

Volume 6, Issue 2 (VII)
April - June 2019

ISSN 2394 - 7780



International Journal of
Advance and Innovative Research
(Conference Special)
(Part – 3)

Indian Academicians and Researchers Association
www.iaraedu.com



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,
Yashvant Keshav Patil College of Commerce,
Vidhya Dayanand Patil College of Arts,
VIVA College

Jointly organize
In Association with

University of Mumbai

“VISHLESHAN”

20th April, 2019

Publication Partner

Indian Academicians and Researcher's Association

ABOUT UNIVERSITY OF MUMBAI

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.

Initially, the University concentrated its efforts on controlling teaching at the undergraduate level and in conducting examinations. Later on, it took up research and the task of imparting instructions at the Post-Graduate level. It has two campuses of areas 243 acres and 14 acres at Vidyanagari and Fort respectively. It has established its name in Industrial & International collaborations and runs various professional courses

ABOUT THE TRUST

Late Shri Vishnu Waman Thakur Charitable Trust saw the light of day in 1988 under visionary and dynamic leadership of President Shri Hitendraji Thakur to promote education in rural belts of Vasai-Virar. Under the aegis of the Trust, Utakarsha Vidyalaya started in 1989, followed by VIVA College of Arts, Commerce & Science in the Year 2000, and many other institutes to cater to the need and thrust of varied disciplines, such as Management, Engineering, Degree/ Diploma, Pharmacy, Applied Art, Architecture, MCA, etc.

ABOUT VIVA INSTITUTE OF MANAGEMENT AND RESEARCH (VIVA IMR)

The Trust started Institute of Management in 2004, awarding Masters in Management Studies (MMS), a post graduate degree affiliated to Mumbai University and approved by AICTE, New Delhi. The Institute provides an ambience where creativity and new ideas flourish, thereby producing leaders of tomorrow by imparting a blend of learning, innovation and excellence. The dynamic and constantly evolving academic programme reflects the institute's commitment to stay abreast with the expanding frontiers of knowledge worldwide. Being responsible towards society and environment, VIVA IMR is located in an environment friendly set up which is away from pollution, a few minutes away from Virar station.

At VIVA IMR, we have strength of Gen-Y students and faculties with ample years of industry experience that make the environment vivacious, innovative, victorious and aspiring to achieve their goals. At the Institute, we believe in creating an inductive environment to develop our student's competence and empower them not just through academics but also through several extracurricular activities making them fit to face the corporate world.

ABOUT BHASKAR WAMAN THAKUR COLLEGE OF SCIENCE, YASHVANT KESHAV PATIL COLLEGE OF COMMERCE, VIDHYA DAYANAND PATIL COLLEGE OF ARTS-(VIVA COLLEGE)

The college is affiliated to University of Mumbai and is fully supported financially by the Management. At present the college has 19 UG programs, 13 PG programs and 2 certificate courses with 250 dynamic faculties with an average age of 35 years having zeal to excel both personally and professionally. The college has been providing access to higher education to a diverse socioeconomic group of students with an objective of "EDUCATION TO ALL". The college offers flexibilities to the learners with regard to making a choice from various subjects of studies in Arts, Commerce and Science. The college has introduced professional programmes such as BMM, BCAF, BCBI, BFM, BMS, B.Sc.in Hospitality Studies, IT, Biotechnology, B. Com. (Financial Management) and B. Com. (Investment Management) at UG level and several PG courses so as to enable the learners to have varied choices.

ABOUT IARA

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.iaaedu.com for more details.

ABOUT CONFERENCE

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.

A BRIEF ABOUT ORGANIZING COMMITTEES

PATRONS

Hon. Shri. Hitendraji Thakur

President, VIVA Trust

Hon. Shri P. D. Kodolikar

Chairman, Managing Committee, VIVA Trust

Ms. Aparna Thakur

Secretary, VIVA Trust

Shri. Sanjeev Patil

Member, Management Committee

Shri. S. N. Padhye

Member, Management Committee

Shri. V. S. Patil

Member, Management Committee

Shri. Sanjay Pingulkar

Member, Management Committee

Shri. K. P. N. Kutty

Coordinator

Dr. Suhas Pednekar

Vice- Chancellor, University of Mumbai

Dr. Ravindra Kulkarni

Pro Vice- Chancellor, University of Mumbai

ADVISORY COMMITTEE

Dr. T. A. Shiware

Chairman-Association of Non-Government College, Mumbai, Director-Wilson College

Prin. Dr. M. S. Kurhade

D.T.S.S. College of Commerce & Dean of Arts Faculty, University of Mumbai

Prin. Dr. Ajay M Bhamre

Ramanand Arya's D.A.V. College, Bandup, Dean of Commerce, University of Mumbai

Dr. S. D. Sargar

Head-Department of English, University of Mumbai

Mr. Mehrab Irani

General Manager, TATA Investment Corp. Ltd

Mr. Alok Oak

Head HR, Godrej Mfg. Ltd

Dr. Suresh k. Ukarande
Dean of Science, University of Mumbai

Dr. M.V. Ramana
Head-Department of Chemistry, University of Mumbai

CONVENORS

Dr. Hiresh Luhar

Dr. A.P. Pandey

CO-CONVENORS

Prof. Arti Sharma

Prof. Prajakta Paranjape

ORGANISING SECRETARIES

Prof. Lalit Patil

Dr. Rohan Gavankar

C.A Suraj Wadhwa

Dr. Deepa Verma

ORGANIZING COMMITTEE

Prof. Prapti Naik

Dr. Rakhee Oza

Dr. Hemangi Raut

Prof. Ajit Ingle

Prof. Anushri Kini

Prof. Nitin Kulkarni

Prof. Manasi Gawand

Prof. Deepashri Vartak

Prof. Neetu Sharma

Prof. Sampada Deshmukh

Dr. Nilima Bhagwat

Prof. Jagruti Churi

PUBLIC RELATIONS COMMITTEE

Mr. Karan Khanna

Mr. Nikhil Teli

Mr. Aanand Rajawat

Guest Editors of Special Issue

Dr. Hiresb Luhar

Director

VIVA Institute of Management & Research

Dr. A.P. Pandey

Principal

VIVA College of Arts, Science and Commerce

Prof. Arti Sharma

Assistant Professor

VIVA Institute of Management & Research

International Journal of Advance and Innovative Research

Volume 6, Issue 2 (VII): April - June 2019 Part - 3

Editor- In-Chief

Dr. Tazyn Rahman

Members of Editorial Advisory Board

Mr. Nakibur Rahman

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

Dr. Alka Agarwal

Director,
Mewar Institute of Management, Ghaziabad

Prof. (Dr.) Sudhansu Ranjan Mohapatra

Dean, Faculty of Law,
Sambalpur University, Sambalpur

Dr. P. Malyadri

Principal,
Government Degree College, Hyderabad

Prof.(Dr.) Shareef Hoque

Professor,
North South University, Bangladesh

Prof.(Dr.) Michael J. Riordan

Professor,
Sanda University, Jiashan, China

Prof.(Dr.) James Steve

Professor,
Fresno Pacific University, California, USA

Prof.(Dr.) Chris Wilson

Professor,
Curtin University, Singapore

Prof. (Dr.) Amer A. Taqa

Professor, DBS Department,
University of Mosul, Iraq

Dr. Nurul Fadly Habidin

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

Dr. Neetu Singh

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

Dr. Mukesh Saxena

Pro Vice Chancellor,
University of Technology and Management, Shillong

Dr. Archana A. Ghatule

Director,
SKN Sinhgad Business School, Pandharpur

Prof. (Dr.) Monoj Kumar Chowdhury

Professor, Department of Business Administration,
Guahati University, Guwahati

Prof. (Dr.) Baljeet Singh Hothi

Professor,
Gitarattan International Business School, Delhi

Prof. (Dr.) Badiuddin Ahmed

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

Dr. Anindita Sharma

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

Prof. (Dr.) Jose Vargas Hernandez

Research Professor,
University of Guadalajara, Jalisco, México

Prof. (Dr.) P. Madhu Sudana Rao

Professor,
Mekelle University, Mekelle, Ethiopia

Prof. (Dr.) Himanshu Pandey

Professor, Department of Mathematics and Statistics
Gorakhpur University, Gorakhpur

Prof. (Dr.) Agbo Johnson Madaki

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

Prof. (Dr.) D. Durga Bhavani

Professor,
CVR College of Engineering, Hyderabad, Telangana

Prof. (Dr.) Shashi Singhal

Professor,
Amity University, Jaipur

Prof. (Dr.) Alireza Heidari

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

Prof. (Dr.) A. Mahadevan

Professor
S. G. School of Business Management, Salem

Prof. (Dr.) Hemant Sharma

Professor,
Amity University, Haryana

Dr. C. Shalini Kumar

Principal,
Vidhya Sagar Women's College, Chengalpet

Prof. (Dr.) Badar Alam Iqbal

Adjunct Professor,
Monarch University, Switzerland

Prof.(Dr.) D. Madan Mohan

Professor,
Indur PG College of MBA, Bodhan, Nizamabad

Dr. Sandeep Kumar Sahratia

Professor
Sreyas Institute of Engineering & Technology

Dr. S. Balamurugan

Director - Research & Development,
Mindnotix Technologies, Coimbatore

Dr. Dhananjay Prabhakar Awasarikar

Associate Professor,
Suryadutta Institute, Pune

Dr. Mohammad Younis

Associate Professor,
King Abdullah University, Saudi Arabia

Dr. Kavita Gidwani

Associate Professor,
Chanakya Technical Campus, Jaipur

Dr. Vijit Chaturvedi

Associate Professor,
Amity University, Noida

Dr. Marwan Mustafa Shamot

Associate Professor,
King Saud University, Saudi Arabia

Prof. (Dr.) Aradhna Yadav

Professor,
Krupanidhi School of Management, Bengaluru

Prof.(Dr.) Robert Allen

Professor
Carnegie Mellon University, Australia

Prof. (Dr.) S. Nallusamy

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

Prof. (Dr.) Ravi Kumar Bommiseti

Professor,
Amrita Sai Institute of Science & Technology, Paritala

Dr. Syed Mehertaj Begum

Professor,
Hamdard University, New Delhi

Dr. Darshana Narayanan

Head of Research,
Pymetrics, New York, USA

Dr. Rosemary Ekechukwu

Associate Dean,
University of Port Harcourt, Nigeria

Dr. P.V. Praveen Sundar

Director,
Shanmuga Industries Arts and Science College

Dr. Manoj P. K.

Associate Professor,
Cochin University of Science and Technology

Dr. Indu Santosh

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

Dr. Pranjal Sharma

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

Dr. Lalata K Pani

Reader,
Bhadrak Autonomous College, Bhadrak, Odisha

Dr. Pradeepta Kishore Sahoo

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

Dr. R. Navaneeth Krishnan

Associate Professor,
Bharathiyar College of Engg & Tech, Puducherry

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Dr. Namita Dixit
Assistant Professor,
ITS Institute of Management, Ghaziabad

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

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

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

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

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

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

Dr. Manisha Gupta
Assistant Professor,
Jagannath International Management School

Copyright @ 2019 Indian Academicians and Researchers Association, Guwahati
All rights reserved.

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

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



Journal - 63571

UGC Journal Details

Name of the Journal : International Journal of Advance & Innovative Research

ISSN Number :

e-ISSN Number : 23947780

Source: UNIV

Subject: Multidisciplinary

Publisher: Indian Academicians and Researchers Association

Country of Publication: India

Broad Subject Category: Multidisciplinary

CONTENTS

Research Papers

REVIEW OF SELECTIVE LITERATURE IN THE SUBJECT OF FINANCIAL LITERACY AND WOMEN EMPOWERMENT	1 – 4
CA Rajul Murudkar, CA Ajit Joshi and Urvashi Vadodaria	
A STUDY OF THE FINANCIAL CAPABILITIES AMONG EMPLOYED COLLEGE STUDENTS IN NIGHT COLLEGE IN MUMBAI REGION	5 – 9
CMA Alwin Menezes	
IOT FOR BLIND PEOPLE	10 – 15
Sulakshana Vispute and Ashwini B. Patade	
AN ANALYTICAL STUDY OF THE CUSTOMER'S ATTITUDE AND SATISFACTION TOWARDS INVESTMENT IN LIFE INSURANCE POLICIES	16 – 19
Deepak Kumar Ramnath Gupta and Dr. Vinod S. Khapne	
STUDY ON MODELS FOR SOFTWARE QUALITY ASSURANCE (SQA) IN WEB APPLICATION	20 – 22
Swapnali D. Mahadik and Deepali Padave	
A STUDY OF FINANCIAL INVESTMENT HABIT AND PREFERENCES FOR INVESTMENTS AMONG STUDENTS PURSUING POST GRADUATION IN COMMERCE STREAM IN WESTERN MUMBAI CITY	23 – 31
Dr. Mehul C. Chhatbar	
STUDY OF IMPACT OF SOFT SKILLS TRAINING AMONG THE B.COM UNDERGRADUATES	32 – 37
Dr. Hema Mehta	
RICHES TO RAGS STORY OF JET AIRWAYS - INDIA'S PREMIER AIRLINE	38 – 40
Evonne Jagdish Sakhrani	
THERMAL ANALYSIS OF NYLON-6/POLYANILINE (PAn) BLENDS	41 – 43
Dr. Hemangi A. Raut, Niyanta V. Dave and Cephass Vander Hyde	
A STUDY OF BUDGET VARIANCE OF MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP	44 – 46
Dr. Ashok D. Wagh and Kuldeepsingh J. Rathod	
A STUDY TO FIND THE USE OF SOCIAL MEDIA AS A PERSONAL BRANDING PLATFORM	47 – 52
Prof. Maryam Hanzala Tariq and Prof. Afreen Shariq Syed	

A STUDY ON DIFFERENT CAUSES & EFFECTS OF DOMESTIC VIOLENCE ON THE WOMEN OF DIVA REGION	53 – 56
Yadav Nilesh Inderkumar	
USER INTERFACE AND USER EXPERIENCE (UI/UX) TECHNOLOGY USING SMART WATCH MULTIHEALTH CARE DEVICE SYSTEM	57 – 63
Omkar Uday Vilankar	
MIS-SELLING OF FINANCIAL PRODUCT	64 – 68
Padma R. Chari	
CONSUMER AWARENESS TOWARDS EMV CHIP PLASTIC MONEY	69 – 74
Parimala Srinivas and Dr. Surekha Mishra	
ELECTRONIC EYE	75 – 80
Prachi Subhash Vanjare	
ENERGY EFFICIENT BUILDINGS USING IOT	81 – 86
Sulakshana Vispute and Pratik Shitole	
FIGHTING AGAINST CYBER CRIME: INVESTIGATION AND PREVENTION	87 – 89
Raju Namdev Savkare	
SELF HELP GROUPS – EMPOWERING WOMEN	90 – 93
Dr. Rakhee Oza and Prof. Amol Vaze	
CONFIRMATION OF FLAVONOIDS AND PHENOLIC COMPOUNDS IN THE DYE EXTRACTED FROM PETALS OF MAGNOLIA CHAMPAKA FLOWERS	94 – 98
Nikhila Rane and Kavita Patil	
USE OF DIGITAL TECHNOLOGY IN BUSINESS AND FINANCE: ONLINE MARKETING	99 – 101
Prof. Rashmi Mehbubani	
A STUDY ON INVESTORS AWARENESS TOWARDS DERIVATIVE MARKET IN BOMBAY STOCK EXCHANGE (BSE)	102 – 105
Prof. Firoz K. Khan	
NEW HORIZONS IN CORPORATE BOARDS- A REVIEW OF DEVELOPMENTS APPLICABLE TO SELECTED INDIAN LISTED COMPANIES	106 – 109
Dr. Megha S. Somani and Jyoti M. Bhatia	
THE WEALTH CREATION BY MID CAP AND SMALL CAP MUTUAL FUNDS: AN ANALYSIS	110 – 114
Narendra Singh	
IMPACT OF INNOVATIVE ACTIVITIES ON THE SUCCESS OF AN ENTERPRISE	115 – 117
Prof. Pankaj V. Kataria	
DETERMINATION OF HEAVY METALS IN SURFACE AND GROUND WATER IN VASAI REGION	118 – 122
Rohan D'Souza, Shalaka Patil, Dr. Geetha Unnikrishnan	

STUDY OF EFFICACY OF FLIPPED CLASSROOM MODEL IN TEACHER EDUCATION	123 – 124
Sandeep D. Patil	
IMPORTANCE OF CONVEYING STRATEGIES ON INTERNET FOR PROMOTING WORKPLACE COLLABORATIONS	125 – 128
Dr. CA. CMA. Sanjay Sonawane	
IOT BASED REMOTE HEALTHCARE MANAGEMENT SYSTEM AND EMERGENCY SERVICE	129 - 134
Dr. Rasika Mallya and Rohan Padwal	
SCREENING OF ANTIBIOTICS IN POULTRY LIVER, KIDNEY, GALL BLADDER AND MUSCLE	135 – 139
Tanvi Bore, Victoria M. and Dr. Deepa Verma	
CYBER CRIME AND SECURITY	140 – 143
Vishwanath Vinod Pawar	
AN EXPLORATORY STUDY ON REASONS BEHIND SHUT-DOWNS OF START-UPS IN RECENT TIMES	144 – 148
Dr. Rajesh Mankani	
CAREER OPTIONS IN SOCIAL SERVICES	149 – 150
Dr. Subhash D'souza	
LESBIAN GAY BISEXUAL TRANSGENDER QUEER (LGBTQ)	151 – 153
Anjali Pandey	
ROLE OF EMOTIONAL INTELLIGENCE IN PERFORMANCE OF A SALESPERSON	154 – 157
Dr. Tejashree Deshmukh and Dr. Harish Kumar S. Purohit	
A STUDY ON DEVELOPING INNOVATIVE FINANCIAL REPORTING MODEL FOR PROJECT MANAGEMENT	158 – 163
Ketan Rabhadia, Prof. Karan Khanna and Dr. Hiresh Luhar	
A STUDY ON SOCIO-CULTURAL IMPACT OF TOURISM	164 – 167
Dr. Neeta Rath	
BITTY EFFECTS OF DEMONETISATION'S RUMOURS ON ROAD-SIDE VENDORS IN MUMBAI-SUBURBAN	168 – 173
Samrat Ashok Gangurde and Dr. Kanchan S. Fulmali	
HUMANOID ROBOTICS: BRIDGING THE GAP BETWEEN MACHINES AND REAL WORLD	174 – 180
Raj Dukhande and Prof. Deepa Honrao	
VIRTUAL REALITY IN EDUCATION	181 – 183
Snehal Kadam and Pritam Warke	

REVIEW OF SELECTIVE LITERATURE IN THE SUBJECT OF FINANCIAL LITERACY AND WOMEN EMPOWERMENT

CA Rajul Murudkar¹, CA Ajit Joshi² and Urvashi Vadodaria³Assistant Professor^{1,2} and Student³, Department of Finance, PTVA's Institute of Management, Mumbai

ABSTRACT

We all have grown up understanding different roles of males and females in the society. Today's so called modern era is not an exception to this. For any household requirements such as grocery, food and typical maid related issues, household ladies come forward by default and assume it as their primary responsibility. Males predominantly assume themselves responsible for any decisions with respect to family's financial needs, investments and related discussion. Most of the eminent researchers have done lot of research in terms of necessity of women empowerment and also recommended areas, which women and society as a whole to consider in order improving socio-economic inclusion of a woman in the society. Process of creating power in oneself to take advantage of available resources such as education, participation in socio-economic environment, deciding own priorities and finally deciding own way to life are the broad areas, which women were restricted to even think of for their betterment and exposure. Over the period there has been lot of consideration and society at large has also accepted role of women in the society and has been taking steps to march towards the betterment of the woman. Now it's time to review the observations made by experts and its impact on the society. This study aims to collate available data of the researchers in the area of women empowerment and importance of financial literacy as an integral part of empowerment.

Keywords: Financial literacy, financial inclusion, socio-cultural environment, Women

INTRODUCTION

This paper is an effort to selectively study the available literature on the Financial Literacy amongst women. Confluence of two of the most crucial subjects of our times, Women Empowerment and Financial Literacy, is an interesting study from the multidisciplinary perspective of such a confluence. Financial literacy is a crucial missing link in the collective mind of Indian psyche. Financial markets, economic environment and monetary crimes are severely affected by the degree of financial literacy amongst the masses. On the other hand, women empowerment has hitherto being seen essentially from cultural, social, legal perspective rather than a function of financial awareness. A woman, in control of her and aware of her family's money cannot be easily exploited. Moreover, a financially knowledgeable woman might enhance the awareness of her children & family about such matters, thereby making an invaluable contribution to the crusade of financial literacy. This is the perspective of choosing to undertake a selective literature review on the said topic.

OBJECTIVES

This literature Review has been undertaken with the objective of studying following dimensions of the subject...

1. To study the Awareness based on profile of women - location, age, education, income levels, investment preferences
2. To understand the role played by SHG
3. To enumerate the existing and recommended government intervention
4. To study the experiences of Empowerment
5. To observe the linkage of various reasons and socio-cultural background of a woman with her awareness levels.

CONCEPTUAL FRAMEWORK

1. Financial literacy: Literacy means having usable and reliable knowledge about particular subject, concept or object. Financial Literacy refers to the knowledge about financial products or services. Which means literacy about the areas involving finance or money. It can be either earnings, spending, savings, investments and so on.
2. Women Empowerment: Empowerment refers to encouragement leading to ability to perform fearlessly and becoming independent or self-reliant in terms of decision making. Women Empowerment refers to making all the resources available and imparting required skills and knowledge available to the women to make effective use of those resources and decide their own path, leading to achieving their goals of life. In short, making women independent and self-reliant to live respectable life in patriarchal society.

3. Self-help Group (SHG): SHG is a cluster of like-minded people, who come together for common cause of helping either the group members or to those, who are in need of finance and are unable to get the same due to lack of sufficient knowledge or skill. These groups are either registered or unregistered and typically consist of 10-20 local people, either men or women. Primary objective of SHG is to meet financial requirements of micro entrepreneurs. Since SHG is a local body, they are acquainted with the local needs and problems. Hence, hassle free and quick funding with minimum book keeping is possible from them. They also have tie up with banks or financial institutions. India has many such SHG working effectively and efficiently.
4. Government Intervention Schemes: Like society, it's important on the part of government to create healthy and strong infrastructure and atmosphere in terms of various government schemes, policies and resources to enable people in the country to live better and secured life.
5. Socio-Cultural environment: It refers to surrounding atmosphere, existing customs and traditions in the society and its impact on the life of the people living in that society. It's a continuous process, wherein one generation adopts certain processes, thoughts and beliefs and passes on the same to next generation. As a whole it makes a socio-cultural environment.

ANALYSIS OF THE BODY OF LITERATURE

1. While studying the awareness amongst women, various profile attributes have made significant impact. To begin with, the location of survey has influenced its outcome considerably. Surveys conducted across various districts such as Nashik (Paluri, et al, 2016), wherein the women respondents were distributed in four classes, judicious consumers, conservative consumers, acquisitive consumers and unsure consumers. Collected data showed that the women were most interested in basic financial products like fixed deposits and insurance policies due to limited knowledge and exposure. The same result has been supported by the survey conducted in Raipur (Saha, 2016) wherein survey was conducted for working women with available working financial knowledge and exposure. In Virudhunagar district (Suganya , et al, 2017) women of SHG were examined in terms of certain parameters such as financial knowledge, saving, borrowing and investment skills. The survey showed that most of the women were educated till secondary level and were having interest in savings and investments. It has also established the fact that there is strong relation between financial literacy and women empowerment. Survey conducted for married women in Mumbai city (CA Purva Shah, 2018) displayed picture of comparatively smart woman but due to city's own challenges such as late sitting in offices, traffic situation, competition, peer pressure, inflation and equal household responsibilities, women preferred to take a back seat in career and in terms of upgrading their financial knowledge after certain age and with increased household responsibilities. In another survey conducted for rural women in Tirunelveli district (Muthulakhmi M, et al, 2014) showed lot of difference in rural and urban in terms of understanding level about available avenues for savings and investments. They prefer more of traditional savings methods like gold etc. In Kalaburagi district, (Kheni, 2016) the survey showed the requirement of training in terms of various financial products and services to be given to women to help them get knowledge about available financial products and services. Another study of women in Visakhapatnam District of Andhra Pradesh (Kusuma, et al, 2013) also established the fact of women suffering from lack of or limited financial knowledge. One more survey of women in Chennai city (Remigius Mary S, 2016) displayed good understanding of financial knowledge and also showed the direct relationship between higher education vis-à-vis financial decision making and confidence level. The facts have established that women were found to be more aware in economically advanced cities as opposed to relatively not advanced. Thus the women in other than metro cities have shown lesser awareness as opposed to those in metro cities like Chennai and Mumbai.
2. Education, qualification has direct relationship with financial literacy and thus, empowerment. Considering this as an important factor in women empowerment various surveys were made by many researchers. To name a few, in the survey of working women having graduate, post graduate or professional qualification (Arora, 2016), showed inclination towards financial planning and their level of understanding of financial products and services was higher as compared to other women. This research has also been supported by the survey results of women in SGH in VIRUDHUNAGAR (Suganya, 2017). Similarly, after studying behaviour of rural woman in tirunelveli district (Muthulakhmi M, et al, 2014), it's observed that though women were found interested in savings or investment schemes, due to lower basic qualification, they were finding it difficult to understand the financial products or schemes. The study of women entrepreneurs in agriculture and education sectors in India, (Srinivasan Hema, et al, 2018) and their understanding towards microfinance opportunities has underlined importance of education at school level in order to progress in

life. Another study in Kalaburagi district of Karnataka (Kheni, 2016) also boosted the fact of necessity of educational background to achieve desired level of contribution of woman in financial decision making. During this survey, it was observed that 39% of the respondents were educated only till high school level, which was restricting their understanding level of financial products and services. Survey made in case of working women in Chennai city (Remigius Mary S, 2016) confirmed the fact of direct relation between education and understanding and managing finances by women. Most of the women were graduates and post-graduates and were able to manage their financial planning and check risk and return pattern of their investments.

3. Age and marriage are another important factors in woman's life as pre-marital and post-marital phases change her priorities and decision making power. In the survey of married women in Mumbai city (CA Purva Shah, 2018) supports aforesaid observation. The survey showed that post marriage, women having children get busy in household activities and they lack to upgrade their knowledge in terms of financial products or services or even the current affairs. In case of tirunelveli district (Muthulakhmi M, et al, 2014), wherein respondents were rural women were housewives and between the age group of 36-45 years. Around 86% respondents reported economic independence and most of them were self-employed and were engaged in petty business. Women respondents of age group 30-39 years (Kusuma, et al, 2013) reported willingness to understand and gain knowledge about available savings and investment options. In another interesting survey made in Chennai city (Remigius Mary S, 2016) for women of age group between 31-40 years with 80.5% of them were married. They preferred Mutual Funds, NSCs, Equity and Debt instruments giving fixed returns and involving less risk. Strong relation between age and investment pattern was found in this survey.
4. Income level is another attribute that contributes to financial independence of a woman to large extent. It has been observed that average income of women in rural area is in the range of Rs. 1 – 2 lacs in rural areas (Kheni, 2016), wherein women are engaged in small scale occupation or agricultural activities. Whereas income level of women in cities is higher in the range of Rs. 2.5 – 5 lacs (Saha (2016) and in metro cities it is upto Rs. 5-10 lacs (Remigius Mary S 2016). General observation of the researcher is women with higher income are aware about tax saving investment schemes and also plan their finances effectively as compared to lower income group.
5. It has been observed that Self-Help Groups (SHG) plays major role at local level as they consist of local people, who understand their needs and issues better. Few researchers have studied role of SHG in terms of educating women and empowering them by providing small capital to start business and become independent. The former Governor of the Reserve Bank of India in his speech, The former Governor of the Reserve Bank of India in his speech, (D. Subbarao , 2009) had mentioned role of SHG in enhancing financial literacy among local women. In the survey, wherein the respondents were women entrepreneurs in agriculture and education sectors in India (Srinivasan Hema, et al, 2018), the results revealed how micro finance innovations had helped them to excel. Similarly as per Asian Business Review by (Dhanonjoy Kumar, et al) Grameen bank and micro finance institutions in Bangladesh, started lending micro finance and small credits without collateral and with least formalities, which have helped the local people to progress in their small ventures.
6. Supportive government policies and schemes play major role in country's business growth. After studying positive steps taken by RBI, SEBI, IRDA and various banks in the research (Singh and Kumar, 2017) mentioned necessity of spreading this crucial information to the women entrepreneurs in the society to enable them to take benefit of these schemes and use them in the business. Another research (Baluja, 2016) has elaborated several government initiatives such as Financial Literacy and Credit Counselling Centres, PM Jan Dhan Yojana, Establishment of National Centre for Financial Education, etc. One more study (Sesaiah, 2016) recommends that the government should include financial literacy as part of the curriculum, to reach banks and financial services to the unbanked areas, no frills accounts should be offered, adequate infrastructure such as digital and physical connectivity. The most important recommendation is for all the concerned stakeholders to work together at the national and state level, meaningful collaborations should be forged to achieve the necessary impact and sustainability. Further, the government should strictly route all social security payments through banks as this would make it compulsory for people to have bank accounts. Respondents to the survey (Kusuma, et al, 2013) described the need of taking initiative by NGOs and Government to impart necessary training in terms of financial education or skill building workshops for women.

CONCLUSION

From the entire aforesaid analysis of literature review, it can be ascertained that the relatively younger women from the age group of 25 to 35, having income range of Rs. 2.5–5 lacs and especially in the cities, have better financial understanding. As we move towards higher age group, women tend to priorities their family needs and get occupied in looking after their children. Thus, it has been observed that both working and non-working women leave the financial decision making in terms of determining investment alternatives, retirement planning, provision of funds for child's higher education etc. to their male counter parts. Their socio-cultural background also supports their such attitude. As a result, women lag behind in keeping herself competitive and updated with financial knowledge, favourable government schemes, policies etc. Women constitute 50% of world's total population and hence, many organisations such as SHG, NGOs, and Government are making lot of efforts to empower women by imparting education, skill based vocational courses, micro finance for small businesses, creating employment opportunities in order to make them financially independent. Women should also respond to these initiatives positively, to make it a great success.

REFERENCES

1. Saha (2016) A study of financial literacy of working women of Raipur city.
2. Arora (2016) Assessment of financial literacy among working Indian women
3. Singh and Kumar (2017) Financial Literacy among Women – Indian Scenario
4. D. Subbarao (2009) Financial Inclusion: Challenges and Opportunities.
5. Paluri and Mehra (2016) Financial attitude based segmentation of women in India: an exploratory study.
6. Baluja (2016) Financial Literacy among women in India: A Review.
7. Sesaiah (2016) Status and strategies adopted for strengthening financial inclusion; with special reference to women
8. Suganya (2017) Study of financial literacy in relation to economic empowerment among self help group women members in Virudhunagar.
9. CA Purva Shah, Guide – Nishikant Jha (16.05.2018) Study of determinants of financial literacy and its impact on financial investment behaviour of married women in Mumbai city.
10. Muthulakhmi M, Thilakam C (2014), Financial literacy of rural women in tirunelveli district.
11. Srinivasan Hema, Srinivasan Padma (31.10.2018) empowering women entrepreneurs in agriculture and education sectors in India using microfinance innovations.
12. Business Administration, Mohanthy Madhuchhanda (2016) Factors influencing career progression of women managers a study in state bank of India.
13. Ayala Malach Pines, Department of Business Administration, School of Management, Ben Gurion University of the Negev, Beer-Sheva, Israel Miri Lerner, School of Management and Economics, The Academic College of Tel-Aviv-Jaffa, Tel-Aviv, Israel, School of Management and Economics, Dafna Schwartz, Department of Business Administration, Bengis Center for Entrepreneurship & High Tech Management, School of Management, Ben Gurion University of the Negev, Beer-Sheva, Israel. Gender differences in Entrepreneurship. Equality, diversity and inclusion in times of global crisis
14. Asian Business Review, Volume 3, Number 4/2013 (Issue 6), ISSN 2304-2613 (Print); ISSN 2305-8730 (Online) Dhanonjoy Kumar, Assistant Professor, Department of Management, Islamic University, Kushtia, Bangladesh; Afjal Hossain, Assistant Professor, Department of Marketing, Patuakhali Science and Technology University, Patuakhali, Bangladesh ; & Monto Chandra Gope, 3Guest Faculty & Former Senior Lecturer, Department of Business Administration, Metropolitan University, Sylhet, Bangladesh, Role of Micro Credit Program in Empowering Rural Women in Bangladesh: A Study on Grameen Bank Bangladesh Limited.
15. Kheni (2016) Role of microfinance in empowerment of women -a study with reference to Kalaburagi district
16. Kusuma, Madhu Shalini (2013) Role of Financial Institutions for economic empowerment of women: A Study in Visakhapatnam District of Andhra Pradesh.
17. Somani (2018) Determinants and outcomes of financial capability and financial inclusion for women empowerment: An empirical study in Rajasthan.
18. Remigius Mary S (2016) Investment pattern and behaviour of working women on financial investment avenues – a study with special reference to Chennai city.

A STUDY OF THE FINANCIAL CAPABILITIES AMONG EMPLOYED COLLEGE STUDENTS IN NIGHT COLLEGE IN MUMBAI REGION

CMA Alwin MenezesAssistant Professor, Accountancy, Abhinav College, Bhayandhar (E)

ABSTRACT

The students in Night College have a day time busy schedule and want to complete their academics by attending Night College. The students have to juggle two responsibilities during the course of normal 24 hrs. This leads to living a stressful life filled with anxiety. The Night College students have a source of earning but they need to have financial capabilities to handle the money received. The financial habits created at a very young age will remain with them throughout their life time .The study undertaken is to find their financial capabilities and the need for financial literacy training during their college years. The study is mostly based on primary data of 100 respondents of night college students in Mumbai region with the help of a structured questionnaire. Statistical tools employed for study are percentage ,bar graphs and Chi Square test. It is concluded that they have very low understanding about financial literacy and need training to improve their financial capabilities.

Keywords: Financial Capabilities, College Students, Night College, employed students.

INTRODUCTION

Traditional Day Colleges are anytime between 7 am to 5 pm but Night Colleges are between 6pm to 11pm .The students in Night College have a day time busy schedule and want to complete their academics by attending Night College. The students have to juggle two responsibilities during the course of normal 24 hrs. Some of the pros of attending Night College is that it gives the flexibility of fitting academics with a full time job. A Night college uses the late-night slot of the students which they normally laze around for their studies or lectures which adds to their advantage. An advantage for Night college students is that they build a network of people who are employed in different sectors of the job market which helps them to switch jobs whenever they spot a better opportunity. One of the disadvantages of joining a Night College is the long hours of time required to spend each day to manage all activities. This leads to living a stressful life filled with anxiety. Stress leads to lack of sleep and lack of focus during lectures and studies. The social life gets affected as they have to sacrifice all social events which are normally kept in the evenings for everyone to participate.

Some famous Night colleges in the region:

1. St. Xavier's College-Churchgate
2. Dr. T K Tope Arts and Commerce Senior Night College.-Parel
3. Vikas College of Arts And Commerce -Vikhroli

CONCEPTUAL FRAMEWORK

Financial Capabilities: is the possession of the set of skills and knowledge that allows an individual to make informed and effective decisions with all of their financial resources.

Employed College students: Those college students who are in full time, part time or self employment.

Night College students: Those students who spend their time during the day in some productive activity and attend evening academic lectures

Mumbai Region: Covers Mumbai and suburban areas in Maharashtra, India.

PROBLEM OF THE STUDY

The Night College students have a source of earning but need to have financial capabilities to handle the money received. The financial habits created at a very young age will remain with them throughout their life time .The study undertaken is to find their financial capabilities and the need for financial literacy training during their college years to clear their concepts of the financial world

LITERATURE REVIEW

(Mahammad Rizwan, Sept 2015) The author concludes that maintaining financial knowhow is a lifelong undertaking and it includes getting relevant, accurate and reliable financial information.

(Das, Oct 2016)The author states that Post Graduate Millennial are having moderate financial literacy. Mother's education has a significant role in the millennia's financial literacy. The policy implication of the study is to

adopt the Social Learning Theory (Bandura 1977) and Family Recourse Management Theory (Deacon and Firebaugh 1981) in a way that considers environment influences that shape the overall growth of millennial's financial literacy.

(Gupta, Jan 2017)The data analysis reveals that as the education level increases financial literacy levels increase from low to high. Also the respondents who are unmarried possess low level of financial literacy as compared to married ones. Respondents living in joint family are having high literacy level than those living in nuclear homes. In a joint family they receive financial advice from family members. The author concludes that RBI should focus on micro level segment of individuals both in urban and rural areas.

(Saraswathi, 2017) The author states that most of the college students are aware about banking services and other investment. Arts students have better knowledge about financial literacy compared with science students. Inculcating the financial literacy among college students paves a way to flourish the knowledge of financial product among the general public. This leads to growth of our economy in a rapid manner.

(Ms Priyanka Agarwal, 2017) The author feels that promoting financial literacy can reap many benefits for the educational institution which also includes student's recruitment and retention, building awareness among community's members and the media and fundraising through grants and sponsorship opportunities. The success of financial literacy programmes depends on motivated teacher, ample resources, relevant curriculum and involvement of community.

(Dhawan, Jan 2017)The hypothesis result shows that gender, age, level of education, Annual Household Income are not significantly associated with the financial behaviour of an individual. Also discipline of study, parent's occupation and source of income significantly associated with the financial behaviour of an individual.

(Kedia, March,2018) The author states that the overall financial knowledge of the students is affected by their demographic, educational and personality characteristics. The Study further identified income, gender, university affiliation, part time engagement and behaviour of students as determinants of financial knowledge. Financial literacy is unaffected by age, course of study, university affiliation, financial behaviour and influence.

OBJECTIVE OF THE STUDY

1. To analyse the pattern of employment of the night college students.
2. To analyse knowledge about financial literacy among night college students.
3. To evaluate the need for financial literacy workshop for students in night college.

HYPOTHESIS

Null Hypothesis (H0): There is no significant association between type of job and a person's financial planning knowledge

Alternative Hypothesis (H1): There is a significant association between type of job and a person's financial planning knowledge

RESEARCH METHODOLOGY

It is based on primary data. Primary data is collected from college students who are attending Night College and are employed during the day. A structured questionnaire will be used to collect data. The target audience are 100 respondents, who will be basically night college students in Mumbai Region.

Secondary data will be collected from various national and international research journals related to financial literacy.

Statistical tools used will be like percentage analysis, graphs, Chi square test etc. Elementary statistical tools are used and Graphical presentation is done for better visual understanding.

SIGNIFICANCE OF STUDY:

It is significant for the financial companies who are investing time in promoting their financial products should cater to the needs of the night college students.

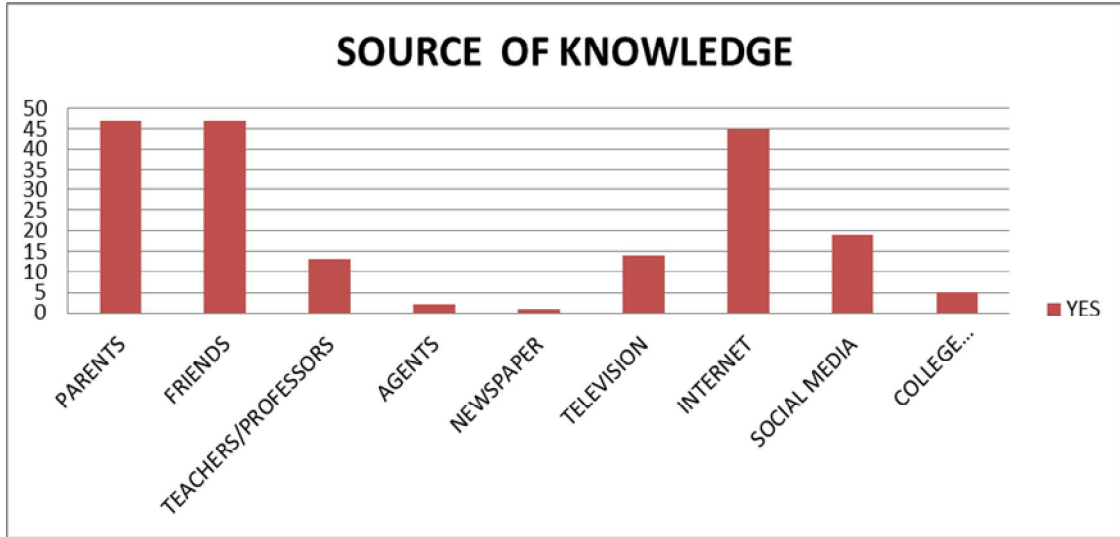
It is significant for the union govt policy makers to understand the need for a mass scale financial literacy awareness programme for proper savings and investment in the region.

It is significant for the educational institutions to start a literacy training programme after gauging the requirement and knowledge of the students.

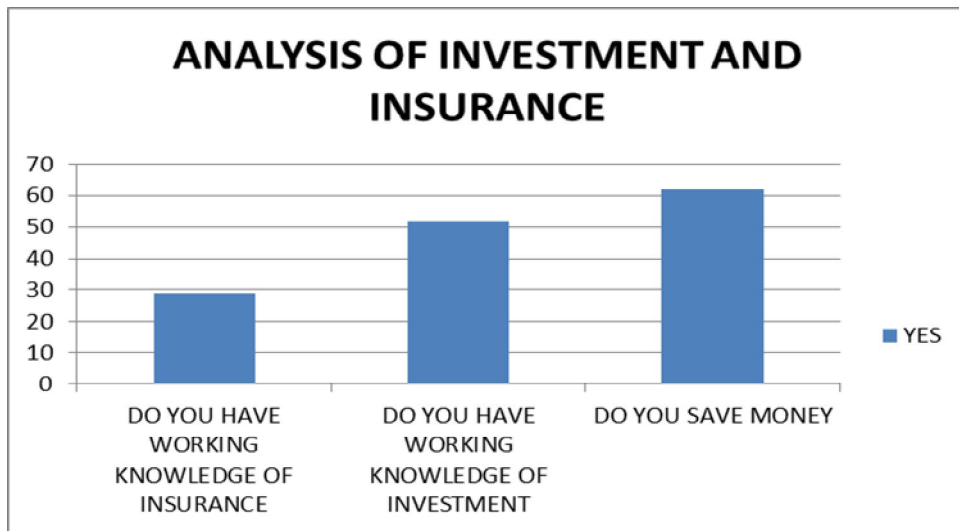
It is significant for the student community as they have to understand the need of family financial advisors similar on the lines of the family doctor.

It is significant for the local financial advisors to start a financial orientation of their clients before advising them on the financial product requirement.

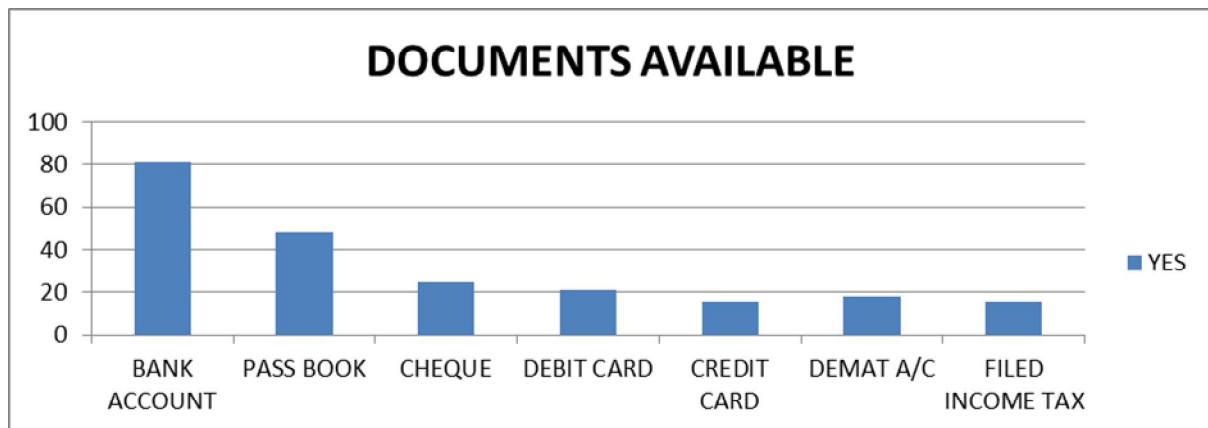
ANALYSIS OF DATA



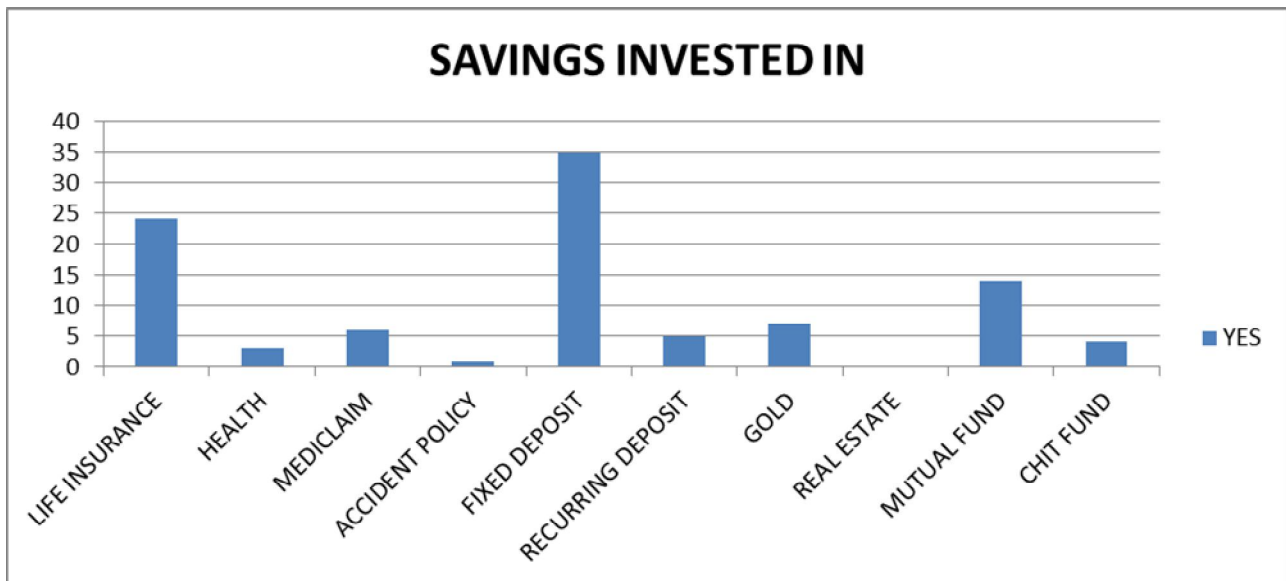
The major source of knowledge are parents, friends, teachers, internet, social media and television.



50% students save money to invest and have a working knowledge about investment and insurance.



Most of the students have bank account and bank pass book. Few students have cheque book, debit and credit card facility.



Most of the investment is in fixed deposits. Few invest in insurance, mediclaim, mutual funds, recurring deposit, chit fund and gold.

HYPOTHESIS TESTING

H0: There is no significant association between type of job and a person's financial planning knowledge

H1: There is significant association between type of job and a person's financial planning knowledge

Actual	DOES CURRICULUM HELP YOU TO DO OWN FINANCIAL PLANNING		
	YES	No	TOTAL
Type of Job			
Full time	38	2	40
Part time	31	29	60
Total	69	31	100

Expected	DOES CURRICULUM HELP YOU TO DO OWN FINANCIAL PLANNING		
	YES	No	Total
Type of Job			
Full time	27.6	12.4	40
Part time	41.4	18.6	60
Total	69	31	100

Chi-square value is 0.00000443 which is less than 0.05

We reject the Null Hypothesis and conclude that the type of job is dependent of a persons financial planning knowledge.

FINDINGS

The findings drawn from the study are as follows.

50% of the students have to work to support their family and they are mostly engaged in part time job earning less than 10,000. 53% Students have job in the same sector as the course they are enrolled it. Only 10% students have a job experience of more than 3 years. The number of students who have accepted that financial literacy training is necessary is close to 70% .The students with bank account are close to 81% .The knowledge about financial products or related thing is less. Only 10 to 15% students have a working knowledge of investment, insurance and income tax. Their source of knowledge about financial literacy is from friends or parents.

CONCLUSIONS

The educational institutions should start a financial literacy training programme after gauging the requirement and knowledge of the students. The student community should be made aware about the need of family financial advisors similar on the lines of the family doctor. They should also be made aware about the pitfalls and scams prevalent in the financial market. The local financial advisors should first start with the financial orientation of their clients before advising them on the financial product requirement.

There is a need to organise a comprehensive financial literacy programmes for Night college students by the college administration. There can be a topic in the syllabus based on the importance of financial planning. Practical Analysis of investment avenues should be done for students on a regular basis.

LIMITATIONS OF THE STUDY

It is confined to Mumbai region. The study covers only Night college students. It relates to knowledge about Financial Capabilities.

BIBLIOGRAPHY

1. Das, S. C. (Oct 2016). Financial Literacy among Indian Millennials generation and their reflection on financial behaviour and attitude:An Explanatory Research. *www.researchgate.net/publications/320009228* .
2. Dhawan, M. M. (Jan 2017). A study of financial literacy among college students in Delhi NCR. *XVIII Annual International Conference proceedings* , 455-460.
3. Gupta, S. (Jan 2017). To measure the level of Financial literacy among individuals of Delhi. *PARIPEX-Indian Journal of Research* , 833-837.
4. Kedia, V. (March,2018). Financial Literacy in Mumbai:An Analysis of college students in Mumbai Region. *Zenith International Journal of Business economics and management research* . , 21-42.
5. Mahammad Rizwan, M. S. (Sept 2015). A study on financial literacy among the college students with special reference to Inana Jyothi financial literacy trust. *2nd International Conference on Science,technology and management* , ISBN 978-81-931039-6-8.
6. Ms Priyanka Agarwal, R. C. (2017). A study on future plan for increasing financial literacy among people. *Global Journal of finance and Management* , 29-38.
7. Saraswathi, D. S. (2017). A Comparative study of financial literacy among arts and science college students. *International Journal of Advanced Research and Innovative Ideas in education* , 92-96.

IOT FOR BLIND PEOPLE**Sulakshana Vispute¹ and Ashwini B. Patade²**Assistant Professor¹, Navinchandra Mehta Institute of Technology and Development, Mumbai
Auxiliary Trainee², BNP Paribas, Mumbai

ABSTRACT

Mobility of visually impaired people is limited within their surroundings. Moving Safely and confidently in surrounding without any support is a difficult work for vision loss people. This paper proposes theoretical and system concept to provide an electronic help for visually impaired people and blind people. This work depends on developing gadget that is, eSight device, Sunu Band, Orcam Device, Finger reader device, for blind people that helps them to find their way in this world. The internet of things is an intercommunication between various systems where the communication is being carried by means of network or some of signals. The IOT help blind people to find their way back home by using various IOT implemented devices such as eSight, SUNU band, Orcam, Finger Reader.

Keywords: Blind person, eSight, finger reader, orcam, sunu band, Visually impaired people

I. INTRODUCTION

The World Health Organization (WHO) reported that there are 285 million visually-impaired people worldwide. Among these individuals, there are 39 million who are blind in the world [1]. More than 1.3 million are completely blind and approximately 8.7 million are visually-impaired in the USA. Of these, 10000 are students. Blindness is usually caused by diseases has decreased due to the success of people health actions. The number of blind people with age over 60 years are more in past years, so all these numbers of blind people estimated to be increased by 2021

Blind people or visually impaired people find difficulty in portability in unknown environments. Portability means the feasibility of moving in environment without any support assistance [2]. Visually impaired people's faces many hard things in mobility. The need of IOT devices for navigation and orientation has increased. This paper contains information about some of the devices such as eSight, sunu band, orcam and finger reader which are very popular. These IOT devices helps the people for safe mobility.

II. LITERATURE REVIEW

Today, demand for IOT applications is very high. So IOT is an important and major technology by which we can produce internet applications [3]. IOT is a network in which all physical related applications connected to each other through network devices or routers and exchange their data. It is also called as Internet of everything (IOE) that is nothing but machine to machine communication which describes a more complex system that also encompasses people and processes. This paper possesses some of the IOT technology which helps for blind and visually impaired people.

III. APPARATUS**A. eSight electronic glasses**

eSight is an electronic glass that helps the visually impaired to see. eSight is a wearable and usable medical apparatus which designed to get well an able to use act or power of seeing. The apparatus was got greater, stronger, more complete by Canadian-based company eSight Corporation. [4] They are damaged by use with comfort like a normal pair of glasses. eSight is the only medically tested apparatus, in existence, that enables those living with act or power of seeing and make connections between in almost any operation of daily living. Almost way after putting them on, a person with low act or power of seeing can see in almost the same way as someone who is fully able to see. eSight is the all existence most cutting-edge cutting technology that put back to earlier position view. It houses a high rate-of-motion, high-definition camera that takes everything you are looking at, and then displays it on two near to eye displays. This enables true mobility. The current generation is eSight was released in February 2017. [5]

eSight includes two HD colour exhibits, one in front of each eye with prescription lenses tailored to the user's particular prescription. The exhibits integrate dual independent and high contrast OLED screens, 1024x768 resolution and 37.5-degree field-of-view. The camera on the front of the contrivance captures video in Ultra HD at 21.5 MP and sanctions for up to 24x zoom. eSight utilizer interface additionally features HDMI and USB inputs, Bluetooth, wi-fi and removable SD cards.



Figure-1: eSight Device [6]

eSight is non-denominational. eSight benefits the people in many conditions including Macular Degeneration, Stargate’s Disease, Diabetic Retinopathy, Glaucoma, Retinal Detachment, Ocular Albinism, Optic Nerve Hypoplasia (ONH), Optic Neuropathy, Optic Atrophy & many more. Every individual and their eye condition are uniquely different. Doctors and medical professionals have concluded that eSight significantly amends the functional vision and quality of life of someone who is living with vision loss.

Advantages of eSight includes that people can see instantly where the people can view the world around you. It’s hands-free that is seize the freedom to be active and do more of the things you love. With the help of eSight people can feel safe and free for mobility that is people can move freely with seamless access to peripheral vision. People can see whole world in stunning clarity. It is also helpful for students where they can see the whiteboard from anywhere in the classroom and take photos right from your device to view later. eSight lets you to stream content directly to the screens in front of your eyes.



Figure-2: Backside of eSight [7]

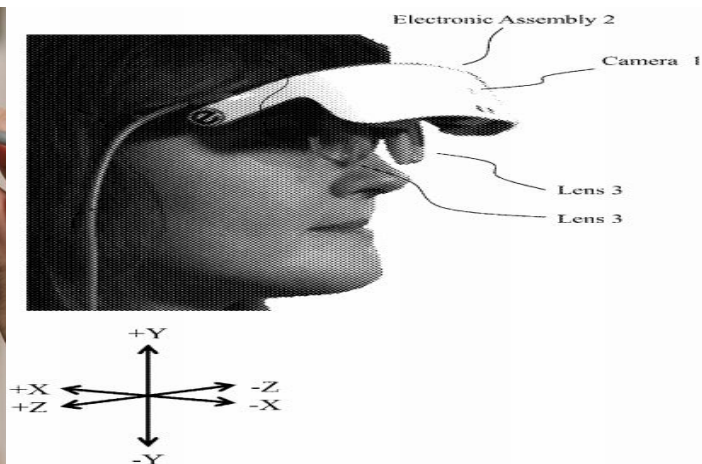


Figure-3: Directions for eSight [8]

B. Sunu Band

Utilizing radar and augmented authenticity, sunu band enables people who are low vision and blind to peregrinate and move with confidence. Advanced real and soft feedback guides your way around any obstruction, and navigation sensors contact you to the world that is around you. The special work of sunu is power-giving self-direction for people who are living with view loss or made damaged, feeble act or power of seeing. The idea behind sunu is to make come into existence technologies that help give power to readiness to move and adjustment for anyone who is either unable to see, low vision, or living with act or power of seeing loss. Fernando lives with low act or power of seeing and he is by law unable to see. [9]

At Sunu, their middle part, heart philosophy is you should not have a feeling of troubled by using an apparatus for making or put right things or technology that gives power to your living. This is why, at their middle part, heart [10]. They use design. They use a pointed-at-man design to make come into existence useable technologies that gives power to adjustment and keeping direction at sea. This can give power to or give a sense of awareness for the person, for the user, around things that are within their conditions for e.g. Obstacles, objects, things that are within their footway whether they are walking about, whether they are in a general condition like a building, or indoor spaces.



Figure-4: Sunu Band [11]

Give them a device that will personalize their medicine, their health, their fitness, their exercise, so that they can own that personal bit of their daily activity. They use data that is personalized to their that will help them to take whoopee and make either a lifestyle transpiration or will help them have a largest conversation with their doctor.



Figure-5: All description about Sunu Band [12]

They are estimating between 20–30 million Americans will be living with severe vision impairment by 2020: that's what the CDC is reporting right now [13]. The biggest drivers for severe vision loss are macular degeneration, glaucoma, and diseases like diabetes and cancer.

Advantages for of the sunu band is to provide a heightened sense of awareness so that you improve perception and improves orientation and also improves mobility. The blind students can play games in school by using this band with the help of orientation and mobility lesson.

C. Orcam

OrCam My Eye is a natural wearable gadget with a keen camera that cuts onto a normal exhibition outline. It is intended to help anybody that battles to peruse, perceive faces or items – especially individuals who are visually impaired or vision weakened. OrCam My Eye 2, the most exceptional wearable assistive innovation, gives autonomy to individuals who are visually impaired, outwardly disabled, and have perusing troubles, by enabling access to visual data, passed on by sound, on a little camera which can be joined to any combine of eyeglasses [14]. Utilizing best in class Artificial Intelligence it can peruse content, perceive faces, recognize items, cash notes, and hues, and tell the client the time and date, by passing on visual data perceptibly.

The OrCam gadget is a little camera worn in the style of Google Glass, associated by a slight link to a versatile PC intended to fit in the wearer's pocket. The framework cuts on to the wearer's glasses with a little magnet and utilizations a bone-conduction speaker to offer clear discourse as it peruses out loud the words or item indicated by the client. The framework is intended to both perceive and talk "message in the wild," a term used to portray paper articles just as transport numbers, and items as differing as tourist spots, traffic lights, and the essences of companions [15]. The gadget is very not quite the same as other innovation that has been created to give some vision to individuals who are visually impaired, similar to the counterfeit retina framework called Argus II, made by Second Sight Medical Products.



Figure-6: OrCam Device [16]



Figure-7: Descriptive information about OrCam [17]

The OrCam framework is structured with a streamlined UI. To perceive an item or content, the wearer focuses at it and the gadget at that point deciphers the article or scene. The sound data is transmitted to a bone conduction speaker, like the Google Glass headset.

The OrCam will at that point teach the client, continuously, how to store the thing in its memory/library. This capacity enables the client to store things, for example, charge cards, just as the essences of family and companions.

As a specialist, Doctors frequently prescribe OrCam to associates who treat diabetes patients. Visual deficiency is a reaction of diabetes and specialized guides can make patients' lives substantially more autonomous. Doctors likewise prescribe OrCam to old individuals experiencing macular degeneration.

The OrCam My Eye isn't innovation for the visually impaired that empowers seeing yet rather innovation that enables the client to almost certainly perused writings without approaching others for help [15]. The gadget snaps an image of writings, any content from any surface, and transfers the data to the client by means of a little earpiece.

Advantages or orcam are it is simple, unpretentious fit on any eyeglasses outline, OrCam's leap forward change of visual data into the verbally expressed word empowers you to immediately and carefully perused content, perceive faces, just as distinguish item and cash notes. Actuated by a basic, instinctive motion pointing your finger or squeezing a basic catch OrCam My Eye makes papers, books, PC and cell phone screen, eatery menus, marks on market items and road signs available continuously.

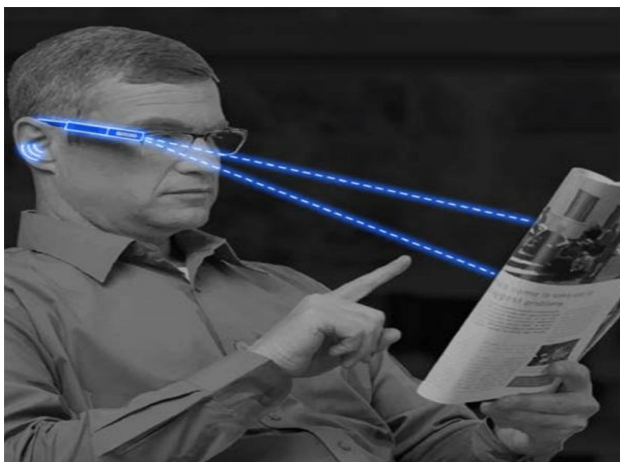


Figure-8: Scanning with OrCam [18]

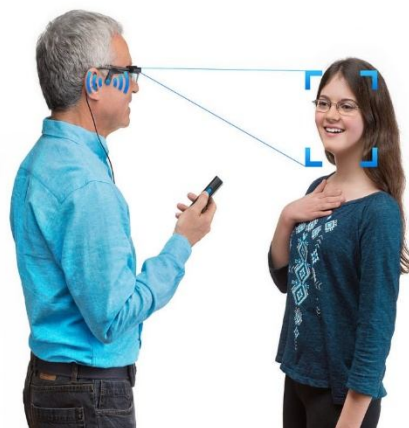


Figure-9: Face recognition [19]

D. Finger Reader

Finger reader is an apparatus that gives help by seeming made damaged, feeble users with reading teaching books or words [20]. It is basically a ring the user puts on their list of words in a book finger that houses a small camera and some tactual actuator for take back. When a visually impaired person, feeble person wants to read some teaching book, for example a newspaper, a paper book, any document or for that material or substance even an electronic book, they point their finger at the teaching book that they desire to read and the apparatus will read the words out loud. They can go quicker, slower, go back and so on that is the user can move over the teaching book at whatever step he wants to and the apparatus will read it out loud. The technology for reading written text continues to improve and the Finger Reader is a good example of a new way of interacting. It is a wearable device, a very chunky ring that sits on the finger and is capable of detecting and interpreting 12-point printed text as the user scans his or her finger across it. It reads aloud in real-time. Small vibrations alert the wearer to any deviation off the line [21].



Figure-10: Finger Reader [22]



Figure-11: Text to speech [23]

Although, the visually impaired person, feeble person can read with the help of braille, this printing letters of apparatus would be better for them as they can take as having certain cause almost any form of teaching book, for example, the store for taking food list card is not made taking into point to be taken into account the by seeming made damaged, feeble person. Having such a usable apparatus at their do without would lead to a sense of self direction in them.

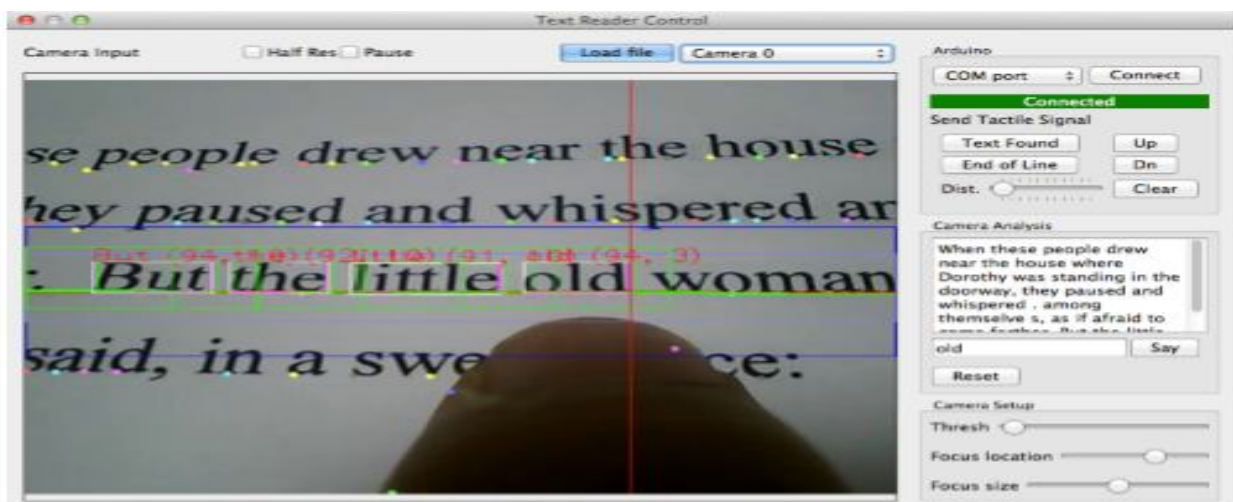


Figure-12: It is software of reading showing the detected line, words and extracted text. [24]

Advantage of this is it focused on runtime efficiency and typical frame processing time of our machine is within 20ms, which is suitable for real time processing. Disadvantage is voice is clipped but their work is going to improve the quality of sound. And it has difficulties with reading minute texts such as text on screen, or business card and menu.

LIMITATION

These technologies are highly costly. Distance between camera and the laser must be constant. It may not work efficiently on shiny surface because laser intensity may decrease. Irregularity may be observed in detection of objects. Background should be known before using these devices.

IV. CONCLUSION

This paper advances a framework which permits visually impaired and daze individuals or individuals with low vision to identify and stay away from obstacles/deterrents was executed as an android application. The snag locator/acknowledgment application gives a high recognition rate on chosen environment. Our system includes a text tracking algorithm that extracts words from a close-up camera view, integrated with a finger-wearable device.

V. REFERENCES

1. <https://www.who.int/blindness/en/>
2. <http://www.robotica-up.org/PDF/Wearable4Blind.pdf>
3. <https://internetofthingsagenda.techtarget.com/definition/Internet-of-Things-IoT>
4. Andrews, Malika (5 January 2017). "Glasses from eSight help legally blind Colts fan see game for first time". Sports Illustrated. Retrieved 2 September 2017.
5. "eSight: helping the legally blind see". InvestinOntario. 20 June 2017. Retrieved 2 September 2017.
6. <https://www.lighthousetoolsforliving.com/assets/images/esightnew.jpg>
7. <https://www.gannett-cdn.com/-mm-/40cfdcedea06cc506f78542f7b7d41225ae879df/c=253-0-1297-785/local/-/media/2017/02/15/USATODAY/USATODAY/636227720306929870-New-glasses-allow-the-blind-to-see-credit-Roddy-Blelloch.png?width=540&height=405&fit=crop>
8. <https://www.lighthousetoolsforliving.com/assets/images/esightnew>
9. "Wearable technology expands mobility for visually impaired". Ophthalmology Times. 1 April 2016. Retrieved 2 September 2017.
10. <https://www.sunu.io/en/index.html>
11. https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcRMSJ9ZgZfqBJSPRR6nplXVbQCoyQ7hY3uwRnvjIT5tI_piJuQ
12. https://tecnoaccessible.net/sites/default/files/Sunu_Band-02.png
13. <http://www.humanity.org.uk/articles/blind>
14. <https://www.orcam.com/en/>
15. <https://www.orcam.com/en/about/>
16. https://www.quantumrlv.com.au//9df78eab33525d08d6e5fb8d27136e95/o/r/orcam12_2.jpg
17. https://i.dailymail.co.uk/i/pix/2016/05/06/02/33E098B300000578-3575269-image-a-18_1462498239866.jpg
18. https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcTZSCHY1hV_jJNRDULgfKvv9MhfwcX-ax9ZCfvxRyAqwhlViQMi
19. <https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcSxP-DBmNokiGeA7YsXLAtnWzu4JeIiWILD0LhV89t39jU0JsCg>
20. <http://mashable.com/2014/07/13/blind-fingerreader/ness-visual-impairment/learning-to-read-braille>
21. Kevin Lin, Shen-Chi Chen, Chu-Song Chen, Daw- Tung Lin, Senior Member, IEEE, and Yi-Ping Hung
22. <https://mondrian.mashable.com/2014%252F07%252F17%252Ffea%252Fseeingeye.a9d98.jpg%252F950x534filters%253Aquality%252890%2529.jpg?signature=uY-xovL1xkgt1TuhMBZBqIsol1U=>
23. https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcT6Q5MjyoNiSqMZ_OSBBKA_kDXG_SgMBbqrvsY-nO5u5_OIGDnW
24. <https://www.seminaronly.com/computer%20science/Finger%20Reader%201.jpg>

AN ANALYTICAL STUDY OF THE CUSTOMER'S ATTITUDE AND SATISFACTION TOWARDS INVESTMENT IN LIFE INSURANCE POLICIES

Deepak Kumar Ramnath Gupta¹ and Dr. Vinod S. Khapne²
Research Scholar¹, RTM Nagpur University, Nagpur
Research Supervisor², Taywade College, Mahadula, Koradi, Nagpur

ABSTRACT

Human life is most important Assets and the protection and safety of individuals plays an Vital role in the life of human being.

Insurance is one of the important options for the investors for earning long term returns, more tax benefits as well as maximum risk coverage. Insurance policy provide there millions of customers protection against risk of life such as unfortunate death or accident The most important type of insurance policy which provides financial security to any person and his family at the time of the uncertain situation is life insurance policy.

As the majority of Indian population cannot understand the meaning of life insurance it is considered intangible. A history shows more than 200 years of life insurance in India and still it is underrated with almost 30 percentage.

Study area is limited to Palghar district of Maharashtra and the sample size is 200 policy holders of LIC and different private life insurance companies have been selected

Keywords: Consumer Attitude, Customer Satisfaction, Insurance Policy, Investment, Life Insurance.

INTRODUCTION

Human life is most important Assets and the protection and safety of individuals plays an Vital role in the life of human being.

Insurance is one of the important options for the investors for earning long term returns, more tax benefits as well as maximum risk coverage. Insurance policy provide there millions of customers protection against risk of life such as unfortunate death or accident The most important type of insurance policy which provides financial security to any person and his family at the time of the uncertain situation is life insurance policy.

As the majority of Indian population cannot understand the meaning of life insurance it is considered intangible. A history shows more than 200 years of life insurance in India and still it is underrated with almost 30 percentage.

Study area is limited to Palghar district of Maharashtra and the sample size is 200 policy holders of LIC and different private life insurance companies have been selected

Palghar is newly established district and separated from Thane District on 1st August, 2014. At the 2011 Census, 8 (Palghar, Vada, Vikramgad, Jawhar, Mokhada, Dahanu, Talasari and Vasai-Virar) talukas now comprising the district had a population of 2,990,116. In Palghar, 11.8% of the population is under 6 years of age. It is popularly known for adivasis. Palghar has an urban population of 1,435,210 that is 48% of total population is living in Urbanized Area. Literacy rate is 78% on an average. Major population is located in urban area of Palghar District. Investment attitude of the people is still far from the progress places like Mumbai and Thane. So the researcher has a wider scope to analyze the habit and preferences for life insurance investments

REVIEW OF LITERATURE

Jayakar (2003) gave importance to that new products innovation; distribution and better use of technology are helping the new private life insurers to increase market share as compare to LIC, a only public insurance company before liberalization of insurance industry. With the privatization of insurance sector and with the entrance and cut throat competition with the private sectors gaining an ever increasing edge over the public sector.

Athma. P and kumar. R (2007) in his research paper titled "an explorative study of life insurance purchase decision making: influence of product and non-product factors". The factual based study conducted on 200 sample size comprising of both rural and urban market. The various product and non-product related factors have been identified and their impact on life insurance purchase decision-making has been studied. Based on the survey analysis; urban market is more influenced with product based factors like risk coverage, tax benefits, return etc. Whereas rural population is influenced with non-product related factors such as: credibility of agent,

company's reputation, trust, customer services. Company goodwill and money back guarantee attracts many people for life insurance.

Girish Kumar and Eldhose (2008) he published in insurance chronicle ICFAI monthly magazine august 2008 in his paper titled "CUSTOMER PERCEPTION ON LIFE INSURANCE SERVICES: A COMPARATIVE STUDY OF PUBLIC AND PRIVATE SECTORS", nicely explained the importance of quality services and its significance in increasing customer satisfaction level. A comparative study of public and private sectors help in understanding the customer attitude, satisfaction and awareness on various life insurance services.

Narayan. H. Jai (2009), in his research paper he has made an emphasis on importance of customer in the business of insurance. He explained in phase of increasing market competition, there is a need to go beyond more efficiency in designing new products. To understand the customer's needs and to convey what they have to offer would perhaps bring in higher efficiencies in customer service. Insurance business revolves around the customer and fair treatment to customers is need of an hour to win their trust in the product. In a service based organizations, customer service is the most important feature that differentiate and gives better return to the investor. Proper dealing with customer complaints, effective customer grievances handling mechanism and fast claim settlement procedure are some of the ways through which satisfaction level of customers can be increased. Hence to serve the customers promptly and effectively is the key success of a life insurance business.

