the coming years. Increasing real estate prices in and around Mumbai has resulted in a shift of population, of low and middle-income households to this region. Increasing opportunities for various business in Vasai –Virar has resulted in shift of focus from other developed regions to Vasai- Virar. For example Education, Infrastructure, Real Estate, Die –Moulds Ind. etc. and to name some traditional occupations like fishing, vegetation, dairy products etc.

Today, your blood, sweat, and tears are not enough to keep your business afloat .You need to get familiar with the concepts of digital marketing if you want to survive .I'm not saying you should completely stop your other marketing tactics. But you absolutely need to have a digital presence and learn how to be a marketer in that space.

PURPOSE OF THIS PAPER

This paper's primary intention is to evaluate the multiple ways provided by interactive media to uplift and promote new communication methods among entrepreneurs. Interactive Media is famously known for its instant reach, rapid connectivity and quick access. With this features being its prominent ones, authors of this paper wish to examine interactive media beyond entertainment and information purpose. This paper aims at analyzing the opportunities or options presented by interactive media to the businesses of developing region. Under this research the authors have studied handful of these options and have tried to associate them for growth of businesses in developing region for increased profit. In the digital age that we live in, interactive media is just a finger-touch away. It reaches billions within a few hours and bring hundreds of users to one's media account. Almost every business today uses social media to promote itself, thanks to convergence and new-media popularity. Consumers now turn to Google to understand the product and to buy it, on the same devices, online outlets are there. With reviews and feedback of other costumers/consumers on interactive media it becomes extremely easy to make a judgement.

"SociallyIn helped increase sales by close to 20% month over month." Said by Directing Manager of Packaging Company shows the effectiveness of Sociallyin, a social media agency that helps to promote business online. Sachs Marketing Group, Thrive Internet Marketing Agency, Viral Nation, MaxAudience, Firebelly Marketing are other well-acknowledged examples of how effective business output can be if interactive media is accurately used to promote the business.

This research paper attempts to trace the same, the power of interactive media through its options provided to create a new and contemporary face of businesses.

VARIOUS TYPES OF INTERACTIVE MEDIA

There are multiple types of interactive media used to promote businesses. Some being the most basic ones used in day to day life, some are yet only used by the risk takers and by entrepreneurs who are willing to take their businesses a step higher by the help of Media, identifying it as the need of digital age. With the commercialization of internet and its availability in India for cheap rate, compared to other parts of the world, internet is used to buy, sale and what not. Considering the effectiveness and importance of Interactive media it is necessary to study the types if has to make complete use of suitable type to suitable business.

1. Virtual Reality: Immersive digital experiences that make users feel as if they are exploring a world that is a digital construct or is a digital twin of physical reality.
2. Pervasive Games: Games that mix virtual and physical environments.
3. Interactive Video: Video and television with interactive features such as streaming video that audiences help to create.
4. Social Media: Digital communities that allow media to be navigated shared and created.
5. Apps: Application software for mobile devices such as a weather app.
6. Games:Entertaining and engaging software that may resemble a digital world.
7. Cinema: Interactive cinema that allows audiences to play a role in the film. In theory, movies could be game-like.

8. Advertising: Digital, outdoor and in-store advertising that features interactive elements such as a digital poster that reacts to people who are in its proximity.
9. Interactive Polls: Interactive polls are online questionnaires where a person can see particular responses of others too to frame a better understanding of question and to decide the best suitable answer.
10. Interactive Infographic: Interactive infographics can present information through graphics in an attractive and engaging way.
11. Quiz: A quiz is usually short and easy to take. It challenges, entertains and engages people, and at the end, it provides results based on replies.

PRACTICAL EXAMPLES OF INTERACTIVE MEDIA IN VARIOUS INDUSTRIES

Restrooms VAN Was The Start Up’s For OLA Using Interactive Media

While Ola restroom joins the legacy of Ola’s epic April Fool’s day pranks, it is also a part of the company’s social mission.Soon, Ola users can contribute ₹ 1 per ride to make way for clean toilets in India. Over the past two days, Indian ride-hailing startup Ola has been relentlessly advertising about its new feature – Ola restrooms – a mobile toilet van for you to use the bathroom whenever and wherever you need. And before you say it’s a ridiculous idea, well it’s an April Fool’s Day prank by the company.

However, that’s not it. Ola is driving home a bigger message through the prank. Twitter users had already started calling out Ola for using toilets as a prank given that India ranks highest in various issues related to sanitation.

In fact, a report done by WaterAid shows some really troubling numbers for India – 732 million people still “suffer from fear and indignity of relieving themselves in the open or in unsafe or unhygienic toilets”, more than 355 million women and girls have to wait in long queues just for access to the toilet making India top the list for the longest queue for the toilet.

Turning around its April Fool’s Day prank, Ola is now offering its riders a chance to contribute and make way for access to toilets in India. They have partnered with Gramalaya, an organisation dedicated to providing better water and sanitary facilities in rural areas. Through this partnership, starting April 2 Ola users can voluntarily contribute ₹ 1 per ride to Gramalaya.

Over the years, Ola has almost always played a prank on its users on April Fool’s starting from announcing Ola newsroom to Ola Air – a chopper service.

SWEDISH PHARMACY UNVEILS DIGITAL AD PANEL WHICH SHAMES SMOKERS BY COUGHING AT THEM

The proliferation of clever ad technology means that agencies can now deliver on zany creative ideas that previously had no business existing.

The latest in smart digital out of home advertising is a digital billboard that coughs as smokers pass it. The placement, by agency Akestam Holst for Swedish pharmacy chain Apotek Hjartat seeks to show the effects of nicotine on others, all as a means of increasing public health and promoting products that can help quitters. A smoke detector on the panel in Stockholm will detect smokers and as a result spark a coughing fit, all “to help customers keep their New Year's promise” of breaking away from a cigarette habit.

An online video shows passersby being surprised by the ad when they smoke near it, which has been viewed nearly 600,000 times across Apotek Hjärtat's Facebook and YouTube pages.

According to its marketing director Fredrik Kullberg "Using technology but meeting with real life and using the digital displays in innovative ways, going forward it's really exciting,"

HOW TECHNOLOGY CAN DRIVE THE CO-OPERATIVE BANKS MARKET

The Non Banking Financial Companies aka NBFCs and Co-operative banks are considering adopting technological and digital changes in the industry. However, co-operative banks are yet to go full throttle. The new RBI guidelines have made the co-operatives up their ante on the digitization front. Inspired by the success of the many private sector banks post technology adoption, the central government and various state governments are also putting their best efforts to take co-operative societies towards the digital future. For example, Bihar Chief Minister Nitish Kumar directed a move to digitize all the co-operative banks and Primary Agriculture Credit Societies in the state. The move is predicted to bring in transparency in implementing various agricultural schemes in the state. A fairly large chunk of co-operative banks has progressed towards digitization at the head office level. The major challenge is how to replicate that success at the grass root levels. This is

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where the co-operative banks are highly active in the rural and semi-urban areas. This is also where they face competition in customer retention and acquisition from other similar players and also the rural ambitions of the larger private banks.

The Road Ahead: Central and State Governments are providing well thought out and committed assistance to co-operative banks to widen their digital scope and operations. These internet and digital platforms have made banking easier than ever. Innovative app-based products that feed into these technology platforms are providing never-before levels of access to address a variety of financial needs of the consumers.

BASSEIN CATHOLIC CO-OP BANK LTD and INTERACTIVE MEDIA

Bassein catholic Co-op bank ltd was established as Credit Co-operative Society by Social reformer Rev Msgr. P. J. Monis, christian missionery on 6th February 1918 along with social activists in vasai to bring financial freedom in the region of Vasai. Through his mission he succeeded in up-lifting the society, which has brought massive change in the peoples lifestyle, education and financial stability.

E-Lobby: Bank has started E-Lobby service with an intention to serve the customers beyond working hours. Presently E-Lobby is started at some prime locations. In E-Lobby customer will be able to update his passbook, deposit a cheque and use ATM for cash withdrawal. This facility is available to customers 24x7. Bank has also started cash deposit Kiosk at its Manickpur branch. Customers can now deposit Cash in the kiosk beyond banking hrs.

LIMITATIONS

1. High Operating Cost
2. Cyber Security
3. Rural literacy
4. Unavailability of Infrastructure facilities (Internet or Public networks)

CONCLUSION

Usage of Interactive media has resulted into visible profit and steady progress in various businesses. Interactive media is a cheap, efficient and quick gateway to promotions or marketing.

In developing regions it is used effectively to make business more costumer friendly, easy and less manpower-oriented.

Ventures associated with interactive media have gained popularity, so far. The preference given to such ventures is higher than it is given to non-interactive media oriented ventures.

Various types of interactive media are used by developed as well as developing regions' entrepreneurs.

Traditional food, art, products and other traditional businesses like fishery, Agriculture, particularly vegetable farming and selling have better and higher possibilities of developing more customers and gaining increased profit if they use interactive media.

Tie-ups with developed entrepreneurs may result into more popularity and success. Like, Farming profession tying up with successful ventures in same profession, Big Basket.

Traditional food and Art should be practice through Interactive Media as Vasai Virar region have Rural Population near around 113,262 as per 2014 data

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USAGE BEHAVIOR OF SMARTPHONE APPS & ITS IMPACT ON YOUTH: A STUDY WITH REFERENCE TO YOUTH OF VASAI-VIRAR MUNICIPAL CORPORATION REGION

Aparna Lalitkumar Patil[1], Lalit Kumar Premchandra Patil[2] and Dr.Hiresh Luhar[3]
Research Scholar-JJTU[1], Research Scholar-JJTU[2] & Research Guide-JJTU[3] & Director,VIVA Institute of Management & Research

ABSTRACT
Indian customers have recorded a steeper increment as far as the use of smartphones is concerned. Along with the increase use of smartphones, access of internet has increased drastically. This has opened up a new and vast market for various players in telecommunication sector, as to use major features of a smartphone; it needs to have an internet connection in it. It is also reported that telecom sector in India is world's second largest market. In the year 2015, nearly 199 million people were using smartphones. At that time, this number was expected to rise by 100 million by 201, but actually in year 2017 the number of users of smartphone becomes 404 million. This increment in just 2 years was almost 100%. Currently there are around 400 million smartphone users and this number is expected to cross 800 million by 2022. With the increasing use of smartphones and high speed internet connectivity, uses of various smartphone Applications (Apps) have become popular. In India popularly used smartphone apps are majorly social networking apps and gaming apps and several learning apps. Along with these social networking apps, several other learning apps and infotainment apps. These apps are used by users extensively. The paper discusses the uses of these apps by youth and its effects on youth.

Keywords: Smartphones, internet, apps, social media, youth.

INTRODUCTION
With the increased use of smartphones and an internet connection in the smartphone, several developers have started developing various apps to be used in the smartphones. There are several apps which do not require an internet access once installed in the smartphone. But majority of the apps, for their functioning, demands an internet access as well as to upgrade them. Most popular & well known Operating System (OS) platforms for working of smartphones are – 1) Android, 2) Bada, 3) BlackBerry, 4) iOS, 5) MeeGo, 6) Palm, 7) Symbian, 8) Web, 9) Windows Mobile. Most popularly and widely used technology platform for operating of smartphones is "Android". In India, more than 85% of the total smartphones uses "Android" Operating System platform for the working of a smartphone. Table No. 1 shows the worldwide data of various OS platforms used for the working of a smartphone.

Table No-1: (Worl-wide Data of OS Platforms)

Year -Quarter	2016-Q4	2017-Q1	2017-Q2	2017-Q3	2017-Q4	2018-Q1	2018-Q2	2018-Q3
Android	*81.4%*	*85.0%*	*88.0%*	*87.6%*	*80.3%*	*84.3%*	*87.8%*	*86.8%*
iOS	18.2%	14.7%	11.8%	12.4%	19.6%	15.7%	12.1%	13.2%
Others	0.4%	0.2%	0.2%	0.1%	0.1%	0.0%	0.1%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

(Source: International Data Corporation (IDC) - https://www.idc.com/promo/smartphone-market-share/os)

Users can download majority of the android apps in a smartphone through "Google Play Store" and installed & upgrade them in an android smartphone. Not only Indian, but all smartphone uses throughout globe are using various apps or need several apps for their smartphone to function properly. Large proportion of youth is using

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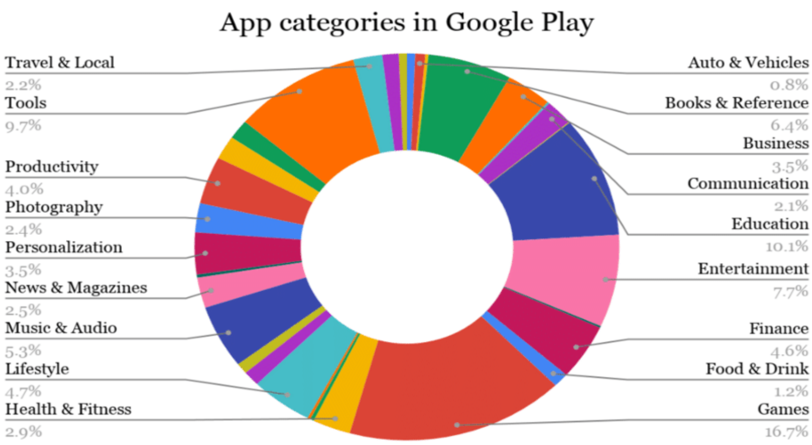
various apps worldwide. Along with many advantages, smartphone has created several disadvantages / hurdles for the users. The apps category available in google play store is shown in Figure No. 1.

Figure No-1



(Source: https://www.researchgate.net/figure/App-categories-in-Google-Play-store-Source-Own-app-store-mining_fig1_331857908)

Surprisingly, major portion of the pie in above figure is covered by 'Games' apps followed by 'Education' and 'Entertainment' apps.

LITERATURE REVIEW

Dr. S. Vasantha & Kritika (2013), studied the usage pattern of cell phone among teenagers and found that once started using the cell phone, it becomes a necessity and eventually it becomes like an addiction for them.

Chatterjee (2014) conducted a study to understand communication behavior of smartphone users. Social networking sites and apps were extensively used by users to communicate and stay connected with each other. Major chunk of these users was occupied by youth, not only to remain in connect with each other, but also to find and make new friends.

Babu & Vinaykumar (2016) explored that with the familiarity of smartphones and uses of various apps, many learning apps have become very popular to learn academic concept as well as for gaining non-academic general knowledge concepts. Youtube is also one of the best option to explore learning concepts.

Gandolfi, Mathews & Kosko (2016) discovered that the academic performance of the students is affected negatively, if they use social media apps and gaming apps in an uncontrolled manner. Use of social media, after a particular time of use becomes an addiction, and if the students are not able to balance this use along with their studies, it adversely affects their performance grades in academics.

Singh & Siddiqui (2016) conducted a study to explore the effects of social networking apps on college going students. The conclusion was majority of them become addicted to the smartphones. One of the negative effect pointed out by them was that the students remain in a virtual world with their virtual friends and lost the bonding with their family members, friends and the society.

Tarek Quasim, Mohammed and Shabrin (2017) studied the addiction of smartphone apps among students. They found that students not only gets affected physically like – pain in thumbs, pain in ears, severe headache, but also mentally and psychologically in terms of lack of confidence in real practice as they used to live their life in a virtual world.

OBJECTIVES OF THE STUDY

Main objective of this research is to understand the usage behavioral pattern of various apps available in smartphone especially by youth and its impacts on them. To further explore and understand the concept, following objectives are set to analyze the data and to arrive at a conclusion:

1) To study usage pattern of smartphone apps by youth.
2) To understand the effects of use of these smartphone apps on health of users.
3) To study whether several apps assist youth in their academics and assists or affects their academic performance.

4) To understand whether there is any positive changes in personality or social and family life of smartphone apps users.

RESEARCH METHODOLOGY

A structured questionnaire was prepared to collect primary data from the respondents. The research universe was restricted to Vasai-Virar Municipal Corporation Region. Further stratified sampling was used to restrict responses only from youth, who are using various apps available with smartphones. Sample size selected was 225 for collection and analysis of data. Data collected from the respondents was interpreted and analyzed with 'Frequency Distribution Tables' and hypotheses were tested 'Chi-square Test' using IBM SPSS.

Following hypotheses were formed for the parameters under consideration for the proposed study.

- **$H_0$1:** Extensive usage of various apps on smartphones does not affect health of the user.
- **$H_0$2:** Extensive usage of various apps on smartphones does not affect academic performance of the youth in a negative manner.
- **$H_0$3:** Usage of various learning apps on smartphones does not assist in academics.

DATA ANALYSIS AND INTERPRETATIONS

Respondents Profile

For the study, 225 youth users of smartphone apps responded to the questionnaire and primary data was collected. Table No. 2 indicates the age groups and level of education of the respondents. Majority of the respondents are between age ranging from 19 years to 30 years, representing a youth crowd. Table No. 3 represents age groups and time spent by users on an average on daily basis in accessing various apps on smartphone. It is observed that more than 50% youth is spending more than 2 hours and even more than 3 hours in accessing various apps on smartphone.

Table No-2: (Age Groups & Graduation)

Age Groups	Level of Education			
	Jr. College / School	PG	UG	Grand Total
14 - 18 Years	6			6
19 - 22 Years	6	32	90	128
23 - 30 Years	5	65	8	78
31 - 35 Years	1	4	1	6
36 Years and Above	1	5	1	7
Grand Total	**19**	**106**	**100**	**225**

Table No-3: (Age Groups and Avg. Daily Time Spent)

Age Groups	Average daily time spent					
	0-30 Mins	3-60 Mins	1-2 Hours	2-3 Hours	More than 3 Hours	Grand Total
14 - 18 Years		1	3		2	6
19 - 22 Years	12	22	25	31	38	128
23 - 30 Years	6	8	18	16	30	78
31 - 35 Years	1	2	1		2	6
36 Years & Above		1	2	3	1	7
Grand Total	**19**	**34**	**49**	**50**	**73**	**225**

Table No-4: (Ranking of Apps Based on Time Spent - Max. to Min. Time)

Ranking	HhatssApp	Youtube	FB / Insta.	Games	Learning	Others
1	92	57	67	81	71	65
2	54	91	74	38	90	60

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3	57	49	57	66	42	62
4	11	24	13	23	10	21
5	3	2	7	7	7	8
6	8	2	7	10	5	9
Total	**225**	**225**	**225**	**225**	**225**	**225**

Table No.4 indicates the rankings assigned by the respondents to certain apps based on the time they spent daily to access them. It is observed that top ranking in the table is occupied either by social networking apps or by gaming apps. This definitely affects the academic performance of the respondents. But at the same time, 71 respondents ranked various learning & general knowledge apps at 1st position and 90 positioned them at 2nd position. This is an indication that these learning apps assist youth in their academics.

Chart No-1

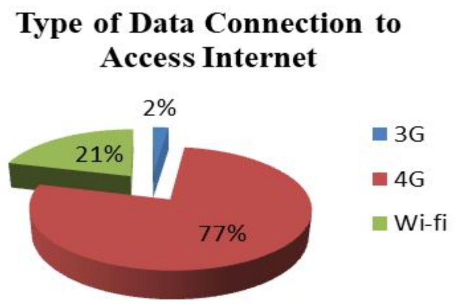
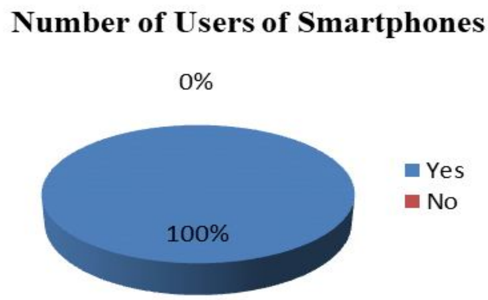


Chart No-2



From the observation from Chart No. 1, it can be inferred that the services provide by telecom service providers, to access internet in a faster way, are acting as catalyst to increase in the use of smartphone apps. 98% of the respondents are using 4G and wi-fi services to access internet, that too at much affordable rates. Not surprising; 100% of the respondents have registered a response that they are using a smartphone.

Testing of Hypothesis

To test the hypotheses, Chi-square test was used using IBM SPSS statistical analyzer to analyze the categorical data.

- **$H_0$1:** Extensive usage of various apps on smartphones does not affect health of the user.

Result Table No-1

Test Statistics

			Affects Health
Chi-Square			25.000[a]
df			1
Asymp. Sig.			.000
Monte Carlo Sig.	Sig.		.000[b]
	95% Confidence Interval	Lower Bound	.000
		Upper Bound	.013

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 112.5.

b. Based on 225 sampled tables with starting seed 299883525.

To study the effects of extensive use of smartphones on health of users, Chi-square test was carried out and it resulted in a probability value of p = 0.00, which is lesser than the level of significance ($\alpha = 0.05$), which was considered to test the model i.e. $p_{\text{calculated}} < \alpha_{0.05}$. Therefore the null hypothesis is rejected and it is inferred that 'Extensive usage of various apps on smartphones affects health of the users'.

- **$H_0$2:** Extensive usage of various apps on smartphones does not affect academic performance of the youth in a negative manner.

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Result Table No-2

Test Statistics

			Effect on Academic Performance
Chi-Square			11.560[a]
df			1
Asymp. Sig.			.001
Monte Carlo Sig.	Sig.		.000[b]
	95% Confidence Interval	Lower Bound	.000
		Upper Bound	.013

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 112.5.

b. Based on 225 sampled tables with starting seed 2000000.

To study the effects of extensive use of smartphones on academic performance of users, Chi-square test was carried out and it resulted in a probability value of p = 0.001, which is lesser than the level of significance ($\alpha = 0.05$), which was considered to test the model i.e. $p_{calculated} < \alpha_{0.05}$. Therefore the null hypothesis is rejected and it is inferred that 'Extensive usage of various apps on smartphones affects academic performance of the youth in a negative manner'.

- **$H_0$3:** Usage of various learning apps on smartphones does not assist in academics.

Result Table No-3

Test Statistics

			Helping in Acaemics
Chi-Square			78.618[a]
df			1
Asymp. Sig.			.000
Monte Carlo Sig.	Sig.		.000[b]
	95% Confidence Interval	Lower Bound	.000
		Upper Bound	.013

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 112.5.

b. Based on 225 sampled tables with starting seed 926214481.

To study the assistance of use of smartphone learning apps in academics, Chi-square test was carried out and it resulted in a probability value of p = 0.00, which is lesser than the level of significance ($\alpha = 0.05$), which was considered to test the model i.e. $p_{calculated} < \alpha_{0.05}$. Therefore the null hypothesis is rejected and it is inferred that 'Usage of various learning apps on smartphones assists in academics'.

FINDINGS AND CONCLUSIONS

In the era of technological innovations, various technologies are upgraded as well as outdated at a much faster rate. With the advancement in telecom sector and with the help of information technology, 'cellphones' were replaced with 'smartphones. Sending Multi Media Messages (MMS), which was one of the 'Augmented' feature of a cellphone, has become a very basic part of this product. With the development of financial institution's assistance, smartphone can easily be purchased by a common man and internet services can also be afforded by him. With the introduction of 4G technology by telecomm sector in India, uses of smartphones and subsequently uses of various apps has used. In this study, targeted respondents are youth, which are majorly in their academic learning phase. It is up to the user that how much and which features of the technology can be used. Though social media has connected people together, it should be used in a limited manner so that it should not affect the health or academic performance of the youth. The study resulted that the learning apps in a smartphone definitely assist the academic performance of the students. It is also responded that proper use of several apps resulted in building confidence and level of interaction and behavior in family and society. Technology is made for human being, not human beings are made for the technology. Proper use of available in a positive manner surely increases the importance and qualities of a human being.

LIMITATIONS & FUTURE SCOPE

The data was collected only from a specific geographical region, i.e. from Vasai-Virar Municipal Corporation Region, so the findings in the study may not be applicable to entire state or India. even the ages of the respondents were deliberately restricted to the age group of 14 years to 30 years. The same study can be conducted throughout the state, county to check and compare the patterns of the interpretations.

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SOFTSKILLS AN OPPORTUNITY: - A GATEWAY FOR EMPLOYBILITY

Dr. Archana Devendra Joshi
Assistant Professor, Department of English, Viva College of Arts, Commerce and Science, Virar (West)

ABSTRACT

This paper discusses the linkages between soft skills and employability. Traditional education is not enough to develop well-round individuals capable of handling a volatile, complex and dynamic employability. It requires the addition of soft skills to make the changes from awareness to the realization of the self-perception. It is this intelligence that aids to awaken the firm to its potential and greater role in terms of corporate social responsibility. Furthermore, the learners and teachers opt for soft skills to improve the attributes for employment. This paper is an extensive opportunity study for with the aim of bringing out the soft skills which are needed by the employers in the corporate world. Samuel Johnson says, he who has so little knowledge of human nature as to seek happiness by changing anything but his own disposition will waste his life in fruitless efforts. Soft skills a burning issue in corporate world, has received wide attention from the researchers and practitioners. Great soft skills happen to be one of the most expensive assets one can have mainly in the business world. Soft skills are their domineering attitude for employability. They are extremely ambitious and demanding. Soft skills are equally important along with other skills for employability.

Keywords: soft skills, employability, education, corporate.

INTRODUCTION

Soft skill is personal attributes that enable someone to interact effectively and harmoniously with other people. In present age employability demand dynamism from its employer. To be able for employability one feature is soft skills. Employability has become the current concern of the entire world. Skills define the personality of an individual. They are considered necessary for employment but in today's competitive world soft skill or personality people's skill have become important for successful employability. Soft skills are necessary for employability in present context at all the stages of professional carrier. Soft skills include communication skills, leadership skills, team building skills, strategic thinking skills, critical skills, analytical & problem-solving interpersonal skills, imagination or creativity skills, and last but not least presentation skills. Soft skills have been defined in different context and included different perspectives, as per various authors at various times. Soft skills are nontechnical and not reliant on abstract reasoning involving interpersonal and intrapersonal abilities to facilitate mastered performance in particular contexts.

Employability skills are those basic skills necessary for getting, keeping and doing well on job. They are just transferable and teachable skills to assets abilities, personal attributes, knowledge and achievements that assist to gain employment. Employability has become the current concern of the entire world. It has turned out to be the determining factor of nations. The conflict between employability and employment in the current scenario has moved to the extent of replacing the problem of employment with employability. Employability has become a universal problem of the nations. Soft skills form an essential aspect of the employability. Higher education is entrusted with the responsibility of inculcating soft skills beyond technical knowledge that students acquire. The education system has since been held responsible to prepare qualified for the industry, equipped them with the appropriate skills essential for accomplished success at work place. The necessity to develop employability competency came because the industry demand job ready employers with both technical knowledge and soft skills to add value instantly to the work place.

REVIEW OF LITERATURE

The proposed skills frame work highlights similarities and contrasting views on the competencies required in the work place and description of these skills. Employability skills requirement has over the years altered immensely asper changing trends. Among the skills expected from the employee's soft skills ranked first followed by interpersonal skills, basic skills, resource skills and personal skills. Some important framework exhibiting the shift are as follows.

- Essential soft skills for employability- a longitudinal study, Shukla and kumar 2017, ISSN 2394-1553. Soft skills are expected by all employer for any level of job from the entry level to the top-level employment.
- Four skills to be possessed by anyone who like to get employment are communication skills, presentation skills, IT skills and above soft skills.

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NEED FOR STUDY

In this paper, the framework of soft skills has been tested to identify the impact on the employability of the employees. The reason for choosing soft skills is that it enlists all the expected skills by the employers despite the work place under which they fall.

OBJECTIVES

The main objective of the paper is: -

- To study the skills issue confronting the employability.
- To examine the satisfaction level with various skills practices by the employees.
- To analyze the influence of the factors of the work place practices of soft skills.

HYPOTHESIS TESTING

- This study is descriptive in nature and test importance of soft skills on employability. Based on the model, the following hypotheses are proposed.
- Soft skills have a significant impact on employability.
- Communication skills have a significant impact on employability skills.

RESEARCH METHODOLOGY

This is a theoretical paper on descriptive study. It is based on soft skills and employability. This study has tried to cover research of last 2 years. The theme is collected from various sources like journal, report, magazine, newspaper, website and research article written by various scholars from various countries and cultures. As per the reading collected from different sources, the findings are exploring.

PURPOSE AND PROBLEM STATEMENT

The purpose of this study is to know the importance of soft skills that the employers and employee are looking for in their employability. This would help the employees know what they should equip themselves before approaching for the employment in the worlds.

SOFT SKILLS AND EMPLOYABILITY

Individual with high proficiency in technical skills but anemic in soft skills cannot succeed. Employee solution in the skill field emphasizes that in this age of technology to successful at work require various skills. For hard or technical skills need to realize that such its no longer deliver success today. Employees with superior soft skills can deliver satisfaction to employees with superior set of soft skills and create high impact on management.

To achieve occupational success the employee for longer and continues to job satisfaction need soft skills. Employment requires various variables like qualifications, knowledge skills and abilities have significant on impact on occupational success.

The power of formal and informal communication is great but the power of soft skills is legendry in achieving the strategic goal of the organizations.

Human being has forgotten the secret knowledge of their bodies, their senses and their dreams. The life of modern employee seems to be hold between the need to be happy as a family man and the ambition grow as a professional. In this world of cut throat competition demand to reduce costs and raise performance, employees seems to be a resource only soft skills can acquire the respective skills.

The frame work of soft skills which comprise of three main components: personal attributes, personal skills and knowledge. The soft skills include in the frame work were accepted as commonly applicable to all branches of employment to develop their career.

It was found that skills such as communication, critical thinking, data analysis, problem solving, self-management and social responsibility could be improved through soft skills.

The effectiveness of strategies used to enhance employability skills were analyzed through statements, mapping, documentation and top-level policies. It was found necessary to use a variety of method to evaluate the simulation, consistency and effectiveness of the feedback on employability skills.

Employability skills determine the professional growth of job market by developing soft skills in employees and employer. When interacting with people at different level the employees and assertive communication, empathetic behavior, positive attitude, etc. from dressing up properly for various occasions to communicating

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and finally convincing clients/ customers, an employee requires soft skills. Employers and employees lacking soft skills may be termed rude and sometimes employees are fired too.

CONCLUSIONS

In present times both at corporate and education level soft skills are required at large. It is not at the time of recruitment but also during work that the candidates are required to display soft skills in abundance. So, from the above research its concluded that in today's era in all walks of life soft skills are essentials. In order to make students ready for education and corporate fields, it is prime responsibility of institutions to provide enough exposure to the students so that they optimize their effort and get ready to take up the challenges of the workplace largely depend upon soft skills input they receive. Students with strong soft skills knowledge, strongly position themselves in better place to face the challenges in this competitive world. Soft skills are very much a science which is based on theoretical framework. At same time, it is powerful art form that can be mastered with good knowledge of the various strategies and theories of persuasion. It is essential requisite that the business Professional are equipped with effective soft skills.

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IMPACT OF SOCIAL MEDIA IN THE BUSINESS SECTOR

Dr. Blessy Easo
Assistant Professor, KES Shroff College of Arts and Commerce

ABSTRACT
The most interactive internet-based applications that has spread like wildfire is the social media. Networking's formed through social media has changed the way how people interact and communicate. They introduce substantial and pervasive changes to communication between organizations, communities and individuals. This is the main reason why business have used this as a medium to attract these demographics for their business. Social media can help to improve an individual's sense of connectedness with real or online communities and so it can be as an effective communication or marketing tool for corporations, entrepreneurs, non-profit organizations, advocacy groups, political parties and government schemes. This paper explores the advantages of social media for businesses and how far social media has been used as a platform for start-up business. The company of Zomato is described in detail to give an understanding of how social media was helpful in its success.

Keywords: Social media, business, marketing tools, Zomato

INTRODUCTION
Man began its existence as a beast, but soon developed social bonds and unions to form societies. Business evolved as synergies were created by bringing factors of production together, resulting in the modern economic era (Kumar, 2017). Agriculture was the primary economic activity prior to industrialization. Trade began as a barter between individuals and households but with time it grew in an organized form and spread even across countries and continents.

BUSINESS DURING INDUSTRIALIZATION
The inventions of machines gave business a new meaning. Technology got an upliftment with the introduction of machines. This in turn led to the concept of surplus production which was an incentive for trade. Self-Sufficiency was the motto during the advent of industrial age. There was a dramatic surge in scientific developments. The most notable one was the introduction of the printing machine which was a tool for spreading knowledge in all countries. The surplus production gave rise to the need of finding new trading routes and markets. In the 19th century, business and trade reached unprecedented levels and began to take the center stage of human social existence.

BUSINESS IN THE NETWORKED WORLD
With the advent of the World Wide Web, the businesses have found the web to be a good place to put customer service information, such as manuals and drivers, as well as a place to help create a consistent corporate image. Social Media, a relatively recent phenomenon, is one of the latest development of the internet. It represents the low-cost tools that are used to combine technology and social interaction with the use of words. The three primary social media outlets that businesses use are:

a) **Facebook**: This is a simple networking tool for college students. It is used as a variable and integrated tool for business marketing.

b) **Twitter**: This is a tool which is blossomed into a full-scale business marketing tool. Businesses can use these to release news, market their products and direct attention to special offers and new content.

c) **Google +:** Google + is a relatively newcomer with the same objective of promoting business. There is a 'Promote' option which allows to customize your promotional content by creating different groupingings of followers that can marketing them differently (Bosari, 2012).

ADVANTAGES OF SOCIAL MEDIA:
1) **Interaction with Target Market:** It enables the business world to interact with various customers. This gives an insight to the need of the customers and formulate marketing strategies that address their needs.

2) **Competition:** If one's competitors are already using social media accounts for marketing and engaging their customers, one needs to ensure that one is keeping up with the digital marketing strategies that are being implemented. In the competitive world of business, more and more companies are capitalizing on the benefits of social media. In order to be able to boost online traffic to a site and

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increase sales, one needs to stay ahead of the competition while providing customers with the best products and services.

3) **Effective Marketing:** This is an important ingredient for the success of any business strategy. Social media can be used creatively to advertise products and services. Advertisements strategically placed within informative posts is an effective way to spread the word about one's business**.**

4) **Affordability:** This is a cost effective way to promote the business by following the strategy of affordable social media marketing campaigns. This is an added advantage for small business which is competing with well-known brands**.**

5) **Online Presence:** This is an integral aspect of people's daily lives. Statistics clearly indicate that the way people utilize social media and interact influences their purchasing decisions.

ZOMATO

Zomato is considered as a leading platform for restaurant search and discovery, online food ordering and restaurant table reservations. The founders are Mr. Deepinder Goyal and Pankaj Chaddah and it is headquartered in Gorgaon. The striking feature is that Zomato has more than 1 million restaurants globally on its platform. The starting point was when the Zomato founders noted that people were not aware about their restaurants on their own neighborhood. This led to the launch of Foodie bay in 2008. The start-up catered to the Delhi-NCR region and eventually its popularity led to its implementation across the country. The founders then decided to go for a rebranding exercise, which led to the transformation of Foodie Bay into Zomato in 2010. It has launched international operations and now covers more than 10,000 locations across 24 countries globally. The simple principles which they followed are aa follows:

1) Always be there for your customer- Suggestions, criticisms, opinions.

2) Stick to your domain- Focusing on food and nightlife.

3) Content is king- Updating depending on the customers preference.

4) Originality- Transparency in the working pattern.

STRATEGIES ADOPTED BY ZOMATO

a) **Financial Strategy:** Increasing their fund and revenue**.**

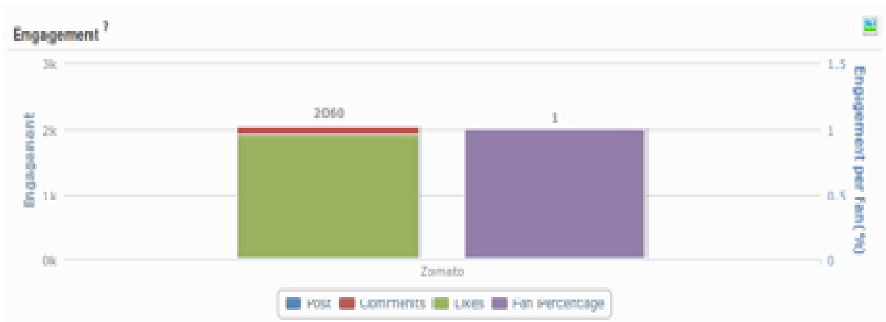
b) **Marketing Strategies:** The success factor for Zomato is their marketing strategy and user friendly websites. A variety of marketing tools like SEO, SEM and Offline tools like word of mouth marketing and B2B advertising are used. Global mobile applications like Google, Android operating system, Windows Phone, IOS and Blackberry devices are also used. In the initial stages they did not advertise through Twitter or Facebook and instead adopted real-time marketing.

b) **Growth Strategy:** Continuous growth and increase their page traffic.

c) **Globalization Strategy:** Expansion across the whole globe and prove as a leading service provider.

Zomato uses different platforms to engage their customers with them.

FACEBOOK



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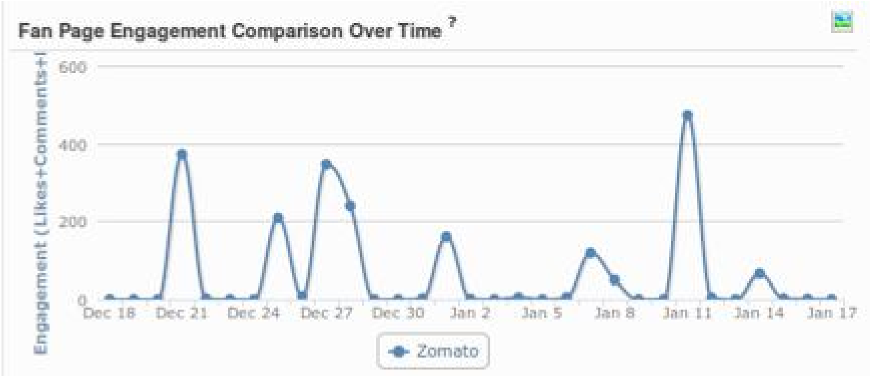
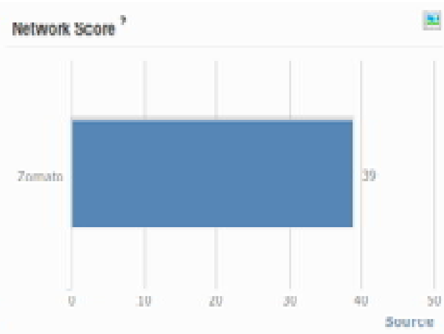
There is a huge engagement of customers on Facebook. Zomato has a more than 600k strong Facebook community.



TWITTER

This is an area where Zomato is sparkling. This is used as a conversation platform with the customers, more than 114 lakhs followers are there. All the queries raised over the platform by the customers are answered.



Blog

Updation and Sharing is the key point for any organization. And so this is used as a mouthpiece to share all the latest updates.

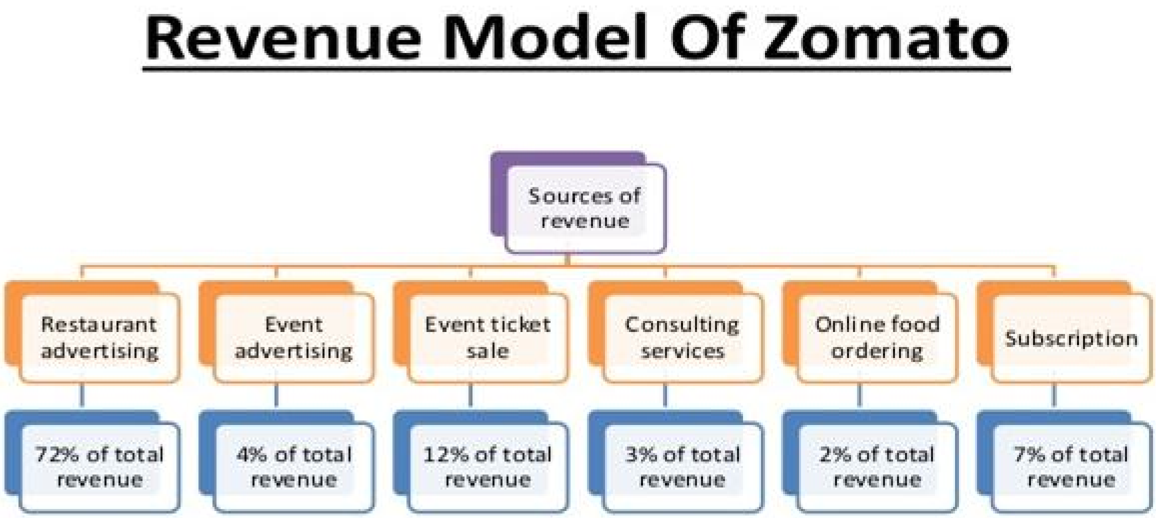
Pin Interest

Attraction of more customers is achieved by sharing their food experience with great content. In order to achieve this target, the company has to do a lot of job which will certainly work in their promotion (Sethi, 2017).

FUNDING

The company had raised around 17 million dollars between 2010-13 from investment companies Info Edge and Vy Capitals. 110 million dollars were raised in the year 2015. Funding from four investors- Info Edge, Vyk's, Sequoia India and Temasek Hilding led to a total of 225 million dollars.

REVENUE MODEL OF ZOMATO



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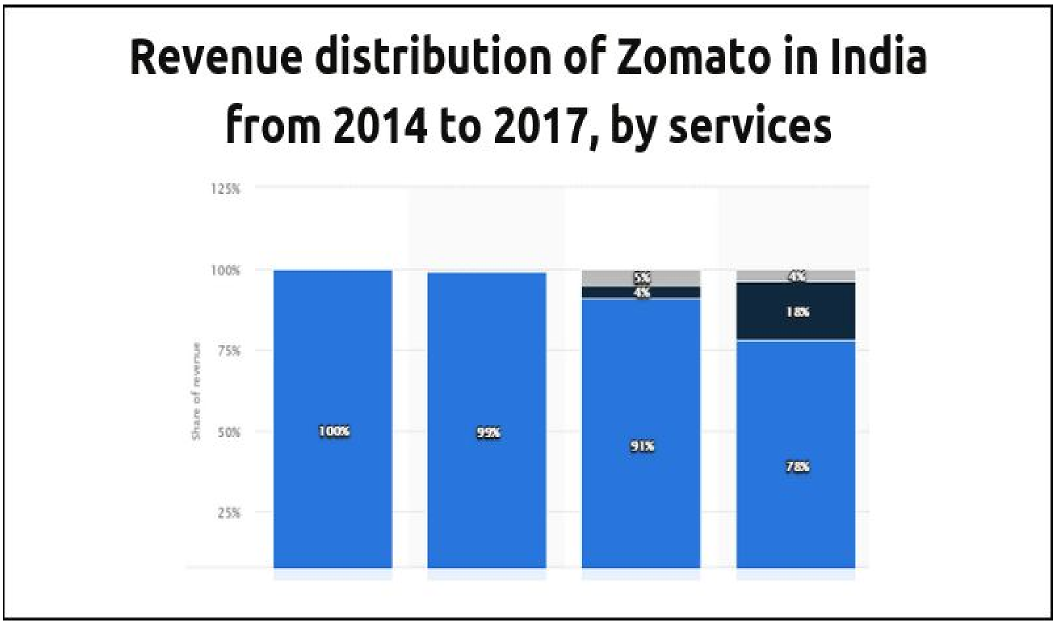
HOW DOES ZOMATO MAKE MONEY – REVENUE GENERATION MODEL

According to the FY18 report, Zomato's overall revenue was $ 74 million (Rs. 480 crores). The main source of income generation is from different verticals- original marketing business and aggressively advertising its food delivery services.



a) Advertising

Zomato provides opportunities to restaurants, eateries, bars and pubs to advertise on its platforms and thus earn greater revenue. In its overall revenue in FY18, advertising contributed to 62%.

b) Food Delivery

In the debut year of operations, food delivery was just 2% of its revenue. In the current situation, it is the second biggest source of income (30%).

c) Others

Two successful loyalty programs- Zomato Treats and Zomato Golds. In Nov 2017, Zomato Gold was launched in India. This was a strong hit and it added to 12% of its monthly revenue. Similarly Zomato Treat which was launched in April (a year ago) contributed to 0.5% of its total revenue. New revenue channels were opened and through advertisement it was just 20% and the food ordering business became 60% (Media Reports, 2016).

LEARNINGS

Zomato brings out various messages with the right kind of image. The same wine is placed in a bottle but in a new avatar. This makes their social media updates unique.The social media posts are always simple and it caters to all kinds of audience.

CONCLUSION

The role of social media in a business's market should be in such a way that it should be communicable, accessible and visible to those who don't know about their product/service. It should be used as a personality trait behind its brand and create relationships among various brands. The actual fact is that social media is so diversified that it can be used in whatever way it best suits the interest and needs of a business.

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AN ANALYTICAL STUDY OF TAX CONSULTANT'S PERCEPTION TOWARDS BENEFITS OF GST FOR THEIR PROFESSSION IN MUMBAI

CA Nishesh Vilekar and Dr. Mehul C. Chhatbar
Assistant Professor, Department of Accountancy, K. P. B. Hinduja College of Commerce, Mumbai

ABSTRACT

An Indirect tax (such as sales tax, per unit tax, value added tax (VAT), or goods and services tax (GST)) is a tax collected by an intermediary (such as a retail store) from the person who bears the ultimate economic burden of the tax (such as the consumer). GST was introduced on 1.7.2017 replacing many Indirect taxes in India. Under the GST regime, there are 3 kinds of Goods and Services Taxes such as IGST, CGST and SGST. The present study aimed to study the profile of tax consultants in Mumbai and to Study and analyze the Tax Consultant's Perception towards benefits of GST for their profession in Mumbai. The study was under taken by referring various secondary sources and primary data about perception of tax consultant was collected through well-structured questionnaire. The data was collected from, the sample size of 52 respondents. In order to analyse the study, frequency, percentage and weighted average method is used to draw conclusion of the study. The study concluded that Overall, the perception of tax consultants in Mumbai towards benefits of GST to their perception is positive.

Keywords: GST, Tax Consultant, Perception, Benefits.

1. INTRODUCTION

An Indirect tax (such as sales tax, per unit tax, value added tax (VAT), or goods and services tax (GST)) is a tax collected by an intermediary (such as a retail store) from the person who bears the ultimate economic burden of the tax (such as the consumer). The intermediary later files a tax return and forwards the tax proceeds to government with the return. In this sense, the term indirect tax is contrasted with a direct tax, which is collected directly by government from the persons (legal or natural) on whom it is imposed. Some commentators have argued that "a direct tax is one that cannot be charged by the taxpayer to someone else, whereas an indirect tax can be.

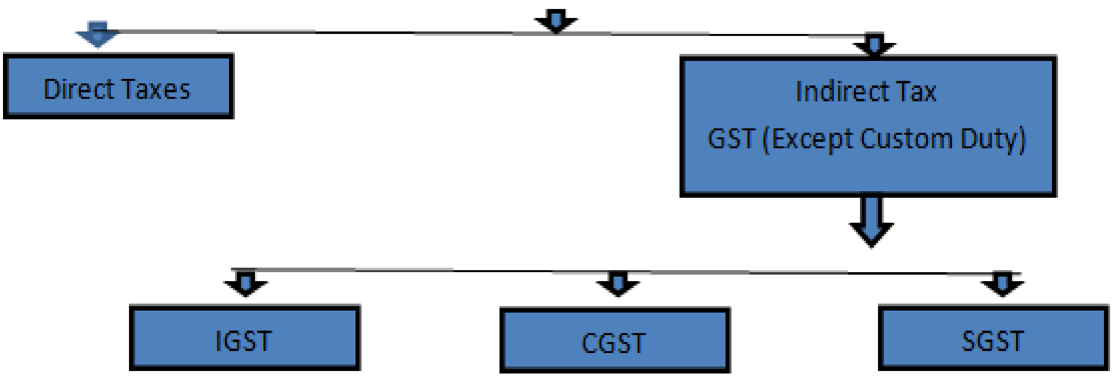
1.1. TAX LAWS AFTER GST

Goods and Services Tax popularly known as GST a single tax on the supply of goods and services, right from the manufacturer to the consumer. Credits of input taxes paid at each stage will be available in the subsequent stage of value addition, which makes GST essentially a tax only on value addition at each stage.

Now in a huge comparison to the above stated tax regime, GST implementation will be somewhat like the below flow chart.

Chart No.1: GST system in India

Tax Structure



Source: http://www.smbconnect.in/2017/Newsletter/July/Tax-System-India-Before-and-After-GST.pdf

Under the GST regime, there are 3 kinds of Goods and Services Taxes as follows:

CGST: where the revenue will be collected by the central government

SGST: where the revenue will be collected by the state governments for intra-state sales

IGST: where the revenue will be collected by the central government for inter-state sales

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As per the GST system, the input of Central GST can be used only for payment of CGST & the input of State GST can be used only for payment of SGST. Cross- Utilization of input of CGST in payment of SGST and vice-a- versa, is not allowed.

The notion of having one merged indirect tax in place of several previously existing indirect taxes is to benefit the Indian economy in a number of ways:

- It will help the country's businesses gain a level playing field
- It will put us on par with foreign nations who have a more structured tax system
- It will also translate into gains for the end consumer who not have to pay cascading taxes any more
- There will now be a single tax on goods and services

2. RESEARCH PROBLEM

With respect to various review of literature undertaken, it has been observed that GST regime may or may not be beneficial as per all the stakeholders of the system. Various studies has been undertaken to identify the effects of GST on indirect taxation regimes but not on individual stakeholder group or as per perception of professionals. Thus, present research study is an academic attempt to study and analyze the Tax Consultant's Perception towards benefits of GST to their profession.

3. OBJECTIVES OF THE STUDY

- To Study the profile of tax consultants in Mumbai
- To Study and Analyze the Tax Consultant's Perception towards benefits of GST for their profession in Mumbai

4. RESEARCH METHODOLOGY

For the present study, data has been collected through primary and secondary data. Primary data has been collected through well-structured questionnaire which were filled by sample size of 52 respondents from Mumbai who are working as Tax Consultant, which were selected on Random Convenient Non-probability Sampling Method. Secondary data were collected through review of articles, research papers, government documents, online blogs, dissertations, thesis and working papers.

5. REVIEW OF LITERATURE

A Dash (2017) studied "Positive and Negative impact of GST on Indian Economy" with an aim to study the concept of GST, structure and its impact on Indian Economy. This research paper highlights the positive and negative impact of the GST in the Indian Tax System. Positive impact include single market, reducing cascading effect, positive inflation and globally ease in doing business. While negative impact includes loss of revenue to state government, increase in price of goods, etc.

Misra (2005) studied "Problems and Prospects of Value Added Tax" and opined that Value Added Tax was a measure to broad-base the tax net and countries all over the world have adopted this miracle tax. Researcher pointed out that the superiority of VAT lay in the fact that it prevented cascading effect of taxation and reduced tax evasion. Cross verification of accounts of all the enterprises has been made possible with the help of computers under VAT and as such accounts could not be manipulated. VAT could lead to capital formation in the country when depreciation is made deductible from tax base and tax on capital goods is offset against VAT liability. VAT could also improve balance of payments of the country as exports are zero-rated. However, VAT might not be suitable for a large country with a strong federal system like India. The researcher also stated that for introduction of VAT, then existing tax rates be rationalized, tax credit system be introduced in place of incentives and steps be taken to abolish CST.

Firth, (2012) studied and stated that GST on financial services has always been a subject matter of great debate. There is a problem in taxing financial services due to their intangible nature, the confusion around the location of service provider and service recipient and the value of the service. The authors in their paper were trying to address those issues specially for the country of Canada. In Canada, there is an exemption for financial services, intermediary services in relation to financial services etc. The authors in their paper have discussed the existing laws and suggested changes to the existing laws for better efficiency in taxing financial services in Canada under GST system.

Pranesh Debnath (2016) studied "Implementation of Goods and Service Tax (GST) in India and its Control over the Tax Collection" with an aim to study the reasons for GST model to introduce, collection mechanism and various opportunities and challenges to implement GST in idnia. The study was based on secondary data and concluded that GST will create a single, unified Indian indirect tax market subsuming all forms of prevailing taxes and it will improve tax collections and boost India's economic development by breaking tax barriers between States and integrating India through a uniform tax rate.

Ahmad[1], M. A. R., Ismail, Z., & Halim, H. A. (2016) studied "Awareness and perception of taxpayers towards goods and services tax (GST) implementation" with an aim to study awareness and perception of taxpayers towards GST implementation in Malaysia. The study was conducted using primary and secondary data. The study concluded that the level of awareness of the GST was not reached a satisfactory level at that time and due to the lack of information on GST, the respondents had a high negative perception.

6. SCOPE OF THE STUDY
The present study will cover the profile of tax consultants in Mumbai and to analyze the Tax Consultant's Perception towards benefits of GST towards their profession.

7. SIGNIFICANCE OF THE STUDY
The present study has its significance with respect to benefits of GST towards the profession of tax consultants. This academic research study will highlight the benefits of GST towards professionals and to other stakeholders in the system.

8. LIMITATION OF THE STUDY
The present study has limitation with respect to number of respondents (52 only), with respect to place which is only in Mumbai and with respect to perception of respondents towards only benefits of GST to tax consultant's profession.

9. FINDINGS AND DISCUSSIONS
9.1. DESCRIPTIVE ANALYSIS
Tax consultants who may or may not be professionals with respect to having specified degrees to practice as one as they guide their client in tax planning and paying tax on time. They guide or look after the taxation requirement of clients may be it is Direct taxation, Indirect taxation or GST. The present study is making an attempt to study the profile of Tax consultants in Mumbai and also their perception towards benefits of GST to their profession.

Table No. 01 describe the profile of tax consultants in Mumbai. The profile includes Gender, having professional degree to practice as Tax Consultants, working as a Tax consultant specifically for GST and number of client served as tax consultant for GST.

Table No. 01 depicts that out of 52 respondents, 44 were males (85 percent) and 08 (15 percent) were females. Thus, majority of tax consultants in Mumbai are male as respondents for the study. With respect to having professional degree to practice as Tax consultants, 49 respondents (94 percent) are having professional degree to practice as tax consultants. Thus, Majority of the respondents are well qualified to be tax consultant. Out of 52 respondents, 29 respondents (56 percent) specifically work as tax consultant for GST while rest i.e. 23 respondents (44 percent) of them work for other tax work also.

Table No-01: Profile of Respondents

Heads	Sub heads	Frequency	Percentage
Gender	Male	44	85
	Female	8	15
	Total	**52**	**100**
Professional Degree	Yes	49	94
	No	3	06
	Total	**52**	**100**
Tax consultant specifically for GST	Yes	29	56
	No	23	44
	Total	**52**	**100**
Number of Clients Served	Nil	7	13
	Less than 25	22	42
	26 to 50	9	17
	51 and above	14	28
	Total	**52**	**100**

Source: Compiled from primary data

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With respect to number of clients served, there are 7 respondents (13 percent) who serve zero clients specially for GST, 22 respondents (42 percent) serves less than 25 clients for GST, 9 respondents (17 percent) serves 26 to 50 clients and 14 respondents (28 percent) serves more than 51 clients specially for GST. Thus, majority of the respondents serves many clients especially for GST work.

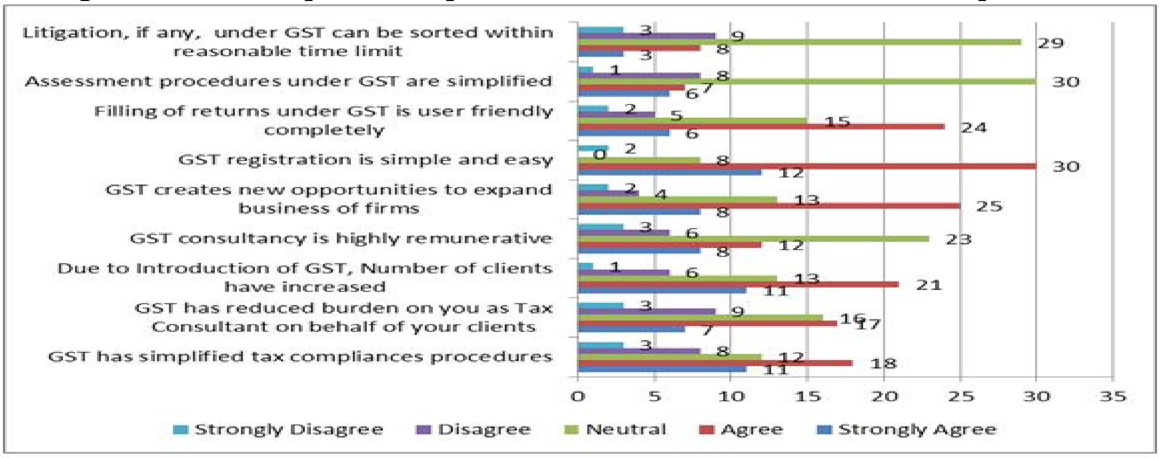
Table No. 02 and Figure No. 02 indicates various factors on the basis of which perception of respondents towards benefits of GST to their profession is studied and analysed. In order to analyse the perception, factors were to be rated at five point likert scale ranging from Strongly Agree to Strongly Disagree. The factors that were considered for the study are GST has simplified tax compliances procedures, GST has reduced burden on you as Tax Consultant on behalf of your clients, Due to Introduction of GST, Number of clients have increased, GST consultancy is highly remunerative, GST creates new opportunities to expand business of firms, GST registration is simple and easy, Filling of returns under GST is user friendly completely, Assessment procedures under GST are simplified and Litigation, if any, under GST can be sorted within a reasonable time limit.

Table No-02: Perception of respondents towards benefits of GST to their profession

Factors for perception	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Average
GST has simplified tax compliances procedures	11	18	12	8	3	2.50
GST has reduced burden on you as Tax Consultant on behalf of your clients	7	17	16	9	3	2.69
Due to Introduction of GST, Number of clients have increased	11	21	13	6	1	2.33
GST consultancy is highly remunerative	8	12	23	6	3	2.69
GST creates new opportunities to expand business of firms	8	25	13	4	2	2.37
GST registration is simple and easy	12	30	8	0	2	2.04
Filling of returns under GST is user friendly completely	6	24	15	5	2	2.48
Assessment procedures under GST are simplified	6	7	30	8	1	2.83
Litigation, if any, under GST can be sorted within a reasonable time limit	3	8	29	9	3	3.02
Overall Average						**2.55**

Source: Compiled from primary data

Figure No-01: Perception of respondents towards benefits of GST to their profession



Source: Compiled from primary data

With respect to Table No. 02 and Figure No. 02, the perception of respondents (tax consultants) towards benefits of GST to their perception is positive. As per their perception, 42 respondents agree and strongly agree that GST is beneficial to their profession as Registration process is simple and easy. GST has increased their business with increase in client number as per 31 respondents. GST has also expanded their business as per 33 respondents. Under GST Filling of returns under GST is user friendly completely as per 30 respondents and GST has simplified tax compliances procedures too as per 29 respondents.

GST has reduced burden on you as Tax Consultant on behalf of your clients as per 23 respondents and GST consultancy is highly remunerative is also considered as beneficial as per 20 respondents. With respect to Assessment procedures, only 13 respondents agreed that under GST are simplified. Only 11 respondents agreed that with respect to Litigation, if any, under GST can be sorted within a reasonable time limit. Thus, the above mentioned factors considered to map the perception of tax consultants towards benefits of GST to the profession are concluded to be beneficial overall.

9.2. INFERENTIAL ANALYSIS

H0: GST is not beneficial to profession of Tax Consultants.

H1: GST is beneficial to profession of Tax Consultants.

In order to test the above hypothesis, as per one sample and one variable under study i.e. perception, weighted average method is used. With respect to Table No. 02 and Figure No. 02, the perception of respondents (tax consultants) towards benefits of GST to their perception is positive. As per their perception, GST is beneficial to their profession as Registration process is simple and easy as their rating is 2.04, GST has increased their business with increase in client number as their rating is 2.33, GST has also expanded their business as their rating is 2.37, Under GST Filling of returns under GST is user friendly completely as their rating is 2.48 and GST has simplified tax compliances procedures too as their rating is 2.50. All the above benefits have scored less than 3 (which is neutral), so GST is beneficial to profession of Tax consultants in Mumbai. GST has reduced burden on you as Tax Consultant on behalf of your clients and GST consultancy is highly remunerative is also considered as beneficial but as it is near to neutral with rating 2.69 so it has been a mixed perception of respondents. With respect to Assessment procedures under GST are simplified has mixed perception as rating is 2.83 which is again near to neutral. With respect to Litigation, if any, under GST can be sorted within a reasonable time limit has scored a rating of 3.02 which is neutral. Thus the above mentioned are not considered as much beneficial factors of GST to the profession of Tax Consultants as per their perception.

10.CONCLUSION OF THE STUDY

As per the respondents responses various benefits of GST for their profession, it has been concluded and generalized for the population of Tax Consultants in Mumbai as follows:

- GST is beneficial to their profession as “Registration process is simple and easy”.
- GST has “increased their business with increase in client number”.
- GST has also “expanded their business”.
- Under GST, “Filling of returns under GST is user friendly completely”.
- GST has “simplified tax compliances procedures”.

Overall, the perception of tax consultants in Mumbai towards benefits of GST to their perception is positive.

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TRENDS OF ACCESS AND USAGE OF DIGITAL TECHNOLOGY IN FINANCIAL SERVICE: AN ANALYSIS

Dr. Rambali R. Maurya
Thakur College of Commerce and Science

ABSTRACT
Digital technology is inevitable in present all over the world for financial services. Digital technology facilitates various benefits to the users as well as to the economy as a whole. India including other countries in the world whether under developed or developing countries are heading towards digitization of the financial services. In this paper researcher has analyzed the trend of using some of the digital technology used in financial transaction in Asian countries. It shows comparative analysis of access and usage of financial services from the year 2014-2017. Data has been collected from IMF official website relating to access and use of financial services of different years.

Keywords: Digital Technology, Financial Services

1. INTRODUCTION
The latest mobile insurgency, collective with technological advancements, has permitted the mainstream of the world population to call or text messages but also altered the way they live, work and communicate. One of the most recent breakthroughs of mobile phones is the likelihood for the users to have access to financial information, banking services and put into operation money dealings through the mobile device, known as mobile financial services. Nonetheless, the prosperous expansion of mobile technology has not completely incorporated people into the financial segment. Half of the adult population in the world is still financially debarred, having limited access to formal bank account. However, approximately 2 billion of 2.5 billion unbanked persons already possessed mobile phones. Subsequently, with the opening out of mobile phones, the growth of mobile financial services and the accessible embrace financial infrastructure inconsistency demonstrate an immense prospective for underserved populations to gain access to prescribed financial services. The foremost barriers to access to prescribed financial accounts are costs, distances and bureaucracy (World Bank [WB], 2014). These factors are constructive to make out market failures and endow with policy makers with course of action on financial policies. Market breakdown and insufficient polices avert the poor from gaining access to financial services such as bank account deposit and borrowing etc. contemporary information and communication technology (ICT) is extremely probable to address this market breakdown, allowing the poor to have access to financial services they need.

2. PROBLEMS OF THE STUDY
The problem of this research paper is to analyze trends of access and usage of Digital Technology in Financial Services in Asian Countries from the year 2014 to 2017.

3. OBJECTIVES OF THE STUDY
The broad objectives of the proposed studies are to examine and evaluate the access and usage of Digital Technology in Financial Services in Asian Countries from the year 2014 to 2017 Following objectives are proposed to be done.

- To analyze and study trend of access and usages of digital technology in different countries in Asia from the year 2014-2017.

4. HYPOTHESIS OF THE STUDY
Hypothsis 1
H_0: There is no significance difference in the number of mobile money transactions per 1000 adults amongst Asian countries during the year 2014-2017.

H_1: There is significance difference in the number of mobile money transactions per 1000 adults amongst Asian countries during the year 2014-2017.

Hypothsis 2
H_0: There is no significance difference in the number of automated teller machines (ATMs) per 100000 adults amongst Asian countries during the year 2014-2017.

H_1: There is significance difference in the number of automated teller machines (ATMs) per 100000 adults amongst Asian countries during the year 2014-2017.

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5. RESEARCH METHODOLOGY OF THE STUDY

a) SOURCES OF DATA

Secondary source

a) IMF official website, Financial Access Survey

b) Research paper and Thesis related to the study.

c) Related reference books.

b) RESEARCH VARIABLES AND ANALYSIS

Research variables: Variables are the objects of the research that can be measured. There are some variables which will be used for analysis and evaluations of usages and access of digital technology in financial services are as follows.

i. Number of mobile money transactions per 1000 adults.

ii. Number of automated teller machines (ATMs) per 100000 adults.

c) STATISTICAL TOOLS

For the purpose of analysis, Number of mobile money transactions per 1000 adults and Number of automated teller machines (ATMs) per 100000 adults for the year 2014-2017 taken into consideration. To examine whether these numbers of mobile money transaction and ATMs differ significantly amongst in different Asian Countries, one way ANOVA and Kruskal-Wallies test have been used as a part of inferential analysis.

6. SIGNIFICANCE OF THE STUDY

The present study is significant because of the following reasons:

1) This study and its outcomes will be a tool for understanding the trends in digital technology for financial services.

2) It might be a tool for the government to frame regulation and various acts in order to increase the accessibility of digital technology.

7. LIMITATIONS OF THE STUDY

Despite all sincere efforts in order to collect relevant information and data there will be some limitations such as Study considered only number of mobile money and ATMs. There are many other factors which are essential to study digital technology in financial services.

8. ANALYSIS OF THE STUDY

Hypothsis 1

H_0: There is no significance difference in the number of mobile money transactions per 1000 adults amongst Asian countries during the year 2014-2017.

H_1: There is significance difference in the number of mobile money transactions per 1000 adults amongst Asian countries during the year 2014-2017.

Mobile money transactions: number per 1,000 adults					
	2014	2015	2016	2017	AVERAGE
INDIA	12.53	49.37	56.20	317.91	109.00
BANGLADESH	4,904.48	10,891.41	12,699.06	15,901.59	11,099.13
PAKISTAN	2,315.26	3,043.55	3,803.67	5,039.90	3,550.60
AFGANISTAN	30.52	52.96	105.83	176.62	91.48
MYANMAR	0.57	18.83	40.01	532.85	148.07

(Source: Compiled by Researcher through data collected from IMF official websites)

Tests of Normality			
Mobile money transactions: number per 1,000 adults	Kolmogorov-Smirnov[a]		
	Statistic	df	Sig.
2014	.344	5	.054
2015	.321	5	.100
2016	.323	5	.097
2017	.316	5	.114

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As we can see from the above table that the series cannot be considered normally distributed. Therefore researcher also tests the hypothesis by non-parametric test i.e. Kruskal-waalis test for hypothesis.

Mobile money transactions: number per 1,000 adults					
One factor ANOVA					
	Mean	*n*	*Std. Dev*		
	1,452.671	5	2,171.6432	2014	
	2,811.222	5	4,700.4442	2015	
	3,340.955	5	5,475.8586	2016	
	4,393.775	5	6,748.1685	2017	
	2,999.656	20	4,767.0783	Total	
ANOVA table					
Source	*SS*	*df*	*MS*	*F*	*p-value*
Treatment	22,443,609.1963	3	7,481,203.06544	0.29	.8303
Error	409,332,063.3250	16	25,583,253.95781		
Total	431,775,672.5213	19			

Mobile money transactions: number per 1,000 adults					
	Kruskal-Wallis Test				
	Median	*n*	*Avg. Rank*		
	30.52	5	7.20	2014.00	
	52.96	5	9.60	2015.00	
	105.83	5	11.20	2016.00	
	532.85	5	14.00	2017.00	
	247.26	20		Total	
			3.491	H	
			3	d.f.	
			.3219	p-value	

Hypothesis 2

H_0: There is no significance difference in the number of automated teller machines (ATMs) per 100000 adults amongst Asian countries during the year 2014-2017.

H_1: There is significance difference in the number of automated teller machines (ATMs) per 100000 adults amongst Asian countries during the year 2014-2017.

Automated Teller Machines (ATMs) per 100,000 adults					
	2014	2015	2016	2017	AVERAGE
INDIA	17.80	19.70	21.24	22.07	20.20
BANGLADESH	5.61	6.89	7.78	8.07	7.09
PAKISTAN	7.53	8.77	9.83	10.44	9.14
AFGANISTAN	0.76	0.93	1.07	1.27	1.01
MYANMAR	1.70	1.97	2.67	4.38	2.68

(Source: Compiled by Researcher through data collected from IMF official websites)

Tests of Normality			
Automated Teller Machines (ATMs) per 100,000 adults	Kolmogorov-Smirnov[a]		
	Statistic	df	Sig.
2014	.250	5	.200*
2015	.241	5	.200*
2016	.235	5	.200*
2017	.241	5	.200*

As we can see from the above table the series given can be considered normally distributed. Therefore researcher uses only parametric test for testing of hypothesis 2.

Automated Teller Machines (ATMs) per 100,000 adults					
One factor ANOVA					
	Mean	*n*	*Std. Dev*		
	6.677	5	6.8069	2014	
	7.652	5	7.4923	2015	
	8.520	5	7.9625	2016	
	9.245	5	7.9742	2017	
	8.023	20	7.0199	Total	
ANOVA table					
Source	*SS*	*df*	*MS*	*F*	*p-value*
Treatment	18.4557	3	6.15189	0.11	.9546
Error	917.8320	16	57.36450		
Total	936.2877	19			

SUMMARY OF HYPOTHESIS TESTING

	HYPOTHESIS 1	**HYPOTHESIS 2**
ANOVA (P Value)	0.8303	0.9546
	P > 0.05	P > 0.05
DECISION	ACCEPT	ACCEPT

Kruskal-Wallis (P Value)	**HYPOTHESIS 1**
	0.3219
	P > 0.05
DECISION	ACCEPT

CONCLUSION

1) There is no significance difference in the number of mobile money transactions per 1000 adults amongst Asian countries during the year 2014-2017.

2) There is no significance difference in the number of automated teller machines (ATMs) per 100000 adults amongst Asian countries during the year 2014-2017.

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FACETS OF MIGRATION WITH SPECIAL REFERENCE TO EDUCATIONAL DROPOUTS

Dr. Gazala Bhoje
Assistant Professor, Department of Sociology, K. M. E. Society's G. M. Momin Women's College

ABSTRACT
India's has one of the world's most diverse and complex migration histories which have influenced the social, economic, and political and many other areas of development of the country. In global perspective, it is an irrefutable fact that the progress of nation is highly independent on education of their citizens. Education plays a vital role and has a cross cutting impact in on all aspects of human life. It is vital investment for human and economic development. The main purpose of this study is to explore the cause of students drop outs and their impact on socio – economic development in Bhiwandi Nizampur City Municipal Corporation.

The paper is the part of the research work been carried out by the researcher on the students of municipal school of Bhiwandi Nizampur City Municipal Corporation. The paper has tried to identify the impact of migration on the schooling of the student of municipal schools of Bhiwandi Nizampur City Municipal Corporation, especially the children in the age group of 06-14 years. It also outlines the nature and pattern of migration, in different sectors, and how these annual migration cycles overlap with the annual school calendar. The paper also outlines the important efforts that should be taken by government and NGO's to address these problems, and provides recommendations for state and central government in terms policies and program interventions.

Keywords: Socio-economic, migration, schooling, drop rates

INTRODUCTION

IMPORTANCE OF PRIMARY EDUCATION
At the time of independence, only fourteen percent of the population was literate and only one child out of three had been enrolled in primary school. In 1950 India made a Constitutional commitment to provide free and compulsory education to all children up to the age 14. The need for universal education for all children in the age group of 06-14 years was recognized as a crucial input for nation building, was given due consideration in successive five years plans and has resulted in manifold increase of spatial spread, infrastructure facilities, increased coverage of various social groups, but the goal of providing basic education to all continued to be elusive. In 2002 a Constitutional Amendment made free and compulsory education a fundamental right for children aged 06-14 yrs. Yet, universal access to elementary education remains elusive and the quality of provision erratic.

Over the last one and half decades following the formulation of the National Policy of Education (NPE) 1986, there has been a serious move towards Universalization of Elementary Education (UEE) in India. For the first time since independence, there has been a perspective shift in a policy, and instead of expecting all children to come to regular government schools, intensive efforts have been made to take the school to the left – out child, by creating flexible schooling options. This approach has seen institutionalization in form of the Education Guarantee Scheme (EGS) and Alternative and Innovative Educational Scheme (AIE) under Sarva Shiksha Abhiyan (SSA), the national umbrella programme of Universalization of Elementary Education. A number of reasons have been identified to explain why many children are out of educational and a range of alternative and innovative options have been created for their coverage and main streaming. Thus, the traditional reasons for exclusions such as caste, gender, remoteness of ghettos, etc are now well investigated and the possible solution are greatly extended.

There is, however, another class of deprivation that is people migrating due to seasonal occupation which has yet not received enough attention. With the collapse of rural livelihoods in many parts of country, hundreds of thousands of families are being forced out of their homes and villages in search of work for several months every year. These migrations force adults to take their children along, making them drop out of school and closing the only opportunity available to them for an alternative future. Census Data indicates that 41 million migrate within the state and such migrations are growing in number which has negative impact on the primary education of the children below 14 years. Before dwelling on children's education, however it is important to reflect on the complex phenomenon of seasonal migration itself.

CAUSES OF SEASONAL MIGRATION
Seasonal migration has long been practiced for improving livelihoods in rural areas, with some male members of family leaving the village for part of the year to look for paid work. In the last few decades, however, there

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has been growing incidence of seasonal migration. This occurs due to lack of livelihood options after the harvest of monsoon crops (kharif) in most rain fed parts of the country, which gives rise to indebtedness and food insecurity.

This forces the entire family to leave home in search of work in order to survive. Persistent drought and environmental degradation have led to escalation of this trend. Children, who have no choices but to accompany their parents, drop out of schools in the middle of their academic calendar. There are many related push factors for migration including the high seasonal demand for manual and unskilled labour in intensive industries.

WHY ONLY MUNICIPAL SCHOOLS FROM BHIWANDI NIZAMPUR CITY MUNICIPAL CORPORATION WERE INCLUDED

The study focuses on Bhiwandi Nizampur City Municipal Corporation Municipal Schools and not all the schools of the Bhiwandi Nizampur City. This was because it was believed that the comparability was higher between municipal schools for the following reasons-

1) Education in these municipal schools is directly offered by the Government,
2) The socio-economic profile of municipal students is likely to be similar, employment and other opportunities and lifestyles are less diverse.
3) Moreover, the strategies, the employment and other local conditions are more likely to be the same for all the teachers of municipal schools and administrative body.
4) The norms and standards laid down by the municipal boards also remain almost the same throughout.

Hence, the validity of generalizing educational dropouts impacting social, economic, political dimensions with reference to migration is higher.

MIGRATION AND BHIWANDI NIZAMPUR CITY MUNICIPAL CORPORATION

Bhiwandi Nizampur City is developed on the fringes of Mumbai metropolitan region. The phenomenon of migrating in the city of Bhiwandi is not a modern one, but had been existing since the 18th and 19th century as can be reflected by the facts cited in Mumbai Gazetteer that the town port which was used by most Bhimri (Bhiwandi) enroute to the various trading ports which was in between the Deccan and the other Konkan territories. Simultaneously, after the revolt of 1857, there were many north Indian migrants from Allahabad, Jaunpur, Benaras and Azamgarh who came to Bhiwandi in view of proceeding to Hajj pilgrimage, gradually settled down in Bhiwandi. By 1865 after the partition of Bengal many more families from Uttar Pradesh and Bengal especially the weavers migrated to Bhiwandi and started settling down. They started with hand weaving on their 'Karsh' and were efficient weavers. By 1895 many migrants established their handlooms and started weaving cotton sarees, lungis, and towels. The power loom industry developed because as the labour was cheap in the informal sector in Bhiwandi Nizampura area. They migrated singly and slowly brought their families in the Bhiwandi Nizampur town. Slowly and gradually the area of Bhiwandi Nizampura started to develop.

MIGRATION AND EDUCATION IN THE MUNICIPAL SCHOOLS OF BHIWANDI NIZAMPURA CITY MUNICIPAL CORPORATION

The expansion of the power loom industry in Bhiwandi Nizampur City Municipal Corporation gave a maximum increase in migratory population. The migrant population consist of Muslims from Uttar Pradesh and Malabar and Telugu-speaking Hindu immigrants known as Padmashalis from Andhra Pradesh and few Keralites. Therefore, Bhiwandi Nizampur City Municipal Corporation can be called as multi-cultural, multi-linguistic, and multi-religious as it reflects the population concentration of class and caste. The migrants belong to the low strata of society. Because of migratory nature of population the Ex-Chairman of Bhiwandi Nizampur City Municipal Corporation Education Society Mr. Papu Walchand Raka called Bhiwandi population as floating population. The poverty and ignorance of the migratory population is seen as the major hurdle to reach and achieve the aim of universalization of primary education in Bhiwandi Nizampura City Municipal Corporation.

This can be reflected with the idea of Karl Marx. The theory associated with Marxism was developed in mid-19th century Europe by Karl Marx and Friedrich Engels. Although Marx and Engels did not write widely about education, they developed theoretical perspectives on modern societies that have been used to highlight the social functions of education and their concepts and methods have served to both theorize and criticize education and their concepts and methods have served to both theorize and criticize education in the reproduction of capitalist societies, and to support projects of alternative education.

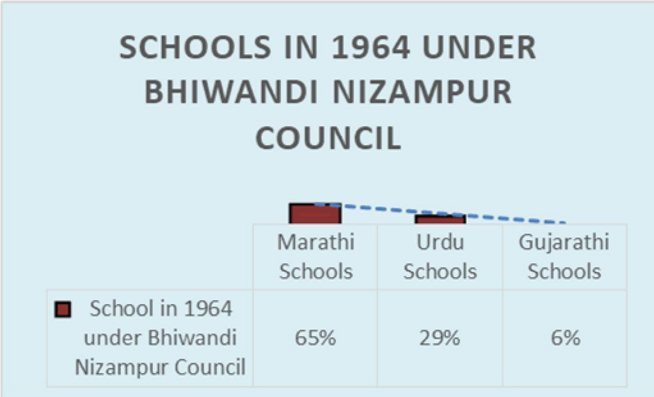
The educational history of Bhiwandi Nizampur City Municipal Corporation reflects that even before Bhiwandi Nizampur Council was established, there were private educational schools to impart education in Urdu and Marathi language as a medium of instruction.

During the earlier years educating the masses was a major concern for most the leading personalities of Bhiwandi and Nizampura as Bhiwandi and Nizampur were two different Gram Panchayat. There was a lot of struggle and effort put in by the people on the whole irrespective of caste and class division.

On 15th March 1865, Bhiwandi Nizampur Municipal Council (Nagar Palika) was formed. From the year 1865, Bhiwandi Nizampur Municipal Council (Nagar Palika) School Committee was formed whose function was only as a care taker. Following the year 1926, all the schools came under the control of Bhiwandi Nizampur Municipal Council (Nagar Pallika) school committee. During the year 1964 the numbers of schools administer by the Bhiwandi Nizampura Municipal Council (Nagar Palika) school committee were seventeen in number. Out of which there were eleven Marathi schools, five were imparting education in Urdu language, and only one school was imparting Gujarati language as medium of instruction.

The following Chart No: 1 cities the distribution pattern of the seventeen schools managed by the Bhiwandi Nizampur Council in the year 1964.

Chart No-1: The Number of Municipal Schools in 1964



Source: Bhiwandi Nizampur Sovenier,1966

As the migrant population numerically increased which can be observed from the decadal growth of the population which was 47,630 in the year 1961 and there was an incremental increase to 711329 in the year 2011. This lead to the transformation of Bhiwandi Nizampur Council (Nagarpalika) to Bhiwandi Nizampur City Municipal Corporation in the 2001. With the increase in the population especially the Muslim migrants the Bhiwandi Nizampur City Municipal Corporation Education Society made a quantitative increase in the number of schools administered by them, as the quality development of any city can be visualized from the study of the growth of literacy of the said population.

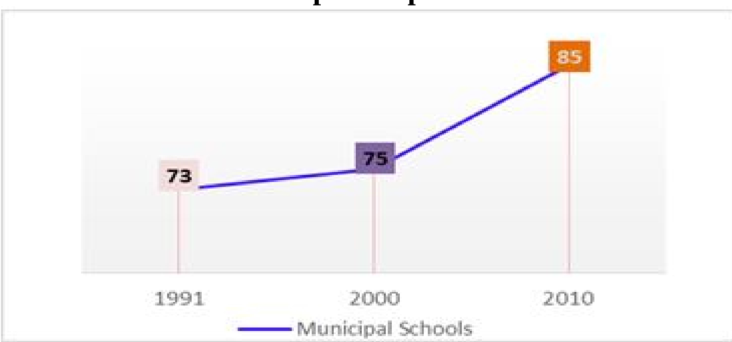
The following Table No: 1 reflects the pedagogy and growth of municipal schools in Bhiwandi Nizampur City Municipal Corporation from 1991-2010(two decades)

Table No-1: Growth of the Schools in Bhiwandi Nizampur City Municipal Corporation

Year	Municipal Schools	
1991	73	74%
2001	75	66%
2010	85	52%

Source: Bhiwandi Nizampur City Municipal Corporation Education Society

Chart No-2: The graphic representation of the growth of municipal schools in Bhiwandi Nizampur City Municipal Corporation



Source: Bhiwandi Nizampur City Municipal Corporation Education Society

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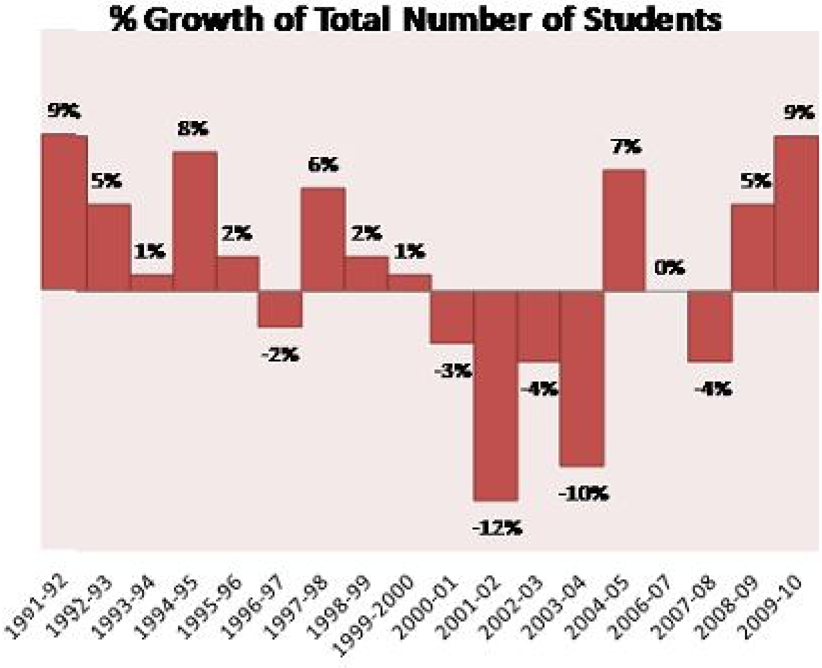
Table No.1 and Chart No.2, demonstrates that the growth of Municipal School shows a flatter from the year 1991 to 2000 but there is a steeper growth in the number of schools from the year 2000 to 2010.

Comparatively the Bhiwandi Nizampur Municipal City Municipal Corporation population growth as per census data of 2001 was approximately 59800 which increased to approximately 709,000 in the year 2011 showing a growth of almost 19%. However during the same period (2001-2011) the growth of the number of municipal schools under Bhiwandi Nizampur City Municipal Corporation was 13 % which shows an in appropriate growth of number schools and infrastructure in comparison to the need of population and the achievement on Universalization of Elementary Education.

There was quantitative increase in the Municipal schools in the few ghettos where the settlements of the migratory population were more in number, like the area of Shantinagar, Gaibinagar and so on. There was quantitative increase in the number of municipal schools but the secondary data gathered from the respective schools and the Bhiwandi Nizampur City Municipal Corporation Education Society did not exhibit the increase in the student’s enrolment data of the municipal schools of the Bhiwandi Nizampur City Municipal Corporation. This can be reviewed from the data analysis of the enrolment records of the students from the year 1991-2010 (two decades).

Chart No-3



Source: Bhiwandi Nizampur City Municipal Corporation Education Society

It can be reviewed from the above chart that Bhiwandi Nizampur City Municipal Corporation, Municipal Schools

1) The trend line highlights a stagnant percentage growth of the total number of students in Bhiwandi Nizampur City Municipal schools from the year 1991-1992 to 2009-2010.
2) There was a de-growth of – 2% municipal students in Bhiwandi Nizampur City Municipal Corporation, Municipal schools in the year 1997-1998.
3) Which further deteriorated in the year 2002-2003 to -12%.
4) As the chart cites that the percentage growth of the municipal students of Bhiwandi Nizampur City Municipal Corporation, Municipal schools in 2009-2010 is at the same level as it was in the year 1991-1992 that is -9%.

DROP OUT DUE TO MIGRATION

This highlights the growth and degrowth of the percentage of the students Bhiwandi Nizampur City Municipal Corporation, Municipal schools which fluctuation pattern due to migration pattern has followed by their respective families. The families stated reason for moving to their native places occasionally due to family ties or seasonal occupation. Concurrently the survey also reflected that the son had to drop out in order to give

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financial assistance to his family and simultaneously the girl child either had to take care of the younger sibling's or give financial assistance by helping their mothers at home doing jobs of moti work, handwork, beedi work etc. the other side reflected by the migrant population was their dissatisfaction towards the education being imparted at the municipal schools of Bhiwandi Nizampur City Municipal Corporation where the administrative representatives, teachers and infra structure are not motivating to initiate the migrant population to send their children to these schools.

So several factors put together acts as a push factor to keep the children of migrant population of Bhiwandi Nizampur City Municipal Corporation out of schools. seasonal migration causes a strange kind of drop outs , which is not captured by conventional ways of looking at the problem it is possible for these children too be rolled in schools and to attend the first month of the school session, but drop out (i.e. from July- October) to accompany their parents to migration sites (native places). By the time they returned the session is closed for mid break (Diwali vacation). Thus, these children have their names on school registers, but are observed dropping out for part of the year. Over the time, the learning deficit causes them gradually to drop out of school completely.

The primary challenge in migration is of mobility, with families spending part of the year in the villages and part at work site. Educational interventions for children of seasonal migrant thus need to cover both the sending and the receiving ends. Multiple options need to be put in place to maximize coverage of children in both kinds of sites, including seasonal hostel, site schools, and bridge courses.

CONCLUSION

It is imperative that the issues of seasonal migration be recognized and given due attention by planners and policy makers. This needs to encompass not only the education department, but also other related departments like labour, health and rural development, in order to develop a holistic plan that addresses the specific circumstances of seasonal migrants. To work towards universalization of education, children of seasonal migrant's needs to be taken as special focus group by the government and annual work plans of each state must reflect data and time bound plans for their coverage.

The paper leads to the conclusion, schools have failed our individual needs, supporting false and misleading notions of 'progress' and development fostered by the belief that ever-increasing production, consumption and profit are proper yardsticks for measuring the quality of human life. And therefore the aspect of De-schooling Society which was developed by Ivan Illich should be taken into consideration which states educational background shows only the process, of what you are taught but not the quality of what you actually learn.

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CLASS-CONFLICT AND REVOLUTION IN A CINEMATIC NARRATIVE: AN ANALYSIS OF CITYLIGHTS FILM

Harleen Kaur
Assistant Professor, Department of English, Multani Mal Modi College, Patiala

ANALYSIS OF CITYLIGHTS FILM

The present study endeavors to investigate the portrayal of class in the Bollywood film Citylights (2014). Before all else, the job of film as an Ideological State Apparatus will be investigated. Film may impact and control the onlookers to fit in with the philosophy of the decision class. Various hypotheses can be utilized for the examination of class. The paper investigations the film in the light of Marxist analysis. The film depicts a general public including those who are well off and the less wealthy where the poor are helpless before the rich. The poor must substance themselves with what they get and daren't try for additional. On the off chance that they endeavor to revolt and transgress, they are rebuffed with death.

Class can be characterized as the gatherings of individuals who have comparative relations to the methods for creation. That is, they get their living similarly. In this manner, the regular workers works the methods of generation (mines, processing plants, and so on.), the entrepreneur class claims the methods for creation. A few movies investigate class as a classification. A portion of the movies energize social disparity while others subvert the acknowledged standards. One such film is Hansal Mehta's Citylights (2014).

Citylights pursues Deepak Singh and his family from a modest town to the promising place that is known for Mumbai looking for greener fields. The film shows a conspicuous difference between those who are well off and the less wealthy. Those who are well off/the rich are adroit and sufficiently artful to control and endeavor poor people. Poor people, then again, are battling for a superior living. Sumit and Deepak work at the Active Security Bureau which is a private heavily clad security business. They give security to private boxes of the rich that contain cash or costly things and transport them from the department to the customer and the other way around. The containers should could easily compare to their lives. Regardless of defending the containers all through their administration, they are never demonstrated the keys intended to open the crates in light of the fact that the keys are past their achieve (one is with the customer and the other is in the agency). The abundance of the rich is viewed as more significant than the lives of poor people. Indeed, they are distanced from the substance of the containers they should ensure with their lives.

The unequal circulation of riches is additionally obvious from the way that the specialists get a small fifteen thousand rupees for ensuring and securely conveying various crores of the rich. They should consider the cases dearer than their lives. The class-isolate is significantly progressively clear in their homes. At first, Deepak goes through a night or two in the city alongside the rubbish of the city and afterward, has a make-move home on the third floor of an under-development building. Afterward, the level that Deepak gets from Sumit is one among numerous such one-room homes converging into one another, arranged in a packed spot. Sumit lives in a jam-packed one-room home which is a piece of a spiraling structure. Sumit trusts his house is a rubbish canister, arranged at the focal point of the city of immense structures which house satisfied dreams. The rich or the amazing have an absolutely uninterested disposition towards poor people. The police auditor wants to play amusements on his portable while Deepak portrays his story of misfortune and urges him to enlist a report. Deepak's manager is determined in the wake of suspending him. He is not interested in Deepak's hopeless conditions and requests to toss him out of his office.

Sumit comprehends and trusts that the laborers merit more than they're offered access to. Actually, Sumit exploits Deepak's naïvete and traps him into taking the key of a specific box (which was stolen some time back) from the department. He intends to open the stolen box and procure the cash. However, he is slaughtered by one of the operators of the rich for transgressing his cutoff points. Deepak, then again, traps the department into trusting that he stole the wrong pair of keys. He figures out how to take the engraving of the correct key before getting executed by the security watches. He guarantees an agreeable life for his better half and girl. Both the characters lose their lives in the interest for a superior living. Those who are well off, in this way, figure out how to smother the disobedience, which would somehow or another undermine their request. The prosperous can't permit an adjustment in the current conditions in light of the fact that such a change would infer an adjustment in the relations of creation.

A few pictures make the film dynamite. The trip of flying creatures is related with the lower class. In the main occurrence, a gathering of winged animals means the movement of Deepak and his family from town to city. In another scene, Sumit reveals to Deepak that transient winged animals remain in gatherings so as to secure themselves. In the event that they isolated, they get slaughtered. This also infers the lower classes must remain joined against the higher classes so as to endure. Sumit is indicating the arrangement he has officially incubated of catching Deepak. It is legitimized for both have a place with a similar class and should bolster each other so as to endure. The town scenes are set apart by void spaces while the city-scenes present a packed picture. The trustworthiness of the residents has been exhibited as a difference to the mean and tricky nature of city-occupants where a person is treated as per the riches he has.

The film presents two conflicting perspectives of the lower class against a predominant higher class. Deepak acknowledges his lower status and energetically submits to the requests of the higher classes. He is content with the little he has and doesn't think he merits anything else of it. Sumit questions the specialist since he sees himself as similarly equipped for having expert. He is eager to depend on viciousness to get his due on the grounds that he immovably puts stock in the intensity of the regular workers.

Regardless of whether it is accommodation to their position or a basic disobedience of the equivalent, the higher class figures out how to smother it. In spite of the fact that Deepak finds a method for tricking the authority and taking the correct pair of keys, he pays for it with his life. He abandons a void in the life of his significant other and girl. The void is clear in the last scene where Rakhi comes back to the town with a sack brimming with money and can't resist considering Deepak and his recollections.

The completion recommends that the film supports those who lack wealth against the wealthy. It arranges the ability to realize an adjustment in the average workers. The inversion in fortune happens when Deepak can guarantee a monetarily steady future for his significant other and little girl. Nonetheless, this change requests the passing of one of the average workers. It tends to be reasoned that an effective defiance requests penance from the average workers.

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TEACHER EDUCATION PREPARES THE INDIVIDUALS FOR MANY JOBS INCLUDING TEACHING PROFESSION

Dr. Jagadeesh Basapur
Assistant Professor, K. S. College of Education, Ballari, Karnataka

ABSTRCT
The teacher education is the brain of all educational disciplines as it delivers education to train the prospective teacher and also develop different skills necessary for some other jobs. It is proven that B.Ed., graduates are suits for other jobs like FDA., SDA., Civilservice., Police and central as well as state government and private jobs due to the hard work nature .B.Ed., course train the individuals to become professional and humane teachers by the side develop the dedication, hard work, patience, harmony and soft skills which are necessary to succeed in other jobs. Hence the B.Ed., graduates getting jobs in other sectors including teaching profession.

INTRODUCTION
The NCTE Act confers upon the council to make every effort for improving the quality of teacher preparation in the country and also ensure planned and coordinated development teacher education constructivism is relatively a new paradigm which experts major theoretical influence on the present education system. The main paradigm changes in teacher education for which NCTE has really taken several initiatives are increase in duration of teacher education programmes standard based curriculum, balance in theory and practice, shift from teacher center to student centered instruction system, quality assurance and shift in assessment procedures. Though the constructivism is a buzz word in the field of education programme the teacher education is severely influenced by Behaviourism.

NCF 2005
NCF (2005) emphasizes constructivism and recommends the curriculum should help learners to become constructors of knowledge. The teacher education program is aimed at preparing the total teacher knowledge and understanding repertoire of skills, positive attitudes, habits, values and the capacity to reflect. The present two year B.Ed. course curriculum provides the opportunities to student teacher to develop the capacities like.

1) Communicate with children, parents and other societal people.

2) Understand the self and others, one’s beliefs, assumptions, emotions and aspirations; develop the capacity for self –analysis, self evaluation, adaptability, flexibility, creativity and innovation.

3) Develop habits and self learning, have time to think, reflect, assimilate and articulate new ideas, be self-critical and to work collaboratively in groups.

4) Skill of observation, documentation, analysis and interpretation, drama craft, story-telling and reflective inquiry.

Each of the above stated opportunities can be provided through a carefully crafted curriculum design that draws upon theoretical and empirical knowledge as well as student teacher’s experiential knowledge.

B.ED.CURRICULUM DESIGN
The teacher education curriculum is comprised of three based areas i) Foundations of education 2) curriculum and pedagogy 3) School internship.

OBJECTIVES OF THE STUDY
1) To study the abilities will be develop through the B.Ed., among trainees required for other jobs including teaching profession.

2) To critically examining the structure of 2 year B.Ed., course and hence the development of different skills among the trainees.

3) To compare the development of skills required for job through degree course with B.Ed., course.

HYPOTHESIS OF THE STUDY
1) The student teachers are not acquired different skills through B.Ed. course required for other jobs including teaching profession as compare to their degree course.

2) The student teachers are not reflects their own capacities through the B.Ed. course as compare to their degree course.

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3) There is no relationship with the curriculum of B.Ed. and skills required for other jobs including teaching profession as compare to their degree course.

SCOPE OF THE STUDY

The study is related to the 2 year B.Ed., course and the skills developed required for other jobs including teaching profession

Method of study: Survey method was adapted to study. The sample size is 95 B.Ed., students

Tool of the study: - The investigator prepared job skill psychometrics consists of 13 test items. Participants used a five point scale ranging from strongly agree to strongly disagree to rate their competency required for job including teaching profession. A pre test was conducted among student teachers soon after they got enrolled in to B.Ed., one and half year back and again the same test was given as post test recently at their final year course of B.Ed., The data were collected through personal survey.

Statistical Technique Used.

For analyzing the data percentage, mean and standard deviation were used.

