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**Bharat @100: Empowering Growth & Opportunities in
Economy, Management and Social Study**

EDITED BY Dr. Hiresb Luhar & Dr. Arti Sharma



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EDITORIAL

We are delighted to present this book "Bharat @100: Empowering Growth & opportunities in Economy, Management, and Social Study," which serves as a comprehensive resource for understanding and exploring the potential avenues for Bharat's development as it celebrates its centenary of independence. This book brings together a diverse range of perspectives, expert insights, and innovative strategies to empower Bharat's growth across various domains.

Over the past century, Bharat has undergone a remarkable transformation, evolving from a nation struggling for independence to a vibrant democracy and emerging global power. By examining the fields of economy, management, and social study, it seeks to provide a roadmap for Bharat's development in its next century. The book recognizes that empowering growth requires a multi-faceted approach that encompasses the realms of economy, management, and social study. By delving into these interconnected areas, it explores how Bharat can leverage its strengths and address its challenges to create a prosperous future for its citizens.

Effective management practices are critical for unleashing Bharat's potential and ensuring sustainable development. The book delves into areas such as organizational management, leadership, innovation, technology adoption, and corporate social responsibility. It highlights best practices, emerging trends, and transformative approaches that can enable Bharat's businesses and institutions to thrive in an ever-evolving global landscape.

Bharat's social fabric is a tapestry of diverse cultures, traditions, and identities. Understanding and addressing the social dimensions of development is essential for creating an inclusive society. The book explores topics such as education, healthcare, governance, gender equality, rural development, and sustainable communities. It sheds light on the challenges and opportunities in these areas and presents innovative solutions and policy recommendations to empower Bharat's citizens and foster social progress.

"Bharat @100: Empowering Growth & Opportunities in Economy, Management, and Social Study" is a seminal contribution that encapsulates the vision for Bharat's future. It offers a rich tapestry of knowledge, insights, and strategies to guide policymakers, researchers, scholars, and practitioners towards a path of sustainable development and inclusive growth.

We extend our heartfelt appreciation to the authors, contributors, and editors who have made this book a valuable resource. May it serve as a catalyst for informed discussions, actionable ideas, and collaborative efforts that will shape Bharat's destiny in its next century of independence.

We hope that readers find this book enlightening and inspiring, and that it stimulates a renewed commitment to harness Bharat's immense potential for the betterment of its people and the world.

Dr. Hiresh Luhar
Dr. Arti Sharma

Acknowledgement

We take immense pleasure to release this book before the readers. We sincerely acknowledge the support, encouragement and motivation extended by all well-wishers and thank all the dedicated authors and supporting personnel who made the publications a success. We hope that readers will appreciate the rich contents published in the publication. We would also like to express our sincere thank the production team and designers for their invaluable assistance. We are obliged to Mr. Vibhor Garg for his sincere and dedicated efforts in bringing this book. Finally we wish to express our sincere thanks to entire VIVA IMR Publishing House staff for bringing out this book.

Dr. Hiresb Luhar
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A Study on Financial Planning of Working Individuals

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Abstract— Personal financial planning entails assessing one's present financial condition, determining one's goals and objectives, and creating a detailed strategy to assist one in achieving those objectives. Financial planning includes money management, insurance planning, investment planning, retirement planning & estate planning. This research aims to explore personal financial planning among working individuals in Goa towards investment and insurance planning. This will help one gain insight into a working individual's financial planning. This research widens one's knowledge of personal financial planning and its importance in today's day and age. Data analysis was carried out using primary and secondary data to draw conclusions. Primary data was collected through a survey of 160 working individuals in Goa. The survey was carried out by distributing well-structured google forms to working individuals. The data was used to assess and analyse the attitude of working individuals towards personal financial planning. Data analysis was done using google forms, excel and SPSS. This research concludes that a large majority of working individuals in Goa have a positive attitude towards financial planning.

Keywords—Financial Planning, Financial Stability, Financial Awareness, Personal Finance, Financial Literacy

I. INTRODUCTION

Background

Due to rising financial stability awareness and the complexity of financial products and services, financial planning has become increasingly important among Indian citizens in recent years.

India has a sizable population with a wide range of financial needs, from straightforward savings to sophisticated investment plans. Nevertheless, a sizable chunk of the population lacks access to fundamental banking services and goods. Thus, financial planning has become a crucial tool for individuals to manage their resources and attain their financial goals.

The Pradhan Mantri Jan-Dhan Yojana (PMJDY), which aims to provide financial services to all households in the nation, is one of many programmes the Indian government has launched to encourage financial inclusion and literacy. In order to safeguard investor interests and maintain the integrity of the financial system, regulatory agencies like the Securities and Exchange Board of India (SEBI) and the Insurance Regulatory and Development Authority (IRDAI) have developed legislation.

Also, the development of technology has increased the accessibility and practicality of financial planning. Internet financial planning tools and services have become popular, allowing users to manage their expenses, develop budgets, and invest in various financial products from the comfort of their homes.

As people work to efficiently manage their finances, accomplish their financial goals, and guarantee their financial future, financial planning has evolved into a crucial component of personal finance in India.

Intent

Research on financial planning among employed people may be conducted for a number of reasons, including:

- To comprehend how working people in India behave financially and make decisions, one can learn about how Indians manage their finances, what influences their financial decisions, and how they order their financial goals by undertaking financial planning research. Financial advisors and decision-makers can utilize this information to improve the financial services and products they offer to Indian consumers.
- To pinpoint the financial obstacles and gaps that working people in India must overcome: The frequent financial problems that working people encounter, such as insufficient savings, a lack of financial literacy, and restricted access to formal financial services, can be identified with the aid of financial planning research. The creation of actions and policies meant to address these issues and enhance financial inclusion in the nation can be guided by the information provided.
- To investigate how socioeconomic and demographic characteristics affect financial planning: Age, income, education, and occupation are only a few examples of socioeconomic and demographic variables that have an impact on financial planning and decision-making among working people in India, according to financial planning study. This can aid in the development of more specialized and successful financial education programs and outreach campaigns by financial planners and policymakers.

- To compare Indian financial planning approaches to international norms: One can compare the financial planning behaviours and practices of working people in India with those of people in other nations by undertaking financial planning research. This can reveal areas where India may be falling short or outperforming other nations when it comes to financial planning and offer suggestions for how the nation might develop its financial planning environment.

What is Financial Planning?

Creating a road map to reach your financial objectives is the financial planning process. It entails assessing your present financial condition, determining your goals and objectives, and creating a detailed strategy to assist you in achieving those objectives.

Financial planning often entails examining your earnings, outgoing costs, assets, obligations, and investment portfolio. After gathering this data, a financial planner will collaborate with you to create a personalized strategy that may include tactics for risk management, debt management, investing, and saving.

Financial planning can assist you in achieving a variety of financial objectives, including retirement savings, debt repayment, property ownership, and funding for your child's education. Also, it might assist you in overcoming unforeseen financial difficulties like job loss or illness.

Ultimately, making a strategy for your finances is essential if you want to achieve long-term stability and security. You may make wise financial decisions and move towards a brighter financial future by developing a plan that is specific to your situation and objectives.

Financial planning includes insurance planning, investment planning, retirement planning, estate planning & tax planning.

Investment and Insurance Planning

Planning for investments and insurance is essential for working people in India to safeguard their financial future. Following are some key considerations:

- **Start Early:** It is best to begin investing and purchasing insurance as soon as possible. You may profit from the power of compounding and build money over time by getting started early.
- **Establish Financial Goals:** Choose your financial objectives and develop a strategy to reach them. These objectives may include supporting your children's education, retiring comfortably, and purchasing a home.
- **Invest in a Diversified Portfolio:** Spread out your investment holdings among a variety of asset classes, including mutual funds, stocks, bonds, and real estate. Losses are reduced and the risk is spread out as a result.
- **Choose the Appropriate Insurance Products:** To protect yourself and your family, assess your insurance needs and select the appropriate insurance products. This might cover things like critical sickness insurance, life insurance, and health insurance.
- **Maintain an Emergency Fund:** Save some cash in an emergency fund to pay for unforeseen costs like medical bills, home repairs, or lost income.
- **Evaluate and Monitor:** Ensure that your assets and insurance policies are fulfilling your financial objectives and goals by routinely reviewing and keeping an eye on them.
- **Get Expert Advice:** To assist you in developing a customized investment and insurance plan that is in line with your goals, think about seeking the counsel of a financial planner or advisor.

In order for working people to attain their financial goals and ensure their financial future, investment and insurance planning are crucial. One may develop a thorough plan that meets your needs by getting started early, identifying financial goals, diversifying investments, picking the best insurance products, maintaining an emergency fund, reviewing and monitoring investments and policies, and seeking professional assistance.

II. LITERATURE REVIEW

Ming & Wei (2009) in their article 'An empirical analysis of personal financial planning in an emerging Economy' published in Malaysia in 2009 examined the attitude of Malaysians towards personal financial planning. In their study, they studied insurance planning, money management, investment planning, retirement planning and estate planning. To carry out their research they used primary as well as secondary data. Primary data was collected by surveying 400 Malaysians using a set of structured questionnaires and secondary data was reviewed through an in-depth literature review. They hypothesized that there would be no difference in the opinions of various aspects of personal financial planning between different job statuses of their respondents. However, through their research, they concluded that the job status of a respondent is the primary factor that influences attitudes towards personal financial planning and the frequency of managing personal finances. It was concluded that self-employed and employed respondents showed significantly higher mean values as compared to unemployed respondents. Employed and self-employed respondents appear to be more positive and active in personal financial planning in Malaysia.

Boon et Al. (2011) studied financial literacy and personal financial planning in Klang Valley, Malaysia. The objective of their study was to link the financial literacy level of individuals with their engagement in personal financial planning. They collected primary data within Klang Valley through self-administered questionnaires. The questionnaires were close-ended. Self-administered questionnaires allowed the anonymity of respondents when they revealed their financial literacy level this helped receive unbiased responses. The relationship between financial literacy and engagement in personal financial planning was studied through cross-tabulation of the two constructs. Secondary data was not used in this research as there was a lack of data related to the study. The findings suggested that in contrast to their non-financially literate counterparts, the readiness of the financially literate individuals is reflected in their involvement in the multiple aspects of personal financial planning. However, further exploration into the public's perceptions revealed that even though many see the significance of setting financial goals and objectives in life, there remains a knowledge gap at an individual's level that hinders one from effectively managing financial affairs.

Mohidin et Al. (2013) published an article ‘Revisiting The Relationship Between Attitudes And Retirement Planning Behaviour: A Study On Personal Financial Planning’ in Malaysia. The objective of the study was to investigate the relationship between attitudes towards personal financial planning with retirement planning behaviours among workers in Kota Kinabalu. For primary data collection, the sample size consisted of 200 workers in Kota Kinabalu in Malaysia. These respondents were asked to fill out a structured questionnaire. Findings derived from the data collected was that retirement planning, money management, investment planning and estate planning were found to have significant positive relationship with retirement planning behaviour. However, the moderating factor; age only had a significant influence on estate planning.

Kumar et Al. (2018) studied Women’s financial planning for retirement in India. They examined the status of research on women’s financial planning for retirement. They reviewed 151 articles from various peer-reviewed journals published from 1980 to 2017. The study establishes its importance by studying the publications based on the year of publication, region, citation analysis, research designs, data analysis techniques and findings. Their findings helped them conclude that most of the existing literature on women’s financial planning for retirement indicates a lack of financial management among women and their susceptibility to poverty in post-retirement years. The majority of the research works in this field have taken place in developed economies.

Jadhav (2020) measured the individual components of financial literacy in India in 2020. The objectives of the study were (1) To study of financial literacy concept by determining individual components of financial literacy in India and (2) To know the role of Indian agencies in promoting financial literacy to create awareness and educate people about financial services and their features. The research was carried out by collecting secondary data from various sources such as annual reports, books, magazines, journals, newspapers and websites. The findings of this study were insightful.

Herrador-Alcaide et Al. (2020) published the article ‘A model for personal financial planning towards retirement’ in Spain, 2020. The objective of the study was to analyse the relationship among several factors that affect the behaviour towards retirement, financial management practices and financial resources. Primary data was collected through 3 consecutive questionnaires sent to 452 Spanish workers at intervals of 3 months and 1 year. the results show that the model can predict 36% of the variance of financial management practices and 53% of the variance of financial resources for retirement. Thus, the model can be used for checking knowledge of personal financial behaviour before retirement and what enables better personal financial planning. It would be possible to apply a model based on self-assessment in order to implement complementary financial planning that would allow for maintaining welfare during retirement.

III. RESEARCH METHODOLOGY

Research Gap

Through literature review, it can be concluded that although there have been many studies conducted over the world with respect to personal financial planning, in India the research on this topic is limited to only immense literature review of secondary information. A gap was noticed in research conducted in India on personal financial planning. Therefore, in order to fill this gap by finding the attitude of working individuals towards financial planning in Goa this research was carried out. The main focus was on the aspect of insurance and investment as these are unexplored aspects of financial planning by researchers in the past.