NEED OF THE STUDY

The insurance industry is one of the fastest growing industries in the India and offers maximum growth opportunity to the life insurers. As compared with the developed foreign countries, the Indian life insurance industry has achieved only a little market due to lack awareness, inefficient marketing strategies in life insurance products. The huge and ever rising population levels in our country provide an opportunity but still nearly 70% Indian lives are un-insured. The study is basically intended to discover and examine the factors affecting customer's decision towards investment in life insurance policy.

OBJECTIVES OF THE STUDY

1. To develop and standardize a measure to analys investment pattern in life insurance products.
2. To explore the various factors influencing customer investment decision in life insurance.
3. To study the impact of various demographic factors (age, gender and income level) on customer's attitude and satisfaction towards life insurance investments.
4. To study the various factors that affect the customers to choose life insurance policy.
5. To find the level of customer satisfaction of various life insurance policies of public and private Life insurance companies.

HYPOTHESIS OF THE STUDY

1. Age and income has no significant impact on the customer life insurance investment decision.
2. Gender and income has no significant impact on the customer life insurance investment decision.
3. There is no significant association between demographic factors and satisfaction level of customers towards investment in life insurance .
4. There is no significant difference between customer's attitude and customer's satisfaction towards investments in life insurance .

RESEARCH METHODOLOGY

This study is an exploratory and descriptive type of research study. The study aims to find out the factors influencing customers life insurance investment decision and their attitude at the time of investment in life insurance policy. In order to conduct this study, 200 policyholders of palghar district have been surveyed and questionnaire method was used for data collection.

SOURCES OF DATA

The data for the study has been collected from both primary and secondary sources. The primary data has been collected through self designed questionnaires. The secondary data has been collected from IRDA annual reports, insurance journals, magazines and insurance website.

DATA COLLECTION METHODS

The data collection method used to obtain the desired information from primary sources has been through questionnaire has been used as an instrument.

RESEARCH PLAN

- Target population and universe: Palghar district
- Sampling unit: Life insurance policyholders
- Sampling method: Random sampling
- Sample size: 200

STATISTICAL TOOLS AND TECHNIQUES

For measuring various phenomena and analyzing the collected data effectively and efficiently to draw sound conclusions, a number of statistical techniques including correlation, weighted average score have been used for the testing of hypotheses.

FINDINGS OF THE STUDY

- 1) The consumer decision to invest in life insurance products from different insurance companies can be affected by several factors like age, gender and income level.
- 2) From the analysis, it is found that respondents belonging to the age group between 30 -40 years (which contribute 56% to the total respondents) found to be more interested in investing in life insurance policy as compare to other age groups.
- 3) Out of 200 samples drawn, a majority (52%) of policyholders have shown preference towards LIC followed by SBI life insurance with (28%) among the private players. Hence LIC has the maximum of policyholders and ranked as 1st among other insurance companies.
- 4) Out of 200 samples drawn, a majority (62%) of policyholders are male.
- 5) The features of policy that attracted policyholders can be ranked as follows: company reputation, money back guarantee, risk coverage, low premium and easy access to agents as 1st, 2nd, 3rd and 4th respectively. Thus it can be conclude that reputation of the company is the most influencing factor while investing in Life insurance policy decision.

DEMOGRAPHIC DETAILS OF THE RESPONDENTS (IN PERCENTAGE)

1. Investment Distribution as per age groups

Age	No. of policyholders	% of policyholders
20-30	38	19
30-40	112	56
40-50	28	14
50-60	22	11
TOTAL	200	100

2. Investment Distribution as per monthly Income

Monthly Income	No. of policyholders	% of policyholders
10000-20000	26	13
20000-30000	58	29
30000-40000	72	26
Above 40000	44	22
TOTAL	200	100

3. Investment Distribution as per insurance companies

Company name	No. of policyholders	% of policyholders
LIC	104	52
ICICI	26	13
SBI Life	56	28
HDFC Standards	14	7

4. Investment Distribution as per Gender

Gender	No. of policyholders	% of policyholders
Male	124	62
Female	76	38
Total	200	100

CONCLUSION

Investment in Life insurance is an important and essential for every individual. Life insurance awareness level in India is very low as compare to developed nation where almost all the lives are covered and stage of saturation has been reached. Customers are the real pillar of the success of life insurance business and thus its an important for insurers to keep their policyholders satisfied and retained as long as possible and also get new business out of it by offering need based innovative products. There are many factors which affect customer's investment decision in life insurance and from the study it has been concluded that demographic factors of the people play a major and pivotal role in deciding the purchase of life insurance policies.

STUDY ON MODELS FOR SOFTWARE QUALITY ASSURANCE (SQA) IN WEB APPLICATION

Swapnali D. Mahadik¹ and Deepali Padave²Assistant Professor¹ and Student², MCA, DES's Navinchandra Mehta Institute of Technology and Development, Mumbai

ABSTRACT

Software Quality Assurance is a set of activities which assure quality in Software engineering processes which suitable for the project and implemented correctly. The main objective of this paper is to study on Software quality assurance (SQA) model in web applications. Web Applications have grown hugely during the ago years or so. Development of web applications appear same to traditional software development, however, methods and tools for testing web applications normally lack and as a result, quality of a web application is highly impacted. This paper describe Study on Models for software quality assurance in web applications and that model divided into three parts: Server side, Client side, and Server side intersection Client side.

Keywords: Software Quality assurance, Client side, Server side, Web Application

I. INTRODUCTION

(SQA) is a set of activities which assure quality in software engineering processes. It gives assurance to meet developed software and follow defined or standardized quality specifications. In Software Development Life Cycle (SDLC), SQA is continuous process. It checks developed software whether they meets the desired quality measures. Software Quality assurance (SQA) is exhaustive process to evaluate specified requirements of product or service [1]. SQA has become important for developers to avoid errors before they occurred and It saves development time and expenses. Now a days too much competition in rapid development of sites and to maintain the services provided by this site. For that we provide this model to maintain and improve the quality assurance in Website. This models surely enhancing and will help to save the quality assurance in website.

II. LITERATURE VIEW

Horgan has presented a literature review to identify such universal characteristics to compare quality across projects.

He presents Key Quality Factors (KQFs) as common for every project and every company.

Likewise, KQFs are high -level quality characteristics like maintainability or correctness. Furthermore, the level of reusability of quality experience gained in past projects and stored in such universal models depends on the level of project [9].

Alshaimma Adel Tantawy has presented a comparative study on software Quality Assurance Models. In this paper, the goal of the comparative study is to provide practical perception and guidance when selecting SQA model. That guidance is necessary towards multitude, diversity and comprehensiveness of existing models and approaches [10].

Hari and Sanne has presented some of the driving factors for adopting a SQA standard could be, internal need for establishing and continually improving the processes, contractual obligations, and pressure from competitors[11].

III. MODEL FOR SQA

This section represents the actual implementation of model in SQA which is helps to maintain and improve the quality in web application. This model helps to determine quality requirements and evaluating quality. The used of Software quality assurance model will depend on the target product which is evaluated. It is also important to identify the target users of the quality model, which need to evaluate the components available in software storage space. So, the focus of model is "programmatic" interfaces of constituents. This model provides a set of qualities so that determination of customer-specific characteristics results in a subgroup of those in model. To control and measure each quality characteristic, the characteristics, measures, and relationships associated with the model are used [2].

In this case, Software quality assurance provides software complexity as the amount of resources required from desirable solution of the problem. The software have many problems in their design and implementation, these produce software more complex. To establish stability between the software complexity and software quality here suggested the model.

Complexity is the problems that face the software quality assurance, to make good quality with a high productivity, we must produce the software complexity as simple as possible, but this is not simple especially during software implementation [3].

For achieving the SQA for website we must use following factors which are follows

A. Server side factors

1. Testability

Quality software needs quality testing. Source code should be tested with the most coverage and with the most innovative testing methods. This can be executed by encapsulation, interfaces, patterns, low coupling etc. techniques properly. Alongside testability, qualified software achievable after deployment [8].

2. Flexibility

Flexibility means add/modify/remove functionality of software without harm the current system. Those functionality changes may occur according to changing requirements or a responsibility. Change is necessary in software development and so, this is the most important property of quality software [8].

3. Re-usability

This factor handle software modules originally designed for one project in a new software project which is developed. To ensure future projects make a use of given module in developed software. Reuse of software is expected to save development resources, less development period, and higher quality modules.

4. Maintainability

Maintainability is a little same with flexibility but it focuses on modifications about error corrections and minor function modifications, not major functional extensibilities. It gives support with usable interface definitions, documentation, and self-documenting code and code documentation. Maintainability for debugging and for modification and extension of functionality [8].

5. Reliability

Reliability of software system comes from correctness, availability. The behavior for the fulfillment of a given specification depends on the software system [1].

B. Client side factors

1. Portability

The ease with software system will be adapted to run on computers other than where it was designed [5].

A good web application is able to execute its job on different devices without having effects on its performance. The more associate it is, to different computing environments, more frequently will it be approached by its users[1].

2. Usability

Testing to define the software product is understood, easy to learn, easy to operate and attractive to the users in specified conditions.

Usability is the process of human-computer interaction of a system evaluates, and weaknesses are described for correction [4].

Usability denotes how much easy to user while using the web application. In order to test usability, navigation, content and any other thing that might help the user in some way should be verified [1].

3. Standard Design

Web design and Applications measures for establishing and generating web pages containing HTML, CSS and other technologies for Web Applications. This information includes how to make pages accessible to people with disabilities and to make them available on mobile devices.

4. Correctness

Correctness is the accordance of the software with actual requirements and specifications. In fact this is the attribute of an application, and maybe not a quality factor but we hope to point that as the last quality factor, for taking attention: Quality factors are not significant when we are talking about unfunctional software. First, perform desired functionality and create correct software, then implement quality factors on it. If you can execute both parallel, it is the best [8].

5. Privacy

Privacy requirements assign how data privacy is to be maintained, as the web supply many mechanisms to interlink data across systems, it is important that it preserve the possibility for users that want or need it, to preserve their personal information private and fragmented.

C. Server side Intersection client side factors:**1. Integrity**

Integrity is intended at detecting the flaws in the interactions between the units within a module [7].

This factor handles the software system security to prevent access from unauthorized persons. So, distinguish between the group of people can be read as well as write permit.

2. Security

The security implementations of a web service specify how successful the application is. This is the factor, if ignored can cause serious harm to the users and business.

To test security of web application, we need to check particular URLs that should not be accessible to a particular user [1].

3. Efficiency

A system is thought to be efficient if it has capability to use its resources sensibly. It means that if the system takes too much space on hard disk or takes too much time to execute an action, it won't be considered efficient. Executing its task with minimum use of resources is the key characteristic of an efficient system [1].

Efficiency means execute its task by utilizing a minimum amount of resources of the software. [6].

IV. CONCLUSION

This paper showed that as new model evolve and are understood there is a need to review our interpretation of quality in those new model and where appropriate new model-specific quality factors identified as in a new, fast growing area of Web application. This paper focused Study on Models for software quality assurance in web applications. So, here focused on different models they can be achieving quality web application.

V. REFERENCES

1. Muhammad Umair ,”Quality Assurance Process for Web Applications”.(2016,Oct)
2. Ljubomir Lazic, Amel Kolasinac, Dzenan Avdic,”The Software Quality Economics Model for Software Project Optimization”, ISSN: 1109-2750, January 2009
3. Yas A. Alsultanny, Ahmed M.Wohaishi,”Requirements of Software Quality Assurance Model”, 2009 Second International Conference on Environmental and Computer Science
4. <https://www.softwaretestinghelp.com/web-application-testing/>,Web Application Testing Complete Guide (How to Test a Website)
5. Qasim Zia,”Metrics for Quality Assurance of Web based Applications”, Volume 15 Issue 7 Version 1.0 Year 2015
6. Muhammad U sman Y ounus,”Quality Assurance of web services:A Systematic Literature Review”,(2016)
7. <https://www.altexsoft.com/whitepapers/quality-assurance-quality-control-and-testing-the-basics-of-software-quality-management/>
8. Software Quality Factors That Should Always Be Remembered , <https://dzone.com/articles/10-groups-software-quality>
9. G. Horgan, S. Khaddaj, P. Forte, “An essential views model for software quality assurance”, from Project Control for Software Quality, Editors, R. Kusters, A. Cowderoy, F. Heemstra, D.van Veenendaal. Shaker Publishing, 1999
10. Alshaimaa Adel Tantawy ,”Software Quality Assurance Models:A comparative study”,September 2009
11. Hari, S.,and Sanne ,S.,(2004),”A Statistical Approach for Comparing TickIT and CMM”.TickIT International 1Q04,Firm Focus on behalf of BSI.

A STUDY OF FINANCIAL INVESTMENT HABIT AND PREFERENCES FOR INVESTMENTS AMONG STUDENTS PURSUING POST GRADUATION IN COMMERCE STREAM IN WESTERN MUMBAI CITY

Dr. Mehul C. ChhatbarAssistant Professor, Department of Accountancy, K. P. B. Hinduja College of Commerce, Mumbai

ABSTRACT

Saving and lifestyle of individuals play an important role in economy. The Indian society is sighting an incredible change in standard of living of a common man and especially in city like Mumbai. The saving habit of individual helps them to grow individually and whole as a society through cycle of savings, Investment, Returns and Re-investment. Generally people save and invest more than spending to enjoy life later and to overcome or face uncertain events of hospitalization, critical illness or sudden loss of earning family member of family. Thus present study aims to study profile of youth pursuing post-graduation course in commerce stream from western Mumbai city for investment options with their timings of investment in a year, purpose of investment and investment options preferred by them. The study was conducted with the help of primary and secondary sources. Necessary information was collected from the sample size of 200 respondents out through well-structured questionnaire. Data collected through survey was analyzed using descriptive methods using frequency, percentage and inferential analysis was made using Mann-Whitney U test to spot the difference between male and female for investment option preferred. The study concluded that Majority of youth pursuing Post-graduation in commerce stream in western Mumbai city are aware of need to invest from early days of earning period which they prefer to invest yearly and majorly prefer investment options such as Fixed Deposits, Mutual Funds, Mediclaim and Life Insurance.

Keywords: Youth, Investment, Purpose

1. INTRODUCTION

Saving and lifestyle of individuals play an important role in economy. The Indian society is sighting an incredible change in standard of living of a common man and especially in city like Mumbai. The saving habit of individual helps them to grow individually and whole as a society through cycle of savings, Investment, Returns and Re-investment. It has been general observation and confirmed from various studies in past that Indians are among the most optimistic about their financial futures and have high savings and investment which they attempt to utilize to fulfil their need and dreams in present and future times at the cost of present need. Thus, present study deals with analysing preference of youth pursuing post-graduation course in commerce stream from western Mumbai city for investment options. The present study is undertaken in general as a point of View of youth pursuing Post Graduation in Commerce in Western Mumbai City for Investment habits, choice for investment and factor group influencing their decision for investment.

2. PROBLEM OF THE STUDY

Generally, it has been advertised or known and observed fact that one who starts early investment from savings has secured life in later stages of life such as after retirement. Generally people save and invest more than spending to enjoy life later and to overcome or face uncertain events of hospitalization, critical illness or sudden loss of earning family member of family. Thus the problem of the study is that youth spends more than they save so the present study attempts to to understand Investment habit and preference of investment options among Students Pursuing Post Graduation in Commerce Stream in Western Mumbai City.

3. REVIEW OF LITERATURE

Folorunsho M. AJIDE (2015) studied "The Spending Pattern among the Youth in Lagos, Nigeria". An examination was done to decide the spending example of young people in Nigeria. Three hundred and forty (340) surveys were appropriated to the adolescent in Lagos state, Nigeria within the age of 15 to 30 years. Information acquired were broke down with the utilization of T-Test, Correlation investigation, Analysis of Variance (ANOVA) and Descriptive insights, for example, rate and charts. It was found that the factors which best speak to the spending examples of youth in Nigeria were shopping, transportation, motion pictures, cell phone costs and fast food among others. The investigation presumed that there were noteworthy contrasts in the spending design among male and female young people. It was additionally detailed that a huge positive relationship existed between stash cash and spending design. Besides, There was no critical distinction in saving habits among male and female youth. It was along these lines reasoned

that the adolescent spend a large portion of their wage towards fast food, shopping, motion pictures and transportation in Nigeria.¹

Mebin John Mathews (2017) studied, “An Analysis on Spending and Saving Pattern of College Students in Idukki District”. In order to explore the study, Almost 50 graduates and post-graduates from Idukki district completed a questionnaire on their sources of personal income (pocket money/allowance, part-time job, gifts), as well as how much they had saved, where it was stored, and for what purpose it was intended. Data was interpreted using graphs and percentage. The study concluded that Majority of respondents were not having habit of savings.²

Anju Varghese & Anit Banu N (2016) studied, “Saving and Lifestyle of Young Indians”, and attempted to find details about the changes of lifestyle pattern among youth in relation to selected demographic elements and socio-economic characteristics factor. The study was conducted at Emakulam City with 100 respondents aged 20 years to 25 years. Data was collected using questionnaire method and was then analysed using Graphs and Percentages. The study concluded that youth are investing their salary more in banks and mutual funds. It also concluded that males save major part of their income on the other hand females spend more on food and movies.³

Shiba Chhabra (2016) studied “Saving & Spending Trends among Youth-An Empirical Study of Sirsa District”. This paper was based on study of different spending patterns among three groups of the students i.e. school, graduation, and post-graduation level students in Sirsa city, Haryana. Primary data was collected from 120 respondents of Age group 15 to 30 years on spending in different categories of youth like shopping, movies, Fuel, alcohol etc. was collected and analysed using various statistical and research tools to evaluate whether there is significant difference exists between saving and spending patterns of different groups and the genders. The study revealed that students belonging to different education levels differ significantly in spending of many categories. Significant portion of their spending goes towards shopping, fuel, mobile phone expenditure, etc. Thus, it was concluded that youth have lesser inclination towards Savings and Investments.⁴

Sekar M & Gowri M. (2015) studied “A Study on Financial Literacy and its Determinants among Gen Y Employees in Coimbatore City”. This investigation concentrated on Financial Literacy among Generation Y workers and furthermore analysed how very much prepared they are to settle on monetary choices for investments. Essential information from the 200 respondents from Coimbatore city was gathered by utilizing an structured questionnaire. The gathered information was examined utilizing Literacy Index and Percentage. The Findings of the examination delineated that sex, training, pay and age impacts the level of money related proficiency.⁵

V.S. Kannan Kamalanathan (2015) studied “Spending Habits of Youths in India with special reference to Mumbai City”. This paper endeavored to discover where and how much the adolescent is spending their cash in the city of Mumbai. Essential information on various spending classes of youth like nourishment, shopping, preparing, films, liquor, and tobacco were gathered and broke down by utilizing different statistical techniques and methods, for example, ANOVA and T-Test to dissect the critical distinction in the spending example of sex and diverse gatherings, for example, Junior school, undergrad, expert and post graduate understudies. It was broken down in the examination that despite the fact that dominant part of the young are monetarily subject to their folks, there is an enormous distinction in their ways of managing money. It is watched respondents spends gigantic cash on garments and frill and self-prepping. The female youth spend relatively more on garments,

¹ AJIDE, F. M. The Spending Pattern among the Youth in Lagos, Nigeria.

² **Mebin John Mathews**, An Analysis on Spending and Saving Pattern of College Students in Idukki District. International Journal of Management, 8 (3),. 2017, pp. 199–203.

³ Anju Varghese & ANit Banu N, Savings and lifestyle of young Indians, IJSR, Vol. 4, Issue 04, April 2016.

⁴ Chhabra, S. SAVING & SPENDING TRENDS AMONG YOUTH AN EMPIRICAL STUDY OF SIRSA DISTRICT. International Conference Papers on Recent Innovations in Science, Management, Education and Technology, 2016, ISBN 978-93-86171-04-7

⁵ Sekar, M., & Gowri, M. (2015). A study on financial literacy and its determinants among generation Y employees in Coimbatore city. *Great Lakes Herald*, 9(1), 35-45.

embellishments, prepping, and endowments yet shockingly spare more cash as well. Additionally, the professional and postgraduate understudies spend more cash than alternate gatherings.¹

4. OBJECTIVES OF THE STUDY

- To Study the Profile of Students pursuing Post Graduation in Commerce in Western Mumbai City
- To Analyze the timings of Investment to be made by the Students pursuing Post Graduation in Commerce in Western Mumbai City
- To analyse the purpose of investment of the Students pursuing Post Graduation in Commerce in Western Mumbai City for Investment of their savings
- To analyse the Investment options preferred by the Students pursuing Post Graduation in Commerce in Western Mumbai City to decide and to choose the investment option.

5. RESEARCH METHODOLOGY

For the purpose of the above study and to achieve the objectives, the researcher has focused on primary and secondary data as a source of information. Primary data was collected from the sample size 200 respondents (Students pursuing Post Graduation in Commerce Stream in with age 21 to 25) in Western Mumbai city area from Churchgate to Dahisar which was selected on Convenient Random Sampling Method. The Primary data was collected through the survey which was based on the well-structured questionnaire. The secondary data was collected for review of literature in the form of archival information such as Articles, Annual Reports, Books, Journals, Dissertations, and Thesis.

6. SIGNIFICANCE OF THE STUDY

The findings of the study will be significantly helpful to various Investment companies and Institutions such as Banks, Post Office, Insurance and Stock Market Institute to develop various Investment products to lure Students pursuing Post Graduation in Commerce in Mumbai to prefer more and to diversify their investment portfolio.

7. LIMITATIONS OF THE STUDY

The present study has limitation with respect to number of respondents (200), areas selected (only western Mumbai), class of respondents (only working youth pursuing post-graduation in commerce stream) and with respect to profile of respondents gender, age, income per month, nature of employment (Salaried, Self-employed and Family Business), timings of investment (Monthly, Quarterly, Half yearly and Yearly, the purpose of Investment and Investment options such as Fixed Deposits, Recurring Deposits, Mutual Funds, Stock Market (Equity and Other Investments), Mediclaim, Life Insurance, Public Provident Fund, Post Office Savings Scheme, Prefer to keep in Bank Account, Gold and Any Other were considered for the study.

8. FINDINGS AND DISCUSSION

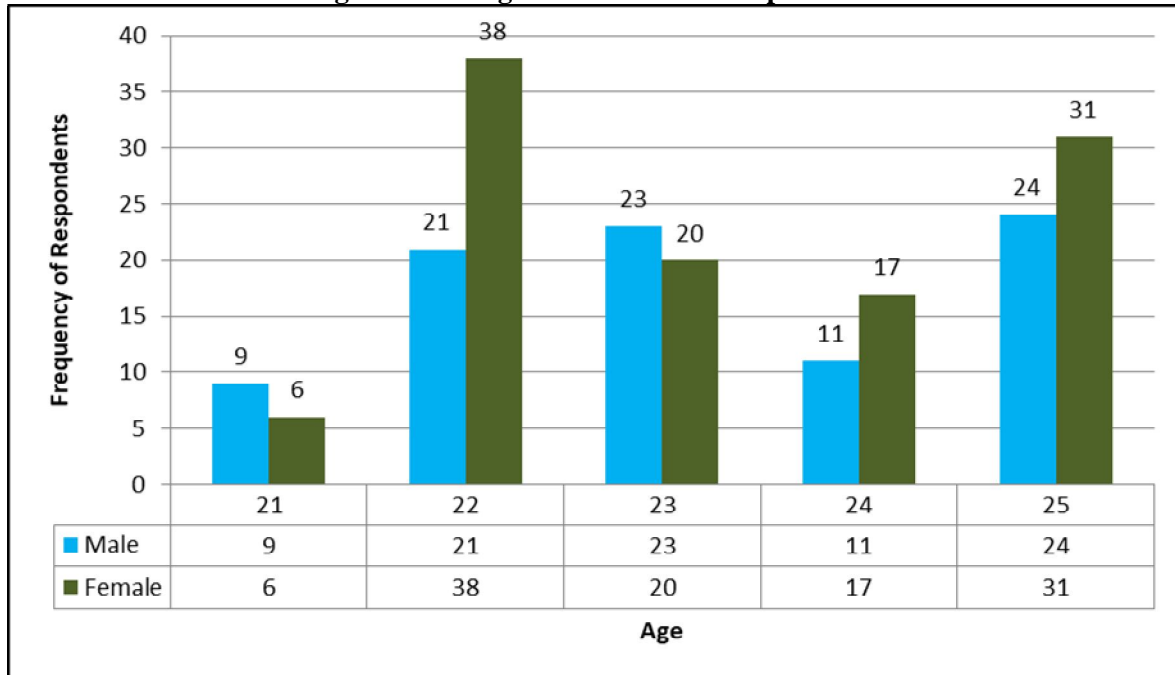
Descriptive analysis is to produce a situation analysis which usually consists of area based information or user based information such as factors influencing in choice of investment, reasons to select investment, any influencing factor or factor group for selecting investment. This data provides a blue print of the situation under study for further inferential analysis. Often the information from the situation analysis comes derived from primary sources or secondary sources. For the present study, primary data is used for descriptive analysis.

Figure No. 1 represent detail of respondents with respect to Gender and Age.

Figure no. 1 depicts that, out of 200 respondents, 88 were Males and 112 were Females. Out of 88 Males respondents, 9 were of 21 years, 21 were of 22 years, 23 were of 23 years, 11 were of 24 years and 24 were of 25 years. Out of 112 Females respondents, 6 were of 21 years, 38 were of 22 years, 20 were of 23 years, 17 were of 24 years and 31 were of 25 years. Thus, it was noted that there were more of female respondents who were working youth.

¹ V.S. Kannan Kamalanathan, "Spending Habits of Youths in India with special reference to Mumbai City", International Journal of Arts and Science, Vol. 08, Issue 05, 2015, ISSN 1944-6934.

Figure No-1: Age and Gender of Respondents

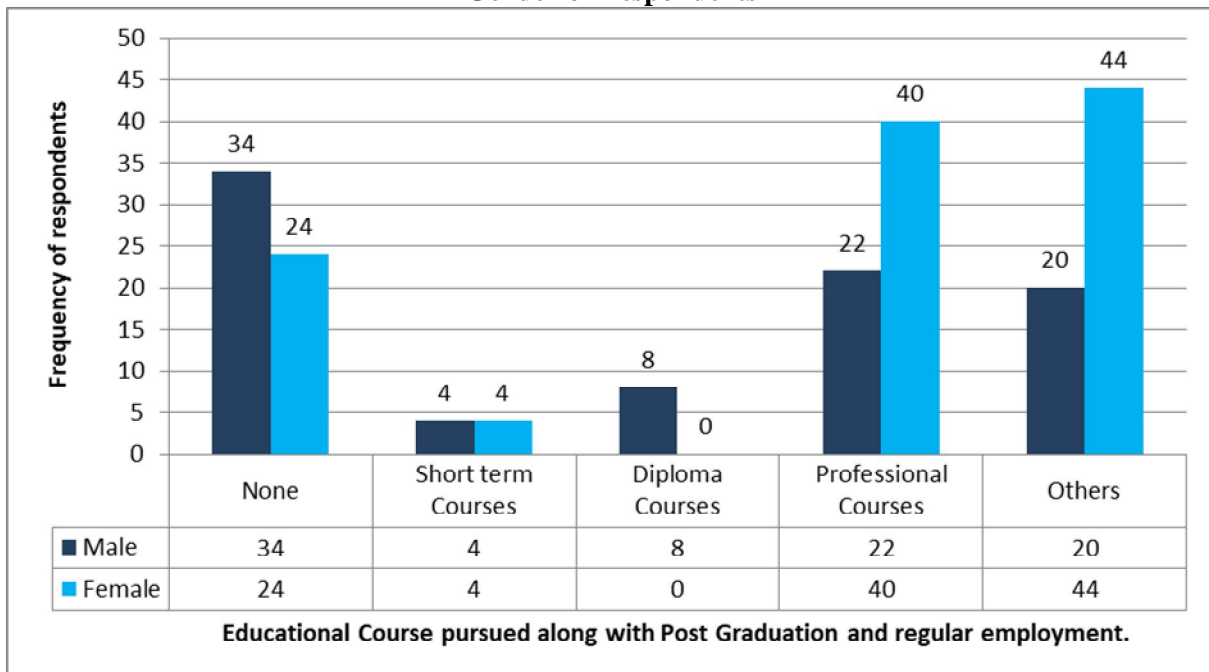


Source: Compiled from Primary data

Figure No. 2 represent respondents pursuing any additional educational course along with post-graduation in commerce stream along with their regular employment.

Figure no. 2 depicts that out of 88 male respondents, 34 are not pursuing any courses along with Post – graduation, 4 are pursuing short term courses, 8 are pursuing any diploma courses, 22 are pursuing professional courses and 20 are pursuing other courses. Out of 112 female respondents, 24 are not pursuing any courses along with Post –graduation, 4 are pursuing short term courses, none are pursuing any diploma courses, 40 are pursuing professional courses and 44 are pursuing other courses. Thus, it has been derived that 29 percent respondents are not pursuing any other course along with Post graduation, 31 percent are pursuing professional courses along with Post-graduation and 32 percent are pursuing other courses along with post-graduation in commerce. It has been observed that majority of the respondents are pursuing some or the other course along with Post-graduation and regular employment to enhance their skills.

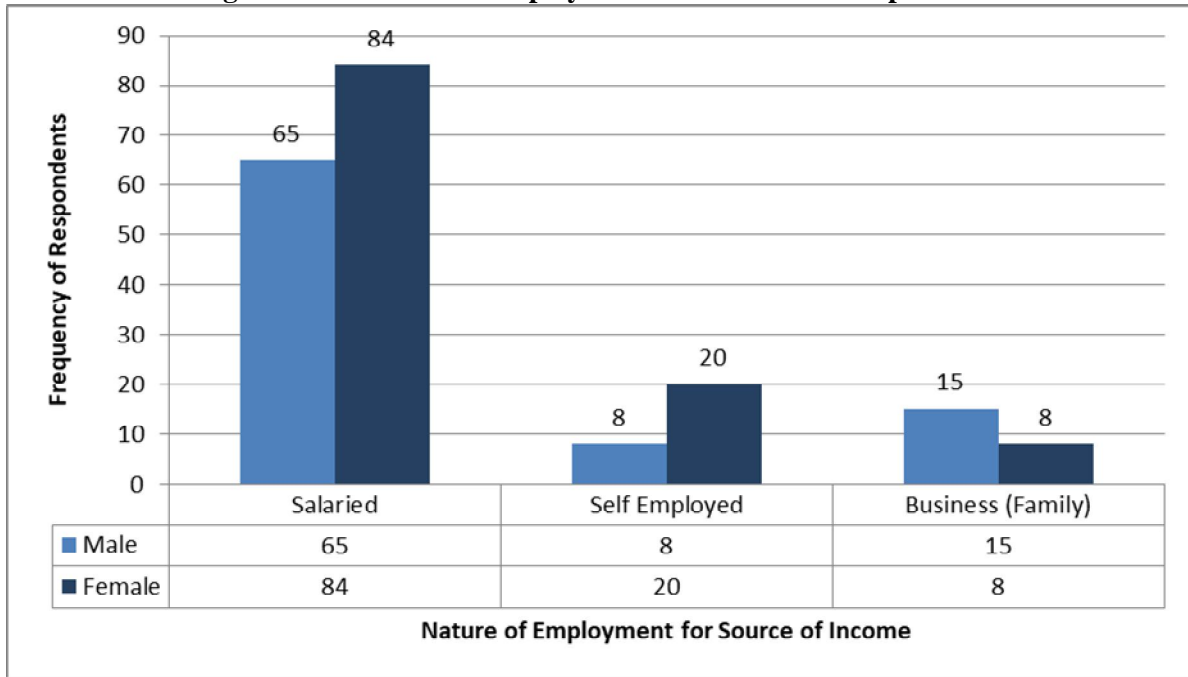
Figure No-2: Educational Course pursued along with Post Graduation and regular employment and Gender of Respondents



Source: Compiled from Primary data

Figure No. 3 represents gender-wise nature of employment of the respondents.

Figure No-3: Nature of employment and Gender of Respondents



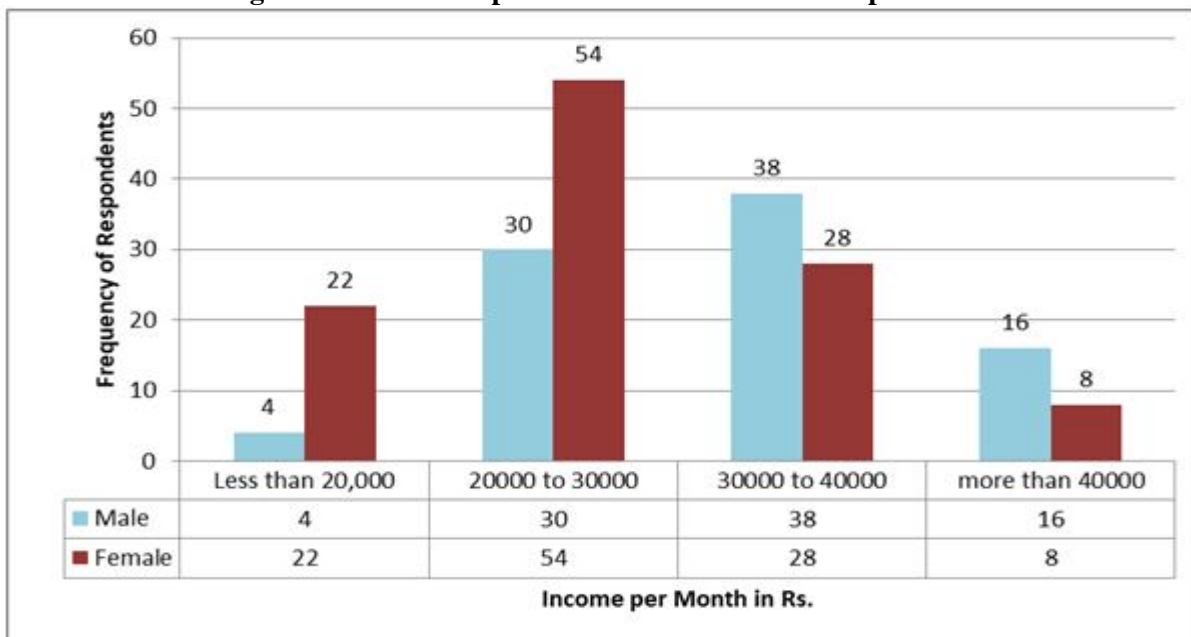
Source: Compiled from Primary data

Figure No. 3 depicts that out of 88 Male respondents, 65 are salaried employee, 8 are self-employed and 15 are working in their family business. Out of 112 Female respondents, 84 are salaried employee, 20 are self-employed and 8 are working in their family business. Thus, it has been derived from the above, that majority of youth pursuing Post-graduation in commerce stream are employed on salary basis that is they are salaried employee of any organization.

Figure No. 4 represents gender-wise Income per month of respondents.

Figure no. 4 depicts gender-wise Income per month of respondents. Out of 88 Male respondents, 4 have income less than Rs. 20,000, 30 has income between Rs. 20,000 to Rs. 30,000, 38 have income between Rs. 30,000 to Rs. 40,000 and 16 have income more than Rs. 40,000 per month. Out of 112 Female respondents, 22 have income less than Rs. 20,000, 54 has income between Rs. 20,000 to Rs. 30,000, 28 have income between Rs. 30,000 to Rs. 40,000 and 8 have income more than Rs. 40,000 per month.

Figure No-4: Income per Month and Gender of Respondents



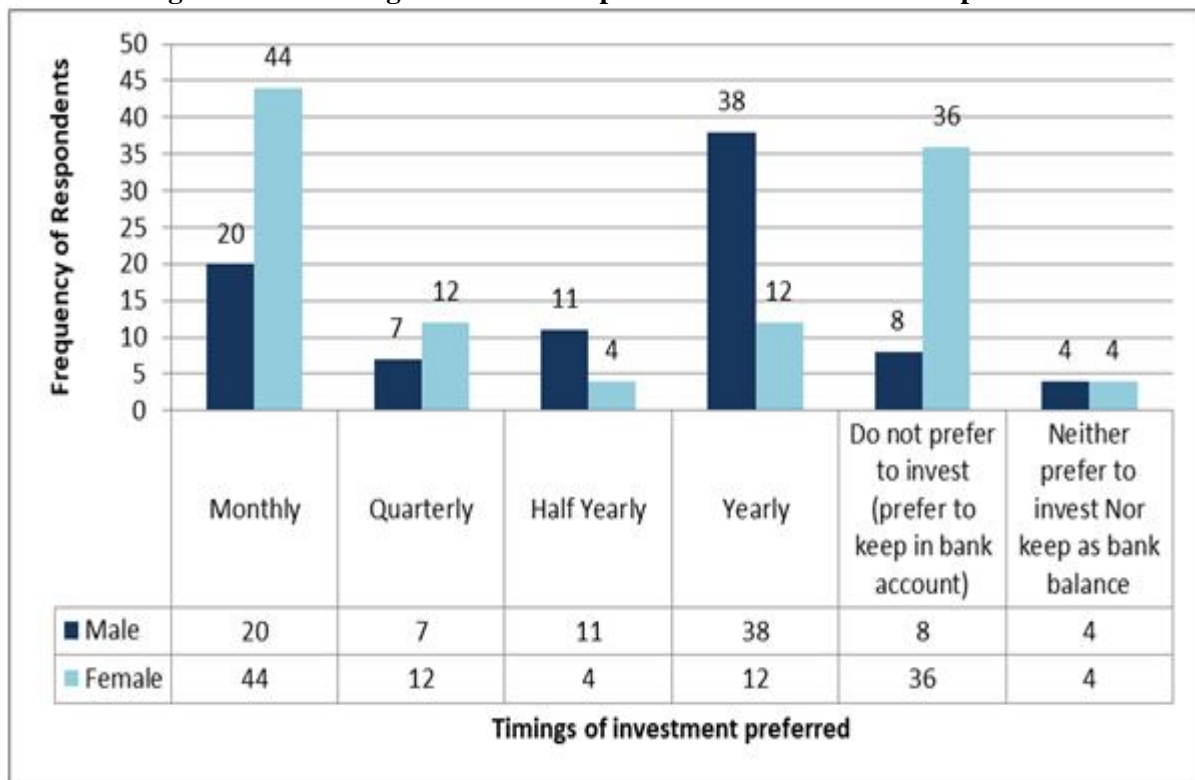
Source: Compiled from Primary data

Thus, it has been derived from the above that 42 percent of respondents are having income Rs. 20,000 to Rs. 30,000 and 33 percent respondents are having income between Rs. 30,000 to Rs. 40,000. Majority of the youth are systematically employed with virtuous income per month. Out of their income, they could and may be easily saved for their future.

Generally everyone who earns well, plan their investment too well in time out of their income. It has been observed generally that people plan their investment at the end of financial year to save tax. However with the advent of multiple investment opportunities, investor can plan their investment and pay for it monthly, quarterly, half-yearly or yearly. Figure No. 5 represent gender-wise, timings of investment preferred by the respondents.

Figure No. 5 depicts that out of 88 Male respondents, 20 prefer Monthly investment, 7 prefer quarterly, 11 prefer half-yearly, 38 prefer yearly, 8 do not prefer to invest but prefer to keep in bank accounts and 4 prefer not to invest but to keep with them only. Out of 112 Female respondents, 44 prefer Monthly investment, 12 prefer quarterly, 4 prefer half-yearly, 12 prefer yearly, 36 do not prefer to invest but prefer to keep in bank accounts and 4 prefer not to invest but to keep with them only.

Figure No-5: Timings of Investment preferred and Gender of Respondents



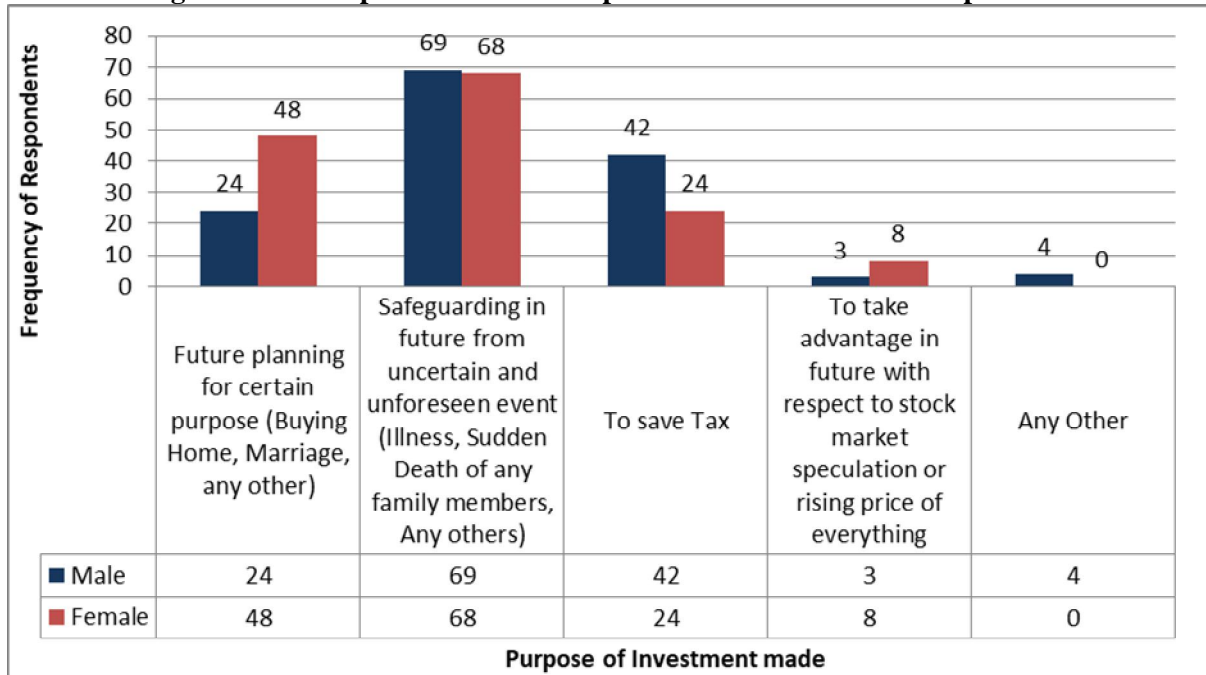
Source: Compiled from Primary data

Thus, it has been observed from the above that 32 percent of respondents prefer to invest Monthly out of their income to reduce over-burden to pay one time. Female respondents tend to invest monthly more than males. 25 percent prefer to invest yearly; it could be for saving tax at last minute. Male tends to invest yearly more than females. Around 22 percent of respondents tend to keep money in bank account for which females are inclined more than males. Over all, all the youth respondents are aware of need to invest from early days of earning period.

Every savings may or may not lead to investments, but surely people either save or invest their savings in some or the other ways to protect themselves in future from some uncertain events or to fulfil their dreams or for some other reasons. Figure No. 06 represents gender-wise, purpose of investing their savings from investment.

Figure No. 6 depicts that out of 88 Male respondents, 24 prefer to invest for future planning for certain purpose (such as Buying Home, Marriage, or any other reason), 69 prefer to invest to safeguard from uncertain or unforeseen event in future (such as Illness, Sudden Death of any family members or any other reasons), 42 prefer to invest for savings tax, 3 prefer to take advantage of speculation in stock markets and 4 prefer to invest for some other reasons. Out of 112 Female respondents, 48 prefer to invest for future planning for certain purpose (such

Figure No-6: Purpose of Investment preferred and Gender of Respondents



Source: Compiled from Primary data

as Buying Home, Marriage, or any other reason), 68 prefer to invest to safeguard from uncertain or unforeseen event in future (such as Illness, Sudden Death of any family members or any other reasons), 24 prefer to invest for savings tax, 8 prefer to take advantage of speculation in stock markets and none prefer to invest for some other reasons. It has been derived from the above that 68.5 percent respondents prefer to save and invest to safeguard from uncertain or unforeseen event in future (such as Illness, Sudden Death of any family members or any other reasons). Since the present fast city life is very uncertain, It is good that youth are taking good precaution for such unforeseen events to protect themselves and their family members.

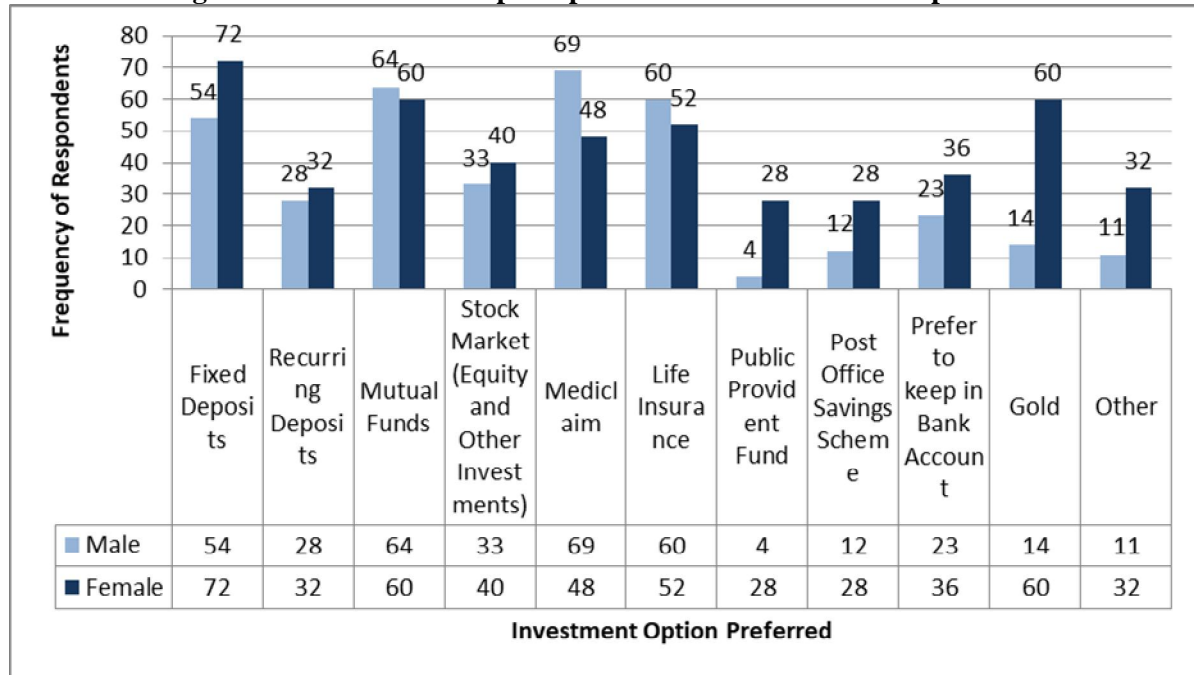
With the advent of technology, risk associated with fast city life, high end dreams in city of Mumbai, growing business, high income with short working days in weeks (5 days a week in MNC's paying good salary and incentives), growing banking, insurance business, Mutual funds and stock markets avenues, there are numerous avenues for people to investment for safeguarding their future or to fulfil various dreams. One needs to invest right amount at right time to take advantage on right time.

There are various investment opportunities to invest in, but for the present study only following are considered such as Fixed Deposits, Recurring Deposits, Mutual Funds, Stock Market (Equity and Other Investments), Mediclaim, Life Insurance, Public Provident Fund, Post Office Savings Scheme, Prefer to keep in Bank Account, Gold and Any Other. Figure No. 07 represent gender-wise, investment option preferred by the respondents.

Figure No. 7 depicts that out of 88 Male respondents, 54 prefer to invest in Fixed deposits, 28 prefer to invest in recurring deposit accounts, 64 prefer to invest in Mutual Funds, 33 prefer to invest in stock markets, 69 prefer to invest in Mediclaim, 60 prefer to invest in Life Insurance, 4 prefer to invest in Public Provident Fund, 12 prefer to invest in post Office savings scheme, 23 also to prefer keep in bank accounts, 14 prefer to invest in gold too and 11 prefer to invest in any other ways.

Out of 112 Female respondents, 72 prefer to invest in Fixed deposits, 32 prefer to invest in recurring deposit accounts, 60 prefer to invest in Mutual Funds, 40 prefer to invest in stock markets, 48 prefer to invest in Mediclaim, 52 prefer to invest in Life Insurance, 28 prefer to invest in Public Provident Fund, 28 prefer to invest in post Office savings scheme, 36 also to prefer keep in bank accounts, 60 prefer to invest in gold too and 32 prefer to invest in any other ways. It has been observed from the above that 63 percent of youth still prefer to invest in fixed deposits, 62 percent prefer to invest in Mutual Funds, 58.5 prefer to invest in Mediclaim, 56 percent prefer to invest in Life Insurance, 37 percent prefer to invest in Gold and 36.5 percent prefer to invest in stock markets and for other options of investments are preferred by less than 30 percent of respondents. Thus, majority of investment option preferred by the youth from western Mumbai city are Fixed Deposits, Mutual Funds, Mediclaim and Life Insurance.

Figure No-7: Investment option preferred and Gender of Respondents



Source: Compiled from Primary data

INFERENCE ANALYSIS

H01: There is no significant difference between Male and Female for Investment Option Preferred.

H11: There is significant difference between Male and Female for Investment Option Preferred.

To test the above hypothesis, Non-parametric test of Mann-Whitney was applied to test any difference between male and female with respect to Investment option preferred.

Table No. 1 represent Test Statistics of Mann-Whitney test for testing any difference between Male and Female for Investment Options preferred.

It has been inferred from the table No. 1, As p-value is less than 0.05 (considered 2 tailed test) that there is a significant difference between male and female for investment options preferred such as Investment Option Preferred Mutual Funds, Mediclaim, Life Insurance, Public Provident Fund, Post Office Savings Scheme, Gold and Any Other. For rest of the options preferred there is no significant difference.

Investment Option Preferred	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)	Results
Mutual Funds	3984	7900	-2.764	0.006	Significant Difference
Mediclaim	3176	7092	-5.053	0	Significant Difference
Life Insurance	3856	7772	-3.069	0.002	Significant Difference
Public Provident Fund	3920	10248	-3.907	0	Significant Difference
Post Office Savings Scheme	4368	10696	-1.989	0.047	Significant Difference
Gold	3072	9400	-5.462	0	Significant Difference
Any Other	4136	10464	-2.739	0.006	Significant Difference

Grouping Variables: Gender

It has been further inferred that Females preferred more investment in Mutual Funds, Mediclaim, and Life Insurance, while males preferred more investment in PPF, Post Office Savings Scheme and Gold and any other options of investments. (It has been concluded through mean ranks).

9. CONCLUSIONS OF THE STUDY

It has been concluded that majority of the youth pursuing post-graduation in commerce stream in western Mumbai city are pursuing some or the other course along with Post-graduation and regular employment to enhance their skills. Majority of youth pursuing Post-graduation in commerce stream in western Mumbai city are employed on salary basis that is they are salaried employee of any organization. Majority of youth pursuing Post-graduation in commerce stream in western Mumbai city are systematically employed with virtuous income per month. Majority of youth pursuing Post-graduation in commerce stream in western Mumbai city are aware of need to invest from early days of earning period which they prefer to invest yearly. Majority of youth pursuing Post-graduation in commerce stream in western Mumbai city are taking good precaution for various unforeseen events to protect themselves and their family members. Majority of youth pursuing Post-graduation in commerce stream in western Mumbai city prefer investment options such as Fixed Deposits, Mutual Funds, Mediclaim and Life Insurance.

10. SUGGESTIONS AND RECOMMENDATIONS

Youth should be targeted well in advance from the beginning of the financial year to help them and guide them to plan their systematic investment. Youth should be guided to diversify their investment to take advantage even in nastiest situation of economy. Youth should be educated through various advertisements for planning their investment well in time to take advantage in future. Youth should be made aware of all new avenues of investment with diversified portfolios.

REFERENCES

- Ajide, F. M. (2015). The Spending Pattern among the Youth in Lagos, Nigeria. *Journal of Business and Management*, 17(4), 66-73.
- *Mebin John Mathews*, An Analysis on Spending and Saving Pattern of College Students in Idukki District. *International Journal of Management*, 8 (3),. 2017, pp. 199–203.
- Anju Varghese & anit Banu N, Savings and lifestyle of young Indians, *IJSR*, Vol. 4, Issue 04, April 2016.
- Chhabra, S. Saving & spending trends among youth an empirical study of sirsa district. *International Conference Papers on Recent Innovations in Science, Management, Education and Technology*, 2016, ISBN 978-93-86171-04-7
- Sekar, M., & Gowri, M. (2015). A study on financial literacy and its determinants among generation Y employees in Coimbatore city. *Great Lakes Herald*, 9(1), 35-45.
- V.S. Kannan Kamalanathan, “Spending Habits of Youths in India with special reference to Mumbai City”, *International Journal of Arts and Science*, Vol. 08, Issue 05, 2015, ISSN 1944-6934.
- *Kothari, C. (1990). Research Methodology: Methods and techniques (2nd ed.). New Delhi: New Age International (P) Limited.*

STUDY OF IMPACT OF SOFT SKILLS TRAINING AMONG THE B.COM UNDERGRADUATES

Dr. Hema MehtaAssistant Professor, Tolani College of Commerce, Andheri, East, Mumbai

ABSTRACT

Soft Skills are personal qualities that enables an individual's interactions, effective job performance and better career prospects. A person may possess hard skills which are a person's set of skills that enables him/her to perform certain set of work very efficiently. Soft skills are often defined by using terms often simple associated personality traits, such as: Optimism, Common Sense, Responsibility, a Sense of Humour, Integrity; and abilities that can be practiced, but require the individual to genuinely like other people such as: Teamwork, Empathy, Teamwork, Human relations, Leadership, quest to learning, Communication, Good Manners, Negotiation, Sociability, the Ability to Teach. Now-a-days, nobody wishes to gain knowledge to be a scholar as in the previous ages. In fact, knowledge has become a stepping stone to land up a good paying job, and to get a reputed position in the society. Because of these reasons, higher education now demands a transformation to meet the elevated desires of the students. Irrespective of the professional qualification, today's professionals need to possess a high Soft Skills quotient, apart from domain knowledge in order to succeed in this competitive era. Due to the great importance of soft skills, some of the colleges have introduced it as their add-on course. However, many of them are yet to introduce Soft Skills in their prescribed curriculum. This article deals with the importance of Soft Skills in the curriculum of Higher Education and its role in making the student placement worthy. Data were collected through a questionnaire survey, which was applied to our B.Com undergraduate students between March 2019 and April 2019. This study is a comparative analysis of 95 students who were interviewed before and after undergoing training of Soft Skills sessions.

Keywords: Soft Skills, B.com undergraduates, Curriculum, Higher Education.

INTRODUCTION

Since late couple of years, reports and suggestions that are given by the organizations are, that they are frustrated with the elements of aptitudes that graduates have, before entering complex work world. Moreover employers have the reasons of some dispute between what diverse accomplices expect of the Higher Education instructive projects and how teaching and learning associations plan graduates for 'work'. The purpose of this paper is to perceive what are employers/supervisors desires and how the understudies sees employability to mean and the reasonable workplace aptitudes they are required to have. An observational examination was finished with business graduates to make sense of which employability aptitudes they acknowledge were basic. The results exhibit that while employability aptitudes might be conspicuous, there was not completed trade-off between what employers and graduates trust they need to give attractive capacities in order to employ graduates to increment noteworthy business. This examination was essential in light of the way that it endorsed the evident essentialness of the 10 types of soft skills as employability abilities. An organized poll of 11 questions was dispersed and 95 substantial surveys were returned. Discoveries and investigation demonstrated that there is connection between the soft skills that prompts certainty among the B.com undergraduates in building confidence and furthermore fulfilment prompting reasonable self-improvement.

From the different audits, one survey has given need on the business' perspectives concerning the aptitudes required by both new representatives to the workforce and existing representatives. Businesses are a critical key partner bunch in recognizing the abilities that forthcoming representatives are expected to get, hold and create in work of themselves, and to make new and better work open doors for other people. It is in light of a legitimate concern for organizations themselves, and the network everywhere, for bosses to be as clear and compact as conceivable about the abilities they require, and to grow intimately with instruction and preparing facilitators in creating employability aptitudes.

RESEARCH OBJECTIVES

The study has been conducted mainly to:

1. To study and understand soft skills among the B.Com undergraduates.
2. To study and understand soft skills development initiatives.
3. To study and understand the challenges in soft skills development.

SIGNIFICANCE OF THE STUDY

Research exhibits another game plan of soft skills that underscore status, flexibility and that snappy response time will be major later on. One of the three most typical zones of new focus for activity headway consolidates upgrading capacities of B.Com undergraduates to act in a progressively key and future thought way. This examination was indispensable in light of the way that it affirmed the evident hugeness of the 10 soft skills for employability as delineated by numerous specialists and outfits workplace learning and headway specialists with information about current blend of new aptitudes into power improvement projects and saw dimension of criticalness for what is alluring.

LIMITATIONS OF THE STUDY

This examination does not address fundamental capacities or enduring employability aptitudes nor did it endeavour to totally perceive how the 10 essential employability abilities are even-disapproved of associated with empower relationship to be productive in the volatile and uncertain world; rather, the examination looked hugeness of each mastery and whether the most indispensable capacities are composed into better improvement programs. The study is restricted to the B.Com undergraduates only.

REVIEW OF LITERATURE

Business has constantly existed, yet its propensity has changed since most recent couple of years. For the most part survival obliged a considerable number of individuals to work or conceivably filter for a sort of business. A recorded perspective (Dupre and Gaigner, 1996) suggest that in the midst of medieval events and before including early searcher gatherers secluded 'work' on sexual orientation premise. All things considered, men went pursuing and women did the childrearing practices and cooking. In later events such wonder is superseded by continuously enlightened thoughts, for instance, the "unattainable position". With the manifestations of machines in the midst of and after the Industrial Revolution and an improvement in what Marxists would name Capitalism, the nature, wants, solicitations and characteristics put on business have changed inside and out including continually creating expert work. Bona fide perspectives on what is work and possibly by deriving the same 'employability' continue. The crude ace of the medieval times would see work to mean self-defending and survival. Employability, in progressively liberal events has come to incorporate more transformational thoughts (Burns, 1978), for instance, 'agreeable individual', 'cunning', 'self-pushed', 'issue solver, etc. What 'employability' will come to worry in twenty, thirty years' time who knows? possibly progressively creative thinking, nature, ability to convey in Mandarin, willing to recognize mechanical 'organization', and getting 'holds' with about steady change, etc, more than likely transferable aptitudes that are apparently not being underlined at this moment!

Employability to F.W. Taylor ages tended (and in various undertakings and parts of the world) still recognizes hard, physical, generally dull work calling for affirmation of "your package, and to do as you are told", generally really; the standard characteristics related with the labourer pro-relationship and excess Scientific Management Principles (Spender and Kijne, 1996).

One of the imperative finishes of the survey is that what the present managers are stating about key employability abilities is to a great extent reliable with the wide destinations of the instruction and preparing frameworks. In the wake of the Mayer Report, teacher mentors had the capacity to exhibit that the Key Competencies were undoubtedly to be instilled in educational modules records (see eg, Stehn, 1997). In any case, managers are showing that these capabilities are not reliably same among school dropouts and graduates (see eg, ACNielsen Research Services, 2000). Ways should be discovered for business and teachers to cooperate all the more successfully, and to share and gain from one another.

Vander Heijden (1996) has called this new classification of adaptable specialists as 'flexperts'. Business and employability is the two diverse things. Being utilized methods having a vocation/work, being employable methods having the characteristics expected to keep up business and progressiveness in the working environment in order to lead feasible created objectives. Employability from the point of view of HEIs is along these lines about creating graduates who are proficient and capable, and these effects upon all everyday issues, as far as the conveyance of scholastic projects and additional curricular exercises.

Eraut (1994) considers exchange to be a learning procedure in its own right, despite the fact that this might be simpler for aptitudes in connection to articles, for example, utilizing specific PC bundles, as opposed to the 'gentler' abilities of communicating with and overseeing individuals adequately. Darker (1999) trusts that learning, and the exchange of such learning, is well on the way to be viable if the learning circumstance are in close looks like to the work place. Knight and Yorke (2000) trust that if there is any expectation of exchanging the gaining starting with one perspective then onto the next, the student needs to utilize that learning in a wide

range of conditions. From these remarks, plainly practice in various settings is essential for the improvement of employability aptitudes and different variables.

What is Soft Skill?

Soft skills are character traits and interpersonal skills that characterize a person's relationships with other people. In the workplace, soft skills are considered to be a complement to hard skills, which refer to a person's knowledge and occupational skills.

What are the different Soft Skills that a company values?

There are several examples of soft skills that a company values:

- ambition
- self-management skills
- time-management
- confidence
- friendliness and manners
- enthusiasm and optimism
- communication skills
- empathy
- situational awareness
- adaptability

Top 10 Soft Skills

1. **Ambition-** Employees need to have an earnest desire for some type of achievement or distinction, as power, honour, fame, or wealth, and the willingness to strive for its attainment.
2. **Self-management skills** - Employers want candidate ability to plan and manage multiple tasking, set priorities and adaption skill to changing conditions and work assignments.
3. **Time Management** - “**Time management**” is the process of organizing and planning how to divide your **time** between specific activities.
4. **Confidence building-** Positive thinking, practice, training, knowledge and talking to other people are all useful ways to help improve or boost one's confidence levels.
5. **Friendliness and manners-** Employers usually note whether an employee can relate to co-workers and has ability to build relationships with others in the organization.
6. **Enthusiasm and optimism** - in today's complex and complicated work environment, many jobs are involving employees to work in one or more groups. Employers want someone who can bring out the best in themselves and others.
7. **Communication skills** — listening, speaking and writing. Employers want candidates who can accurately understand and interpret what others are saying and at the same time to organize and express their thoughts with clarity.
8. **Empathy-** Employers look for personal strong work values like dependability, honesty, self-confidence and a positive attitude in any profession. Employers look for personal integrity and loyalty.
9. **Situational awareness** - Employers want candidate to use creativity, reasoning and learning from past experiences to identify and solve problems effectively.
10. **Adaptability-** **Adaptability** is a sought-after job skill as employers increasingly rely on flexible job descriptions and rotate employees into different roles. Your ability to adapt to changing situations and expectations makes you more valuable to a current or prospective employer.

METHODOLOGY

Data was collected using primary and secondary methods. A structured questionnaire of 11 questions was distributed and 95 valid questionnaires were returned. The source of the data is questionnaire filled by B.Com

undergraduates to share their responses before and after undergoing training of the soft skills development programmes. To test the reliability of the data, analysis was done to understand how the soft skills leads led to confidence among the B.com undergraduates.

HYPOTHESIS

H₀ = There is no difference between before and after the soft skills training in the number of the B.com undergraduates.

H₁ = There is difference between before and after the soft skills training in the number of the B.com undergraduates.

DATA AND SOURCE OF DATA COLLECTION

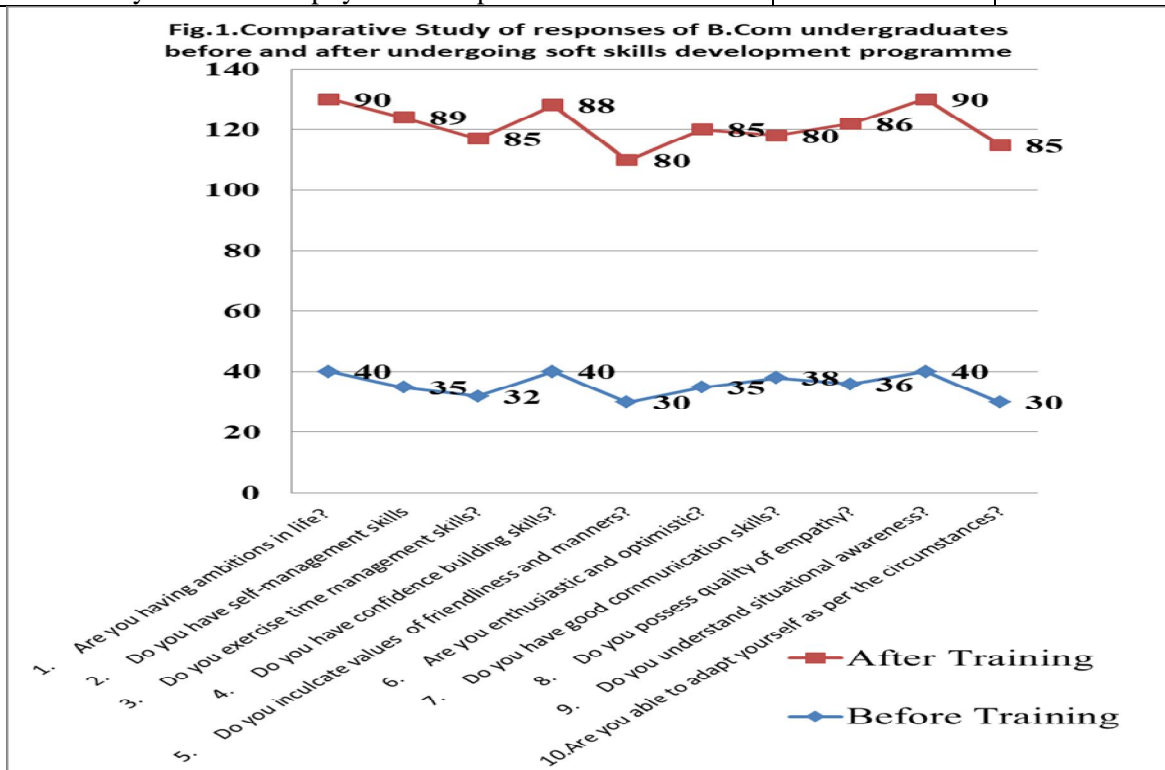
The study is focusing on primary data, secondary data and the research approach is quantitative research approach. The research is used to analyse the data for understanding the relationship between the soft skills that leads to confidence among the B.com undergraduates. The source of the data is questionnaire filled by B.Com undergraduates to analyse the relationship between the soft skills that leads to confidence among the B.com undergraduates.

This study took a period of 1 month from March 2019 to April 2019.

ANALYSIS

Table-1: Comparative Study of responses of B.Com undergraduates before and after undergoing soft skills development programme.

	Before Yes Response	After Yes Response
1. No of students = 95		
2. Are you having ambitions in life?	40	90
3. Do you have self-management skills	35	89
4. Do you exercise time management skills?	32	85
5. Do you have confidence building skills?	40	88
6. Do you inculcate values of friendliness and manners?	30	80
7. Are you enthusiastic and optimistic?	35	85
8. Do you have good communication skills?	38	80
9. Do you possess quality of empathy?	36	86
10. Do you understand situational awareness?	40	90
11. Are you able to adapt yourself as per the circumstances?	30	85



FINDINGS

On comparison of the responses, one can see drastic positive increase in the responses among B.Com undergraduates who had undergone training for developing soft skills.

On using paired t-test for understanding the before training and after training impact, it was observed that the requisite P value and statistical significance we got: The two-tailed P value is less than 0.0001. By conventional criteria, this difference is considered to be extremely statistically significant. Since calculated p-value is less than 0.05, our null hypothesis (H_0) stands rejected. Hence the alternate hypothesis (H_1) is accepted that there is difference between before and after the soft skills training in the number of the B.com undergraduates.

On analysis the following findings were noted

- There was increase in the number of responses by 50 for developing ambitions in life.
- There was increment in the responses for self-management skills by 54.
- There was improvement in the time-management skills of responses by 53.
- There was improvement in the confidence level of responses by 48.
- There was increase in the friendliness and manners skill of responses by 50.
- Responses showed improvement in enthusiasm and optimism skill by 50.
- Communication skills improvement of the responses was by 42.
- There was improvement in the empathy skill by 50.
- Situational awareness skill improved of 50 more responses.
- Adaptability skill improved of 55 responses.

CONCLUSION

The general end is that preparation for employability is critical, both regarding general instruction and all the more explicitly for future business. Powerful employability aptitude advancement is viewed as a key factor for improved execution; as it can upgrade the dimension of alumni and firm competency. It supports to fill the hole between what execution whenever required and what execution is going on, for example gap between wanted execution and real representative's execution. Soft Skills advancement need alluded to any shortage in execution, which can be diminished by suitable preparing. Especially soft skill expertise advancement creates aptitudes, competency, and capacity and at last improves understudy's execution and hierarchical profitability. Soft skill advancement program is the catalyser that makes workers to improve their execution and capacities, which thus increment hierarchical profitability. In this way, aptitude advancement ought to be planned based on firm explicit necessities and goals. Powerful expertise advancement is the keen mediation structured at accomplishing the learning vital for updated understudy's execution. The examination attested the suggestion that expertise advancement positively affects understudy's execution.

RECOMMENDATIONS AND FUTURE IMPLICATIONS

In this examination we survey a great deal of materials identified with the factors utilized in this exploration and toward the end we likewise demonstrated our theory. In the light of this examination and all the material which is being utilized to lead this exploration and all the writing audit we went to the choice that there ought to be Employability Skill advancement in each association. Despite the fact that we have audit a few weaknesses like it is expensive to give ability advancement to the representatives, yet the upsides of Skill improvement are considerably more than its detriments which are quickly talked about in this investigation. We suggest that all associations ought to give Skill improvement to their representatives. We as of now have talked about that Skill improvement and Development have points of interest for understudies as well as a definitive advantage is for the association itself. On the off chance that the execution of the understudies isn't great it will influence the entire association. Actually HEIs' have to take endeavours to create and bolster understudies' employability like:

- Developing undergraduate soft skill aptitudes and characteristics that ought to be incorporated into HEIs' key and personnel/departmental dimension arranging.
- Universities need to advance soft skills abilities in their statements of purpose, learning and showing techniques, course system, vital reports and pragmatic direction.

- Teaching Staff ought to be urged to perceive that these destinations are perfect with advancing scholastic limit and more extensive fundamental abilities.
- Appropriate motivators for HEI staff ought to be utilized as a main impetus for change in advancing employability aptitudes measures at workforce/departmental dimension.

REFERENCES

1. Athey, T. R., & Orth, M. S. (1999). Emerging Competency Methods for the Future. *Human Resource Management*, 38(3), 215-228.
2. Atkins, M.J. (1999) *Oven-ready and self-basting: taking stock of employability skills*. *Teaching in Higher Education* 4 (2) 267-280.
3. Awe, Jide (2008). "Eight Great Reasons to Develop your Soft Skills." http://www.certification.about.com/od/certification_by_topic/a/softskills.html
4. Crosbie, R. (2005). "Learning The Soft Skills Of Leadership." *Industrial and Commercial Training*, Volume 37, Issue 1, pp. 45-51.
5. Dupre, J. & Gaigner, R. (1996). *A brief History of Work*. *Journal of Economic Issues*, 30(2), 553 - 559.
6. Eraut, M. (1994) *Developing professional knowledge and competence*. Falmer Press, London.
7. Hewitt, Sean (2008). "9 Soft Skills for Success." www.askmen.com/money/career_100/121_career.html
8. Knight, P. & Yorke, M. (2000) *Skills plus: Tuning the Undergraduate Curriculum*. Skills Plus Project Report. LTSN Generic Centre October 2002.
9. Pereira, O. P. (2013a). Soft Skills: From University to Work Environment. *A Survey of Graduates In Portugal*. *Regional and Sectoral Economic Studies*, 13(1), 105-118.
10. Thacker and Yost (2002). "Training Students To Become Effective Workplace Team Leaders." *Team Performance Management*, Vol. 8, No. 3/4, pp. 89-94.
11. Waterman, R., Waterman, J., & Collard, B. A. (1994). Towards A Career Resilient Workforce. *Harvard Business Review*, July-August, 87-95.
12. Zhou, J. (2014). Teacher education changes in China: 1974–2014. *Journal of Education for Teaching*, 40(5), 507-523.

RICHERS TO RAGS STORY OF JET AIRWAYS - INDIA'S PREMIER AIRLINE

Evonne Jagdish SakhraniAssociate Professor (Accounts), St. Gonsalo Garcia College of Arts and Commerce, Vasai, Mumbai

ABSTRACT

Jet Airways started in 1993 as an Air-Taxi operator by Mr. Naresh Goyal and grew to become India's biggest Airline with premium international network. It operated 650 flights daily in its heydays. Its financial problems started with founder Mr. Naresh Goyal buying out Air-Sahara in 2007 for Rs. 1450 crore. This deal troubled Jet Airways with additional cost, taxes as well as legal and manpower issues. It faced its major crisis in 2011-12 and subsequently sold 24% stake to Etihad Airlines, Abu-Dhabi for US\$ 379 million in 2013. The latest crisis started in March 2018 with delayed salary payment to employees and 25% pay cut for top management. On 25th March 2019 Naresh Goyal and wife Anita Goyal agreed to step down from their respective positions in Jet Airways. Mr. Naresh Goyal lost the control of an Airline that he founded 26 years ago. On 17th April 2019 India's longest serving private Airline shut down operations temporarily leaving a huge question mark over the future of 23,000 direct and contractual employees. This paper attempts to study what went wrong at Jet Airways.