Table-1: (Pretest)

		%Gain				
Sl.no.	**Competencies**	**Strongly agree**	**Agree**	**Not decided**	**Disagree**	**Strongly disagree**
1	Effective Communication	(30)31.5	(20)21	(05)5.2	(37)38.5	(3)3.1
2	Problem solving	(26)27	(24)24.80	(07)7.3	(35)36	(3)3.1
3	Stage courage	(33)34.7	(20)21	(07)7.3	(30)31.5	(05)5.2
4	Self reflection	(18)18.94	(15)15.78	(06)6.3	(50)52.6	(06)6.3
5	Patience	(17)17.89	(20)21	(04)4.21	(50)52.6	(04)4.21
6	Comprehension	(28)29.47	(24)24.80	(8)8.41	(30)31.5	(05)5.2
7	Empathy	(37)38.5	(19)20	(06)6.3	(28)29.47	(05)5.2
8	Guidance and counseling	(08)8.41	(06)6.3	(02)2.1	(04)4.21	(05)5.2
9	Hard work	(55)57.89	(23)24.2	(02)2.1	(08)8.41	(07)7.3
10	Analysis and synthesis	(45)47.36	(30)31.5	(03)3.1	(12)12.6	(05)5.2
11	Ethics	(20)21	(13)13.6	(03)3.1	(09)9.4	(50)52.6
12	Obedience	(18)18.94	(28)29.47	(03)3.1	(06)6.3	(40)42.1
13	Aptitude	(36)37.89	(27)28.4	(03)3.1	(15)15.78	(14)14.73

Table-2: (Post test)

Sl.no.	**Competencies**	**% Gain**				
		Strongly agree	**Agree**	**Not decided**	**Disagree**	**Strongly disagree**
1	Effective Communication	(78)82.1	(17)17.89			
2	Problem solving	(83)	(12)12.63			
3	Stage courage	(95)100				
4	Self reflection	(93)97.89	(02)2.2			
5	Patience	(88)97.77	(05)5.2		(02)2.2	
6	Comprehension	(49)51.57	(28)29.47	(2)2.2	(10)10.5	(06)6.3
7	Empathy	(76)80	(10)10.5	(02)2.2	(04)4.21	(05)5.2
8	Guidance and counseling	(68)71.57	(12)12.63	(03)3.15	(10)10.5	(02)2.2
9	Hard work	(82)86.31	(10)10.5		(03)3.1	
10	Analysis and synthesis	(59)62.1	(28)29.47		(6)6.3	(02)2.2
11	Ethics	(85)89.47	(10)10.5			
12	Obedience	(80)84.21	(15)15.78			
13	Aptitude	(69)72.63	(17)17.89		(06)6.3	(03)3.15

The numbers in bracket indicate tallies and the numbers outside indicate %

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Table-3

		Strongly agree	Strongly disagree	Not decided	Disagree	Strongly disagree
Pretest	M	143	83	14	48	12
	Sd	64	26	6	32	16
Post test	M	386	56	7	12	4
	Sd	66	32	2	6	2

The comparison of table1 with table 2 clearly reveals that gain percentage for strongly agree is markedly increased. In table2 the gain percentage is between the range of 62 to 100 and that of in table1 is 8 to39. The same difference is continued for other ratings. From the table 3 it will be infer that post test scores are improved over pretest scores. So the null hypothesis is rejected.

FINDINGS

1) B.Ed., course develops the different skills like essay writing, comprehension, analysis, synthesis, which are required for other jobs including teaching profession.

2)Through 2 year B.Ed., course the trainees are acquired counseling skill, preparation of projects, anchoring, stage event management, drama, stage performance, hence they can work as administrators.

3) B.Ed., course helps to understand peoples of the society and hence possible to get the public sector jobs like banks.

4) The thrust for the knowledge is increase through the many core subjects in B.Ed., so skill of collection of knowledge and exploration of knowledge is increased.

5) The course develops the hard working nature, tolerance, ability of communication and some other soft skills necessary for other jobs including teaching profession.

CONCLUSION

The trained teacher s are highly needful to the society at the same time the proper training of teacher trainees in B.Ed.,colleges will leads towards preparing professional and humane teachers as well as other personnel required different work fields. The dream of making India will come true through the proper functioning of higher educational institutions.”The status of the teachers reflects the socio cultural ethos of the society; it is said that no people can rise above the level of its teachers.”

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MULTI OBJECTIVE PRODUCT-MIX TRANSPORTATION PROBLEM

K. L. Kagade and K. B. Jagtap
Assistant Professor, Department of Mathematics & Statistics, K. P. B. Hinduja College of Commerce, Mumbai

ABSTRACT
Product mix problems are the problem types typically encountered in introductory LP texts. There are a collection of products that can be sold and a finite set of resources from which these products are made. Associated with each product are a profit contribution rate and a set of resource usage rates. The objective is to find a mix of products (amount of each product) that maximizes profit, subject to not using more resources than are available. So many techniques are available to solve multi objective transportation problem. In this paper we have to introduce product-mix optimization with multi objective transportation problem on the basis of goal programming. In additional to formulate the problem into two kinds of mathematical models, one of which to obtain optimal solution and other is to check these objectives are meet up to target or not.

Keywords: Transportation planning, Product mix transportation problem, Multi objective transportation problem, Goal programming.

1. INTRODUCTION

Product mix problems are the problem types typically encountered in introductory LP texts. There are a collection of products that can be sold and a finite set of resources from which these products are made. Associated with each product are a profit contribution rate and a set of resource usage rates. The objective is to find a mix of products (amount of each product) that maximizes profit, subject to not using more resources than are available.

Product mix problems are conceptually the easiest constrained optimization problems to comprehend. The Astro/Cosmo problem considered earlier is an example. Although product mix problems are seldom encountered in their simple textbook form in practice, they very frequently constitute important components of larger problems such as multi period planning models. The features of a product mix problem are that there is a collection of products competing for a finite set of resources. If there are m resources and n products, then the so-called "technology" is characterized by a table with m rows and n columns of technologic coefficients. The coefficient in row i, column j, is the number of units of resource i used by each unit of product j. The numbers in a row of the table are simply the coefficients of a constraint in the linear programming. In simple product mix problems, these coefficients are nonnegative. Additionally, associated with each product is a profit contribution per unit and associated with each resource is availability. The objective is to find how much to produce of each product (i.e., the mix) to maximize profits subject to not using more of each resource than is available.

2. PROCESS SELECTION PRODUCT MIX PROBLEMS

A not uncommon feature of product mix models is two or more distinct variables in the linear programming formulation may actually correspond to alternate methods for producing the same product. In this case, the linear programming is being used not only to discover how much should be produced of a product, but also to select the best process for producing each product. A second feature that usually appears with product mix problems is a requirement that a certain amount of a product be produced. This condition takes the problem out of the realm of simple product mix.

3. GOAL PROGRAMMING

After the II world war, the, Industrial world faced a depression and to solve the various industrial problems. Industrialist tried the models, which were successful in solving their problems. Industrialist learnt that the techniques of operations research can conveniently apply to solve industrial problems. Then onwards, various models of operations research /goal programming have been developed to solve industrial problems. In fact goal programming models are helpful to the managers to solve various problems; they face in their day to day work. These models are used to minimize the cost of production, increase the productivity and use the available resources carefully and for healthy industrial growth.

The goal programming model is also formulated and entered in a similar manner as for linear programming, the difference being that the details of all the objective functions are entered in the desired priority. Another approach to goal programming is to state the goals as constraints in addition to the normal constraints of the problem. The objective function is then to minimize the deviation from the stated goals. The deviations represented by the objective function are given weights as coefficients in accordance with priorities assigned to

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the various goals. The problem is then solved using the linear programming model; hence sensitivity analysis is also feasible.

Therefore, the goal programming is one of the mathematical tools, designed in context of solving the multi-objective problems in different areas for taking the efficient, timely and accurate decision. The various researches have been made so far and the researchers have been continually exploring this field for more than five decades and even today the process is on to gets a lucid picture of this tool attributing to clearly understanding the meaning of this technique in the perspective of problem solving relating to industry. Here we have to use the Lexicographic Goal Programming.

3.1. Lexicographic Goal Programming Model

The initial goal programming formulations ordered the unwanted deviations into a number of priority levels, with the minimization of a deviation in a higher priority level being infinitely more important than any deviations in lower priority levels. This is known as lexicographic (preemptive) or non-Archimedean goal programming. Iserman [1982], Sherali [1982] and Ignizio [1983a] stated the lexicographic goal programming model. Lexicographic goal programming should be used when there exist a clear priority ordering amongst the goals to be achieved.

In preemptive goal programming, the objectives can be divided into different priority classes. Here, it is assumed that no two goals have equal priority. The goals are given ordinal ranking and are called preemptive priority factors. These priority factors have the relationship P1 >>> P2 i >>> Pi+1 m where >>> means is very much greater than. This priority ranking is absolute. Therefore the P1 goal is so much more important than the P2 goal and P2 goal will never be attempted until the P1 goal is achieved to the greatest extent possible. The priority relationship implies that multiplication by n, however large it may be, cannot make the lower-level goal as the higher goal (that is, Pi > Pi+1).

The model is:

$$Minimize\ Z = \sum_{i=1}^{m} Pi(di^{+} + di^{-})$$

(1)

Subject to the linear constraints:

Goal constraints

$$\sum_{i=1}^{n} a_{ij}x_{ij} - di^{+} + di^{-} = b_i$$

For i= 1,2,……m (2)

System constraints

$$\sum_{j=1}^{n} a_{ij}x_{ij} \begin{vmatrix} \geq \\ = \\ \leq \end{vmatrix} b_i$$

For $i = m+1,\ldots\ldots m+p$ (3)

With d_i^+, d_i^-, $x_j \geq 0$, for i= 1,2,……..m and for j= 1,2,……n

where there are m goals, p system constraints and n decision variables

Z = objective function = Summation of all deviations

a_{ij} = the coefficient associated with variable j in the ith goal

x_j = the jth decision variable

b_i = the associated right hand side value i

d_i^- = negative deviational variable from the ith goal (underachievement)

d_i^+ = positive deviational variable from the ith goal (overachievement).

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where there are m goals, p system constaints, k priority levels and n decision variables

Pi = the preemptive priority factors of the ith goal.

Both overachievement and underachievement of a goal cannot occur simultaneously. Hence, either one or both of these variables must have a zero value;

$d_i^+ \times d_i^- = 0$

Both variables apply for the non-negativity requirement as to all other linear programming variables.

4. MODEL FORMULATION

4.1 Mathematical model for optimal solution

Consider the linear programming problem that maximize the profit generated from producing four products subject to constraints involving available cash, working capital, and three technological constraints equations (2), (3) and (4), respectively are as follows:

Model I

Decision variable:

Xi = quantity produced of product i (i=1,2,3 and 4)

Objective function:

Maximize Z1 = 112x1+162x2+192x3+89x4 (For profit) (1)

Subject to,

x1+x2+x3+0.333x4≤100 (2)

x2+x3+0.143x4≤100 (3)

x3+x4≤150 (4)

Other constraints:

168x1+288x2+288x3+391x4 ≥ 72000 (Available cash) (5)

150x1+80x2+86x3+70x4 ≥ 16000 (Working capital) (6)

xi ≥ 0; for all i

In this formulation of mathematical model, optimal solution for profit (Z1) is the original linear programming objective and other objectives as constraints. While calculating the optimal solution of second objective (available cash) (Z2), then original objective (profit) and third objective (working capital) are the constraints. Similarly we obtain optimal solution for third objective (working capital) (Z3).

The optimal values of Z1, Z2 and Z3 are 21458.10, 73064.40 and 18007.50 respectively. The aim of planning profit is greater than 23000, available cash is greater than 67000 and value of working capital is greater than 16000. But we obtained slightly different values considered in our target, from this we cannot say the planning is not perfect. In our daily life or planning in industries, only ideal cost or optimal value of our goal/objective is not only important. They also want to know that our objective has met the target or not. Then we check the status of our goals by goal programming as follows:

4.2 Mathematical model for Goal programming

The technological constraints are kept unchanged, so they are same as in linear programming shown by equations (2)-(4). In this goal programming model we have used lexicographic order, because it is assumed that no two goals have equal priority. In this problem available cash is important than other objectives, because without available cash we cannot do any planning. So, the order of the goals are available cash (P1), working capital (P2) and profit (P3), then the goal programming model is as follows:

Goal constraints:

Available cash (assuming available cash is the most important goal)

168x1+288x2+288x3+391x4+d1m-d1p = 73064.40 (7)

d1m and d1p are the underachievement and overachievement factors for available cash, respectively.

Working capital:

150x1+80x2+86x3+70x4+d2m-d2p = 18007.50 (8)

d2m and d2p are the underachievement and overachievement factors for working capital, respectively.

Profit-objective function in linear programming:

112x1+162x2+192x3+89x4+d3m-d3p = 21458.10 (9)

d3m and d2p are the underachievement and overachievement factors for profit target, respectively.

Undesirable deviations are d1m, d2m and d3m as available cash, working capital and profit target, respectively. The terms P1, P2 and P3 are the priorities for first, second and third goals respectively, where P1>P2>P3. The multi objective goal programming model is given in the following:

Model II

Minimize Z = P1d1m+P2dm+P3d3m

Subject to;

x1+x2+x3+0.333x4 ≤ 100

x2+x3+0.143x4 ≤ 100

x3+x4 ≤ 150

168x1+288x2+288x3+391x4+d1m-d1p = 73064.40

150x1+80x2+86x3+70x4+d2m-d2p = 18007.50

112x1+162x2+192x3+89x4+d3m-d3p = 21458.10

xi, dim, dip ≥ 0 for all i

The values of d1M, d2M and d3M are Z= {0, 0, 0}. From this result, when deviational values are zero's then, we can say that priority levels P1, P2 and P3 are met the target. Which means the availability of cash, working capital and profit target achieved the targets.

5. CONCLUSION

In this paper, we discussed the product-mix optimization with multi objective transportation problem on the basis of goal programming. The problem is formulated in two kinds of mathematical models, in which one is to obtain the optimal solution and other is to check whether these objectives met to target or not. In our daily life or planning in industries, only ideal cost or optimal value of our goal/objective is not only important. Transportation planners and industrialists also want to know our objective has met the target or not. Here we prove that, when our targeted value and actual getting target are slightly different, only from this we cannot say the planning is not perfect. This research article shall be useful to those working on multi objectives transportation problems.

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AN EMPIRICAL STUDY TO UNDERSTAND THE GAP IN SKILLS OF MBA GRADUATES JOINING CORPORATES (EMPLOYER EXPECTATIONS VS STUDENT PERCEPTIONS)

Neena Katkar
HOD, Corporate Relations & Placements, Chetana's Institute of Management & Research

ABSTRACT
Employability skills are a set of skills and behaviors that are necessary for every job. Employability skills are sometimes called soft skills, hard skills and management knowledge skills.

This article will focus on the issue of employability skills needed by management students from industry expectations which has been drawn from a survey of 99 management students and 26 employers located in Mumbai city. ANOVA tests are used to analyze the study. The study deals with the MBA students in Mumbai city. It is anticipated that the gap is more a result of student interpretations of employer needs and an academic environment that increasingly views the student as the customer. It is hoped that this study will be helping hand to understand the needs of regional employers, and thus developing academic programs as per the industry needs that will prepare management graduates to fit employer needs.

Keywords: skills gap, employer, management students, soft skills.

INTRODUCTION
Like any other relationship employer-employee relationship is also the most important relationship in fulfilling each other's expectations. When employees are recruited into an organization, they are expected to possess a certain set of qualities, attributes and skills. The core technical skills requirement might vary depending on the job position, but the desired mind set remains the same of all employers.

In today's business era, emerging employability skills in management education is reflected as a major challenge by all the educational institutions. Management education focuses on developing a broad range of managerial knowledge and skills. In addition to subject specific job, students are also required to enhance their team building and communication skills.

The majority of the institutions are graduating MBA students with less employability skill. The expectation from the industry is high. There is a disparity between anticipation and actual employability skill among the MBA graduates. In order to bridge the gap between these two the employability skill has to be enriched. This study shed its light on the concept of employability skill and the perception of students about different skills and corporate expectations.

PROBLEM DEFINITION
This study focusses on why the management educational institutions have failed fulfilling the required skills expectations by the corporate. This escalating mismatch between the skills imparted and skills required improving the employability requirements to be considered seriously. There are numerous employment opportunities; the crisis is the gap between the students perceptions of employability differ from management perception of employability, which could be the reason for increase in gap in skills. Because of which employability is affected by both supply side as well as demand factors which are often outside of an individual's control. Management education institutions may deliver the subject matter expertise but still lack in imparting the essential skills required incorporates.

This study is conducted to determine the gap in skills between management student's perception and employer expectations in Mumbai city. It is hoped that this study will be helping hand to understand the needs of regional employers, and thus developing academic programs that will prepare management graduates to suit employer needs.

RESEARCH OBJECTIVE
To Understand the GAP in skills of MBA Graduates joining Corporates with regards to employer expectations vs student perceptions.

To study the level of differences in the soft skills expected and actual observed among management students.

To study the level of differences in the hard skills expected and actual observed among management students.

To study the level of differences in the management knowledge skills expected and actual observed among management students.

REVIEW OF LITERATURE

Padmini (2012) in her study found that unsatisfactory skill set of workforce is the major faltering block in the growth path of any sector. She has also identified that demographic dividend which will help the corporates and to capitalize fully on this opportunity and not face the possibility of a skills-shortage, it is essential to gear up the education system through innovative pedagogy, evaluation process and feedback tools etc.

Nishad and Krishna (2013) have quoted that, upgrading of employability skill among MBA students is considered as an important task for all institutions offering post graduate program. They have also stated that language proficiency; intellectual skills are to be strengthened among MBA graduates.

Mitchell (2017) found in her study that soft skills and management knowledge skills had very less variance in in employee expectation and students perceptions where has hard skills had lots of variance in students perception and employee expectations.

Santhi (2018) have quoted that, the demand is strong in India and worldwide for graduates who develop the potential to take on leadership roles in the international business arena. In future definitely there will be a dramatic change in the demand for MBA education if strategies are adopted for reducing the gap between the MBA Graduates and their employability skill.

HYPOTHESIS

H1: There is no significant difference between employee perception and students expectations about soft skills required in corporate, with respect to below soft skills

"Soft Skills"	
a)	PEOPLE SKILLS/SOCIAL SKILLS
b)	CRITICAL THINKING/PROBLEM SOLVING
c)	LEADERSHIP
d)	TEAMWORK SKILLS
e)	CREATIVITY
f)	ETHICAL RESPONSIBILITIES TOWARDS WORK
g)	FLEXIBILITY
h)	CURIOSITY
i)	BUSINESS ETIQUETTES
j)	COMMUNICATION
k)	TIME MANAGEMENT
l)	DECISIVENESS

H2: There is no significant difference between employee perception and students expectations about hard skills required in corporate, with respect to below hard skills

"Hard Skills"	
a)	WRITING PROFICIENCY
b)	ORAL COMMUNICATION SKILLS
c)	DATA ANALYTICS
d)	COMPUTER PROFICIENCY
e)	MATHEMATICS & STATISTICS KNOWLEDGE
f)	SUBJECT MATTER EXPERTISE
g)	FOREIGN LANGUAGE PROFICIENCY

H3: There is no significant difference between employee perception and students expectations about Management Knowledge skills required in corporate, with respect to below Management Knowledge Skills:

"Management Knowledge Skills"	
a)	MANAGEMENT HISTORY
b)	STRATEGY
c)	PLANNING
d)	GOAL SETTING
e)	HUMAN RESOURCE MANAGEMENT
f)	CONFLICT MANAGEMENT

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g)	TOTAL QUALITY MANAGEMENNT
h)	MOTIVATION
i)	GROUP DECISION MAKING
j)	INNOVATION
k)	NETWORKING

RESEARCH METHODOLOGY

The analytical research approach has been employed in this study in order to test the hypothesis whether there is GAP in skills of MBA Graduates joining corporates (employer expectations vs student perceptions).

The research study was conducted in the Mumbai, India. The sample size is 99 MBA second year students and 26 employers, managers and recruiters of different companies situated in Mumbai city. The method of sampling employed is convenient sampling.

The data used in the research is completely primary data. Statistical tools like standard deviation mean and ANOVA is used for the study. Further charts tables and graph has been used for the study.

LIMITATIONS

The study is confined to selected management institute and corporate located in Mumbai city.

The sample size is small, the survey only measures one community and one university, and the survey only measures one business discipline.

ANALYSIS & FINDINGS

Table-1

"Soft" Skills	**Employer Mean**	**Employer Std Dev.**	**Students Mean**	**Students Std Dev.**
PEOPLE SKILLS/SOCIAL SKILLS	4.31	0.84	4.48	0.71
CRITICAL THINKING/PROBLEM SOLVING	4.15	1.12	4.22	0.65
LEADERSHIP	3.92	0.84	4.03	0.72
TEAMWORK SKILLS	4.62	0.50	4.42	0.74
CREATIVITY	4.31	0.74	3.85	0.79
ETHICAL RESPONSIBILITIES TOWARDS WORK	4.85	0.37	4.12	1.01
FLEXIBILITY	4.46	0.51	4.24	0.66
CURIOSITY	4.38	0.64	4.03	0.94
BUSINESS ETIQUETTES	4.54	0.51	4.12	0.88
COMMUNICATION	4.69	0.47	4.21	0.64
TIME MANAGEMENT	4.38	0.75	4.45	0.70
DECISIVENESS	4.08	0.74	4.09	0.83
"Hard" Skills	**Employer Mean**	**Employer Std Dev.**	**Students Mean**	**Students Std Dev.**
WRITING PROFICIENCY	3.92	0.74	3.73	0.71
ORAL COMMUNICATION SKILLS	4.46	0.65	4.18	0.63
DATA ANALYTICS	3.92	0.84	3.58	0.66
COMPUTER PROFICIENCY	4.31	0.74	3.88	0.73
MATHEMATICS & STATISTICS KNOWLEDGE	3.77	0.71	3.27	0.75
SUBJECT MATTER EXPERTISE	4.38	0.75	3.73	0.75
FOREIGN LANGUAGE PROFICIENCY	2.85	1.19	2.58	1.02
Management Knowledge	**Employer Mean**	**Employer Std Dev.**	**Students Mean**	**Students Std Dev.**
MANAGEMENT HISTORY	3.54	0.65	2.88	1.01
STRATEGY	3.85	1.05	3.97	0.80
PLANNING	4.08	0.93	4.39	0.70
GOAL SETTING	4.38	0.75	4.45	0.79
HUMAN RESOURCE	4.23	0.82	4.03	0.80

MANAGEMENT				
CONFLICT MANAGEMENT	3.92	1.02	4.03	0.76
TOTAL QUALITY MANAGEMENNT	3.77	1.14	3.97	0.72
MOTIVATION	4.62	0.50	4.45	0.70
GROUP DECISION MAKING	4.15	0.97	4.15	0.83
INNOVATION	4.08	1.02	4.21	0.77
NETWORKING	4.38	0.64	4.27	0.67

Response items, Means, and Standard Deviations

Table-2

ANOVA								
H1: There is no significant difference between employee perception and students expectations about **"Soft skills"** required in corporate								
Variables	**Source of Variation**	**SS**	**df**	**MS**	**F**	**P-value**	**F crit**	**Null Hypothesis**
PEOPLE SKILLS/SOCIAL SKILLS	Between Groups	0.646266	1	0.646266	1.199575	0.275547	3.918178	ACCEPTED
	Within Groups	66.26573	123	0.538746				
	Total	66.912	124					
CRITICAL THINKING /PROBLEM SOLVING	Between Groups	0.06993	1	0.06993	0.11958	0.730081	3.918178	ACCEPTED
	Within Groups	71.93007	123	0.584797				
	Total	72	124					
LEADERSHIP	Between Groups	0.236755	1	0.236755	0.423544	0.516388	3.918178	ACCEPTED
	Within Groups	68.75524	123	0.558986				
	Total	68.992	124					
TEAMWORK SKILLS	Between Groups	0.752336	1	0.752336	1.533708	0.217915	3.918178	ACCEPTED
	Within Groups	60.33566	123	0.490534				
	Total	61.088	124					
CREATIVITY	Between Groups	4.342266	1	4.342266	7.191724	0.00833	3.918178	REJECTED
	Within Groups	74.26573	123	0.603786				
	Total	78.608	124					
ETHICAL RESPONSIBILITIES TOWARDS WORK	Between Groups	10.82193	1	10.82193	12.80763	0.000495	3.918178	REJECTED
	Within Groups	103.9301	123	0.84496				
	Total	114.752	124					
FLEXIBILITY	Between Groups	0.988643	1	0.988643	2.499892	0.116422	3.918178	ACCEPTED
	Within Groups	48.64336	123	0.395474				
	Total	49.632	124					
CURIOSITY	Between Groups	2.585063	1	2.585063	3.275841	0.072748	3.918178	ACCEPTED
	Within Groups	97.06294	123	0.78913				
	Total	99.648	124					
BUSINESS ETIQUETTES	Between Groups	3.585007	1	3.585007	5.312274	0.022852	3.918178	REJECTED
	Within Groups	83.00699	123	0.674854				
	Total	86.592	124					

COMMUNICATION	Between Groups	4.748084	1	4.748084	12.67284	0.000528	3.918178	REJECTED
	Within Groups	46.08392	123	0.374666				
	Total	50.832	124					
TIME MANAGEMENT	Between Groups	0.100699	1	0.100699	0.197546	0.65749	3.918178	ACCEPTED
	Within Groups	62.6993	123	0.50975				
	Total	62.8	124					
DECISIVENESS	Between Groups	0.004028	1	0.004028	0.00604	0.93818	3.918178	ACCEPTED
	Within Groups	82.02797	123	0.666894				
	Total	82.032	124					

ANOVA Results

Interpretation

Research result shows that the student's perception and employee expectations towards all the parameters of "**Soft Skills"** have no significant difference between them expect creativity, ethical responsibilities towards work, business etiquettes and communication

Table-3

ANOVA								
H2: There is no significant difference between employee perception and student's expectations about **"Hard skills"** required in corporate.								
Variables	**Source of Variation**	**SS**	**df**	**MS**	**F**	**P-value**	**F crit**	**Null Hypothesis**
WRITING PROFICIENCY	Between Groups	0.789483	1	0.789483	1.529655	0.21852	3.918178	ACCEPTED
	Within Groups	63.48252	123	0.516118				
	Total	64.272	124					
ORAL COMMUNICATION SKILLS	Between Groups	1.611189	1	1.611189	4.028888	0.04692	3.918178	REJECTED
	Within Groups	49.18881	123	0.399909				
	Total	50.8	124					
DATA ANALYTICS	Between Groups	2.484028	1	2.484028	5.089884	0.025832	3.918178	REJECTED
	Within Groups	60.02797	123	0.488032				
	Total	62.512	124					
COMPUTER PROFICIENCY	Between Groups	3.788084	1	3.788084	7.050646	0.008973	3.918178	REJECTED
	Within Groups	66.08392	123	0.537268				
	Total	69.872	124					
MATHEMATICS & STATISTICS KNOWLEDGE	Between Groups	5.076252	1	5.076252	9.148175	0.003032	3.918178	REJECTED
	Within Groups	68.25175	123	0.554892				
	Total	73.328	124					
SUBJECT MATTER EXPERTISE	Between Groups	8.89779	1	8.89779	15.68169	0.000126	3.918178	REJECTED
	Within Groups	69.79021	123	0.5674				
	Total	78.688	124					
FOREIGN LANGUAGE PROFICIENCY	Between Groups	1.505566	1	1.505566	1.346147	0.2482	3.918178	ACCEPTED
	Within Groups	137.5664	123	1.118426				
	Total	139.072	124					

ANOVA Results

Interpretation

Research result shows that the student's perception and employee expectations towards all the parameters of "**Hard Skills"** have significant difference between them expect writing proficiency and foreign language proficiency.

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Table-4

ANOVA

H3: There is no significant difference between employee perception and students expectations about **"Management Knowledge skills"** required in corporate

Variables	Source of Variation	SS	df	MS	F	P-value	F crit	Null Hypothesis
MANAGEMENT HISTORY	Between Groups	8.961007	1	8.961007	9.929139	0.002043	3.918178	REJECTED
	Within Groups	111.007	123	0.902496				
	Total	119.968	124					
STRATEGY	Between Groups	0.314294	1	0.314294	0.428138	0.514126	3.918178	ACCEPTED
	Within Groups	90.29371	123	0.734095				
	Total	90.608	124					
PLANNING	Between Groups	2.069483	1	2.069483	3.663459	0.057941	3.918178	ACCEPTED
	Within Groups	69.48252	123	0.564899				
	Total	71.552	124					
GOAL SETTING	Between Groups	0.100699	1	0.100699	0.165812	0.684569	3.918178	ACCEPTED
	Within Groups	74.6993	123	0.607311				
	Total	74.8	124					
HUMAN RESOURCE MANAGEMENT	Between Groups	0.827524	1	0.827524	1.279927	0.260114	3.918178	ACCEPTED
	Within Groups	79.52448	123	0.64654				
	Total	80.352	124					
CONFLICT MANAGEMENT	Between Groups	0.236755	1	0.236755	0.351892	0.554133	3.918178	ACCEPTED
	Within Groups	82.75524	123	0.672807				
	Total	82.992	124					
TOTAL QUALITY MANAGEMENT	Between Groups	0.827524	1	0.827524	1.218631	0.271784	3.918178	ACCEPTED
	Within Groups	83.52448	123	0.679061				
	Total	84.352	124					
MOTIVATION	Between Groups	0.532699	1	0.532699	1.197858	0.275889	3.918178	ACCEPTED
	Within Groups	54.6993	123	0.44471				
	Total	55.232	124					
GROUP DISCUSSION MAKING	Between Groups	0.000112	1	0.000112	0.000153	0.99016	3.918178	ACCEPTED
	Within Groups	90.11189	123	0.732617				
	Total	90.112	124					
INNOVATION	Between Groups	0.376392	1	0.376392	0.548587	0.460307	3.918178	ACCEPTED
	Within Groups	84.39161	123	0.686111				
	Total	84.768	124					
NETWORKING	Between Groups	0.25779	1	0.25779	0.589479	0.444092	3.918178	ACCEPTED
	Within Groups	53.79021	123	0.437319				
	Total	54.048	124					

ANOVA Results

Interpretation

Research result shows that the student's perception and employee expectations towards all the parameters of "**Management Knowledge skills"** have no significant difference between them expect management history.

CONCLUSIONS

From the study it can be concluded that MBA students seem to have a rational view of employability skills, as expected by employers except in hard skills.

Students do seem to underestimate the importance of creativity, ethical responsibilities towards work, business etiquettes and communication, but both students and employers show a strong expectation for soft skills.

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In most cases students indicate a lower expectation for hard skills as compared to employer expectations except in writing proficiency and foreign language proficiency. Both students and employers show a strong expectation for management knowledge skills except for management history.

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JET AIRWAYS: IN A LOSS QUORA

Dr. N. S. Rathi[1] and Ranjanayavagal[2]
Principal[1], S. A. J. V. P. M. Kada's, Smt. S. K. Gandhi Arts, Amolak Science, P. H. Gandhi Commerce College, Kada
Assistant Professor[2], Department of Acountancy, K. E. S. Shroff College of Arts & Commerce, Mumbai

ABSTRACT
Jet airways was formed at a time when air travel in India was only for upper class and upper middle class. Thus cost control wasn't something to be concerned about. Jet did extremely well and won the hearts of passengers till 2005. All the Indian airlines are badgered by the macroeconomics factors. Jet's problems are of majority of India's aviation sector such as rising crude oil prices, a depreciating rupee and inability to hike air fares significantly amid intense competition. The airlines failed to make repayments to ban consortium and was too indebted to match its rival's aggression. Since ever the simple goal has proven elusive. India's longest surviving private airlines now needs bankers for sustainability.

INTRODUCTION
India is the largest growing market in terms of passenger growth on the globe. It's consistently been one of India's top three airlines in the past decade and this largest carrier by passengers flown has reported a 91% drop in profits for the first quarter of this fiscal. The bottom line of airlines is getting hit due to high cost but lower yields in India. Jet Airways was founded by agent-turned – entrepreneur Naresh Goyal after India ended a state monopoly on aviation in early 1990s. At present debt- ravaged Jet Airways is selling a majority stake.

OBJECTIVES OF THE STUDY
1. To know the facts and figures of downfall of Jet Airways
2. To study the reasons for the crisis of Jet Airways
3. To know the financial position of Jet Airways at present

METHODOLOGY
The study has been conducted purely based upon secondary data collected from various sources such as websites and newspapers.

LIMITATIONS OF THE STUDY
The study is purely based on the secondary data. The research study has been done from a selective material on the internet. Selective newspapers and articles have been put to use because of the time factor. Since is a recent topic some data has been taken as it is from the sources. There is the possibility of further updating of this research paper because of limited sources

ITS JOURNEY
Jet Airways is a major Indian International airline based in Mumbai. Incorporated in April 1992 as a limited liability company, the airline began operations as an air taxi operator in 1993. It began full-fledged operations in 1995 with international flights added in 2004. The airlines went public in 2005 and 2007, it acquired Air Sahara. It became the largest Carrier by passenger market share in the country by 2010, a position it held until 2012. 'It had grown from a fleet of just four aircraft, flying to 12 destinations in their first year to a peak fleet of 124 aircraft connecting over 550 destinations spanning the length and breadth of India and destinations worldwide.' –TOI

It sold 20% to Gulf Air and Kuwait Airways in 1994. Both exited subsequently. It later stated international flights from Chennai to Colombo in 2004. The airways successfully listed in 2005 at Rs. 1,100 a share. On its first day, Jet's market cap was Rs. 11,266 cr. It never matched the share price hence. The current market cap is at Rs. 2891 cr. It bought Air Sahara for Rs. 1,450 crore in 2007. Jet airways got its cash strapped in 2011-12, sold 24% to Etihad Airways for $379 million in 2013 after prolonged negotiations.

Jet has been in a financial crisis since August 2018. It began delaying salary payments to its employees. The crunch was promoted in part by rising fuel prices, but the airline has been losing the market share for several years to Indigo, a budget carrier that is now the clear leader in the domestic market.

The two events are - a) any incident leading to grounding of one or more planes, and b) rise in fuel prices. The decline happened mainly from February when unpaid lessors started grounding planes. While 53 planes were

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grounded by lessors from February 7 due to non-payment of rentals, others were grounded for cannibalizing spare parts, engines, non-payment of engine mainframe and other dues.

Profit & Loss account of Jet Airways			**------------------ in Rs. Cr. -----------------**		
	Mar '18	**Mar '17**	**Mar '16**	**Mar '15**	**Mar '14**
	12 mths	12 mths	12 mths	12 mths	12 mths
Income					
Sales Turnover	23,286.53	21,552.35	21,167.33	19,573.43	17,301.89
Net Sales	23,286.53	21,552.35	21,167.33	19,573.43	17,301.89
Other Income	671.84	1,488.52	822.47	-51.20	-310.41
Total Income	**23,958.37**	**23,040.87**	**21,989.80**	**19,522.23**	**16,991.48**
Expenditure					
Raw Materials	0.00	0.00	188.58	139.90	121.57
Power & Fuel Cost	6,953.25	5,473.78	5,015.73	6,686.26	7,175.42
Employee Cost	2,995.35	2,890.01	2,388.13	2,243.00	1,899.59
Miscellaneous Expenses	13,313.96	11,672.77	11,360.60	10,620.22	9,589.96
Total Expenses	23,262.56	20,036.56	18,953.04	19,689.38	18,786.54
	Mar '18	**Mar '17**	**Mar '16**	**Mar '15**	**Mar '14**
	12 mths	12 mths	12 mths	12 mths	12 mths
Operating Profit	**23.97**	**1,515.79**	**2,214.29**	**-115.95**	**-1,484.65**
PBDIT	695.81	3,004.31	3,036.76	-167.15	-1,795.06
Interest	842.86	851.09	868.11	884.06	997.16
PBDT	-147.05	2,153.22	2,168.65	-1,051.21	-2,792.22
Depreciation	620.57	670.90	995.09	762.50	875.75
Profit Before Tax	-767.62	1,482.32	1,173.56	-1,813.71	-3,667.97
PBT (Post Extra-ord Items)	-767.62	1,482.32	1,173.56	-1,813.71	-3,667.97
Tax	0.00	-0.20	0.00	0.00	-0.12
Reported Net Profit	**-767.62**	**1,482.52**	**1,173.56**	**-1,813.71**	**-3,667.85**
Total Value Addition	23,262.56	20,036.56	18,764.46	19,549.48	18,664.97
Source : Dion Global Solutions Limited					

It is observed from the above profit and loss statement that even in the event of increase in Sales in past 5 years the operating profit has dipped drastically from Rs. 2,214 crore in FY2016 to Rs. 23 Crore in FY2018. Interest and depreciation being more or less same has brought finally the figures to losses. The airlines has suffered losses of Rs. 3,208 crore in past three quarters.

It is clearly observed from the above data that the airlines had returned to profitability in the FY2016 but then also its survival is short lived.

Balance Sheet of Jet Airways			**------------------ in Rs. Cr. -------------------**		
	Mar '18	**Mar '17**	**Mar '16**	**Mar '15**	**Mar '14**
	12 mths	12 mths	12 mths	12 mths	12 mths
Sources Of Funds					
Total Share Capital	113.60	113.60	113.60	113.60	113.60
Equity Share Capital	113.60	113.60	113.60	113.60	113.60
Reserves	-7,355.60	-6,589.47	-3,442.97	-4,519.25	-2,656.74
Net worth	**-7,242.00**	**-6,475.87**	**-3,329.37**	**-4,405.65**	**-2,543.14**

Secured Loans	5,295.12	7,220.37	2,836.62	3,388.42	2,508.99
Unsecured Loans	0.00	0.00	6,394.77	6,863.17	6,076.80
Total Debt	**5,295.12**	**7,220.37**	**9,231.39**	**10,251.59**	**8,585.79**
Total Liabilities	**-1,946.88**	**744.50**	**5,902.02**	**5,845.94**	**6,042.65**
	12 mths	12 mths	12 mths	12 mths	12 mths
Application Of Funds					
Gross Block	6,379.41	10,069.92	16,603.18	16,065.19	15,709.86
Less: Revaluation Reserves	0.00	0.00	315.37	315.37	315.37
Less: Accum. Depreciation	3,468.64	5,174.48	7,798.53	6,833.98	6,074.90
Net Block	**2,910.77**	**4,895.44**	**8,489.28**	**8,915.84**	**9,319.59**
Capital Work in Progress	722.01	709.30	4.10	19.42	0.00
Investments	**696.70**	**1,230.67**	**1,196.19**	**696.17**	**1,641.21**
Inventories	481.10	498.76	1,049.71	927.02	803.76
Sundry Debtors	1,279.35	1,333.62	1,625.48	1,374.48	1,209.22
Cash and Bank Balance	1,360.44	1,537.54	1,477.65	2,068.60	1,145.41
Total Current Assets	3,120.89	3,369.92	4,152.84	4,370.10	3,158.39
Loans and Advances	5,050.86	2,442.94	5,003.61	4,532.32	3,934.56
Total CA, Loans & Advances	8,171.75	5,812.86	9,156.45	8,902.42	7,092.95
Current Liabilities	13,983.35	11,496.85	12,581.91	12,387.60	11,657.31
Provisions	464.76	406.92	362.09	300.31	353.79
Total CL & Provisions	14,448.11	11,903.77	12,944.00	12,687.91	12,011.10
Net Current Assets	**-6,276.36**	**-6,090.91**	**-3,787.55**	**-3,785.49**	**-4,918.15**
Total Assets	**-1,946.88**	**744.50**	**5,902.02**	**5,845.94**	**6,042.65**
Book Value (Rs)	-637.51	-570.07	-293.09	-387.83	-223.87
Source : Dion Global Solutions Limited					

From the above financial position of the company it's very clear that the net current assets has drastically reduced by more than 65% leading to reduction in the total assets of the company. The total assets has reduced from Rs. 5,902 crore to Rs – 1946 crore which shows a reduction of more than 132 %. Also this has led to reduction of book value.

From Jet Airways earlier commanded a market Share of 27% (in 2012) whereas today languishing at a mere 14% (in 2018) and it has been forced to ground about two-thirds of its fleet leading to hundreds of flight cancellations. It reported a loss of Rs. 636.45 Crore during FY18 on the back of revenue of Rs. 25,177.47 crore, whereas it reported a profit of Rs. 1498.68 crore during FY17 on the back revenue of Rs. 24,175.06 crore.

CAUSES OF FAILURES

General Causes

1. Surging Fuel prices: Fuel prices have gone up by more than 150 percent from their lowest levels two and half years ago but the airlines have refused to increase prices because nobody wants to lose market share. This had affected profitability of almost all the players in the industry.
2. Weaker Rupee: The rupee has crossed the 70 mark against the US dollar, and though it has pulled back there is widespread concern at what is being seen as a rather quick slide to new all-time lows in last five years from Rs. 58.43 to Rs. 70.23.
3. High taxes: the government taxes in the form of GST at 5% and 12% at domestic and international flights.

4. High maintenance cost: there a high financial burden and that includes the total cost on aviation fuel and an array of charges on airports, navigation, landing and parking charges, etc." If fuel and taxes constitute 45% of an air ticket, airport charges exceed 20% on long distance flights and make up more than 30 % of the airfare on shorter ones' as mentioned by Alexandre de Juniac, IATA Director General and CEO.
5. Falling airfares: Executives at India's top travel companies said that average peak season fares are the lowest this year having consistently fallen over the past four years amidst intensifying competition.

Specific Causes

1. Competition from LCCs: The airways didn't anticipate the level of competition that they would face from low cost carriers (LCCs). Worse still for them was they looked for expanding abroad, which further threatened their protected markets.
2. Confused Partnership: They could not find a stable partner that helped them to grow. They sought out monied relationship with Etihad , which also came at a sour end as falling oil prices globally has been strangling UAEs own State support for Etihad.
3. Poor Fleet Acquisition: Jet Airways has been suffering from poor decisions such as it acquired wide body aircraft for a long time. Specifically in the late 2000s, they ended up onboarding too many Airbus A330s and Boeing 777-300ERs and only realized afterwards that they did not have the network and volumes to deploy these aircrafts in an economical viable manner. They then ended up leasing out these aircrafts to third parties.
4. Poor network placing: Jet Airways also suffered from bad network planning. The fleet acquisitions were envisioned to launch ultra-long-haul services which ended up being short lived or never materializing because of fluctuating oil prices at that time. Instead of that they would have been far better served streamlining their services offering to better compete with the LCCs entering the market domestically, and also strengthening their regional Asian and Middle Eastern networks using lower risk narrow – body aircraft acquisitions.
5. Losses included by its Subsidiary: Jet Airways launched Konnect in May 2009 to meet the needs of the low fare segment and complement its full service product. It began by offering no frill services on three planes and a handful of routes. In 2012 its subsidiary Jet life's service was rebranded as Konnect. However this brand had failed to earn both popularity and profit.
6. Good paymasters: Jet airways were known for employee welfare, being good pay masters and having many other policies that had made many employees loyalists.
7. Multiple Leadership: it has gone through multitude of leadership changes within the top brass over the past several years. There have been several expat appointees. Nowadays nationality is not an indicator of management talent or predictor of success, but the Indian aviation market and workforce is quite a unique challenge and it becomes uncertain whether this expats management team turns out to be a better way to run such a company.
8. Micro-managing by its promoters: Goyal's own penchant for micromanaging and stonewalling suggestions, old expensive contracts and a rise in costs pushed it back to the brink last year.

CONCLUSION

It's been clear from sometime that for Jet crunch was prompted in part by rising fuel prices, but the airline had been losing the market share for several years. They are planning for cost cutting on maintenance & selling, debt & interest, fuel rate optimization, Asset monetization, reduce non-fuel cost, etc.

Jet Airways CEO Vinay Dube said that the stakeholders of the cash-strapped airline were optimistic about the airline's future. Speaking on the sidelines of a meeting on Jet, he said: "We are optimistic."

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A STUDY ON CONSUMER BUYING BEHAVIOUR OF HOME INSURANCE: AN EMERGING BUSINESS OPPORTUNITY IN GENERAL INSURANCE

Dr. Megha Somani[1] and Rashmi V. Shetty[2]
Associate Professor[1], M. M. K College of Commerce & Economics, Bandra (West), Mumbai
Assistant Professor[2], Thakur College of Science & Commerce, Kandivali (West), Mumbai

ABSTRACT
The General Insurance sector in India is showing a continuous growth. Nevertheless, as per a Crisil report, the general insurance penetration (0.8% of GDP) is still very low in comparison with world's average (2.8%). The general insurance penetration which was only 0.62% in the year 2011, has grown up to 0.71% in 2016, but not a very huge growth rate and many people in India needs to be covered under it.After adopting liberalization policy in the country, the policy makers opened the General Insurance sector to both public and private business establishments. The need for general insurance is also increasing across market segments like health, motor, home, fire and marine insurance and many other miscellaneous insurance sectors.IRDAI, the insurance regulator has made several policy changes, like the introduction of free pricing regime – where general insurance companies are free to fix premiums and offer discounts also promises to give a much needed boost to the sector. Due to the enormous opportunities in the sector, many private companies with foreign collaborations entered the market thereby creating competition to the public sector companies. Non-life insurers need to make use of the most of the reforms in the sector, by introducing new policies to cover a wide range of risks, and reach large number of customers. For this they need to be more innovative and adopt new innovative technology. In this research paper an attempt is made to study the opportunities in Home Insurance, which is gaining popularity in recent years.

Keywords: General Insurance, Home Insurance, Opportunities

INTRODUCTION
Home Insurance is also termed as homeowner's insurance. Home insurance is a property insurance which covers private homes. It covers the home and, belongings, loss of its use, and any loss or damage to the properties of the homeowner. It also offers coverage to liability in case of any mishappening that occurs at home or done by homeowner, if it is covered by the policy. There is a condition in the policy is that at least one of the insured party has to reside at the home.

Home Owner's insurance is a type of term plan that is effective for a specified time period. However, there are perpetual insurances that are available in certain areas without any such fixed terms. The coverage is provided against a consideration called premium that the insured pays to the insurer.

OBJECTIVES OF THE STUDY
- To find out the choice and preference of the consumers regarding the Home Insurance products.
- To find out the expectations of the consumer about the products of the Insurance companies so that the companies can offer the product accordingly.

HYPOTHESIS
1. H_0: There is no significant difference between the purchasing decision of the consumers and their knowledge of the product

   vs

   H_1: There is a significant difference between the purchasing decision of the consumers and their knowledge of the product

2. H_0: There is no association between demographic and their purchasing of general Insurance product

   vs

   H_1: There is an association between demographic and their purchasing of general insurance product

RESEARCH METHODOLOGY
Research Design: A structured questionnaire was used to conduct this survey, which had more of close ended and some open ended questions. The study was all about overall consumer behaviour and factors that affect their decisions with regard to the purchase of home insurance products.

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SOURCES OF DATA

Both primary and secondary data sources have been used in this study. The secondary data has been collected from various sources, like IRDA website, other internet sites, newspapers, journals, research reports, magazines, publications, and libraries. Primary data is collected with the help of well-structured questionnaire. 59 respondents including consumer of home insurance in Mumbai were contacted in order to collect the data required for the study.

STRUCTURE OF THE QUESTIONNAIRE

Primary research was conducted through quantitative data collection through questionnaire. The questions evoked a mix of single and multiple responses. There were three parts in the questionnaire: Demographic factors, Buying-behaviour related questions and Factors affecting buying behaviour:

Descriptive and Statistical Analytic Techniques like cross tabulation, Chi-square test and non-parametric tests were used for data analysis.

ANALYSIS AND INTERPRETATION OF DATA

To find out the choice and preference of the consumers regarding the Home Insurance products.

Table-1: Showing the choice of Insurance company

Insurance Company		
	Frequency	**Percent**
Public Sector	17	28.8
Private Sector	21	35.6
Both	21	35.6
Total	59	100.0

Interpretation: Home insurance is provided by companies under both public & Private sector.The present study shows that most of the consumers, purchase home insurance from both the sectors or private sector.

To find out the expectations of the consumer about the products of the Insurance companies so that the companies can offer the product according

Table-2: Requirements of customers

Requirement		**Purchasing Decision**
		Yes
Safety	Count	28
	%	50.0%
Speed in claim settlement	Count	9
	%	16.1%
Low premium rates	Count	6
	%	10.7%
Policy conditions should be in clear language	Count	9
	%	16.1%
Officers/Agents easily available	Count	4
	%	7.1%
Total	Count	56

Interpretation: According to most of consumers important requirement while purchasing the home insurance product is “Safety” is the important requirement.

Table-3: Showing the customer requirement specific of home insurance policy:

Item Statistics		
	Mean	**Std. Deviation**
Get comprehensive coverage to both content and structure of your home	2.05	.753
Secure your assets from any mis-happening	2.08	.772
Buy home insurance policy at comparatively lower premium rates than other insurance policies	2.12	.768
Reduce stress and tension level for you’ll have a home insurance to fall back to, in case of unforeseen circumstances	2.05	.680
Timely insurance payouts allow families to go through rebuilding process quickly, helping them to move on and get back to their normal daily lives	2.08	.677

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Interpretation: These factors are measured on a 5-point likert scale, the ratings is based on the type of coverage provided by the home insurance product.On an average, we can observe all the factors are gaining ratings around approximately. On an average, the respondents are satisfied with the type of coverage provided by the insurance company. Standard deviation is the measure of how much spread out each observations are from each other or from its mean. The values in the standard deviation column lies between 0.6 to 0.8, which tells us that the deviation of all the coverage factors is very less. That is, it does not much deviates from the mean.

HYPOTHESIS

H_0: There is no significant difference between the purchasing decision of the consumers and their knowledge of the product

vs

H_1: There is a significant difference between the purchasing decision of the consumers and their knowledge of the product

- **Test Statistics**: Mann Whitney Test

Ranks			
Purchasing Decision	**N**	**Mean Rank**	**Sum of Ranks**
Yes	56	29.76	1666.50
No	3	34.50	103.50
Total	59		

Test Statistics	
	Product Knowledge
Mann-Whitney U	70.500
Asymp. Sig. (2-tailed)	.622
Grouping Variable: Purchasing Decision	

Interpretation: Since Asymp.Sig (p-value) > 0.05, for purchasing decision dependency, we do not reject H_0. And conclude that there is no significant difference between the purchasing decision of the consumers and their knowledge of the home insurance. That is, the purchasing decision of the consumers does not depend on knowledge of the product, when it comes to buying the home insurance In other words, we can say that while buying home insurance, product knowledge is not a key factor. This is because people generally opt for home insurance whenever they purchase a vehicle or especially from where they make the purchase, irrespective of their knowledge regarding it. And so home insurance purchasing decision does not always depend on product knowledge, as compared to other insurance.

H_0: There is no association between demographic and their purchasing of general Insurance product

Vs

H_1: There is an association between demographic and their purchasing of general Insurance product

- **Chi-Square test**

Demographic factors	**Opted General Insurance**	
	Pearson Chi-square	Asymp. Sig (2-sided)
Gender	0.216	0.642
Age group	1.882	0.758
Educational Qualification	6.885	0.142
Occupational Status	1.241	0.871
Marital Status	1.812	0.404
Monthly income of the family	6.010	0.198
Nature of family	0.783	0.376
Family size	4.460	0.108
Number of dependent Family Members	0.734	0.865

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Interpretation: Since Asymp.Sig (p-value) > 0.05, for all the demographic factors hence we do not reject H_0 for all the variables. And conclude that there is no association between any of the demographic factor and their purchasing of home insurance product. That is the purchasing of general insurance product is not dependent on demographic factors.

FINDINGS & SUGGESTIONS

Generally consumer tend to buy products according to their awareness about the product, benefits given, different types provided, different terms and conditions and its product features, which generally varies from company to company. Since, awareness has an impact on purchasing of the product. Creating proper awareness about the product is very important.

The study shows that most of the consumers bought the product are satisfied with the service provider. But it does not mean that no improvements are required as many suggestions have come forward from the consumers, when asked do they need improvements. Consumers expect that there must be transparency in policy, improvement needed in premium charged, promptness in issuing policy etc.

People buy insurance as their main concern is safety, and trust is one of the important factor influences the buying decision, so ethical practices must be followed while selling the product and settling the claim

CONCLUSION

Private sector insurance companies are attracting the consumers with new innovative products, Even though public sector enterprises had the monopoly in the insurance sector for several years, the study indicates that more number of people opting for the products offered by private sector enterprises. So public sector should become more competitive and innovative

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REVERSE MORTGAGE LOAN AND FINANCIAL INDEPENDENCE

Rucha Prajakt Khavanekar
HOD, Department of Commerce, DBJ College, Chiplun

ABSTRACT

Most of the senior citizens make retirement planning for better standard of living, to meet medical expenses as a security measure. But it may not be successful always due to increasing in inflation rate, low pension and costly medical treatment. Apart from financial crisis, they also face loneliness on the part of children's self centred approach. Then Reverse Mortgage Loan (RML) can be helpful to generate income by pledging own house. This scheme is popular in foreign countries but not in India considering our tradition and culture. Hence this research paper is focused on awareness and level of acceptance of the concept by Indian senior citizens and also tried to find out whether it will give financial independence to them. Researcher has collected data by primary method to know their attitude towards the concept.

Keywords: Reverse Mortgage, Financial Instrument, Financial Independence, Home equity

1. INTRODUCTION

Having own home is a dream of many people. They put all hard earned money and savings in making own house property. Many times, during retirement, senior citizens are left with small savings and when children also leave them alone, Reverse Mortgage Loan (RML) can be better option for such senior citizens. Specifically when children become more selfish by neglecting responsibility towards parents but at the same time, keeping keen interest in inherited property of parents, this scheme can be old age stick for them. Senior citizens can have conventional loans but it is to be repaid in instalment which requires money whereas reverse mortgage loan is a loan given by bank or financial institution to senior citizens against their house property. It is a new financial product for seniors who need regular income and also some financial support. With increasing life expectancy and high medical expenditure, those senior citizens having low income or less wealth can be benefited by this type of loan. Reverse Mortgage Loan is a financial instrument where senior citizens (borrower) having own home can mortgage the property with Bank (lender) who lends money on monthly basis to senior citizens for a fixed period.Senior citizens can reside in the property till their death and after the death, spouse can receive the amount of reverse EMI. Only on death of both or sell of the house by senior citizen, loan becomes due and needs to be settled. If excess amount is left over the recovery of loan amount, it is returned to legal heir of senior citizen and if any shortfall to settle the loan, it is borne by Bank itself. Hence at the beginning while sanctioning loan or amount of reverse EMI, bank should take care and properly determine the monetary value of the house. Since this amount is a loan and not a source of income for borrower, income tax will not be levied. But borrower will have to pay capital gain tax if any on sale of property. Borrower can repay the loan before tenure period without any penalty. However loan shall be liable to foreclosure due to reasons default by borrower on bankruptcy, payment of property tax and insurance premium, not stayed in the property for continuous period of one year, misrepresentation and government condemns the property. This research paper is focused on awareness and level of acceptance of the concept by senior citizens and to know whether the scheme can give them financial independence.

GUIDELINES FOR REVERSE MORTGAGE LOAN

In 2007-08, Government of India through National Housing Bank implemented the scheme with following guidelines:

1. Borrower should be the owner of the house property.
2. Maximum loan amount would be upto 60% to 75% of the value of the house depending upon age.
3. Amount of loan also depends upon market value of property, age of borrower, interest rates and other factors.
4. Maximum tenure of loan would be 20 years.
5. Option of monthly, quarterly, annual or lump sum loan payment will be given to borrower.
6. Property revaluation to be undertaken by lender once every 5 years.

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ELIGIBLE BORROWERS FOR REVERSE MORTGAGE LOAN

On fulfilling following criteria, scheme will be approved:

1. Age of house owner shall be above 60 years. If spouse is co-applicant, she should not be below 55 years of age.
2. House should be self –occupied residential house located in India.
3. The title of the house should be clear.
4. Property should be free from any encumbrances.
5. The life of the property should be minimum of 20 years.

ADVANTAGES OF REVERSE MORTGAGE LOAN

1. Financial Independence
2. Regular Income
3. Shelter till death
4. Financial Support
5. Retirement planning tool
6. Useful in financial crisis
7. No need to submit proof of income

DISADVANTAGES OF REVERSE MORTGAGE LOAN

1. Complicated documentation
2. Lengthy loan procedure
3. Fixed EMI
4. Spoils relations
5. No control over property

REASONS OF NON-POPULARITY OF REVERSE MORTGAGE LOAN IN INDIA

1. New concept in Indian market
2. Difficult to digest by Indian culture
3. Against tradition of succession of property
4. Lack of awareness among senior citizens
5. Inadequate promotion of product by Banks
6. Emotional attachment to property
7. Social barriers

2. OBJECTIVES

Objectives of the research paper are as under:

1. To understand the concept of ‘Reverse Mortgage’.
2. To know awareness among senior citizens about the scheme.
3. To find out the attitude towards the scheme by senior citizens.
4. To find out challenges of reverse mortgage loan in India.

3. HYPOTHESES

H_0: There is no relationship between Reverse Mortgage Loan and financial independence.

H_1: There is a relationship between Reverse Mortgage Loan and financial independence.

4. RESEARCH METHODOLOGY

The study is based on primary data method by preparing questionnaire. Data is collected from 60 respondents who are senior citizens having own housein Chiplun city (Taluka place) from Ratnagiri district in Maharashtra. The researcher has applied convenient sampling technique for survey. Following are the details of sample size:

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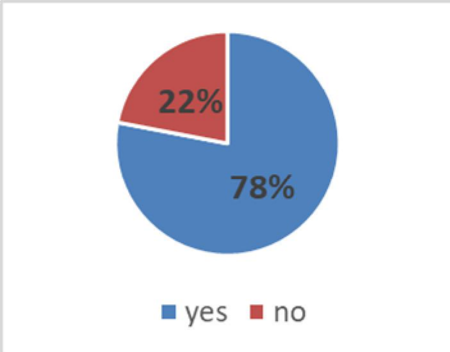
Bank FD	12
Post Office schemes	16
Pension plans	11
Mutual Funds	6
Others	2
RML	0
Total	47

5. DATA ANALYSIS

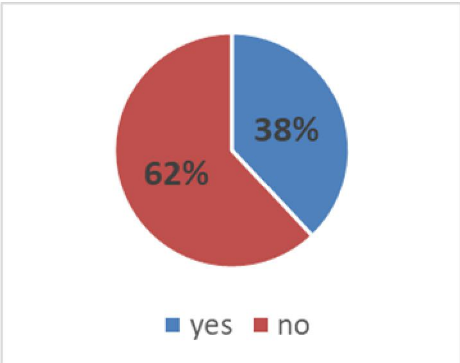
5.1Retirement planning by senior citizens



Yes	47
No	13
Total	60

It is observed that 78% of the respondents make retirement planning during their service period and rest could not make planning may be because of insufficient income, lack of vision, happy go lucky nature etc. This could lead to serious matter to non-planners after retirement.

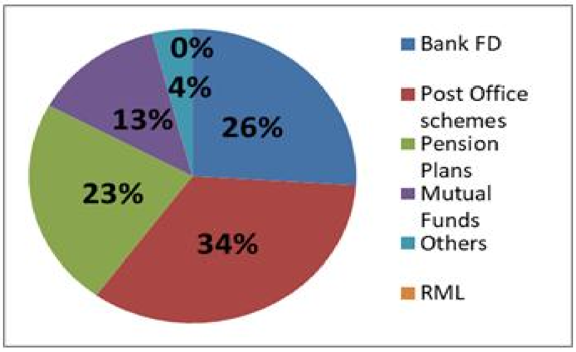
5.2 Adequate Retirement planning



Yes	18
No	29
Total	47

Research shows that out of senior citizens making retirement planning, only 38% of the respondents have adequate retirement planning as per their future financial needs and rest 62% of the respondents agree that they will have to see for some other supplementary income or be dependent on children after retirement.

5.3 Retirement planning alternatives



It is clear that 34% of the respondents still rely on post office schemes and 26% rely on bank FD which is less risky investments alternatives. It is also seen that not a single respondent has opted for Reverse Mortgage Loan scheme.

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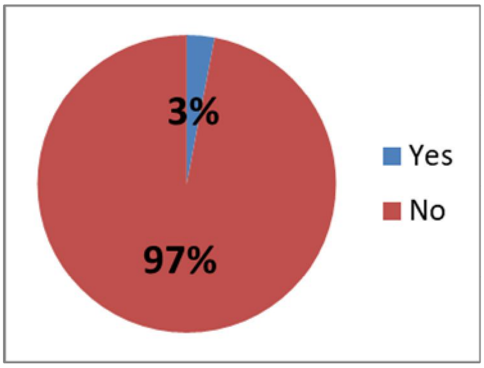
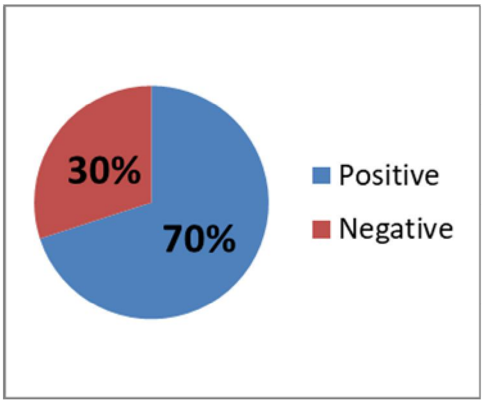
5.4 Awareness of RML scheme



Yes	2
No	59
Total	60

It is observed that hardly 2 respondent are aware about Reverse Mortgage Loan scheme because they are retired banking employees. It means rest of the respondents are not at all aware about Reverse Mortgage Loan scheme. It shows lack of promotion by banks and financial institutions.

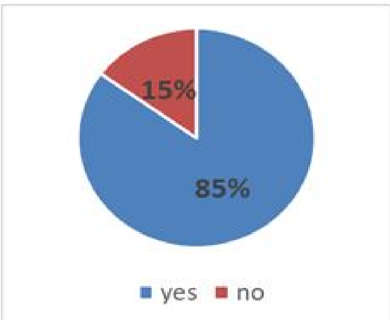
5.5 Attitude towards RML



Positive	42
Negative	18
Total	60

Though respondents are not aware of the concept of Reverse Mortgage Loan, after explaining them scheme, 70% of the respondents have shown positive attitude and accepted the scheme with all due benefits. They took the scheme seriously and also ready to gather more information about the scheme.

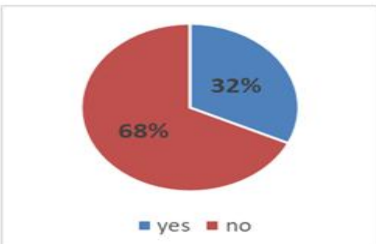
5.6 Financial Independence



Yes	51
No	09
Total	60

85% of the respondents also agreed that this scheme will make them financial independent and can definitely live with dignity. Inspite of inadequate retirement planning, they have the option of generating additional income from pledging their house.

5.7 Risk Involved



Yes	19
No	41
Total	60

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68% of the respondents think that scheme is not risky as NHB has given clear cut guidelines but at the same time 32% respondents are still doubtful about the scheme and would like to confirm the facts from bank.

6. CONCLUSION

Reverse Mortgage Loan can satisfy the financial needs of senior citizens and it can provide supplementary income to them. In India, it is not yet popular due to many reasons but it has potential to convert home equity into income and get liquid funds. Senior citizens having own house can be financially independent as well as will be able to maintain their dignity in the society. Though this concept is new and people are not aware, with right promotion, slowly senior citizens can be tapped and their mind-set can be changed. Reverse Mortgage Loan (RML) has opened a new door for Indian senior citizens when retirement planning fails. Inspite of our tradition and culture, Indian senior citizens need to change their perception of giving house to children, especially when children are running away from duties. Though they have fear of losing house permanently, it can be minimised by making payment of mortgage instalment, if possible, by their children. But it is noticed that senior citizens have positive attitude towards the scheme and it can give them financial independence too.

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ENZYME – ASSAY GUIDED ISOLATION OF AN Α-AMYLASE INHIBITOR FLAVANOID FROM ALLIUM SATIVUM LEAVES, INVITRO

Dr. Shraddha Khamkar
VIVA College of Arts, Science and Commerce, Virar West

ABSTRACT

The management of post prandial hyperglycemia is an important strategy in the control of Diabetes Mellitus Type 2 and complications of the disease. To control post-prandial hyperglycemia by the inhibition of enzymes required during the process of starch degradation is a very effective therapeutic approach to manage Diabetes Mellitus. Phytochemicals from medicinal sources can open new avenues to develop an attractive strategy for the purpose. Allium sativum (Garlic) bulbs have been researched and well known for its therapeutic uses. The leaves of A. sativum are less investigated and their role is still to be explored. In our research, we found that the ethyl acetate extract of leaves of A. sativum displayed a potent inhibitory activity on porcine pancreatic α-amylase. The bioassay guided fractionation of the extract resulted in the isolation of Kaempferol as an active amylase inhibitor. Kaempferol showed an inhibitory effect with IC_{50} value 80.76µg/mL as co mpared to the standard acarbose.

Keywords: α-amylase, A. sativum

INTRODUCTION

Diabetes is a serious health problem and the prevalence of Type II Diabetes is rapidly increasing in most parts of the world. Non-insulin dependent Diabetes Mellitus (NIDDM) is a common disease of the endocrine system in which the body is unable to produce enough or decreased secretion of insulin by the pancreatic Langerhans β-cells or by decreasing insulin resistance due to excessive absorption of glucose[1]. To control hyperglycemia is critical in the management of diabetes as there are acute and chronic complications which occur if the blood glucose level is not maintained at normal levels[2,3]. A therapeutic approach to treat Type 2 Diabetic patient is by retarding the absorption of glucose by inhibiting carbohydrate hydrolyzing enzymes, such as α-amylase and α-glucosidases. This leads to decrease in the digestion and absorption of carbohydrates, thus, decreasing the postprandial hyperglycemia[4].

Plant based medicinal products can be used as complementary approach to medications for the treatment of Diabetes Mellitus. There are a wide array of plant species all around the world which are known to have antidiabetic effects[5,6].The role of α-amylase inhibitors is very important in the management of post-prandial hyperglycemia. The inhibition of α-amylase enzyme leads to a reduction in hydrolysis of starch to maltose thus decreasing post-prandial hyperglycemia[7]. There are oral hypoglycemic agents available for the treatment of Type 2 Diabetes such as biguanides, sulfonylureas, thiozolidinediones, etc. These drugs have undesired side effects associated with their uses. Plants have been the primary source of drugs in the treatment of various diseases including DM particularly in developing countries like India, because of high cost and poor availability of current therapies[8].

Garlic is commonly known as *Allium sativum L.* The plant is a member of *Liliacea* family. Garlic is used as a traditional favoring agent and it also possesses therapeutic effect for many diseases including hypertension, cardiovascular diseases, atherosclerosis, , hyperlipidemia, and various cancers[9]. Garlic is an annual, herbaceous and a bulbous plant grown for its pungent, edible bulb the flowers are hermaphrodite in nature[10]. The leaves of garlic are elongated, contracted and flat. The cloves of *A. sativum* have been used in traditional medicine in many countries for a long time[11]. In pharmacological research, there is a lot of evidence about a wide spectrum of pharmacological effects of *A. sativum* and its active compounds with low toxicity. The strong odour of garlic is largely due to sulphur-containing compounds (e.g. S-allylcysteine sulphoxide), which are believed to account for most of its medicinal properties[12]. Garlic contains a variety of effective compounds that exhibit anticoagulant (anti-thrombotic), antioxidant, antibiotic, hypocholesterolaemic, hypoglycaemic, as well as hypotensive activities[13].

There have been numerous investigations on the phytochemistry of garlic bulbs (*A. sativum*) but the chemistry of garlic leaves has not been investigated, and because of the history of the uses of *Allium* species as both condiments and phytopharmaceuticals, we have investigated a flavonoid from leaves of garlic and explored its effect on α-amylase.

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MATERIALS AND METHODS

Chemicals

Porcine pancreatic α-amylase (EC 3.2.1.1) was procured from SRL Ltd., Mumbai. All other chemicals were used of analytical grade. Glass double distilled water was used to carry out enzyme assays

General

Melting point was determined in an open capillary tube using Buchi M-560 melting point instrument. IR spectra was obtained on Perkin-Elmer Frontier 91579 FT-IR spectrophotometer using ATR attachment. All ^{1}H and ^{13}C NMR (300 and 75 MHz respectively) spectra were recorded on Bruker-Avance Spectrometer with 1% TMS as internal standard. Chemical shifts areas δ. Abbreviations used in the splitting pattern were as follows: s for singlet, d for doublet, t for triplet and dd for doublet of doublet. Mass spectra was obtained on Thermo-Finnigan Discovery- Max GC-MS. Elemental analysis was performed on Elemental Analyzer model 'EURO EA 3000'. UV-Double Beam Spectrophotometer on which absorbance was recorded by using 'Shimadzu UV 2400'model

Extraction

The fresh leaves of *Allium Sativum* were collected from a local market in Mumbai. The leaves were cleaned properly with glass distilled water. 300g garlic leaves were chopped and extracted with 500mL ethanol at room temperature for one week replacing the solvent after every 24 hours by ultrasonication method. The extract thus collected was further distilled in vacuo, to obtain a sticky green residue. This residue then was extracted with petroleum ether, chloroform, ethyl acetate and ethanol. The extracts obtained were distilled to remove the solvents and the residues were weighed and stored.

12g of ethyl acetate extract was subjected to silica gel column chromatography (60-120 mesh size) for the isolation of phytoconstituents. The column was eluted gradiently with chloroform, ethyl acetate-methanol mixtures 9:1, 8:2, 7:3, 6:4. At uniform intervals, the eluents were collected and the progress of separation was monitored by TLC (Silica gel H) using solvent system CHCl3: MeOH (90:10) and iodine vapours as detecting agent.

Fractions eluted with EtOAc : MeOH (8:2) which showed a single spot on TLC afforded the residue (32mg) with R_f value 0.48. The residue thus obtained was recrystallized in methanol which yielded light yellow coloured solid. This solid gave a positive test for flavonoids, Shinoda test, which indicates the presence of flavanoidal skeleton[14] and was subjected to spectroscopic analysis, GC-MS, IR, 13C-NMR, 1 H-NMR, DEPT-135, Elemental analysis to elucidate the structure. Compound (1) was studied for its effect on the enzymes, α-amylase, in varying concentrations (10-100µg/mL).

In vitro porcine pancreatic α-amylase assay

The α-amylase activity was assayed according to the method described by Miller with slight modifications[15]. Briefly, the total assay mixture containing 300µL of 20mM phosphate buffer (pH 7.0), 100µL of α-amylase and 100µL of modulator in the concentration range10-100µg/mL were incubated for 30 min at 370 C followed by addition of 500µL of starch solution (10mg/mL prepared in 20mM phosphate buffer pH 7.0). The reaction was terminated by keeping the test-tubes in boiling water bath for 1-2minutes and cooled under running tap water. 2mL of 3,5-dinitrosalicylic acid (DNS) reagent was added, placed in boiling water bath for 15 min., cooled to room temperature and diluted with 7mL distilled water to make a total volume of 10mL. The absorbance was measured at 540nm using UV Spectrophotometer. Acarbose was used as positive control. A unit activity (U) is defined as the mg of glucose liberated per mg of protein per minute. The maximum inhibition was determined from plots of percent inhibition versus modulator and calculated as below, % Activity = (enzyme activity of test / enzyme activity of control) X 100, % Inhibition = (100 - % activity).

The IC50 values (inhibitor concentration at which 50% inhibition of the enzyme activity occurs) were determined by performing the assay as above with varying concentrations of the modulator ranging from 20-100µg. The IC50 values were determined from plots of percent inhibition vs inhibitor concentration and calculated by linear regression analysis from the mean inhibitory values.

All the experiments were performed in triplicates and the results were expressed as mean ±standard error of mean.

RESULTS AND DISCUSSION

UV: λmax= 265nm, 365 nm.

Melting point: 275-276°

Elemental Analysis: %C = 63.03, %H = 3.55%, %O = 33.57%

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IR Spectrum (cm-1): 3312, 1659.20, 1610, 1506.94, 1381.29, 1300.72, 1253.75, 1224.34, 1089, 1039, 1008.19, 974.96, 883.07

1H-NMR (δ in ppm): 6.2 (d,1H), 6.5 (d, 1H), 6.9 (, 1H), 7.0 (m, 1H), 8.0 (s, 1H), 8.12 (, 1H), 8.13 (1, 1H), 9.0 (s, 1H), 9.7 (s, 1H), 12.1 (s, 1H)

13C-NMR (ppm): 99.588, 104.22, 116.472, 123.901, 130.992, 137.239, 157, 160, 162, 167, 176.

EI-MS: m/z 287, [M+] 153,137, 121, 69

In mass spectrum, the molecular ion peak was obtained at 287m/z[16,17]. The spectrum also indicated that Retero Diel`s-Alder fragmentation (RDAF) gave two important peaks at m/z = 153 and 137.

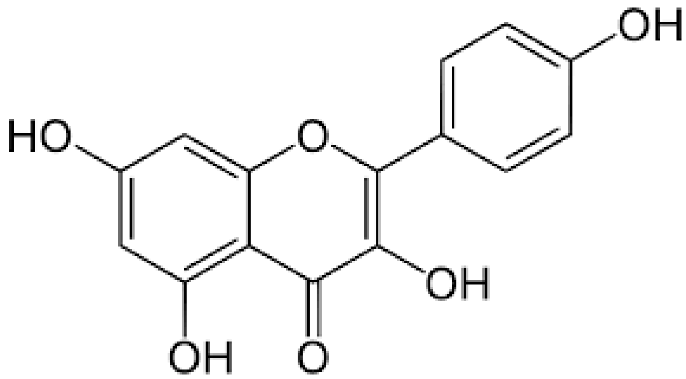
The broad band at 3312cm-1 resembles O-H group and a sharp band at 1659cm-1 are prominently observed in the spectra. The band at 1441.71cm-1 is characteristic of C-C stretching of aromatic ring whereas band at 1254cm-1 is of C-O stretching due to aryl and at 1173cm-1 is of C-O stretching cyclic ether (diaryl linkage).

The ^{1}H spectrum of the compounds shows six aromatic protons at δ 6.252 (s), δ 6.525 (s), δ 6.997 (s), δ 7.020 (s), δ 8.128 (s) and δ 8.135 (s), four phenolic protons at δ 8.031 (s), δ 9.066 (s), δ 9.732 (s) and δ 12.168 (s) suggests the presence of ten protons in the structure.

The ^{13}C spectrum of the compound exhibits eleven signals at δ 99.58 (C-6 and C-8), 104.22 (C-10), 116 (C-3‘ and C-5‘), 123 (C-1‘), 130 (C-2‘ and C-6‘), 137 (C-3), 157 (C-4‘), 160 (C-2 and C-9), 162 (C-5), 165 (C-7) and 177 (C-4) suggesting eleven types of carbon atoms.

The percentage composition of Carbon, Hydrogen and Oxygen was found to be 63.03%, 3.55% and 33.57 respectively, similar to actual percentage composition of kaempferol which contains 63.00%, 3.52%, 33,50% of Carbon, Hydrogen and Oxygen.

On the basis of above spectral and chemical evidences, the isolated compound was identified as Kaempferol.



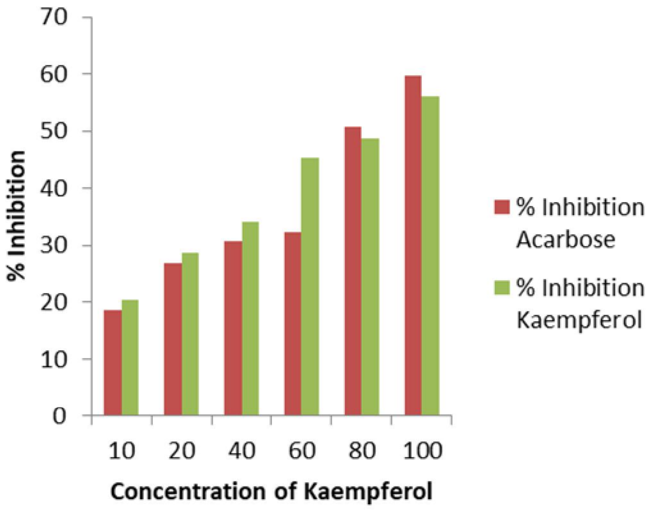
Kaempferol
The isolated compound was further evaluated for its effect on the carbohydrate metabolizing enzyme, α-amylase in the concentration range 10-100µg/mL.Acarbose was used as a reference glucosidase inhibitor.

Table 2. Effect of the Kaempferol on α-amylase as compared to Acarbose

Concentration (µg/mL)	Acarbose (%Inhibition)	Kaempferol (%Inhibition)
10	18.64	20.46
20	26.87	28.69
40	30.83	34.18
60	32.36	45.34
80	50.63	48.81
100	59.78	56.12

Table.1 summarizes the effect of kaempferol on α-amylase ,invitro. The studies showed that kaempferol has α-amylase inhibitory activity. The percentage inhibition at 10, 20, 40, 60, 80 and 100µg/mL concentrations of kaempferol showed a concentration dependent increase in percentage inhibition. It can be seen from the graph **(Fig.1**) that, from 20 µg/mL to 60 µg/mL, the % inhibition of kaempferol was found to be more than acarbose. The IC_{50} value of kaempferol was 80.76 µg/mL and that of acarbose was 83.14 µg/mL.

Fig-1: Graph showing Concentration vs % Inhibition



The present study was undertaken to evaluate the effect of kaempferol on α-amylase,in vitro. To the best of our knowledge, this is the first time report on the isolation of kaempferol from garlic leaves and its biological evaluation from the leaves of *Allium Sativum*. Kaempferol from *Allium Sativum* leaves showed strong inhibitory activity against α-amylase compared to Acarbose as the control. Thus, *Allium Sativum* leaves may be a good natural source of glucosidase inhibitor used to control post prandial blood glucose and its complications.

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AWARENESS AMONG THE COLLEGE STUDENTS ABOUT THE HARMFUL EFFECTS OF CELL PHONE RADIATIONS AND ITS PRECAUTIONARY MEASURES

Shruti P. Patil, Sayli Patil and Shruti Basare
Assistant Professor, Viva College, Virar

ABSTRACT
The use of the modern means of communication has become an indispensable part of college student's life. College students are connected to global networks through cell phones and internet. Since, cell phones and internet access is getting cheaper and easily available, the number of students using the cell phones is increasing. Hence, the objective of the study is to find out the awareness among the college students about the harmful effects of cell phone radiations and its precautionary measures. A survey of 100 Commerce students was conducted by collecting data through dichotomous questionnaire. It has been observed that the students have various degree of awareness about different kinds of cell phone hazards. The maximum no. of students were aware about deafness caused by cell phones, but they showed less awareness about other issues like male infertility caused by them and the precautionary measures that should be taken to minimize such harmful effects.

Keywords: Awareness, cell phone radiations, harmful effects, precautionary measures.

1. INTRODUCTION

A cell phone is a wireless device which allows users to carry out multiple activities like calling, messaging, internet surfing etc. Its use and user base has increased over the years. At the end of January 2019, there were total 1,181.97 million wireless subscribers (GSM, CDMA & LTE) in India (TRAI,2019). These cell phones use non-ionizing electromagnetic radiation in the microwave range (450–3800 MHz). The human body absorbs energy from cell phone's radiation. The dose of the absorbed energy is estimated using the specific absorption rate (SAR), which is expressed in watts per kilogram of body weight.The exposure to radiation because of the cell phone use has raised concern as it has the potential to cause certain types of cancer or other health problems like deafness, infertility etc.

1.1. Effects of cell phone radiation on human health

Cell phones EMF can possibly be carcinogenic (NCI, 2019).The radiofrequency radiation from cell phones can cause biological effects like heating of the ear and head where the cell phone is being held. (Mitra et.al,2014).The study conducted by Velayutham, Govindasamy& Raman (2011) has shown that the cell phone radiations have caused hearing loss in the dominant ear i.e. the ear which is often used with or exposed to the cell phones. The degree of hearing loss depends upon the length of usage of cell phone.

Phone radiations can also cause Transient Smartphone Blindness due to the long-term exposure in darkness. (**Alim-Marvasti A.et.al.2016**). Long-term exposure to cell phone radiations can significantly decrease number of sperms. Cell phone radiations may cause DNA fragmentation if directly exposed to such radiations for a longer period. (Gorpinchenko,Nikitin,2014). Radiofrequency energy (RF) causes electromagnetic interference (EMI) in some electronic devices like pacemaker or Implantable cardioverter-defibrillators (ICDs) which is dangerous for heart patients. (Raghu.N.et.al 2016)

1.2. Precautionary measures

- Headphones should be used while talking on phone and use text messages for longer conversations.
- Cell phones should be kept 30-40 cm away from body when not in use.
- We should be switching ears alternatively while talking on the cell phone for longer duration.
- Cell phone should not be used in dark. Night mode is preferable if it is used in darkness.
- Avoid receiving or placing a call on cell phone during train travel.
- Avoid keeping the cell phone under the pillow or near one's head while sleeping.
- Avoid placing a call if the signal is weak or low.
- If the phone is getting heated we should switch it off or discontinue its use.
- Cell phones should not be overcharged or kept plugged in the charger.

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- Cell phones having the least SAR value within given permissible limit (i.e. 1.6 W/Kg) should be given preference while purchasing cell phones.
- Avoid staring at the cell phone screen for a longer time.
- The FDA recommends that people keep their cellphones at least five to seven inches away from a pacemaker or ICD. Avoid keeping your phone in your shirt pocket.
- Avoid keeping cell phones in your trouser pockets.
- Put your cell phones on Airplane mode when not it use and while you are sleeping.

2. OBJECTIVE

There is growing use of cell phones among college students hence it is necessary that they should be aware of its health hazards.The objective of this study was to find out the awareness among the college students about the harmful effects of cell phone radiation and its precautionary measures as well as their willingness to reduce the use cell phones perceiving its harmful effects.

3. METHODOLOGY AND RESULTS

This study is done by collecting data through a dichotomous questionnaire. The sample included 50 male and 50 female commerce students from VIVA College, Virar. The observations obtained as follows:

1. Cell phone usage: The maximum students were using their cell phone for more than one hour. They were mainly using it for internet surfing. (*Fig.3.1&3.2*)

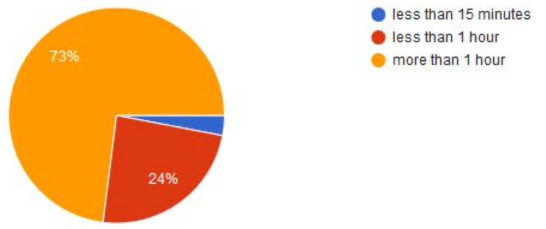

Fig-3.1

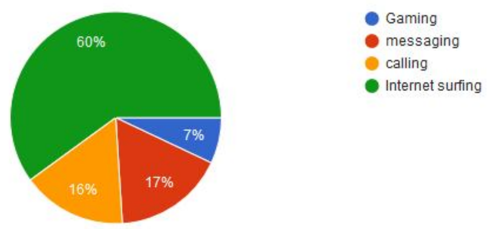

Fig-3.2

2. 73% students carried their cell phones in their pockets.(*Fig.3.3*)

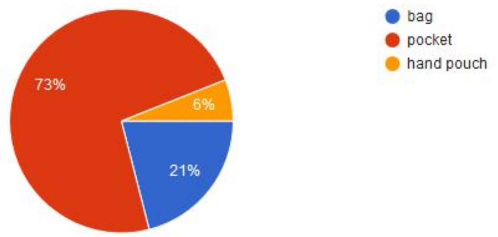

Fig-3.3

3. 75% of the students were aware that cell phones emit radiations. 70% of them know that cell radiations may cause cancer.

4. Only 31% students are aware about checking SAR value before purchasing a cell phone.

5. 54% students kept their cell phones near bed but 78% of students were unaware about use of airplane mode.

6. 92% of students were aware about deafness caused by cell phones but only 66%were aware that the use of headsets can reduce radiation side effects.

7. 81% of students were aware that the use of phone in darkness can lead to blindness but only 66% of them used night mode in darkness.

8. 67% students felt dizziness while talking on phone for longer duration but only 65% were aware that while calling you should alternatively switch your ear.

9. 68% students were aware that they should not use cell phone when network signal is low or while traveling on the train.

10. 81% students knew that the heart patients should not keep cell phone near their chest or front pocket but only 44% aware that keeping the cell phone in trouser pocket can cause infertility in males. Nearly 52% male students knew this hazard of cell phone still most of them kept the phones trouser pockets because of convenience.

11. 77% students knew about basic precautions like we should not overcharge the cell phone or keep it plugged in the charger.

12. 86% of students were willing to reduce cell phone usage in order to minimize its harmful effects.

4. CONCLUSION AND SUGGESTIONS

Cell phones have not been around long enough to determine long term repercussions of their use but everyday there is more evidence of the health problems and risks caused by them. According to this study, students have shown various degree of awareness about different kinds of cell phone hazards. And it further shows that the students have shown less awareness about precautionary measures as compared to awareness about the cell phone hazards.

The measures that can be suggested in order to create awareness among the students can be summarized as follows:

1. A seminar for students can be conducted highlighting the precautionary measures and the hazards relating to radiation.
2. College professors can be briefed about the awareness who in turn can guide the students regarding cell radiation awareness.
3. Poster, flyers, banners etc. can be displayed at prominent places in college campus.

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ROLE OF INFORMATION TECHNOLOGY IN EDUCATION-A COMPREHENSIVE SURVEY

Prof. Sonia Dubey
MCA Department, VIVA School of MCA, Shirgaon, Virar

ABSTRACT
E-Learning Knowledge Of Represents Associate In Nursing Modern Shift Within The Discipline Of Learning, Presenting Rapid Get Entry To Unique Facts And Expertise. This Paper Represents The Survey Of Ways E-Learning Knowledge Of Gives On-Line Coaching That Can Be Introduced Each Time And Anyplace Through A Big Range Of Digital Learning Answers Like Web-Based Courseware, On-Line Discussion Groups, Stay Virtual Classes, Video And Audio Streaming, Web Chat, On Line Simulations, And Digital Mentoring.

E-Getting To Know Lets In Organizations To Transcend Distance And Opportunity Shape GapsByUsingProvidingacohesivevirtuallearning Environment. Companies Ought to Educate and Train Vendors, Personnel, Partners, And Clients To remain Aggressive And E-Learning Knowledge Of Will Offer such Simply-In time Education During a Cost-Efficient Approach.

Developing And Deploying Powerful E-Learning Knowledge Of Applications May Additionally Require Products And Services Furnished By Means Of A Ramification Of Companies, Leaving One To Connect The Dots.

Keywords: E-learning, LMS, CMS

I. INTRODUCTION
“The Shipping of A Gaining Knowledge Of, Coaching Or Training Software By Electronic Manner That.”

E-Learning Involves The Usage Of A Laptop Or Device (E.G.A Mobile Telephone) In How To Produce Education, Academic Or Mastering Material.

E-Learning Knowledge Of Is Companion In Nursing Education Via The Internet, Community, Or Standalone Computer.E-Learning Is Basically The Community- Enabled Deliver Of Competencies And Statistics.E-Getting To Know Refers To Victimisation Electronic Applications And Methods To Be Told.E-Learning Consists Of All Kinds Of Electronically Supported Learning And Coaching (Tirkes, G, 2010).. The Understanding And Conversation Systems, Whether Or Not Or No Longer Networked Studying Or No Longer, Feature Precise Media To Implement the Getting To Know Manner.

This Normally Includes Every Out-Of-School Room And In Schoolroom Academic Studies Through Generation, On The Same Time As Advances Maintains In Regard To Gadgets And Curriculum.

E-Studying Is That The Laptop And Network-Enabled Switch Of Talents And Statistics.

E-Learning Applications And Procedures Encompass Internet-Primarily Based Mastering, Laptop-Primarily Based Mastering, Digital Education Opportunities And Virtual Collaboration. Content Is Introduced Via The Internet, Intranet/Extranet, Audio Or Video Tape, Tv, And Cd-Rom.

That Is To Say E-Learning Knowledge Of Systems Include Each Getting To Know Control Gadget And Direction Management Device.

It Is Able To Be Self-Pace Or Teacher-Led And Includes Media In The Form Of Text, Photograph, Animation, Streaming Video And Audio.

It'S Far Usually Concept That New Technologies Will Construct ALarge Difference In Schooling.

In Young Ages Specifically, Children Will Use The Big Interactivity Of New Media, And Expand Their Abilities, Understanding, And Notion Of The Globe, Beneath Their Mother And Father' Watching, Of Path.

Many Proponents Of E-Learning Agree With That Everyone Must Be Ready With Simple Facts In Technology, Additionally As Use It As A Medium To Achieve A Specific Purpose And Purpose.In the Twentieth Century, We'Vegot Stirred From Theeconomic Age Thru The Information Age And Presently Tothe Data Age.Knowlegeand Its Comparatively Cheap Control Constitute The Keytosuccessandsurvival For Organizations Inside The Extremely Dynamic And Competitive World Of In Recent Times.

Efficient Acquisition, Storage, Switch, Retrieval, Application,And Mentalimage Of Information Normally Distinguish Booming Organizations From The Unsuccessful Ones.

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The Ability To Get, Assimilate, And Follow The Right Records Successfully Can Emerge As A Key Capability Within The Next Century.

Getting To Know Is The Important Thing To Reaching Our Full Potential.

Our Survival Inside The 21First Century As Human Beings, Groups, And International Locations Can Rely Upon Our Capability To Be Instructed And Also Theapplication Of What We Generally Tend To Learn To Our Each Day Lives.

E-Learning Knowledge Of Has The Potential To Transform But And Once Workers Examine.

Getting To Know Can Turn Out To Be A Whole Lot Of Included With Work And Might Use Shorter, A Number Of Widespread, Simply-In-Time Shipping Systems.

By Using Investing Geographic Factor Technology, E-Learning Is Bridging The Gap Among Studying And Work.

Employees Will Integrate Getting To Know Into Work Quite A Few Efficaciously Because Of They Use Steady Equipment And Era For Studying As They Use For Work.

Each Employers And Employees Understand That E-Getting To Know Will Decrease The Narrowing Gap Between Work And Home, And Between Work And Gaining Knowledge Of.

E-Studying Is An Desire To Any Business Enterprise Looking To Increase The Abilities And Capability Of Its Employees.

With The Rapid Modification All Advised Kinds Of Running Environments, Specially Clinical And Healthcare Environments, There Is A Regular Want To Swiftly Educate And Retrain People In New Technologies,

Products, And Services Determined Inside The Surroundings.

There Is Additionally A Relentless And Unrelenting Would Love For Relevant Management And Making An Investment Of The Intellectual Item So It'Spromptly Available And Handy To Any Or All Stakeholders Internal

The Place of Job Environment. E-Learning Knowledge Of Solution Is Driven By The Subsequent Factors:

To Perform Undertaking Analysisdetermine The Responsibilities To Be Schooled, Establish Subtasksand Opportunity Additives Worried, And Establish The Facts, Abilities, And Attitudes Needed To Complete The Duties Expeditiously And Effectively.

- To Perform Training Needs Evaluation

  Pick Out The Target Market For The Education.

  Pick Out The Insufficiency In Facts, Skills, And Attitudes Of This Target Audience And Affirm What The Target Newcomers Ought To Understand.

- To Check Present Abilities

  Review Present Strategies and Infrastructure for Imparting Coaching or Assembly Mastering Desires.

- To Determine Expectations Identify Concrete Expectations And/Or Roi Requirements From The Specified E-Getting To Know Decision.

  The Development Of Associate E-Learning Approach Begins Through Setting Desires. What Is Going To The E-Getting To Know Method Accomplish? Without A Real Know-How Of The Dreams Of The E-Learning Method, It Will Likely Be Tough, If No Longer Impossible, To Achieve Success.Earlier Than Implementing E-Learning, Businesses Need To Set Not Unusual Dreams Or Goals. Common Desires and Goals Include the Subsequent:-

1) To Reduce Studying Expenses.

2) To Motivate Personnel.

3) To Improve Flexibility of Path Delivery

II. THE HISTORY OF E-LEARNING

The Time Period "E-Studying" Has Completely Been Living Due To The Fact That 1999, As Soon As The Phrase Become 1St Used At A Cbt Structures Seminar.Other Words Conjointly Commenced To Stand Up In Searchof An Accurate Description Like “Online Mastering” And “Digital Studying”.

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But, The Standards At The Back Of E-Learning Have Been Properly Documented At Some Point Of Records, And There Is Even Proof Which Shows That Early Forms Of E-Learning Existed As A Ways Returned As The 19Thcentury.

An E-Learning Knowledge Of Records Timeline Klong Before The Internet Turned Into Launched, Distance Courses Have Been Being Offered To Produce College Students With Training On Specific Subjects Or Skills.

In The 1840′S Isaac Pitman Taught His Pupils Shorthand Via Correspondence.

This Shape Of Symbolic Writing Become Designed To Boost Writing Speed And Was Preferred Among Secretaries, Journalists, And Other People Who Did A Wonderful Deal Of Notice Taking Or Writing.

Pitman, Un Corporation Turned Into A Certified Teacher, Was Sent Finished Assignments By Using Mail And He Would Then Ship His College Students Lots Of work To Be Finished Mistreatment A Comparable System.

III. SIGNIFICANCE OF E-LEARNING SYSTEM

Technology has the power to transform education. It is essential to bring it into the classroom to empower learning. Here are some of the reasons (significance/importance).

1. Students need to be engaged with what they are doing to improve learning outcomes.
2. Enables students to become thinkers/learners/risk takers in a sheltered environment.
3. Learn not to rely on the teacher…be accountable themselves…become independent!
4. Broadens the horizons of many students as it exposes students to the world outside their city or country town.
5. Fits in with Rural Education where students in small rural schools need no longer be disadvantaged by distance and isolation, as technology allows them to learn virtually and maintain their subject choices, allows e.g. LOTE (languages other than English) and other specialist subjects to be taught across schools by a virtual teacher.
6. Allows a mobile learning environment – anywhere, anytime, anyhow.

In 1924, The Primary Checking Out Device Became Invented. This Device Allowed College Students To Checks Themselves.

Then, In 1954, Bf Skinner, A Harvard Prof, Invented The “Coaching Machine”, Which Enabled Faculties To Administer Programmed Guidance To Their Students.

It Wasn’T Till 1960 However That The Number One Computer Primarily Based Academic Program Was Brought To The Globe.

This Computer Based Totally Academic Application (Or Cbt Software) Was Referred To As Plato-Programmed Logic For System-Driven Teaching Operations.

It Became Firstly Designed For College Youngsters Attending The College Of Illinois, However Over Up Getting Used In Faculties At Some Point Of The Area.

The Primary On Line Learning Structures We Have A Tendency Tore Extremely Completely Got Here Upon To Deliver Information To Students However As We Entered The 70S On-Line Gaining Knowledge Of Commenced To Emerge As Extra Interactive.

In Exceptional Britain The Open University Became Keen To Require Gain Of E-Getting To Know.

Their Machine Of Schooling Has Usually Been Usually Centered On Getting To Know At A Distance.

Within The Past, Direction Substances Had Been Introduced By Submit And Correspondence With Tutors Changed Into Via Mail.

With The Net The Open University Started To Supply A Much Broader Range Of Interactive Educational Studies Furthermore As Quickercorrespondence With College Students Thru Email And So On.

IV. ONLINE LEARNING NOWADAYS

With The Introduction Of The Pc And Web In The Overdue 20Th Century, E-Getting To Know Gear And Transport Ways Enlarged.

The First Mac In The 1980′S Enabled People To Have Computers Of Their Homes, Making It Less Complicated For Them To Learn About Precise Subjects And Increase Positive Skill Units. Then, Within The Following Decade, Digital Gaining Knowledge Of

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Environments Commenced To Definitely Thrive, With People Gaining Access To A Wealth Of Online Facts And E-Learning Knowledge Of Possibilities.

Through The First 90S Many Colleges Have Been Were Given Wind Of That Delivered Publications Online Entirely, Making The Maximum Of The Net And Bringing Schooling To Those Who Would Not Formerly Have

Been Geared Up To Wait A Faculty Way To Geographical Or Time Constraints.

Technological Improvements Moreover Helped Academic Institutions Reduce The Charges Of Distance Studying, A Saving That May even Be Exceeded Directly To The Students - Serving To Bring Education To A

Wider Target Market.

In The 2000′S, Organizations Started Out Using E-Getting To Know To Educate Their Employees.

New And Experienced Employees Alike Now Had The Opportunity To Improve Upon Their Enterprise Understanding Base And Expand Their Ability Units.

At Home Humans Were Granted Get Right Of Entry To To Applications That Supplied Them The Electricity To Earn On-Line Levels And Improve Their Lives Via Enlarged Records.

V. CONCLUSION

In Conclusion, To The Modern-DayStudies Observe That To Increase A Completely Operating Device Isn'T Totally A Hard Challenge But Conjointlyneeds Heap Statistics In Data Fashion And A Few Programming Languages.

I Need I Would Expand The Gadget I Had In My Mind However Thanks To The Restrained Skills I Couldn’T.

It Would Be Very Useful If The University Could Focus On A Number Of The Topics To Be Protected In A Way That They Could Assist College Students In Their Initiatives, In Place Of Getting To Know C We Will Be Taught Asp.Internet, Php And The Alternative Languages Which Can Be Used Whilst Growing A System.

Finally Imight Preferto Unique Myself On But I Note This Method Of Developing A Gadget To Be Extraordinarily Awaking To The Thoughts Of A Student And To

Learn How To And Educate Themselves Matters.

I'Ve Engineered A Skills Of The Way To Hunt For Matters And Broaden Then To My Desires.

It Has Certainly Been A Brilliant Revel In.

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HEALTH INSURANCE A CRITICAL STUDY OF CONSUMER BEHAVIOUR IN MUMBAI WESTERN SUBURBS

Dr. Jyotsna Haran[1] and Prof. Surabhi Kapadia[2]
Assistant Professor[1], Royal College of Arts, Science & Commerce
Research Scholar[2], Pacific Academy of Higher Education and Research University, Udaipur

ABSTRACT

Health insurance is an important risk mitigating tool. In this era where medical expenses are everyday rising and with not much increasing income it is an inevitable part of one's life. It is also a very important mechanism to funding health care needs of the people. This research paper deals with consumer willingness to buy health insurance. There are different areas on which it judges the health insurance consumers.