Research Objectives

1. To gain insight into financial planning
2. To analyze the attitude of working individuals towards personal financial planning

Research Hypothesis

H0: Working individuals have a negative attitude towards financial planning

H1: Working individuals have a positive attitude towards financial planning

Research Methodology

The scope of the study includes insurance and investment planning in working individuals. The research consists of primary data and secondary data. Primary data was collected through a survey using a structured online questionnaire. The questionnaire was a self-administered Google form. These Google forms were distributed via WhatsApp & email. The questionnaire consisted of 3 sections; the socio-demographic section consists of 5 questions, the insurance planning section consists of 7 questions and the investment planning section consists of 4 questions. The area of data collection was Goa. A questionnaire was shared with 200 working individuals and responses were received from 160 working individuals. The sampling method used was convenience sampling. After primary data collection was complete google forms, excel & SPSS were used as tools for data analysis. Secondary data was collected through a literature review of articles, journals, books & websites

IV. DATA ANALYSIS AND FINDINGS

Table 1: Socio-Demographic Characteristics of the Respondents

RESPONDENTS DEMOGRAPHIC PROFILE	FREQUENCY (N)	PERCENTAGE (%)
Gender		
Male	70	43.75
Female	90	56.25
Total	160	100
Age		
18 – 25	25	15.63
26 – 35	35	21.88

36 – 45	98	61.25
46 – 55	2	1.25
55 and above	-	-
Total	160	100
Marital Status		
Single	50	31.25
Married	104	65
Widow/ widower	6	3.75
Total	160	100
Annual Income		
Less than 1 lakh	50	31.25
More than 1 lakh to 5 lakhs	104	65
Above 5 lakhs	6	3.75
Total	160	100
Level Of Education		
School	3	1.88
Undergraduate	19	11.88
Graduate	103	64.38
Masters	30	18.75
Ph.D.	5	3.13
Total	160	100

The profile of the respondents is shown in Table 1. Overall, the sample consisted of 160 respondents. The respondents belonged to different social demographic groups with different gender, age groups, income groups, occupations, and educational backgrounds. From the above, we can say that a majority of 56.25% of female respondents answered our survey as compared to male respondents. Respondents from the age group 36 to 45 are a majority 61.25%. The respondents are majorly Married (65%) whereas very few per cent were Widows/ widowers (3.75%). Most of the respondents i.e. 65% an annual income of more than 1 lakh to 5 lakhs. Most of the respondents have a graduate degree and master's degree whereas only a few respondents had a low qualification of school level and undergraduate level.

Table 2: Response to questions about investment planning

QUESTION & RESPONSE	FREQUENCY (N)	PERCENTAGE (%)
IVP1: Investing is becoming more important nowadays		
Yes	154	96.25
No	6	3.75
Total	160	100
IVP2: Investment is the commitment of funds to achieve long term goals or objectives		
Yes	153	95.63
No	7	4.38
Total	160	100
IVP3: Investment is the long-term financial success		
Yes	145	90.63
No	15	9.375
Total	160	100
IVP4: I am proud of my investments.		
Yes	60	37.5
No	100	62.5
Total	160	100

A majority of 96.25 % of respondents agreed that investing is becoming more important nowadays. The same majority of 95.63% also agreed that investment is the commitment of funds to achieve long-term goals and that investment is long-term financial success(90.63%). A minority of 37.5% of respondents also agreed that they are proud of their investments. This data also allows us to interpret that 80% of working individuals have a positive attitude towards investment planning as seen in table 3. Hence, the null hypothesis H0 for investment planning can be rejected and the alternate hypothesis H1 is retained.

Table 3: Average of data from table 2

QUESTION & RESPONSE	FREQUENCY (N)		PERCENTAGE (%)	
	YES	NO	YES	NO
IVP1: Investing is becoming more important nowadays	154	6	96.25	3.75
IVP2: Investment is the commitment of funds to achieve long term goals or objectives	153	7	95.63	4.38
IVP3: Investment is the long-term financial success	145	15	90.63	9.375
IVP4: I am proud of my investments.	60	100	37.5	62.5
Average (attitude towards investment planning)	118	29.5	80	20

Table 4: Response to questions about insurance planning

QUESTION & RESPONSE	FREQUENCY (N)	PERCENTAGE (%)
INP1: Insurance is my major investment		
Yes	58	36.25
No	102	63.75
Total	160	100
INP2: Insurance is a form of retirement savings plan		
Yes	95	59.38
No	65	40.63
Total	160	100
INP3: Insurance is not considered as a form of forced savings to ensure a continual stream of income to family in event of death or accident		
Yes	25	15.63
No	135	84.37
Total	160	100
INP4: I have an adequate insurance program.		
Yes	62	38.75
No	98	61.25
Total	160	100
INP5: If I might ever become disabled a replacement income insurance would be essential		
Yes	25	15.63
No	135	84.37
Total	160	100
INP6: I do not have difficulty making decisions about purchasing insurance		
Yes	97	60.63
No	62	39.37
Total	160	100

In the above table 4, the data collected for insurance planning is depicted. 63.75 % of the respondents agreed that insurance is their major investment. The 36.25% of respondents who said that insurance is not their major investment had other forms of investments like fixed deposits, mutual funds, share market investments, SIP's and real estate. 59.38% of the respondents consider insurance as a form of a retirement savings plan. A minority of 15.63% of respondents did not feel that insurance is a form of forced saving to ensure a continual stream of income to the family in case of an accident. A minority of 38.75% of respondents also agreed to have sufficient insurance planning. 15.63% have a perception that insurance would be a form of replacement income in case of disability to work in the future. Lastly, a majority of 60.63% of respondents did not have difficulty purchasing insurance. As seen in table 5, the above data allows us to interpret that 75% of working individuals in Goa have a positive attitude towards insurance planning. Hence, the null hypothesis H₀ for insurance planning can be rejected and the alternate hypothesis H₁ is retained.

Table 5: Mean of data from table 4

QUESTION & RESPONSE	FREQUENCY (N)		PERCENTAGE (%)	
	YES	NO	YES	NO
INP1: Insurance is my major investment.	58	102	36.25	63.75
INP2: Insurance is a form of retirement savings plan	95	65	59.38	40.63
INP3: Insurance is not considered as a form of forced savings to ensure a continual stream of income to family in event of death or accident	25	135	15.63	84.37
INP4: I have an adequate insurance program.	62	98	38.75	61.25
INP5: If I might ever become disabled a replacement income insurance would be essential	25	135	15.63	84.37
INP6: I do not have difficulty making decisions about purchasing insurance	97	62	60.63	39.37
Average (sum of all questions/ no of questions)	60.33	84.5	37.71	62.29

Table 6, shows us that a majority of 61.15% of respondents have an overall positive approach towards financial planning i.e. insurance and investment planning.

Table 6: Attitude towards Financial planning

FINANCIAL PLANNING	YES (%)	NO (%)
INVESTMENT PLANNING	80	20
INSURANCE PLANNING	37.71	62.29
OVERALL FINANCIAL PLANNING	58.86	41.14

V. CONCLUSION

The findings indicate a large majority of working individuals in India have a positive attitude towards financial planning. It is also seen that working individuals have a positive attitude towards investment but negative attitude towards insurance planning. However, it can be concluded that the minority said that insurance is not their major investment and have other forms of stable investments which overall indicates that working individuals have different forms of investments and insurance may not be one of the most major investments in their portfolio.

VI. RECOMMENDATION

It is recommended that working individuals must attend courses or seminars related to personal financial planning. There are many government-subsidised courses as well as private online and offline courses to choose from. As per this research, a majority of working individuals use personal financial planning. However, it is in the best interest of the minority that does not yet follow financial planning to start doing so.

VII. LIMITATIONS OF STUDY AND FUTURE SCOPE

One of the major limitations of this study is the sample size which was limited to only 36 respondents. It was difficult to find working individuals who has the time to fill out the questionnaire. Hence this study can be carried out with a larger sample size for better more rounded research.

Another limitation of this study is that it is restricted to only the state of Goa hence a future study throughout the emerging economy of India would prove more insightful and would allow the researcher to understand how different locations play a role in the attitude of working individuals towards insurance and investment planning.

The final limitation of this study is that financial planning in working individuals is studied only towards insurance and investment planning. Future studies could include financial planning towards estate planning, retirement planning and money management. This would allow the researcher to conduct a comparative analysis of the different aspects of financial planning.

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A Growth of Digital India

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Abstract— India is a prominent country & fastest growing economy in the world. The most populated country also identified as a youngest country. The information technology revolution leads to development of several sectors. The speedy growth recognized when prime minister of India announced most powerful program to create & achieve digital literacy. The digital India initiative created digital infrastructure to connect from local to global. Every sector connected with digital aspects & achieving new benchmark. The challenges of modern world also a part of digitalization. The citizens of country availing services electronically. The role of technologies in different forms contributing to development. Use of mobile, Internet, digital services leading to transformations. The pattern of employment changing due to technology. The global opportunities & challenges both are equally gaining importance. Emergence of AI, IOT & cloud computing coming with new prospects. Upcoming threats are checking the digital mission. The people adopting new digital lifestyle. Overall, the government, citizens & technology preparing for new world, which is updated, modern & future ready. Our country is attracting strategic investments. The research paper focus on digital India initiative, challenges, result, changes & future prospects of technology.

Keywords—Digital India, New India, Digital Impact, Economy Growth, Indian Economy

I. INTRODUCTION

During the 1990 to 2000 people struggle with the uses of technologies. After 2000 Mobile & use of internet started slowly. By 2005 people understand day by day the importance of speedy Internet & technology. And more citizens get connected with modern technology. It is important for all to understand future aspects which comes up with uses of technologies. In 2014, Narendra Modi became the Prime Minister of India and made Digital India one of his key policy priorities. In 2015, on 1 July Digital India programme launched by Indian Government.

Objectives of Digital India Initiative

- Connecting Rural area with high-speed internet networks
- Digital literacy for all
- Digital Infrastructure for all
- Creating job opportunities at large level
- Growth of manufacturing, products, services, electronics etc.
- The Government services must be available to citizens electronically by reducing paper Work
- Digital Empowerment of Citizens
- Innovation and Entrepreneurship

Impact of Digital India

There are some impacts of digital India which are as follows:

❖ Impact on Technology

- The digital India project provides a huge opportunity to use the latest technology to redefine India. A digitally connected India can help in improving social and economic condition of people living in different geographical area.
- Impact on Economy
- It can play a key role in macro-economic factors such as GDP growth, employment generation, labour productivity.
- Impact on Social sector
- Social sectors such as education, healthcare, and banking are unable to reach out to the citizens due to obstructions and limitations such as middleman, illiteracy, poverty, lack of funds, living locality and investments. Modern ICT makes it easier for people to obtain access to services and resources.
- Impact on Environment
- The major changes in the technology have not only brought changes to the economic system but also contributing to the environment changes.

- Impact on Agricultural Sector
- The governance will shift from e-governance to m governance i.e., is mobile governance. Farmers can access all kind of information through their mobile phones as when required which will boost this sector also.

II. LITERATURE REVIEW

Researchers provides the information of research work already done by the topic of study. The work related to the study may support or conflict with present results. A number of research papers and articles provide a detailed insight about the role of digital India and the implications of this project in India.

Problems

The traditional process to operate any related applications into touchable devices acquire maximum amount of time to perform the task. The objective is to reduce the unwanted paper work, cost and time taken during the completion of contextual operations.

Analysis / findings

- Data Collection Method
- This present study is entirely based on secondary data source which has been collected from government official websites, journals, newspapers and related studies

Limitations

- Digital India is a dream project of the Modi government where some of the projects are ongoing and some of them are yet to start. Necessary design, redesign, reengineering activities is needed to go for successful implementation of this project. As it is a new dream project not much data are available and with the limited data this descriptive and analytical research has been made.

Role of Government

India has moved forward, to growing an essential engine of the world economy, we are on the edge of a transformative opportunity for the country to gain global leadership. The country is experiencing a digital revolution that is triggering transformative developments in areas like e-payments, geographic mapping, rural development, and much more

III. RESEARCH METHODOLOGY

To make research success, one has to define and plan the whole program properly and effectively. The research methodology is descriptive cum analytical in nature.

Recent updates

- The synergy between physical and digital infrastructure will be a defining feature of India's future growth, the Economic Survey 2022-23 Tuesday said, noting that the "powerful" story scripted by the country's expanding digital public infrastructure has won global acclaim.

As the digital space widens with newer services, the need for appropriate regulations becomes "paramount", the Economic Survey said, asserting 'techno-smart' regulations are the future for digital societies. Technology and innovation are, per se, neither constructive nor destructive, and the use cases present the positive aspects of technology and innovation. "The government is committed to keeping pace with the digital landscape developments, including those related to legislations and frameworks," the survey observed. The digital journey started with Aadhaar as a medium for service delivery at the door.

Future Prospects

- Being the world's fastest-growing economy, India's main challenge is to guarantee the smooth distribution of that growth over income levels. Digital technology gives the highest potential for decreasing the gap between wealthy and poor customers.

IV. CONCLUSION

With the commitment of "Digital India" campaign, India will have a powerful digital infrastructure. The outcome of Digital India is to provide Wi-Fi to people, creating job, universal phone connection, high speed internet, eservices, e- Governance, digitally motivated people, National Scholarships Portal, Digital Lockers System, e-education and e-health making India to be pioneer in IT use solution. More employment prospects will open for the youth that will boost the nation's economy. And some of the aforementioned projects are under various stages of implementation which may require some transformational process reengineering, refinements and adjustment for successful implementation to achieve the desired objectives. The success of this dream project lies not only in the hands of government but it requires all round support from the all citizens and other stake holders of the nation. Although, digital India program is facing some barriers, yet it has a great impact on India to make the best future of every citizen. We Indians and others should work together to shape the knowledge economy. Let us all look forward and join hands for the successful implementation of this project for the brighter and prosperous India.