Keywords: Airline, Shutdown

INTRODUCTION

Mr. Naresh Goyal, the founder of Jet Airways, India's premier international airline, has more than 40 years of experience in the civil aviation industry. After graduating in commerce in 1967, he joined the Travel business as General Sales Agent (GSA) for Lebanese International Airlines. From 1967 to 1974 he underwent extensive training in all facets of the travel business. In May 1974, he founded Jet Air (Pvt.) Limited with the objective of providing sales and marketing representation to the foreign airlines in India. In 1991 as a part of the ongoing diversification of his business activities, Mr. Goyal took advantage of the opening of Indian economy and Open Skies Policy of the Government of India.

Jet Airways (India) Limited was incorporated on 1st April 1992 as a private company with limited liability. It commenced operations as an air taxi operator on 5th May 1993, with a fleet of four leased Boeing 737 Aircrafts. The company became the first airline in India to operate Boeing 737-400 Aircraft in April 1994. The company was granted the Scheduled Airline status on 14th January 1995. Jet Airways became deemed public company on 1st July 1996. It was reconverted into private company on 19th January 2001. On 28th December 2004, it again became Public Company. The company launched its first International flight Mumbai – London Heathrow in May 2005.

In 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. In 2013 it sold 24% stake to Etihad Airlines, Abu-Dhabi for US\$ 379 million. In November 2018, Jet Airways reported a negative financial outlook due to increasing losses. In March 2019, nearly 25% of the Jet Airways' aircrafts were grounded due to unpaid lease rents. On 25th March 2019, in a bid to secure funds for the debt laden airlines, Mr. Naresh Goyal and his wife Anita Goyal stepped down from the board of directors. On 17th April 2019, Jet airways temporarily suspended all flight operations due to lender rejecting Rs. 400 crore of emergency funding.

OBJECTIVES OF THE PAPER

- To study the factors leading to downfall of Jet Airways.
- To Study the impact of downfall of Jet Airways on various sectors of economy

RESEARCH METHODOLOGY

The study has been conducted purely on the secondary data collected from journals, research articles, websites, books, newspapers and various reports on the subject.

LITERATURE REVIEW

The aviation sector has faced its obstacles over the last decade including rising cost of ATF, discontinued airlines and oversaturated airports. A growing middle class population and rise in disposable income has resulted in a significant increase in passenger traffic. This rise in number of people travelling every year has created demand for civil aviation services. (Nishith Desai, 2016).

Even though the airline was at one was rated high and had earned customer satisfaction yet could not sustain for a long period of time. The major reason for failure are operational failure, financial failure and strategic failure. (Shrivastav Alpana, 2016)

FACTORS LEADING TO DOWNFALL OF JET AIRWAYS

1. Costly purchase

Jet Airways' financial trouble started when in 2007 it purchased Air Sahara for Rs. 1450 crore. Founder Naresh Goyal ignored the advice of professional associates who said he was paying too much. This deal gave Jet endless problems, financial, legal and human resource related. The deal reduced Jet's ability to spend extra money to take on the competition effectively.

2. Low Fare Airlines

India's aviation sector is fiercely competitive. Jet Airways has taken a battering from a number of hugely successful budget airlines like Indigo, SpiceJet and GoAir. The people running Jet Airways failed to take the Trio seriously. They were essentially assumed to be fringe players by the Jet Management. Jet Airways catered to Corporates and failed to recognize that budget airlines were attracting customers who were price sensitive.

3. Protracted Mismanagement

Jet's fall is a story of the fall of its founder. Few business failures are inseparable from the failings of their promoters. There was a single management team headed by Mr. Naresh Goyal himself, running all Jet's operations was a crucial mistake. He should have one team running the full service carrier and another running the budget flier. Jet lacked a concrete business model and fiddled with it often. Jet spent more than they earned and kept accruing debts.

4. Volatile Crude Oil Prices

All of India's airlines are particularly sensitive to fluctuations in Global Crude Prices. Fuel is the biggest cost burden for airlines. Soaring oil cost and Indian Rupee hitting record low last year affected all Indian airlines. Jet's books were not resilient enough to weather the quarterly losses and caught out by these cyclical changes in the industry.

IMPACT OF SHUTDOWN

1. Fate of Employees

Fate of 23,000 employees hangs in the balance, a day after the airline suspended operations on 17th April 2019. Some employees have not been paid up to 3 month's salary and the rest have not received salary for the month of March 2019.

2. Hospitality Industry

The closure of Jet Airways' operations is likely to impact the hospitality industry significantly as usage of crew accommodation contracted across several hotels will stop, leading to cumulative loss of a large number of room nights. Non-payment of dues will also add to the pain inflicted on the hospitality industry. Jet would be a huge debtor to any hotel chain where its crew stayed.

3. Fresh Produce Export

The Jet shutdown has particularly affected fresh produce export to Europe, especially United Kingdom. Daily about 50 tons of vegetables on an average were being shipped out from Mumbai to London. Jet airways used to operate 3 daily flights and had a majority share while carrying these 50 tons of produce. Exporters will be unable to fulfill their volume and price commitments with their customers.

4. Huge Loss to Investors

Share of Jet Airways posted steepest fall on 18th April 2019 on stock market, a day after the carrier announced its temporary shutdown. The stock closed 32.2% lower as investors exited on the worries whether the airline would be able to resume its business.

5. Passenger's Refund

The International Air Transport Association (IATA) has suspended all ticketing activities and transaction of Jet Airways, which means that thousands of passengers whose tickets have been cancelled will have to wait indefinitely for refund. Agents cannot pay refunds for cancelled tickets unless Jet pays to the travel agents.

6. Summer Holiday Plans

Vacation plans of thousands of families are going awry this summer. Flights are not available or fares are unusually high. When the bookings are done in advance flight delays and cancellation play spoil sport. Ripple effect means the hospitality and tourism sector will also take a big hit. Hotel chain will witness lower

occupancies. Destination travel which typically peaks in May-June due to summer vacation is likely to be affected this time.

CONCLUSION

Suspension of Jet's operations is the conclusion to a story mostly of its founder Naresh Goyal's strategic and tactical errors. Goyal has failed his company, his employees and his shareholders. It is making a daily loss of Rs. 21 crore and has debt and dues of at least Rs. 15,000 crore. Business that are listed entities but run by business families quite often overlook the fact that though they may have a controlling stake their allegiance must be to the public that has invested in their stock, both ethically and by statute. The Board of Jet must be held to account for its failure to take corrective action early on. The only chance for Jet Airways to survive is the Banks that now own it must act swiftly.

REFERENCES

- Jet Airways (India) Limited, 2019 April 17, Founder, www.jetairways.com
- Desai Nishith Nishith Desai Associates, The Indian Aviation Sector, 2016.
- Shrivastav Alpana, From Sky to Ground, A Case of Kingfisher Airline Survival (2016), International Journal of Current Research.
- Jet Airways – Media statement, 2019 March 25.
- Jet Airways – Media statement, 2019 April 17.
- Jet Airways – Annual Report 2017-18
- Jet Airways – Annual Report 2016-17
- Jet Airways – Annual Report 2015-16
- Jet Airways – Annual Report 2014-15
- Jet Airways – Annual Report 2013-14
- <http://www.timesofindia.com/articles>
- <http://www.theeconomictimes.com/articles>

THERMAL ANALYSIS OF NYLON-6/POLYANILINE (PAn) BLENDS**Dr. Hemangi A. Raut¹, Niyanta V. Dave² and Cephas Vander Hyde³**¹VIVA College of Arts, Science and Commerce
Research Scholar^{2,3}, JJTU, Rajasthan**ABSTRACT**

Solution processed blends of nylon-6 and polyaniline (PAn) in different proportions were casted, using formic acid as a common solvent. The glass transition temperature (T_g) and the melting point (MP) of these samples were determined using the differential thermal analysis (DTA). This data of the blends have been used to decide the miscibility of the various compositions in the blends.

Keywords: Blends, polyaniline, nylon-6, differential thermal analysis, T_g

INTRODUCTION

The conducting polymers such as polyacetylene, polypyrrole, polyaniline, polythiophene find applications in photovoltaic, electronics, memory device battery electrode applications in areas as diverse as space military, photonic, opto-electronics and communication[1].

To be potentially useful in electronics applications, a material must have excellent electronic and mechanical properties with high environmental stability. Among the series of conducting polymers polyaniline show promising environmental stability, but its mechanical strength is poor. It has been reported that the improvement in the mechanical properties can be brought about by blending or forming a composite with other processable polymers[2].

From literature survey it is found that to improve the mechanical properties of polyaniline, blending with non-conjugated (bulk) polymers were preferred, As melt processing of PAn was found to be impossible, solution processing of PAn with bulk polymers which are co-soluble in the same solvent has been carried out[3]. Inability of high molecular weight PAn in the conducting form to get dissolve in co-solvents of bulk polymers, undoped form of PAn was utilized in most of such solution processed polyblends[4,5].

The resulting blends showed relatively low electrical conductivity. To overcome this drawback camphor sulfonic acid (CSA) - PAn – complex [6,7]. Which is simultaneously in the conducting emeraldine salt form and soluble in common non-polar or moderately polar organic solvents was used for solution processed polyblends with bulk polymers [8,9].

In the present work easiest and the cheapest way of solution processing of polyblends of PAn with bulk polymer such as nylon-6 is undertaken. Also concentrated formic acid is a solvent for undoped PAn and nylon-6. Hence formic acid was chosen as common solvent for casting blends of PAn and nylon-6.

Various blends containing 90:10, 80:20, 70:30, 60:40, 50:50 and 40:60 of Nylon-6: PAn composition were prepared and their miscibility has been tested using the analysis of DTA scan.

EXPERIMENTAL

PAn used in the present study was synthesized chemically using aniline as monomer and ammonium peroxodisulfate as an oxidant in aqueous media[10]. PAn thus obtained was in the doped form which was converted into the base form after treatment with aqueous ammonia.

Clear solution of undoped PAn in formic acid was obtained by dissolving undoped PAn in formic acid and continuously stirring for 4 hr. followed by filtration. Thus 4% (w/v) solution of PAn in formic acid was obtained.

Nylon-6 beads (M/S Nirlon Synthetic Fibres and chemical, Mumbai, India) were dissolved in formic acid 4% (w/v). The solution was stirred for 4 hr to get clear solution.

Different combinations of nylon-6: PAn such as 90:10, 80:20, 20:80, 10:90 were obtained by mixing above solutions required ratio. The mixtures were clear without (W/V) in formation of any precipitates was stirred well and then spread evenly on a plane glass plate which was heated at 70 °C for about 30 min. During this time the solvent evaporated and the film be peeled off. 90:10, 80:20, 70:30, 60:40, 50:50 & 40:60 (nylon-6:PAn) composition result in uniform, free standing films. The 30:70; 20:80; 10:90; (nylon-6: PAn) compositions formed clear and uniform films on the glass plate but they could not be peeled off as free standing films and hence these compositions were not studied.

MEASUREMENTS**Differential Thermal Analysis**

The measurements of heat capacity were carried out using a simultaneous thermal analyser (Stanton Red croft, STA 780). The instrument is designed to give simultaneous thermogravimetric analysis (TGA) records (i.e. weight versus time or temperature) and differential thermal analysis (DTA) curves. Alumina was used as the reference material and all the DTA measurements were made with dry nitrogen gas continuously flowing through the furnace. The heating rate was $10\text{ }^{\circ}\text{C min}^{-1}$ and full scale was adjusted to correspond to 10 mV. A known weight of experimental sample (~20-25 mg) was used to fill the crucible. TGA measurements were directly plotted from the data of sample mass (measured by a microbalance attached to the unit) versus the temperature of the sample. The DTA curves, obtained as plot of the temperature difference between the sample and reference sample (Δt) versus the temperature of sample (t) were recorded on a strip chart recorder.

RESULT AND DISCUSSION**Thermal analysis**

From DTA curves the glass transition temperature, T_g (observed), the glass transition temperature, T_g (Calculated using Fox equation) and melting point of pure nylon-6, pure PAn and their blends are determined and are given in Table 2. The percentage weight loss was obtained from TGA curves and has also been included in the Table 2.

T_g of pure nylon-6 is found to be at $T = 78\text{ }^{\circ}\text{C}$ and melting point (MP) at $T = 215\text{ }^{\circ}\text{C}$. T_g of pure PAn is observed at $T = 110\text{ }^{\circ}\text{C}$ and it decomposes at higher temperature.

Slight shift in the melting point of nylon-6 is observed for H1, H2 and H3 samples. Rest of the samples showed large increase in melting point. It indicates that after blending with PAn structure of nylon-6 gets affected and it can be said that increase in melting point occurs due to higher percentage of PAn.

From Table 2, it can be observed that samples H1 and H2 show single T_g which are in agreement with the calculated T_g using following Fox equation [11].

$$\frac{1}{T_g} = \frac{W_1}{T_{g1}} + \frac{W_2}{T_{g2}}$$

Where T_g is the glass transition temperature of binary blend, T_{g1} and T_{g2} are the glass transition temperatures of polymers 1 and 2 and W_1 and W_2 are the mass fractions of polymers 1 and 2.

Appearance of single T_g for H1 and H2 indicates that they may be forming miscible type of blends. For H3, H4, H5 and H6 samples two glass transition temperatures are observed. The position of one of these glass transition temperatures is found more or less common (at about $166\text{ }^{\circ}\text{C}$ to $169\text{ }^{\circ}\text{C}$) for these samples. In case of H6 sample depression in T_g is observed which may be due to plasticization effect of nylon on PAn.

For samples H1, H2, H3 percentage weight loss is found to be about 10%. Remaining samples such as H4, H5, H6 show more weight loss that is about 15 to 19%.

It has been observed that percentage weight loss for pure nylon-6 is 7% and that for pure PAn is 29%. Thus the increase in the percentage weight loss for samples H4, H5, H6 appears to be due to more percentage of PAn in the samples.

However, from the Table 2 which gives the glass transition temperature for various samples, it may be observed that for samples H1 and H2 there is a single glass transition temperature and for rest of the samples two glass transition temperatures are observed. Also, for samples H1 and H2, the observed glass transition temperature, T_g and calculated glass transition temperature using Fox equation are equal. Hence it may be said that the compositions (90:10 and 80:20) i.e. H1 and H2 belong to miscible types of blend. Appearance of more than one glass transition temperature, T_g in case of other samples indicate that there may be a phase separation taking place during the formation of the blends. These compositions therefore, may be said to belong to immiscible types of blends.

Table-1: The different composition of the nylon-6/PAn blends are designed as shown below

Sample composition	Designation
90% nylon-6/ 10% PAn	H ₁
80% nylon-6/ 20% PAn	H ₂
70% nylon-6/ 30% PAn	H ₃
60% nylon-6/ 40% PAn	H ₄

50% nylon-6/ 50% PAn	H ₅
40% nylon-6/ 60% PAn	H ₆

Table-2: Glass transition temperature, Tg (observed and calculated), melting point, percentage weight loss of pure nylon-6, polyaniline and there blends.

Sample	Tg (observed)	Tg(calculated)	Melting Pt(MP)	% wt. loss
Nylon-6	78	-	215	6.98
Polyaniline	110	-	-	29.11
H ₁	80	80	209	10.26
H ₂	83	83	213	11.50
H ₃	89,165	85	210	9.70
H ₄	98,169	88	244	15.55
H ₅	90,166	91	266	17.65
H ₆	73,166	94	258	18.90

REFERENCES

1. Electroresponsive molecular and Polymeric systems, T.A. Skotheim, Vol - II, Marcel Dekkar (1992)
2. M. A. De Paoli, R. J. Waltman, A. F. Dias and J. Bargon, J. Chem Soc. chem. commun, 1015 (1984).
3. T. Cao, P. Smith, A.J. Heeger ;Synth. Met. 48, 91, (1992) .
4. C.Y. Yang, Y. Cao, P. Smith, A. J. Heeger Synth. Met. 53, 293, (1993) .
5. Noora Al-Thani et al. International Journal of Polymer Science Volume 2018, Article ID 1416531, 9.
6. Polyaniline Synthesized with Functionalized Sulfonic Acids for Blends Manufacture Mara Joelma Raupp Cardoso, Martha Fogliato Santos Lima, Denise Maria Lenz* Materials Research, Vol. 10, No. 4, 425-429, 2007
7. Polyaniline/Polystyrene Blends: In-Depth Analysis of the Effect of Sulfonic Acid Dopant Concentration on AC Conductivity Using Broadband Dielectric Spectroscopy
8. Y. Cao, P. Smith, A.J. Heeger, synth. Met.48, 81, (1992).
9. Y. Cao, P. Smith, A. J. Heeger, Appl. Phys.Lett, 60, 2711, (1992)Polm.Polm..
10. H. K. Chaudhari, D.S.Kelkar, J. Appl.61, 561 (1996) 8. H. K. Chaudhari, D.S. Kelkar, J. Appl.62, 15 (1996) .
11. U. W. Gedde. "Polymer Physics", editor: Chapman & Hall,London (1995).

A STUDY OF BUDGET VARIANCE OF MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

Dr. Ashok D. Wagh¹ and Kuldeepsingh J. Rathod²

Principal¹, Department of Commerce & Accountancy, B. N. N. College, Bhiwandi

ABSTRACT

The growth and development of any programme or plan is depending upon the effective utilization of plan and non-plan budgeted expenditure. Skill development and entrepreneurship efforts across the country have been highly fragmented so far. As opposed to developed countries, where the percentage of skilled workforce is between 60% and 90% of the total workforce, India records an abysmal 4.69% of workforce with formal vocational skills. But without proper allocation and implementation of finance, it's not possible to attain the goal of skilled India. Therefore the proper utilization of fund into plan and non- plan expenditure is required for success in efforts taken by MSDE (Ministry of Skill Development and Entrepreneurship).

Keyword: Budgeted and Actual Expenditure, Plan and Non- Plan Expenditure, MSDE, DGT.

METHODOLOGY

The study is primarily based upon the secondary data. Different databases, websites and other available sources were collected.

INTRODUCTION

Skill development and entrepreneurship efforts across the country have been highly fragmented so far. As opposed to developed countries, where the percentage of skilled workforce is between 60% and 90% of the total workforce, India records an abysmal 4.69% of workforce with formal vocational skills. There is a need for speedy reorganization of the ecosystem of skill development and entrepreneurship promotion in the country to suit the needs of the industry and enable decent quality of life to its population. Currently, over 40 Skill Development Programmes (SDPs) are being implemented by over 18 Ministries/Departments of the Government of India. However, there are gaps in the capacity and quality of training infrastructure as well as outputs, insufficient focus on workforce aspirations, lack of certification and common standards and a pointed lack of focus on the unorganized sector. Recognizing the need and urgency of quickly coordinating the efforts of all concerned stakeholders in the field of Skill Development and Entrepreneurship, according to the needs of the Industry, Government of India notified the formation of the Department of Skill Development and Entrepreneurship on 31st July, 2014. The department was subsequently upgraded to a full-fledged Ministry of Skill Development and Entrepreneurship on 9 Nov, 2014. Hence the study is covering only 2 years i.e. 2015-16 and 2016-17.

But without proper allocation and implementation of finance, it's not possible to attain the goal of skilled India. Therefore the proper utilization of fund into plan and non- plan expenditure is required for success in efforts taken by MSDE (Ministry of Skill Development and Entrepreneurship).

The Mission consists of a three tier institutional structure, where the cascading functions of the bodies consist of providing policy directives and guidance, reviewing and monitoring overall progress, and actual implementation in line with Mission objectives.

Budget Allocation

Controlling over the Expenditure is the most important objective of any budget. The Budget which focuses only on revenue generation and not on expenditure controlling cannot perform up to the expectation of the society. The efficiency of controlling in expenditure can be analyzed by comparing the Budgets and Actuals after the actual are realized.

❖ Analysis of Budgeted Estimates and Actual Expenditure

Plan and Non-Plan Budget 2015-16

The details of the Plan and Non-Plan Budget allotted to the Ministry for the financial year 2015-16 is placed below

Ministry of Skill Development and Entrepreneurship in 2015-16									
Rs. In Crore									
Budgeted Estimates			Actual Expenditure				Variance Analysis		
Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total	

MSDE	1500	43.66	1543.46	500	31.27	531.27	1000	12.39	1012.19
DGT	380.41	59.95	440.36	114.97	51.58	166.55	265.44	8.37	273.81
Total	1880.41	103.41	1983.82	614.97	82.85	697.82	1265.44	20.56	1286

Explanation of Table

Plan Expenditures

As per above table, actual plan expenditure of MSDE and DGT is less than the budgeted plan expenditure in 2015-16. MSDE only utilized the rs.500 cr. instead of budgeted expenditure Rs. 1500 cr., same as DGT also fails to utilize available budgeted expenditure of rs. 380.41 cr. against actual expenditure is only Rs.114.97 cr. The total unutilized budgeted plan expenditure is Rs.1265.44 cr.

Non-Plan Expenditures

As per above table, actual non- plan expenditure of MSDE and DGT is less than the budgeted plan expenditure in 2015-16. MSDE only utilized the Rs.31.27 cr. instead of budgeted expenditureRs. 43.66 cr., same as DGT also fails to utilize available budgeted expenditure of rs. 59.95 cr. against actual expenditure is only Rs.51.58 cr. The total unutilized budgeted non- plan expenditure is Rs.20.56 cr.

Plan and Non-Plan Budget 2016-17

Ministry of Skill Development and Entrepreneurship in 2016-17									
Rs. In Crore									
	Budgeted Estimates			Actual Expenditure			Variance Analysis		
	Plan	Non-Plan	Total	Plan	Non-Plan	Total	Plan	Non-Plan	Total
MSDE	1425	41	1466	710.35	19.33	729.68	714.65	21.67	735.67
DGT	275	63.28	338.28	154.83	71.23	226.06	120.17	-7.95	112.22
Total	1700	104.28	1804.28	865.18	90.56	955.74	834.82	13.72	848.54

Explanation of Table

Plan Expenditures

As per above table, actual plan expenditure of MSDE and DGT is less than the budgeted plan expenditure in 2016-17. MSDE only utilized the Rs.710.35 cr. instead of budgeted expenditureRs. 1425 cr., same as DGT also fails to utilize available budgeted expenditure of Rs.275.00 cr. against actual expenditure is only Rs.154.83 cr. The total unutilized budgeted plan expenditure is Rs.834.82 cr.

Non-Plan Expenditures

As per above table, actual non- plan expenditure of MSDE and DGT is less than the budgeted plan expenditure in 2016-17. MSDE only utilized the Rs.19.33 cr. instead of budgeted expenditure Rs. 41 cr., but DGT utilize available non-plan budgeted expenditure of Rs. 63.28 cr. against actual expenditure is over budgeted amount Rs.71.23 cr. The total unutilized budgeted non- plan expenditure is Rs.13.72 cr.

Comparative Analysis of Budgeted Expenditure and Actual Expenditure

After evaluation of plan and non-plan budgeted and actual expenditure, now going to compare the percentage utilization of finance in 2015-16 and 2016-17.

Ministry of Skill Development and Entrepreneurship in 2015-16			
Rs. In Crore			
Analysis of Actual Expenditure over Budgeted Expenditure in %			
	Plan	Non-Plan	Total
MSDE	33.33	71.62	34.42
DGT	30.22	86.04	37.82
Total	32.70	80.11	35.17

Ministry of Skill Development and Entrepreneurship in 2016-17			
Rs. in Crore			
Analysis of Actual Expenditure over Budgeted Expenditure in %			
	Plan	Non-Plan	Total
MSDE	49.85	47.15	49.77
DGT	56.3	112.56	66.83
Total	50.89	86.84	52.97

Explanation

- As per above table, plan expenditure of MSDE is increasing by 33.33% to 49.85%.
- Plan expenditure of DGT is increasing by 30.22% to 56.3 %.
- Overall plan expenditure is going to increase from 32.70 % to 50.89%.

-
- Non- plan expenditure of MSDE is decreased from 71.62% to 47.15%.
 - Non-Plan expenditure of DGT is over increasing from 86.04% to 112.56 %.
 - Overall non- plan expenditure is going to increase from 35.17 % to 52.97%.

CONCLUSION

The growth and development of any programme or plan is depending upon the effective utilization of plan and non-plan budgeted expenditure. Above analysis says that the use of available fund is not fully utilized, may be due to improper planning, scarcity of opportunities and it may be because this its initial stage, but the utilization of budgeted expenditure shows upward growth as compare to 2015-16 to 2016-17. Study also shows that the non-plan budgeted expenditure are more utilized as compare to plan budgeted expenditure. Our results also shows that there was always difference between the budgeted and the actual expenditure whether non plan and plan expenditure. Thus we can conclude that the budgets of the expenditures were made efficiently in all the cases whether it is plan and non-plan expenditure.

REFERENCES

- Annual Report 2015-16, government of India, Ministry of Skill Development and Entrepreneurship.
- Annual Report 2015-16, government of India, Ministry of Skill Development and Entrepreneurship.
- Research paper by riteshkalra: "A Comparative Study of Budgeted Expenditure and Actual Expenditure in Relation to Haryana Budget" published in *IOSR Journal of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X, p-ISSN: 2319-7668.
- Report of National Policy on Skill Development and Entrepreneurship 2015.

A STUDY TO FIND THE USE OF SOCIAL MEDIA AS A PERSONAL BRANDING PLATFORM

Prof. Maryam Hanzala Tariq and Prof. Afreen Shariq SyedAssistant Professor, AIAIMS

ABSTRACT

The number of smartphone users in India is projected to reach 829 million by 2022, which in turn will propel India's per capita data consumption to nearly 14 gigabytes by 2022. In India the social media giant, Facebook, has amassed 241 million users, which has surpassed the total number of active Facebook users in the U.S. Over 53 million people in India have a LinkedIn account, which is next only to US with a user base of over 154 million.

This study takes into consideration LinkedIn users in who use the platform for creating a comprehensive personal brand.

A sample of 100 respondents was selected through simple random sampling method. The study aims to find a relation between the age of the user and whether they prefer LinkedIn to create a personal brand and if there is any relationship between users connecting to influential people on LinkedIn for the purpose of getting job referral opportunities.

Keywords: LinkedIn, online personal brand, perception.

THEORETICAL FRAMEWORK

The paper reviews the literature of several researchers in relation to the purpose of this research. The concept of the usage of social media as a personal branding platform is a central item of this paper as it constitutes the core of the purpose. After describing the general concepts of personal branding and online personal branding, the different variables composing the usage of social media for online personal brand are defined. The variables include – Job & Personal Branding, Networking, Talent, Perception, Professionalism

ONLINE PERSONAL BRANDING

The concept of personal branding was firstly introduced by Tom Peter (1997). He acknowledged that identity is created by the person's skills, personality traits and other features that will make him different from others. "Brand YOU, everything you do – and everything you choose not to do – communicate the value and character of your brand" (Peters, 1997: 83)." Therefore, such as a product or a service, individuals are able to differentiate themselves and "commercialize their personal brand" in order to "stand out from the crowd". (Holmberg and Strannegård, 2015, p.182).

People now need to manage their personal brand online from the time Web 2.0 emerged, since digital footprint provides information about individuals' personal brand. (Labrecque, Markos and Milne, 2011). Therefore, individuals need to make sure that what appears about themselves online is constant with how they want to market themselves (Brooks and Anumudu, 2016). Indeed, the actual digital space and its platforms allow individuals to create a consistent online identity through blogs, social medias, and personal websites. Individuals can be engaged in online self-presentation for several reasons, "including to conduct business, to establish friendships, or simply to express themselves" (Chiang and Suen, 2015, p517) By creating online self-presentations, individuals have now the opportunity to manipulate a rather high number of characteristics, to highlight and put forward some aspect of themselves, such as personalities traits or center of interests. It is therefore considered that individuals can manage their self-presentations more strategically than in face-to-face situations (Krämer and Winter, 2008; Mnookin, 1996; Walther, 1993). To use social media for personal branding there are several steps that individuals should consider. These steps are Job & Personal Branding Networking, Talent, Perception & Professionalism.

(Dilip, 2011) Today it is essential for all early career student to have an online profile. It is common for employers to Google applicants' names before they even create a shortlist.

JOB & PERSONAL BRANDING

The use of social media in employment context has become a rather indispensable tool either for recruiter and job seekers in the recruitment process (Lam, 2016). Thus, today, more than 80 percent of companies are using or plan to use social media platforms in their recruitment process (Lam, 2014; Hood et al., 2014). This utilization can be divided between two different categories of social media, the professionally and non-professionally oriented (Nikolaou, 2014). Both sides are currently commonly used in recruitment processes but not exactly for the same purposes. Several advantages as well as upcoming issues can appear while using these

approaches (Nikolaou, 2014). Recruiters are thus investigating on some items which constitute elements of selection essentially for the professionally oriented social networking websites (Hood et al, 2016; Nikolaou 2014). Therefore, elements of exclusion are the items that are the most looked at on non-professionally oriented social media (Hood et al., 2014; Nikolaou, 2014). Companies realized the potential of the use of social media for recruitment process (Lam, 2014). According to Hood et al (2014), employers tend to use professionally oriented social media websites such as LinkedIn with a purpose of first selection of candidates (Hood et al., 2014). Indeed, this kind of web sources provides a certain amount of information that can be useful for an employer such as the past professional experiences or the skills.

NETWORKING

After establishing an online identity statement, individuals have now the opportunity to communicate, promote and monitor their content which forms their entire online identity. (Philbrick et al, 2015; Edmiston, 2014). Social media can constitute a strong instrument in order to promote content, by for example sharing, posting news, commenting on people's page or participating on forum discussions (Philbrick et al., 2015). According to Gehl (2011), those communication methods allow individuals to reach more audience, by giving to others attention. Therefore, users can expect a certain increase of interactions toward themselves in response to this attention and by consequence increase the network and gain in visibility (Johnson, 2017; Gehl, 2011).

Moreover, after establishing an online network, the literature argues for the importance of being proactive by managing the interconnection between the individuals and their audience (Johnson, 2017). Indeed, the discussion about the participation in various themes on professionally oriented social media such as LinkedIn as well as actively asking and answering questions about various center of interests is valuable for an online personal brand (Johnson, 2017).

TALENT

Numerous authors acknowledged that individuals need to look back on their strengths and weaknesses, and highlight positive attributes to a target audience. These attributes can be awards, certificates, blogs, books etc. By taking an introspective look at themselves, individuals are capable to understand which characteristics will be persuasive to a specific audience (Shaker and Hafiz, 2014; Philbrick et al, 2015; Johnson, 2017). More than that, it allows individuals to identify the "unique promise of value" that will forge a determinant factor of differentiation. (Sheperd, 2005, p.592)

PERCEPTION

The notion of perception seems to constitute an important component in the personal branding literature (Philbrick et al, 2015). The concept of perception is defined by Solomon et al (2013) as a process by which a set of stimulus will be picked, formulated and finally interpreted. In the employment context, it can therefore be assumed that the crucial points taken into consideration, as well as the different common investigation practices of recruiters while considering a personal brand, can differ between the employers and the job-seekers, but also among themselves. According to Solomon et al (2013), the concept of attitude is related to perception and consists of the propensity of an individual to appraise an item in a favorable or unfavorable way. Three different elements arise from the notion of attitude: the affect, the beliefs and the cognition, and the behavioral intentions (Solomon et al, 2013). The affect is defined by the manners in which an individual appraises an attitude item (Solomon et al, 2013). The behavior component can be described as the intention of act regarding attitude item (Solomon et al, 2013). Lastly, the cognition and beliefs are the set of assumption that an individual has towards an attitude item (Solomon et al, 2013).

PROFESSIONALISM / IMPRESSION MANAGEMENT

Individuals can market themselves as a process of obtaining positive impression from others. "Individuals need to manage their own personal brand strategically, consistently, and effectively (Philbrick and Cleveland, 2015. p.182)". The concept of impression management was conceptualized by a sociologist, Erving Goffman in 1959. He highlighted the fact that individuals exposed themselves strategically regarding the different situations and interactions. People's behaviors are hence defined as a game and are handled in order to enact a positive impact on the interlocutor's (audience) perception. According to Leary and Kowalski (1990), motivation and construction are the main components of impression management. According to Hood et al. (2014), Professional photos, keywords, specific skills, desired positions, a complete profile (job history, education ...) volunteering and civic experiences, as well as the relevance and the number of contact are among others the main preoccupation of managers while investigating a candidate in a recruitment process.

According to Harris and Rae (2014), several crucial points are investigated on when an employer decides to go over unofficial web sources to judge a candidate for a job. Indeed, "information about alcohol or drug use,

inappropriate photos or information posted on a candidate's page, poor communication skills, "bad-mouthing" of former employers or fellow employees, inaccurate qualifications, unprofessional screen names, notes showing links to criminal behavior, and confidential information about past employers" are the most important items considered for the exclusion of a candidate (Harris and Rae, 2014, p 17).

PROBLEM DISCUSSION

The emergence of Social media and online platforms in general have considerably changed the workplace environment, skills, and work search process. Social medias are increasingly creating a synergy and connection between companies and job seekers, that have now the opportunity to develop their personal brand online and have a better control on it (Harris and Rae, 2011; Labrecque, Markos and Milne, 2011). Social medias are indeed new places where an individual can express himself through different platforms by managing "self-presentation tactics to present themselves in favorable ways" (Rosenberg and Egbert, 2011, p.2).

However, professionally oriented social media are not the only websites employers are looking at in the recruitment process. In fact, Hood et al (2014) argues that non-professionally oriented social media such as Facebook, for example, are also used by employers, but as an elimination tool. The personal brand that is reflected online can indeed be highly impacted by other social networking websites which are not only professionally oriented. Indeed, because of a rather high number of contacts or a lack of awareness, the personal branding can here suffer for a certain loss of regulation and become an issue in a job seeking context (Hood et al, 2014).

The online personal brand can therefore be considered as constructed with two different sides. The official side where an individual promotes himself by providing relevant professional information and the unofficial side where the individual can share a broad kind of information that are not primarily intended to be destined for employers (Hood et al, 2014). Moreover, according to Mccorkle (2014), students are not accustomed to use social networking websites with a professional objective. 'Despite the importance of branding and the high adoption rate of social media', Karaduman (2013) pointed out, 'there have been only few specific, empirical studies dealing with these issues.'

OBJECTIVES OF THE STUDY

The objective of this research paper is

1. To find out if there is a significant difference in the use of LinkedIn and age of the respondent.
2. To find out the people's perception of the LinkedIn platform in providing job opportunities.

HYPOTHESIS

H₁₀: There is no relationship between age of respondent and usage of LinkedIn as a Personal Branding Platform.

H₁₁: There is a significant relationship between age of respondent and usage of LinkedIn as a Personal Branding Platform.

H₂₀: There is no relationship between connecting with influential people on LinkedIn for job and actually getting asked for sharing CV.

H₂₁: There is a significant relationship between connecting with influential people on LinkedIn for job and actually getting asked for sharing CV.

RESEARCH METHODOLOGY

Sampling

Simple random sampling was used to select respondents. The only pre-requisite was that the respondent should have an account on LinkedIn. The age group of the respondents varied from 25 to 45 years.

IBM SPSS was used for data analysis.

Interpretation:

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age of Respondent * Using LinkedIn for Personal Branding	100	100.0%	0	0.0%	100	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.984 ^a	8	.059
Likelihood Ratio	15.532	8	.050
N of Valid Cases	100		

a. 11 cells (61.1%) have expected count less than 5. The minimum expected count is .52.

Symmetric Measures			
	Value	Approx. Sig.	
Nominal by Nominal	Phi	.387	.059
	Cramer's V	.387	.059
N of Valid Cases	100		

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.

Table-1: Chi Square Test Summary

As per the chi square test of association ($X^2 = 14.984$, $df = 8$, $p = 0.059$); therefore, the null hypothesis H_{10} is accepted. There is no significant relationship between age of respondent and usage of LinkedIn as a Personal Branding Platform.

Ranks				
		N	Mean Rank	Sum of Ranks
Has any of your professional connection ever asked for your CV to be shared for a job? - Do you connect with HR's or influential people from business on LinkedIn for job purpose?	Negative Ranks	65 ^a	34.00	2210.00
	Positive Ranks	2 ^b	34.00	68.00
	Ties	33 ^c		
	Total	100		

Test Statistics ^a	
Z	-7.697 ^b
Asymp. Sig. (2-tailed)	.000

a. Wilcoxon Signed Ranks Test
b. Based on positive ranks.

Table-2: Wilcoxon Signed Rank Test statistics

The Wilcoxon Signed Rank Test gave the output as $z = -7.69$ and $p = 0.00$; therefore, the H_{20} null hypothesis is rejected. There is significant relationship between connecting with influential people on LinkedIn for job and actually getting asked for sharing CV.

CONCLUSION

Though the use of LinkedIn is gaining momentum amongst all working professionals, yet prospective employees are not completely utilizing the avenues available to them through LinkedIn. Majority of the users are not aware of the Expert Recommendations available on LinkedIn, through which they can connect and seek advice from experts in their community. Though age was found to be a statistically insignificant criterion for using the LinkedIn platform for Personal Branding, yet many young job seekers do not have a comprehensive and updated profile.

REFERENCES

- Brooks, A, and Anumudu, C. (2016). 'Identity Development in Personal Branding Instruction', *Adult Learning*, 27, 1, pp. 23-29, Academic Search Premier, EBSCOhost. □
- Chiang, J. and Suen, H. (2015). Self-presentation and hiring recommendations in online communities: Lessons from LinkedIn. *Computers in Human Behavior*, 48, pp.516-524. □
- Dilip S. Mutum (2011) *Social Media for Researchers & Online Personal Branding (2nd Ed.)* by Ebook from Wolfson Research Exchange Website
- Edmiston, D. (2014). 'Creating a Personal Competitive Advantage by Developing a Professional Online Presence'. *Marketing Education Review*. 24, 1, pp. 21-24, Business Source Premier, EBSCOhost, viewed 21 March 2017. □
- Gehl, R. W. (2011). Ladders, samurai, and blue collars: Personal branding in Web 2.0. *First Monday*, 16(9).
- Gonne-Victoria Benjamin Lécuelle Guillaume Nagisa Sasaki (2017) Students' perceptions of online personal branding on social media sites by
- Harris, L. and Rae, A. (2011). Building a personal brand through social networking, *Journal of Business Strategy*, 32 (5), pp.14-21. □
- Holmberg, I. and Strannegård, L. (2015). 'Students' Self-Branding in a Swedish Business School', *International Studies of Management & Organization*. 45, 2, pp. 180-192, Business Source Premier, EBSCOhost, viewed 21 March 2017. □
- Hood, K. M., Robles, M. and Hopkins, C. D. (2014). PERSONAL BRANDING AND SOCIAL MEDIA FOR STUDENTS IN TODAY'S COMPETITIVE JOB MARKET. *The Journal of Research in Business Education*, 56(2), 33-47 □
- Johnson, Katryna .(2017). "The Importance of Personal Branding In Social Media: Educating Students To Create And Manage Their Personal Brand". *International Journal of Education and Social Science* 4.1 (2017): n. pag. Print. □
- Karaduman, İ. (2013). 'The Effect of Social Media on Personal Branding Efforts of Top Level Executives', *Procedia - Social and Behavioral Sciences*. 99. The Proceedings of 9th International Strategic Management Conference, pp. 465-473, ScienceDirect, EBSCOhost, viewed 21 March 2017. □
- Krämer, N. and Winter, S. (2008). Impression Management 2.0. *Journal of Media Psychology*, 20(3), pp.106-116. □
- Lam, H. (2016). Social media dilemmas in the employment context. *Employee relations*. 38(3), pp.420–437.
- □
- Leary, M. and Kowalski, R. (1990). Impression management: A literature review and two-component model. *Psychological Bulletin*, 107(1), pp.34-47. □
- Nikolaou, I. (2014). Social networking web sites in job search and employee □ recruitment. *International Journal of Selection and Assessment*, 22(2), 179-189. □
- Peters, Tom. (1997). "The Brand Called You," *Fast Company*, 10, August, 83. □

-
-
- Philbrick, J. L. and Cleveland, A. D. (2015). Personal branding: building your □ pathway to professional success. *Medical reference services quarterly*, 34(2), 181-189. □
 - Rosenberg, J. and Egbert, N. (2011). Online Impression Management: Personality Traits and Concerns for Secondary Goals as Predictors of Self-Presentation Tactics on Facebook. *Journal of Computer-Mediated Communication*, 17: 1–18. Available at: <http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2011.01560.x/full>
 - Shepherd, I. D. H. (2005). From Cattle and Coke to Charlie: Meeting the challenge of selfmarketing and personal branding. *Journal of Marketing Management*. 21 (5-6), pp. 589-606. □
 - Solomon et al.(2013). *Consumer behaviour: a European perspective 5. ed.*, Harlow: Pearson Education.

A STUDY ON DIFFERENT CAUSES & EFFECTS OF DOMESTIC VIOLENCE ON THE WOMEN OF DIVA REGION

Yadav Nilesh InderkumarAssistant Professor, M. S. College, Mumbra & Research Scholar, J. J. T. U, Rajasthan

ABSTRACT

The Women of India has a history of depression and deviations. The Women of Indian Society are still lack of many of their Fundamental Rights which are provided to them by the Constitution of our Country. With the fact that development have been done in the field of Education and infrastructure, still women are deprived of their legal rights and equality status in the society. There are many ways in which women are tend to suffer alot in society and Domestic Violence is one of them. Domestic Violence is an outcome of the Gender Biasness of Indian Society against Women's. Injustice done on Women population through many ways consist Domestic Violence has major form. The Women even of modern Society is suffering from the evil of injustice of Domestic Violence. The Study is related to the conditions of the Women population of Diva Region, their sufferings due to Domestic Violence and many of the causes of Domestic Violence.

Keywords: Women Rights, Equality, Domestic Violence, Suffering, Causes

INTRODUCTION

Domestic Violence is abuse or violence by any one person on other person in a family or domestic setting such as Marriage, Co habitation. It is an act of aggression by one person on some other related person. Domestic Violence can also involve violence against Children, Parents and Elderly persons. Any act that threatens the well-being of an individual is termed as abuse, while domestic violence is the systematic method in which one partner gains power and control by instilling fear and forcing subservience. Violence is not only physical abuse, but emotional, economic, verbal, and sexual. The social stigma of public dishonor is the greatest cause for a woman to become trapped in this atrocious environment, and another important reason is economic dependence on her perpetrator. Many of the reasons are responsible of the Domestic Violence against Women in our Society like alcoholism, Economic Problems, Gender Disparity etc. There are Laws specially framed and implemented against Domestic Violence, but Women on large scale are still unaware and apprehended to approach law for Domestic Violence Problem. Domestic Violence in any form in highly undesirable and it have very adverse effect not only on the well being of the Victim but also on the other Stakeholders like Family, Children, Job and Surroundings. It is well known fact that abuse (both in childhood and in adult life) is often the main factor in the development of mental health problem like depression, anxiety and other mental health disorders, and may lead to sleep disturbances, self-harm, suicide and attempted suicide, eating disorders and substance misuse and also may cause Physical Problems. The Problem of Domestic Violence not only prevails in Rural Area but also in Urban and Semi Urban areas. The Victim of Domestic Violence includes Women from all the Section of Society's even well-educated and economically independent Women too.

Gender Biasness is giving importance to one gender on other. There is lack of equality concept in the case Gender Biasness. Gender Biasness in an form in not productive. The major victim of gender biasness is the Women population in a developing Country like India. The Women population is suffering from the evils of gender biasness since from ancient times. The Birth of girl child is termed as a curse because of many discriminative factors prevailing in the society. There are many social factors which is mainly responsible for the Gender Biasness against women. Some of the can be stated as follows:

- Dowry System.
- Poor Education System.
- Low Status to Women in Society.

Gender Biasness give rise to injustice against the Women. And Domestic Violence is the worst form of Injustice which exist in society against women. Positive Gender Bias policies for Women are also present like Reservations in various areas even in transport facilities but they are not enough for the uplift ment of the Women's in the Society.

PROBLEMS ARISES DUE TO DOMESTIC VIOLENCE:

The Women suffers from number of disorders physically and psychologically. In these disorders Physical health majorly affected due to Psychological Problems. Various Psychological Problems that Women generally faced can be listed as follows:

1. **Depression:** Depression in Women are more common than men. Depression can occur due to many Physical and Social reasons of Women life. Then there are environmental or cultural factors, including the fact that women still tend to bear the brunt of the housework and care giving and maintain the family's social schedule, even if we work outside the home full time notes Kristin Carpenter, PhD, director of women's behavioral health at The Ohio State University Wexner Medical Center.
2. **Post-Traumatic Stress Disorder (PTSD):** PTSD is a type of anxiety disorder which includes panic, disorder, phobias like problems among women. Technically PTSD is a type of anxiety disorder, a class of issues that also includes panic disorder, generalized anxiety disorder, phobias and separation anxiety disorder.
3. **Eating Disorders:** Eating disorder is caused die to mental pressures and it is generally termed as more feminine then masculine as number of cases occurs more in women than men. These Psychological Changes or disturbances leads to Physical damage of the women health.
4. **Somatization:** Somatization Disorder refers a psychiatric diagnosis of patients who complain of varied physical symptoms that have no identifiable physical origin. Those who suffer from the disorder are also at risk to other complications. Some may develop an habitual addiction to pain medication in an effort to relieve their pain symptoms. Others may isolate afraid of doing things they normally do in fear or worsening their condition, leading to social and occupational problems.

The Region of Diva is a Urban densely populated area consist of Mixed Demographic features with major population of Muslims. An Economically backward region, Diva has sizeable Women Population which consist Educated, Literate, Illiterate, Employed, Self employed and non employed groups of women's.

The following Study is conducted on the Population of the Diva Region. The Study is conducted with the time span of 1 week in which some Observations is done and responses is Obtained from the Victims on the issues like Extent of Violence, Causes of Violence, Awareness about Laws, Level of distress due to Domestic Violence. The Study is conducted mainly with the Respondent of Age Group of 15 to 50 years of Victim Women's. The Study mainly focus on the effect of Domestic Violence on the Mental Health of Women's if any and also to understand the possible ways to tackle the problem of Domestic Violence in our Society.

OBJECTIVES OF STUDY

- To Study Injustice done to Women of Diva Region through Domestic Violence.
- To Study the Types of Domestic Violence suffered by Women of Different Section of Diva Region.
- To understand the Gender Biasness against Women of Diva Region in the light Domestic Violence.
- To understand the various Reasons of Domestic Violence against Women.

HYPOTHESIS

H0: Domestic Violence is not the major cause of the Suffering of Women's in Diva Region.

H1: Domestic Violence is the major cause of the Suffering of Women's in Diva Region.

COLLECTION OF DATA

This study is related to the Psychological behavior of Women of Diva Region and Domestic Violence is a parameter to study the impact, the data is collected through both Primary and Secondary methods. Primary Data is collected through the Questionnaire to known the response on questions like reasons of Violence, Type of violence through which victims are suffering. The Population and Sample respondents are obtained from the Secondary data. The Secondary data is consist of Information regarding the trends in Domestic Violence which is collected through the Records of Local NGOs and Social Workers who helped Victims to register complains against Domestic Violence and data also been collected from Local Hospitals and Clinics about the number of Patients visit for Psychological problems.

LITERATURE REVIEW

Jennifer Wolkin, PhD, a NYC-based licensed clinical health and neuropsychologist explained in his study about Post traumatic Stress Disorders and also make it clear that it is more common and serious in case of Women victims due to reasons like Domestic Violence, abuse and others.

Domestic Violence Act 2005, Section 3 make a clear definition of Domestic Violence for more specific understanding.

DISCUSSION AND FINDING OF STUDY

Domestic Violence is the most responsible factor of disturbance in Women’s life, physically and psychologically. The mental health problems create many Physical and Social hindrances not only in the life of Victims but also in the life of their Children. A mentally disturb women is unable to put all required focus and efforts for the development of her own and of her family. The various reasons that prevails in the Society leads to mental harassment and physical abuse which are the parts of Domestic Violence. The Region of Diva is a semi urban area which contains a mix population of Literate and Illiterate people and also of various Culture mainly dominated by Muslim religion. The Women of various sections of the Diva Region experience Domestic Violence because educationally the conditions of Women’s are very poor which leads to poor economic and Social Condition of the Women. The Women in Diva Region are more prone to Domestic Violence due to the reasons stated and so the women have very less opportunity for Empowerment.

DATA ANALYSIS AND INTERPRETATION

Victims of Domestic Violence of Diva Region

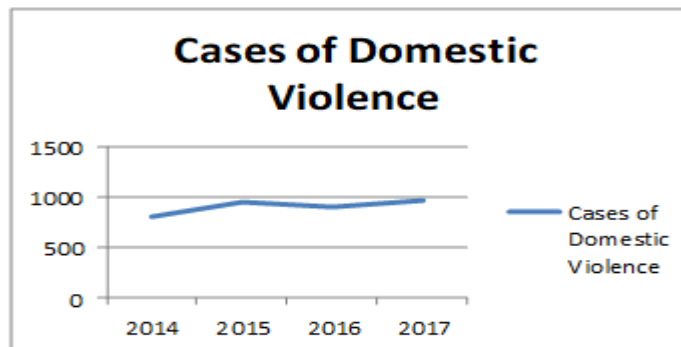


Figure-1: (As Per Secondary Data through Various Agencies)

The Secondary Data Collected for the Study reveals the increasing trend in Number of Victims of Domestic Violence for last 4 years. The data is collected from NGOs and about the Victims who have registered case officially and those who have not registered case officially. The NGOs assist victims in process of approaching law and information of unregistered cases can be obtain through local people. NGOs maintain a proper record of both the Cases. The data analysis shows that there is increase in number of both Registered and unregistered cases, but the increase in number of unregistered cases is an alarming situation. This includes women of all sections.

Various Reasons of Domestic Violence (Table no 1)

Reasons of Domestic Violence	Response taken of 100 Victims
Alcohol abuse	47
Dowry matters	11
Extra martial affairs/ multi marriages	18
Dominance nature	08
Economic Problems (Poverty)	10
Others	06

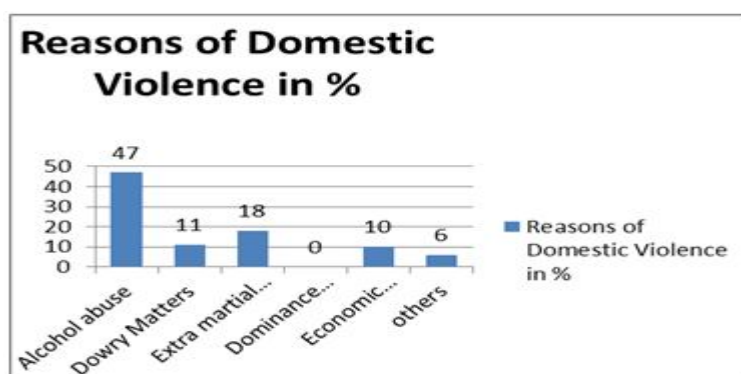


Figure-2: (As per Questionnaire)

The data to find the various reasons of Domestic Violence is collected through Primary method of Data Collection. A Close ended Questionnaire with YES or NO options was framed to know the responses of the

Victims. Responses of 100 victims were taken on questions like alcohol abuse, Dowry matters, extra marital affairs, Dominance problem, Economic Problems. Other reasons include problems like frustrations, Love affairs of girls, unwilling Sexual relationship demands, family violence etc. The major reason of Domestic Violence is Alcoholic abuse which is followed by extra marital affairs/multi marriages. As Diva is an economically backward region and illiteracy prevails in major of the population alcohol abuse is a common problem. Multi Marriages second the list as Diva Region belongs to a Muslim dominated area and multi marriages is a common practice among Muslim People. All these reasons are responsible collectively for Domestic Violence.

Gender Biasness Related to Various Issues

Issues of Gender Biasness compare to Male members	Response out of 50 women	
	YES	NO
Education	35	15
Marriages	20	30
Freedom of Employment	40	10
Decision making	30	20
Freedom of Choice	25	25

The above table explained the responses of Gender Biasness against the Women. The factors were suggested to the respondent women and responses were sought from them. Total 50 women responses were recorded. The majority response was given by the Women that there is a gender bias in the issues mentioned above. Few responses were on the positive side. This clearly shows that there is an existing Gender Bias in the Society of Diva Region against the Women even in case of Education and Employment.

SUGGESTIONS

As per the evaluation and analysis of Data and study conducted the following measures can be suggested:

- Gender Biasness should be addressed at School level for both Male and Female students.
- Teachers have to play an important role in eliminating Gender Biasness and Injustice.
- Gender equality should be promoted and must be practiced in all the institutes.
- Women must be made aware about their rights in the Society.
- Religious organizations must play a positive role to promote Gender Equality.

CONCLUSION

Domestic Violence is the outcome of Gender Biasness. The Hypothesis H1 is proved to be true. The Gender Biasness prevails in the Society of Diva Region which causes injustice in the form of Domestic Violence. The Domestic Violence is by product of Gender Biasness as the negative and discriminative mindset against the Women causes the problem of Domestic Violence. This in return has many negative effects on the Physical and Psychological health of the Women of Diva Region.

REFERENCES

- Report on Gender Equality by Government of India : 2011
- Reports of Local NGOs and Women’s Associations.
- Response of the respondents of Diva Region.
- VNS 7/2010 Publications of the Ministry of Social Affairs and Health 2011:4
- <https://www.youthkiawaaz.com/2010/02/domestic-violence-in-india-causes-consequences-and-remedies-2>

**USER INTERFACE AND USER EXPERIENCE (UI/UX) TECHNOLOGY USING SMART WATCH
MULTIHEALTH CARE DEVICE SYSTEM**

Omkar Uday VilankarWeb Developer / Designer, KUDOSiNDiA

ABSTRACT

User Interface and user experience (UI / UX) Technology it is currently high resolution generating , warm integrating and implementing technology will do the simple, user friendly , better accessibility and power of communicating each fundamental task to the user. Such as web, mobile, tablets, computers, and now smart watch was work awesome in current technology trends. There are simplistic and user understandable trend of way published in the technological market and it is high popular for increases automatically, multi-specialty device now in user's hand. This Research paper I will talk and expressing current health issues and how to maintain our human body for safety from diseases and environmentally fit and fine with hand watch sensing technology to protect, and any motion of difficulties in anywhere and any circumstances for different types age adulteries of how to maintain and that available source how to save of own from any health difficulties.

Currently User wear a smart Hand watch technology from calling, messaging and gaming basically will do the Timer disciplines but this technology we are get some advanced use in real life activity for health monitoring, caring body and prototyping for medical aspects to sensing all human body with difficulties controlling as blood pressure, sugar controlling, blood group detect, Heart Rate, ECG,GSR, Temperature, fall detection, speed to detect for children's, youngsters, senior citizens, and any disease person who prevent or protect in difficult situation also this technology will use for pregnancy period for women, her want any type of emergency cases to communicating nearest medical center and her relational obligates. In this type of situation that source of simple and responsive Interface will help user as per proper communication guidance's.

Keywords: User experience, functionality, monitoring, sensing, assembling, device, health

INTRODUCTION

User experience (UX) design is commonly defined as the process to design experiences and interactions with a digital or physical product that is useful, easy, and enjoyable. User interface design (UI) is commonly defined as the process of designing the visual look of the product and the functionality of the interaction.

The UI / UX technology maintain the three main sources that is Business, Peoples and Technology these terms are capable and impactful arrange the content to assign such data types and protocols are collaborated to the user experience. User have now small to large device front end experience of mobile to television also computer environments. But when Google and Apple brought such Android and IOS technology in market user filled like such easy and advanced experience of UXD technology. But this these technologies comes before having good front end and easy accessibility to achieved till end users. User get experience now Android and IOS operating system which is get easy and better experience to download and install some features also updatable sources can get good fillings to use touch screen and responsive user interface to fill better experience.

This Technology We are used in the better experience for medical environment to give health and human body maintain in any diseases of difficulties. User wear this watch get multi technology assembling device to use different operation as calling, messaging, timing and health monitoring. This health accommodation will do the day to day life sensing body and get fixed controls of number of issues. This sensing get calories, pressure and tempering body assumptions display with all functionality. This is helpful to the all types of adults and number of age can be used. This monitoring also display complete ratio of individual assumption of each disease will get help of self-care and protects different health issues. User have easily and better experience to monitoring complete task in any difficulties.

1] THE SMART WATCH STUDY

Motivation & goal The motivation for this study comes from the need for better formal home-based health care. The current formal home-based care model presents certain limitations, which do not allow formal caregivers to have a representative image of the dementia patients' physical health status, during the non-visit hours.

The ultimate goal of this study is: by optimizing the current care model and by improving the access to significant patient health information, to support formal caregivers in their work, thus further supporting independent living and well-being of the person with dementia (at home) [1]. The current study can be seen as a

first step towards the acceptance of a future, medical smart watch device, both from the patient's and the doctor's perspectives.

2] TECHNOLOGY & USER REQUIREMENTS

The overall opportunities technology can create for people with dementia have to date not been fully utilized, since choosing the appropriate assistive technology is not always easy [2, 3]. Today, there is a wide range of different technologies that can be adapted and used for people with dementia, to help them maintain their independence and improve their health status and quality of life. People react differently to different assistive technologies and there are no quick fix solutions in dementia care, nor do solutions necessarily have to be highly technical [2].

The nature of dementia may make people cautious and suspicious of trying new devices [2]. Therefore certain user requirements should be taken into consideration, according to Cahill et al. [2]:

- The new device/product should fulfill the individual and formal caregiver needs,
- The design of the product is important, focusing on its familiarity and the fact that no new learning should be required on the part of the person with a dementia,
- A comprehensive assessment of needs should take place ideally at home with a health service professional fully trained in dementia care,
- Pre-testing is critical to ensure that the chosen device/product is reliable and effective, and
- It is important to find a product that suits the individual and is not complex or stigmatizing.

In this study, we propose the use of smartwatches for monitoring the physical functions of dementia patients. A smart watch has many attractive features as a form factor for a wearable computer. It has the advantage of always being with the user, having a ubiquitous and non-intrusive presence, its design - being a wristwatch - is quite familiar, and its use is not complex or stigmatizing [4].

3] THE PROCESS AND WORKING SMART WATCH HEALTH DEVICE SYSTEM:

• Analysis

Firstly, Understand the Device which is solemnly creation and requirement design and looks and feels, the different operations and working as per IOT (Internet of Things) contributing services. The User Interface achieved the target and goal of particular operation which is highly capable and automotive as per calculated the ratio of need some diseases requirement to follow body aspects.

Analysis what user exactly wants, provide the proper space to rethink the goal and suggest improved ideas. The ratio of calculating blood samples and sensing human temperature as a developed some Artificial Intelligence migration sensors to get exact and correct reading of no of cases. Also the developed include the sitemap and a flow of various processes in pictorial format for better understanding.

• Specifications

It is only content which will be calculating and integrating manager of several graphical model in web to accumulated correctness and perhaps the device algorithm flow will happens only specify the building and developed prototypes of each module of this device.

• Designing And Development

User Experience in designing the full specialty Invention and developed is a prime significance in this device system. Graphical looks and feel according to most impressive and efficient way, Graphical elements required for designing are appearing more impressive, for this use colors and images. The development device of front-end graphical navigation includes mockups and constructing architecture to give special effect of device.

• Testing and Security

Testing as well play an important role in this device. Testing done for all functionality works proper or not when sensors are connecting to user body detection correct records and reading get day to day proper filter and stables and updated manipulation on this device will be check. The compatibility and web indicator monitor can check database records of per day and communicating to user friendly calculating speed of the device lifecycle.

The role of security in this device will get advanced and multi health automotive records to check updates of every day and detection was found failed or proper also this is fully electronic device to check lifecycle speed and read only memory accessibility work correct or failure.

• Maintenance and Updates

It is standard timer to set algorithmic monitoring which handles and communicating device it needs to caring and maintaining set of operations time to time display and get message to security purposes will check everyday life of human environments.

4] Construction And Working



Figure-3 : Shows Health Tracker Smartwatch [10].

However, a smart watch monitoring device, can provide formal care with user’s health information, for those hours that are not covered by the caretakers’ visit. Especially for cognitive impaired, elderly patients - where the self-reporting method can be unreliable or even impossible - such devices can provide an estimation of the patient’s daily activities. Naturally, the measurements of the device can lead to several interpretations, depending on the user’s health profile/background and daily habits.

4.1] Sensors



Figure-4: Shows Optical Body Health and Heart Rate Capture System [11].

A plethora of devices promises to measure PA in new and improved ways. These devices use different sensors and algorithms to calculate human readable metrics based on sensor output.

All modern fitness trackers and smartwatches have an accelerometer. Compared with research tools (e.g., ActiGraph [6]), these devices are considered less accurate for some measurements [7 8]. However, they are generally less invasive, cheaper, have more functionality, are more user-friendly, and are increasingly being used in research. Most accelerometer-based fitness wearable measure acceleration in three directions [9] and can be used to estimate type of movement, count steps, calculate energy expenditure (EE) and energy intensity, as well as estimate sleep patterns and more. The validity and reliability of these metrics varies. Even son et al [8] did a review in 2015 and found high validity for steps but low validity for EE and sleep. Furthermore, they found reliability for steps, distance, EE, and sleep to be high for some devices.

4.2] User Interface of smart watch Device:

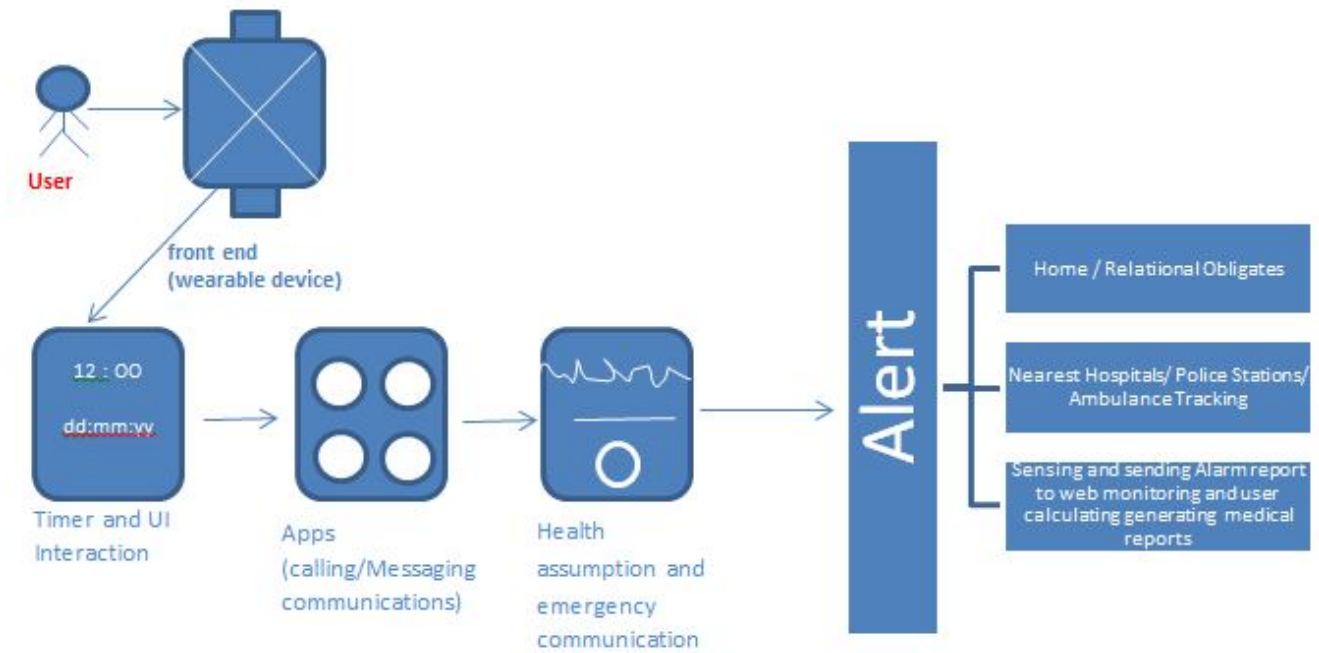


Figure-3: Shows User Interface structure working of smart watch .

4.3] Backend working:

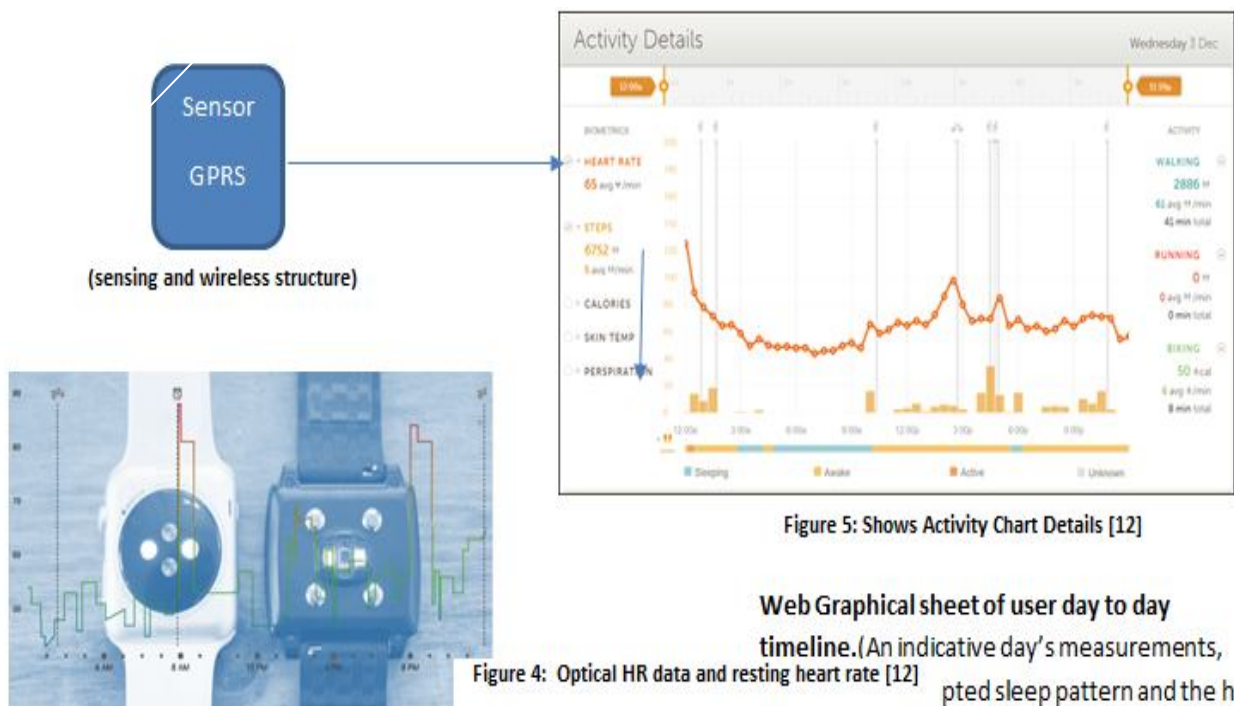


Figure 5: Shows Activity Chart Details [12]

Web Graphical sheet of user day to day timeline.(An indicative day's measurements, pted sleep pattern and the heart rate increases of the participant.)

Figure 4: Optical HR data and resting heart rate [12]

4.4] Diseases Display Indicator

In our case, even though the smart watch provided new insight in the patient’s daily patterns, the collected data cannot be interpreted as accurate, validated medical data, but their readings may provide triggers for caretakers to address specific health aspects, improve care and safety of the patients. Well-being (non-medical) devices, by no means, should replace important aspects of home-based care like screening processes, physical monitoring, as well as the social time with the patient. The acquired measurements can provide valuable information/indications and cover an “empty space” inside the context of the regular care model, where there is a lack of health data. The study presented herein is of qualitative nature, focusing on a real-life scenario. The fact that we deal with a progressive disease with various manifestations and patients of various health backgrounds makes it very difficult to study the effectiveness of a smart watch monitoring device in a quantitative way, on a large sample and under realistic conditions, without facing generalization and assignment bias issues. The focus on one participant allows us to detect the changes that the smart watch brings into the regular patient care, since, in fact, we utilize a two-conditioned, within-subject study.

4.5] Web Health checkups and routine manager monitoring



Figure-6: Confidential Health Report from system device

Prior to experimental process, there is an extensive treatment period of the dementia patient and a deep knowledge of the patient's medical background and daily habits. As a result of this, we are able to interpret the following Basis measurements more accurately (for the specific patient), as well as recognize the new health related information that the smart watch can introduce to the current treatment model. A larger qualitative study - following the same two-conditioned, within subjects design - could be feasible, as a longitudinal and resource-demanding project, since establishing a medical and social relationship with each patient is a challenging, time-consuming, yet necessary task. The small sample size of the study ensured that the observational evaluation method, the extra social time, and all the safety/ethical cautions would take place in an unobtrusive, focused manner, setting the groundwork for a robust, qualitative methodology which could serve a large-scale project of the same or similar scope. Even though, it is clear that such a sample size cannot produce statistically significant results, we consider it adequate enough for providing clear and significant indications about the smart watch's use by advanced dementia patients, as well as for testing and evaluating the feasibility and potential effectiveness of the intervention, in order to refine and improve it prior to a subsequent study. The results of the feasibility study showed that the can be used by a late stage dementia patient, in the same way as a regular wristwatch, without causing any issues. There were a few technical problems that did not affect the overall measurements. The optical blood flow sensor, body temperature, ambient temperature reading, and galvanic skin response produced valuable information about the patient's health state. Especially, the measurements collected during the non-visit hours, when the patient was not physically monitored, managed to provide a representative image of the patient's health-related actions during those hours. As presented documented health-related issues regarding night sleep disturbances, potentially frequent toilet visits, daytime snoozing, low sleep quality and early waking up times. Those issues were verified by the project's physician and, subsequently, measures can be taken to ensure the patient's good health, safety, and quality of life.

5] EMERGENCY COMMUNICATING:

The study of all targets and set of goal to gives such services from this device in emergency time of period to achieved and get protection.

When high blood pressure detect and some heart rates can be fast growing then sensor will work automatically for user safety to send message immediately to nearest Hospital, Ambulance and Home and another relatives with GPRS location tracing exact location then user get emergency help.

Sometime user will be hospitalized and user don't count and they do not have any such type current report of health issues then doctors will trace from this device to get daily updates of all cardiac , neurologist system and blood, cholesterol get exact ratio of current day of bandwidth will be detected.

User when first time wear this watch it is easily access to give its certain records and back side test of blood sample for its own securing password protection was give only its own reports this device cannot be access to the other user. It is single and individual system can be operated.

CONCLUSION

The study - even though constrained by certain limitations - assisted in acquiring meaningful data that would be difficult or even impossible to otherwise acquire. The ultimate outcome of the study is the promising potential that a smart watch device can have for home-based care. Additional features like an alert notification system (setting patient-personalized measurements' "thresholds"), GPS functionality (addressing the wandering problem), and a local database with limited access (for secure access and storing of sensitive health information) could be implemented as part of a future certified, medical, smart watch device. Also the Communicating peripheral GPRS get emergency bandwidth technology assist the followed intelligence for security purpose.

REFERENCES

1. Topo, P.: Technology studies to meet the needs of people with dementia and their caregivers: A literature review. *Journal of Applied Gerontology* 28(1), 5–37 (2009)
2. Cahill, S., Macijauskiene, J., Nygrd, A., Faulkner, J., Hagen, I.: Technology in dementia care. *Technology and Disability* 19(2), 55–60 (2007)
3. Marshall, M.: *ASTRID: A Social and Technological Response to Meeting the Needs of Individuals with Dementia and Their Carers*. Hawker Publications (2000)
4. Raghunath, M.T., Narayanaswami, C.: User interfaces for applications on a wrist watch. *Personal Ubiquitous Computing* 6(1), 17–30 (2002)

5. Report to Congress: Aging services technology study. Washington, DC: U.S. Department of Health and Human Services, Assistant Secretary for Planning and Evaluation, Office of Disability, Aging and Long-Term Care Policy; 2012. June [cited 2015 Dec 3]; Available from: <https://aspe.hhs.gov/basic-report/report-congress-aging-services-technology-study> [Google Scholar]
6. ActiGraph Corp. [2017-09-11]. ActiGraph <http://actigraphcorp.com/> *webcite*.
7. Reid RE, Insogna JA, Carver TE, Comptour AM, Bewski NA, Sciortino C, Andersen RE. Validity and reliability of Fitbit activity monitors compared to ActiGraph GT3X+ with female adults in a free-living environment. *J Sci Med Sport*. 2017 Jun;20(6):578–582. doi: 10.1016/j.jsams.2016.10.015. [PubMed] [CrossRef] [Google Scholar]Pp
8. Evenson KR, Goto MM, Furberg RD. Systematic review of the validity and reliability of consumer-wearable activity trackers. *Int J Behav Nutr Phys Act*. 2015 Dec 18;12:159. doi: 10.1186/s12966-015-0314-1. <https://ijbnpa.biomedcentral.com/articles/10.1186/s12966-015-0314-1>. [PMC free article][PubMed] [CrossRef] [Google Scholar]
9. Richardson S, Mackinnon D. [2018-03-01]. Left to their own devices? Privacy implications of wearable technology in Canadian workplaces <http://www.sscqueens.org/publications/left-to-their-own-devices> *webcite*.
10. <https://www.kickstarter.com/projects/1414316885/juno-the-smartest-makeup-mirror-ever/posts?page=4>
11. https://www.gearbest.com/smart-watches/pp_357331.html
12. <https://www.dcrainmaker.com/2016/02/understanding-continual-optical.html>

MIS-SELLING OF FINANCIAL PRODUCT**Padma R. Chari**BMS Department, Viva College, Virar (W)

The financial sector in recent times has witnessed several mis-selling episodes. In one of the studies conducted it is seen that India has lost \$28 Billion between 2008-2015. In India this has been responded by strengthen consumer protection regulations.