- *It examines the respondents who are aware or not aware about health insurance*
- *It examines various sources of awareness*
- *To study the type of health insurance preferred by the respondents and to identify the perceived aim of taking health insurance*
- *To survey the barriers in the subscription of health insurance.*
- *Are they willing to take a health insurance policy and pay for it?*
- *It also examines how many consumers have filed a claim against their policy and the problems they have faced receiving it.*
- *It will also come out with suggestions which insurance companies can incorporate for their own benefit.*

This study is conducted at Mumbai suburbs area which is has a horizon from Bandra suburb to Dahisar suburb. This study is based on primary data collected from a sample size of 120 respondents via questionnaire method. About 83% i.e. 100 of them were found to be suitable for analysis. The results have been analyzed with the help of various statistical tools. The results have shown low level of awareness and willingness to join in subscription of health insurance.

1. INTRODUCTION

Staying healthy is very important and it is also the birth right of an individual. But it is very important that every human should get correct health treatment. But one of the major concern is it should be affordable & accessible. Now a day's rural and urban areas both have become quite unaffordable in terms of hospitalization, surgical or any medical treatment cost. Health insurance development can be dated back to the year 1999. At that time parliament bill was passed regarding insurance business. IRDIA (Insurance regulatory & development authority of India) was incorporated in the year 2000 April. Since then it has done a lot of developmental activities for the insurance sector. One of the best things they did for insurance sector was opening up of the insurance sector which allowed the foreign players to enter the Indian territories and do business in collaboration with Indian companies. Health and socio economic development both are very important part of any economy and they both are strongly interlinked. As they are closely interlinked it s extremely difficult to do without each other. But the biggest paradox is we are developing economically but health wise the infrastructure is still under soup.

Indian government has taken a lot of steps towards development of health and they have achieved a lot of success also in doing the same. Eradication of smallpox, polio and guinea worm; substantial decline in the number of Leprosy, and Malaria cases, etc) (NHP, 2002). The moderation of our health achievements is done through international standards as ranking of Indian Health Systems is 118 out of 191 WHO members (WHO 2000).

There is great deal of need for health insurance in India. The health insurance systems basically works on very basic principles of pooling. In this system all the risks are pooled together. In health insurance the risk is that the person may fall ill and there will be unexpected high cost of hospitalization, surgery, medication etc. these all risks are pooled together and a premium is charged from the clients. All these premiums are also pooled together and whatever claim arises that money if reimbursed through that premium kitty.

To a large extent the health indices of a country is determined with reference to the ways with which its health care gets financed. In India the cost of health is steadily rising and it is also a fact that in India around 80% of

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the expenditure is borne by the individual itself which generates the concept of out of pocket expenditure which is again putting a lot of pressure on the financials of the individuals. When such condition prevails then health insurance is the best mechanism to save this out of pocket expenditure. Now the question arises who introduced us to this wonderful concept of Health Insurance. It was

Hugh the Elder Chamberlen from the Peter Chamberlen family, who introduced us to this concept of health insurance in the year 1694.in this ever increasing cost of health it is the most sensible decision to buy a health insurance cover. A health insurance can be an individual health insurance or it can be a group health insurance. It could be either you have funded the health insurance scheme or it is funded by your employer. Some of the existing health insurance schemes currently available are individual, family, group insurance schemes, and senior citizens insurance schemes, long-term health care and insurance cover for specific diseases. To add to the misery World Bank has released some of the shocking and very important details about the financial health of the Indian population.

85% of the working populations in India do not have Rs. 5, 00,000 as instant cash; 14% have Rs. 5, 00,000 instantly but will subsequently will face a financial crunch; Only 1% can afford to spend Rs. 5, 00,000 instantly and easily; and 99% of Indians will face financial crunch in case of any critical illness. All this data points out at one juncture that health insurance is the most important part of any body life and there is no option left but to buy health insurance for themselves. Most of care and expenditure of health is taken care by the private individuals. Now when the literacy levels and the income levels of the people are rising , now when all the medias be it print or electronic media is reaching the most remote place of the rural areas people are getting more aware and this will definitely lead to people buying more health insurance and getting themselves insured.

During the last 50 years India has developed a large government health infrastructure with more than 150 medical colleges, 450 district hospitals, 3000 Community Health Centers, 20,000 Primary Health Care centers and 130,000 Sub-Health Centers. On top of this there are large number of private and NGO health facilities and practitioners scatters though out the country (Kasirajan 2012). This study aims at evaluating the awareness of health insurance in western suburbs of Mumbai region.

II. OBJECTIVE OF THE STUDY

A. To assess the awareness level and sources of awareness about health insurance.

B. To examine the type of health insurance preferred by the respondents.

C. To identify the purpose of taking health insurance.

D. To survey the barriers in the subscription of health Insurance.

E. To determine the willingness to join and pay for health insurance.

III. RESEARCH METHODOLOGY

Following research methodology was used to carry out the research work and arrive at the conclusion

A. The study has been conducted in Mumbai suburbs which mainly consists from Bandra till Dahisar area at Maharashta district. It includes east and west region of suburbs. It is mainly based on primary data collected from a sample size of 150 respondents via questionnaire method.

B. Convenience non- probability sampling method was followed.

C. The data has been collected from the general public by means of well-structured questionnaire and was classified and analyzed manually.

D. For this purposes 100 questionnaires were sent electronically but we received responses from only 50 respondents. Rest 70 were filled on one to one basis.

E. The data relates to the month of February. 2017.-April. 2017.

F. The analysis of data collected has been carried out by using simple frequencies, percentages etc.

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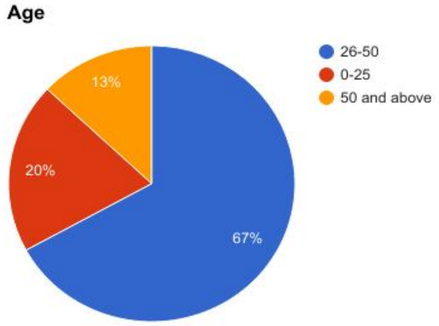
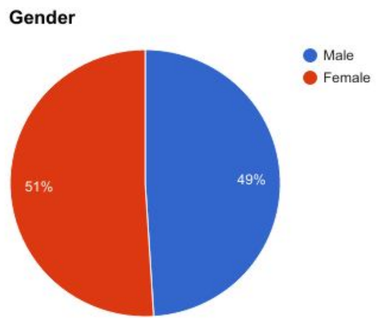
IV. ANALYSIS OF THE DATA

1.



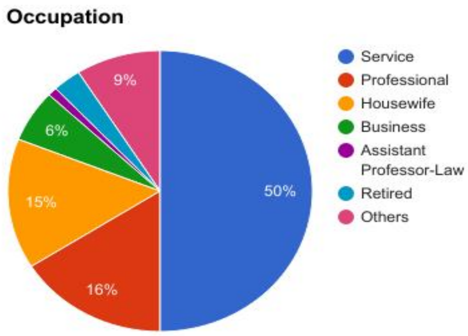
It is very evident from the chart that out of 100 people 67 people are from the age group of 26-50 which is big chuck of candidates. 20 candidate are from the age group of 0-25 and 13 candidates are from the age group of 50 & above.

2.



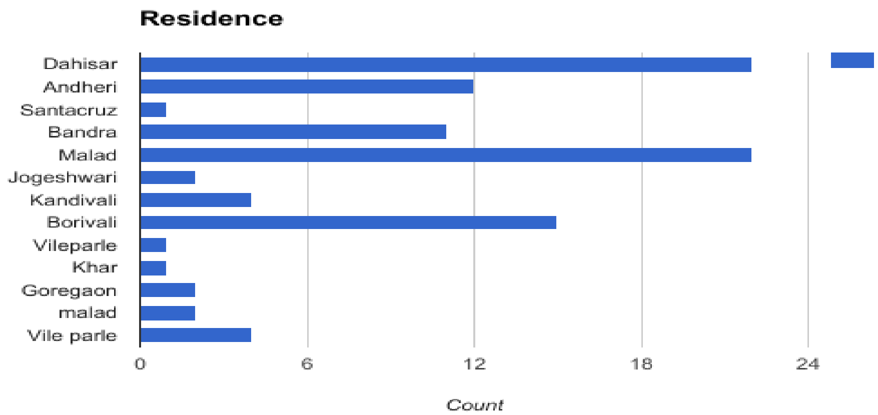
It is evident from the chart that it is perfect mix of male and female audience.

3.



Maximum class of people are service class people. And the second career is professional career.

4.



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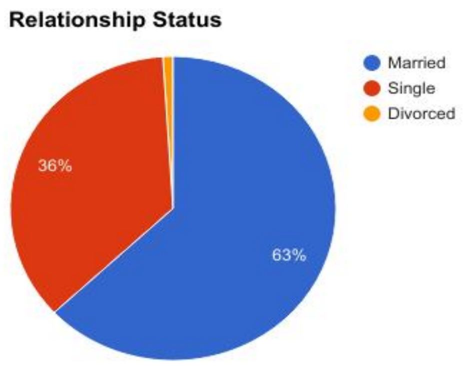
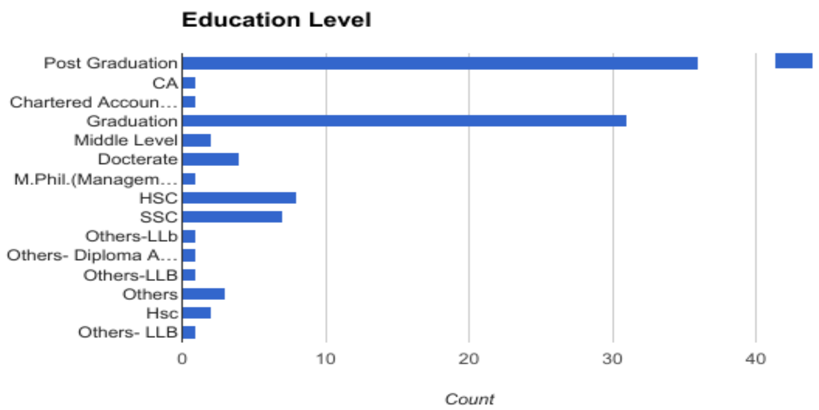
This chart represents the residential area of different respondents . The area is from Bandra to dahisar. This chart shows that it is a perfect blend of respondents from all areas. so the data is somewhat uniform.

5.



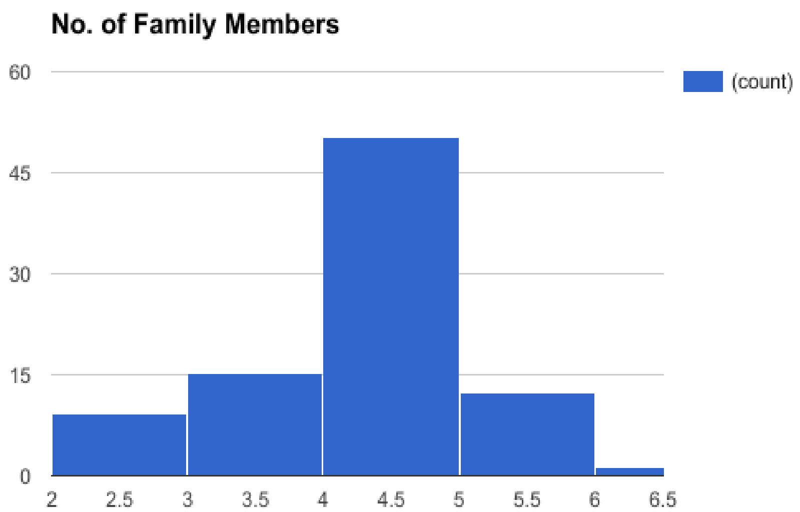
From the chart it is evident that more than 50% of people are married so ideally they should be more risk averse as they have dependents.

6.



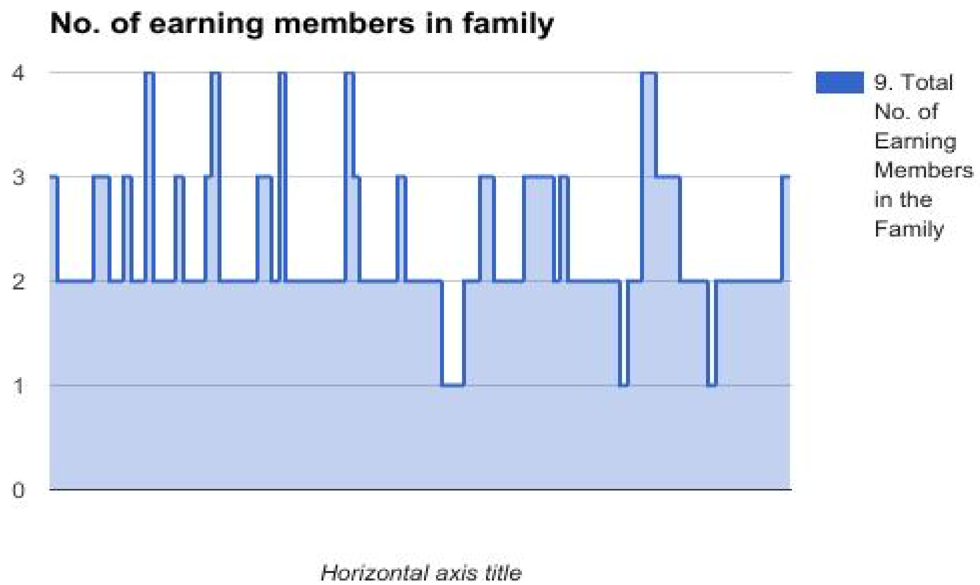
It is very clear from the chart that around 70 people of 100 people either graduate or post graduates and any also have professional education. So ideally all these people should possess mediclaim policy understanding the benefits for the same they being belonging to the educated section of the society.

7.



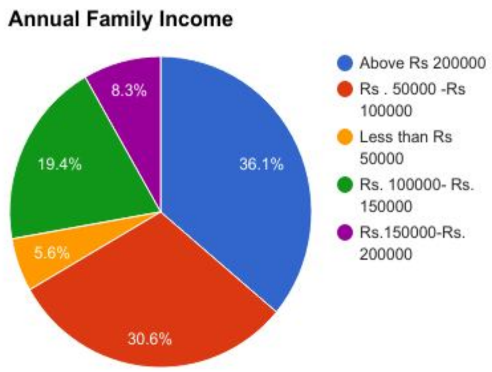
This chart is in sync with the marital status chart. As in the marital status chart it was quite evident that maximum people were married so the family size is more. In the above mentioned chart again it is quite evident that average family size of the people is 4to 5 members which means they have bigger families and bigger financial burden.

8.



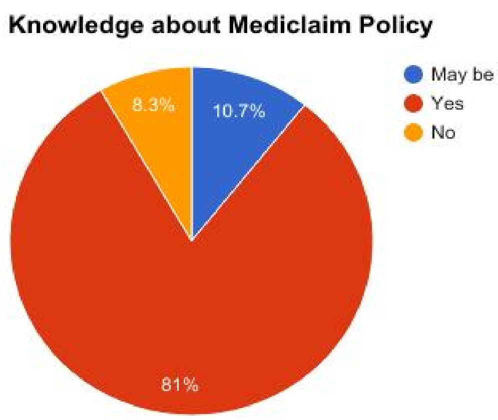
From the earlier charts it is evident that average size of the family is 4 to 5 members and from the above chart it is evident that average earning members in the family 2 people. So ideally 2 people have to feed other people also.

9.



From the chart it can be analyzed that around 36% only have income above 200000 p.a. rest others in the range of Rs.50000 to 200000 which can make it quite costly for them to buy of maintain a mediclaim policy.

10.



This chart is in sync with the education level charts. We saw in the education levels charts that maximum people are graduate so it goes with the above chart that 81% of the people are aware that what a mediclaim policy is. The awareness levels of a mediclaim policy is quite high which makes it quite encouraging for the insurance company for them to convert them into customers.

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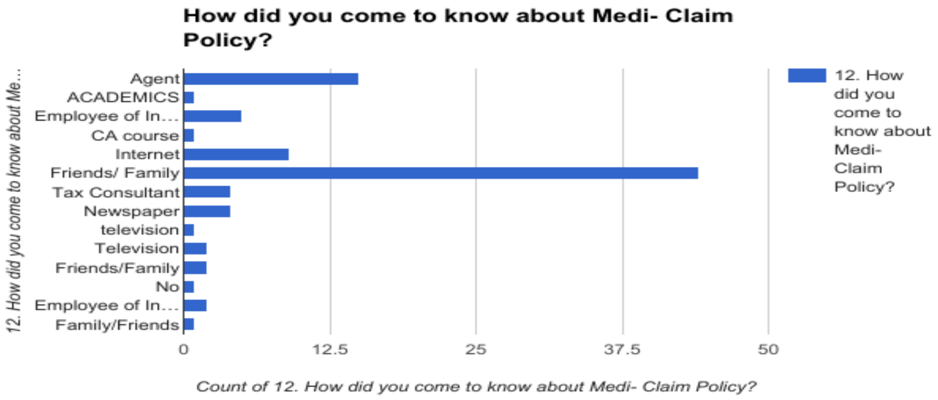
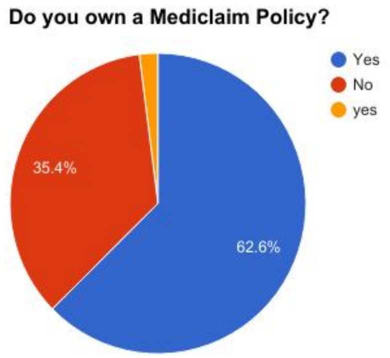
11.



From the above chart it is very evident that maximum reach is through family and friends. And this is quiteobvious also as when a family or a friend suggest something it has a better weight age than that of an advertisement. And the second highest mode of awareness creating vehicle is through an agent. It is an eye-opener for the corporate that they should do more of word or mouth publicity and they should take more care of their agents as they are second cows for their business.

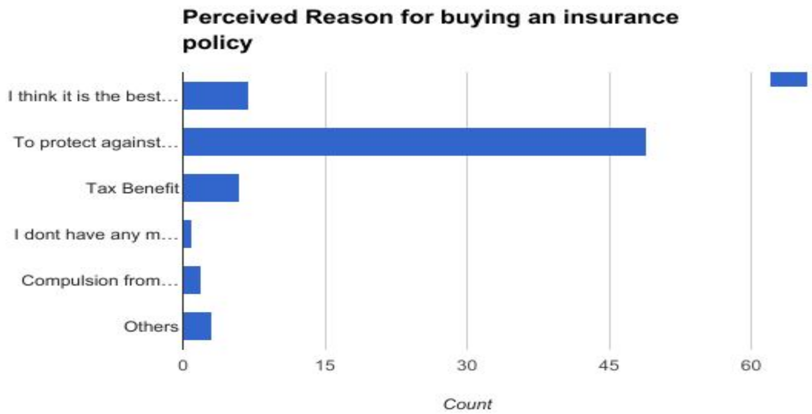
12.



It is an irony that around 60 % the people from the sample size are either graduates and out of that some are post graduates also. Also 81% is the awareness level of the mediclaim policy. But of that only 62% of the people are possess mediclaim policy. So 20% of the people inspite of having the knowledge they do not possess it

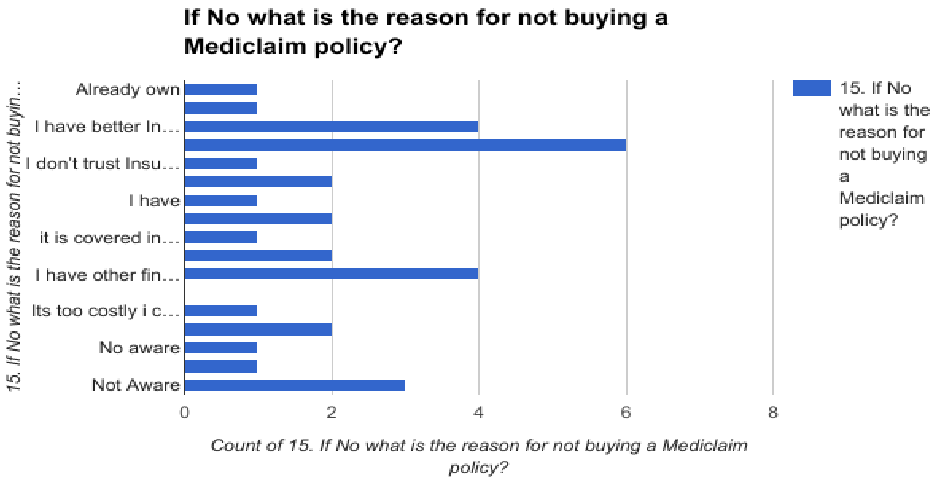
Maximum Consumers possess policies from Public sector undertaking companies like United India Insurance company ltd, National insurance company etc. Many consumers have opted for private insurance players as well like TATA AIG, ICICI LOMBARD. It is quite amusing to see that many consumers have attributed LIC as their mediclaim partner. After 80% of awareness of mediclaim policy consumers still confuse between a life insurance corporation or a general insurance corporation. From this statistics this is quite evident that LIC is on the top of the mind recall for the consumers.

13.



The above chart is quite an encouraging chart. maximum people have purchased the health insurance keeping in mind that it is the best risk mitigating tool. This means that people have bought the health insurance with the correct intention. And they have understood the man essence of health insurance.

14. Now let us see what the different reasons are because of which people do not buy health insurance.



Following are the reasons which are evident from the above mentioned for not opting for a health insurance. They are as follows:

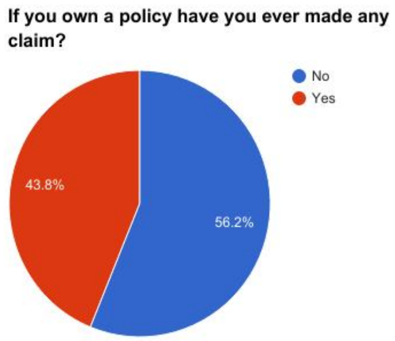
1. Many of them are not aware

2. They consider health insurance as an investment option. And for investment purpose consumers have a view point that as far as mediclaim is concerned it is not the right investment avenue.

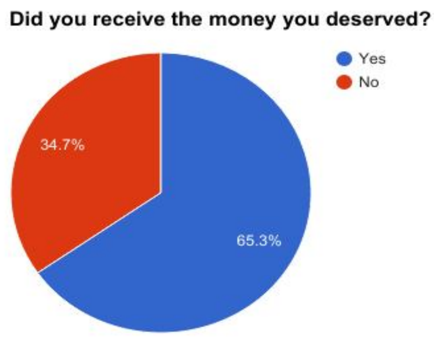
3. Many of the consumers also face acute financial crunch. For them carrying out their basic livelihood is of primary concern. So they are not left with high disposable income to invest into health insurance. They have other financial liabilities to cope up with so they refrain themselves from buying a health insurance policy.

4. Small sample are respondents also mentioned that they don't trust insurance companies and they believe that insurance companies can cheat the customers and run away with their money.

15. A)



B)



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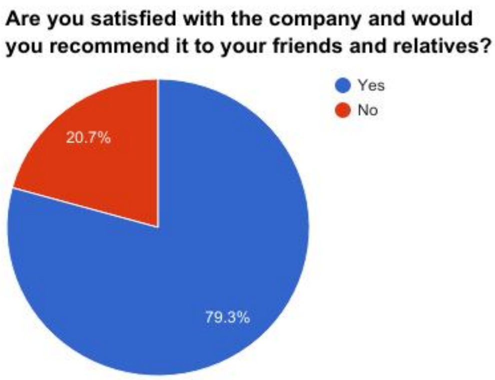
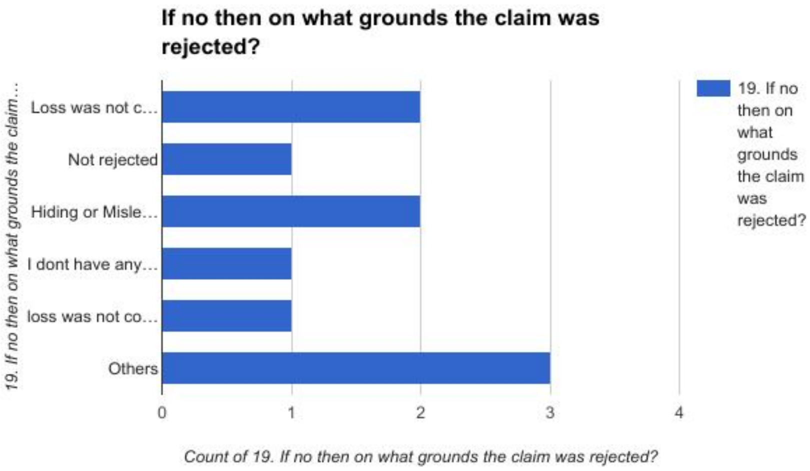
C)

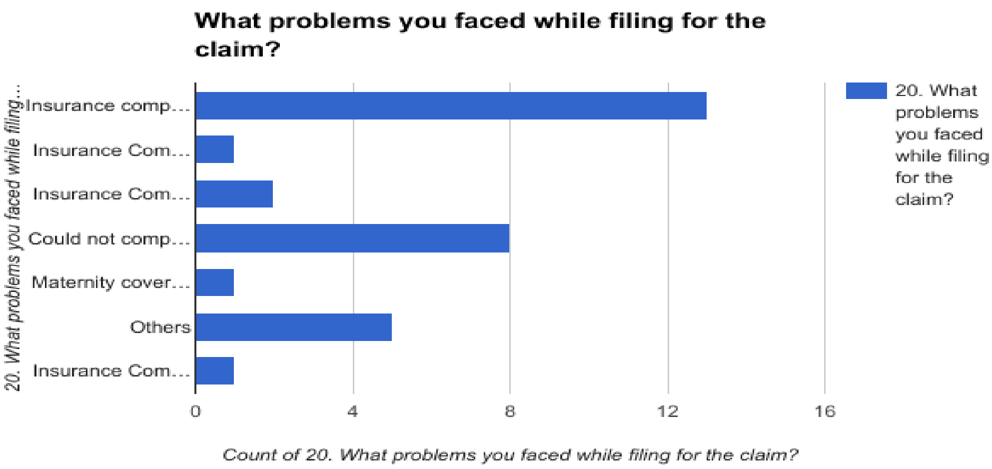


In the previous charts we saw that around 60% of the people from 100 % own a mediclaim policy. From the above chart it is again quite evident that out of those 60% who have mediclaim policy 56% have made a claim and 65% people are quite happy and they have received the money deserved. This is quite an encouraging figure as when people get their deserved money the word of mouth publicity enhances and it invites other invest in health insurance. Out of 65% people who have made a claim around 79% of customers are satisfied with their companies which are again a very encouraging figure. This also means that now companies are also taking their customers seriously and they are also investing lot of time and research in their customers to gain their trust. And this figure also suggest that these people will share their nice experiences with their family and friends which in turn will beneficial for the companies and the customer.

16. **A)**



B)



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Now it is very important from the customers and the company to understand that why some people claims were rejected and what problems people face so that corporate also gets a chance to make changes in the process so that the process becomes less cumbersome and hassle free and customers also should understand their mistakes so that they don't repeat that mistakes in the near future to refrain themselves from rejection of a claim rejection.

REASONS FOR WHICH CLAIMS WERE REJECTED

a) One of the major reasons why the claims have been rejected is the loss was not covered in the policy. This proves that either the companies have been tactful and negligent in explaining the loss covers to the consumer or the consumer has not taken enough efforts to understand the policy document. This also happen when the literacy levels among the consumers are low.

b) There are other factors also p contributes towards the rejection of the claim i.e when the consumers have not submitted the appropriate documents to the company, or when the consumers have not paid the premium on time or while taking the policy the consumer has hidden some facts. If the consumer has provided some misleading facts then it pertains to rejection of claim.

Now consumers also face a lot of problems while filing a claim. It is the responsibility of the company to see to it that consumers face least problems while filing a claim because that is the main interface when the consumer understands the authenticity of the company. Let us see what problems the consumer takes and also understands some recommendation which the companies should undertake to cub these problems.

PROBLEMS IN FILING A CLAIM AND RECOMMENDATIONS TO CURB IT

1. One of the major problems in filing a claim is that insured is not able to comprehend the policy document. So it is very important for the companies to keep the policy document simple and while handing over the insurance policy they should explain the whole policy document to the consumer.

2. Another problem which the consumers faced while filing a claim was the insurance company doesn't explain the procedure well. This majorly happens with public sector undertakings insurance companies. Also another problem which the insured faces while filing a claim is that the insurance company asks too many documents. So in this competitive arena it is important for the companies to realise that more the company makes the claim process the less chances of good word of mouth publicity is possible which is most reliable way of projecting good image about the company.

3. Companies should be more transparent in their approach also they should bring innovative products which are specially designed for economically weaker section of the society. They should be more co-operative towards the consumers.

4. Now a days in urban areas maternity expenses are big sum of money. Companies should design products to cover maternity benefits also.

CONCLUSION

It is very important that health insurance companies should come out with clear cut policy details, as many of the respondents had indistinct ideas about the various benefits and risks involved in a policy. The middle and low socio-economic groups are a potential market to be tapped as they are ready to spend a reasonable amount as premium payable per annum rather than huge medical expenses in case of any adversities. If the private insurance players want to venture in the market, they should try to absorb trust in the people as most of the respondents preferred government health insurance schemes, the reason being guarantee for their capital. To develop a viable health insurance scheme, it is important to understand people's perceptions and develop a package that is accessible, available, affordable and acceptable to all sections of the society. To conclude, most of the respondents were of the opinion that government should come out with a clear cut policy, where the public can be made to contribute compulsorily to a health insurance scheme to ensure unnecessary out-of-pocket expenditures and also better utilization of their health care facilities.

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A STUDY OF WOMEN EMPOWERMENT AND WORK LIFE BALANCE

Prof. Vidya Dahisarkar
P. L. Shroff College of Arts & Commerce, Chinchani

ABSTRACT

Work life balance is highly desirable for women employees in current arena as without job satisfaction and consistency in life, it creates a predicament for working women. This paper attempts to identify key factors and challenges that feel overwhelmed to the female by continuous pressure derived from the high expectations of the job.

Women with high levels of academic qualifications are also finding it difficult to make the balance between professional life and personal life. Increased participation of women in the job has contributed more to study the interaction between work and family. A women has to play various role in her life as she is a good daughter, sister, spouse, mother, daughter-in-law and many more. Her socio-cultural role is equally important for her to play. The interface between work and family is consistently seen as work-family divergence (WFD) because these two sectors divide a common life in individual that makes difficult for each sector because of both sector's demand time and specific responsibilities and duties. Work and family conflict reflects individual incapability between the demands of the family role and the demands of the work role for making balance.

Personal life and professional life are inter-connected and independent. Most of the working individuals are familiar with the difficulty of maintaining a balance between personal and work life. The concept of work-life balance is not a new thing, but with the changing pace of life and increase in stress levels and negatively affecting the quality of work, has made many organizations to think about the policies for maintaining a work-life balance.

In this study, it is reveal the concentration on an developing fields by focusing twenty leading female employees of the several level of the hierarchy. The respondents were interviewed with a structured questionnaire. Data was analyzed to measure the relationship between the identified factors and its impacts on employee's empowerment and work life balance.

The result reveals that due to the personal and professional imbalance, female employees can't deliver their best effort to the organization and thus work-life conflict downwards female employees' career progress as well as those working women are not satisfied in their personal life.

Keywords: Work-family life balance; Work-life conflict; Woman empowerment; Family friendly work policy.

OBJECTIVE OF THE STUDY

The objective of this research is to study the work-life balance in the service sector regarding of working women. It has a major influence on keeping the symmetry between professional life and the personal life roles.

The concept of work-life balance is very important for work and family life for betterment in both domains.

The specific objectives of the study are as follows:

1. To give an overview about work-life conflict, the perspective of women
2. To explore work life balance challenges faced by women in reality.
3. To find out the reasons why work-life balance is needed for professional and personal life.
4. To provide suggestions for making the balance between work and life.

Methodology of the Research: Primary data: Questionnaire method, Observations, Talk with earning women, Secondary data: Internet

LIMITATIONS OF THE STUDY

While conducting this research, the main constrain faced is the lack of available respondents as if female workers are less in number than male especially in corporate sector. Besides this, respondents were reluctant to give their own opinion through answering the questionnaire due to job insecurity that management might know their given answer.

INTRODUCTION

To empower women actually means to authorize or increase the overall position, status of women in every sphere of life. Women are becoming not only a significant unit of the society but also influencing the course of

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social change in the society. Women are believed to have their aspiration, abilities and qualities as men do have and it is also agreed that they should have the opportunities to develop their faculties and to express them according to their own choice.

In specific term, the women of developing fields who can't set boundaries between personal responsibility and professional duty..

Before, 1980's, the expression Work-life Balance was first used describe the balance between an individual's work and personal life. Women's participation in work life has been increased more than before.

Despite educational gains, the labor force participation rate for women in 2017 was 28.5% (compared to 82% for men).

- In 2011-2012, 17.9% of the total employment in India was in regular wage and salaried positions, and in urban areas, the gender gap for this employment narrowed.
- Of the 11.7 million urban working women in 2011-2012, almost 43% were in regular wage and salaried positions (up from 28.5% in 1993–1994).
- Young women are moving into non-traditional professional jobs, for example in communications.

Increasing women's labor force participation by 10 percentage points could add $700 billion to India's GDP by 2025 (or a 1.4% increase).

(Ministry of Statistics and Program Implementation, Statistical Year Book India 2017, "Table 2.1 Area and Population by States (Census 2011)," (2017)

Employment to population ratio, 15+, female (%) in India was reported at 26.08 % in 2017, according to the World Bank collection of development indicators, compiled from officially recognized sources.

Socio-Economic Status of Women in India: A Review any assessment of the status of women has to start from the social framework, social structures, cultural norms and value systems that influence social expectations regarding the behavior of both men and women and determine women's roles and their position in society. A society is composed of many institutions and most important of them are the system of decent, family and kinship, marriage and religious traditions. They provide the ideology and moral basis for men and women about their rights and duties and their status and role.

As well as female assumes more family responsible in Indian culture; this growing trend simultaneously increases a concern for female employees to achieve work-life balance. In Indian society, an individual's identity is largely tied to the identity of the extended family. The majority of Indian women are still highly responsible for housekeeping, childcare, and all other aspects of running a home. Although the traditional structure of family roles still exist in our country, with men as the only breadwinners, a number of women now participate in the workplace. Thus, the traditional family is being replaced by the dual career family so that socio demographic changes are similar to those in developed and developing societies. Even as women enter in the workplace in increasing numbers, they continue to do the majority of unpaid family roles. As a result, it is becoming more difficult to reconcile family and work responsibilities for female employees, particularly where no strategies are available. Work and family are essential life roles that ideally need to be harmonized, not viewed as competing for time and energy .Like all other countries of the world ,work-life balance of the female employees has become an issue. Without maintaining the balance between professional and personal life not a single sector will served with full potential and focus. The literature on Work-life balance with different perspective has been increased in number because of rising sources and outcomes of conflict between work and family life.

Specifically, twenty women employees questioned regarding the issue and funny as well as serious responses are gathered.

FINDING

Observations related to the troubles:

1) There common problems like trying hard for target achievements but somewhere they can not reached as male can.

2) They are regretting promotions because promotions are associated with transfer to other city which will become difficult for their family.

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3) They are doing so hardship for their family but still they are not getting that respect which they deserve.

4) Even after good package earners they are not decision maker for their own jewelry and valuables.

5) Women are disheartened as their counterpart are not paying proper attention to them and same those women can not create happy environment at home for family, they feel tired and discouraged.

6) The comical thing was that 20% of them was frustrated by the workload of both side but they even could not found the reasons and absolutely unaware that they are loaded with work and they should come out from that critical phase, there may be some way outs of the problems.

7) The serious fact is that 50% of them realized that they are aware of it. But helpless because they won't have time and energy to solve the same.

8) Remaining 30% women have tried to find out the gateway to release themselves from overburdened status but all the times family and spouse are not supporting as women having the second status in family. As well as spouse is never inspiring for special achievement or never recognizing for their best output at office.

SUGGESTIONS

Following are some suggestions to achieve work-life balance

1. An ideal work culture is essential. Maternity leave, sick leave, govt. holiday, child care, elder care etc. different kind of opportunities of relaxation should be ensured and flexible to all employees by the management as per requirement.
2. Management should be supportive and can take the initiative to conduct specific counseling programs on work-life balance for employees. Thus, awareness can be created about the impact of work-life balance in personal and professional life among employees.
3. Stress relief techniques such as Yoga, Meditation should be compulsory for the employees by the management and such ambience would be the part of infrastructures of the working environment.
4. The "Equal treatment to the women - employees "would be the slogan of social and professional culture of life which would be taught from school levels.

CONCLUSION

Women are not supposed to be more fruitful in the women empowerment where we are failed to create an appropriate work environment for female employees. Successively, women have been entering in different kind of challenging profession which foster them to prove themselves as a successful employees of the organization. It's a prior responsibility of every Indian to make change in mentality of work culture and balance of life.

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EFFECT OF CR^{6+} ON *VIGNA MUNGO* L. SEED GERMINATION AND SEEDLING GROWTH

Vinodkumar S. Didwana and Dr. Satish A. Bhalerao
Environmental Sciences Research Laboratory, Department of Botany, Wilson College, Mumbai

ABSTRACT
Chromium as heavy metal is found abundantly in the earth crust and also one of the most toxic metal, and thus find its way to detoriate the environment. Chromium is toxic to plants with respect to its growth and development. Chromium is present in different valancies but the toxicity of hexavalent chromium is the most. The present study deals with observing parameters like Percent germination, % phytotoxicity of root, % phytotoxicity of shoot, Seedling vigour, Tolerance indices, seedling weight, fresh biomass and dry biomass on growth of Vigna mungo L. by subjecting the seeds to different concentration of Cr^{6+} *ranging from 1 ppm to 10 ppm. The result showed that there was no negative effect on seed germination and seedling growth with studied concentration, infact it has shown positive effect of the paramaters like germination, root length, shoot length. Thus the plant is tolerant and has vigour against* Cr^{6+} *with respect to studied concentration.*

Keywords: Cr^{6+}*, seed germination, seedling growth, phytotoxic, Vigna mungo L.*

INTRODUCTION

Heavy metals are natural components of earth crust and they cannot be destroyed or degraded as they are persistent environmental contaminants. Heavy metal contamination affects the biosphere in many places worldwide (Cunningham et. al, 1997; Raskin & Ensely, 2000; Meagher, 2000). These metals enter a water supply by industrial and consumer waste, or even from acidic rain breaking down soils and releasing heavy metals into streams, lakes, rivers, and groundwater. Evaluated heavy metals contaminated soils are widely spread and concerns have been raised over the potential risks to humans, animals and agriculture crops (Aliraza and Farhang, 2011).

CHROMIUM

Chromium is a chemical element with symbol Cr and atomic number 24. It is the first element in Group 6. Chromium (Cr) is one of the most toxic heavy metals found abundantly in the earth's crust (Panda and Choudhory, 2005), which deteoriates the environment. Chromium can exist in several chemical forms, displaying oxidation numbers from 0 - VI. Cr compounds are highly toxic to plants and are detrimental to their growth and development.

Chromium effects the plant growth and development which includes alternated germination pattern, growth of root, shoot and leaves; effecting total dry matter production and yield. Also it shows negative effect on physiological process such as photosynthesis, water relations and mineral nutrition. Metabolic alterations due to Cr exposure have also been described in plants, which may be either by a direct effect on enzymes or other metabolites or by its ability to generate reactive oxygen species which may cause oxidative stress (Shanker et.al (2005).

Chromium can find its route through breathing, eating or drinking and through skin contact. Chromium (VI) is a danger to human health and cause various health hazarods. Skin rashes, stomachs upsets and ulcers, respiratory problems, nose irritations and nose bleeds, weakened immune systems, kidney and liver damage, alteration of genetic material, lung cancer and death (https://www.atsdr.cdc.gov/csem/csem.asp?csem=10&po=10).

Vigna mungo (L.)

Classification (O.P. Sharma (2006))

Division	:	Spermatophyta
Sub division	:	Angiospermae
Class	:	Dicotyledonae
Sub class	:	Polypetalae
Series	:	Calyciflorae
Order	:	Rosales
Family	:	Leguminosae

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Sub family	:	Papilionaceae
Genus	:	Vigna
Species	:	mungo

Vigna mungo (L.) is also known as Black gram, uradbean, black maple, mash, etc. an important short-duration pulse crop. Its seeds are highly nutritious with protein (25-26%), carbohydrates (60%), fat (1.5%), minerals, amino acids and vitamins. It is one of the most important and highly prized pulses in India.

MATERIALS AND METHODS

Certified seeds of *Vigna mungo* L. (UDID T.A.U. – 1) were procured from seed dealer, Jalna (MS). Stock solution of 1000ppm chromium was prepared with Millipore water and concentration ranging of 1ppm to 10ppm was prepared. This solution was used to study the effect of heavy metal on the seedlings and its growth. The seeds were allowed to grow for 8 days and seed germination was recorded with interval of 24 hrs. The experiment was conducted in triplicates.

The parameters observed were percentage germination of seeds, root length, shoot length, seedling weight, fresh and dry biomass. Phytotoxicity of shoot and root, tolerance indices, Seedling Vigour Index was calculated by the shoot length, root length, seedling length and seedling weight using the following formulae.

The length of shoot and root was recorded by using a centimeter scale, % Phytotoxicity for shoot and root of seedlings were calculated by the following formula given by Chou and Lin (1976).

$$\%\ \text{Phytotoxicity of Shoot} = \frac{\text{Shoot length of control - Shoot length of treatment X 100}}{\text{Shoot length of control}}$$

$$\%\ \text{Phytotoxicity of Root} = \frac{\text{Root length of control - Root length of treatment X 100}}{\text{Root length of control}}$$

Tolerance Index and Vigor Indices was determined by the following formula given by Iqbal and Rahmati (1992).

T.I. = (Mean root length in metal solution / Mean root length in distilled water) x 100

The Vigor Index (VI) or Seedling Vigor Index (SVI) was calculated using the formula,

VI = (mean root length + mean hypocotyls/shoot length) X % germination.

OBSERVATIONS

ppm	Germination (%)	Shoot length (cm)	% Phytotoxicity of Shoot	Root length (cm)	% phytotoxicity of Root	Tolerance Index	Seedling weight	Seedling Vigour Index	Fresh biomass	Dry biomass
Ctrl	93.33 ±0.5773	11.20 ±2.1290	0.00	5.11 ±0.9838	0.00	100.00	0.3705 ±0.0651	1522.80	3.2510 ±0.4505	0.2007 ±0.0050
1	96.66 ±0.5773	10.84 ±0.8060	3.27	5.64 ±1.3822	-10.30	110.30	0.3546 ±0.0279	1592.67	3.1040 ±0.6380	0.1046 ±0.0697
2	100 ±0.0000	13.38 ±0.2541	-19.43	7.39 ±0.2849	-44.53	144.53	0.4243 ±0.0036	2077.00	3.3773 ±0.7900	0.2387 ±0.0172
3	100 ±0.0000	12.31 ±0.4237	-9.88	9.00 ±0.7135	-76.07	176.07	0.4477 ±0.0209	2131.30	5.0403 ±0.7795	0.2000 ±0.0677
4	93.33 ±1.1547	14.29 ±3.0020	-27.56	9.29 ±1.0163	-81.64	181.64	0.4092 ±0.0488	2200.50	3.5630 ±1.4055	0.2197 ±0.0200
5	96.66 ±0.5773	15.28 ±2.9449	-36.37	8.13 ±0.6128	-59.06	159.06	0.4866 ±0.0839	2262.81	4.0357 ±0.5947	0.1990 ±0.0352
6	100 ±0.0000	13.93 ±0.9549	-24.34	7.14 ±1.0285	-39.64	139.64	0.4381 ±0.0197	2107.00	3.9290 ±1.4858	0.2033 ±0.0552
7	100 ±0.0000	14.33 ±1.7084	-27.91	9.67 ±0.9997	-89.18	189.18	0.5160 ±0.0296	2400.33	4.3343 ±0.7927	0.2020 ±0.0213
8	96.66 ±0.5773	15.26 ±1.7240	-36.19	8.28 ±0.5270	-61.86	161.86	0.4542 ±0.0709	2274.76	4.0240 ±0.3969	0.2033 ±0.0334
9	100 ±0.0000	15.91 ±0.9817	-41.99	6.69 ±0.7910	-30.84	130.84	0.5428 ±0.0180	2259.70	4.3807 ±0.1026	0.2350 ±0.0161
10	100 ±0.0000	16.57 ±0.8601	-47.93	9.84 ±0.5384	-92.44	192.44	0.4677 ±0.0212	2641.30	4.3150 ±0.8207	0.2097 ±0.0134

Table-1: Effect of Cr^{6+} on seeds of Vigna mungo L.

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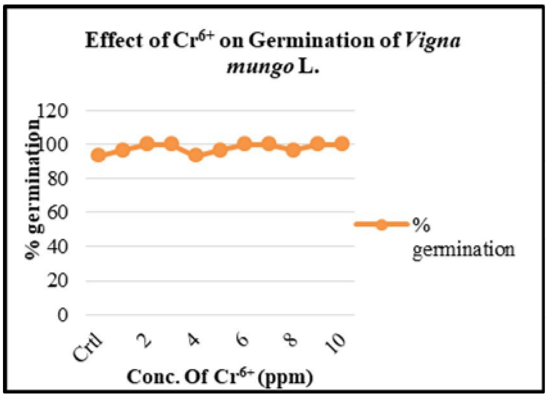
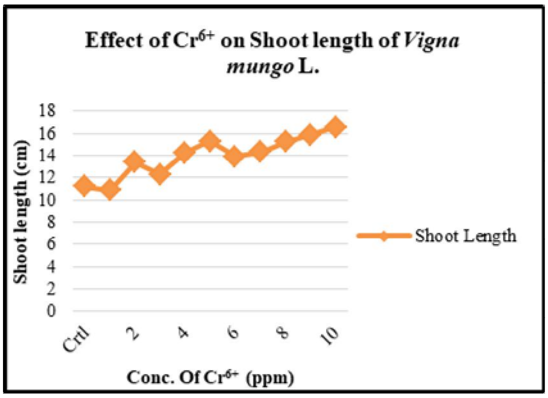
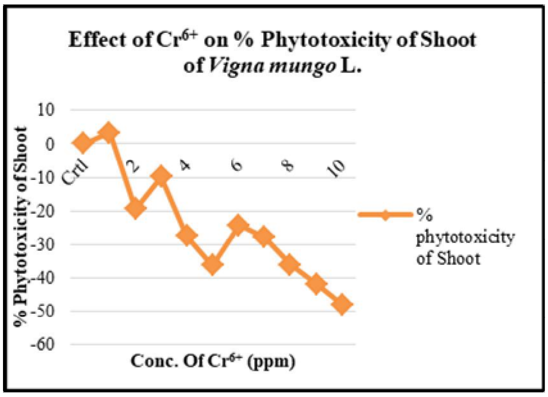
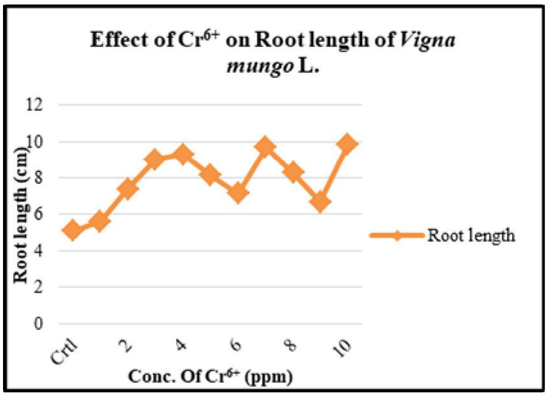


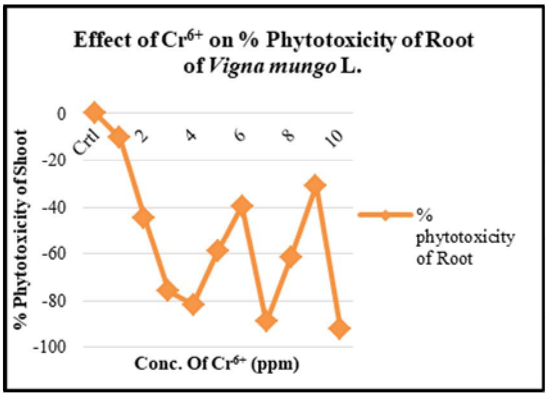


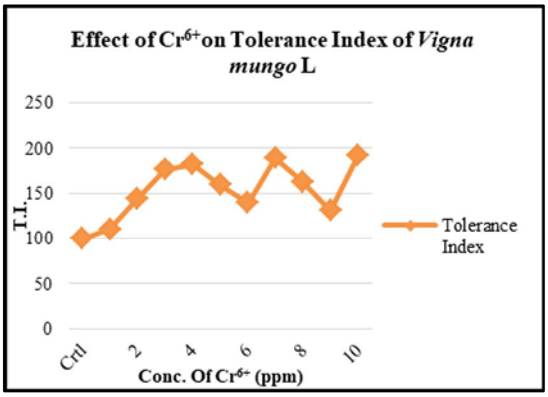
Graph 1: Effect of Cr^{6+} on Germination of Vigna mungo L. Graph 2: Effect of Cr^{6+} on Shoot length of Vigna mungo L.



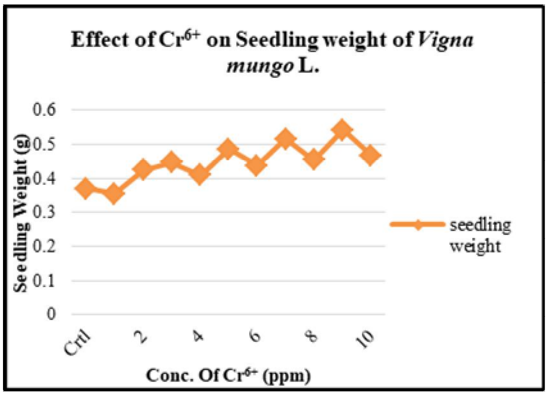


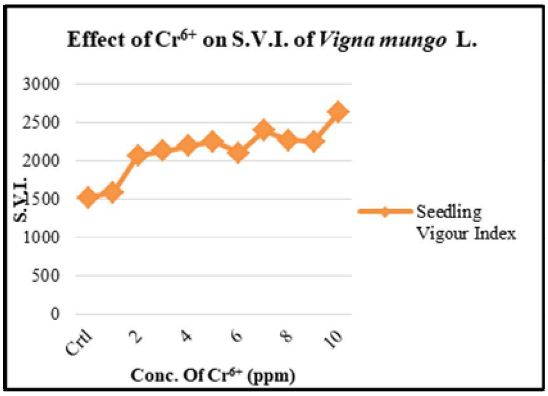
Graph 3: Effect of Cr^{6+} on % Phytotoxicity of Shoot of Vigna mungo L. Graph 4: Effect of Cr^{6+} on Root length of Vigna mungo L.





Graph 5: Effect of Cr^{6+} on % Phytotoxicity of Root of Vigna mungo L. Graph 6: Effect of Cr^{6+} on Tolerance Index of Vigna mungo





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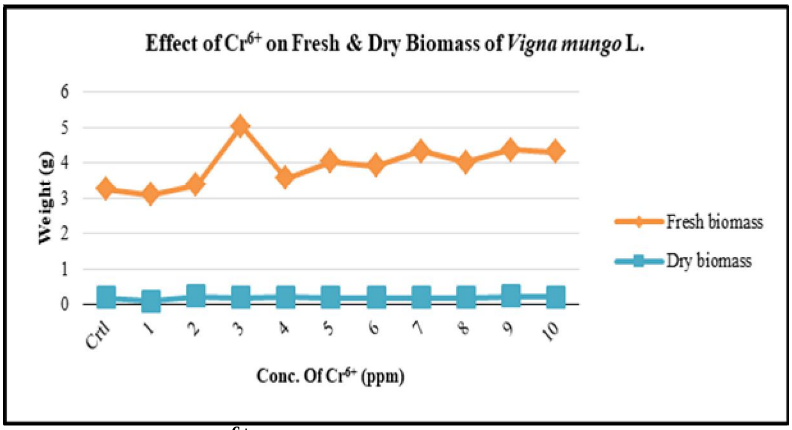
Graph 7: Effect of Cr^{6+} on Seedling Weight of Vigna mungo L. Graph 8: Effect of Cr^{6+} on S.V.I. of Vigna mungo L.



Graph 9: Effect of Cr^{6+} on Fresh and Dry biomass of Vigna mungo L.

Graphs showing effect of Cr^{6+} on Vigna mungo L. seedlings

Particulars	R value
% Germination	0.4844
Shoot Length	0.9137
% phytotoxicity of Shoot	-0.9137
Root length	0.5623
% phytotoxicity of Root	-0.5619
Tolerance Index	0.5619
Seedling weight	0.7914
Seedling Vigour Index	0.8629
Fresh biomass	0.5898
Dry biomass	0.385

Table-2: Pearson Correlation Coefficient for effect of Cr^{6+} on Vigna mungo L.

DISCUSSIONS

V. mungo seeds were treated with Cr^{6+} and it was observed that the germination does not exhibit any negative effect. The shoot length and root length increase with the concentration of metal which indicates that the concentration of the metal is too less to show any inhibition. In fact it supported the growth of seedling. This effect was also seen with the parameters like % Phytotoxicity of shoot and root; Tolerance Index and Seedling Vigour Index. Tolerance index and Seedling Vigour Index were noted to be higher than the control which indicates the seeds are tolerant to these concentration of the metal and the seedlings has Vigour to the studied concentrations of the metals. Seedling weight, fresh and dry biomass increases with the concentration of the metal this due to increased parameters like shoot length and root length which adds to weight of the seedlings. Thus indicates the concentration of heavy metals is too less to show any inhibitory effect on the seedlings and their growth parameters.

Also it can be said that the studied concentration would act as stimulant for the plant growth. But as various study claim that Cr^{6+} is toxic to the plant growth, we can conclude that the concentration of heavy metal under study is not toxic for the plant growth; which indicates that higher concentration can be considered for the future study to check the concentration of the metal at which it will show negative effect on the growth parameters of the plant.

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A STUDY ON: NEW HORIZONS AND CHALLENGES FACED IN DIGITAL MARKETING

Aaradhana R Singh and Nikita S Jogle
VIVA College of Arts, Science and Commerce

ABSTRACT

With the emergence of digital age market has witnessed tremendous change over the last decade. Digitalisation is reshaping the markets and businesses. Marketers come across new challenges and opportunities. This paper examines various forms & trends in digital marketing. The paper also discusses various challenges faced by the marketer while marketing goods and services through digital platforms. It also suggests new horizons and opportunities of digital marketing to the marketer in exploring the market.

Keywords: Digital Marketing, Visibility, SEO, Virtual, ROI

INTRODUCTION

Digital marketing is promotion of goods and services through electronic media i.e. Internet, mobile phones, social media, electronic billboards, television as well as radio channels. Under digital marketing, marketer focuses on informing and attracting customers with the help of electronic media. In recent times we have seen a shift from mass marketing to segment marketing to niche marketing and further to one to one marketing. Then CEO of General Electronics Jack Welch rightly quoted "Change or die" i.e. the ability to change or adapt faster than your competitors. Following are some of the new happenings in the field of digital marketing.

OBJECTIVES

- The main purpose of this paper is to study the dynamic trends in digital marketing.
- To study the challenges faced by the marketers in marketing goods & services through digital marketing.

METHODOLOGY APPLIED

Secondary data: Secondary data is collected from books, journals, magazines and websites.

REVIEW OF LITERATURE

1. P Sathya has published an article **"A Study on Digital Marketing and its Impact"** in **International Journal of Science and Research (IJSR) (2015)**

The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

2. Afrina Yasmin, Sadia Tasneem, Kaniz Fatema have published an article **"Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study"** in **International Journal of Management Science and Business Administration Volume 1, Issue 5, April 2015, Pages 69-80**

Marketers increasingly bring brands closer to consumers' everyday life. The changing role of customers as co-producers of value is becoming increasingly important remarked that technology plays a vital role in improving the quality of services provided by the business units. According to Hoge (1993), electronic marketing (EM) is a transfer of goods or services from seller to buyer involving one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century. With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force.

NEW TRENDS IN DIGITAL MARKETING

1-SEO- SEARCH ENGINE OPTIMIZATION

SEO is a technique to get your business or product ranked in Google, Yahoo, Bling, Amazon and manipulate search results to rank higher and to bring more traffic to your website so that you get customers. Marketer needs to alter its SEO strategy to Appear at the top of the search results whenever any customer tries to search for the product that the marketer deals in.

2-VIRTUAL VOICE ASSISTANTS

Introduction of virtual voice assistants like Alexa by Amazon, Siri by Apple, Google Assist by Google and many more have increased the love for voice search. These voice assistants use natural language

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user interface and voice queries either through your phone (like Siri) or as a stationary platform (like Alexa) to answer questions asked, make recommendations and perform task assigned.Marketer can grab the opportunity by altering SEO (Search Engine Optimization) strategy for voice search as there is going to be rise in non-desktop searches. Virtual voice technology is predicted to grow tremendously hence marketer has to be prompt to understand the trends of marketing.

3-ARTIFICIAL INTELLIGENCE

Artificial intelligence is virtual intelligence demonstrated by electronic devices unlike human intelligence. In twenty first century AI is become an essential part in technology industry. AI includes inventions from Siri, Alexa, facial recognition to driving a car. AI has the potential to become more intelligent than any human and if the marketer is successfully making use of AI in marketing strategies then he is assumed to be ahead as he will do away with petty human errors like delays & biasness.

AI can be helpful in targeting and segmentation of audience, Sorting and analysis of data, Product recommendation to customers on the basis of past behaviours, and also as search engine where customers can discover products easily with limited details.

A chatbot also known as also known as message bot is a service that customers interact with through a chat interface to get details and answers to the queries and many companies are making use of Chatbots to respond the customer queries.

E.g. - Siri, Alexa, Cortana, google assist.

4-AUGMENTED REALITY (AR) AND VISUAL REALITY (VR)

AR uses the existing environment and covers new information on it unlike virtual reality which creates an artificial environment. AR allows marketer to display contextual and animated details through computer programmes in real world. Augmented reality has been utilised by furniture companies in marketing to allow customers to visualise how different paint colours would look on their walls, and many beauty brands virtually allow customers to try different lipsticks and other products to get better understanding of what to buy and their uses.

If as a marketer you haven’t given much thought about AR marketing strategy yet, now is the time.

5-LOVE FOR SOCIAL MEDIA

Out of 7.2 billion people approx. 3.024 billion i.e. approx. 42% people use social media and such a significant number cannot be ignored in the marketing world.

Social Medias like Facebook, LinkedIn, Twitter, Instagram, Snapchat, YouTube, Quora, Pinterest etc. have become an integral part of almost everyone’s daily life. It becomes important for the marketer to understand the changes implemented in social networks.

6- DOMINANCE OF VIDEO

From tutorial on how to pronounce a word to how to make any chemical compound everything is preferred by consumers in video form. In fact even before buying a pair of shoes consumers prefer seeing a video of the same shoes.

Example- Amazon, Snap deal have video for almost every product along with the pictures. Consumers are highly favouring video content.

Whether it’s a quick tutorial on how to properly seal cracks or an informational piece regarding a particular pest, Videos providing useful information will engage consumers and position your company as an industry expert and go-to resource.

7-CROSS CHANNEL MARKETING

Cross channel marketing includes marketing through channels such as physical locations, ecommerce, mobile applications, and social media. Cross channel marketing focuses on providing consistent experience to consumers and encouraging them to engage with your brand at every touchpoint across multiple channels. Unlike before the buying patterns of Today’s consumers have changed now the use multiple channels to search, compare, buy and interact with marketers.

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CHALLENGES FACED BY MARKETERS IN DIGITAL MARKETING

1. REDUCTION IN SEARCH THROUGH KEY WORDS

Keyword search has gone by. Instead, people type sentences or phrases while searching for things online. Marketers need to have a topical approach while providing the related content. The content should be built around phrases rather than keywords.

2. LACK OF ONLINE SECURITY

Sharing of personal information is essential while shopping, transferring money, paying bills and submitting other important documents. if security is breached, such important information can be misused by hackers which may a threat to customers. Also, sharing of bank details may lead to hacking of bank accounts leading to huge risk. To prevent such security breach, the marketers need to identify the weak points of their websites and work on the same to reduce such breach.

3. HAPHAZARD MARKETING

In this digital era, a single word typed in the search engine leads to hundreds and thousands of websites link creating a huge clutter. This proves a challenge for marketers to make their websites stand out. Providing solutions for problems based on the things the customers search online, may help in marketing their brands and products.

4. HUGE ADVERTISEMENT COST

Adhering to the increasing competition, suitable advertising can get marketers the right exposure needed. The marketer should put their money to good use and make best ads and place them in best networks so as to get the optimum return on investment.

5. PROBLEM OF AD BLOCKING

Ad Blocking is the biggest challenge the marketers face which makes it difficult for them to be visible to the consumers. To do away with the issues of ad blocking software the marketer can opt for native advertising. It will increase the visibility of their ads and ensure that the potential customers are seeing the ads.

CONCLUSION

Market is the most dynamic place and it is crucial for the marketer to maintain his position in the market and maximise the return on investment. Hence to increase the visibility marketer has to be prompt enough to understand the new trends coming forth the market and adapt to it. Along with adapting to the new trends of marketing a marketer needs to be innovative enough to bring new trends. These trends will affect different industries and companies at different times and companies will be required to monitor these trends and make sure that their business model is aligned with them.

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OVERVIEW - CAN INDIA BECOME A CASHLESS ECONOMY

Ambujam Kurup
Assistant Professor, Department of Commerce, Viva College, Virar

ABSTRACT

Being Cashless is not a new concept as it existed long before the concept of money, and it was known as barter system, where goods and services were given in exchange for goods and services. Digital transactions are a bit similar to that of barter system as in both the cases there is no transaction of physical money. Cashless transactions have become possible with the use of debit cards, credit cards, and mobile wallets like Tez, Phone pay, Paytm, online bank account transaction and also through digital currencies such as bitcoin.

"Is India ready for cashless economy"- Though cashless transactions have increased these days, right now India cannot completely become a cashless economy considering its high proportion of digital illiteracy and cash transactions. But Indian Government is working towards increasing the share of cashless transactions, which is a good thing for any economy. This paper provides some detail about India's movement towards cashless economy, it also emphasis on the benefits, issues of going cashless. It also throws light on the steps taken by the Indian government to increase cashless transaction.

Keywords: Cashless, Transaction, Digital, Barter system.

INTRODUCTION

An economic state where financial transactions are not conducted with cash or physical money is considered as a Cashless economy. The transactions are done digitally between the parties, through an electronic form. India is a land of contradictions and the best example of this would be the existence of two different worlds in the same nation: India and Bharat. While, India is tech and Internet savvy, our Bharat is far behind. It even lacks the basic amenities. While India is talking about bullet trains and hyper-loops, one can still find people earning their livelihood from cycle-rickshaws in 'Bharat'. Given such a wide spectrum of disparity, the fact that 90% of our workforce is in the unorganized sector, comes as no shock. And amidst all these disparities, Prime Minister Modi announced the demonetization of Rs. 500 and Rs. 1000 notes. The demonetization step has had both positive and negative impacts on the economy. While many see 'curbing black money' as the main goal of the demonetization process, they miss out on the most obvious result, which is **– financial inclusion** and shift towards a **cashless economy.** Going cashless is also a function of literacy, net connectivity and will take time to scale.

India has almost half-a-dozen methods for cashless payments. And yet users can't leave home without cash. Demonetization accelerated a shift to digital payments, but will take lot more time to become the prime payment option.

OBJECTIVES

To study about importance of going cashless economy and its impact on the people in the economy.

METHODOLOGY

The data is purely secondary and has been collected from various websites and journals, articles, survey reports as well as published books.

India Is Cash Obsessed Economy:

The Indian economy is cash based. So much, that, MNCs like Amazon had to incorporate 'cash on delivery', just to be able to tap into the Indian market. The rate of cash to GDP is the highest, i.e. 12.42% in India. In fact, in the year 2015, 78% of all consumer payments were in cash in India, whereas in US, it was 20% and in UK it was 25%. India is the 4th largest user of cash in the world. And in this era of technology, this is not only backward, but also unscientific and 'un'-economic.

Why Is Moving Towards A Cashless Economy Important?

To put it in a straight forward manner – cashless economies tend to be less corrupt, and have lesser black money. Let's examine these reasons in detail.

1. Cash is costly

A significant amount of time and effort is expended in shepherding them through the system and finally into the consumer's hands. RBI has spent Rs.32.1 billion just for printing the currencies that are in circulation. Add to it the costs of setting up and maintaining ATMs. Also, paper currency has a shelf life after which it is renewed. It is said that the direct cost of running a cash based economy is close to 0.25% of India's GDP.

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2. Cash drives a shadow economy
Cash transactions provide anonymity like no other mode of payment. They're difficult to track. This leads to many evils, like – tax evasion, black money etc. In 2007, currency in circulation was almost equal to bank deposits. But in the last three years, currency with Indians was more than the bank deposits by 50%. As per government data, the size of black money in India is Rs.15-16 lakh crores. This is the unaccounted money and was being used to finance a shadow economy, almost running a parallel government that finances all illegal transactions. Most of it is used for financing terrorist activities, illicit funding for elections, purchasing political decisions, betting, trafficking, and for hijacking democracy.

3. Future rewards: Financial inclusion + Increased tax revenues
A cashless or a digital economy will require all the residents to have a bank account. This will lead to higher financial inclusion rates and will also help build a bridge between Bharat and India. Also, since digital transactions can be easily tracked, the incidences of tax evasion will reduce drastically and in the long term will help the common people in terms of better implementation of government policies.

4. Other advantages
a. There is no need to worry about cash and going banks and ATM frequently.

b. With cashless and digitized payment system it has become more efficient and convenient for the masses.

c. This also speeds up the process of the financial transaction.

d. Electronic transactions have increased the transparency as all the transactions are recorded electronically.

e. The movement of the money can be tracked which enables to identify the illegal and black money transactions taking place in the country.

f. This can help in removing corruption from the country, especially in India where corruption rate is high.

g. More convenient for businessmen, Digital payments can also reduce the risks of storing cash and fear of money theft.

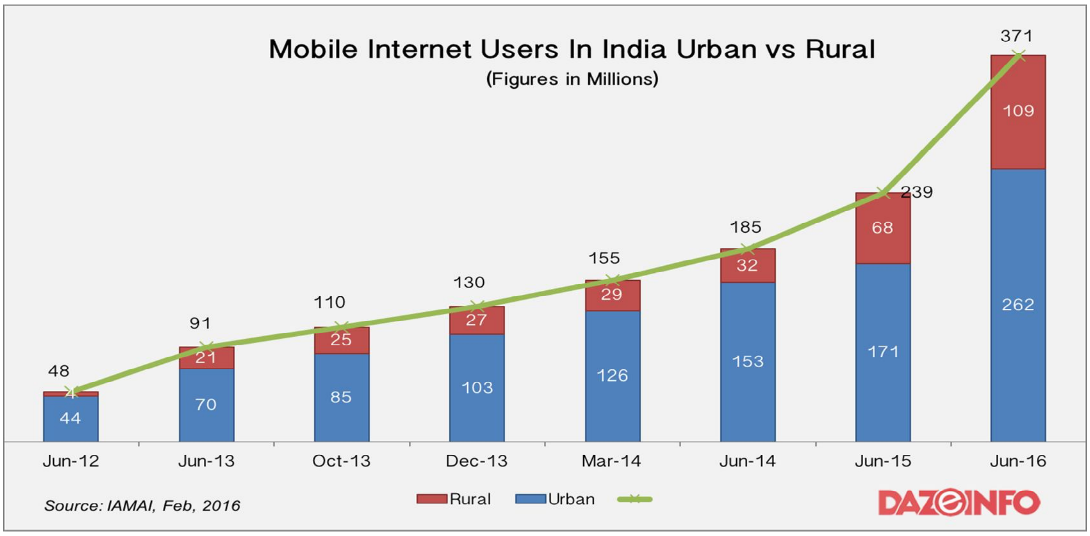
On one hand where digitalization has made all the financial process easier. But there is a lot more to consider than the ease and convenience.

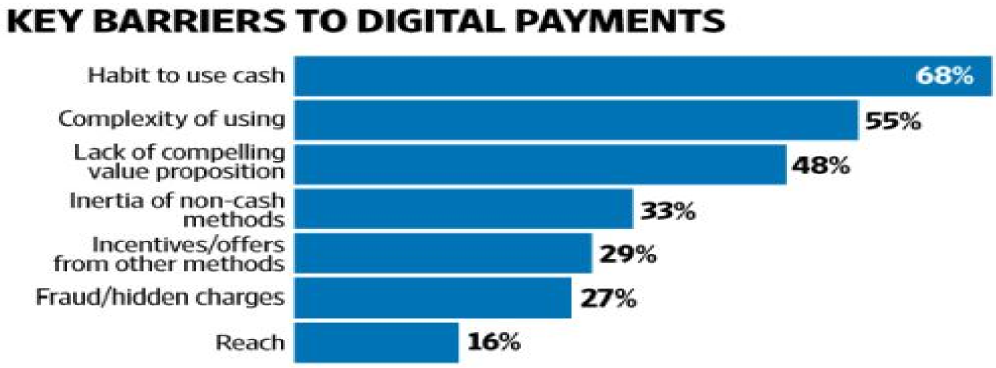
MOVING TOWARDS A CASHLESS ECONOMY IS NOT AN EASY TASK
1. There are some concerns related to privacy and control as every purchase and transactions are now recorded somewhere and monitored by someone.
2. Threat of security has also increased. Your data as such bank account details and passwords can be hacked. Although it comes under the cybercrime, still threats and safety issues exist.
3. Lack of habit and trust, security and safety standards along with the absence of a fast, reliable dispute resolution system that ensures people don't abandon cash totally.
4. Too many confusing options and apps ail cashless payments. People residing in rural areas, elderly people are not use to digital transactions; they find it difficult and complex.

There are many challenges that need to be overcome. The major challenges are as follows:

1. Inadequate infrastructure
- For a vast country like India, having only 2.3 lakh ATMs and 14 lakh point of sale (PoS) terminals is too low. Countries like Brazil, Australia, France and the UK have PoS terminals three or four times that of India. Also, the ATMs are concentrated in metros, but the number is scarce in the suburban and rural areas.
- Another challenge is to improve activation of cards on all the channels.

2. **Mobile internet penetration is weak in rural India**
For settling transactions digitally, internet connection is needed. But 'Bharat' lacks proper connectivity to the Internet in rural areas. In addition to this, low literacy levels make it problematic to push the use of plastic money on a wider scale.





The Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. “Faceless, Paperless, Cashless” is one of professed role of Digital India.

STEPS TAKEN BY INDIAN GOVERNMENT TO INCREASE CASHLESS TRANSACTIONS

a) Modi’s six point formula to achieve this includes:

1. The government has asked all departments to enable electronic payment options such as Bhim-UPI QR code at their cash counters as part of plans to boost digital transactions.
2. Cash counters can send an indent to a customer’s phone to enable payment through UPI.
3. Campaign to over all merchants through Bhim-UPI as there are only 3.1 million POS terminals in India to cover 60 millions merchants.
4. Getting more vehicles to adopt FASTag – only 20% payments received by NHAI are through FASTag.
5. All government utility bills – of power, water or phone should carry a QR code.
6. More push to National Common Mobility Card in metros for common transportation needs.

b) In order to attract general public and facilitate significant behavioural change among public towards digital transactions NITI Aayog had launched two major schemes – Lucky Grahak Yojana for consumers and Digi-Dhan Vyapar Yojana for merchants. 12,72,290 consumers and 70,000 merchants have won prizes for digital payments made through AEPS, USSD, UPI and RuPay cards as on 22nd March 2017.

c) To incentivize the States/UTs for promotion of digital transactions, it was decided that Central assistance of Rs. 50 crore would be provided to the districts for undertaking Information, Education and Communication (IEC) activities to bring 5 crore Jan Dhan accounts to digital platform. The fund allocation is based on proportion of Jan Dhan accounts of all States/UTs. Under the scheme an incentive @ Rs. 10/- is provided for every individual who has transited to digital payment mode and undertaken at least two successful transactions by any of the five digital payments modes viz: UPI, Rupay / Debit / Credit / Prepaid Cards, AEPS, USSD and E-Wallets. NITI Aayog has so far released an amount of Rs 15.06 crore to 533 Districts as first installment.

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World overview

Countries like Denmark and Norway top the adoption of cashless payments, but the clear Scandinavian leader in becoming the first cashless country is Sweden. Let's look at the countries which are already largely cashless, and how they've integrated cashless behavior into their daily lives.

A) Sweden goes cashless

Swedes have taken to cashless payment wholeheartedly. If you visit Sweden, be sure to take your credit card or mobile phone with you. Only 15% of payments involve cash transactions, and it's rare that a person will be limited to paying with cash. A popular mobile payment app, Swish, used by half of the country's 10 million population, enables payment transfers to people and businesses. Sometimes it's even difficult to use cash in Sweden. Drivers of Swedish buses no longer accept coins or banknotes. The ubiquitous use of debit and credit cards by Swedes has led many stores to no longer accept cash. Storeowners believe the removal of cash lowers the risk of robberies. It also saves them valuable time dealing with cash, which many banks have stopped accepting. Banks have also stopped dispensing cash and removed their ATMs. Contactless is a common payment method in countries across Europe.

B) China is mad about QR codes

Another contender for the first cashless country in the world is in China. Home to the world's largest cashless market and unlike Scandinavia the Chinese scene is dominated by scan able QR codes. The Chinese have largely skipped mass credit card adoption and have instead embraced QR codes. The main players are Alibaba's Alipay, and WeChat, owned by Tencent, and has also been taken up by China UnionPay, who was the main providers of debit cards before the mass adoption of mobile payment. Everywhere you go in China you will see QR codes: supermarkets, amusement parks, temple donations, and market vendors all ask for payment this way. Even traditional New Year's gifts, which include a monetary gift, now contain digital payments instead of cash. The benefits for the smaller players count. For taxi drivers, it means avoiding robbery or receiving counterfeit notes. For street vendors it means they don't have to carry or give change. And the QR code trend is spreading. In Japan and Finland, where lots of Chinese travel, have started accepting QR codes.

C) UK is all about contactless

In the UK, credit/debit cards, contactless and online payments have taken over cash payments. Increasing the British population reports they never carrying cash and they don't appear to need to either. Travel around the UK and you'll see the sign for contactless, referred to by locals as tap and go, everywhere. But it's not only online shopping, big purchases and bills that are cashless. The British use their cards for anything they can, including micro payments like coffee or a bag of chips. Mobile payments are also becoming increasingly common, and surprisingly are seen being used more often in pubs, bars and restaurants, places where cash was traditionally used.

FINDINGS

1. On September 18, the world's largest internet company, Google, launched digital payments app Tez in India. Tez is yet another payments platform that joins a long list of cashless payment platforms — from BHIM to AadhaarPay — offered since demonetisation 11 months ago.
2. Cashless payments are much higher than in the pre-demonetisation months.

Cashless isn't yet King

	UPI		Debit+Credit Cards	
Month	Volume (m)	Value (₹ cr)	Volume (m)	Value (₹ cr)
November 2016	0.3	90	205.5	35240
December	2	700	311	52220
January 2017	4.2	1660	265.5	48120
February	4.2	1900	212.3	39150
March	6.2	2390	229.7	41620
April	6.9	2200	231.1	43140
May	9.2	2770	233.4	45080
June	10.2	3070	232.4	46820
July	11.44	3381	237.6	43933
August	16.6	4130	243	45710

Source: RBI

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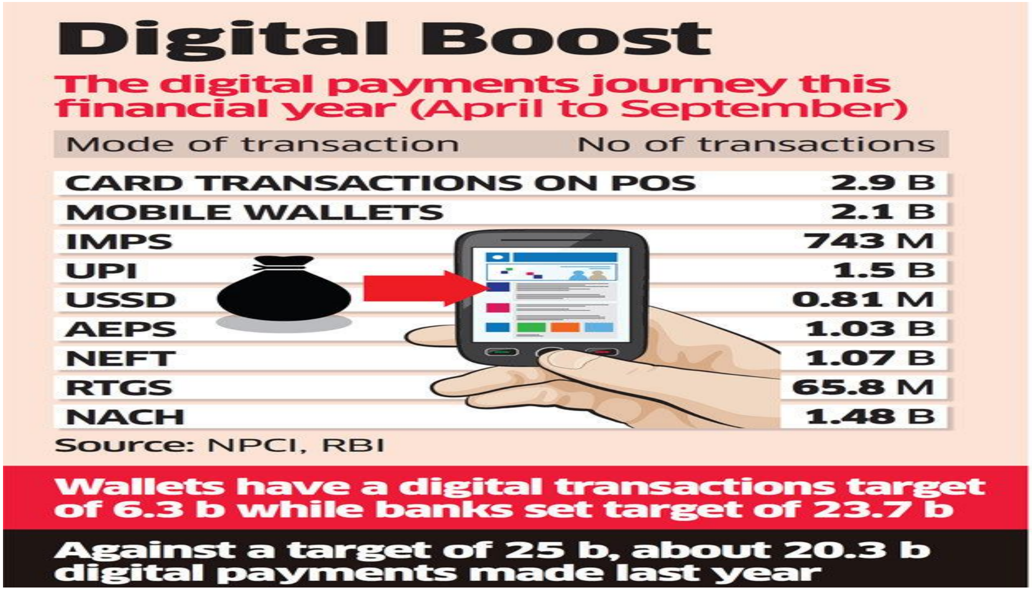
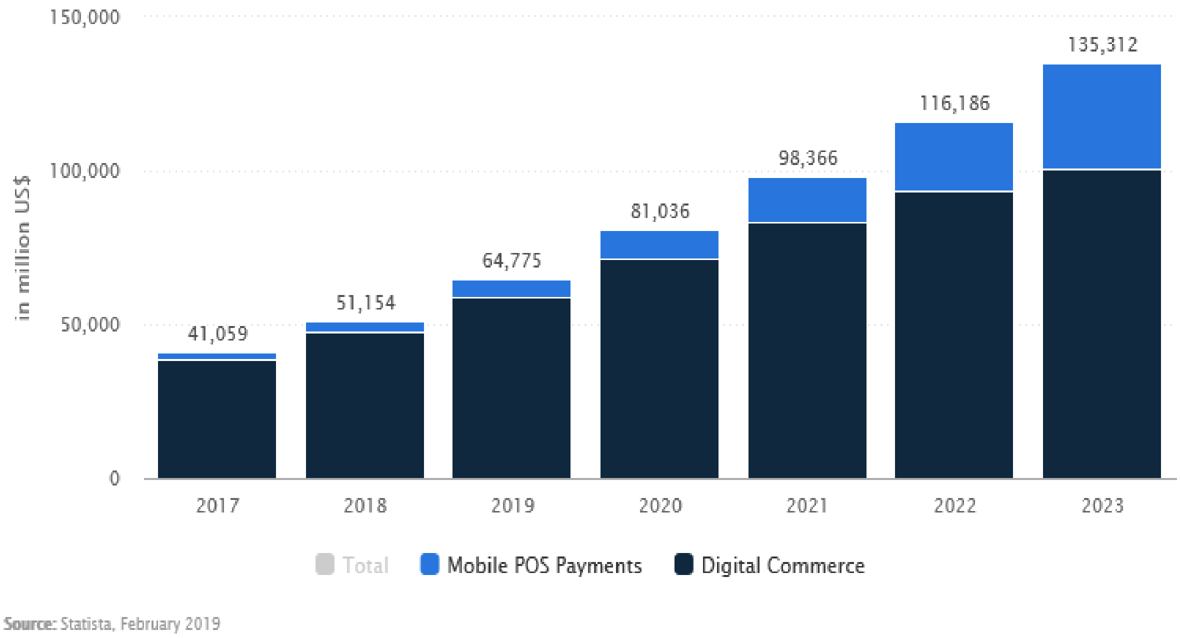
3. Updated : Dec 2018



Mumbai traffic fine payments have moved to digital as have property tax payment in Pune. The government has mandated all new vehicles to enable electronic payments at toll gates, a move that is yet to take off. While for daily use there are enough apps and platforms that help pay digitally — UPI, BHIM, AadhaarPay, Paytm, MobiKwik, HDFC PayZapp, SBI Buddy, PayU, Tez, besides credit cards and debit cards — people still seem more comfortable reaching for cash than an app.

4. Digital payments are structurally down but still at least 50% higher than the pre-demonetization days. The trend is up, but you still need to persuade people to pay digitally." The silver lining is that users are at least carrying digital currency along with cash.
5. According to a report on digital payments in India, total payments via digital instruments are expected to touch $500 billion by 2020.
6. Digital transactions in India have seen big growth in volume — from about 10,000 million transactions in 2016-17 to 20,540 million in 2017-18. Among them, Bhim UPI has shown remarkable breakout.

Transaction value of digital payments in India:



D) National e-Governance Division is conducting knowledge sessions through webinars on relevant and critical areas in Digital India for stakeholders involved in e-Governance. These webinars will be of interest to the Government officers involved in e-Governance projects, implementation partners, practitioners and the users of Digital India ecosystem.

SUGGESTIONS

1. Providing computer literacy in schools in rural and urban areas.
2. Computer training facilities to illiterate and poor people in remote areas.
3. Spreading awareness about digitalization and its importance.
4. Broadband/Internet Connectivity to every household and person,companies like BSNL and VSNL need to improve the quality and reach of broadband through fiber optic, DSL and even Cable/Satellite medium, and also help cellular companies to improve speed and decrease cost of mobile data connectivity.
5. Digitize and modernize the judicial system so that they can use technology to resolve cases faster and improve efficiency.
6. All the smart cities must have complete free WIFI access everywhere (Wifi blanket).
7. In the area of every polling booth in the country, set up a e-library where computers, e-books, internet and other information can be accessed by any citizen of India.
8. Each police station should have a digital security and crime expert team. Digital crime is on increase.

CONCLUSION

A digitally connected India can help in improving social and economic condition of people through development of non-agricultural economic activities apart from providing access to education, health and financial services. However, it is important to note that ICT alone cannot directly lead to overall development of the nation. The overall growth and development can be realized through supporting and enhancing elements such as literacy, basic infrastructure, overall business environment, regulatory environment, etc. This is because to implement a cashless society to have a bank account, smart phones/ computers are necessary. And we all are aware that all the poor don't have a bank account and if they have they don't have smart phones or computers. Whereas with the senior citizens they don't hold the power and knowledge of engaging in digital transactions. Cashless payments are also good for business owners, who are provided with a more streamlined way of handling transactions. The loss of cash might seem sad to some, and scary to others, but Indians is excited for this future and are happy that we're already helping this phenomenon become a reality.

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COMPARATIVE STUDY OF SALESFORCE CRM VS. ZOHO CRM

Ankit Dharmapal Jadhav
Navinchandra Mehta Institute of Technology and Development, Dadar

ABSTRACT

Customer relationship management (CRM) is a knowledge system that tracks customer's information, interactions with the firm and allows employees to directly pull up information about the customers such as the history of sales, service records, leading records, and unsolved problem calls. CRM stores all information about its customers and their business and organization details in there a database and cloud and uses this information to coordinate sales, marketing, and customer support service departments so as to work concurrently smoothly to best assist their customers' needs. This paper aims to put fresh approaches for the successful implementation of CRM. The paper combines narrative with argument and analysis. In this research paper, the comparison of their use, features, modification ability. In the end, we find which is the best CRM in today's date. The Salesforce CRM with Zoho CRM is the best CRM in all direction. This research paper demonstrates two different CRM's property, features, and their strength that could enhance a company's ability to reach their ultimate goal of maintaining customers and gain strategic position over its competitors.

Keywords: Customer Relationship Management, Salesforce, Zoho, Sales Cloud

INTRODUCTION

CRM or Customer Relationship Management is a strategic tool for managing an organization's relationships and interactions with customers. A CRM system helps organizations to stay connected with customers, streamline processes, and improve profitability. When people think about CRM, they are usually thinking of CRM as a system, a tool that is used for contact management, sales management, productivity, and more. But the goal of a CRM system is simple: Improve business relationships.

CRM is

- A Technology: This is a technology product, often in the cloud, that teams use to record, report and analyze interactions between the company and users. This is also known as a CRM system or solution.

- A Strategy: This is a business' philosophy about how relationships with customers should be managed

- A Process: Think of this as a system a business adapts to nurture and manage those relationships with customers

WORKING OF CRM SOFTWARE

CRM software analyzes and records customer contact information such as email, telephone, website social media profile, and more. CRM software had features that automatically captures other information related to the organization, such as news about the company's economic status, activity and also store details such as a client's personal preferences on communications. The CRM system organizes this information to give you a complete record of individual persons and companies, so you can better understand your relationship after some decay. CRM software improves customer relationship management by creating a complete view of the customer, capturing their interactions with the business, and by surfacing the information needed to have better communication with customers. CRM enables a business to deepen its relationships with customers, stakeholder, vendors, and service provider as well as service users. Forming good relations and keeping track of possibilities and customers is important for customer acquisition and retention, which is the heart of a CRM's function. You can see all details of customers in one place — a simple, customizable dashboard helps for track customer's previous history with you, the status of their orders, any outstanding customer service issues, and more.

NEEDS OF CRM SYSTEM

CRM and cloud computing evolution have changed everything. Perhaps of that most significant recent development in CRM systems has been the move from the local server to the cloud. Free from the need of install software on hundreds or thousands of desktop computers, laptops, and mobile devices, organizations worldwide are identifying new tentative benefits of moving data, software, and services into a secure online platform.

BENEFIT FROM USING CRM

Sales manager, teams and users can use CRM to understand their sales flow better. Sales managers can access reliable and accurate information about the progress of individual team along with that team members in achieving their sales targets, for example, and see how well individual sales teams, products and marketing campaigns are performing too. Sales represent benefit from reduced administration load, a deeper understanding of their clients and their requirement, and the opportunity to spend more time selling and less time inputting data.

Marketing teams can use CRM to make forecasting there prediction simpler way and more accurate and efficient. They can get a clear visible idea over every opportunity or lead, and map out the whole customer journey from inquiry through to sale, so giving them a better understanding of the sales flows or prospective work coming in. It's also permissible to include data from customer's social media activity such as their likes and dislikes, and their view about specific brands and companies.

Customer service teams can effectively track conversations across all communication networks like emails, telephonic communication, Chatting, and Social media. A customer might raise an issue in one network – say, Twitter or Facebook – but then switch to email, phone or live chat to come over the problem and resolve it in private. Without a flexible and reliable platform for customer interactions, communications can be missed or lost in the flood of information that leading to an unsatisfactory response to a valued customer.

Supply-chain, procurement and partner management teams can manage their relationships better way. They can keep track of their meetings with suppliers and partners, record requests made by their supports, add useful notes, schedule follow-ups, and tasks, and stay on top of expected next steps. Reporting enables businesses to compare the efficiency and availability of suppliers and so they can manage their entire supply chain more effectively.

The HR team and the recruitment team can use CRM to accelerate the recruitment process and track employee performance. CRM applications can help the HR by speeding up the recruitment process, automating the process of managing candidate's performance, analyzing resourcing needs and identifying skills gaps, and supporting the pursuit of staff retentiveness targets.

Top 10 Best CRM Tools in Market

1) Salesforce Essential CRM
2) Zoho CRM
3) HubSpot CRM
4) Pipedrive
5) Freshsales
6) Insightly
7) Nimble
8) Nutshell CRM
9) bpm'online CRM
10) Velocity 365

INTRODUCTION TO SALESFORCE CRM

Figure-1: https://salesforce.com

ABOUT SALESFORCE

Salesforce is #1 CRM tools in today's trend. SF is also known as "Customer Success Platform". Because Salesforce is designed to help the Sales and Marketing team as well as top order and middle management to sell, service, market, analyze, and connect with your customers. Salesforce is cloud-based technology with social enterprise software-as-a-service (SAAS) infrastructure. Salesforce.com is platform form Salesforce users. Salesforce is introducing in March 1999, in part by former Oracle executive Marc Benioff. All Salesforce services, products, and application run entirely in the cloud so there are no expensive setup costs, no maintenance, and your employees can work from any device with an internet connection – Smartphone, tablet or laptop.

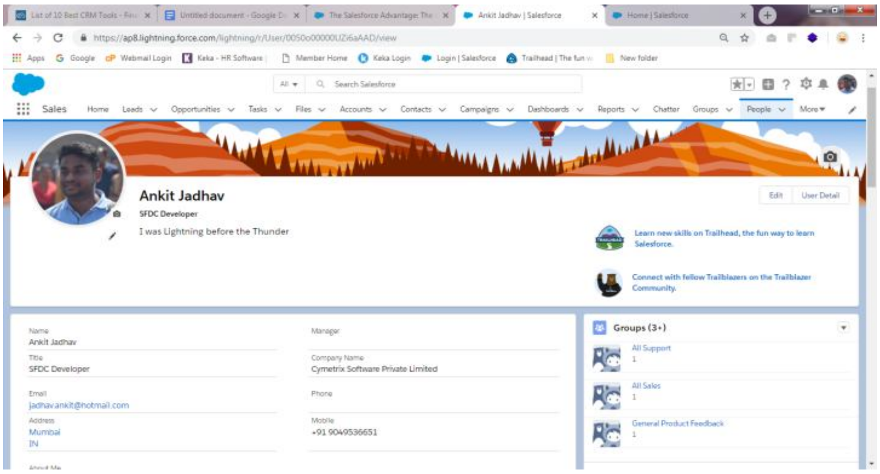

Figure-2: Cymetrix Software Pvt. Ltd. Home Screen User licenses: Ankit Jadhav

INTRODUCTION TO ZOHO CRM

Figure-3: https://zoho.com

ABOUT ZOHO CRM

ZOHO is cloud-based Customer Relationship Management (CRM) software and having their own online office suite containing over 30 online applications like word processing, spreadsheets, presentations, databases, wikis, project management, invoice generation application, and other productivity applications.

Zoho CRM is the on-demand, SaaS-based customer relationship management (CRM) software solution developed to manage sales, marketing, contacts, customer support, and other business functions like budget management.

BEFORE COMPARISONS SOME POINTS TO BE EVALUATED

The Salesforce and Zoho both are best in their work. Both CRM users are very satisfied with their performance and functionality but still, both CRMs are different from each other. The Difference between both CRM can be defined by the there user interface, usability, cost, performance, functionality, features, and versions, and their customer reviews. The salesforce is the #1 CRM in the market, but Zoho CRM also growing rapidly and give a tough challenge to Salesforce.

In this comparison, I am evaluating both CRM software i.e. Salesforce CRM and Zoho CRM, because if I am Customer who is trying to install CRM in my organization than I have complete information about the world's best CRM. The arises in front of me that, which one is recommended to me? Which one is better? Which CRM help me to grow my business? Increase my Productivity and customer loyalty. etc. such questions may arise when I am new in Customer Relationship Profession.

THE DIFFERENCE BETWEEN SALESFORCE CRM AND ZOHO CRM

I. User Interface

The User Interface of Salesforce classic is comparatively not as user-friendly as Zoho. Zoho CRM with its user-friendly layout, modular approach is easy to use and configure.

Salesforce Classic and Lightning have numerous features that can be somewhat harder to navigate for a CRM novice. Ensure that your Sales Reps and Marketing Team get proper training on such CRM usage, else efficient user adoption rate may be low.

The current version of Zoho CRM UI is easily navigable from one module to another module, and you can set filter CRM data based on Potential Amount, Stage, Opportunity Closing date, Country and numerous others. In short, it feels like Zoho Developer Team has done their proper research on how Sales Reps and Marketing Team need to view their own and customer data.

II. CRM Features

Both Salesforce CRM and Zoho CRM are robust systems and they loaded with amazing features.

We can distinguish there features as follows -

CRM Features	Salesforce CRM	Zoho CRM
Web-to-Lead:	If any business website has a 'Contact Us' form in which we catch inquiries, Salesforce CRM automatically creates a Lead record in his Lead session from this form.	Where Zoho capture website visitor information directly put in CRM and with some sort of assignment rules and then assign the Lead directly to a Sales Rep.
Email	Salesforce has a stack of pre-scripted templates that are with or without attached documents for general and regular communications, like the introductory mail when someone fills up your website form. You can track emails in Salesforce when that email was received and opened.	Zoho has similar functionality like that provided by Salesforce. But additionally Zoho Provide Template Analytics track Open Rate, Click Rate, and Bounce Rate of these emails in Zoho CRM.
Collaboration Application	Salesforce Chatter allows you to connect and engage all employees from an organization together. Salesforce chatter also allows connecting product teams with direct feedback from the customer. Share knowledge and files.	Zoho Connect allows connecting your team collaboration and sharing documents with your colleagues and other employees of the organization.
SalesSignals	No such features is available in Salesforce.	SalesSignals is the only feature available in the Zoho CRM application. This helps Sales representative to keep updated in real time on customer interaction across social media, surveys, etc.
App Market	Salesforce has AppExchange for accessing numerous range of different application which used for developing salesforce org.	Where Zoho has SalesIQ, Which give access to track website visitors, chat widget, customer database. It is a separate product, offers integration with Zoho CRM
Calling functionality	Salesforce having Lightning Dialer to Manage inbound and outbound calls to prospects directly from Salesforce team to set reminders & automatically log calls. Salesforce Lightning Dialer has voice mail functionality also where you can drop voicemail to other listed people.	Zoho has Telephony and Zoho Phonebridge allows to make inbound, outbound calls from Zoho CRM and also give reminders as well as add call details during a call. Such kind of functionality is not available in Zoho CRM.
Artificial Intelligence	Salesforce introduces "Einstein-Artificial Intelligence". Which do work like, Lead Scoring – Start with the highest priority leads, Activity Capture – Connect email and calendar to Salesforce, Opportunity Insights shows the best deals for the Sales representative. We can add Einstein features to Sales Cloud in Salesforce at USD 50/user/month.	Zoho has there owned A.I. for their CRM they called "ZIA". Zia Artificial Intelligence that helps you to know the best time to call/email to listed contact, Trend analysis use to view key business metric trends and be notified of anomalies, Zia also helps Macros suggestion based on your CRM activities and Manage workflow.
Workflow	In Salesforce we can set Workflows with workflow rules to perform various activities like sending email alerts to the targeted user, updating records. Process Builder help to create the whole process in one place with just point & click rather than using multiple workflow rules.	In Zoho workflow automate workflow procedures and set up automatic replies, alerts, and notifications in advance.

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III. CRM Customization

Both CRM comes with amazing features. However, no two businesses are the same and the there processes they follow are likely to vary too. Here comes the need to change and update the default functionalities, to make the CRM do what's best for growing your business. Both CRMs are flexible and customizable.

In Zoho, you can customize standard modules as well as add additional functionalities in those modules. Create new custom modules and add custom fields, change design layout and give edit permissions.

Similarly, Salesforce also provides the configuration as well as customization. While only Admin can make point-and-click changes via the "Force.com" builder (configuration), sometimes you need to update or add new functionalities. This is done by technical experts via adding Apex Code or Visualforce pages in Salesforce Org. The greatest strength of Salesforce is its high customizability where users can customized fields, objects. You can add 3rd party extensions or integrate your own apps, etc. to provide you a complete solution

IV. Pricing

Pricing is a non-avoidable aspect. Because of this factor, many organizations are selecting Zoho CRM instead of Salesforce.

Zoho CRM has four Editions they are Standard, Professional, Enterprise, and Ultimate. These editions starting price from $12 to $100, charged per user/month with billing annually. Their most popular and affordable plan is the Enterprise Plan, with priced at $35/user/month billed annually.

Salesforce also has four Editions those are Salesforce Starter, Professional, Enterprise and Unlimited with starting price from $25 to $300, which gives billed annually for per user/month. The most purchased package is Enterprise Edition priced at $150/user/month (billed annually) boasts of the maximum number of subscribers.

V. Web Service APIs Integration

In Zoho, API integration is available with all it's the editions plan. The number of API integration in the Professional Plan is comparatively lesser than the Enterprise Plan, so options are available according to your Zoho Plan based on your data volume.

In Salesforce the number of API integration in the Professional Plan is comparatively lesser than the Enterprise Plan, so options are available according to your Zoho Plan based on your data volume. Web Service APIs integration for Salesforce is included in the Enterprise and Unlimited plan only. If you select options for lesser plans, you need to purchase Web Service APIs Package according to your use.

VI. Customer Trial Pack Provision

Zoho provides a free Trial of Zoho CRM for 15 days for it's all Editions from here: https://www.zoho.com/crm/lp/signup.html

Salesforce also provides only a free Trial of Sales Cloud for 30 days, accessible here: https://www.salesforce.com/form/signup/freetrial-sales.jsp

CONCLUSION

Zoho CRM had been earlier described as the CRM for small businesses who require basic CRM functionalities, now Zoho has come up with some advanced functionalities in 2016 and now he competing strongly with Salesforce.

Salesforce has managed as the market leader in the CRM industry for many years and he is still driving the CRM Market, per Gartner. Threefold every year they come up with some new feature releases every year to push their reputation for product functionality and customer satisfaction.

While both CRM solutions are related in many ways, there are of course differences which give them an edge over the other. Both have in there matured phase, actively listened to customer feedback there need and have incorporated many functionalities which helps any person as/in an organization to run their own business more effectively. As time moves, we will look forward to further modifications and an awesome feature comes with them.

Still, Question Remain Which is best CRM?

According to my research and observation, Salesforce is best suitable for large scale business organization. And Zoho is suitable for Small and Medium Scale business organization.