V. RECOMMENDATION

The President of India, in his inaugural speech expressed the opinion that '... we have to make consistent national policies and procedures, which will lead to effective management and control of the data leading to enhancement of national knowledge base ... Policy makers should take into account of the standardization requirements, inter-operability, copyright issues, classification of documents and selection and use of a number of library information systems available with various organizations in the country in different standards.' He further recommended '... deliberation of this issue in the conference and constitution of a multi-disciplinary task force for working out the draft policy document for implementation.' Based on these recommendations, a task force, under the Chairmanship of Prof. N Balakrishnan, was constituted and met during the conference. Several meetings of the task force committee members were held during the conference, but separated from it to consider the action plan needed to be adopted after the conference. These meetings were attended by a host of eminent subject experts in the field of digital libraries, computer science, information sciences etc from Europe, America and Asia. Four sub-groups were constituted during these deliberations to deal with: (a) resources; (b) technology; (c) users; and (d) policy and management. Another sub-group on economics and sustainability will be formed later. The gist of the recommendations made during these meetings were presented by Prof. N Balakrishnan at the valedictory session on 27th February 2004. The following conceptual framework was a result of a carefully deliberated EU/DELOS-US/NSF Working Group on Digital Imagery for Significant Cultural and Historical Materials in 2003, but can be generalized for all types of digital development. This model presents the interrelationship among three key components of any digital library work - "resources",

“technologies” and “people” (“users”), thus should provide a good conceptual base for our deliberation. The complete report can be found at the NSF site as well as <http://www.delosnsf-imaging.unifi.it>. Source: Chen, Ching-chin et al. Report of the EU/DELOS-US/NSF Working Group on Digital Imagery for Significant Cultural and Historical Materials, 2003. A. Sub-group on Resources Members: S Majumdar, H K Kaul, S M Dhawan, S Venkatesan, T B Rajasekar, and Sudha Gopalakrishnan

Sub-group on Resources Members: S Majumdar, H K Kaul, S M Dhawan, S Venkatesan, T B Rajasekar, and Sudha Gopalakrishnan 5 It was felt that there is no need to create new contents. The focus should be on taking the existing contents to the web; and this must act as a single portal for everything that will personify India’s yesterday, today and tomorrow. It will be a window to what India is all about. This can then be linked as integral part to the “global” resources for sharing with citizens of the world. Some of the resources identified by the group are: Culture and Literary Heritage of India.

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A Study on Financial Literacy Among the Students of Mumbai University

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Abstract— We are taught to worship money in the name of the Goddess LAXMI but we are not taught to make use of money. Understanding, analysing, and interpreting the abilities required to handle money well and make sound financial decisions in order to comprehend how to accumulate wealth and stay out of debt are all parts of financial literacy. In order to assure a path toward reducing debt, accumulating wealth, and generating a sustainable income to live on, it is important to have a basic understanding of inflation and interest rates as well as how to save money and why. Financial literacy is gaining importance due to its importance in making financial decisions. Everyone needs to use money effectively, whether they are wealthy or not. The present study is to understand the financial literacy level among the youngsters. Since children today are the future, the goal of the current study is to gauge their level of financial literacy.

Keywords— Financial Literacy, Students of Mumbai University, University Students

I. INTRODUCTION

Financial literacy is the knowledge of and competence with various financial abilities, including investing, budgeting, and personal financial management. The relationship of money's lifelong journey with us is the essence of financial literacy. The sooner you start, the better you will be able to handle your financial goal since literacy is the key to success when it comes to money management. The demand for digital currency has increased as a result of digitization. Knowing a lot about the financial product aids in adjusting to the passage of time. According to Vittet al. (2000) Today's financial world is highly complex as compared to 40 years ago financial products.

Financial Literacy in India: - The financial sector is expanding at an 8% annual rate and accounts for 7.1% of India's GDP. While the financial sector is seeing strong growth, the level of financial literacy is not keeping pace with this expansion. Despite having a population of 1.3 billion, just 26% of adults aged 25 to 44 have financial literacy, significantly behind Norway (71%), Denmark (71%), Sweden (71%), Israel (68%), Canada (68%), and the UK (67%). In the adult population worldwide, only one-third are financially literate, according to an S&P and World Bank assessment. The need for financial literacy would continue to grow because individuals are expected to become more self-reliant (The Adult Financial Literacy Advisory Group, 2008). If youngsters between the ages of 10 and 19 are also provided with adequate financial education, the rate may rise by more than 20% over the next twenty years. In India, this group comprises around 21.8% of the total population.

Financial ignorance can result in several dangers, including a higher likelihood of building up debt loads that are too high owing to poor spending habits or a lack of long-term planning. Bad credit, bankruptcy, house foreclosure, and other unfavorable results may follow as a result. India's financially diverse industry is rapidly growing, with both new market entrants and established financial services companies seeing significant development. The industry includes commercial banks, insurance firms, non-banking financial institutions, co-ops, pension funds, mutual funds, and other smaller financial organisation.

II. LITERATURE REVIEW

Singhal & Singh (2020) Show how numerous characteristics, including age, gender, education, income, marital status, and other demographic and socioeconomic

Kadoya & Khan (2020) Demonstrate how social learning, customer socialisation, and psychological learning theories may be used to explain a range of demographic, socioeconomic, and psychological characteristics. They contend that factors influencing financial literacy in Japan include demographic ones like gender, age, and education as well as socioeconomic ones like income and occupation and psychological ones like future aspirations.

National Centre for Financial Education report, 2015 & Financial Literacy and Inclusion in India Survey Report, 2019 – Claims that the rate of financial literacy varies with age. However, they discovered that although financial literacy is 30% for those between the ages of 18 and 29, it is only 28% for those between the ages of 70 and 80. This demonstrates that children have a greater desire to study when they are younger..

III. OBJECTIVES OF STUDY

1. To research the level of financial literacy among the students of Mumbai University.
2. To investigate the relationship between the levels of financial literacy of students based on their year of study.
3. To assess students' knowledge on various financial services and products available in the market.

IV. HYPOTHESIS

H1 There is no significant difference in the levels of financial literacy among students based on their field of study.

H0: There is a significant difference in the levels of financial literacy among students based on their field of study.

H1: There are no significant differences in the levels of financial literacy of students based on their year of study.

H0: There are no significant differences in the levels of financial literacy of students based on their year of study.

H1: There is no significant difference in the levels of knowledge on various financial services and products available in the market.

H0: There is a significant difference in the levels of knowledge on various financial services and products available in the market.

V. SCOPE OF STUDY

The study covers students of Mumbai universities. A sample size of 70-degree college students were selected using a probabilistic approach and used for this particular study. The study is limited by the inability to cover Mumbai University only

VI. RESEARCH METHODOLOGY OF STUDY

Sample and Sample Size: - A Sample of 70 Students are being used.

Sources of the Data: - Most of the data has been collected with the help of primary sources i.e. interviewing 70 respondents by taking the help of google Forms.

Analysis of the Data: - Tabular and graphical analysis has been done.

Limitation of the Study: - This research study is restricted only to students of 4 to 5 colleges due to time constraint. This research study is only restricted to the students of Mumbai university due to time constraints.

Research Methodology

The scope of the study includes insurance and investment planning in working individuals. The research consists of primary data and secondary data. Primary data was collected through a survey using a structured online questionnaire. The questionnaire was a self-administered Google form. These Google forms were distributed via WhatsApp & email. The questionnaire consisted of 3 sections; the socio-demographic section consists of 5 questions, the insurance planning section consists of 7 questions and the investment planning section consists of 4 questions. The area of data collection was Goa. A questionnaire was shared with 200 working individuals and responses were received from 160 working individuals. The sampling method used was convenience sampling. After primary data collection was complete google forms, excel & SPSS were used as tools for data analysis. Secondary data was collected through a literature review of articles, journals, books & websites

VII. DATA ANALYSIS AND FINDINGS

Table no: 1

Class	No of Respondent
Final Year Students	75
Second Year Students	18
First Year Students	33
Total	126

(Source:- Field Work)

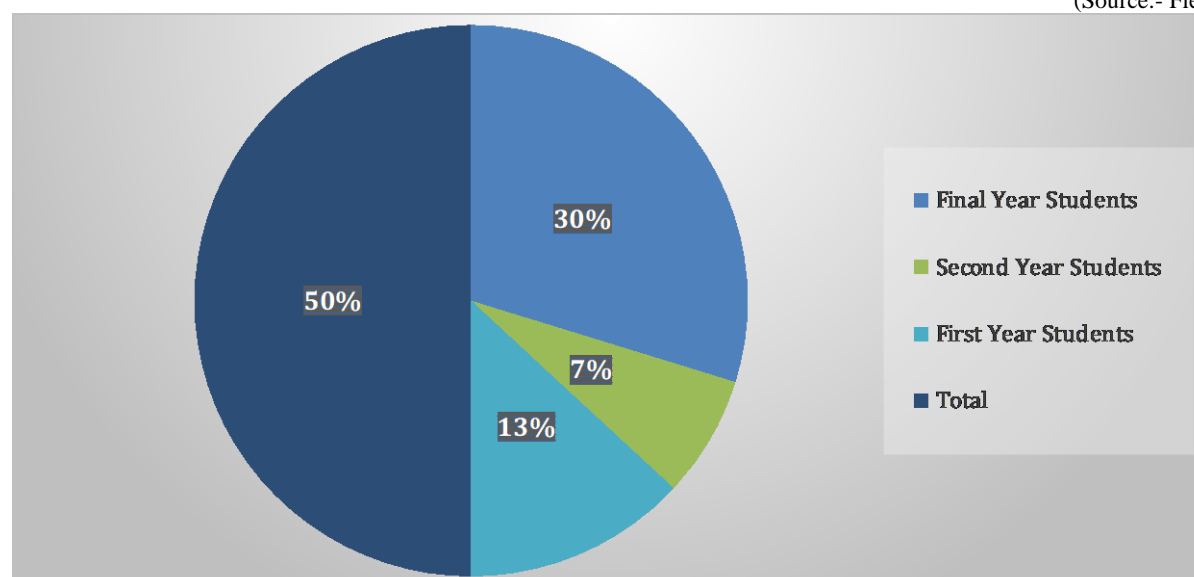


Diagram no 1

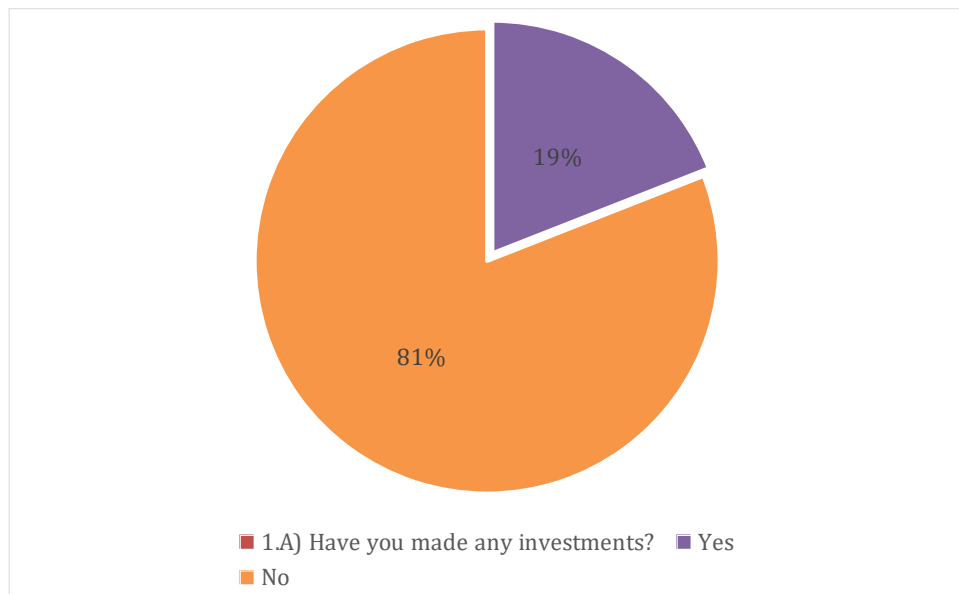


Diagram No. 3

Interpretation: - Out of 126 respondents, 19 % i.e.,24 respondents have not made any investment.

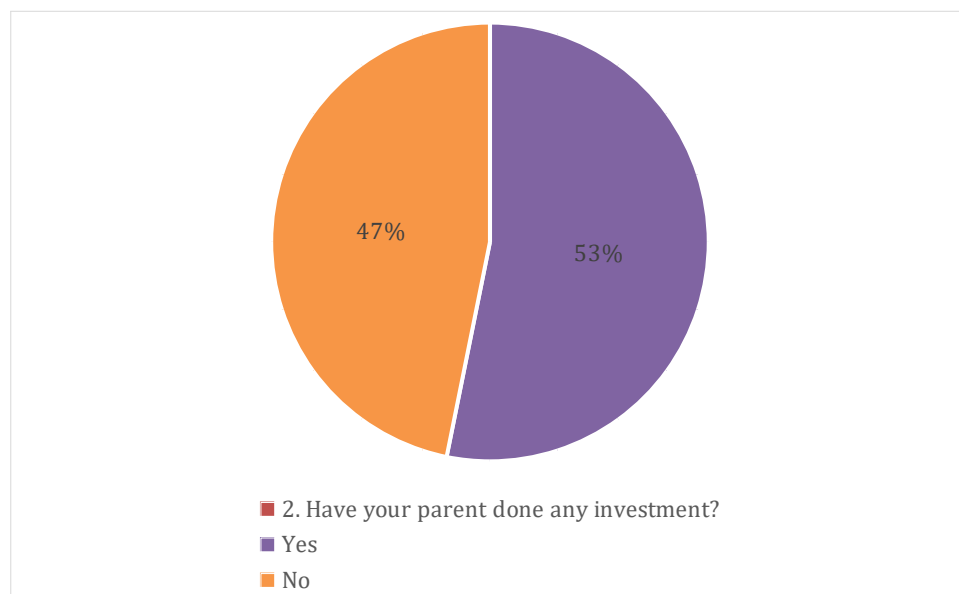


Diagram No. 4

Interpretation: - Out of 126 respondents, 47 % i.e.,60 respondents say that their parent have not done any investment.