We often heard news that insurance agents are not providing full information of some of the insurance products. They just give important info like premium to be paid, about the policy etc. Many times, due to some or other reasons we don't get info of what to do when we are not able to pay premium in time & policy lapses. Also, we are not able to talk to company 'representative regarding this. Sometimes also happens that we come to know that some of friends or investor who wanted a some specific type of policy landed up in some other policy. Many times, we are having specific knowledge of financial product but later on it turns out to be something else. All these are examples of Misselling of Financial Product. In country like India where literacy of financial product is less & also with regulatory norms slackened many investors are in haywire. Banks who are into Bancassurance do tend to practice this. Private sector banks mostly recommend the 'highest commission product' (insurance, 75% of the time) while public sector banks (PSBs) recommend the default product (fixed deposits, 72% of the time). This is because while private sector banks incentivize employees for selling high commission products, PSBs focus on deposit mobilization.

One of the main reasons for this is Sellers's own lack of knowledge & understanding of product, many times in bank's frontline staff lacks knowledge vis a vis also due to more commissions attached with the product.

Theoretical Info

Banks one of the main focal point are main source of link between borrowers & lenders. It mobilizes saving from people. Decades has seen that how Indian banks efficiently doing this job. There is impressive growth of bank branches since independence. People believe banks, the trust banks get is overwhelming. To this end banks now sell insurance products. While customers who go for regular banking activities get interested in many tax saving products offered by them. Here comes twist. Relationship Mgr. Instead of selling tax saving product tend to sell some other product to get more commission. Like if we go for Fixed Deposit for 5 years & interest components to be paid every month which is quite safe for retired or senior citizen because it is completely safe with no risk. But when we are being told that if we invest in Balanced Fund, we get more returns. Far more than FDs. But what about risk attach in Balanced Fund. This is being covered by a simple answer that their when market goes down, they shift funds from there to some other options. Which is not easy & here invertors tend to lose money. Clearly this is a false statement & has been given to increase sale of Balanced Fund. This is a case of mis selling of financial products. Many investors realize this later that returns which they should get is not proportionate to what they have been told & when they come to Bank. Bank simply washes its hands away that that RM has been transferred or any other excuses. Most of the mis-selling happens at foreign banks and new generation private sector banks. The relationship managers are trained to well l any question from the customer. When I wanted to invest Rs 5 lakh in a fixed deposit in a foreign bank, the salesperson started pushing FDs from NBFCs. I have been told since interest rate in NBFC are far more than their banks. What about the risk, I asked? They simply said it is from highly reputed company so less risk, here it is mis selling. **Mis-selling is defined as sale of units of a Mutual Fund Scheme by any person, directly or indirectly by a) making a false or misleading statement, b) concealing or omitting material facts of the scheme, c) concealing the associated risk factors of the scheme, or d) not taking reasonable care to ensure suitability of the scheme to the buyer.** India, financial sector regulation is product specific. This means that financial products get regulated by different regulators, all of whom operate in silos. For example, the Securities Exchange Board of India (SEBI) is the capital markets regulator, while the Insurance Regulatory Development Authority of India (IRDAI) is the insurance regulator. Very often, this means that similar products have different caps on permissible commissions and other benefits because technically they come under different regulatory regimes. Distributors, thus face an environment with very skewed incentive structures for the sale of similar financial products.

Academic research has shown that when commissions differ, agents overwhelmingly sell the product that has the highest rewards for them. Evidence in India also points to a similar result. Anagol and Kim (2012) have found that for a brief period in 2006, when commissions on closed-end mutual funds were higher than on open-ended funds, inflows into the more expensive funds were much higher, and that investors paid approximately

US\$500 million in extra fees in this period. This issue was raised by a Committee set up by the Ministry of Finance to recommend measures for curbing mis-selling and rationalizing distribution incentives in financial products (DEA, 2015). Table 1, first described in the Committee Report, shows the first year commission as a percent of total commission earned by the distributors on the sale of a mutual fund (regulated by the securities market regulator), a unit linked insurance plan and a traditional life insurance endowment plan (both regulated by the insurance regulator). The insurance plans are largely investment products with some insurance embedded in them. In case of 15-year tenure, distributors in mutual funds would earn only 1.11 percent of total commissions as upfront commission, in comparison with endowment insurance plans, where distributors could earn almost 26 percent of total commissions as upfront commissions. In case of ULIPs as well the commissions are front loaded with year 1 commissions at about 22 percent. The front loading of commissions in insurance becomes even more acute for product with a ten year or lower tenure.

Table 1 Misalignment: Front loaded commissions

This table shows the first-year commissions as a percent of total commissions earned. MF Commission: Zero upfront, Year 1 Trail: 1.00%, Year 2 onwards: 0.50% on AUM. The commissions for comparison purpose are taken for a hybrid fund and not for a pure equity fund as both unit linked insurance plans (ULIPs) and traditional insurance plans have debt and equity. Long term trail on hybrid funds range from 0.20% to 0.50%. ULIP Commission:

Year 1: 8% on premium (While the commission caps are same as traditional plans, 8% is taken based on industry average of 7-9%), Year 2 onwards at 2% while the cap is 7.5% for year 2 and 3 and goes down to 5% year 4 onwards. Traditional Insurance Plan: Year 1: 35% of premium (While the commissions are capped at 35%, 25% is taken as a more representative number), Year 2 onwards 5% (while the cap is 7.5% of premium for Year 2 and 3 and is 5% of premium for year 4 and beyond

Annualized net return on investment for a consumer is assumed at 8%.

Tenure (in years)	Mutual Fund	ULIP	Insurance Plans
30	0.17%	12%	15%
25	.0.30%	14%	17%
20	0.54%	17%	21%
15	1.11%	22%	26%
10	2.79%	31%	36%
5	11%	50%	56%

Source: DEA,2015

Reasons of Mis-Selling

Following are some of the reasons for mis-selling of Financial Product.

- 1) More incentives attached with particular product which makes Executives to sell that product.
- 2) Investors are less aware about financial product.
- 3) Executives/Advisors are not having enough information of financial **product**
- 4) Less disclosures are made with financial product.

Regulatory requirements on disclosures

While the regulatory environment has led to differences in permissible commissions, the differences in disclosure requirements are lower. The insurance regulator, the IRDAI, protects investor interest through the Protection of Policyholders’ Interest Regulation 2002 (IRDA, 2002). **The regulations mandate that insurance distributors must advise the prospect dispassionately.** This regulation puts the onus of spelling out the benefits, extent of the insurance cover onto the manufacturer and has guidelines on what has to be put in the brochure. The regulations also say that, “an insurer or its agent or other intermediary shall provide all material information in respect of a proposed cover to the prospect to enable the prospect to decide on the best cover that would be in his or her interest.”

The capital markets regulator, SEBI, protects the investor through regulations that apply to the Asset Management Companies (AMCs) in ensuring that they appoint distributors who are able to assess product suitability. In addition to this the mutual funds industry association, AMFI, has a code of conduct for mutual fund intermediaries. SEBI mandates that all distributors must follow the AMFI Code of Conduct (SEBI, 2014). In addition, through a Gazette Notification dated December 11, 2012, SEBI has brought mis-selling of Mutual

Fund Schemes under the ambit of Fraudulent and Unfair Trade Practices. Mis-selling is defined as sale of units of a Mutual Fund Scheme by any person, directly or indirectly by a) making a false or misleading statement, b) concealing or omitting material facts of the scheme, c) concealing the associated risk factors of the scheme, or d) not taking reasonable care to ensure suitability of the scheme to the buyer. Bank managers, as distributors of financial products, should comply with the regulations on the sale of the products. In fact, the Master Circular on para-banking activities of the RBI advises banks to disclose to their customers, details of all the commissions/other fees (in any form) received, if any, from the various mutual fund/insurance/other financial services companies for marketing/referring their products (RBI, 2015). The Charter of Consumer rights by the RBI also states that the product's price, the associated risks, the terms and conditions that govern the use over the product's life cycle and the responsibilities of the customer and the financial services provider should be clearly disclosed.

Steps to reduce Mis-Selling of Financial Product

So, what can be done? **One option is to increase investor awareness.** But this is a long-term process and is unlikely to yield desired results in the short run. The other and more doable option is to **simplify product structure in such a way that costs and expected returns are easier to understand.** Progress has been made on this front in recent years, but it's not uniform across product categories. **Perhaps the most important thing to do at this stage is to align the incentive structure across product categories.** There is no reason why one kind of product should offer a fat upfront commission to agents and distributors. Also, regulators need to strike a fine balance between regulation and market development, keeping in mind that companies will always be more organized and vocal compared to small individual investors. If product sold are given proper & full information then such kind of things can be reduced.

Ultimately if any investors are victim of this then he can go for the Complaint.

Procedure for filing complaint

Every bank branch, by law, has to display the address of the office of the banking ombudsman under which it comes under. One can file a complaint, both offline and online, with details about the nature and the extent of loss and the compensation sought.

But before filing a complaint with the ombudsman, one has to formally file a complaint with the bank and wait for at least 30 days

If the information about Financial Product are fully disclosed then somehow awareness can be increased & it is mandatory also. So, there can be following features which should be disclosed.

Product features and their disclosures

Not only is the product recommended important, but also the disclosures of product features, especially given the regulatory requirements around them. We believe, there are five areas of information that must be disclosed accurately, such that an average consumer can take effective decisions. These are:

Returns: This is the most important attribute that incentivizes a person to defer consumption. Investors typically want returns to be as large as possible, other things being equal. The way returns are presented makes a difference in the person going ahead or not with the investment (Shaton, 2014). We, therefore, need to pay attention to how returns are disclosed. For instance, a product that requires it to be held over the long term (at least 5 to 7 years), must have a return disclosure that mandates an average annual past return disclosure across that period.

Risk and volatility: While return is the most obvious attribute of a financial product, risk and volatility are also key determinants in the investment decision. Disclosure on risk must be broader than the risk of volatility. It must include the risk of loss of purchasing power due to inflation, the risk of high costs eating into future returns and the risk of absence of liquidity and high transactions costs. In the Indian context, a guaranteed return is very important to the investor, therefore the disclosure of the guarantee and its quantum is important.

Costs: Costs should be an important part of the investment decision because they reduce returns. A product that costs an annual charge of 3 percent on the assets under management and another that costs 2.5 percent, will make a difference of about 10 percentage points over a 20-year period in the final corpus at the same rate of return. Disclosure on costs must be such that the seller does not shop for the most favorable cost in the product and only discloses the one that is convenient. For example, mutual funds in India have no entry loads, but do have an annual expense ratio.

Disclosure on cost in a mutual fund must include the annual cost, along with the disclosure of a zero upfront charge. In the insurance product since there are costs under various heads, a full disclosure would need a detailed disclosure statement on all costs and not just the lowest cost amongst all the costs.

Early exit Ease of entry and exit are also attributes of a good financial product. Open-ended products face exit loads and disclosure of these is important. Particularly important are disclosures on the impact of an early exit on a closed-end product. Certain insurance products in India have rules that allow appropriation of the entire investment by the insurance company if the investor stops the policy within a specified period. Disclosure on the impact of such actions is very important. Optimal holding period. For how long a product be held is another key part of the sales process Managers should ideally be providing disclosures on all the product features. Regulators might require sales staff to disclose product feature over whether they are actually disclosed & importantly disclosed truthfully. There is enough evidence to show that many agents are not providing enough info regarding insurance products. What disclosures are being made on product features? Are these disclosures accurate. So, to test this I have conducted a survey where I have chosen 30 policyholders.

Research Study

Understanding the market of retail advise has become an important field over the last decades.

We turn our attention to middle income urban customers who generally tend to invest. We test that whether the insurance agents/Financial Advisors/Bank executives provide full information of the product. Also, whether it is accurate & enough. We test the following:

- 1)What kind of products generally suggested by insurance advisors? How does this change if customer asks for specific information vs. customer remain uncertain?
- 2) Do the advisors make through disclosures of financial product? Do they give general info like return etc. while some of the more important features like cost or early exit charges gets not disclosed?

It is also being found that when commission differ agents particularly sell the products where they get more commission.

Results

- 1) Did the managers ask for information from investors?

One of the pre-requisites for a distributor of a financial product is to collect the information regarding the financial situation of the client before he sells a product. This would include information on marital status, number of dependents, investment goal and horizon and risk appetite and capacity. We found that managers did not make attempts to get more details about the client. Overall, we see that managers don't really make an effort to understand the client. Initial enquiries made by Advisors/Bank Managers as per Investors

Dependent variable	
Made any enquiry	
Investor's income	0.000
Age	-0.003
Investment goals	-0.520
Observations	35
RSquare	0.325
F stastic	19.667

Percentage of Incorrect Disclosures

Following table shows percentage of incorrect disclosures when investors asked about features/information about specific product. For example, 35% of information related to FD is wrong. Same way 99% of information related to insurance were wrong.

	FD	Insurance	MF
Returns	35	88	85
Guarantees	2	34	36
Cost	4	100	85
Lock In	7	36	50
Optimal Holding Period	12	62	86

Returns disclosures on mutual fund recommendations did slightly better than insurances recommendations, with 86 percent being incorrect. In all these cases the returns were over-stated. We thus find that returns were over-

stated in all three products. The least incorrect disclosures were in products that earn no commission, the most in insurance that have high front commissions.

The information on guarantees was most accurate w.r.t bank FDs. In the case of insurance, the recommended product may be a traditional product (non-participating) where the return is guaranteed, or a unit-linked or a (participating) endowment plan, where the return is market linked (or linked to profits of the company).

The responses on costs were less clear than that of returns or guarantees. We found that the more complicated the cost structure, the greater the proportion of incorrect disclosures made by managers.

What might be driving these recommendations?

We have seen so far that fixed deposits and insurance are the most recommended products, and recommendations are not followed by disclosures. When disclosures are made, they are largely incorrect or incomplete. We now evaluate the drivers of the recommendations.

	Dependent Variable High Commission Product
Asked: Tax	0.012
Asked: Overall goal	0.161
Asked about other investments	-0.049
Linked to product which gets more commission	0.56
RSquare	0.863

When managers ask about overall goal then it is 16% more chances that high fee generating product may be recommended. By asking questions may propel sale of high commission attached product & which is for customer ‘benefit. The most important determinant is how much a particular product gives commission. It seems it is 56% more chances are that such kind of product is being recommended.

FINDINGS

1. It is seen that mis-selling which was high during 2000 to 2015 in recent year has reduced as per secondary data.
2. Study was conducted with sample size of 35. It was seen that Financial Advisors/Front Office Executives are often don’t give full disclosures of the product.
3. Many times, it happens that even if product sold has been given information but it was not accurate or relevant.
4. Less information was given about cost & risk associated with the product.
5. Study shows many financial products has been sold which are attached with more commission. Leaving behind customer’s need far behind.
6. Mostly product attached with high commission are recommended in Private sector bank & foreign sector bank (according to secondary data).
7. While public sector are least bothered by this but then banks which are selling other company’s insurance product more likely to sell insurance product rather than Mutual Fund.(secondary data)

CONCLUSION

Above study shows mis-selling of financial product which has been in news past so many years. Study conducted shows that there are certain reasons like lack of awareness of financial product, difficulty in understanding the complex product etc., high commission attached with particular products etc. Though Regulatory authorities have gone with reforms & recommendations like Sumit Bose Panel ,2015 etc & few reforms has been implemented also but finally it in the hands of investors who always should have enough information of financial product before purchasing one.

CONSUMER AWARENESS TOWARDS EMV CHIP PLASTIC MONEY

Parimala Srinivas¹ and Dr. Surekha Mishra²Assistant Professor¹ and Guide², Cosmopolitan's Valia C. L. College of Commerce, Andheri West, Mumbai

INTRODUCTION

This is the age of plastic cards with rapidly growing upwardly in India being drawn to the plastic money culture. Plastic money is an alternative to the cash or the 'standard money'. It represent currency and near currency. It is more convenient to carry around anywhere, no need carry cash.

In modern world, debit and credit cards have become widely used, many people are unfamiliar with their advantages and disadvantages. Most consumers carry more than one piece of plastic in their wallet. It's common to have a debit card and two (or more) credit cards. Which payment type a consumer uses depends on the time and place. For larger transactions, consumers will be most likely to take out their credit card, but for everyday purchases such as groceries, gas, and small retail, they prefer debit. And cash is still king when paying individuals, buying a Big Mac, or getting a latte at Starbucks. Even though financial institution may adhere to the highest card security standards, consumers don't really understand how card issuers make their payments secure. The recent reports on the Rs. 30 Crores credit card fraud, which affected a large number of Indians, you are probably wary about using plastic money. The scam was facilitated by compromised swipe machines at retail outlets. Does this mean you should get rid of your card and rely more on cash for shopping now? A more practical solution would be to go for chip-based credit cards, which pack extra security measures. Reserve Bank of India (RBI) has asked banks to replace the existing magnetic stripe credit and debit cards with the more secure chip-based cards.

TYPES OF PLASTIC MONEY

1. Debit card: It is a plastic card issued by a bank to its customers. With the help of debit card customer can be purchase goods and services. Debit cards require bank balance on the part of the card holder. Debit card are substitutes for cash or cheque payments, the bank issues debit card only if the person has an account in the bank.

Advantages

- a. Easy to carry, no need to carry cash
- b. No interest charged on debit card
- c. Issuing bank is relieved from the botheration of default on the part of card holder.

Disadvantages

- a. Certain areas specially rural areas there is less acceptance of debit card by the mechant.
- b. Services charges charged for using debit card.
- c. Possibility of hacking debit card details.

2. Credit card: A credit card is a small plastic card with a unique number when a customer purchase a product and service through credit card, credit card issuer bank pays behalf of the customer. The customer is given a certain time period to make payment to the issuer bank.

Advantages:

- a. It offer convenience to the card holder to make payment without checking balance in account.
- b. It may offer reward points that we can redeem on future purchase.
- c. Easy to carry.

Disadvantages:

- a. There can be fraudulent use of the card.
- b. Credit card tempt the holder for more purchases beyond their income and repaying capacity.
- c. Hackers may misuse the credit card details.

3. Other cards: It includes Prepaid Cards, Smart Cards, Co-Branded Cards, RuPay Cards, Kisan Credit Cards, Add on Cards Etc.

Consumer awareness

Consumer is the king of market, but many times they get exploited. The need of the hour is to educate the consumer about rights. Once they are educated and made aware of the benefits in true sense, will reach the common consumer of the country. Now a day's both public and private sectors are undertaking several policies initiatives, schemes and incentives to ensure that consumers are provided with relevant information in order to avoid any kind of exploitation. But many people are ignorant of their rights to get protected against the exploitation by so many others. So in order to get a clear picture of the level of consumer and for their welfare and protection, the awareness is required.

EMV chip card

EMV (Euro Pay, Master Card, VISA) the three organizations that developed and established EMV as global standard for chip based credit and debit transactions. It connects with an EMV – enables terminal, a unique, single use, one time code is created and encrypted. The dynamic generation of a code and its cryptographic encryption plugged one of the biggest security systems of electronic payments.

Why EMV over mag stripe?

1. EMV designed to prevent fraud.
2. It is really hard to clone.
3. Chip and PIN card have sophisticated encryption.

OBJECTIVES OF THE STUDY

1. To study about concept of EMV chip based plastic money.
2. To analysis on consumer awareness towards EMV chip based plastic money.
3. To make understand the benefit of EMV chip based plastic money.

RESEARCH METHODOLOGY

Research Design: Descriptive

Sample size: 10

Sampling method: convenience sampling

COLLECTION OF DATA

Primary data: structured questionnaire used to collect data

Secondary data: Internet, Journals, Books and Newspapers

DATA ANALYSIS

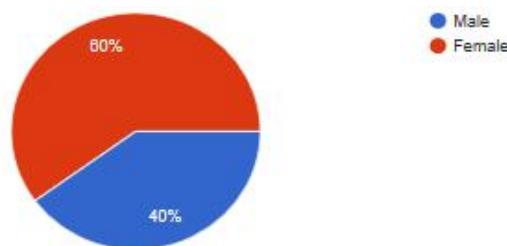
Graphical representation: Pie chart

Software used: MS Word and MS Excel

DATA ANALYSIS AND INTERPRETATION

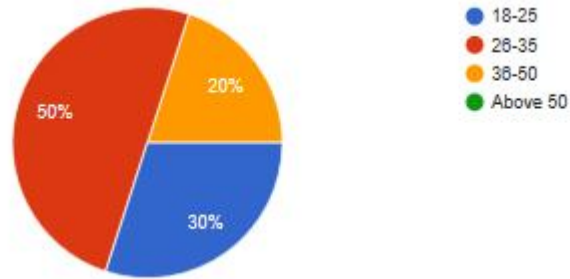
1) Gender

Male	4
Female	6



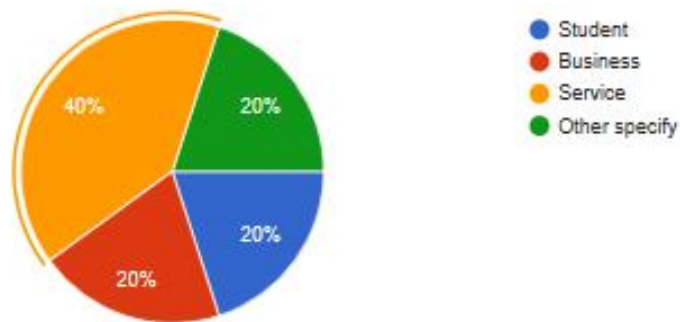
2) Age (in years)

18-25	3
26-35	5
35-50	2
Above 50	0



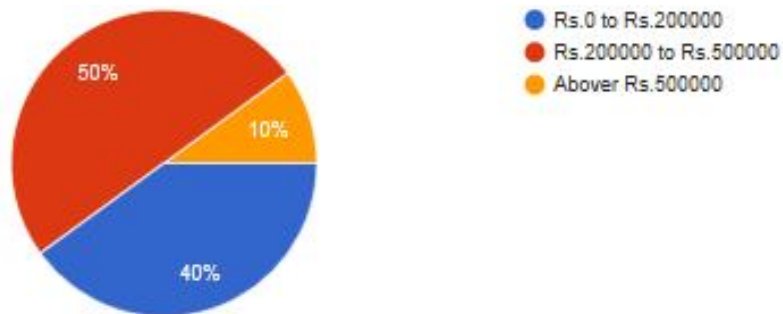
3) Profession

Student	2
Business	2
Service	4
Other	2



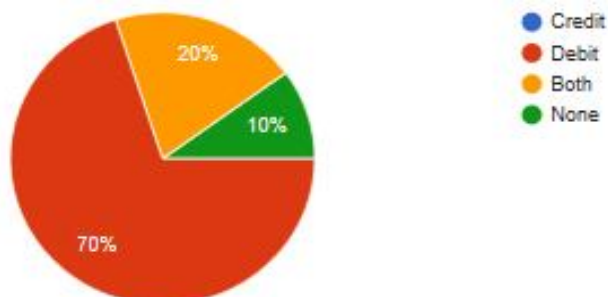
4) Annual Income

0-2,00,000	4
2,00,000 – 5,00,000	5
Above 5,00,000	1



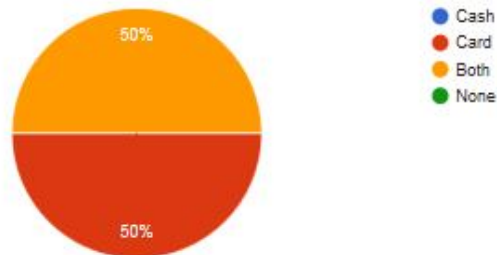
5) Which card do you have?

Credit	0
Debit	7
Both	2
None	1



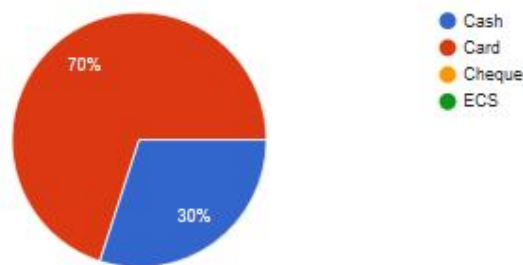
6) According to you which is the most convenient way to pay?

Cash	0
Card	5
Both	5
None	0



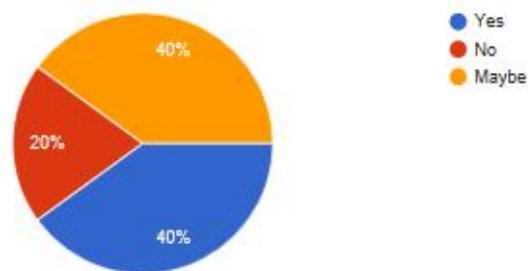
7) How do you make payment for purchase of goods and services?

Cash	3
Card	7
Cheque	0
ECS	0



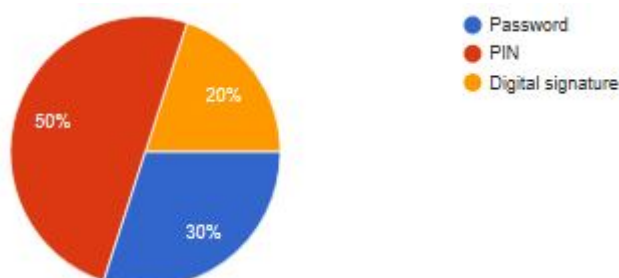
8) Do you find use of plastic money to be safest mode of transaction?

Yes	4
No	2
May be	4



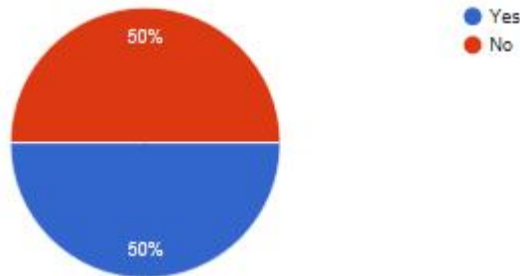
9) Which type of security measurement you expect for steeping misuse of plastic money?

Password	3
Pin	5
Digital signature	2



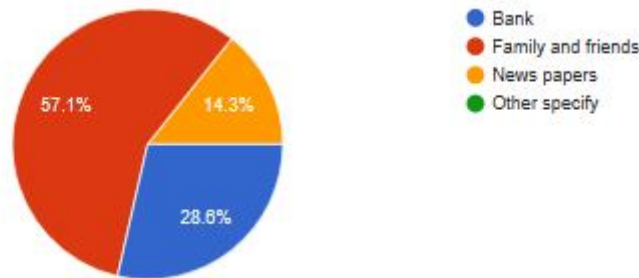
10) Do you know about EMV chip based plastic money?

Yes	5
No	5



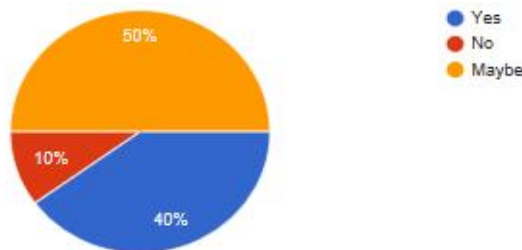
11) If yes from which source you got information?

Bank	2
Friends and Family	4
Newspaper	1
Other	0



12) Do you feel EMV chip based card more secure than mag stripe card ?

Yes	4
No	1
May be	5



Data collected from 60% Male and 40% Female

70% have debit card only 20% have both credit and debit card and 10% does not have card

50% responded feel that card is safest mode of payment 50% responded feel both card and cash is safest mode of payment

70% responded making payment through card and 30% responded making payment through cash

40% responded feel plastic money is safe 20% responded feel plastic money is not safe

50% responded feel PIN should be security 30% feel password should be security 20% feel digital signature should be security

50% responded know about EMV chip based plastic money 50% don't know about EMV chip based plastic money

40% responded says that EMV chip based card is secured than mag stripe card 10 % says no

50% responded don't have clear idea.

FINDINGS

From the data analysis it is understood maximum people making payment through card but they only 50% of the people know about EMV chip based plastic money and 50% don't know about security level of EMV chip based plastic money.

LIMITATION OF THE STUDY

1. Time constrains
2. Small sample size
3. Reliability of the data

BIBLIOGRAPHY AND REFERENCES

- <https://www.thehindubusinessline.com/opinion/columns/slate/all-you-want-to-know-about/article25821612.ece>
- <https://www.bankbazaar.com/credit-card/difference-between-debit-and-credit-card.html>
- <https://www.creditcards.com/credit-card-news/emv-chip-cards-arrive-poll.php>
- M.Sumathi and G.Ganeshan(2012) higher education contemporary issue in India, consumer awareness, Published in Regal publication.
- Dr.Kinjal D.Shah, published in sheth publishers private limited, Innovative Financial Services.

ELECTRONIC EYE**Prachi Subhash Vanjare**

Jr. Software tester, Quality kiosk technologies Pvt. Ltd.

ABSTRACT

Electronic eye is a special device which is made to perform security task for personal environment. Automatic things are abundantly emerging nowadays in technology. Let's imagine, when any person who doesn't have access to particular premises and still enters into it, at that time door bell automatically rings and sends signal to control unit of security system. In this paper, electronic eye is a device which continuously notices surrounding and raises the alarm if any unauthorized access detected.

Electronic eye is description of designing and implementing of capturing of images of door which is completely based on microcontroller system. It is a security system for houses and organization. High efficiency and reliability is provided to users for maintaining security for their offices and homes by clicking pictures of surrounding of their premises which supports the use of sensors which are fixed at the entry point of area to be secured. Sensor sends signals to electronic eye's control unit with buzzer alarm. It captures images when door opens at the output of laptop or PC having VB application.

Keywords: Security system, electronic eye, VB application, control unit, microcontroller, sensor, buzzer alarm.

INTRODUCTION

Nowadays security had become mandatory concern for properties in our environment. This paper illustrates efficient security system that can record pictures with the help of VB application. When door opens sensor gets activated and pictures get captured with the help of webcam in PC and these pictures get saved into VB application. Function of sensing and detecting false intrusion is also provided by this system. The term false intrusion here means any kind of attempt to gain entry without unauthorized access or proper pre defined protocol.

Security systems having webcams are available commercially. These systems need power entire time as they captures pictures and videos whole day hence it consumes large amount of electricity. Remote surveillance is much needed nowadays. Electronic eye captures images as soon as door opens, buzzer alarm gets on and it transfers data to control unit through microcontroller and images get visible at PC or laptops using VB application software.

Security system has been concern of worldwide. As technology is emerging every second, abundant home based or office based or industries based security systems have been developed and implemented to keep welfare security safe. Home security system is an essential mean of protecting homes from illegal invasion and false intrusion. A general home security system consists of CCTV, Web cameras, Buzzer alarm. Web camera or CCTV capture image in 24 hours to identify what goes around the house and in the house around the door which holds evidences if there is false intrusion in house breaking around the door of captured areas. The power consumption is also considerably large as camera is always on to keep recording non-stop and for capturing images. The power consumption is considered as concern of installing a security system.

Security makes alarm to each and every individual to protect their belongings and properties from chances of thefts and robbery. With immensely increase in a technology there are high chances of reduced security. So in order to maintain proper robust environment near houses and industries electronic eye plays an important role keep secured environment. Many people keep security guard to protect their house and industries. Still there might be shortage of protection due to human mistake. Electronic eye can diminish the chances of theft and robbery by continuously watching and keeping record of each and every individual who is visiting that particular area. System is fitted with sensor to sense surrounding whether there is any invasion or false detection. Also it have burglar alarm to send signals to control unit.

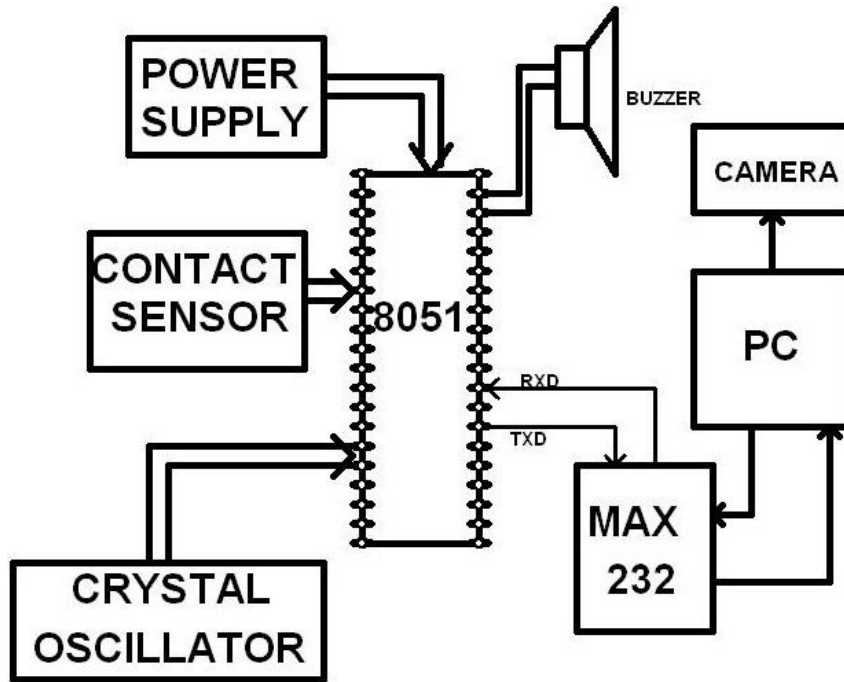


Fig-1: Block diagram of hardware system design in electronic eye

As shown is above block diagram microcontroller 8051 is connected to contact sensor. Camera is connected to PC and buzzer is connected via RS232. Power supply is needed to microcontroller.

Door image Contact Sensor

The NOM02B4-DR11G contact image sensor (CIS) combines a red LED light source, lens and image sensor in a compact housing. Main purpose of this sensor is to scan document, reading mark in between, games and automation tools. This module can scan document up to 256mm wide having scanning rate 410 sec/line.



Fig-2: Door Image Contact Sensor

Web Camera

Image saving in web camera is presently based on ‘video for windows’ API. This is very old approach and there were many problems due to this programming interface.

This interface had some drawbacks. One of the important drawback is that when we connect more than one camera it does not work well. In case we connect more than one camera to our computer then it will show pop up screen saying that please choose desired camera. This may cause images hang in some situation. Example, suppose we disconnect the webcam while image saving is going on. Controlling the setting of camera like contrast and brightness is done with external dialog boxes which is provided by VFW.

The camera which are used in this system is wireless and it is designed using image and video monitoring system, for discovering the premises of area that is need to secured. It monitors entry point of home and industries.



Fig-3: Web camera

A video camera accumulates the pictures from desired place and then these images get converted into invisible electronic signals. After that these signals are transferred to monitor.

The camera used in this system is wireless and this kind of cameras are much needed where high security is important such as restricted zones. Functionality of sensing remotely is used in this wireless video and image capturing camera. Using remote sensors camera can easily detect presence of unauthorized entity from any particular entry point. This electronic camera captures images continuously from point of reference and sends signals to control unit. Solid state imager comes into picture. The images which are captured through wireless video camera are always in visible electronic signals. These pictures get converted into another form in solid state imager. Solid state imager contains images converted from visible electronic signal to invisible electronic signals

Once there were much importance is not given to security system. But now-a-days it is really important concern in home offices and industries. Electronic eye is a best approach to make safety of our belongings and properties.

Buzzer

This alarm is made from Atmel around the 89C51 microcontroller. All the functionality of this buzzer alarm is provided by 89C51 microcontroller. This can be connected with maximum 8 sensors. Basically this component is used to achieve functionality such as raising an alarm when there is any illegal attempt. This buzzer alarm is driven by BC547 transistor. Purpose of using transistor here is in order to amplify the current.

Important specifications of buzzer alarm are given below:

I=1A

V=5V



Fig-4: Buzzer

On-Off Electronic Switched

A switch is a electrical component which can break electrical circuit, diverting current from one conductor to another. Most popular electronic switch is manually operated electronic device with more than one set of electrical contacts. Any of the contact can have two states either close or open. 'Closed' meaning current is flowing between contacts and they are touching each other. On other hand 'open' meaning contacts are separated and there is no electricity flowing in between.

For example, a thermostat is an automatically operated switch used to control a heating process. A switch that is operated by another electrical circuit is called a relay. Large switches may be remotely operated by a motor drive mechanism. Some switches are used to isolate electric power from a system, providing a visible point of isolation that can be pad-locked if necessary to prevent accidental operation of a machine during maintenance, or to prevent electric shock.

RIDE Software

RIDE is a fully featured Integrated Development Environment that provides seamless integration and easy access to all development tools. From editing to compiling, linking, debugging and back to the start, with a Simulator, ICE, Rom Monitor or other debugging tool, RIDE conveniently manages all aspects of the Embedded Systems development with a single user interface. The project manager creates links between the various files that comprise a project and the tools necessary to create that project. A project is dedicated to a particular target: 89C51, XA, ST6 or other microcontroller.

Web camera Image Saver

Web camera image saver is simply utility for capturing images every number of seconds that we choose and get saved into image file(.jpeg,.bmp). This utility also adds label to image which makes image more descriptive that is date and time also get added to image name.

Microsoft Visual Basic application

Visual Basic is an advanced version of BASIC programming language with visual and event driven programming. It is helpful in creating a graphical user interface in many applications with help of the components available on the window. Visual Basic 6.0 is the latest version used in this work. Figure shows the screenshot for the electronic eye for door image capture home security system in visual basic.

The Visual basic program has used here for producing the interface of secure door capture image for home security purpose. It mainly consists of the interface that connects the electronic eye (control circuit) and the VB application programming in PC. The VB application software to interface hardware system connected to the PC using the COM ports and provides GUI for user. COM ports of hardware system and PC can be easily selected from the boxes provided on the interface. The GUI basically provides user friendly environment to operate and monitor the system.

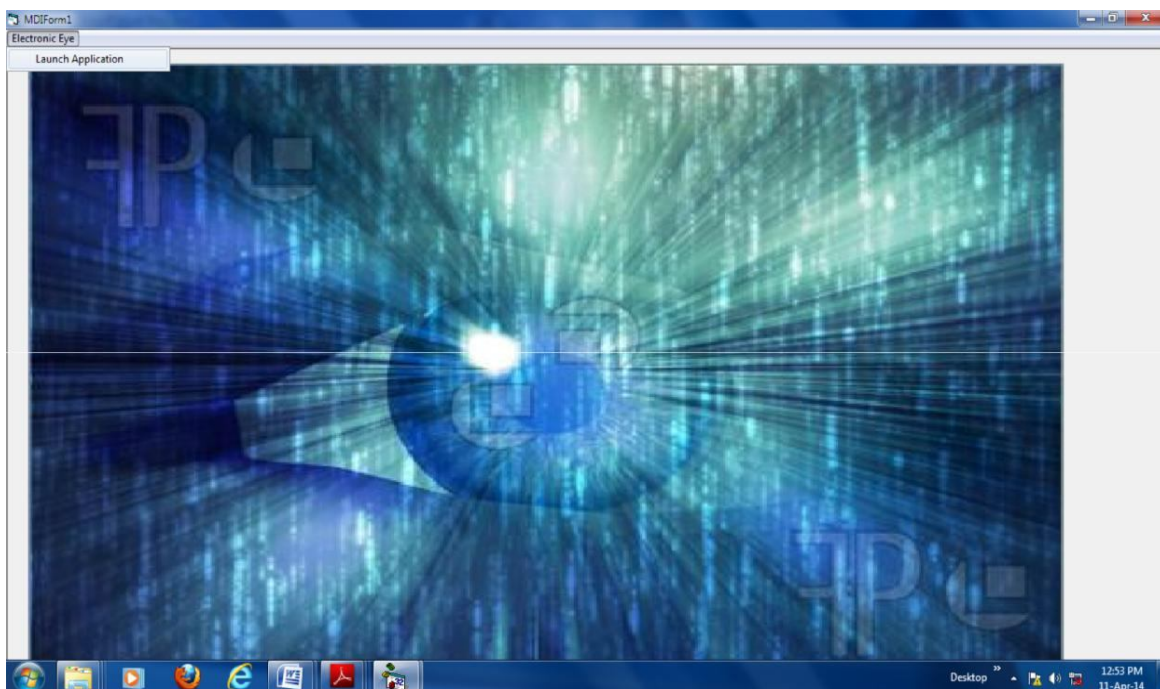


Fig-5: VB application



Fig-6: Main menu screen for electronic eye

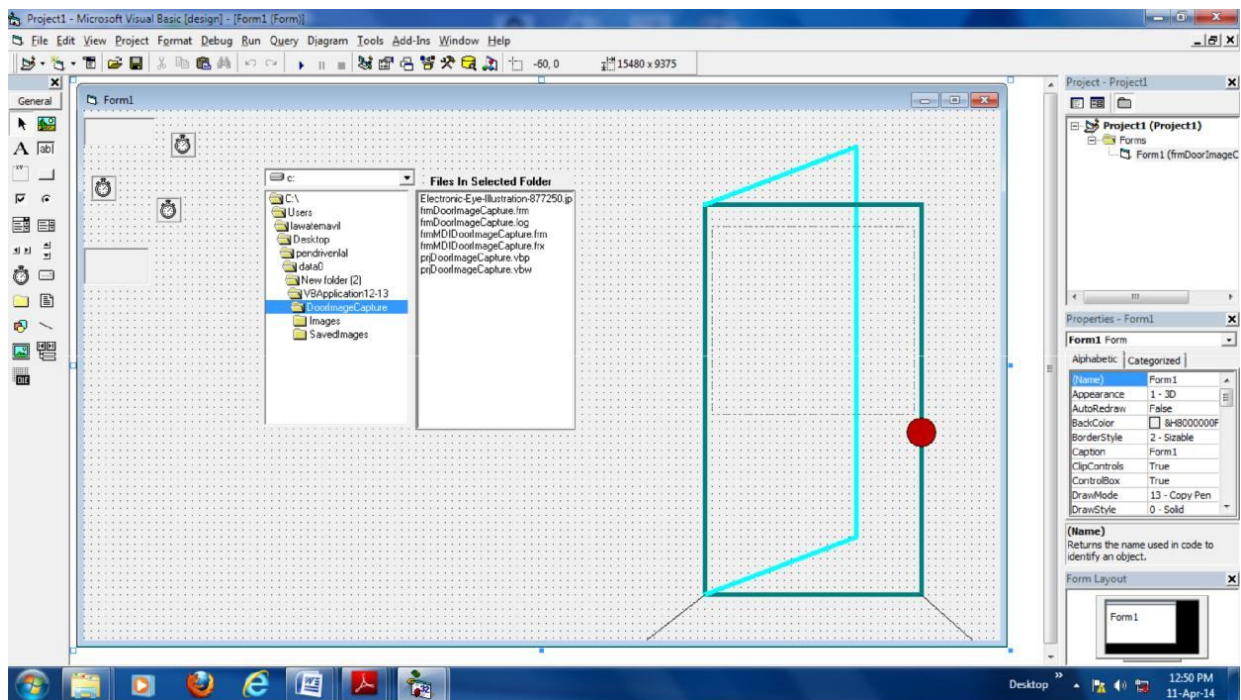


Fig-7: Electronic eye form

From the above results shown, we can see that our system has completed all its main functions such as Image Capture through Web Camera as soon as door opens with buzzer alarm gets on.

RESULTS

The model described in this paper is tested in real time. Many people are satisfied with efficiency and reliability of system. It has been achieved great success to protect each and every individual. Since webcam save utility is used in the system images become more descriptive. Date and time of every picture also gets added to image name. So that in case there is burglary attempt found after certain period of time then also control unit will be able to fetch previous captured images easily as each and every image is properly labelled with date time. Due to this functionality performance has become more faster and more enhancement in safety.

CONCLUSION

Microcontroller based security system, Electronic eye that uses sensor as a key for access of user. And it is successfully illustrated that this will be best system for securing our personal environment. It is successful image capture which is microcontroller based security system captures image of object as soon as door opens.

Efficiency and reliability is provided to user using this system. Output can be seen at the output end on PC or laptop using VB application. Buzzer alarm get rings when there is any intrusion detection. Electronic eye can also said to be Intrusion Detection System (IDS).

I would like to conclude in this paper that all objectives which are required in order to achieve secure environment has been successfully met, hence final conclusion can be made that this system can be best implementation of capturing images from reference point. Hence it is microcontroller based security system for offices and home, power supply is not much needed. Burglar alarm is immediately raised in case any illegal attempt and signals are sent to control unit. Therefore conclusion can be made that it is highly robust product for maintaining highly secured environment.

It is not possible for human to continue watch their premises by themselves. Thus it is much needed for each individual to implement this application at their step door.

REFERENCES

1. <https://www.electronicshub.org/electronic-eye-controlled-security-system/>
2. <https://circuiteasy.com/electronic-eye/>
3. https://en.wikipedia.org/wiki/Electronic_eye
4. <https://www.techopedia.com/definition/2181/contact-image-sensor-cis>
5. <https://en.wikipedia.org/wiki/Webcam>
6. <https://www.elprocus.com/electronic-eye-controlled-security-system/>
7. <https://www.scribd.com/presentation/339289189/Microcontroller-based-Electronic-Eye-Controlled-security-System>
8. [https://www.google.com/search?q=The+NOM02B4-DR11G+contact+image+sensor&client=firefox-b&source=lnms&tbm=isch&sa=X&ved=0ahUKEwj8uKOZrNbhAhVVFHIKHXYsBX4Q_AUIDygC&biw=1280&bih=567#imgrc=wSRGF5R_8V_jEM: \(Figure 2\)](https://www.google.com/search?q=The+NOM02B4-DR11G+contact+image+sensor&client=firefox-b&source=lnms&tbm=isch&sa=X&ved=0ahUKEwj8uKOZrNbhAhVVFHIKHXYsBX4Q_AUIDygC&biw=1280&bih=567#imgrc=wSRGF5R_8V_jEM: (Figure 2))
9. [https://www.google.com/search?q=web+camera&client=firefox-b&source=lnms&tbm=isch&sa=X&ved=0ahUKEwidwuXTrNbhAhWFXCsKHY-PDqoQ_AUIDigB#imgrc=NX-HZH_5UGiciM: \(Figure3\)](https://www.google.com/search?q=web+camera&client=firefox-b&source=lnms&tbm=isch&sa=X&ved=0ahUKEwidwuXTrNbhAhWFXCsKHY-PDqoQ_AUIDigB#imgrc=NX-HZH_5UGiciM: (Figure3))
10. [https://www.google.com/search?q=buzzer&client=firefox-b&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi57cGjrdbhAhUZfSsKHX_NDxYQ_AUIDigB&biw=1280&bih=567#imgrc=xLj20sbxuyBOuM: \(Figure 4\)](https://www.google.com/search?q=buzzer&client=firefox-b&source=lnms&tbm=isch&sa=X&ved=0ahUKEwi57cGjrdbhAhUZfSsKHX_NDxYQ_AUIDigB&biw=1280&bih=567#imgrc=xLj20sbxuyBOuM: (Figure 4))
11. https://www.ripublication.com/irph/ijeee_spl/ijeeev7n9_10 (Figure 1,5,6,7)

ENERGY EFFICIENT BUILDINGS USING IOT

Sulakshana Vispute¹ and Pratik Shitole²Assistant Professor², DES's Navinchandra Mehta Institute of Technology and Development, Mumbai
Auxiliary Trainee¹, BNP Paribas India solutions Pvt. Ltd, Mumbai**ABSTRACT**

Use of Internet of Things (IOT) has been increasing day by day, but in building any smart building it is not that much implemented. This research paper give an overview about IoT devices which will make this smart buildings energy efficient. whole building structure will have sensors smart meters and other automated IoT device to monitor environment of the area and make use of energy according to reduce energy consumption. Smart Buildings services provide such as switching on/off the lights where there are no human presence, smart irrigation system for gardens of buildings, Smart AC's which will control temperature of the area depending upon peoples present in that area, shutting down the building window. The entire activity can be handled by using Central hub or energy monitoring system which will check energy consumption and use smart grid to make use of energy efficiency and monitoring of our energy use and used to control the use.

Keyword: IoT, Smart grid, smart buildings, Smart meter, Smart geysers

I. INTRODUCTION

In many developing countries there is normally very small margin between existing power supply and electric demand which they need. new generation need to be brought in electricity sources like hydro, geothermal or wind provide electricity at a much lower cost as they are complex and take much longer to implement. Investments in energy efficient buildings can be compared with the actual cost of capital or annual energy production. Usually the capital cost of energy efficient buildings are lower as compared to the actual cost of capital for buildings

1. Energy efficient Buildings

Sustainability of energy has become increasingly important in the building industry in past few years. A movement has started to construct buildings in a more sustainable manner by reducing use of energy use associated in maintaining the building. A green building is a practical concept focuses on improving the efficiency of resource use, energy, water, and materials at the same time reducing the impact on health of its residents and the environment during the building life, using better design, best ways of construction, operation, maintenance.

2. Internet of things (IoT)

this is the technology which connects the devices to internet and then connects it to other devices. The IoT is a huge networking topology of connected smart devices and humans – all of them collect and analyses and share data about their state or the inputs which were captured by them and about the environment around them. in this paper we are looking at device which we can use into energy efficient buildings to reduce energy consumption there are several devices available which we are going to see in brief the devices like **Smart Light Bulbs**, **smart geysers**, **smart controllers for irrigation**, **Smart air conditioners/thermostats**, **HVAC Systems**, **Smart meters**

3. Smart Buildings

Smart buildings are having IoT connectivity, actuator, sensors and cloud to monitor and controlling a range of building systems from generating heat and air conditioning, to lighting and security systems. This technology providing solutions and services that reduces energy consumption of buildings, Connects, Secure buildings managing systems help them to improve, comfort efficiency & sustainability

II. LITERATURE REVIEW**1. Internet of Things (IOT)**

Internet of Things is a network connected physical devices or objects that are controlled using the internet. The 'thing' in IoT can be a person with a sensors which monitors the health of that person or an self-driving vehicles which uses sensors, i.e. objects that have been assigned an IP address and have the power to capture and transmit data to a connected network without manual assistance. The embedded technology helps them to interact with internal states or the external environment, which in turn affects the decisions taken. This is precisely what IoT technology dose. It enables devices to observe, identify and understand a situation or the surroundings without being dependent on human help. We can make use of this technology to make out buildings operable even if we are not present at place device will automatically capture data and according to

that data human will perform actions which will help us to build smart buildings which will also reduce the energy consumption



Figure-[1]: Internet of Things [2]

In this paper we are looking for the IoT technologies which will reduce energy consumption and use less energy as compare to our traditional technologies which we use in buildings . There are several devices which works automatically making use of IoT and provide best service with less energy consumption ,some are mentioned below:

1.1 Smart Bulbs: A smart bulb is an LED light bulb which is internet - capable that allows lighting to be made customized, controlled remotely and scheduled. Smart bulbs are among the most immediately successful deliverable in the growing industry of home automation and IoT products. With the combination of Wi-Fi, Bluetooth, ZigBee these type of connection for a home automation systems, smart bulbs can be controlled through a mobile app or a home/building automation centralized system and individual bulbs can be programmed to make changes output in a desired manner.

Smart light bulbs can be operated remotely through an app or via Bluetooth. Hence, it gives the user the choice to switch it on/off from a distance. A user can also adjust the brightness of the bulb according to the surrounding lighting situations. The operating pattern and the wattage reduction due to dimming will determine the saving potential. Energy will be saved in cases when the user dims the light or switches it off whenever the bulb is not in use. However, if a bulb a switched on remotely (either for safety reasons or other), then additional energy would be consumed. The energy savings due to the use of smart bulbs can be estimated as:

$$\text{Total energy savings} = \sum_{i=1}^n a_i \times N \times ((i) \times (i) + Hof(i) \times Wi - Hon(i) \times Wi)[3]$$

Where

N = total number of smart light bulbs installed in the country

ai = denotes a proportion of smart light bulbs operating with the same power dissipation and uses the same operating philosophy and $a_1 + a_2 + a_3 + \dots + a_n = 1$

Hd = the number of hours for which light bulbs are dimmed

Hon = the number of hours for which the bulbs are being switched on

Hoff = the number of hours for which the light bulbs are being switched off

Wd = the wattage reduction due to the dimming of one light

W = wattage of one light bulb

There is an architecture for smart bulbs which were proposed and explained in a blog

Cloud Central Architecture (without hub)

In this system we don't have any hub involved in the system all smart devices connected with each other with the help of wireless network. It's a basic setup and same as the central architecture but it has advantage of continuous connection with internet

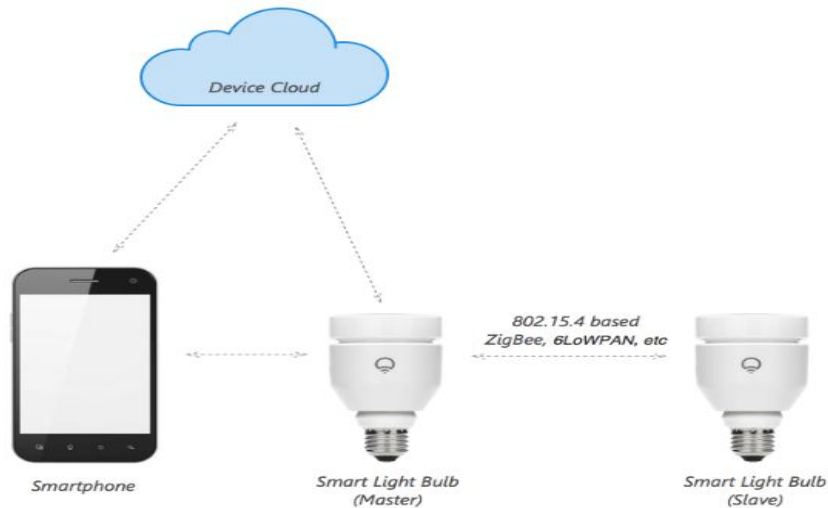


Figure-[2]: Cloud Central Architecture [4]

1.2 Smart geysers: India introduces its first smart geyser which is produced by V-Guard

- **DIGITAL TEMP CONTROL** every time before you get in to your bathroom for taking shower you can know how much cold or warm the water is using this will help you in saving energy and give you bathing comfort also.
- **WI-FI CONNECT** this will help you to connect your water heater with your smart phone using wireless tech using WIFI
- **INTELLIGENT SHOWER SCHEDULER** this service helps you to operate your heater from your smart app helps you to switch on and off at temperature you want .
- **SMART GLOBAL SYNC** this helps you to connect your heater with you with just a smart phone app and sync your phone to change and control heater from anywhere anytime

1.3 Smart air conditioners/thermostats

Smart thermostats are thermostats that can be used with Smart buildings and are responsible for controlling a buildings heating and controlling air conditioning. They use similar functions like thermostat which comes programmable they give user control the temperature of the home they can schedule the tasks Wi-Fi connectivity and sensors,

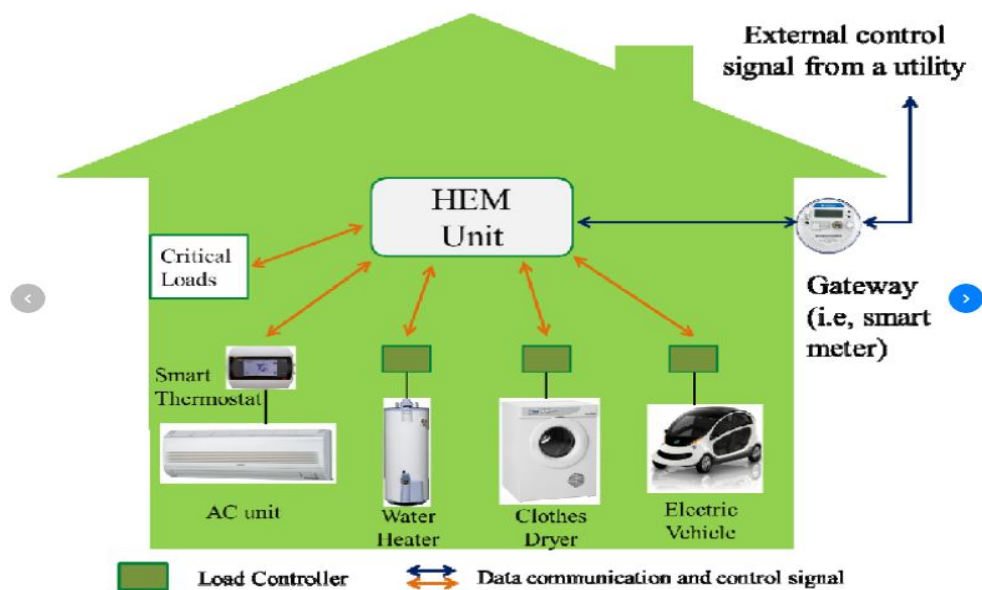


Figure-[3]: Home Energy Management [5]

In this Architecture Home energy management system unit communicate with smart thermostat to monitor current temperature and change the temperature, also thermostat can control cooling and fan of the AC , thereby can maintain temperature more efficiently.

1.4 HVAC Systems

HVAC stand for Heating, Ventilation and Air Conditioning. They describe the functions of an HVAC system. This mechanical system’s design is primarily created to control atmosphere inside the building this system is invented to adjust according to environment of the building it is done by changing coolness and heating in the area it help us to control humidity level also, The system also ensures cleanliness of air inside the said environment.

Types of HVAC Systems Available

1. Split and Window AC
2. Packaged Heating & Air Conditioning System
3. Central AC System

How Does the System Work?

Not all systems work in the same way some are faster and some are used for larger areas than others.

• **Split and Window AC Systems**

In a window AC, fans which is in the AC passes air through the mechanical coils. This will help them to separate the heat and cold. Heat lost into the outside atmosphere air while cold air gets is into the room.

The split AC actually focus on dividing the cold from the hot side of the system the cold side is having cold coil and expansion valve [6]

• **Packaged Heating & Air Conditioning System**

These units provide an all-in-one benefit in that they have both heating and cooling equipment in a single “package”. Users can place them in rooms, on the top of the buildings or at close to the conditioning space.

Unlike in split systems where the cold and hot units are separate, this type of AC has all the components in one unit. These elements have a fan or air blower that helps distribute the air throughout the elements of the area.

• **Central AC Systems**

Most of the air conditioners in residential buildings are in the form of split systems – only bigger, They have a fan which cools the air, a condensing coil and a compressor in a separate unit. The evaporating coil is usually inside unit which handles the air .

The compressor is very important part of system this uses the electricity as a source of a power which make the coolant flow across the system which also collect the heat and remove it from home it also remove moisture and heat . the air passes to the coil and because of that air gets cool. [7]

The heat, flows through the coil, pumps outdoors while the air which is cool inside the room is circulates through the fan on the air handler. Hence, the indoor temperature is maintained.

1.5 Smart meters

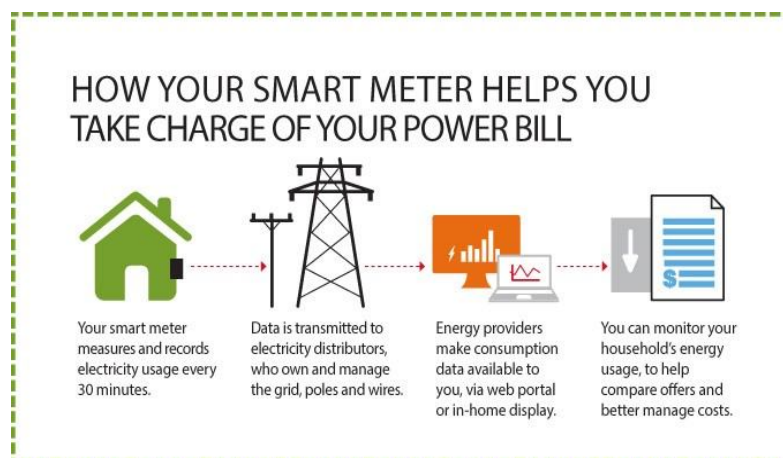


Figure-[4]: Smart Meters [8]

A **smart meter** is an device that records consumption of electrical energy and communicates the information with the supplier for billing and to monitor the use of electricity. This smart meter generate data on daily basis communicate with meter and central system this connection can be wireless or wired like power line carrier (PLC), in wireless Wi-Fi

This meters can be introduced in other technology which is smart Grid which introduce 2 way dialog which allows us to exchange energy and data between both parties ,this smart grid enable you to integrate newer energy sources like wind energy solar energy ,smart home communicate with grid and manage electricity usage inside the smart buildings home area network connect device which energy management system and it runs schedule to reduce energy demand on energy grid and lower your energy consumption it make use of renewable energy sources also.

III. SYSTEM DESIGN

1. Smart Buildings

A smart building is any static structure that uses sensors actuators which automatically processes to control the building's environment including temperature control, ventilation, air conditioning, lights, security and other systems. A smart building uses sensors, actuators and microchips, microcontrollers in order to collect data, process data and manage it according to services. This type of buildings help owner to increase reliability and performance which decrease energy use, how space is used and minimizes the environmental impact of buildings. Using this type of infrastructure global warming can be reduced.

Several examples can be given for how energy efficiency will carried out is optimal start/stop, which allows the automation system of the building to learn or capture the data form sensors that number of peoples present in room and according to that data it should bring air conditioning system online, it should control room temperature as per data available to us for particular area in the building , same technique can be applied for lights also, another feature is electric load in which there will be groups which is divided into categories where the groups will be critical to high priority to non-essential.

A truly smart building have the ability to analyses its environment and make real time adjustments to improve efficiency of energy and productivity some studies were saying that in every 5 buildings there will be 1 smart building by 2020. ring environmental monitoring is the first of the five senses of and intelligent buildings utilize various types of sensors to track occupancy assess lightning levels gauge temperature and humidity and monitor energy consumption this can be achieve through energy metering power monitoring intelligent lightning sensors and protocol converts



Figure-[5]: Smart Appliances connected to centralized system [9]

IV. CONCLUSION

The construction industry in India is one of the largest economical sectors. As the sector is growing faster, taking care of environment takes lot of challenges and at the same time presents open opportunities for various technologies to involve in this industry. As we all know the abilities of this IoT based devices it will help this industry to build infrastructure to be energy efficient .All this devices like Smart bulbs ,Smart Geysers ,Smart Meters will integrate together with each other controlled by and centralized system which is controlled by humans will reduce energy consumption. IoT-based technologies can contribute in energy saving, by motivating using smart meter and supporting behavior changes of the building areas. IoT-based Smart grid system facilitates energy end-users to know how much energy is consumed in total and what is the contribution of the specific end-user and other peers to that, as well as get personalized recommendations of actions for energy conservation.

V.REFERENCES

- [1] <https://www.happiestminds.com/Insights/internet-of-things/>
- [2] <https://blog.ipswitch.com>
- [3] A diagnostic study of the energy efficiency of IoT A technology and energy assessment report Prepared for Shakti Sustainable Energy Foundation
- [4] <https://medium.com/stanfy-engineering-practices/3-types-of-software-architecture-for-connected-devices-a-smart-light-bulb-case-54dc7727136f>
- [5] https://www.researchgate.net/figure/Overall-HEM-system-architecture-with-smart-thermostat_fig1_261169739
- [6] <https://www.servicechampions.net/blog/what-is-an-hvac-system/>
- [8] <http://www.whatissmartgrid.org/smart-grid-101/smart-meters>
- [9] <https://news.usc.edu/145497/smart-buildings-that-automatically-adjust-to-keep-us-comfortable-and-content-it-might-happen-sooner-than-you-think/>

FIGHTING AGAINST CYBER CRIME: INVESTIGATION AND PREVENTION

Raju Namdev SavkareAssistant Professor, Public Night Degree College, Vakola, Santacruz (E), Mumbai

ABSTRACT

Various research studies conducted by global players Price Waterhouse Coopers, Ernst & Young, etc. have shown that the world is battling with cyber crime. Cyber crime is a matter of grave concern for entire world because a criminal can execute crime without even entering the actual scene of the crime. The severity and complexity of the crime can be judged from the fact that millions of people can be targeted across the globe within few hours and these crimes get untracked in initial stage unless its magnitude becomes big. To tackle cyber crime not only well equipped machinery is required but also well informed people are needed to tackle the issue in bud.

A) INTRODUCTION

With Digitalization and spread of smart phones to every corner of the world cyber crime is becoming a rampant feature. Cyber Crime has become a serious threat to the safety of society because with minimum effort a cyber criminal can cause lethal damage to the individual targets. India has relatively less digital immaturity which is making India susceptible to a growing, and increasingly diverse barrage of cyber attacks. According to global professional services firm EY, India accounts for 3% of the total systems across the world that have been infiltrated and are controlled by criminals.

Regarding Cybercrime most of the world is ill-equipped to tackle. By its very nature, the proliferating phenomenon is unpredictable, often untraceable, and has unlimited reach in that a hacker in one corner of the globe can break into a system at the other end.

The modus operandi of the criminals are very efficient. They all are well educated and intelligent people not like local goons. This aspect makes it more challenging for the authorities to deal with them because they are always one step ahead. Internet has become a necessity as all over the world we are moving to live in a virtual world where all day to day activities are closely connected with internet and online storage of data. As internet is becoming indispensable so is cyber crime a growing threat to our life. A cyber criminal can inflict unrepairable damage to the financial status of an organization and individual.

B) OBJECTIVE OF THE STUDY:

1. To study methods adopted by cyber criminals.
2. To study investigation procedure in cracking cyber crime.
3. To suggest measures of precaution.

C) METHOD OF STUDY

This research is based on the secondary data collected from new papers and statistics and reports published on National Crime Records Bureau (NCRB) web site

1) To study methods adopted by criminals

- a) Cloning of Card** - Hackers managed to siphon off over Rs 94 crores through a malware attack on the server of Pune based Cosmos Bank and cloning thousands of the bank's debit cards over a period of two days. Malware attack was on the switch, which is operative for payment gateways of Visa and Rupay debit cards. While cloning the cards and using a "parallel" or proxy switch system, the hackers self-approved the transactions and withdrew over Rs 80.5 crores.
 - b) SIM Card Swap** - In a SIM card swap fraud case, a city-based textile merchant lost at least Rs. 1.86 crores, which was illegally transferred from his account by unidentified persons, where he got access to a unique SIM card and initiated the SIM Swap by cloning the SIM.
 - c) Misappropriating Fund using SWIFT** - In raising funds and moving money out of Punjab National Bank, the two employees of the state-owned lender directly used SWIFT/NSE the global financial messaging service used to move millions of dollars across borders every hour and bypassed the Core Banking System (CBS) which processes daily banking transactions and posts updates.
 - d) Fraud SMS** - Through SMS spoofing malware fraudsters accessed their bank generated One Time Passwords (OTPs) and swindled lakhs of rupees. They sent MazarBOT, a malware as an SMS link to the victim to gain information.
-

- e) **SMS and IT Fraud** – Under this type of fraud fraudsters sent messages telling the victims that their income tax refund has been approved followed by a wrong bank account number. Messages asked the person to check if the account number is correct and if not then visit the link in the message to rectify it. The account numbers were wrong in all the cases and therefore many victims end up click on the website link. Clicking on the link opened a website similar to the I-T department. They were then asked to enter login ID and password which can be created on the actual I-T department website. In the next step it asks the victims to enter their bank account details which can be easily accessed by these cyber criminals."Using the same details, fraudsters called up unsuspecting citizens posing as I-T officials and cheated them out of money by convincing them that there have been 'irregularities' in their I-T returns and they need to pay fines.
- f) **ATM System Hacked in Kolkata** - In July 2018 fraudsters hacked into Canara Bank ATM servers and wiped off almost 20 crores rupees from different bank accounts. The number of victims were over 50 and it was believed that they were holding the account details of more than 300 ATM users across India. The hackers used skimming devices on ATMs to steal the information of debit card holders and made a minimum transaction of INR 10,000 and the maximum of INR 40,000 per account.
- g) **Websites Hacked** - : Over 22,000 websites were hacked between the months of April 2017 and January 2018. As per the information presented by the Indian Computer Emergency Response Team, over 493 websites were affected by malware propagation including 114 websites run by the government. The attacks were intended to gather information about the services and details of the users in their network to commit financial crime.

2) To study them procedure used during investigation:

- a) Finding the Internet Protocol (IP) Addresses is first step in the investigation. An IP address consists of numbers and letter, and that series is attached to any data moving through the internet.
- b) ISPs are based on subscriptions to the companies. These companies have records of everything their subscriber's do while on the internet. The timeframe that ISPs retain data from subscribers varies, therefore the investigation must move quickly.
- c) Gathering information By checking web cameras, wire taps etc., sometimes the evidence is collected from the hacker's computers also.
- d) Tracking of email account from where is email was received by the victim which asked the personal information about the victim.
- e) If possible, place the device in a faraday bag prior to turning on and examining the device. If a faraday bag is not accessible, turn the device into airplane mode, this will prevent any reception or remote communication.
- f) A copy of the original data is needed prior to investigating its contents. Having a copy of the original data prevents the contamination of the evidence. Cell phone and other wireless devices should be examined in an isolated environment where it cannot connect to networks, internet, or other systems.
- g) Immediately block all access to bank account and other details

3) Methods that can adopted as precaution

- a) Enhancement of the security features in ATM and ATM monitoring systems can prevent any misuse of data.
- b) Another way to prevent the fraudulent activity is to minimize the risk of skimming by using lockbox services to receive and transfer money safely.
- c) Using a more secure firewall for network and server which can block any unauthorized access from outside the network is perhaps the best idea.
- d) Personal information of individuals is critical for users and cannot be allowed to be taped into by criminals. Thus, monitoring and introducing a proper network including a firewall and security system may help in minimizing the risk of getting hacked.
- e) *You should keep your computer current with the latest patches and updates.* One of the best ways to keep attackers away from your computer is to apply patches and other software fixes when they become available. By regularly updating your computer, you block attackers from being able to take advantage of software flaws (vulnerabilities) that they could otherwise use to break into your system.
- f) Not responding to any suspected messages.

-
-
- g) Keep your Phone, Cards and other crucial detail in complete security.
 - h) *One should use* the different password and username combinations for different accounts and resist the temptation to write them down.
 - i) Be sure that you keep your social networking profiles (Facebook, Twitter, YouTube, etc.) private. Be sure to check your security settings. Be careful of what information you post online. Once it is on the Internet it is there forever.
 - j) Cyber cell should be there in all the corner of the country with trained staff and well equipped lab.
 - k) Strengthen frame work of law to incorporate all types of cyber crimes in detail.

4) CONCLUSION

Cyber Crime and Criminal in cyber space are taking advantage of loopholes in the system. They are also finding easy targets in people who are not careful with their sensitive information. Apart from that even educated people do not have a habit of cross checking any message or mail before replying it. Cyber Crime is thriving not only on weak laws but also on sloppy people. When we are planning out strategies to fight with complex issues, we must keep in mind that first and most crucial step in this direction will be to make up to date people who would be cautious while handling their data and information. If we will learn that first step definitely we will win war against cyber criminal.

5) REFERENCES

- a) Ernst & Young. (1996), Ernst & Young International Fraud Survey: "Fraud, the unmanaged risk" - Ernst & Young Global Limited, United Kingdom.
- b) Ernst & Young. (2012), 12th global fraud survey "Growing Beyond: A Place for Integrity",. Ernst & Young Global Limited, United Kingdom.
- c) Cyber crimes and the law. 2011. Available from: [http:// www.legalindia.com/cyber-crimes-and-the-law](http://www.legalindia.com/cyber-crimes-and-the-law) 5.
- d) Vanathi J, Jayaprasanna S. A study on cyber crimes in digital world. International Journal on Recent and Innovation Trends in Computing and Communication. 2014 Sep; 2(9):1-4.