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A STUDY OF POP CULTURE: A CROSS CULTURAL IMPACT ON YOUNG HUMAN RESOURCES IN INDIA

Dr. G. D. Giri[1] and Aparna Kulkarni[2]
Principal[1] and Assistant Professor[2], Thakur Ramnarayan College of Arts & Commerce, Mumbai

ABSTRACT
The human resources are the most essential and readily available resources. The most important part of progress of any organisation and eventually, any country, depends upon the people involved in the development of the economy. Day by day, globalisation covers new areas of life and calls for the continuous learning and adjusting to new cultural dimensions, also known as, Pop Culture. Managers are expected to display adaptation to new ways of working, cultural intelligence and to posses the ability to hook in to the latest cultural trends in the market with respect to the young human resources. This paper aims at understanding the changing cultural definitions and the importance of understanding the impact of these cross-cultural variations on the young human resources in India. Such cultural aspects need due attention at both national & industry levels to initiate suitable adjustments in (Human Resource) HR policies.

Keywords: pop culture, cross- culture, young human resources, recent trends, HR implications

PROLOGUE

In the macro sense, human resources of the country include all potential human beings, largely consisting of young population. The countries could achieve considerable development with the help of only human resources, e.g. Japan, has proven that the study of human resources should be multi-dimensional. It should include the several aspects affecting human life and ultimately human resources. Cross culture has a great impact on human development in the recent period. The technological development, especially in the field of communication has compelled HR practitioners to redesign and reshape HR policies.

In today's world, media and internet has brought everything at the fingertips of humanity. Whatever happens in one part of the world tends to affect its counterparts in the other parts of the world too. The needs and requirements pertaining to human resources at micro level- organisational level are ever changing as today's organization is predominantly dynamic as it poses large opportunities and challenges to the corporate practitioners and policy makers. Understanding such dynamism is very crucial to pursue the organizational strategic objectives. There have been researches in literature to explore the effect of different cultures on various human resource development programmes of an organization. Researchers claim that understanding the ever-changing cultures help to provide opportunity and broad structure for the development of human resources' technical and behavioural skills in an organization. This makes sense because good behaviour is driven by ethical values. The cultural effects on masses may affect individuals, either to change his work behaviour positively or negatively. An organization can guide the conduct of its employees by embedding ethical values in its culture. However, organizational excellences could be varied since cultural traits could be a source of competitive advantage.

The young generation of human resources tend to flock towards the current trends in the market. This could be in the form of latest fashion, music, sports team or even the latest endorsement done by a popular social media influencer. If one regards culture as a way of defining oneself (an extremely individualist approach), a culture needs to attract the interest of people (potential members) and to persuade them to invest a part of themselves in it. People like to feel a part of a group and to understand their cultural identity within that group, which tends to happen naturally in a small, somewhat isolated community. Mass culture, however, lets people define themselves in relation to everybody else in mass society at the level of a city, a country, an international community (such as a wide-spread language, a former colonial empire, a religion) or even of a whole planet. Pop culture finds its expression in the mass circulation of items from areas such as fashion, music, sport and film. The world of pop culture had a particular influence on art from the early 1960s, through Pop Art.

The world is changing rapidly and the level of organizations is also changing due to technological advancements which have affected their human resource developments programmes. Moreover, organizations differ in their cultural content in terms of the relative ordering of beliefs, values and assumptions. Organizational culture adapts overtime to cope with the dynamic changes and meet the varying demands of the organization in its quest for gaining competitive advantage in all its activities. Therefore, a supportive culture is considered as a motivational instrument which promotes the organization to perform smoothly and ensure success in all its endeavours. Thus, the aim of this paper is to examine importance of understanding the impact of these cross-cultural variations on the young human resources in India.

RELEVANCE OF POP CULTURE, CROSS CULTURE AND HUMAN RESOURCE DEVELOPMENT (HRD)

Pop culture is an ideology, developed attitude, style of behaviour ,which are firmly embedded in a person through mass media to which young population is more influenced by. Popular culture (pop culture) is broader than cross culture. The impact of mass media resources like internet, changing fashion, sports, international music, shows, affects the original traditional culture of the community/ population, which gives birth to a different cross culture.

The impact of pop culture and cross culture needs to be taken care in the Human Resource Development (HRD) process, wherein an individual is considered as a resource and efforts are initiated to make them more resourceful/ productive.

LITERATURE REVIEW

With the available resources like library, internet, articles, books and so on, the study of cross culture has been undertaken by different scholars. Most of the studies in this respect are concerned with the theoretical aspects of pop culture.

In 'Understanding pop culture' (2010), Media scholar John Fiske, with Henry Jenkins, explains what pop culture is. The researchers have studied the impact of cultural breakthroughs like jeans, shopping malls, tabloid newspapers, and TV game shows, which remains relevant even in the coming decades. They state that traditional culture becomes different than when it becomes popular (pop). They mainly state that pop culture becomes more embedded in the youth since it is chosen by them and not imposed on the by them society. The acceptability of pop culture is more since, it reflects the popular tastes and concerns of the society at large.

In 'Cultural Theory and Popular Culture' (2010) John Storey has highlighted the relevance of contemporary popular culture. He states that popular culture is always defined, implicitly or explicitly, in contrast to other conceptual categories: folk culture, mass culture, dominant culture, working-class culture. The author says that various dominant cultural factors like television fiction, pop songs, novels, feature films always present a particular image of the world and has to be taken care of by the current researchers.

In the article 'Pop culture: An Overview', Tim Delaney presents an idea of pop culture being homogenous. He says that urbanization is a key ingredient in the formation of popular culture. Fuelled by technological growth, popular culture was greatly impacted by the emerging forms of mass media throughout the twentieth century. Films, broadcast radio and television all had a profound influence on culture. So, urbanization, globalisation, the mass media and the continuous growth in technology since the late 1900s, have all been significant factors in the formation of popular culture. These continue to be factors shaping pop culture today.

RESEARCH GAP

Every HR department should make sincere efforts to understand the human resources, and accordingly, to make the HR policies. The literature review reveals that the pop culture has a definite impact on human behaviour, that too because of external means of media. But it is not considered from the point of view of human resources. The HR department, at micro level and the government at macro level should take care of such influential factors affecting young population. There is a need to develop a mechanism to exploit pop culture as an opportunity to explore the potentials among individuals. The present paper will definitely fill the gap of studying pop culture aspects in the context of HRD.

OBJECTIVES OF THE STUDY

The objectives of this study are as follows:

1. To know pop culture and cross culture.
2. To assess the impact of pop culture on youth.
3. To evaluate the approach of youth towards pop cultural aspects.
4. To examine the impact of pop culture on the HR in the context of future period.
5. To offer useful suggestions in the light of findings.

RESEARCH METHODOLOGY

The information needed to proceed in this research paper has been collected through primary data via a survey among youth between the ages of 16 and 19, using a closed ended questionnaire. The secondary data was collected through books, periodicals, journals and other published material related to cross cultural impact and pop culture. A simple random sampling method is used for sample collection.

CROSS CULTURAL ASPECTS: POP CULTURE AFFFECTING YOUNG HUMAN RESOURCES IN INDIA

For a better understanding of latest cross-cultural aspects, the different cultural features influencing youth either favourably or unfavourably, are analysed as under:

Social media: Because of the advent of social media, the world has come closer; bringing with it, the exposure to different facades. Due to social media, the youth of today has accessibility to the latest trends and fashions in the world today. Indian youngsters today, know what works in the corporate world all around the globe. Right from clothing to overall attitude towards work and work culture is greatly affected due to social media. It has been observed that the social media impact has changed the youth in different dimensions, in different cases. Because of the anonymity that social media has offered, the youth has started to become averse to show emotions at the same time they have also become more emotionally connected to their social media presence. This has also affected the manners, respect, loyalty, attachments as so on. The HR department will have to consider this pop cultural aspect in framing their policies in future.

Social media currency: Because of the omnipresent social media, the youth of today has become more inclined towards their virtual presence rather than their real presence. Their self-worth has become attached to the number of likes and comments they get on social media. The social media currency concept has hence been coined. Social media currency is a non-value currency which gives you virtual satisfaction. This may keep the large number of youngsters away from understanding the reality and truth. The business schools and HR department has a challenging task to train the children in these conditions.

Sports: Different sports teams have an almost cult-like following of youth. They develop a sense of belongingness and team spirit because of this. Today's youth are highly competitive in nature and tend to be more enthusiastic and adaptable towards any change. They are more prone to being cut throat as a result of a competitive streak due to sports and fandoms. Having a mixed team like IPL has made today's youth more open and accepting towards different cultures. Even online gaming has helped today's youth to be more trained in strategizing and being more enterprising than ever. This may result in an opportunity for HR professionals to streamline the youth energy by converting them into strategic human resources.

Media options and fashion: Along with newspapers, radio and television, youngsters today are exposed to international music and shows, international standards, clothes, food, fashion choices etc. This has led to them being conspicuous in their daily life. The desire to be seen and noticed leads them towards being more and more productive and creative in their work. Nowadays everything has become digitized. Due to digitization, the workplace has become much more accessible and the young human resources are capable of taking complete advantage of the same. The influences that they have easily impact their aspirations and can ultimately lead them towards becoming better employees. This may explore an opportunity to the HR people to adopt and utilise the available potential in human resources.

Openness: Because the youth in India today are exposed to a greater spectrum of people and situations, they are more acceptable towards often ignored or tabooed topics. They are open to working with people who could otherwise be ostracized. They easily stand up for the social pariahs like AIDS patients, members of LGBTQ community, mentally or physically disabled etc. These young human resources prove to be a very valuable asset for an organisation for they believe in inclusivity and preference for talent rather than any other attributes.

BUSINESS, HUMAN RESOURCES AND CROSS-CULTURAL IMPACT

The above-mentioned aspects of pop culture have been developing a different blend of cultural impact on the present youth, which will be the resourceful manpower for the business units. This is a need of the 21st century, as businesses started becoming more and more adept at understanding the requirements of the time. It usually bends towards the needs and wants of the human resources that are the part of an organisation. As the future human resources, youngsters become a key aspect of the focus of an organisation. Business is not only affected by the whims and fancies of youngsters as buyers and consumers, but they also play a vital role in defining the working grounds of an organisation. These young minds are the future human resources for an organisation. As far as cross cultural factors are concerned, the youth of today is heavily influenced by not just the Indian western culture but also the popular cultures prevalent all over the world.

The predominance of pop culture in today's society definitely has some effect. In particular, it affects the way youngsters think of themselves, how they associate with others, and how they express characteristics of their maturation. It influences how teens define themselves.

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An important characteristic of every youngster's maturation is their self-definition. Self-definition can be defined as the way you see yourself. For teens, that image is influenced to a large extent by personal choices, which are, in turn, influenced by the images and associations teens glean from pop culture on a daily basis. Although researchers disagree on exactly the extent of these influences – for example, not every youngster that listens to gangster rap self-defines as a gangster – researchers agree that pop culture has some impact on youngsters' self-definition. Pop culture can provide benchmarks with which youngsters pin their self-definition. In this way, they see themselves take characteristics from the various celebrities and stimuli they see in pop culture. Lastly, self-definition can be intrinsically tied into self-esteem and confidence, two critical components of a healthy disposition throughout maturation and into adulthood. As human factor is one of the important components, the HR department shall have not only dynamic but also a role of an alert trainer or employer. They should focus on young population from different angles which influences youth. Such as, teens wanting to imitate rock stars. Most, if not all, pop culture icons extend their visibility beyond culture and into brands, which they sell via advertisements or products carrying their name. Youngsters who see, for example, Jay-Z wearing his Rocawear label may then be influenced to wear that label. Beyond fostering a certain degree of commercialism, these brands have associations in and of themselves that tie into self-definition or social groups within a youngster's life. Often, celebrity brands tie into an acceptance level among youngsters, such that some youngsters feel they must own a particular brand in order to be accepted. While not necessarily harmful, these sentiments can distract youngsters from key aspects of their development.

The impact of pop culture could be summed up as an overall change in attitude of youth towards jobs and that could lead to challenging situations in the organisation. They may have a different perspective towards handling matters and have a more vibrant organisational presence.

DATA ANALYSIS

In respect of pop culture aspects, a survey was conducted for a random sample of 50 respondents of the age group from 16 years to 19 years, using a close ended questionnaire, to analyse the tendency of Indian youth towards the cross cultural influences focusing on pop cultural elements as well as the pop culture effects on them.

Fig-1: Important trait for youngsters

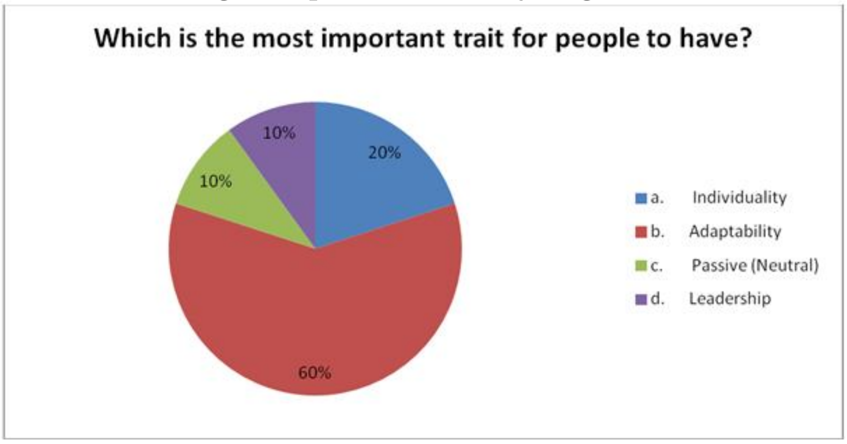

Fig 1 reveals that the maximum respondents consider adaptability as an important trait. Traditionally, the leadership was the required quality. This can be seen as an influence of openness coming out of pop culture, which makes the young population more acceptable (adaptable) towards the changing circumstances.

Fig-2: Openness towards tabooed topics

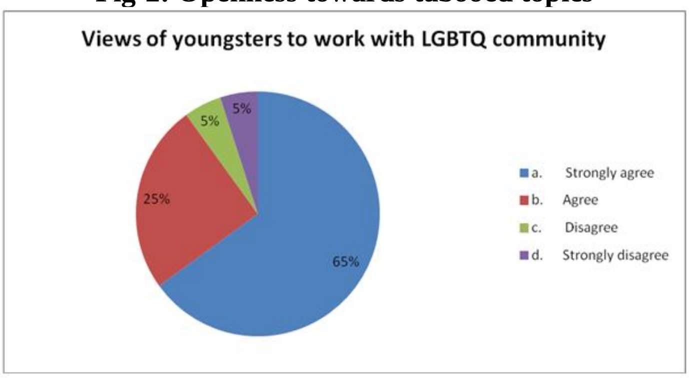

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Fig 2 explains that the maximum respondents strongly believe in working with members of the LGBTQ community. Traditionally, the LGBTQ community was considered an unmentionable topic. People were not that open towards working with social pariahs like LGBTQ members, AIDS patients etc. However, it can be now seen that today's youngsters are more open towards being supportive towards these people. This can be seen as an influence of acceptability and normalisation that has come out of the exposure to pop culture.

Fig-3: Social media presence

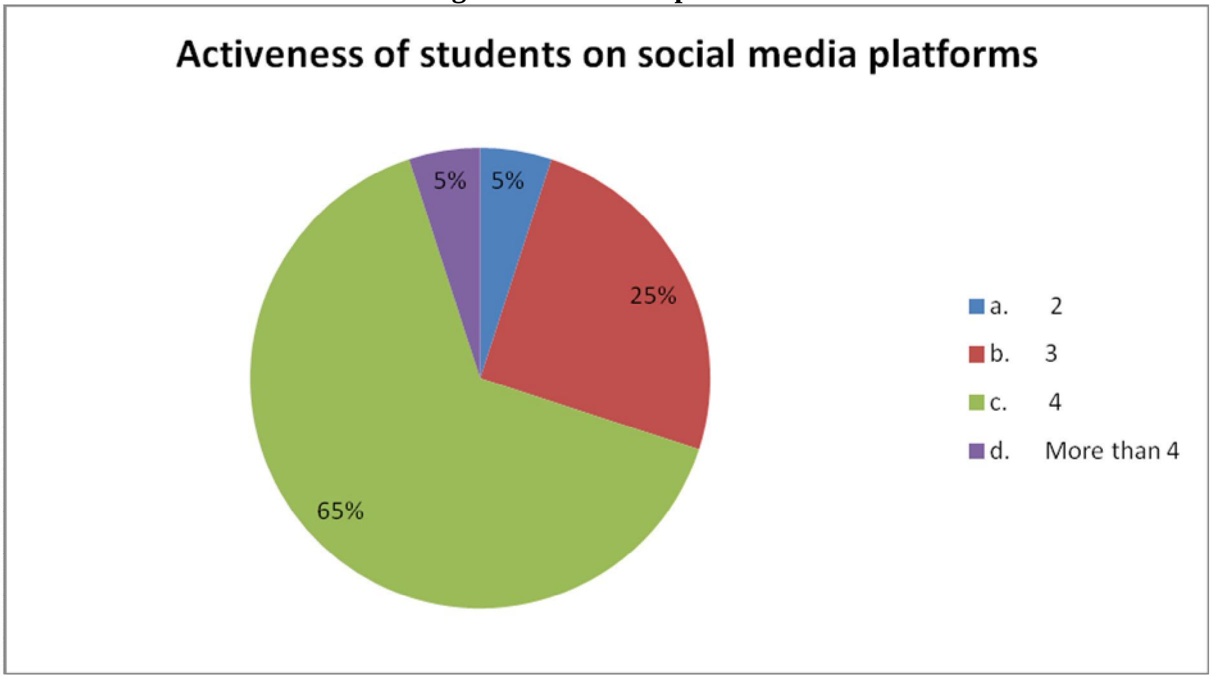

Fig 3 shows that the maximum respondents are on 4 social media platforms. Previously, social media presence was low to none. However, now that social media has become omnipresent, their influence cannot be denied. As the youngsters get more and more on different social media platforms, they tend to measure their self-worth by their social media currency. Their external locus of control becomes a critical point of consideration.

Fig-4: Influence of social media influencers

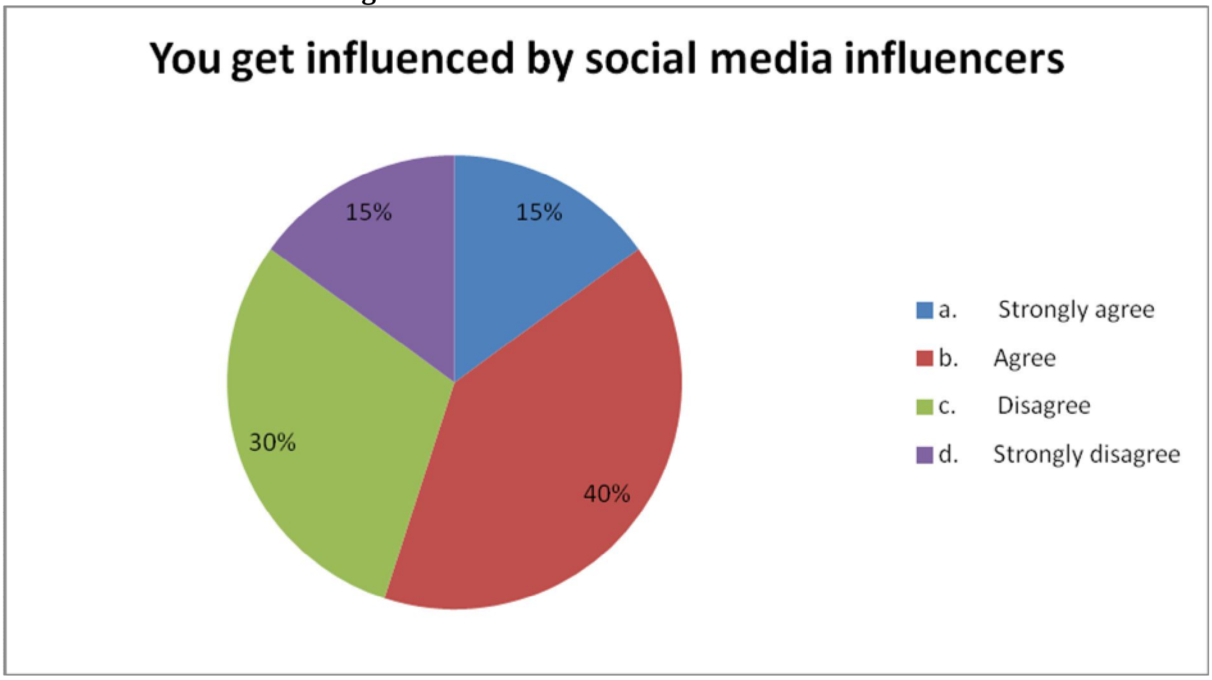

Fig 4 indicates that the youth have a moderate approach towards the social media influencers. It can be clearly seen that social media influencers tend to impact the youngsters to a large extent. The brands endorsed by these influencers, the recommendations given by them and the ideologies propagated by them influence the behaviour of the youth.

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Fig-5: Sports teams followed

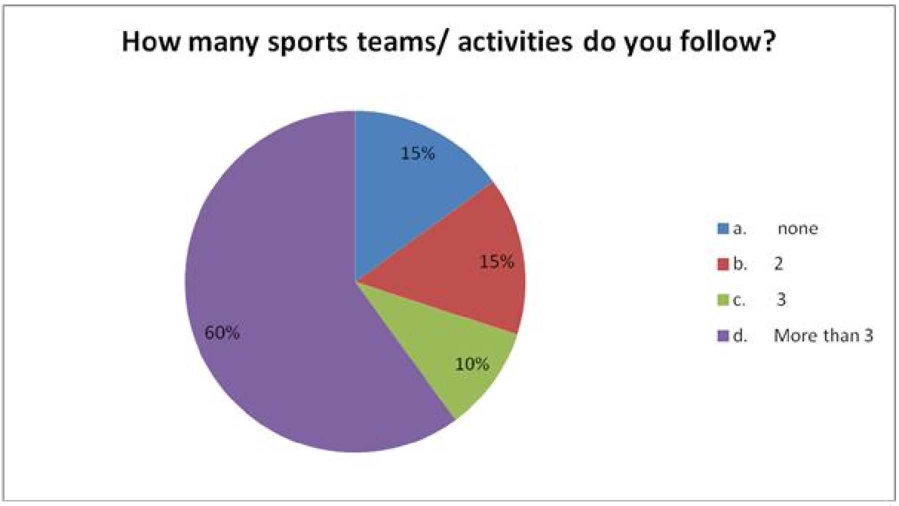


Fig 5 confirms that the youth today follow many sports teams. This develops in them a sense of camaraderie and belongingness. Youngsters tend to be more attached to their fellow fans and develop togetherness and like mindedness which helps them to be a better team player in organisations.

Fig-6: Preference of a mixed team over a national team

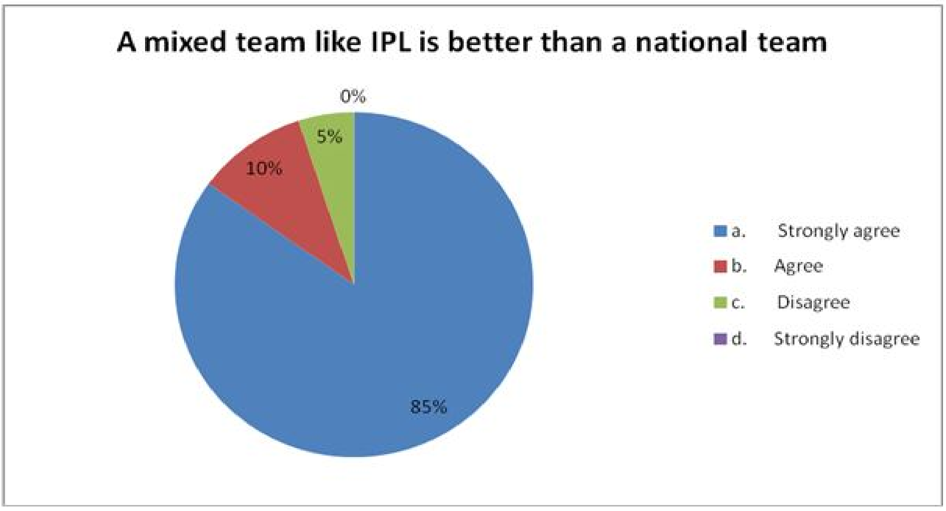
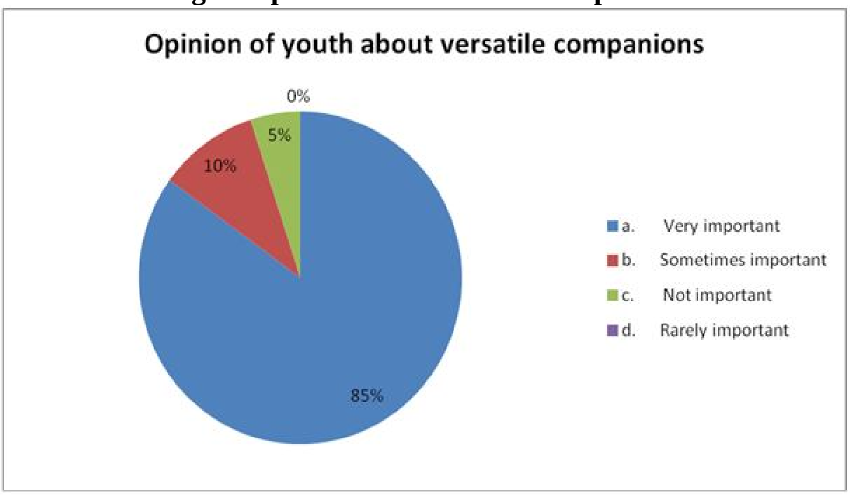


Fig 6. Strengthens the idea of the youth being more inclined towards a mixed team as opposed to a national team. This shows that the youngsters today are more accepting of various cultures rather than sticking to the traditional culture. They believe in team work and giving results together rather than being a one trick pony alone. They believe in creating a team out of the available talent pool rather than the norms and structure dictated by the management.

Fig-7: Openness towards others' opinions



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A question was asked about the importance of having a group of friends with a variety of styles/ music/ political opinions. Fig 7. Validates the openness of today's youth. It shows clearly, the way youngsters accept the ideas and views of people from different walks of life. Youngsters not only tend to give an open armed acceptance to various ideologies, but also are flexible in their thought processes. They can be moulded into the preferable work methodologies and thought processes and can prove to be great assets for an organisation.

Fig-8: Competitiveness in youngsters

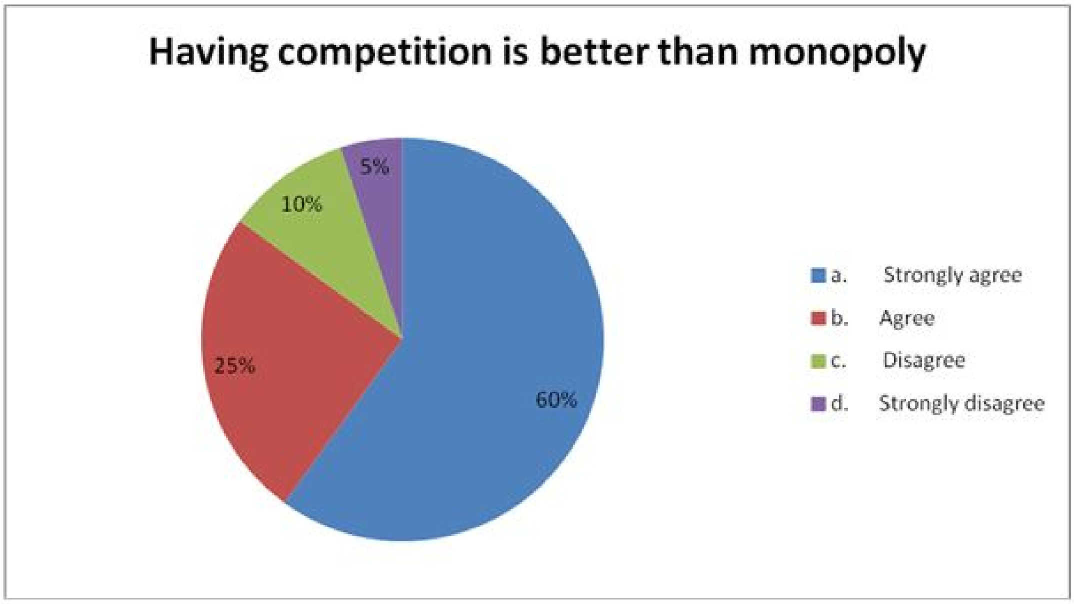

Fig 8. Corroborates with the idea that having competition is better than being an only player. Youth of today have an inherent competitive streak in them. They work better under pressure. Due to pop culture, youngsters face competition from various directions. They have developed themselves in such a way that makes them ready for the dog eat dog world. This competitiveness can give leverage for young individuals in the market for getting better opportunities and the HR department of an organisation needs to be ready for intermittent job hopping these youngsters may do.

Fig-9: Factors defining professionalism for youth

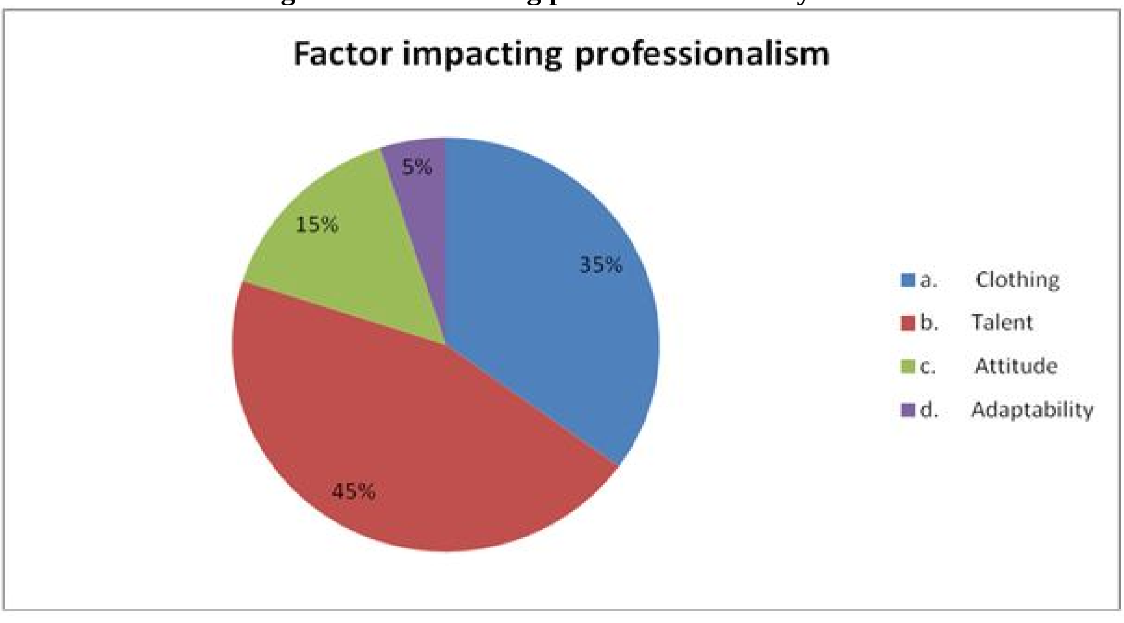

Fig 9. Provides an interesting insight into the working of young minds. Traditionally, where crisp clothing and manners defined a person's identity, other factors like adaptability was ignored to some extent. Nowadays, the youngsters not only just depend upon the traditional ideas of professionalism, but also are influenced largely by their clothing styles, attitudes and overall personality of people. They, undoubtedly, believe in talent as their major point of attraction. The HR department of an organisation needs to be aware of the changing dynamics of the human resources.

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Fig-10: Following current trends

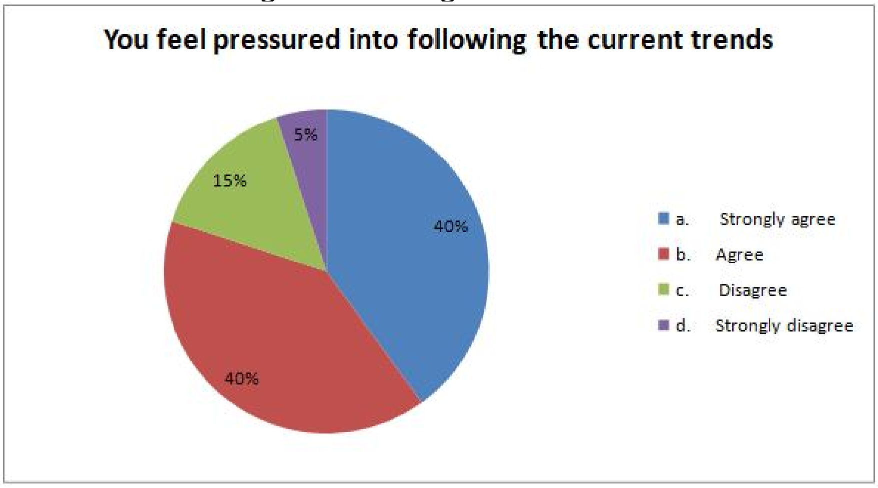


Fig 10. Documents the agreement of youth in following the current trends in the market. It shows that youngsters of today are highly influenced by the changing trends in the fashion, music and ideas. They concept of FOMO (Fear Of Missing Out) has developed because of the recent developments in the world. Organisations have to be in tune with these developments and make sure that they are up to the mark.

Fig-11: Decision making of youth

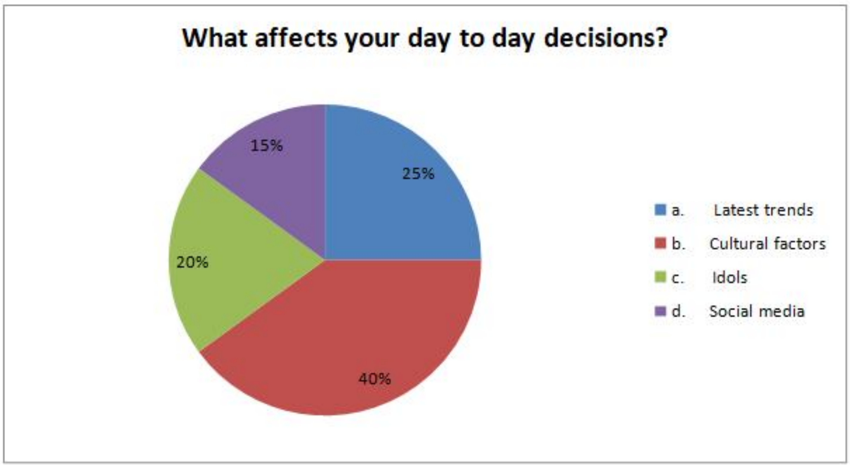
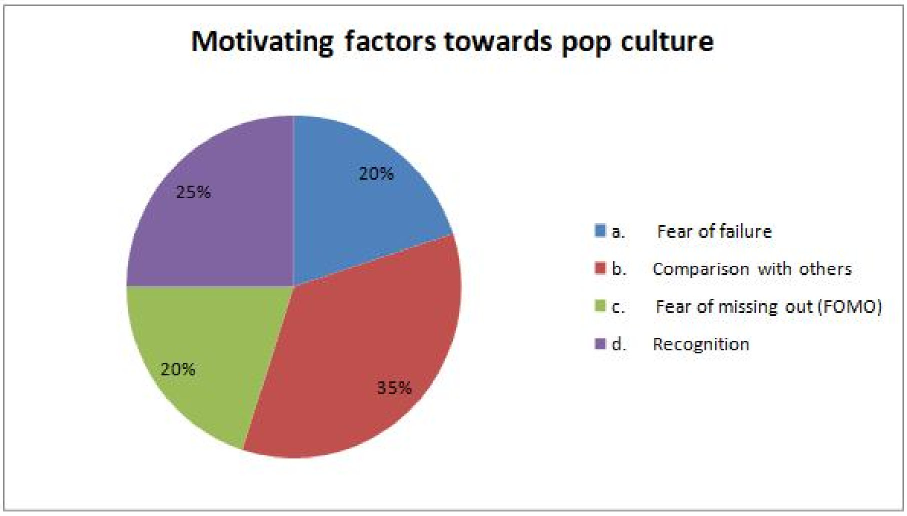


Fig. 11 interestingly depicts the impact of traditions on today's youth. Even though the youngsters are more inclined towards pop culture, the influence of traditions cannot be denied. Cultural factors like traditions, upbringing, values and notions developed due to family and other social impactors become influencers for their day to day decisions. Other factors like social media, latest trends and following their idols also are impactful in certain proportions.

Fig-12: Motivating factors



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In this it appears that the youngsters are more attached to social media. As we know, there are favourable as well as unfavourable effects of media on all strata of population. The more attraction towards media among youngsters has been observed in figure 12 mentioned above. It is fascinating to see that the motivating factors for youngsters are equally distributed

DISCUSSION AND CONCLUSION

The present scenario of pop culture reveals that the youth population is under great influence. The government at macro level and HR professionals at micro level are required to notice the influential factors affecting young human resources.in this study, it is observed that:

1. The overall impact of young human resources following pop culture results into the changing sentiments of the current human resources too. There could be a conflict between the ideologies of the current and future workforce in an organisation for which the human resources department must be ready.
2. The readiness with which the youngsters share everything on social media and get influenced easily by the latest trends is encouraging yet disturbing. The adverse impact of the same could be easily seen too. There is a constant fear of disappointment and failures. We have seen from time to time, the effects of these factors, like depression and low self esteem. Due to constant peer pressure and competition, youngsters could get distracted and involved in unpleasant activities.
3. In the youth of today, adaptability and acceptance has been observed as an important trait than the traditional leadership traits.
4. The youngsters are more open minded and accepting towards the often-ignored strata of the society. They are comfortable discussing the topics that could be offensive for traditionalists and have no qualms about mingling with the part of the society that is shunned from having a normal life. They accept different opinions and views in a more open armed manner than extremists who might believe that traditional values are more important than embracing change.
5. The impact of social media and social media influencers was clearly noticeable in the analysis done. Today’s young population is highly attracted towards the virtual world like a moth to a flame. The effects of having such an obsessive amount of social media presence has affected the self-worth of youngsters and in turn has made the HR department of every organisation rethink its motivational strategies for the upcoming human resources.
6. Youngsters nowadays believe in team work and a mixed pool of talent as opposed to following the rules laid down by the organisation or the society as a whole. This slightly rebellious nature of youngsters, if tapped correctly, can be used an advantage for the organisation.
7. Previously when the uniqueness of a person was based on his ideologies, now youngsters are more inclined towards following the current trends, fashion and fads prevalent in the world. They believe that along with clothing, talent, attitude and adaptability are equally operative factors for gauging a person. The HR of any organisation needs to be highly alert about these subtle, but constant changes happening in the human resources all around the world.
8. The young talent has a lot of potential to become an asset for an organisation. Their influencing factors are not just pop culture to a large extent, but also traditional factors governing their daily decisions. Organisations will have to consider this interesting mix of value systems while trying to manage their human resources.

In conclusion, it can be said that even though India has been a huge propagator of its culture, the impact of pop culture and its influence cannot be denied. The youth of today is the working human resources of tomorrow. Indian organisations have to be more accepting and open minded about the different cross-cultural impacts that is about to influence a large work force.

LIMITATIONS & SCOPE OF FUTURE RESEARCH

This study is based on primary data as well as secondary data. The primary data is collected through random sampling with 50 samples only. Whereas, the secondary data was made available through books, magazines, and internet. There are limitations to the measurement criteria to evaluate an exact impact of pop culture. The researchers, practitioners, and academicians may undertake a detailed study of different mix cultural and pop cultural aspects impacting human resources. Similarly, HRD ministry and business schools shall have ample scope to undertake research in the study of media effects on youth.

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ISOLATION OF HETEROTROPHIC LIPID PRODUCING STRAIN OF *SCENEDESMUS ECORNIS* FROM HOT SPRINGS

Basil D'mello[1,2] and Maya Chemburkar[2]
[1]VIVA College, Virar (W)
[2]Bhavan's College, Andheri (W)

ABSTRACT

Renewed interest in biofuels over the last decade due to a sharp rise in fossil fuel prices and increasing concerns about the global climate change has catapulted research in the field of microalgal biofuels. The present study was aimed at isolation of lipid producing microalgae capable of heterotrophic growth from hot springs. Scenedesmus ecornis was isolated from a hot spring and was evaluated for its lipid producing ability. It was found that the isolate was able to produce 14.49% of lipid of its dry weight. The optimum pH and Temperature were found to be 7 and 30°C for lipid production under heterotrophic conditions. GC-MS analysis of the lipid produced showed the presence of C14:0, C16:0, C18:0, C16:1, C18:1, C18:2 and C18:3 fatty acids which makes the lipid a good candidate for biodiesel production.

Keywords: Microalgae, Scenedesmus, Heterotrophic, Lipid

INTRODUCTION

Fossil fuel is now widely recognized as unsustainable resource with depleting supplies and increasing cost. Moreover, accumulation of carbon dioxide due to fossil fuels in the environment is getting higher. Therefore, renewable fuels are necessary for environmental and economic sustainability. (Khan & Dessouky,2009, Krawczyk.,1996, Nwafor,2004).

Biodiesel, as an alternative fuel, has attracted major interest worldwide in recent years. Conventional sources of biodiesel include plant oils and animal fats. The energy content, cetane number and viscosity of biodiesel are similar to those of petroleum-based diesel fuel (Sheehan et al, 1998). Renewed interest in biofuels over the last decade due to a sharp rise in fossil fuel prices and increasing concerns about the global climate change has catapulted research in the field of microalgal biofuels (Chisti, 2008). But, growing algae for biofuel production is still debatable because of its feasibility and economic practicability (Van Beilen, 2010). Hence, a major price gap still remains in between microalgae-derived biofuels and fossil fuels despite the tremendous efforts to reduce the costs of microalgae production and processing.

Microalgal bioprospecting encompasses searching and collection of unique microalgal strains from different aquatic environments for exploiting the potential applications of value-added products like polyunsaturated fatty acids (Olaizola, 2003; Spolaore et al., 2006). For successful biofuel production using microalgae as feedstock for biomass and lipid accumulation, the crucial step is to search, collect and identify hyper-lipid producing strains. Selection of fast-growing, productive strains, optimized for the local climatic conditions are of fundamental importance to the success of any algal mass culture and biodiesel production. (Mutanda et al. 2011)

Research on isolation of novel strain and the methods to acclimatize microalgal strains to the cultivation environment is needed. In order to effectively cultivate algae in the local climate, selection and establishment of a pool of microalgae strains from local habitats becomes particularly important and necessary. An increase in microalgal lipid content can also be induced as response to unexpected change of growth conditions. Growth-limiting stresses such as nutrient deprivation, temperature change or UV radiation, activate the production of lipids and/or starch reserves, which have been considered a cellular survival mechanism (Sheehan et al. 1998).

Some strains of algae can grow both autotrophically and heterotrophically if organic carbon is supplied (Huang et al. 2010). High biomass and high lipid yield have been demonstrated when heterotrophic algae were placed in low light with an organic carbon (Miao and Wu 2004; Xu et al. 2006)

Microalgae adaptation and survival to different environments occurs with a variety of biochemical and structural changes. Several microalgal strains can produce up to 30–70% of total lipids to that of the dry cell weight (Ward & Singh, 2005). The accumulation of lipids is closely linked to growth phases, functioning as an energy store during unfavourable conditions or cell proliferation (Adarme-Vega et al, 2012). When microalgae are grown in media with optimized nutrient concentrations, and controlled conditions (e.g., pH and temperature), high biomass densities and commercially acceptable DHA and EPA productivities can be

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achieved (Griffiths. & Harrison 2009). Therefore, the current study was aimed at isolation of heterotrophic microalgae from hot springs and assessment of its lipid production ability.

MATERIALS AND METHODS

1 Sample collection

Samples were collected from Sativali Hot Springs (19°37'55.2"N 72°54'30.0"E) located in Palghar District and transported in sterile bottles. The temperature of the hot spring was checked using a thermometer. Water samples, collected from the hot springs were stored in sterile bottles during transportation.

2 Isolation of microalgal Strains

The microalgae from the hot springs were isolated using spread plate technique on BG-11 (HiMedia) plates. The water samples were directly plated on to the medium. The plates were incubated at room temperature and under illumination of 8000 lux with a photoperiod of 16:8 hours for a period of 7 days. The isolated algae were serially subcultured to get monocultures and were assessed microscopically for contamination.

3 Screening and Isolation of Heterotrophic Microalgae

The Microalgal isolates were cultured on sterile BG11 agar plates supplemented with 0.1% glucose for the isolation of heterotrophic microalgae. A mixture of ampicillin, streptomycin, and kanamycin (100 µg/mL each) was added to the medium to prevent bacterial contamination. Carbendazim (50 µg/mL) was added to the medium before autoclaving to prevent fungal contamination. The plates were incubated in dark for 24-48 hours.

4 Molecular Identification of Microalgae

The molecular identification of the isolated microalgae was carried out by Yaazh Xenomics, Coimbatore. The Internal Transcribed Spacer (ITS) 2 region was amplified using the primer pair ITS3 (GCATCGATGAAGAACGCAGC) and ITS4 (TCCTCCGCTTATTGATATGC). The amplified sequence was used to carry out BLAST alignment search tool of NCBI genbank database.

5 Inoculum preparation

The three isolated microalgal strains were inoculated in 100ml of BG 11 Broth and cultured for 14 days at 25°C with 16:8 h period of light: dark where artificial illumination of 8000 lux was provided using the fluorescent lights. The microalgal culture was then homogenised and used as inoculum.

6 Optimization of temperature and pH for lipid production

To determine the optimum temperature and pH required for lipid production, the isolated microalgae were grown under Nitrogen deficient conditions in 250ml flasks containing 100 ml of BG 11 broth (devoid of the Nitrogen source, i.e., $NaNO_3$) which were incubated at different temperature and pH. The temperatures selected for the study were 25°C, 30°C, 40°C, 50°C, 55°C and 60°C whereas the pH range selected for the study was 5,6,7, 8 and 9. For the heterotrophic mode of growth, the media was supplemented with 0.1% glucose and incubated in the dark for 7 days.

7 Extraction of lipids from microalgal biomass

The dry biomass was extracted with chloroform/methanol/water system (1:1:0.9) as described by Işik et al. (1999). The mass of the lipids extracted is measured gravimetrically by evaporating the solvent.

8 Transesterification of lipids

The extracted lipid was subjected to transesterification by Metcalfe and Schmitz (1966) in which the sample containing lipid fraction was placed in a test tube where a mixture 3mL of BF_3/MeOH was added. The mixture was heated in a water bath at 70°C for 20 min. For recovery of the fatty acid methyl esters the derivatized mixture was washed into a separatory funnel with 15 mL of hexane and 20 mL of distilled water.

The organic and aqueous phases were then separated. The organic phase containing the fatty esters was dried, and the solvent was evaporated at 50°C

9 FAME analysis by GC/MS

The Fatty acid methyl esters produced after transesterification were analysed using an Agilent 7890A gas-chromatograph equipped with an 8975C MS detector and fitted with an HP-5 MS fused silica column (length 30 m; i.d. 0.25 mm; film thickness 0.25 mm). The temperature program was started at 60°C for 0.5 min. Then the temperature was ramped to 320°C at 10°C/min, and then held at 325°C for 10 min. Helium was used as carrier gas with constant flow rate of 1.0 ml/min. The solvent delay was 6.35 min. The MS filament source temperature was set to 230°C; the quadrupole temperature was set to 150°C and the transfer line temperature was 280°C. Spectra were acquired in positive (70eV) full scan mode from 50-650 *m/z* at 2 spectra/s scan speed. The identification of FAMEs in each sample was completed using AMDIS and verified using the NIST library.

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RESULTS AND DISCUSSION

1. Isolation of Microalgae

The samples from Sativali hot springs were inoculated on BG 11 medium. The plates were incubated at room temperature with LED tube lights as a light source. Considerable Growth was observed on the plated after 7 days. Each Green Colony was subcultured on sterile BG11 medium. Serial subculturing of the microalgae was done to obtain axenic cultures. The microalgal isolates were then tested for their heterotrophic growth abilities by growing them in BG11 medium supplemented with 0.1% glucose. The microalgal cultures isolated in the process were maintained on BG 11 medium for further analysis. Microscopic evaluation was done to verify the purity of the culture.

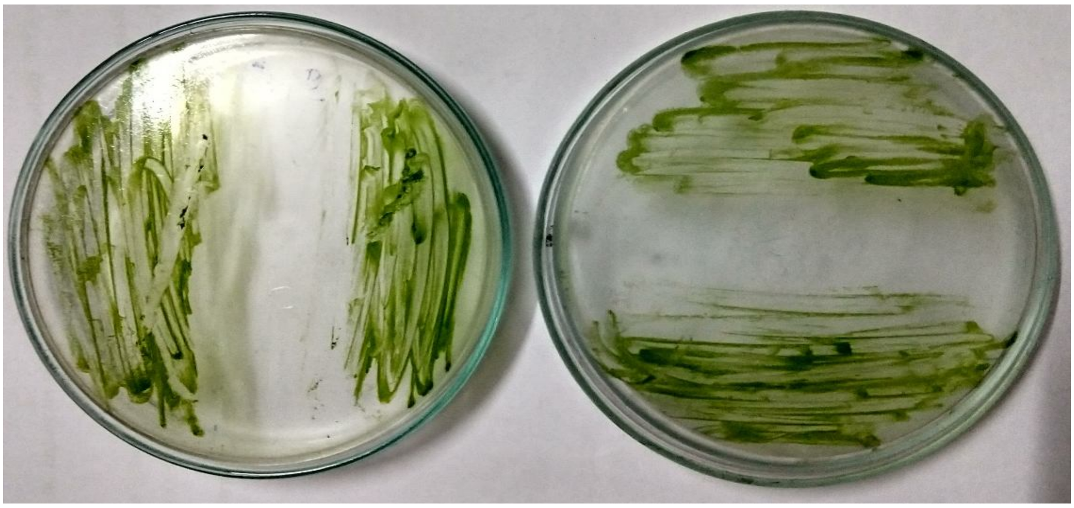

Figure-1: Axenic culture of Microalgal isolate on BG11 medium

2. Molecular Identification

For the identification of isolate 2 18S rRNA sequencing was carried out. The 18S rRNA region was tried to be amplified using the NS1 and NS8 universal primers. But there was no amplicon obtained after PCR. Therefore, the extracted DNA was subjected to the amplification of the ITS 2 region using the ITS3 (GCATCGATGAAGAACGCAGC) and ITS4 (TCCTCCGCTTATTGATATGC) primers. The PCR product was then sequenced and the sequence was found to be of 238 bases. After the BLAST search in the NCBI genbank database, the sequence exhibited 99% identity for 100% query cover of the ITS 2 region of Scenedesmus ecornis strain NC-M9 (Sequence ID: MF952450.1). Thus, confirming that the isolate is a strain of Scenedesmus ecornis.

ITS2 region of the Microalgal isolate

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AGCATGCTCTCTCTCTGCTTGAGTGGCTTGTTGTGCTTGCTCGTCCACATCAGGTGTGGATCTGG
CCCTCCCTTCAGTGCTGCACCGGTTGGGTTGGCTGATTCACAGAGGCTTAAACTGGGACCCAAT
TCGGGCTCAACTGGATAGGTAGCAACACCCTCGGGTGCCTACACGAAGTTGTGTCTGAGGACC
TGGTTAGGAGCCAAGCAGGAAACGTGCCTTTGGCACGTACTCTGTA
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3. Optimization of pH and Temperature conditions for lipid production

The process parameters of temperature and pH were assessed for lipid production for the three isolates. The microalgal isolates were cultured autotrophically and heterotrophically at different temperature and pH conditions. Nitrogen deprivation was employed for enhanced synthesis of lipids. The biomass produced at the end of the incubation was dried, the lipid produced was extracted and estimated gravimetrically. It was found that the optimum temperature for lipid production for all the three isolates was in between 25-30°C and the production decreased with the increase in temperature. *S.ecornis* produced maximum lipid of upto 14.49 % under autotrophic and heterotrophic conditions respectively. On comparison of lipid production in the presence and in the absence of nitrogen, it was found that there was an approximately 2-fold increase in the lipid production.

The optimum pH for the biomass production for all the *S.ecornis* was found to be 7.

There was a drastic decrease in the lipid production when the pH was decreased to 5 and also when the pH was increased to 9.

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Zhang et al. (2014) reported that optimal pH value for lipid accumulation of *Chlorella sp*. HQ

should be between 7.0 and 9.0. Rodolfi et al. (2009) observed better growth of *C.vulgaris* at pH 6.5 and 7.0, and accumulated lipid at pH 7 and 8.5, so optimal for growth and lipid accumulation of *C.vulgaris* was at pH 7.0. Alkaline pH increases the flexibility of the cell wall of mother cells, which prevents its rupture and inhibits autospore release, thus increasing the time for cell cycle completion which leads to lipid accumulation (Guckert et al., 1990).

Table.No-1: Effect of temperature on lipid production in *S.ecornis*

		Lipid (%)	
Sr. no.	**Temperature**	**Heterotrophic condition**	
		With Nitrogen source	**Without Nitrogen source**
1	25°C	6.15	14.03
2	30°C	6.4	14.49
3	40°C	5.6	12.88
4	50°C	4.7	10.81
5	55°C	4.2	9.66
6	60°C	3.08	7.13

Table no-2: Effect of temperature on lipid production in *S.ecornis*

		Lipid (%)	
Sr. no.	**pH**	**Heterotrophic condition**	
		With Nitrogen source	**Without Nitrogen source**
1	**5**	2.73	4.26
2	**6**	5.27	10.61
3	**7**	6.46	14.34
4	**8**	5.98	14.16
5	**9**	3.5	9.94

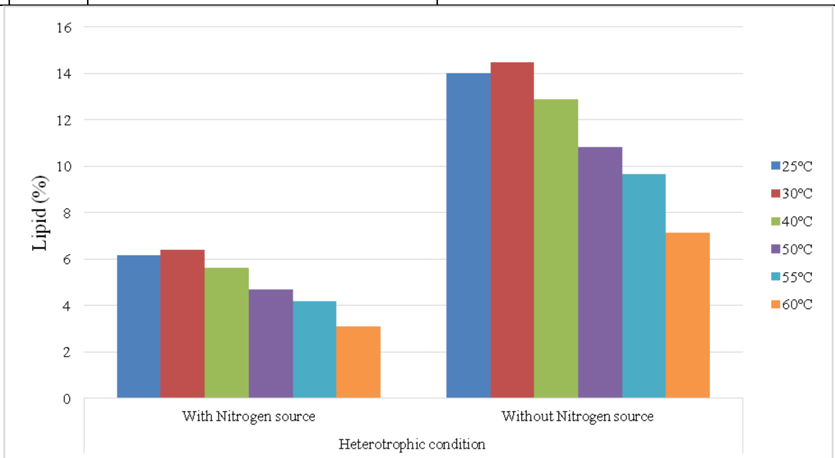

Figure-2: Effect of temperature on lipid production in S.ecornis

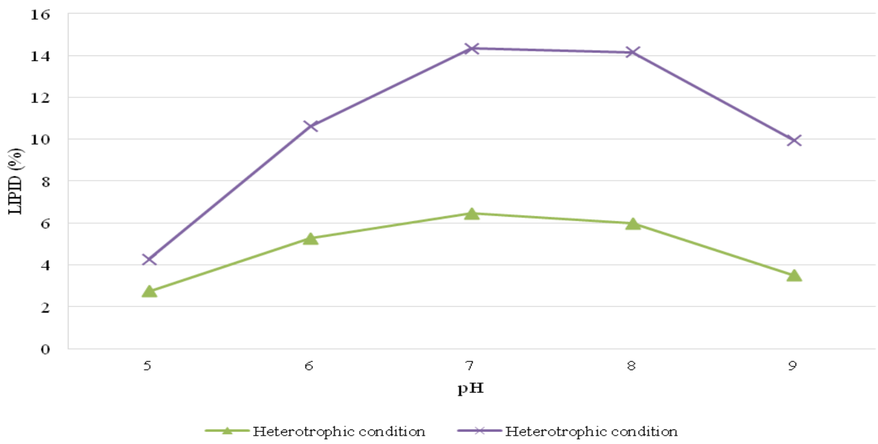

Figure-3: Effect of pH on lipid production in S.ecornis

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4. FAME analysis by GC/MS

The composition and structure of fatty acid esters, such as unsaturation degree and carbon chain length, determine the properties of biodiesel (Knothe, 2005). Therefore, the fatty acid content of individual lipid classes from heterotrophic cells is an important factor for selection of microalgae as a biofuel feedstock. The fatty acid profiles of the microalgae showed that C16:0, C18:2 and C18:3 were found to be the major fatty acids. The FAME analysis of the extracted lipids after transesterification showed the presence of C14:0, C16:0, C18:0, C16:1, C18:1, C18:2 and C18:3 in *S.ecornis*.

Table no-4: Fatty acid profile of lipid produced under heterotrophic conditions in *S.ecornis*

Fatty Acids	SFA	C14:0	C16:0	C17:0	C18:0	MUFA	C16:1	C17:1	C18:1	PUFA	C18:2	C18:3
***S.ecornis** **	29.55 ± 0.17	6.27 ±0.13	20.64 ± 0.32	ND	2.64 ± 0.06	25.13 ± 0.24	13.41 ± 0.14	ND	11.72 ± 0.27	45.27 ± 0.81	6.21 ± 0.17	39.05 ± 1.14

CONCLUSION

Bioprospecting of indigenous microalgae is usually a starting point in the road map towards biofuels and other commodities from microalgal biomass (Rizza et al., 2017). Regional differences in weather is one of the major limiting factors when determining which microalgal strains can be grown quickly in an established area. In spite of having generally high lipid content, the microalgal species can't be utilized for biodiesel production on the off chance that it doesn't show same productivity in that desired area. Locally isolated species are usually better adjusted to the predominant territorial abiotic and biotic elements, and are therefore are more developmentally adapted for bioresource generation.

Heterotrophic strain of microalga was isolated from Sativali hot springs of Palghar district in Maharashtra. The microalga was identified using molecular identification techniques and was found to be a strain of Scenedesmus ecornis.

From the results obtained it was found that the isolates required an optimum temperature of 30°C and an optimum pH of 7 for lipid production under heterotrophic growth conditions. It was also observed that the lipid production was decreased with the increase in temperature. The isolated strain of *S.ecornis* was found to be thermotolerant. The lipids from the heterotrophic microalgae can act as a more feasible candidate for biodiesel production.

To produce biofuels, obtaining high amounts of lipid production is a challenge. Optimization of process parameters and medium composition is vital for maximum lipid production. Although heterotrophic mode offers a great promise, to make this process commercially viable, low- cost carbon substrates, suitable bioreactors and optimization of the process of converting algal biomass to various fuels is crucial.

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INFLUENCE OF SALES FORCE ON CUSTOMER BUYING PATTERN IN THE RETAIL SECTOR IN INDIA: AN EMPIRICAL STUDY

Nicole D'silva[1], Dr Bernadette D'silva[2] and Dr. Stephen D'silva[3]
[1]Statistics Faculty, Mumbai
[2]Director, A.I's Allana Institute of Management Studies, Mumbai
[3]Senior Professor, (JBIMS) Jamnalal Bajaj Institute of Management Studies, Mumbai

ABSTRACT
Income levels of the great Indian middle class is growing rapidly. According to Times of India dated 8th February 2019, Indians employees are set to get a salary hike of 12% resulting in real wage increase of seven percent thus topping the charts of 45 countries. This has inspired many leading global marketers to storm the country with a growing and wide market for product offerings. Extant literature review suggests that the relationship between the salesperson and the customer is extremely critical in the area of business to customer services marketing. Therefore, we propose that a bond between the salesperson and the customer will result in a higher level of customer satisfaction and a long-term commitment on behalf of both parties to the relationship. Suggestions for improving relationships and increasing buyer-seller trust is also recommended. This empirical study investigates the dimensions of sales force influence on the Indian customers decision making.

Keywords: Services marketing, Consumer behavior, Retail sector, Product marketing, Sales force Management, India.

INTRODUCTION

Retailing since of late, focuses on consumers. There have been many predictions about the continuous changing consumer demographics and how these demographic trends affect retailing (Berry & Wilson, 1977). In recent years retail competition has intensified as consumers want to have a one-stop shop. The Indian retail sector has advanced in an organized and systematic manner. Anticipating future growth the plans for building about 300 new malls, 1,500 supermarkets and 325 departmental stores is on, in various cities of the country.

Retailers is being defined as firms "engaged primarily in retailing". Retailing in India gives jobs to many salespeople. Companies today are recruiting professionals to service their customer. This is especially true when you remember that 80% of your sales comes from 20% of your customers and clients. Customer retention and customer loyalty is not only a cost effective and profitable strategy, but in today's business world it's necessary. Every salesperson hopes that the customer returns to the store to buy more. The salesperson has convinced the customer with his professional skills. The customer now trusts not only in the salesperson himself or his employer or the manufacturer, but also in the products or services he sells. In the opposite case, the situation is worse: it takes a lot of work and money to convince a lost customer again, or it may even be impossible to get him back. Research has found that bringing in a new customer costs five times more than a repeat purchase. The salesperson represents the retailers to the customers and works as a mediator between retailers and consumers (Wilkie, 1994). The salesperson informs the customers of the products and services available to them and helps them decide which products and services are the best for their needs and wants.

Wilkie (1994) reported that the organization considers the salesperson's function five times more important than advertising in the promotion part of the marketing mix. Supporting the importance of the salesperson, Woodside and Davenport (1974) explained that a salesperson's power plays an important role when the consumer likes the salesperson.

SERVICE QUALITY

In services marketing, it is not enough for the service provider to offer a high quality service. The quality of the service encounter will be measured by the service deliverer, as well as the manner in which the service is delivered. It is important for a service provider to practice interactive marketing, in order to ensure that the sales representative is prepared to provide quality delivery of the service. Marketing has taken a completely new dimension, relationship marketing (Gronroos 1995, p. 253).

Great bonding is seen as a method that adds value to the relationship between the salesperson and the customer by addressing the needs that the customer has for a close personal relationship with the service provider. Wilson (1995) discusses about how added value is a shared creation between the buyer and the seller that serves to enhance the relationship so that they each can gain more benefit from the relationship. Wilson (1995) says that value is created in many different ways, which can include an increase in bonding. It is our contention that the performance of the service is enhanced when a bond exists between the salesperson and the customer, and that

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this bond adds value to the relationship between the parties by distinguishing the service encounter in such a way that leads to customer satisfaction.

Thus, sales force helps in understanding the dimensionality of service quality, which appears to be critical not only for measurement purposes but also for providing greater insights into customers' perceptions and shopping behavior.

THE OBJECTIVES OF THE STUDY

1. To identify the extent to which sales staff influences consumers buying behavior. The main objective of this research is to identify the impact that sales staff has on consumer buying pattern and gauging how much consumer's rely on it.
2. The last section and probably the most important among all, provides a discussion of results, managerial implications of our findings, limitations of the present study and suggestions for future research directions. Finally, the managerial implications concerning the influence of sales force on Customer Buying Pattern in the Retail sector In India have been highlighted.

RESEARCH DESIGN AND METHODOLOGY

Methodology of data collection

1. There was two distinct phases of data collection. The objective of the first phase, the pilot study, was to design the framework of the research. This was achieved through a systematic pilot study involving attribute generation and subsequent data reduction processes. The questionnaire was pre-tested for readability and clarity with post graduate business students. Relevant instructions were given in the questionnaire for consistency and some aspects were deleted or reframed. In many of the questions a five point Likert scale ranging from "strongly disagree" to "strongly agree" was used for measurement of these items.

2. The second phase entailed the data collection through the questionnaire survey using the framework crystallized by the above process.

Sample technique

A sample of 65 selected personally by the researchers and questionnaires were filled immediately by the researchers in front of the respondents in various places in Mumbai. Almost 50% of the questionnaires were filled by the respondents. The area of the survey were City Centre (Central Mumbai), Asiatic, (Churchgate) (South Mumbai) , Nirmal life style (Mulund) (Eastern suburbs) and Infinity centre (Malad) (Western Suburbs). The areas were chosen at the different corners of Mumbai to get a holistic view. The questionnaire was done during the month of January - February 2019. The questionnaire also included five demographic characteristics of the respondents: gender, age, education, profession, and annual monthly income. Only 58 complete and usable questionnaires were obtained. This was found to be adequate for the tools being used for analysis. Considering the different objectives of the study, various tools of analysis have been employed and the data collected through questionnaire are duly processed , A statistical approach- factor analysis- has been used to identify the factors. classified and tabulated. Statistical Package for Social Science (SPSS) for windows has been used to perform the statistical analysis.

FINDINGS

Part 1

Part1 provides sample characteristics for the 58 questionnaires surveyed. Seven questionnaires were returned as non-deliverable, resulting in an effective response rate of 89.23%

Characteristics of respondents

From the graph it is seen that the trend of shopping is slightly shifting more towards the male's side i.e. 43 numbers

	Gender
	Count
Male	43
Female	15

	Age
	Count
Under 20	3
20-30	32
31-40	14
41-50	7
51 and over	2

From the table it is clearly seen that target group is having age between 21-30 years. As the retail sector is on rise from sometimes back, so younger college going generation just to get feel of shopping experience, frequently visit the malls.

	Education Count
High school	1
Junior college	4
Graduation	31
Post graduation	22

	Profession Count
Jr. Executive	8
Sr.Executive	12
Entrpreneur	7
Professional	6
Shop owner	1
Student	20
Others	4

	Monthly income Count
<30000	28
Rs.30000-40000	17
Rs.40000-50000	3
Rs.50000-60000	3
Rs.60000-70000	1
>Rs.70000	3

Visits of respondents

Visits	Percent
many per week	6.4
one per week	23.1
one per two weeks	15.4
one per month	38.5
rarely	16.7
Total	100.0

As the disposable income of people is increasing day by day so the visit to shopping mall is also increasing. The total per week trip accounts for 38.5 % of the pie.

Part 2

(1) Salesperson competence

Coefficient Alpha (Cronbach, 1951) on this four-item scale has reported reliability of 0.7672. (An alpha of 0.60 and higher is the minimum acceptance level). The number of cases was 53. Factor analysis indicated that competence was essentially distinct and loaded on each other. Principal components factor analysis was used.

Component Matrix[a]

	Component 1
A1	.661
A2	.903
A3	.875
A4	.631

Extraction Method: Principal Component Analysis.
a. 1 component extracted.

(2) Selling tactics

A two-item measure that was used by Holden (1990) is the basis of a scale to assess the level of pressure selling tactics used by the salesperson. Since the original Holden (1990) scale had a reported coefficient Alpha of only 0.2365 these four items can be deleted for reliability. The number of cases was 50.

(3) Service quality

A performance-based measure (SERVPERF) analyzed by Cronin and Taylor (1992) was used as the basis of a scale to assess perceived service quality. The SERVPERF scale was shown to be more efficient than the traditional SERVQUAL scale proposed by Parasuraman et al. (1985).The scale has reported coefficient alpha of 0.8539. SERVPERF measures the respondents' feelings about 10 attributes related to a company's service.

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Rotated Component Matrix[a]

	Component		
	1	2	3
B1	6.044E-02	.731	.520
B2	-1.59E-02	.183	.916
B3	.387	-.597	.222
B4	.889	.319	-.236
B5	.988	6.994E-02	4.443E-02
B6	.871	.145	.351
B7	.493	.640	.252
B8	.837	5.537E-02	-.148
B9	.794	-9.88E-02	.431
B10	.284	.883	.132

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

Principal components factor analysis was used with varimax method. Variables B4, B5, B6, B8 and B9 loaded on Factor 1 which mainly talks of the efficiency of the service department. Factor 2 has B1, B7, B10 loading on it while B3 has a negative effect. The last factor 3 has B1 again and B2 loading on it. The number of service factors can be reduced to 3 only. Factor 1 for efficiency of the service department. Factor 2 for the uptodate equipment and support and Factor 3 for the physical facilities.

(4) General trust

To measure the buyer's generalized tendency to trust, a five-item scale developed by Holden (1990) was used. In Holden's (1990) research, the scale has a reported coefficient alpha of 0.71. while our study reported coefficient alpha of 0.4761.

Rotated Component Matrix[a]

	Component		
	1	2	3
C1	1.630E-02	-3.93E-02	.989
C2	.834	.168	.199
C3	.881	-5.35E-02	-2.68E-02
C4	.821	-.169	-.102
C5	-3.67E-02	.986	-3.93E-02

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization
a. Rotation converged in 4 iterations.

Factor analysis indicated that C2, C3, C4 load on Factor 1 which indicates that people do not cheat and are honest. Factor 2 states that everyone in the world can be trusted. Factor 3 states that there should not be any worry when dealing with people.

(5) Familiarity with the product

The buyer's familiarity with the product prior to its purchase was measured using a three-item, seven-point semantic differential scale developed by Oliver and Bearden (1985). The scale has a reported coefficient alpha of 0.8053 and the number of cases were 50.

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Component Matrix [a]

	Component 1
Familiarity of the brand before purchase	.764
Information about the make prior purchase	.885
Knowledge about the brand before visit	.891

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.667
Bartlett's Test of Sphericity	Approx. Chi-Square	59.795
	df	3
	Sig.	.000

Familiarity with the product prior to purchase seems to lower trust of the salesperson rather than increase it, as was expected. Buyers check out details over the internet and others before deciding on the purchase of the product. They do not rely on the salesman as you will notice only one factor was extracted and all loaded on that factor of familiarity. This result could be due to the fact that the 32 respondents were between the age group of 20-30 years.

(6) Satisfaction

Customer satisfaction was measured using a six-item, semantic differential scale used by Oliver and Swan (1989a,b) with reported coefficient alpha of 0.7092 with 52 cases. The measure was used to assess the buyer's satisfaction with his/her ownership experience to date.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.671
Bartlett's Test of Sphericity	Approx. Chi-Square	110.464
	df	15
	Sig.	.000

The KMO for measure of sampling adequacy was .671

Rotated Component Matrix [a]

	Component 1	Component 2
Pleased	-.220	.692
Contented	.302	.797
Satisfaction	.170	.823
Happiness about the product	.774	1.001E-02
Functionality	.909	6.365E-02
Wise choice	.897	.144

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 3 iterations.

According to the factor analysis the buyers were happy about the product, their functionality and felt that it was a wise choice they have made. All these loaded Factor 1 which denotes the Product per se. and Factor 2 denotes the state of mind/ feeling.

(7) Trust of salesperson

Holden's (1990) ``Sales Trust" scale was used to assess trust of the salesperson. Holden's (1990) original scale, developed to assess trust in an industrial business relationship, has eight items and a reported coefficient alpha of 0.3089 with 45 cases.

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KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.683
Bartlett's Test of Sphericity	Approx. Chi-Square	120.856
	df	28
	Sig.	.000

The KMO measure for sampling adequacy was .683

According to the factor analysis the buyers anyone could trust the salesperson and the trust was so complete that the salesman would not lie even he would gain from it and he had standards of honesty and morality. The sales person would do anything for the benefit of the customer.

Rotated Component Matrix[a]

	Component		
	1	2	3
F1	-.154	.636	.546
F2	.240	.844	-6.92E-02
F3	.291	.777	-3.72E-02
F4	.198	-9.33E-02	.886
F5	.747	.212	.305
F6	.771	.263	7.554E-03
F7	.920	1.953E-02	-.139
F8	.709	.141	.188

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization

a. Rotation converged in 6 iterations.

(8) Trust of a manufacturer

A similar scale was devised to measure ``Company Trust" (Holden, 1990). This four-item scale was used to measure trust of the manufacturer in this study. This scale has a reported coefficient alpha of 0.6791 with 58 cases. These four items converged into one factor in factor analysis.

Factor analysis indicated that Salesperson competence consisted of one factor, Service quality consists of three factors, General trust consists of three factors, Familiarity with the product consisted of one factor, Satisfaction consists of two factors, Trust of salesperson consists of three factors, Trust of a manufacturer converged into one factor in factor analysis.

MANAGERIAL IMPLICATIONS

India is well known for personal bonding and relations with their customers. What is promising for managers is the effectiveness of proactive relationship building strategies undertaken by sellers. Company executives focused on building and maintaining strong customer relationships should note that the selection and training of sales persons who are directly dealing with the customers is critical; expertise, communication, and familiarity to customers are the most effective relationship-building strategies.

The next most effective strategy is for company managers to make investments in generating relationship-based benefits for customers; furthermore, relationship investment has the added benefit of influencing performance directly. However, managers must recognize that these proactive efforts will be wasted if they leave customer conflict unresolved as the negative influence of conflict on customer relationships is greater in magnitude than that of any other strategy. Thus, some firms could generate higher returns by reallocating their relationship investments to conflict resolution. A strategy of increasing customer dependence does not appear to be an effective way to build relationships, but it seems to influence seller performance directly. Neither relationship duration nor interaction frequency is a good driver of strong customer relationships.

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Of all the outcomes we analysed, relationships have the greatest influence on cooperation and word of mouth. Managers may also want to leverage the potentially stronger impact on customer loyalty and seller performance in relationships that involve an individual. Therefore, we propose that there should be a bond between the salesperson and the customer which will result in a higher level of customer satisfaction and a long-term commitment on behalf of both parties to the relationship. Today's buyers trust the brand name and the manufacturer as well as check out details before they visit the store.

LIMITATION OF THE STUDY

While this study helps us to understand the customer buying behaviour, it has its limitations. Data was gathered from customers through convenience sampling in Mumbai only which limits the generalization of the study. While respondents were represented from a wide cross-section of retail settings across Mumbai, it still does not ensure generalisability though it does provide some evidence that the sample is representative of the population. It can be extended to other parts of the country to get a holistic view. A second limitation of this study is that many customers were giving a general view of all salespersons interaction and not the specific as per the last interaction.

FUTURE RESEARCH DIRECTIONS

In summary, our research is first of its kind in Mumbai (India) and a first step for examining the importance of the salesperson in the customer loyalty process.

This study represents a step toward better understanding of the development of trust in the relationship between consumer and sales person. Another area for investigation would be to conduct a longitudinal study to determine how trust is developed over time. This research focused on the exploration stage of the salespersons relationship, early in the life of the exchange relationship. This was a ``snap shot" approach. It would be interesting to evaluate how and why trust levels change over time. For example, how long does the sales experience play a role in trust development? If the quality of the product declines with time how is trust influenced? Are there societal-level factors, including laws, regulations, and public policies, that affect the development of trust over time?

In the retail sector an area for future research relates to a system approach to understanding customer perceptions and attitudes. When buying at the retail level, a customer is potentially influenced by multiple departments within the retail organization as well as by impressions regarding the manufacturer of the particular product. The interaction among these factors in creating trust and satisfaction should be assessed further.

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CHARACTERIZATIONS OF CDS THIN FILMS PREPARED BY CHEMICAL BATH DEPOSITION AT DIFFERENT TEMPERATURE

Dr. Hemangi A. Raut, Cephas A. Vanderhyde and Niyanta Dave
Shri Jagdishprasad Jhabermal Tibrewala University, Rajasthan

ABSTRACT

Cadmium Sulphide (CdS) thin films are deposited at 25 °C, 45 °C, 65 °C and 85°C using Chemical Bath Deposition (CBD) and they are characterized for their crystallinity, morphology, spectroscopy and composition. The role of temperature has been very evident in the crystalline and morphological development of the thin films. The temperature also affected the band gap of the thin films. The Energy Dispersive Spectroscopy was used to analyze the composition of the thin films.

Keywords: Chemical Bath deposition, Crystallinity, EDS, Morphology, Energy Band Gap.

INTRODUCTION

Cadmium sulphide (CdS) possesses a direct band gap of the value Eg = 2.42 eV. It is one of the most important II–VI group semiconductors, which has many vital applications in the several fields that includes light emitting diodes, solar cells, biological imaging and labeling devices, photoelectrochemical cells, catalysts and other optoelectronics devices [1-8]. The CdS nano-material in thin film and powder form with different morphologies were synthesized using countless techniques such as hydrothermal method [9-11], micro-emulsion [12], chemical bath deposition [13, 14], using coordination solvents [15, 16], electro-deposition [17, 18], vapor liquid solid (VLS) [19], etc. Among these methods CBD method stands out and is used to deposit CdS thin films due to its numerous advantages over the other methods.

In this context, we are reporting the preparation of cadmium sulfide thin films by chemical bath deposition using an aqueous alkaline solution. In an attempt, to study the influence of deposition temperature CdS thin films are deposited at different temperature i.e. 25, 45, 65 and 85 °C for optimized time duration. The results are reported for optimized preparative parameters that were used to deposit evenly distributed and well adherent thin films with interesting nanostructures

Chemical Bath Deposition of CdS Thin Films at Different Temperatures

The precursors were added in a beaker in 0.05 M concentrations and were kept at stand still with the glass slides immersed in them. The baths were kept at suitable temperatures. The deposition of CdS thin film is basically a gradual release of Cd^{2+} and S^{2-} ions in the solution that slowly crystallizes on the substrate. For this, Cd salt in an aqueous alkaline medium forming a suitable complexing reagent is used as Cd^{2+} ion source and thiourea as S^{2-} ion source.

Chemicals used for the deposition of CdS thin film were cadmium acetate, thiourea and aqueous ammonia (25 %). All the chemicals that were used were of A. R. grade from by s. d. fine chem. Ltd. Mumbai.

The films were deposited at different temperature for optimal time duration.

RESULTS AND DISCUSSION

Optimization of the Preparative Parameters

To optimize the deposition time for a particular temperature, concentration of cadmium acetate, concentration of thiourea and ammonia (25 %) were kept constant. The deposition temperatures were varied from 25 to 85 ºC and deposition time was optimized for each temperature and the preparative parameters are depicted in table 1.

Growth and reaction mechanism

Here in the synthesis process, NH_4OH is used as a complex reagent to control the Cd^{2+} and S^{2-} ions in the solution. When a small amount of aqueous ammonia was added in the cadmium precursor, which resulted into formation of a turbid solution due to presence of colloidal $Cd(OH)_2$. Further, addition of excess ammonia causes the initially formed turbidity to vanish and the solution gets converted to clear and transparent solution. In this present research work, sufficient amount of ammonia has been added and hence due to the formation of cadmium tetra-amine $[Cd(NH3)_4{}^{2+}]$ complex, the solution couldn't contain colloidal $Cd(OH)_2$ in the deposition solution. The rate of CdS formation is mainly governed by the concentration of Cd^{2+} provided by $Cd(NH3)_4{}^{2+}$ and the concentration of S^{2-} slowly released from $SC(NH_2)_2$.

The various reaction steps involved in the deposition of CdS thin films are as follows:

$$SC(NH_2)_2 + 3OH^- \rightarrow CN_2{}^{2-} + HS^- + 3H_2O$$

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$HS^{-} + OH^{-} \rightarrow S^{2-} + H_2O$

$Cd(NH_3)_4^{2+} + S^{2-} \rightarrow CdS$

Table.1. Optimized parameters for CdS thin films grown at different temperature

Sources	Deposition Temperature (°C)	Deposition Time (hrs.)	Thickness (µm)	Band Gap (eV)
$Cd(CH_3COO)_2$(0.05M), NH_2SNH_2 (0.05M), NH_3 (25%)	25	72	1.740	2.3
Same as above	45	12	1.570	2.4
Same as above	65	4	1.620	2.35
Same as above	85	2	1.720	2.3

The deposition temperatures and subsequent optimized time and thickness are depicted in tab.1.

Characterizations

The different characterizations techniques used to analyze the CdS thin films are same as described below.

X-ray Diffraction (XRD) study

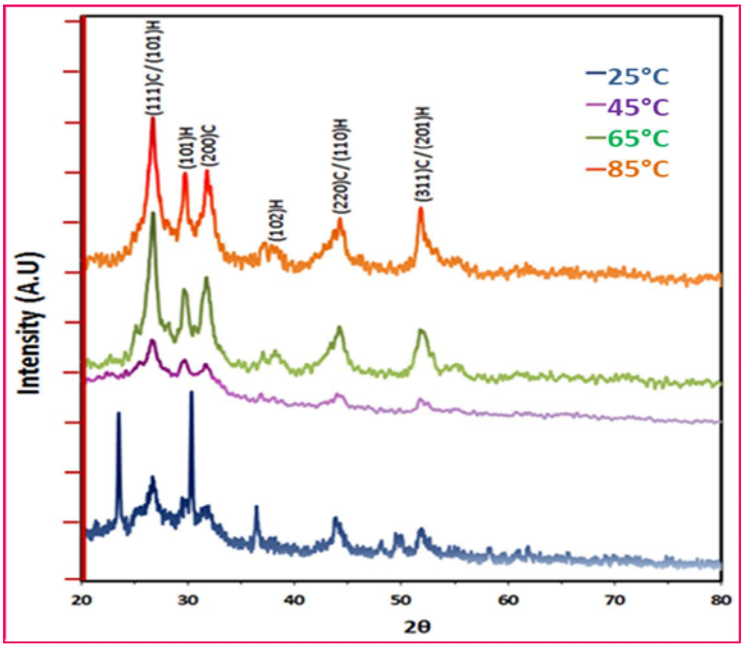

Fig-1: XRD patterns of CdS thin films deposited at different temperatures

Fig.1. of the XRD study it revealed CdS thin films developed with either metastable cubic or stable hexagonal phase depending on the experimental conditions. Fig.1. revealed the XRD patterns of CdS thin films deposited at different temperatures i.e. 25 ºC, 45 ºC, 65 ºC and 85 ºC. The detected XRD data was compared with the standard JCPDS data files [20, 21]. The XRD pattern of CdS film deposited at 25 °C illustrates that the film deposited at lower temperature is of poor crystalline quality. The peaks could be tagged with (100), (002) and (311) planes that corresponds to sphalerite (cubic) as well as wurtzite (hexagonal) phase of CdS that revealed the coexistence of both phases [20]. The broad peaks revealed that the CdS thin film deposited at 25 °C is composed of coarsely fine crystallites or nanocrystalline.

It is possible due to slow release of S^{2-} ions from thiourea $[SC(NH_2)_2]$ solution at relatively lower temperatures. It is predictable to note that XRD pattern of this film also exhibit unwanted peaks corresponding to $Cd(OH)_2$, CdO [21], indicating that the film deposited at lower temperature grew with CdS along with impurity phases present in the deposited film. Fig.1. reveals that the CdS thin films deposited at 45, 65 and 85 ºC have the peaks indexed in the XRD patterns are in comparison with standard JCPDS [20], which confirmed the coexistence of cubic and hexagonal phase of CdS thin films at the reported temperatures. The important point that is noteworthy is that the emerged peaks had a minor shifting to lower angles (θ) with increase in deposition temperatures may be due to induced tensile strain at higher temperature of deposition. Also the intensity of XRD peaks was found to be more pronounced with higher deposition temperatures. It is obvious to notice that the films deposited at these temperatures did not show peaks corresponding any impurity phases. This clearly revealed that the CdS thin films were grown with high purity at higher temperatures.

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Compositional Study

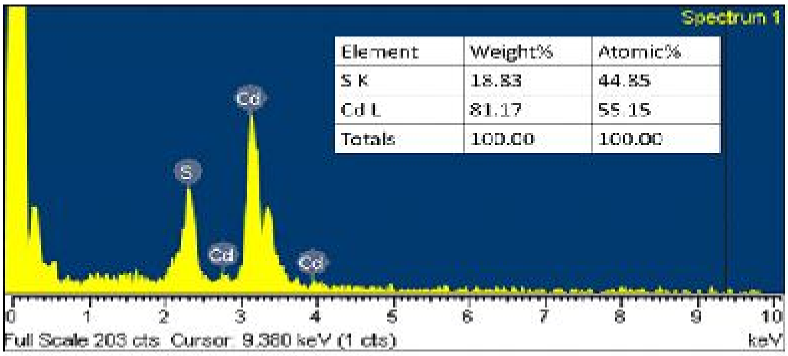

Fig-2: EDS pattern of CdS Thin Film

In order to take advantage of the information regarding the elements present in the deposited films and their relative proportions EDS pattern was engaged to make analysis. The typical and representative EDS pattern of CdS thin film deposited at 45 ºC is shown in Fig.2. The pattern revealed sharp strong peaks that correspond to Cd (cadmium) and S (sulfur). The EDS pattern did not show any traces of impurity peaks, confirming high purity of the deposited CdS thin films. Hence analysis has been carried out only for Cd and S elements. The average atomic percentage of the Cd and S is 55.15% and 44.85%, indicating that the film is slightly rich with Cd element compare to S element.

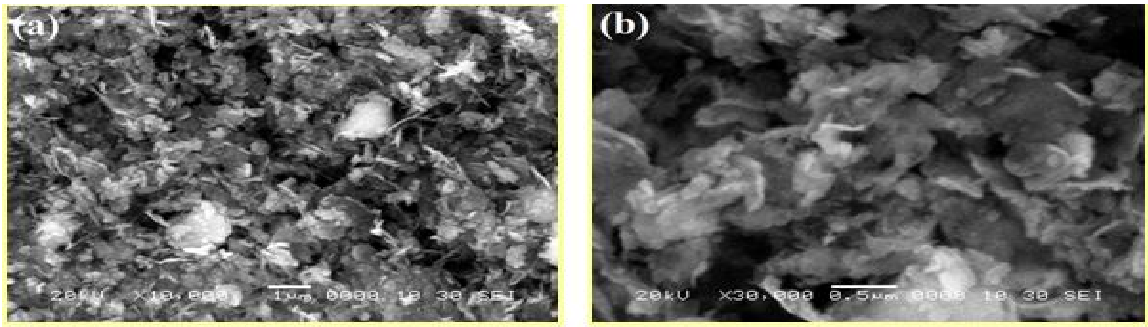

Fig.3. SEM images of CdS thin films deposited at 20 °C(a) 10 KX, (b) 30 KX

Morphological Study

The morphology of the thin film materials developed mainly depended on the method of preparation and the growth process that takes place during the deposition of the thin films. It is mainly governed by the deposition conditions such as rate of reaction, rate of deposition that are determined by processing parameters such as the concentration and proportion of the complex reagent and metal and chalcogenide ions, the pH of the solution, the temperature and the deposition time [22]. In brief, morphology of thin films depended on kinetics and thermodynamics involved during the deposition of these thin films. Fig.3.(a,b) illustrates the SEM images of CdS thin films deposited at 20 ºC. It divulges irregular shaped plate-like structure without any well resolved boundaries.

Fig.4.(a,b) indicates the SEM images of the CdS thin films deposited at 40 ºC, that demonstrates interesting bi-layered morphological growth. The small or tiny CdS nanoparticles are uniformly deposited on the substrate surface that forms an initial layer. The initially formed layer is then over-layered with three dimensional (3D) micro-sized CdS particles. The microspheres may be composed of tiny CdS nucleates or nanodots.

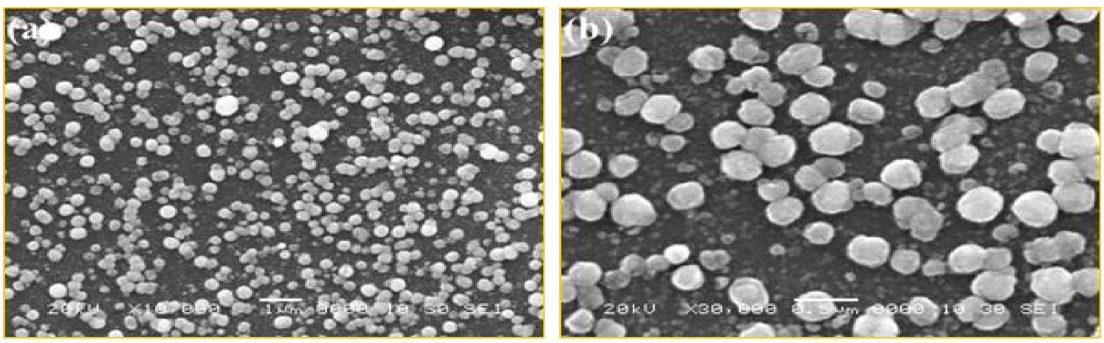

Fig.4. SEM images of CdS thin films deposited at 40 °C(a)10 KX, (b)30 KX

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Consequently, micro-spherical grains are larger than the individual crystallites. The observed morphology probably explained by a two stage growth mechanism. The first stage is attributed to instantaneous nucleation and 2D lateral growth that covers the surface of substrate, while the second stage was due to 3D nucleation and growth at random sites over the first layer [23].

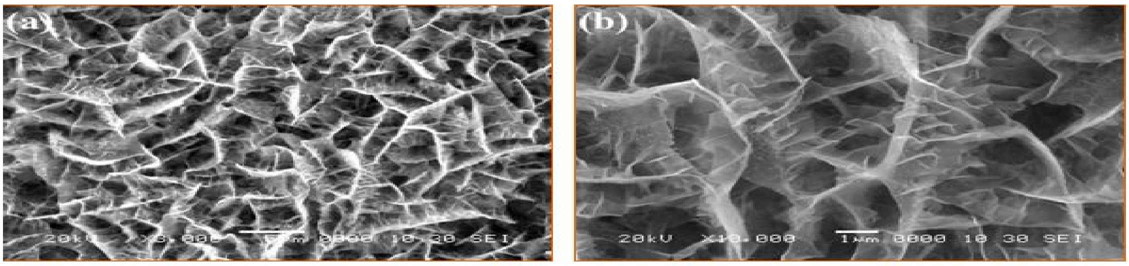

Fig.5. SEM images of CdS thin films deposited at 60 °C(a)10 KX, (b)30 KX

Fig.5.(a,b) shows the SEM images of thin film deposited at 60 ºC. It exhibits homogeneous and uniform deposition of CdS thin film on the substrate surface and the honeycomb-like morphology uniformly grown on the surface of substrate. It consists of numerous nano-sheets with thicknesses in the range of 20-25 nm. The nano-sheets are self-assembled and inter-connected with each other to form honeycomb-like nano-structure with different pore-size. The main nano-sheets were also consisting of randomly grown thinner and shorter nano-sheets to form interesting architectures. It also illustrates that few CdS nanocrystals were rested in the mainstream of nanosheets that are more clearly visible at higher magnifications.

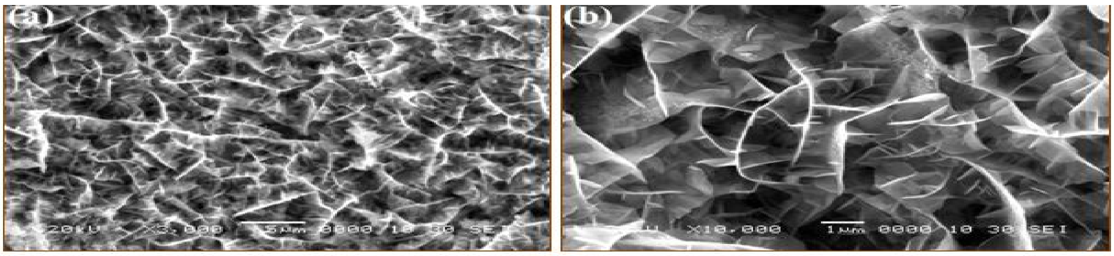

Fig.6. SEM images of CdS thin films deposited at 80 °C(a) 10 KX, (b) 30 KX

Fig.6.(a,b) demonstrates the SEM images of thin film deposited at 80 ºC. It also reveals that the honeycomb-like nanostructure with more clear and sharp edged nano-sheets that are densely packed together. It is concluded that the present honeycomb-like nanostructure provides an increased surface area and may possibly give better performance when used in various device applications like solar cells and gas sensor.

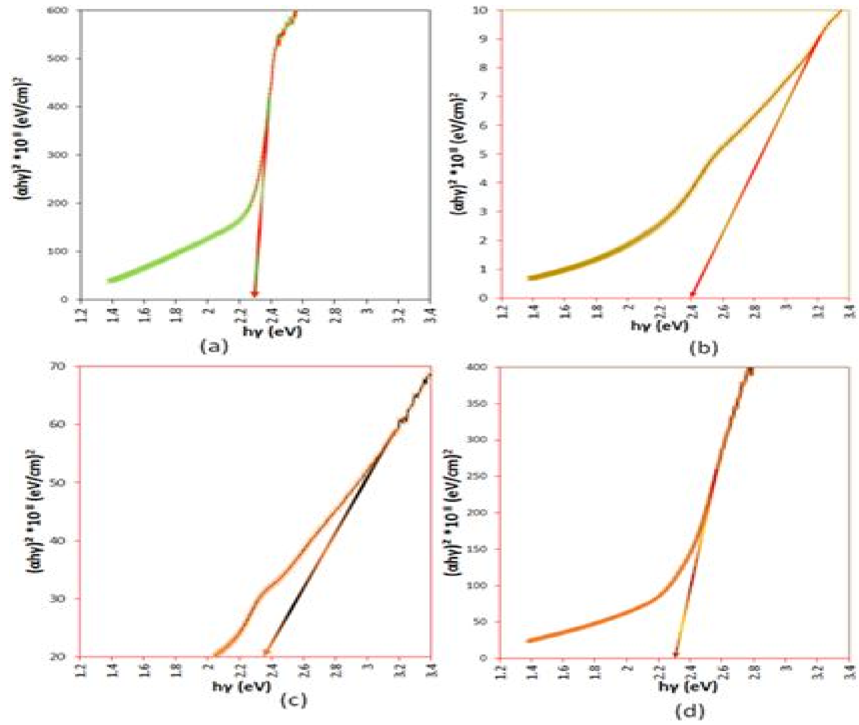

Fig-7: Represents the graphs of band gaps of CdS thin films deposited at (a) 25 ºC, (b) 45 ºC, (c) 65 ºC and (d) 85 ºC

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UV-Visible Study

Fig.7.(a-d) depicts the graph of $(\alpha h\nu)^2$ versus 'hν' for CdS thin film deposited at various temperatures. The energy band gap was calculated using Tauc's relation. The band gap 'Eg' of CdS thin films synthesized at 25 ºC is 2.3 eV. It is slightly less than the standard band gap value. It is possible due to the presence of cadmium oxide or hydroxide content that was found at lower deposition temperature as mentioned in the XRD study.

The 'Eg' value of CdS thin film deposited at 45 ºC is 2.4 eV, for 65 ºC is 2.35 and 85 ºC is 2.3 eV. It clearly illustrates that size quantization occurs for the CdS films deposited at higher temperature. It is due to the fact, that the value of the exciton Bohr radius of CdS (r_b ~ 2.5 nm) is smaller as compared to that of CdSe (r_b ~ 5.6 nm). Also, apart from this another fact is that, the CdS thin films developed at various temperatures were highly crystalline in nature and the measured average crystallite size is more than 5 nm for the deposited CdS thin films at different temperature.

CONCLUSION

The CdS thin films after being deposited at temperatures ranging from 25-85 °C showed remarkable differences in their characteristics. The film developed at 25 ºC grew with CdS of poor crystallinity and depicted strong peaks attributed to impurities such as $Cd(OH)_2$ and CdO. The reason for these impurities is explained as; due to the delay in release of sulfur free ions compared to cadmium free ions. The increase in deposition temperature eliminated the presence of impurities. It is also remarkable to mention in this work that the CdS thin films grew with a hexagonal dominant phase. The nano-crystalline CdS thin film deposited at 25 ºC had energy band gap of value 2.3 eV, this presence of red shifting was because of the impurities like CdO, $Cd(OH)_2$, etc. and the films grown at 45, 65, 85 ºC showed minor shifting in the band gaps based on size quantization. The synthesizing temperatures played a vital role on the various properties including morphology of the thin films. The films deposited at 65 and 85 ºC were having a more or less similar morphology but the changes in the morphology of the films deposited at 25 and 45 ºC were drastic.

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TRENDS AND CONSUMER PERCEPTION TOWARDS ONLINE FOOD ORDERING SERVICES IN VASAI TALUKA

Deepa Pradeep Dalvi
Assistant Professor, VIVA College of Arts, Commerce and Science, Virar (W)

ABSTRACT

This paper provides an overview of online food ordering services. Now a days online food ordering services are fast growing and popular in cities of India. This paper will emphasis on latest trends in this sector. This paper will also study consumer perception regarding various online food ordering system like Swiggy, Zomato, Food Panda and many more. The purpose of this study is to find out relationship between online food ordering services and various demographic factors like age, gender, income level. This study will also help to find out further growth in this sector.

INTRODUCTION

First of all, what is Online Food Ordering Service (OFOS)? Online food ordering system is a process to order the food from nearby restaurants through mobile application or website. Due to technological development, online food ordering system is moving at higher pace. In this system, consumer can order online food by few clicks. It works similar like ordering goods online. Consumer can order the food from his favorite restaurant by filtering different options; also he can compare the restaurants by viewing ratings given by other customers.

In India, there are various online food ordering portals like Zomato, Swiggy, Food Panda, Uber Eats, Faaso’s , Tasty Khana , Just Eat, and many more. For ordering online food, person needs to download the apps from play store/app store and get registered on it. By selecting the menu, he can place the order and get the food delivery at his doorstep.

In cities like Delhi, Mumbai, Bangalore, Chennai, people are busy with their daily busy routine and they don’t get sufficient time to cook the food and even to visit the restaurants frequently. They found this ordering system so easy to place online food order which saves their time. Also customers have a choice to select and compare menu and prices, offers on food before placing the order. Customers can provide special cooking instructions to restaurants and track their food online.

ADVANTAGES OF ONLINE FOOD ORDERING SERVICES TO THE CUSTOMERS

1. It makes the ordering process easier.
2. Consumers get best prices for the food also no minimum order quantity is required.
3. Easy payment modes are available.
4. 24/7 availability
5. Consumers get wider choices.
6. Consumer can order food at his convenient place and preferred time.
7. No need to stand in queue or sitting in waiting area.
8. GPS to track online delivery of food.