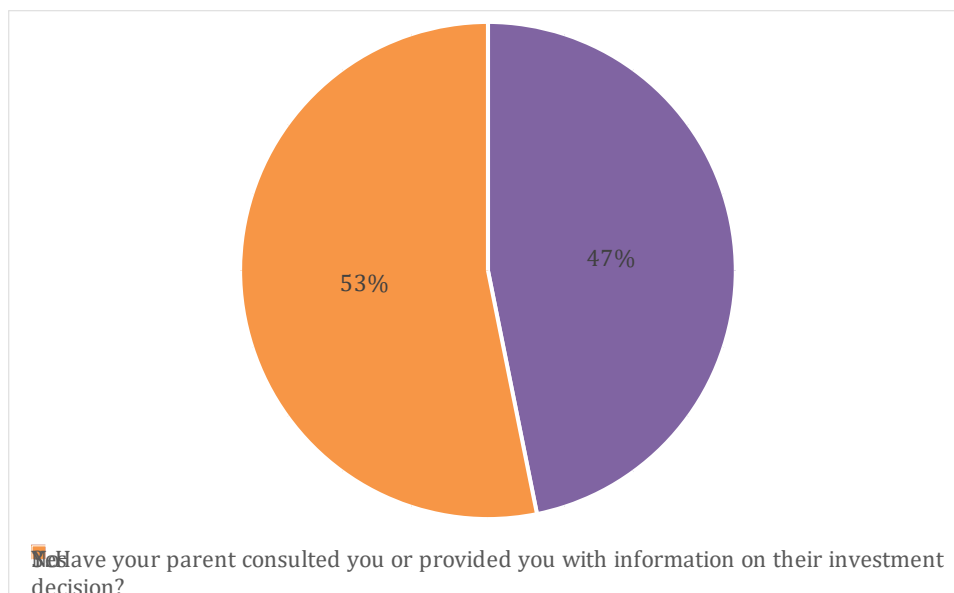


Diagram No. 5

Interpretation: - Out of 126 respondents, 47 % i.e., 67 respondents say parents have not consulted them or try to gain any information before doing any investment decision.

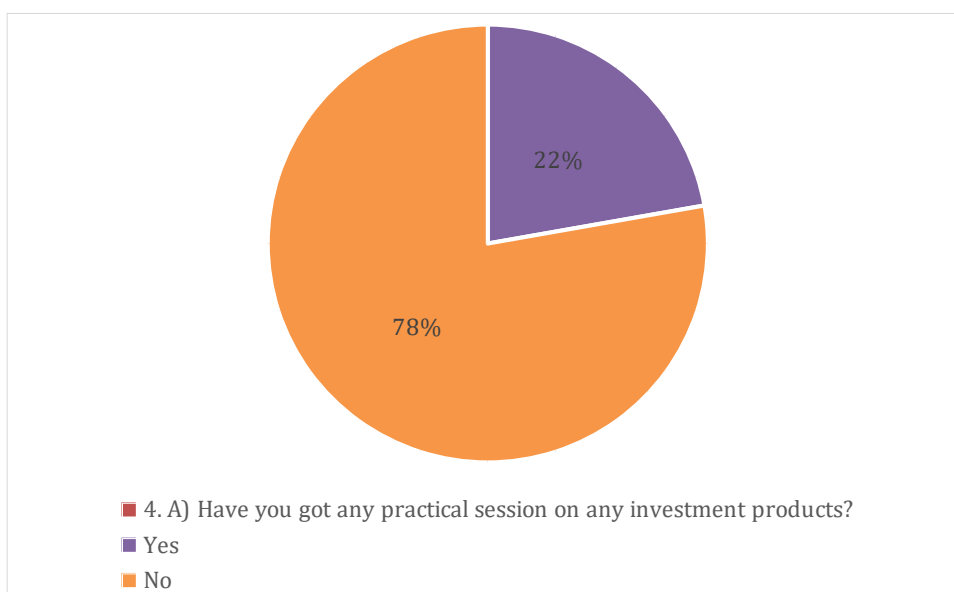


Diagram No. 6

Interpretation: - Out of 126 respondents, 22 % i.e., 98 respondents have not got any practical session on any investment products.

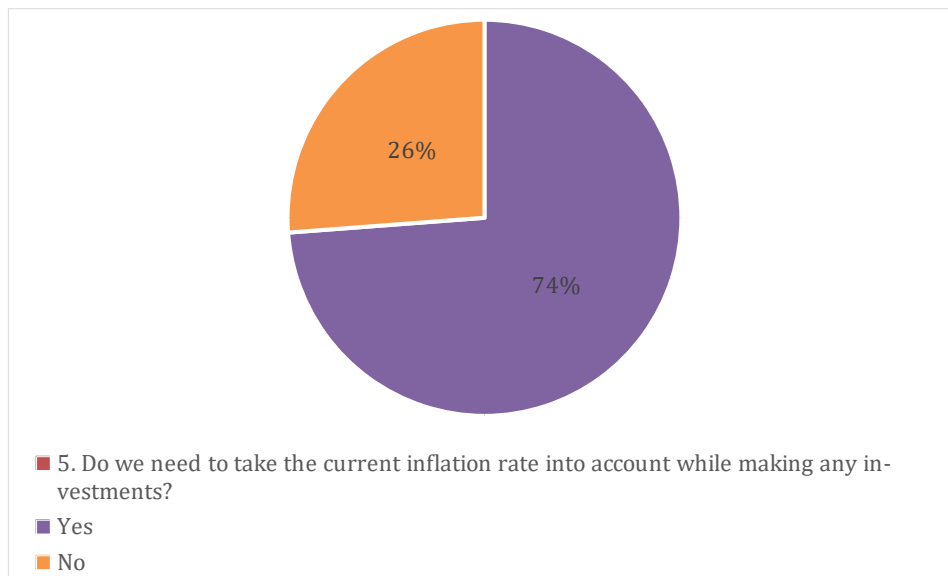


Diagram No. 7

Interpretation: - Out of 126 respondents, 26 % i.e.,93 respondents responded that they need to take the current inflation rate into account while making any investments decision.

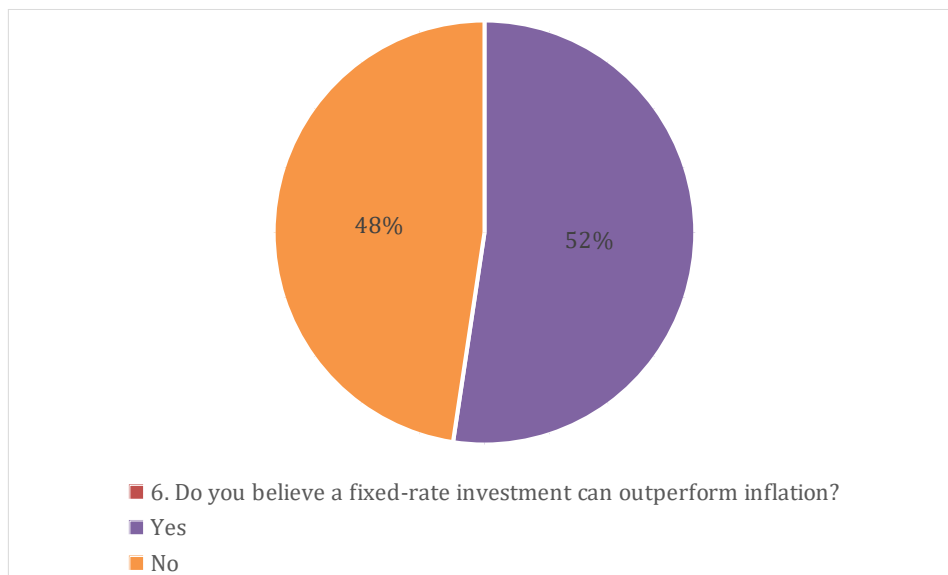


Diagram No. 8

Interpretation: - Out of 126 respondents, 48 % i.e.,61 respondents believe that a fixed rate investment can outperform inflation.

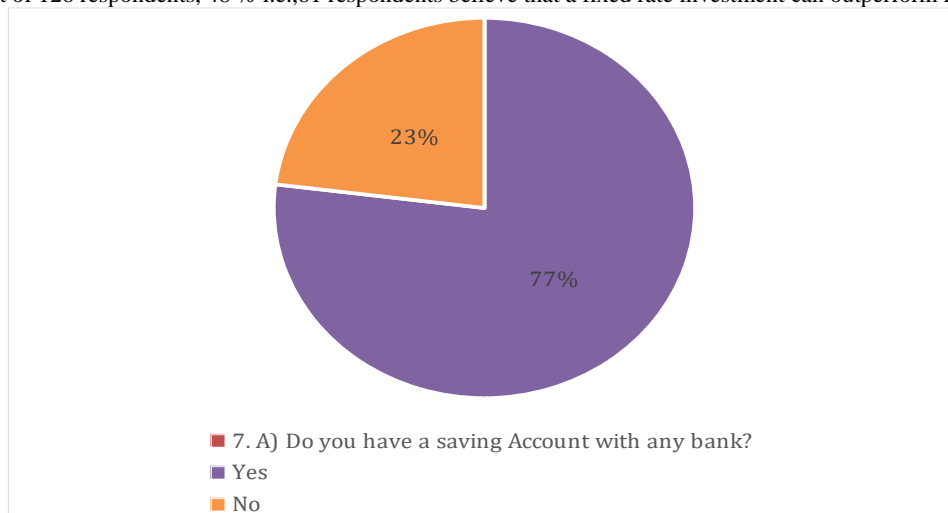


Diagram No. 9

Interpretation: - Out of 126 respondents, 23 % i.e.,29 respondents don't have a saving account.

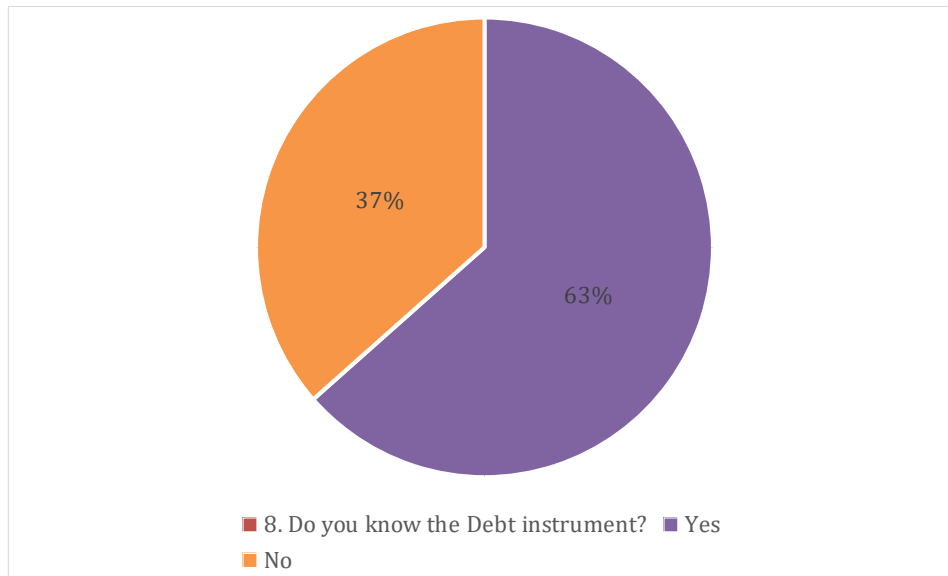


Diagram No. 10

Interpretation: - Out of 126 respondents, 37 % i.e., 47 respondents don't know the debt instruments.