SELF HELP GROUPS – EMPOWERING WOMEN**Dr. Rakhee Oza¹ and Prof. Amol Vaze²**¹HOD Commerce, Viva College of Arts, Commerce and Science²Co-ordinator (Financial Management, Investment management), Viva College of Art's, Commerce and Science**ABSTRACT**

Nowadays, Self-Help Groups (SHGs) are increasingly becoming an important method of constituting women collectively to take action and transform their social status. The people who are facing problems are likely to be the most committed to solve their problems as they become strength of SHG. The women get an opportunity to become a member by joining the group and mobilize their savings, manage savings for future and reduce financial exploitation by participating in financial accountability decisions. SHG enhances the socio-economic status of women thereby leading to empowering them socially and economically

Keywords: SHG, NRLM, empowerment.

INTRODUCTION

In India NABARD initiated SHGs in the year 1986-87. But the real effort was taken after 1991-92 from the linkage of SHGs with the banks. A SHG is a small economically homogeneous affinity group of the rural poor voluntarily coming forward to save a small amount of money regularly, which is deposited in a common fund to meet the members' emergency needs and to provide collateral free loans decided by the group. The SHGs have been recognized as useful tool to help the poor and as an alternative mechanism to meet the urgent credit needs of poor through thrift.

A self-help group can be viewed as a social mobilization process which empowers the poor to constitute their own organization in which they participate freely, fully and directly and take decision on all issues regarding generating income by creating employment opportunities and removing poverty. The SHG constitutes a group of about 10-20 members. The members meet at regular intervals i.e. monthly or weekly. At the meeting, all members commonly agree an amount as savings. The group then lends these savings to its members, stores them in a cashbox, or deposits them in a group bank account in order to facilitate a group loan. Members can access a loan quickly from their group's fund in cases of emergency or need. To overcome the shortcomings and weaknesses of individual level, by the collective responsibility and security afforded by the formation of a group of members is the basic philosophy to form SHG. The SHG members collectively used for a number of purposes: education and awareness building, collective bargaining power and peer pressure, among others in the society. After the group maturity tenure, income enhancement and entrepreneurial activities are initiated. These can be both individual as well as group level activities.

Initially in Tamil Nadu, the Self Help Groups scheme was introduced in 1989 which had an outspread later on. As one of the major strategies for the convergence of services and activities different Self Help Groups in different states have focused on: Development of skills, Generate awareness, Gain access to credit from financial institutions for projects financing the micro enterprises and inculcate the thrift and management of credit for the economically backward sections of women and society as a whole.

The principle "for the people, by the people and of the people" is followed under the concept of SHG. The Self Help Groups is the brain child of Grameen Bank of Bangladesh, which was founded by Prof. Mohammed Yunus of Chittagong University in the year 1975.

LITERATURE REVIEW

To create a strengthening financial policy environment by involving voluntary organizations in social mobilization, micro finance can enlarge the scope for a rational movement. The SHG is very important to bring together society as a whole and strengthen financially (Thangamani & Muthuselvi). SHGs play an empathetic role in poverty removal in the rural areas of India. The SHG model is meant for rural development, empowering women and removal of poverty. It also focuses on social development by enhancing human associations, self-dependency and directing social actions towards regulated financial moves. To rise up from the social issues and empower the society by community participation, SHG's form groups and develops egalitarian relationships that bring overall well-being. SHG's also take care of providing micro credit to its members (Das). Women status in India is comparatively not so favorable and to empower them financially SHGs have provided a platform so that they express their views, participate in decision making and interact with each other with the help of micro credit. In spite of such provisions women members of SHGs still face some major problems in overcoming accountability and getting credit (Savitha & Rajashekar). The SHG also proves to be an important

weapon to increase household savings and redirect the same for self-supportive lives. The strategy to establish the participation of poor so that they meet their financial needs and raise their standard of living by implementing such programmes enriches the idea of holistic societal development (Shravanan). There are number of problems encountered by women which become hurdles in the success of SHG's. Probably women need to be empowered in the areas of family decision making issues, production and marketing of goods or services produced and offered in the market for income generation and at times social issues also. Hence, it should be highly considered that proper actions are taken from time to time to overcome these issues (Kaur & Sachan).

OBJECTIVES OF STUDY

- To Study the impact of SHG on Socio-Economic development of women.
- To study the initiatives taken by government and organizations to promote SHG.
- To understand the challenges and problems faced by SHG.

This study is based on secondary data source which is collected from books, magazines, journals and websites.

SOCIO ECONOMIC IMPACT OF SELF-HELP GROUPS

The core benefits of participating in SHG is that it gives an opportunity for access to regulated savings institutions, regular savings, participate in the savings management. Even after efforts of more than six decades of planning, various poverty removal programmes, it is accounted that around 26.1% of overall population is below poverty line in India as per official estimations. Indian economy's consolidated financial need is one of the basic requirements of poor rural population for their social and economic upliftment. The most needy, disadvantaged groups are rural women populous which constitutes approximately half of the population of India.

Indian culture traditionally has observed, women being habitual towards regular savings and carefully understanding the financial need of future. They must have hold over their own bank accounts, deposit savings and investment awareness. A study conducted by the World Bank on the Self Help Groups in Tamil Nadu has shown that "there has been development of women in the social and economic spheres as well as empowerment all over the State." The SHGs mostly are groups constituted by women and facilitate collective financial mobilization. SHG has a good impact on members and their ability to save their hard earned money.

1. Upliftment of women in the society

Self Help Groups have emanated as the most essential tool in the process of empowerment of women and participatory development. The rural women are the insignificant groups in the society because of socio-economic inhibitions. They remain at a lower position and backward in the social hierarchy. They can rise themselves from the swamp of poverty and stagnation through formation of Self-Help Groups and micro finance aid. The generation of self-employment opportunities for the rural rustic is due to the implementation of SHG's.

2. Ingress to Credit

The SHG's of women are constituted to enable women below poverty line to have ingress to micro finance so that they can raise themselves out of penury with dignity. It is possible to bring the deprived women within the crease of an organizational pattern. The poor women can self-start conventional businesses with minor loans, financial services and use of technology to escape the vicious circle of poverty by injecting savings, investments and facilitate credit.

3. Develop skills

Women are interested to augment and showcase their skills by conventional startups and communal awareness in society after being a part of SHG's. The basic step of participating in decision making process within the family has encouraged women to communicate the society at large about the mobilization of finance and efforts to increase savings.

4. Boosts confidence and decisiveness skills

The mindset of male members of the families have changed now and they are convinced about the crust of SHG and motivate women to participate in the meetings and women have reported that they have savings in their own name which gives them confidence and increased self-esteem. Within family the dignity and status of women has increased. Now, women participate in crucial decisiveness skills in their houses. The SHG members have become confident enough to raise their social status.

5. Participation in community programs

SHG members have taken up lot of community activities which they imagined themselves to do such as plantation drive, distribution of required items to school like uniforms, stationary etc., charity for social causes, etc. Since their involvement in SHG's women have also participated in various social initiatives like "Clean Village Drive" and other social upliftment programs.

INITIATIVES TO PROMOTE SHG

Government of India initiated Swarn Jayanti Gram Swarajgar Yojana (SGSY) to promote self-employment in rural areas in 1991, through formation and skilling of SHGs. It became a national movement in 2011 and became **National Rural Livelihoods Mission (NRLM)** which is considered as world's largest poverty alleviation programme. Currently State Rural Livelihood Missions (SRLMs) are operative in 29 states and 5 UTs. SRLMs function strenuously to form, develop and strengthen SHGs. NRLM, by policy, are more focused, time bound and result based programme. The programme was retitled in November 2015 as Deendayal Antyodaya Yojana (DAY – NRLM).

The Central government, being a part of the existing National Rural Livelihood Mission (NRLM), plans to facilitate women-led self-help groups (SHGs) by giving them bank loans of over Rs 1,00,000 and up to Rs 3,00,000 for undertaking numerous activities at easy interest rates. The union cabinet, in a decision taken on November 02, 2015 had extended the interest subsidy under the National Rural Livelihood Mission (NRLM) to 100 districts.

Under the same, all women SHGs that gain off loans up to Rs 3,00,000 from banks are charged interest at the rate of 7 % per annum and they also get additional interest subsidy of 3% of timely reimbursement, which brings down their effective rate of interest to just 4% per annum. These loans would be provided through the credit-linkage facility currently available with the SHGs under which the Centre has aided availing of bank credit of around Rs 30,000 crore per year. This is now being targeted to be doubled to almost Rs 60,000 crs per year till 2019.

Under the Livelihood Mission, the government has developed linkages between Ministries of Rural Development and Agriculture to undertake activities like goatery, livestock rearing etc. On NRLM, the cabinet approved the all-encompassing use of the database generated by the newly released Socio-Economic Caste Census for Rural areas for beset fall of poverty rate and convergence with other schemes. The interest subsidy for women Self-Help Groups (SHGs) is now extended for 100 more districts.

Chaitanya is an NGO operational since last two decades towards endowing women through promoting groups and associations which help them access small credit as well as information related to businesses that they are fascinated in setting up. It also works in the areas of women's health care and promotion of livelihood through value chain interpolation. **Indian School of Microfinance for Women** is an organization with thrust areas in capacity building, research & publication and policy advocacy. It works towards countrywide outreach by providing education and training support in several vernacular languages.

PROBLEMS OF SHG IN INDIA

Though SHG play a major role in economic and social development of rural women, still there are certain Challenges related to Marketing, Management and Training which needs to be overcome. Steps have been taken to increase awareness about the SHG schemes available still majority of the group members are ignorant about various type of assistance available.

Appropriate training facilities are not available for SHG to make them competent enough in market to face strong units. The attitude of members is not encouraging as they lack training. Marketing related problems such as insufficient orders, improper linkages with marketing agencies, lack of proper promotional methods, absence of brand name, unattractive packaging etc. are major marketing problem faced by SHG. Each SHG generally procures raw material on individual basis from suppliers. The purchase of raw material in smaller quantities by the members do not help them as they cannot avail the benefit of bulk buying, discounts and credit facilities available. Management of funds in SHG is also a challenge as returns generated through SHG are not properly invested to strengthen the group; the funds are diverted for personal and domestic needs of the members. Also inadequate help is provided by the agencies and other Financial Institutions do not consider the SHG seriously.

Under various initiatives undertaken it is found that under the name of participation the marginalized people often become mere beneficiaries in form of receivers of goods and services without much control over the process of decision making. The institutional arrangement of initiatives such as NRLM at the block level entry is very complicated. Some studies suggest that due to lack of official support certain micro enterprises initiated

by SHG's have collapsed. Some SHG's have discontinued due to lack of cooperation between the members and mismanagement. The women members of SHG movements also suffer from increased work burden and work responsibility at their homes.

CONCLUSION

The self-help group is important in re-strengthening and bringing together of the human race. Women who are members of SHG become more self-reliant, self-confident and satisfied as a human being. Though there are various initiatives taken by government and non-government organizations still there are some ground level problems faced by members of SHG. These issues need to be addressed to strengthen the role of women in long run. Stress should be given on vocational education of the members and incentives to be provided by the government and financial organizations so that SHG's can be one of the innovative ways to empower rural women.

REFERENCES

- Das, S.K. (2012), Ground Realities Of Self Help Group –Bank Linkage Programme: An Empirical Analysis, *International Journal of Research on Social Sciences*, 2(2), 464-479
- Kaur, L. & Sachan, D. (2016), Evaluation of Major Problems Faced by the Members of Self Help Groups: A Study of Punjab, *International Journal of Innovative Research in Science, Engineering and Technology*, 5(12), 20755-20761
- Savitha V & H. Rajashekar (2014), Evaluation of Major Problems Faced By the Members Of Self Help Groups: A Study Of Mysore District, *International Journal of Research on Applied Natural and Social Sciences*, 2(6), 59-64
- Saravanan, (2016), The Impact Of Self-Help Groups On The Socio-Economic Development Of Rural Household Women In Tamil Nadu - A Study, *International Journal of Research – Granthaalayah*, 4(7), 22-31
- Thangamani, S. & Muthuselvi, S. (2013), A Study on Women Empowerment through Self- Help Groups with Special Reference to Mettupalayam Taluk In Coimbatore District, *IOSR Journal of Business and Management*, 8(6), 17-24
- www.business-standard.com
- www.nabard.org
- www.rbi.org.in
- <https://idronline.org>

CONFIRMATION OF FLAVONOIDS AND PHENOLIC COMPOUNDS IN THE DYE EXTRACTED FROM PETALS OF MAGNOLIA CHAMPAKA FLOWERS

Nikhila Rane and Kavita PatilDepartment of Textile Science and Apparel Design, S N D T Women's University, Mumbai
SMRK-BK-AK Mahila Mahavidyalaya, Nashik

ABSTRACT

Flowers are the wonderful gift of nature which acts as a soothing agent and a refresher. Traditionally some flowers were used for dyeing the fabrics. The worldwide demand for natural dyes is growing. Now a days natural dyes are of great interest due to the increased awareness of therapeutic properties of natural dyes in public. Natural dyes are obtained from naturally occurring sources such as plants, insects, animals and minerals. Like dyes, pigments have wide range of medicinal values. The structures and protective properties of natural dyes have been recognized only in the recent past. To extract dye economically with purity. To evaluate the dye content. This study is done to find the possibility of extracting 'textile dye' from Magnolia Champaka .

This study would give an insight of the new source of natural dye. This study would also emphasis on the environmental and biodegradable aspects. Study will help to find a possible end use to dried flowers/ used flowers.

In this work we used the easily available flowers of Magnolia Champaka. It is also known as Sonchafa. So far obtaining the dye we have carried out different extraction methods viz. Aqueous method of extraction (Distilled water), weak acid extraction, weak base extraction, solvent + water extraction and obtained dye was characterterised by Infrared (IR) spectroscopy. Its purity is evaluated by Thin layer chromatography (TLC).

The dye extracted by ecofriendly methods and the dye as well is ecofriendly. This can be a new source of cost effective, sustainable dye in this new generation.

All four methods for the extraction of dye from Magnolia Champaka are economically and ecologically safe. The obtained dyes were characterized by Infra Red Spectroscopy. All values were almost matches with the structure of flavonoid. The obtained extracted dyes can be used as a dye in textile industry and cottage industry for dyeing. Extracted dyestuff from Magnolia Champaka contains colour compounds such as flavonoids and phenolic compounds which was confirmed by I.R Spectroscopy.

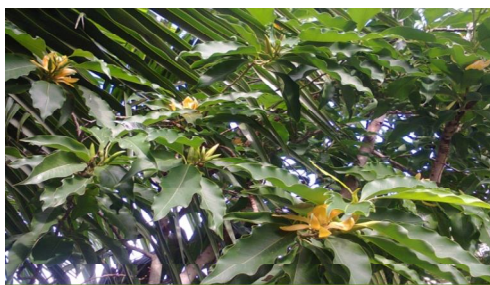
1. INTRODUCTION

The art of making natural dyes is one of the oldest known to man. In India there are more than 500 plants that can be yield dyes and pigment. India is expertise in natural dyes. Back to ancient times. [1] the art of dyeing therefore, could be said to have stems how the use of natural dyes. Natural dyes are thus regarded as a colors and dye pigments derived from plant, animal or insect matter without any chemical processing (2). Almost all the synthetic colourants were being manufactured from petrochemical sources through hazardous chemical processes which poses serious threat towards their eco-friendliness (3). Due to increased awareness of environmental and health hazards associated with the use of synthetic dyes an international interest arisen (4, 5). Based on the origin of source for which the natural dyes are derived they are different dye classes (6,7,8,9,10,11) . Environmental regulations are becoming stricter the world over the complex technology among other chemical material. Textile industry is regarded as the most polluting due to water pollution caused by effluents. During the usage off most of these chemical dyes, toxic chemicals are released, like carcinogenic amines and mutagenes in azo dyes, heavy metals etc (12). The plants exhibit a wide range of colors, not all of these pigments can be used as dyes. Some do not dissolve in water , some cannot be adsorbed onto fibers, where as others fade when washed or exposed to air or sunlight . It remains a mystery. Why plants reward us with vibrant dyes, Due to lack of availability of precise technical knowledge on the extracting and dyeing technique. It has not commercially succeeded like the synthetic dye (13).

2. MATERIALS AND METHODS**2.1 Source**

A dark yellow variety of Magnolia Champaka flowers were purchased from Dadar (west) flower market.

2.2 Picture of flowering tree



2.3 Chemicals used

1) Distilled water 2) 1 N Acetic acid (weak acid) solution in water 3) 1N sodium carbonate solution in water (weak base) 4) Solvent and Water mixture (Methanol + water).

2.4 Equipment used

1) Heating mantle 2) Rota evaporator 3)TLC Plate (Merck,Silica gel 60 F₂₅₄)

2.5 Instrument used

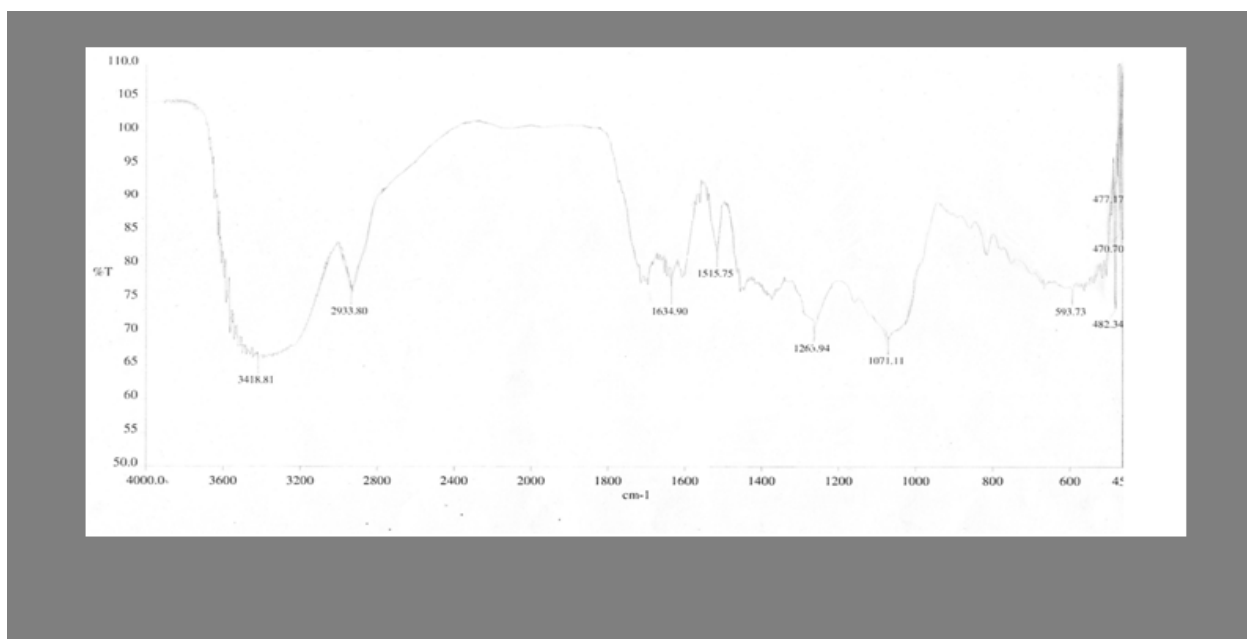
1) Infrared Spectrophotometer (Shimadzu IR-408)

RESULT AND DISCUSSION

A. Extraction

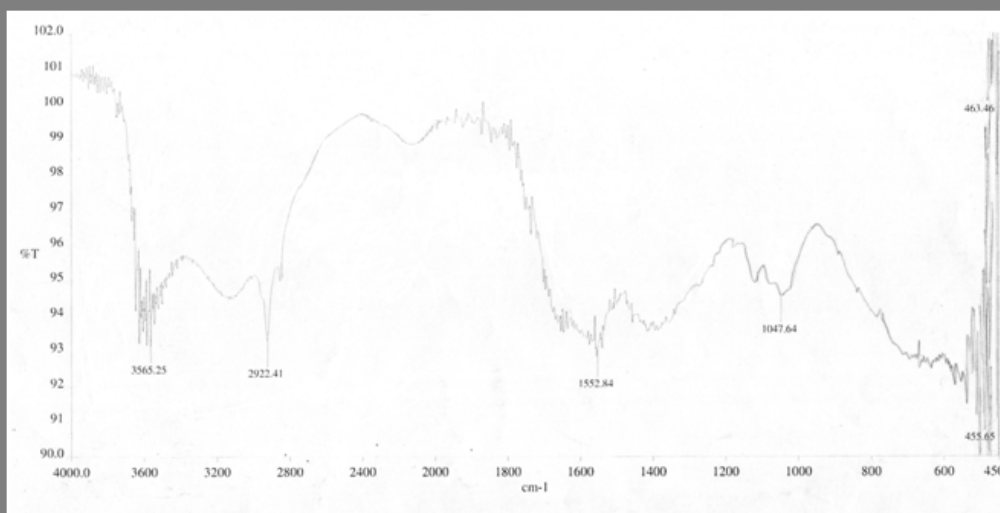
1) Extraction by using Distilled water

This extraction was carried out by adding 40.0 gms of flower petals of Mangolia Champaka in 400.0 ml distilled water. The mixture was stirred by using a rod and keeping for 4 hrs in between 60-70 °c. The mixture was cooled to room temperature and then mixture was filtered off. The light yellow colored filtrate was evaporated on rotaevaporator . Weight of residue= 4.0 gms. The obtained residue was characterized by Infrared Spectroscopy. The I.R spectrum of this residue shows characteristic band at 1707 cm⁻¹ indicates the presence of -C-O- stretching of alcohol. The band at 1634cm⁻¹ indicates the presence of isolated -C=C- stretching. The peak at 3418 cm⁻¹ shows the presence of O-H- stretching of alcohols.



2) Extraction by using 1N sodium carbonate solution in water (weak base extraction).

Weak base extraction was carried out by taking 40.0 gms of flower petals of Mangolia Champaka in 400ml 1N sodium carbonate solution. The mixture was stirred by rod and heated at 60-70 °c which was kept for 4 hrs. Cooled the mixture to room temperature and filtered through filter bed. The resulting yellow coloured filtrate was evaporated on rota evaporator. Weight of residue= 5.0 gms. Residue was characterized by Infra red Spectroscopy. The I.R spectrum of this residue shows characteristic band at 1047cm⁻¹ indicates the -C-O- stretch of alcohol. The band at 1552cm⁻¹ indicates the presence of isolated -C=C- . The peak at 2922cm⁻¹ shows -C-H- stretch of alkanes. The band at 3565cm-1 indicates the presence of - O-H- stretching of alcohol.

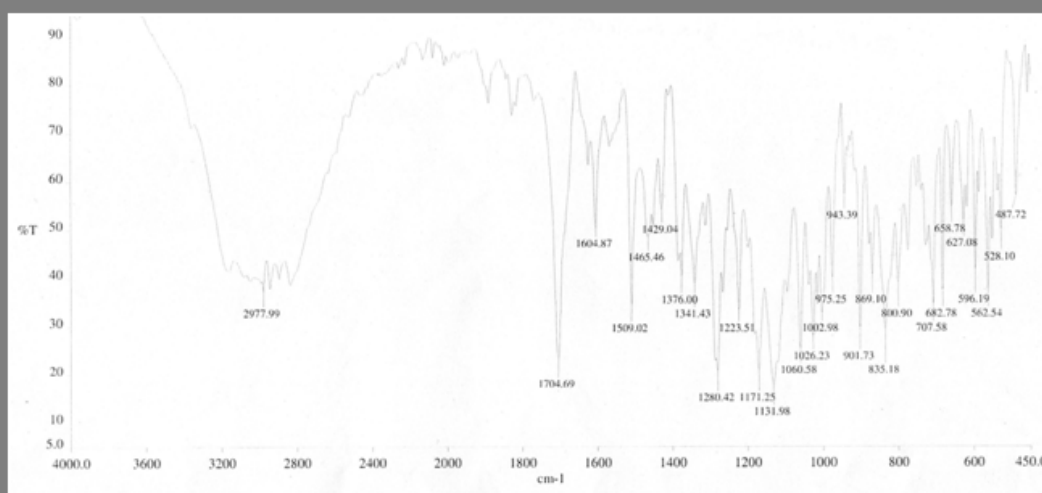


3) Extraction by using 1N acetic acid solution in water (weak acid).

Weak acid extraction was carried out by charging 40.0 gms flower petals of Mangolia Champaka in 400.0 ml 1 N solution of acetic acid . The mixture was stirred by rod and heated to 60-70⁰c and maintained for 4 hrs. black colored mixture seen. Cooled the mixture to room temperature and then filtered off. The resulting black colored filtrate was evaporated on rotaevaporator , but the residue obtained was black colored and is not dissolved in water as well as in solvent. Hence Infrared Spectroscopy is not performed.

4) Extraction by using mixture of solvent and water (Organic solvent + water)

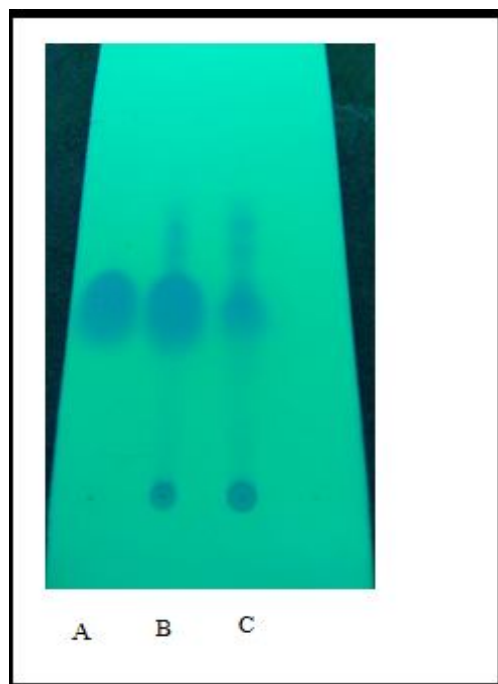
Mixed solvent extraction was carried out by taking 40.0gms of long flower petals of Mangolia Champaka in 200.0ml water and 200.0 ml methanol. The resulting mixture was stirred by rod and heated to 60-70⁰c and maintained for 4 hrs on heating mantle. The mixture was cooled to room temperature and then filtered . The resulting filtrate was completely evaporated on rota evaporator. Weight of residue = 4.5gms. Residue was characterised by Infra red spectroscopy. The I. R. spectrum of this residue shows characteristic band at 1131cm⁻¹ indicates the presence of -C-O- stretch of alcohol. The band at 1604cm⁻¹ indicates the presence of isolated -C=C-. The peak at 1704cm⁻¹ indicates the -C=O- stretch of ketonic group and the band at 2977cm⁻¹ shows the -O-H- stretch of alcohol.



B T.L.C.(Thin Layer Chromatography)

Instead of complicated instrumental methods such as H.P.L.C. we have used simple and efficient method i.e. T.L.C. for the analysis of dyes. Its simplicity and significant knowledge of separation of dyes by this method is a key tool.

Dye extracted from all three methods were dissolved in Water. Its Thin Layer Chromatography were performed by spotting on TLC plates (Merck TLC Silica gel 60 F₂₅₄). Spots were run in mobile phase of (9.0ml chloroform+ 1.0 ml methanol) . It is found that dye extracted from distilled water showed single spot while other two extractions showed almost single spot.This proves that they are in the pure form.



A-Extraction from Distilled water

B –Extraction from Na₂CO₃

C- Extraction from Water and Solvent Mixture.

CONCLUSION

All four methods for the extraction of dye from Mangolia Champaka are economically and ecologically safe. The obtained dyes were characterized by Infra Red Spectroscopy. All values were almost matches with the structure of flavonoid and phenolic compounds. The obtained extracted dyes can be used as a dye in textile industry and cottage industry for dyeing. Extracted dyestuff from Mangolia Champaka contains colour compounds such as flavonoid and phenolic compounds which was confirmed by I.R Spectroscopy.

ACKNOWLEDGEMENT

Authors are grateful to the K.T.H.M. College, Department of Chemistry, Nashik. 422002. M.S., India for providing I.R. spectra and TLC plates.

REFERENCES

1. D. Jothi, Autex research journal, 2008, 8(2), 53-59.
2. Rangari, D. V., 2004, Natural colourants and dye, Pharmacognosy and Phytochemistry, 1st Edit, Part II, Career publications, 98-117.
3. Ashis, K. S., and Adwaita, K., 2011, Natural dyes, InTech open science publishing Europe, 29-56.
4. Tanveer, H., Salma, U., Shaukat, A., and Rakhshanda, N., (2008): Dyeing properties of natural dyes extracted from Turmeric and their comparison with reactive dyes. RJTA 12:No-4.
5. Kulkarni, S.S., Gokhale, A.V., Bodake, U. M. and Pathade, G. R. (2011): Cotton dyeing with natural dye extracted from Pomegranate (Punicagranatum) peel. Universal Journal Of Environment Research and Technology., 1:135-139.
6. Adrosko, R. J. (1971): Natural dyes and home dyeing. Dover (Newyork): 160.

7. Mohonty, B.C., Chandramouli, K.V., Nayak, N. D. (1984): Natural dyeing process of India, Calico Museum of Textiles. (Ahmedabad): 298.
8. Chandramouli, K. V. (1993): The color of our lives PPST foundation. (Chennai): 79.
9. Buchanan, R. (1987): A weavers garden; Growing plants to pot, growing dyes for natural dyes and fibers. Dover (New York): 228.
10. Siva R. (2007): Status of natural dyes and dye yielding plants in India. Curr. Sci. 92(7): 916-925.
11. Supaluk, T., Porntip, S., Jantip, S., Sirisin, C., Wannissura, H. (2012): Dyeing of cotton, bombyre mori and eri silk fabrics with the natural dye extracted from Tamarind seed. Int. J. Biosci Biochem Bioinform, 2(3): 159-163.
12. Nimkar U. and Bhajekar R., Ecological requirements for the textile industry, Supplement to Colourage, LII(4), 135-142, (2006).
13. R. Siva, School of biotechnology, 2007, 92, 916-925.
14. Rane, N. and Patil, K., (2016): Isolation and characterization by Infrared Spectroscopy of extracted dye from the petals of Magnolia champaka. Universal Journal Of Environment Research and Technology, 6: 134-139.

USE OF DIGITAL TECHNOLOGY IN BUSINESS AND FINANCE: ONLINE MARKETING

Prof. Rashmi MehubaniViva College of Arts, Science and Commerce, Virar (west)

ABSTRACT

Online Marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, digital advertising and any other digital medium. Online marketing is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet. Online marketing is no longer an option; it is a necessity. Still that's not at all bad news- planning your Internet marketing strategy does not have to be a difficult task, particularly if the competition doesn't fully understand that the rules of Internet marketing are not the rules of Traditional Marketing. The broad online marketing spectrum varies according to business requirements. Effective online marketing programs leverage consumer data and customer relationship management systems. Online Marketing connects organizations with qualified potential customers and takes business development to a much higher level than traditional marketing.

Keywords: Internet, Digital-Marketing, E-Marketing

1. INTRODUCTION:

There is no doubt about it that internet has changed the world we live in never before has it been so easy to assess information communicate with people all over the globe and share articles videos photos and all manner of media. E-marketing is referred to those Strategies and techniques which utilised online ways to reach target customers there are millions of internet users that daily assess different website using a variety of tools like computers laptops tablet and smart or Android phone devices and the number of internet users are increasing very rapidly so every business seems to be jumping on the Internet marketing bandwagon the internet is most powerful tool that can put any business on solid footing with market leader companies there are free as well as economical Way Or internet to promote your business successful companies must ask himself some tough questions about how they will promote their business online what the company expectations are and what will be the plan to meet those Expectations after answer all these questions a company should design an effective marketing plan.

2. OBJECTIVE OF THE STUDY

- a. To understand the concept of Digital Technology.
- b. To understand the concept of Online Marketing.
- c. To study the Use of Digital Technology in Business and Finance.
- d. To study the advantages and disadvantages of Online Marketing.

3. RESEARCH METHODOLOGY

Secondary data has been taken for this study, which is gathered from different sources such as Research papers, Newspapers, articles, books and website.

4. DEFINITION

Online marketing refers to the use of the Internet and digital media capabilities to help sell your products or services the digital technologies are a valuable addition to the traditional marketing approaches regardless of the size and type of your business online marketing is also referred to as a marketing internet marketing marketing or web marketing.

5. OBJECTIVES OF ONLINE MARKETING

a. Increase revenue - the primary goal of any marketing strategy is ultimately to increase revenue and online marketing is no exception the internet provides plenty of opportunities for every business to improve the bottom line.

b. build a brand - internet marketing objectives of an include building a brand this means not only establishing your ego and company name in the minds of consumers but also what company stands for well known brands are typically trusted more by customers especially when paid with positive associations the internet is a great tool for building the trust because it has a wide reach and allows you to directly connect with individual

c. Improve local SEO - many small business as well as companies focus on increasing sales in specific Geographic region focus more on their marketing efforts on improving the local SEO this means optimising various elements on their side in order to attract local customers who are looking for the services they provide

d. Increase qualified traffic - every business owner wants to see numbers rise in terms of visitors of their site and landing pages however those numbers are meaningless if they aren't the right kind of traffic. By targeting your marketing to specific personas unable to attract specific qualified people you can increase the ROI of your marketing efforts as well as your bottom line.

e. Manage online reputation- in an age when anyone with a computer or a smartphone can post their opinions about company's products and services for the whole world to see it's important for a business to maintain a solid online reputation this means monitoring your company's name maintaining social profits and responding to bad reviews accordingly

f. Become an influencer in your field - every industry has a few well known individuals or companies that look to as top leaders this day out of 4 front of new technologies and ideas and are often the first to share new information the people who become experts and influences are those who statistical opposition themselves to give out great advice and information of an without much obvious monetary gain.

6. WHILE SETTING YOUR ONLINE MARKETING OBJECTIVES YOU NEED TO MAKE SURE THAT THEY ARE:

i. Specific : Specify what is to be achieved

ii. Measurable : Expressed in measurable terms such as key performance indicators

Outcomes numbers percentage dollars etc

iii. Action oriented : State which actions need to be taken and who will take them.

iv. Realistic : Achievable with the resources available

v. Time specific : Establish specific time frames.

7. FOLLOWING ARE SOME OF THE BENEFITS OF E MARKETING FOR SMALL BUSINESS

a. Wider prospect reach: the internet has become part of everyone's life so for whatever products you offer, there is already an existing market on the World Wide Web with a marketing it allows you to find new markets and potentially complete worldwide with only a small investment

b. Cost effective approach: properly planned and effective target a marketing campaign can help your business reach target customers at a much lower cost as compared to traditional marketing methods.

c. 24/7 marketing: with a website your customers can find out about your products and make purchases even if you are physical premises are closed or you don't have physical premises at all.

d. Reduction in cost through automation and use of electronic media: online marketing presents a strong business case in US savings particularly in the areas of transactional costs customer service digital media channels print and distribution

e. Personalised one to one marketing: online marketing allows you to reach people who want to know about your products and services instantly for example many people take mobile phone and PDA's wherever they go by combining this with personalized online marketing you can create very influential and target campaigns.

f. Increased interactivity: online marketing allows you to create interactive campaigns using music graphics and videos through two way communication interactive games and quizzes you can engage your audience and give them greater involvement and control over there web experience.

g. Increased ability to track results: online marketing makes it easier to measure how effective your campaigns are it allows you to obtain detailed information about customers responses to your advertising through the use of methods such as pay per click or paper action etc

However before you get started with online marketing it is very important to have some skills and know how in order to run an online marketing campaign effectively if not you can run the risk of wasting your valuable resources with a poor campaign

8. DISADVANTAGES OF ONLINE MARKETING

a. Slow internet connections can cause difficulties if the company is built too complex or too large websites it will take too long for users to check them or download them and they will get bored eventually

b. The E-Commerce doesn't allow the user to touch the Merchandise before purchasing it because of this this some salesman's are starting to guarantee the possibility of returning the product in Germany where a law that regulate E-Commerce and guarantees the customers the total refund of money exist since 2000, the Electronic Commerce is very popular.

c. Other factor is the payment many users still don't trust the electronic methods of pain and give up online buying because of this

d. One of the major disadvantages maybe lack of Trust of the users because of the constant virtual promotions that appear to be frauds this is an aspect that deteriorates the image and reputation of quality and honest companies.

e. Other disadvantage is the cash on delivery system since it doesn't guarantee 100% purchase of the product there is also the case of thousands of users that dictate themselves to daily mock big companies by order in the internet using false identities.

9. CONCLUSION

In conclusion this study has clearly shown that e-marketing impressed upon business in a number of important ways when used effectively e marketing campaigns and strategies have the potential to reach the customers in a speedy and low cost minor and can provide promotion for a wide range of products and services e-marketing also offers business the opportunity to Ghana data about their consumer base to an extent that has hitherto been very difficult to achieve v i a traditional marketing methods the development of e marketing and social media advertising has led to examples of business in recent years that appear to little more than categorise and filter information relating to the products and services on the Internet taking a small cut from any transaction that may occur as a result however despite the Global reach Speed the extent of information that can be gained from e-marketing there are a number of important disadvantages to this type of marketing that business must bear in mind the technology driven approach of e-marketing leaves certain business vulnerable and overly dependent upon Technology it also and powers dissatisfied customers to offer greater extent than ever before and can lead to bad reviews that have the potential to greatly destabilize certain marketing campaigns and operations however despite these problems it is a reasonable to conclude that online marketing is on the whole a positive development for business and that despite certain dangerous its impact upon business has been largely positive.

10. REFERENCES

- <https://www.webfx.com/internet-marketing/internet-marketing-objectives.html>
- https://en.wikipedia.org/wiki/Digital_marketing
- <https://www.wewanttraffic.com/emarketing/advantages.aspx>
- What is Online Marketing? - Definition from Techopedia
- <https://www.techopedia.com/definition>
- https://www.google.com/url?sa=t&source=web&rct=j&url=https://webstrategies.com/digital-marketing-7-different-types/&ved=2ahUKEwjy95_Dkt7hAhUSOisKHa9KBJYQFjACegQIDxAX&usg=AOvVaw3IaFWs9kdsavTpq-Xvjkyq
- https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.digitalvidya.com/blog/advantages-of-internet-marketing/&ved=2ahUKEwjZ6fKQk97hAhVRfisKHSCDAZoQFjAPegQIBBAB&usg=AOvVaw00lyfUhcAYl_YH1Fce37An

A STUDY ON INVESTORS AWARENESS TOWARDS DERIVATIVE MARKET IN BOMBAY STOCK EXCHANGE (BSE)

Prof. Firoz K. Khan

Assistant Professor, Viva College of Arts, Commerce and Science, Virar (W)

ABSTRACT

Creating awareness about the Derivative market investment among the people is necessary to create knowledge of investments in shares and other investment. Investors' awareness includes not only the knowledge of various financial products available in the market but also facilitates decision making, particularly among the less educated as well as of those committed to Long-term financial decision. Advertising and the agent network played a vital role positively in creating awareness, but not knowledge; hence a coordinated approach is needed to convert the awareness into knowledge. The present study aims at to Study on Investors Awareness towards Derivative Market.

Keywords: Awareness, BSE, Investment Decision, Derivative Market.

INTRODUCTION

Creating awareness about the Derivative market investment among the people is necessary to create knowledge of investments in shares and other investment. Investors' awareness includes not only the knowledge of various financial products available in the market but also facilitates decision making, particularly among the less educated as well as of those committed to long-term financial decision. Advertising and the agent network played a vital role positively in creating awareness, but not knowledge; hence a coordinated approach is needed to convert the awareness into knowledge.

Indian investors are good savers, but often lose hard-earned money due to lack of knowledge and understanding about the financial products and financial markets. Though the regulatory authorities in the country such as Securities and Exchange Board of India (SEBI) have been taking necessary steps to protect the investors' interest, the investors are still worried about and doubt of investing in Bombay stock Market (BSE) and they try to keep themselves always away from the Bombay stock Market (BSE) participation.

The best form of investor protection is investor awareness and the best way to achieve that is through financial literacy. Hence, the investor should be knowledgeable, cautious and they should know the changing conditions of market scenario well before making an investment in the Bombay stock Market (BSE).

OBJECTIVES AND RESEARCH METHODOLOGY OF THE STUDY

The study is based on secondary data which is collected from the newspapers, journals, magazines, websites, etc. the study was planned with following objectives:

1. To Understand the Derivatives Market.
2. To Understand the Risk Management.
3. To Understand the Investors Awareness towards Derivative Market.

DERIVATIVES MARKET IN INDIA

The origin of derivatives can be traced back to the need of farmers to protect themselves against fluctuations in the price of their crop from the time it was sown to the time it was ready for harvest, farmers would face price uncertainty. Through the use of simple derivative products, it was possible for the farmer to partially or fully transfer price risks by locking-in asset prices. These were simple contracts developed to meet the needs of farmers and were basically a means of reducing risk.

Derivative markets in India have been in existence in one form or the other for a long time. In the area of commodities, the Bombay Cotton Trade Association started future trading way back in 1875. This was the first organized futures market. Then Bombay Cotton Exchange Ltd. in 1893, Gujarat Vyapari Mandall in 1900, Calcutta Hesstan Exchange Ltd. in 1919 had started future market. After the country attained independence, derivative market came through a full circle from prohibition of all sorts of derivative trades to their recent reintroduction. In 1952, the government of India banned cash settlement and options trading, derivatives trading shifted to informal Forwards markets. In recent years government policy has shifted in favour of an increased role at market based pricing and less suspicious derivatives trading. The first step towards introduction of financial derivatives trading in India was the promulgation at the securities laws (Amendment) ordinance 1995. It provided for withdrawal at prohibition on options in securities. The last decade, beginning the year 2000, saw

lifting of ban of futures trading in many commodities. Around the same period, national electronic commodity exchanges were also set up.

In India, there are two major markets namely National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) along with other Exchanges of India are the market for derivatives. Here we may discuss the performance of derivatives products in Indian market.

CLASSIFICATION OF DERIVATIVES

One form of classification of derivative instruments is between commodity derivatives and financial derivatives. The basic difference between these is the nature of the underlying instrument or asset. In a commodity derivative, the underlying instrument is a commodity which may be wheat, cotton, pepper, sugar, jute, turmeric, corn, soya beans, crude oil, natural gas,

Gold, silver, copper and so on. In a financial derivative, the underlying instrument may be treasury bills, stocks, bonds, foreign exchange, stock index, gilt-edged securities, cost of living index, etc. It is to be noted that financial derivative is fairly standard and there are no quality issues whereas in commodity derivative, the quality may be the underlying matter. However,

Despite the distinction between these two from structure and functioning point of view, both are almost similar in nature.

TYPES OF DERIVATIVES

1. Forwards and futures: These are financial contracts that obligate the contracts' buyers to purchase an asset at a pre-agreed price on a specified future date. Both forwards and futures are essentially the same in their nature. However, forwards are more flexible contracts because the parties can customize the underlying commodity as well as the quantity of the commodity and the date of the transaction. On the other hand, futures are standardized contracts that are traded on the exchanges.

2. Options: Options provide the buyer of the contracts the right but not the obligation to purchase or sell the underlying asset at a predetermined price. Based on the option type, the buyer can exercise the option on the maturity date (European options) or on any date before the maturity (American options).

3. Swaps: Swaps are derivative contracts that allow the exchange of cash flows between two parties. The swaps usually involve the exchange of a fixed cash flow for a floating cash flow. The most popular types of swaps are interest rate swaps, commodity swaps, and currency swaps.

DERIVATIVE PRODUCTS TRADED AT BSE

Bombay Stock Exchange (BSE) is an Indian stock exchange located at Dalal Street, Kala Ghoda, Mumbai, and Maharashtra, India. Established in 1875 and is considered to be one of Asia's fastest stock exchanges, with a speed of 200 microseconds and one of India's leading exchange groups and the oldest stock exchange in the South Asia region. The BSE is the world's 10th largest stock exchange with an overall market capitalization of more than \$2.3 trillion on as of April 2018 More than 5,000 Companies are listed on BSE. The Phiroze Jeejeebhoy Towers has housed the Bombay Stock Exchange since 1980.

The BSE started derivatives trading on June 9, 2000 when it launched "Equity derivatives (Index futures-SENSEX) first time. They are index options, stock options, single stock futures, weekly options, stocks for: Satyam, SBI, Reliance Industries, Tata Steel, Chhota (Mini) SENSEX, Currency futures, US dollar-rupee future and BRICSMART indices derivatives.

MAJOR PLAYERS IN THE FINANCIAL DERIVATIVES TRADING:

There are three major players in the financial derivatives trading:

1. Hedgers: Hedgers are traders who use derivatives to reduce the risk that they face from potential movements in a market variable and they want to avoid exposure to adverse movements in the price of an asset. Majority of the participants in derivatives market belongs to this category.

2. Speculators: Speculators are traders who buy/sell the assets only to sell/buy them back Profitably at a later point in time. They want to assume risk. They use derivatives to bet on the future direction of the price of an asset and take a position in order to make a quick profit. They can increase both the potential gains and potential losses by usage of derivatives in a speculative venture.

3. Arbitrageurs: Arbitrageurs are traders who simultaneously buy and sell the same (or different, but related) assets in an effort to profit from unrealistic price differentials. They attempts to make profits by locking in a

riskless trading by simultaneously entering into transaction in two or more markets. They try to earn riskless profit from discrepancies between futures and spot prices and among different futures prices.

USES OF DERIVATIVES

1. Risk aversion tools: One of the most important services provided by the derivatives is to control, avoid, shift and manage efficiently different types of risks through various strategies like hedging, arbitrage, spreading, etc. Derivatives assist the holders to shift or modify suitably the risk characteristics of their portfolios. These are specifically useful in highly volatile financial market conditions like erratic trading, highly flexible interest rates, volatile exchange rates and monetary chaos.

2. Prediction of future prices: Derivatives serve as barometers of the future trends in prices which result in the discovery of new prices both on the spot and futures markets. Further, they help in disseminating different information regarding the futures markets trading of various commodities and securities to the society which enable to discover or form suitable or correct or true equilibrium prices in the markets. As a result, they assist in appropriate and superior allocation of resources in the society.

3. Enhance liquidity: As we see that in derivatives trading no immediate full amount of the transaction is required since most of them are based on margin trading. As a result, large number of traders, speculators arbitrageurs operates in such markets. So, derivatives trading enhance liquidity and reduce transaction costs in the markets for underlying assets.

4. Assist investors: The derivatives assist the investors, traders and managers of large pools of funds to devise such strategies so that they may make proper asset allocation increase their yields and achieve other investment goals.

FUNCTIONS OF DERIVATIVES MARKETS

1. Discovery of price: Prices in an organized derivatives market reflect the perception of market participants about the future and lead the prices of underlying assets to the perceived future level. The prices of derivatives converge with the prices of the underlying at the expiration of the derivative contract. Thus derivatives help in discovery of future as well as current prices.

2. Risk transfer: The derivatives market helps to transfer risks from those who have them but may not like them to those who have an appetite for them.

3. Linked to cash markets: Derivatives, due to their inherent nature, are linked to the underlying cash markets. With the introduction of derivatives, the underlying market witnesses higher trading volumes because of participation by more players who would not otherwise participate for lack of an arrangement to transfer risk

4. Check on speculation: Speculation traders shift to a more controlled environment of the derivatives market. In the absence of an organized derivatives market, speculators trade in the underlying cash markets. Managing, monitoring and surveillance of the activities of various participants become extremely difficult in these kinds of mixed markets.

CONCLUSION

The best form of investor protection is investor awareness and the best way to achieve that is through financial literacy. Hence, the investor should be knowledgeable, cautious and they should know the Changing conditions of market scenario well before making an investment in the Bombay stock Market (BSE).

Derivatives have earned a well-deserved extremely significant place among all the financial instruments (products), due to innovation and revolutionized the landscape. Derivatives are tool for managing risk. Derivatives provide an opportunity to transfer risk from one to another. Launch of equity derivatives in Indian market has been extremely encouraging and successful. The growth of derivatives in the recent years has surpassed the growth of its counterpart globally.

REFERENCES

1. Vashishtha, S. Kumar, "Development of financial derivatives market in India-a case study", www.eurojournals.com (accessed on 20 February, 2014)
2. B. Brahmaiah and Rao P. Subba, "Financial futures and option", 1st ed., Himalaya Publishing House, New Delhi, 1998, PP.25-147.
3. D. Vasant, "The Indian financial system and development", 4th ed., Himalaya Publishing House, New Delhi, 2012, PP.398-412, 645- 677.

-
4. John C. Hull, "Futures and options markets", 2nd ed., PHI Learning Private Ltd., New Delhi, 2009, PP.1-169.
 5. M. Gurusamy, and J. Sachin, "Financial derivatives", 1st ed., Ramesh Book Depot, New Delhi, 2009-10, PP.1.01-5.10.
 6. www.indiabulls.com
 7. www.stockedge.com
 8. http://crectirupati.com/sites/default/files/lecture_notes/FD-notes.pdf

NEW HORIZONS IN CORPORATE BOARDS- A REVIEW OF DEVELOPMENTS APPLICABLE TO SELECTED INDIAN LISTED COMPANIES

Dr. Megha S. Somani and Jyoti M. Bhatia

ABSTRACT

Corporate Boards association with managing the companies is by acting as trustees on personal interests of the Stakeholders. Effective and efficient boards can be a Game changer for the corporates through its quality decision in Directors Meetings. Merely giving authority to directors for decision making does not protect the interests of the investors. There is a need to govern the Corporate Boards by regulatory authorities to ensure active assistance and liberal decisions by directors in companies Boardroom. It has been observed that after experiencing scandals and losses in Indian securities market, Regulatory bodies have brought major transformations in Corporate Boards post SEBI (LODR) 2015. This has led to a radical change in Corporate Governance compliance amid companies listed in India. This paper is an attempt to review and evaluate the developments under SEBI (LODR) Amendment 2018 and its outcome on Top 500 Listed Companies in India.

The study reflects various regulations under SEBI (LODR) Amendment 2018 and its application to Corporate Boards and the time frame applicable to adhere to conformity for the same. The study concludes reflecting opportunities in Corporate Boards of Top 500 Listed Companies post SEBI (LODR) Amendment 2018.

INTRODUCTION

Corporate Boards have been termed to be one among the important organs of organisations making them responsible of the actions taken for governing the company. Various changes have been brought by regulators in the recent years to give direction to functioning of Corporate Boards. SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015 had been introduced by Indian Government which recently updated the same in 2018 considering recommendations from Kotak Committee Report. There has been a constant effort for regulating the Corporate Governance compliance by SEBI to safeguard investors interest along with managing the securities market. Major alterations in Government regulations have been implemented to safeguard interests of the stakeholders for improving Corporate Governance which paved a way of studying the new horizons in Corporate Boards.

NEED OF THE STUDY

As per the study administered by Jonsson, responsibility of Diligence has been headed by Corporate Boards who persuades stating effectiveness of financial controls. Boards have the competence to give management vital guidelines and can also act to review and ratify management proposals. Directors are appointed considering traits which assist in Boards to perform independent functioning unconditioned by relationships with the company and the ones having vested interests. The ultimate expected aim of the independent director is to objectively safeguard the interests of its stakeholders. Board of Directors characterises the nature of the directors acting as agent on behalf of the shareholders in its composition.

SEBI (LODR) Amendment 2018 has given a wave of developments among Corporate Board Governance. Compliance applicability were divided into Top 500, Top 1,000 and Top 2,000 listed companies considering Market Capitalisation as the base. This study reflects different regulations associated with expected developments of Corporate Boards and its operations among Top 500 Listed companies by 2020.

LITERATURE REVIEW

Various studies have been laid down to analyse Independent Boards and Firm Performance relationship.

- 1) Castro et al. (2010) studied and evaluated on Directors effectiveness. Study remarked that Bigger boards have greater possibilities of creating link with their environment as compared to smaller boards.
- 2) Dutta, K. (2016) study on Independent Directors reflected changes brought about by SEBI rules (revised) along with Companies Act, 2013. The consequences reflected accountability and challenges imposed by regulatory bodies and shareholders on Independent Directors.
- 3) Fatima, F. (2013) a researcher analyzed Annual reports of 41 firms computing Company's Governance scores to study its impact on firm performance in India. Inference arrived at stated that Board Independence has positive impact on accomplishment of select private owned firms.
- 4) Pearce, J. A. et al. (1991) in research on relative power of boards in association with corporate performance found that Board Independence has positive impact on Corporate Performance among selected listed companies in U.S.

- 5) Rashid (2018) in his study on Board independence and firm performance opined that Board independence and firm performance does not positively influence each other.
- 6) Yarlagadda V. R. (2011) in analysis on disclosures of Corporate Governance remarked that companies went beyond the mandatory necessities for fulfilling Corporate Governance objectives. Also, governance norms among directors enhanced Corporate Governance practices in India.

OBJECTIVES OF THE STUDY

- To study key parameters reflecting transformation in Corporate Boards as per amendments in SEBI (LODR) Regulations 2018.
- To examine the new changes in Corporate Boards considering the Compliance aspect.

SCOPE OF THE STUDY

- a. The study is restricted to specific Corporate Board regulations and its application to Top 500 Listed Companies in India.
- b. SEBI (LODR) Amendment Regulations 2018 and its impact on the Corporate Boards is considered for the study.

RESEARCH PLAN

- Data Collection: Data has been collected from published sources like Reports, books and websites for the study purpose.
- Research Design: Descriptive and Analytical method is considered for this study.

RESEARCH DESIGN

An attempt has been made to study SEBI (LODR) Amendment Regulations 2018 and its application to Top 500 listed entities. Data has been arrived at by studying recommendations as reflected by Kotak Committee and approved by SEBI to be effective since May 2018. The data is evaluated taking previous applicable provisions with the recent amendments into account.

METHODOLOGY

In India, listed companies are regulated through Regulatory Institutions like SEBI, RBI and MCA. Companies Amendment Act 2017 and SEBI (Listing Obligations and Disclosure Requirement) brought about a major change in tightening the norms of Corporate Governance applicable to Indian Listed companies.

SEBI (Listing Obligations and Disclosure Requirement) Amendment Regulations 2018 were proposed and released by SEBI in May 9, 2018 vide notification SEBI/LAD-NRO/GN/2018/ 10 considering recommendations by Uday Kotak, Chairman of Kotak committee. Circular was issued by SEBI to implement LODR (amendment) Regulations from 10 May 2018. As per the above amendment, SEBI paved a way to transform Corporate Boards to bring provisions into effect according to three phases namely October 1 2018, April 1 2019 and April 1 2020. This gave breathing space for Listed Corporates to assure that the requirements as per the notifications were complied. There were also further amendments in SEBI (LODR) namely Second Amendment vide notification no. SEBI/LAD-NRO/GN/2018 /13; Third Amendment vide notification no. SEBI/LAD-NRO/GN/ 2018/21; Fourth Amendment Regulations, 2018 vide notification no. SEBI/LAD-NRO/GN/2018/24.

FINDINGS

'The Board's role is to pull management out of the trees to see the forest.' Pearl Zhu.

Top 500 Listed Companies are considered on the basis of Market Capitalisation calculated as a product of Current Market price per share and Number of shares traded in the exchange. Following were the findings applicable to the Top 500 Listed Companies as per amended SEBI (Listing Obligations and Disclosure Requirements) Regulation 2018.

- a. Minimum Directors in Board: As per the SEBI (LODR) Amendment 2018, top 500 Listed companies to have Board minimum strength to be Six from April 2019 (as against 1 in One Person Company, 2 in Private Company and 3 in Public Company under Sec 149 (1) of the Companies Act 2013).
- b. Quorum for Board Meetings: As per the SEBI (LODR) Amendment 2018, Quorum for the Board of top 500 Listed companies from April 2019 should be Three directors or 1/3 of the Total Board strength whichever is higher (as against 1/3 of the Total Board strength or 2 directors whichever is higher under Sec 174 of the Companies Act 2013).

- c. Directorship: As per the SEBI (LODR) Amendment 2018, Directors of Top 500 Listed Companies cannot hold their position simultaneously as a Director in more than 8 listed entities from April 2019 and not more than 7 Listed companies from April 2020 (as against 10 for Public and 20 for other companies under Sec 165 of the Companies Act 2013).
- d. Woman Directors: As per the amended SEBI (LODR) regulation 2018, every Top 500 Listed Companies should have One Woman Independent Director on their Board from April 2019 (as against One Woman Director for all Listed Companies and unlisted Companies with Paid up capital of Rs. 100 crores or more OR Turnover of 300 crores or more under Sec 152 (5) of Companies Act 2013 and for all Listed companies under SEBI LODR Regulations 2015).
- e. Disclosures of Boards: The Boards of the Top 500 Listed companies need to disclose the qualifications along with overall efficiency of the directors in their Annual Reports by October 2018 (as against Disqualifications for Appointment of Directors enlisted under Sec 164 of the Companies Act 2013)
- f. Independent Directors: The evaluation of Independent Directors by the Board needs to be disclosed in report of Corporate Governance. With immediate effect as on October 2018, Mandatory insurance of Directors need to be maintained by Top 500 Listed Companies. Also, declaration of Independence to Board needs to be submitted by Independent Directors in the earliest immediate Board Meeting from April 2019. Disclosure on Resignation of Independent Directors (if resignation is before expiry of the term) along with detailed explanation should be given to Stock exchange within 7 days and need to be included in Annual Report and its declaration.
- g. Reappointment of Directors: Boards of the Top 500 Listed companies need Special resolution approval for reappointment of Non-Executive Directors on accomplishing 75 years of age (as against reappointment under Sec 152 of the Companies Act 2013).
- h. Board Committees: Under SEBI LODR Amendment regulations, Corporate Boards of Top 500 Listed companies with immediate effect have Audit committee role enhanced to act as reviewer for Utilization of Loans, Advances or investments; Concept of Sr. Management and Role of Stakeholders Relationship Committee and Nomination Committee widened; (as against 4 Board committees to be maintained under Companies Act 2013- Audit Committee, Nomination & Remuneration Committee, Stakeholders Committee and CSR Committee). Chairperson of Non- executive directors need not be related to MD or CEO since April 2020.
- i. Submission of Financial Results: Corporate Boards of Top 500 Listed Companies mandatorily need to submit Quarterly or Yearly Financial results (consolidated) by April 2019. Also, mandatory disclosure of half yearly cash flows has been necessitate by the regulators.

LIMITATIONS

- a. The study focuses only on specific Corporate Board regulations applicable to Listed Companies in India.
- b. Study is restricted to impact of Amendments in SEBI (LODR) regulations on the Corporate Boards.

CONCLUSION

Observing frauds and loopholes in Corporate Sectors viz. ICICI Bank, PNB bank and Geetanjali Jewellers reflecting series of changes in Corporate Governance framework to be complied by Top 500 Listed Companies (as per market capitalisation). The regulators in India came out with amended procedures in compliance through SEBI LODR regulations 2018. Identification of critical areas in Corporate Boards like Minimum directors in the board, Board meeting Quorum, directorship, Woman Directors in Board, Board Disclosures, Independent Directors, Directors reappointment, Board Committees and Financial Results submission have been considered and its application to corporates other than 500 Listed companies have been excluded from the above provisions. It has also been observed that the policy initiatives recommended by the Kotak committee has been considered phase wise to ensure transparent Corporate Boards. The steps are taken for monitoring of these Corporate Boards by ROC, SEBI and MCA to arrive at independent Boards.

Considering SEBI LODR regulations amended in May 2018 made effective since October 2018, new horizons have been laid down to protect the interests of Shareholders promoting better transparency and disclosure procedures among Corporate Boards. Observing the need to ensure better governance, the regulators have laid down amendments in SEBI (LODR) regulations on basis of recommendations stated by the Kotak Committee report. The actual shape of Boards will be known after implementation of above changes as per the time frame suggested and finally will provide a positive approach to achieve Governed Board.

Top 500 listed companies are being considered on an experimental basis for regulators to observe its compliance practicability with reference to SEBI LODR Amended regulations. Also, regulators have ensured practical hinderances in incorporating new horizons among Indian Corporate Boards have been reduced giving liberty of phase wise compliances. Improvement in regulations are expected to bring about changes in Corporate Governance with more stable boards. Enhancement of Independent Directors role, Nomination Committee, Stakeholders committee, number of Directors, Emphasis on Independence of Directors and disclosure of director competencies of Board gives a way to increase in competency areas for professionals to be a part of Corporate Boards.

REFERENCES

- a. Castro, CB, Perinan, MV, & Perez-Calero, L. (2010). Are the boards of directors effective? The effectiveness of the advice and the results of the company. *European Investigations on Company Management and Economics*, 16 (3), 107-126.
- b. Dutta, K. (2016). *Handbook for Independent Directors-Upholding the Moral Compass*. LexisNexis. ISBN 9789350356760.
- c. Faresa, F. (2013). *Corporate Governance and its impact on the Performance of the listed Companies (Doctoral Thesis)*. Jawaharlal Nehru Technological University, Hyderabad.
- d. Pearce, J. A., II, & Zahra, S. A. (1991). The Relative power of Board of Directors: Association with Corporate Performance. *Strategic Management Journal*, 12(2), 135-153.
- e. Rashid, A. (2018). *Board Independence & Firm Performance: Evidence from Bangladesh*. *Future Business Journal*, 4, 34- 49.
- f. Seema. (2014). *Corporate Governance and Firm's performance –A Study of Indian Manufacturing sector (Doctoral Thesis)*. Maharshi Dayanand University.
- g. Yarlalagadda, V R. (2011). *A study on Corporate Governance in selected Indian industries (Doctoral Thesis)*. Acharya Nagarjuna University.
- h. Zhu, P. (2016). *Digitizing Boardroom: The Multifaceted Aspects of Digital Ready Boards*. Book Baby publications, ISBN13 – 9781483578835.

Websites

- a. <https://www.sebi.gov.in>, www.icsi.edu

THE WEALTH CREATION BY MID CAP AND SMALL CAP MUTUAL FUNDS: AN ANALYSIS**Narendra Singh**

Research Scholar, JJT University, Rajasthan

ABSTRACT

For enabling common investors to reap benefits of growth in Capital Markets, Mutual Funds have been providing platform to them through various schemes. As per their own risk appetite people are investing in various schemes offered by mutual funds. It is necessary for wealth creation that returns which investors get from their investments should be substantial and real i.e. after considering inflation's impact. Mid Cap funds and Small Cap funds are expected to give high returns in the long run. Attempt has been made through this paper, to evaluate Mid Cap funds and Small Cap funds (Regular Plan Growth option) of some top performing mutual funds. Study reveals that most of Mid Cap and Small Cap funds considered for study have proved to be wealth creators for unitholders in the long run.

Keywords: Return, Investment, Risk, Schemes,

INTRODUCTION

In India Mutual Fund Industry started in 1964 with opening of Unit Trust of India. Industry has emerged as a dominant financial intermediary of Indian Financial Market in last 55 years. Rapidly expanding Industry is playing a major role in management of investors' (individual and corporate) wealth. Industry is catering to needs of all investors through variety of schemes. Investment in mutual funds offer various advantages as compared to direct investment in individual stocks, like diversification, low transaction costs and professional management.

Mutual funds are playing a significant role of financial intermediation in the development of capital markets. Industry has proved its active role in the growth of the financial sector as a whole. Assets under management have grown exponentially over the period, as millions of investors have reposed their confidence in mutual fund industry, Investors have made mutual funds as their most preferred choice, as long as long-term investment is concerned.

Investors are generally seen not doing proper financial planning. They are investing their money as per their financial goals and accordingly selecting proper investment avenues. Investors should invest their money in securities that give substantial inflation adjusted returns, for nullifying the impact of inflation. Investors should select avenues as per their time horizon and financial goals.

Mutual funds are providing good options to investors for putting hard earned money through various schemes launched by them. Schemes' portfolios are structured as per investment objectives of particular scheme. Mutual funds are intermediaries. They mobilize funds from investors and invest in different market securities as per investment objectives of particular scheme. Mutual fund schemes generally have growth objectives through long term capital appreciation. Portfolios of the schemes are constructed by investing substantial amount in equity & equity related securities.

The investment in mutual funds have following unique advantages over other avenues:-

- a) Professional Management
- b) Transparency
- c) Low Transaction Cost
- d) Liquidity
- e) Convenience
- f) Diversification
- g) Small ticket size
- h) Well regulated

Mutual funds take care of investors' interest by providing higher returns to unitholders, Fund manager do selection of securities for providing better return to investors, within parameter of schemes' investment objectives, Equity markets have proved to be the best option of accumulating wealth in the long term.

Research paper is aimed to analyse the role played by Mid Cap and Small Cap funds in wealth creation for the investors.

LITERATURE REVIEW

Sharma Nishi (2012) carried out a study regarding Indian investor's perception towards mutual funds. She concluded that for getting support from investors, the Asset Management companies should ensure regular communication of relevant information and complete disclosure. The Asset Management companies should also ensure competitive returns with safety of capital to investors.

Goyal Shalini and Bansal D (2013) undertook a study on Mutual Funds. Authors concluded that investors can benefit from investment in various schemes if they invest with proper timing in a disciplined manner.

Vasanth S, et al (2013) analysed performance of some open ended diversified equity funds. Authors concluded, investors' risk appetite plays an important role in selection of scheme. Schemes can be selected by investors as per their investment objectives from various schemes launched by fund houses.

Choudhary Vikas and Chawla P S (2014) analysed performance of diversified equity schemes. It was concluded the most of the schemes under study have given superior returns. Risk point of view also most of schemes were found less risky than market as standard deviation of these schemes was less than market's standard deviation. Schemes were found to be well diversified. Generally schemes were found having given superior risk adjusted returns.

Rai R S, et al (2014) did a comparative study on returns given by Large, Mid and Small Cap equity schemes. Conclusion of study was that returns given by mid and small cap mutual funds were superior as compared to returns given by large cap funds.

Arathy B, et al (2015), analysed various factors affecting investment in schemes. Authors concluded, mutual funds are now an important intermediary as due to catering of retail investors' needs. Important factors which are considered by retail investors before taking decisions are good returns, capital appreciation and tax benefits.

Ramanujam V and Bhuvanewari (2015) carried out research on performance of mutual funds over past decade. Authors concluded that in last decade there was substantial increase in sales, number of schemes and Assets under management. This growth indicates that investors' preference towards financial assets overall is increasing.

Desai Mehul (2016), analysed Challenges and Issues faced by Mutual Fund industry. Author concluded awareness among investors at grass root level is necessary for penetration of industry to large population which are still unbanked.

Reepu (2017) carried out a study on Mutual Funds. Author concluded, all investments carry different type of risks. Industry try to help investors through pooling of money in investment as per scheme objectives. Systematic Investment Plans, diversification etc. help investors to lower risks' impact.

Raju J K, et al (2018) analysed investors' attitude towards mutual funds. Authors concluded that although industry is growing very fast but awareness level among small investors is very low. Small investors are not putting their savings due to lack of knowledge as well as fear of losing money.

STATEMENT OF RESEARCH PROBLEM

It is observed that while taking decisions for investment, people see the return given by particular option or we can say the decision is taken based on nominal return. Inflation which is very important aspect is ignored. Investor should be able to generate substantial inflation adjusted returns for accumulating wealth. Real return should be positive and significant. Mutual funds have launched various type of schemes. Mid Cap and Small Cap funds are expected to create substantial wealth for investors due to selection of high growth stocks as per investment objectives of respective schemes, in portfolio. Study is undertaken to compare performance of Mid Cap funds and Small Cap funds offered by top seven mutual funds as per AUM as on 31/12/2018.

OBJECTIVES OF STUDY

Main objectives of study are:

1. To understand different schemes launched by Mutual Funds.
2. To examine relative performance among Mid Cap Equity Funds and Small Cap Equity Funds.

RESEARCH METHODOLOGY

Study makes a performance evaluation of Mid Cap Schemes and Small Cap Schemes of top Mutual Funds since inception of respective schemes and over a period of 5 years (as on December 2018). Required data is collected from official web sites of respective mutual funds and AMFI.

LIMITATIONS OF STUDY

One major limitation of study is that present research work has been done by selecting Mid Cap Equity Schemes and Small Cap Equity Schemes of only top seven Mutual Funds. Mid Cap Equity Schemes and Small Cap Equity Schemes offered by other Mutual Funds which have not been considered for study.

RESULTS AND DISCUSSION

Data regarding Mid Cap Equity Schemes of top seven mutual funds in terms of AUM as on December 2018 are collected. Six out of these seven mutual funds have launched Small Cap Equity Schemes, therefore data of six mutual funds for Small Cap Equity Schemes are collected. Investment's performance considering that investor had invested Rs 10,000/= are given in following two tables. Comparative performance of Mid Cap Equity Schemes is given in Table 1.

Table-1: Performance of Regular Plan Growth option of Mid Cap Equity Schemes over last 5 years and since inception

Sr. No.	Name of AMC	Scheme Name	Date of inception	Scheme Performance - Regular Plan Growth option			
				Since Inception Return %	5 year Return %	Accumulated Value Since Inception	Accumulated Value 5 year
1	HDFC MF	HDFC Mid Cap Opp Fund	25 June 2007	15.66	21.21	53,490	26,177
2	ICICI Pru MF	ICICI Pr Midcap Fund	28 October 2004	17.22	21.29	95,240	26,259
3	SBI MF	SBI Magnum Midcap Fund	29 March 2005	15.3	17.82	70,962	22,712
4	A Birla Sun life MF	A B Sun life Midcap Fund	03 October 2002	22.89	19.59	2,85,240	24,476
5	Reliance MF	Reliance Growth Fund	08 October 1995	22.27	16.97	10,70,553	21,908
6	UTI MF	UTI Mid Cap Fund	07 April 2004	17.68	20.45	1,10,238	25,366
7	Kotak MF	Kotak Emerging Equity Scheme	30 March 2007	11.81	23.11	37,167	28,294

From the table above it is observed that if we take last 5 years performance, 5 mutual funds out of 7 mutual funds, have given more than 19.5 % compounded annual growth rate. 3 mutual funds have given more than 21 % compounded annual growth rate. 2 mutual funds have given less than 18 % compounded annual growth rate. Maximum compounded annual growth rate was 23.11 %, which was given by Kotak Emerging Equity Scheme launched by Kotak Mutual Fund and minimum compounded annual growth rate was 16.97 %, which was given by Reliance Growth Fund launched by Reliance Mutual Fund. .

If we take into account performance since inception, 4 mutual funds out of 7 mutual funds have given more than 17% compounded annual growth rate. 2 mutual funds have given more than 22 % compounded annual growth rate. 3 mutual funds have given less than 16 % compounded annual growth rate. Maximum compounded annual growth rate was 22.89 %, which was given by A B Sun life Midcap Fund launched by A B Sun life Mutual

Fund. Minimum compounded annual growth rate was 11.81 %, which was given by Kotak Emerging Equity Scheme launched by Kotak Mutual Fund.

Accumulated value if investor had invested on inception and still continuing or joined 5 years back and still continuing are also given in the table 1. Maximum accumulated amount since inception is Rs 10,70,553/= under Reliance Growth Fund launched by Reliance Mutual Fund and maximum accumulated amount in last 5 years is Rs 28, 294/= under Kotak Emerging Equity Scheme launched by Kotak Mutual Fund.

Table-2: Performance of Regular Plan Growth option of Small Cap Schemes over last 5 years and since inception

Sr. No.	Name of AMC	Scheme Name	Date of inception	Scheme Performance - Regular Plan Growth option			
				Since Inception Return %	5 year Return %	Accumulated Value Since Inception	Accumulated Value 5 year
1	HDFC MF	HDFC Small Cap Fund	03 April 2008	14.42	20.21	42,536	25,116
2	ICICI Pru MF	ICICI Pru Small cap Fund	18 October 2007	7.93	12.19	23,520	17,778
3	SBI MF	SBI Small Cap Fund	09 September 2009	18.96	29.85	50,402	36,943
4	A Birla Sun life MF	A B Sun life Small Cap Fund	31 May 2007	11.31	20.17	34,649	25,072
5	Reliance MF	Reliance Small Cap Fund	16 September 2010	18.1	26.64	39,745	32,599
6	Kotak MF	Kotak Small Cap Fund	24 February 2005	15.02	19.35	69,512	24,225

From the table above it is observed that if we take last 5 years performance, 5 mutual funds out of 6 mutual funds, have given more than 19% compounded annual growth rate. 2 mutual funds have given more than 26.5 % compounded annual growth rate. 1 mutual fund has given less than 13 % compounded annual growth rate. Maximum compounded annual growth rate was 29.85 %, which was given by SBI Small Cap Fund launched by SBI Mutual Fund and minimum compounded annual growth rate was 12.19 %, which was given by ICICI Pru Small cap Fund launched by ICICI Pru Mutual Fund.