ADVANTAGES OF ONLINE FOOD ORDERING SERVICES TO THE ONLINE FOOD ORDERING SERVICE PROVIDER

1. It is easy, less time consuming and less cost effective to start online business.
2. Promotions can be done by using social networking sites.
3. Lesser mistakes in ordering compare to orders over phones.
4. It helps them to stay ahead in competition.
5. Mobile friendly application or website will make sure that they will not lose a customer.

LIMITATIONS OF ONLINE FOOD ORDERING SERVICES TO CUSTOMERS

1. One of the limitations in online food ordering system is to find the exact place or location of the customer.
2. The next disadvantage is the menu choice. Mostly the menu choices are limited. If we stick to the system, for few months it will become repetitive.

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3. Prevention and Preparation factor of food can be sometimes dangerous. Mostly the meals are kept in refrigerators; it takes at least one hour for the frozen food to take the room temperature. But the restaurants, due to time constraint, cook it on over flame and deliver.
4. The food may not be as good as it appears to be in the food ordering app. It is advisable that one should choose the reliable food ordering app.
5. Customer may get addicted and become lazy to cook food at home. It may also leads to weight gain because of outside food.
6. Regular consumption of outside food may leads to health issues like indigestion or acidity.

REVIEW OF LITERATURE

a. V Chavan (2015) in her research paper on "Implementing customizable online ordering system using web based applications" explains the costumer's approach for online food ordering system by using smart phone in comparison with typical restaurant food order process.

b. SE Kimes (2011) in her research paper on "The current state of online food ordering in US restaurant industry" explains that US restaurants have adopted online ordering and these restaurants have been pleased with technology .Top benefits of online ordering was savings in labour and order accuracy.

c. V Cheow (2017) , in this research paper author has studied about "Consumer experiences, attitude and behavioral intention towards online food delivery services". The purpose of this study is to examine the structural relationship between convenience motivation, time saving orientation, prior online purchase experience, consumer attitude and behavioral intention towards online food delivering services.

OBJECTIVES

1. To identify consumer's perception towards online food ordering services.
2. To study impact of online food ordering services on business of online restaurants as well as offline restaurants.
3. To analyse most preferred online food ordering portal by consumers.
4. To study various factors influencing consumer's buying behaviour related to online food ordering services.
5. To analyse effect of online food ordering services on economic growth and employment generation.

HYPOTHESIS

Hypothesis 1

H0: There is no relationship between preference of buying online food and demographic factors like age group, income, education etc.

H1: There is a relationship between preference of buying online food and demographic factors like age group, income, education etc.

RESEARCH METHODOLOGY

Research Design : A research design is a plan for collection and analysis of data to achieve research purpose. The present study uses Exploratory approach. The present study is qualitative as well as quantitative in nature. For this study data is collected from primary and secondary sources.

- Primary Source : Data has been collected through online questionnaire.

  Sample Size : 77 individuals

  Sampling Method : For present study Convenience Sampling and Snowball Sampling methods are used.

  Place of Study : Vasai Taluka

  Statistical Technique: SPSS (Statistical Package for Social Science).

- Secondary Source : Books ,Journals, Articles, Magazines.

DATA COLLECTION AND RESPONDENT PROFILE

Data is collected from online questionnaire which was given to 77 individuals from different age groups. The questionnaire consists of total 18 questions. The data collection and analysis is done in an interactive process. It consist of 40 Females and 37 Males.

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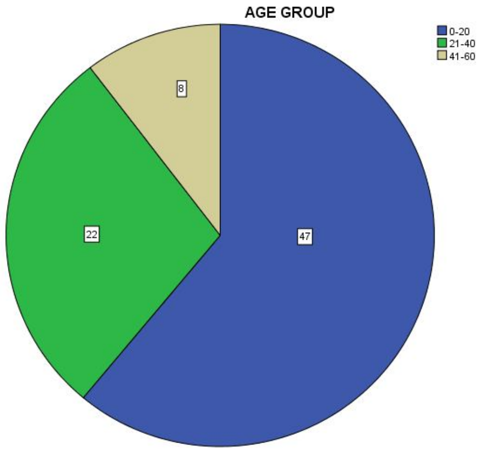
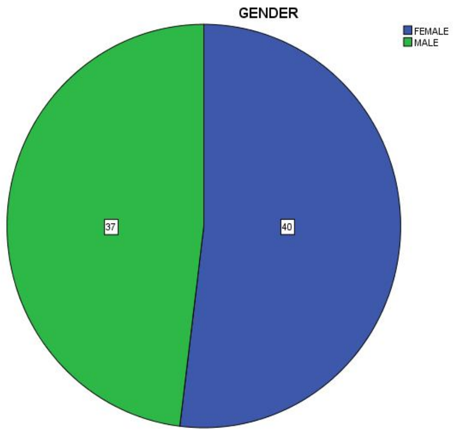
AGE GROUP					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-20	47	61.0	61.0	61.0
	21-40	22	28.6	28.6	89.6
	41-60	8	10.4	10.4	100.0
	Total	77	100.0	100.0	



GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FEMALE	40	51.9	51.9	51.9
	MALE	37	48.1	48.1	100.0
	Total	77	100.0	100.0	



Chi-square test is used to prove the hypothesis:

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.067[a]	4	.007
Likelihood Ratio	13.831	4	.008
No. of Valid Cases	77		

HOW DO YOU PREFER TO BUY FOOD? * AGE GROUP Cross tabulation					
		AGE GROUP			
		0-20	21-40	41-60	Total
HOW DO YOU PREFER TO BUY FOOD?	OFFLINE	14	2	6	22
	ONLINE APPLICATION	18	14	1	33
	ORDER OVER PHONE	15	6	1	22
Total		47	22	8	77

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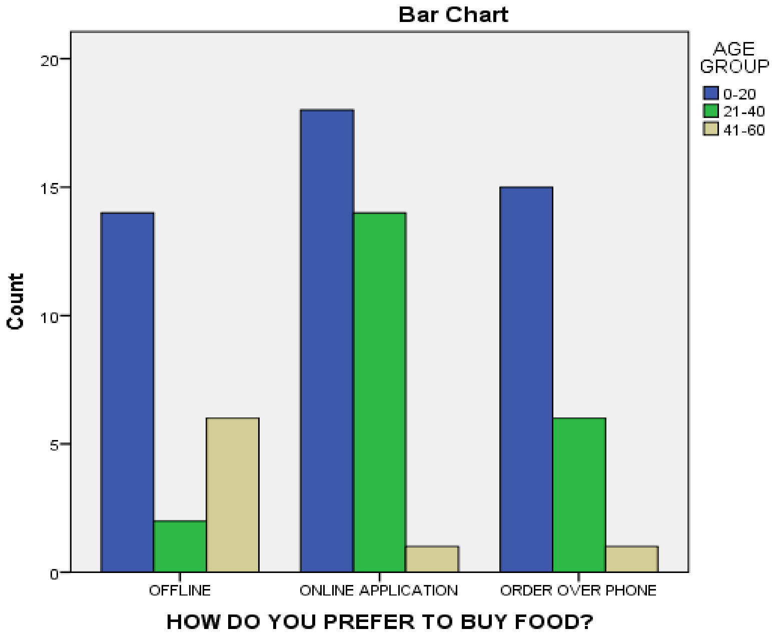

CONCLUSION

Research is a valuable tool for development of any field. The current study conclude that there is a positive relationship between age factor and preference for online ordering services. The younger generation (age group 0-20) are more attracted towards this trend. Present study contributes towards how gender, region, income level affects the consumer perception towards online food ordering Apps.

Present study also shows that other factors like mode of payment, delivery of food, choice of restaurants, and frequency of ordering food online, usage of smart phones etc. affects the consumers buying behavior.

This study also throws light on the latest trends in online food ordering services and future growth of the same by increasing employment opportunities as many people are getting jobs in this sector.

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A STUDY OF IMPACT OF PRICE HIKE OF CRUDE OIL AND COPING UP STRATEGIES BY HOUSEHOLD

Glorita Pereira[1], Claretta Lopes[2] and Jagruti Naukudkar[3]
Assistant Professor[1], (NET-Economics)
Assistant Lecturer[2]
Assistant Professor[3], (Pursuing Phd)

ABSTRACT
Fuel is one of the most widely used sources of energy in the world. It includes petro fuel, diesel, natural gas which is extracted from the earth. Future economic growth crucially depends on the long-term availability of energy from sources that are affordable, accessible and environmentally friendly. For any developing country, the strategy to obtain and meet the energy requirements and energy developments are the integral part of the overall economic strategy. Affordable energy directly contributes to reducing poverty, increasing productivity and improving quality of life.

Prices of petro fuel and LPG have risen to substantial level recently which leads to increase in expenditure of common man. High prices for diesel means that the cost of transporting goods goes up across the country. In turn, prices of essential commodities like fruit and vegetables as well as other goods increases.

This paper attempts to examine the impact of increasing fuel prices on common people. The paper also focuses on other coping up strategies adopted by people as a result of increasing fuel prices.

A structured open ended questionnaire was administrated to 60 households in Vasai Taluka of Maharashtra.

Few innovative ideas and suggestions given by people to minimise the use of fuel are also pen down in this paper.

Finding shows that how increasing fuel price beyond its current price increases vulnerability of already poor households and therefore it suggest some measures to the government to cushioned the vulnerable population.

Keywords: Crude oil, price hike, fuel, innovative strategies

INTRODUCTION
Oil is the magic word that influences world economy, economic conditions of a nation and every individual on this earth. The common man does not know much about this ‘strange mineral oil’ although in almost every country he bears the burden of the cost of exploration of oil or its import. Crude oil is also called liquid gold.

According to Investopedia crude oil is defined as a naturally occurring, unrefined petroleum product composed of hydrocarbon deposits and other organic materials. A type of fossil fuel, crude oil can be refined to produce usable products such as gasoline, diesel and various forms of petrochemicals. It is a non-renewable resource, which means that it can't be replaced naturally at the rate we consume it and is therefore a limited resource.

Several products are made from the crude oil such as fuel gas, liquid petroleum gas (LPG), petrol jet fuel, diesel fuel oil, sulphur and many more. Out of this diesel, petrol and LPG are commonly used products in each and every household.

HISTORY OF CRUDE OIL
First oil well was drilled by colonial Edwin Drake in Titusville, Pennsylvania in 1859 to get the kerosene. Till 19th century gasoline was merely a by-product in the production of kerosene. But after the invention of gasoline powered engine, demand for this by-product changed drastically. World War I irrevocably changed the role of petroleum. And therefore after World War I oil was regarded as a strategic natural resource. Developed countries changed their priorities and ensured easy access to this liquid gold. Until 1940 US had the highest production of the oil but after that many reserves of this resource were found in Middle East countries such as Saudi Arabia, Kuwait, Iran etc. Since then entire world is largely dependent on the Middle East oil producing countries. Economic and political situation in this country largely influences the price of crude oil.

HISTORY OF CRUDE OIL IN INDIA AND RECENT TRENDS IN PRICES
In British era oil was the most neglected sector in India. In India oil was first discovered in Digboi (Assam). Entire oil industry in India was under the control of international companies known as seven sisters (Exxon, Mobil, Socal, and Texaco).

On the eve of independence, India's demand for petroleum products was to the tune of about 2.2 million metric tons (mmt), of which roughly 0.2 mmt were produced in the country and the balance was imported.

Year	Crude oil production in MMT	Percentage growth in crude oil production	Natural gas production in BCM	Percentage growth in natural gas production
2010-11	37.684	11.85	52.219	9.94
2011-12	38.090	1.08	47.559	-8.92
2012-13	37.862	-0.60	40.679	-14.47
2013-14	37.788	-0.19	35.407	-12.96
2014-15	37.461	-0.87	33.657	-4.94
2015-16	36.942	-1.39	32.249	-4.18
2016-17	36.001	-2.53	31.897	-1.09
2017-18	35.68	-0.90	32.56	2.36

Source petroleum and natural gas statistics 2017-18

The table shows the production of crude oil and natural gas for years 2011-2018. From last few years India's crude oil and natural gas production is experiencing a negative growth.

The crude oil production during the year 2016-17 is at 36.009 Million Metric Tonnes (MMT) as against production of 36.942 MMT in 2015-16, showing a decrease of 2.53%.

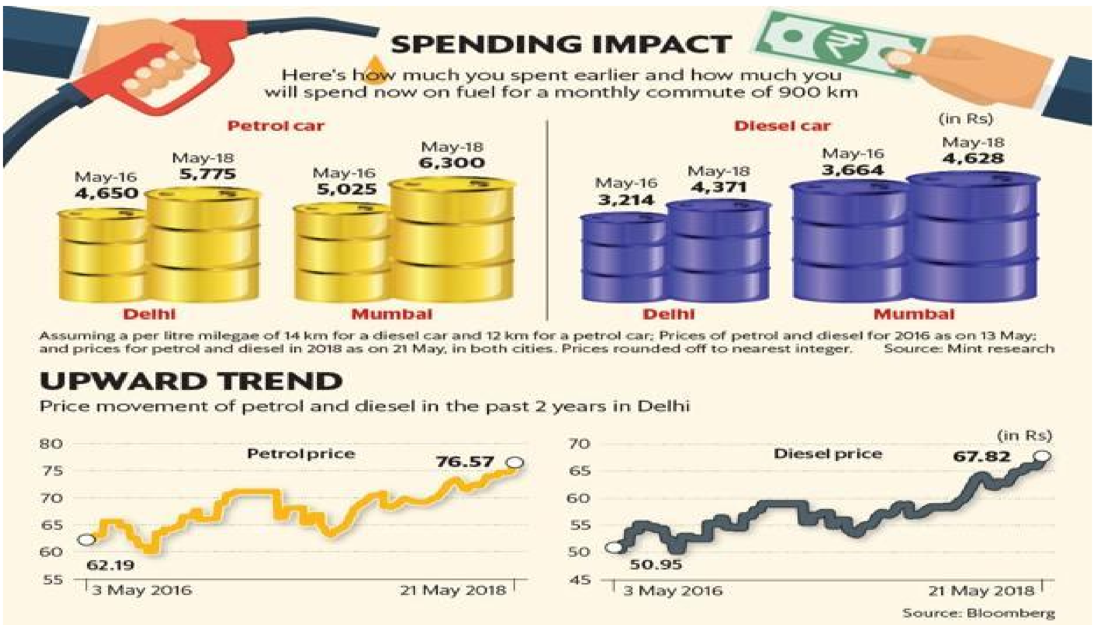
Natural Gas production during the year 2016-17 is at 31.897 Billion Cubic Meters (BCM) which is 1.09% lower than production of 32.249 BCM in 2015-16.

INDIA'S IMPORT OF CRUDE OIL

Year	Import of crude oil (MMT)	Percentage growth in import of crude oil	Average crude oil prices USD/bbi	Percentage growth in crude oil prices
2011-12	171.73	4.97	111.89	31.50
2012-13	184.80	7.61	107.97	-3.50
2013-14	189.24	2.40	105.52	-2.27
2014-15	189.43	0.10	84.16	-20.25
2015-16	202.85	7.08	46.17	-45.14
2016-17	213.93	5.46	47.56	3.02
2017-18	220.43	3.04	56.43	18.65

Source petroleum and natural gas statistics 2017-18

Since 2011 there is a continues increase in the import of crude oil. International price of crude oil has experience a fall but price of petroleum products in India is still increasing.



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REASONS FOR INCREASING FUEL PRICES IN INDIA

Earlier, Indian Government controlled the prices of diesel, petrol, liquefied petroleum gas (LPG) and kerosene. Consumers are charged a low price and the under recoveries, were financed by the Government, upstream oil companies and OMCs. The under recoveries were large as the selling price which was fixed by government was very low compared to cost of supply.

As recommended by Report of the Expert Group on Viable and Sustainable System of Pricing of Petroleum Products (Parikh et al, 2010), petrol price was de-regularised and linked to import price of crude oil and market determined. Diesel price was however controlled by government due to a concern for inflation.

In 2012, IRADe did a study (Parikh et al, 2012) supported by Shakti Sustainable Energy Foundation and Ministry of Finance, which concluded that if price of diesel de-regulated then economy will experience inflation only in the short run. In the medium term, rate of inflation will decrease and GDP will increase. The report also says that if subsidy is removed, the impact on consumers would be less than 0.5% of their level of consumption. Due to elimination of diesel subsidy, the price increased gradually by INR 0.5/litre every month from 2013.

Now cost of import of crude oil determines the prices of petrol and diesel and since 70% of our consumption of petroleum products is based on imported crude oil therefore there is a hike in petrol prices.

Often, a question is raised why the petrol price is so high when the cost of import price of crude oil is not that high.

In 2015-16, the price of crude oil in India was US$ 46 per barrel which was quite low as compared to crude oil price US$ 112 per barrel in 2011-12. But excise tax imposed by the central government and the value added tax (VAT) imposed by the state governments is the main reason for the hike in price.

Including taxes and dealer commission the sale price of petrol and diesel increase by more than 90%and 60% respectively.

EFFECTS OF HIGHER PRICES ON CONSUMER

With the daily revision in prices, people might not always notice that your monthly fuel outgo is on the rise. But over time, this could dent their budget.

High prices for diesel means that the cost of transporting goods goes up across the country. In turn, prices of essential commodities like fruit and vegetables as well as other goods increases.

Crude oil being very indispensable it greatly affects the prices of commodities, particularly the transport sector. In India the change in the price of crude oil has been a major cause for the rise in inflation rate as it greatly affects the prices of essential commodities and adversely affecting the common man.

To study the impact of rising crude oil prices on consumer, primary data was collected from 60 households from Vasai-Virar region. Summary of survey is given below.

I - Currently adopted measures by people are chulha, pressure cooker, induction cooker, solar energy & microwave

Income group below 2 lakhs
70% people use chulha as an alternate strategy for increased cooking gas prices.

15% people have not changed their current cooking methods

15% people use kerosene

In this income group, more than half of population uses chulha as a coping up strategy for hike in price of cooking gas. This method is not environment friendly. Thus this income group is the most vulnerable to price hike.

Income group from 2 to 5 lakhs
67% people no coping strategy.

33% people use microwave and induction cooker along with LPG to reduce its use.

Income group above 5 lakhs
80% people have not changed their current cooking methods

10% people use solar energy for cooking

10% people use microwave and induction

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The responses from Income group from 2 to 5 lakhs & above 5 lakhs, shows that majority of people has stuck to their current methods and has not adopted any other coping strategy. The population is less vulnerable to price hike.

I - Currently adopted measures by people are cycling, walking, public transport, car and bike pooling

Income group below 2 lakhs
60% people use public transport

25% people use bicycle

15% people go walking

Low income group does not use personal vehicles due to higher fuel prices and therefore dependency on public transport is more.

Income group from 2 to 5 lakhs
55% people have not changed their current mode of transport

25% people use bicycle

10% people go walking

10% people use public transport

In Middle income group more than half of the population has not changed their current mode of transport. Study also shows that very less population, use public transport or other modes. It shows that this income group is less vulnerable to price hike.

Income group above 5 lakhs
50% people use public transport

15% people do car and bike pooling

35% people have not changed the current mode of transport

In higher income group, half of the population uses public transport; this means there is more awareness among this income group whereas other half uses their current mode of transport and goes for car & bike pooling.

AT THE PEAK OF FUEL PRICES THERE IS A NEED TO CONSERVE THE ENERGY

Energy conservation is another area to be strengthened; energy conservation refers to efforts made to reduce energy consumption. Energy conservation can be achieved through increased efficient energy use in conjunction with decreased energy consumption and/or reduced consumption from conventional energy sources. Energy Conservation and Energy Efficiency are separate, but related concepts. Energy conservation is achieved when growth of energy consumption is reduced in physical terms. Energy Conservation, therefore, is the result of several processes or developments, such as productivity increase or technological progress. On the other hand Energy efficiency is achieved when energy intensity in a specific product, process or area of production or consumption is reduced without affecting output, consumption or comfort levels. Promotion of energy efficiency will contribute to energy conservation and is therefore an integral Energy Conservation Act in 2001 to provide legal framework and institutional arrangements for enhancing energy efficiency. This act led to the creation of Bureau of Energy Efficiency (BEE) as the nodal agency at the centre and State designated Agencies (SDA's) at the State level to implement the provisions of the Act. Under the Act, Central Government, State Government and Bureau of Energy Efficiency have major roles to play in implementation of the Act. The Mission of BEE is to develop 267 policy and strategies based on self-regulation and market principles with the goal of reducing, energy intensity of the Indian economy. This will be achieved with active participation of all stakeholders, resulting in rapid and sustained adoption of energy efficiency in all sectors. Energy conservation can result in increased financial capital, environmental quality, national security, personal security, and human comfort. Individuals and organizations that are direct consumers of energy choose to conserve energy to reduce energy costs and promote economic security. Industrial and commercial users can increase energy use efficiency to maximize profit.

At the peak of oil prices, the need for research into alternative fuels & energy technology increases. To reduce dependence on crude oil imports India should develop alternative sources of energy. India can develop solar & wind energy India is also the fourth largest producer of wind energy. India should use energy more efficiently. For every unit of GDP, India consumes more energy than other developed countries such as United Kingdom. Indian railways the largest consumer of diesel is using a blend of high-speed diesel & bio-fuel in some regions on an experimental basis. To cope with the situation of variations in prices of crude oil especially when the prices rise, the need for development of innovative technology like green technology & other sources assume importance. As it was maintained by Ahmed Zaki Yamani, the former Saudi oil minister that never raise the oil prices as it will cause an innovation into wind, solar & other sources. He said “Stone age didn’t end because we ran out of stones.”

RECOMMENDATIONS

*** Measures suggested by people to reduce the use of cooking gas**

1) use of coal grills

2) use of solar energy, biogas

3) use of induction and microwave

*** Measures government should adopt**

1) awareness campaign regarding effective and efficient use of cooking gas

2) installation of biogas projects at subsidised rates

3) awareness regarding effective use of solar energy

4) mass production of solar utensils

5) promoting community cooking

*** Measures suggested by people to reduce the use of petrol and Diesel**

1) use of battery charged vehicles

2) turning off vehicle at signals or at traffic jams during waiting period

3) use of CNG

*** Measures government should adopt**

1) should increase frequency of public transport

2) make fuel expensive, so that use of petrol and diesel will be reduce

3) footpath availability

4) rewards for less n effective use of fuel

5) issuing license should be controlled

6) use of personal vehicle should be restricted

7) separate cycling lanes

8) awareness among people to reduce use of vehicles

The United Nations has given eight millennium development goals to its member countries. Out of these eight goals seventh goal is that every country should ensure environmental sustainability. UN has also given sustainable development goals out of these, 12th goal is to ensure sustainable consumption and production.

Sustainable consumption and production aims at “doing more and better with less,” increasing net welfare gains from economic activities by reducing resource use, degradation, and pollution, while increasing the quality of life.

To achieve these goals

- There is need for expanding professional capacity
- Local access of resources must be well defined in all locality
- Future consumer demands must be characterized
- Technologies should be evaluated
- Strong trained, experienced cohorts’ are essential

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CONCLUSION

The challenge of global energy transition is the greatest challenge. We must plan technologies and policies to move towards decreased dependency on conventional energy resources. Thus there is a need of deliberate planning of evolving energy mixes which use both fossil fuel and non depletable resources.

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APPLICATION OF SERVICE QUALITY MODEL IN HOSPITALS OF DISTRICT PATIALA

Harpinder Kaur
Research Scholar, Punjabi University, Patiala

ABSTRACT

The social insurance industry as of late has rebuilt its service conveyance framework so as to make due in an unforgiving situation coming about because of development of the business; decreased subsidizing what's more, expanded challenge. The rebuilding has concentrated on finding successful approaches to fulfill the requirements and wants of the patients. (Donabedian, 1996; Williams, 1994) This patient focused social insurance service approach moves the way of life of the medicinal services framework from one shaped by the inclinations and choices of restorative experts to one molded by the perspectives and requirements of its clients. Customer fulfillment is the major prerequisite for social insurance suppliers. Fulfillment is essential when understanding themselves and institutional medicinal services service purchasers make choice choices. (Woodside and Shinn, 1988). So as to comprehend different variables influencing tolerant fulfillment, analysts have investigated different service quality measurements considered by patients while assessing quality at clinics, for example, present day gear, physical offices, comfort at advantageous services, conduct by specialists and restorative staff. In this examination analysts researched that whether service quality and patient fulfillment are free or ward with regards to five major general medical clinics in Patiala city.

INTRODUCTION

Applied framework: The word quality methods distinctive things to individuals as per the setting. David Garvin distinguishes five viewpoints on quality. The otherworldly perspective on quality is synonymous with natural magnificence: a sign of inflexible measures and high accomplishment. It contends that individuals figure out how to arrange quality just through the experience picked up from rehashed presentation. The item-based methodology considers quality to be an exact and quantifiable variable. Contrasts in quality reflect contrasts in the measure of a fixing or trait controlled by the item. Client based definitions begin with the reason that quality lies in the eyes of onlooker. These definitions compare quality with the greatest fulfillment. The producing based methodology is supply based and is concerned basically with building and producing rehearses. Esteem based definitions characterizes quality as far as esteem and cost. By considering the exchange off among execution and value, quality comes to be characterized as "moderate perfection".

Service quality is a moderately new scholastic order; rose in the USA in the 1980, at the point when the assembling part declined in monetary significance and the service division developed. Service quality turned into a key administration issue as it ended up key to private segment aggressiveness (Parsuraman). Purchasers requested progressively higher quality services, and likewise the strain to give the quality services so as to remain economically focused expanded. These constrained organizations to build up a superior comprehension of what service quality intend to the client, and how it could be best estimated. A key factor in structuring and conveying quality services is the need to comprehend client needs so as to give services, which addresses those issues inside accessible assets. While buyers and buyers of wellbeing care are settling on choices dependent on their impression of the quality of and fulfillment with suppliers, social insurance supervisors need to see how buyers assess wellbeing services. In the event that social insurance suppliers comprehend what credit buyers use to pass judgment on human services quality, steps might be taken to screen and upgrade the execution on those qualities.

The outcomes will be more elevated amounts seen quality and fulfillment with respect to the patient. The commitment of this examination paper is an examination of what traits decide tolerant assessment of emergency clinic services quality and fulfillment. A comprehension and estimation of service quality as observed by the patient is similarly vital to nursing since it is an idea indispensable to the arrangement of a superior, increasingly centred service for patients. So as to accomplish this, it is obviously important to catch data on patient needs, desires and observations. Service quality is a vital issue in showcasing of services because of the way that both creation and utilization of services happens in the meantime. Since services cannot be institutionalized, it is hard to display services on quality measurements. The different service quality measurements incorporate dependability, responsiveness, affirmation and sympathy. The quality of a service will charm a client when it surpasses the service desires for the clients.

Parasuraman, Zenithal and Berry (1985) characterized service quality as "The degree and heading of inconsistency between customers' recognitions and desires as far as various however moderately essential elements of the service quality, which can influence their future acquiring conduct. Quality is identified with

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costs, benefit, consumer loyalty, client connection, social goal and positive verbal. Service associations determine quality by making both of these factors or a blend of them. The idea of Patient fulfilment is by and large characterized as the patient's sure assessment of the medicinal services he/she has encountered.

"Persistent Satisfaction and Service Quality Dimensions: An Empirical Study" This assessment is thought to include a patient's emotional correlation of what the individual is expected to get as far as patient consideration and what was really given. (Linder-Pelz, S, 1982). Fulfilment is probably going to happen if the patient consideration gave was seen to be equivalent to or more than the patient anticipated. Additionally, if quiet consideration was seen to be not exactly anticipated, disappointment is probably going to happen. Persistent fulfilment is anyway multidimensional, in that the persistent assesses particular parts of consideration notwithstanding making a general assessment of medicinal services assessment all in all. It infers that fulfilment is an outcome of a psychological assessment of what clients experience and the subsequent result of the services gave. (Oliver, 1977; 1980; Pascoe, 1983). In this way seen service quality is an intellectual develop while fulfilment is an emotional response to explicit service understanding as a result of an assessment process. This refinement between service quality and fulfillment alongside cognitive– full of feeling thought proposes a causal request that would position service quality as a forerunner to fulfillment. Proof acquired for this from North America and different submits underpins this causal request (E.g. Bitner 1990, Gottlieb et al., 1994, Brady and Robertson, 2001).in the wake of making a buy, clients contrast the service they expected with get with what they really get. They choose how fulfilled they are with service conveyance and results, and they likewise make decisions about quality.

Despite the fact that service quality and consumer loyalty are connected ideas, they are not the very same thing. Numerous analysts trust that clients' discernments about quality depend on long haul, intellectual assessments of an association's service conveyance, while consumer loyalty is a transient passionate response to a particular service involvement.

Following a service experience, clients may assess their dimensions of fulfillment or disappointment and may utilize this data to refresh their view of service quality. They should, obviously, experience a service before they can be fulfilled or disappointed with the result. Be that as it may, convictions about quality don't really reflect individual experience.

Individuals frequently influence quality decisions about services they to have never expended, putting together these assessments with respect to remarks by associates or on publicizing messages. Figure demonstrates the connection between desires, consumer loyalty, and service quality.

Dealing with a business to upgrade consumer loyalty is a vital basic at numerous organizations, since the expense of average service quality might be as high as 40 percent of incomes in some service enterprises. Most organizations understand that by improving per for manor on service traits, consumer loyalty should increment. This should, thusly, lead to more prominent client maintenance and improved productivity.

For instance, the overall similitude of the items offered by various banks has prompted an expanded accentuation on service quality in the exceptionally aggressive retail banking area. A vast phone review of bank clients distinguished poor client service quality as the most incessant purpose behind record terminations. Analys is of the examination results and bank office benefits demonstrated that client service quality was a noteworthy determinant of how well individual branches performed.

The connection between service quality and productivity is commonly difficult to follow for an assortment of reasons. Service quality advantages collect after some time as opposed to being knowledgeable about the present moment. This makes them hard to quantify utilizing conventional statistical surveying methods.

Another entangling factor is that numerous factors add to corporate benefits (counting evaluating, conveyance, publicizing, and rivalry); it's difficult to confine the impacts these individual components have on the primary concern.

Lastly, simply burning through cash on service quality activities doesn't really prompt expanded benefits. Service organizations must distinguish the correct quality activities and execute them viably.

A vital system known as the fulfilment benefit chain can enable chiefs to recognize the connections between quality execution, consumer loyalty, client maintenance, and benefits. In any case, the connections between the diverse connections in the chain are not really direct.

Complex investigation might be expected to pinpoint the needs for enhancements; for example, ventures intended to maintain a strategic distance from negative results on explicit characteristics might be as vital as activities to expand positive execution on others.

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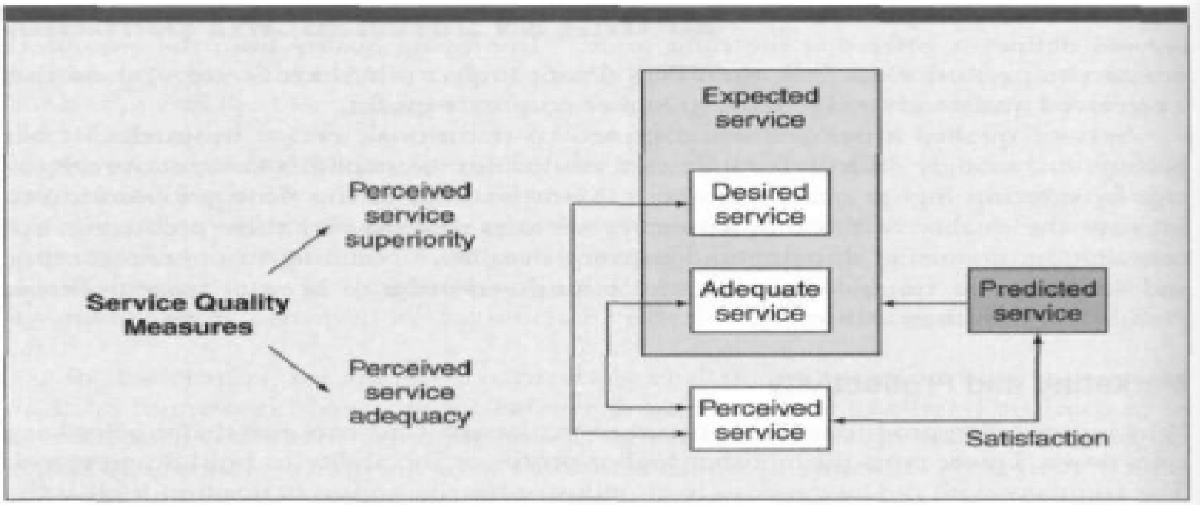
MEASUREMENTS OF SERVICE QUALITY

Research has recognized five wide components of service quality:

1. **Reliability:** Is the organization trustworthy in giving service as guaranteed, after some time?
2. **Tangibles:** what do the service supplier's physical offices, Web webpage, hardware, faculty, and correspondence materials resemble?
3. **Responsiveness:** Are the association's workers useful and ready to give brief service?
4. **Assurance:** Are service workers educated, amenable, able, and reliable?
5. **Empathy:** Does the service firm give minding, customized consideration?

Of these five measurements, dependability has reliably ended up being the most critical factor in clients' decisions of service quality. Unwavering quality upgrades lie at the core of service quality improvement endeavours in light of the fact that questionable service infers broken guarantees on the properties that clients care about.



In the event that the center service isn't performed dependably, clients may expect that the organization is clumsy and may change to another service supplier. For a point of view on the elements of service quality in online situations, see the case "Service Quality Goes Online."

It is difficult for some kinds of service organizations to keep up elevated amounts of unwavering quality all day every day. At the point when clients enter a service industrial facility and are associated with service generation, they experience botches legitimately frequently before a firm has a chance to address them. In labour-escalated services, workers include an extensive level of fluctuation to the service generation process.

It's troublesome for service suppliers to control such varieties, since every worker is to some degree not quite the same as the others in identity, abilities, and mentalities. In addition, a similar representative can give fundamentally unique service starting with one client then onto the next or a similar client after some time contingent upon situational factors like client conduct, task multifaceted nature, and the worker's physical and mental state.

SERVICE QUALITY GOES ONLINE

Do clients utilize similar measurements to assess service quality in electronic exchanges as they do amid increasingly customary service encounters? An ongoing report, in view of information gathered from center gathering interviews, investigated the criteria clients use to survey electronic service quality (e-SQ). The outcomes show that a portion of the quality measurements talked about before (dependability, responsiveness, and confirmation) are critical in both on the web and disconnected settings.

Nonetheless, some different measurements are novel to clients' assessments of e-SQ, including simplicity of route, adaptability, proficiency, site feel, and value information. These are innovation related aside from value learning, which mirrors clients' craving for data about what their absolute web-based shopping charges are before they hit the "submit" catch to finish their buys.

For what reason is e-SQ so essential? While numerous advertisers trust that cost is the greatest worry for Internet clients, overview results demonstrate that poor service quality is the reason that the vast majority leave

Web locales. Explicit failings incorporate the absence of a simple to-utilize internet searcher to help with webpage route; memory-serious illustrations that take too long to even consider downloading; moderate and confounding web-based requesting forms (particularly when promoting guarantees that it will be simple); and concealed charges.

A decent method to comprehend client necessities in internet business is to set up constant procedures (like Web overviews or visit rooms) to screen clients' reactions to their locales, if explore demonstrates that client inclinations fluctuate by target advertise and the kind of items being sold, the provider might need to offer elective destinations for various sections.

In any case, as a rule, Web pages ought to be intended to stack rapidly while as yet passing on rich data. To close correspondence holes, organizations must arrangement reasonably for sufficient site usefulness, guarantee just what their locales can convey, and guarantee that all parts of satisfaction meet guaranteed dimensions of execution.

Playing out the service right the first run through is a bedrock esteem at Hard Rock Cafe Orlando, the colossally fruitful eatery network and stock retailer. Hard Rock Café accentuates "twofold checking" to limit blunders. The message of twofold checking is: Perform the service cautiously to maintain a strategic distance from errors. On the off chance that an error occurs, right it before it achieves the client.

Unwavering quality is a result measure since clients judge it after the service understanding: Either the service was conveyed as guaranteed or it wasn't. The other four elements of quality effects (physical proof), responsiveness, affirmation, and sympathy are process measurements since they can be assessed by clients amid service conveyance.

These measurements furnish organizations with the chance to charm clients by surpassing their desires amid communications with workers and the service condition. As appeared in Figure, surpassing clients' ideal dimensions of desires prompts positive view of service quality.

SERVICE QUALITY GAPS

A service act that amazements and joys clients by falling over their ideal service levels will be viewed as prevalent in quality. On the off chance that service conveyance falls inside their zone of resistance, they will feel that it's satisfactory. However, whenever saw quality falls underneath the satisfactory service level expected by clients, a disparity or quality hole has happened between the service supplier's execution and client desires.

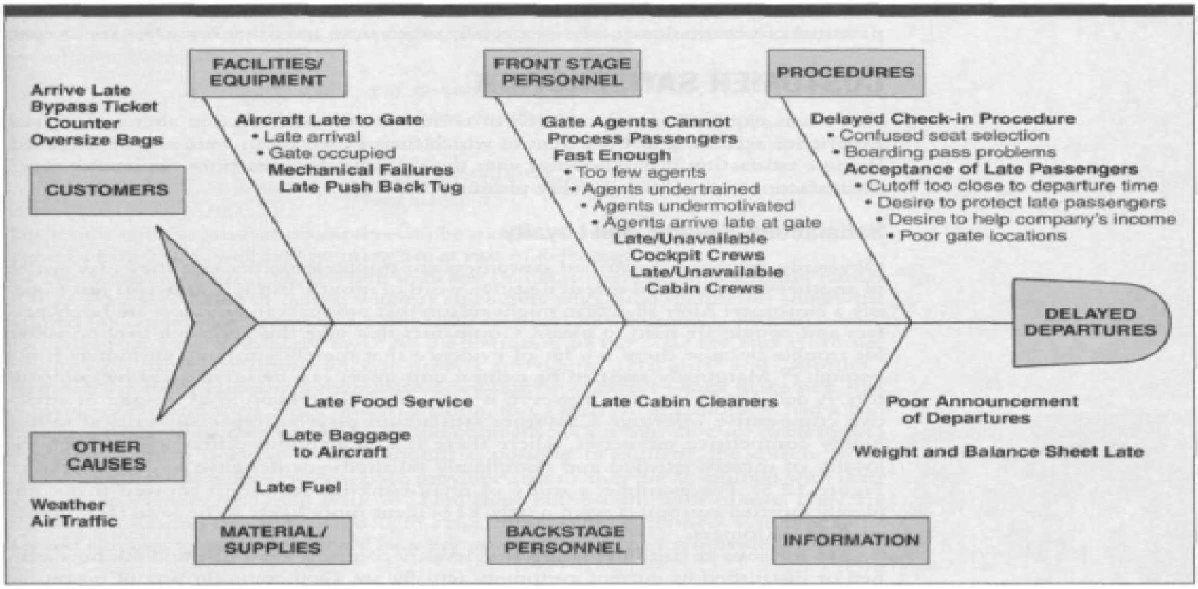
For what reason do quality disappointments happen? Holes can happen at seven unique focuses in the plan, creation, and conveyance of services, as appeared in Figure. The service hole is the most basic, since it includes the client's general evaluation of the service, looking at what was normal against view of what was gotten.

A definitive objective in improving service quality is to limit this hole however much as could be expected. To do as such, service suppliers may need to diminish or close the six different holes. The seven potential holes in service quality are:

1. The learning hole the distinction between what service suppliers trust clients expect and clients' real needs and desires
2. The measures hole the contrast between the executives' view of client desires and the quality models built up for service conveyance
3. The conveyance holes the contrast between indicated conveyance norms and the service supplier's real execution
4. The inner interchanges hole the distinction between what the organizations' promoting and deals staff believe are the item's highlights, execution, and service quality dimension and what the organization is really ready to convey
5. The recognitions hole the contrast between what is really conveyed and what clients see they have gotten (in light of the fact that they are unfit to precisely assess service quality)
6. The elucidation hole the distinction between what a service supplier's Correspondence endeavors really guarantee and what a client believes was guaranteed by these interchanges
7. The service hole the contrast between what clients hope to get and their view of the service that is really conveyed

The nearness of any of these seven quality holes can prompt a frustrating result that harms associations with clients. Keeping away from service holes in each service experience will enable a firm to improve its notoriety for quality service. Albeit cautious arranging and observing will help lessen the probability that one of these holes will happen, when clients show that service results are disillusioning, it's imperative to recognize and take out the gap(s) that lead to this outcome.

A noteworthy issue in certain organizations is that service guidelines are characterized by activities directors who have no learning of client needs and desires. Thus, it's fundamental that advertisers be associated with the undertaking of structuring service guidelines and estimating execution against them.



GAINING FROM SERVICE FAILURES

Albeit each firm ought to have emergency courses of action for service recuperation, there's not a viable alternative for doing it right the first run through. Recuperation methodology shouldn't be viewed as a substitute for improved service unwavering quality. At the point when an issue is brought about by controllable, inward powers, there's no reason for enabling it to happen once more. Repeating service disappointments lower service quality and lessen profitability as time and cash are squandered on redressing botches.

In light of aversion, how about we take a gander at some straightforward however useful assets for checking quality and deciding the main drivers of service disappointments. Among the numerous apparatuses accessible to quality improvement pros, the accompanying ones are especially useful for chiefs in distinguishing service disappointments and structuring successful recuperation procedures.

Flowcharts and Service Blueprints Flowchart and their progressively formalized subordinate, service outlines, are valuable apparatuses for completely inspecting service conveyance forms. When supervisors comprehend these procedures, it's simpler for them to distinguish potential disappointment focuses, which are feeble connections in the chain. Realizing what can turn out badly, and where, is an essential initial phase in improving profitability and anticipating service quality issues.

Control Charts It's regularly said that "you can't oversee what you don't gauge." Control charts offer a straightforward technique for diagramming execution after some time against explicit quality criteria. Since the graphs are visual, patterns are effectively distinguished. Figure demonstrates a carrier's exhibition on the vital paradigm of on-time flights. The outcomes in this model recommend that administration would do well to examine the circumstance, since air ship take-off execution is sporadic and unsuitable.

Circumstances and logical results Chart the Japanese/quality master Kaoru Ishikawa made the fishbone diagram for use in assembling firms. To deliver a fishbone outline (otherwise called a circumstances and logical results graph), gatherings of directors and representatives conceptualize factors that may make a particular issue.

Notice that the fishbone chart appeared in Figure incorporates eight groupings instead of simply the five referenced previously. The additional classes are intended to give extra data to service firms. For instance, the People classification has been changed to Front-Stage Personnel and Backstage Personnel. This features the way that front-arrange service issues are frequently experienced straightforwardly by clients, though behind the stage disappointments will in general appear all the more in a roundabout way.

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The extended fishbone graph likewise incorporates another class Customers to recognize their expanded association in service creation and conveyance, since clients can likewise be the reason for issues for a service business. As we've talked about previously, clients of high-contact services are frequently vigorously engaged with front-organize activities.

Pareto Analysis The method known as Pareto investigation (named after the Italian market analyst who previously created it) is valuable in distinguishing the main sources of watched results. Utilization of this strategy frequently features a wonder known as the "80/20 rule," demonstrating that roughly 80 percent of the estimation of one variable (in this occasion, the quantity of service disappointments) is represented by just 20 percent of the causal factors (i.e., the quantity of conceivable causes).

CONCLUSION

As the research scholar has directed an exact examination on service characteristics gave at emergency clinics arranged in Patiala city, the outcomes are demonstrating that Service quality measurements and patient fulfilment is relying on one another. Patients and relatives anticipate great conduct of specialists also, therapeutic staff, great physical offices, neatness, learning of specialists to answer patient's questions. Specialists watched and dissected the sentiments of respondents amid the overview directed at emergency clinic. On these grounds' analysts have prescribed after recommendations:

• It was found in the outcome 41% respondents are stating that emergency clinic has present day supplies, yet amid the study it was seen that still some administration medical clinics furthermore, enterprise emergency clinics need to refresh themselves. They have to make changes in restorative and careful types of gear.

• Physical offices are similarly critical to the extent making a decision about the service quality is concerned. Here physical offices incorporate seating courses of action for outpatient relatives and patients, states of bed for conceded patient's power, drinking water office, markers to the different rooms and specific specialists' lodge. For this situation additionally 60% of respondents are not happy with these offices. A portion of the medical clinics are particularly loaded with country patients, where medical clinics need to make courses of action for these things.

• The physical assets of SERVQUAL show additionally incorporate appearance of specialists and medicinal staff, strengthening services gave at medical clinics. For example, X-Ray room, Ultrasound segment, Pathology Section, ICU and so on. It was seen that patients and relatives don't think that it’s helpful, as a portion of the medical clinics are not giving these services at the grounds of the emergency clinic. The specialist recommended medical clinics could take the budgetary help of Medical Council to profit these offices at grounds.

• The responsiveness of specialists and other therapeutic staff is set apart as great by just 43% of respondents. It incorporates graciousness, what amount occupied they are, individual consideration, speediness in service. Here the scientist might want to concentrate on the issue that each patient anticipates the physical treatment as well as the mental treatment. For this situation unique preparing modified ought to be given to the emergency clinic staff individuals and specialists as well.

• Some of the respondents expressed that patients are dealt with just on the off chance that they have adequate cash to pay. Making the plans for halfway instalment if there should arise an occurrence of substantial charges could change this view of patients and relatives.

• Empathy part of SERVQUAL incorporates intrigue appeared by the specialists; do they take the treatment on a fundamental level? Taking a gander at the respondents' feeling it tends to be said that the medical clinics are following the sympathetic view, yet at the same time have an extension to improve by taking the patients into certainty before the treatment begins.

• In the act of prescription, the specialists accuse should comparable of the services rendered and the patient's capacity to pay. The Medical Council of India should set a few benchmarks as rules for charging the expenses to stay away from biased valuing. "Understanding Satisfaction and Service Quality Dimensions: An Empirical Study"

• The working of the Government clinics ought to be observed by the outer offices (for example Rotary club, Lions club and so on.) Periodically to guarantee smooth and proficient working.

• The frame of mind of the specialists towards the network ought to be changed. They ought to keep the principle target of the restorative calling to render services to humankind with full regard for respect of person.

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• The specialist should neither overstate nor limit the gravity of a patient's condition. He ought to guarantee himself that the patient, his relatives or his dependable companions have such learning of the patient's condition as will serve the best advantages of the patient furthermore, the family. Toward the end the creators unequivocally guiding that so as to improve the quality of the medical clinic services and upgrade quiet fulfilment; specialists and, directs should assemble authoritative wide accord on what credits patients regard to be most imperative .This can be cultivated through tuning in to the encounters and desires for the patients and focusing on improving service quality measurements.

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QUANTIFYING THE NEED FOR INNOVATIVE EDUCATION SYSTEM THROUGH THE LENS OF FINANCIAL LITERACY

Dr. Lalita Mutreja
I/c Principal, Sahaydri Shikshan Seva Mandal's Arts and Commerce College

ABSTRACT
Children live what they learn and, as asserted by John F. Kennedy, the 35th President of America, "a child miseducated is a child lost". This refers that whatever a child learns in his regime of life either creates or blemish his future. The Educations systems across the country use philanthropic approach apart from academic growth and development but what misses out is the link between earning and sustaining financial resources. The primary focus still remains to earn well, but managing their resources throughout the life cycle remains unattended. The economic and political wings of the country have attached its due credit to financial literacy in its journey towards economic growth and development but fails down to pin at ground level. Fails to identify the factors which would lead to inclusivity and literacy amongst the young demographics. The unbundling linkages between financial literacy and financial inclusion are in the midst of being explored. The Indian economy termed to be one of the fastest growing economies struggles to makes its populace not just literate but financially literate. The nodal NISM agency in its survey concluded that only 20% of the Indian population is financially literate. Thus the research study develops a Logistic Regression Model which shall answer the question, Who has the higher probability of being financially literate? The answer to this question would not only help the policymakers to identify the characteristics of the financially literate population but also help them to drive their efforts towards those who lack these characteristics. It would enable them to frame stepwise procedure for achieving their broader goals quantifying the need for financial education in the mainstream of the NEW INNOVATIVE EDUCATION SYSTEM OF THE COUNTRY.

INTRODUCTION

Policymakers around the world have highly debated on the approaches to cultivating financial literacy at the grass root level. It is perceived as a channel to bring its populace into the formal financial system. The three thoughts which have evolved are –

1. Providing better financial education shall contribute to informed decisions, lower default rates and ultimately strive for the welfare of the individuals at large.

2. Assisting individuals with timely decision support systems by educating them about true costs involved in debt, payday loans and issuing articles regularly on various financial choices and its salient features can prove to be of great help.

3. Following stringent rules and regulation for an issue of various financial products plans and policies thereby limiting the options available for financial products shall act as a wall against the wrong decision and reduce the default rate

Financial literacy is the function of managing its financial decisions in the most appropriate way. However, there exists a short supply of this skill amongst the individuals leading to mismanagement. The doles of financial education have been well recognized but there exists a huge gap between policy objectives and implementation course. The study assesses the current policies and programs of financial education across the selected Asian countries which are represented below –

Financial Education around the World.

Country	National	Central Bank	Others	Curriculum
India	Financial Stability and Development Council	Financial Literacy Centres and Programs	NISM, Private NGO'S and MFI's	None
China	None	None	CBRC programs and client education in financial institution.	None
Indonesia	My Saving Program	BI programs on Financial education and "Lets go to the bank program"	OJK Program National Financial Literacy Strategy	None

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Philippines	None	BSP Program and Public Awareness	None	None
Sri Lanka	None	Few Campaigns on Need and Importance of financial education	Few Campaigns on similar lines	None
Thailand	None	BOT programs on financial education	Debt Doctor Program	None
Bangladesh	None	None	None	None

The chart vividly points out the defects in the education system towards inculcating financial behavior in the walks of life. The research study, therefore, points the importance of early learning of financial resource management amongst the demographics of a country through a predictive logistic regression model.

LITERATURE REVIEW

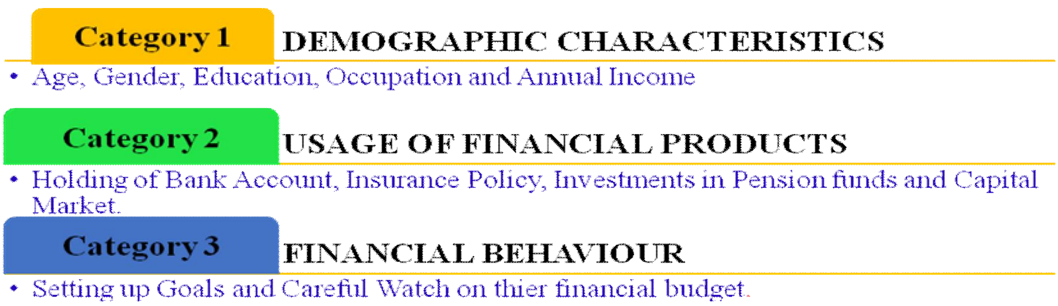
The statistical literature evidencing the impact of financial education as a tool to nurture financial literacy is scant. The authors using the panel dataset from PISA Survey 2012 for students above 15 years old have attempted to evaluate the influence and effectiveness of financial education as a part of school curriculum. The study uses DiD (Difference in Difference) approach and non-parametric tests to overcome the bias involved and present a robust end. Laying its foundation on three-dimensional approach – Contents, Contexts, and Processes of financial literacy assessment it draws an apt conclusion. The results depict that financial education bears a significant positive outcome on financial literacy score with only a deviation of 10% of the dataset. Further inclusion of concepts as a cross-curricular approach ie shared amongst subjects of mathematics, humanities, foundation skills display significant clout rather than a separate mandatory subject. Thus the weight of financial education fades out once imposed mandatorily other than allowing it to flow by the law of nature. Lastly, the study poses unanswered questions of determining the number of teaching hours required, the level at which it should be included ie primary, secondary or to graduation for further evaluation to policymakers. The PISA financial literacy assessment carried out as a pilot project amongst 13 countries around the world brought out significant outcomes relating to various socio-economic strata's. It established the relationship between the level of financial literacy of the students and their socioeconomic status, immigrant status, and school location. The results exhibited a direct positive relationship between wealth and educational background of parents on students literacy levels. Those parents working in finance stream were observed to influence the decision moldings of their children leading to a higher score. Similarly, immigrants being non-familiar to the country's financial system and limited access to it due to documentation issues displayed lower participation in the system. Lastly, the schools located in urban areas were well equipped with infrastructure and training consultation to impart students with good financial knowledge and techniques. On other those in rural communities lacked this skill in large numbers. Thus financial literacy is multifaceted phenomena influenced by various factors. However, what remains unserved is the quantifying the scale of these factors

OBJECTIVES OF THE STUDY

1. To develop predictive model highlighting the need for enrolling the wheels of financial literacy amongst the demographics of the country.

RESEARCH METHODOLOGY

The Independent Variables identified during the study which are significantly important for predictive analysis are broadly classified into 3 major categories listed below –



The derivation model is based on following assumptions –

1. Presence of Linear relationship between the independent and dependent variable is not mandatory.
2. The dependent variable should be binary ie dichotomy in nature.

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3. The independent variables need not be normally distributed nor possess equal variance.
4. The categories must be mutually exclusive and exhaustive.
5. The sample size must be minimum 50 as the fitness of model shares positive relation between sample size. Likelihood co -efficient maximizes with higher sample size. Therefore the study uses a sample size of 1000 obtained using Multistage Proportionate Sampling Method spread over Konkan Division of Maharashtra.

On fulfilment of above assumptions the logistic regression equation is

$$p = \frac{exp^{(a+b_1x_1+b_2x_2+b_3x_3\ldots)}}{1+exp^{(a+b_1x_1+b_2x_2+b_3x_3\ldots)}}$$

Where:

p = the probability that a case is in a particular category,

exp = the base of natural logarithms (approx 2.72),

a = the constant of the equation and,

b = the coefficient of the predictor variables

Logistic regression – involves fitting an equation of the form to the data:

Logit (p) = a + b1x1 + b2x2 + b3x3 + …

Model Developing -

MODEL BUILDING

Frequencies of dependent variables are given in following tables:

Table No 1- Model Information of the Study

Model Information		
Data Set	DATA.FI_DATA	
Response Variable	FI Tag	FI Tag
Number of Response Levels	2	
Model	binary logit	
Optimization Technique	Fisher's scoring	

Table No 2 – Observations used in the study

Number of Observations Read	1000
Number of Observations Used	1000

Table No 3 – Response Profile

Response Profile		
Ordered Value	FI Tag	Total Frequency
1	0	982
2	1	18

Model Fitting Information:

For the jth observation, let $\widehat{\pi}_j$ be the estimated probability of the observed response. The three criteria displayed by the LOGISTIC procedure are calculated as follows:

- –2 log likelihood:

$$-2\ \mathrm{Log\ L} = -2\sum_j \frac{w_j}{\sigma^2} f_j \log(\widehat{\pi}_j)$$

- where w_j and f_j are the weight and frequency values of the jth observation, and σ^2 is the dispersion parameter, which equals 1 unless the SCALE= option is specified. For binary response models that use events/trials MODEL statement syntax, this is

$$-2\,\mathrm{Log\ L} = -2\sum_j \frac{w_j}{\sigma^2} f_j\left[\log\binom{n_j}{r_j} + r_j\log(\widehat{\pi}_j) + (n_j - r_j)\log(1-\widehat{\pi}_j)\right]$$

- where r_j is the number of events, n_j is the number of trials, $\widehat{\pi}_j$ is the estimated event probability, and the statistic is reported both with and without the constant term.

- Akaike's information criterion:

$$\mathrm{AIC} = -2\,\mathrm{Log\ L} + 2p$$

- where p is the number of parameters in the model. For cumulative response models, $p = k + s$, where k is the total number of response levels minus one and s is the number of explanatory effects. For the generalized logit model, $p = k(s+1)$

- Schwarz (Bayesian information) criterion:

$$\mathrm{SC} = -2\,\mathrm{Log\ L} + p\log\left(\sum_j f_j n_j\right)$$

- Where p is the number of parameters in the model, nj is the number of trials when events/trials syntax is specified, and $n_j = 1$ with single-trial syntax.

The AIC and SC statistics give two different ways of adjusting the –2 Log L statistic for the number of terms in the model and the number of observations used.

Table No 4 – Model Fit Statistics

Model Fit Statistics		
Criterion	Intercept Only	Intercept And Covariates
AIC	182.3	52.268
SC	187.208	179.87
-2 Log L	180.300	0.268

DESIGN VARIABLES

The independent variables are converted to design variable. Eg. The variable "GENDER" has 2 categories. Thus 0 is design variable and another is defined as non-reference variable.

Table No 5 – Design Variables used in the Regression Model

Class Level Information								
Class	Value	Design Variables						
AGE BUCKET	a)age=<25	1	0	0				
	b)25<age=<35	0	1	0				
	c)35<age=<50	0	0	1				
	d)age>50	0	0	0				
GENDER	FEMA	0						
	MALE	1						
EDUCATION	Diploma	1	0	0	0	0	0	
	Graduate & Above	0	1	0	0	0	0	
	Illiterate	0	0	0	0	0	0	
	Primary	0	0	1	0	0	0	
	Secondary	0	0	0	1	0	0	
	Senior Secondary	0	0	0	0	1	0	
	Upper Primary	0	0	0	0	0	1	
OCCUPATION	Housewife	1	0	0	0	0		

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	Others	0	1	0	0	0	
	Retired	0	0	1	0	0	
	Salaried	0	0	0	1	0	
	Self Employed	0	0	0	0	1	
	Student	0	0	0	0	0	
ANNUAL INCOME	2,00,001- 5,00,000	1	0				
	5,00,001 – 10,00,000	0	0				
	50,000- 2,00,000	0	1				
DO YOU HAVE BANK AC	0	0					
	1	1					
HOLD INSURANCE POLICY	1	1					
	2	0					
INVESTED IN PENSION SCHEME	1	1	0				
	2	0	1				
	99999	0	0				
INVESTED IN CAPITAL MARKET	1	1	0				
	2	0	1				
	99999	0	0				
WATCH ON FINANCIAL AFFAIRS AND PURCHASES	0	0					
	1	1					
DO YOU SET GOALS?	0	1					
	1	0					

Analysis of Maximum Likelihood Estimates

Analysis of Maximum Likelihood Estimates						
Parameter		**DF**	**Estim-ate**	**Stand-ard**	**Wald**	**Pr > ChiSq**
				Error	**Chi-Square**	
Intercept		1	-2.422	98.9522	60.9	0.0008
AGE BUCKET	a)age=<25	1	-0.6427	24.6169	80	0.0010
AGE BUCKET	b)25<age=<35	1	-3.5206	21.5879	26.6	0.0009
AGE BUCKET	c)35<age=<50	1	-2.5004	19.1143	17.1	0.0009
GENDER	MALE	1	0.3391	12.1266	80	0.0010
EDUCATION	Diploma	1	-4.1475	44.445	87	0.0009
EDUCATION	Graduate & Above	1	-3.7962	43.4629	76	0.0009
EDUCATION	Primary	1	-6.4667	42.7087	229	0.0009
EDUCATION	Secondary	1	-5.8455	41.7006	196	0.0009
EDUCATION	Senior Secondary	1	-4.8872	42.3746	133	0.0009
EDUCATION	Upper Primary	1	-1.6412	47.4972	122	0.0010
OCCUPATION	Housewife	1	-0.267	18.6107	200	0.0010
OCCUPATION	Others	1	-0.00931	13.6607	100	0.0010
OCCUPATION	Retired	1	0.2161	45.5523	156	0.0010
OCCUPATION	Salaried	1	-3.6799	18.501	396	0.0008
OCCUPATION	Self Employed	1	-3.5313	18.8341	352	0.0009
ANNUAL INCOME	2,00,001- 5,00,000	1	7.2053	74.5963	965	0.0009
ANNUAL INCOME	50,000- 2,00,000	1	4.9815	73.028	470	0.0009
DO YOU HAVE BANK A/C	1	1	0.1452	31.9411	100	0.0010
HOLD INSURANCE POLICY	1	1	10.4585	9.8752	121	0.0003
INVESTED IN PENSION	1	1	13.5254	18.7215	521.9	0.0005
INVESTED IN PENSION	2	1	3.8245	18.6577	42	0.0008
INVESTED IN CAPITAL	1	1	10.1247	57.9352	30.5	0.0009
INVESTED IN CAPITAL	2	1	-1.2859	57.6926	54	0.0010
WATCH ON FINANCIAL AFFAIRS	1	1	-1.1055	41.3095	230	0.0010
DO YOU SET GOALS AND	0	1	-0.00941	42.4616	25	0.0010

CONCLUSION

Since the majority of the p-values are less than 0.05, we reject the null hypothesis. Hence, we conclude that ach category of each of the 3 independent variables are individually significant. Therefore Wald Test denotes that the above stated variables have significant impact on the dependent variable ie Financial Inclusion of an individual. Thus these variables are used while fitting the MODEL.

GOODNESS OF FIT TEST

Hypothesis:

H_0: Model is good fit for the data.

H_1 : Model is not a good fit for the data

Lastly the most important component of the model is whether it holds well in the given socio economic parameters. Without validating and training the model it cannot be accepted. Therefore the study conducts **Hosmer and Lemeshow** test to study its fitness. This tests bifurcates variables into group of 10 and further compares the predicted value with number actually obtained in the ordered group. . If the H-L goodness-of-fi t test statistic is greater than .05 the model is considered to be a good fit ie the prediction given by the model can be applied at macro level. In simple words alternate hypothesis stated above are rejected. This statistic is written as –

$$\chi^2_{HL} = \sum_{i=1}^{g} \frac{(O_i - N_i\bar{\pi}_i)^2}{N_i\bar{\pi}_i(1-\bar{\pi}_i)}$$

where N_i is the total frequency of subjects in the ith group, O_i is the total frequency of event outcomes in the ith group, and $\bar{\pi}_i$ is the average estimated predicted probability of an event outcome for the ith group.

Table No 6- Hosmer and Lemeshow Goodness-of-Fit test

Hosmer and Lemeshow Goodness-of-Fit test		
Chi-Square	DF	Pr > ChiSq
0.001	0	0.096

Since p-value is > 0.05. Hence we do not reject the null hypothesis. Thus, the model is a good fit for our data.

CONCLUSION

The fitted model above states that an individual whose age is less than 25 their odds of being financially literate is 4.91 times higher than age greater than 50. The level of Education is directly correlated with the level of financial literacy. This because level of education contributes to improved financial literacy. However the basics of financial literacy are strongly developed amongst Commerce Students while other streams have poor inclusion of financial management skills. Therefore the curriculum should be capable enough to generate skills amongst students belonging to all streams as financial literacy is an integral part of an individual's personal financial management. This vividly states that probability of young minds being financially literate is much higher which can be achieved only through financial education as part of curriculum.

RECOMMENDATIONS

1. Financial Education should be part of curriculum right from High School Studies irrespective of Stream Opted for.
2. Apt and timely Training facilities should be made available to all, despite FLCC established by the RBI the outcome has failed to display the desired results.

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RECENT TRENDS IN FIN-TECH INNOVATIONS IN INDIA

CA (Dr.) Leena Mahesh Gadkari
Associate Professor, Thakur Institute of Management Studies and Research (TIMSR), Kandivali East, Mumbai

ABSTRACT
Recent trends in Fin-tech Innovations in India

The Indian fin-tech ecosystem is the third largest in the world, attracting nearly $6 billion in investments since 2014. Fin-Tech is a broad term invented in the recent past to denote technological innovation having a bearing on financial services. Fin-tech or financial technology companies use technology to provide financial services such as payments, peer-to-peer lending, crowd-funding etc. Several innovative technologies from Mobile and web-based payments to usage of AI and Robotics can be utilized for providing the new age financial services. A holistic approach considering the opportunities and challenges needs to be taken by the GOI and regulators in this regard.

Keywords: Fin-tech innovations, financial services, India

1. INTRODUCTION
According to NITI Aayog, India is one of the fastest growing fintech markets globally, and industry research has projected that $1 trillion, or 60% of retail and SME (small and medium sized enterprises) credit, will be digitally disbursed by 2029. The Indian fin-tech ecosystem is the third largest in the world, attracting nearly $6 billion in investments since 2014.

Fin-Tech is a broad term invented in the recent past to denote technological innovation having a bearing on financial services. Fintech or financial technology companies use technology to provide financial services such as payments, peer-to-peer lending, crowd-funding etc.

The Reserve Bank of India (RBI) is planning to issue guidelines for fin-tech companies to test their new products on a small group of users before scaling up in order to protect the interests of the stakeholders and to streamline the influence of technology on the financial system.

2. OBJECTIVES OF THE STUDY
The objective of this study is to understand the recent trends in Fin-tech Innovations in India.

3. LITERATURE REVIEW
- Malini and D. G. Menon (2017) observed that the biggest paradigm shift that has occurred in the banking is the digitalization of banks which aim at providing customers with a broad scope of benefits. Technology-based innovations will be the key determinant in offering diversified and customized banking services to their varied customer portfolios, at a reduced cost.
- A. Kotishwar (2018) observed that the digitalization of banks havs opened up new markets, new products, new services and efficient delivery channels of the banking industry. Such revolutionary technology has been the cornerstone of financial sector reforms aimed at increasing speed and reliability of banking operations and of initiatives to strengthen the banking sector. Digitalisation has significantly influenced the delivery channels of the banks and has emerged as a vital link for delivery of banking products and services to customers and regulatory authorities.
- Boro K (2015) observed that the increasing internet penetration and mobile subscribers in rural as well as urban areas have created a huge opportunity for banking institutions to look beyond traditional form of brick and mortar branch banking.

4. METHODOLOGY
4.1 Data Collection
The present research is a descriptive research based on secondary data: Collected from various research papers, reports, research studies and websites.

4.2 Limitations of the study
The study mainly covers trends in India in the financial services caused due to the impact of the technological innovations.

5. IMPLICATIONS AND VALUE OF THE STUDY
The present study will help academicians, researchers, corporate sector, policy makers and citizens in understanding the recent trends in the Fin-tech Innovations in India.

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6. OVERVIEW OF FINANCIAL SERVICES SECTOR IN INDIA

India has a multi-dimensional financial services sector. The sector is witnessing several changes in the way it was operating and in the way the services were being provided. It is experiencing overall transformation due to the entry of new entities, change in the profile of the services and digitization of services.

In India the financial services are being provided by several entities such as capital markets, banks, non-banking financial companies, insurance companies, co-operatives, pension funds, mutual funds and other smaller financial services providers. However, the financial sector in India is predominantly a banking sector with commercial banks accounting for more than 64 per cent of the total assets held by the financial system.

As reported by the Earnst& Young in its report 'Innovation in Financial Inclusion', the technological advances are increasingly reducing the cost of serving customers and opening up a potentially significant growth opportunity for banks. Driving greater financial inclusion will generate sizable economic benefits such as boosting gross domestic product (GDP) by up to 14% in large developing economies such as India.

Due to education and changing mindset, now many women are working. The rising income of the households, their need for financial security and stability and their rising awareness about the financial products in general, has created a need for availability of efficient financial services in both rural and urban areas.

7. BENEFITS OF FIN-TECH TO FINANCIAL SERVICES IN INDIA

- **Speed:** India's Aadhaar Card system provides real-time verification of identities using a fingerprint scan, iris scan or digital face print. Aadhaar enables the direct transfer of government subsidies and unemployment benefits.
- **Cost reduction:** New technologies reduce the cost of providing of services with the help of digitization.
- **Accuracy:** Usage of technology and automation leads to reduction of manual errors and reporting to minimize operational cost and reputational damage
- **Multifunctional aspects:** The Digital India service provides a benefit of open access to digital data in the development of banking apps — particularly in the areas of security, authentication, e-signature capabilities and unified payment interfaces.
- **Sophistication of services:** Over the last 3-4 years, many large private banks have implemented digital, including implementing Artificial Intelligence (AI) in first-level customer interaction and robotic process automation (RPA) in operations.
- **Risk Management**: In early 2019, 11 Indian banks initiated a block-chain-linked loan system for SME customers, enabling big lenders to access public credit data and remove much of the associated risk and information disparities between large banks and SME loan providers.
- **Customizing offerings: O**pen banking API enables a third-party provider to access customer data from multiple data sources with explicit customer consent, thereby providing customized and value-based advice for wealth management, financial planning and other services.
- **Strong Payment Ecosystem:** Over the past few years, India has got reforms such as granting multiple licenses for differentiated banking to small finance banks, payment banks and introduced the strengthening the payments ecosystem.
- **Financial Inclusion:** Indian financial sector is making the usage of the unified payment interface to include the unbanked population of India in the formal financial services umbrella.

8. SIGNIFICANT RECENT TRENDS IN FIN-TECH IN INDIA

- **Mobile and web-based payments:** This technology enables the user's mobile devices to act as their credit/debit cards to make secure purchases in stores, in apps, and on the web and send and receive money quickly and easily e.g. Apple Pay, Samsung Pay, and Android Pay etc. Mobile phone money services, such as Immediate Payment Service (IMPS) in India, provide an instant payments and inter-bank electronic funds transfer service through mobiles.
- **Distributed ledger Technology (DLT):** They provide complete and secure transaction records, updated and verified by users, removing the need for a central authority. Various companies are exploring its use for securities trading, smart contracts, and land and credit registries as it has benefits such as reduced cost and settlement time, simplified reporting, efficiency and security etc. Block chain is a distributed ledger in which transactions of securities or currencies are stored as blocks (groups of transactions that are performed around

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the same point in time) on computers that are connected to the network. Block Chains have can be used for services such as clearing settlements or trading etc.

- **Crowd-funding:** It is a way of raising debt or equity from multiple investors via an internet-based platform. These platforms provide a range of information about the potential borrowers/issuers their credit ratings, business models etc.
- **Peer to peer lending (P2P):** This is a crowd-funding model where the lender and borrowers are connected, using advanced technologies to speed up loan acceptance. RBI has issued regulations for the same.
- **Smart contracts:** Smart contracts are computer protocols that can self-execute, self-enforce, self-verify, and self-constrain the performance of a contract. Development of smart contracts in relation to financial services could have a large impact on the structure of trade finance or derivatives trading, which can be integrated into Robo-advice wealth management services.
- **Cloud computing:** Under Cloud computing, the internet-based access is given to a shared pool of computing resources that can be quickly and easily deployed. Infrastructure, Platform, Service and Mobile backend as a service are offered under cloud based services.
- **e-Aggregators:** E-Aggregators provide internet-based venues for retail customers to compare the prices and features of a range of both financial and non-financial products such as standardized insurance, mortgages, and deposit account products. They allow users to aggregate and analyses their data on their payment patterns, across separate accounts and products. For E.g. Envestnet Yodlee is the leading data analytics and data aggregation platform powering dynamic cloud-based innovation for digital financial services.
- **Robo advice:** “Robo-advice” is the provision of financial advice by automated, money management providers, thereby disintermediating human financial advisors and reducing costs. It can offer more investor choice, especially for low and middle income investors who do not have access to the wealth management divisions of the banks. Robo Advisors are said to be currently handling assets under management estimated at $20bn[7] and such business is growing rapidly.
- **e-Trading:** It has enabled the automated trading in the most liquid market segments such as fixed income securities. Innovative trading venues and protocols have propagated and new market participants have emerged.
- **Big data:** Under this technology, the business data sources are combined. So with the availability of increased computing power it is delivering faster, cheaper, and more comprehensive analysis for better informed decision-making. A recent study titled, State of Analytics At Domestic Firms In India 2018 by Analytics India Magazine and INSOFE suggests that Indian analytics, data science and big data industry is estimated to be $2.71 billion in revenues and growing at a healthy rate of 33.5 per cent CAGR.
- **Artificial Intelligence & Robotics:** AI involves usage of machines that can learn, conduct human interactions, and engage in other high-level functions at an unmatched scale and speed.
- **Mandatory e-KYC for bank accounts**

9. RECENT INITIATIVES OF GOVERNMENT OF INDIA (GOI) AND OTHER REGULATORY BODIES

- GOI has allocated INR 3,073 crore for the Digital India programme, which will focus on research, training and skill - development in robotics, artificial intelligence, big data intelligence and quantum communications.
- GOI launched India Post Payments Bank (IPPB), to provide every district with one branch which will help increase rural penetration. As of August 2018, two branches out of 650 branches are already operational.
- GOI is taking many steps such as providing infrastructure and institutions to help in developing blockchain skills, piloting the technology in its internal systems, and developing interoperable platforms.
- Niti Aayog has launched IndiaChain, a block-chain project similar to Unified Payments Interface to develop a system that minimizes frauds, speeds up enforcement of contracts and increases transparency.
- RBI has established a new unit to carry out research, draft rules and supervise new emerging technologies such as crypto-currency, block-chain and AI.

- In September 2018, Securities and Exchange Board of India (SEBI) asked for recommendations to strengthen rules which will enhance the overall governance standards for issuers, intermediaries or infrastructure providers in the financial market.
- In December, 2018, SEBI proposed direct overseas listing of Indian companies and other regulatory changes.
- Bombay Stock Exchange (BSE) introduced weekly futures and options contracts on Sensex 50 index from October 26, 2018.
- In November 2018, Bombay Stock Exchange started offering live status of applications filed by listed companies on its online portal.

10. EMERGING OPPORTUNITIES

- According to the World Bank report of 2018, around 65 million people in India still use cash or over-the-counter services to send or receive remittances. The opportunity of connecting with this potential customer base can be explored with the use of technology.
- Significant opportunities are envisaged with the use of Artificial Intelligence (AI). From defense point of view, trials are in process for AI-driven drones, weapons and robotics. AI capability can be utilized effectively in the finance sector with a due care for national security. Indian Financial Services sector has started mainstreaming the concept of AI.
- Over the next few years the Public Sector Banks can revamp themselves to provide new age digital banking.
- In India, block-chain gained visibility in 2016. The financial institutions and fin-techs have started investing in it heavily for trade finance, cross-border payments, bill discounting, digital identity and supply chain financing etc. The insurance sector and capital markets are also exploring its applications.
- Digital banking, especially after demonetization, has led to huge talent demand in financial services in areas like analytics, digital, marketing, stressed assets recovery, wealth/ portfolio management etc. As against the reduction in head count globally due to digitisation and automation, PSU banks in India show hiring trends for "new age banking skills" in India in 2019and beyond as the automation (RPA/ AI and ML)is expected to automate 25- 30% of certain banking tasks in the next 2-3 years.
- The implications of Digital Currencies for financial firms, markets and system will depend on the extent of their acceptability among users and regulatory aspects. Widespread usage of Digital Currencies could potentially lead to a disintermediation of some existing payment services infrastructure.

11. CHALLENGES

- Absence of comprehensive regulatory framework for e-commerce transactions
- Digital illiteracy in several areas of India
- Risks to databases, information, interfaces and other infrastructure
- Cyber security may be inadequate in the changing technological scenario
- Possibilities of frauds/misappropriations in the absence of effective controls
- Declining profit margins due to severe competition
- Rising Non-performing Assets (NPAs)
- Lack of customised fin-tech products
- Difficulties in the regulation and law enforcement for the Digital Currencies
- Loss of repetitive banking jobs e.g. cashier
- AI and Robotics can reduce the job opportunities

12. SUGGESTIONS

- Cohesive network of government, regulators, traditional institutions and fin-tech to utilize open banking architecture, shared ecosystem etc.
- Banks can leverage biometric ID programs such as Aadhar to verify customers at ATMs or service counters and widen access to financial services.

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- Strategic workforce planning can help the entities in the finance sector to ensure achievement of operational targets.
- The Indian financial services sector which is currently facing challenges such as declining profit margins and rising Non Performing Assets (NPAs) is required to make effective utilization of the technological advancements.
- AI can be utilized for providing financial services to the unbanked population in the rural areas.
- As recommended by the RBI's working group of Fintech and Digital Banking, an appropriate framework may be introduced for "Regulatory Sandbox/innovation hub" within a well-defined space and duration where financial sector regulators will provide the requisite regulatory support, so as to increase efficiency, manage risks and create new opportunities for consumers in Indian context similar to other regulatory jurisdictions.
- The RBI's working group of Fintech and Digital Banking also recommended that the Partnerships / engagements among regulators, existing industry players, clients and FinTech firms will enable the development of a more dynamic and robust financial services industry.

13. CONCLUSION

The financial services sector is witnessing transformation due to the entry of new entities, change in the profile of the services and digitization of services. Several innovative technologies from Mobile and web-based payments to usage of AI and Robotics can be utilized for providing the new age financial services. A holistic approach considering the opportunities and challenges needs to be taken by the GOI and regulators in this regard.

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INSURTECH NEED FOR HOUR

Dr Leena Nair
BAF Coordinator, Tolani College of Commerce

ABSTRACT

Insurtech refers to the use of technology innovations designed to squeeze out savings and efficiency from the current insurance industry model. It applies to new technology that are disrupting the insurance space i.e smart phone apps, consume activity wearable, claim acceleration tools, individual consumer risk development system , online policy handling and more.

The penetration of insurance sector in FY2017 in world was 6.13%. Asian average was 5.62 and in India it was 3.7% only according to IRDAI report 2018. It is because there is still misconception about insurance product it is treated as an investment product rather than the product which provides protection against risk. Despite the recurring catastrophe events and losses majority of population do not feel the need to buy insurance protection conscious efforts need to be taken by the industry to create awareness and increase the penetration level in non life insurance products like health, property, travelling etc.

The role of insurtech is of utmost important at this stage. As per latest NCPI data there are 730 million mobile users, 322 million internet users and 299 million smart phone users in India majority of the population are maturing while using digitization. Insur tech is need of an hour to tap this under insured population and bring them under the purview of insurance sector insur tech targets particular value pools in the sector rather than seek to provide end-to-end solution. It makes insurance simple by maximizing value with les investments and quicker returns this research paper attempts to this understand penetration insurance sector in India and how insure tech can address the problems of under insurance. Hence this research paper attempts to understand the penetration of insurance sector in India and also explore how insurtech will benefit the penetration of insurance in underinsured economy of India.

➢ INTRODUCTION

India is termed as land of billion opportunities due to its 1.3 billion population and demographic dividend. Latest data of NPCI(National Payments Corporation of India)shows that there are 730 million smart phone users. Hence untapped population in the insurance sector can be tapped with help of Insurtech. Insurtech is a term applied to many segments of new technology that are disrupting the insurance space. At present fintech has covered many of our digital transaction. Insur tech segment in India has been growing more conservatively than traditionally fintech segments like payments and alternative lending. As insurtech companies demonstrate greater value to insurer by sales improvement, cost reduction better risk management and process efficiency the scope for the growth in insurance sector is quite high and very much needed in under insured country like India.

As per latest PWC global fintech survey 2017 only 38% of the customers have conducted financial activities with fintech companies. Today customer needs ease of using the product. Superior customer service and 24\7 access ability according the PWC report insurance companies (life and non life) have been accelerating efforts to keep pace with the trends reshaping the market and closing the gap with other financial sectors 52% of the insurers continue to see the industry as second most likely sector for disruption only after consumer banking the increased sophistication of data models and analytics to better identify and quantify risk is seen as the most important trend and the one to which the market most likely to respond.

As upsurge result is evident from various reforms brought about by digital technologies where government had opened 878 million bank account till august 2018 and transactions in value terms rose from INR 5 million to over INR 542 billion during the same periods (UIDAI website). This data shows the effect of fintech in developing economy like India.

According to the Tarun Ramadorai report of household finance committee erratic income in India makes it non lucrative for households to subscribe to insurance product. According to the committee survey 50 % of household interviewed indicated insurance products were unaffordable and only 16 % stated a lack of awareness.

In spite of existing Insurance market regulations and initiative taken by the government of India Insurance as a product in financial market has not gained momentum in India .So role of Insurtech will be extremely helpful to explore and increase the penetration of Indian Insurance market hence Insur tech is need for hour. Insurtech is term applied to the many segments of new technology that are disrupting the insurance space through:

- Smart phone apps
- Consumer activity wearables
- Claim acceleration tools
- Individual consumer risk development systems
- Online policy handling

➢ **Few examples of Insur tech product**

- Discounted auto insurance for installing a telematics device to track safe driving gym fee reimbursements from health insurance providers for wearing a fitness tracker that reports on exercise and health
- Provide clear and objective data on the crops conditional using satellite monitoring in agriculture.
- Meters for car mileage
- Calories burned
- Flood and fire detectors that autonomously signal emergency
- Micro Insurance
- Usage based insurance
- Robo advisory

➢ **Insurtech has various advantages**

- Less investments
- Quicker returns
- Increased connectivity
- Targeted product concepts
- Full automation
- Data driven decision making and insight
- Social engagement
- More frequent interactions
- Digitizing moments of truth

➢ **REVIEW OF LITERATURE**

- V.S Rajamani&M.G.Diwan (2005)E insurance will change the traditional method of providing Insurance coverage through Agents, Brokers, Distributors, Surveyors and other intermediaries. According to them Internet based transactions will account for up to 10 % of the world's e- commerce. E- Commerce will enable to reach new customers new sales opportunities in market scenario.
- DharaTushar (2017)Indian Insurance market is a huge business opportunity waiting to be harness India currently accounts for less than 1.5 % of world's total insurance premium and of world's total insurance premium and of worlds total insurance premium and about 2 % of the world's Life insurance premium despite being the second most populous nation. The country is fifteenth most largest insurance market in the world in terms of premium volume and has potential to grow exponentically in the coming year.
- Stephen Gold Stein (2018) Mostly agents, banks and brokers play a dominant role in the insurance sales process. At the same time 20 % of the population comes under poverty profile (3.1 % in China) India faces two challenges in increasing penetration middle class literate and unbanked population.
- Abhay N (http;//indiamicrofinance.com) As per the article, Insur tech companies are generally more responsive to customer needs than state behemoths who do not have to worry about being profitable. These companies are willing to take more risk and innovate compared to the established Insurance companies.
- Bhalla T (2018)According to the erratic income in India makes it non lucrative for households to subscribe to financial products

- Indian Chamber of commerce Report & PWC report 2018 The insurance industry has been at the forefront of economic development in India gross premiums have grown at CAGR of &. 7.2 % .During this period the behavior of customers. Today customers are bombarded with relevant information even before they have identified a need. They also have greater access to information whenever and wherever they want it thus intensifying competition among insurers.

- The Indian Insurance Industry Report 2018 According to the report ,India stands 11 th position on the global insurance platform. Indian insurance industry row at 12 % which is almost twice that of GDP growth of the year. The non life insurance industry growth 17.5 % and life insurance industry grew at 10 %

  At the same time Indian Insurance penetration in 2017 was 3.7 % against world average 6.13 %(Asian average 5.62 %) in the same period .

- Safder Jaffer (2018) Insutech targets particular value pods in the sector rather than seek to provide end to end solution. New generation gets connected to Insurech as Insurtech appeals to them.

  The above literature review highlights the urgency of Insurtech to increase the penetration of Insurance sector in economy .Hence the study is of significant value in terms of under insured economy life of India.

➢ OBJECTIVE OF THE STUDY

- To explore the Indian insurance sector
- To find out the spread of insurtech in India
- To understand the concept of insurtec

➢ HYPOTHESIS OF THE STUDY

- The lower middle class households are reluctant to invest in insurance product
- The awareness of insur tech is very less amongst middle class households

➢ LIMITATIONS OF THE STUDY

- The study is restricted to insurance as a financial product
- The study is limited to insurtech interface only, amongst various platforms of fintech.
- The data is collected from Virar region.

➢ SCOPE OF STUDY

Customers no longer visit insurance offices inuring about new policy plans for health vehicle or life insurance. They have become accustomed to purchasing goods on e-commerce and expect a similar experience for buying insurance policies. A lot of inefficiencies exist in Indian insurance markets which are dominated by public sector institutions. Hence the finding of the study can be applied to use insure tech as a one of the method to increase the penetration of insurance in financial market among Indian households.

➢ RESEARCH METHODOLOGY

The research is exploratory and descriptive Secondary data was collected from books and web references Primary data was collected from women in residing in Virar. Two sets of data were taken 1. Working women Earning 2. Housewife (not earning)

For working women data was collected from 7.40 am Local train Virar Chrchgate and 20 house wife from HDIL Residency park Virar west.

Hence purposive sampling method was used. To analyse the data percentage and bar diagram were used.

➢ ANALYSIS AND INTERPRETATION OF PRIMARY DATA

Table-I: Women Earning and Not Earning

Earning (Working)	Not earning(House wife)	Total
42	20	62

Table-II: Women Earning and Not Earning

	Earning (Working)	Not earning(House wife)	Total
Owning mobile hand set	42	20	62

100 % of women were having and owing mobile handset

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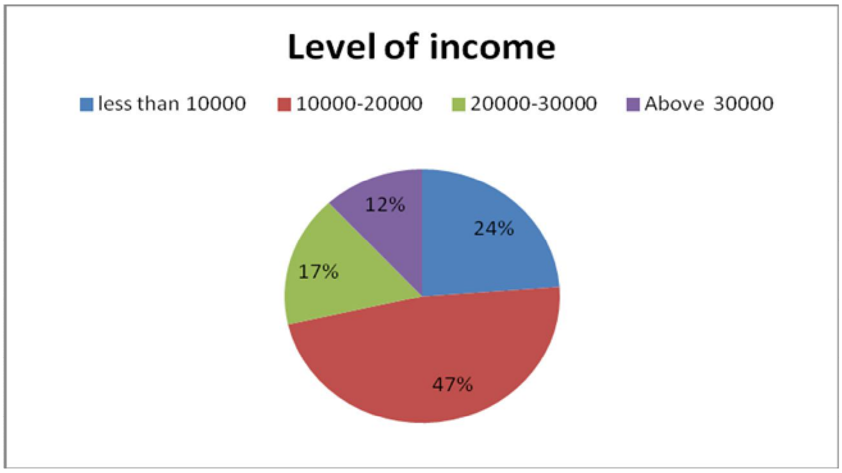
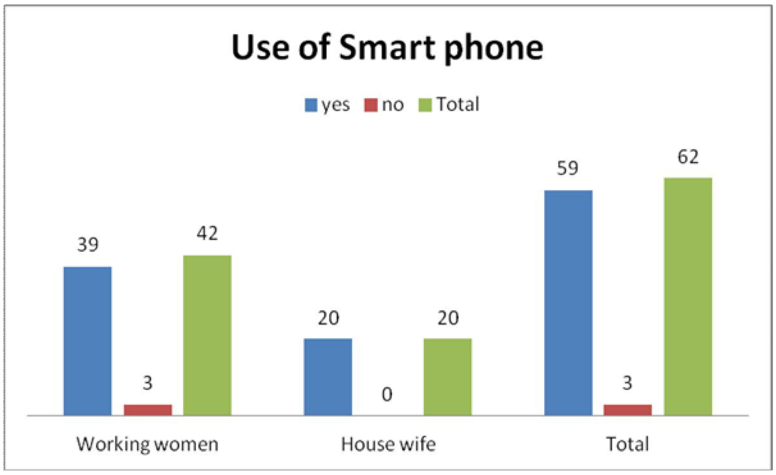
Diagram: I Level of Income (in thousands)

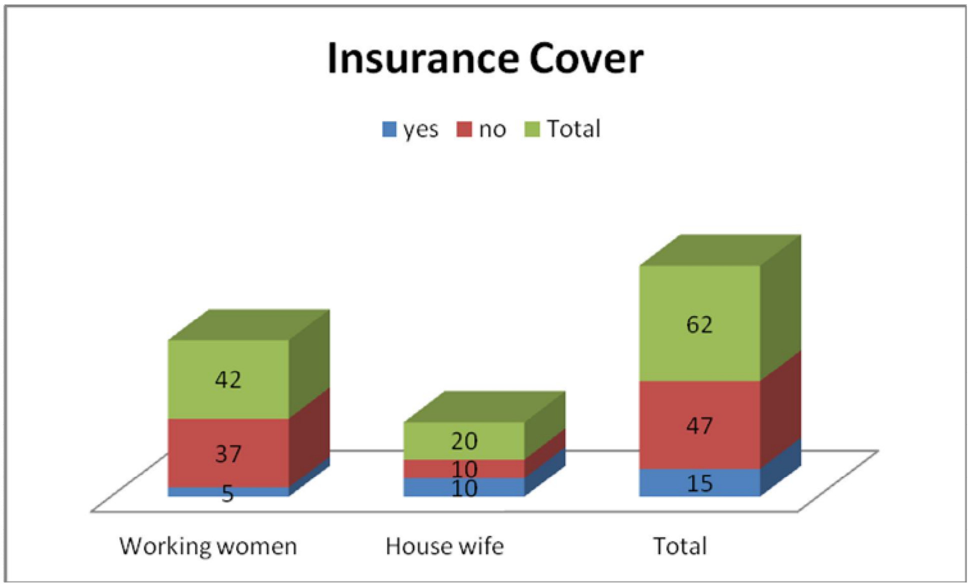


Amongst working women 24% were earning less than 10000 and only 12% were earning above 30000 remaining were with income 10000 and 30000 It shows that majority of women were from lower middle class group.

Graph I Use of Smart phone



59 women out of 62 were using smart phone It shows that majority of the respondents irrespective of their level of income are using smart phone



24.19 % on have taken insurance policy 11.9 % of working women are insured and 50 % of house wife are insured

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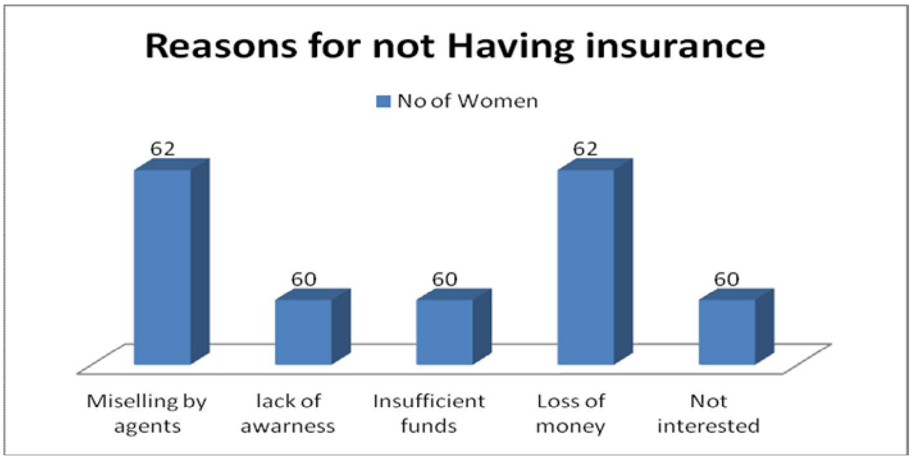
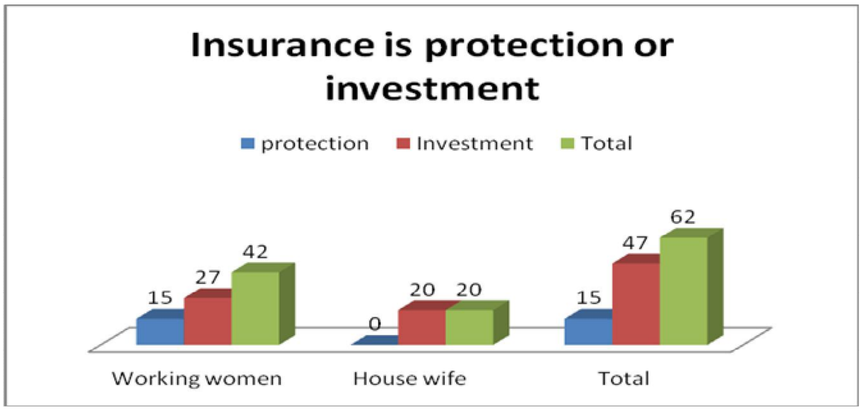
Graph II Reasons for not having Insurance



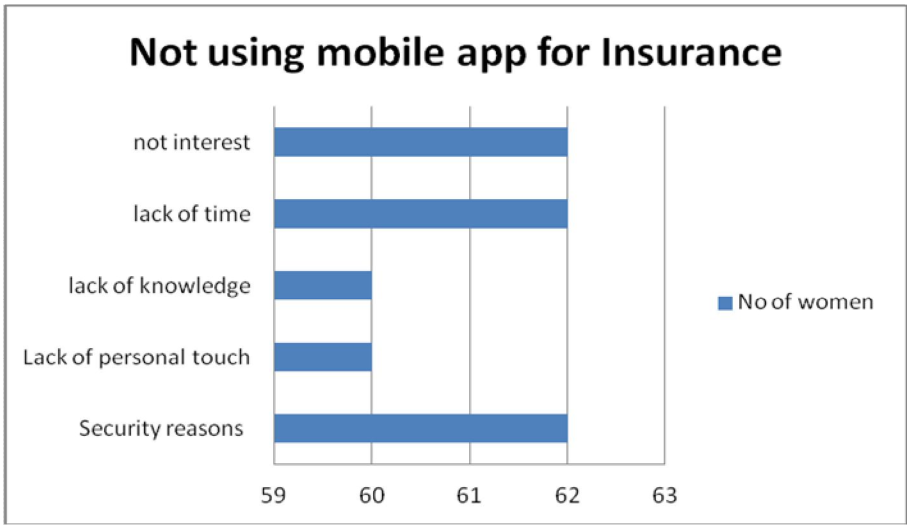
Majority of the respondent almost 99% were not buying insurance policy due to various reasons like miselling by agents lack of awareness insufficient funds loss of money and merely not interested.

Graph : III Insurance as a Protection or Investment



75.80 % of total respondent said Insurance as a financial product is an investment and remaining think it as a protection.

Graph: IV Reasons for not using Mobile app for Insurance



Hence there is urgent need to increase the penetration of Insurance as a financial protection against various risk in future

➢ CONCLUSION

In India majority of the population is from middle income group. In order to penetrate in the Indian economy one has to make the insurance product keeping in mind the demographic nature of this middle income group. As

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seen from the above data respondents were using smartphones but were reluctant to use the same for insurance product. Hence Insur tech as a financial product can be of immense important to tap this market. For upper class we need to provide personalised innovative products. In case of middle class financial literacy awareness is must so that they understand the benefit of being insured. Unbanked illiterate customers need to be educated about insurance products like government has started with Micro insurance schemes.

➢ SUGGESTIONS

While the innovation from incumbents will continue and aggregates will grow this will only serve a certain segment of the population which still is in the certain segment of the population with aim of more financial inclusion micro insurance will be a huge catalyst for growth. Insurtech will play significant role in its growth.

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INNOVATIVE TECHNIQUES IN HIGHER EDUCATION

Prof. Prajakta Paranjape[1] and Snehal S Patil[2]
Research Scholar[1], Pacific University, Assistant Professor[2], Department of English, VIVA College of Arts Commerce and Science, Virar (W)

ABSTRACT
"Higher Education is not a Destination but a Journey."

This paper highlights the scope of Innovative Techniques in Higher Education such as illustrations, graphics, demonstrations, experiments etc. Information Communication Technology (ICT) includes the internet, wireless networks, cell phones, and other communication mediums. ICT has become an integral part of today's teaching learning process and will continue to be so with still advanced version of its existence.

Education is a lifelong investment towards preparing us for any change the future may hold. As we evolve, so does our thirst for knowledge. There was a time when becoming a graduate was the ultimate goal. But now, people aspire for even higher qualifications. The more they learn, the more they want to – and there is no end to this learning. This lifelong learning needs to strike a note of harmony and balance between heart and mind to establish and found a newer set of society which can achieve an elevated pedestal of ethical values. Fortunately, to quench this seemingly insatiable thirst for knowledge, there is a rich variety of opportunities available across academic disciplines, both in India and abroad. And today you can reach for the moon, literally.

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. The purpose of the education is not only to make the students literate but also to make them creative, knowledgeable, think of their own and to meet the workforce .The success of a student depends on the teacher and the innovative methods which they incorporate in teaching. Learning in the 21st Century demands innovative pedagogical methods. There is a growing demand among the youth for greater access to higher education, which is seen as a means to better job, more security and better life prospects. However knowledge is about empowering people. The higher education system has to cultivate minds among the youth, so that they learn to respect others, are tolerant and perseverant for realizing their goals in life. Former Prime Minister Manmohan Singh decided to set up the National Knowledge Commission (NKC) in 2005 with a vision of transforming India into a knowledge powerhouse. As part of NKC, our role is to recommend to the government what needs to be done in different areas to build excellence in the education system.

Keywords: Higher Education, Teaching, Learning, Knowledge, Innovative.

INTRODUCTION
India now has a larger network of around 634 Universities and 33,000 colleges with 8,17,000 teachers spread across the length breadth of the country. The story of this massive geographical reach has not been without its share of problems; one of the most serious being a very high degree of inequity – between different social groups, men and women, rural and urban areas, and the rich and the poor. Against this backdrop, Higher Education in India analyses these issues in present – day India.

Tracing the history of universities in India from the time of Nalanda, the introduction puts in perspective the challenges in higher education today and the need for reforms under rapidly changing national and global socio – economic, political and technological circumstances. Acknowledging development, this brings to the fore the urgent need to have a vision and roadmap for higher education.

India has a rich and glorious tradition of higher education from ancient times, Nalanda, Takshashila, Vikramshila, and Vallabhi wer some of the ancient India and they occupy a special place in the history of higher education in the country, which stretches over more than 2000 years. These venerable institutions , some of which were the oldest ones in the world and had a glorious record as centres of higher learning, attracted scholars from not only many regions of India, but also several parts of the world.

In recent years, with the growth of the information technology (IT) – related service sector, the nature of demand for higher education has changed dramatically. The present scenario is the result of technological revolution, Web technology and Web Culture.

Education plays an important role in today’s world. Over the decades there had been rapid increase in the higher education system. Our education system is geared towards teaching and testing knowledge at every level as opposed to teaching skills. Teaching and learning are dynamic complements of knowledge sharing at a time of

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increasingly rapid technological advancements. Creativity and innovation is the essence of teaching and learning including in the social sciences discipline.