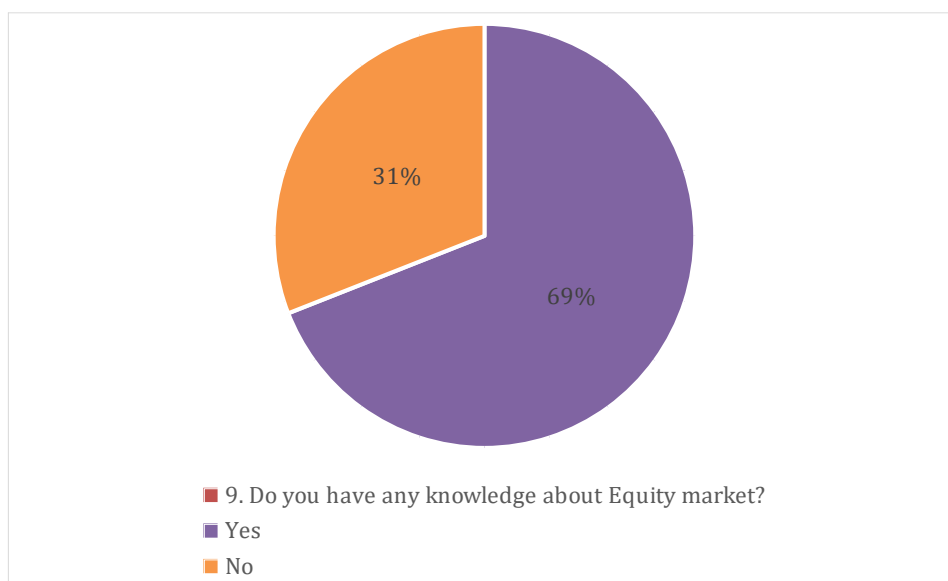


Diagram No.11

Interpretation: - Out of 126 respondents, 31 % i.e., 39 respondents do not have any knowledge about equity markets.

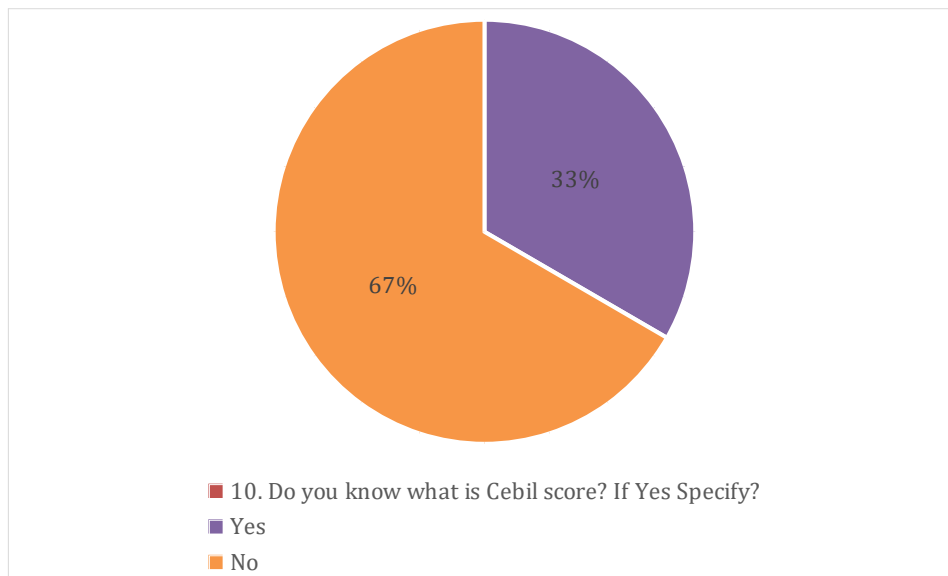


Diagram No. 12

Interpretation: - Out of 126 respondents, 67 % i.e.,84 respondents don't know what is CIBIL score.

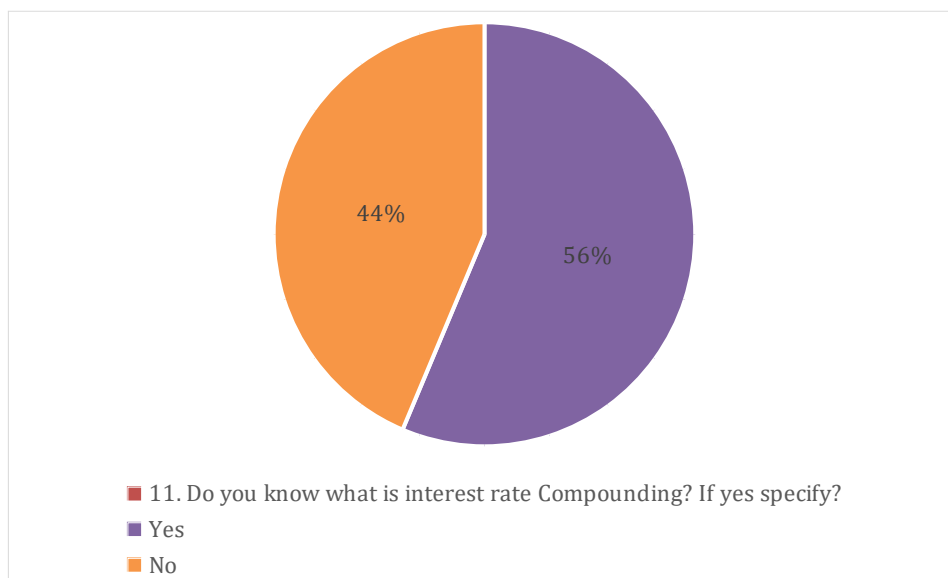


Diagram No. 13

Interpretation: - Out of 126 respondents, 44 % i.e.,55 respondents do not know what is interest rate compounding

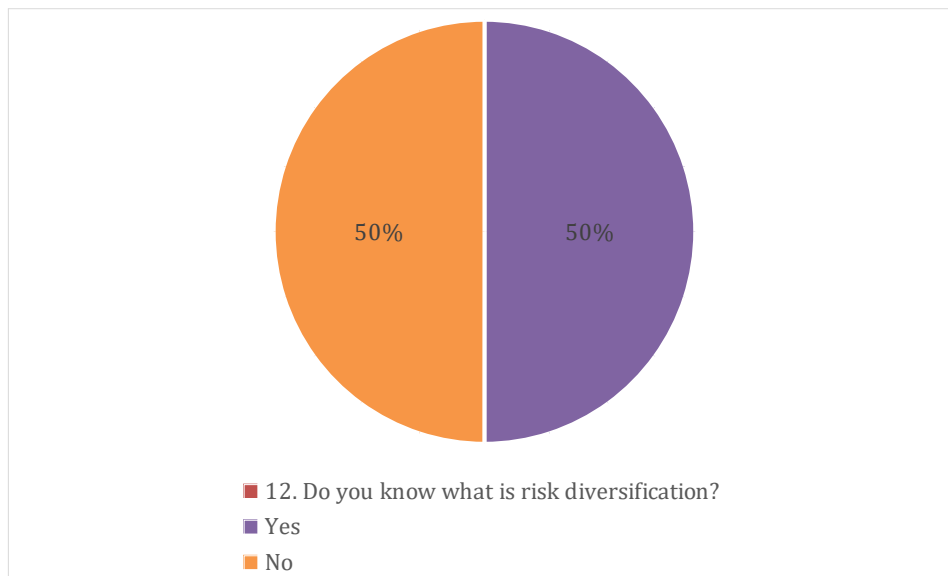


Diagram No. 14

Interpretation: - Out of 126 respondents, 50 % i.e., 63 respondents say they don't know about risk diversification.

Suggestions: - Following are the various suggestions based on the research study: -

1. Students at college should be aware of their money, credit card debt, savings, and ambitions, but they need also know how to build wealth and stay away from unmanageable debt.
2. More of Practical Session should be conducted about financial products.

VIII. CONCLUSION

It starts with the young generation as there are the pillar of the future India. More the Financial Literacy among the students can be life-changing for them and for the country. A nation with financially secure citizens has a strong economy.

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A Study on Employee Value Proposition for Employer Branding

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Abstract— It is quite evident today that there is more to employee satisfaction than just mere remuneration. In this context Employee Value Proposition (EVP) is a very effective employment branding tool used by organizations as it is reflected on all the efforts of hiring and retaining talent. It is a big challenge to attract, hire and subsequently retain the talent in organisations today. Therefore, it is important to develop value propositions for jobs to attract the right talent. EVP is a people centred approach directed towards the existing employees. EVP should be original, unique, compelling and should be directed towards a talent pool. Right fit of employees in the talent pool of the organisation, a sound organisation with desirable human capital, recreation for the workforce, and better recruitment objectives are major consequences of effective EVP. The decisions regarding the value proposition are made every instant and these cumulatively lead to building employee delight. Increased Employee Engagement, Employee Involvement, Employee Attraction and Employee Retention are a few consequences of a strong EVP. The purpose of this research study is to understand the Predictors and Consequences of Employee Value Proposition. The research also focusses on assessing its benefits and attempts to create compelling Human-Centric Employee Value Proposition in Organisations.

Keywords— Employee Value Proposition, Talent Pool, Employment Branding, Employee Engagement, Employee Retention

I. INTRODUCTION

It is quite evident today that there is more to employee satisfaction than just mere remuneration. We find that beyond just remuneration there are many other pertinent factors like work-life balance, performance management, work culture, recruitment policies, training orientation, succession planning etc. which creates the best value proposition which is being admired by employees across the globe. To put it simply, Employee Value Proposition (EVP) is today a very effective employment branding tool used by organizations as it is reflected on all the efforts of hiring and retaining talent. It is a big challenge to attract, hire and subsequently retain the talent in organisations today. Therefore, it is important to develop value propositions for jobs to attract the right talent. EVP encompasses a means to create a balance of rewards and recognition at the workplace in return for the employee's performance. It is a people centred approach directed towards existing employees and should be original, unique, compelling and strategically directed towards a talent pool. An EVP is the sum of everything that people in an organisation experience and receive; from the intrinsic satisfaction of the work, to the environment, leadership, colleagues, remuneration and so forth (De Angelis, 2004).

The term EVP has been used since the late 1990's and is still gaining prominence. An EVP is the sum of everything that people in an organisation experience and receive; from the intrinsic satisfaction of the work, to the environment, leadership, colleagues, remuneration and so forth (De Angelis, 2004). EVP is an employee's experience at work and is the promise that the organization makes to its employees in return for their commitment at the workplace. The promise includes all the benefits and rewards that the employees receive from their organization. It also means the employee's experiences with their co-workers, team, boss, leader and their organisation. An EVP builds an organization's employer brand, helping the organization to stand out amongst its competitors in the job market and attract the best talent. It is a statement about why working in a particular organization is far better than working at any another organisation. EVP is gaining prominence since employers are becoming more competitive with their employee base to remain relevant in the marketplace. An EVP helps to distinguish one organization from the other and makes it unique.

Employee loyalty is when an employee feels satisfied, obligated and willing to commit and dedicates to stay with the organization for its success. This is called as Employee Delight. The decisions regarding the value proposition are made every instant and these cumulatively lead to building employee delight. An organization's employee delight is crucial for communicating the offer to prospective job seekers, and it is a key towards attracting the right candidates which the organization needs. There are Six Non-Negotiable Components of an EVP and they are Compensation, Benefits, Career, Work Environment, Culture and Work-Life Balance. It is crucial to understand that each company has a unique and exclusive EVP and is in some ways similar to a psychological contract. An effective EVP includes much more than just giving the monthly salary to its employees. It's the entire employee experience of being at the workplace. When the candidate starts considering to join a new organization, they start looking at the EVP of their new prospective employer. Therefore, it is important that the EVP should be representative of the organization's core values. It should make the employees feel proud, motivated and encouraged to do their best at work each day and continue to remain associated with their organisation. The purpose of this research study is to understand the Predictors and Consequences of Employee Value Proposition. The research also focusses on assessing its benefits and attempts to create compelling Human-Centric Employee Value Proposition in Organisations.

II. OBJECTIVES OF THE STUDY

1. To Understand the Predictors and Consequences of Employee Value Proposition.
2. To Assess the Benefits of Employee Value Proposition in Organisations.
3. To Create a compelling Human-Centric Employee Value Proposition in Organisations.

III. RESEARCH METHODOLOGY

This is a descriptive research study which is based on secondary data collected from sources like research journals, websites, research papers, and case studies on the basis of review of related literature, findings and finally conclusions are drawn from the same. It provides conceptual framework for the study and also builds appearance of research problem and identify research gaps which further contributes to future new challenges to the accumulated knowledge.