If we take into account performance since inception, 4 mutual funds out of 6 mutual funds, have given more than 14 % compounded annual growth rate. 2 mutual funds have given more than 18 % compounded annual growth rate. 1 mutual fund has given less than 10 % compounded annual growth rate. Maximum compounded annual growth rate was 18.96 %, which was given by SBI Small Cap Fund launched by SBI Mutual Fund and minimum compounded annual growth rate was 7.93 %, which was given by ICICI Pru Small cap Fund launched by ICICI Pru Mutual Fund

.Accumulated value if investor had joined on inception and still continuing or joined 5 years back and still continuing are also given in the table 2. Maximum accumulated amount since inception is Rs 69,512/= under Kotak Small Cap Fund launched by Kotak Mutual Fund and maximum accumulated amount for 5 years is Rs 36,943 /= under SBI Small Cap Fund launched by SBI Mutual Fund.

CONCLUSION

Present study has examined the performance of Mid Cap Schemes of seven Mutual Funds and Small Cap Schemes of six Mutual Funds over a period of 5 years (as on December 2018) and since inception of the respective schemes. 2 tables give the summary of performance of these schemes. Study provides some insights on these Mid Cap Schemes and Small Cap Schemes, so as common investors can do some analysis before taking decisions. Investors have to take prudent decisions while investing their money or meeting their

financial goals. Mid Cap and Small Cap Schemes of some mutual funds have proved as wealth creators. Investors can accumulate wealth if they take proper decisions before investment of their money.

REFERENCES

- i. Arathy B, et al , A Study on Factors Affecting Investment on Mutual Funds and Its Preference of Retail Investors, International Journal of Scientific and Research Publications, Volume 5, Issue 8, August 2015
- ii. Choudhary Vikas and Chawla P S, Performance Evaluation of Mutual Funds: A Study of Selected Diversified Equity Mutual Funds in India, International Conference on Business, Law and Corporate Social Responsibility (ICBLCSR'14) Oct 1-2, 2014 Phuket (Thailand)
- iii. Desai Mehul, Challenges and Issues Faced By Indian Mutual Fund Industry, Paripex – Indian Journal of Research , Volume 5, Issue 5, May 2016
- iv. Goyal Shalini and Bansal D, A Study on Mutual Funds in India, International Journal of Scientific & Engineering Research, Volume 4, Issue 5, May 2013
- v. Rai R S, et al, Comparing Returns Between ‘Large’ and ‘Mid & Small’ Cap Equity Mutual Funds in India, Indian Journal of Applied Research, Vol 4, Issue 12, December 2014
- vi. Raju J K, et al, A Study on Investors Attitude Towards Mutual Fund as an Investment Avenue, Journal of Emerging Technologies and Innovative Research, Volume 5, Issue 2, February 2018
- vii. Ramanujam V and Bhuvaneshwari, Growth and performance of Indian Mutual Fund Industry during Past Decades, International Journal of Advance Research in Computer Science and Management Studies, Volume 3, Issue 2, February 2015
- viii. Reepu , A Study of Mutual Funds, International Journal of Management (IJM), Volume 8, Issue 3, May–June 2017
- ix. Sharma Nishi ,Indian Investor’s Perception towards Mutual Funds, Business Management Dynamics Vol.2, No.2, Aug 2012
- x. Vasantha S, et al, Evaluating the Performance of some selected open ended equity diversified Mutual fund in Indian mutual fund Industry, International Journal of Innovative Research in Science, Engineering and Technology, Vol. 2, Issue 9, September 2013
- xi. Websites of AMFI and respective Mutual Funds

IMPACT OF INNOVATIVE ACTIVITIES ON THE SUCCESS OF AN ENTERPRISE

Prof. Pankaj V. Kataria
Mithibai College, Vile Parle (West)

ABSTRACT

Entrepreneurs everywhere seek ways of either introducing their products to markets or for retaining their share in trade and commerce. However, in today's marketing environment every business unit irrespective of size and nature poses a lot of opportunities and threats. Inability to fine-tune with the cultural, political, and technological environments act as determinant factor in entrepreneurial success in markets. This study aims to unravel the effects of these marketing environments on entrepreneurial developments. Analysis revealed that innovations have significant impacts on retention as well as success of commercial units. Furthermore, adjusting to cultural systems and continuous technological enhancements have a lot to do with entrepreneurial success in today's arena. The study recommends the establishment of a supportive governmental framework to serve as a platform for the willing entrepreneurs to succeed in the present dynamic market.

Keywords: entrepreneurial success, innovations, cultural systems, technological enhancements, supportive governmental framework.

INTRODUCTION

Today's market serves as an avenue for creative entrepreneurs to make their presence felt in present dynamic market. However, the dynamic activities in the business environment make it highly competitive for many who want to venture in this current commercial world. Lim et al. (2016) stressed that environmental factors are unpredictable and in most times form the basis for decision for local entrepreneurs to break into new markets. There are many ways to break into new untested markets which include exporting, foreign direct investment, joint venture, and international partnerships; all these options seem to tie their feasibility round what is obtainable in the market to break into (Zwan et al. 2016).

Factors like technological change and cultural and governmental laws are difficult to predict to get a business to be stable in a new business arena. In retrospect, the effects of marketing environment to the entrepreneurs in the developing economies cannot be overemphasized as the effects of business environment have not gotten so much reference and research. Mahmoud and a lot of factors are considered to be important elements that account for the growth and remarkable performance of the entrepreneurial ventures. It also includes International trade and cultural impact.

This is because the businesses of today are operating in an era in which the greater part of social life is determined by global processes, in which national cultures, national economies, and national borders are dissolving. Central to this perception according to Cardon and Kirk (2015) is the notion of a rapid and recent economic globalization in which modern entrepreneurs have to deal with customers who are changing with channels of distribution that are also changing. They also have to deal with the technological advances that are changing the nature of their products and services and requiring them to operate imaginatively and effectively in the emerging markets. Dealing with multiple environments, managing operations in distant markets, optimizing businesses in more than one state, and dealing with regional factors are at times more challenging. Present business ventures therefore require operating simultaneously in more than one kind of environment, coordinating one's business operations, and using the experience gained in one area for making decisions in another area.

Based on the above, this study sets out to examine the effects of marketing environmental challenges and ascertain how with help of innovations existing business units as well as prospective entrants can meander the muddy waters as well as ride the high waves created by these challenges in order to create opportunities to move their organizations forward and generate more revenues.

REVIEW OF LITERATURE

As per the earlier studies Governments all over the world support now supports those business units which is involved in research and development activities. Recent developments in International trade is also because of those who are really prospering in domestic trade and not those who are big players in international trade. One feature of today's globalizing economy is that a growing number of firms are undertaking innovative activities and these include not only large firms, but also, and increasingly, small and new ventures, through the use of information technology (Agwu 2018). Another feature of the current economy, according to Onwuegbuzie and Agwu (2018), is that firms, even small and new ventures, are internationalizing at a faster pace with the help of

technology. Entrepreneurs have been adjudged to be creative in their endeavors which is a major requirement for business sustainability, and the quest to expand into larger markets to increase market size and opportunities for their product is no exception (Mahmoud and Muharam 2014).

Being a local entrepreneur gives one an insight to what is obtainable in one’s immediate environment, but entering new markets is highly tasking and challenging because many requirements and demands expected from the entrepreneur in the area of operation must be met. The assistance of the state government comes to play in this regard as most of the huddles can be smoothened through multi-layer assistances.

PROBLEM OF THE STUDY

Identifying the impact of innovations on retention as well as success of commercial units.

Identifying the impact of change in cultural, political, and technological environments on entrepreneurial success

OBJECTIVE OF THE STUDY

- 1) To find impact of innovations on financial performance of an enterprise.
- 2) To find the relationship between change in business environment and success of business unit

HYPOTHESES

- H1:** Innovations have significant impact on the financial performance of an enterprise.
- H2:** Adopting to dynamic business environment have significant impact on success of business unit

RESEARCH METHODOLOGY

Research is conducted on the basis of Primary as well as Secondary data.

Primary data was collected from industry representatives, entrepreneurs and customers using Questionnaires.

Data was collected from 227 respondents.

Stratified Random Sampling was used for selecting samples.

The researcher himself administered the questionnaires to ensure higher response rate. The questionnaire mainly consisted of closed questions. The closed questions consisted of a variety of multiple choice questions related to the research objectives.

Tabular presentation of data and analysis of the same is presented below:

Table-1: Respondent Position:

POST	Frequency	Percentage
Industry representatives	132	58
Entrepreneurs	47	21
Customers	48	21

Table-2: Innovations and Benefits to A Business Enterprise

No.	Item	Analysis	
		Means	Standard Deviation
1.	Long term benefits	4.80	0.11
2.	Competitive Advantage	4.50	0.13
	Total Average	4.65	0.12

Table-3: Impact of Adopting to Dynamic business environment on success of a business unit

No.	Item	Analysis	
		Means	Standard Deviation
1.	Productivity	3.62	0.18
2.	Profitability	4.22	0.20
	Total Average	3.92	0.19

Data and information for the research study were also collected from secondary sources like published journals, from corporate communication material, published interviews, newspaper articles, company annual reports and journals.

t test: Since population standard deviation is not known and sample size is small (n= 227), t test is applied.

Degree of freedom is taken as 230 (taken on higher side of 220 and 230). Significance level is taken as 5% (i.e. 95% confidence level).

For first hypothesis, t value is 1.12 (derived from SPSS Statistics) which is less than critical value of 2.042 (derived from table of critical value of t).

For second hypothesis, t value is 1.47 (derived from SPSS Statistics) which is less than critical value of 2.042 (derived from table of critical value of t).

The t test statistics show that at 95% confidence level calculated values are less than critical value. It interprets as null hypothesis in both cases are accepted.

SIGNIFICATION OF THE STUDY

This study establishes the fact the enterprises adopting changes and active in innovations have an edge over other enterprises. Retention as well as success of a business unit depends on its capacity to adopt to changes and its contribution to innovations.

This study establishes the fact that such enterprises have an edge in attracting good employees, customers and suppliers, thereby increasing their own competitiveness and value. They contribute significantly to the country's economy and employment. It is very important to understand that innovations are not expenditure but an investment to survival and success. The present study reveals the benefits to be gained from innovative practices. Innovations plays a very important role in attracting stakeholders and their confidence in companies.

RESEARCH FINDINGS

1. Innovations play a very important role in retention and success of an enterprise
2. Enterprises who can adopt to dynamic environment have an edge in attracting good employees, customers and suppliers, thereby increasing their own competitiveness and value.
3. The study establishes positive association between innovative activities and financial performance of the enterprises.

LIMITATION OF THE STUDY

1. Small sample size is a limitation of this study.
2. Study is limited only to Mumbai.

REFERENCES

1. Acs, Z. J., & Audretsch, D. B. (2003). In Z. J. Acs & D. B. Audretsch (Eds.), *Innovation and technological change*.
2. Acs, Z. J., Dana, L.-P., & Jones, M. V. (2003). *Toward new horizons: the internationalization of entrepreneurship*. *Journal of International Entrepreneurship*, 1(1), 5–12.
3. *International Entrepreneurship*, 1(1), 5–12.
4. Agwu, M. E. (2018). *Relevance of information technology in the effective management of selected SMEs*
5. *Academy of Strategic Management Journal* 1939–6104-17-1-174, Volume 17, Issue 1, 2018, pp.1–15; Available at:
6. Agwu, M. E., Onwuegbuzie, H. N., & Ezeifeke, P. (2017). *Impact of entrepreneurship education on new ventures creation - a*
7. Allen, K. (2003). *Launching new ventures: an entrepreneurial approach* (3rd ed.). Boston: Houghton Mifflin.
8. Autio, E. (1994). *New technology-based firms as agents of R&D and innovation*. *Technovation*, 14(4), 259–273.
9. Autio, E. (2005). *Creative tension: the significance of ben Oviatt's and Patricia McDougall's article 'Toward a theory of international new Ventures'*. *Journal of International Business Studies*, 36(1), 9–19.
10. Ayoade, O. E., & Agwu, M. E. (2016). *Employment generation through entrepreneurial development*.
11. *Journal of Economics, Management & Trade*, 11(3), 1–14.
12. Barringer, B., & Ireland, D. (2005). *Entrepreneurship: successfully launching new ventures*. Boston, NJ: Pearson Education.
13. Baumol, W. J. (2002). *The free-market innovation machine: analyzing the growth miracle of capitalism*. Princeton: Princeton

DETERMINATION OF HEAVY METALS IN SURFACE AND GROUND WATER IN VASAI REGION

Rohan D'Souza¹, Shalaka Patil², Dr. Geetha Unnikrishnan³¹Department of Biotechnology, B. K Birla College (Autonomous), Kalyan (W)²Department of Environmental Sciences, VIVA College, Virar (W)³Department of Zoology, B. K Birla College (Autonomous), Kalyan (W)**ABSTRACT**

Sustainability of good health depends upon purity of water. The toxic heavy metals presence in water bodies arises from the discharge of untreated effluents or dumping of solid waste containing heavy metal salts. Leaching of these heavy metals into water bodies causes various health hazards. Urbanization of rural areas has led to contamination of ground as well as surface water rendering it not suitable for human consumption. Vasai was selected for the study as it is rapidly developing area in terms of urbanization as well as industrialization. The study involved determination of heavy metal contamination in local water bodies' i.e. three ground water sources Killa Road Koliwada (Site A), Bhaskar Alley (Site B), Palmar wadi (Site C) and three surface water sources Papdi Talav (Site D), Tamtalav (Site E) & Dhuri Talav (Site F) respectively. The water samples were tested for contamination of heavy metals like Lead (Pb), Cadmium (Cd), Chromium (Cr), Zinc (Zn), Iron (Fe) and Copper (Cu) using Atomic Absorption Spectroscopy. Comparison of the results with Indian Standard for Drinking Water (IS 10500: 1991) showed that ground waters were more contaminated than surface waters. Site A, B and C showed high level of Lead and Cadmium as compared to permissible ranges. Site D showed high levels of Iron and Copper, whereas Site F was found to be have lower Iron concentration. The results showed that urbanization in the Vasai region has had a deep impact on water bodies and sustainable development should be implemented for future developmental planning.

Keywords: Urbanization, Heavy Metal Contamination, Ground Water, Surface Water, AAS.

INTRODUCTION

Water is one of the most essentials that supports all forms of plant and animal life on this planet. The two main natural sources of drinking water are; surface water such as freshwater, lakes, streams, rivers etc. and groundwater such as borehole water and well water 1,6. Only a small fraction (about 2.5%) of earth's water is fresh and suitable for human consumption.

About 13% of this division is groundwater; an important source of drinking water for many people worldwide 4. In rural and small communities groundwater serves as the only source of drinking water. According to UNESCO, more than 50% of the world population depends on groundwater for domestic use 3. One of the most important aspects in groundwater studies and concerns with respect to human health is to make it mandatory to analyze the drinking water prior to consumption.

Over the years, groundwater pollution due to contaminants leaking from the disposal sites is a big problem in many countries. Industries such as ceramic, painting, glass, mining, battery and manufacturing are considered the main sources of heavy metals in local water streams, which eventually contaminate groundwater with heavy metals. Landfill leachates site is another source of heavy metal contamination in groundwater 5. Increase in human activities such as industrialization coupled with over population and increase in ambient temperature are among other factors that have become major environmental issues in recent years.

Nonpoint sources as well as point sources are major reasons for surface water heavy metal contamination. Nonpoint sources include city sewage and agricultural run-off, which has fertilizers and pesticides fortified with various heavy metals. Point source pollution of surface water in semi-urban area mostly consist of small-scale industries 9.

Exposure to very low levels of elements such as lead, cadmium and mercury have been shown to have a cumulative effects on humans since there is no homeostatic mechanism that can operate to regulate the levels of these toxic substances 2. The increase of industrial activities has intensified environmental pollution problems and the deterioration of several aquatic ecosystems with the accumulation of metals in biota. Although some trace metals at low concentrations are essential to life, at high concentrations, may become hazardous. High concentrations of trace elements are dangerous because they tend to bio-accumulate resulting in heavy metal poisoning. However, at higher concentrations they can lead to poisoning. Heavy metal poisoning could result, for instance, from drinking-water contamination (e.g. lead pipes), high ambient air concentrations near emission sources, or intake via the food chain. Heavy metals such as Pb, Cd, Cr, Ni, Zn, Cu and Fe are not biodegradable and their existence in water bodies causes bioaccumulation in living organisms, which leads to several health

problems in animals, plants and human beings such as cancer, kidney failure, metabolic acidosis, oral ulcers, renal failure and damage in stomachs of the rodents 7. Many trace metals considered as serious pollutants of aquatic ecosystems endangering rare indigenous species like *Fenneropenaeus indicus* and *Harpadon nehereus* from Arnala Beach and Vasai Creek respectively 8.

Ground and surface water sources are primarily the most depended upon sources of water in the regions of Vasai as opposed to paid water delivered using tankers. Over the years rapid development has occurred in this region, it has become necessary to analyze the portability of drinking water.

MATERIALS AND METHOD

All the chemicals and reagents used were Analytical grade and were purchased from Merck, Germany. Standards were prepared using 1000 ppm standards stock solutions of Lead, Chromium, Cadmium, Zinc, Iron & Copper.

Sample Collection and location

The ground water samples were collected from bore wells and lakes in the study area in the month of February 2018. The sampling site are given as in Table 1. Standard method was adapted for the analysis of heavy metal. Deionised water used for the preparation of solution throughout the study. The samples were collected in clean 1 liter polythene bottles. All the bottles were washed with dilute acid followed by rinsing it with deionised water and dried prior to use. One water sample each from the six locations were collected.

Ground Water Sources	Surface Water Sources
Site A: Killa Road Koliwada	Site D: Papdi Talav
Site B: Bhaskar Alley	Site E: Tam Talav
Site C: Palmar wadi	Site F: Dhuri Talav

Table-1: Locations under Study

Sample Digestion

The samples were filtered using Whatman filter paper No. 1. To make sure the removal of organic impurities from the samples and thus prevent interference in analysis the samples were digestion with nitric acid. 2 mL of concentrated HNO₃ and 5 mL of concentrated HCl were added to 50 ml of water in an evaporating dish. The mixture was evaporated to half of its volume on a hot plate after which it was allowed to cool and then filtered.

Sample Analysis

The analysis of the digested samples for presence of heavy metals (Pb, Cd, Cr, Zn, Fe & Cu) was carried out using atomic absorption spectrophotometer (AAS, Agilent AA-240 FS). The calibration plot method was used for analysis.

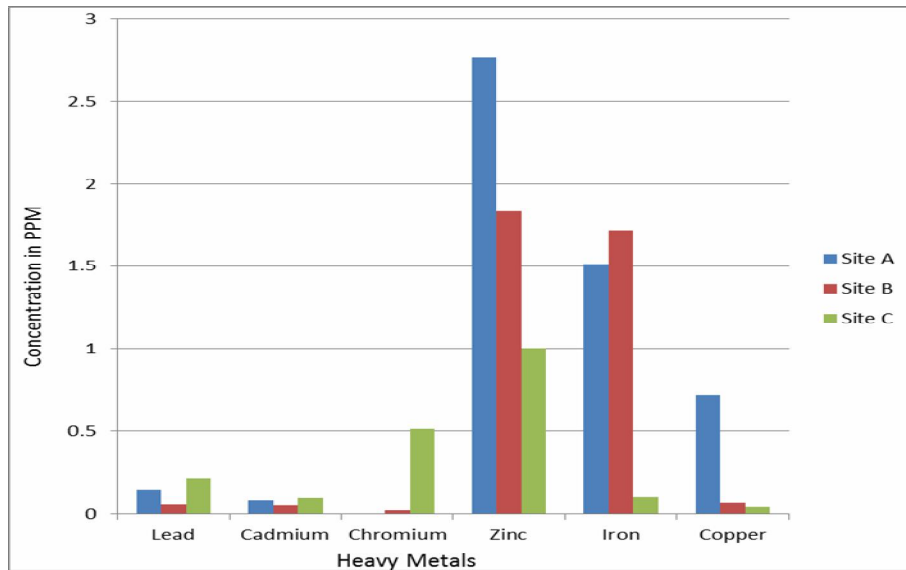
Air-acetylene flame was the flame used and hollow cathode lamp of wavelength corresponding the elements were 217 nm, 357.9 nm, 228.8 nm, 213.9 nm, 248.3 nm & 324.8 nm for Lead, Chromium, Cadmium, Zinc, Iron & Copper.

RESULTS AND DISCUSSION

The study was focused on analysis of heavy metal contamination in ground and surface water using Atomic Absorption Spectroscopy. The locations chosen for this project were precisely selected because these are considered as potable drinking water sources by the locals of Vasai region.

Heavy Metals Analyzed	SITE A	SITE B	SITE C	Desirable limit	Permissible limit
Lead (pp m)	0.14 37	0.05 36	0.2130	0.05	No relaxation
Cadmium (pp m)	0.08 12	0.04 91	0.0921	0.01	No relaxation
Chromium (pp m)	0.00 39	0.02 16	0.5130	0.05	No relaxation
Zinc (pp m)	2.768	1.83 26	1.003	5	15
Iron (pp m)	1.50 83	1.72 19	0.098	0.3	1.0
Copper (pp m)	0.71 91	0.063	0.0419	0.05	1.5

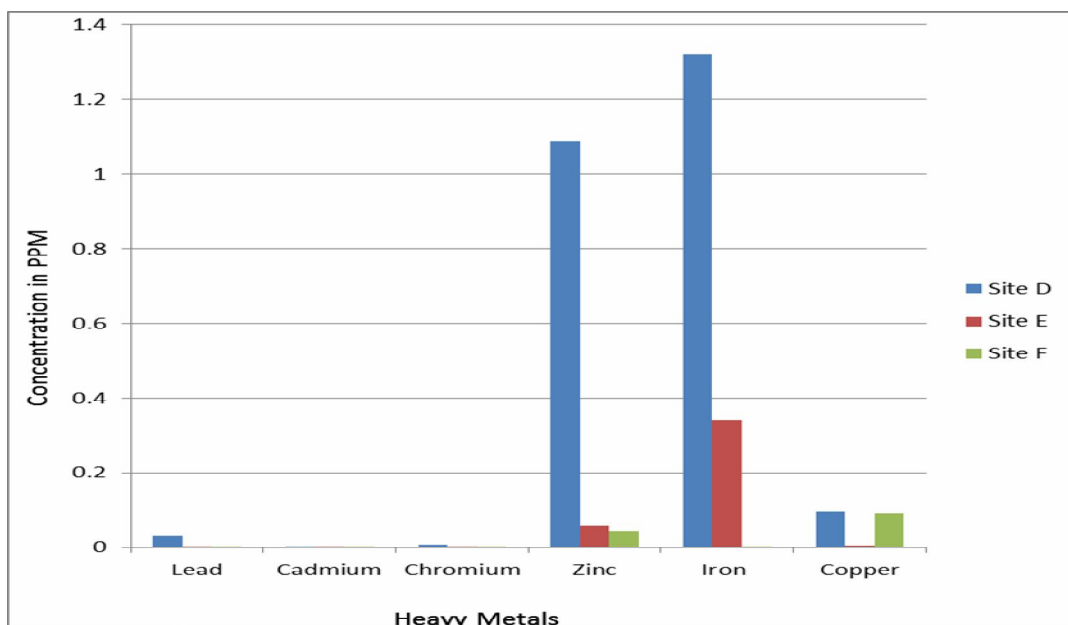
Table-2: Heavy metals present in ground water at Site A, B & C.



Graph-1: Heavy metal concentrations in ground water samples

Heavy Metals Analyzed	SITE D	SITE E	SITE F	Desirable limit	Permissible limit
Lead (ppm)	0.0313	0.0019	0.0023	0.05	No relaxation
Cadmium (pp m)	0.0021	0.0013	0.0006	0.01	No relaxation
Chromium (ppm)	0.0069	0.0006	0.0024	0.05	No relaxation
Zinc (ppm)	1.0863	0.0561	0.0421	5	15
Iron (ppm)	1.321	0.341	0.0031	0.3	1.0
Copper (ppm)	0.0943	0.0043	0.0912	0.05	1.5

Table-3: Heavy metals present in Surface water at Site D, E & F.



Graph-2: Heavy metal concentrations in surface water samples

1. Lead

It was found that ground water sources, namely Sites A, B and C had Lead concentration above the permissible range i.e. above 0.05 ppm. The most probable cause for high levels of Lead could be the landfills at the outskirts of the town. Also other possible reason for lead contaminating the ground water could be lead based paints used to paint boats as well as bayous and roads. Recent trend of placement of synthetic roofing with lead based adhesives is a speculative cause of lead contamination.

In comparison to ground water only Site D surface water showed lead contamination. This could be due to perpetual Ganapati Visarjan for over 4 decades and the use of Lead based paints to colour the statues.

2. Cadmium

Cadmium was found in all ground water sites; A, B and C in heavy concentrations. Presence of cadmium in these samples can lead to speculation that due to agriculture being the oldest occupation in Vasai region, the use of cadmium based pesticides and fungicides could be reason for high Cadmium concentrations. All three Sites of Surface water showed only trace amounts of Cadmium.

3. Chromium

Like cadmium, chromium a carcinogenic heavy metal was found in ground waters of Site A, B and C. The sole reason for the presence of this metal could be the presence of landfills near the Koliwada Road where a lot of electronic waste is being discarded on a daily basis. Since the landfill is not managed or monitored with precision the chances of leaching become higher possibly contaminating the ground water. Surface water at the chosen three Sites showed no chromium contamination.

4. Zinc

Zinc was found to be low in the water sources both ground as well as surface than desired levels of 5 ppm. This could be one of the leading problems for increase in frequency of birth defects along with other zinc deficiency problems.

5. Iron

Site A and Site B for ground water sources and Site D for surface water source showed iron contamination above permissible range of 1 ppm. The major reason for iron contamination could be seepage of sewage waste along with rusted pipes from old constructions of heritage buildings and very old storage tanks. On the other hand Site F showed dangerously low levels of iron which could be a cause for concern.

6. Copper

Site A in ground water sources and Site D and F in surface water sources showed high levels of copper contamination of 0.07 ppm, 0.094 ppm and 0.091 ppm respectively. The majority of copper contamination could occur due to construction work debris that are discarded without a thought. There are many active sites under construction as a part of developmental plan of Vasai region which could narrow down the copper contamination sources.

CONCLUSION

The result shows that ground and surface water quality assessment helps to identify if the water is safe for human consumption. The minimum and maximum trace metals concentrations in different site A, B & C for, Pb, Cd, Cr, Zn, Fe & Cu were (0.1437 ppm, 0.0812 ppm, 0.0039 ppm, 2.768 ppm, 1.5083 ppm & 0.7191 ppm) , (0.0536 ppm, 0.0491 ppm, 0.0216 ppm, 1.8326 ppm, 1.7219 ppm & 0.063 ppm) & (0.2130 ppm , 0.0921 ppm, 0.5130 ppm, 1.003 ppm, 0.098 ppm & 0.0419 ppm) respectively. Whereas, The minimum and maximum trace metals concentrations in different site D, E & F for, Pb, Cd, Cr, Zn, Fe & Cu were (0.0313 ppm, 0.0021 ppm, 0.0069 ppm, 1.0863 ppm, 1.32 ppm & 0.0943 ppm), (0.0019 ppm, 0.0013 ppm, 0.0006 ppm, 0.0561 ppm, 0.341 ppm & 0.0043 ppm) & (0.0023 ppm, 0.0006 ppm, 0.0024 ppm, 0.0421 ppm, 0.0031 ppm & 0.0912 ppm) respectively. Heavy metals like Pb, Zn & Fe exceeded permissible limits according to IS 10500: 1991 standards for drinking water in sampled bore wells and surface water in the Vasai region. It is recommended to use some kind of inexpensive treatment to reduce the levels of heavy metals in areas supplying water directly to consumers without any treatment. From the obtained results it is evident that, at present the metal ion concentration is not at the levels which could be harmful for humans. But still the study clearly points out that the concentrations of toxic metals are present in slight excess in some locations. It indicates precautionary measures should be immediately taken to avoid the consequences.

REFERENCES

1. Bachmat, Y. (1994) Groundwater Contamination and control, In Ground Water Contamination and controlled, U. Zoker. Marcel Dekker, Inc, New York.
2. J. Chem. Edu. Carter DE, Fernando Q (1979). Chemical Toxicology,56(8):491-49.
3. J. E. Marcovecchio, S. E. Botte and R. H. Freije, (2007) "Heavy Metals, Major Metals, Trace Elements". In: L. M. Nollet, Ed., Handbook of Water Analysis, 2nd Edition, CRC Press, London, page No. 275-311.
4. Mendie, U., (2005). Theory and practice of clean water production for domestic and industrial use. Lacto-Mendal, Lagos, Nig. P 59.
5. Sang Y, et.al C (2008), Heavy metal-Contaminated groundwater treatment by a novel nanofiber membrane, 223:390-360.

6. Vanloon GW, Duffy SJ (2005), The Hydrosphere, In Environmental Chemistry: A Global Perspective (2nd Edn. pp.197-211) New York: Oxford University Press.
7. Nzelibe H.C., Ibrahim K.L.C.,(2017) ,Biosorption of Heavy Metals from Fertilizer Industrial Waste Water Using Rice Husk (RH) and Groundnut Husk (GH) Powder in a Packed Bed Bioreactor, J Environ Anal Toxicol 2017, Vol 7(3): 466
8. Abhijeet A. Patil, Aarti A. Choudhary, Jitendra R. Shedge, Bhagyashree M. Kansara (2016),Determination of Heavy Metal Concentration In Edible Fish From Arnala Beach, Naigaon Creek, Rangaon Beach & Vasai Creek, Journal of Interdisciplinary Research (IJIR) Vol-2, Issue-11, Page 1404-1406
9. <http://www.environmentalpollution.in/waterpollution/surface-water-pollution-meanin-and sources/1298>
10. <https://www.epa.gov/sites/production/files/201512/documents/3005>

STUDY OF EFFICACY OF FLIPPED CLASSROOM MODEL IN TEACHER EDUCATION

Sandeep D. PatilAssistant Professor, Azad College of Education, Satara

ABSTRACT

Flexible teaching-learning process is necessary for new age paradigm of education that focuses on learners' active involvement. Flipped classroom model is a groundbreaking approach that can rejuvenate the present pedagogic scenario. Flipped classroom model also known as flipped learning model promotes an immaculate unification of e-learning and face to face interactions concerning teacher and learners. This pedagogic methodology can transform the teaching-learning practice to nurture constructivist learning milieu. It empowers the learners to be more vigorously involved and accountable to their learning. Flipped classroom model admires the individual differences among learners to offer effective pedagogic platform suitable for all. Teacher education can concrete means towards incorporating this methodology in education.

Keywords: Flipped classroom, in-class activities, out of class tasks, assessment tools

INTRODUCTION

Information and Communication Technologies (ICTs) have revolutionized the education system. Teaching-learning process has been widely influenced by the emerging means as well as approaches concerning ICTs for 24*7 learning. Web 2.0 technologies have been efficacious in altering our conservative stance of teaching-learning. Now Web 3.0 technologies are at our doors. Human interactions in classroom cannot be ignored at the same time. Yet the teacher is regarded as the most persuasive factor in education. Teacher's role is crucial in encouraging the students, offering supportive environments plus opportunities for construction of knowledge. Teacher is pivotal for directing students' learning accomplishments. Teacher is expected to be a facilitator of pupils' learning. Therefore incorporating e-learning cum human interactions in lecture hall is decisive for harnessing quality of educational process along with to moving towards new age paradigm.

FLIPPED CLASSROOM MODEL

Better known as 'Flipped Learning Model' is one of the most cherished topical trends in education. It is also branded as 'inverted classroom model'. It offers an impeccable blending between e-learning plus face-to-face human interactions. This model is a kind of blended learning. It is a progressing instructional strategy reversing traditional lecture-based pedagogy for improving quality and effectiveness of the teaching and learning process. A flipped learning, as the name suggests, is a class where the lecture and homework have been upturned. In other words, the tasks normally completed at home are functioned on in classroom, the direct teaching typically given during class time is allotted as homework through video lectures, reading assignments, or some other direct instruction delivery method. This approach implies that learning is to be distributed into two portions – cooperating group learning endeavors inside classroom and e-learning in personal space. This enables the learner to come to the class prepared for practicing, sharing and applying his/her learning. Learners are further involved for collaborating leading to social construction of knowledge. This broadens as well as excavates their knowledge constructions. At the same time it offers them an opportunity to apply, analyze and evaluate constructed knowledge. Inverted learning approach presents possibilities of even creations through plans, processes, projects, models, etc. Learners adopt the information quicker and hold the skill in hand. Formative assessment is integrated in this model in the form of online as well as offline assessment tools. Vital distinction of this model is offering primary exposure to new course content outside of class, followed by time spent in class assimilating the content into new knowledge (Brame, 2013). Most meaningful learning in this model occurs as a result of efficient use of the extra class time (Tucker, 2012). The important feature of this model is about getting planned and adapted by with teacher's convenience.

There are certain stages of flipped classroom model;

1). Out-of-class activities

Out-of-class activities are the first phase where the students learners to prefer digital as well as non-digital resources at home to get acquainted with the topic. This comprises of blogs, videos, podcasts created by the teacher along with the material on websites in various media forms. Reference books, manuals or dissertations and theses can be also be used as valued resources. The purpose is to empower learner in attaining primary instructional objectives viz. remembering and understanding.

2) In-class activities

These activities are intended to offer the learners to share their understandings about the content. Learners are offered the opportunities to collaborate, share their knowledge and learn from each other. They are provided such learning tasks which will allow them to apply, analyze, evaluate as well as create upon their knowledge. These are primarily organized as cooperative learning events. Emphasis is on provoking higher order thought processes of the learners.

3. Assessment

Formative assessment forms an important part of this model. It is an integral part of process generally carried out together with in-class happenings. Various assessment tools including e-assessment tools are used for the assessment in a tailored way.

4. Feedback

Immediate feedback is delivered after assessment so as to enable learners for improving upon them. If required remedial program can be launched.

IMPLICATIONS FOR TEACHER EDUCATION

This approach can change the entire scenario of teacher education. It can make the teachers themselves experience the blending of e-learning with classroom collaborations. Prospective teachers will understand its effectiveness as well as its significance. Hence they will become interested in attempting it in their classes in future. Teacher education programmes need to imbibe this approach in theory as well as in practicum. There needs to be a deep thought for integrating this approach in teacher education curriculum. Considerable weightage shall be in given for it. Special training modules need to be incorporated in practicum. Teacher educators should come together and work upon this. Provision of time, infrastructure, facilities as well as technological support should be planned for it.

CONCLUSION

Flipped classroom approach provides a superior substitute for conservative pedagogy emphasizing lecturing. It an operative illustration of blended learning model for teacher education. It escalates learners' achievements along with their active involvement besides responsibility towards their own learning. It delivers an impeccable association between cognitive constructivism plus social constructivism through personalized learning and cooperative learning. It aids in harnessing cognitive along with affective potential. This pedagogic approach makes the teaching-learning process more exciting, appealing and expressive. It enables the teacher to better designer of learning undertakings besides director of students' learning endeavors. Henceforth this classroom model can be quite instrumental not only in teacher education but also for the entire education. Teacher educators need to adopt this model and recommend it to educational community.

REFERENCES

1. Brame, C. (2013). Flipping the classroom. Tennessee, United States of America: Vanderbilt University. <http://cft.vanderbilt.edu/guides-sub-pages/flipping-the-classroom/>
2. Evseeva, A. and Solozhenko, A. (2015). Use of Flipped learning Technology in Language Learning. *Procedia - Social and Behavioral Sciences*, 206, 205-209; doi: 10.1016/j.sbspro.2015.10.006. <https://www.sciencedirect.com/science/article/pii/S1877042815051393>
3. Galway, L., Corbett, K., Takaro, T., Tairyan, K. and Frankand, E. (2014). A Novel Integration of Online and Flipped learning Instructional Models in Public Health Higher Education. *BMC Medical Education*, 14(181). <http://www.biomedcentral.com/1472-6920/14/181>
4. Glynn, J. (2013). The Effects of a Flipped learning on Achievement and Student Attitudes in Secondary Chemistry. Montana, United States of America: Montana State University Bozeman. <http://scholarworks.montana.edu/xmlui/bitstream/handle/1/2882/GlynnJ0813.pdf?sequence=1>

IMPORTANCE OF CONVEYING STRATEGIES ON INTERNET FOR PROMOTING WORKPLACE COLLABORATIONS

Dr. CA. CMA. Sanjay SonawaneHOD and Associate Professor, Accountancy, Sathaye College, Mumbai

ABSTRACT

There is need of efficient conveying at workplace in every organisation. This can be understood as workplace collaboration, wherein every staff collaborates with all concern colleagues. This workplace collaboration is must for carrying the work assigned to every individual staff and the work required to be done as team work. The technology plays an important role in coordinating with each others. There is need to have conveying strategy wherein each staff is connected with concern other staff for carrying work as a team work. To ensure the real time connectivity, an internet plays a very important role. There are many tools and channels available for effective conveying such as online connected computers, mobiles, media devices and such other devices. This will encourage improved conveying in an organised way to use skill, intelligence of every staff and at the same time discourage the inefficient working of any staff through online improvement suggestion from other staff. There is need to understand the importance of conveying strategy for promoting workplace collaboration and how real time conveying is beneficial with the use of internet. The limitations and challenges involved in the use of internet as a tool are also significant while taking decision of conveying strategies on internet.

Keywords: Workplace Collaboration, Conveying Strategy, Technology

Workplace Collaboration

This refers to engaging workforce effectively at workplace and collaborate with colleague staffs in a more skilled way. The scope of work collaboration is the location at which staff provides work for an employer and nowadays this place is not only an office but it extends to home, telecommuting work arrangements, place of customer and all such other places from where staff works.

Conveying Strategy

Conveying is referred as the exchange of information between a sender and a receiver. Conveying strategies are the blue-prints which plan as to how this information will be exchanged. Conveying strategies are based on whether the conveying is verbal, non-verbal or visual.

Technology

Technology is simply an advancement of existing mechanism for the purpose of enhancing organisational performance. Technology is used for creating tools, processing actions and effective use of resources for better results. The use of computers, internet, media in conveying are an examples of use of technologies.

INTRODUCTION

In present scenario, for better conveying at workplace, technology plays a very important role. The adoption of workplace technology provides tremendous benefits to organisations. The success of workplace collaboration depends on an acceptance of technology among the staffs involved at all levels of an organisation. The criterion involved in promoting conveying with the use of technology needs to be understood by every organisation and in accordance with that technology can be implemented.

Conveying in recent says are featured by speed, increased accessibility, dynamic technology, multiple areas of conveying, multiple channels and advance techniques in an user friendly manner. Even social media and Chat applications like Whatsapp, Facebook, telegram etc have changed the way of connecting people at workplaces. The manual use of paper and pencil has become very much cumbersome for its presentation, conveying and storing. Whereas the technology is fully equipped to handle the work of writing, conveying and storing evidences in a workplace collaboration.

The data and conveying with the technology is almost available for 24*7 whenever required.

The conveying strategy of using technology is more reliable as there is no conveying gap within the workgroup where every staff is connected to concern related person by technology on real time basis.

There is need to collaborate workplaces with the use of technology to get many benefits and limitations including the followings

BENEFITS**1. Improved Conveying**

The staffs are rendering services from different departments, different places and there is need to have synchronized and shared conveying for better results. There should not be any scope for conveying gap. The use of technology can substantially reduce the conveying gap as work can be done with real time and data is available to all at the one and the same time. There is no scope for conveying barrier as staffs are connected to each other with the use of computers, internet, mobile and such other media.

2. Promoting organised work

The whole work needs to be synchronized for better results. This requires organizing work in an implementing status for achieving goals.

3. Effective utilization of human resources

No organisation can afford to underutilize skill of any staff. Better conveying, gives scope to every staff to perform to their best. At the same time, inefficient act of staffs can be converted in better performance through guidance with conveying strategies.

4. Effective use of time

There is connecting link of staff's work with other staff's work. When these staffs are connected, they can effectively use their time for carrying out respective work assignment.

5. Brain-storming for better results

Promote brain-storming for achieving goals with the collective thinking and sharing thoughts. This will encourage working with most efficient available human resources.

LIMITATIONS**1. Human centric challenges**

Staff may not be tech-savvy. Sometimes, an individual faces difficulties in adoption of technology at workplace. This is termed as Human Centric Challenges in technology adoption.

2. Technology centric challenges

The organisation may adopt technology at workplace. This organisation may face difficulties in adoption of technology related issues at workplace. This is termed as Technology Centric Challenges in technology adoption.

3. Organisation Centric Challenge

Many times, business model of an organisation is not in a position to adopt a specific workplace technology. This is termed as Organisation Centric Challenges in technology adoption.

4. Different scope of work with job involvement

Staffs are classified on the basis of willingness towards job and related activity. Their motivation factor plays a role in defining their role as high level, medium level or low level job involvement. There is need for suitable strategy at respective job level.

5. Uneven willingness towards technology

Staff may not accept technology at par. There is an uneven and inconsistency in acceptance of technology by different class of staffs.

REVIEW OF LITERATURE

BalachandranV, P.Rajmohan (2016), the study was conducted on adoption of technology at workplaces and it was concluded that before installing a technology, it is must to understand job involvement levels at work places. Higher Job involvement levels are result of better motivation and morale levels of the staffs. Similarly, higher technology adoption willingness is resulted out of acceptance of technology by staffs due to their systematic exposure to technology.

Padmakali Banerjee, Bhavana Adhikari, Reena Nigam (2016), the study focused on use of social media for the conveying at workplaces. It was concluded that the use of technology concern with social media tools plays a very important role in communicating at workplace. However, there is need to understand the barriers such as psychological barriers and technical barriers while using social media tools as conveying strategy at workplace.

RESEARCH METHODOLOGY

The nature of the study is descriptive analysis. It is based on secondary data collected from various articles, research journals, books, websites and other publications. Based on the study and analysis of secondary data collection sources, the objectives of the study are defined and research design is drafted.

OBJECTIVE OF THE STUDY

The objectives of this study are:-

1. To understand the importance of use of internet for real time conveying.
2. To study the benefits of promoting workplace collaboration.
3. To analyse the challenges for using conveying strategies on internet.

SCOPE OF THE STUDY

This study will focus on understanding importance of using internet for promoting workplace collaboration as a conveying strategy. The benefits attached to better workplace conveying will be studied with reference to limitations and challenges attached to the use of conveying strategy on internet.

COMMUNICATION STRATEGIES FOR PROMOTING WORKPLACE COLLABORATIONS

It needs to be understood that efficient workplace collaboration is a need for successful working of any organisation. There should not be conveying gap among the staffs. Promoting workplace collaboration is essential as it is attached with benefits to be understood as:-

1. It promotes the feeling of self-realization in staffs

Every single staff can have many limitations of utilization of time, skill etc. When this is shared with other staffs, there is scope for improvement and as a result, staffs can think, articulate and improve upon its own working.

2. It gives vision

Working with other staffs and understanding the overall working of an organisation, promotes growing vision of work to be done. The experience also helps for all subsequent assignments staff intends to do. There is a scope for innovation due to the reason that question the status-quo in an open and staffs are working in non-judgmental environment.

3. Gives solution to work

As a result of fast and efficient conveying, most of the problems are resolved before it gets out of reach of concern staff. The team work plays a very important role to give solution to work.

4. Pooling skill and intelligence

Working with proper conveying strategy will give scope for using the knowledge, experience and skills of everyone involved in an organisation.

5. Speedy solution to work

When all concern staffs are in a loop through internet, it gives real time information to all concern staffs to contribute their skill, time and work for timely completion of work.

6. Promotes staff satisfaction

Achieving results better than expected due to contribution of colleagues form workplace, gives a good feeling of working. This also promotes job satisfaction for working as a team work. When staffs in workplace feel as contributing to team work, they feel the perceived significance of their role, and this resulting them to naturally perform better.

TOOLS FOR COMMUNICATION STRATEGIES

Conveying strategies on internet are effective for having conveying on real time basis at anytime and anywhere. The observations in this regard can be with reference to different use of technology and its channels.

Use of technology for conveying strategies can be experienced from followings:-

1. Use of Computer, Media Device, Mobile

With the growing technology, the staffs are accepting modern technology for conveying needed for the work. With the use of computers, internet and media, the conveying has improved substantially. Still we find modern ways of dealing with technology and wherein mobile technology is one of the best channels for dealing with use of technology. This definitely promotes the staff productivity, empowers conveying, improves workplace collaboration and at the same time reduces cost and provides a personalized experience to staffs.

The use of mobile technology gives the benefits of

- o Mobile is easy to procure, install and put into use
- o It is east to carry and most portable

- Voice-Audio, video and non-verbal data can be communicated with ease and fast.
- It is most cost saving and comes within level of acceptance of staffs.

2. Collaborative software

Collaborative softwares help to synchronize the working of all concern staffs working in a workgroup. These staffs may be working in different departments at same location or they may be working at locations far away from each other. The goal and working instruments are available with Workplace Collaborative Software which is working on internet and works as Conveying tools, Conferencing tools and coordination tools.

As a text conveying, we can use emails, messaging and chat sending apps for communicating with others. For voice conveying, staffs can use internet forum, online chat with real time one to one messaging, video conferencing, data conferencing over the internet, sharing computers over internet with the use of sharing applications.

CONCLUSION

In every organisation at a workplace, there must be proper conveying among the staffs to carry work of organisation effectively. No one can work in isolation. These staffs have to work as team work and organisation must promote workplace collaboration. While carrying organisation work, there is every possibility of conveying gap among the staffs. This can result in improper working. To avoid this conveying gap, there is need of conveying strategy at real time. Every conveying among the staffs must reach to other staff without delay. If conveying strategy is designed on internet then it can work on real time basis and every information is shared on the spot such as non-verbal, verbal or visual basis. The technology is well grown to implement conveying strategies on internet by use of computer, mobile, media device and other similar devices. Nowadays, this is more economical and practical with the use of computer sharing applications and mobile applications.

REFERENCES

1. BalachandranV, P.Rajmohan, "Perspectives of Job Involvement on Technology Adoption in Workplace", International Journal of Engineering and Management Research, Volume-6, Issue-6, Nov-Dec 2016, ISSN (PRINT): 2394-6962 , PNo 249-254
2. Padmakali Banerjee, Bhavana Adhikari, Reena Nigam, "Dynamics of workplace conveying: A new age model", International Journal of Management, IT & Engineering Vol. 6 Issue 12, December 2016, ISSN: 2249-0558, Pno 1-16
3. https://www.ibm.com/in-en/services/digital-workplace/modernization?cm_mmc
4. <https://www.nutcache.com/blog/the-importance-of-collaboration-in-the-workplace/>
5. <https://collaboration-software.financesonline.com/classification-of-collaboration-technology-introduction-for-beginners/>

IOT BASED REMOTE HEALTHCARE MANAGEMENT SYSTEM AND EMERGENCY SERVICE**Dr. Rasika Mallya¹ and Rohan Padwal²**Assistant Professor¹, DES's Navinchandra Mehta Institute of Technology and Development, MumbaiStudent², DES's Navinchandra Mehta Institute of Technology and Development, Mumbai**ABSTRACT**

In Indian many people die due to delay in receiving emergency medical service. The main reason for delay is most people in need of emergency are ignored or people next to the patient are not aware about seriousness of patient's health.

This research paper gives us insight of a how Remote healthcare management system can help people with their daily life. This system is developed for people who are daily commuters with health issues. System will monitor the patient as other health monitoring system works. Patient will be wearing an android based mobile device which will use Bluetooth to connect to multiple IOT sensors. This device will collect the data from IOT based sensors on patient. Collected data will be stored locally on device and also on health care server and cloud drive via internet. Health care analysis can be done on the stored data.

In case of emergency, system will allow sharing of stored data as well as patient's historical reports with any health care center where patient is getting treatment. With the use of this system patient can care less about their health issues, having in mind that in case of emergency this system will provide them necessary help to take care of them.

Keywords: Internet of Things, Remote Health Monitoring, Sensors, Android Smartphone

INTRODUCTION

The internet of things is multiple interrelated computing devices ability to connect, gather and transfer data over the internet without requiring human-to-human or human-to-computer interaction.

Remote healthcare Management, is the process in which different IOT based hardware technologies are used to monitor and manage patients at home, office, workplace, travelling as well as non-clinical environments. Characteristic of such healthcare system is monitoring a patient through checking various parameters and also infers a good result from the history of such constant monitoring. This system monitors the data from patients and sends it to server, where data is compared by medical analyst and monitored by doctors. Such system can provide good measure if it detects any abnormality.

Chronic diseases tend to become more common with age, they cannot be prevented by vaccines or cured by medication. When incorporated with common chronic diseases management, this system can significantly improve Daily life quality of patients.

Hospitals or Health care centers have response time for emergency service based on distance from patients. In Case of patient being far away from Primary hospital it will delay quick emergency service. Daily Traveler or Commuter having health issues such as Low Blood Pressure, Diabetes, Dementia and falls can be detected by this System and sent to the Healthcare center for quick rehabilitation. But in case patient being out of the range of quick response primary emergency service, than health care center can quickly contact nearby emergency healthcare to take care of patient.

In this above event system must provide current and past data about patient to current emergency health service, all the historic record and reports of patients should be quickly shared. This will help in patient recovery.

LITERATURE REVIEW

Healthcare Management is been well know topic, many researchers have proposed their own model for Iot in healthcare. This part of research paper add some focus on work done in this area.

1] S. H. Almotiri, M. A. Khan, and M. A. Alghamdi, (2015), proposed a system for mobile-health (m-health) that will use a mobile device to collect patient's information at real time and store it on server connected through internet. The data can collected using wearable sensor or devices and later used for medical diagnosis [8].

2] Shubham Banka, Isha Madan and S.S. Saranya, (2015), developed a system which will use mobile application to obtained from Iot devices. This raw data will be sent to server for stored. This stored data on server will be filtered, classified, and categorized. Result from this processes will be nothing but patient's real time health data which can later analyzed with different patterns [3].

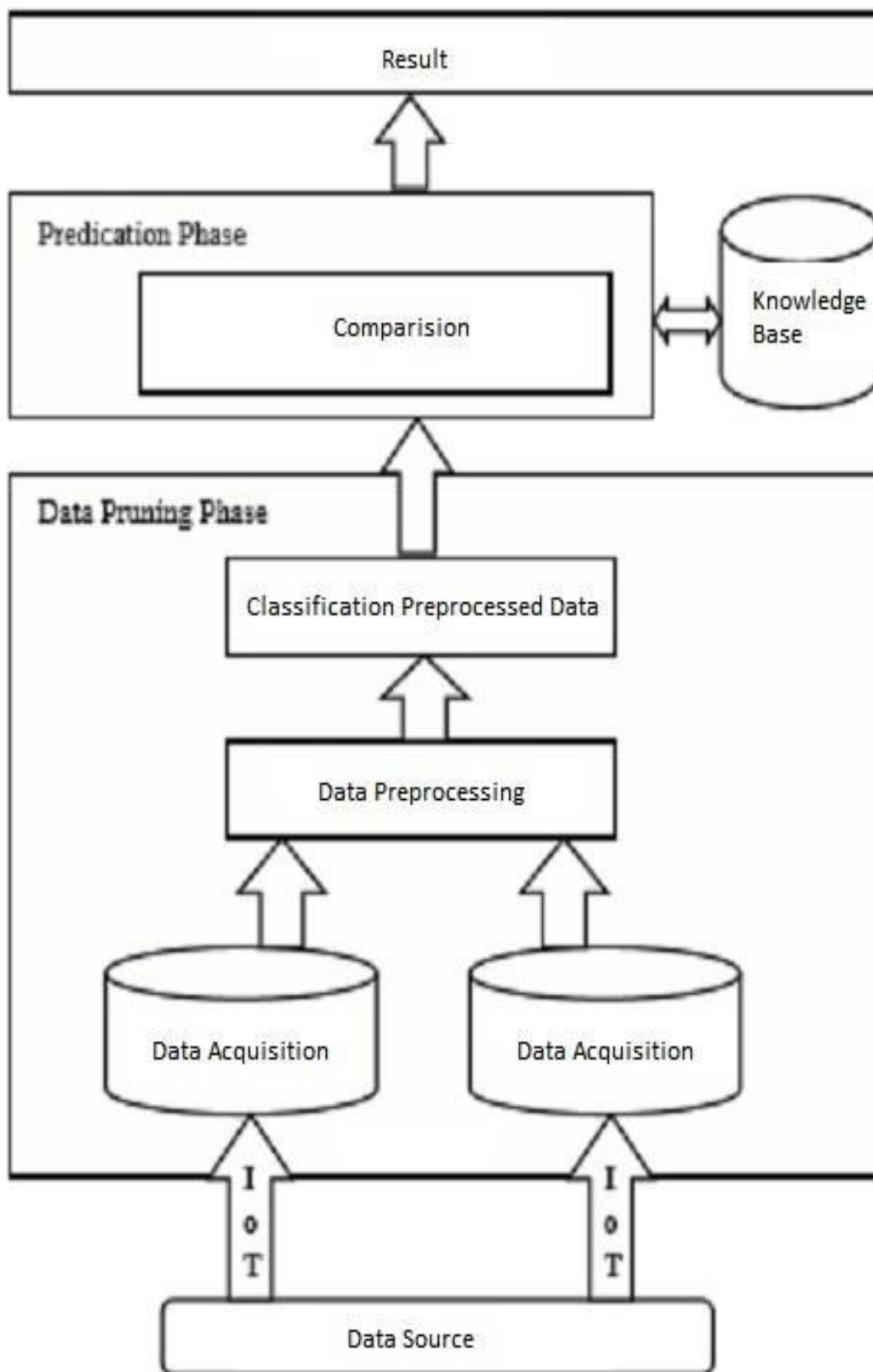


Figure-1: Methodology,
Source: Smart Healthcare Monitoring using IoT [3]

3] Maradugu Anil Kumar, Y. Rabi Sekhar, (2015), developed an android based mobile application which will monitor patient’s Heart rate, temperature and SPO2. This app will continuously monitor patient health at real time. This app have Bluetooth connectivity to paired sensor device. Data is stored on android based web server and from there remote access is given to other devices through Wi-Fi or 3G [10].

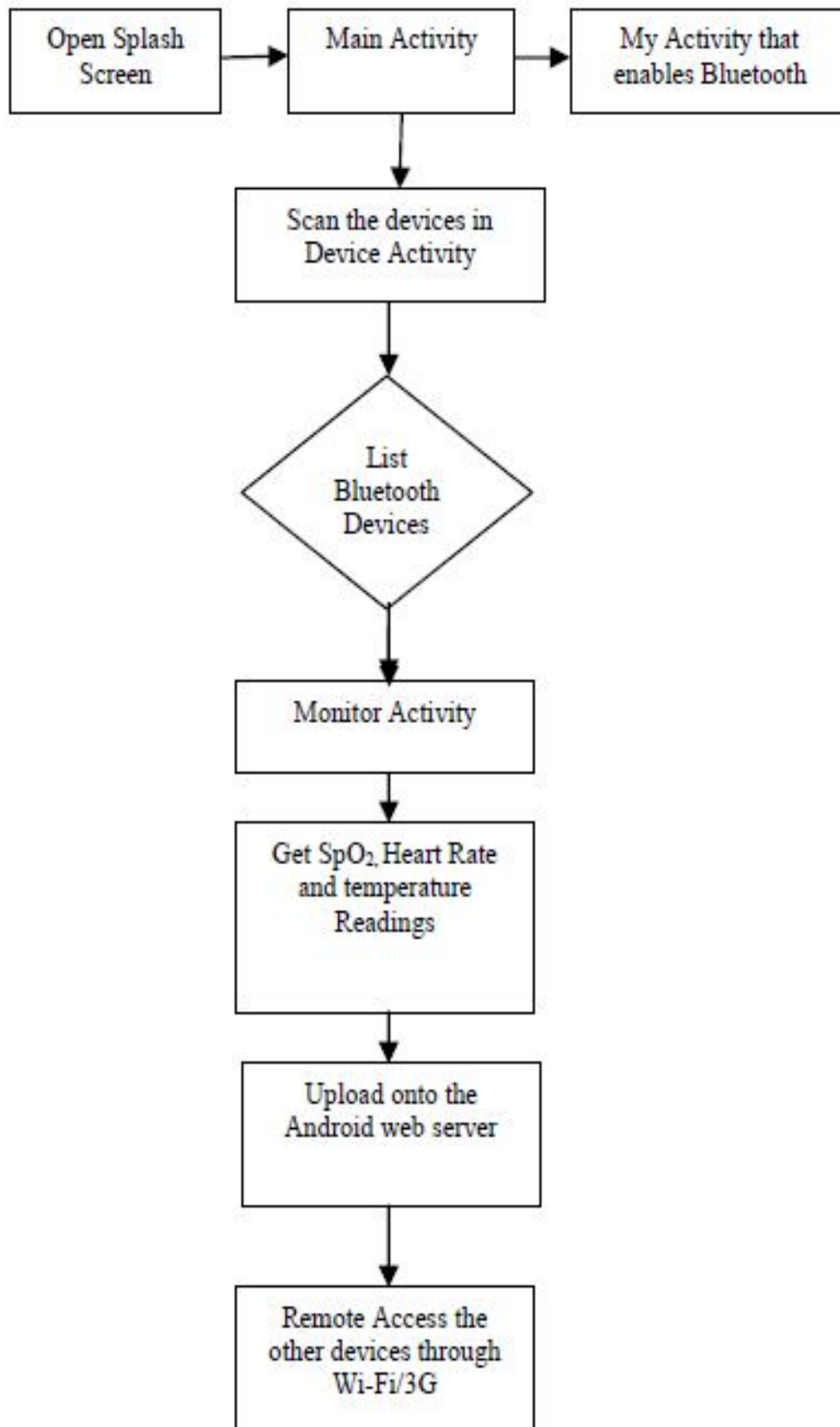


Figure-2: Android App Development

Source: Android Based Health Care Monitoring System [10]

4] Sapna Tyagi, Amit Agarwal, Piyush Maheshwari,(2016), proposed a cloud based framework in which patients medical data and reports can be securely transmitted between hospital, doctors, patient, Labs etc.

The main reason behind this framework is to make patients clinical aid less expensive, shortage of doctors to be overcome and therefore providing quick service to patients and enhanced care [9].

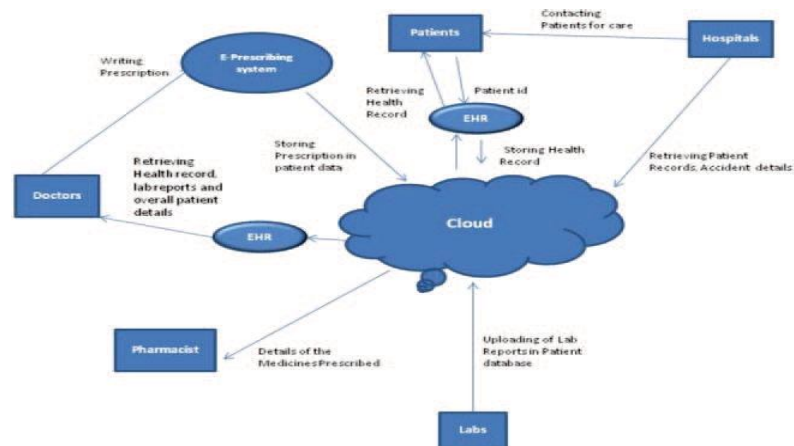


Figure-3: Cloud-IOT Healthcare Framework

Source: A Conceptual Framework for IOT-based Healthcare system using Cloud Computing [9]

RESEARCH DESIGN

In this Research paper I propose a complete IOT based Healthcare Management System which will also take patients daily traveling into its consideration. As I have discussed above many healthcare system only consider patient and their health, they do not deeply consider patient's surroundings, location, and daily routine. This healthcare system is proposed taking into mind that it can be useful to anybody who will have health issues.

METHODOLOGY

A. Monitoring and Storage

Patient will be wearing multiple IoT based devices, these devices will be connected to an Android based app on the patient's smartphone. The app will provide real-time readings from the devices, these readings will contain Blood Pressure, Sugar Level, SPO₂, Dementia, fall, Heart Rate, temperature etc. The app will receive the data and transmit it to the server where it will be stored on a database. Data on the server will be accessible to only those who will be granted permission, such as doctors. Doctors can remotely monitor patient at real-time from their smartphones having the same Android based app. Doctors can see and study patient's health.

Patient's medical records and reports of various medical tests will be stored on the cloud drive. Every patient will have his own cloud address. The data present on the cloud can easily be shared with any other healthcare center.

B. Analysis and Interface

Patient's medical data stored on the server will be analyzed by a medical analyst. Who will try to detect any abnormality, run patient record with different patterns to find a match for an upcoming health issue.

The application will have multiple interfaces for patient, doctor, analyst etc. Patient interface will have access to all features made for patient. Where patient can see his own readings on his smartphone, he can see any possible abnormality, doctor's instruction, and his daily dose indications. It will also have access to patient's cloud drive records and some records will also be available on device local storage memory. Patient can generate an alert or inform the system that he is facing difficulties.

Doctor's application interface will be little complicated, it will have access to all the patient's details under the doctor. Doctor can monitor any specific patient and provide remote assistance if he sees it fit. Doctor can also check patient's medical record on drive. Patient medical analyst report can also be studied by doctor.

Medical analyst interface will be somewhat the same as doctor's application interface. It will have little adding as some analyst needs, where analyst can have access to different tools such as pattern matching, record evaluation, digital analysis, graphical chart and design maker.

C. Alert

Alert plays a crucial role in any kind of healthcare system, in this system alert can be generated multiple ways. Simplest possible way is patient can manually generate it by using his Android app, where he can directly request the system for care. Being manual interaction patient can directly opt for required care by selecting an option such as Doctor's assistant, Nearby Ambulance, Hospital etc. Other kind of alert can be a precautionary alert which will be generated automatically from the web server. This alert will be generated based on patient real-time recorded data, where patient's blood pressure, sugar level if started to show any abnormality system can inform the patient on his smartphone with a message or notification. Same info will also be sent to patient's doctor.

Emergency alert will be rare one and with that most importance should be given to it. This alert will take critical scenario under its consideration that patient is unable to generate alert himself and he need immediate healthcare. This alert will be sent to system, doctor, patient’s relatives etc.

D. Response

System will respond to every alert based on its category, a manually generated alert will first go to system operator or doctor who will verify patient condition on call or through messages. If patient requires immediate healthcare nearest hospitals location can be informed to him.

A precautionary alert can be responded by automatically system generated response for low or high sugar, but in case of any other pattern is matched or evaluated than doctor can let patient know about his condition through notification or call. Doctor can also inform patient with new medications. Doctor can also fix appointment where patient can briefed about his condition.

Response to emergency alert will be given highest priority. When this alert is generated than system will first evaluated patient’s current location based on GPS, how further he is from his regular health care center. If he is nearby than same health care center will easily provide ambulance. But in case patient being out of reach of quick service than system will opt for ambulance finder which will find the nearest ambulance for patient. Hospital finder can also be used to find a hospital as per patient’s condition.

E. Data Sharing

Data sharing will be achieved two ways offline and online. Patient’s android smartphone will have all medical records stored in it, which can accessed by new healthcare center. But using this way emergency healthcare center have to wait for patient to arrive first with the device and they have to start treatment as soon as patient arrives, which will delay the process to check the medical records.

Online way provides better solution for this problem, as all patient’s data is already stored on drive. This drive will be easily shared with new healthcare center. By using this way Doctor’s at new healthcare center will have some extra time to look at on route patient medical record and prepare for his quick rehabilitation.

Let us consider following example based on figure 4, where we have patient with asthma who is daily commuter. Who travels daily from city X to city Y and back. Patient has android based healthcare system on him with IoT based sensor on his body. Patient Healthcare center residence in city X. We will consider a scenario where patient is in city Y and he start feeling uneasiness and soon this leads to emergency situation as patient does not have his inhaler. Air flow body sensor will detect this abnormality and alert the application, which will generate a critical alert to web server.

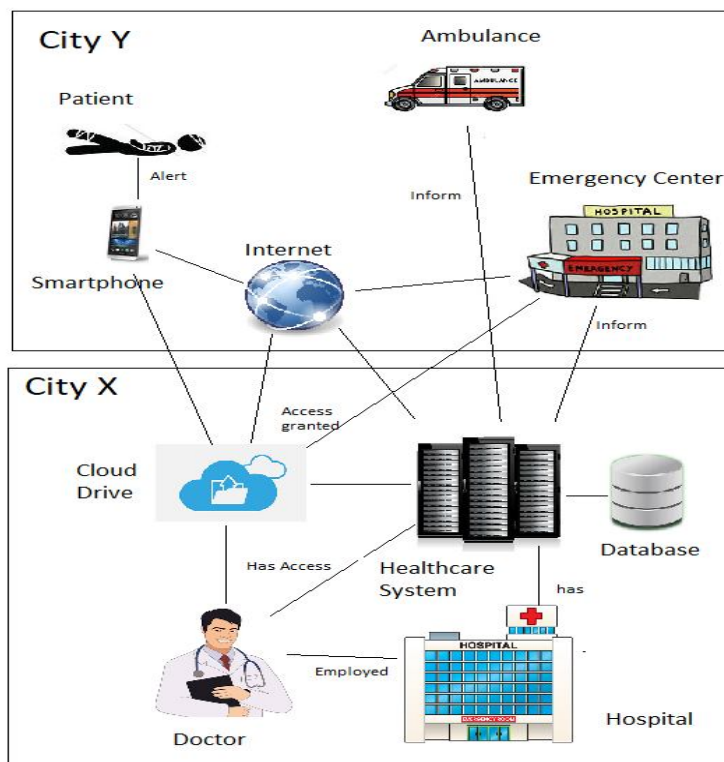


Figure-4: Healthcare Emergency Service

Once the critical alert is received at web server, it will inform doctor and patient's relative current situation through messages or notification. System will check the patient current location based on GPS. Since every smartphone comes with GPS sensor it will be easy to pinpoint patient's location. Based on this system will come to know that patient is in different city and so system will invoke services such as Ambulance finder and Emergency center finder simultaneously. Current location of patient will be shared with ambulance. Once the emergency center is found as per patient's need then system operator will contact the emergency center let them know the patient is on route. At the same time operator will give access of patient's cloud drive medical records to emergency center.

IMPLEMENTATION

To implement the above system we will need IOT based sensor such as Heart rate sensor, temperature sensor, sugar level tester, Blood pressure sensor and SPO2 sensor. We will need Bluetooth to connect these devices to smartphone. Data received on smartphone will need android based application for local storage and transmission to web server. Smartphone will need active fast internet connection, possibly with better data pack. An android based web server, which will use KSWEB to organize and maintain a platform for web server. Web server will have services such as ambulance or emergency center finder, these services can be built from scratch or can be made available through 3rd party. Location service can easily be implemented, since every smartphone has GPS receivers. We will need MySQL Database with good storage to store multiple readings from patient, their analysis etc. Cloud drive will be needed to store patient's historical medical record, such drive can be built with massive remote storage of hard drive or they can be rented from Google Drive, Amazon Drive, and Mega Drive.

CONCLUSION FUTURE WORK

Today everyone has a smartphone with them and more than 80% of India's mobile operating system share goes to Android operating system. A healthcare system based on android application will be easy to implement on patient's smartphone and this leads to huge cost saving. The only extra thing a patient will need is a body area sensor which can also be brought as per patient's need. Servers and Cloud drives will be costly to maintain but they will have their own benefits as only because of them patients' data can be monitored, analyzed, stored and shared. Together with all these services this system can provide patient with really good, cost effective and immediate healthcare.

In the future this system can also be upgraded to monitor climate around the patient and predict its effects on patient's health. Weather monitoring and its related emergency alert can also be sent to patients.

REFERENCE

- [1] A Survey on Health Monitoring System by using IOT M. Saranya¹, R. Preethi², M. Rupasri³, Dr.S.Veena⁴
1, 2, 3 CSE Student, 4 Professor/CSE S.A. Engineering College Chennai.
- [2] IOT based Patient Health Monitoring System, Shivam Gupta, Shivam Kashaudhan, Devesh Chandra Pandey, Prakhar PratapSingh Gaur
- [3] Smart Healthcare Monitoring using IoT, Shubham Banka, Isha Madan and S.S. Saranya Orcid Id: 0000-0001-8715-4640
- [4] Health monitoring system using IoT, Shivleela Patil, Dr. Sanjay Pardeshi
- [5] Smart Sensing Technology for Structural Health monitoring, Billie F. SPENCER Jr.1, Manuel RUIZ-SANDOVAL2, Narito KURATA3
- [6] Internet of Things Based Health Monitoring System: Opportunities and Challenges, Pawan Singh ISSN No. 0976-5697
- [7] Requirements Model for Multi-Agent Autonomic Fetus Monitoring System, Mrs. Rasika Mallya¹, Dr. Snehalata Kothari²
E-ISSN: 2278-0661, P-ISSN: 2278-8727
- [8] Mobile health (m-health) system in the context of iot. (FiCloudW), pages 39–42, Aug 2016. S. H. Almotiri, M. A. Khan, and M. A. Alghamdi.
- [9] A Conceptual Framework for IOT-based Healthcare system using Cloud Computing, Sapna Tyagi, Amit Agarwal, Piyush Maheshwari, (2016) 6th International Conference
- [10] Android Based Health Care Monitoring System (ICIIECS) 2015, Maradugu Anil Kumar, Y.Ravi Sekhar

SCREENING OF ANTIBIOTICS IN POULTRY LIVER, KIDNEY, GALL BLADDER AND MUSCLE

Tanvi Bore¹, Victoria M. and Dr. Deepa Verma²¹Department of Biotechnology, VIVA College of Arts, Commerce and Science, Virar (W)**ABSTRACT**

Antibiotics are extensively used in different livestock farms for various purposes such as prophylactic preservation, control of diseases and also as growth stimulant. Some of the antibiotics used are not completely eliminated from different body parts of the livestock. The presence of antibiotics in livestock causes maximum production of superbugs, which cannot be killed easily and also leads to different disease conditions in humans which cannot be treated easily. In the current study, surveillance was done using chicken samples from different shops and was tested by disc diffusion assay. Also comparative analysis was done between organisms used for surveillance purpose. Tests were also carried out to study the effects of high temperature on antibiotics treated chicken sample. Also it was observed that 20% of antibiotics were present in its native form even after treating it with high temperature.

Keywords: Antibiotics, Livestock, Surveillance, Disc diffusion assay, High temperature, Superbugs.

INTRODUCTION

Poultry industry is the major part of livestock production throughout the world. It is rapidly expanding to fulfil the demands of animal protein in the form of meat and eggs. In India, this industry is a major contributor of food supply (79.55% of meat consumption) and maintaining the countries economy, because it is a cheap and easy source of protein for human consumption. Antibiotics are being excessively used in the different animal farms for various purposes: such as prophylactic prevention and control of disease, and as growth stimulant [Hind, A. Elnasri *et al*]. Antibiotics are substances that can destroy or inhibit the growth of microorganisms. They are widely used in the prevention and treatment of infectious diseases. [H. D. Chapman and Z. B. Johnson].

They are therapeutically used to protect the health and welfare of humans and animals. Some antibiotics are produced by microorganisms but most of them are now manufactured synthetically. [Ramakant Sahu *et al*].

About one-third of two lac children are victims of antibiotic resistance, about 15% of those when re-treated for TB are resistant to multiple drugs. [Antibiotics and chicken TOI].

Two types of analytical methods are commonly used, the screening methods that includes tests such as disc assay, test tube method, modified Premi and Delvotest methods and the confirmatory test can be done using more complex and advanced techniques such as ELISA and HPLC. The microbial inhibition tests were the earliest test used and are still in use because they are inexpensive and can cover entire antibiotic spectrum but are less specific than other tests. [Hind A. Elnasri *et al*]

India has no regulations or standards for antibiotics given to farm animals. Some European countries banned use of penicillin, streptomycin and tetracycline as growth promoters in 1970s. In 1986, Sweden banned antibiotic growth promoters and Denmark followed it. EU prohibited antibiotic growth promoters in 2006. [Antibiotics and chicken TOI]

The goal of present study is to screen the antibiotics in liver, kidney and muscle of livestock as well as study the relation between different bacterial species namely *Escherichia Coli* and *Bacillus subtilis* used for screening of livestock and also to study the effect of high temperature on antibiotics present in poultry.

MATERIALS AND METHODS**Sampling collection**

About 1-2g of each tissue sample were obtained from freshly slaughtered birds in polythene bags and brought to the lab covered in ice bags and were stored at -20°C for further screening of antibiotic residues.