Education is a very powerful instrument for social change and transformation and innovative teaching practice is the only way to enhance the quality of our education. The problems which society faces are essentially the problems of educational institutions which are required to be innovative as they teach new skills and develop new insights and approaches towards the solving of social problems which the nation faces. Students must be empowered to be able to withstand the global challenges of the 21st century. The Oxford Dictionary defines Innovation as "the introduction of novelties, the alteration of what are established methods."

Higher education in the 21st century is about more than acquiring knowledge from a single discipline. Higher order skills, such as critical thinking, creative problem solving, teamwork, and communication, are becoming even more fundamentally valuable. As information and facts proliferate, the ability to navigate across a wide range of disciplines and to critically evaluate, extract and communicate meaning have become essential attributes for success in modern society. Increasingly, the most important element of modern pedagogy in higher education is not simply the teachers' transmission of information and the students' retention of facts. Now we must teach students how to handle and interpret concepts, evidence and ideas, how to think and act as experts and, ultimately, how to produce original insights and valuable knowledge for the benefit of society. As a result, higher education is entering a new and exciting period.

INNOVATIVE LEARNING TECHNOLOGIES

Our students have a wealth of information at their fingertips. Digital and online technology can fundamentally redefine the nature of the classroom. If delivered appropriately and to a high standard, courses that blend pedagogically-sound learning technologies can be highly effective, and participating students derive high levels of satisfaction. Classroom and laboratory time can be more interactive when study materials are available online before classes; teachers can get real-time information about students' learning; space and place can become flexible concepts, enabling participation from across campuses and across geographies; and international perspectives can be brought directly into the classroom. Blended and online learning environments can stimulate, enhance, and amplify interactive and participative learning and if applied well, enhance a sense of community and participation. Imperial is superbly positioned to innovate both in pedagogy and in digital technology and to create true synergy between these two approaches in order to better deliver our educational goals. Digital and online innovations will be used to support and enhance more interactive ways of teaching. With blended learning, online and digital technology can replace lectures and classroom time can be used for interactive education experiences. Emerging evidence shows that together interactive learning and digital technology innovation are particularly successful in improving students' learning. The use of blended learning, which combines the use of online material with face-to-face learning, can be used to free up time in the classroom for more interactivity. Students can be asked to study online materials before coming to class and will be better prepared for the actual, interactive classroom teaching. This has the benefit of enabling smaller group teaching and increased opportunities for students to interact directly with staff. Changing the balance of activity within the classroom creates space for real-time assessment, enabling students to check their progress and helping staff to know how to focus their efforts most effectively.

We can use group level online data to evaluate our education, change our teaching methods and improve learning outcomes. The availability of high quality online materials also helps to create an inclusive educational experience, which is equally accessible to all students. Online and digital technology can be used to improve learning and education beyond the classroom, such as with fieldwork. It can help support community-building within our student body. It allows us to create international classrooms by mixing Imperial students with peers in other parts of the world online, and by creating multi-site classrooms with students based on different campuses. Using the existing strengths of the Imperial community, we will find new ways to use digital technology that enhance research-based learning and teaching, foster a sense of community by connecting students both on campus and with their global counterparts, and enable more interactive teaching methods. We will use technology to support, enable and deliver education both on campus and in the broader, global community. We will also use online technology to create opportunities for our own students to be innovative and entrepreneurial.

It is high time both for the students as well as teachers for a change, which can be met if they accept the challenge. Faculty members are constantly looking for new and effective ways to engage their students in the learning process .More than ever before, students in higher education will apply what they learn in university to professional careers that don't yet exist. To become global leaders and valuable citizens of today and tomorrow, our students must learn to be independent critical thinkers, to be socially and ethically responsible, and to have a broad understanding of the world. Different innovative teaching methods are now in use across the globe.

OBJECTIVES OF THE STUDY

1. To study the Innovative Techniques in higher education.
2. To suggest Innovative methods in Teaching
3. To suggest Innovative methods in Learning

RESEARCH METHODOLOGY

Exploratory research methodology is used here to analyze the data. Data was collected from multiple sources such as journals, books and blogs to understand the teaching learning paradigm. In this paper, referred previous research articles. Apart from this, referred different websites and professional magazines.

WHY INNOVATION IS IMPORTANT FOR HIGHER EDUCATION

Education is a very powerful instrument for social change and transformation and innovative teaching practice is the only way to enhance the quality of our education. The use of innovative methods in educational institutions has the potential not only to improve education, but also to develop creativity, empower people, strengthen governance and galvanize the effort to achieve the human development goal for the country. A bachelor's degree is a life training. And the best time to get a chunk of that under your belt is in those transition years as you are first forming ideas about what you want to do with your life-- inside and outside of your career. Even the Ministry of HRD has insisted all the educational institutions to use the technology in classroom. As per MHRD report highest numbers of students have been enrolled at Undergraduate level across India. A country’s future rests on the shoulders of its youth and children, quite specifically on how they are taught and engaged to think and act. If the 21st Century is truly the age of cataclysmic change and creativity then nothing less than a paradigm shift in the education system will do. While technology increasingly will play a major role in disrupting legacy education models it will equally place heightened emphasis on human beings’ capacity to create and innovate in the face of rapid change and complexity. An innovative effort of an institution helps in its academic excellence.

INNOVATIVE TEACHING METHODS

Any teaching method without destroying the objective could be considered as innovative methods of teaching. The researchers believe that the core objective of teaching is an innovative practice could be a pathway created to further the interest of the student and the institution. The analysis reveals some of the suggestions that the teaching community can practice in the classrooms.

Teaching with technology engages students with different kinds of stimuli- involve in activity based learning. Technology makes material more interesting. It makes students and teachers more media literate and mostly suggested one is Multimedia.

Teachers can also consider Z to A approach as it explains the application part of a particular concept first, so students would get interest in what the actual concept is. This approach helps in creating long lasting memory or correlation of a concept.

Collaborative teaching, sometimes called cooperative teaching or team teaching also considered as an innovative teaching, it involves educators working in tandem to lead, instruct and mentor groups of students.

There are many devices with the help of which one can teach effectively for e.g. Jigsaw, Role-Playings etc. are very effective in developing their linguistic competence. If this method is used properly, language learning becomes more interesting and easy.

Teachers can also use case study method for innovative teaching because case method is a powerful student-centered teaching strategy that can impart students with critical thinking, communication, and interpersonal skills.

Teaching with sense of humor is also considered as an innovative method which makes students listen actively. Laughter is a natural, universal phenomenon, with beneficial effects, both physical and psychological.

Teachers can use interactive boards and smart boards for teaching as it help students experience a deeper level of engagement and understanding by making course content interactive and visual.

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Problem-Based Learning (PBL) is a teaching method in which complex real-world problems are used as the vehicle to promote student learning of concepts and principles as opposed to direct presentation of facts and concepts. In addition to course content, PBL can promote the development of critical thinking skills, problem-solving abilities, and communication skills

Screencasts also emerged as a prominent teaching tool. Screencasts are an effective way to share ideas, deliver content, and obtain student feedback on the Internet. Screencasts can be used for describing a step by- step process, explaining a particular concept, or presenting a PowerPoint presentation with narration and multimedia elements.

Use of mnemonic words is also an innovative teaching method. Here the teacher is not supposed to talk on a particular concept for a quite long time. But to make it clear to the students he/she can just go on saying mnemonics or its associated meaning in words

INNOVATIVE LEARNING METHODS

If learners are actively engaged with a task which they accept is for learning they are not simply follow a prescription or set of rules, but contribute their own thinking to the task.

The flipped classroom is a learning environment that provides students with a variety of means to study basic knowledge content as part of homework and preparation for class meetings. The flipped classroom also contains homework assignments as asynchronous classroom preparation. Students may access the course materials as often as needed, and they can return to reflect upon the materials while building more difficult concepts later in their course.

Mind mapping is a learning technique which uses a non-linear approach to learning that forces the learner to think and explore concepts using visuospatial relationships flowing from a central theme to peripheral branches which can be inter- related.

Experiential learning is any learning that supports students in applying their knowledge and conceptual understanding to real-world problems or authentic situations where the instructor directs and facilitates learning.

MOOC a new learning method in Higher education. And it promotes active learning, where the learner watches videos and engages in interactive exercises

CONCLUSION

Thus, it can be concluded that any teaching method without destroying the objective could be considered as innovative methods of teaching. The researchers also recommend that the teaching and learning would be highly effective and innovative if the teacher starts to use the recent multimedia technologies like usage of computers, screen cast etc. and by following student centered method of teaching –learning like mind maps, case study, problem based learning and collaborative teaching. Any innovative teaching and learning method is not a quick fix or universal remedy. It cannot replace a traditional teaching methodology in education but rather supports it. However it is clear from the paper, that innovative teaching methods do provide students with greater experience in dealing with the world of work related issues they encounter. Innovative teaching methodologies will lead to a learning society in which the creative and intellectual abilities of students will allow them to meet the goals of transformation and development.

So it is concluded that higher education is the endless journey to move forward and sustain in any field, it’s not destination.

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THE ROLE OF SPIRITUAL QUOTIENT IN MODERN TIMES

Prapti Naik[1] and Dr. Shabnam Siddiqui[2]
Research Scholar[1] Research Supervisor[2], Banasthali Vidyapith, Rajasthan

ABSTRACT
An organization's overall performance is judged on various parameters including financial and ethical. This underlines performance of the employees i.e. their contribution in achieving the goals set to get profit and also how they are representing organizations through good behaviors, on ethical grounds counts. For achieving profit related goals the intellectual intelligence plays role, is always focused and taken care of. But this does not help for right and ethical behavior of employees. Ethical performance, very critical parameter of overall performance is decided by the spiritual intelligence which not at all focused. This made researcher to undertake this topic. This research paper studies the spiritual intelligence, spiritual quotient and its role and impact in modern times. The paper is based on literature review on Spiritual quotient and its role in modern times.

Keywords: Intelligence, Spiritual quotient and Performance

INTRODUCTION
Any organization's success depends on its employees' performance. Employees' performance is judged through his skills, knowledge, education, ability, capability etc. i.e. intelligence quotient (IQ). Before recruiting and developing any human resource organizations first check on these parameters then only select and develop the candidate in fact pays for these parameters. Few of the organizations check for emotional quotient (EQ) which talks about the communicative competency i.e. understanding relations and the other's emotions. But at present HRD approach is ignoring the most influential element of Spiritual Quotient (SQ). It is the need of the time to understand the importance of this emerging component as it will not only improve the performance of employee and organizations but also is the remedy on behavioral issues, unethical practices which will result in organizations overall growth and sustenance.

LITERATURE REVIEW
Human being is always valued and evaluated based on intelligence i.e. power of brain. The science has discovered following types of intelligence:

- Physical
- Intellectual
- Emotional
- Spiritual

Physical intelligence being the basic underlines the competencies of achieving tasks and targets, whereas intellectual intelligence describes competence of learning and thinking with the capacity of planning, organizing with efficiency, managing high risk and performing. Emotional Intelligence includes communicative competency with managing and taking care of groups, achieving impossible targets with expressing self-emotions, feelings and understanding other's. Spiritual underlines the competence of giving includes guiding through own experience, exerting unconditional support, making constant and sustainable efforts by inspiring others. It reunites all these four forms of intelligence. Spiritual intelligence is necessary to discover the deepest inner resources which give power to care, tolerate, adapt**.** It gives self -identity as an individual, in relation to workplace, be able to make work meaningful, in identifying personal values with clear purpose and its application without compromise and thereby demonstrating integrity means being able to understand and influence true cause. It includes the ability of staying cool and calm in adverse situation contrary to live on ground when experiencing highest gain in the life.

These all types of Intelligence are measured in quotients and we have intelligence quotient (IQ), emotional quotient (EQ) and spiritual quotient(SQ) respectively.

At the beginning of 20th century as psychologists discovered the way to measure the intelligence and people got obsessed with Intelligence quotient (IQ) till the discovery of emotional quotient (EQ) important for appropriate use of IQ. By the end of 20th century all the sciences agreed on third Q i.e. spiritual intelligence and spiritual quotient (SQ) (Howard, G, 1993; and Zohar & Marshall-2002). Spiritual Quotient is related to one's ability to understand and realize the spiritual aspects of life and managing them towards positivity in life. Spiritual quotient refers to an ability to access our deepest meanings, values, purposes and motivations (Zohar and

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Marshall, 2004). In creation of competent employer EQ and SQ quotients play important role (Boyatzis, 1982; Spencer and Spencer, 1993; Goleman, 1995; Zohar and Marshall, 2004).

Dimensions of spiritual Quotient:

Consciousness: knowing self and living with clear conscious

Grace: aligning with the sacred (divine, a universal life force, nature) manifesting love for and trusting life.

Meaning: understanding the daily life through sense of purpose with self-responsibility Transcendence: going beyond the self-ego towards surrounding whole

Truth: Self-acceptance, compassion and inner-wholeness

Saying it as the ultimate intelligence Zohar & Marshal (2002) treated Spiritual Intelligence (SI) as the intelligence through which we understand and value the life, solving the problems in life and making it meaningful. Emmons (2003) treated SI as a framework for identification and organization of the skills and abilities needed for the adaptive use of spirituality to solve every day’s problems and attaining the goals. David B King (2007) of Trent University defines spiritual intelligence as a set of mental capacities which contribute to the awareness, integration, and adaptive application of the nonmaterial and transcendent aspects of one's existence.

In other words, SI or SQ is one's ability to use spirituality for personal wisdom and for personal and social effectiveness (Manghrani, 2001). As quoted by Radhika Anantakrishna (2015), the spiritual intelligence unit serves to assist people in any context (corporate, community, family) to be more effective individual, to contribute more to the endeavors of others. Success of professional as well as personal life and levels of satisfaction depends on how well one is able to interact within those relationships.

RESEARCH METHODOLOGY

This research paper is based on secondary data. Various literatures available through published articles, journals, books, internet, magazines, and seminar papers on spiritual intelligence and quotients have been reviewed.

RESEARCH OBJECTIVES

- To study the spiritual intelligence and spiritual quotient
- To study the role and impact of spiritual quotient (SQ) in modern times.
- Application of spiritual quotient to an individual and employee

DISCUSSIONS

According to Tischler Len, Bibeman Jerry, Mckeage Robert (2002), recent research has shown a positive relationship between emotional intelligence and workplace success. Similarly, it appears that spirituality is related to workplace performance or effectiveness

For anyone to be successful professional life, one should have the required skills, knowledge, ability and capability i.e. we are talking about intelligence quotient at first step which is required and checked while selecting the candidates and developing the employees. Now days many companies have started accessing the prospective candidates on emotional intelligence also. Any company will exist for profit means it has to perform. For any company to be successful it has to satisfy demand of all the stakeholders which off course requires the intellectual intelligent but if it has the employees those are good on emotions i.e. having high emotional quotient then the performance will be much better since this high emotional intelligent factor will help them to understand the expectations of the stakeholders and accordingly perform. Now days organizations have also started realizing the importance of spiritual quotient as Psychologists later realized that it is not only intellectual intelligence required in achieving the success but some more psychological factors also have impact on personal abilities and thus performance. Thus they highlighted the impact of spiritual quotient on performance. Mudali (2002) and Adlin (2002) explained smartness is not because of high IQ level, but for that one should has spiritual quotient (SQ).

But still SQ has not got that momentum and popularity. The spiritual needs of employees are overlooked but recently there appears to be growing international trend that focus on this need at work.

Life has become very fast in recent times in all the ways. In order to meet the expectations human beings are running like as machine in order to reach the pace and meet the competition. Life is become very stressful. Be it any human being serving any position, belonging to any country, community, race, organization with

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whatever IQ, everyone is facing the same extent of stress. One of the ways to cope this stress and live health life is spirituality. Human being runs behind the materialistic life which results into stress. But if materialistic life is left behind experiencing mental aspect of the life, then life will peaceful can be achieve through spirituality. This will help the human being to perform best in personal as well as professional life.

Thus this proves to be good option for organizations to utilize the human resource to the best. One more and the biggest benefit of spiritual quotient is, this will help in adhering to the ethical principles which is need of the time and no organization can deny to this.

Application of spiritual Model to Modern Era:

The spiritual Model is discussed at seven stages of Self- identity, Self-meaning, Self- response, Self -resonance, Self -truth, Self -purpose and Self creativity. If any individual will apply this model of Spiritual quotient in personal as well as professional life definitely will improve the performance at both the fronts with mere satisfaction. For organizations also if they will follow this model then definitely will improve on overall performance and society responsiveness.

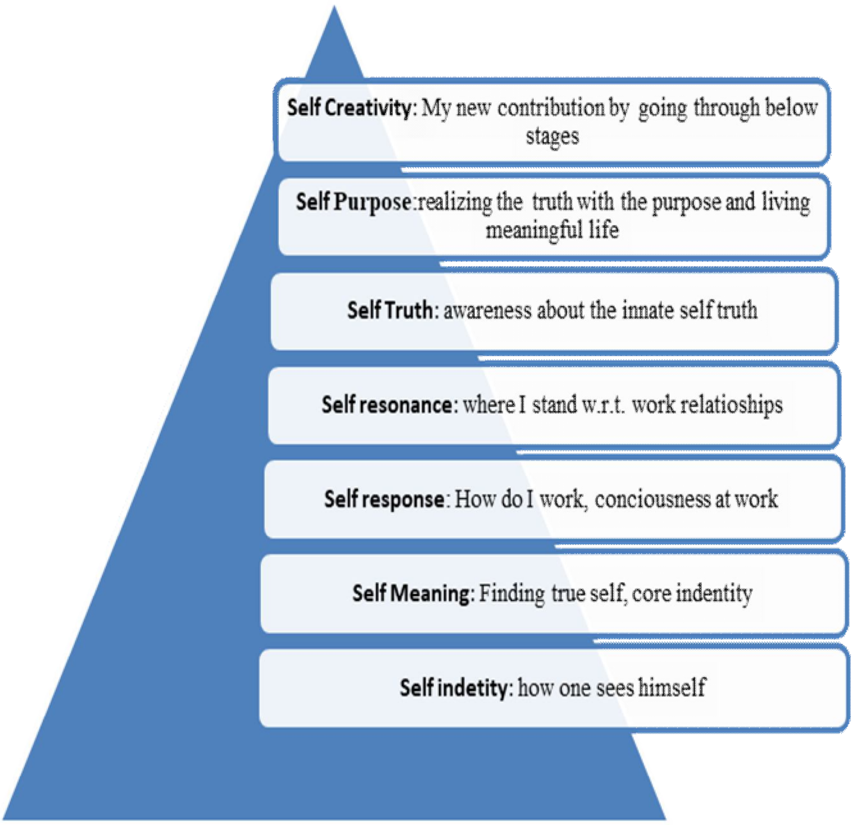

Diagram: Application of Spiritual Quotient Model

FINDINGS

While recruiting or developing the employees intellectual quotient and sometimes emotional quotient is looked upon but Spiritual Quotient is always overlooked in organization which takes care of utilization of both IQ and EQ.

If employee is spiritually aware that positively affect the productivity within the organization. Use of SQ in organizations and among employees can build the ethical practice which is the way towards overall growth and sustainability. It is the need of this century when all the big empires are collapsing because of unethical practices.

RECOMMENDATIONS

Employee performance, development and unethical behavior can be taken care of through spiritual quotient which will lead to organizational development and sustenance so understanding its importance organizations should make use of SQ.

Further research is needed on this so as to build on SQ and improve organizations' overall performance including ethical.

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CONCLUSION

This research proposes to integrate and use all the types of human intelligences and quotients for overall and sustainable growth of organization. Spirituality is neither the thing which can be developed or taught nor the point of regular discussions, but definitely if practiced it will improve the employees and through that will improve the corporates' responsible behavior, responsiveness towards society thus the overall performance to a greater extent towards sustenance which is very important in this highly volatile, competitive and challenging era.

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FOOD SECURITY IN INDIA WITH INNOVATIVE AGRICULTURAL TECHNOLOGY

Mansi Gawand
Department of Economics, VIVA College of Arts, Commerce and Science, Virar (West)

INTRODUCTION

The National Food Security Act, 2013 (also Right to Food Act) is an Act of Parliament of India which targets to cater subsidized food grains to approximately two thirds of India's 1.2 billion people. It was signed on September 12, 2013, retroactive to July 5, 2013. Under the provisions of the bill, beneficiaries are to be able to purchase 5 kilograms per eligible person per month of cereals.

The bill has been greatly contentious. It was laid to into India's parliament in December 2012, promulgated as a presidential ordinance on July 5, 2013, and enacted into law in August 2013.India‟s high economic growth rate in the past decade has not been fully highlighted in the health status of its people, with 22 per cent of its population undernourished. According to the National Family Health Survey 2005-06, 40.4 per cent of children under the age of three are underweight, 33 per cent of women in the age group of 15-49 have a body mass index below normal and78.9 per cent of children in the age group of 6-35 months are anemic. These are alarming statistics which point to nutritional deficiencies. The NAC proposal for a National Food Security Bill is possibly the most significant national effort yet to deal with these deficiencies in India. It is at times implicit that the relationship between economic growth and health is unidirectional with improving economic conditions leading to better health. In reality, and as long-established by recent research, the reverse is evenly true and health is an 'economic engine.' That is, better health which is an important end in itself leads to and may, in certain cases, be a necessary precondition for economic development. Hence moreover being an end in itself, the economic role of health and nutrition thus serves an additional and compelling rationale for public policy to sustain well embattled nutrition improving interventions in ways directly equivalent to the support given for increasing other forms of capital investments. The NFSB proposed by the NAC is a potentially radical bill that can have a huge effect on the economy. Well-crafted and successfully executed, it can transform the lives of people.

New technologies are key solutions for Agricltural productivity improvement. There are several ways for anticipatory research including new technologies. We should capitalize on them to ensure the wellbeing of farmers and farming so that productivity can be improved and target of the food security can be achieved.

SALIENT FEATURES OF THE FOOD AND SECURITY ACT, 2013

1. 75% rural and 50% of the urban population are entitled for three years from enactment to five kg food grains per month.
2. Eligibility of the beneficiaries is determined by the state.
3. Pregnant women and lactating mothers have the right of “take home ration" of 600 Calories and a benefit of at least Rs 6,000 for six months for reasons of maternity.
4. Children 6 months to 14 years of age are entitled to get "take home rations" of free hot meals.
5. In case of food grain shortage funds will be provided by central government to the states.
6. Central government shall protect the current food grain allocation of the states.
7. Food security allowance would be provided by the state governments to the beneficiaries in case of nonsupply of food grains
8. Reformation of public distribution system.
9. The issuance of the ration card is headed by the eldest women in the household who should of the age not less than 18 years.
10. Redressal mechanisms would be established at state level as well as district level. The destitute who are covered under the AntodayaYojna will remain entitled to the 35 kg of grains fixed to them under the mentioned scheme.

OBJECTIVES OF THE STUDY

1. To study various challenges in implementing Food Security in India.
2. To study various measures to resolve the problem of Food Security In India with Innovative Agricultural Technology

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CHALLENGES TO FOOD SECURITY IN INDIA

First millennium development goal states the target of "Halving hunger by 2015". Sadly the recent statistics for India presents a very gloomy picture. India currently has the largest number of under nourished people in the world. And this is in spite of the fact that it has made substantial programs in health determinants over the past decades and ranks second world wide in farm output. The causes of existing food insecurity can be better viewed under 3 concepts:- namely the traditional concept, which include factors such as unavailability of food and poor purchasing capacity,' socio-demographic concept which includes illiteracy, unemployment, overcrowding poor environment conditions in gender based", politico-developmental concept;, comprising of factors such as lack of intersectoral nutritional security have to increase considerably priority has to be assigned to agriculture and rural development along with promoting women empowerment, ensuring sustainable employment and improving environmental conditions , water, sanitation and hygiene). As the problem is multi-factorial so the solution needs to be multi-sectoral.

REASONS FOR EXISTING IN FOOD INSECURITY IN INDIA

1. **In rural and tribal areas:**

- Due to lack of improvement in agricultural productivity.
- Inadequate resources and agro instability in market
- The huge cuts in government's development expenditure in rural areas
- Only3.8% of the countries NNP spend a rural development during the 7th plan period (1985-1990) this share of expenditure has down to 1.7% of NNP in (2000 to 2001) and increase upto 2.3% (2004-2005).
- This adversely affected the availability and expansion of irrigation facility improvement in agricultural technology and overall food grain outfit.

a) Rural
    - Lack of reduction and job opportunity in rural areas
    - Climatic condition has impact on agri productivity and it affects the food availability in rural areas.

b) Tribal area
    - For tribal communities habitation in remote difficult terrains and practice of subsistence farming has led to significant economic backwardness.

2. **Urban area**

- Unplanned growth of slums which lack in basic health hygiene faculties
- Rural to urban migration is increasing rising from 16.5% to 21.1% from (1975 to 2001)
- Rural migrant form a large chunk of population which is informal sector. So that there is insufficient housing and increased food insecurity.
- Dependence of labourer class of daily employment wages which tends to be variable on different days of the months and their for food procurement and access is also fluctuating. In India all privilege of government schemes and program aims of helping the urban slum people is enjoyed only by these slums that are notified.
- People from unsatisfied slums have to buy their food from common market & devoid subsidized food made available through PDS.

3. **Children & Mother**

- The children are food insecure because of factors attributed to overpopulation, proverty, lack of education and gender inequality. Poverty is a major cause as it limits the amount of the food available to children.
- Overpopulated is linked to competition for food and can lead to malnutrition amongst children, especially in rural areas excess to food is limited.
- Lack of adequate knowledge among mothers regarding nutrition's breast feeding parenting is another area of concern.
- There is neglect in form of lack of preventing care and delays in seeking health care for diseases.
- There is also an issue of wage differential in India, the relative wage gap is larger in non-agriculture sector where female workers earn 65% of male wages while in manufacturing wages are only59% of male wage.

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4. Faulty food distribution system

- Inadequate food distribution mechanism is also a reason poor growing food insecurity in the country. Targeted PDS has the disadvantage in the sense that those people who are the right candidates for deserving the subsidy are excluded on the basis of non-ownership of below poverty line (BPL) status.
- Low quality of food grains at PDF shops has further added to the problem.

5. Unmonitored nutrition programmes

- These programs are not properly implemented in India.
- Due to poor implementation Bihar and orrisa have high poverty ratio.
- Lack of intersectoral co ordination:
- Lack of coherent food and nutrition policies along with the absence of intersectoral coordination
- Between various ministries of government e.g. ministry of women and child health

CHALLENGES AND WAY AHEAD

There is compelling need to operationalise the concept of nutrition security which implies physical, economic and social access to balance diet, clean drinking water safe environment and health care ensuring food security alone will aid in reducing hunger but will not eliminate malnutrition or impact nutrition status largely if other components such as safe drinking water and health care are also not envisaged.

1. Implementing measures to improve as agricultural productivity and food storage

The measures should focus mainly on rationale distribution of cultivable and, improving the size of the farms and providing security to the tenant cultivator apart from providing the farmers with improved technology for cultivation and improved inputs like irrigation facilities availability of better quality seeds fertilizers and credits at lower interest rates.

India can take professional help from the china in order to improve the quality of food storing facilities so that the food grains that are wasted and spoiled could be used to satisfy the hunger of those people who really need it.

2. The National Commission on Farmers (NCF) has made the following goals for ensuring sustainable agriculture and food security in India

1. To improve the economic condition of farming by ensuring that farmers earn a “minimum net income”, and they will measure agricultural progress by the advance made in improving that income.
2. To conserve the land, water, biodiversity and climate resources essential for sustained advances in the productivity, profitability and stability of major farming system.
3. To introduce measures which can help to attract the youth in farming by making them intellectually stimulating and economically rewarding, by conferring the power and economy of scale to small and marginal farmers.
4. To make strong biosecurity of crops, farm animals, fish and forest trees for both income security of farmer families, and the health and trade security of the country.
5. To modernise agricultural curriculum and several methodologies for enabling every farm and home science graduate to become an entrepreneur and to make agricultural education gender sensitive.

3. Improving Purchasing Power through Employment Generation Schemes

The Government should come up with more holistic schemes like Mahatma Gandhi National Rural Employment Guarantee Act (MNGNREGA), Poverty Alleviation Pragrammes like the Integrated Rural Development Programme (IRDP), and Employment generation schemes like Jawahar Rojgar Yojana , Nehru Rozgar Yojana, etc need to be re oriented and upscaled to make a positive impact on the purchasing power of the lower socio–economic segment of the population.

4. Crop diversification, establishing food grain banks and promoting household gardening

Higher profitability and stability in production has the importance of crop diversification. E.g. Legumes alternative with rice & wheat. Growing non cereal crop such as oilseeds fruits and vegetables etc need to be encouraged.Creation of decentralized food grain banks in each village or block of districts from which people may get subsidized food grains as against food coupons.This will improve delivery of food grains and eliminate corruption.Household gardening can eliminate vitamin A deficiency and nutrition blindness.

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5 .According to the National farmer's Policy Report, 2006

1. By providing Soil Health Cards (SHC) to all farmers to promote the adoption of balanced nutrition. Soil health is basic to human health. Hence the Universal Soil Health Card scheme is a very important one.
2. Redistributing both budgetary and non-budgetary resources for promoting micro-irrigation through the Pradhan Mantri Krishi Sinchayee Yojana (PMKSY).
3. Agricultural Produce and Livestock Marketing Act, 2017 and Agricultural Produce and Livestock Contract Farming Services Act, 2018 is introduced to increase institutional credit to the farm sector.
4. Welfare programmes including Public Distribution System (PDS), midday meals, ICDS etc. were started for the Integration of protein rich pulses and nutri-rich millets
5. Various corpus funds were set to complete on-going irrigation production and to modernise infrastructure in dairy cooperatives.

CONCLUSION

The purpose of the bill is to make an inclusive effort to make food available to the eligible beneficiaries, however, the determination of beneficiaries is completely left with the government which defeats the purpose of law. The aim of the bill is not to extend but to restructure the Public Distribution System in which, poor would be benefited.

We should capitalize the agricultural technologies to ensure the well-being of farmers and farming. So that the Food Security in India can be achieved

None of these measures will succeed without raising public awareness on the nutrition-related issues. In this task, as for other programme ensuring FS, civil society institution will be more effective than government machinery in mobilizing people.

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MUSEUM, A MEDIA FOR LEARNING INDIAN HISTORY WITHOUT TEXTBOOKS

Mala Khanchandani
Assistant Professor, VIVA College

INTRODUCTION
"Museums are worthy partners in thequest of wellbeing."

Museums serve as a media for understanding history of human beings and their environment so as to display them for education, entertainment and research purposes, thereby contributing to the development of society.

This paper explains how concept of museum evolved and how learning in Museum is enjoyable and entertaining. It states how visual aids can be a great help in learning Indian artifacts and cultural heritage.

AIMS OF RESEARCH
a) To raise awareness about history through a museum.

b) To explore the use of visual aids in learning process.

KEYWORDS
Museum, Visual aids, Museum Education, Cultural History, Learning environment.

RESEARCH OBJECTIVES
i) To enable students to learn using their sensory organs.

ii) To know how students learn more apart from textbooks.

RESEARCH METHODOLOGY
The complete information is collected through Secondary data, including various articles, research study, reference book, websites.

ORIGIN OF MUSEUM
The word 'Museum' was derived from the Greek, and it meant a sacred place. In the Renaissance period, it acquired various names like gallery, the cabinet or chamber.

Whereas in Indian literature, the term 'Chitrasala' meaning picture gallery was used. However, museum in real sense of term was established in India with the advent of Europeans.

The definition of Museum by (ICOM 2007) "A museum is a non-profit permanent institution in the service of society and its development, open to the public, which acquires, conserves researches, communicate and exhibit the tangible and intangible history of humanity and its environment for the purpose of education, study and environment.

TYPES OF MUSEUM
Museums are repositories of Indian culture which are scientifically classified under date, material and size.

The different types of museums are

a) Archaeological Museum – throw light on the development of art such as stone, sculptures, bones, etc.

b) Art and Craft Museum – displays the collection of fine art and rich Indian Painting. Eg.:- Paintings at Ajanta Caves.

c) Personalia Museum – are founded in the memory of leading personalities. Eg.:- Nehru Memorial New Delhi, Netaji Subhash Chandra Bose Museum in Calcutta.

d) Ethnological Museum in Calcutta – illustrates the life and habits of primitive tribes in India.

e) Science and Technological Museum – Example Birla Industrial and Technological Museum at Calcutta and Vishveshwaraya Museum at Bangalore, are well established museum in our country.

f) Defense museum - pay tribute to those who laid their lives in war. Eg.:- Museum at Darjeeling.

g) Agriculture Museum in Coimbatore - has rich collection of soil profile.

MUSEUMS AT DIFFERENT LEVELS
Museums are broadly classified into different levels

a) National Museum: - Indian Museum, Calcutta, is the first and oldest Museum having archaeological and historical collection from Stone Age to chalcolithic sites in Sindh.

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b) State Museum: - Government Museum and National Art Gallery, Madras, has collection of South India bronzes. Eg.:-Dancing Shiva.

c) Educational Museum: - run by university, colleges and school teach and help in research work. They serve educational and cultural centers for public and fulfill intellectual cultural and scientific aspiration of staff and students. Eg.:- Deccan College, Post-graduate and Research institute Museum, Pune.

d) Health Museum: - Explains the importance of Hygenic factors.

So today, in smaller world of mass travel where people prefer greater leisure, better education and having environmental awareness, and are more conscious about their economic goals, Museum's play an important role in the society.

TYPES OF EXHIBITIONS

Museum Primary media is mass communication. Museums are broadly categorized as follows:-

1. Thematic Exhibition
   Thematic Exhibition have special theme for example: "The story of Hindi Cinema, showing different stages of development, right from the silent movie to the present day, inspires educated and uneducated public".
2. Educational Exhibitions
   They are organized to educate visitors with the help of visual aids.
3. Children Exhibition
   They conduct workshop and help children to develop their skill and interest.
4. Folk Exhibition
   These exhibitions give an idea of tribal culture of the country.

LEARNING IN MUSEUM

Museum learning is self directed. Learning should not be restricted to books, but should be put into practice what is learnt. Museum blends education with entertainment and provides a unique situation for a learner.

Jawaharlal Nehru stated in 1960, Museums are not places to see odd things but are places for Public education. Museum education and classroom education should be considered as complimentary, rather than comparative (Motto, 2002).

Visual aids are effective tools for learning. Famous Chinese proverb states, "One sighted is worth, a hundred words".

Museum creates an opportunity for, on site learning. Education in Museum helps to learn artifacts, develops cognitive, affective and linguistic skill such as, verbal expression, observation skill and to make association. Displaying of object is an important activity of Museum, because objects illustrate ideas to the visitors. So display of objects should be enjoyable. It should give visual satisfaction, set the process of thinking and arose the spirit of enquiry. Hence, visit should be aesthetically pleasing and academically rewarding.

IN HOUSE ACTIVITIES OF MUSEUM

In 1960, the term Museum Pedagogy came to apply to all educational activities of Museum. It includes workshop and course involving drama, modeling, etc.

Visual aids in teaching is less time consuming, it make learning experience more real, more accurate and more active.

1. Proper labeling of artifacts arouse curiosity among visitors. Labels should not be too long to bore visitors or too short to ill-form them. Take away labels should be encouraged, if visitors are interested in studying.
2. Display of costume, furniture, clothes in natural surrounding help visitors to understand the significance of collection. Moreover, life size models make explanation clear because they give three dimension reality to the collection.
3. Publishing postcards, photographs, guide books and selling them at nominal price help the visitors to stimulate their thoughts.
4. Slides should be shown, cassette tape-recorder should be played to enlighten, even the blind.
5. Instructional exhibition showing migration and evolution of birds should be emphasized, instead of displaying birds of same species.

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6. Gallery and Lecture talk should be conducted by Museum officials to emphasize learning process.
7. Farm demonstration should show sample of improved type of cotton, wheat and rice. Showcase displaying crops, their disease with descriptive labels, help in understanding complex problem even to illiterates.
8. Regular test elocution, competitions, scholarship facilitates arouse interest amount the visitors of participate in the programme.
9. Educational programs like drawing class, painting class, clay modelling, toy and doll making classes are organized to motivate co-operation action. Articles prepared by children in workshops may be put in show and sale to encourage learning activity.
10. Children should be allowed to arrange exhibition with least possible help and assistance from Museum authorities. This activity brings them close of Museum.
11. Clue and Quiz program should be conducted and library should be availed for project work.
12. Special exhibition should be held periodically on varied subjects to bring new idea and knowledge to the people.

One of significant aspect of Museum visit is, students get chance to study with tangible evidence which brings out these skill and ability, that are rarely seen in classroom environment which is more formal. Museum activity encourages children to meet new people, try new methods and encounter with real material.

Physical space of Museum appeals more to young children. Museum activities encourage children to join trips to historical places. Students understand the extinct animals which one’s lived; they learn to care and appreciate history.

In terms of social and emotional development, students learn to make friendship, group working, and empathy skill.

OUTREACH ACTIVITY OF MUSEUM

A modern Museum, no longer confines to four walls of Museum, but constantly attempt to reach public using various communication technique. Children get bored to study abstract subjects like history by reading the textbooks and think that it is of no use in their real lives. Museums serve as a primary source about culture and civilization to the learner, which social studies and history textbooks cannot offer.

1. Museum can visit to school and colleges to carry out activities which help them to bridge gap between Museum’s and education institutions.
2. Museum loans, charts, maps to school to make the concept clear in the minds of the students.
3. Museum loans books and magazines to education institutions, so that the students can better understand the world they live in.
4. Museum organizes excursions, and these are enjoyable and wonderful way of educating them. Museum allows students to see how history is evaluated and how historical artifacts help to preserve national identity and cultural heritage of future generation.

MUSEUM: RURAL SERVICE

Museum service should reach rural areas where bulk of Indian People live. They should educate people on subjects like health consciousness, family planning and scientific development. Message should be simple and directly conveyed to them. Exhibition should be based on knowledge and beliefs of people. Moreover topic should be changed frequently to bring new ideas to rural illiterate who do not have advantage of formal education. Audio video model should be used for community development.

MUSEUM: URBAN SERVICE

Exhibition organized in foreign countries impress foreigner about our social, cultural and natural grandeur. Such exhibitions help in changing perception about India among foreigner. They in turn show a growing interest in India, its art, its culture, its food. This results in increasing number of tourists visiting India, bringing foreign exchange in return. Eg.: Exhibition like festival of India show how knowledge can e disseminated without any problem and how understanding can be promoted among strangers.

BENEFITS OF LEARNING

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a)	Understanding	Visiting	Self Confidence
b)	Lasting learning outcome	Seeing	
c)	Developing Positive attitude about subject	Enjoying	

MODERN MUSEUM

Museums are perceived as living organism. They are enjoyable place for discussion, dialogue, debate, interchange of ideas communicating through digital media.

Technological aid should support the curriculum. Very few teachers know to access technology in high school, so they are not able to discuss the type of software package to be used in teaching.Museum can keep themselves in limelight by regularly writing in newspapers.

STORY TELLER

Museum as story teller can be powerful agent of change story present ideas and thoughts in a delightful way. It holds attention, connect people, stirs emotions, imagination, creativity, expression, gain vocabulary and pronunciation story improves thought processes, listening skills, communication skills and concentration span. They promote historical awareness boost curiosity to know world, create positive attitude towards books and improves reading skill.

RECOMMENDATION

1. Workshops and conferences may be arranged for teachers to improve their skill of using visual aids, so that they can get ample time in classroom activities.
2. Resources should be increased in high school, so as to give quality education to students.
3. Curriculum for Preschool teachers should include Museum education related courses.
4. Education department should be established in Museum and this will provide Museum to give education services, in addition to exhibiting roles.
5. To make visit more useful, drama and animation activities within the Museum should be increased.
6. More than one visit should be conducted to Museum.
7. Before visiting Museum, parents should be informed, because parents support, motivate the student and the teacher.

CONCLUSION

Museum learning is based on real objects. Museum learning is more open ended, more person oriented, more flexible then formal learning. Learning helps to solve the problem of language barrier. Environment other then classroom enable student to retain what has been learnt for a long time. Visuals aids stimulate thinking and improve learning environment. Students understand personal area of learning. They feel proud of their history and feel themselves valued. It gives cognitive satisfaction.

Students learn to compare past and present and feel more curious. It brings positive impact on their personality development. Students become more knowledgeable to express themselves. Learning in Museum is fun and students are emotionally motivated.

Museums take visitors on a quick but fulfilling journey across ancient civilizations and imperial dynasties, so as to view for themselves the wonder that was India.

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COMPARATIVE ANALYSIS OF CLASSIC VS LIGHTNING EXPERIENCE IN SALESFORCE

Chetna Laxman Borse[1] and Pritam Warke[2]

Student[1], Professor[2], Navinchandra Mehta Institute of Technology & Development, Dadar

ABSTRACT

-Salesforce is a cloud-based multitenant application which would generate multiple reports for large inventory systems or big company.

-In this research paper we try to understand when we use Salesforce Classic and when we use Salesforce Lightning and what are the difference between them.

Keywords: CRM, Modes, Clouds, Objects, Relationships, Data Access, Difference.

INTRODUCTION

Salesforce is the number one CRM (Customer Relationship Management) software which is served form cloud. The application which we would be developed on a SaaS (Software as a Service) based platform, would be developed for various organizations to manage a large number of products and records.

Salesforce has more than 850 applications to support various features like generating new leads, increasing sales and closing the deals. It is designed to manage the organizations and software's data focused on customer and sales details. It also offers features to customize its inbuilt data structures and GUI to suit the specific needs of a business. Nowadays it has started offering the IOT (internet of things) connectivity to the CRM platform. Salesforce now provides various software solutions and a platform for users and developers and developers to develop and distribute the custom software.

Salesforce delivers a highly customized experience to the customers, employees, and partners of an organization and systems. It is designed to help you sell, service, market, analyze and connect with your customers.

Salesforce has everything that you need to run your business from anywhere. While using standard products and features, you can manage relationships and fields with customers, collaborate and engage with employees and partners, and store your data safely and securely in the cloud.

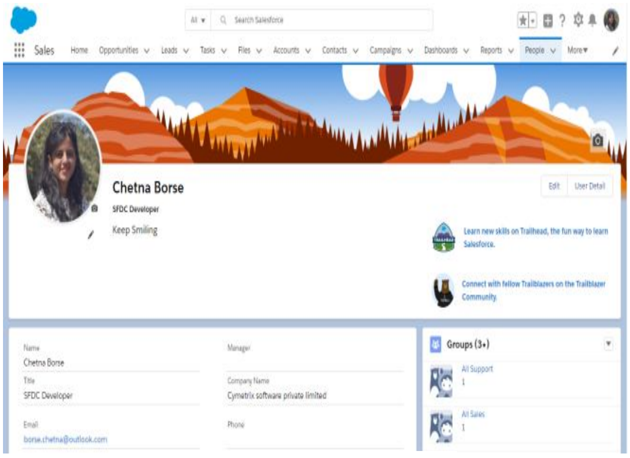

Fig: User Detail Screen.

1. What is CRM

Customer Relationship Management (CRM) is a project for managing an organization's relationships, interactions and communications with customers. A CRM system helps an organization stay connected to customers, streamline processes, and improve profitability and security.

CRM software fields and records customer contact information such as email, telephone, website social media profile. It can also automatically take other information, such as current news about the company's activity, and it can store detail information such as a client's personal preferences on communications. The CRM system organizes this information to give you a complete record of individuals and companies, so you can better understand your relationship to their customers over time.

CRM software improves customer relationship management by creating a 360° view of the customer, capturing their interactions and communications with the business, and by surfacing the information needed to have better conversations with customers.

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2. Interface
In the Salesforce, there are two interfaces Salesforce Classic and Salesforce Lightning [2].

- Salesforce Classic

-It is the basic version of Salesforce.

-It is a fully developed interface.

-Before 2011 all developers are used Salesforce Classic.

- Salesforce Lightning

-Lightning Basically Designs In 2011.

-Lightning Has Not Fully Developed The Interface.

-It Is A User-Friendly And Interactive Interface.

-Lightning Has Many New Extra Features Which Are Not Available In Classic.

-Its Improve The Software Quality And Productivity.

3. Clouds
There are five clouds are available in the Salesforce. They are listed below:

I. Sales Cloud
Salesforce sales cloud is basically a module in which Salesforce has the entire sales process is handled and proceeds are generated [6]. It has helped businessman to grow their accounts, find customers and close the deals faster. More leads get generated and it accelerates productivity by providing Insight decisions.

II. Service Cloud
Salesforce Service cloud is another module in Salesforce which refers to services provided by the Salesforce. It provides services like call-center, live conversations, conferences, knowledge base, and assistance with products to customers. The main motive of the service cloud is keeping people happy.

III. Marketing Cloud
Salesforce Marketing cloud helps navigate the entire customer journey on one platform. It provides channels and helps marketers deliver the right message at the right time.

IV. Commerce Cloud
Salesforce commerce cloud is the world's leading Business to Customer (B2C) and Business to Business (B2B) commerce solution. Commerce Cloud is a multi-tenant, cloud-based commerce platform that empowers brands to create intelligent, unified buying experiences across all channels like mobile, social, web, and store.

V. Community Cloud
Salesforce community in the lightning collaborates customers, partners, and employees and connects them by building a community relevant to their business for better performance. Everyone can build the group and share their thoughts and problems, threads with other members. It helps customers to connect with each other as well as help each other. Customers can interact and communicate with each other and they share their services and provide feedback too [6].

Fig-3: Salesforce Clouds [6]

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4. Objects

Salesforce Objects are **database tables** which allow us to store data specific to the organization or systems.

There are three kinds of Salesforce objects.

- **Standard Objects** – Standard objects are those objects which already exist in the Salesforce platform to manage the configurations, connection, and settings of the environment. Once you log in to the Salesforce platform, you can see those objects which are available.
- **E.g.,** Lead, Account, Contact, Opportunity, Report, Dashboards.
- **Setup->Object Manager -> Standard Objects**.

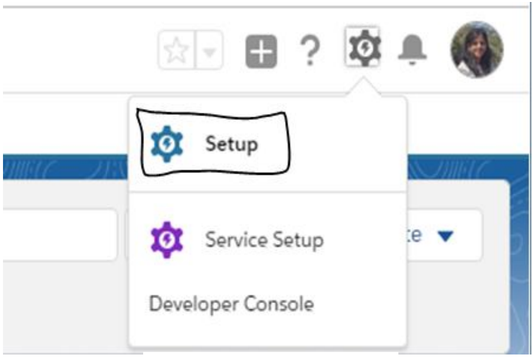

Fig-4.1: Setup Screen

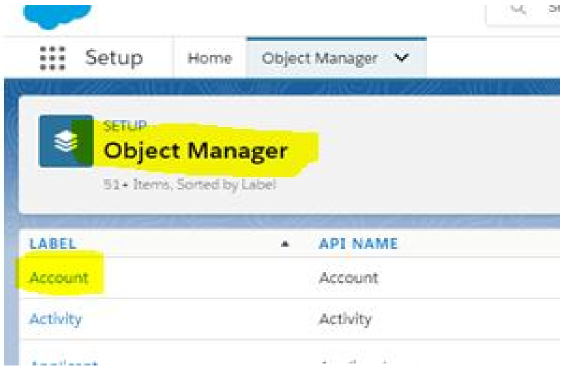

Fig-4.2: Object Manager

Lead	Peoples are shown some level of interest in your products or services.
Accounts	Accounts are used to store information about customers and or services.
Contact	Lead converted into the Contact when lead expresses interest in doing business.
Opportunity	Opportunities like Transactions.
Report	It is the lists of records that match the criteria that customer define.
Dashboard	It is the graphical representation of the data generated by the reports.

- **Custom Objects** − These are the objects created by you based on your requirement and business processes.

Setup->Object Manager-> Create-> Custom Objects.

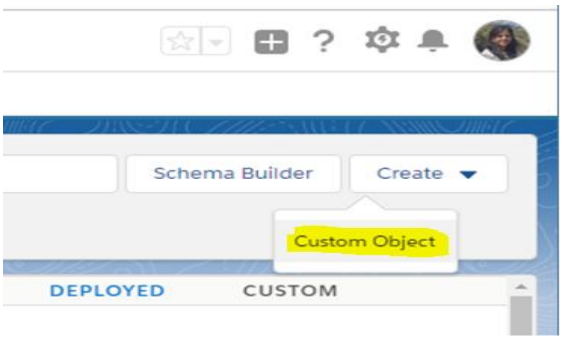

Fig-4.3: custom Object

- **External Objects** − The objects which you create the map to the data which is stored outside your organization.

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5. Relationships

In Salesforce there are 2 types of relationships as follows:

A. Master-Detail Relationship

-The relationship in the Salesforce is not through Primary and Foreign keys.

-The relationship is maintained by using Relationship Fields.

-It is a custom field which links one object record to another object record.

Features of Master-Detail Relationship

- Deleting a Master Record deletes all the detail records.
- A detailed record cannot be created without a Master record.
- The permission on the detail record cannot be set, it inherits the permission from the master record.
- The detail record also inherits the sharing rule from master records.
- **Custom Object -> fields &relationship-> New-> Master-Detail Relationship**

B. Lookup Relationships

-A Lookup Relationship involves finding values of a field based on the values in another object.

-It mostly used in the case of commonly shared data between two objects.

Features of Lookup Relationship:

- The parent record may not require a related parent record.
- Each child record has an owner and is not related to the parent record.
- There is no inheritance between related parent and child record.
- **Custom objects-> Fields & Relationship -> New -> Lookup Relationship.**

6. Data Access

In the organization, there is a different kind of data are used by the different types of users.

-Salesforce has the mechanism that has the limit data access in the platform to both individual users as well as groups of users.

-There is a flexible but layered sharing model that makes it easy to assign different data sets to different sets of users into the system or any organization.

Levels of Data Access:

1) Organization Level

It is created by controlling and maintaining a list of authorized users, setting password policies, and limiting login access to certain hours and certain locations.

2) Objects Level

It is done by setting permission on a particular object by allowing selective viewing, editing or deleting of any object in that particular record.

3) Fields Level

It is used to restrict access of all the users to certain fields even when the user has access to the object containing the field.

4) Records Level

Record level access permits the user to access only certain records of an object.

7. Data Security Within an Organization:

Salesforce provides the security within an organization or with an Org. They have many different kinds of security provided by Salesforce.

1) Object-Level Security

In this field, we can create a **profile** for the user and assign them with a unique ID which differs from other users.

Then they give the **permission sets** to the profiles according to ID for CRUD operations (Create, Read, Update, and Delete).

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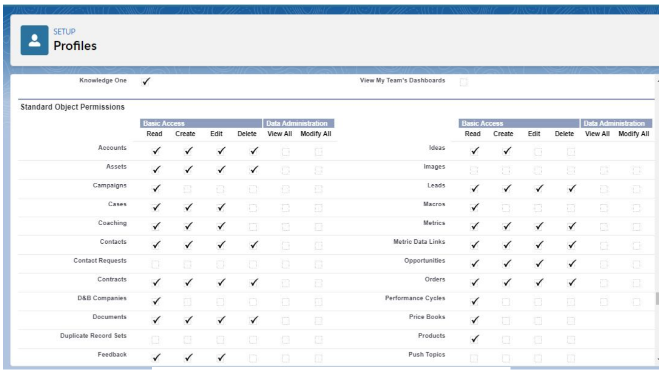

Fig-7.1: Object Level Security

2) Field-Level Security

In Salesforce, an admin of an organization can provide read and write permission for individual fields as well as admin can also set a field to hidden, completely hiding to field form another organizations user.

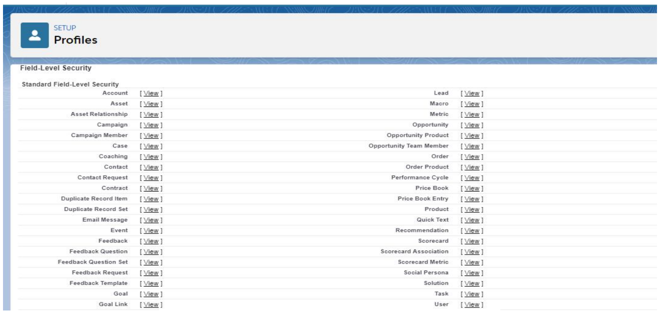

Fig-7.2: Field Level Security

3) Record –Level Security:

In this, they create Role hierarchy. According to the roles of an organization, they create security related to records.

Every organization has a different role hierarchy depending on the roles.

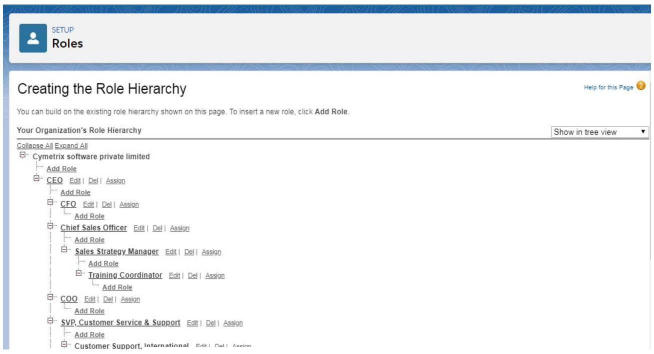

Fig-7.3: Record Level Security

8. Difference between Salesforce Classic and Salesforce Lightning:

Salesforce Classic

- Salesforce Classic is basically used for Sales, services, and marketings.
- Classic is the user-friendly interface than Lightning.
- Classic is more focus on serving up the form page which allows you to absorb and make changes.
- The classic interface includes **Einstein Tool**.
- Salesforce classic is a fully developed interface.
- Salesforce classic includes documents for preparing email-template.
- We cannot add logos to the account or contact.
- It is not a more secure interface.

Salesforce Lightning

- Salesforce Lightning has more extra features which not supported into the classic experience.
- Lightning supports the **App Builder** to sync their Outlook and Gmail calendar with their Salesforce actions.
- It also supports Global Quick Access which is not including in Classic.
- Lightning is used for better visualizations.

GUI

Classic Home Page:

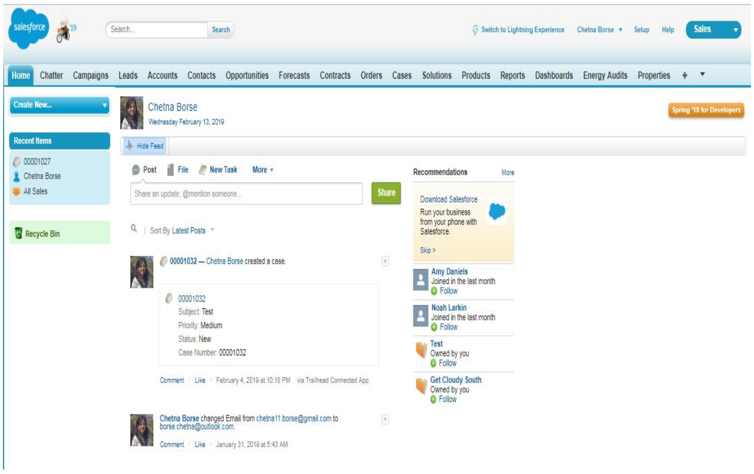

Fig-8.1: Classic Home Screen

Lightning Home Page

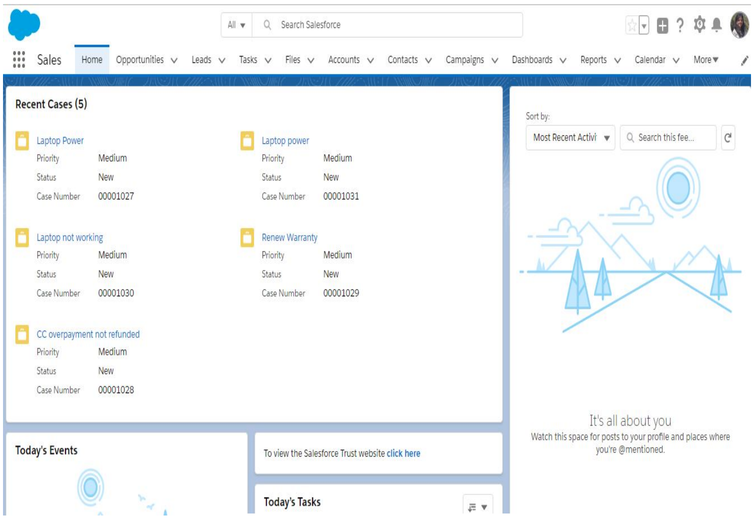

Fig-8.2: Lightning Home Screen

Switch Classic To Lightning:

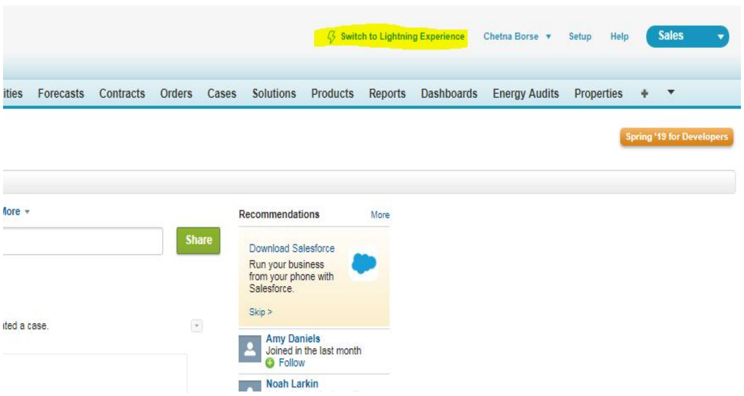

Fig-8.3: Switch To Lightning

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Switch Lightning To Classic:

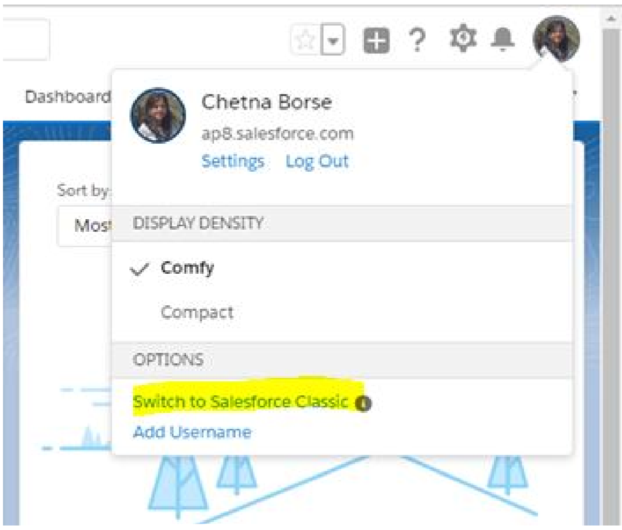

Fig-8.4: Switch To Classic

Dashboard in Classic:

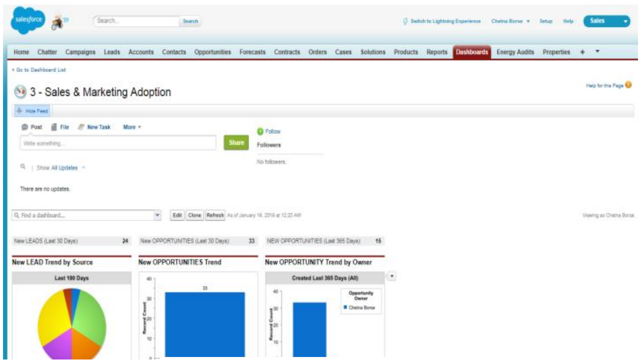

Fig-8.5: Classic Dashboard

Dashboard in Lightning:

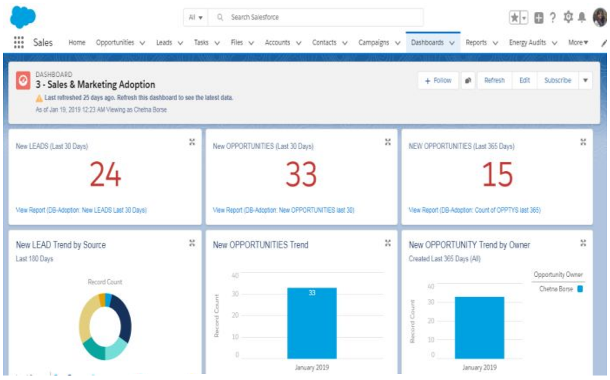

Fig-8.6: Lightning Dashboard

Mobile Support in Lightning and Classic

Earlier develop the Salesforce Classic is not have the ability to support a mobile application. To overcome this problem Salesforce Lightning is developed. The new and improve GUI help to make visibility in the mobile browser as well as the Salesforce App. This upgrade makes Salesforce more flexible and portable work to any device.

Lightning vs. Classic Features

In Lightning Experience an improved global search makes live suggestions to users, it offers features like news, account auto-fill and Einstein AI tools.

"Lightning has helped Salesforce and its users to make the shift from a record-keeping mentality to an action-oriented mentality". Classic is more focused on serving up a fully grown form of the page where they allow you to absorb information and make changes, whereas Lightning Experience encourages the user to focus on the action, with cleaning and arranging pages details and better visualizations for views and records."

Salesforce classic Einstein AI vs. Salesforce lightning Einstein AI
It is the shortest difference between both, is user will be able to use Einstein with classic but the user won't be able to use the lightning components which are provided by Einstein package.

The user can still access their functionality like seeing Lead Score on the record and automatic association of all activities but since the major break of the analytics and the insights prediction UI is lightning component in Lightning Experience, that's why it is recommended to use new lightning experience version.

Files and Content: Difference in Salesforce classic and Lightning Experience
Some data and features are available in the old Salesforce i.e. classic user interface but not available in newer Lightning Experience.

1) Salesforce Files
• Files and attachments both are different types of objects in Salesforce, and both work differently. Unlike files, attachments are associated only with a particular record or data and it can't be shared further.

• For existing Salesforce orgs, the Notes & Attachments list can have a mix of attachments uploaded in Salesforce Classic and files added in Salesforce Lightning Experience. In Lightning Experience, uploads to the Notes & Attachments related list are called files. In Salesforce Classic before version Spring '16, uploads to this related list were always available as an attachment.

• In Lightning Experience, row-level actions such as create, Edit and Delete aren't available for the Notes & Attachments related list and related lists on the Files Detail page. You can delete or manage files using the row-level actions on Files home or the quick actions on a file's preview or detail page in Salesforce lightning experience.

• You can't make Salesforce files private in lightning experience, but files on records can be made private in lightning experience.

• In the Salesforce API, any existing integrations lightning experience that retrieves attachments from the Notes & Attachments list which don't include any files uploaded to the list in Lightning Experience. A new API call is necessary to retrieve files and attachments in lighting experience.

2) Sharing
When previewing a file in a Lightning experience, the Share action isn't available in the preview pane. Files can also be shared directly to a record, group, or library in lightning experience.

3) Documents
There is no direct interface to upload documents available in lightning experience or see a list of documents in Lightning Experience. The user must have to use the Documents object of Salesforce classic to upload file, images.

CONCLUSION
Salesforce is a basically Software as a Service on the cloud-oriented platform. Salesforce is the user-friendly platform, good, creative, powerful, and most interaction.

In this research paper, you can easily know the brief idea about the Salesforce and all the components which are included in them. Also, we know the difference between Classic and Lightning interface, so we come to know which better or when we switch these interfaces. CRM helps in building up better communication and relationship within the company.

Customers are the most important part of the organization, and keeping them happy should be organizations priority so Salesforce CRM helps the organization to fulfill all the requirements of the customers. Using the Salesforce it maintains the good relationship between the customer and the organization. With help of Lead, Accounts, Contacts, Opportunities, Reports, and Dashboards we provide better service or productivity to all customers.

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THE VISION OF A SMART CITY – VIRAR

Sachin Arjun Kadam
Student, VIVA College of Arts, Science & Commerce

1) ABSTRACT

In 2011, the number of people living in city will be almost as large about 1,221,234 populations today. That's why we need completely new approaches to be taken in order to make our cities to be Smart City.

Approach

- *The mission adopts a projects based approach to make sure basic infrastructure services concerning,*
- *Water supply,*
- *Sewerage,*
- *Transport and*
- *Development of green spaces.*

Smart Cities gained importance as a means of making ICT enabled services and applications available to be citizens, and authorities that are part of a city's system. It aims at increasing citizen's quality of life, and improving the efficiency and quality of the services provided by governing entities and businesses. Smart City is a type of city that uses new technologies to make them more liveable, functional, competitive and modern through the use of new technologies, the promotion of innovation and knowledge management. City today are facing significant challenges including increasing populations, infrastructure and declining budgets.

Keywords: smart cities, rainwater harvesting, wastewater reuse, sanitation, open defecation, behavioural change.

2) INTRODUCTION

i) Smart Cities

Smart Cities Mission is an urban renewal and retrofitting program by the Government of India with a mission to develop 100 cities all over the country making them citizen friendly and sustainable. The Union Minister of Urban Development is responsible for implementing the mission in collaboration with the state governments of the respective cities. Smart Cities Mission envisions developing an area within 100 cities in the country as model areas based on an area development plan, which is expected has a rub-off effect on other part of the city and nearby cities and towns.

Cities will be selected based on the Smart Cities challenge, in which cities will complete in a countrywide competition to get the benefits from this mission. As of June 2017, 90 cities have been selected to be upgraded as part of the Smart Cities after they defeated other cities in the challenge. It is a five-year program, where all of the Indian States and Union territories are participating except West Bengal by nominating at least one city for the Smart City challenge. Financial aid will be given by the central and state government between 2017-2022 to the cities and the mission will start showing result from 2022 onwards.

Each city will create a corporate company headed by a full-time CEO to implement the Smart City Mission. The execution of projects may be done through joint ventures, subsidiaries, public-private partnership (PPP), turnkey contracts, etc. Suitably dovetailed with revenue streams. Centre and state government will provide INR 1,000 Crore funding to the company, as equal contribution of INR 500 Crore each. The company has to raise additional fund from the financial market as a debt or equity.

DETAILS ABOUT SMART CITY MISSION

- The scheme was launched on 29th April 2015.
- In first Government of India will Develop 100 Smart cities in India.
- Making Skill available to All Youth of India.

In Palghar is at town in Konkan division of Maharashtra state and a Municipal Council located about 87 Kilometres north off Mumbai. Palghar lies on the Western line of the Mumbai Suburban Railway on the busy Mumbai-Ahmedabad rail corridor. It is the administrative capital of the newly formed palghar district.

At the 2011 census, the talukas now comprising the district had a population of 2,990,116. Palghar has an urban population of 1,435,210 that is 48% of total population is living in Urbanised Area, Coordinates 19.69°N 72.76°E.

Virar is a city in India, part of the Mumbai Metropolitan Region. Virar is also a part of Vasai-Virar Municipal Corporation in Palghar district of Maharashtra state in Konkan division. At the 2011 census in Virar is all about 1,221,234 populations, Coordinates: 10.47' N 72.8'E.

ii) Definition – Smart City mean

A smart city is a designation given to city that incorporates information and communication technologies (ICT) to enhance the quality and performance of urban services such as energy, transportation and utilities in order to reduce resource consumption, wastage and overall costs. The overarching aim of a smart city is to enhance the quality of living for its citizens through smart technology.

What is smart city?

- A city equipped with essential infrastructure to give a well-mannered quality of life, a clean and sustainable environment through application of some solutions.

Who - Ministry of Urban Development.

Why – Rise of neo middle class who wants better civic amnesties.

Where – Will construct new satellite towns outside larger cities and modernize existing mid-size cities.

iii) Salient Features of Smart Cities

- Green / Renewable energies - Electricity networks are able to take into account behaviours of all the connected users in order to efficiently deliver sustainable, economic, and secure electricity supplies.
- People mobility - Innovative and sustainable ways to provide transport of people in cities
- Smart Grids – Electricity networks able to take into account the behaviours of all the connected users in order to efficiently deliver sustainable, economic and secure electricity supplies.
- Info-mobility – Distribution and using selected dynamic and multimodal information, both pre-trip and on trip, with the aim of improving traffic and transport experience as well as a high quality travel experience.
- Public spaces management –Care maintenance, and active management of public spaces to improve the attractiveness of a city.
- Building services- Various systems existing in a building such as electric networks, elevators, fire safety, telecommunications, data processing, and water supply systems. Computer based systems to control the electrical and mechanical equipment of a building.
- Digital education-Extensive use of modern ICT tools in public schools.
- Healthcare – Prevention, Diagnosis and treatment of disease supported by ICT. Assuring efficient facilities and services in healthcare systems waste management – Collecting, recycling and disposing of waste in ways that prevent the negative effects of incorrect waste management on both people and the environment.
- City Logistics – Improving logistics flows in cities by effectively integrating business needs with traffic conditions and geographical and environmental issues.

iii) Importance of a smart city

There are many reasons why we should transform our city, and make them continuously smarter are getting bigger and bigger, our commute longer, roads larger and the impact on the environment is worse than it has ever been.

To tackle these challenges, we need to look up some other cities that are already succeeding in that domain and replicate the model. It's becoming a global challenge as India, China and Africa are facing a significant population growth.

The Challenges of the Smart Cities

- By 2050 66% of the world population is expected to live urban areas.
- The challenge will be to supply these populations with basic resources like safe food, Clean water and sufficient energy, while also ensuring overall economic, social and environmental sustainability.
- If we want smart cities to happen and to continuously grow, we need local authorities to cooperate: more than ever before, many different organisations will need to collaborate to help make cities smarter.

iv) Advantages of a Smart City

- Cities provide large efficiency benefits, which result in unprecedented gains in productivity and competitiveness.
- Cities are the centres of knowledge, innovation and specialization of production and services.
- Cities facilities creative thinking and innovation.
- High concentration of people in cities generates more opportunities for interaction and communication, promotes creative thinking, creates knowledge spillovers and develops new ideas and technologies.
- Cities facilitate trade and commerce by providing super market places.
- Cities serve as production and services efficient in a high-density urban environment.
- Cities provide consumers with more choices of goods and services.
- Cities are the agents of social, cultural, economics, technology and political changes and advancement.

v) Objectives of a Smart City :

- Adequate water supply.
- Assured electricity supply.
- Sanitation, including solid waste management.
- Efficient urban mobility and Public transport.
- Affordable housing, especially for the poor.
- Robust IT connectivity and digitalization.
- Good governance, especially e-governance and citizen participation.
- Sustainable environment.
- Safety and security of citizens, particularly women, children and the elderly.
- Health and education.
- Everybody can make a difference and make its better, greener and smarter.

3) LITERATURE REVIEW

Mr. Kyusoo chong and Hongki Sung (2015) Authors aim is to study examine the forecast technology based road protection on the roads big volumes of numbers. This study examines real cases of road management systems and technologies of road protection examination in Korea and other countries. Types and simplicity of utilize of the information together from beginning to end the road of a management system are analysed. Based on the result, the restrictions of existing technologies and management systems are analysed. A series of related technologies and road management systems were examined using necessary physics based on information such a distance, speed, etc and past occasion in order, and they complete not reflect a number of exact factors and facts in actual period.

As a result, the growth of technology for the service road / traffic using many facts sets in actual period information such as traffic information, conditions information, and position information of the road is essential, and the examination of many information sets. It will be potential to expand additional consistent systems and technologies for management of road protection road using facts derived from a range of types of road management systems.

4) POSITIVE AND NEGATIVE IMPACT ON SMART CITY – VIRAR

Positive impact on smart city - -Virar

- ➢ It helps citizens to survive employment and participate with others even as require less funds.
- ➢ It makes individual easier next to working community's system capably together with substantial system (e.g. transport, power, water) as well as organization.
- ➢ Smart energy system assists in conserve energy which helps in reducing expenses.
- ➢ It employs actual instance monitoring to deal with water leaks, sewage and drainage issues.

- The utilize cases such as smart lighting, smart parking, helps in save time and money.
- Creation: It provide pure foodstuff, protected goods and reduce expenditure of delivery.
- It assists in environment, controlling water, and preservation of animal populations.
- It assists in smart waste management, recycle and reuse.
- It makes movable payments easier and creates online ordering apps.
- It have delivered intellectual rail and other transfer solutions. The asset tracking, smart roads, fleet management has turn into due to smart city solutions.

Negative impact on smart city - -Virar

- Industries models to turn round out smart technologies are still below developed.
- Even if money was presented, basically of the smart technologies are still in their pre-commercial step. City need technology related skills and power.
- City discovers it not easy to work across departments and boundaries.
- Convenient are concerns in relation to facts privacy and protection.
- Councils, business and other implicated parties do not entirely be aware of importance and benefits which the facts can produce. It makes it not easy to release the industries case for to get work done.

5) Implement and maintain Smart City: Virar

- The conception of smart city can simply be there implemented through energetic involvement of urban local bodies (ULB's) to inspire professionalism, superior managing, effectiveness and civilian friendly responsibility mechanism which make sure superior governance and a even evolution from government to governance.
- Simplify policy and laws, adaptable slum areas and unofficial colonies, monitoring development and illegitimate construction is one such mechanism that requirements to be worked ahead.
- The City planners require to recognize the sub-urban locality developing the satellite towns as smart city as it is a easier than initial an already existing city.
- Financing the growth from beginning to end a well worked not in public private partnership and merging the allowances and grants.

6) DISTRIBUTION OF CORE INFRASTRUCTURE DEVELOPMENT IN VIRAR

The smart city includes the following core infrastructure development:

- Adequate water supply.
- Assured electricity supply.
- Sanitation, including solid waste management.
- Efficient urban mobility and public transport.
- Affordable housing, especially for the poor.
- Good governance.
- Sustainable environment.
- Safety and security of citizens.
- Health and education.

Table of Core Infrastructure Development in Virar

Year	1951	1961	1971	1981	1991	2001	2011
Percentage	32%	35%	38%	42%	46%	51%	58%

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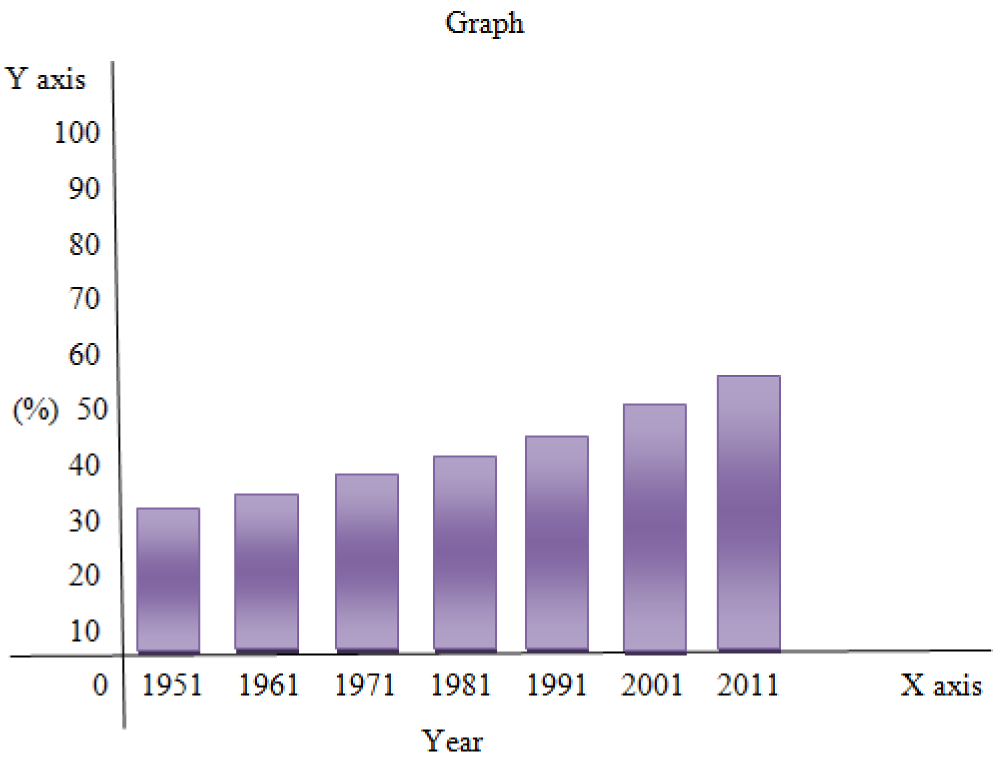

7) FINDINGS AND SUGGESTIONS

Virar, part of Palghar district, has developed at a good pace over the last ten years and has emerged as a most important suburban purpose for Mumbai Metropolitan Region (MMR) residents. Good connectivity via road and rail, improved infrastructure, facilities like shopping complexes, skywalk, Virar Railway include Bridges, lift, escalators, schools, colleges and affordable housing, especially for the poor, Wi-Fi connectivity system is available nearby - Bus stand, Railways, Metro and many more, Sanitation, including solid waste management, affordability are amongst the foremost reasons that have attracted home buyers to Virar. Experts believe that virar has been the biggest beneficiary in terms of capital values amongst the newest suburban localities.

Industry sector is not available in Virar, thats why all the employer gets opportunity employment in Mumbai .In Virar Education like schools and colleges is there, they are providing private recognised but Mumbai is providing government recognised and some Professional courses is not available in Virar Colleges like Law, Medical, etc. Health Centre like Hospital specially for Cancer, Kidney, heart, skin and many more treatment is not getting well in Virar as compared to Mumbai with affordable price like Nair Hospital, Kem Hospital, etc.

8) CONCLUSION

'There aren't various strategy used intended for success to make easy work, excluding you create it'. Creating smart city is in fact extremely important as conventional and economical infrastructure use of natural resources is employed. Smart city have to agreement by way of a occupied put of development areas such as evidence, tools, direction and Partnerships. We require to achieve and radiant cities that are innovative and enormously technical.

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ONGOING COMMERCIAL TRENDS LEADING TO INNOVATIONS – A CASE STUDY OF JUMBO KING FOODS PVT. LTD

Prof. Sanjay Ganesh Mishra[1] and Dr. Arvind S. Luhar[2]
Research Scholar[1] and Guide[2], Tilak Maharashtra Vidyapeeth, Pune

ABSTRACT

The world around us has altered with a quick momentum in precedent 2 decades. The innovation of generation Z has reshaped the landscape and revolutionized the entire world. The age of 80's, 90,s and the millennium have depleted with the introduction of computers, technological world and internet of things. The thirst of research and innovation have changed our life style and impacted us in both ways. The corporate business world has added the fire through their innovative products and services. The emerging world has brought in pool of opportunities for business to convert their ideas into realty through innovation. Just imagine companies without offices, without infrastructure and without warehouse are leading the industry with just mere idea of innovation. Uber, Ola, Airbnb etc entered the market with different approach and innovative services, has changed the algorithm of the industry. The unheard, unexplored and unique ideas can help you in value creation. Today's world is full of surprises, be it individuals life, business world or economies of the countries. With every new innovation brings in technological knowhow, artificial intelligence, luxuries and responsibility towards the stakeholders at large.

Mastering Innovation means creating unique product or service and managing it to perfection. The organisation needs to understand competitive environment, dynamics of technology, SWOT analysis to know the threats and opportunities that would strike the door and would be challenging to handle. With the world of internet and technology, the businesses have reshaped, redesigned and recreated their business module. Building their team strong enough to handle situations and problem solving skill has helped the organisation to improve their own potentials and capabilities.

The paper presented for the conference is about the unique ideas that have built the value creation for the organisation. The researcher has taken few businesses that has broken the shackles of the conservative business world and created a new innovative space for their business.

Keywords: Artificial Intelligence, Technological Knowhow, Digitalization, innovation etc.

INTRODUCTION

Innovation has always help the human raise to overcome the problems and made the life more relaxed and easy. Innovation remains a crucial element for the sustainable growth, *'the mantra of emerging world'*, competitive advantage, value creation and revenue generation. Over the last 2 decades the world has witness a change in the pattern of fundamental assumption about the way businesses were carried out. The investment, capital, process, nature and over all niche markets, all this have seen uniqueness with strategies built on artificial intelligence and digitization. The future of business world from here would be more virtual. Its existence on the virtual board, collaboration, trading, investment and even the mergers and acquisitions on virtual world would make businesses system oriented. The business of Ola and Uber the two colossal car fleet with no cars purchased by the company for offering services to the client/customers, but renting the cars of the owners through signed agreements and providing the services. In the same manner, let's look at the hotel industry, today the booking of the hotel rooms are on Trivago, Oyo Rooms, Make my trip and so forth, but these companies do not own hotel properties, still they market and rule the industry with their terms. Airbnb, Inc., is regarded has the largest lodging, hospitality service and online market place with no ownership of property in hotels or real estate, nor is involved in hosting events. But today rules the world for their innovative thoughts. That's how business dimensions have changed. An innovation can give you the required leap for your business and take you to pinnacles of success. A Indian startup company with the name Unacademy, where the founders came up with the idea of posting educational videos on YouTube for references by the students have crossed 150 million views monthly. When we think about innovation in business, the name of Elon Musk cannot be overlooked; a technological entrepreneur, investor and engineer who have shown the world those even weird ideas can also generate billions of dollars and can change the world's perception towards the future. The founder/contributor for Multinationals like SpaceX, Tesla Inc., The Boring Company, PayPal, OpenAl, Neuralinks. The concept of Hyperloop, Musk Electric Jet, and human colony on planet Mars etc has taken the world with surprise. Musk states that his vision is to change the world and humanity. His companies vouch to reduce global warming through sustainable energy and provide a safe place for the humans to survive.

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Entry of investors from China, Japan is helping Indian startups go global quickly and reach unicorn status faster. The below table shows a comparative chart of the investment from China and Japan for the year 2013 and 2018. It is seen that the new digital India attracts the investors from the Asian continent. The startup such as Swiggy, Paytm Mall, Zomato Media, Gaana.Com, Oyo Rooms and so forth are successful enough to get big money from the investors. The days where the FDI used to flow from America and Europe are slowly fading, with the Asian countries taking the lead and contributing.

CHINA	No. of deals	% share of overall deals	Amount ($/M)*	% share of overall investments
2013	1	0.2	19	0.3
2018	27	3	2,401	7
JAPAN				
2013	3	0.6	66	0.9
2018	54	7	2,065	6

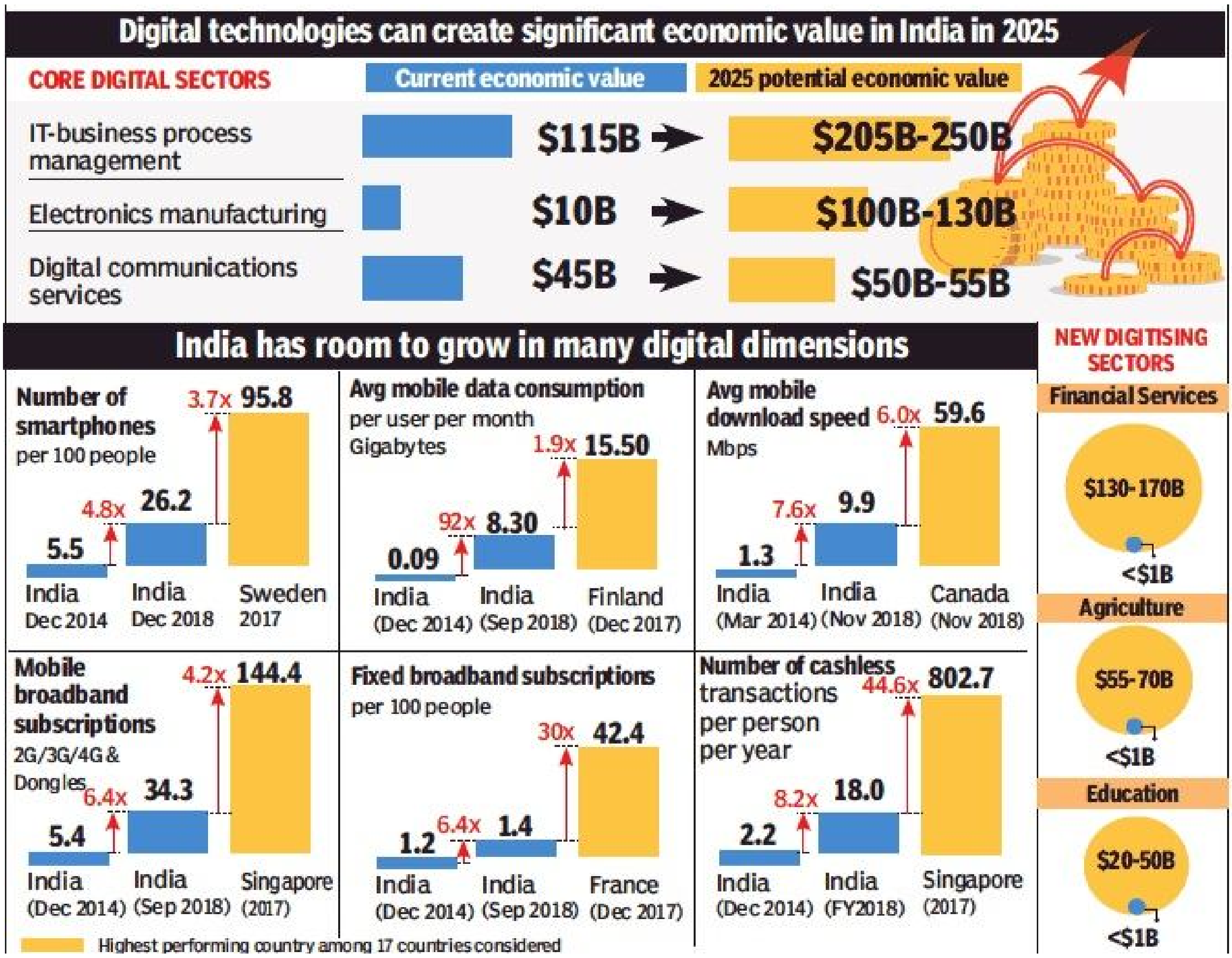
Top investments by Chinese and Japanese firms in 2018

Startup	Investor
Swiggy	Tencent with DST Global, Naspers and others
Paytm Mall	Alibaba, SoftBank
Zomato Media	Alibaba
Gaana.com	Tencent with others
Oyo Rooms	SoftBank with Lightspeed Ventures, Sequoia Capital India and others
PolicyBazaar	SoftBank Corp with Info Edge, Chiratae Ventures, and others

https://epaper.timesgroup.com/TOI/TimesOfIndia/index.html?a=c

India's the second fastest Digitizing Economy in the world: McKinsey

The study conducted by McKinsey taking into consideration 17 countries worldwide has shown that India has shown remarkable growth potentials in terms of Digitizing Economy. Not just the core sectors like IT, digital communication and online marketing but sectors like agriculture, logistics, education etc has also brought in digitalization concept with innovation to bring in changes. The new digital India would prosper with tremendous growth potential economic value by 2025. The Indian economy has adopted and accepted the digital India call, with use of Mobile phones, consumption of internet data and mobile data, mobile broadband services, downloading speed of mobiles, cashless transactions, banking transaction etc. all this has seen a remarkable rise in last five year. The introduction of government schemes on digital India platform, linking of Aadhaar Card with bank accounts, provident fund accounts, PAN cards etc have also helped in digitalization. We can also see an up sprung in sectors like financial services, education, and agriculture due to introduction of digital technology.



https://epaper.timesgroup.com/TOI/TimesOfIndia/index.html?a=c

OBJECTIVE OF THE STUDY

1. To understand the innovative ideas adopted by businesses to reach pinnacle of success.
2. To study about the success factor of Jumbo King Foods Pvt. Ltd

SIGNIFICANCE OF THE STUDY

The study undertaken shows the significance of the innovative thoughts and ideas which can change the perception of the customers towards the business. The business can create their own market segment and target customers for their product. Thinking out of the box can help the business to have the spark. The introduction of technological and digital know how can bring in success at your doorstep. Wise implementation of innovative ideas has help make business to climb the ladder of success. Today's commercial tends of doing the business have change as compared to last two decades. The impact of social media

RESEARCH METHODOLOGY

Universe/ Population of the study

Under the purview of the study, the outlets of Jumbo king across the state of Maharashtra and Gujarat are considered as the univers. In all 120 outlets of Jumbo King are considered as population.

Sample of the Study

For the study the researcher has purposively selected 8 outlets of Jumbo King in Mumbai between Borivali and Andheri.

Area selected for the study

The area selected for the study under the given title is Mumbai western suburbs between Borivali and Andheri.

Statistical technique for data analysis: – Following are the technique for data analysis which is used by the researcher to interpret the data.

i. Tabulation
ii. Graph

SOURCE OF DATA COLLECTION

Secondary Data

The researcher used the secondary data for the pilot study. The websites of the innovative business houses were surfed to get the required information. The internet and the search engines were browsed which help in review of the literature and find the gap analysis. The domain of study under the title is very much debated and discoursed and has wide and varied ramifications to students and teachers.

LIMITATION OF THE STUDY

This study has the following limitations:

1. It is a case study based on secondary data.
2. The secondary data was not objective specific.
3. Limited data was available from the secondary sources.

A case Study of Jumbo King Foods Pvt. Ltd

Understanding the business model of Jumbo King, this has created a niche market segment and placed itself between the McDonalds and local wadapav vendors by tickling the unique mantra of hygienic fast food with hospitality. The idea started with thinking beyond the box and tapping the street fast food lovers of Mumbai, especially the suburban train travelers. Mr Deeraj Gupta, the Founder and Managing Director in his interview quoted that, he was inspired by McDonald, but wanted to target the daily commuters travelling through the Mumbai life line, the local trains.

So he created a segment between the niche markets of McDonalds and the street food vendors. Somewhere lays a common man who looks for healthy and hygienic food in his reach. This common man is the customer of both McDonald and also the street food vendor. He grumble and feels pinched in his pocket when he goes to McDonald, and the same common man feels uneasy with street fast food due to health and hygiene issue. As he was left with no option, he had to stick to street food for his daily need of a bite. Here Jambo King the fast food chain played a major role and captured the market. They offered the bite of the famous wadapav at a price affordable by the common masses with the health, hygiene and safety norms. This business model of Dhreej Gupta turned into franchisee model. Today Jambo King has reached to a whopping 300 locations and is expected to add more 250 outlets by the year end. It has spread itself from Maharashtra to Gujarat, and Jumbo King plans to pump Rs 75 crore in coming three years. The company spoke person claims that the funds would be used to set up more owner operated outlets at malls, airports, at the railway stations and so forth. Jumbo King has also entered into an agreement with Bharat petroleum for setting up kiosks at the petrol pumps and gasoline. The management team at Jumbo king is also at conversation with the Indian Railways for permissions to open the outlets inside the platforms.

An old product in a new wrapper

To imagine and to believe was difficult, but Jumbo King had achieved the feet of selling its 100 millionth wada pav and they are still counting. The Jumbo King, fast food chain have evolved and reached the 100 crore mark by investing in technology, focusing on a single product, infused contemporary flavors' and serving the delicacy with health & hygiene has proved that same existing product can be sold with a makeover and bit of innovative thoughts. Jumbo King focused on the busy streets outside the railway stations at Mumbai, where daily commuters are in lakhs. The poor stable food of the street dwellers 'the wada pav' turned into Indian Burger with the wits and technology. To charm and attract the young collegian the wada pav was added with various flavors'. The Indian wadapav turned Chinese with the schezwan sauce, turned Italian with the addition of cheese, turned Punjabi with the stuffing of chole, nachos, tandori paneer, healthy corn palak etc. These innovative ideas give variety of taste and uniqueness on the platter.

The Marketing Strategy

In the world of social media, no business promotion would be left untouched by the social site and social medias. Think of Zomato and Swiggy, they are ready to even deliver as more order of one wada pav from the Jumbo King has made the difference. With presence of 18 year in the fast food market, Jumbo King has used the social media very precisely with various campaigns such as #OnTheGoSnacking, Vada Pav Day (23rd August –Anniversary Day), ChotiBhok and so forth incorporated with creative advertising and promotional strategies have help them capture their niche market. To compete with the competitors like Goli Vada Pav & international brand Burger King, the business needs to follow aggressive marketing in social media. They have to come up with certain innovative strategies that would give a boost to their business.

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The Franchising Model

The founders of the Jumbo King are undoubtedly inspired by the McDonalds and Burger Kings, the concept of offering the franchising model is again the imitation of the western world concept. Today Jumbo King offers the setting up of franchise with a small initial amount and provides the setup. The founders plan to take the business to the next level with more than 250 outlets in coming year.

We never know, tomorrow this Indian burger would fly abroad and set a franchise model to compete with the giant food chains like McDonalds and Burger Kings.

DATA ANALYSIS AND INTERPRETATION

The data collected through the secondary data was used to study the innovative methods adopted by Jumbo King Foods Pvt. Ltd. Through the data it is interpreted that Jumbo King has create their own niche market segment. They have placed themselves between McDonalds and local street vendors. They have brought in technology to serve hygienic food to the common masses. The timer oven, the stainless steel kitchen set up, the griller, the refrigerator etc. have helped them to serve hot vada pav to the customers. The outlets have unique color combination that has given them a place in promotion campaign. The idea of serving varieties of flavor has also attracted the young crowd to Jumbo King. The uniqueness of the idea lies in, is the thought of targeting the commuters of Mumbai local trains. In a span of 18 years the humble start up has gain momentum and now plans big to have franchise business model as well as have deep penetration by occupying a space at the railway platform. Thus the case study has given us a great take way that though a common product with lots of competition can also be sold with innovation of ideas and support of technology.

SUGGESTIONS AND RECOMMENDATIONS FOR JUMBO KING

1. Introduction of Jumbo King at the schools and colleges.
2. Campaigning the advertising with some celebrities.
3. To organize contest with attractive prizes.
4. To make efforts to use sustainable energy for the production.
5. To provide loyalty bonus point with offers.
6. Tap the Annual Days and sports day at educational institutes.
7. Contribute to social cause
8. Organize marathon run once a year.
9. Special talk show by expert dietician and food nutritionist.
10. Blogging article for target audience.
11. Collaboration with multinational brand for entry at international.

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A STUDY ON THE AWARENESS OF RIGHT TO INFORMATION ACT, 2005 AMONG THE WORKING WOMEN IN MUMBAI

Sarita Sunil Mahadik[1] and Dr. Mohini Gupte[2]
Research Scholar[1] and Research Guide[2], University of Mumbai

ABSTRACT

The Right to Information Act, 2005 is one of the most important laws which have been enacted by the Parliament. It recognizes the right of citizens to seek information from public authorities. The objective of the act is to bring transparency and accountability in the affairs of government agencies established or constituted by or under Constitution. It is well known fact that success of any Act depends on the level of awareness of the people associated there with as beneficiaries.

In Indian societies the most vulnerable and marginalized populations who always suffer due to limited access of information are women. The women frequently suffer from higher rates of poverty and lower rates of education and therefore susceptible to the adverse effects of corruption. The question before the researcher was whether women are aware about this Act? Are women willing to participate in creation of awareness among general public? Therefore research was conducted on women working in Mumbai to understand the level of awareness among them. The rationale of this paper is to see whether women have understood the right that has been conferred on them and are they willing to use it to their best advantage or not.

Keywords: Transparency, Awareness, Working women, Accountability

INTRODUCTION

An informed citizen can contribute better to the country and bring more accountability to the system. It is very important to understand the efficacy of this Right to Information Act, 2005 and it is even more essential to understand how people perceive the Act and use it to promote transparency and accountability in the governance of this country.

Access to information also enables citizens to engage more meaningfully in public life and use the information to ensure the exercise of other human rights, including the rights to clean water, a safe environment, education, and health services. It is a tool that provides the power to ensure that social services reach the most disadvantaged and marginalized people,

Under this Act any citizen including women can access information about the policies and procedures related to government-funded loans, government-sponsored programs, they can obtain information about advancing their rights, for example labour rights, the right to live free from violence, health, and sexual and reproductive rights, information about study plans, personnel, materials, programs, including vocational.

Important Provisions of the Right to Information Act, 2005

The Right to Information Act, 2005 helps to all citizens to access all the information hold by the public authorities. In the case of Central Board of Secondary Education (CBSE) & anr. v. Aditya Bandhopadhyay and others the court held that The right to information is cherished right and information and the right to information is intended to be formidable tools in the hands of responsible citizens to fight corruption and to bring about transparency and accountability.

Right to Information as provided in RTI Act, 2005, draws its genesis from Universal Declaration of Human Rights 1986, International Covenant on Civil and Political Rights 1966 and Part III of the Constitution of India. The democracy requires an informed citizenry and transparency in information which are vital to its functioning and also to contain corruption and to hold governments and their instrumentalities accountable to the governed.

The RTI Act has provided that the appropriate government may develop and organize educational program to advance the understanding of the citizens including disadvantaged communities, regarding how to exercise the rights contemplated under the Act.

Pursuant to this, awareness campaigns have been launched from time-to-time to increase the level of awareness of the people about the provisions of the Act. The researcher tried to measure the level of awareness about certain provisions of the RTI Act among the working women of Greater Mumbai by putting few questions to them.

The process of providing information under RTI Act is simple, easy, time bound and cheap which makes the legislation powerful and effective. Under Section 3 of Right to Information Act, 2005 all citizens shall have the

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right to information. The Act empowers the person to make simple application for information or through electronic means without disclosing the reason for obtaining such information. The Sec.7 of the Act provides that Public Information Officer is bound to supply information within thirty days of receipt of application.

REVIEW OF LITERATURE

1. Pillai A, Athira A, Vinod K (2018)has made an attempt to study awareness of Right to Information among the rural public. The researcher examined the relationship between educational qualification and awareness level of people from rural India. According to author even after 13 years of enactment the proper use of The Act has not done. So he suggested that government should take more initiative to increase awareness level of people by conducting camps and awareness programmes

2. Markan R has conducted a study to know the awareness level and usage of RTI Act 2005. The study also tries to find out the problems encountered by the students in retrieving the information. The researcher concluded that there is significant difference between male and females with regard to awareness level and with regard to usage of RTI Act, 2005. It was also concluded that there is no significant difference as to providing the information irrespective of gender of applicant by PIOs

3. Tripathi S, Singh P (2017) tries to highlight basic features of Right to Information Act, 2005. The paper provides certain core recommendations for successful functioning of the Act. The researcher stated that success of the Act depend on use of this Act by general public, the active participation by NGO's and civil societies group and integrity among the government departments.