IV. STUDY

Predictors of Employee Value Proposition:

A unique employee value proposition is about analysing and evaluating the core strengths of an organisation. It involves different factors that come together to make an organisation in Indian orientation an awesome place to work. Instrumental items such as remuneration and benefits, work location, promotional opportunity and training and development are some of the tangible attributes of EVP in an organisation. A few attributes which are regarded as the most important attributes among all are rewards, opportunity, organisation, work and people. Other factors of EVP include company strength, ethical culture, career growth and reward flexibility. Future career opportunities; development opportunities; compensation; organisation stability; job interest alignment; respect; work-life balance, innovation; recognition, organisation's growth rates are also considered some of the significant factors of EVP. Let us look at these factors of EVP:

- **Exchange Quality:** It is defined as the amount of trust, mutual respect and obligation between two partners who are involved in exchange or any kind of dealing. EVPs with higher level of Exchange Relationship Quality among different stakeholders yields higher trust, respect and obligation. Employee Value Proposition offers experiences in exchange for the productivity and performance of their employees.
- **Perceived Organisational Support:** Positive support from an organisation leads to positive behaviour among employees, employees experience higher job satisfaction, and there is a psychological congruence and emotional attachment with an organisation through effective organisational support. It also impacts employee commitment towards the organisation and leads to minimisation of turnover intention.
- **Work Environment:** Positive Work Environment is indicative that employees feel wanted and consider themselves as an essential part of the organisation's environment and this is an important factor in determining high performance, employee retention, job satisfaction, recognition and motivation. An EVP with a positive work environment helps the employees to boost their motivation, morale and help them in being more productive and innovative at the workplace.
- **Organisation's Perceived Identity (OPI):** OPI is the employee's perception about the image of an organisation and it influences the employee's attitude and behaviour towards an organisation. If the employee's perceived identity about the organisation is high then it indicates a good perception and will be considered as a good place to work.
- **Rewards and Benefits:** Reward strategy positively affects the organisation's performance with systematic EVPs. Employee aims to attain high sales volume in order to receive rewards and benefits. Rewards and benefits include organisations health benefits, vacation benefits etc.
- **Organisational Culture:** Organisational Culture includes company's beliefs, attitudes, experiences and future expectations. It influences the behaviour of its employees. It encompasses the responsibility towards morals, trustworthiness and the level of respect which the organisation has towards its employees and this further leads to productive innovation.
- **Opportunity:** Opportunities are the chances for employment or further promotion and comprises of developmental opportunities, career opportunities, meritocracy, growth rate, and organisational stability. EVP provides long term opportunities to its employees which is crucial for their personal growth, training and career advancement.
- **Work Life Balance (WLB):** It is the job which allows for creating balance between work and other interests of employees which is referred to as WLB. Employees demand balance between the time spent on working and their personal lives. Jobs with proper EVPs allow employees to balance their work and other interests which are considered as the ideal ecosystem.
- **People:** People include social circle, collegial work environment and co-worker quality. An EVP with all these requisite qualities serves to provide healthy working relationship among the employees and employers. This ultimately leads to the accomplishment of organisational goals.
- **Recognition:** Employees expect to be rewarded and recognised for their contribution at work and it plays a major role in leading towards an increased level of employee retention. Recognition includes awards for meritorious service, innovation and creativity awards and performance-based appreciation. Employee Value Proposition creates a mechanism of support, recognition and value base. Higher the level of recognition at the workplace, higher will be the work potential among the employees.

Consequences of Employee Value Proposition:

Employee Value Proposition is used as a mechanism to attract and retain their talented prospective and existing employees respectively. A strong EVP creates a proper understanding between workers and managers, improves the financial performance, enhanced employee engagement coupled with a high level of attraction and retention of employees at the workplace. Increased Employee Engagement, Employee Involvement, Employee Attraction and Employee Retention are a few consequences of a strong EVP. Right fit of employees in the talent pool of the organisation, sound organisation with desirable human capital, recreation of the workforce, and better recruitment objectives are the major consequences of effective Employee Value Proposition.

- **Employee Attraction:** Attraction of skilled and appropriate talented human capital in an organisation plays a vital role in its success. Organisations with effective EVPs are able to attract the right pool of human capital intellect. Organisations have been genuinely concerned about attracting the right talent pool and hence they frame a well-defined hiring strategy.
- **Employee Retention:** Talented employees need to be attracted towards organisations and equally challenging is to retain them there. Employee Retention is considered as a serious workforce challenge in today's times. Employees which contribute towards the success of an organisation necessarily need to be retained. In order to have effective employee value proposition system, employers need to carefully study the pertinent reasons which cause employee attrition.

- **Employee Engagement:** Employee Engagement is majorly impacted by an organisation's EVP and meaning-fulness, safety and availability are the psychological conditions associated with it.
- **Employee Commitment:** Employee Commitment was developed with the intention of predicting Employee Retention and it binds an individual to a particular course of action. Organisations with effective EVPs have higher levels of employee commitment. An organisation with a clear EVP will enhance employee commitment and subsequently higher levels of employee commitment which will result in increased level of effort, production and retention.
- **Employee Involvement:** Employee Involvement occurs when enough resources are available to complete the work by them. Participation in the opportunities which lead to growth and prosperity makes the employees feel that they have contributed significantly to the organisation. Effective EVPs leads to engaged employees which in turn are more productive, efficient, profitable and there are less likely chances of employee attrition.
- **Re-engage the Disenchanted Workforce:** Re-engaging is a powerful engagement tool in EVP. It involves surveying and talking to existing employees since it helps to re-build and enhance trust, support and increase motivation. There are four areas of disengagement namely access, achievement, aspiration, application. Low aspirational level, poor experience, poor knowledge, low confidence etc. are some reasons leading to disengagement. A sound EVP will enable the workforce to re-engage their crucial talents with themselves.
- **Hiring Talent Groups:** A combination of different segments of workforce in an organisation result in most successful EVPs. In order to increase innovative performance in work settings the organisations need high level of creative potential talent groups. A good EVP contains workforce diversity.
- **Prioritize HR Agenda:** To create EVP, it is crucial to understand what is important for the employees. Therefore, the factors responsible to attract, retain and engage employees should be carefully considered. It is also important to understand what kind of improvements are needed, and what are the most likely reasons leading to employees quitting their jobs. A strong EVP will help to identify and know the HR priorities.
- **Creation of Strong 'People' Brand:** Organisations with effective EVPs become famous by the manner in which they treat their employees (people). With a strong 'people' brand image, the employees express their loyalty at work with their active participation. EVP helps in creating a strong 'people' brand.
- **Better Recruitment Objectives:** Developing an effective recruitment strategy is essential to build a good EVP. Employee Value Proposition can help in creating better recruitment objectives, correctly identify needs of the people, and place the employees at the right place according to their capabilities.

Benefits of Employee Value Proposition:

It is now an established fact that there is more to employee satisfaction than just remuneration (salary and benefits) and EVP is seen as essential to attracting, hiring and retaining the best talent in the industry. This aids in prioritizing the HR policies, creating a strong brand image, and workforce engagement. Organisations with effective EVP's are in a stronger position to attract employees and source from a deeper pool of the labour market talent. Research data states that some of the top-performing organisations draw candidates from around 60% of the labour market, including the passive candidates who would otherwise be content to stay with their current job. Lesser-performing organisations are able to source only from the most active 40% of the workforce. Organisations with effective EVP's experience higher levels of commitment and engagement from its employees. Top performing organisations have 30% to 40% of their work force displaying high levels of commitment, compared to less than 10% in under-performing organisations. It helps to reduce the retention costs too. Organisations with effective EVPs are able to reduce the compensation premium required to attract new candidates. Top-performing organisations are able to spend 10% less on base pay compared to under-performing organisations. There has always been a lack of talented people in certain occupations, and the knowledge intensive nature of industry and competition in developed and increasingly now in developing economies will just add to that shortage. An intangible asset becomes an important strategic driver for organisations and the talent wars are unlikely to diminish which is seeing even profitable companies implementing layoffs to maximize their earnings and the intensity for the race for talent will increase.

Creating a Compelling Employee Value Proposition:

EVP is the unique set of benefits which an employee receives in return for the positive demonstration of his talent, experience, skills and capabilities which he brings to the company. An EVP is about defining the true spirit of the company. It depicts how the company is unique and what it stands for. It includes the main reason that people are proud and motivated to work for the company. EVP is inclusive of the inspiring vision and of the organisational culture. When it is strategically incorporated into all the aspects of a business, a strong EVP will help to retain the top performing employees. It will also help to attract the best external talent by implementing the following:

1. **Understand existing perceptions to develop a realistic EVP:** First understand what perceptions existing staff and potential employees have about the company brand and its culture. This data can be collected through employee surveys, focus groups and exit interviews and feedback from former employees and job applicants.
2. **Determine key selling points:** Establish a cross-functional team to review the research results and determine the aspects of the business that people value the most. This information can be used to draft an EVP which can include the following questions: Does it align with the company's strategic objectives? Does it clearly differentiate the company? Does it paint a realistic picture of what it's like to work for the company? Is it inspirational? Does it appeal to different groups? EVP can now be tested with the current employees and a sample group from the external market to see if it portrays why an individual would like to work for the company.
3. **Communicate the message:** Once the EVP has been defined, find ways to communicate it to the people that the company is trying to attract talent. This can be done by conveying it company websites, advertising and the interview process, so that prospective talent can determine if they would make a good fit for the company. Communicating a convincing and compelling EVP through branding, marketing and public relations on a regular basis will also help the passive labour market enabling it to form a positive perception of the value of working for the company.
4. **Ensure alignment:** Current employees are a very powerful source of advertising. They play a key role in helping to attract talent with the right cultural fit. To create brand ambassadors, employees must see constancy in the image that the company uses to sell externally and in the day-to-day reality of the working of the company. The EVP needs to be integrated in the company's induction plan, recognition schemes, reward schemes, internal communications, and in its plans and policies. Annual review of the EVP is necessary to ensure that it is relevant and reflects the changing employee experience.

Building a Human-Centric EVP:

An EVP framework strategy should be driven by the right leaders and subsequently supported by the right processes and structures. Some key actions which the leaders in the organization can take to build their new human-centric EVP are:

Build deeper connections: Integrate inclusion goals into day-to-day work and talent processes, focusing on direct family benefits that match employee and organization needs, and training managers on how to identify employees' trust through empathetic conversations.

Provide flexibility: Empower employees by providing flexibility in all aspects of work, and not just in when and where they work.

Create personal growth opportunities: Provide employees with objective career coaches and empower them to design development that meets their personal needs. Ensure that employees feel valued by helping them grow as both humans and professionals.

Ensure holistic well-being: Reinforce to the employees that they are cared for. The company should ensure holistic well-being of its employees.

Take action on the shared purpose: Make sure employees feel invested in the organization by championing action by the organization on societal and cultural issues.

V. CONCLUSION

In the current global scenario with the increasing competition attracting, procuring and retaining employees will pose the greatest challenge for Indian organisations. Organisations that have a long-term talent acquisition and retention strategy will definitely have an edge over its competitors. This calls for an essential reconsideration of the organisation's staffing strategies. We can now infer that the employee's level of satisfaction in their work places will be directly related to their value experience. This satisfaction level is constructed on the relationship between the cost to the employee; the work to be performed; and the quality experienced which is the total balance of reward and benefit received and as defined by the employee. Organisations must also provide a congenial working environment for the employees. It is therefore necessary to have a strong and clear EVP. To retain the best workforce, organisations will need to have an attractive and strong Employee Value Proposition. By providing a strong EVP, it becomes easier to acquire the right talent pool and administer effective manpower planning. Therefore, organisations should consistently strive for advancing the factors of EVP for organisational effectiveness and employer branding.

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Mobile Banking Application usage in various Sectors of Society

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Abstract— Cashless transaction is growing quick in our society. There are numerous modes of cashless transactions. Mobile banking is one type of electronic banking. There are numerous mobile banking applications in the market. Present study analysed the views of individuals on numerous sectors of society towards those applications. Various parameters like age, cash limit, occupation etc considered for this study.

Keywords— cashless transaction, mobile app, electronic banking, occupation, mobile banking

I. INTRODUCTION

Cashless transaction is growing quick in our society. There are numerous ways that for cashless transactions. It can be done through cards like revolving credit, credit cards or various different payment suggests that. Various applications like Paytm, Mobikwik etc. applications can be used for cashless trans- actions on sensible phones. Mobile applications are changing into easier for folks for creating payments thanks to the availability of Ib. There are totally different banking ways that are used in numerous sectors of our society. Different banking methods has totally different procedures depends on a technique which folks uses, that can be credit cards, debit cards, or ACH(Automated Clearing House) network for making transactions. It is an electronic payment technique. Electronic payment can be done mistreatment master card, debit card or electronic checks (e-checks). This method is typically used for online searching on e-commerce Ib site like Amazon. This method is known as one-time customer to vendor payment.

Another method is automatic bank-to-vendor payment, to use this method users bank ought to supply services known as online bill payment. For this user have to login into banks Ib site, if they wish to create a bill payment, they have to enter a vendor's information to whom user wish to pay and that information can be approved with bank for electronic transaction. This is a manual process for bill payment. Users can additionally pay bills mechanically, for that user has to enter detail of bill, so each month on a same date that bill can get paid from the user's account automatically. NEFT or National Electronics Funds Transfer, RTGS or Real Time Gross Settlement, IMPS or Immediate Payment Service these are all the sorts of electronically transferring funds.

There are varied mobile applications that offer services of mobile banking. As Mobile banking applications is also a one methodology of banking like Paytm, Mobikwik, E-wallet etc.

To use these mobile banking applications users, have to enter their checking account details for transaction. It is not mandatory that users ought to use same account every time for creating payments by victimization these applications. But this facility is not obtainable in Ib banking application. Users have to pay from same account that net banking services is been activated from bank. Net banking is also methodology of on line banking applications. This study is been done due to the increasing usage of mobile banking applications in various sectors of society. As mobile banking provides varied facilities to the client, they can simply create on-line payments and it eliminates the usage of paper money. Demonetization is also a reason behind for quick increasing usage of mobile banking application. Demonetization has switched the folks from victimization paper money to Mobile banking. Initially, when there was no such on-line mobile banking facilities folks use to visit to a bank for transferring cash, depositing money, withdrawing cash and for transaction they used paper cash everywhere. Gradually with a time banking system started changing.

After improvement of technology bank started providing facilities for debit cards, credit cards, online bank etc. which came to into existence. But its facilities limit to some extent. People started victimization bank Ib sites for doing online banking. Where client have to login to use various services offered by bank on their Ib site, like payment of insurance, bills, etc. and after that with the time of developing technology bank offered a service of net banking that user will use on their smart phones. From net banking user would ready to do transactions like depositing money into account, online payment for bills, booking online tickets, checking account status etc. Debit cards, credit cards Ire started using for making payment for online payments or creating electronically payments while swapping cards in a swap machine. After this, advancement of technology leads to various mobile banking applications like Paytm, Mobikwik, Freecharge, Ewallet, etc. Our research focuses on the study of varied mobile banking applications which is used by totally different sectors of society. These various mobile banking applications have different options. In this paper this study is completed to know which applications are used additional in a society and what are the variations in usage of those applications. For the study, I have done a survey to gather the knowledge associated with the usage of assorted mobile applications.