Station	Station name	Poultry name	Latitude	Longitude
Station 1	Vasai (E)	Saguna poultry farm	19.110172	72.871641
Station 2	Vasai	Sabina Poultry farm	19.391928	72.839732
Station 3	Wada	Apsara poultry farm	19.656967	73.140861
Station 4	Nashik	Vankish poultry farm	19.998518	73.791910
Station 5	Nashik	Sai pratik poultry farm	19.997453	73.789802

Microbiological disc assay

Sterile paper discs were saturated with tissue fluid and placed on sterile nutrient agar culture plates swabbed with the microorganism *Escherichia coli* and *Bacillus subtilis*. These plates were then incubated at 37° C for 24 hours. The presence of clear zone of inhibition is evidence that sample tissue contain antibiotic residues. [Mariël G.Pikkemaat] [Hakem, Y. Titouche]

COMPARATIVE STUDIES BETWEEN ORGANISMS AGAINST ANTIBIOTICS

The inhibition zones which were obtained after microbiological assays for in vitro analysis were summed up for respective organism (*E. coli* & *B. subtilis*) and their percentage were calculated.

EFFECT OF HIGH TEMPERATURE ON ANTIBIOTICS:

10g of the muscle samples from the chickens were treated with antibiotics were treated for 40 minutes in hot water bath. Further the muscle fillet was tested for the presence of antibiotic by disc diffusion assay method.

An incision was made in treated fillet and disc was inserted so that it could soak the antibiotics if present. Further they were placed on nutrient agar plate aseptically on which the respective cultures were swabbed. The plates were further incubated at 37°C for 24 hrs and the results were observed the next day.

RESULT AND DISCUSSIONS

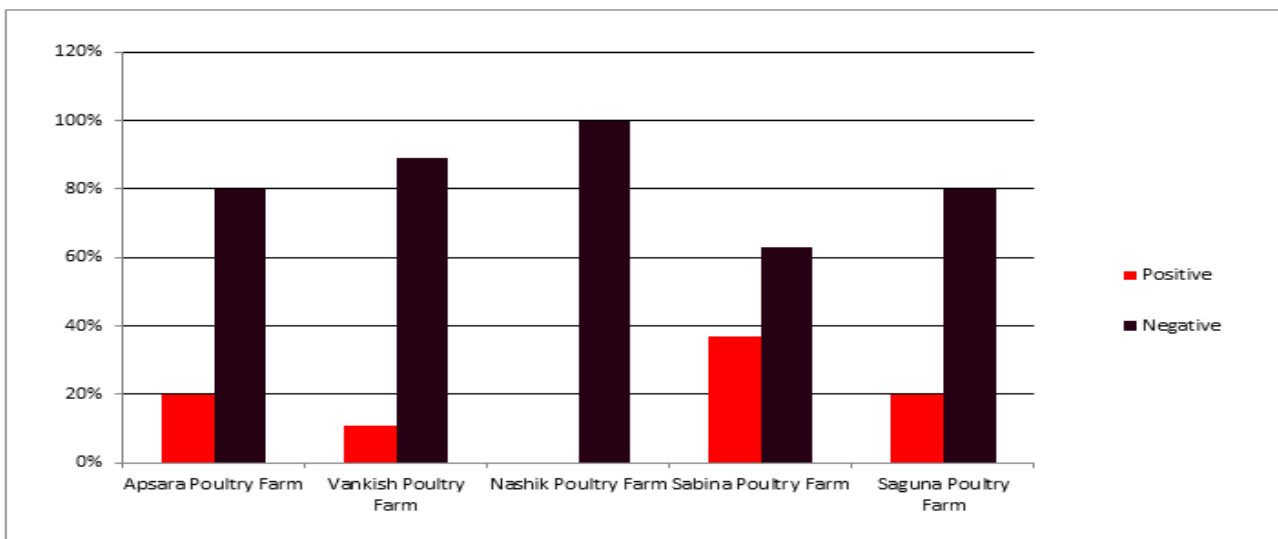
Screening for antibiotic residues in the different tissue samples collected from the different poultry farms:

Comparison of the effects of the antibiotic residues on *E.coli* and *B.subtilis*.

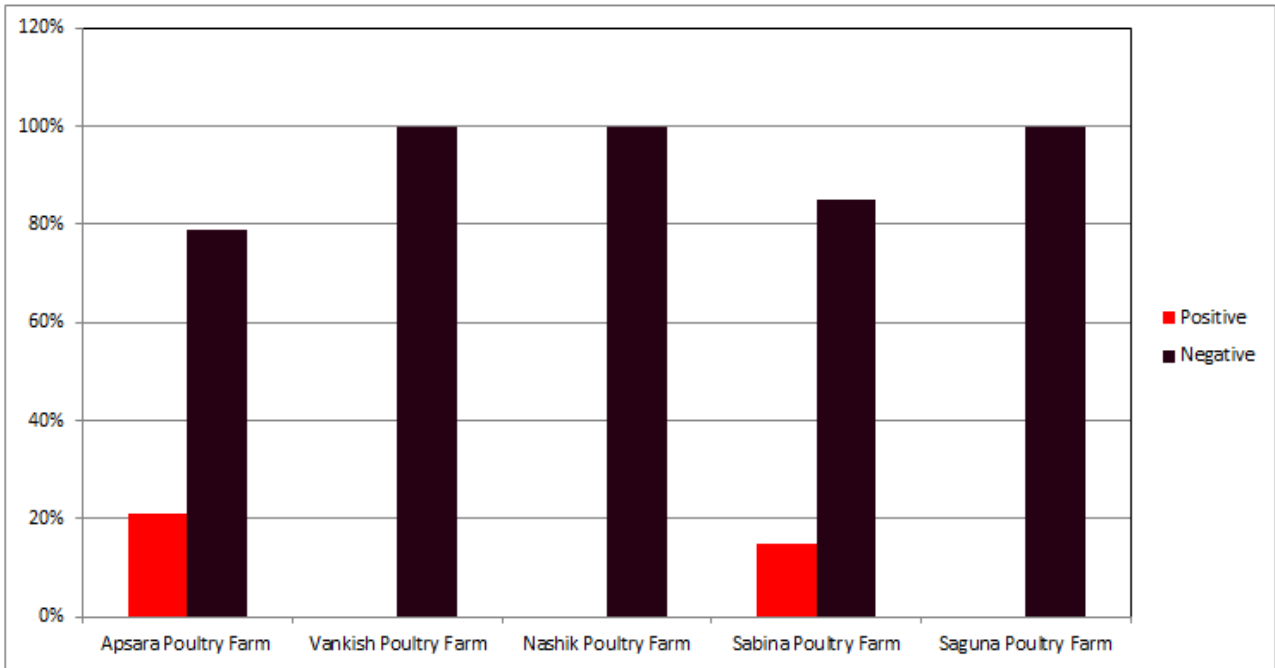
Sr.no	Sample from poultry	Tissue sample	<i>E. coli</i>	<i>B. subtilis</i>
1.	Apsara Poultry Farm (Wada)	Muscle	11 mm	7 mm
		Liver	9mm	7 mm
		Kidney	--	7 mm
2.	Vankish Poultry Farm (Nashik)	Muscle	--	--
		Liver	11 mm	--
		Kidney	--	--
		Gall Bladder	--	--
3.	Saguna Poultry Farm (Wada)	Muscle	9 mm	--
		Liver	11 mm	--
4.	Sabina Poultry Farm (Vasai)	Muscle	13 mm	--
		Liver	12 mm	8 mm
		Kidney	12 mm	7 mm
5.	Sai Pratik Poultry Farm (Nashik)	Muscle	--	--
		Gall Bladder	--	--
		Kidney	--	--

From fig.1 it is found that the organism *E.coli* is more susceptible to the antibiotic residues than *B.subtilis*.

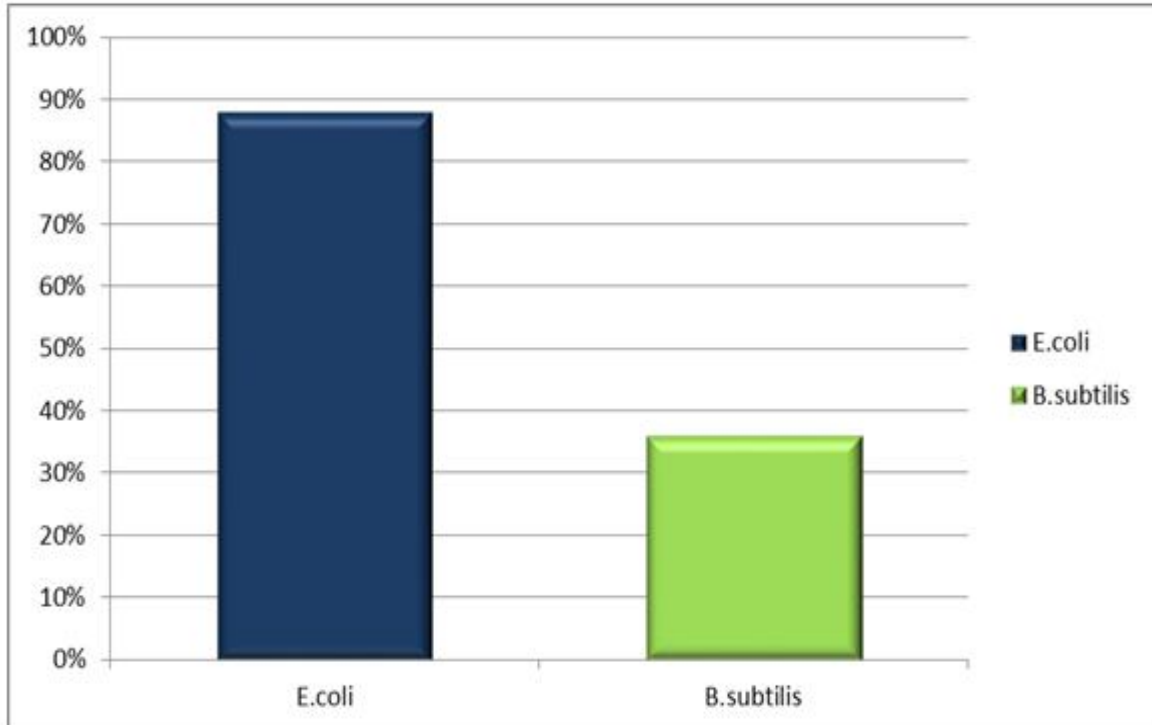
a. Graphical Representation for *E.coli* susceptibility:



b. Graphical Representation for *B.subtilis* susceptibility



It is found that culture of *E.coli* is more sensitive than *B.subtilis* from the graphical representation shown in fig.2 and fig.3 respectively. The zones were also compared with Kirby-Bauer’s chart which is used to measure the antibiotic sensitivity it works as a standard. After comparing the zones we can say that antibiotics such as amoxicillin, ampicillin, chloramphenicol, erythromycin, gentamycin, kanamycin, tobramycin can be present in the samples.



Effects of high temperature on antibiotic containing chicken

To study the effect of high temperature on antibiotic containing chicken sample, the organism *E.coli* was selected over *B.subtilis* as it was seen to be more sensitive than *B.subtilis* from the results obtained.

It was seen that both the antibiotics showed inhibitory zones when the respective experiments were performed.

Culture used	Inhibition zones
<i>E.coli</i>	11mm,14mm

CONCLUSION

A study report released by the Centre for Science and Environment (CSE), says that the poultry owners routinely pump antibiotics bought without any prescription from the local shop into the chickens to promote growth so that they look bigger and also to treat or prevent infections. [Centre of Science and Environment]. India has no law to regulate antibiotics use in poultry sector. Moreover, the large scale and reckless use of antibiotics by poultry owners can lead to antibiotic resistant bacterial strains in the chicken itself. Samples collected from 5 different poultry farms which revealed the presence of antibiotics, also two different test organisms *E.coli* and *B.subtilis* were comparatively studied from the results obtained. Smaller zones of inhibition were obtained with high temperature treated chicken sample than that with untreated ones, it can be said that high temperature has effects on the antibiotics residue, therefore the chicken meat has to be well cooked before the consumption.

DISCUSSION

In developing countries, particularly in India, commercial system of chicken production is dependent upon improved breeds of layers and broilers. Poultry production in India is increasing due to high demand for eggs and meat, however, per capita consumption of chicken meat in India is still very high. In India there is growing evidence that resistance to aminoglycosides, fluoroquinolones such as ciprofloxacin is rapidly increasing. Treating fatal diseases like sepsis, pneumonia and tuberculosis (TB) with fluoroquinolones is becoming tough because microbes that cause these diseases are increasingly becoming resistant to fluoroquinolones.

Antibiotics in poultry industry are used for prevention and treatment of disease as well as to increase efficiency of use of feed by chicken for growth, product outputs, and for increased production performance by modifying or reducing that portion of nutrition requirement with fighting subclinical diseases and enhancing health defence processes. In the present study, experimental work was conducted into different phases, like screening of antibiotic residues in different chicken samples (Surveillance), [Farheen Asad] then in vitro analysis of antibiotics on chickens were carried out, comparative study between two antibiotic susceptible organisms was also carried out and further high temperature effect on antibiotic containing samples was also studied.

Survey was done using 5 different chicken tissue samples from different poultry farms. Most of the samples showed the presence of antibiotics when respective experimental procedures were used. As per the reports of Sudan it was seen that 27% of tested tissue samples gave positive result for the presence of antibiotics compared to 73 % which were negative. Comparative analysis was also carried out by specific calculation giving a particular percentage value.

In this study treated chicken with antibiotic residues was treated with high temperature by boiling for about 40 minutes and disc assay was performed to check the presence of antibiotics. After treatment of chicken with high temperature it was observed that a reasonable but significant decrease in residues occurs. In addition, there are many drugs like sulphamethazine [Rose *et al.*], oxytetracycline and ivermectin which remained stable after treating at high temperatures. [J. J. O'Brien and *et al.*] [Salah H. Abou-rya1and *et al.*] [Muhammad Akbar Shahid *et al.*].

REFERENCE

- “Antibiotics and chicken: All you need to know”, TOI (2014).
- Farheen Asad, “Antibiotic residues in poultry products”, Department of chemistry and biochemistry, Faculty of sciences, University of agriculture, Faisalabad, Pakistan, (2012).
- H. D. Chapman and Z. B. Johnson, “Use of Antibiotics and Roxarsone in Broiler Chickens in the USA: Analysis”, Department of Poultry Science and Department of Animal Science University of Arkansas, Fayetteville, Arkansas 72701, (1995 to 2000).
- Hakem, Y. Titouche, K. Houali, B. Yabrir1, O. Malki, N. Chenouf1, S. Yahiaoui, M. Labiad, H. Ghenim, S. Kechih-boumar, F. Chirilă, A. Lapusan and N.I. Fiț, “Screening of antibiotics residues in poultry meat by microbiological methods”, Laboratory of Valorization and Exploration of Steppical Ecosystems, University Ziane Achour, Djelfa, Algeria, Regional Veterinary Laboratories, Draa-Ben-Khedda, Tizi-Ouzou, Algeria, Laboratories of Biotechnology and Analytical Biochemistry, U. Mouloud Mammeri, Algeria. University of Agricultural Sciences and Veterinary medicine Napoca, Romania, (2013).
- Hind, A. Elnasri*1, Adil, M. Salman1 and Samah A. El Rade, “Screening of Antibiotic Residues in Poultry Liver, Kidney and Muscle in Khartoum State”, Sudan 2 1University of Bahri, College of Veterinary Medicine, Sudan 2 Ministry of Irrigation, Agriculture and animal welfare, Khartoum. (Received: February 15, 2014; Accepted: April 08, 2014)

-
- J. J. O'Brien, N. Campbell, and T. Conaghan, "Effect of cooking and cold storage on biologically active antibiotic residues in meat", *J. Hyg., Camb.*,(1981).
 - Mariël G. Pikkemaat, "Microbial screening methods for detection of antibiotic residues in slaughter animals", RIKILT, Institute of Food Safety, Wageningen, University and Research Centre, P.O. Box 230, 6700 AE Wageningen, The Netherlands, (7th May 2009).
 - Mr. Ramakant Sahu, Ms. Poornima Saxena, "Antibiotics in Chicken Meat", pollution monitoring laboratory core-6a, fourth floor, India habitat centre Lodhi road, New Delhi – 110003, July (2014)
 - Muhammad Akbar Shahid, Muhammad Siddique, Muhammad Abubakar, Muhammad Javed Arshad, Muhammad Asif and Arfan Ahmad, "**Status of Oxytetracycline Residues in Chicken Meat in Rawalpindi/Islamabad Area of Pakistan**", Department of Veterinary Sciences University of Agriculture, Faisalabad, Pakistan, *Asian Journal of Pakistan*,(2007).
 - "Latest study by CSE's Pollution Monitoring Lab finds antibiotic residues in chicken", Centre of Science and Environment, (1st August 2014).
 - Salah H. Abou-rayal, Ali R. Shalaby, Nadia A. Salama, Wafaa H. Emamnd Fathy, M. Mehaya, "Effect of ordinary cooking procedures on tetracycline residues in chicken meat", Food science and technology department, Faculty of Agriculture, Cairo University, Giza, Egypt, Food Science and Technology department, National research centre, Dokki, Cairo, Egypt (Received: June 7, 2012; Accepted: October 9, 2012).

CYBER CRIME AND SECURITY

Vishwanath Vinod PawarAssistant Professor, VIVA College of Arts, Commerce and Science

ABSTRACT

As we all know that Cybercrime has been one of the common practices made by the computer expert. The Computers have unleashed an era of enhanced productivity and creativity. Communication and Connectedness has seen new heights in the last two decades. Internet has ushered a new revolution. Being one of the most rapidly expanding sector, internet has become one of the most vital part of our life from work to entertainment there's no other option now but it comes with a price of our privacy.

Cyber Crimes are also on the rapid expansion causing our sensitive data to be used without our permission. Governments are aware of this matter doing everything they can to secure our networks but many say security is just an illusion. In this paper I have mentioned some of the impact of the cybercrime. Cybercrime is that activities made by the people for destroying organization network stealing others valuable data, documents, hacking bank account and transferring money to their own and so on. Cyber Crime is emerging as serious threat. To the world of computer technology, governments, police and intelligence units are acting toward the issue closely. Different Strategies are put into action. The effort is done to educate people and to expose them to the cyber world without security. My paper gives detailed information regarding cybercrime, its types, and modes of cybercrime and security measures including prevention to deal effectively with cybercrime. Finally I will go for the research on the crime made by the misuse of cybercrime in some of the field and areas like in financial crimes, Cyber pornography, Online gambling, Intellectual Property crimes, Forgery, Cyber Defamation, Cyber Stalking, Email Spoofing, Email bombing, Salami Attacks, Virus/Worm attacks, Web Jacking, Data diddling etc. and also try to find which type of cybercrime is most practice in the world and finally I will get the main objective of my term paper. Like this my term paper will be complete.

Keyword: Cyber Crime, Phishing and Hacking, Internet Technology, Piracy, Software, Cyber Security, Information.

1. INTRODUCTION

The internet in India is growing rapidly. It has given rise to new opportunities in every field we can think of be it entertainment, business, sports or education. There are two sides to a coin. Internet also has its own disadvantages is Cyber Crime-illegal activity committed on the internet. Cyber Crimes are criminal offenses committed via the internet or otherwise aided by various forms of computer technology such as the use of online social network to bully others or sending sexually explicit digital photos with smart phone. Cybercrime is a type of crime or an illegal activity that is basically committed through a computer with the help of networking for e.g. Internet Fraud, Spams, Gathering Information Illegally, Identity theft, Phishing Scams, Hate Crimes.

2. HISTORY OF CYBER CRIME

Cybercrime first started with hackers trying to break into computer networks. Some did it just for the thrill of accessing high-level security networks, but others sought to gain sensitive, classified material. Eventually, criminal started to infect computer systems with computer viruses, which led to breakdowns on personal and business computers.

- A. The first recorded cyber crime took place in the year 1820.
- B. The First Spam Email took place in 1978 when it was sent over the Arpanet.
- C. The First VIRUS was installed on an Apple Computer in 1982.
- D. Travelling documents of NATO forces were hacked in Afghanistan.
- E. Denial of Services (DOS) attacks by 'Mafia Boy' on eBay, Yahoo! And other popular sites (2000)
- F. FBI's e-mail system is hacked (Feb, 2005).
- G. Swedish bank Nordea was hit with possibly the biggest internet fraud in history.

3. CATEGORIES OF CYBER CRIME.

Cyber Crime is a generic term that refers to all criminal activities done using the medium of communication devices, computers, mobile phones, tablets etc. It can be categorised in following ways:-

-
-
- A. The computer as a target: - Attacking the computers of others.
 - B. The computer as an accessory: - Using a computer as a “fancy filing cabinet” to store illegal or stolen information.
 - C. The Computer as a Weapon:- Using a computer to commit “traditional Crime” that we see in the physical world.
 - D. Individual:- This type of cyber crime can be in the form of cyber stalking, distributing pornography, trafficking and “grooming”.
 - E. Property:- Can steal a person’s bank details and siphon off money; misuse the credit card to make numerous purchases online; run a scam to get naïve people to part with their hard earned money; use malicious software to gain access to an organization’s website or disrupt the systems of the organization.
 - F. Cyberpiracy:- Using cybertechnology in unauthorized ways to:- Reproduce copies of proprietary information, or Distribute proprietary information across a computer network.
 - G. Cyber trespass:- Using cybertechnology to gain or to exceed unauthorised access to :- An individual or an organization computer system or A password-protected web site.
 - H. Cyber vandalism:- Using cybertechnology to unleash one or more programs that:- Disrupt the transmission of electronic information across one or more computer networks, including the internet or Destroy data resident in a computer or damage a computer system’s resources or both.

4. TYPES OF CYBER CRIME

- A. **HACKING**:- Hacking means unauthorized attempts to bypass the security mechanisms of an information system or network. Also in simple words Hacking is the unauthorized access to a computer system, programs, data and network resources. Hacking is simple term means an illegal instruction into a computer systems and network. It is also knows as Cracking.
- B. **DATA THEFT** :- If any person without permission of the owner or any other person, who is in charge of a computer, computer system of computer network- downloads, copies, or extracts any data, computer data base or information or data held or stored in any removable storage medium, then it is data theft.
- C. **SPREADING VIRUS OR WORMS**:-The virus will install files on your system and then will change your system so that virus program is run every time you start your system. It will then attempt to replicate itself by sending itself to others.
- D. **PHISHING**:- It is a Scam to steal your online username and password. Phishing attacks work by tricking you into entering your username and password at a fake site that looks like your bank, your broker or employer.
- E. **MALWARE**:-Malware can redirect your browser to a phishing site when you try to go to your bank site, or even let someone remotely hijack your computer.
- F. **SPYWARE**:-It is an program where someone sneaks on to your computer. They can do ranges from really annoying, like feeding you a steady stream of advertisement, to very dangerous, like stealing your account numbers, user names and or passwords as you type them in called key logging.
- G. **E-Mail Bombing**:-E-Mail bombing refers to sending a large amount of e-mails to the victim resulting in interruption in the victims e-mail account or mail servers.
- H. **Data Diddling** :-This kind of an attack involves altering the raw data just before it is processed by a computer and then changing it back after the processing is completed.
- I. **Salami Attacks**:-These attacks are used for the commission of financial crimes. The key here is to make the alteration so insignificant that in a single case it would go completely unnoticed e.g. A bank employee inserts a program into bank’s servers, that deducts a small amount from the account of every customer.
- J. **Denial of Services Attack**:-This involves flooding computer resources with more requests than it can handle. This causes the resources to crash thereby denying authorized users the service offered by the resources.
- K. **Cyber Defamation**:-India’s first case of cyber defamation was reported when a company’s employee started sending derogatory, defamatory and obscene e-mails about its Managing Director. The e-mails were

anonymous and frequent, and were sent to many of their business associated to tarnish the image and goodwill of the company, later he was identified and accordingly penalized.

- L. **Cyber Stalking:**-Cyber stalking involves following a person's movements across the internet by posting messages on the bulletin boards frequented by the victim, entering the chat-rooms and constantly bombarding the victim with e-mails etc.
- M. **CHILD PORNOGRAPHY:-** The internet is being highly used by its abusers to reach and abuse children sexually, worldwide. As more homes have access to internet, more children would be using the internet and more are the chances of falling victim to the aggression of pedophiles.
- N. **COMPUTER VANDALISM:-**Damaging or destroying data rather than stealing or misusing them is called cyber vandalism. These are program that attach themselves to a file and them circulate.
- O. **VIRUS DISSMINITION:-**Malicious software that attaches itself to other software. Virus, Worms, Trojan horse.

5. CYBER SECURITY

- A. **CYBER PROTECTION:** - Cyber protection involves protection of sensitive personal and business information through prevention, detection and response to different online attacks.
- B. **SOFTWARE UP TO DATE:-**Use good password which will be difficult for thieves to guess. Do not choose option that allows your computer to remember your passwords.
- C. **PRIVACY PROTECTION POLICY:-**Before submitting your e-mail, address, name on a website look for the site protection policy.

6. BENEFITS OF SYBER SECURITY

- A. It will defend us from hacks and virus. It helps us to browse the safe website.
- B. The security developers will update their database every week once. Hence the new virus also detected.
- C. The application of cyber security used in our PC needs update every week.
- D. Internet Security processes all of the incoming and outgoing data on our computer.

7. PREVENTION TO CYBER CRIME

- A. One must avoid disclosing any personal information to strangers via e-mail or while chatting or any social networking site.
- B. U must avoid sending any photo to strangers by online as misusing or modification of photo incidents increasing day by day.
- C. Updated Anti-virus software to guard against virus attacks should be used by all the netizens.
- D. A person should never send our credit ro debit card number to any site is not secured, to guard against frauds.
- E. Insert firewalls and Use antivirus software's.
- F. Uninstall Unnecessary Software.
- G. Check Security settings and Stay anonymous – choose a genderless screen name.
- H. Always learn or check more about internet privacy.

8. CYBER LAW OF INDIA

- A. The primary purpose of the Act is to provide legal recognition to electronic commerce and to facilitate filing of electronic records with the Government.
- B. Information Technology Act 2000 consisted of 94 sections segregated into 13 chapters.
- C. Four Schedules from part of the Act.
- D. The abuse of computer has also given birth of new age Crime that are addresses by the IT Act 2000.
- E. Whoever commits hacking shall be punished with imprisonment up to three years, or with fine which may extend up to two lakh rupees, or with both together.

9. CONCLUSION

As we can see that there where so many cyber-crimes happening India before the amendment of information technology act the rate of crime have not stopped nor it have come down but it is reaching its high.

We have try to find out various reasons that despite of such a tight act and high penalties and punishments what are the lope holes in the act which is blocking the proper implementation of such a force full act.

10. REFERENCE

- <https://www.microsoft.com/research/academic-program/write-great-research-paper/>
- <http://www.slideshare.net/lipsita/cyber-crime-and-security-ppt>
- <http://riverdelfin.blogspot.in/2013/09/anintroduction-to-cyber-crime.html>

AN EXPLORATORY STUDY ON REASONS BEHIND SHUT-DOWNS OF START-UPS IN RECENT TIMES

Dr. Rajesh MankaniFaculty, Lala Lajpatrai College of Commerce & Economics, Mumbai

Abstract

Start-ups are an integral part of today's innovative economic structures. India has seen a fair share of the boom in startups culture over the years whereby many home-grown start-ups have scaled heights to become unicorns. On the other side of the spectrum, India has seen a fair number of start-ups disappearing from the horizon after a short run. The number of failures far out-number the successful ones. When a business fails, it entails a loss of huge numbers of resources of various types. This study draws on a few case-studies of such failed start-ups who have laid down their weapons and surrendered to their ultimate downfall. This paper intends to take a look at and identifying the reasons for these failures.

Keywords: Start-ups, failures, entrepreneurship, downfall

Introduction

A start-up is a young company that is just beginning to develop. Start-ups are usually small and initially financed and operated by a handful of founders or one individual. It is a business in the form of a company, a partnership or temporary organization designed to search for a repeatable and scalable business model. These companies, generally newly created, are in a phase of development and research for market. The exact definition of "start-up" is widely debated. However at their core, most definitions are similar to what the U.S. Small Business Administration describes as a "business that is typically technology oriented and has high growth potential".

Differentiation can be made between established late-stage start-ups from traditional small businesses, such as a restaurant opening up in a mature market. The latter implements a well-known existing business strategy whereas a start-up explores an unknown or innovative business model in order to disrupt existing markets, as in the case of the online merchant Amazon, the "app" based ride service Uber or the search engine Google, each of which pioneered the development of their respective market categories. Entrepreneurial intentions help the creation of firms and they become the prime mover in the economic growth of nations (Global Entrepreneurship Monitor, 2017). An economy needs more and more startups to prosper into larger corporations to fuel growth. When more entrepreneurial firms join the fray, growth of entrepreneurship, employment and economy follow. The entrepreneurial path of converting startups into established large firms poses numerous challenges

Only a few entrepreneurs can go against the tide and achieve success. In general, the survival rate of startups established by entrepreneurs is low (Pena, 2002), leaving many startups exposed to the hardship of failure. About "90% of startups fail in the first 5 years" as observed in the US context (Forbes magazine, 2015) and the phenomenon is the same in the Indian context as well (Business line, 2017). The situation may not be widely different in other economies. The failure of startups impacts entrepreneurs as well as the firm established by them. The repercussions of entrepreneurial failure go beyond the firm and impact employment and economy

Statement of Problem

Start-ups in the economy have grown with the government initiatives of promoting start-ups by giving them various incentives by way of easy availability of finance, taxation reliefs, etc. Moreover, Indian start-ups have found decent traction with many local success stories mounting the ladder of success in their chosen fields and some even becoming home-grown unicorns. However on the other side of the spectrum, we have seen a number of start-ups announcing their grand arrivals with fanfare & disappearing from the scene unnoticed within no time. When a business is started, it involves huge amount of resources of every form and when just as quickly it shuts down, all the resources go waste. Indian economy has seen this all too familiar scene being repeated again and again and hence the researcher through this paper has set out to explore the reasons behind such shutdowns of start-ups with the help of a few case studies.

Literature review

The execution of a proposed business plan involves managing the factors efficiently at each stage to deliver the required product or service at the appropriate time. Uncertainty surrounding the decisions can lead to actions or inactions (Shepherd, 2003) and there are two possible scenarios such as failing to act when action is required and acting when inaction is required. A failure is the inability of an entrepreneur to achieve the desired results (Politis, 2009). A failure is an event characterized by a steady decline in revenue and a steady increase in the cost of a firm.

An entrepreneur will have turbulent times in managing this difficult situation. At this stage, mobilizing additional funds through debt or equity will be a major challenge. This would call for additional personal investments leading to subsequent family pressure. One more option available to the entrepreneur is to initiate a management change and this may curtail his power in the startup (Shepherd, 2009). The entrepreneur has the emotional attachment to the startup and the product they have created and it restricts them to change the management from the founder team to a professional management team. The entrepreneur blocks the transition from the quality of idea to the quality of management, and it is one of the key reasons for the value of the firm going down due to emotional factors (Shepherd, 2011).

Case-Studies

Just Buy Live: Just Buy Live was touted as the world's first and largest e-distributor. Launched in 2016, Just Buy Live had a Brand to Retail business model (B2R) that was unique in its efficiency, innovations and scale. The app empowered retailers by enabling them to buy goods directly from brands, while saving more through schemes and deals offered in real time. The app's user-friendly interface maximized convenience, democratized product access and unlocked higher profits for retailers. For brands & manufacturers, it offered wider reach, unlimited scale and relevant data. Just Buy's app was touted to be used by dukandaars of all kinds - from paanwallas and kiranas to supermarkets, chemists, mobile stores, electronic shops and many more. Created with a vision to empower Indian retailers, Just Buy provided democratic access to every brand, higher margins and organized credit all through a simple mobile application. Just Buy supplied goods directly from brand to retailer wherein every product available was listed and priced by the brand. So far, Just Buy was the distributor for over 1000+ brands, 3,00,000 products with 3000+ crore in inventory, claimed the company. The company aimed to have 10,000 brands and 1 million products on offer, reaching out to 1 million retailers by the end of 2016. Sahil Sani and Bharat Balachandran founded the company in February 2015. Just Buy operated across 15 cities in ten states and aimed to expand to 500 cities and towns by the end of 2016

According to IBEF (India Brand Equity Foundation) report, the Indian retail industry is one of the fastest growing in the world. The retail industry in India is expected to grow to US\$ 1.3 trillion by 2020, registering a Compound Annual Growth Rate (CAGR) of 16.7 per cent over 2015-20. However various reports claim that Just Buy Live may have shutdown due to an unscalable business model and negative cash flow. As per Entracker's report in March this year, Just Buy Live's cofounder said that the company has temporarily been shut down and would resume operation after raising fresh funding. Its website is currently down

Shotang:- Shotang was a business-to-business (B2B) online marketplace that connected retailers, distributors and manufacturers to discover, transact and manage their business online using their platform. Its main products were mobiles and apparel. It earned revenue through commissions paid by distributors per transaction. Shotang intended to disrupt the offline retail industry by empowering the retailers with access to every product under the sun, at the most competitive price, cutting edge technology, and, affordable working capital. This was done by aggregating all stakeholders in the distribution chain on their platform. They built efficiencies through exhaustive product catalogues, by tracking every product movement, using smart algorithms and aggregation in logistics, doing demand aggregation, and giving access to real time information and smart business forecasts. Shotang reported that it has not only helped 15,000 small retailers get online, but that it was also operationally profitable in Bengaluru, one of its key markets.. On how operational profitability was achieved in Bengaluru, Anish Basu Roy, co-founder and CEO, Shotang, said, "We relentlessly focused on improving our average order values which are at almost ₹18,000 as of today... (this helps us) break even on every order. We also improved our business from repeat customers who constitute 86 per cent of our monthly orders."

At its peak Shotang had a \$40 Mn (INR 279.7 Cr) market valuation. It had last raised \$864K (INR 6.8 Cr) from Patamar Capital in February this year, and \$5 Mn (INR 35.94 Cr) from Exfinity Venture Partners in December 2015. Techeircle cited an anonymous person saying that the money it last raised was "primarily meant to pay off creditors, employees, partners-It tried but failed." It is likely that the business was forced to scale down its operation amid fierce competition from the likes of Flipkart, Amazon and Paytm Mall who, with their deep pockets were fast wiping off competition. As per CEO Dinesh Agarwal "the decrease in sales and the effect of demonetization on the company are some of the reasons for the company's shutdown.

Cardback: Cardback was a payment recommendation platform that helps credit, debit, prepaid cardholders save decent bucks every time they pay. The platform used to identify the suitable card or wallet for a payment, based on several factors, including card and wallet features, ongoing offers, cashbacks, discounts, surcharge waivers, earning, redemption and conversion of reward points using cards, and their fee structure.

Founded in 2012, Delhi-based online platform for loyalty cardholders Cardback has shutdown, owing to fund crunch and less demand in India for multiple credit cards. Funded by prominent angel investors such as Rajan Anandan, Sunil Kalra, and Alok Mittal, Cardback was a platform for credit, debit and loyalty cardholders to check rewards. The startup was co-founded by Nidhi Gurnani and Nikhil Wason who have moved on to jobs in the private sector. Gurnani confirmed the shutdown to *Moneycontrol*. The company had raised USD 170K during its five year journey. “The market we were targeting was not mature enough in India as most people in the country do not have multiple credit cards,” said Gurnani. The company tried to move headquarters to Singapore, a country where multiple credit card culture exists. However the plans failed with talks with a large investor falling out.

Inability to raise funds and lack of demand was the main reason cited for the startup shutdown in April 2017. The founders believed that the market is not mature enough for a portal like Cardback as most people in India do not have multiple credit cards and the investor ecosystem in India was not suitable for this kind of product which needed deep pockets to educate customers in safety and security of the products. That’s when the co-founders decided to call it a day

Peppertap: PepperTap was a mobile first, on-demand grocery delivery service, and kick started its operations on 26th November, 2014. It all started when Navneet Singh, the CEO of PepperTap on September 14th pitched the idea of his startup to the potential team members and what an idea they thought it was, simple as it comes – they were going to revolutionize grocery shopping. No more queues, no more parking hassles, no more bickering with sabzi-wallahs. What they thought was to bring the existing inventory of local stores online to their mobile app and then deliver customer orders through their super-optimal, well-trained delivery fleet for a minimal charge.

Fast forward one year, their diverse team of highly intelligent and ambitious individuals was racking up the orders in 17 cities all over the country – by October 2015, PepperTap was one of the top 3 grocery delivery services in India with an average of 20,000 orders delivered daily. PepperTap was the only business in town to be operating on a 100% inventory-less model. Customers seemed to be love it – the PepperTap mobile application was easy to use and also had great introductory discounts and sales for all the customers i.e. mobile app users. PepperTap tied up with many local stores and these stores that were live on the PepperTap’s platform were thrilled. The startup was improving their sales by an average of 30-40%. With their mobile-first approach, geographic expansion was fairly easy and could go wherever the smart phone went.

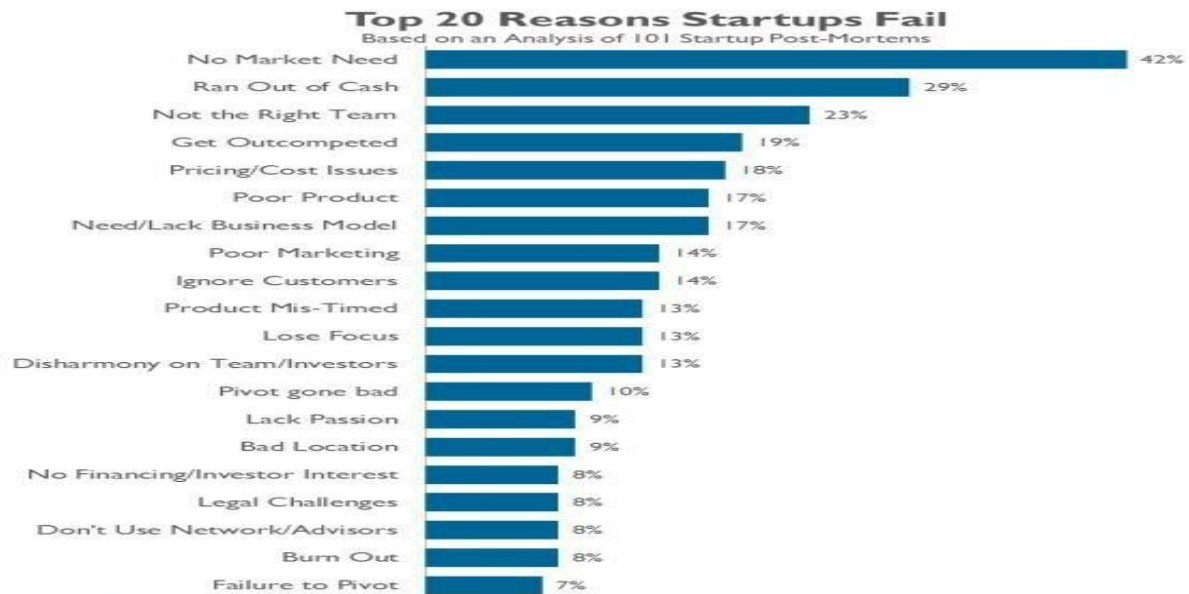
The integration of the app with their partner stores was not great. In the race to pepper the whole country with PepperTap, they had brought too many stores online far too quickly. . PepperTap had to convince the smaller of these stores to adopt electronic inventory management and billing systems. For the bigger chains and hypermarkets, they needed to take the data generated by their systems and plug it into their own system. To give customers up-to-date prices and availability, this needed to happen, at the very least, thrice a day. This led to managerial and operational problems as it is difficult to consolidate each and every raw piece of data into the system. To keep enticing customers to buy from their platform, PepperTap was spending a lot of time and energy to devise clever sales and discount schemes. In a world where everything for sale through an app (think electronics, taxis, food) is synonymous with vastly cheaper prices than physical stores, this exercise often simply resulted in higher outright discounts with every passing week. Besides this, the company needed to constantly build buffer capacity in their logistics and operations teams. If they were going to stick to their 2 hour delivery promises (which was rapidly becoming a key differentiator in the markets for them), they needed to build spare capacity in every one of the 17 cities in which they were present. Compounded with the necessity for discounts, this meant that the cash they were burning on every single order was increasing rather quickly with no immediate end in sight

In the race to solve the major problems in their operations and logistics along with the integration of technology the only way to do all this simultaneously was to halt operations in some cities, relatively new cities with a small customer base were selected for closure. The tiers 2 and 3 of Indian cities are being served to some extent by new-world logistics providers doing cool things like one-day shipping, and that where PepperTap was unable to meet every client’s requirements. PepperTap finally had to shutdown operations and move on leaving behind the short lived success that the company experienced.

Discussion

As per data collected by Nucleus42, more than 500 Indian startups had closed down operations in 20 months (January 2015 – August 2016) alone. It is observed that **59% of** start-ups launched before 2013 that got closed, were funded. According to a survey by social media community platform LocalCirles, around 80 percent of

startups said that they haven't benefited in any way from Startup India Mission. The survey was conducted among 33000 startups and entrepreneurs to find out how the 'startup India mission' was faring for them. It was also aimed at finding out the various challenges startups faced in India.



Conclusion

By analyzing the above case-studies and looking at the various problems faced by start-ups highlighted by the survey conducted, it is very clearly visible that start-up entrepreneurs are highly optimistic in their approach while starting their enterprises. The adrenaline rush of starting something new based on their own creative ideas, usually results in overlooking of important basic ground rules which are associated with every business idea. The assumption is that by building an interest product or service portfolio that is slightly different than the existing ones will be enough to capture the customer's attention. Although this does happen in the initial launch phase, the reality strikes once the business gets up and running.

Moreover unforeseen challenges become unsurmountable due to limited resources & over-dependence on in-house management expertise. All entrepreneurs & their initial teams need-not have all the efficiency to make strategic decisions to overcome the obstacles of the new business. Moreover plans on paper turnout to be different than what is put into execution and the pressure keeps building.

Therefore the learning from these failures needs to be taken into account with considerable seriousness and every new entrepreneur with a new idea must realize the pitfalls first and anticipate the majority of these pitfalls faced by others prior to them, while simultaneously they must in a state of preparation to have backup plans to tackle unforeseen challenges which are likely to arise in the course of the business.

References

- Austin, J., H. Stevenson, and J. Wei-Skillern. 2006. Social and commercial entrepreneurship: Same, different, or both? *Entrepreneurship Theory and Practice* 30, January: 1–22.
- Bessant, J., and J. Tidd. 2007. *Innovation and entrepreneurship*. Chicester: John Wiley and Sons Ltd.
- Chell, E. 2007. Social enterprise and entrepreneurship: Towards a convergent theory of the entrepreneurial process. *International Small Business Journal* 25, no. 5: 5–26.
- Cohen, B., and M.I. Winn. 2007. Market imperfections, opportunity and sustainable entrepreneurship. *Journal of Business Venturing* 22: 29–49.
- Cox, T.H. 1991. The multicultural organisation. *Academy of Management Executive* 5, no. 2: 655 34–47.
- Eisenhardt, K. 1986. Building theory from case study research. *The Academy of Management Review* 14, no. 4: 532–50.
- 670 Flick, U. 2002. *An introduction to qualitative research*. London: Sage.
- www.inc42.com
- www.businesstoday.com
- www.economicstimes.com

-
- www.knowstart-up.com
 - www.business-standard.com
 - www.scoopwhoop.com
 - www.failforthr.com

CAREER OPTIONS IN SOCIAL SERVICES**Dr. Subhash D'souza**Vice Principal, St. Joseph College of Arts and Commerce

1. INTRODUCTION

As the pace of the world increases due to advances in technology and globalization, it is inescapable that the problems we face at our personal and societal level will continue resulting in more complex situation. Our world needs dedicated, passionate and career-oriented people to help us with these problems.

Becoming a social worker offers ample opportunities starting from health practice to administration roles in the public sector and non-profit organizations. Social workers support people tackle the difficulties they face in daily lives. These difficulties could relate to mental disharmony, old age problems, destitution etc.

2. OBJECTIVES OF THE RESEARCH STUDY

- a) To find out emerging career chances in social service field.
- b) To find out the relevance of social service sector in Indian context

3. RESEARCH METHODOLOGY

Researcher has collected data both from primary and secondary sources. Secondary data is collected from the various sources like internet, books, articles etc. Primary data is collected from few academically qualified social workers residing in Vasai Taluka, Maharashtra.

4. SCOPE FOR SOCIAL WORKERS

Plenty prospects are there for those want to make career in social services which are as follows:

1) Social welfare providers, 2) Adoption agencies, 3) Foster care agencies, 4) Daycare providers, 5) Government agencies, 6) Schools, 7) Hospitals, 8) Nursing facilities, 9) Human resource departments, 10) Clinics, 11) Hospices, 12) Advocacy administrations, 13) Behavior Treatment, 14) Prisons, 15) Private practices, 16) Military hospitals, 17) Veteran affairs centers, 18) Military base family services units, 19) Military correctional facilities, 20) Community and military base schools, 21) Community psychological fitness centers, 22) Vocational rehabilitation centers, 23) Community-based organizations, 24) Government planning departments, 25) Political headquarters, 26) Universities, 27) Corporations.

5) BACKGROUND LEADING TO A PROFESSION IN SOCIAL WORK

- a) People who have experienced a hardship such as obsession, exploitation etc. tend to support others to face alike trials.
- b) Curiosity about public welfare is created if issues related to society such as broken families, child abuse, alcoholism are brought out by social workers.
- c) Some youths like to work in organizations such as Orphanages, Home for the aged, Leprosy colonies or schools.
- d) Some young people are interested in making a difference and extending passion into social services.

6) SIGNIFICANCE OF STUDY

Social workers serve clients such as broken families, those struggling with mental illness or addiction. They may provide clinical services or connect people to resources in the community to help them overcome problematic situations. This study helps us to understand the role played by social worker in various fields including corporate world.

7. SUGGESTIONS

Suggestions of the researchers regarding career options in social services are based on the inputs from academically qualified social workers from various villages of Vasai Taluka from Palghar District and the information collected from secondary sources. Career opportunities in this field are as follows:

a) Community Service Assistant

Community services assistants work with social workers, counselors, and other health and human services professionals to provide support to individuals and community groups.

b) Therapeutic Social Worker

Therapeutic social workers provide patients with education and counseling, including discharge planning and connect patients to other services.

c) Group Social Worker

Group social workers are typically employed by social service agencies or other non-profits to organize groups, facilitate intergroup or interpersonal communication, and evaluate the effectiveness of an organization's social service programs. These social workers may also work

in private businesses or organizations to identify and suggest tools for constructively managing sources of intergroup conflict or tackling workplace issues.

d) Administrative Social Worker

Administrative social workers hold leadership roles in various organizations including social welfare departments, schools, and hospitals.

e) Environmental Health Workers and Administrators

Health officers and administrators work in both policy and public education to promote environmental health and safety in societies.

f) Healthcare Administrator

Healthcare administrators are typically found in management roles, coordinating health services in hospitals, large doctor's offices, and public and non-profit health care providers of all sizes.

8) CONCLUSION

Social work spans across multiple job options, depending on the type of social work degree we pursue and our personal career goals and interests. Most states require a minimum of a bachelor's degree in social work to obtain license, and many require a master's degree in social work to be licensed. To work as a clinical social worker, a master's of social work (MSW) is required.

Several youths select this career based on the types of people they want to help as well as place they prefer to work. Today social service has become emerging need not just for society but for corporate world too.

REFERENCES

1. Bureau of Labor Statistics, Occupational Outlook Handbook, Social Workers: <https://www.bls.gov/ooh/community-and-social-service/social-workers.htm#tab-3>
2. NASW- <https://www.socialworkers.org/>
3. 3.Child School Social Workers: <https://www.onetonline.org/link/details/21-1021.00>
<https://www.socialworkers.org/careers/specialty-practice-sections/Mental-health>
4. Health Educators: <https://www.onetonline.org/link/summary/21-1091.00>
5. Environmental Scientists and Specialists, Including Health: <https://www.onetonline.org/link/summary/19-2041.00>
6. Medical and Health Services Managers: <https://www.onetonline.org/link/summary/11-9111.00>

LESBIAN GAY BISEXUAL TRANSGENDER QUEER (LGBTQ)

Anjali Pandey

INTRODUCTION

Lgbt, or glbt is an initialism that stands for lesbian, gay, bisexual and transgender in use since the 1990, the term is an adaption of initialism lgb, which was used to replace the term gay in reference to the lgbt community beginning to the mid-to-late 1980. Activists believed that the term gay community did not accurately represent all those to whom it referred.

The initialism has become adopted into the mainstream as an umbrella term when used for labeling topics pertaining to sexuality and gender identity. For example, the lgbt movement advancement project term community center, which have services specific to those members of lgbt community, as lgbt community centers in a comprehensive studies of such centers around the United States.

THE LITERATURE REVIEW

HUMSAFAR TRUST-WHERE YOUR IDENTITY IS A REASON FOR PRIDE, NOT A REASON TO HIDE.

The Humsafar trust has been working in the area of health and human rights for sexual minorities since 1994. It provides counseling, advocacy and healthcare to LGBT communities and has helped reduce violence, discrimination and stigma against them. The organization is a convenor-member of the Integrated Network for Sexual Minorities, a national-level network that has 192 community based organizations, representing lesbian, gay, kothi, men who have sex with men (MSM), bisexual and transgender communities as members.

The Humsafar trust has nurtured various community based organizations, such as 'GAURAV' for male sexual workers, 'KINNAR KASTURI' and 'KINNAR ASMITA' for transgender and hijra. 'SANJEEVNI' for MSM and transgender with HIV and, UMANG and YAARIYAN for LGBT or LBT persons respectively. Though its six primary projects on prevention, care, support and treatment, the organization reaches out to over 9,000 MSMs and transgender in Mumbai.

THE METHODOLOGY

INTERVIEW METHOD-Every individual in our daily life meet with other and discuss something with him. This is the process of interview b/w interviewer and interviewee. The daily conversation b/w patient and doctor or student and teacher are the examples of interview. In interview the investigator and the respondents set together and they exist a face to face conversation between the two for a specific purpose. Interview is a process of meet with interviewee either by telephone or face to face conversation to discuss some purposeful thing.

A face to face interpersonal situation in which one questions from the other to get answer about a social problem. In simple words we can say that the interview is a verbal communication or two way conversation between two persons like interviewer and interviewee to get information's about a problematic situation.

FOLLOWING ARE THE MAIN OBJECTIVES OF INTERVIEW:

1. Collect information's about an existing social problem.
2. Create relation between interviewer and interviewee.
3. Gain inner feelings of the respondent.
4. Create a source of knowledge.
5. Provide rich Hypothesis.
6. Reduce the distance between human beings.
7. Observe the situation quickly.
8. Collect additional information.
9. Draw quantitative facts.
10. Gain new knowledge about an area.

RESULT

For many LGBT people, this has been the reality of their childhood and development in adulthood. The lasting effect of experiences with such prejudice and discrimination is profound. Research shows that LGBT people have higher rates of mental health challenges than the general population. LGBT people often struggle with

depression, anxiety, trauma and self acceptance as a result of facing ongoing discrimination over their lifetime. LGBT youth are about three to four times as likely to peers.

Having support in life is immensely important to a person's mental health and overall well-being. Ongoing movements within the LGBT communities have developed alternative means for people to connect, share and heal in meaningful ways. Individuals have become connected through other activities and venues, such as recreational group, political action and peer support and discussion groups.

LGBT is a culture shared by LGBT people and queer individuals which may also include lesser known identities such as pansexual. It is sometimes referred to as queer culture while the term gay may be used to mean LGBT culture or to refer specifically to homosexual male culture.

Researchers have established a clear link between accepting family attitudes and behavior towards LGBT children and significantly decreased risk of better overall health in adulthood. The study shows that specific parental and caregivers behaviours such as children being mistreated because of LGBT identity or supporting their gender expression protect against depression, suicide, etc. In addition LGBT youth with highly accepting families have significantly higher levels of self esteem and social support in young adulthood.

DISCUSSION

LGBT history dates back to the first recorded instances of same sex love and sexuality of ancient civilization, involving the history of LGBT peoples and cultures around the world. What survives after many centuries of persecution resulting in shame, suppression, and secrecy has only in more recent decades been pursued and interwoven into more mainstream historical narratives.

In 1994 the annual observance of LGBT history month began in the US and it has since been picked up in the countries. This observance involves highlighting the history of the people, LGBT rights and related civil rights movements.

It is observed during October in the United States, to include National Coming Out Day on October 11. In the United Kingdom, it is observed during February, to coincide with a major celebration of the 2005 abolition of Section 28, which had prohibited local authorities from promoting homosexuality.

CONCLUSION

Recommendation 3: Researchers should routinely consider including questions about sexual orientation on data collection forms in relevant studies in the behavioral and biomedical sciences to capture the full range of female experience and to increase knowledge about associations between sexual orientation and health status.

Current methodologies allow collection of information on sexual orientation with sufficient precision to discover important relationships. Further, such questions have been used successfully in a number of research areas with different populations. For example, a question on sexual identity was included in the Nurses' Health Study II, a large national cohort study, without apparent loss of participation. Identity was the focus in this study because it was believed that sexual identity and social relationships, rather than sexual behavior, were more likely to be determinants of breast cancer and other core concerns of the study.

The committee recommends that consideration be given to including questions about sexual identity, behavior, and attraction or desire in ongoing and future federal studies. These would include, for example, studies in which an association between sexual orientation and health can be hypothesized or in which discrimination based on sexual orientation may result in differential access to health care services. As appropriate, multiple dimensions of sexual orientation should be assessed whenever possible. Further, the rationale for including each question should be addressed in the study. These studies include, but are by no means limited to, the National Health and Nutrition Examination Survey, the National Household Survey on Drug Abuse, the National Survey of Family Growth, the American Community Survey, and the Youth Risk Behavior Survey. Pilot studies are recommended to test the feasibility of including these questions, with careful attention given to protecting confidentiality and assessing response bias and its impact on disclosure.

The committee recommends that researchers submitting proposals for federally funded research, whether unsolicited R01s, responses to Program Announcements, or responses to Requests for Proposals, routinely evaluate whether they should include sexual orientation questions in their protocols, just as they would other sociodemographic variables. The National Institutes of Health (NIH) review groups should be encouraged to consider whether or not sexual orientation should be assessed in proposed studies, and recommend inclusion of this data field when it would strengthen the value of the results

REFERENCE

- Greenwood Encyclopedia of LGBT Issues Worldwide
Includes searchable entries listed by country.
 - Encyclopedia of Gay, Lesbian, Bisexual, and Transgender History in America
Encyclopedia with a broad survey of entries on U.S. LGBT history.
 - Sage Encyclopedia of LGBTQ Studies
"[F]ocuses on LGBTQ issues and identity primarily through the lenses of psychology, human development and sociology, emphasizing queer, feminist and ecological perspectives on the topic."
 - LGBTQ America Today: An Encyclopedia
Entries on a broad range of contemporary topics related to LGBTQ culture in the United States.
- **Humsafar trust**

ROLE OF EMOTIONAL INTELLIGENCE IN PERFORMANCE OF A SALESPERSON

Dr. Tejashree Deshmukh¹ and Dr. Harish Kumar S. Purohit²

Dean¹ and Director², Parle Tilak Vidyalaya Association's PTVA's Institute of Management, (Affiliated to the University of Mumbai), Mumbai (East)

ABSTRACT

Around the end of 20th century, sales professionals began to focus their attention on “satisfying the customers’ needs” than “mere trading goods for money’. Understanding the perspective of the potential buyer and creating a potential need to buy the product started gaining importance. This in turn made good sales “being educating, consulting, solving problems, providing answers and helping”, the pre-requisites of a successful sales person. Emotional Intelligence which is based on these competencies, plays a very crucial role in performance of a sales person. This paper aims to understand if the successful performance of a sales person is related to his/her Emotional Intelligence.

Keywords: Emotional Intelligence (EI), Sales Person, Performance in Sales

1. INTRODUCTION

A book by Daniel Goleman on "Emotional Intelligence" was published in 1995. It made the experts in various fields realize the importance of Emotional Intelligence as opposed to Intellectual Quotient in various walks of life. The concept of E.I. has very strong natural link to the field of sales, besides the areas of general management and leadership. Many research studies have proven that the emotions of a sales person are strongly related to the success in sales industry. Since sales positions demand that the sales professionals are required to interact with their clients, it is many times assumed that sales persons can communicate well with their customers, empathize with them and respect their needs. The importance of employing emotionally intelligent salespeople becomes apparent today's ever changing sales environment. (Sojka J.Z. 2002) This research paper aims to study if one's emotional intelligence is responsible for one's success in sales positions.

2. WHAT IS EMOTIONAL INTELLIGENCE

Goleman (2001) defines emotional intelligence (E.I.) as the ability to recognize and regulate emotions in ourselves and others. According to Peter Salovey and John Mayer who originally introduced the term “emotional intelligence” in 1990, EI is “a form of intelligence that involves the ability to monitor one's own and others' feelings and emotions, to discriminate among them and to use this information to guide one's thinking and actions”. In 1997, Mayer and Salovey developed four aspects of EI:

Self Awareness: It is the cognitive ability to accurately appraise one's own emotions, feelings and behaviors. It also pertains to expressing one's feelings. In short, this dimension relates to an individual's ability to reflect self and understand his/her emotions.

Empathy: It refers to appraising the emotions of others. This interpersonal skill is critical to the salesperson's ability to establish a type of interpersonal relationship with clients.

Social Awareness: It is the ability to perceive and understand the emotions and behaviors of others and to modify one's own emotional response to such an understanding.

Emotion Management: It refers to the ability to regulate emotions and behaviors according to their situational appropriateness. This requires cognitive reflection on the potential way in which an emotional behavior will affect and be affected within a specific situation.

They also formed positive correlation between the emotional intelligence of salesperson and profits.

In 2005, Boyless and Bellamy found out in their work, *Emotional Intelligence: Today's Sales and Hiring Advantage* that need for EI is especially growing in sales industry. According to them, “Self-awareness, empathy, social awareness and emotion management, the key elements of emotional intelligence are critical skills for executives and sales professionals in the emerging service oriented firm of the 21st century”. Boyless and Bellamy believe that not all people in sales consider EI to be important as it is difficult to measure one's EI and it also needs introspection by the management and sales executives.

In 1999, Boyatzis and Goleman created a comprehensive framework of Emotional Intelligence and defined it as: “emotional intelligence is observed when a person demonstrates the competencies that constitute self-awareness, social awareness, and social skills at appropriate times and ways in sufficient frequency to be

effective in the situation”. Model of EI developed by Daniel Goleman (1998) is based on competency framework with focus on five specific groups that are related to EI:

- **Self-awareness** – encompasses the emotional awareness, correct self-assessment as well as self-confidence;
- **Self-regulation** - covers one’s control over oneself, winning trust of others, conscientiousness, flexibility as well as innovation;
- **Motivation** – is about one’s drive for achievement, commitment, initiative and positive attitude;
- **Empathy** - means putting yourself into other’s shoe, developing them, desire to serve, leveraging diversity, and being aware of external environment;
- **Social skills** – include interpersonal skills including capability to influence others, communicate effectively, handling conflict well, being a good leader, help people cope with change, help and support each other and work effectively as a team.

It is an established fact that relationships at work greatly influence one’s performance at workplace.

3. EMPLOYEE PERFORMANCE

For achieving organizational goals, one of the key factors that an organization needs to manage is the performance of its employees. Competency assessment of the employee and measuring his/her productivity plays a vital role in the overall plan of the organization. Employee’s performance is mainly managed by using various formal performance management techniques such as self appraisal, supervisor’s rating, MBO, 360 degree appraisals, peer evaluations, etc. This helps in ensuring employees’ contribution towards their own and organization’s growth & development. Emotional competence which is “a learned capability based on emotional intelligence” is quite essential, if one wishes to active extra ordinary results.

Before we discuss the relationship between EI and how it affects the performance of salesperson, we need to understand what are the different sales positions that organizations offer and a brief discussion of each of these positions.

4. CHARACTERISTICS OF A GOOD SALESPERSON

Around the end of 20th century, sales professionals began to focus their attention on “satisfying the customers’ needs” than “mere trading goods for money”. Franke wrote in 1998, “Relationship selling is a vast improvement over product selling: that which we would normally call ‘traditional’ selling”. Relationship selling is about satisfying the customers’ requirements and is not much about “trading goods” for money. According to him, efficient sales people are “educating, consulting, solving problems, providing answers and helping”.

Bryan Tracy, who authored “*Advanced Selling Strategies: The Proven System of Sales Ideas, Methods and Techniques Used by Top Sales People Everywhere*” in 1995 said that a successful sales person must have 3 characteristics, i) an ability to “work hard” because sales is a demanding profession., ii) being more of an “action” person and iii) commitment to personal and professional development. “Selling is more psychological than anything else”, Tracy observed.

5. SALES PERFORMANCE & EMOTIONAL INTELLIGENCE

Bryant (2005) found a positive correlation between the components of EI and performance of a sales person. According to him, adaptive selling is about altering the behavior by a sales person during an interaction with the customer based on perceived information about the nature of the situation. He opined that such kind of selling is related to EI and that a sales person with high levels of EI will perform better in the profession than someone who with lower EI.

According to Churchill, Ford, & Hartley (1997), selling is a multifaceted process and needs multiple skill-sets. In 2003 Anthony said “emotional intelligence in selling begins with the recognition that one must meet emotional agenda beyond the buy-and-sell transaction for a buyer to be satisfied with the transaction”. He said that there are two important criteria which a sales person shall meet with respect to emotional intelligence in order to convert a sales call into a sales order: a) knowing your customer and b) knowing how to approach him/her? Awareness on many levels, is a crucial component for meeting customer’s agenda. Anthony described three basic rules related to the awareness of sales process in 2003:

1. Prove and re-prove yourself: Customers have a tendency to be cautious and do not trust the sales process easily, therefore constantly proving to them the value of your product/service and trustworthiness of the salesman is essential.

2. Customers want their needs to be understood: They have “a hidden emotional agenda” and they expect the sales person to understand their agenda and approach them accordingly.
3. This is not about you: People need solution, they wish to have their needs and wants satisfied. It is the responsibility of the salesperson to assure these expectations are met.

A study by Manna and Smith (2004) focused on finding out if: a) salespersons should undergo a training on EI and b) should EI and awareness training be included in the training programs for salespersons. Sales professionals were required to go through a battery of related to sales training and its impact on sales experience. It revealed an obvious relation between various skills like communication skills, negotiating skills, EI, presentation skills, as well as the capacity to differentiate among personality type and the success of sales people. In 2003, Deeter-Schmelz and Sojka studied a relationship between sales performance and EI. When combined with the work by Cooper in 1997 and Goleman in 1998, their studies indicate a strong correlation between EI and success of salesperson.

In today's world, there is a dramatic shift in customer requirements. This coupled with intense competition has made sales people realize that they must approach diverse groups of decision-makers and buyers, if they want to succeed in their roles. However, the needs and perspectives of the new about the products and services to be purchased, often make sales representatives confused, sometimes leading them to feel inadequate and at their worst moments, get annoyed with prospective buyers.

Managing their emotions can't be really taught in the sales training programs. It needs learning to cope with stress and tension as well as enhancing one's personal capacity to adapt to challenging circumstances. Traditional training methods are not designed to suit these requirements. It needs trainers who are capable of modifying their instructional methodology to cover an “inside-out” process which equips sales persons with:

1. Making sales persons aware of their emotions “in the moment”.
2. Managing emotions and developing the “emotional muscle” to augment effectiveness.
3. Understanding and responding to the subtle non-verbal signals by the consumers.
4. Making emotional awareness a part of one's genuine behavior. (Mehnert, 2011)

A study by the Hay/McBer firm in Boston of Fortune 500 companies including AT&T, IBM and PepsiCo showed that top sales people of these organizations had higher emotional intelligence than average salesmen. It revealed that the following five EI competencies were crucial in predicting the success among salespersons:

1. **Intuition & Empathy:** It refers to the salesman's awareness of the prospect's feelings, needs and concern. It helps a salesperson to look at the prospective clients with positivity and objectivity. Intuition helps in showing active interest in customer's needs. It helps to understand and meet the customer's expectations.
2. **Result Orientation & Decisiveness:** This shows how adept a salesperson is at inducing desirable responses from the prospective customer. This include effective communication skills, ability to influence others and also an ability to motivate the customer/prospect to buy your product/service.
3. **Self -View:** This is the salesperson's courage and self-esteem which provides thick enough skin to persevere through various obstacles he/she encounters throughout the sales cycle. This competency is important to a salesperson as it includes one's ability to handle rejections. Also higher self-esteem, greater passion and more courage, are the requirements for being successful in sales profession.
4. **Self Awareness:** This is knowing your own self, including your strengths, weaknesses, opportunities and challenges (SWOC).
5. **Self Expectations:** It refers to the salesperson's emotional tendencies which direct or facilitate them to reach goals and their sense of personal commitment to responsibilities. It includes a drive to improve continuously and meet your own standard of expectations, eagerness to take initiative and optimistic attitude.

It is evident that these are the essential EI competencies for successful sales career. The salesperson however well he knows the product or services, would not be successful in the long term, if he/she does not possess the required emotional intelligence..

6. CONCLUSION

Emotional Intelligence is an important skill that has the potential to improve the performance of the salespersons. Though people do not possess EI competencies at birth always, they do learn them in the course of life.

Salespersons possess the ability and capability to enhance their EI as well as their salesmanship skills for themselves and their organizations as a whole.

An importance of Emotional Intelligence in the success of sales careers must be realized by sales professionals which will enable them to improve their career prospects..

REFERENCES

- Anthony, M. (2003). *Selling with Emotional Intelligence*. Chicago: Dearborn Trade Publishing.
- Boyless, J., & Bellamy, A. (2005) Emotional Intelligence: Today's Sales And Hiring Advantage. Review of the electronic and industrial distribution industries. 4(2).
- Bryant, D. (2005). The components of emotional intelligence and the relationship to sales performance. *Ed.D. dissertation*. District of Columbia, United States: The George Washington University.
- Churchill, G., Ford, N., & Hartley, S. (1997). *Sales Force Management*. Homewood: Prentice Hall.
- Cooper, R. (1997). *Executive EQ: Emotional intelligence in leadership and organizations*. New York: The Berkeley Publishing Group.
- Cooper, R. (1997, December). Applying emotional intelligence in the workplace. *Training and Development*, pp. 31-38.
- Deeter-Schmelz, D., & Sojka, J. (2003). Developing Effective Salespeople: Exploring The Link Between Emotional Intelligence And Sales Performance. *International Journal of Organizational Analysis*, pp. 211-220.
- Goleman, D. (1995). *Emotional Intelligence*. New York: Bantam Books.
- Goleman, D. (1998). *Working with emotional intelligence*. New York: Bantam Books.
- Khanolkar R, (2013), Study of emotional intelligence of leaders in relation with employee engagement to determine organizational commitment, SNTD Womens University, available at <http://hdl.handle.net/10603/14207>
- Mayer, J., & Salovey, P. (1993). The intelligence of emotional intelligence. *Intelligence*, 433-442.
- Mayer, J., & Salovey, P. (1997). *What is Emotional Intelligence?* New York: Basic Books.
- Mayer, J., Salovey, P., & Caruso, D. (2000). *Models of emotional intelligence*. New York.
- Sojka J, Deeter-Schmelz D, (2002) "Enhancing the Emotional Intelligence of Salespeople", *American Journal of Business*, Vol. 17 Issue: 1, pp.43-50, <https://doi.org/10.1108/19355181200200004>
- Tracy, Brian. (1996). *Advanced Selling Strategies*. New York: Simon & Schuster.
- Weitz, B., & Rosann, S. (1990). Adaptive selling: Conceptualization, measurement, and nomological validity. *Journal of Marketing Research*, 61-69.

A STUDY ON DEVELOPING INNOVATIVE FINANCIAL REPORTING MODEL FOR PROJECT MANAGEMENT

Ketan Rabhadia¹, Prof. Karan Khanna² and Dr. Hiresh Luhar³Senior Analyst¹, Capgemini India Private LimitedAssistant Professor² and Director³, VIVA Institute of Management & Research, Virar (East)

ABSTRACT

This is research is been carried for improvising current Traditional, Semi-Modern, Modern practices of Finance reporting to the board of the management of any organisation irrespective of its size in market, in much informative & much easy presentation format for Internal Board of company to review & Discuss the KPI's of Various ongoing Projects so Decision can be taken scientifically without any presence of hassle in it with Quality Output in every measure to be taken or Implemented.

INTRODUCTION

Financial reporting for Management Presentation, is more of presentation of Financial Performance of the organisation to Board at Internal level of Management for Decision taking Activity or for performance monitoring via preparing Financial Statements or reports or Sheets or Analysis which may be more often out of the world for people chairing the board due to non technical background of Finance eg. It will be difficult for Chief Marketing Officer or Chief Technological Officer or any Executive of the organisation to understands various dynamic of Finance due specialisation into their core practices field.

LITERATURE REVIEW**• Project Management by Naveen Rohatgi, ISBN 978-93-52491-05-6**

Task the board – order of arranging, sorting out, verifying, overseeing, driving, and controlling assets to accomplish explicit objectives. A venture is an impermanent undertaking with a characterized start and end (typically time-compelled, and regularly obliged by subsidizing or expectations), embraced to meet one of a kind objectives and objectives, typically to realize gainful change or included esteem. The brief idea of ventures remains interestingly with progressing business tasks.

• Project Management Competence in it Organisations by D. Nirmalraj, SRM University

Project Management also ensure that the project outcomes are delivered on-scope, on-time, on-cost and with desired quality. Today's business environment is very complex which required Talent on board those are most competitive & turbulent than earlier times. To manage a project, project manager need high level competency mix of knowledge, skill, traits which are acquired through Academics, Certification & Training which includes both soft and hard competencies, this attributes are required to qualify shortages of qualified project managers in this competitive era. It's understood that if in next 10 years India, fails to produce 706,682 highly competent project managers it will incurs caution able loss of 2340 crores in 10 years which may impact GDP.

• Designing of a systematic approach of project planning ensuring timely availability of material resources leading to successful project management in the hospitality industry by Shirish Wankhede, University of Pune

This Study review existing system of project management with specific reference to hotel industry base to Mumbai & Pune. Where this study was undertaken to identify obstacles in knowledge areas of project managements with special focus on planning process, human resources, time, cost, scope, quality, and risk are to be covered to resolve this issue.

OBJECTIVE**To Develop Innovative Finance Model for Project Management Reporting Model**

This research is focused to make hard-core Traditional or Semi-traditional or Modern electronic Data representing Financial Performance of the Company into more convenient format to understands which will enable board to draw more observations & inference from Analysed Data Available resulting in improvising quality of decision which will nurture organisation growth for now & in future.

This Financial Project Management Reporting model is been names as K-Model as it is Developed by Author itself as "K" represent Initials Alphabet of Author name.

RESEARCH ANALYSIS

This method of research is experimental method, as Scientific Formulae has been used to create model with presentation & Format to deliver Financial KPI's Effectively & Efficiently.

Financial Reporting Structure for Project Management ("K-Model")					
		Firm Values	Forecast Values	Foreseen Value	Delta
		(A)	(B)	(C)	
Income Analysis	Current Assets	XXXXX	XXXXX	=A+B	=C-B
	Current Liabilities	XXXXX	XXXXX	=A+B	=C-B
	Working Capital	XXXXX	XXXXX	=A+B	=C-B
	Net Profit/Loss	XXXXX	XXXXX	=A+B	=C-B
	Debt Service Coverage Ratio	XXXXX	XXXXX	=A+B	=C-B
	Interest Coverage Ratio	XXXXX	XXXXX	=A+B	=C-B
	Return on Investment	XXXXX	XXXXX	=A+B	=C-B
Cost Analysis	Cost Variance	XXXXX	XXXXX	=A+B	=C-B
	Scheduled Variance	XXXXX	XXXXX	=A+B	=C-B
	Cost Performance Index	XXXXX	XXXXX	=A+B	=C-B
	Scheduled Performance Index	XXXXX	XXXXX	=A+B	=C-B
	Estimated Cost Performance	XXXXX	XXXXX	=A+B	=C-B
Financial Analysis	Pay Back Period	XXXXX	XXXXX	=A+B	=C-B
	Accounting Rate of Return	XXXXX	XXXXX	=A+B	=C-B
	Net Present Value	XXXXX	XXXXX	=A+B	=C-B
	Profitability Index	XXXXX	XXXXX	=A+B	=C-B
	Internal Rate of Return	XXXXX	XXXXX	=A+B	=C-B
Leverage Analysis	Operating Leverages	XXXXX	XXXXX	=A+B	=C-B
	Financial Leverages	XXXXX	XXXXX	=A+B	=C-B
	Combined Leverages	XXXXX	XXXXX	=A+B	=C-B
Technical Feasibility :		Financial Traffic Status		Economical Feasibility :	
Legal Feasibility :		Green (>10 Lacs)		Operational Feasibility :	
		Orange (<=5lacs >=10 Lacs)			
		Red (<=5lacs)			

DESCRIPTION OF K-MODEL

K-Model eradicate objective for preparation of 3 Reports/Statements i.e. namely 1) Project Income Statement, 2) Earned Value Analysis Report & Capital Budgeting Reports. Which help organisation to deliver Financial KPI's on timely Basis with Quality & Objective of its Preparation.