4. Lata K (2016) has made an attempt to study the awareness of procedure involved to use RTI among college students. The study findings indicate that students are aware about RTI and they are less concerned with its proper use. The study revealed that there is significant difference between Gender and level of awareness about RTI Act. The study also observed that there is significant difference between locality and level of awareness about RTI Act.

5. Thote, P. (2013) in his research paper examine the awareness level about RTI act among senior secondary school teachers. A questionnaire was administered and data was collected from 200 senior secondary school teachers from different schools. The study revealed that the secondary school teachers are moderately aware about RTI and they are less concerned with its proper use.

6. Mahapatra D (2017) conducted community based, cross- sectional study by using with random sampling method in rural area of Odisha. Data was collected from 200 people with pretested scientifically through designed questionnaire. It was found that some of them know but they don't dare to apply due to inadequate knowledge about the procedure. Different obstacles like illiteracy, ignorance about law, uncooperative attitude of authority of providing information are the hindrance in the way of application of RTI Act.

OBJECTIVES

1. To study the important provisions of the Right to Information Act, 2005.
2. To study the level of awareness of RTI among working women in Mumbai.
3. To assess the usage of the Right to Information Act,2005 by Women working in Mumbai.

RESEARCH METHODOLOGY

The study attempted to find out awareness level about provisions of Right to Information Act, 2005 and procedural aspect of the same. The researcher has used questionnaire method for data collection. Both primary and secondary method of the data collection has been used by the researcher. The primary data has been collected from women working in Mumbai. Secondary data has been used from statute, books, and journals.

The study area for this research is Greater Mumbai. Geographically Greater Mumbai consist two divisions - Mumbai City District and Mumbai Suburbs.

SAMPLE

In this study Non Probability Purposive sampling technique is used. A structured questionnaire was designed on the basis of data generated from the various literature studies. Total 55 working women were selected by using snow ball sampling method to know their awareness level about RTI.

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DATA ANALYSIS AND INTERPRETATION

Table 1: Awareness about Right to Information among Working Women

	Frequency	Percentage
Fully Aware	12	21.81
Partially Aware	34	61.81
Not Aware	9	16.38
Grand Total	55	

Table 1 show that out of 55 working women in Mumbai 21.81 % are fully aware about the provisions of Right to Information Act. While the major portions of respondent i.e. 61.81 % have stated that they are partially aware about this Act. However 16.38 % of respondent stated that they are not at all aware about the provisions of the Act.

Table-2: Source of Information about the Right to Information Act, 2005

Source of Information	Frequency	Percentage
News paper	15	32.59
Television & Radio	10	21.73
Friends and Relatives	14	30.42
NGO	4	08.69
Government Awareness Camp	3	6.519

Table 2 indicate that most people got to know about the RTI Act through news papers (32.59%), followed by friends and relatives (30.42) and television and radio (21.73), and NGOs(8.69). Unfortunately the government was not a major force in raising public awareness about the RTI Act.

Figure-1: Source of Information about the Right to Information Act, 2005

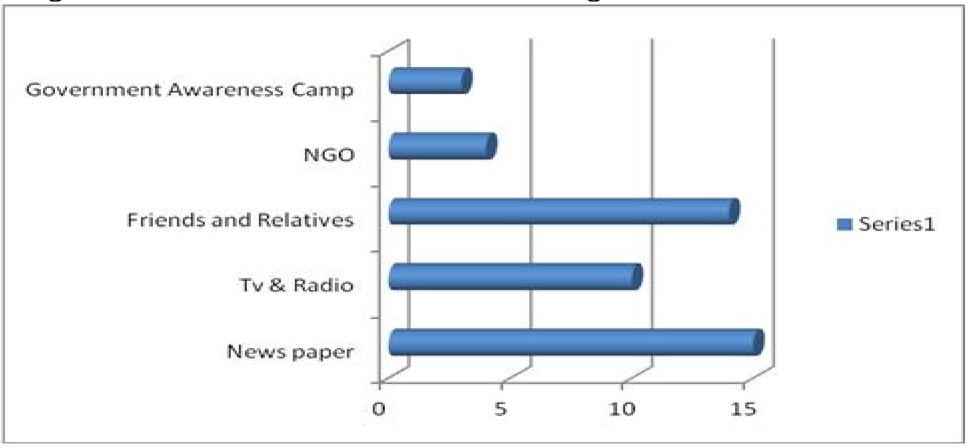
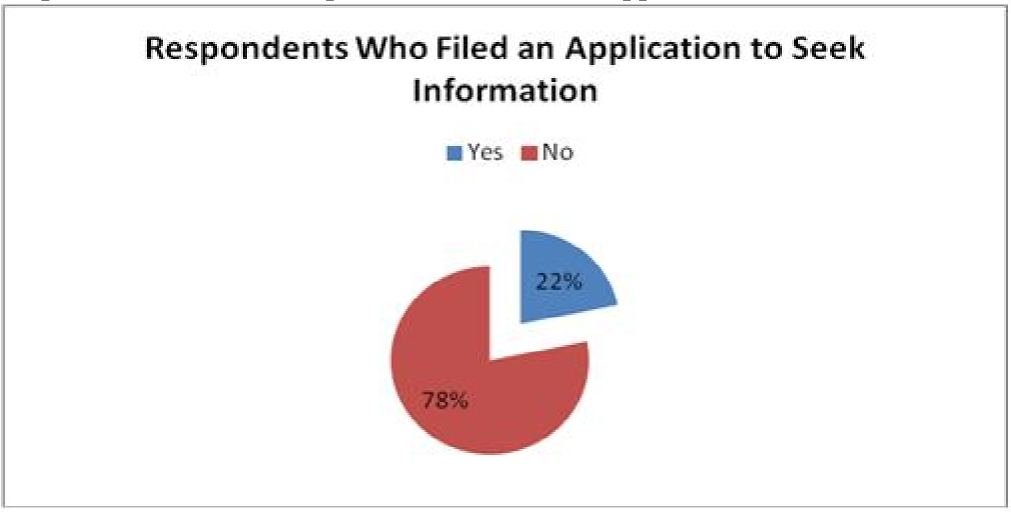


Figure-2: Number of Respondents who filed an application to seek information



It was found that out of 46 respondent who were aware about the Act only 22% working women have filed the RTI application to seek Information and 78% women have never filed RTI application.

Figure-3: Do you feel empowered after enactment of RTI Act?

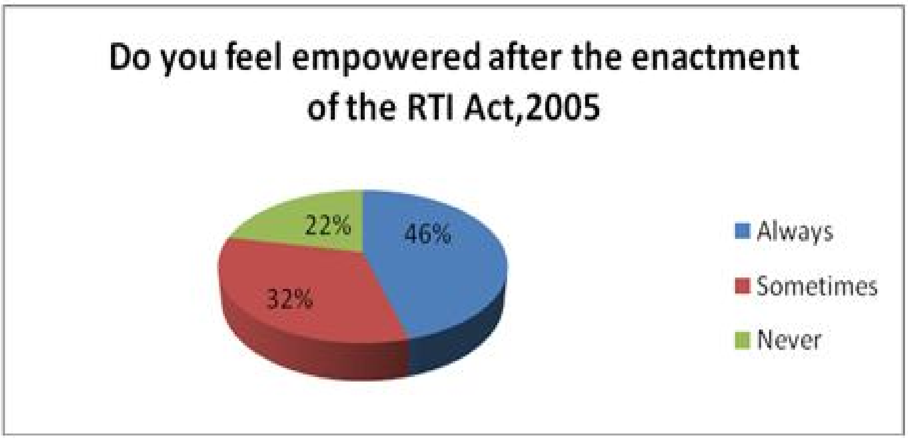


Figure 3 indicate that 46% of working women always feel empowered after enactment of the Act but 32% of women never feel empowered.

Table-3: Awareness among working women about fees for filling RTI application and time limit for supplying information

Awareness	Fees	Percentage	Time limit	Percentage
Yes	21	45.67	20	43.50
No	25	54.33	26	56.50

The above table shows that majority (54.33 %) of the selected respondents are not aware about the fees to be paid for getting information while 45.67 % are aware about the fees to be paid. It was also found that only 43.50 % of the respondents are aware about the provisions relating to time limit for providing information under the Act and majority of the respondent (56.50) are not aware about this provision.

MAJOR FINDINGS

1. Majority of the working women in Mumbai are not fully aware about the provisions of the Right to Information Act, 2005
2. Only 43.50% of women are aware about the time limit for supplying information by Public authorities and 45.67 % of working women are aware about fees to be paid for filling RTI application.
3. The majority of the women (46%) feel empowered after the enactment of the Act.
4. Very few (22%) of working women have filed an application to seek information under the Act

CONCLUSION

Though it is well known fact that right to information helps women to make more effective decisions with relation to education, health care, property rights and enables them to know and exercise their right and also helps women to participate more fully in public life but the awareness level among the working women is very low. There is need to create more awareness among the women. Government must organise more awareness camp to increase the level of awareness among these women. It is suggested that the NGO's should play more active roles to create awareness.

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PERSONAL SELLING, A PROMOTIONAL TOOL IN THE INSURANCE INDUSTRY, STUDY OF LIC OF INDIA

Prof. Shantanu Pawar
Assistant Professor, Rohidas Patil Institute of Management Studies, Bhayander

ABSTRACT
One of the very important 'P' in the marketing mix is Promotion. Promotion consists of various communications tools which are also known as Promotion mix. In the Promotion mix, Personal selling is a paid personal communication that seeks to inform customers and persuade them to purchase products/Services. It is a powerful two-way form of communication, where the information is imparted and gets the feedback, may be positive or negative. It is an interactive relationship between the buyer and seller. Salespersons/Agents are in direct interaction with the customers, imparting information, educating to the customers, providing the consultation related to Investments. Personal Selling generates revenue for the Organisation. The purpose of this study is to understand the contribution of personal selling in the promotions of life insurance products in Mumbai Suburb (India).

Keywords: Promotion Mix, Marketing Communications, Personal Selling, Customer Loyalty, Insurance

INTRODUCTION
Life Insurance business has a huge potential and also a Need in India. There is huge untapped and under insured market in India. Most clients are with lack of adequate and appropriate information which is essential for the customers regarding the Insurance plans. Company cannot effectively promote their products without marketing communication or promotional activities. Promotion is a communication by marketers that informs, persuades, and reminds potential buyers regarding the product. It is the marketing activity, communicating marketing messages to the target market, to influence buying decisions and offer incentives to enhance sales volume of a company's product or service. Personal selling is a vital marketing communication tool in the Insurance industry. Personal Selling also has the benefits creating awareness, customer education and persuasion, and corporate image building. Promotion is now accepted by top management as an effective sales tool. The number of companies, brands has increased and competitors use promotion frequently. Insurance products require a lot of customer education, persuasion, and information in promoting plans. This study is aimed at finding out the role of personal selling in persuading, educating and informing prospects and actual customers of life insurance products at LIC of India. The study focuses on the relevance of personal selling, a role performed by sales representatives, in the promotion of life insurance at LIC of India. This study is focused on personal selling efforts with other awareness creation promotional tools in marketing of life insurance products at LIC of India.

LITERATURE REVIEW
(Patukale, Kshitij, 2018), Critical Appraisal Of The Penetration Of Life Insurance In India With Special Reference To The Western Maharashtra Region For The Period 1999-2010, The case is related to the penetration strategy so that the policies should be available at the reach of the customers who need it.

(M, P, Lakshmanan, 2018), marketing strategies of LIC. The case discusses about the various marketing strategies so as to persuade and alos to educate the probable customers.

(Mittal, Arun, 2009) Personal selling is an individual to individual selling. It carries the distinctive advantage of flexibility in terms of tailoring the sales presentation according to the need of the buyer.

(Venkatesh, Shanthi, 2018) Personal selling is one to one communication and the representatives interact to understand the needs of the customers and offering the suitable solutions.

(Subhadra, K, 2006) LIC has **7** Zonal offices, **100** Divisional offices, 2048 branch offices and feet on street in the form of agents around **6, 28,031.**

(Clow, Kenneth, 2007) Personal selling is the vital link between a Marketer and a client. An effective presentation to a business customer builds sales and creates a positive long-term relationship with the vendor.

OBJECTIVES
- To understand the effectiveness of Personal Selling in the Insurance industry.
- To find out Personal Selling helps in branding.
- To understand the factors influencing customer purchase decision for Insurance Policies.

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- To find out the customer acceptance through personal selling of the LIC Insurance policies.

SCOPE OF THE STUDY

- The research was conducted in a Simple random manner which may have affected the data collection.
- Most of the data was collected from loyal customers, regular customers of LIC of India.
- Time period is an important parameter which was around 30 days only.
- The sample size is small.
- The above study conducted in Mumbai Suburb at Bandra Kurla Complex.

RESEARCH METHODOLOGY

Research methodology is considered as the important parameter of any project. Without a well organised Research plan it is impossible to finalise the project and reach to any conclusion. This project is based on the survey plan. The main objective of the survey was to collect appropriate data, which was important for drawing conclusion and getting results. Research methodology, not only talks about the methods but also logics behind the methods used in the context of a research study and it explain why a particular method has been used in the preferences of other methods.

RESEARCH DESIGN

A research design provides the framework to be used as a guide in collecting and analysing data. Research design is important because of the increased complexities in the market as well as marketing approaches available to the researches. In fact, it is a tool to study buyer's behaviour, conception pattern, and brand loyalty. A research design specifies the method and procedures for conducting a particular study.

SOURCE OF DATA COLLECTION

The data for this study has been collected through both the primary and secondary sources.

Primary sources

A close ended questionnaire having the option for suggestions has been used for primary data collection. Moreover, while getting the questionnaire filled up; related questions were also asked from the respondents.

Secondary Data

As a secondary data source - Books, Case Studies, Online websites have been used to collect the data.

Sample unit

Professionals, Business-man, Employees: from Bandra-Kurla Complex.

Details of the sampling methodology,

- ✓ No. of questions in questionnaires for the customer: 12
- ✓ No. of questions related to LIC of India Plans: 06
- ✓ No. of people met during the research: 150
- ✓ No. of respondents during the research: 109

FINDINGS

- **LIC is a well Known Brand.**

87% of respondents got to know of the Insurer through salespersons compared to other promotional tools. This is because salespersons present their insurance products sales messages to the understanding of prospects. The people are aware about the LIC of India and 63% has purchased the policies from LIC of India. Customers are also brand loyal**.**

32% of the respondent has rated LIC as excellent and 60% as Very Good company/ brand/service.

- **Personal Selling is the important tool in Promoting Insurance Policies.**

Mr. Sanket Bane, Proprietor of Smart Financial Solutions, and **Mr. Manoj Patil** Development Officer at LIC of India emphasises on the personal meeting with the client either existing or new, so as to understand the customer needs, Offer the appropriate solutions/ plans, and build a strong healthy long term business relations.

- **Education and Consultation provided by Salesperson.**

Customer education and consultation is important in any sales attempt. It is recommended that the Insurer should conduct sales force training in order to convince the clients**.**

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72% of the respondent requested and appreciated for the education and consultation provided by the Salesperson/ agents.

- **Personal Selling is a win- win tool of Promotion.**

The advantage of personal selling over other promotional methods is that it is a two-way form of communication. Many non-personal forms of promotion, such as a radio advertisement, are inflexible, at least in the short-term, and cannot be easily adjusted to address audience questions. Personal selling is a promotional tool that every insurance company, should focus. Personal selling also helps in increasing the level of demand for this insurance service by both new and existing clients. Personal selling reduces the risks involves in purchasing home insurance services due to its complex and technical nature. Personal selling is a significant tool for building long lasting relationship that is mutually beneficial between the insurer and the insured. **66% of the respondents are satisfied with the services provided by SalesPerson / Agents.**

SUGGESTIONS/ RECOMMENDATION

- The proper use of the personal selling strategy, penetration strategy will lead to the creation of new Clients and thus help expand the market for home insurance.
- Personal selling provides opportunities for potential insurance buyers to know about new insurance products in the market. Thus, it informs and educates the Clients about new products.
- Personal selling boosts the sales and many times also promote the unplanned purchase of the Policies.
- LIC should appoint new agents who have the potentials, so as to focus on untapped customers.
- LIC of India should engage more salespersons in their awareness creation campaigns.
- Company should train and develop the salespersons with appropriate skills.
- As there is competition in the Insurance industry it is necessary to understand the customer's preferences towards a particular company.
- The Marketing Manager should make better relations with the agents and maintain the reputation of the LIC of India.
- Customer education and consultation is vital in the service industry and this requires that organizations should equip salespersons with the needful information for persuading Prospects and clients.

CONCLUSION

From this it is found out that LIC of India is one of the leading Insurance Company. India is cultured with wide variety of festivals and it is found out that on these occasions the sales volume increases. LIC is trusted brand by the customers. Company has earned customer loyalty. The salespersons have a significant influence on the promotion of the company and policies. The study also revealed that personal selling is carried out as a competitive strategy to promote the insurer, increase its market share and exposure against competitors. Personal selling has also helped to gain good public image which contributes to strengthening the loyalty of clients; it has also contributed to increasing the customer base of the insurer constantly. Therefore it is clear that personal selling has significant effect on the sales of the company. It is therefore imperative for the company to focus more on recruiting and training salespersons to help win new clients and stay ahead of competition.

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ECOCRITICISM PERSPECTIVES IN INDIAN FICTION WITH REFERENCE OF SUDHAMURTI

S. Shivapriya Achari
Assistant professor, Department of English, Viva College Virar (w)

ABSTRACT

Ecocriticism, a literary theory, is crucial in the current scenario, as reading a literary work under ecocriticism lens is one of the functions of ecocriticism. It not only but it magnifies the works that appreciate nature but also explores the linguistic and literary exemplifications of the environment. Writing about the ecology and environment is documented in ancient Indian literature, hence ecocriticism is not new to Indian literary context. In contemporary Indian writing, there seems to be an imbalance between fiction and nonfiction environment writings, focus on ecological imbalance due to urbanization and westernization is seen in many unexplored Indian novels. The no. of nonfictional writing famed for their "green" colours is quite high compared to fiction. Selvamony's classification, Chinua Achebe's path breaking novel things fall a part and explains how Christian colonization irrevocably changed the integrative oikos of Umuofia into the anarchie oikos.

INTRODUCTION

ECOCRITICISM means the study of literature and the environment from an interdisciplinary points of view, where literature scholar's analyses texts that illustrate environment concerns and examine the various ways in literature treats the subject of nature. Ecocriticism has emerged as a major critical tool in recent decades. It does not offer a unified single principle of critics differ on its definitions and range. It implies more ecological literacy than its advocates now posses. Its advocates now possess. It is derived from the *greek* words oikos and kritis, which together mean "house judge". The etymology of ecology defines "okologie" as "the study of a dwelling place", where the study is not limited to science. Gloyfelty (1996,xviii) defines ecocriticism as the study of the relationship between literature and the physical environment. It takes an earth-shattering approach to literary studies. William Ruckert (ibid) expounds it as "application of ecology and ecological concepts to the study of literature". Ecocriticism ramified into ecofeminism, ecomarxism, deep ecology, ecosophy, bioregionalism and so on. It is unique amongst contemporary literary and cultural theories because of its close relationship with science of ecology.

Ecological balance is vivid in the detailing of *Aintinai* or five landscapes, a Tamil equivalent of the *Greek* oikos, which is represented in the Sangam literature. Ecological concern in Tamil classical literature has been highlighted by Selvamony through the *Tinai* concept. The propagators period of ecocriticism that led to the formation of well organized groups in India such as the Chennai based organization's for studies in literature and environment (OSLE) and the Puducherry based environment (ASLE)which organize conference and symposiums and encourage research in Ecocriticism writing by publishing articles in "limitation of western ecocriticism."

OBJECTIVES

- To gain a critical understanding of and appreciation for ecocriticism.
- To apply ecocriticism to the reading of literary texts.
- To produce a major research paper that synthesized, reflects and builds upon work and can complete in an English major.
- To initiative to plan and organizers your seminar research paper.
- To participate in a community of writers and to critique each other's work in an engaged and constructive manner.
- To demonstrate awareness of the wider critical, historical and artistic contexts informing your research paper.

BENEFITS

While it's mainstay is still the study of culture in a more narrow sense (literature, visual arts and music.) Ecocriticism is by its nature and interdisciplinary enterprise which seeks to engage with environment history, philosophy, sociology and science studies with ecology and the life sciences.

SUDHA MURTY was born in 1950 in a town called shiggaon in north Karnataka. She did her MTech in computer science and is now the chairs person of the INFOSYS FOUNDATION. A prolific writer in English and kannada, she has written novels, technical books, travelogues, collection of short stories and non-fictional

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pieces and four books for children. Her books have been translated into all major Indian languages. Sudha murty was the recipient of the R K NARAYANA award for literature and the PADMA SHRI in 2006, and the ATTIMABLE award from the government of Karnataka for excellence in kannada literature in 2011.

FAMOUS STORY BOOKS

- Stopped Drinking Milk
- The Old Man & His God
- Wise and Otherwise
- How I Taught My Grandmother to Read.
- Mahashweta.
- Dollar Bahu

'THE DAY I STOPPED DRINKING MILK' the title of the book is about her visit to Odisha, more specifically about the poor tribal there. On the day she visited, there was sudden rain, which made it inevitable for her to take shelter in a hut. The owner's baby was crying as though it was playing *jugalbhandhi* with the platter of rains outside. The man of the house wanted her to have something to eat or drink and it was very difficult for the couples to get the milk. Sudha murty overheard the conversation and felt ashamed of snatching the share of the milk meant for the baby, on being repeatedly requested by the man of the house she finally condescended to take some milk. But in the process she learnt of the plight of the villagers and from that onwards she stopped drinking milk.

SUDHA MURTY is a compassionate woman, modest to the core and unassuming by nature

CONCLUSION

Ecocriticism explores the way texts reflects humanity's interaction with the natural world. It analyses texts as manifestation of how a culture feels towards its physical environment. It examines how humans and other elements of the ecosystem are treated in the literary texts. It probes human and non-human relationships.

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A GATEWAY OF OPPORTUNITIES TOWARDS WASTE MANAGEMENT

Smita Khaire (Jadhav)
Assistant Professor, Viva College of Arts, Commerce and Science, Virar (W)

ABSTRACT

Waste comes in many different forms, such as domestic, industrial, bio-medical, agricultural etc. Nowadays, the rate of consumption of resources by the society is increasing due to increase in population, development of science and technology, and the changes in the standard of living. This has led to tremendous increase in the amount of waste generated. Accumulation of wastes due to its improper disposal is a major problem in our country. Poorly managed waste has an enormous impact on health, local and global environment, and economy. If they are not cleared regularly at the earliest, it can spread dangerous diseases and causes pollution. Waste Management. plays an important role in sustainable development. Recently solid waste management practices have incorporated with updated technologies to tackle modern challenges in the field of waste management.

Keywords: waste, sources and types, waste management, latest technologies, sustainable Development.

INTRODUCTION

WASTE: Waste is any substance which is discarded after primary use, or it is worthless, defective and of no use. According to the Basel Convention. on the Control of Transboundary Movements of Hazardous Wastes and Their Disposal of 1989, Art. 2(1), "'Wastes' are substance or objects, which are disposed of or are intended. to be disposed of or are required to be disposed of by the provisions of national law".

WASTE MANAGEMENT: The collection, transportation, and disposal of garbage, sewage, and other waste products. Waste management encompasses management of all processes and resources for proper handling of waste materials, from maintenance of waste transport trucks and dumping facilities to compliance with health codes and environmental regulations.

RESEARCH METHODOLOGY OF STUDY

The study is based on secondary data which is collected from reference books, newspaper, journals, websites etc.

OBJECTIVES

1. To describes waste and waste management
2. To describes different sources and types of waste
3. To describes recent and innovative trend in waste management
4. To protect and conserve all our environmental resources, including forest, land water etc.,

SOURCES AND DIFFERENT TYPES OF WASTE

Waste comes in many different forms and may be categorized in a variety of ways.

Domestic Wastes: It includes the wastes generated in houses. Household garbage includes paper, plastic, glass, ceramics, polythene, textiles, vegetable waste, etc.

Commercial Wastes: It includes the waste generated in commercial establishments like shops, printers, offices, etc.. It includes packing materials, spoiled goods,. vegetable and meat remnants, polythene, printer paper, etc.

Animal Wastes: It includes the dung of the animals that are left to find food for themselves on the streets Their reject feed also add to the wastes.

Agricultural Waste: Waste generated by agriculture field includes waste from crops and livestock.

Biomedical Wastes: These wastes are generated from the hospitals and related bio-medical sources like pathological laboratories, blood banks etc. It includes expired drugs, plastic syringes, needles, gloves, mercury spilled out from broken thermometer, surgical dressings, surgically removed body parts etc. Bio-medical waste is highly infectious.

Construction Waste: With increasing. population, there is also increasing construction activity going on in the urban areas. They also generate garbage like metal rods, bricks, cement, concrete, roofing materials, etc.

Industrial Wastes: It is the waste produced by industrial activity which includes any material that is rendered useless during a manufacturing process such as that of factories, industries, mills, and mining operations.. Some examples of industrial wastes are chemicals, sludge, metals, ash, paints, paper products, etc.

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Biodegradable Wastes - The biodegradable wastes are those that can be decomposed by the micro-organism and natural processes and converted into the elemental form. For example, kitchen garbage, animal dung, etc.

Non-biodegradable Wastes - The non-biodegradable wastes are those that cannot be decomposed by the micro-organism and remain as such in the environment. They are persistent and can cause various problems. For example, plastics., nuclear wastes, glass, etc..

Hazardous wastes: Some of these wastes are also classified as hazardous wastes. are those that are potentially dangerous and can cause diseases, fire, etc.,. The radioactive wastes are particularly dangerous as they cause lasting damage such as genetic disorder.

IMPORTANCE OF WASTE MANAGEMENT

Waste is not something that should be discarded or disposed of with no regard for future use. It can be a valuable resource if addressed correctly, through policy and practice. With rational and consistent waste management practices there is an opportunity to reap a range of benefits. Those benefits include:

1. Economic – Improving economic efficiency through the means of resource use, treatment and disposal and creating markets for recycles can lead to efficient practices in the production and consumption of products and materials resulting. in valuable materials being recovered for reuse and the potential for new jobs and new business opportunities.

2. Social – By reducing adverse impacts on health by proper waste management practices, the resulting consequences are more appealing civic communities. Better social advantages can lead to new sources of employment. and potentially. lifting communities out of poverty especially in some of the developing poorer countries and cities.

3. Environmental – Reducing or eliminating adverse impacts on the environment through reducing, reusing and recycling, and minimizing resource extraction can result in improved air and water quality.

RECENT TRENDS AND INNOVATION IN WASTE MANAGEMENT:

- Disposal: The common and old methods of municipal solid waste disposal were open dumping, burning and incineration. The process of open dumping leads to water and air pollution in the form of land litter, particulates and toxic gases.
- Incineration: A thermal waste treatment process in which the unprocessed waste is burn at high temperature is commonly known as Incineration. Incineration of waste (with energy recovery) can reduce. the volume of disposed waste by up to 90%.These high volume reductions. are seen only in waste streams with very high amounts of packaging materials, paper, cardboard, plastics and horticultural waste
- Concept of 3R: The best management practice is the implementation of 3Rs concept. Municipal solid waste is a combination of components such as paper, plastic, glass and metal, which can be recycle and reuse certain times. Keeping the nature of waste generated by the households and industries in view, the three R's mantra of Reuse, Reduce and Recycle appears be more suitable to meet this challenge. Care should be taken to see that these options should be taken up under a well sustainable framework.
- Bans on Plastic: Most plastics take hundreds, if not thousands of years to degrade which is still bad for. the environment anyway, or that they're wildly hazardous to local ecosystems and wildlife. Hence ban on Plastic shopping bags and plastic bottles are important.
- Environmentally friendly" plastics: It fall into three types, Bioplastics made from natural materials such as corn starch Biodegradable plastics made from traditional petrochemicals, break down more quickly Eco/recycled plastics, which are simply plastics made from recycled plastic materials.
- Mandatory Composting: Municipalities across the country are starting to institute programs for organic material composting, and some are even making it mandatory. .
- Vermicomposting. In this process animal waste, pharmaceutical waste, food and sewage waste is processed through earthworms to give output known as vermiwash which is very rich in Nitrogen, Phosphate. and Potassium. Vermicompost contains water-soluble nutrients and is an excellent, nutrient-rich organic fertilizer and soil conditioner. It is used in farming and small scale sustainable, organic farming.
- Energy recovery. All the waste residue after sorting, reuse, recycle and processing, is further inaugurated for energy recovery. Latest energy conversion technologies are categorized into two broad categories, including bioconversion and thermal conversion technologies.

- Bio-conversion: According to Food and Agriculture Organization (FAO), One third of the total produced food for the consumption of the human was lost along the supply chain food globally. For possible energy recovery, currently food waste and other combustible waste are collectively. incinerated and landfilled. Food waste can be used to produce biofuel through different fermentation processes.

- Pyrolysis: It is the thermal. degradation of substance in the absence of oxygen. As compare to incineration, pyrolysis is a conversion of waste to liquid or gaseous fuels along with residue char. The volatilize gases and volatilize liquids are efficiently used to run a steam engine. Cooled syngas is widely used as liquid fuel.

- Gasification: It involves partial oxidation of a substance, it lies between combustion and pyrolysis. Gasification is a reliable option as it meets the present emission standards and is helpful in maintaining the sustainability of landfill. The products of gasification are steam, chemicals, electricity, hydrogen, fertilizers, and natural gas.

- Bioreactor Technology: The latest technology to process disposed of waste rapidly is bioreactor technology. The basic. aims of this technology are to enhance the rate of decomposition, circulation of leachate and increase in the growth of microbes, which decompose municipal waste. The waste is then dried by Conventional landfill technology.

- Micro turbine Technology: Modern landfills have micro turbines for generation of electricity from landfill gas. This technology is. used to supply electricity to the small scale nearby projects.

- Fuel cell Technology: Energy from fuel is converted into electrical energy in an electrochemical cell is called fuel cell. Fuel supply and oxidizing agent react to generate electricity. Carbon dioxide, water vapors., heat and electricity. are the end products of fuel reactions. Generation of transportation fuel for cars and buses without combustion is the application of fuel cell.

CONCLUSION

Serious environmental degradation occurs due to open, uncontrolled and poorly managed waste dumping in many metropolitan cities of developing countries. Recently developed countries have implemented the visionary concept of zero waste.. While on the other hand in most developing countries waste management is a matter of least concern, which is causing severe environmental and health issues in those countries. The sustainable waste management can reduces the short and long term. environmental and human health hazards and can play a very important role in providing pollution free and sustainable. environment. All these above said suggestions are given in relation to India and will be effective only when we individually feel the responsibility of making environment clean.

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JAWHAR - A GATEWAY OF OPPORTUNITIES TOWARDS ECOTOURISM

Snehal Jadhav
Assistant Professor, Viva College of Arts, Commerce and Science, Virar (w)

ABSTRACT
Ecotourism is the fastest growing tourism industry in the World. Environment has an intrinsic value which overweighs its value as a tourism asset. It is a form of tourism which fosters environmental principles with an emphasis and visiting and observing natural area. The paper focuses on a hill station also known as 'Mini Mahableshwar' with beauty scenic, vibrant cultural heritage and rich in biodiversity of Palghar District 'Jawhar' can be promoted into an Ecotourist place with considering its economic , social and environmental dimensions.

Keywords: Tourism, Ecotourism, Jawhar, promote, economic, social and environmental dimensions.

INTRODUCTION
India as a travel destination cannot be underestimated in terms of offering a diverse range of geographical options. Our rich culture, green atmosphere, strong connection with ancient values and our artistic talent all combine to make India a great location for offbeat travelling. However, in the past century, there has been massive destruction of forest habitats in the name of development and tourism.

Ecotourism in India is now emerging as a responsible endeavor in order to undo some of this damage. Ecotourism or 'ecological tourism' appeals to socially-conscious individuals, which typically involves travelling to offbeat destinations where flora, fauna, and cultural heritage are the primary attractions. Eco-friendly travel is meant especially for concerned tourists who are willing to venture into a vacation far away from the commotion of mainstream and learn about the different cultural and geographical beauty of a place. One of the place of Palghar District which need to explore its beauty is Jawhar. Jawhar hill station is one of the tourism place in Palghar district of Maharashtra. Gifted with exotic valleys, thick rich forests and pleasant climate, Jawhar offers different type of enjoyment comparing to other hill stations of Maharashtra. Jawhar is popular for its lively Warli paintings. Jawhar is also known as the Mahableshwar of Thane District. (Earlier it was in thane District). Due to tourism there is a scope for Economic, Cultural & Natural development of Jawhar Taluka.

OBJECTIVES AND RESEARCH METHODOLOGY OF STUDY
The study is based on secondary data which is collected from the newspapers, journals, websites, etc. the study was planned with following objectives.

1. To understand the role of Ecotourism in Jawhar Taluka.
2. To understand the Socio- Economic benefit of Local Tribes.
3. To understand the Environmental Dimensions and its Conservation.

CONCEPT AND OPPORTUNITIES OF ECOTOURISM IN JAWHAR TALUKA
Eco –Tourism is a new approach in tourism. Eco – Tourism is preserving travel to natural areas to appreciate the cultural and natural history of the environment taking care not to disturb the integrity of ecosystem while creating economic opportunities that makes conservation and protection of natural resources advantageous to local people.

Jawhar, located in the Sahayadri mountain range, 165 km from Mumbai**,** is popularly known as the **Mini Mahabaleshwar ,** it is located in the Palghar district of Maharashtra. Jawhar taluka lies in Western Ghats, located at 19.92°N; 73.23°E and is bordered by Mokhada Block towards east, Vikramgad Block towards west, Wada Block towards south and Trimbak Block towards North. It is approx. 473 meters, above sea level. Being part of the Northern Western Ghats, the area is rich in biodiversity with a moist deciduous type of the forest ecosystem. The region is inhabited by different tribes like Thakur, Mahadev, Koli, Varli, Katkaris and Kokana, which depend on different wild plants species, for several purposes (Thamizoli and Bapisupati, 2015).

Pleasant climate and scenic beauty of Jawhar evokes comparisons with the popular hill station in Maharashtra**.** Jawhar also boasts of strong cultural ethos and a history that dates back to the 14 th century. Founded in 1306, Jawhar was ruled by the Munke dynasty and served as camping point for Maratha king Shivaji and his army *en route* Surat**.** Jawhar was part of the Mumbai Presidency under the British.

Best Time to Visit: September to April

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TRANSPORTATION

By Air: Nearest airport from Jawhar is Nashik, about 80-km. The next closest airport is the Mumbai International Airport which is located at a distance of around 100 km from Jawhar. From the airport, taxi are avail;able to reach to reach Jawhar.

By Rail: Nearest railway station is Igatpuri (61 km on the Central Railway route) but Nasik is a convenient railway station. On Western Railway route, the nearest railway station is Dahanu (65-km).

By Road: Mumbai to Jawhar – 180 km , Thane – 110 km, Nashik -- 80- km , Silvasa - 65 km Regular bus services are also available from Mumbai, Thane, Nasik, Dahanu , and Silvassa.

Important Flora And Fauna

Flora: The vegetation comprises of southern tropical decicous forest. Major tree species included in the area are Tectona grandis (Teak), Accacia catechu (Khaire), Termenalia tomentosa (Ain),Adina cordifolia (Hed), Mitragyna parviflora (Kalamb) in some patches bamboos.

Fauna : The area provides ideal conditions to variety of birds and animals Major animals are Panther, barking deer, Mouse deer, Hyena, wild boar. Major birds variety includes Saxicolodies fulicatus (Indian Robin), Erithacus svecicus (Blue throat), Copsychus saularis (Magpie Robin),Orthotomus sutorius (Tailor Bird), Prinia sylvatica(Jungle Wren-Warbler) Cercomela fusca (Brown Rock Chat) .

Traditional Arts and Culture

The essence of tribal life is the integral relationship between human beings and nature. Here we get to see a glimpse of domestic life of tribal in small clay huts, trees, women with baskets, men rearing cattle and seasonal agricultural practices and many such daily activities Tribal crafts reflect the lives of their users. the use of bamboo for making bows, arrows, vessels and use of Paper-Mache for making articles of waste paper such as decorative birds and animals, masks etc. This is the unique art acquired by few households since traditions. This place is also very popular for its lively Warli paintings which depicts the humble life of the Warli tribe that revolves around harvest season, celebration, wedding, rituals and births. Get a glimpse of tribal life Understand and learn tribal art and craft.

Tribal crafts reflect the lives of their users. Here we get to see the use of bamboo for making bows, arrows, vessels and use of Paper-Mache for making articles of waste paper such as decorative birds and animals, masks etc. This is the unique art acquired by few households since traditions. This place is also very popular for its lively Warli paintings which depicts the humble life of the Warli tribe that revolves around harvest season, celebration, wedding, rituals and births. Get a glimpse of tribal life Understand and learn tribal art and craft Good news for the traditional food lovers which will be the income source to local tribes.

In addition to its scenic beauty, Jawhar also boasts of several interesting places to see. Jai Vilas Palace, the residence of Munke rulers, Dabdaba Falls**,** Bhopatgad Fort and scenic places like Hanuman Poin**t** and Sunset Point are some of the must visit spots in Jawhar.which can create various job opportunities as guides, in transportation.

SCOPE OF THE STUDY

1. Promoting Jawhar Taluka a EcoTourist Place.

2. Crating Job Oppurtunities to local tribes

3. Creating concern towards protection and preservation of Natural Environment.

CONCLUSION

From the above study of the paper Jawhar has a great potential opportunity as promoting Ecotourism, preserving nature along with benefit to local people.

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A STUDY OF AVERAGE DISTRIBUTION OF LOAN SANCTIONED AND DISBURSED OF PRADHAN MANTRI MUDRA YOJANA (PMMY) FUNDS IN SHISHU, KISHOR AND TARUN CATEGORIES

Dr. Vishnu N. Yadav[1] and CMA Tushar Raut[2]
Principal[1], S. N. College of Arts & Commerce, Bhayander (E)
Assistant Professor[2], St. G. G. College of Arts and Commerce, Vasai (W)

ABSTRACT
The Pradhan Mantri Mudra Yojana (PMMY) is launched in three categories called Shishu, Kishor and Tarun to bridge the funding gap to the first generation entrepreneurs and assist existing small businesses to expand their activities of micro enterprises. The research papers aims to study the average distribution of loan sanctioned and disbursed of Pradhan Mantri Mudra Yojana (PMMY) funds in Shishu, Kishor and Tarun categories. The statistical tool of one factor ANOVA is used to prove the Hypothesis of the study. The study concludes that there is no significant difference in Average distribution of loan sanctioned and disbursed of PMMY funds in Shishu, Kishor and Tarun categories during the financial year's 2015-16, 2016-17, and 2017-18.

Keywords: PMMY, MUDRA, average distribution, sanctioned, disbursed

I. INTRODUCTION
A huge numbers of unemployed populations in India, create crucial issues in nation building. Micro and small businesses are need to be flourish, for overall economic development of nation, hence Government of India (GOI) launched Micro Units Development & Refinancing Agency Limited (MUDRA) Yojana on April 8th,2015. A fresh initiative has taken place in funding to highly populate unfunded entrepreneurs. Many of the times the amounts are sanctioned but not disbursed from the lenders, this is an effort to analyse the average loan disbursement under Pradhan Mantri Mudra Yojana (PMMY).Where An amount of Rs 5.71 lakhs crore has been sanctioned to benefitting 12.27 borrowers in the initial three years from 2015-16, 2016-17 and 2017-18.

The Vision and Mission of MUDRA and PMMY are as follows
Vision of MUDRA: To be an integrated financial and support services provider par excellence benchmarked with global best practices and standards for the bottom of the pyramid universe for their comprehensive economic and social development.

Mission of MUDRA: To create an inclusive, sustainable and value based entrepreneurial culture, in collaboration with our partner institutions in achieving economic success and financial security.

II. CONCEPT OF PRADHAN MANTRI MUDRA YOJANA (PMMY)
As per its vision PMMY or MUDRA loans are provided to the beneficiaries who are at the bottom of the pyramid. It aim is to provide the beneficiary with the critical financial support which will help in getting the required economic success and financial security.

The loans are provided in the following three categories as per the growth, development and funding needs of the beneficiaries

Shishu: Loans up to Rs 50,000/- are provided to the Start-up businesses and name as **Shishu.** The rate of interest charged under Shishu scheme by the financial institutions is around 10% to 12%.

Kishor: Loans above Rs 50,000/-and upto Rs 5 lakh are provided to the already existed businesses and name as **Kishor.** The rate of interest isfrom14%to 17% .

Tarun:Loans above Rs 5 lakh and upto Rs 10 lakh are provided to the growth seeker for expansion of their existed businesses and name as **Tarun.** The rate of interest starts at 16% .

It should be noted that at least 60% of the credit flows to Shishu Category Units and the balance 40% to Kishor and Tarun Categories are ensured.

III. PROBLEM OF THE STUDY
The study is focusing on the average distribution of loan sanctioned and disbursed of Pradhan Mantri Mudra Yojana (PMMY) funds in Shishu, Kishor and Tarun categories during the financial year's 2015-16, 2016-17, and 2017-18.

1V. LITERATURE REVIEW
(Alwin, March 2019) The research paper entitled "Analysis of Pradhan Mantri Mudra Yojana (Pmmy) In Upliftment of Marginalised Section of Society" aims to study the influence of PMMY scheme in the progression

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of the marginalised section of the society especially Scheduled Caste (SC), Scheduled Tribes (ST), Other Backward Class (OBC) and Women.

(Yadav V. & Raut T.,Feb. 2019), the paper entitled, "Analysis of Financial Institutions and Their role in Disbursement of MUDRA Yojana", studied the performance of disbursement of loans by financial institutions like Public Sector Banks, Private Sector Banks, Regional Rural Banks (RRBs), Micro Finance Institutions (MFIs) and Non-Banking Financial Companies (NBFCs).

(Lall, July 2018) The author shows that the government MUDRA Yojana is a tool in mass job creation .It is not only provide employment opportunity but also plays a vital role in social upliftment of women by making them self-reliant. MUDRA helps the under privileged class to self-employment .The author resolves that the initiative under PMMY is indeed a game changer.

(P.A.Ibrahim, Oct 2018,Vol6(10)) The author examined the PMMY scheme and stated that the government actions for financing micro enterprises are moving in equalized direction, the government should enhance the bracket of beneficiaries and focus on quality of credit rather than quantity of the credit.

(Dhirender, July 2017) The authors concluded that 40% printer upgraded their machinery, 36% of micro and small printer utilised this money to add capacity building task. The scheme gave a sense of financial security and they have requested the government to increase the ceiling of the loan.

(Binija George, February. 2018) According to the author MUDRA Scheme acts as financial booster to the small and medium scale industry. It tries to give impetus to the entrepreneurs' skill and boost the confidence of the young generation. The small scale industries are able to increase their scale of activity due to MUDRA loan.

(Dwivedi R. , December 2017) The author wants the loan to be extended to personal sectors other than farms and factories. These loans should be provided to minority sector as a priority. The scheme can also focus on providing money to women entrepreneurs. Mudra scheme has brought a change in the way in which micro credit is provided.

V. OBJECTIVE OF THE STUDY

Objectives of the study

1. To evaluate the average loan sanctioned and disbursed under Pradhan Mantri Mudra Yojana (PMMY)
2. To analyse the average loan sanctioned and disbursed in Shishu category of Pradhan Mantri Mudra Yojana (PMMY).
3. To study average loan sanctioned and disbursed in Kishor category of Pradhan Mantri Mudra Yojana (PMMY).
4. To examine average loan sanctioned and disbursed in Tarun category of Pradhan Mantri Mudra Yojana (PMMY).

VI.HYPOTHESES:

Null Hypotheses (H_0):

1. "There is no significant difference in Average distribution of loan sanctioned and disbursed of PMMY funds in Shishu, Kishor and Tarun categories during the year 2015-16 to 2017-18"
2. "There is no significant difference in distribution of PMMY funds in Shishu category during the year 2015-16 to 2017-18"
3. "There is no significant difference in distribution of PMMY funds in Kishor category during the year 2015-16 to 2017-18"
4. "There is no significant difference in distribution of PMMY funds in Tarun category during the year 2015-16 to 2017-18"

Alternative Hypotheses (H_1):

1. "There is significant difference in Average distribution of loan sanctioned and disbursed of PMMY funds in Shishu, Kishor and Tarun categories during the year 2015-16 to 2017-18"
2. "There is significant difference in distribution of PMMY funds in Shishu category during the year 2015-16 to 2017-18"
3. "There is significant difference in distribution of PMMY funds in Kishor category during the year 2015-16 to 2017-18"

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4. "There is significant difference in distribution of PMMY funds in Tarun category during the year 2015-16 to 2017-18"

VII. RESEARCH METHODOLOGY

The study is conducted with the help of Secondary data. Whole Secondary data is gathered from PMMY annual Reports.

PMMY annual Reports 2015-16

PMMY annual Reports 2016-17

PMMY annual Reports 2017-18

Statistical tools like one factor ANOVA is used to test the Hypothesis of the study.

Graphic Representation is done for the collected data.

VIII. SIGNIFICANCE OF STUDY:

The PMMY Yojana is a fresh beginning in the scheme of credit creation to the marginal entrepreneurs. The target entrepreneurs are those involved in micro business activity and require credit assistance from Rs. 50,000 to Rs.10 lakh. The PMMY Yojana is categorised under Shishu, Kishor and Tarun to meet the different segments requirements. The study is significant in terms of assessing the average loan size disbursement under the Shishu, Kishor and Tarun during the financial year's 2015-16, 2016-17, and 2017-18.

IX. ANALYSIS OF DATA

SHISHU **(Rs. in crores)**

Year	Number of accounts	Amount Sanctioned	Amount Disbursed	Average loan sanctioned
2015-16	32401000	62894.96	62027.69	19411.42557
2016-17	36498000	85100.94	83891.88	23316.60365
2017-18	42669795	106001.6	104228.05	24842.30355
TOTAL	111568795	253997.5	250147.62	67570.33278

Source –Complied from PMMY Annual Reports.

KISHOR **(Rs. in crores)**

Year	Number of accounts	Amount Sanctioned	Amount Disbursed	Average loan sanctioned
2015-16	2070000	43052.55	41073.28	207983.333
2016-17	2663000	53545.14	51063.12	201070.747
2017-18	4653874	86732.16	83197.09	186365.51
TOTAL	9386874	183329.85	175333.49	595419.59

Source –Complied from PMMY Annual Reports.

TARUN **(Rs. in crores)**

Year	Number of accounts	Amount Sanctioned	Amount Disbursed	Average loan sanctioned
2015-16	410000	31501.76	29853.76	768335.6
2016-17	540000	41882.66	40357.13	775604.8
2017-18	806924	60943.34	59012.25	755255
TOTAL	1756924	134327.8	129223.1	2299195

Source –Complied from PMMY Annual Reports.

Average Loan Size Disbursed = Amount Disbursed/ No of Accounts.

Average Loan Size Sanctioned = Amount Sanctioned/ No of Accounts.

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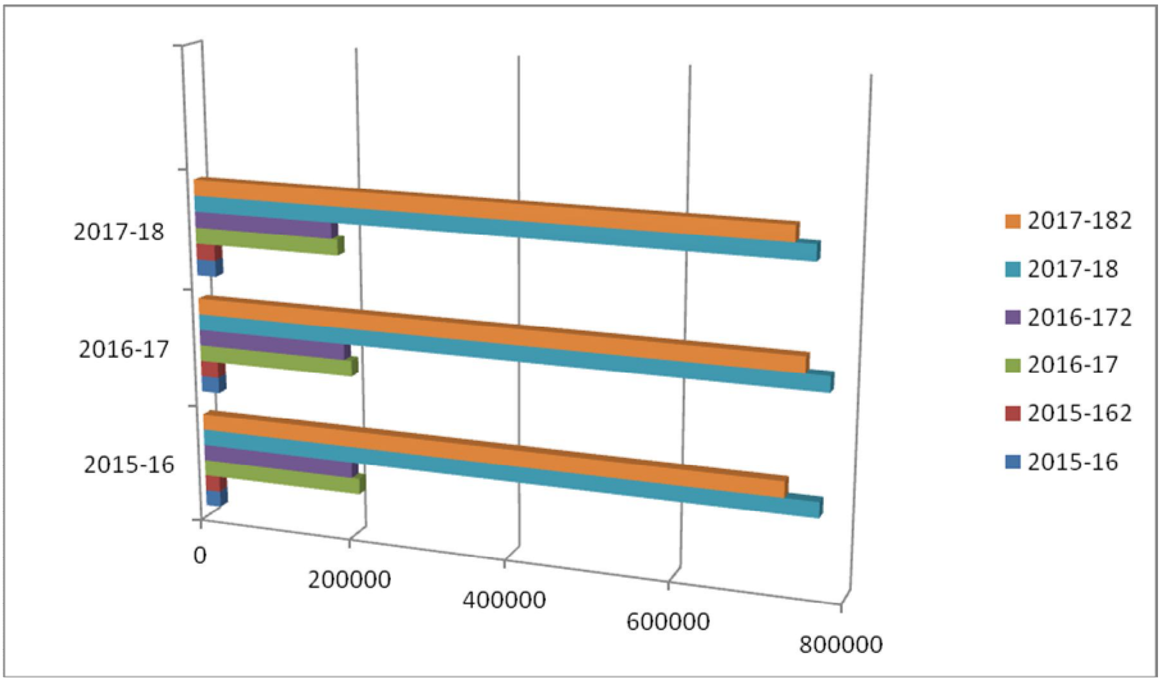
(Rs. in crores)

Year	SHISHU		KISHOR		TARUN	
	Average loan sanctioned	Average Loan Size Disbursed	Average loan sanctioned	Average Loan Size Disbursed	Average loan sanctioned	Average Loan Size Disbursed
2015-16	19411.42557	19143.75791	207983.3333	198421.6425	768335.6098	728140.4878
2016-17	23316.60365	22985.33618	201070.7473	191750.3567	775604.8148	747354.2593
2017-18	24842.30355	24426.65825	186365.5097	178769.5369	755255.0178	731323.5199

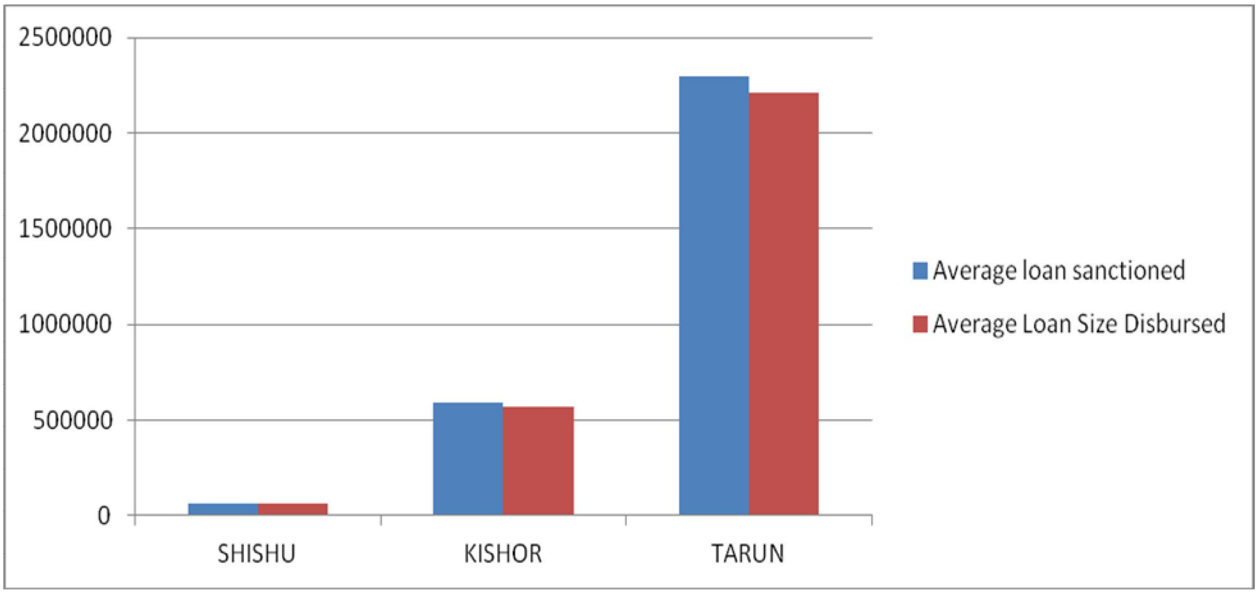
Source –Complied from PMMY Annual Reports.

Average loan size distribution is very good in case of Shishu category as compare to Kishor and Tarun during the financial year's 2015-16, 2016-17, and 2017-18.



CATEGORY	Number of accounts	Amount Sanctioned	Amount Disbursed	Average loan sanctioned	Average Loan Size Disbursed
SHISHU	111568795	253997.5	250147.62	67570.33278	66555.75234
KISHOR	9386874	183329.85	175333.49	595419.5903	568941.5362
TARUN	1756924	134327.76	129223.14	2299195.442	2206818.267

Source –Complied from PMMY Annual Reports.



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X. HYPOTHESIS TESTING

Hypothesis Testing 1

"There is no significant difference in Average distribution of loan sanctioned and disbursed of PMMY funds in Shishu, Kishor and Tarun categories during the year 2015-16 to 2017-18"

One factor ANOVA					
	Mean	***n***	***Std. Dev***		
	22,523.44426	3	2,800.970417	Average loan sanctioned	
	22,185.25078	3	2,730.817000	Average Loan Size Disbursed	
	1,98,473.19676	3	11,040.517487	Average loan sanctioned	
	1,89,647.17873	3	9,993.439426	Average Loan Size Disbursed	
	7,66,398.48080	3	10,312.269919	Average loan sanctioned	
	7,35,606.08900	3	10,297.939198	Average Loan Size Disbursed	
	3,22,472.27339	18	3,20,259.877045	Total	
ANOVA table					
Source	*SS*	*df*	*MS*	*F*	*p-value*
Treatment	17,42,72,97,00,128.030000	5	3,48,54,59,40,025.6070000	4652.91	2.75E-19
Error	89,89,10,234.587402	12	7,49,09,186.2156169		
Total	17,43,62,86,10,362.620000	17			

The p-value of the table is not less than 0.05 and so the null hypothesis is failed to reject.

Thus it is concluded that there is no significant difference in Average distribution of loan sanctioned and disbursed of PMMY funds in Shishu, Kishor and Tarun categories during the year 2015-16 to 2017-18"

Hypothesis Testing: 2

"There is no significant difference in distribution of PMMY funds in Shishu category during the year 2015-16 to 2017-18"

The p-value of the table is not less than 0.05 and so the null hypothesis is failed to reject.

Thus it is concluded that there is no significant difference in Average distribution of loan sanctioned and disbursed of PMMY funds in Shishu category during the year 2015-16 to 2017-18"

Hypothesis Testing 3

"There is no significant difference in distribution of PMMY funds in Kishor category during the year 2015-16 to 2017-18"

The p-value of the table is less than 0.05 and so the null hypothesis is rejected.

Thus it is concluded that there is a significant difference in Average distribution of loan sanctioned and disbursed of PMMY funds in Kishor category during the year 2015-16 to 2017-18"

Hypothesis testing 4

"There is no significant difference in distribution of PMMY funds in Tarun category during the year 2015-16 to 2017-18"

The p-value of the table is not less than 0.05 and so the null hypothesis is failed to reject.

Thus it is concluded that there is no significant difference in Average distribution of loan sanctioned and disbursed of PMMY funds in Tarun category during the year 2015-16 to 2017-18"

XI. CONCLUSION

The PMMY scheme has been successful in Average loan size distribution for Shishu, Kishor and Tarun category during the financial year's 2015-16, 2016-17, and 2017-18. There is no big difference in sanctioning of loan and simultaneously disbursement of the same. The analysis of data has shown a rise in the allocation and hand over of loans to borrowers under PMMY Scheme in all the categories.

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XII. SUGGESTIONS

The PMMY scheme should enhance the Average loan size distribution for Kishor and Tarun categories, where researchers find the wider gap.

XIII. LIMITATIONS OF THE STUDY

1. The study is focus on PMMY Scheme, MUDRA Yojana
2. The data analyzed is restricted to the Annual Reports from 2015- 2016 to 2017-2018.
3. The study is restrained to Shushi, Kishor and Tarun categories of MUDRA Yojana

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HEALTH TOURISM: AN EMERGING INDUSTRY

Dr. Vincent Kaitan D'mello
Head, Department of History, St Joseph college of Arts and Commerce, Virar

INTRODUCTION

Health tourism or medical tourism relates to travel associated with medical treatment, rejuvenation and undergoing wellness therapies. Although, the term is used largely in the context of cross-border travel, it could also be used to signify domestic travel especially where cities/towns have emerged as healthcare hubs.

Many are uncomfortable with the use of the word 'tourism' along with 'health'. They question whether a patient travelling to avail of treatment can at all be termed a ' tourist' . As a tourism expert puts it, "I wonder if an ill person or a patient can ever become a tourist. Tourism is not always about money but it is definitely about joy, peace and leisure. Imagine a person whose sole focus is on treatment or better health- would he hop on from one place to another exploring and discovering a destination? Those who actually come to the country with health problems concentrate on that aspect alone. So, it might be a gainful proposition for the healthcare industry but certainly not for the tourism industry."

ORIGIN OF HEALTH TOURISM

The history of medical tourism dates back to remote past. In ancient Greece, patients and pilgrims used to come from Mediterranean to visit the sanctuary of the healing God, Asklepios, situated at Epidaurus. In Roman Britain, at a shrine at bath, patients took water and the practice was on for nearly 2,000 years. Egypt was a centre for medical tourism, particularly for the wealthy Europeans, who used to visit spas at Nile, traveling a long way from Germany. In the earlier days, particularly, early 19th century, free mobility helped people to roam around to the neighboring countries for health improvement. Besides, at that point of time, traveling was considered as an important mental as well as physical therapy. The picture changed at the end of 20th century. The concept of liberalization and globalization opened the floodgate of mobility for people to different countries. In the 21st century, the lower cost of air travel helped the medical tourism business to flourish, as it became reachable to the middle class, the so called unwealthy section of the population. Still it was the cup of tea for the wealthy people who used to visit tourist spots such as Alps, Swiss Lakes and also at the same time special tuberculosis sanatoriums, particularly for medical check-up by the specialized persons and professionals. In the modern age, countries like Thailand, Singapore, Malaysia, India, Argentina, Cuba and Puerto-Rico have emerged as popular destinations for medical tourism. These places are famous for varuious healthcare treatments like organ transplantation, dental care, eye surgery, heart treatment, sex change and many more. The medical tourism industry is growing at a rapid pace and it can be visible from the fact that in 2002, almost six hundred thousand patients visited the medical centers in cities like Bangkok Phuket and Thailand. Approximately, hundred and fify thousand patients from various foreign countries visited India in the same year.

CURRENT SCENARIO OF HEALTH TOURISM IN INDIA

According to the world tourism indicators , number of international tourists reached the mark of 700 million where the arrival was particularly limited to Asia and Pacific which is about 18.7 percent of the total. Europe experienced the highest number of tourists and India was not in the picture at the time.Medical tourism industry started to boom in India from the starting of the 21St century .It was approximately that about 1,50,000 patients visited India in 2004.

The study conducted by Confederation of Indian Industry (ClI) and McKinsey shows that by 2012, the medical tourism business in India will reach the height of $ 1billion per annum. ClI has predicted that India has the potential ro attract 2 million foreign patients every year that could generate an earning of $ 5 billion per year.

It has been envisaged by the Government of India that Indian healthcare industry can achieve the double-digit growth rate for the next few years. This projection was based upon an assumption that around six hundred thousand foreign patients will travel to the country for medical treatment from European region, Australia and USA. The study conducted by Cll also reveals the fact that the medical tourism industry in India has grown at a pace of 15 percent per annum.

INDÍA AS HEALTH TOURISM DESTINATION - ADVANTAGES

India has been an area of tourist destination for the people around the world for a prolonged period of time. The scenic beauty, rich spiritual and cultural heritage were the reasons which attracted foreign tourists to India to know its people, its rich culture, to get an idea about the society and its long history. India, was a well- known

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destination for all these since a long time, but recently, has captured a space on the world map for its improvement in medical care, both in terms of cost effectiveness and in terms of quality healthcare. Usually, healthcare system is complicated and costly in the developed countries like USA, UK and in other European countries. In such a situation, patients from these countries and also from many other Asian countries move towards countries like Thailand, Singapore and India, particularly for the cost effective quality treatment. Compared to the developed countries, in India complicated surgical procedures can be completed at one-tenth cost. Besides, well-equipped hospitals and procedural price advantages are supported by itlower medication cost.

INDIA'S ADVANTAGES -FIRST WORLD HEALTHCARE AT THIRD-WORLD PRICES

In the beginning of the 21st century, India was oné of the leading countries to attract a large pool of medical tourists. In the international market, it lagged behind Thailand, which had attracted about one million medical tourists during the same period. In the late 1980s and early 1990s, most medical travellers coming to India were from the Arab countries, Africa and Southeast Asia. However, by 2003, India had attracted tourists from all over the world. Most of the medical tourists to India were Indians living in UK and US, residents of neighbouring countries like Pakistan, Nepal, Bangladesh, Mauritius and the Maldives and citizens of African and West Asian countries. Analysts opined that private hospitals in India were equipped with state-of-the-art medical infrastructure and a talented group of highly qualified doctors, which made it possible to offer world-class treatment at reasonable prices. As the treatment and the infrastructure at these hospitals were comparable with leading hospitals in the Western countries and the cost of medical treatment was much lower compared to the western countries, India emerged as a world-class healthcare destination with the added lure of a holiday.

GOVERNMENT PATRONAGE AND SUBSIDY

The National Health Policy, 2002, makes it clear that government policy supports medical tourism: "To capitalize on the comparative cost advantage enjoyed by the domestic health facilities in the secondary and tertiary sector, the policy will encourage the supply of services to patients of foreign origin on payment. The rendering of such services on payment in foreign exchange will be treated as 'deemed exports ' and will be made eligible for all fiscal incentives extended to export earnings." Interestingly , this formulation draws from recommendations in the Policy framework for reforms in health care, drafed by the Prime Minister's Advisory Council on Trade and Industry headed by Mukesh Ambani and Kumaramangalam Birla.

According to the industry estimates, the medical tourism market in India was valued at over $310 million in 2005-06 with 1 million foreign medical tourists visiting the country every year. The market is predicted to grow to $2 billion by 2012. These figures are significant when seen in the context of the total healthcare expenditure in the country today-$10 billion in the public sector and $50 billion in the private sector (calculated as approximately one per cent and five per cent of the country's current GDP respectively). Visitors from 55 countries come to India for treatment but the biggest growth in business is from the UK and the US. The Taj Medical Group receives 200 inquiries a day from around the world and arranges packages for 20-40 Britons a month to have operations in India. It also offers follow-up appointments with a consultant in the UK. Apollo Hospital Enterprises treated an estimated 60,000 patients between 2001 and 2004. Apollo now has 46 hospitals with over 7,000 beds and is in partnership with hospitals in Kuwait, Sri Lanka and Nigeria. The government predicts that India's healthcare industry could grow 13 per cent in each of the next six years, boosted by medical tourism which, industry watchers say, is growing at 30 per cent annually . Since 2006, the government has also started isuing M (medical) visas to patients and MX uvisas to the accompanying spouse.

In order to allay suspicions regarding the quality of care in a developing country , Indian corporate hospitals are getting certified by international accreditation schemes. Corporate chains such as Apollo Hospitals and Wockhardt Hospital Group are working through agencies like IndUShealth, Planet Hospital and the Medical Tourist Company in Britain to build business across the west.

INDIA -STRATEGIC THRUSTS FOR THE FUTURE

The folowing section lays down the strategy for India to achieve leader position in +medical tourism.

A) The Role of Government:-

The role of Indian Government for success in medical tourism is two-fold

:I)Acting as a Regulator to institute a uniform grading and accreditation system for hospitals to build consumers' trust.

II) Acting as a Facilitator for encouraging private investment in medical infrastructure and policy-making for improving medical tourism. For facilitating investment the policy recommendations include:

1. Recognize healthcare as an infrastructure sector and extend the benefits under section 80-IA of the IT Act. Benefits include tax holidays for five years and concessional taxation for subsequent five years.
2. The government should actively promote FDI in healthcare sector.
3. Conducive fiscal policies - providing low interest rate loans, reducing import/excise duty for medical equipment.
4. Facilitating clearances and certification like medical registration number, anti-pollution certificate etc.

The above measures will kick-start hospital financing, which is struggling now due to capital intensive and low efficiency nature of healthcare business.

For facilitating tourism the government should:

l. Reduce hassles in visa process and institute visa-on-arrival for patients.

2 Follow an Open-Sky policy to increase inflow of fights into India.

3. Create Medical Attachés to Indian embassies that promote health services to prospective Indian visitors.

FORMATION OF NATIONAL ASSOCIATION OF HEALTH TOURISM (NAHT)-:

The promotion of medical tourism has so far been very fragmented with initiatives by few states and private hospitals. The earlier discussions clearly underlines the need for presence of an apex body that can coordinate the promotion of medical tourim abroad. In the Indian context too, this has been successfully demonstrated in the software industry by NASSCOM. It is therefore essential to form an apex body for health tourism - NAHT. The NAHT should be formed as an association of the private hospitals operating in the industry.

A WIN - WIN SITUATION

This is a winning ticket for corporate medical sector and for a section of medical professionals in the country .However , if we look at the public health implications , we see an entirely different picture. The government would have us believe that revenues earned by the industry will strengthen healthcare in the country. But We do not see any mechanism by which this can happen . On the contrary , corporate hospitals have repeatedly dishonoured the conditions for receiving government subsidies by refusing to treat poor patients free of cost - and they escape without punishment . Moreover , reserving a few beds for the poor in elite institutions does not address the necessity to increase public investment in health to three to five times the present level .

The extra revenue from medical tourism could benefit healthcare in India if it were taxed adequately to support public health . Instead the medical tourism industry is provided tax concessions ; the government gives private hospitals treating foreign patients benefits such as lower import duties and an increased rare of depreciation (from 25 per cent to 40 per cent) for life - saving medical equipment . Prime land is provided at subsidised rates . The industry also gets a pool of medical professionals who train in public institutions for fees of Rs . 500 a month and then move to work in private hospitals - an internal brain drain , and an indirect subsidy for the private sector of an estimated Rs . 500 crore per year . Thus , the price advantage of the medical tourism industry is paid for by the Indian tax payers who receive nothing in return .

CONCLUSION

The medical tourism industry offers high potential for India primarily because of its inherent advantages in terms of cost and quality. However, the competition is getting heated up and the success in future will largely be determined by the development and implementation of a joint strategy by various players in the industry. The government should step in the role of a regulator and facilitator of private investment in healthcare. An apex body for the industry needs to be formed to promote the India brand abroad and aid inter-sectoral coordination. Joint ventures with overseas partners and establishment of Medicities will help in India building a significant advantage and leadership position in the industry.

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A STUDY OF DEMOGRAPHIC FACTORS AND THEIR RELATION WITH JOB SATISFACTION AND RETENTION WITH SPECIAL REFERENCE TO THE TEACHERS OF HIGHER EDUCATION INSTITUTES

Sandeep Surange[1] and Dr. Hiresh Luhar[2]
Research Scholar[1], JJT University, Rajasthan
Director[2], VIVA Institute of Management & Research

ABSTRACT

"We were created for meaningful work, and one of life's greatest pleasures is the satisfaction of a Job well done"

(John C Maxwell)

Job satisfaction is one of the most researched topics in Management literature, yet is never fails to arouse interest and give new insights every time a new research is being carried on it.The reason is its deep rooted impact on organizational excellence. It is the key determinant of organizational success as only the satisfied set of people can contribute their best to the organizational vision. The present research is an attempt to understand the philosophy of Job satisfaction and Retention in the case of Higher education teachers. The teachers are unique in their work related factors, determinants of satisfaction and work process compared to an Industrial worker. Although there are several studies conducted on the topic but there are only few which tries to explore the various dimensions of Job satisfaction and dissatisfaction and the measures to retain the teachers for a long duration.

My paper will dig deep into the root causes of Job satisfaction ecosystem in Higher Educational Institutes and suggest remedies to increase employee retention.

1. INTRODUCTION

1.1 Job Satisfaction

Job satisfaction can be defined as the positive feelings about one's job based on one's evaluation of the characteristics of the job. (Robbins and Judge 2007)

Job satisfaction is related to several major employee outcomes like performance, Commitment, Absenteeism, and employee turnover

Similarly Employee Retention is a very important factor which is influenced to an extent by Job satisfaction. It is a common belief that if the employee is satisfied than probably he would stay back with the organization and this will help to increase the overall retention rates.

Employee retention in simple terms refers to the ability of an organization to retain its employees.

1.2 Factors affecting Job satisfaction and Employee Retention

Mullins (2008), identifies five groups of variables that affect Job satisfaction

1. Individual factors such as character, education, qualifications, age and marital status
2. Social factors, including relationships with colleagues, group working ad standards and scope for communication
3. Factors connected with culture, such as value systems and beliefs
4. Organizational factors, including working conditions, management systems and the nature of work.
5. Environmental factors example economic, social, political and technical influences

General factors affecting Employee retention

- A well-defined career progression
- Compensation
- Work relationships
- Work Life balance
- Organization environment
- Recognition and Feedback
- Transparent and Fair Reviews

1.3 Factors considered in the present research paper
The original research considers the following factors affecting and affected by Job Satisfaction for study purposes:

i. Demographic characteristics and their effect on the Job satisfaction
ii. Satisfaction with the students
iii. Satisfaction with the Parents of the students
iv. Satisfaction with the Co Workers
v. Satisfaction with the Supervisors
vi. Satisfaction with the Quality of Work Life
vii. Overall Satisfaction level
viii. Employee Retention

The present research paper has considered some of the Demographic characteristics and their relation with Job satisfaction along with establishing the relationship between Overall Job satisfaction level and Employee Retention.

2. RESEARCH OBJECTIVES:

I. To study the relationship between demographic characteristics such as Income, Age, Gender, and Job satisfaction
II. To investigate the relationship between Job satisfaction and Employee Retention

3. RESEARCH METHODOLOGY
3.1 Sampling Method: Convenience Random Sampling

Target respondents: Teachers of Higher Education Institutes

Sample Size-30

Data Type: Primary and Secondary Data

3.2 Data Collection Tools
Primary Data collected through Research papers, Journals, Blogs, Articles available on the web and Books and Secondary Data collected through a questionnaire administered to the respondents through the Google forms. The link was sent to the respondents vide E-Mail and on WhatsApp.

3.3 Variables Considered for present Study
Independent Variables: Age, Income and Gender   Nature: Nominal and Ordinal

Dependent Variables: Job Satisfaction and Employee Retention   Nature: Interval Variable

4. HYPOTHESES
Hypotheses-1

Ho-There is no significant association between the Age of the employees and Job Satisfaction

Ha-There is significant association between the Age of the employees and Job satisfaction

Hypotheses 2

Ho-There is no significant association between the Income level of the employees and Job Satisfaction

Ha-There is significant association between the Income level of the employees and Job satisfaction

Hypotheses 3

Ho-There is no significant association between the Gender of the employees and Job Satisfaction

Ha-There is significant association between the Gender of the employees and Job satisfaction

Hypotheses 4

Ho-There is no significant Relationship between the Retention of the employees and Job Satisfaction

Ha-There is significant relationship between the Retention of the employees and Job satisfaction

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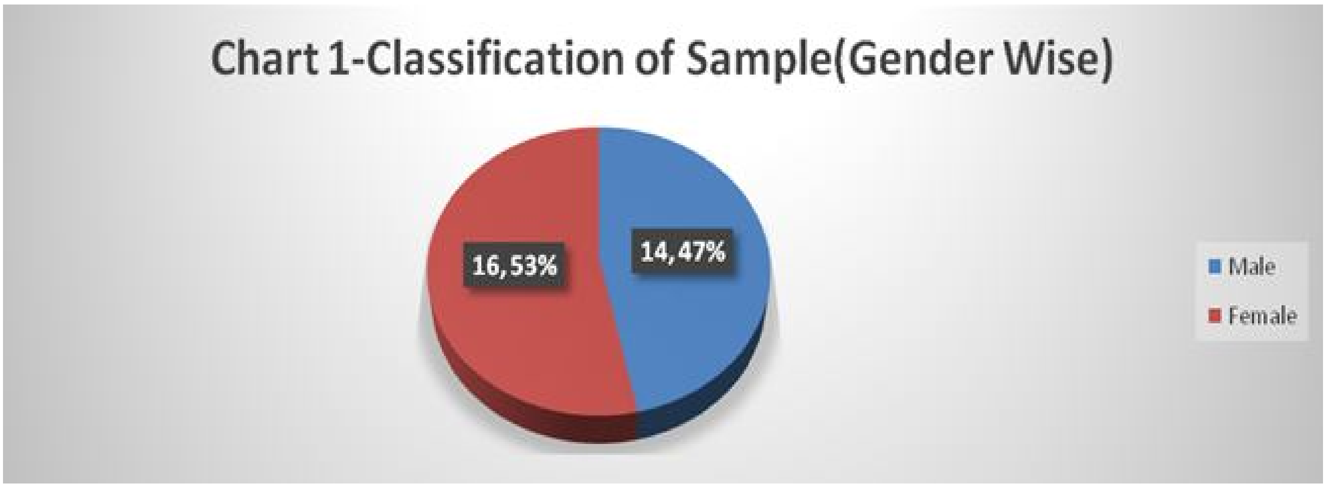
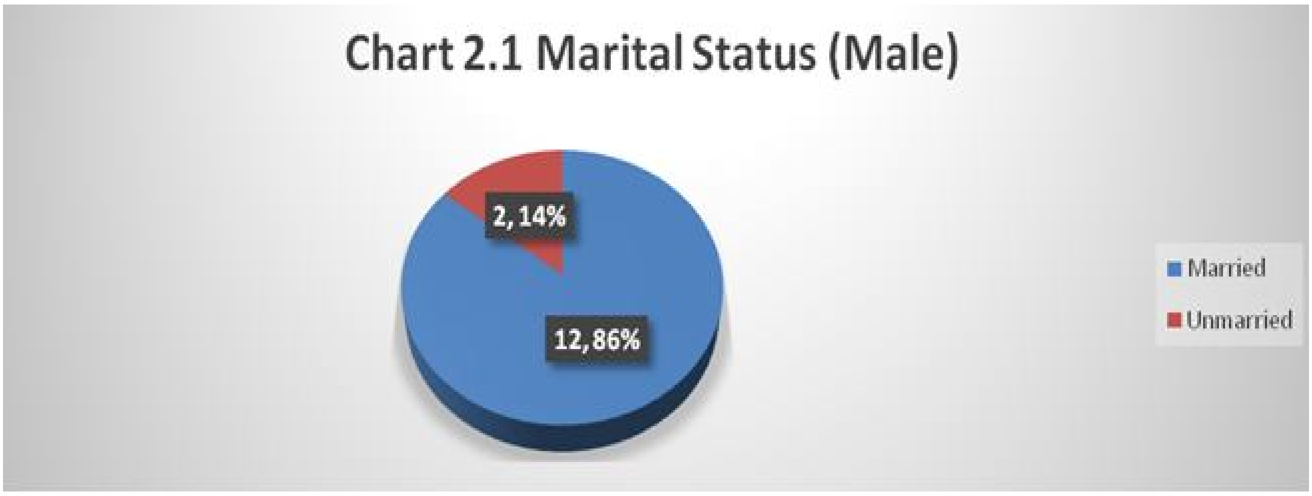
5. DATA ANALYSIS

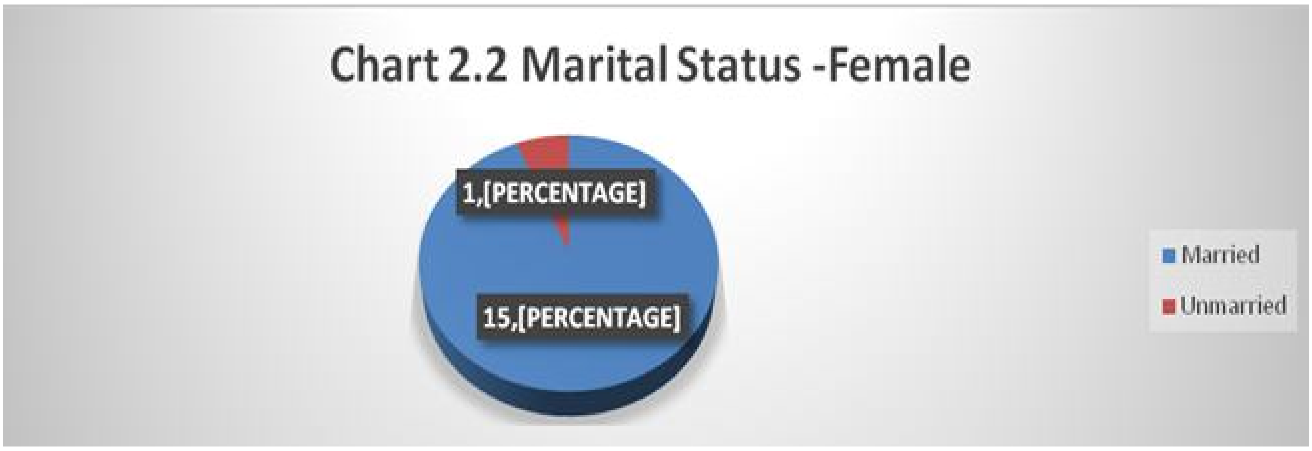
5.1 Charts depicting Demographic characteristics of Sample

5.1.1 Gender



5.1.2 Marital Status





5.1.3 Employment Status

Employment Status				
Gender/Employment nature	Full Time Permanent	Full Time Contract	Visiting	Part Time
Male	8	3	1	2
Female	9	7	0	0
Total	17	10	1	2

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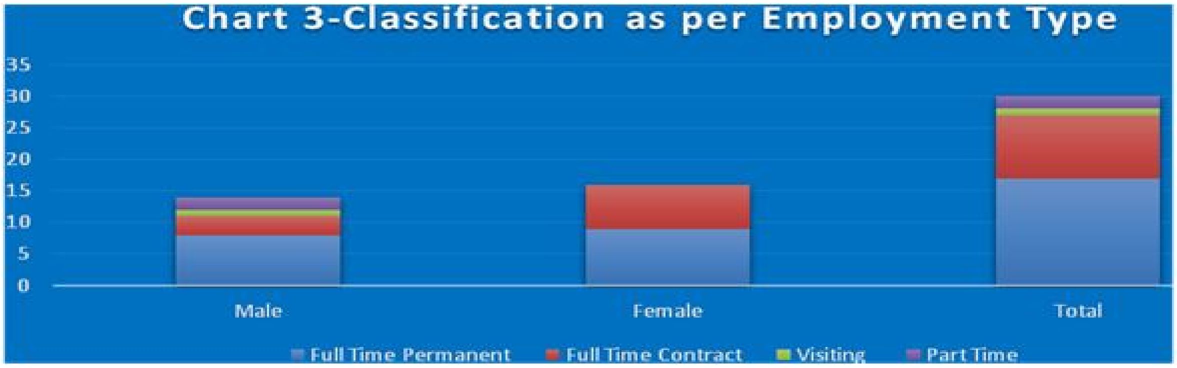

5.1.4 Salary

	Salary wise Classification					
Gender/Salary Slab	Salary Slab					
	15k-30K	30K-45K	45K-60K	60K-75K	75K -90K	90K and above
Male	3	5	2	1	2	1
Female	7	2	2	2	1	2

5.1.5 Qualification

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5.2 Hypotheses Testing

5.2.1 Test of Reliability of scale (Cronbach's Alpha) using SPSS

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.851	56

5.2.2 Test of Association of Hypotheses

Hypothesis 1-Association between Age and Overall Job satisfaction

Hypothesis 2-Association between Income and overall Job satisfaction

Hypothesis 3-Association between Gender and Overall Job Satisfaction

The above Hypotheses have been tested using Paired Sample 'T' Test or 2 way Anova

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Age & OSL	30	.213	.258
Pair 2	Salary & OSL	30	.399	.029
Pair 3	Gender & OSL	30	-.286	.126

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig. (2-tailed)
Pair 1	Age - OS	-1.567	1.073	.196	-1.967	-1.166	-8.000	29	.000
Pair 2	Salary - OSL	-1.100	1.583	.289	-1.691	-.509	-3.805	29	.001
Pair 3	Gender - OSL	-2.333	1.028	.188	-2.717	-1.949	-12.428	29	.000

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Age	2.23	30	.935	.171
	OSL	3.80	30	.761	.139
Pair 2	Salary	2.70	30	1.725	.315
	OSL	3.80	30	.761	.139
Pair 3	Gender	1.47	30	.507	.093
	OSL	3.80	30	.761	.139

Hypothesis 4

Test of Correlation between Overall Satisfaction level (OSL) and Employee Retention (ER3)

Correlations

		OSL	ER3
OSL	Pearson Correlation	1	-.634**
	Sig. (2-tailed)		.000
	N	30	30
ER3	Pearson Correlation	-.634**	1

	Sig. (2-tailed)	.000	
	N	30	30
. **. Correlation is significant at the 0.01 level (2-tailed)			

5.2.3 Interpretation of results

Hypothesis 1, 2 and 3

- The results of the Paired sample‘t’ test shows that there is significant association between Salary and Overall Job Satisfaction.
- At a assumed significance level of 0.05 the output results shows the significance level at Highly Significant ie .029 in the correlation analysis using paired ‘t’ test .So Null Hypothesis is rejected in this case and Alternative Hypothesis accepted
- Similarly the test results when compared to the assumed level of significance of 0.05 for Gender and Age shows that there is very little or no association between Gender, Age and Overall Job satisfaction. So Null Hypothesis is accepted in this case
- There is a significant Correlation between Job satisfaction and Employee retention as reflected by the Pearson’s coefficient of Correlation

6. CONCLUSIONS, RECOMMENDATIONS AND SUGGESTIONS

- Not all the demographic characteristics have significant relation with Job satisfaction.
- Salary as an independent variable has a profound relation with the level of Job satisfaction.
- Overall Job satisfaction is a highly critical factor as far as employee retention is concerned.
- Age and Gender has little or no significant association with Job satisfaction
- Companies should maintain a Good working Environment conducive to the career growth of the employee. This is possible through good salary, increments and promotions.
- Employee retention rate can be increased through using demographic characteristics to the advantage of the company which in turn will facilitate Job satisfaction.
- Job satisfaction is a very complex concept to measure and lot of factors are involved which directly or indirectly influences the same.
- Overall relationship with Coworkers and Supervisors plays a significant role in Job satisfaction of the employee apart from other factors.

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MINING & TRAINING SOURCE CODE FOR INTELLISENSE OF COMMENT GENERATION

Vipul Mirajkar and Prof. Rahul Wantmure
Student and Professor, Sterling Institute of Management Studies, Navi Mumbai

ABSTRACT

Code comments are the essential and integral part of software development. They improve program comprehension, software maintainability and readability. In this paper, we propose a general approach to generate code comments automatically by analyzing existing software repositories and training the text classification model to identify lines and generate comments. We apply clone detection techniques and training the classification model to discover similar code segments and use the comments from some code segments to describe the other similar code segments. We leverage Text classification Algorithms for identifying words and generating the intellisense.

By analyzing almost tones of Github repositories we have found that only 23% of the generated code comments are good and sensible [4]. We have recently reported to the developers some of the good code comments, whose code segments do not have an existing code comment. Amongst the reported code comments, seven out of ten have been confirmed by the developers as good and committable to the software repository while the rest wait for developers' confirmation.

A bad Programmer spends minimal of his time on writing a good, sensible comments or none. Comments help us to understand the basic work flow at a glance without reading the actual code; this helps us to understand the program more efficiently and gives the proper understanding required [5]. Now, moreover writing comments consumes time. So, to increase the speed of development with proper documentation, we are bringing intellisense to the picture this, will help to give suggestions of comments as per the code written and as per our text classification algorithm we work upon the related comments will be shown, a.k.a Smart Compose [7]. So, this helps in maintaining the code documentation as well as it maintains the standard.

Keywords: Code Documentation; Smart Compose; Comment Generation.

PROBLEM STATEMENT

Software maintenance demands as much as 90% of software engineering resources, also long variable names reduce the code readability. Documentation plays an important part here.

This paper represents a process to save a programmer's time by generating comments through smart compose suggestions after a line of code has been written, as we know programmers are always running out of time. Also, the documentation plays an important part in writing a good committable code.

The major aim of this paper is to provide a novel technique to automatically generate descriptive summary i.e the comment using smart compose. Smart compose is the intellisense to give suggestion of the nest possible words and combinations which relate with the text. Many of the IDE's use intellisense to complete the code lines by provide auto completions [6].

Most of the codes are copy pasted from websites such as Stack Overflow, Java code Ranch etc, and used the improved descriptions (modified with natural language processing techniques) as comments for the code segments in the software repositories. Although human written sentences from Stack Overflow can be used as source code comments, the technique can only generate a limited number of comments automatically. The reason is if a code segment had never been discussed on a Q&A website, then Auto Comment cannot generate a comment for the detected code segments that are similar, which limits the yield. Based on our user study, we learnt that comments that are written for easy-to-understand code (no comment is needed to help comprehension) are less useful.

As we know the reuse is major in this industry the same boiler plate code will be used in many places so, to understand more and more code for generation will be efficient to train our model.

For example, the 1,005 Java open source projects that we downloaded from GitHub contains 42 million lines of code and 17 million lines of code which is same.

LITERATURE REVIEW

Edmund Wong, Taiyue Liu, and Lin Tan 3 colleague's from department of Electrical and Computer Engineering University of Waterloo, Waterloo.

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The three of them proposed a groundbreaking invention on Mining Source Code for comment generation [1].

Using clone detection techniques they developed an implementation of this idea and generated code comments as per the code written.

They have been mining the source code to understand the code and generate code as per the code written.

Giriprasad Sridhara, Emily Hill, Divya Muppaneni, Lori Pollock and K. Vijay-Shanker Department of Computer and Information Sciences, University of Delaware. Used abstract syntax tree (AST) structure to represent code segments which a good way of representing code and structuring it for generation. But, this is not an efficient technique to use, nested variables create complexities. This can affect the execution speed of the process.

PROBLEM DEFINITION

1. As we know we are mining a large pool of code segments and reusability is a common practise in software development process hence, duplication of comments is a major problem to be handled.
2. We use Text classification techniques to understand the code parts, sometimes we write some human written sentences which contain short forms are needed to be handled as the text classification will fail in this case, we train our model as per the set of code comments which our compiler knows.
3. Code comments in a project are mostly project specific, as per the business/project logic we write code so, to remove these comments is one of the major problem. Also, codes lifted up from the Q&A websites are mostly to contain a scenario specific code.
4. Mining code from a huge set of repositories need a good set of code clone detection techniques as we have to inspect code of large repositories as well as the uncompilable source code which is mostly the pseudo code from Q&A websites.

OBJECTIVE

The main objective of this paper is to save a programmers time in maintain the documentation of code, that is by generating comments with smart compose feature which will prompt comments related to the code segment that is written. As comments play an important role in development and also save time while maintaining the project. With the help of code cloning techniques and smart compose we can achieve our target by giving exact comments required to the programmer where he can edit or keep the same comment line suggest. Mostly major programmers do comment their code segment which is a bad practice and reduces readability of code.

Natural language processing and Text classification techniques help us to train our datasets and generate comments based on language which we generally use and even the short forms are handled using hybrid text mining used to find abbreviations and acronyms.

During maintenance phase, code comments help developers understand the programs in better way and reduce additional time spent on reading and navigating source code. Unfortunately, some of the comments are often mismatched, missing or not up to date in the software projects. It is important to keep our code up to date with proper comments.

Intellisense will help us in giving suggestions more quickly to write comments instead of typing smart compose will give the actual comment which is matching with the written code segment.

So, we have a clear objective of achieving our goal.

RESEARCH METHODOLOGY

Fig.1 shows

1. Software projects from which we will be extracting the comments or the model to train the generate comments.

So, our research has solutions to address these problem statements, we proposed four techniques, including-

1) Filtering of code clones that do not have semantic similarity.

2) Extraction comments from the source code.

3) Elimination of code comments that contain project specific information.

4) Ranking multiple code comment candidates.

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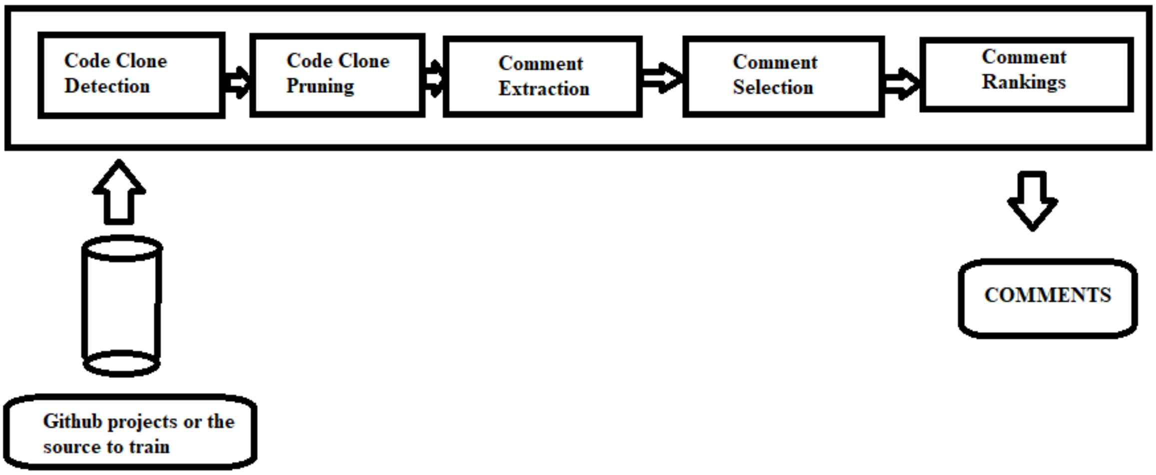

Figure-1

1. Code Clone Detection-

1. Algorithm

We tend to design a clone technique which is token based. Token based code cloning can achieve time complexity of O (n * m) within token based system, where n is the number of lines of code and m is the number of lines of code in the training model or from the source which we are training. Time efficiency is very important in as we have to check thousands of lines of codes so the time should be minimal.

Secondly we are using text classification for identifying the code segment written by the programmer and prompting the legitimate code comments.

We require string and char variables to match exactly during the tokenization phase. The reason is that the value of string and char variables has a high impact on the semantic meaning of the code segment. The following below code segment, where its semantic meaning is highly dependent on the value of the string variable [1]:

```
// if element is not "property" then skip
if ( !"property".equals( propElement.getTagName() )
      ) {
  continue;
}
String propName = propElement.getAttribute( "name"
     ).trim();
String propValue = propElement.getAttribute( "value
     " ).trim();
```

Figure-2

2. Code Clone Pruning

Generally our code cloning will not distinguish between meaningful and meaningless code. Many a times a code segment is repeated many a times. For example, the below code segment contains many similarities code clones, but the code clones will not be useful from a semantic standpoint.

We try to identify code segments which are syntactically same but not semantically same through the below two heuristic approaches [3]:

1. Requires at least one method invocation. If, no method invocation is happening means some low level operations are happening such as Exception handling, loops etc.
2. No code repetitions are allowed because a block of code can contain same set of statements which in general create duplications in our process, so we should prune certain cases.

3. Comment Extraction

Now, after successful mapping of code comments and with proper segments now we are ready to map the things with the code segments of our target system.

In this stage we are also performing text classification technique which is additional part to the project [2].

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Figure-3

We choose statistical model for comment extraction using text classification,

It exclusively compares the input text with the training texts included in the model. In other words, when you train a model you associate each category to sample texts, so that when you enter a text to classify, the system will compare it with the examples and will determine which one is the nearest, our training set will be the project or the compiler which we will provide.

4. Comment Selection

After training and mapping text of code segments to the proper values we will integrate

Smart compose feature, where a programmer writes a code of segment and the suggestions related to the code segment appears in front of it, so that time gets saved, readability increases and proper documentation is maintained [8].

As per the code segment written the algorithm selects the top comment which is close to the code written.

5. Comment Rankings

Since we have a larger set of result set that is generated for comment suggestion, we rank the best comment which matches with maximum number of possibility to match with the code segment written.

The ranking is based on the two factors explained below:

1) The closeness of a code comment against the code segment (text similarity score).

2) Through text classification statistical rule which is constrained over the syntax and keywords of the programming language.

ANALYSIS & FINDINGS

Firstly, for testing purpose we tried to mine and train our model through some Github projects the estimated time taken and lines of code are shown below (Table 1):

Project	LOC	ET	Project	LOC	ET
Java JDK	964,143	141	ArgoUML	195,363	26
DNSJava	63,071	3	Ant	135,407	25
ANTLR	42,078	6	Carol	11,694	4
GanttProject	54,461	4	Hibernate	528,662	46
HSQLDB	169,178	19	JabRef	96,663	18
Jajuk	68,998	15	JavaHMO	25,631	6
JBidWatcher	30,219	5	JFtp	77,195	5
JHotDraw	233,991	5	MegaMek	289,864	52
Planeta	11,125	3	SweetHome	87,547	16
Vuze	574,566	66	FreeMind	67,287	8
FreeCol	130,308	22			

Table no-1

We found that mining is a tedious task and to every time process projects as the projects contain thousand lines of code which is a time consuming task.

Instead of mining we can directly go for text classification training model and train it thoroughly with proper compiling rules and keywords so that the rearing and mining is excluded from the process and our results stats may also grow.

Secondly, we found that using text classification approach is a better option to go with, Instead of opting for code cloning techniques.

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THREATS TO PERFORMANCE

In our evaluation, a main threat to evaluation is that we evaluated the generated code comments manually, and our evaluation criteria are different compared from those of the previous work [1], [3]. We gave our best to be objective in our evaluation, we also reported the generated code comments to the developers. Our evaluation criteria is based on whether a code comment could be committed in the software repository, which we rank them using the good, fix, and bad criteria.

When we trained model thats is by using text classification techniques we can get better results rather than mining and generating comments there is 30% of chance to get wrong comments. But, using text classification the optimality is high as well as the accuracy is good for generations.

Our smart compose (intellisense) feature helps to save developer's time so this is most important feature of our paper. Not only generating comments we are simplifying the process of writing comments too.

LIMITATION AND FUTURE SCOPE

- To clone about millions of lines of source code it is a time consuming task and the optimality of getting sensible comments is also compromised. Other factors then this are the duplicity and unwanted pseudo code that needs to be pruned accordingly.
- Prompting of suggestions every time while writing code maybe a irritating factor for a programmer to always cut the wanted part. We need to handle it with disable feature option.
- As the world is adopting Artificial Intelligence and Machine learning models to solve complex problems we can use some models to train our data as per the needed scenario so that we can categorize comments according to the programming languages and scenarios so instead of mining data we can directly train the language syntax and accordingly create / generate comments which we are not fully implementing here.

CONCLUSION

We proposed a new general approach to mine software repositories and train the model used for development accordingly for automatic comment generation. Our tool can generate a good set of comments which are meaningful and committable comments directly to the software repositories and which take minimal time to write code comments.

In this study, we have also shown insight with the anticipation of generating comments that is required maintain the readability and proper documentation of a project. The major aim of solving this problem is to save a developer’s time as well as to maintain standard of coding and increase code readability.

The major goal was to implement the Smart Compose (intellisence) [7] feature to directly show comments suggestions which we have already generated and trained using text classification algorithms. This idea was first proposed by Edmund Wong, Taiyue Liu, and Lin Tan 3 colleagues from department of Electrical and Computer Engineering University of Waterloo, Waterloo [1]. But they were only mining the repositories not training them we do both mine and train also prompt suggestions for commenting.

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LITERARY AESTHETICS TO FORESEE THE COURSE OF NATURE

Dr. A. P. Pandey
Principal, VIVA College of Arts, Commerce and Science, Virar West

Present paper tends to focus on new trend as to how literary artists across the globe envisage and appeal mankind to preserve and procure the pristine glory of Nature being terribly exploited by the surge of new inventions, scientific and technical advancements and innovations. It was perceived by the creative artists though the lens of imagination that exploitation and misuse of natural resources needs to be stopped otherwise nature will take its own recourse to retaliate over doings of mankind.

Greek philosopher Aristotle attaches the highest importance to an artist portraying an ideal world based on his thorough intuition and imaginative faculty. His ideal and artistic presentation of world percolates from the streams of deep insight and genuine perception. In the light of literary and scriptural expression, an artist picturizes the multifarious facets of nature and evaluates how they are beneficial and at the same time dangerous for human race. Whereas an artist glorifies nature with its all bounty and beauty, he also presents traumatic situations of global warming, flood, famine and other forms of divine displeasure. Such natural calamities stirred by mankind need to be introspected through prism of the literary and scriptural works which undertake the task to literate mankind to deck and don the beautiful earth as an excellent creation of God.