II. LITERATURE REVIEW

Completely different analysis study on cashless payments that creates impact on termination, country's economic development is already going on. There are varied alternative analysis paper and studies done on mobile banking application in different aspects. In [1] the Mobile banking: proposition of an integrated adoption intention framework is the analysis exhausted Brazil to grasp the adoption intention of mobile banking technology in Brazil. on-line application and conjointly why individuals found that individual application saves their time than different methodology for creating payments [2]. Cashless payments survey is an on-line type having some queries associated with cashless payment on that individual's response is collected for survey in [3]. In [6] the effect of trust level on mobile banking satisfaction: a multi-group analysis of info system success instruments could be a study done by Namho Chung and shortly Jae Kwon which focuses a trust whether or not mobile banking influence the link between client satisfaction and also the system quality, info presentation and information quality. This study is to find whether this sort of services like system quality, info presentation and information quality of mobile banking by trust can influence the client satisfaction. Implications and positioning of mobile banking services in different market is examined in [7]. This examined the future of mobile banking in market. Because technology mobile phones and net usage has exaggerated in last decade and mobile banking is the initial business dealing application on wireless devices. A payment system which facilitates the fund transfer between 2 bank accounts. You are not needed to present checking account details for the fund transfer through the UPI payment system payments on your checking account, which is additionally coupled to your movable range, you'll be able to use the BHIM app to hold out digital transactions. BHIM is not like another mobile wallet. As every BHIM users want to be coupled with their checking account for creating payment. Another app like Paytm and Mobikwik does not needed to link with checking account for creating payment. In those app one have limited quantity of cash in their billfold, which you will send solely to somebody UN agency is exploitation a similar wallet.

PAYTM: Paytm can be accessed through its Ibsite and is additionally offered on all the phone platforms as an application. Paytm is the most generally used way of offline digital dealings, which suggests that it's simple to search out native stores wherever Paytm payment is accepted. Paytm offers the widest range of choices wherever it will be used, The cash keep in Paytm billfold may be used for causing money, purchases, cab rides and much a lot of Paytm has disable transfer to bank feature on its app and Ibsite, which suggests that you can't send the cash in your billfold back to your bank account.

MOBIKWIK: Mobikwik is another option offered to study done to analyze the customer needs and expectations from mobile applications and banking views so that requirement can be identified.

Mobile Banking Applications in India

Researcher some of the cashless payment methods done using debit/credit card, E wallet etc. and their requirements for using such modes for payment and the details are given below:

DEBIT/CREDITCARD : Suitable for: Online/offline merchant sale. Transaction limit: Set by card issuer Details required: Card number CV Expiry date Cost: Debit cards : Upto 0.75% for transactions upto Rs.2,000; upto 1% for transactions above Rs.2,000. Creditcards: around 2.5% per transaction.

E-WALLET: Suitable for Small-ticket transactions. Transaction limit : Rs.20,000 per month (Rs.1 lakh for KYC compliant wallet holders) Details required: Login ID Cost: Only If you transfer money from your wallet into your bank account. Below I have described features of various features of available banking applications in our society.

BHIM: A mobile banking application. This application Is developed for making retail payments. This application is supported by only android phones or android users can only use this apps.

This app support adhar card for making payments which require fingerprint impression but yet it is not started working.

But If you have signed up for UPI-based (UPI is Indians when it comes to cashless dealings. It also started as prepaid recharge I b site; it works closely similar to Paytm. However, the places and the services where you'll use Mobikwik square measure few. Mobikwik allows bus and train bookings however not flights. Mobikwik Lite offers sleek functioning even on slow net. It doesn't require a smartphone. Mobikwik has limited reach compared to Paytm.

FREECHARGE: Freecharge also works and offers services a lot of for less similar to Paytm and Mobikwik. The app is available on robot OS and Windows mobile platforms. While the Freecharge payment is not accepted on major services like Uber and ola, it offers some interesting features like "split bill", which permits you to split the number to be paid among your friends. Freecharge also offers for postpaid, postpaid, DTH, metro recharge and utility bill payment for varied services.

III. RESEARCH METHODOLOGY

To collect information for this survey, I have created Google Forms and forwarded to our friends and relatives. Researcher has done online survey with the help of Google Forms wherever the queries square measure uploaded and their response has been taken into Google Sheet. Researcher creates percentile function Google type for queries that square measure associated with personal data, app-based queries for use of mobile applications.

Researcher linked this Google type with Google sheet to store responses that I tend to have got from the responders. Once responder submits then all questions and their answers are get automatically store in Google sheet. By using this Google forms and Google sheets I have a tendency to have collected responses and analysed great deal of knowledge. All this method was dynamic therefore research process got quick and economical. I analysed information primarily based on these responses. This survey helped us to collect the information concerning the usage of mobile banking applications from numerous sectors of our society and picked up data supported their usage, age and other parameters. Results has been analysed on the basis getting on teams and additionally respondent belongs to completely different sector, such as students, private staff, businessmen/ women, housewives, government employee etc and World Health Organization all uses these applications for mobile banking. This form additionally contains several questions connected to the services offered by the banking applications that they use. Number of people has respondent for this on-line survey. This research identifies the state of affairs on usage of numerous online banking applications in numerous sectors of society.

IV. DATA ANALYSIS AND FINDINGS

This section describes about the results this survey has return up with. Considering every side, this analysis is based on the preferences of the users for a selected option in survey.

Table. 1 Information on Gender respondents

Gender	Number of Respondent	Percentage
Male	7	23%
Female	23	77%
Total	30	100%

Above data shows share of contributions male and female had created for mobile banking application usage in various sector of the society's survey. This means 80% females and 20% male had responded to the survey.

Table.2 Information on Occupation of respondent

Occupation	Number of Respondent	Percentage
Salaried	23	77%
Business Class	0	--
Non Applicable	7	23%
Total	30	100%

Above table shows the contribution of people supported their occupation. In this research I have a tendency to received information from individual belongs to varied occupation; those square measure students, private worker, business men/women, worker, housewives etc.

Table.3 Information on Application Uses

Application Uses	No.	Percentage
BHIM	8	27%
Paytm	12	40%
SBI Buddy	1	3%
FreeCharge	4	13%
Jio Money	2	7%
Phone Pe	3	10%
Total	30	100%

Above table shows that Paytm is that the app that is employed over compare with different apps for creating cashless payment. 35% of the individual prefer to Paytm and rest of them include others. Since Paytm, freecharge is in a huge demand, most of the people found Paytm is to use and conjointly Paytm application includes all the utility payment choice which is not enclosed in different apps.

In mobikwik one cannot book their flight tickets. Paytm provide numerous offers for each dealing I will assume that BHIM has a greater number of users. So, user of this application is going to be increasing shortly within the close to future.

It is analysed that individual uses this application a lot of usually for tiny quantity of transactions. For large quantity of dealing still users like totally different cashless payment modes like debit cards/credit cards, net banking that support electronic payment or I have a tendency to will say on-line dealing rather than victimization these applications. 50% of individuals have answered that the Debit Cards is best choice for creating cashless payments. From the comparative study it is identified that Paytm application supply most services than the other application. As Paytm have all the options for creating cash- less payment and different applications limit to some extent. This is the explanation Paytm has maximum users.

Table.4 Information on Security of cashless transaction

Response	No	Percentage
Yes	19	63%
No	9	30%
Maybe	2	7%

Table shows how many people feel cashless transactions are more secure. According to this chart 66.7% people gave response that cashless transaction are more secure and 26.7% people gave response that cashless transactions are not secure and remaining responded in both favours.

V. CONCLUSION

I have done a survey, to identify the usage of mobile banking applications in numerous sectors of society. The parameters I have thought of square measure age, frequency of usage, occupation and data transfer limit, Cashless transactions. Thirty responses have a tendency to have collected for our study. From this study I have known that for various mobile banking applications maximum users square measure personal staff then students. It is also known that Paytm has most users then Freecharge. In this study I've got solely analyse regarding the usage of mobile banking applications in numerous sectors of our society supported only few parameters. I square measure coming up with to extend our study by as Ill as the safety and privacy policies of the appliance.

Here one will have cash in their notecase and can use later. They get some percent of money back supply with promo code, which is used later for creating use of notecase cash. Other apps lack in somewhat options compared with Paytm, so individuals like Paytm than different apps. Users of Paytm are a lot of than the other app. When user selects a particular choice for the app they use, this question answers the amount of dealing individuals do daily using the app and most individual has chosen 1st choice i.e. 0-100. This analysis option individual found a lot of appropriate for making cashless payment. According to research it visualizes that debit MasterCard is opted by twenty of responders. But when some time mobile wallet/apps will vie to revolving credit payments. From the various mobile banking applications I've got known and analysed, Paytm has maximum users from numerous sector of society.

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A study on Youngsters Perception towards yoga In Mumbai City

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Abstract— Yoga is an ancient Indian practice that has gained immense popularity worldwide in recent years due to its various physical, mental, and spiritual benefits. The practice of yoga involves the combination of physical postures, breathing exercises, and meditation techniques. Yoga is widely practiced in India and has become an integral part of the country's cultural heritage. The practice of yoga has also gained popularity among the younger generation in urban areas, including Mumbai City. This study aimed to explore the perception of youngsters towards yoga in Mumbai City and identify factors that influence their engagement in yoga practice. The research was conducted using a survey questionnaire distributed to a sample of 200 respondents aged between 18 to 30 years. The results indicated that the majority of the respondents had a positive perception of yoga and believed that it could provide numerous physical, mental, and spiritual benefits. The study also revealed that the younger generation in Mumbai City is increasingly inclined towards practicing yoga, and they are more likely to engage in yoga if it is offered in a convenient and accessible manner. The findings of this study can be used to develop targeted interventions to promote yoga among the younger population in Mumbai City.

Keywords— young people, Mumbai, Perception, Yoga

I. INTRODUCTION

Yoga is an ancient practice that originated in India thousands of years ago. It is a holistic system of physical, mental, and spiritual practices that aim to promote overall well-being. The practice of yoga involves the combination of physical postures, breathing exercises, and meditation techniques. Yoga is widely practiced in India and has become an integral part of the country's cultural heritage. The practice of yoga has also gained popularity among the younger generation in urban areas, including Mumbai City.

Mumbai is the financial capital of India and one of the most populous cities in the country. The city has a diverse population, including a large number of youngsters who are exposed to different lifestyles and health practices. Yoga has become a popular fitness regime among the younger generation in Mumbai City due to its numerous benefits. However, there is limited research available on the perception of youngsters towards yoga in Mumbai City. This study aimed to explore the perception of youngsters towards yoga in Mumbai City and identify factors that influence their engagement in yoga practice.

II. METHODOLOGY

The study used a survey questionnaire to collect data from a sample of 200 respondents aged between 18 to 30 years in Mumbai City. The survey questionnaire consisted of three sections. The first section collected information on demographic characteristics such as age, gender, and education level. The second section consisted of questions related to the respondents' perception of yoga, including the benefits of practicing yoga, the barriers to practicing yoga, and their preferred mode of practicing yoga. The third section consisted of questions related to the respondents' engagement in yoga practice, including their frequency of practicing yoga and their preferred time and place for practicing yoga. The survey questionnaire was distributed through social media platforms such as Facebook, Twitter, and WhatsApp. The respondents were asked to participate voluntarily in the survey, and their responses were kept anonymous. The data collected were analyzed using descriptive statistics, including frequencies, percentages, and means.

III. RESULTS

The majority of the respondents were females (58%) and aged between 18 to 25 years (65%). The majority of the respondents had completed their graduation (59%), and 36% of the respondents were students. The results indicated that the majority of the respondents had a positive perception of yoga and believed that it could provide numerous physical, mental, and spiritual benefits. The most commonly cited benefits of practicing yoga were stress reduction (91%), improved flexibility (85%), and improved concentration (76%).

The study also revealed that the younger generation in Mumbai City is increasingly inclined towards practicing yoga, and they are more likely to engage in yoga if it is offered in a convenient and accessible manner. The respondents cited the lack of time (45%), the lack of access to yoga studios (30%), and the lack of knowledge about yoga (25%) as the primary barriers to practicing yoga regularly. The respondents also preferred practicing yoga in the morning (56%) and at home (60%) rather than at a yoga studio.

The study also revealed that the majority of the respondents practiced yoga at least once a week (71%), and 14% of the respondents practiced yoga every day. The most popular mode of practicing yoga was through yoga videos on YouTube or other online platforms (48%), followed by attending yoga classes at a yoga studio (28%) and practicing yoga at home using a yoga app (24%).

IV. DISCUSSION

The results of this study indicate that the younger generation in Mumbai City has a positive perception of yoga and is increasingly inclined towards practicing yoga. The respondents identified stress reduction, improved flexibility, and improved concentration as the most significant benefits of practicing yoga. These findings are consistent with previous research on the benefits of yoga, which has shown that yoga can improve physical fitness, reduce stress and anxiety, and improve mental well-being (Ross and Thomas, 2010).