- a) **Firm Values** = Actuals Values
- b) **Forecast Values** = Simple Moving Averages with Mean Square Error & Mean Average or Absolute Percentage Error (Most Relevant Technique used for project forecasting based on actuals which help to eradicate random assumption & bring more significant level of figures correlating actuals values.)
- c) **Foreseen** = Actuals values + Forecast Values
- d) **Delta** = Difference between Foreseen Values & Forecast values (This help Project Managers to understand how align manager with project financial KPI & in what areas PM need to improve)

1) Income Analysis

The investigation of the pay articulation includes looking at the changed details inside an announcement, just as following pattern lines of individual details over different periods. This investigation is utilized to comprehend the cost structure of a business, and its capacity to gain a benefit.

• **Current Assets (CA)**

Cash and other assets that are expected to be converted to cash within a year.

CA = Stock of Raw material + Stock of WIP (Raw Materials + Conversion Cost) + Stock of Finished Goods + Debtors + Cash.

- **Current Liabilities (CL)** : Amounts due to be paid to creditors within twelve months.

CL = Creditors.

- **Working Capital (WC)**

The capital of a business which is used in its day-to-day trading operations, calculated as the current assets minus the current liabilities.

WC = CA – CL.

- **Net Profit / Loss**

Net income or Net loss equals your total revenues minus your total expenses for an accounting period. If your revenues are greater than expenses, you have net income. If revenues are less than expenses, you have a net loss.

- **Debt-Service Coverage Ratio (DSCR)**

In corporate finance, the debt-service coverage ratio (DSCR) is a measurement of the cash flow available to pay current debt obligations. The ratio states net operating income as a multiple of debt obligations due within one year, including interest, principal, sinking-fund and lease payments.

DSCR = NPAT + Depreciation + Interest / Instalment + Interest.

- **Interest Coverage Ratio (ICR)**

The interest coverage ratio is a debt ratio and profitability ratio used to determine how easily a company can pay interest on its outstanding debt. during a given period by the company's interest payments due within the same period.

ICR = PBIT / Interest.

- **Return on Investment (ROI)**

ROI (Return on Investment) measures the gain or loss generated on an investment relative to the amount of money invested. ROI is usually expressed as a percentage and is typically used for financial decisions

ROI = NPBIT / Capital Employed x 100

Interpretation of Income Analysis

Income Analysis in this model will help PM & Its Stake Holder to be updated on Current Assets & Current Liabilities of project which will help to determine working capital for ongoing business of organisation with analysis of Net Profit or Loss if any so Performance can be defined , DSCR will help understand cash available to pay debt to emergency fund can be met at demand, ICR will help to understand how easily a company can pay interest on its outstanding debt & ROI will help PM to measures the gain or loss generated on an investment relative to amount of money invested.

2) Cost Analysis

Cost analysis, sometimes called benefit costs analysis, is a systematic approach to estimating the strengths and weaknesses of alternatives used to determine options which provide the best approach to achieving benefits while preserving savings.

- **Cost Variance (CV)**

Difference between the estimated cost of activity and the actual cost of the activity.

CV = Budgeted Cost of Work Performed (BCWP) – Actual Cost of Work Performed (ACWP).

(When ACWP > BCWP, the cost variance is negative and this indicates cost over run)

- **Scheduled Variance (SV)**

Difference between the budgeted cost of performed work (Earned Value) and the budgeted cost of work scheduled.

SV = Budgeted Cost of Work Performed (BCWP) – Budgeted Cost of Work Scheduled

If BCWP < BCWS, it indicates schedule delay and in case BCWP > BCWS then it tells us that the schedule is leading and that project would be completed before schedule.

- **Cost Performance Index (CPI)**

The Cost variance only tell us whether the project is consuming more resources or less resources then the budgeted value so to know what effect would there be in the project cost due to the variances, CPI helps us in getting answer to this query

CPI = Budgeted Cost of Work Performed (BCWP) / Actual Cost of Work Performed (ACWP).

- **Schedule Performance Index**

Schedule Variance only tell us whether the project is behind schedule ahead of scheduled when compared with required scheduled in cost term where we are interested to know what effect would there be in the project duration due to variances. SPI Helps us in getting answer to this query.

$SPI = \text{Budgeted Cost of Work Performed (BCWP)} / \text{Budgeted Cost of Work Scheduled}$

- **Estimated Cost Performance**

This performance index uses the date available at the time of review to calculate the CPI for the Project. When Completed, presuming that the project continuous to progress to completion at the present work rate.

$\text{Estimated CPI} = \text{Budgeted Cost of total work (BCTW)} / \text{Actual Cost of Work performed (ACWP)} + \text{Additional Cost of Completion (ACC)}$.

Interpretation of Cost analysis

It is industry standard method of measuring a project's progress at any given point in time, forecasting its completion date and final cost and analysing variance in the schedule and budget as the project proceeds. It is a management tool as an early warning system to detect deficient or endangered progress. It ensures a clear definition of work prior to beginning that work.

3) Financial Analysis

Financial Analysis which help in decision making relating to planning of capital assets as to whether or not money should be invested in the long term projects. It involves various alternative proposals regarding capital expenditure and to choose the best out of the several alternatives. It is employed to evaluate expenditure decisions which involves current outlays but are likely to produce benefit over period of time usually exceeding one year.

- **Payback Period**

It measures the length of time required to recover the initial outlay in the project. Projects with less than or equal to Cut off period will be accepted and other will be rejected.

$\text{Simple Pay Back Period} = \text{Cash outlay} / \text{Annual Cash Inflow}$.

- **Accounting Rate of Return (ARR)**

Method employs the normal accounting technique by expressing the net accounting profit arising from the investment as a % of that capital investment.

$ARR = \text{Average Profit (After Tax)} / \text{Average Investment} \times 100$.

- **Net Present Value (NPV)**

NPV is a method which uses Discounted Cash Flow techniques. NPV is equal to the difference between the present value of the future cash inflow usually discounted at the rate of cost of capital and any immediate cash outflow. A project will be accepted if its NPV is positive and rejected if it is negative.

$NPV = \text{PV of Cash Inflows} - \text{PV of Cash Outflow}$.

- **Profitability Index (PI)**

This Method measures the relationship between the present values of the future cash inflows usually discounted at the rate of cost of capita any immediate cash outflow.

$PI = \text{PV of Cash Inflow} / \text{PV of Cash Outflow}$.

Decision rule

$PI > 1$ Accept the Project

$PI < 1$ Reject the Project

- **Internal Rate Of Return (IRR)**

IRR is the rate of interest that makes the sum of all cash flows zero, and is useful to compare one investment to another.

$IRR = \text{Lower Rate} + \text{Positive NPV} / \text{Positive NPV} - \text{Negative NPV} \times \text{Difference in discount rate}$.

Interpretation of Financial Analysis

It will help PM to take management decision suitable for longer period of time also will help in selecting best alternatives out of many after evaluating projects Financials KPI's, it will help in learning when invested money

will be recover in period of time, it will help in determining average rate of return, NPV is congruent with the objective of investment decision making viz. maximization of shareholder wealth, it will help in evaluating profitability of project also will direct whether to accept project or not. IRR will help in ranking projects proposals in very easy way since it indicates percentage return.

4) Leverage Analysis

Use borrowed capital for (an investment), expecting the profits made to be greater than the interest payable

- **Operating leverage (OL)**

Operating leverage is a cost-accounting formula that measures the degree to which a firm or project can increase operating income by increasing revenue. A business that generates sales with a high gross margin and low variable costs has high operating leverage.

$$OL = \text{Contribution} / \text{EBIT}$$

- **Financial leverage (FL)**

Financial leverage is associated with financial risk. Financial risk refers to risk of the firm not being able to cover its fixed financial costs due to variation in EBIT. With the increase in financial charges, the firm is also required to raise the level of EBIT necessary to meet financial charges. If the firm cannot cover these financial payments it can be technically forced into liquidation.

$$FL = \text{EBIT} / \text{EBT}$$

- **Combined Leverages (CL)**

Both operating and financial leverages are closely concerned with ascertaining the firm's ability to cover fixed costs or fixed rate of interest obligation, if we combine them, the result is total leverage and the risk associated with combined leverage is known as total risk. It measures the effect of a percentage change in sales on percentage change in EPS.

$$CL = \text{Contribution} / \text{EBT}$$

Interpretation of Leverages Analysis

Leverages will help PM & its Stakeholder to understand the performance of financial KPI's of Contribution, EBIT & EBT which will help in mitigating the risk associate to project well in advance helping in decision making and taking optimum measures before occurrence of risk.

5) Feasibility of Project

This will help Project manager to add qualitative & quantitative inputs by constant tracking performance of projects base on above Financial KPI's with studying feasibility area of Projects like its Technical, Economic, legal, Operational & scheduling which will help to improve & remember output of the project in every next reviewing.

6) Financial Traffic Status

It is Colour signal to Project Manager to note the speed of the project in term of revenue & time on the road of project management in a single instance with setting parameters like RED, ORANGE & Green which depends on Projects to Projects base on its Revenue & Optimum time to know the volatility of project shifting from period to period with changing dynamics in environment.

Inference & Management Implication

- 1) This Project will help in turn around time, improving time & decreasing cost.
- 2) Single sheet of Income Statement, Cost statement & Financial Statement is need to perform.
- 3) From this single sheet filled with Financial KPI's, Many interpretation can be drawn on Income aspect, Cost aspects, financial aspects & Leverages aspects.
- 4) This will ease Project manager & its stakeholder in easy understanding Financial figures.
- 5) This Model will help in Improving Management Decision on Multiple aspects for Growth of Project.
- 6) This Model will also help in Mitigating Risk if any well in advances.
- 7) It will help to draw multiple inference bases on Forecast, Foreseen & Delta.
- 8) This will reduce cost of organisation as with help of this model staff requirement will be less as compare to real time scenario.

-
-
- 9) This Model will give clear idea of Project Performance & Trend.
- 10) This will help to compare & evaluate different projects & ranking it which will help to select best project.

BIBLIOGRAPHY

E-resources

- Project Management Competence in IT organisations by D. Nirmalraj – Shodganga.
- Designing of a systematic approach of project planning ensuring timely availability of material resources leading to successful project management in Hospitality industry by Shirish Purushottam Wankhede – Shodganga.

Physical Resources

- Project Management by Naveen Rohatgi, ISBN 978-93-52491-05-6.
- Lectures notes on Project Managements by Prof. Lalitkumar Patil.
- Lectures notes on Cost Management by Prof. Suraj Wadhwa.

A STUDY ON SOCIO-CULTURAL IMPACT OF TOURISM

Dr. Neeta RathAssistant Professor, VIVA College of Arts, Sci. & Commerce, Virar (W)

ABSTRACT

Tourism is a temporary, short term movement of people to destinations outside the places where they normally live and work. It involves activities during their stay at these destinations and includes movement for all purposes as well as a day's visit or excursion. This paper mainly focuses on socio-cultural impact of tourism. Now tourism industry is contributing a lot towards GDP of the country. Not only we can see tourism impact on the economy but also there can be seen on social as well as cultural aspects of the country. The impact can be seen in both positively as well as negatively. When people have started to explore various parts of the World for tourism they are contributing economically and also socio culturally. All these are possible due to increase of per head income of people, advancement of information technology and availability of various options for tourist to choose different destinations.

Keywords: Tourism, GDP, IT, Socio-Culture, Destinations

INTRODUCTION

Tourism is affected generally by the factors like topography, culture, tradition, natural beauty and a lot of other things. Tourism is an industry of labour intensive because most of the activities are carried out by people only. It is an industry focuses mainly on various kinds of services. It is also one of the fastest growing industries of the world. A major contribution of tourism towards GDP can be seen immensely in most of the developed countries of the World. Along with economy it is also contributing towards culture of the country. Our socio-cultural system is also getting influenced by culture and tradition of others. So we should know how tourism sector is contributing positively as well as negatively on culture and tradition of a country.

REVIEW OF LITERATURE

- ❖ A.Sankaran (1996) analysed various tourist destinations are developed due to presence of five things like availability of transport network, attractive sights, accommodation for various categories of people, number of supporting facilities and instructions provided to tourists. He mainly focused on the points which required to be developed to grow tourism.
- ❖ Hall (2000) explained if there will be increased contacts among different people of different countries then it can lead to increase of knowledge and understanding of different cultures which will help to release tension among various nations of the World. If we want to bring peace in the World then there should be a proper form of interaction and communication system.
- ❖ Batra (1990) focused on the problems associated with tourism industry especially of promotion on Rajasthan. According to him some of the problems are in-built which are needed to be sorted out with some care. He strongly recommended there should be frequent get together among local people which will help to break the social barriers that is prevailing in Rajasthan. It is one of the beautiful states of India which needed to be taken care of by the government.
- ❖ Vijay Kumar (1992) analysed on the problems lied in tourism industry in the state of Kerela. He focused the general problems prevailing for a long period of time and urgent need of actions to be taken to promote socio cultural importance of tourism in the state. The prevailing problems have to be solved as quickly as possible because Kerela is considered as heaven of south India.
- ❖ Vinay Tandon (2001) highlighted on the need of eco tourism of different eco tourism sights of the country of India. He pointed out the inter related components of ecotourism required to be protected for the growth and development of eco tourism.
- ❖ Rajakumari (2007) studied to overcome financial leakages in tourism sector. One must focus on involvement of local people as much as possible in tourism industry which can be possible only by developing infrastructure of the local area.
- ❖ Bijender Punia (1999) focused on tourism prospects and problems in the state of Haryana. He stated the elements like man power, accessibility of various centres, attitude of people, presence of climate and seasonality playing important roles to grow tourism.

OBJECTIVES

- ❖ To understand the positive Socio-Cultural impact of tourism.
- ❖ To know the negative Socio-Cultural impact of tourism.

METHODOLOGY

This research is purely based on secondary information. Secondary research was conducted to review the socio-cultural impact of tourism. Data has been collected from the news papers, Journals, reference books.

SOCIO-CULTURAL IMPACT OF TOURISM

Depending on the religious and cultural strengths of the region tourism might have different effects on the cultural and social aspects of life in a particular region or area. The communication between tourists and the host community can be one of the factors that may affect a community as tourist may not be very much understanding local customs, traditions and their standard of living. Dubai is a best example of a tourist destination which has gained a lot positively from tourists and that can be seen on socio-cultural aspects of the country. The impacts can be seen positively as well as negatively.

POSITIVE SOCIO-CULTURAL IMPACT OF TOURISM**1. Exchange of information**

Information can be exchanged among tourists through tourism. So if we are developing tourism sector then it can contribute to understand each other's culture and social status. It will help to know personally and spread brotherly wood message among each other. Understanding others culture and their lifestyle will definitely contribute to acquire good things from them and informing about our culture to them. Sharing of information and knowledge will benefit both the countries people to develop economically and culturally.

2. Help to create peace and pride

To develop peace and harmony among people of various countries it is better to develop tourism sector. If a tourist is coming from other country then the tourist brings the culture which is persist in the country from where the tourist has come from and if the tourist is treated properly in the host country then it will help in spreading peace in the World. It is the easiest way to spread peace throughout the World. Tourist generally visits to the country where they feel comfortable and can spend some quality time there. If the tourist is treated with due care then their satisfaction can help to bring more tourists to the country.

3. Preservation and conservation of national monuments

For tourist generally the national monuments are preserved and conserved. It is done to attract tourist to visit the site and it will generate income for the country. National monuments reflect the culture of the country. Generally historical tourists love to visit to the places which are historically significant for them. To get more number of tourists the monuments required to be preserved and conserved. Each and every country is having their own historical monuments so they can use these to attract tourists. Monuments are very important reflector of culture of past. So present is the gift of past. In India important historical places like New Delhi, Mumbai, Hyderabad, Chennai etc. are representing Indian cultures of thousands of years.

4. Preservation of historical buildings and sites

Historical buildings are required to be preserved because tourists do visit to the site to have a glance on it. Tourists are also asked to pay in certain tourist centers. It is one way helping to earn income and the buildings are protected by preservation. Places like, Agra, Jaipur etc. so earn so much foreign currency from foreign tourists. The best result can be gettable only by taking care of all the centers which are famous for its historical buildings, local crafts and arts.

Negative Socio-Cultural Impact of Tourism

There are certain negative impacts can be seen due to tourism these are follows:

1. Zoofication of Tribal People

Because of misbehaviour of some tourists the local tribal people get badly affected. They are harassed by outsiders. That generate bad feelings for tourists as the locals are continuously being treated inhumanly. Due to such kind of misconduct by tourist the impact can be seen negatively on the local community. The tribal areas are basically undeveloped and remotely placed and they follow the culture and tradition of hundreds of years old so they are not used to the changes occurred in the modern society. The transformation of society cannot be seen in these parts. So they are totally unaware of the changes occurred in surrounding. If the locals are not being treated properly by the tourist after visiting to their areas then the impact will be negative on their culture.

2. Cultural Shock

Every region and country follows their own culture, tradition, custom, food, cloth and art. Due to inflow of tourist to the tourist centre the local people get attracted towards them and try to be like them. They are now forgotten their own culture and following western culture. It is just like cultural shocks to most of the locals who are still follow their own tradition and culture. It can be seen in Nepal where some Nepalese are now following western culture instead of their own culture. They are wearing big hat, miniskirts, etc. it is a bad sign for the country if the people follow some others culture instead of carrying one's own culture and tradition.

3. Prostitution and AIDS

Tourism oriented prostitution has become an integral part of the economic base in most parts of the World and especially can be seen some of the regions of south East Asia. The country like Thailand attracts tourists by encouraging sex workers to involve in prostitution. In Thailand a large numbers of teen girls and boys are engaging themselves in prostitution activity. It is also contributing to increase the number of AIDS patients in different parts of the World. Such kind of practice affecting negatively on the cultural and social system of the country directly as well as indirectly. Growth of a country depends largely on the economical and social system present in the country. So much more focus should be given on social condition.

4. Robbery and Crime

Tourist is vulnerable and fall victims to robbery and crimes caused by local people. It has increased a lot in most of the under developed and developing countries of the World. Due to illiteracy and unemployment in the country most of the young people are involving themselves in robbery and crime. For them it is the easiest way to earn money. They think tourist always carry huge money when they go out for tourism and this is the best opportunity to grab it and engage in crime. If a tourist will experience such bad conduct on him during his stay then he will spread negative message about the country and also of people. So there is a need to prohibit such kind of bad practices not to happen in the country. So the negative impact can be stopped through proper rules, regulations and laws.

5. Displacement of Local People

Local people are get displaced due to their areas are identified as protected areas for travel and tourism. Now the local people of the tourist centre are losing their own land as the lands are used for developing the infrastructure for the tourists. So local people are also badly suffering due to increase of price of almost all goods and services are available at the centre. Other problems which are associated with tourism are loss of living space, creation of disparities between tourist and locals. Locals feel lonely at their own place because they are treated as secondary citizen of the place. All the developments are carried out only for the tourist to satisfy them and to get foreign currency. The cost of living at the tourist centres becoming so high it is becoming too much difficult for a normal person to survive there.

CONCLUSION

Tourism is one of the largest and dynamically developing sectors of external economic activities. Because of development of infrastructure, inflow of huge amount of foreign currency, its high growth rate, implementation of new strategies and management and educational experience directly affecting various sectors of economy and directly contributing to the social and economic development of the country. We can see direct impact of tourism on culture and society positively and also negatively. So we have to focus more on positive aspects of tourism instead of negative aspects. Through tourism we can spread peace and harmony in the World. So hope is there tourism sector definitely will contribute for the growth and development of socio-culture aspects of the country.

REFERENCE

- ❖ A.Sankaran (1996), "A Study on Customer Perception on Tourist point in Southern Most Corner of India". South Asian Journal of Socio-Political Studies (SAJOSPS), Vol.9, No.2 PP 162-165.
- ❖ Hall (2000), "Economic and Environmental Impacts of Tourism on Socotra Island". Southern Economist, Vol.15, No.7, PP 21-23.
- ❖ Rajkumari (2007), "The Tourism Conundrum". Sanctuary Asia, Vol.xxviii, No.3, PP 28-33.
- ❖ A.K. Bhatia, International Tourism Management. Sterling Publishers Private Ltd., New Delhi (1995) PP 12-24.
- ❖ Bijendra Punia (1999), Fundamentals of Travel and Tourism. Akansha Publishing House, New Delhi, PP 40-60.

-
-
- ❖ Barta (1990) “Travelers in Ancient India: Motives and Contributions”. South Asian Journal of Socio-Political Studies (SAJOSPS), Vol.18, No.9, PP 106-109.
 - ❖ Vijaya Kumar, B.(1992) “The Trendsetter Kerala”. Kerala Calling, Vol.17, No.11, PP 10-13.
 - ❖ Vinay Tandon, Ecotourism, “Environmental Panacea or Poison”. Kurushetra, Vol.14, No.7, June 2001, PP 3-6.

BITTY EFFECTS OF DEMONETISATION'S RUMOURS ON ROAD-SIDE VENDORS IN MUMBAI-SUBURBAN

Samrat Ashok Gangurde¹ and Dr. Kanchan S. Fulmali²Assistant Professor¹, Department of Accountancy, M. L. Dahanukar College of Commerce, Mumbai
Associate Professor², M. L. Dahanukar College of Commerce, Mumbai

ABSTRACT

A Road-side Vendor or a hawker is the most popular entity amongst the Indian customers those who want to purchase their products in low-priced cost. There are roughly 4-5 lakhs road-side vendors doing their business with licenses or without licenses. At the time of demonetization, their businesses were in a muddle. They were in trouble and try to cope up with the digitization of money through e-wallet, Pay-tm and so on. Now it is set for them but still, they have the problems of new currencies, GST and various rumours like current currency will change in short notice or without notice. Demonetization, which was one of the necessary steps of the government for reducing corruption, money for terrorism, black money etc; but this step, was completely unplanned hence the road-side vendors were badly affected and till date, they are under the rumours of demonetisation. The research paper is highlighted the bitty effects of the demonetization's rumours on the road-side vendors in Mumbai suburban areas.

Keywords: Demonetization, Rumours, Bitty, Road-side Vendors

INTRODUCTION

Demonetisation is "The act of stripping a currency unit of its status as legal tender. It occurs whenever there is a change of national currency. The current forms of money are pulled from circulation and retired, often to be replaced with new notes. Sometimes, a country completely replaces the old currency with a new currency."

A Road-side vendor or hawker is a small seller of merchandise that can be easily transported. They are selling retail economical items or foods that are native to the area. This is a fact that the Brihanmumbai Municipal Corporation (BMC) still does not know the exact number of road-side vendors in Mumbai and it is difficult for them to find out like every day new person or new zone of the road-side vendors taken place in Mumbai. It shows that the vendor's number is increasing drastically in Mumbai but many research shows it is lesser than the population. The main highlight of this research paper is that after two years of demonetisation the effect of it and the variety of rumours till date affecting their business.

Businesses of the road-side vendors are the back-bone of our Indian economy. Unfortunately, this demonetisation announcement broke their easy income dreams, their development and even their daily bread hence many of them committed suicide (Saumitra Mohan: 2017). This research paper is tried to find out the effects of demonetisation and the bitty effect of its rumours, them after two years of the period

NEED AND THE PROBLEM OF THE STUDY

After two years of demonetisation yet road-side vendors are in fear that demonetisation is coming back with different currency like Rs. 2000, Rs. 100 and Rs. 50. Hence many times they are refusing to take Rs. 2000 note. It affects their business. In Mumbai, maximum numbers of unorganised road-side vendors are depending on their daily income, but their daily income as well their daily bread is difficult after the announcement of demonetisation and their hurdles are snowballing. The research paper is trying to throw light on their problems, the fear of rumours and how they are affecting due to rumours. The research study is important as the survival of road-side vendors' businesses in Mumbai are crucial because of many reasons and now fear of rumours is another problem. The road-side vendors' businesses are the backbone of our economy and their survival is not just important for them but also important for the lower income group customers, working women, passer-by etc; hence it is a must for policymakers to consider their survival for the development of our economy and give boost them for the self-employment. The research paper is throwing light on the various problems of the road-side vendors after two year of demonstration and the bitty effects of the rumours.

LITERATURE REVIEW

In 1974, the Government published Janatavol 29 and mentioned about the demonetisation and the death of a Malayali Vendor on January 28 when the Maharashtra police brutally lathi-charged the road-side vendors. (Janatavol 29:103)

Robin D. Tribhuwan, RagnhildAndereassen (2003) penned down about road-side vendors number in Mumbai which is not clear yet as BMC stated that it was supposed to be 45,000 genuine road-side vendors in Mumbai,

while Bombay road-side vendors Union claimed that about 5,00,000 road-side vendors would have to be granted the licence. Since many people were afraid that the hawking zones would have to be granted a license.

After demonetisation, many of the authors have written books and here researcher is mention few which are basically published in the year of 2017

Jayati Ghosh and others (2017: 51) preached that the road-side vendors and small road-side vendors' chain are completely disturbed due to an immediate announcement of demonetisation. Further they added that, the decline in trade even if temporary had a knock-on effect on production, and thereby generated further negative multiplier effects in local economies.

Khushboo Jain (2017: 82) also orated about the electronic payment method that adopted by small road-side vendors, like vegetable road-side vendors, laundry washers, and rickshaw drivers with no options and they are the backbone of Indian economy.

According to Dr Saumitra Mohan (2017) demonetization is negative fallout hence there have been many reports of suicides or deaths which includes workers, small traders, artisans, road-side vendors, marginal farmers and so on.

OBJECTIVES OF THE STUDY

Following objectives are taken into consideration for the findings:

1. To find out the basic information of the road-side vendors in Mumbai
2. To scrutinise the problems of the road-side vendors in Mumbai after demonetization
3. To find out the variety of rumours and truth behind
4. To evaluate the effects of demonetization's rumours on road-side vendors
5. To find out the solutions for the same

HYPOTHESIS

H₀: Demonetization's rumours are not generating any effects on the road-side vendors

H₁: Demonetization's rumours are generating bitty effects on the road-side vendors

RESEARCH METHODOLOGY

Data Collection: Primary data collected through a questionnaire to the road-side vendors and also taken their interviews. Secondary data collected through various Newspaper, Articles, Blogs and websites,

Sample size: Primary data collected through 100 road-side vendors from various areas like Dadar -30, Bandra Linking- 30, Santacruz-20, Vile Parle- 10, Andheri- 10.

Statistical tool: For justification of hypothesis, Percentage method has been used.

Limitation of the study: Road-side vendors have not given true information, inability to understand the questions and less coverage of numbers of road-side vendors.

FACTS AND FINDINGS

Basic information of the road-side vendors in Mumbai

Road-side vendors play an important role in the functioning of the informal economy of Mumbai. They are ever ready to take a risk to sell any conceivable product that the formal marketer may hesitate to sell. Agricultural products, products from the home industry, the cottage industry, the small scale industry in and around the slums of Mumbai exist because the Vendor plays an important role to distribute their products.

Conferring to the Act, it is mandatory that, the BMC is required to make hawking space for at least 2.5% of the population, according to this in Mumbai 1.25 crore people are leaving hence a total of 3.12 lakh road-side vendors have to be allowed to do business. BMC has roughly estimated that Mumbai has 2.50 lakh unlicensed and 15,159 licensed road-side vendors. Another research study said that in Mumbai the number of illegal road-side vendors grew from 1, 03,000 in 1990 to over 4 lakhs in 2010, while only 17,000 road-side vendors hold valid licenses. But the picture is changing from 2014 to 2018, in January 2018; the list of 85,891 hawking pitches was announced by BMC as needed but the BMC has proposed only 16,226 hawkers for the seven zones (apart from the existing 15,000-odd licensed vendors). In 2014, the BMC had received registration forms from 99,435 hawkers.

From the following **questions** researcher trying to find out their basic information

What is your business?

Classification of Vendor’s businesses in Mumbai

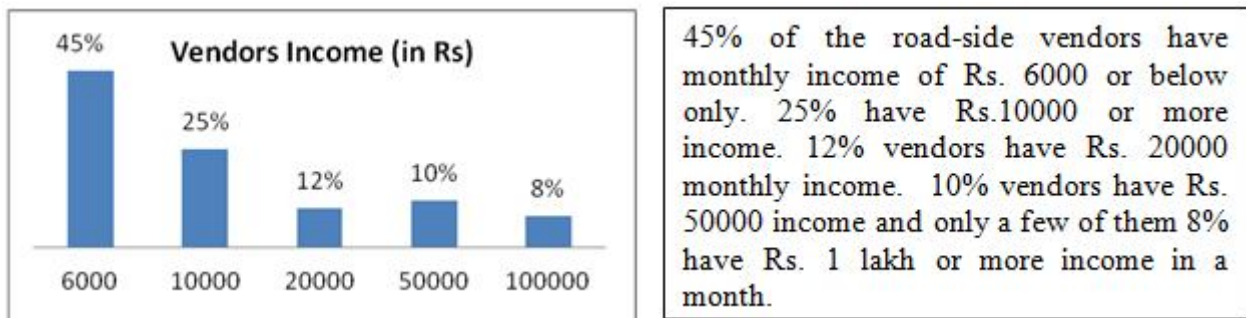
Apparel	Vegetables	Fruit	Fittings	Electricals	Food-chain	Others
35%	30%	10%	5%	5%	10%	5%

Table-1: Source –Self complied

It is observed that maximum road-side vendors are interested in garment business just because there is 50% to 300% profit. Vilas Panchbhai sells tea and snacks from his cart in santacruz (W). “I used to earn Rs. 500-900 every day,” the 37-year-old says.

What is your monthly income?

According to self-survey following chart shows the monthly income of the road-side vendors.



45% of the road-side vendors have monthly income of Rs. 6000 or below only. 25% have Rs.10000 or more income. 12% vendors have Rs. 20000 monthly income. 10% vendors have Rs. 50000 income and only a few of them 8% have Rs. 1 lakh or more income in a month.

Figure-1

Problems of the road-side vendors in Mumbai after demonetization

Before demonetisation only 2% of road-side vendors have e-wallet in Mumbai, customers should buy their products through cash only. But after demonetisation, many of the road-side vendors are carrying Pay-tm or E-wallet. Rs. 160 crore mobile wallet markets are currently estimated. A study revealed that it is likely to hit Rs 30,000 crore by 2020-2021.

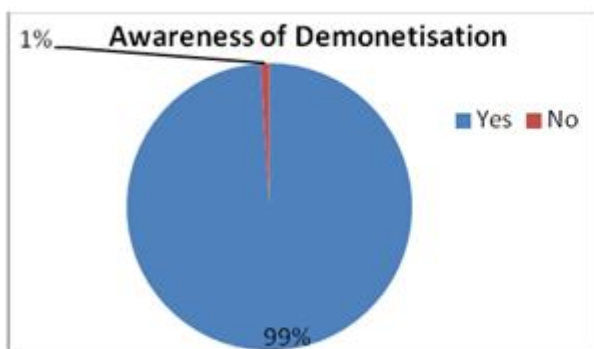
Dinesh Indulkar, a newspaper vendor from Kalyan’s Rambaug area, says he decided to use Pay-tm after he found that most of his customers were trying to palm off their Rs 500 and Rs 1,000 notes when he went to collect his monthly dues.

Muhammad Aslam (52), a cloth vendor at Linking Road told that after demonetization their business suffered badly and they had to struggle to convince customers to buy their products. Manoj Gupta, a street-side vegetable vendor from Kalanagar, also decided to opt for digital transaction after feeling the cash crunch, owing to the currency notes of the two denominations being pulled out of circulation.

The accessory seller, Salim Noor (42), at Linking Road, has placed a board near his stall that reads ‘Pay-tm accepted’. Noor, who sells products ranging from Rs 20 to Rs 300, says he accepts Pay-tm transactions for all his wares.

These are the stories of road-side vendors after demonetization.

Do you know the demonetisation?



It was surprising that many of the literate or illiterate people have an idea of demonetisation. Hence it is shown that 99% of illiterate or less literate vendors have the awareness of demonetisation or meaning of it or effect of demonetisation in today’s era. Only 1% Vendor told that they heard about the word but they don’t have an idea about the effect.

Figure-2

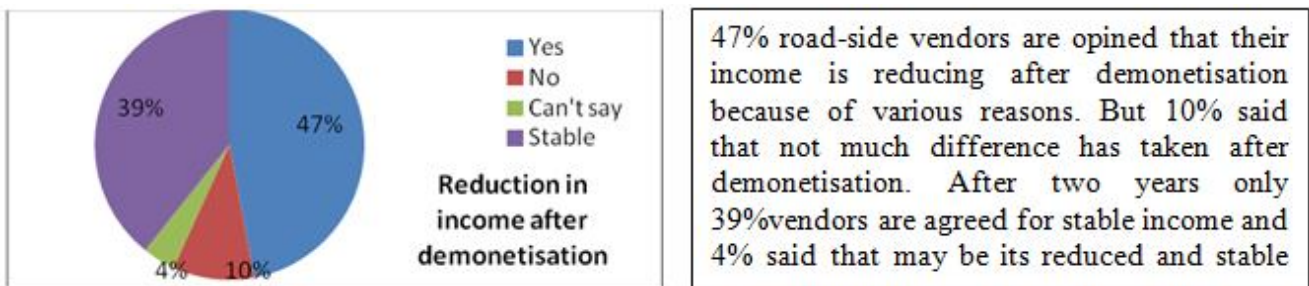
They are facing the following general problems

- ❖ Violent actions against road-side vendors by police and BMC.

- ❖ Refusals to issue new licenses.
- ❖ The BMC defended their actions, citing sections 312, 313 and 314 of the 1888 BMC Act, which gives BMC the power to remove encroachments on streets and footpaths and to do so without warning.
- ❖ No fixed monthly income, dependency on consumers.
- ❖ No proper and permanent place for business.
- ❖ Maximum part of profit goes in “Hafta”
- ❖ Opposition of NGOs, residents, and environmentalists.

According to Sharit Bhowmik, National Fellow of the Indian Council for Social Science Research and an academic who has done extensive research on street road-side vendors, says that if we take into account inflation and growth in the number of road-side vendors, by now, “the extortion rackets must be worth at least Rs. 1,000 crore in Mumbai and Rs. 600 crore in Delhi.”

Is your income reducing after demonetization?



47% road-side vendors are opined that their income is reducing after demonetisation because of various reasons. But 10% said that not much difference has taken after demonetisation. After two years only 39% vendors are agreed for stable income and 4% said that may be its reduced and stable

Figure-3

What are the reasons of reducing income?

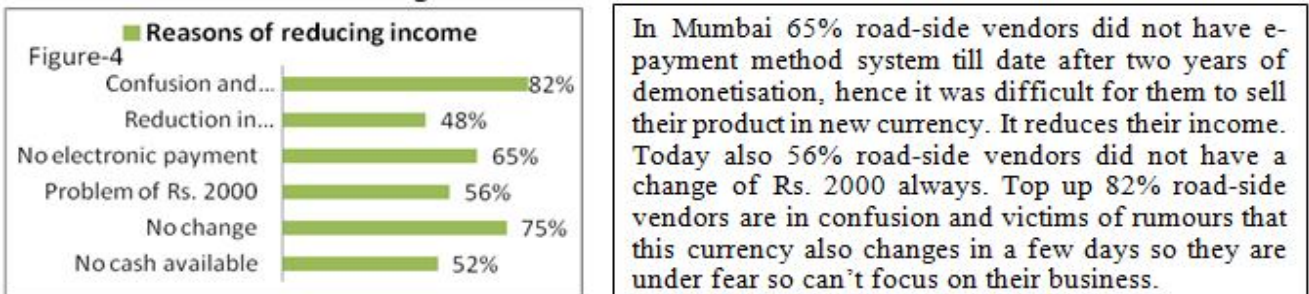


Figure-4

In Mumbai 65% road-side vendors did not have e-payment method system till date after two years of demonetisation, hence it was difficult for them to sell their product in new currency. It reduces their income. Today also 56% road-side vendors did not have a change of Rs. 2000 always. Top up 82% road-side vendors are in confusion and victims of rumours that this currency also changes in a few days so they are under fear so can't focus on their business.

What are the problems faced by you after two years of demonetization?

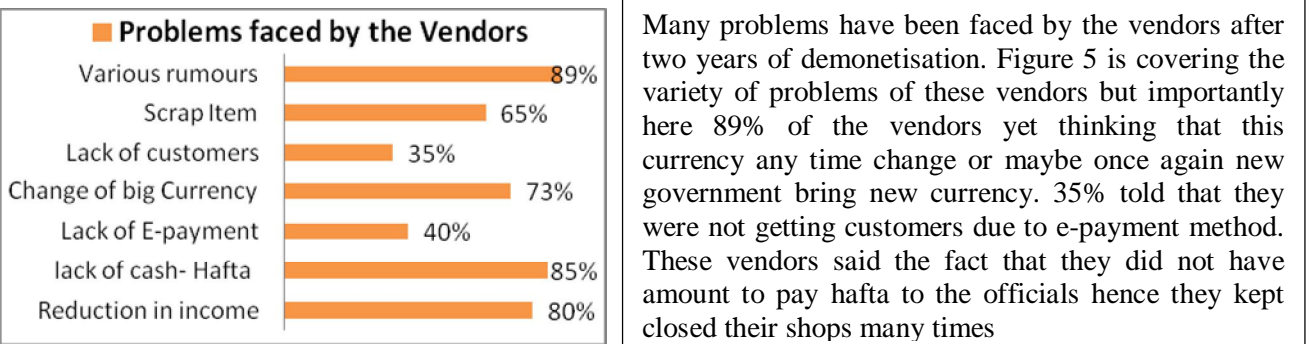


Figure -5

Many problems have been faced by the vendors after two years of demonetisation. Figure 5 is covering the variety of problems of these vendors but importantly here 89% of the vendors yet thinking that this currency any time change or maybe once again new government bring new currency. 35% told that they were not getting customers due to e-payment method. These vendors said the fact that they did not have amount to pay hafta to the officials hence they kept closed their shops many times

THE VARIETY OF RUMOURS AND TRUTH BEHIND

What kinds of rumours do you have heard about demonetization?

The following picture is showing the havoc of rumours. Television news is also showing some of rumours, hence it is not questionable that why these vendors are leaving in fear of demonetization's rumours. While asking them questions on rumours, they were confirming that they have heard such stories and they have fear of it.



Again Demonetisation: 89% of the vendors are in fear that Government will any time announce demonetization and till date, some hawkers are not accepting Rs. 2000 notes and lose their customers

Many & Poor colours notes: 85% of vendors have fear of colours of notes and also they got that these colours of notes are fading after sometimes so it will not run in the market. Many of them were not like even pink/violate colour of Rs. 2000

Launch of Rs. 300: 92% are waiting for Green colour Rs. 300 note, which will launch shortly, hence they are not sure about the colours of notes.

Rs. 2000 best Note: This is one of the rumours that Rs. 2000 is the best note in the world and it will be scrapped in future as there is a difficulty for the general public to spend it easily.

Rs.50 and Rs 100 will be next: They have now feared for Rs 50 and Rs 100 notes, which are also getting demonetized.

UAE exchange old notes: UAE Exchange offers to exchange Rs. 500 & 1000 old notes which were heard by only 20% of the vendors but UAE Exchange deny this.

Salt prices go up: This was the hilarious rumour as there was no relation between salt price and demonetisation but 80% vendors believe so they purchased and stored salt that time, later it creates a problem for them.

Stamp on the notes: 68% vendors heard that when money will withdraw, need official stamp from the DCP. Police later denied this rumour.

Spelling Mistake: Only 20% heard that there is a spelling mistake like ‘bazaar’ instead of ‘hazaar’, and there is claim for such contested the script that was used.

Effects of demonetization’s rumours on road-side vendors

What are the effects on the vendors of rumours of demonetization?

Many road-side vendors share their stories about all this and said that it was too difficult for them after demonetisation. Now they are leaving in fear of many rumours related to demonetisation. Following effects of rumours, they are sharing here.

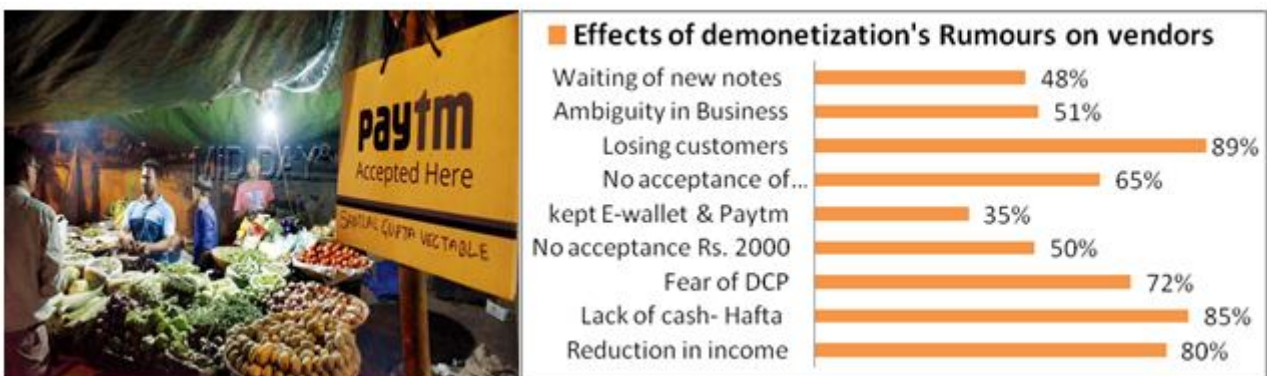


Figure-7

Source: Pic/PradeepDhivar (Manoj Gupta of Santlal Gupta vegetable stall accepts e-cash at his Kalanagar stall)

It is very true, now the effects of demonetization are reducing but if properly observed more than 50% of vendors are in fear of rumours for various reasons and surprisingly 89% of the vendors are losing their

customers till date. 65% are not accepting poor colour notes and 50% are refusing Rs. 2000 note. It shows the bitty effect of the rumours of demonetisation on the vendors. Hence the null hypothesis i.e. "Demonetization's rumours are not generating any effects on the road-side vendors" is rejected and the alternative hypothesis i.e. "Demonetization's rumours are generating bitty effects on the road-side vendors" is accepted.

SOLUTIONS

Following suggestions have to be implemented by the government as well as road-side vendors

1. Road-side vendors must have registered themselves and shall take a license for the business.
2. BMC or State Government should make easy and cheap process for the license.
3. BMC should create awareness among the road-side vendors on large scale through SMS, Social media or Whatsapp.
4. Vendor should not believe in rumours and avoid illegal related activities.

CONCLUSION

Demonetization has happened in India three times for a more or less same reason and later the unsuccessful stories came out. In Mumbai, many of the road-side vendors badly suffer due to demonetisation. Till date many of the vendors believe in rumours hence they can't be focused on their businesses. BMC must have to take steps to save them from this ambiguity and thereby they should help to boost our economy.

REFERENCES

- Robin Tribhuwan, Ragnhild Adreassen: 2003: Street of Insecurity: A study of Pavement Dwellers in India: Discovery Publishing House
- Janata, Volume 29:1974: Socialist Party (India) :Published by the University of Virginia
- Dr. Saumitra Mohan: 2017: INDIAN POLICY AND DEVELOPMENT: McGraw-Hill Education Publishing.
- Khushboo Jain: 2017: The War on Cash – Demonetisation: Educreation Publishing
- Jayati Ghosh, C. P. Chandrasekhar, Prabhat Patnaik: 2017: Demonetisation Decoded: A Critique of India's Currency Experiment: Routledge Taylor & Francis publication
- The Economic Times: Dec 11, 2016 Namita Wahi: Why demonetisation notification is illegal and violates the Constitution
- Hindustan Times: Apr 20, 2015: Sanjana Bhalerao: How many Hawkers in Mumbai?
- Mid-day: 24-Nov-2016 : Vinay Dalvi and Silky Sharma: Demonetisation Effect: Hawkers Embrace E-Wallets
- The Hindu: June 18, 2015 : G. Sampath: Living on the city's sidelines
- The Times of India: November 15, 2016, Sanjiv Shankaran: Demonetization in 1946 and 1978: Stories from the past
- The Times of India: Feb 27, 2013: **Linah Baliga**: 47,000 more hawkers likely in Mumbai after new law
- <http://nasvinet.org/newsite/statistics-the-street-hawkers-2/>
- <https://doccentre.net/docsworld/urban-issues/hawkers/BCPT-hawkers-1stpage.htm>
- http://www.karmayog.com/hawkers/unique_vendor.htm
- <http://www.investopedia.com/terms/d/demonetization.asp>
- The Indian Express: Anil Sasi , P Vaidyanathan Iyer: November 21, 2016
- <http://www.hudku.com/search/business-list/Small%20Scale%20Industries%20in%20Mumbai,%20Maharashtra,%20India>
- <https://www.indiatoday.in/fyi/story/demonitisation-india-2016-rumours-1081815-2017-11-08>
- <https://www.indiatoday.in/india/story/demonetisation-what-india-gained-and-lost-1327502-2018-08-30>
- <https://www.uaexchange.com/omn-media-center/1317-fraudulent-rumours-on-the-rise-after-demonetisation-of-inr-500-and-inr-1000>

HUMANOID ROBOTICS: BRIDGING THE GAP BETWEEN MACHINES AND REAL WORLD

Raj Dukhande and Prof. Deepa HonraoStudent¹, Deccan Education Society's Navinchandra Mehta Institute of Technology and Development, Dadar

ABSTRACT

Humanoid robot researchers are to develop a complete “human-like” artificial agent both in terms of body and brain in this developing country. This research paper explains where to use Humanoid Robots in all sectors. How Humanoid Robots are developed in India and what are the challenges faced during the development of Humanoid Robots that are briefly explained in this research paper. So we can understand what types of Robots are used in which sectors. And what are the important in business all are detailed explanations in this research paper how humans are dependent on the Humanoid robots that all factors are explained in this paper.

Keywords: Humanoid Robots, AI, Sectors, Challenges Future Enhancement.

I. INTRODUCTION

Human Machine systems are the most important factor for safely and securely transfer the information from human to the machine and vice versa. Then the idea came as robots. The term Robot was first used in a play published by Czech Karel Capek[1] in 1920. The first commercial programmable and digital robot was built in 1954 by George Devol[1] and was named Unimate. Saudi Arabia[1] was the first country in the world who allows and give permission for citizenship to robots.

A Robot is like a Machine. The robot can be handled by any external device or the control may be embedded within.

Most of the robots are constructed as human form but many of them are designed in such a way they perform a task with no regard to how they look. Robotics deals with robots. Robots are also built for the special purpose to perform some dirty tasks which humans are not able to do like welding, grinding, moldings, and casting.

There are lots of benefits of robots, as they increase their flexibility with being capable of performing a variety of tasks and applications. Robots also used for marketing and production because they complete a task faster as compared to humans..

II. HUMANOID ROBOTS

In recent, enhancement robotics are Humanoid Robots. They all have human characteristics or form Humanoid Robots have a head, two arms, two legs, and a torso which are generally the same as a human. Robots heads are designed to replicate like human facial features such as eyes, nose, and mouth.

Humanoid robots are now used as research tools in several sectors such as scientific area, educational area and so on. To build the Humanoid Robot researchers study the human body structure, behavior, and expressions. Basically, Humanoid Robots are developed to perform human tasks like personal assistance, driving vehicles, operate the traffic on roads, etc.

Manav is India's first 3D printed expandable platform for Humanoid robot which was developed in late December 2014[1].

Humanoid Robots is the most challenging research and emerging field that has received significant attention during the past years.

Humanoid Robots still do not have some features of the human body [2]. They include structures with flexibility which provides redundancy of movements and safety i.e. more degree of freedom.

8 popular Humanoid Robots are as follows

- Nao (In 2004)
- Robear (In 2014)
- Ocean One (In 2016)
- ATLAS (In 2017)
- Sophia (In 2017)
- Petman
- Pepper

- Mitra

- **Humanoid Robots And AI**

Artificial intelligence (AI) is feasibly the most exciting field in robotics. AI would be a recreation of the human thought process and a man-made machine with our intellectual abilities.

The real challenge of AI is to understand how natural intelligence works [4]. Artificial Intelligence is not like developing an artificial heart. Scientists don't have a simple, already prepared, concrete model to work from. We all know that the human brain contains billions and billions of neurons and that we think and learn by establishing electrical connections between different neurons. But in Robotics they don't have brains so we use the AI algorithms to handle or control them.

- **Sectors where use Humanoid Robots**

About 1.4 million industrial humanoid robots are deployed over the world and several robotics devices are developed for home consumer use. In different sectors robots are used in huge numbers [5].

1. Used in Hospital, Medical Centers and Nursing Homes:

In health sectors they use a lot of robotics devices, they attract a lot of attention from robotics designers and developers. Doctors also control surgeries with the help of robots. Some of the jobs of the robots are as follows:

- Operating, lifting and repositioning patients.
- Delivering the medicines into the patient's room.
- Pay attention to each patient and give reports related to those respective nurses.
- Conduct patient's appointment and arrange the slots respected doctors.
- Monitoring of patients for checking body temperature, blood presser, etc.



Fig 3.1 For Medical Purpose [5]

2. **Agricultural Use**

India is a leading country for agriculture, Indian farmers do lots of efforts in their farm for production and so the Robots are used for huge production in agriculture.

For conventional row farming, machines such as harvesters are used to combine all the farming technique in the robotic device. They use the robotic device for GPS tracking, weather checking and check soil quality. Robots are also used for the tractors as a driver.



Fig 3.2 Agricultural Use [5]

3. Food Preparation

Robots are also used to make food into the factories, where various types of products are prepared like chocolates; Soft-drinks etc. Many scientists have developed various kinds of robot devices for making such kind of food.

Georgia Tech Research Institute has developed the robotic device for deboning the chicken.



Fig 3.3 Food Sectors [5]

4. Educational Purpose

In education, lots of digital devices are used. They also use robotic devices to improve the quality of teaching. In foreign countries, they use robots as a teacher and from that; they give good quality of teaching to the students.

Robot teacher is very demanding in an Asian country such as South Korea.



Fig 3.4 Educational Sectors [5]

5. Military Devices

In the Military, robots are used for wars. One of scientist deployed the robot Boston Dynamics and the Defence Advanced Research Project Agency. They developed a Four-legged robot for the military. That used to carry their all loads of guns, bombs n all to the mission location. And it also helps to survive in wars with the help of this four-legged robot [6]. This robot does not need any driver to drive this robot.



Fig 3.5 Military Purpose [6]

III. BIGGEST CHALLENGES IN HUMANOID ROBOTICS

The robotics industry has many Problems and challenges. Most of the challenges surround enabling other technologies and languages such as Neurons, Artificial Intelligence (AI), ethics, perception, power sources, etc.

There are some challenges are listed below according to science robotics:

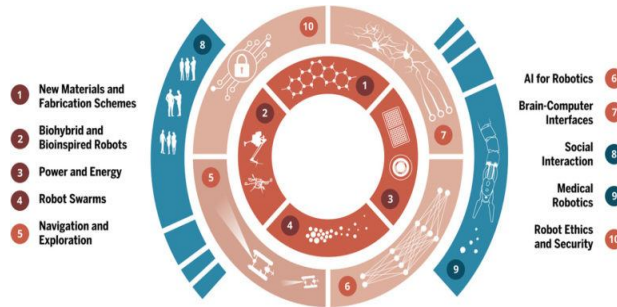


Fig 4.1Biggest Challenges in Humanoid Robotics [7]

1. New materials, fabrication methods

In the future, the robotic industry has waste development and production with many new inventions and innovative ideas.

The next generation of robotics will require new materials, actuators and fabrication schemes [8] to develop soft robotics, artificial muscles, etc.

2. Creating bio-inspired humanoid robots

Developed robots which are inspired by nature are becoming more common in robotics labs. Bio-inspired robotics are usually interested in bio actuators (muscles), biosensors (eye), or biomaterials (spider silk), [9], etc.



Fig 4.23 Bio-Inspired Humanoid Robots [7]



Fig 4.3 Bio-Inspired Humanoid Robots[7]

3. Better power sources

Robots are energy inefficient as they have long battery power inside the robotic device. So improving battery life is a major issue or problem especially for mobile robots.

So developed battery technologies are used that increases battery time, are affordable, safe and long lasting.

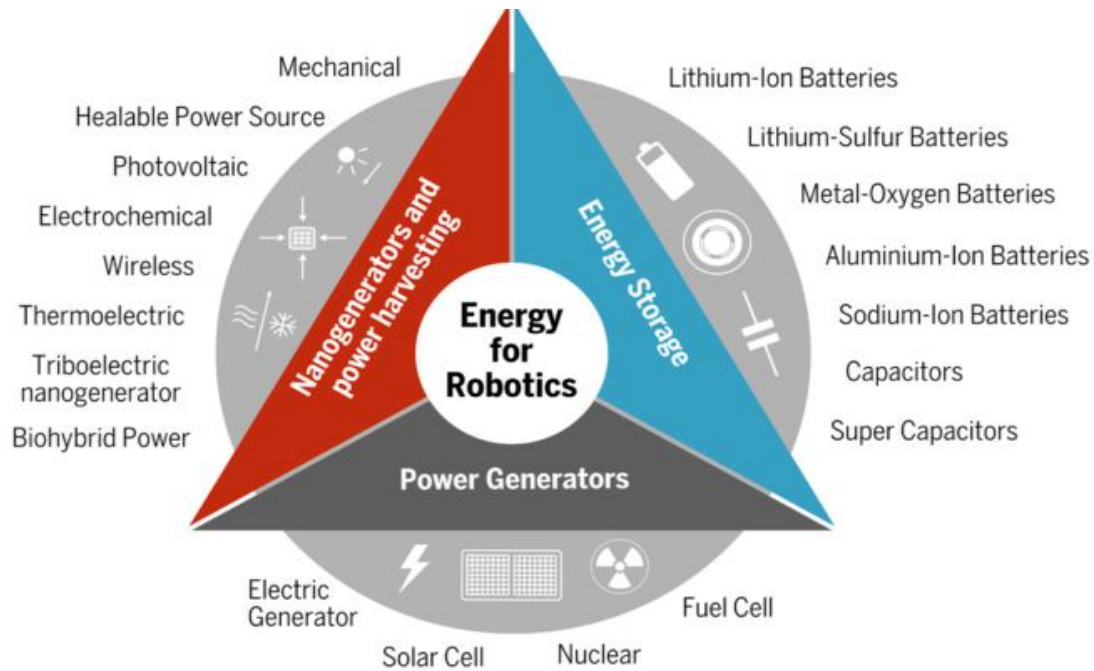


Fig 4.4 Battery Power Sources [7]

4. Communication in Robot Swarms:

Robot swarms are tricky because they are used to sense not only the environment but also to communicate with the other robots

Swarms mean that robots should communicate with other robots in the same environment for that, they need to increase performances of sensors, processors, storage devices in robots for the next 5-10 years.

5. Navigating Unmapped Environment:

Techniques can change in the future, so according to that robotics, devices may also improve. For example, self-driving cars may change their automation in the future so a robotic device which is inside that car should map according to that improvement.

The robots need to have significant levels of autonomy leading to complex self-monitoring, reconfiguration, and repair itself according to new innovations.

6. Brain-Computer Interfaces:

Brain-computer Interfaces (BCI) enables some devices, systems or machines which are controlled by your mind. BCI is one of the best techniques in the future but it is most challenging to developers because the data processing is very tricky and equipment which used for sensing brain signals is very expensive.

7. AI can Be Reason:

Artificial Intelligence can learn complex tasks or act on its own with minimum training data is also critical, so that we need an extra trained development team to understand the AI knowledge at higher version.

We need extra knowledge team, and extra team effort to develop the robotic device based on AI.

8. Social Robots For Long-Term Interaction:

It describes importance to understand how users interact with robots over long periods. User and the social robot must be interacting with each other. This is also important and most complex technique to understand the actions of the robot to human beings.

So it has to be a big challenge in the future when actual social robots and human can interact with their emotions or expression about their work.

9. Medical Robotics With More Autonomy:

In the hospital or medical center for emergency response, and home assistance, medical robotics represents one of the fastest growing sectors. But it has the most challenging features for building reliable systems with a greater level of autonomy.

Long term challenge is to operate the patient in the operation ward in the absence of doctors. Robots can help with operating patient when there are an emergency and the doctor not available.



Fig 4.5 Medical Sector [7]

10. Ethics

Following topics are the ethical challenge for the robots:

- a. Sensitive tasks that should require human supervision could be transferred entirely to robots.
- b. Humans will no longer take responsibility for failures which occur from robots.
- c. Due to the use of robots unemployment and de-skilling of the workforce.
- d. I could dissolve human freedom.
- e. Using AI in unethical ways.

IV. PROBLEMS IN IMPLEMENTING IN INDIA

Robotics plays a very important as well as a useful role in all sectors. It is also used in all countries for the development purpose. But in India, it not implemented as other countries are implementing. There are many reasons in India in implementing it.

In India, there is the lack of jobs and development in Robotic, due to lack of demand from peoples because India is the very famous country in terms of population and every Indian people are fighting every day and night for basic needs such as food and clothes. So due to this everybody is not capable of purchasing or using robots in their houses. So that's why many companies are not investing in any large or any Robotics project. Because of lack of demand.

One of the main reason is the Indian government as they are not paying enough attention to the Robotics project or studies. India had an IT/BPO revolution only because of IT companies as they did not need any government. Every IT company has its own transportation modes, machines; they also have their own power supply. For all that they did not need any government requirements. So that's why the government ignores the robotics projects.

Also, one of the reason is lack of knowledge and participation. In Indian education, we study all theoretical subjects, as they do not include any creative subjects. So we don't have any prior knowledge about Robotics study because this kind of information we do not teach in colleges or schools [10]. For this reason, they leave their passion regarding their robotics.

V. FUTURE ENHANCEMENT

In the field of Humanoid Robotics, there are many benefits. Due to the use of robotics, many industries have reached their goals. As maintained above, the Humanoid sector has many challenges. All scientists try to solve all the above challenges so that there is no problem in the implementation of robotics sector. Humanoid Robotics is mentioned in all the sectors so that it plays an important role in all industries. But there are some disadvantages to Humanoid robotics. Manpower has reduced due to the use of the machines. Many businesses and companies depend on machines.

But overall Humanoid robotics have a very effective impact on the industry in terms of success.

CONCLUSION

Today we find that most of the industries and sectors they use Humanoid Robots for every application. So usage of Robotics is waste nowadays. From this research paper, we easily find what challenges robotics developers face during the production of Humanoid Robots.

The robotics industry has played a very good job of developing Humanoid robots. In India many industries using it. But some problems also arrive during implementing, and all those problems are covered in this paper.

REFERENCES

- [1] Robots introduction :Manav- India's first 3D printed robot from IIT Mumbai". techentice.com. Retrieved 2015-10-07.
- [2] Humanoid Robots Information :Resolved motion rate control of manipulators and human prostheses DE Whitney - IEEE Transactions on Man-Machine Systems, 1969
- [3] Types of Humanoid Robots <https://www.analyticsindiamag.com/best-humanoid-robots-2018/>
- [4] Humanoid Robots and AI: <https://science.howstuffworks.com/robot6.htm>
- [5] Fields for humanoid robots :<https://www.kiplinger.com/slideshow/business/T057-S005-robots-taking-charge/index.html>
- [6] Bosto Dynamics Humanoid Robots: <https://www.bostondynamics.com/l3>
- [7] Challenges in humanoid robots: <https://www.therobotreport.com/10-biggest-challenges-in-robotics/>
- [8] Biomimetic design and fabrication of a hexapedal running robot, in Robotics and Automation, 2001.
- [9] A micromechanical flying insect thorax, Neuro technology for Biomimetic Robots,
- [10] Benefits of Humanoid Robots: <https://www.quora.com/Why-is-India-not-so-advanced-in-robotics/>

VIRTUAL REALITY IN EDUCATION

Snehal Kadam¹ and Pritam Warke²Professor², Navinchandra Mehta Institute of Technology and Development, Dadar**ABSTRACT**

In education, new technologies are used to improve process of learning system. The Virtual Reality presents an opportunity of learning with a real situation in virtual reality world; VR makes the visualization easier and the interaction sensation with the study focus. Virtual Reality is a combination of technologies that are used to visualize and provide interaction with a virtual environment.

This paper presents a qualitative study that examines the benefits of Virtual Reality in educational system. This paper discusses the use and effects of Virtual Reality in Education. The results gives the details about the use of the developed software show the attributes that make the ideal Virtual Reality for situations of research and learning taking the classroom to the computer labs and making more interesting learning process to the student, making the learning easy.

Keywords: Education, Virtual Reality, Technologies, Learning.

INTRODUCTION

The constant evolution of the technology is taking the education to new ways of learning new things, much more attractive to the students, making possible the use of new tools, taking to an evolution on the teaching process. The Virtual Reality takes an important role in this evolution. Virtual Reality or VR allows a user to interact with a computer generated 3-dimensional model or virtual environment.

In late 2016, Facebook founder, Mark Zuckerberg's announcement to invest \$ 10 million for the development of VR education applications because its gives extremely great change in educational field, is one of the major steps towards a real revolution in the Education System. Mike Wadhera, said in his recent article, "The Information Age is over, Welcome to Experiential Age", VR provides the necessary tools for sharing and learning from each other's experiences.[viii]

VR is broadly applicable in many different areas of education including the sciences, archeology, history and architecture. The advantage of Virtual Reality over conventional methods of description is that the student is given the opportunity to experience subject matter that would be difficult if not impossible to illustrate or describe with conventional methods.

I. VIRTUAL REALITY

Virtual Reality can transform the way of learning system to creating a virtual world — real or imagined — and allows students to interact with it.

Virtual reality, augmented reality and their variations presents computer interface techniques that take into account the tridimensional space. In this space, the user acts in a multi sensorial way, exploring aspects of this space through the viewing, hearing and tact. According to the available technology it's also possible to explore the smell and the taste. Body perceptions, like cold, heat and pressure, are included in the tact, through the skin (Kimer, 2011). [vii]

I.I. VR IS CHARACTERIZED BY THREE BASIC IDEAS: (Pinho, 2004)

- Immersion: The user has the real sensation of being inside the virtual world of the computer device. Devices that make this sensation: digital cave and digital helmets.
- Interaction: There are a number of tools on the market that can be used to manipulate 3-D virtual objects. Devices that make this sensation: digital gloves.
- Involvement: if the user took part of the virtual world and he can interfere directly in result of the application, the user can navigate on the virtual environment in a passive or active way. [vii]



Fig 1: Virtual field trip experience

II. AREAS OF VR APPLICATION IN EDUCATION

1. Application in the areas of Geography, History and Geology. Student can explore places all over the world without having to leave the classroom in reality. [viii] This provides opportunity to learn Geography, different languages.
2. Application in areas such as Marine Biology, Ocean Sciences, and Space Sciences. In VR based classrooms, student can explore the depths of the ocean, experience and observe variety of marine life, and explore the vastness of space.



Fig-2: Shows the VR can use in space science

3. Vocational training in VR - These programs focuses on providing students with hands-on instruction and this can lead to certification, a diploma or certificate. Vocational training will really begin to feel the impact of virtual and augmented reality over the next year and so. [ix]



Fig-3: Vocational Education and Training (VET)

4. Application in Biology and Medical field. Using VR, student can explore within the human body as well as other living organisms. Student can travel within various arteries; visualize pumping of blood by the heart, DNA structure among various other experiences. Medical Students can conduct procedures in VR based operation theatre. [viii]



Fig-4: Virtual lab where there's no danger of things going wrong.

5. Application in area of Safety, Health and Environmental protection: with the help of VR world, one can step into communities in crisis, in scenarios such as floods, earth-quakes, and other human tragedies and student experience how aid can be given in such situations. This leads to empathetic action by students in real world crisis.

III. ADVANTAGES OF VIRTUAL REALITY IN EDUCATION

Virtual Reality allows recreating any experience within a virtual environment. The development of a virtual education enables their learners to meet from anywhere and collaborate remotely and thereby creating a true global environment.

This concept includes the capacity of a virtual classroom environment, the ability to share numerous experiences in real life kind of simulation, and facilitating access to school for learners living in remote community. Similarly, it makes possible for all and every student to choose the subjects of their interest, and to specialize in the areas where they excel.

Virtual Reality in education could replace textbook studies with interactive educational experiences. For subject such as History, Geography, Physical Science, Social this medium could prove to be much more suitable than printed books or even today's audio-video materials.

Some students may be interested in subjects that needs eye-hand coordination such as mechanics, medicine etc. Now days, they must wait for many years before they can carry out the real time experiments necessary for professional application.

For instance, a student interested in mechanics can learn how to change, redevelop engine parts in a virtual environment. This will allow him to develop his passion and more quickly and skills sooner. Medical students also can teach how increase the learner's knowledge base, improve decision-making, teach teamwork, and develop psychomotor skills.

With the help of VR education, students can develop dexterous skills at an early stage without exposing themselves or the subjects of their experiment to danger.

IV. A FEW ROADBLOCKS

The main drawback of VR in educational is price and accessibility. Most of the Universities and schools might not afford a major share of their budget to emerging technologies.

Another disadvantage of VR is content, especially the applications that would run alongside the Virtual Reality hardware. The freebies available in the public domain platform are not high quality or not made for educational purposes. [viii]

CONCLUSION

The educational software of Virtual Reality helped to take the Formal Language Subject from classrooms to the labs, making the teaching and learning process more interesting. VR is especially useful for providing several opportunities like increasing student engagement; allowing for new perspective and supporting creativity and the ability to visualize difficult models.

The Virtual Reality gives great an opportunity of learning different things with a real situation in the format of virtual world. The simulation in VR also gives knowledge of virtual world, which aren't normally accessible in real world.

REFERENCES

- i. https://gupea.ub.gu.se/bitstream/2077/39977/1/gupea_2077_39977_1.pdf
- ii. virtual reality in education system https://www.researchgate.net/publication/272677840_Virtual_Reality_in_Education
- iii. virtual reality in education system research paper https://www.researchgate.net/publication/323717453_VIRTUAL_REALITY_IN_EDUCATION_THE_FUTURE_OF_LEARNING
- iv. impact of virtual reality in education system research paper <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.735.7369&rep=rep1&type=pdf>
- v. virtual reality in education <https://theblog.adobe.com/virtual-reality-will-change-learn-teach/>
- vi. VR in education http://virtualrealityforeducation.com/wp-content/uploads/2018/06/HuAu_Lee_2017_VRinEd.pdf
- vii. impact of virtual reality in education <https://files.eric.ed.gov/fulltext/ED542830.pdf>
- viii. impact of virtual reality in education system <https://www.linkedin.com/pulse/impact-virtual-reality-education-parag-diwan>
- ix. <https://www.viar360.com/education-schools-using-virtual-reality/>

MANUSCRIPT SUBMISSION

GUIDELINES FOR CONTRIBUTORS

1. Manuscripts should be submitted preferably through email and the research article / paper should preferably not exceed 8 – 10 pages in all.
2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.
3. Manuscripts should be typed in 12 font-size, Times New Roman, single spaced with 1” margin on a standard A4 size paper. Manuscripts should be organized in the following order: title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of paper, Conclusion and References.
4. The title of the paper should be in capital letters, bold, size 16” and centered at the top of the first page. The author(s) and affiliations(s) should be centered, bold, size 14” and single-spaced, beginning from the second line below the title.

First Author Name₁, Second Author Name₂, Third Author Name₃

1 Author Designation, Department, Organization, City, email id

2 Author Designation, Department, Organization, City, email id

3 Author Designation, Department, Organization, City, email id

5. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.
6. Figures and tables should be centered, separately numbered, self explained. Please note that table titles must be above the table and sources of data should be mentioned below the table. The authors should ensure that tables and figures are referred to from the main text.

EXAMPLES OF REFERENCES

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

• **Single author journal article:**

Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management*, 2(3), 29–33.

Bateson, C. D.,(2006), ‘Doing Business after the Fall: The Virtue of Moral Hypocrisy’, *Journal of Business Ethics*, 66: 321 – 335

• **Multiple author journal article:**

Khan, M. R., Islam, A. F. M. M., & Das, D. (1886). A Factor Analytic Study on the Validity of a Union Commitment Scale. *Journal of Applied Psychology*, 12(1), 129-136.

Liu, W.B, Wongcha A, & Peng, K.C. (2012), “Adopting Super-Efficiency And Tobit Model On Analyzing the Efficiency of Teacher’s Colleges In Thailand”, *International Journal on New Trends In Education and Their Implications*, Vol.3.3, 108 – 114.

- **Text Book:**

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies* (3rd ed.). New York: McGraw-Hill.

S. Neelamegham," Marketing in India, Cases and Reading, Vikas Publishing House Pvt. Ltd, III Edition, 2000.

- **Edited book having one editor:**

Raine, A. (Ed.). (2006). *Crime and schizophrenia: Causes and cures*. New York: Nova Science.

- **Edited book having more than one editor:**

Greenspan, E. L., & Rosenberg, M. (Eds.). (2009). *Martin's annual criminal code: Student edition 2010*. Aurora, ON: Canada Law Book.

- **Chapter in edited book having one editor:**

Bessley, M., & Wilson, P. (1984). Public policy and small firms in Britain. In Levicki, C. (Ed.), *Small Business Theory and Policy* (pp. 111–126). London: Croom Helm.

- **Chapter in edited book having more than one editor:**

Young, M. E., & Wasserman, E. A. (2005). Theories of learning. In K. Lamberts, & R. L. Goldstone (Eds.), *Handbook of cognition* (pp. 161-182). Thousand Oaks, CA: Sage.

- **Electronic sources should include the URL of the website at which they may be found, as shown:**

Sillick, T. J., & Schutte, N. S. (2006). Emotional intelligence and self-esteem mediate between perceived early parental love and adult happiness. *E-Journal of Applied Psychology*, 2(2), 38-48. Retrieved from <http://ojs.lib.swin.edu.au/index.php/ejap>

- **Unpublished dissertation/ paper:**

Uddin, K. (2000). A Study of Corporate Governance in a Developing Country: A Case of Bangladesh (Unpublished Dissertation). Lingnan University, Hong Kong.

- **Article in newspaper:**

Yunus, M. (2005, March 23). Micro Credit and Poverty Alleviation in Bangladesh. *The Bangladesh Observer*, p. 9.

- **Article in magazine:**

Holloway, M. (2005, August 6). When extinct isn't. *Scientific American*, 293, 22-23.

- **Website of any institution:**

Central Bank of India (2005). *Income Recognition Norms Definition of NPA*. Retrieved August 10, 2005, from <http://www.centralbankofindia.co.in/home/index1.htm>, viewed on

7. The submission implies that the work has not been published earlier elsewhere and is not under consideration to be published anywhere else if selected for publication in the journal of Indian Academicians and Researchers Association.

8. Decision of the Editorial Board regarding selection/rejection of the articles will be final.



INDIAN ACADEMICIANS & RESEARCHERS ASSOCIATION

Major Objectives

- To encourage scholarly work in research
- To provide a forum for discussion of problems related to educational research
- To conduct workshops, seminars, conferences etc. on educational research
- To provide financial assistance to the research scholars
- To encourage Researcher to become involved in systematic research activities
- To foster the exchange of ideas and knowledge across the globe

Services Offered

- Free Membership with certificate
- Publication of Conference Proceeding
- Organize Joint Conference / FDP
- Outsource Survey for Research Project
- Outsource Journal Publication for Institute
- Information on job vacancies

Indian Academicians and Researchers Association

Shanti Path ,Opp. Darwin Campus II, Zoo Road Tiniali, Guwahati, Assam

Mobile : +919999817591, email : info@iaraedu.com www.iaraedu.com



EMPYREAL PUBLISHING HOUSE

- Assistant in Synopsis & Thesis writing
- Assistant in Research paper writing
- Publish Thesis into Book with ISBN
- Publish Edited Book with ISBN
- Outsource Journal Publication with ISSN for Institute and private universities.
- Publish Conference Proceeding with ISBN
- Booking of ISBN
- Outsource Survey for Research Project

Publish Your Thesis into Book with ISBN "Become An Author"

EMPYREAL PUBLISHING HOUSE

Zoo Road Tiniali, Guwahati, Assam

Mobile : +919999817591, email : info@editedbook.in, www.editedbook.in