The world is passing through the most crucial phase of seamless happenings accounted for irrational and vitiating faculty of mankind that tries to coerce the overpowering spirit of nature. The dire consequences of man's rash act of challenging the divine scheme and striking sharply at the propensity of nature can be experienced in the divine displeasure exhibited through floods, famine, earthquakes, global warming etc. This has posed the greatest threat to the world, which if not properly handled and timely dealt with, the most beautiful planet, which is the abode of excellent human race created by God, will gradually be moving towards its extinction..

If one gears back into the literary and scriptural details, one come across a number of references and illustrations where divine manifestations of nature have been invoked to quell the soaring furies to enjoy the blessings of nature eternally. The Vedas and other literatures have been directing human race to be kind to nature and help it to preserve its modesty and serenity. In the Vedas, a number of *suktas* entitled as *Prithvi Sukta, Purush Sukta, Indra Sukta* etc have been devoted to promote worship of nature. The Yayurveda has a number of *Richas* (hymns) which are mainly cited to offer prayers to appease the spirit earth, air, sky, mountain, medicine and plants, being indispensable constituents of the divine scheme of nature:

Dyauh shaantirantariksh shaantih, Prithvi shaantiraapah shaantiroshadhayah shaantih.

Vanaspatayah shaantirvishwe devaah shaantirbraham shaantih sarvam shaantih shaantirev shaantih saa maam shaantiredhi.1

The above hymn has been offered to heaven, sky, earth, air, medicines and vegetation to keep them cool so that man is privileged to enjoy the boons of nature in its entirety. It shows that the author of the Vedas had an insight into the fact that man in succeeding course of time might venture to violate the chastity of nature by exploiting its prized resources to his own end. It is now felt that our modernized myopic vision has taken away our ability to see the living spirit in the tree, in the river, in the mountain-and to know that the life energy sustaining them and us is the same. The environmental crisis is thus a spiritual crisis which needs to be immediately addressed to save the human race from recurring furies of nature.

In Sanskrit Literature, poets like Kalidas, Magh, Bharavi, Bhavbhuti and host of other literary luminaries have presented nature as human being with all its grace and grandeur. Kalidas in his epic poetry *Kumarsambhavam* depicts the Himalaya and the oceans as gods that ensures the boundaries of the country and save it from the spell of undesirable happenings:

Astyuttrasyaam disi devtaatmaa, Himalayonaam nagaadhiraajah

*Poorvaaparau toynidhivagaahyah, sthit prithivyaamiv maandandah**.2***

(English)-There is to the North, a mountain, named, Himalaya, whose soul is deity, with his spurs dividing into the eastern and western oceans. He stands as a measuring rod to earth.

Similarly, a number of writers of other literatures have expressed the same attitude towards nature and lay stress on preserving its immaculate glory in order to enjoy its perpetual blessings showered on mankind.

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Tulsidas in his greatest work *Ramcharit Manas*has rendered well how rivers and oceans having divine spirits were offered humble prayers by Ram to succeed in his effort to kill Ravan, a great champion and originator of evils. In the Mahabharata, Goverdhanpooja is mainly prayers offered to the mountain that came to the rescue of mankind when Indra attacked people through thunderbolts in a fit of anger and tried to destroy the creation. These phases of nature have been symbolically used by great writers to create a kind of religious feeling in man so that he may be obliged to offer his prayers and safeguard their existence. These illustrations in literature are derived from the past when the writers had never faced actual problems generated by the wrath of nature but the speculated through insight the probability of sufferings to mankind emerging out of the imbalance in the temperament of nature. Therefore the literary artists always inspired man to be kind to nature as it is a free celestial gift to be used by man.

In English literature, William Shakespeare,the most powerful literary bard has glorified the pastoral elements in almost all his comedies and in some of his songs and sonnets. His plays ***As You Like It*** and ***A Mid Summer Night's Dream*** have an exuberance of pastoral backgrounds set against the entire action of the plays. The entire action of the play ***As you Like It*** is set in the Forest of Arden and a nice portrayal of nature has been rendered to show that nature is better suited to the requirement of the needy with nobler feelings and in-depth human sensibility. The entire action in ***A Mid Summer Night's Dream*** takes place in the woods and nature proves to be instrumental in the resolving the love intrigues between two couples who finally get happily wed.

Milton, another poet in ***Paradise Lost*** has expressed his grave concern over the exploitation of natural resources by the fallen angels from Heaven. The evil spirits, driven by inordinate ambition to make pandemonium – a huge palace in hell to hold meetings and conferences against God -attacked the hill and broke open the chest of mother earth and robbed its precious treasures lying deep down in her womb.

By him first

Men also, and by his suggestion taught,

Ransack'd the centre, and with impious hands

Rifl'd the bowels of their mother Earth

For treasures better hid.3

Here the earth has been personified to show that earth has the spirit and human feeling and therefore be respected rather than being attacked to suit cruel design of mind. In the seventeenth century, Milton perhaps had foresighted that the crisis of temperamental imbalance in nature might arise in future due to the soaring ambition of man to win over the spirit of nature. According to Milton men who were taught by these evil angels exploit the tranquility and serenity of nature by ransacking mother earth to fulfill their own impious desires.

The Nineteenth century English literature known as the Romantic age is full of the lively and lovely renderings of nature, and the major poets such as Wordsworth, Coleridge, Shelley, Keats, Byron and many more writers are basically known as the poets of nature. It would be reasonable to glance through one or two representative poets rather than dealing with all the romantic poets who personified nature promoting our love and respect for it. Wordsworth with his poems such as, *Intimations of Immortality from Recollections of Early childhood*,*The Rainbow*, *Lucy Gray*, *To the Cuckoo*, *To a Skylark* and *the Prelude*present the vitality and human sensibility of love, ambition, imagination, thought etc. Keats in *Ode to Autumn* and Shelley in *Ode to the West Wind* have reflected on the role played by seasons and winds in the process of creation.

Andrew Marvell, one of the major poets of Metaphysical School of poetry, in his poem, *The Garden* glorifies nature and asserts the significant role played by it in shaping and promoting the personality of mankind. But he seems to be aggrieved by the human behavior, which always tend to harm nature at the cost of his own pleasure by cutting the barks of the trees and writing his beloved's name to show his passionate love towards her:

Fond lovers, cruel as their Flame,

Cut in these Tress, their Mistress name.

Little Alas, they know, or heed,

How far these Beauties Hers exceed!

Fair Trees! Where s'eer your barks I wound,

No Name shall but your be found.4

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The modern writer of English literature T.S. Eliot in his book ***The Waste Land*** which is also known as the classic of modern age has asserted that fury of nature is mainly spelt due to the spiritual degeneration and sterility. In the ***The Fire Sermon,*** an important part of *the Waste Land,* Eliot refers to the pollution of the river Thames which has been a living body of "sweating oil and tar.The water is the source of purification and regeneration but the degenerate mankind does not realize this and does not hesitate to defile the purity of water:

Sweet Thames , run softly, till I end my song.

The river bears no empty bottles, sandwich papers,

Silk handkerchiefs, cardboard boxes, cigarette ends

Or other testimony of summer nights.5

The solution for spiritual deterioration,T.S. Eliot thinks, can be sought through three Sanskrit words appear in *The Brihadaranyak Upnishad*- ***Datta*** (give), ***Dayadhwam***(sympathise) and ***Damayat*** (control) which respectively mean one should give to others whatever he has; one should be sympathetic to others: one should control his sensual desires. If this practice of magnanimity is perpetuated, the moral and spiritual degeneration of the modern man will definitely be replaced by spiritual regeneration and world will enjoy the bliss of close association and communion with nature. Besides, American writers do not lag behind as far as the treatment of nature and impact on life is concerned. For instance, Walt Whitman the most representative poet of America in his magnum opus called ***The Leaves of Grass*** has mystically presented the divine aura of nature and its union with the Supreme Soul. Whitman asserts that basically there is no difference between various phases of nature, man and God, as all of them are made up of the same elements.

The above discussions show that the literary and scriptural renderings of nature were meant to create mass awareness that protection of nature is indispensable for heathy and happy life. If our environment is not purged of its impurities, it will not be possible for mankind to lead a happy life. What was realized by the artist long back is now being realized by people and necessary measures are being initiated by scientists and scholars for the protection of nature.

The paper concludes that literary and scriptural writers are blessed with imaginative faculty who can glance beyond the horizons and appeal humans that nature is indispensable for hearty life of man. It, therefore, deserves to be commended for its magnanimous gesture, which allows mankind to play in its blissful lap with the same spirit as a mother allows her own child. Thus it will not be far from the truth to say that an artist is a visionary who portrays an ideal picture of the world as ***how the world ought to be and how nature needs to be protected from the onslaughts of ignorant mankind.***

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HUMANITIES: AN INTERPLAY OF THINKING, INTERACTIONS AND SOCIAL RELATIONSHIPS WITH ANIMALS LEADING TO DEVELOPMENTALLY RICH CHANGES IN HUMAN BEHAVIOUR

Marolia Kautuk[1] and Thengodkar RRM[2]
[1]C. R. C, Vanaushadhi Sanshodhan Sanstha, Keshavsrushti, Thane
[2]VIVA College, Arts, Virar

ABSTRACT

Motivation

Research has exemplified that learning is strenuous in impoverished environments having unstimulating effects. This study evaluates effects of experiential inquiry-based learning models with respect to changes in human behaviour.

i) To assess changes; in human interactions and behavioural patterns influenced while animal conservation.

ii) Elucidate richness in learning experience through constructionism.

Scope

Can animal rescue, environmental conservation activities be stimulant for changes in social interactions leading to behavioural changes?(Alexandra et.al. 2011). This paper attempts to familiarise readers with changes observed in people's behaviour during my course of animal rescuing belonging to different biological domains. This would be a journey of personal understanding, self-discovery which has helped myself and will aid others in understanding socio-environmental interactions resulting into developments.

Approach

A simple helping gesture to animals predicated myself to become animal rescuer interested in reducing animal human conflict. The study initiated as an experiential learning process which involved daily feeding of animals, extended interactions with them, documenting observations in log books, causeries, group discussion, literature reviews and attending workshops.

Results

Human developmental not only involves physical changes, but also involves transitions in the way we think, use language, develop social relationships, emphasizing that changes occur in an integrated manner from conception until death (Bateson et. al. 1972) These are profoundly seen to influence personality when animal human interactions are initiated. The role of cognitive processes in human development relate to mental activities, associated with the processes of knowing and experiencing, viz. thought, perception, attention, problem solving, etc. Socio-emotional processes involved while dealing with animals influence developmental changes in an individual exhibited through variations seen during interacting with other people; changes in emotions, and in personality (Robert, In press). This is identical to increased interactions with peers provide them with opportunities for refining their social skills and trying out different social behaviours. As adolescents desire independence while exhibiting great deal of dependence on their parents leading to rapid fluctuations between self-confidence and insecurity typical of this stage, it is warded off while involved in animal rescuing and environmental conservation activities. (Crist, et. al. 1972). These activities also influence systematic solution seeking that has been referred to as Logical thinking (hypothetical deductive reasoning) by Piaget. Important aspect of development is to replace intuitive thought by logical thought. The microsystem of Keshavsrusti, the immediate environment where I live uniquely allows for direct interaction with animals, birds, insects, arthropods, unicellular organisms, fishes apart from conventional social agents – the family, peers, teachers, and neighbourhood place. Early life experience in a research lab gave an exposure to books, catalogues, scientific posters, causeries, presentations, experimentations, designing and constructing instruments, and introduction to multidisciplinary subjects resulting in prosperous inquiry-based learning experience.

Conclusion

Development does not take place in isolation as it is mostly integrated into a sociocultural context. The study of human development (learning) would help everyone to understand the parameters influencing innate learning that results into behavioural modifications necessary for societal development especially the educational setups in India.

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INTRODUCTION

Humans and animals are in consistent contact in environmental systems. The quality of human-animal interactions has a reflective impact on the growth and development of animals. Interactions by humans towards animals may be neutral, positive or negative in nature. Regular contact with humans will lead alterations in the physiology, behaviour, health and performance of animals. If the interaction is positive it will lead positive alterations like healthy mind, good physique and productive performance while aversive human contact will result in fearful attitude towards humans, slow or no growth (both physical and mental) and reproductive performance could be compromised, also some might turn defensive against human interaction (Hare *et.al.* 2006). Research has exemplified that learning is strenuous in impoverished environments having unstimulating effects. This study evaluates effects of experiential inquiry-based learning models with respect to changes in human behaviour.

Fig.1: Dressing the puppy; "Lallu"
medicating animals to maintain environmental hygiene

The present study focuses on real life interactions of the author, his friends and family with different animals, birds, insects those dwell in their surroundings. This study was carried out at Keshavsrushti; a semi deciduous timberland, located at 19.2° N, 72.8° E in the region of Mira Bhayander, Thane city, Maharashtra state, India. This is a well-known tourist spot located just 2.5 km from Uttan beach. Since youth the author have wanted to feed and play with the feathered creatures and other living animals in his surroundings as appropriately educated by his folks to esteem nature. The author shares instances that pose a better understanding about human-animal interactions.

MATERIALS AND METHODS

Specimen materials (animals, nests, leaves, sticks, insects etc) that were observed in the wild were collected from the surroundings and documented in this study. Only dead specimens were catalogue and living organisms were released back in their extent General lab resources like personal protection (gloves, face masks, head caps, forceps etc) and chemicals like ethanol, isopropyl alcohol, sterilium etc were used in this study. A detailed daily log book entries were maintained in the lab. The observations recorded were discussed weekly during lab causeries. Due care was taken to ensure that animals were treated as per standard research-ethical guidelines. Feeds for different animals were brought from the local market after searching for their natural requirements in the research journals upon personally verifying with the veterinary doctor which included nuts, fruits, chicken pieces and vegetables etc.

Case Studies were generated to document:

- Real life experiences involving various animals.
- Changes in animal behaviour towards their surroundings with time.
- Changes in social behavioural pattern of humans due to human - animal interactions.

This paper also attempts to assess the changes in human attitude and behaviour due to their constant interaction with different living creatures.

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CASE STUDIES OBSERVATION AND RESULTS

Case Instance 1: *Rescuing the ailing street Dogs*

It was quite agonizing to see the poor and unhygienic conditions that the stray dogs were living in. Every day it was sad to see the dogs eat up from the garbage. The most sorrowful incident witnessed was when dogs started dying and apparently the cause of death was found to be food poisoning due to consumption of stale food, expired medicines etc that were all dumped together (.Bergler *et. al.*1988). However, an unfortunate event among this was the death of a female dog who had delivered five puppies just a day prior. Due to lack of care and protection the puppies started falling sick. Two of the puppies tried to run in order to find shelter and food but unfortunately died due to attacks from other dogs. Initially one of these puppies (fig.1) were attempted to be saved by medication applied by the novice author, they were taken to veterinary doctor. The cause of fever explained by the vet was ‘canine distemper’, a serious contagious viral disease that affects the respiratory, gastrointestinal and nervous system of dogs and puppies. Some pups exhibited loss of appetite, dizziness, quivering of jaw, weakness, restlessness, trembling of legs. Medical science does not have any particular cure for this and resulted loss of two more puppies leaving behind only one puppy named ‘Gabbar’. Another puppy rescued was named Mohini, she was suffering from skin infection and so people started stone pelting her to shoo her away. Post rescue she was given medicines (ivermectin 4.5mg per week regularly for 2 weeks); now she has grown up with dense golden mane. This female dog is mother of 2 puppies. One more female dog was rescued and named Jhapti. The name given to her beholding her actions of snatching (Jhapatna in Hindi) by the authors mother food whenever she saw it and hastily eat it all. At the time of rescue, she was starving. However, with proper feeding, she has now grown up to be a healthy mother of 6 puppies. An injured, scared single puppy found was named Chilkiya. Agony was that his wounds on the neck developed maggots, the author provided first aid and then upon dedicated application of ointments and taking care of his feeding habits, he has now grown up to be the strongest amongst all the dogs residing in the area.

Fig:2 Human- Animal

Interactions: Animal-Human and Human-Human (fig.2)

It was difficult to deal with pups since little dogs were too small to drink milk without anyone else's input. Milk feeding bottles were available but nipple size was way bigger than puppy’s mouth so we chose to feed milk by cotton, later we use to give cerelac. We decided to vaccinate the hostile to rabies by taking them to veterinary facility, as there were numerous different mutts that used to come and attempt to kill dog (E. Laurier, *et. al.* 2006) . Therefore, we use to keep pups at home only. However, at whatever point they play outside certain canines would come and assault those pups. We use to take harmed one to veterinary centre whenever required. Initially the animals were scared to visit the vet but they would calm down by our touch and presence (Gaita *et. al.*2003). Later the same animals were excited to go to the vet and get treated as they would enjoy the travelling most by peeping out of the vehicles and observe things pass by quickly. Voyaging with pups was difficult, as the facility was distant from my home besides, we did not have any vehicle to convey those pups to the centre. I use to call auto rickshaw to pick me and later he gave me concession since we are helping stray mutts. What's more, that auto rickshaw uncle advised other auto rickshaw drivers to give me concession too when he was unavailable. Later the veterinary facility also provided me with the concessions for treating our stray dogs.(Arluke *et. al.* 1996) A few people terrified of pooches, prefer maintaining a strategic distance from them since they suppose these will spread maladies hence some of them undertake stone pelting. Looking at our involvement with dogs people started connecting with us. To our astonishment our NGO administration took a lead to help us and vaccinate all stray dogs in our locality. This allowed the puppies, live without any animal and human conflict in near future. Visitors small children could safely play with all the dogs and develop an integral relation with these animals too.(Goode *et. al.* 2006) Mohini and Gabbar are on their own; identifying their territory and food, since they visit us only when they are short of food.

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My companion; Sharvari feared mutts and dither to contact them. She was frightened in light of the fact that pooches would jump on her for need of consideration. She misconstrued this motion as mutts needs to hurt her and used to pursue away from nearby located animal. Be that as it may, after our cooperation, she found out about puppies from various encounters with other creatures and now she plays with each pooch with no dread. Grown-ups use to reconsider trice before contacting a canine, yet little children or youngsters use to play without doubt. These grown-ups every-time state not to contact or wander around mutts and impregnate fear in the young ones by negative statements that it will bite you or spread ailments. These adult influences have incredible effect on child psychology and behaviour. It seeds the basis for non-interface with other living creatures which ultimately culminates into the human-animal clashes. These are additionally the general reason for constrained ecological protection triumphs as all the natural sciences learning is restricted to the scholarly community and seldom gets incorporated in field preservation exercises because of the disconnect with the environment. Nourishment squandered in our region was utilized to make compost yet in the wake of seeing our endeavours like giving sustenance every day, giving milk, biscuits and so forth, Individuals begin giving little measure of sustenance to creatures as well! Children were exceptionally great eyewitnesses, they see that hounds live and meander where sustenance is accessible so kids use to store a few nourishments for the canines just to play with them and have them close-by.

Case Instance 2: *Parenting the orphan Squirrel.*

Mr. Ashok (a staff member) saved baby squirrel who had lost its mother. The baby squirrel was handed over to the author since the authors efforts towards saving animal lives were commendable. On searching internet about what and how to feed squirrels, appropriate care was taken and a healthy and comfortable ecosystem(fig.3) was developed for it.(Prater, BNHS)The sex of the animal was determined and was called to be 'Prema'. the animal was never restricted in the lab or in its man-made glass house. As a result, quiet often the animal visited its native habitat viz; tree and return back to the lab when hungry.

Fig:3 Choosing between ecosystems "Prema" a baby squirrel shuttles between the lab and wild.

We later chose to discharge her in open native territory. Sincerely it was troublesome for us to release her. Her nonattendance emotionally influenced me and another M.Sc. intern; Sunanda, such that we used to visit the place of release, and call her many a times. We later suspected that she had moved to more profound wilderness. Prema had intensified human-human interaction(fig;4) to post few months

Fig.4: Human involvement with animals enriching their experience

Individuals came to us just to see "Prema", children to grown-ups everybody wanted to click photographs and play with her. So we for the most part inquire as to if you saved this squirrel what would you do? Few people stated, I will keep it confined and never allow anybody to contact her. A few people said that we will sustain her and after she grew up, we will discharge her. A few people indicated that they cannot do anything, will just play with it and allow somebody else to care and feed her. In the wake of arranging each answer, we realized that individuals had needs to engage themselves however they don't have consideration about connecting humans with creatures. As a result, the creature won't endure if individuals are constantly ruling the planet as living being. (Midgely *et. al.*1983). Behaviour of few human beings overwhelm each living creature however we seldom realize that we are a small piece of the biological ecosystem. 2-3 days after her release, she used to come to lab and initially she used to stow away. After certain occasions she begin perceiving everybody. If Sunanda (intern) blows whistle Prema would come and jump on her, however when some other individual blows whistle, she didn't come. Established that animals did recognize their well beings

Case Instance 3: *Medicating the injured golden Oriole.*

One day authors mother observed, a guy who brutally beaded a bird, an golden oriole by slingshot(bechki) with purpose to eat it. She discovered later that the bird’s wings and tail were broken while continuously bleeding. She felt bad about it asked me to rescue the bird(fig.5). She gave the bird in a bucket, that I was carried the scared bird to the lab which kept, looking at myself and our dogs.

Fig.5: Golden oriole understanding the bird requirements while rescuing “Aboli”

When It was kept on ground it was finding places to hide itself. It was made comfortable by being with it. The bird pecked our fingers but at that moment we didn’t withdrew our hand and continued to comfort it. It searched on the internet about what and how to feed it. It was performed the injured bird was in cage just to observe its behaviour, provided with food and medicine. The bird was taken to veterinary clinic, identified female specimen and was named as ‘Aboli’ as we could never hear it chirp. Initially Aboli used to peck on our hand but now she doesn’t do it any further Ali. Rather if we open her cage she would roam, play without any fear. While our cage used to be hung outside our neighbours use to voluntarily supervise, and help us care better. She had started getting her feather back and was on track of recovering but couldn’t survive due to infection within the broken bones as already indicated by the veterinary doctor. We all were very upset, cried and kept her cage as memory. Aboli use to remain very quiet whenever we came extremely near her, She use to run and discover spot to cover up. Be that as it may, after we as a team met up and gained the fowl's trust by feeding(fig.6) it one by one even-though she would peck our hands. She could believe our activities and quit pecking at us that shows us that human just as other winged creatures, social association is fundamental for common comprehensive development.

Fig.6: Safe-guarding golden Oriole. Accounting Aboli’s behavioural changes

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Individuals used to come to us and inquire about Aboli's conditions and gave us distinctive approaches to treat her. They likewise advised others to offer recommendations to save the bird. This gesture implies that protection of creatures is possible if human-human cooperation will occur to support environmental conservation activities. It wasn't clear that such social cooperation would occur while encouraging winged feeding of creatures but did establish some food originated from neighbor's house while a few fruits were sourced from our home during early conservation activities.

Case Instance 4: *Creating the entomology museum.*

I chose to gather dead examples of creepy crawlies from our surrounding ground that was kindled discovered upon of bunches of butterflies flying around. Another reaction to such a perception lets couple of others to realize a need to make butterfly garden in this spot. In spite of the fact that nothing appears to be wrong with such a thought, one would be required to purchase outside plants, breed butterflies and discharge these will cause lop-sidedness in biological community. Realize that butterflies(fig.7) are regular natural markers as each butterfly is congruent to harmonious living space plant, for example the chance that you have planted any citrus tree like lemon; prevalence of lime butterfly shuddering everywhere is normal however once you cut that lemon tree you won't discover any lime butterfly.

Fig.7: Mating of plain tiger butterflies

Butterfly life cycle is totally dependent on host plants and Since; my place is a semi-deciduous wood, having in excess of 3000 trees, which are therapeutic we witness substantial number of(fig.8) bugs like creepy crawly, moths, fireflies, mantis and so on stay. Subsequently, in the event that we advise individuals to preserve the plant and plant trees, it will be an adept method to moderate and reproduce a sound biological community.

Fig.8: Cotton bugs- indicator of summer commencement

To spread this mindfulness among individuals who didn't know about evident fortune, we began indexing and describing bugs we had gathered of more than 106 dead specimens (fig.9) with couple of uncommon and endangered examples. Individuals living in that zone had seen those examples yet they didn't think about the insect, so we built up an open effort activity to instruct them; Insect effects on cultivations, its significance in evolved way of life, its predators and natural assorted variety. Little Children of our region were pulled in to such exercises and were self motivated to find out more about collected various specimens and conveyed it to the lab which helped us decide the biodiversity records for the zone as an asset of national stock.

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Fig.9: Cataloguing dead specimens: an attempt to better understand biodiversity

We essentially use to let students know by demonstrating insects that it is called lustrous glassy tiger. Butterfly has a place with class insecta as it is separated into head, thorax and abdomen. We likewise instruct individuals how to identify butterfly from moths, how to tell that creepy crawly is helpful or bug for the rancher. We embrace estate just to know time frame and have plants for butterflies along-with data of their predators and beneficial crawlies. In any case, a portion of the youngsters were curious to the point that they discover living creepy crawlies like moths, butterflies, stick bug. We after instructing them not to get live specimens some youngsters contributed rarest dead examples and furthermore took a stab at distinguishing name of these insects. Rare examples like lamp fly, phantom praying mantis, slug moth caterpillar, stick insect, purple winged praying mantis, red palm weevil and so on were video recorded and reported. We likewise centered around water animals like water-boatman, water striders, *Daphnia, Sida crystina. Sida crystina* and *Daphnia* were minute animals inappropriately noticeable to exposed eyes. Since these life forms are utilized in research for medication adequacy, we cultured these life forms in lab for routine research. These living being has a whole brain, heart, filtration contraption, excretory framework that can be observed without dissection/staining. Anyway, these organ frameworks can be imagined just under a magnifying lens; Thence, we chose to make an advanced magnifying instrument from discarded things like a digital microscope (fig.10).

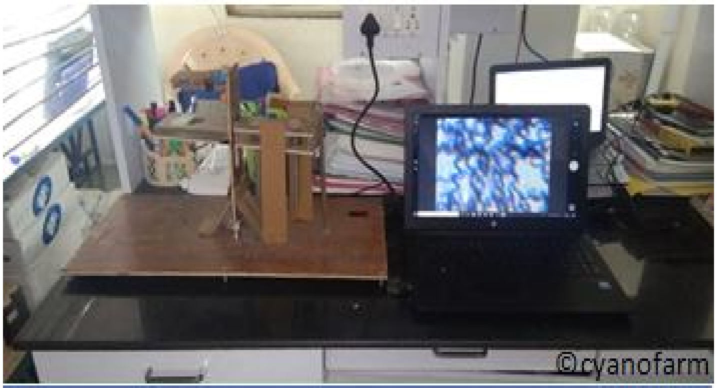

Fig.10: Building microscope from scrap; an experiential learning.

Essentially on the grounds that students studying these whine about absence of accessibility of such personal microscopes. The nature of science instruction is restricted because of constrained availability of such refined instruments in the schools. Be that as it may, Sophistication is required in the psyche of the door and not in the lab is very much reported by numerous fundamental research discoveries.

Case Instance 5: *Averting human-animal conflicts and wild animals' conservation at Charotar crocodile national park.*

One of my colleagues in the lab suggested me to volunteer for the Charotar crocodile(fig.11) counting event to be conducted at Vidhyanagar nature club, Anand.

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Fig.11: Counting muggers at Charotar wetlands in Anand, Gujrat.

It was an fortunate incidence where I received an opportunity to work with rescuing animals, and study details of human and animal conflicts.Presumption that Humans are simply the animals who first think, for there advancement which is perceived as an endeavour to assemble numerous manufacturing plants and corrupt the land where other creatures live leading to aggravated biological community. Human attempts to shift animals into other environment, though native disturbs wildlife to greater extent as it becomes distressing (fig.12) for them to adopt to new surroundings every-time a human-animal conflict arises. Upon my visit at Vidyanagar nature club, I saw a great friendship between human and muggers (crocodile) which was counter intuitive.

Fig.12: destruction of Crocodiles' natural habitat due to human-animal conflict.

They have been living together since a long period of time. Women of that place used to wash clothes in ponds even if they saw crocodile swimming in water without any panic. Rather, the villagers would oppose to relocating of the muggers by NGOs(fig.13) that had come to their rescue. Muggers are

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Fig.13: Documenting curious interaction between humans and their ecosystem. Way forward towards environmental

scavengers like vultures, hyenas and jackals who clear carcasses and cadavers similar to the dung beetle who process the excreta of animals and break it down to environment friendly compounds in nature. They were dwelling with crocodiles from hundreds of years so there was passionate connections towards creature as additionally socially insightful numerous individuals denied their release. As Hindu legendary stories, expresses that it was revered creature as a result of our god and goddess had been using muggars as vahana (vehicle) of goddess Ganga and furthermore, the ocean god; Varuna. Regardless historical facts they were conveying a clear message that people can live joyfully with creatures, essentially individuals of Anand show that people can continue without human-creature strife.

DISCUSSION

The following instances that took place in authors surrounding demonstrate the fact that with time, care and love amid human-animal interaction, there is an improvement in the behavioural pattern apart from physical, mental and social development of both the beings. The bridge between physiological aspect of biology and ecology is animal conduct. Conduct is the means by which we people characterize our very own lives. Conduct is the connection among life forms and condition and between the sensory system, and the biological community. Behaviour is a standout amongst the most critical properties of creature life. For similar reasons we examine the universe and subatomic particles with inborn enthusiasm, identical to investigation of creatures. The fields of socioecology and creature conduct manage the issue of social connections both at a transformative dimension and a proximate dimension. Progressively social researchers are swinging to animal behaviour as a structure in which to decipher human culture and to comprehend conceivable reasons for societal issues. e.g, Daly and Wilson's book on human crime depends on developmental examination of individuals. Research by De Waal on chimpanzees and monkeys has represented the significance of collaboration and compromise in social gatherings. This work gives new viewpoints by which to see and improve forceful conduct among individuals. The approach connected to examine creature conduct has had a huge effect in brain research and the sociologies. Charles Darwin's work on passionate articulation in creatures has had an essential impact on numerous clinicians, for example, Paul Ekman, who examine human enthusiastic conduct. Understanding the distinctions in versatility between species that can live in an assortment of living spaces versus those that are confined to restricted territories can prompt a comprehension of how we may improve human flexibility as our surroundings change. Research by creature behaviourists on creature tactile frameworks has prompted down to earth applications for broadening human tangible frameworks. Griffin's shows on how bats use sonar to find objects has driven straightforwardly to the utilization of sonar methods in a wide exhibit of uses from the military to fatal diagnostics. Studies of chimpanzees utilizing language analogues have prompted new innovation (PC consoles utilizing self-assertive images) that have been connected effectively to instructing language to distraught human populaces. Basic research on circadian and different endogenous rhythms in creatures has prompted explore important to human variables and profitability in territories. Sir Charles Sherrington, an early Nobel Prize champ, built up a model for the structure and capacity of the sensory system dependent on close conduct perception and reasoning.

The conduct of creatures regularly gives the principal intimations or early cautioning indications of ecological corruption. Changes in sexual and other conduct happen much sooner and at lower dimensions of ecological interruption than changes in regenerative results and population estimates. For instance, the Environmental Protection Agency utilizes interruptions in swimming conduct of minnows as a file of conceivable pesticide contamination. Animal behaviourists have depicted factors engaged with bug multiplication and host plant area prompting the advancement of non-dangerous pheromones for creepy crawly as a control that keep away from the requirement for poisonous pesticides. Comprehension of predator prey connections can prompt the presentation of normal predators on prey species. Knowledge of bumble bee rummaging conduct can be connected to systems of fertilization which thusly is critical for plant rearing and proliferation. A

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comprehension of rummaging conduct in creatures can prompt a comprehension of timberland recovery. Numerous creatures fill in as seed dispersers and are in this way fundamental for the spread of tree species and basic for environment safeguarding.

Further improvements in creature welfare will require contribution from creature conduct experts. Improved conditions for ranch creatures, reproducing of jeopardized species, appropriate consideration of friend creatures all require a solid social information base. Numerous in our general public are worried about logical absence of education, the absence of intrigue that understudies have in science and the way that ladies and minority bunches are underrepresented in science. Courses in creature conduct and social environment fill in as snares to show understudies social science. For some understudies, particularly females, these courses are their first prologue to social science.

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FINANCIAL PERFORMANCE APPRAISAL OF INDIAN STEEL INDUSTRY USING VALUE BASED MEASURES

Dr. Nripinder Kaur and Vikramjit Singh
Assistant Professor, SGTB Khalsa College Sri Anandpur Sahib

ABSTRACT

Economic Value Added (EVA) and Market Value Added are value based financial performance measures, investment decision tools and also performance measures reflecting the absolute amount of shareholder value created (Joibary, 2013). EVA is the financial measure developed by Stern Stewart & Company that emphasizes on the economic profits and value being created or eroded by a company. According to Khan and Jain, "EVA implies the difference between operating profits after taxes and total cost of funds". The excess of returns over cost of capital is simply termed as EVA (Kishore). MVA is another leading technique of shareholder value analysis. In this competitive era, investors are keen interested to know the best company in value creation of its shareholders', while taking decision regarding stock selection to minimize their risk on investment. The MVA explains the value added to a particular equity share over its book value. Thus, EVA can be considered as an internal measure and MVA as the external measure of a company's financial performance. In present study EVA and MVA of 40 selected steel companies has been calculated and analysed using secondary data collected from PROWESS database and official websites of the companies. The number of companies destroying their shareholder value has increased from 19 companies in 2008-09 to 37 companies in 2016-17. The results of MVA depicts that the market value of the companies dominates their book value because out of 40 companies, 35 companies have showed positive MVA throughout the study period.

Keywords: EVA, MVA, NOPAT, WACC

INTRODUCTION

For the past two decades, "shareholders' value" has been a much-discussed topic in India. Now a day, investors does not demand only just high returns, however an enhancement in the shareholder value. Companies mainly focused on constructing and operating new businesses that will generate a higher return than the cost of capital of a company, thus confirming maximization of shareholder value (Joibary, 2013). Nevertheless, traditional measuring parameters such as return on investment (ROI) and earning per share (EPS) have always neglected to consider the most essential viewpoint i.e. value creation (Rajkumari, 2006). This happens because profits don't reflect changes in risk factor, do not take in to account the cost of equity capital, the time value of money and forecast horizon of stock prices. In this way, the conclusions drawn based on such measures are in some cases a long way from reality (Sweety, 2010). Value-basedmanagement systems have been developed to overcome these problems and to generate value for shareholders (Ghanbari, 2006). J.M. Stern and G. B. Stewart, the promoters of EVA metric expressed that the significant way through which companies can create value is to earn a higher rate of return than the cost of capital. In other words, to maximize the shareholders' the company has to generate adequate economic returns to its shareholders for its economic survival. Consequently, they supported two measures of financial performance such as Economic Value Added (EVA) and Market Value Added (MVA) (Sweety, 2010).

LITERATURE REVIEW

Muthu (2010), focused on measuring year-wise Economic Value Addition or destruction of the sample companies in the Indian corporate sector. Secondary data has been collected for 100 companies for a period of ten years from 1997-98 to 2006-07. Among the selected 100 companies, nearly 80 per cent of the companies added their economic value for seven years out of ten years during the period of the study. The ANOVA results showed that there is no difference among the EVA values of different industries. It was found that there was no consistency in the rankings of the EVA values. However, among 100 companies Nestle India Ltd. maintained its performance level by positioning itself within the first five ranks during the period of analysis.

Sweety (2010), analysed the Economic Value Added (EVA) and Market Value Added (MVA) of selected Indian companies using secondary data of 104 companies for a period of 12 years ranging from 1995-96 to 2006-07. The study identified that on an average; only 53 out of 104 companies have reported a positive EVA. It is quite shocking that out of 12 years of study period i.e. from 1996 to 2007, the sample registered negative EVA for eight years consecutively (i.e. from 1996 to 2003). The study has also depicted that it is only after 2003 when India's topmost valuable companies started registering positive EVA. From MVA perspective, as much as 102 out of 104 companies reported positive aggregate MVA. Moreover, wealth created by the sample as a whole is observed to be positive throughout the study period. MVA-based ranking of sample companies clearly shows that Reliance Industries, Infosys Technologies, Wipro, ITC Ltd. and Hindustan Unilever Ltd. have got top five positions in value creation.

Ellanti (2016), examined whether the selected pharma companies have been able to generate shareholders value using EVA. Three companies listed in National Stock Exchange, based on its

Market Capitalization taken for this Study. Secondary Data has been used in this study. Economic profit (or) EVA was calculated for the year 2012-2015 (3 years). It has found that so many companies have enough profit but these companies are showing negative EVA (or) less EVA due to high cost of Equity.

OBJECTIVES

1. To compute and analyse the Economic Value Added (EVA) and Market Value Added (MVA) of Selected Steel Companies of India
2. To make suggestions on the basis of findings for improving the performance of steel industry

RESEARCH METHODOLOGY

40 companies from BT 500 index have been selected after satisfying following criteria:

1. The company should be a listed company in any one of the stock exchanges.
2. Data is available for the period of 13 years i.e. from 2004-05 to 2016-17.

The study is based on secondary data only which is collected mainly from Prowess database of CMIE. Besides this, data has also been collected from the annual reports of the selected companies as well as from moneycontrol.com. Period of the study covers 10 financial years started from 2007-08 to 2016-17. Descriptive as well as statistical tools namely mean, standard deviation, co-efficient of variance and One-Way ANOVA has been used in this study. The hypothesises of the study were tested with 95% of significance level. Ranks have been assigned to the companies according to their performance of EVA and MVA.

HYPOTHESIS: the following hypothesis are framed and tested in the study:

H0: A There is no significant difference in the value of EVA among the selected steel companies over the years.

H0: B There is no significant difference in the value of EVA of selected steel companies among the years.

H0: C There is no significant difference in the value of MVA among the selected steel companies over the years.

H0: D There is no significant difference in the value of MVA of selected steel companies among the years.

COMPUTATION OF EVA AND MVA

I. Economic Value Added (EVA)

Computation of EVA requires three different inputs. These are NOPAT, Invested capital and Weighted Average Cost of Capital. It can be expressed as:

EVA= NOPAT - Capital Charge………………………… (1)

$EVA = NOPAT_{it} – (WACC_{it} \times TCE_{it})$ …………………... (2)

$EVA = (r- WACC)$ x $\times$ TCE………..…………………... (3)

Where

r = Rate of Return = NOPAT/ TCE

Weighted Average Cost of Capital (WACC) = Cost of Equity x Proportion of Equity in Capital + Cost of Preference x Proportion of Preference Shares in Capital + Cost of Debt x Proportion of Debt in Capital (1 – T).

Total Capital Employed (TCE) = Net Worth + Total Borrowings

1. Net Operating Profit After Tax (NOPAT)

NOPAT is equal to profit after tax plus interest expenses (after tax). It can be expressed as follows:

NOPAT = PBIT *(1 – T)

Where, PBIT = Profit Before Interest and Tax

T = Effective Tax Rate

Effective tax rate has been calculated as follows:

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$$Effective\ Tax\ Rate = \frac{Provision\ for\ Tax}{Profit\ Before\ Tax} X\ 100$$

2. Weighted Average Cost of Capital (WACC)

Cost of capital is the combination of all costs of all the components of the capital such as equity capital, preference capital and debt capital.

WACC can be calculated as below:

$$WACC_{it} = (Ke_{it} * We_{it}) + (Kp_{it} * Wp_{it}) + (Kd_{it}[1 - T_{it}] * Wd_{it})$$

$$Ke_{it} * \left(\frac{E_{it}}{V_{it}}\right) + Kp_{it}\left(\frac{P_{it}}{V_{it}}\right) + Kd_{it}\left(\frac{D_{it}}{V_{it}}\right)(1 - T_{it})$$

Where:

$WACC_{it}$ = Weighted average cost of capital of i^{th} company in time 't'

Ke_{it} = Cost of common equity capital of i^{th} company in time 't'

We_{it} = proportion of equity capital in total capital employed of i^{th} company in time 't'

Kp_{it} = Cost of preferred equity of i^{th} company in time 't'

Wp_{it} = proportion of preferred capital in total capital employed of i^{th} company in time 't'

Kd_{it} = Cost of debt of i^{th} company in time 't'

Wd_{it} = proportion of debt in total capital employed of i^{th} company in time 't'

E_{it} = book value of equity capital of i^{th} company in time 't'

D_{it} = book value debts i^{th} company in time 't'

P_{it} = book value preference capital i^{th} company in time 't'

V_{it} = total capital employed (equity capital + preference capital + debt) of i^{th} company in time 't'

T_{it} = effective tax rate of i^{th} company in time 't'

All the elements of WACC are explained as follows:

i) Calculation of Cost of Equity (*Ke*)

Capital Assets Pricing Model (CAPM) is generally used to determine the cost of equity.

It can be calculated under CAPM by applying the formula given below:

$$\boldsymbol{Ke_{it} = Rf_t + \beta_{it}(Rm_t - Rf_t)}$$

Where

Ke_{it} = cost of equity capital of i^{th} company in time 't'

Rf_t = Risk free rate of return in time 't'

Rm_t = stock market return in time 't'

β_{it} = beta coefficients of the i^{th} company at time 't' i.e. sensitivity of the return on scrip to the market returns

ii) Calculation of Cost of Debt (*Kd*)

It can be expressed as follows:

$$Kd = \left(\frac{Interest\ Expenses}{Total\ Debts} X100\right)(1 - t)$$

iii) Cost of Preference Share Capital (*Kp*):

$$Kp = \frac{Prefernece\ Dividend}{Preference\ Capital} X\ 100$$

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3. Invested Capital / Total Capital Employed

It can be expressed as follows:

Total capital employed = Net Worth + Total Borrowings

Where

Net Worth = Share Capital + Reserves & Surplus – Revaluation Reserves – Accumulated Losses – Miscellaneous Expenditure.

Total Borrowings = Long-term Interest-Bearing Debt Funds + Short Term Interest Bearing Debt Funds.

II. MARKET VALUE ADDED (MVA)

MVA can be calculated by using following formulae:

MVA = Market value of the Company – Book value of the Company ... (1)

It can be expressed in simpler form as follows:

MVA = Market value of Equity – Book value of Equity …………… (2)

where

Market Value of Equity = Share Price x Number of Shares Outstanding.

Book Value of Equity = Equity Capital + Reserves & Surplus.

If the market value of equity is higher than the book value then the MVA will be positive and will be considered as creating shareholders' value. On the other hand, if the book value of equity is higher than its market value, the result will be negative MVA and will reveal that the company is destroying its shareholders value.

Results of Computation of Economic Value Added (EVA)

Table 1: Economic Value Added of Selected Steel Companies

(in millions)

Sr. No.	NameCompany	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	MEAN	S. D.	C.V.	MAX	MIN	RANKING
1	TAST	22786 (2)	17841 (1)	14693 (2)	18440 (2)	15765 (1)	-23464 (40)	-29397 (39)	-32396 (39)	-43300 (40)	-47255 (40)	-43301 (38)	-28922 (39)	-39035 (39)	-15196	28059	-185	22786	-47255	40
2	JSPL	2053 (5)	395 (8)	175 (15)	478 (10)	62 (16)	-9796 (39)	-11569 (37)	-15722 (37)	-21716 (38)	-21405 (36)	-30793 (37)	-20241 (36)	-21975 (37)	-11543	11255	-98	2053	-30793	37
3	SAIL	49286 (1)	15881 (2)	28575 (1)	29971 (1)	6703 (3)	-9214 (38)	-29515 (40)	-35917 (40)	-41849 (39)	-44480 (39)	-54058 (39)	-41164 (40)	-43494 (40)	-13021	35025	-269	49286	-54058	39
4	SESA	3431 (4)	3660 (3)	3662 (3)	10101 (3)	11280 (2)	6458 (1)	13500 (1)	-6483 (35)	-21535 (37)	-28847 (37)	-60254 (40)	-20724 (37)	-27568 (38)	-8717	21722	-249	13500	-60254	36
5	JSWS	4093 (3)	1705 (4)	3187 (5)	1413 (4)	-6289 (39)	-4143 (35)	-13981 (38)	-16923 (38)	-18746 (36)	-37162 (38)	-27329 (36)	-22828 (38)	-14541 (36)	-11657	12960	-111	4093	-37162	38
6	BSHN	515 (9)	407 (7)	732 (7)	596 (6)	1523 (6)	-1192 (32)	-3485 (34)	-4084 (33)	-8258 (33)	-17541 (35)	-18449 (35)	-10363 (33)	-11739 (35)	-5488	7094	-129	1523	-18449	35
7	JNDS	-829 (40)	-1858 (40)	3280 (4)	810 (5)	1936 (4)	-7947 (37)	-11081 (36)	-12729 (36)	-8617 (34)	-7139 (33)	-4780 (32)	-5202 (30)	-6322 (33)	-4652	5008	-108	3280	-12729	34
8	MHSL	439 (12)	520 (5)	1124 (6)	356 (13)	529 (9)	333 (3)	505 (2)	-227 (14)	-1794 (29)	-1807 (24)	-1727 (23)	-1010 (17)	-1931 (22)	-361	1121	-311	1124	-1931	16
9	WSCL	-262 (39)	-612 (37)	-264 (36)	-679 (36)	-624 (32)	-1252 (33)	-3274 (33)	-6095 (34)	-4990 (32)	-3834 (31)	-3297 (27)	-4794 (29)	-1996 (24)	-2459	2033	-83	-262	-6095	30
10	JDSL	814 (7)	-804 (39)	574 (8)	-788 (38)	-7187 (40)	343 (2)	199 (7)	-3939 (32)	-10154 (35)	-14612 (34)	1370 (1)	-5773 (32)	-2983 (28)	-3303	4903	-148	1370	-14612	33

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11	UVST	979 (6)	-693 (38)	-627 (40)	-491 (34)	-1530 (36)	-736 (27)	-1285 (32)	-670 (21)	-1006 (23)	-2049 (27)	-1174 (19)	-5412 (31)	-4477 (31)	-1475	1701	-115	979	-5412	27
12	MIEL	465 (10)	-432 (35)	-269 (37)	-649 (35)	618 (8)	-235 (18)	-1094 (30)	-1154 (26)	-65 (7)	-968 (18)	-9354 (34)	-17738 (35)	-9539 (34)	-3109	5570	-179	618	-17738	32
13	JACL	-213 (38)	-294 (32)	153 (16)	-2890 (40)	-4225 (38)	-4422 (36)	-4444 (34)	-3338 (30)	-3533 (31)	-4615 (32)	-4769 (31)	-1670 (23)	-3261 (30)	-2886	1790	-62	153	-4769	31
14	UGSL	580 (8)	172 (12)	380 (9)	377 (12)	-154 (27)	-1079 (31)	-988 (29)	-640 (20)	-1209 (25)	-1850 (25)	-1618 (22)	-16670 (34)	-5119 (32)	-2140	4612	-216	580	-16670	29
15	IMFA	154 (15)	-62 (26)	-114 (34)	595 (7)	1754 (5)	-1072 (30)	-176 (18)	-989 (23)	-892 (20)	-1132 (20)	-1015 (17)	-1576 (22)	-1121 (15)	-434	914	-211	1754	-1576	17
16	SURI	-14 (26)	17 (19)	20 (25)	-45 (23)	-29 (23)	-573 (25)	-358 (23)	-874 (22)	-857 (19)	-2484 (29)	-3340 28	-2382 (26)	-2693 (27)	-1047	1223	-117	20	-3340	24
17	ELSC	144 (17)	-265 (31)	-24 (29)	-1253 (39)	-157 (28)	-795 (28)	-846 (28)	-1948 (28)	-675 (18)	-809 (16)	-1453 (20)	-1146 (18)	-1206 (16)	-803	609	-76	144	-1948	20
18	MANI	-37 (30)	-241 (30)	-29 (31)	(19) (20)	40 (18)	-83 (14)	237 (5)	33 (4)	-162 (12)	-862 (17)	-91 (6)	-29 (4)	-103 (5)	-101	256	-254	237	-862	7
19	VISA	-176 (37)	-482 (36)	-339 (39)	-323 (33)	-1095 (35)	-260 (21)	-279 (21)	-2032 (29)	-1741 (28)	-1850 (26)	-2638 (26)	-1708 (24)	-1994 (23)	-1147	873	-76	-176	-2638	25
20	RMTL	63 (19)	189 (11)	379 (10)	431 (11)	294 (10)	86 (9)	276 (4)	193 (2)	226 (2)	155 (1)	464 (2)	173 (1)	319 (1)	250	125	50	464	63	1
21	TSIL	445 (11)	-31 (23)	-25 (30)	508 (8)	625 (7)	178 (5)	205 (6)	-115 (8)	-81 (8)	-42 (4)	-323 (10)	-71 (5)	-126 (6)	88	284	322	625	-323	3
22	ADHM	-138 (35)	-96 (29)	295 (11)	-197 (29)	-216 30	-876 (29)	-776 (27)	-1069 (24)	-1152 (24)	-1080 (19)	-4580 (30)	-3071 (28)	-3102 (29)	-1235	1455	-118	295	-4580	26
23	GPIL	66 (18)	110 (14)	101 (19)	205 (15)	120 (14)	-514 (24)	-361 (24)	-193 (11)	249 (1)	-516 (14)	-615 (15)	-287 (8)	-272 (7)	-147	302	-206	249	-615	9
24	JNIL	-65 (34)	-415 (34)	135 (17)	508 (9)	-722 (34)	-691 (26)	-580 (26)	-1111 (25)	-1531 (26)	-1407 (22)	-1750 (24)	-1276 (19)	-1415 (18)	-794	698	-88	508	-1750	19

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25	SISC	7 (24)	-401 (33)	-67 (32)	-203 (31)	-104 (24)	135 (7)	-145 (16)	-622 (19)	-960 (21)	-599 (15)	-828 (16)	-387 (13)	-505 (12)	-360	333	-92	135	-960	15
26	ISMT	-138 (36)	105 (15)	192 (14)	-201 (30)	-146 (26)	-362 (22)	-504 (25)	-612 (18)	-1572 (27)	-2221 (28)	-2422 (25)	-1466 (21)	-2119 (25)	-882	944	-107	192	-2422	22
27	APAT	-5 (25)	-6 (21)	29 (24)	14 (21)	-176 (29)	-142 (16)	-117 (14)	-173 (10)	-153 (11)	-237 (9)	-281 (8)	-386 (12)	-357 (9)	-153	137	-90	29	-386	10
28	KFIL	144 (16)	99 (17)	40 (23)	-67 (26)	-494 (31)	-115 (15)	-156 (17)	-312 (15)	-296 (15)	-394 (11)	-428 (13)	-423 (14)	-407 (10)	-216	220	-102	144	-494	13
29	PNRI	-30 (28)	334 (10)	14 (27)	70 (18)	145 (13)	211 (4)	368 (3)	196 (1)	-25 (6)	-208 (8)	-269 (7(	-363 (11)	-409 (11)	3	254	9561	368	-409	5
30	PSLL	13 (22)	-39 (24)	54 (22)	-52 (25)	(17) (20)	-402 (23)	-266 (20)	-417 (17)	-224 (13)	-1401 (21)	-4912 (33)	-1444 (20)	-1680 (20)	-827	1371	-166	54	-4912	21
31	SEIL	11 (23)	-17 (22)	17 (26)	-2 (22)	-121 (25)	-257 (20)	-210 (19)	-84 (7)	93 (4)	-77 (5)	-74 (5)	-300 (9)	-1762 (21)	-214	479	-224	93	-1762	12
32	SSWL	53 (21)	16 (20)	9 (28)	-45 (24)	-27 (22)	-65 (12)	-115 (13)	-120 (9)	-143 (9)	-241 (10)	-356 (11)	-314 (10)	-886 (14)	-172	249	-145	53	-886	11
33	PRST	195 (14)	166 (13)	226 (13)	203 (16)	260 (11)	175 (6)	117 (8)	32 (5)	157 (3)	148 (2)	-44 (4)	82 (2)	75 (3)	138	84	61	260	-44	2
34	KLST	-37 (29)	411 (6)	128 (18)	-305 (32)	49 (17)	-214 (17)	-114 (12)	-381 (16)	-299 (16)	-206 (7)	-369 (12)	-260 (7)	-310 (8)	-147	231	-157	411	-381	8
35	JBIL	-55 (33)	66 (18)	241 (12)	-127 (28)	-670 (33)	-1596 (34)	-1248 (31)	-3690 (31)	-2668 (30)	-3458 (30)	-3790 (29)	-2971 (27)	-2259 (26)	-1710	1517	-89	241	-3790	28
36	SURN	-22 (27)	-52 (25)	-78 (33)	-81 (27)	-20 (21)	18 (10)	-103 (11)	-65 (6)	-148 (10)	-466 (13)	-520 (14)	-674 (15)	-850 (13)	-235	288	-122	18	-850	14
37	LMEL	250 (13)	376 (9)	-336 (38)	36 (19)	97 (15)	-53 (11)	-64 (10)	-210 (13)	-239 (14)	-94 (6)	-310 (9)	-98 (6)	-37 (4)	-53	207	-394	376	-336	6
38	MKND	-46 (31)	-92 (28)	-185 (35)	-740 (37)	-2470 (37)	-237 (19)	-317 (22)	-1589 (27)	-971 (22)	-1653 (23)	-1073 (18)	-917 (16)	-1241 (17)	-887	728	-82	-46	-2470	23
39	GSTL	63 (20)	99 (16)	55 (21)	81 (17)	31 (19)	97 (8)	84 (9)	91 (3)	0 (5)	-31 (3)	-20 (3)	3 (3)	84 (2)	49	47	95	99	-31	4
40	MSPL	-55 (32)	-86 (27)	75 (20)	207 (14)	173 (12)	-68 (13)	-127 (15)	-205 (12)	-486 (17)	-465 (12)	-1603 (21)	-2329 (25)	-1475 (19)	-496	795	-160	207	-2329	18
	MEAN	2123	890	1405	1407	389	-1596	-2537	-3915	-5033	-6380	-7304	-5653	-5496	-2438	3391	-139	2123	-7304	
	S.D.	8480	3797	5042	5725	3740	4481	7448	8128	10389	12313	14830	9437	10192						
	C.V.	399	427	359	407	961	-281	-294	-208	-206	-193	-203	-167	-185						
	MAX	49286	17841	28575	29971	15765	6458	13500	196	249	155	1370	173	319						
	MIN	-829	-1858	-627	-2890	-7187	-23464	-29515	-35917	-43300	-47255	-60254	-41164	-43494						

Source: Computed from the Annual Reports of selected steel companies

Numbers in parenthesis are the ranks according to the companies mean EVA

Results of Computation of Market Value Added (MVA)

Table 2: Market Value Added of Selected Steel Companies

(in millions)

Sr. No.	Company Name	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	MEAN	S. D	C.V.	MAX	MIN	Ranking
1	TAST	216352 (2)	291348 (2)	255175 (2)	499098 (2)	143196 (3)	552424 (3)	585600 (3)	447147 (2)	293598 (2)	372801 (2)	298017 (2)	300591 (2)	459045 (2)	362646	135360	37.33	585601	143196	2
2	JSPL	32091 (4)	58263 (3)	73026 (4)	318915 (3)	185668 (2)	653027 (2)	651746 (2)	508549 (1)	324527 (1)	266048 (3)	142359 (5)	54025 (5)	109757 (5)	259847	221613	85.29	653028	32092	4
3	SAIL	218704 (1)	302758 (1)	4299741 (1)	721787 (1)	357073 (1)	998730 (1)	659831 (1)	347170 (3)	216233 (3)	253614 (4)	241016 (3)	136307 (4)	211482 (4)	391899	252007	64.30	998731	136307	1
4	SESA	28374 (5)	50178 (4)	66553 (5)	122823 (5)	78527 (4)	390635 (4)	251518 (4)	167953 (4)	134406 (5)	554245 (1)	558696 (1)	263561 (3)	810684 (1)	267551	242651	90.69	810684	28374	3
5	JSWS	45234 (3)	45946 (5)	79275 (3)	151341 (4)	41496 (5)	229303 (5)	202211 (5)	158770 (5)	147413 (4)	247898 (5)	216981 (4)	307120 (1)	451067 (3)	178774	117726	65.85	451068	41497	5
6	BSHN	7964 (10)	7193 (17)	21390 (8)	27725 (9)	16491 (6)	70912 (6)	92556 (6)	87831 (6)	103305 (6)	102226 (6)	14474 (8)	7678 (12)	12605 (16)	44027	40076	91.03	103305	7194	6
7	JNDS	9975 (8)	20499 (6)	23939 (7)	33323 (8)	8725 (10)	57541 (7)	55853 (7)	47538 (7)	22125 (7)	15081 (8)	18475 (7)	11130 (10)	26027 (9)	26941	16817	62.42	57541	8725	7
8	MHSL	9004 (9)	19214 (7)	35298 (6)	21209 (12)	9550 (9)	24757 (10)	22634 (11)	27366 (10)	15171 (8)	12949 (9)	12887 (10)	9333 (11)	23248 (10)	18664	8035	43.05	35298	9004	10
9	WSCL	4440 (17)	10558 (12)	13679 (12)	67235 (7)	12951 (8)	54809 (8)	41220 (8)	29588 (8)	11924 (10)	16710 (7)	12895 (9)	24758 (6)	20727 (11)	24731	18852	76.23	67235	4440	8
10	JDSL	10276 (7)	14667 (8)	16628 (10)	21510 (11)	5974 (12)	19745 (12)	15125 (13)	14715 (12)	8651 (13)	7311 (14)	7447 (14)	3421 (23)	27623 (7)	13315	6979	52.41	27623	3422	11
11	UVST	1254 (28)	422 (37)	-336 (40)	664 (40)	-1242 (40)	1195 (39)	3522 (28)	-425 (40)	429 (39)	-4049 (40)	-7480 (40)	-1572 (39)	-2180 (40)	-730	2755	-377.61	3522	-7480	40
12	MIEL	5382 (14)	9101 (13)	7857 (15)	22853 (10)	6937 (11)	21804 (11)	32223 (9)	29267 (9)	13896 (9)	5203 (17)	2639 (26)	3818 (22)	6197 (21)	12860	10184	79.19	32224	2640	12
13	JACL	712 (31)	973 (33)	18110 (9)	91651 (6)	14106 (7)	46227 (9)	28730 (10)	15355 (11)	8824 (12)	12250 (10)	9832 (12)	12098 (9)	13017 (14)	20915	24291	116.14	91652	712	9
14	UGSL	4529 (16)	2916 (20)	2205 (24)	2991 (29)	2097 (20)	12525 (17)	12464 (15)	7152 (14)	9218 (11)	8428 (12)	5036 (20)	2646 (27)	3001 (31)	5786	3796	65.60	12526	2097	17
15	IMFA	908 (30)	1227 (30)	1643 (27)	2280 (31)	3137 (17)	19193 (13)	15166 (12)	7933 (13)	5678 (16)	6370 (15)	3717 (23)	2618 (28)	20441 (12)	6947	6864	98.79	20441	909	15
16	SURI	162 (30)	1439 (27)	1472 (29)	1778 (34)	1599 (25)	6720 (23)	7331 (18)	5806 (16)	3285 (22)	1898 (31)	1137 (32)	2172 (21)	1600 (29)	3056	2279	74.57	7332	163	31
17	ELSC	6644 (11)	7438 (16)	7690 (16)	12202 (14)	3976 (14)	16991 (14)	9900 (17)	6273 (15)	4737 (17)	5287 (16)	6547 (16)	6389 (15)	11975 (17)	8158	3671	45.00	16991	3976	14
18	MANI	1990 (23)	6523 (18)	4967 (20)	6242 (21)	1105 (29)	3859 (29)	3248 (32)	5329 (17)	6126 (15)	3180 (20)	2264 (28)	3286 (24)	2347 (32)	3882	1788	46.05	6523	1106	25
19	VISA	5604 (12)	4779 (19)	1842 (26)	3773 (27)	946 (30)	3569 (30)	3844 (25)	5126 (18)	3553 (20)	698 (35)	506 (34)	460 (34)	1226 (34)	2764	1879	67.97	5605	461	33

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20	RMTL	694 (32)	2706 (22)	5931 (18)	7245 (20)	1581 (26)	4548 (25)	5799 (20)	4850 (19)	6161 (14)	11157 (11)	32195 (6)	21576 (7)	35414 (6)	10759	11510	106.99	35415	694	13
21	TSIL	2734 (21)	1991 (25)	1315 (30)	3672 (28)	1755 (22)	5632 (24)	5132 (22)	4496 (20)	4439 (18)	7657 (13)	11014 (11)	7069 (14)	10613 (18)	5194	3157	60.77	11014	1316	19
22	ADHM	3433 (19)	2629 (33)	2244 (23)	11604 (16)	1692 (23)	13578 (16)	10145 (16)	4433 (21)	2352 (26)	4273 (19)	1346 (31)	2515 (20)	1669 (28)	5048	4024	79.71	13579	1346	20
23	GPIL	2323 (22)	2434 (24)	2464 (22)	4369 (25)	1201 (27)	7097 (20)	5254 (21)	3021 (25)	2404 (25)	2330 (25)	2823 (25)	1439 (32)	3805 (27)	3152	1624	51.54	7097	1201	29
24	JNIL	1442 (25)	486 (35)	228 (38)	2489 (30)	1161 (28)	7620 (19)	3374 (30)	1552 (38)	-403 (40)	-915 (39)	-1238 (39)	-2011 (40)	1149 (39)	972	2540	261.30	7621	-2012	38
25	SISC	1394 (26)	1184 (31)	449 (34)	1735 (35)	288 (38)	3365 (31)	2838 (34)	2278 (32)	1646 (30)	1832 (32)	2432 (27)	1793 (31)	4820 (24)	2005	1205	60.10	4821	289	35
26	ISMT	3070 (20)	13932 (9)	9312 (13)	7420 (19)	2204 (18)	7090 (21)	6636 (19)	3201 (24)	773 (38)	903 (34)	619 (33)	319 (35)	1103 (35)	4353	4199	96.46	13933	319	22
27	APAT	41 (40)	129 (39)	321 (36)	1371 (36)	504 (33)	2052 (34)	2420 (37)	3567 (22)	3491 (21)	4409 (18)	9171 (13)	15346 (8)	27372 (8)	5400	7887	146.06	27373	42	18
28	KFIL	1451 (24)	2892 (21)	3569 (21)	4939 (24)	822 (32)	3871 (28)	2512 (36)	2499 (30)	2306 (28)	2945 (21)	6563 (15)	5492 (17)	2482 (26)	3399	1622	47.71	6563	822	27
29	PNRI	410 (25)	798 (34)	1551 (28)	3825 (26)	2118 (19)	3929 (27)	4862 (23)	3209 (23)	2440 (24)	2317 (26)	5837 (17)	5090 (18)	4332 (25)	3133	1689	53.91	5837	411	30
30	PSLL	3586 (18)	7941 (14)	6377 (17)	12105 (15)	3275 (15)	6804 (22)	3401 (29)	2567 (29)	1119 (35)	354 (38)	-37 (38)	-247 (38)	586 (38)	3590	3793	105.66	12106	-586	26
31	SEIL	229 (38)	142 (38)	39 (39)	856 (39)	198 (39)	1147 (40)	1191 (40)	2735 (27)	3764 (19)	2797 (23)	1716 (30)	1952 (30)	5413 (22)	1707	1614	94.59	5414	40	37
32	SSWL	1247	1229	1979	2072	365	1418	3610	3007	2329	2047	4147								
		(29)	(29)	(25)	(32)	(37)	(37)	(27)	(26)	(27)	(28)	(22)								
33	PRST	14450 (6)	10850 (11)	8068 (14)	6020 (22)	4483 (13)	3338 (32)	2416 (38)	2422 (31)	1580 (31)	2086 (27)	2096 (29)	1225 (33)	1059 (33)	4686	4099	87.47	14450	1225	21
34	KLST	5590 (13)	11451 (10)	14907 (11)	9293 (17)	1619 (24)	9477 (18)	3330 (31)	2062 (33)	1361 (32)	2494 (24)	5666 (18)	7137 (13)	15581 (13)	6921	4916	71.02	15582	1362	16
35	JBIL	1268 (27)	1261 (28)	1255 (31)	13134 (13)	3265 (16)	14577 (15)	12577 (14)	1964 (34)	1275 (33)	1091 (33)	108 (37)	231 (37)	578 (36)	4051	5430	134.07	14577	-231	24
36	SURN	652 (33)	1456 (26)	1008 (32)	1172 (38)	408 (36)	1906 (35)	3760 (26)	1963 (35)	2557 (23)	2849 (22)	4462 (21)	5860 (16)	8875 (20)	2841	2407	84.70	8876	408	32
37	LMEL	574 (34)	479 (36)	326 (35)	8168 (18)	2047 (21)	3071 (33)	4535 (24)	2626 (28)	1110 (36)	657 (36)	488 (35)	2025 (29)	3182 (30)	2254	2210	98.07	8169	326	34
38	MKND	5319 (15)	7677 (15)	5194 (19)	5849 (23)	939 (31)	4105 (26)	2588 (35)	1732 (37)	1246 (34)	1908 (30)	5196 (19)	3132 (25)	10591 (19)	4268	2788	65.32	10591	940	23
39	GSTL	384 (36)	1171 (32)	883 (33)	1269 (37)	440 (34)	1236 (38)	1442 (39)	1847 (36)	2173 (29)	1991 (29)	3651 (24)	2883 (26)	4835 (23)	1863	1283	68.89	4836	384	36
40	MSPL	246 (37)	116 (40)	284 (37)	1888 (33)	409 (35)	1664 (36)	3178 (33)	1263 (39)	955 (37)	436 (37)	264 (36)	113 (36)	264 (37)	835	937	112.20	3178	-114	39
	MEAN	16504	23210	28203	55998	23078	82288	69643	49394	34463	48608	41149	31021	59221	43291	19761	45.65	82288	16504	
	S.D.	47624	65047	78113	143373	66035	207555	170243	118564	78900	119832	108758	78326	159656						
	C.V.	288.56	280.25	276.97	256.03	286.14	252.23	244.45	240.04	228.94	246.53	264.30	252.50	269.59						
	MAX	218705	302758	429975	721788	357073	998731	659832	508550	324528	554246	558696	307120	810684						
	MIN	42	116	-336	665	-1242	1148	1191	-425	-403	-4049	-7480	-2012	-2181						

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RESULTS OF HYPOTHESIS TESTING

Table - 3

ANOVA Test of Economic Value Added among the selected steel companies over the years

Source of Variation	SS	DF	MS	F	P-value	F crit
Between Groups	7942861200	39	203663107	2.753	0.000	1.425
Within Groups	35517886211	480	73995596			
Total	43460747411	519				

Source: Calculated from Table - 1

Table - 4

ANOVA Test of Economic Value Added among the years

Source of Variation	SS	DF	MS	F	P-value	F crit
Between Groups	5558365977	12	463197165	6.196	0.000	1.771
Within Groups	37902381433	507	74758149			
Total	43460747411	519				

Source: Calculated from Table - 1

Table - 5

ANOVA Test of Market Value Added among the selected steel companies over the years

Source of Variation	SS	DF	MS	F	P-value	F crit
Between Groups	5020369646300	39	128727426828	24.851	0.000	1.425
Within Groups	2486395570387	480	5179990772			
Total	7506765216688	519				

Source: Calculated from Table - 2

Table - 6

ANOVA Test of Market Value Added among the years

Source of Variation	SS	DF	MS	F	P-value	F crit
Between Groups	187441981435	12	15620165120	1.082	0.373	1.771
Within Groups	7319323235253	507	14436534981			
Total	7506765216688	519				

Source: Calculated from Table - 2

FINDINGS

- It is found that in 2004-05, out of 40 companies, 24 companies have created Economic Value and the remaining 16 companies have destroyed their economic value. Topmost rank is assigned to SAIL due to highest EVA in Particular year which is not able to maintain its position in top ten list after 2009-10.
- In 2005-06, 50 per cent of the companies added their economic value and the other 50 per cent companies have destroyed it. The top most position is captured by TAST. In 2006-07, only 12 companies have destroyed their economic value, indicating an improvement in wealth creation in this year. Steel Authority of India Ltd. again get the first rank in 2006-07 and 2007-08.
- The number of companies destroying their shareholder value has increased from 19 companies in 2008-09 to 37 companies in 2016-17. It has been observed that value destruction has been started in most of the companies after 2008-09. The cause of this can be the US recession of 2008. This recession primarily impacted the Indian retail sector. The demand for steel in this sector declined due to the recession at the international as well as domestic level. As demand decrease so is the production, ultimately disturbing the profitability of the companies and have negative influence on the shareholders' value.
- The companies otherwise getting the top positions among all the selected companies, has got least rank after 2008-09. Tata Steel Ltd. and Steel Authority of India Ltd the two giant steel companies got 38th to 40th rank (based on EVA) for value creation among the 40 selected steel companies from 2009-10 onwards which maintained their position in first 3 ranks in the earlier years.
- Only Ratnamani Metal & Tubes Ltd. has witnessed a positive EVA all over the study period among the selected steel companies. On the basis of EVA, not a single company has been ranked consistently.

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- The results of MVA depicts that the market value of the companies dominates their book value because out of 40 companies, 35 companies have showed positive MVA throughout the study period**.**
- On the basis of MVA, Tata Steel Ltd., Jindal Steel Power Ltd. Steel Authority of India Ltd., Vedanta Ltd., JSW Steel ltd., and Jindal Saw Ltd consistently, maintain their position in top ten companies having higher MVA during the study period. 22 companies have never got 1-10 rank during the study period.
- It is also found that mean value of Economic Value Added of only 4 companies are positive and 36 companies have destroyed their shareholders. Highest mean of EVA has been witnessed by Ratnamani Metal & Tubes Ltd and lowest by Tata Steel Ltd. Whereas the mean of Market Value Added of only 1 company (Uttam Value Steel Ltd.) is negative (-729 Mn) and 39 companies have added their shareholders wealth by positive MVA. Steel Authority of India Ltd has highest mean of MVA and on the basis of this highest mean value company got 1st rank, followed by Tata Steel Ltd at second position and Vedanta Ltd at 3rd position. Lowest rank belongs to Uttam Value Steel Ltd.
- EVA of most the companies is negative resulting destruction of shareholders value during the study period, whereas MVA is positive for majority of the companies over most of the years. Probably the market has expected an increase in their EVA in future. Asset base of these companies is huge in size, these companies have made substantial investments in the projects which cascade not into quick or immediate returns but into long-term returns. But if this Scenario occurs because of extraneous circumstances, it indicates that market is bullish, even if the performance of the companies is not satisfactory.
- The results of One-way ANOVA test revealed that Economic Value Added differs significantly among the selected Steel companies over the years as well as among the years. Market Value Added differs significantly among the selected Steel companies over the years. Market Value Added of selected steel companies does not differ significantly among the years.

SUGGESTIONS

- Companies with negative MVA need to improve operational efficiency, reduce their financing costs and prevent the administration from taking decisions that destroys value. All the selected steel companies should take new challenges according to their current financial performance to increase their profitability as well as shareholders' value.
- EVA Statements should also be included in the audited annual published accounts of the Indian companies for more transparency, better disclosure of investors' funds, to gain the confidence of investors around the World on Indian stock market.

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A STUDY ON THE IMPACT OF RBI BAN ON CRYPTOCURRENCY IN INDIA AND ITS FUTURE SCOPE

Shivani Naik Devrukhkar
Faculty, M. L. Dahanukar College of Commerce, Vile Parle East, Mumbai

ABSTRACT

Cryptocurrencies are virtual or digital currencies, which are used for electronic transactions, with the aid of encryption techniques to regulate the generation of currency units and verify the transfer of funds. They operate independently of a central bank. One just needs to register on a cryptocurrency exchange platform and provide details such as mobile number, name, bank details and pan card details. Once verified, individuals can begin with transactions. Cryptocurrencies are not region specific. So globally there are over 2500 types of cryptocurrencies, Bitcoin and Ethereum being the major players in the market. In India, there are limited exchanges that are reliable, and that enable trading cryptocurrencies. To add to it, RBI, in April 2018, had directed banks to snap all ties with cryptocurrency exchanges in India. Since then, there is lack of clarity regarding the legalities associated with crptocurrency and hence a question over its future. The objective of this research is to study the working of cryptocurrency, estimate the possibilities for business ventures by utilizing cryptocurrency and its prospects in the future especially owing to the ban on Indian Banks from trading in Cryptocurrencies. This research will be based on primary as well as secondary data due to the macro level presence of Cryptocurrency. This study will prove to be beneficial for research scholars, businesses, academicians and to certain extent policy makers.

Keywords: Cryptocurrency, investment option, legal currency, business viability, future prospects, RBI ban.

INTRODUCTION

A cryptocurrency is a digital or virtual currency designed to work as a medium of exchange. It uses cryptography to secure and verify transactions as well as to control the creation of new units of a particular cryptocurrency. It is derived from the term 'Cryptography 'Or 'Cryptology'. Cryptography involves creating written or generated codes that allows information to be kept secret. Cryptography converts data into a format that is unreadable for an unauthorized user, allowing it to be transmitted without anyone decoding it back into a readable format, thus compromising the data.

In a short space of time, cryptocurrency exchanges began to spring up within the country. Pioneers like BtcxIndia, Unocoin, and Coinsecure began offering cryptocurrency exchange and trading services in India. Over time, others like Zebpay, Koinex, and Bitcoin-India were added to the list. With the proliferation of crypto trading and exchange platforms, the crypto market in India has grown from its modest level in 2013 to what it is today. Apart from these online exchanges, there are also a number of over-the-counter (OTC) crypto shops in the country and you have the makings of a crypto economic hub.

The 2016 demonetization policy may have spurred the adoption of cryptocurrencies among a considerable portion of the population but realities soon began to emerge that have stifled the growth of the market in the country. Despite its vast population, India only contributes 2 percent of the total global cryptocurrency market capitalization.

And recently with the ban imposed by RBI which prevents Indian banks to transact with crypto-currency driven companies, the future of cryptocurrency in India seems bleak at the onset. This research paper with the help of primary and secondary data aims to decipher the current status and the future scope of cryptocurrency.

REVIEW OF LITERATURE

Arvind Singh & Karan Singh (2018), in their research have mentioned about the trends in cryptocurrencies. However, this paper does not include the implications on the cryptocurrency industry post the central bank restrictions,

Hileman and Rauchs (2017) made the Global Cryptocurrency Benchmarking Study. This is the first study to systematically investigate key cryptocurrency industry sectors by collecting empirical, non-public data. The study gathered survey data from nearly 150 cryptocurrency companies and individuals, and it covers 38 countries from five world regions. The study details the key industry sectors that have emerged and the different entities that inhabit them.

Farell (2015) analyzed the cryptocurrency Industry and came up with an in-depth analysis of coin economics, partitioning the major currencies by their network security protocol mechanisms, and discussed the long-term theoretical implications that these classes entail. The study also discussed public perception and acceptance of cryptocurrency as a payment system in the current retail environment. He concluded that the industry has expanded dramatically in the number of coins currently in circulation.

The industry has also shown its creativity in implementing workable solutions to deficiencies in the development of new coins. Bitcoin may not dominate the industry in the long run, but the industry owes its existence to the pioneering anarchic coin.

It is learnt through the Review of Literature that there is lacuna in the extent of research conducted in the area of cryptocurrency.

OBJECTIVES

- To study the working of cryptocurrency
- To estimate the possibilities for business ventures by utilizing cryptocurrency

Research Methodology

- This paper is based on primary data, to gauge public opinion towards cryptocurrency as a valid investment option and a commercially viable choice in the future. A survey was conducted for the same. Since the subject is new and nascent, secondary data is also used and the information is collected from Research Papers, Journals, Articles, magazines and various websites and presented in various forms for clear understanding of the subject matter.

Limitation of the study

- The study was confined to Mumbai and limited to 347 respondents. Besides geographical limitations, availability is also one of the constraints. Moreover, the possibility of personal bias from the respondents during the survey cannot be denied.

Working of Cryptocurrency

- Cryptocurrencies are a digital form of money that run on a totally new monetary system, one that is not regulated by any centralized authority or tracked by a formal institution. There are many types of cryptocurrency with various functions. Regardless of each function, each digital currency is supported by a decentralized peer-to-peer network called the blockchain. Blockchain technology ensures that all cryptocurrencies are kept track of, regardless if they are being held in a digital wallet or being used in trading.
- The effectiveness of running such a system, however, requires an infrastructure that ensures that cheating and gaming the system isn’t possible. Bitcoin was the first to market, setting up a system in which two people - the sender and the receiver of coins - must sign off on payments to create a digital signature. Each person has a public and a private encryption key, which makes this possible. Every transaction is verified for
- accuracy, and the system is anonymous and totally transparent. At the center of this infrastructure is the ledger. A cryptocurrency has a ledger, where all transactions are made public so that total visibility is provided. Having a ledger forces everyone to "play fair" and takes away the risk of double spending.
- The ledger is a list of entries in a database that nobody can change without fulfilling specific conditions. Nobody owns the ledger or the cryptocurrency blockchain; instead, it’s decentralized meaning self-run and self-governed without the interference of outside parties.
- For instance, if one invests in cryptocurrency, such as Bitcoin, through a major cryptocurrency exchange. After purchasing it, he decides to spend it. At first, the transaction is unconfirmed, which means the transaction is not yet official, and it doesn’t become valid until it goes through a verification process. Once confirmed, the transaction becomes part of a record of historical transactions housed on the blockchain.
- Cryptocurrency Miners verify the transactions and then add them to the public ledger. They use powerful computers to solve complex math problems that are the key to the verification process. Cryptocurrency Mining is open source, so anyone can confirm a transaction, and the first miner to solve the problem gets to add a block to their transaction ledger. This process is called the "proof-of-work system."
- After adding a block to the ledger, the miner is given a reward for their efforts, which varies based on the cryptocurrency. For example, Bitcoin originally awarded 50 BTCs, but that award halves at preset times and today has decreased to 12.5 BTCs.

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Hypotheses

- a) H0: Cryptocurrency is not a valid Investment Option
- H1: Cryptocurrency is a valid Investment Option
- b) H_0 - Cryptocurrency is not a viable option for business entities
- H1: Cryptocurrency is a viable option for business entities

Data Analysis and Interpretation

- Analysis particularly in case of surveys involves estimating the values of unknown parameters of the population and testing of hypothesis for drawing inferences. For this study data was collected from 347 respondents.
- The samples were collected through stratified random sampling method. The respondents were divided into different demographic categories and within each category respondents were selected randomly.
- Respondent profile:

Table-1: Gender wise distribution of respondents

Gender	Frequency
Female	161
Male	186
Grand Total	250

Table 2: Age (Years)

Age	Frequency
Below 21	163
21-30	75
31-40	49
41-50	36
51 and above	24
Grand Total	347

Table-3: Education

Education	Frequency
Graduate	119
Post Graduate	63
Professional Education	38
Undergraduate	127
Grand Total	347

Table-4: Income

Income in(₹)	Frequency
Below 20 Lacs	316
20-50 Lacs	26
Above 50 Lacs	05
Grand Total	347

DATA INTERPRETATION

In India, the Reserve Bank has yet not legalized the Cryptocurrencies as a medium of exchange. To check the awareness about this fact the respondents were questioned in the questionnaire and figure 4 represents the result of that question. 78% respondents were aware that, Cryptocurrency is not legalized and 22% were unaware about the fact that Cryptocurrency is not legalized by the Reserve bank.

Investment in Cryptocurrencies especially in Bitcoin has been a much spoken about subject in the FY 2017-18. The next question asked to the respondents in the survey was to check the acceptance of Cryptocurrencies as a form of investment and it was found that 83% have accepted it as a form of investment and only 17% found it to be an improper Investment avenue.

As every investment comes with a risk involved in it, cryptocurrencies too have a risk involved with it as only 12% of the respondents considered it to be low risky, 35% were of the view that it’s highly risky to invest in Cryptocurrencies and 53% rated it as a moderate risk worthy investment option.

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Digitization is increasing at a fast pace, we have developed from traditional banking system to internet banking, online transactions, E-Wallets etc. as per our study it was seen that people consider Cryptocurrencies as a proper form of investment so, will Cryptocurrencies be accepted as a legal tender, 56% of the respondents were of the opinion that it should not be made a legal tender in India where as 44% of the respondents were having positive view on the same.

HYPOTHESIS TESTING

Respondents have considered cryptocurrency as a proper form of investment option therefore, the null hypothesis gets rejected and the alternative hypothesis is accepted i.e. People consider Cryptocurrency as an Investment Option.

Due to lack of regulatory framework, and RBI not making it a legal tender and due to negative political reviews about cryptocurrencies there seems to be no commercial prospect with respect to cryptocurrencies also as per various professionals from the industry the study doesn't find significant future prospects hence, the alternative Hypothesis (H_1) is rejected and the null Hypothesis is accepted i.e. Businesses do not envision any commercial prospect with respect to Cryptocurrency.

CONCLUSION

Since the Reserve Bank of India (RBI) directives to the financial institutions to not to provide services to the crypto exchanges, almost all of the major rupee versus crypto exchange service providers have shut down their operations. The transactions have moved to a peer-to-peer market where exchanges happen through escrow services and through social media groups. This has affected the cryptocurrency trade. In 2017, the price of a bitcoin, the world's best known virtual currency, rose from around $900 at the start of the year to nearly $20,000 by December. This fuelled a boom in trade and a rise in the number of investors in India, subsequently appearing on the Reserve Bank of India's (RBI) radar.The authorities soon made known their uneasiness with virtual currencies and cautioned investors. A few warning signals and conflicted statements later, the RBI finally pulled the plug on cryptocurrency exchanges. The investors are currently staying clear of cryptocurrency owing to the risk and volatility involved in it.

However, during survey and interviews, some industry experts estimated that paper currency will be replaced by cryptocurrency and national currencies will be in the form of crypto, which shall not happen without regulations. India is just getting started with cryptocurrencies, and over time we will see more and more Indians getting involved in it.

An innovative regulatory approach could have helped in finding out a better solution to regulate the multi-billion dollar cryptocurrency market. The government has also supported blockchain as a technology of the future but without the involvement of cryptocurrency, a peer-to-peer, fully transparent solution might be a distant reality. A country like India which has recently faced demonetization has developed great affection for cryptocurrencies in the recent past. It has been nearly five years since bitcoin made its debut in Indian Financial markets. In India, the transactions made through cryptocurrency are on the rise despite the notifications circulated by the finance ministry. This makes it clear that the upcoming future of bitcoin in India is growing

strong. There are about 1548 cryptocurrencies currently operational in the market available as an alternative to Bitcoin. Since bitcoin is not available in the physical form, this virtual currency can be converted into physical form by listing it on various online exchange platforms. Taxing the cryptocurrency is another way to legalise this currency. It becomes clear that it is a risky investment option, but there is no harm in opting for a calculated risk.

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VIRTUAL CLASSROOM- A TRANSFORMATION OF EDUCATION SYSTEM

Dr. Bharti Makhijani[1], Dr.Vanshika Ahuja[2] and Nair Ashwin Kaladharan[3]
Assistant Professor[1], K. J. Somaiya College of Science and Commerce
Assistant Professor[2], Seva Sadan College of Arts, Science and Commerce
Trainee[3], Astral Management Consulting Pvt. Ltd

ABSTRACT

E-Learning is fast and easy way of teaching and learning through network technologies which gains most powerful response in the present educational trend. Nowadays, technological improvement has allowed us to strive towards more meaningful and higher quality levels of instruction, delivery, and better possibilities for learning. Various tools and forms of interaction have been developed and optimized to meet this objective. One of the most popular types of these is the virtual classroom.Based on the increase in demand for Virtual learning, this paper provides an analytical framework about the history of the Virtual or e-learning and also the views of students regarding virtual learning. The beginning, advanced and today's status has been looked at closely. Its future outlook has also been briefly outlined 50 students were taken as sample and were asked questions regarding virtual classrooms. This study is based on the current trends of E-Learning and its future scenario towards the research process on educational technology. The scope of the e-learning has spread its root wide and depth in all educational institutions varies from schools to colleges and even in organization for training and development for their employees.

Keywords: CBT (Computer based training), E-learning, Virtual Classrooms, Screen based, Status indicators

1. INTRODUCTION

Laptops and Internets have made a revolution in almost every sector of the world. Facebook, Instagram, Skype, Twitter and other online communications media have allowed billions of people around the world to share ideas in a matter of seconds. It's mostly at low cost. The emerging pattern of technology, which transforms the traditional way of learning with Computers/Laptops and/or Internet is called the Virtual Learning.

Virtual Learning Specifically uses the computer software, the Internet or both to deliver instructions to students.

CONCEPTUAL FRAMEWORK OF HISTORY OF VIRTUAL LEARNING

YEAR	ADVANCEMENTS
1840	• Shorthand via Correspondence. • Invented by ISSAC PITMAN.
1924	• The First Testing Machine • Ohio State University Professor Sidney Pressey invented the "Automatic Teacher", the first device in electronic learning. It was a failure.
1954	• The First Teaching Machine • Havard Professor BF Skinner creates the "Teaching Machines" for use in schools.
1960	• Computer Based Training. • PLATO (Programmed Learning for Automated Learning Operations) was the first CBT Program. It offered drills and the ability to skip questions.
1966	• C.A.I in Schools. • Stanford University psychology professor Patrick Suppess and Richard C Arkinson began using Computer-Aided Instructions (CAI) to teach maths and reading to young children in Polo Alta elementary Schools. Bernard Luskin worked with Stanford University to install the first computer in a community • college for instructional use.
1969	• ARPANET HERALDS Internet. • US Department of Defence commissioned ARPANET (Advanced Research Projects Agency Network) to create the Internet.
1970	• Computer Mouse and G.U.I • Computer Mouse and GUI are invented, helping to define "modern • computing." Computer-based Training begins at the New Jersey Institute of Technology.
1980s	• PCs began with the first MAC • Personal computer era begins with Macintosh. Online communities begin sharing information, slowly paving the way towards eLearning.

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1990s	• "THE FIRST DIGITAL NATIVE". • The first "digital natives" is born. Emails takes off. It's a dawn of New Era in • learning. Virtual learning environments begin and "eLearning" becomes a widely recognized term.
2000s	• BUSINESSES ADOPT ELEARNING. • Businesses begin rolling out eLearning as a central way to train workers. • Authoring tools are more accessible than ever, and a wide range of online learning opportunities are available.
2010+	• Social, Online Learning. • A New way of eLearning inspired by social media builds momentum. YouTube, Twitter, Massive Open Online Courses (MOOCs), Scoopit, iTunes, U, Skype, opportunities to connect, share information and learn from each other are found everywhere.

2. OBJECTIVES OF STUDY

a) To study the concept of Virtual learning

b) To study the perception of Users using E-learning

c) To analyze the evolution of e-learning at different stages

d) To identify the forms of E learning and future of Virtual classroom

e) To evaluate the favour to Virtual classrooms of students.

3. REVIEW OF THE LITERATURE

Knowlton (2000) noted, "The online classroom is dynamic; it develops a life of its own based on the course content, student personalities, and the professor's ability to monitor and guide the course and make adjustments based on students' needs, interests, and goals" (p. 13).

Phipps and Merisotis (1999) contended, "The research does not take into consideration how different learning styles of students relate to the use of particular technologies" (p. 26).

Learner characteristics such as a student's preferred learning style are a major factor in achievement and satisfaction levels of the distance learner and should influence how the technology is used and how the course is designed (Kearsley, 2000).

Draves (2001) asserted that information transfer and cognitive learning could be accomplished better and faster online than through traditional delivery methods.

According to Palloff and Pratt (1999), many workplace skills are gained through participation in the online learning community and are transferable to the world of work.

Dede (1996) concurred with the link between the work world and online course skills. Activities such as consensus building and group projects often incorporated into online courses, engage students in activities through which learners can develop skills at collaborating with distant colleagues and cooperating with diverse individuals. A

According to Kearsley (2000), a high degree of interactivity and participation was the most important role of the instructor in an online class. Moreover, "dazzling technology has no value unless it supports content that meets the needs of the learners" (Web-Based Education Commission, 2000, p. iv).

Additionally, McLoughlin (1999) contended that learning materials need to be evaluated in terms of learner responses and preferences so that instructional designers can learn about the needs and cognitive styles of learners and become more responsive to those needs in the design of materials.

The e-learning has undergone many changes and the growth and development is tremendous in the short duration of time. Technology enhancement has made the e-learning simpler and provides more choice to the users. This paper also discusses the perception of users and the evolution of e-learning at different stages.

Meaning of Virtual Learning

Just as the term "Virtual" means a simulation (imitation) of the real thing, Virtual classroom is a simulated classroom via the internet, which provides a convenient communication environment for distant learners just like a traditional face-to-face classroom. A virtual classroom allows learners to attend a class from anywhere in the world and aims to provide a learning experience that is similar to a real classroom. It enables to bring learners from around the world and aims to provide a learning experience that is similar to a real classroom. It enables to bring learners from around the world together online in a highly interactive virtual classes while greatly reducing the travel, time and expense of on-site teaching and training programs.Thus, a virtual classroom can be visualized as a classroom where a lecture or session is conducted using the internet.

3. Characteristics of Virtual classrooms in Indian Context

a) Cell Phone

Now days due to more and more usage of mobile phone, students are more engaged in learning through mobile phones. The Mobile phone allows greater accessibility and flexibility in where and how they learn – and the advantage that teachers get as much as students get. Since it means the students have more opportunities to engage with studies more effectively. Currently students perceive cell phone as an extension

b) Mutual

Virtual learners are now more engaged with each other. They are chatting and messaging in different forums, teaming up on group projects,

c) Interactive

Online classrooms provide learners more freedom to engage with the material creativity and for this Gamified lesson, scenario learning are the basic examples which allow interaction among them.

d) Experimental

The Researchers observe that virtual classrooms offer more new ways for teachers to deliver inspiring, engrossing and effective learning content and they expect Virtual classrooms to expand more and include Artificial intelligence and Virtual Reality.

4. Forms of Virtual Learning:

- **Computer Deployed:** The instructions are provided by software installed on a local server/computer instead of by a teacher. The software is dynamic according to the needs of each student.
- **Internet Deployed:** It's as same as computer deployed except that the software that provides the instructions is delivered through the web and stored on a remote server.
- **Remote Desktop teacher available:** Instruction is provided by a teacher without being physically present. The communication is done via the internet or through the media such as online video, online forums, e-mails and instant messaging.
- **Combined Learning:** Combines Face-to-Face Instruction (traditional) with the computer deployed, Internet deployed or Remote desktop teacher available. Means there are two sources: a traditional classroom teacher and any one of the above learning.
- **Facilitated Virtual Learning:** This is computer deployed, Internet deployed and remote desktop teacher available, supplemented by a human "facilitator". This Facilitator assists the students learning process by providing tutoring or additional supervision. He/she may be present physically or non-physically.

4. HISTORY OF E-LEARNING

The term e-learning came into existence since 1999 when the word was first utilized at a CBT systems seminar. Other words also began to spring up in an accurate description such as "online learning" and "virtual learning". However, the principles behind e learning have been well documented throughout history and there's even evidence which suggests that early forms of e-learning existed as far back as the 19th century.

Long before the internet was launched, distant courses were being offered to provide students with education on particular subjects or skills. In the 1840's Issac Pitman taught his pupils shorthand via correspondence. This form of symbolic writing was designed to improve writing speed and was popular among secretaries, journalists, and other individuals who did a great deal of note taking or writing. Pitman who was a qualified teacher was sent completed assignments by his students via the mail system and he

would then send them the more work to be finished

In 1924, the first testing machine was invented. This device allowed students to test themselves. Then in 1954, B.F. Skinner, a Haward Professor, Invented a "teaching machine", which enabled schools to administer programmed instructions to their students. It wasn't until 1960 however that the first computer based training program was introduced to the world.

This Computer Based Training Program (CBT) was known as PLATO-Programmed Logic for Automated Teaching Operations. It was originally designed for students attending the University of Illinois, but ended up being used in schools throughout the area.

In 1966, Stanford University psychology professors Patrick Suppes and Richard C Arkinson began using Computer-Aided Instruction (CAI) to teach math and reading to young children in polo Alta elementary schools Bernard Luskin worked with Stanford University to install the first computers in a community college for instructional use.

In 1969, US Department of defence Commissioned ARPANET to create the internet.

In 1970, Computer, Mouse and the Graphic user Interface are invented helping to define "Modern Computing" Computer-Based training (CBT) begins at the New-Jersey Institute of Technology.

5. ONLINE LEARNING TODAY

With the Introduction of the Computer and the Internet in the late 20^{th} Century, e-learning tools and delivery methods expanded. The first MAC in the 1980's enabled individuals to have computers in their homes, making it easier for them to learn about particular subjects and develop certain skill sets.

In 1990's, virtual learning environments began to thrive with people gaining access to a wealth of online information and learning opportunities.

In 2000's, business began using e-learning to train their employees. New and Experienced workers alike now had the opportunity to improve upon their industry knowledge base and expand their skill sets. At home, individuals were granted access to programs that offered them ability to earn online degrees and enrich their lives through expanded knowledge.

Today, a new wave of e-learning inspired by social media builds momentum. Youtube, Twitter, Massive Open Online Courses (MOOC's). SCOOPLT, iTunes, U, Skype, opportunities to connect, share information and learn from each other are found everywhere.

6. FUTURE OF VIRTUAL LEARNING

The E-Learning is comprised of many forms of electronically supported learning and teaching with the help of information and communication system as a medium. The E Learning is entering into the world of exciting visuals; it is practical and cost effective for both learner and for educational institutes to delivery and manages administrative aspect of education at the same time. In additional if research work based on student perception and technology is done, it will be very useful efforts should be taken to engage the student while undergoing E-Learning improve the effectiveness of teaching and learning process and to retain students.

Self-evaluation should be done by the learners weather they can give full attention, self-regulation, and self-discipline to undergo E Learning. The institution can also keep this test to select the candidate to reduce the dropout rates.

7. DATA ANALYSIS AND INTERPRETATION

Questionnaire was given to 50 respondents through google form. A simple analysis through frequency of inforrmtion is shown in table below. Some questions were multiple choice

	% of Frequency
Age	
Male	22
Female	28
Total	50
Knowledge for Virtual Classroom	
Yes	43
No	07
Total	50
Favour of Virtual Classrooms	
Favour	25
Indifferent	5
Opposed	20

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Tools used by Respondents	
Screen Sharing	7
Status Indicators	2
Chat	32
Shared whiteboard	22
Breakout rooms	00
Quizzes	10
Sharing Files	23
Interest to learn	
Yes	50
No	00
Total	50
Easy to learn	
Yes	39
No	11
Total	50
Factors responsible for effectivetiness of Virtual Classroom	
Flexible timing	32
Efficient learning	21
Location	16
More active learning	44
Essential Components of an Effective Virtual Classroom Sessions [MCQ]	
Interaction	32
Technical Stability	40
Scheduling	42
The use of material	38
Impact on teaching methods	
Achievement	22
Motivation	41
Attitude	28

Hypothesis Testing

Ho: Gender and favour to virtual classrooms are independent

H1: Gender and favour to virtual classrooms are not independent

	favour	**indifferent**	**opposed**	
Male	10	3	9	22
Female	15	2	11	28
	25	5	20	50

Chi	0.117289	
Df	2	
critical value	5.991	
chi square < critical value	Accept Null hypothesis	

5. CONCLUSION

Based on the history of the virtual learning, we can conclude that it has still a long way to go. The demand for additional educational opportunities in the country has consistently grown. Virtual Learning appears to be a flexible, affordable and effective way of satisfying this demand. The virtual classroom is such a learning environment where teacher and student are separated by time or space, or both, and the teacher provides course content through course management applications, multimedia resources, the Internet, videoconferencing, etc. Students receive the content and communicate with the teacher via the same technologies. Considering the advantages provided by the virtual classroom, the teaching process still faces certain general difficulties and obstacles. One of these is the teacher's ability to keep up the interest levels of their pupils. That is why it is essential for the success of modern virtual classroom tutors to improve their observation skills. The proper use of communication can ensure the effectiveness and greater efficiency of virtual sessions.

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2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.
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All references must be arranged first alphabetically and then it may be further sorted chronologically also.

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Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management, 2*(3), 29–33.

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- **Multiple author journal article:**

Khan, M. R., Islam, A. F. M. M., & Das, D. (1886). A Factor Analytic Study on the Validity of a Union Commitment Scale. *Journal of Applied Psychology, 12*(1), 129-136.

Liu, W.B, Wongcha A, & Peng, K.C. (2012), "Adopting Super-Efficiency And Tobit Model On Analyzing the Efficiency of Teacher's Colleges In Thailand", International Journal on New Trends In Education and Their Implications, Vol.3.3, 108 – 114.

- **Text Book:**

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies* (3rd ed.). New York: McGraw-Hill.

S. Neelamegham," Marketing in India, Cases and Reading, Vikas Publishing House Pvt. Ltd, III Edition, 2000.

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- **Edited book having more than one editor:**

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Bessley, M., & Wilson, P. (1984). Public policy and small firms in Britain. In Levicki, C. (Ed.), *Small Business Theory and Policy* (pp. 111–126). London: Croom Helm.

- **Chapter in edited book having more than one editor:**

Young, M. E., & Wasserman, E. A. (2005). Theories of learning. In K. Lamberts, & R. L. Goldstone (Eds.), *Handbook of cognition* (pp. 161-182). Thousand Oaks, CA: Sage.

- **Electronic sources should include the URL of the website at which they may be found, as shown:**

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

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Yunus, M. (2005, March 23). Micro Credit and Poverty Alleviation in Bangladesh. *The Bangladesh Observer*, p. 9.

- **Article in magazine:**

Holloway, M. (2005, August 6). When extinct isn't. *Scientific American, 293*, 22-23.

- **Website of any institution:**

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

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