The study also revealed that the lack of time, the lack of access to yoga studios, and the lack of knowledge about yoga were the primary barriers to practicing yoga regularly. These findings suggest that interventions aimed at promoting yoga among the younger generation in Mumbai City should focus on addressing these barriers. For example, yoga studios could offer flexible timings to accommodate busy schedules, or online yoga classes could be made more accessible to those who lack access to yoga studios.

The study also found that the respondents preferred practicing yoga in the morning and at home. These findings suggest that interventions aimed at promoting yoga among the younger generation in Mumbai City should focus on providing accessible and convenient options for practicing yoga. For example, yoga apps could be developed that provide guided yoga sessions that can be practiced at home in the morning or at any other time that suits the individual's schedule.

V. CONCLUSION

This study aimed to explore the perception of youngsters towards yoga in Mumbai City and identify factors that influence their engagement in yoga practice. The results of the study indicate that the younger generation in Mumbai City has a positive perception of yoga and is increasingly inclined towards practicing yoga. The study also identified the lack of time, the lack of access to yoga studios, and the lack of knowledge about yoga as the primary barriers to practicing yoga regularly. The study suggests that interventions aimed at promoting yoga among the younger generation in Mumbai City should focus on addressing these barriers and providing accessible and convenient options for practicing yoga.

The findings of this study have significant implications for promoting yoga among the younger generation in Mumbai City. The study suggests that yoga studios, online yoga classes, and yoga apps can play a crucial role in promoting yoga among the younger generation in Mumbai City. The study also highlights the need for further research to explore the factors that influence engagement in yoga practice among the younger generation in Mumbai City. Overall, this study provides valuable insights into the perception of youngsters towards yoga in Mumbai City and can be used to develop targeted interventions to promote yoga among the younger population in Mumbai City.

Table 1: Demographic Characteristics of Respondents

Demographic Characteristic	Frequency	Percentage
Gender		
Male	84	42%
Female	116	58%
Age Group		
18-25 years	130	65%
25-30 years	70	35%

Table 2: Perception of Yoga Among Respondents

Perception of Yoga	Frequency	Percentage
Positive	180	90%
Neutral	10	5%
Negative	10	5%

Table 3: Frequency of Yoga Practice Among Respondents

Frequency of Yoga Practice	Frequency	Percentage
Never	20	10%
Once a month	10	5%
Once a week	142	71%
Daily	28	14%

Table 4: Reasons for Practicing Yoga with perceived benefits Among Respondents

Reason for Practicing Yoga	Frequency	Percentage
Physical health benefits	140	70%
Mental health benefits	130	65%
Stress relief	182	91%
Improved flexibility	170	85%
Spiritual growth	40	20%
Increases Concentration	152	76%

Table 5: Obstacle respondents face to practice yoga

Obstacle respondents face	Frequency	Percentage
Lack of time	90	45%
Access to yoga Studio	60	30%
Lack of Knowledge	120	25%

Table 6: Mode of practicing yoga among respondents

Mode of Practice	Frequency	Percentage
Youtube Video/online class	96	48%
Yoga Studio/Physical class	56	28%
Through yoga App	48	24%

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Awareness of Financial Planning And Investment In Mutual Funds Among Women In Mumbai Suburb

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Abstract— Personal financial planning entails assessing one's present financial condition, determining one's goals and objectives, and creating a detailed strategy to assist one in achieving those objectives. Financial planning includes money management, insurance planning, investment planning, retirement planning & estate planning. This research aims to explore personal financial planning among working individuals in Goa towards investment and insurance planning. This will help one gain insight into a working individual's financial planning. This research widens one's knowledge of personal financial planning and its importance in today's day and age. Data analysis was carried out using primary and secondary data to draw conclusions. Primary data was collected through a survey of 160 working individuals in Goa. The survey was carried out by distributing well-structured google forms to working individuals. The data was used to assess and analyse the attitude of working individuals towards personal financial planning. Data analysis was done using google forms, excel and SPSS. This research concludes that a large majority of working individuals in Goa have a positive attitude towards financial planning.

Keywords—Financial Planning, Financial Stability, Financial Awareness, Personal Finance, Financial Literacy

I. INTRODUCTION

In today's world, Women in the urban metro cities are more informed and educated. They have reached and involved in all types of activities ranging from clerical or assisting jobs to dare devil careers and professions. They are managing the home front and the home out world very skilfully and tactfully. Resulting they are called as 'Superwomen'. While they are continuously progressing, they are not paying attention to the financial planning. This is one such area where they are on the back seat.

Financial awareness and planning is a critical aspect for the women wherein they are found depending on the Men in their personal as well as professional life. It is observed that the women have a very limited financial knowledge and so a limited access to it. Even the employed women cannot make a choice to use her own income. Because of the age old culture, social binding and mind set of men she is deprived of the basic freedom to manage her finance independently. Also they are accustomed to the male dominated society so they accepts the major financial decisions taken by the male members in the family, the husband , father, brother or son often to maintain the harmony in the family.

Women and Financial Planning

Financial planning refers to careful management of one's hard earned money. Money is needed at all walks of life, say it for children's education, health care, owning a house, household appliances, vehicles, entertainment or recreation, retired life and so on. These all things are possible only when we save for it. So one has to save in such a manner that it will be useful for any need or crisis in the future as well as raises a corpus for retirement. Thus Investment is the most preferred way of saving. Careful investment of the earned money can generate great returns over a period of time.

Investment Options

There are various options available for doing investment. While selecting an investment avenue, one has to consider the risk associated with the product. Some investment carry high risk with potential growing return and some with lower risk with lower returns. The options available for investment are – saving banks, Fixed Deposits, National Pension Scheme, Public Provident Fund, Gold, Silver, Shares, Stocks, Bonds, Mutual Fund, Real Estate, Insurance Policy, etc.

Mutual Fund

A Mutual Fund is a professionally managed investment option that pools money from investors to purchase securities like stocks, bonds, money market instruments and other assets. The investors may be retail or institutional in nature. Mutual Funds have advantages and disadvantages compared to direct investing in individual securities. They are designed to provide the investors with growing income. The funds are redeemable also. The funds are more profitable when kept for long term. There are risks factors too for the reduction in value of the investment. But the investments are managed by professional fund or portfolio manager managed on day-to-day basis. So, the risk is reduced as compared to the direct individual investment.

II. RESEARCH METHODOLOGY

The research is to know about who does the financial planning decisions making with respect to and investments in the family. Whether the investments with the income earned by the women are done by herself or her husband or father or the son. To know whether the custody of the title papers of investments are with whom? To know whether women can deal with the investments in her name?.

Research Objectives

1. To study the awareness about financial planning and financial attitude among the working women in Mumbai Metro.
2. To explore the inclination and preference given towards different Investment options by working women in Mumbai metro.
3. To study is to form the perception of women investor towards Mutual Funds.

Research Design

The research work is descriptive and exploratory in nature.

The research study is to explore the awareness about financial planning among the working women in the corporate sector residing in urban Mumbai Metro. It is a study to find out whether the options of investment in Mutual Funds is adopted by the working women. It is based on the subjective concepts, motives, opinions, preferences, and behaviour of the women

Data Collection: The primary data is collected through the interviews with formed questionnaire through online platform. The questionnaire are related had open ended and close ended questions which has given the information about the preferences given by the women for investments in Mutual Funds.

Secondary data is collected from Newspapers, Journals, Business Magazines, Reports, Books, Research articles and different web sites.

Population: The data is collected from the women working in administrative fields. This includes the women working in Public Limited Companies, Private Limited Companies and the Public Sector of Government organisations.

Sample size: The data is collected from sample size of 100 women working in administrative field in the Mumbai suburb. It has convenience random sampling wherein the respondents are selected from among the executive level category and managerial level official's category both.

Limitations: Due to the time constraint the data is collected from 100 women only working in limited area of Mumbai suburb. The responses collected are maximum from age category of 25 to 40 years of age. The views from other age group women might reflect other outcome also. The data could not be collected from self-employed or self-entrepreneur women in the area.

III. FINDINGS

The findings from the questionnaire circulated are:

- Majority respondents are in the age group of 25 to 40 years of age and only 15% are in the age group of 40 to 60 years. Among all these, 82.4% respondents are working in private organisations with annual income ranging from 2.5 lakhs to 5 lakhs and 5 to 10 lakhs for 32% women equally. Only 16% respondents have income more than 10 lakhs.
- 95% of the respondents are using 10-20% of their income for savings and naturally expecting further income generation from it.
- Nearly 48% respondents are taking the investment decision themselves, for 26% respondents its done by their father and for 21% the decision is taken together by both (husband and wife).
- 47% people monitor their investment monthly, 21.1% do it annually or quarterly and only 5% do monitor bi annually.
- 84% respondents have done their investment with their own name and 26% respondents have their investments in joint names with either husband or father or son. Among the joint owners, 79% are having their own name as first owner on title papers. 74% respondents have been dealing with the investment with their own.
- As far as the objective for doing investment is considered, 79% of the respondents have said that the investments are done for future life, 47% are saying for family responsibilities, 58% expect high return on it and 42% have done it for tax saving also.
- For the risk factor associated with investment, 74% have said that the investment options like fixed and recurring deposits in banks and deposits in post office are less risky so prefer it. 37% have taken a life insurance policy, 37% don't feel investment in mutual fund as risky so have invested in it too. 21% respondents have preferred gold investment also. 15% have done investment in real estate. only 5% respondents feel share market as non-risky option so have investments in share market too.
- As far as earning on the investment is considered, 16% respondents feel as investments in real estate and gold / jewellery earns more income than any other option. 58% feels investments in Mutual funds and share market gives more returns.
- From the total responses, 74% respondents intend to invest in mutual funds and 58% among them have already invested nearly 5 to 10% of their savings in mutual funds and getting the desired returns also.
- 55% of the investors are doing their investment in mutual funds based on the advice or influence by the financial advisors. 36% do their investments discussing with friends, or based on the information from newspaper or television.
- 91% of the respondents are doing the investments in mutual funds through SIP (Systematic Investment Plan) which ranges between Rs. 1000 to 3000 per month and only 9% have invested in lumpsum. Along side they expect speedy increase in their invested amount which has security also and the have to pay very less charges which ranges between Rs. 1000 to 3000 annually for it.
- Among the investors, 64% respondents have said that they will continue to invest in mutual funds and will also increase the amount of investment in future. 36% respondents have got their investment matured and have received the expected return form it. They may invest again in mutual funds.
- 100% of the respondents have replied that they will recommend such type of investment option to others.

IV. SUGGESTIONS

During the survey it was found that the women in the suburban Mumbai area have overcome the age old concept of financial dependency on their family members. Due to the increasing levels of education and exposure to economic things, these women are taking interest in the financial planning at home front and out too. The women are well aware about financial planning and investment patterns so are well prepared themselves for emergencies.

But in the rural and the urbanised villages the reach of the education and exposure for the women are not tapped till date. They need to be taken care off. As per our honourable Prime Ministers vision “India @ 100” is not routine. This is the time of Amrit Kaal from 75 to 100. Rather which means to make use of this 25 years period to nurture, unleash, and support the capability of the women who play a major role in the society with all respect.

V. CONCLUSION

It can be concluded that investment in mutual funds is preferred by the women in Mumbai suburb for it gives high return with no or low risk along with tax saving benefit. But for the overall development of the country, we need to nurture the skills of women, by giving equal opportunities to them and unleash their capabilities. So, they can be called as helping hands at all levels in the society. This will transform her from a liability to an asset and will boost her confidence and independence. It will make women’s lives enriching and joyful. This will enhance woman’s position in the society and will bring in equality and accelerate growth.

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A Study on Perception of Students and Teachers Towards Digitization in Indian Education

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Abstract— The concept of ‘Digitalization’ has widened its scope to all the sectors of Indian Economy including Educational Sector. There is a great paradigm shift in the Teaching-Learning process especially after the outbreak of Covid-19 Pandemic. The number of challenges in the teaching-learning process arose in the beginning of the pandemic which also gave the educational institutions an opportunity to grow and maintain their standards to impart quality education. And this was the stage where ‘Online Education- a part of Digitalization’ emerged. The digitalization has made the teachers and the learners more competent in terms of usage of digital tools, technology and new/ innovative ways of the teaching-learning process and also helps them develop new technical and computer skills which are the need of the hour. This study reveals the perception of teachers and students towards digitalization in the educational sector which includes not only the aspect of online education through different digital platforms like Zoom, Google Meet, etc. but also the usage of technology during classroom teaching, wherein the instructors use PPTs, Overhead Projector, etc. The study also indicates the problems faced by the respondents in digital mode of education. The data has been collected from the teachers and students across the Colleges in Mumbai region and 382 responses received using Convenience Random Sampling Method.

Keywords— Digitization, Education, Online Education, Teaching & Learning

I. INTRODUCTION

India has come across major changes in innovation and technology in every sector in the last few months, especially during Covid-19 Pandemic. Technology has made everything much easier and faster, leaving no alternative but to change or discontinue. As it requires a person to update and equip oneself with the skills required for the usage of technology. Digital skills mean the need to implement technological innovations, as well as it helps people to prepare them to face various emerging social challenges like privacy issues, mental and physical health related issues, etc. Across the world, Covid-19 Pandemic had a great impact on the life of human beings in different ways, wherein the most affected area was the educational sector. To ensure the smooth conduct of teaching, learning, and assessment process, Digitalization is embedded in the educational sector, too, on a large scale which resulted in an increase in the usage of digital tools in the Indian educational system. While learning in the classroom cannot be replaced by digital or online education, it does have some advantages. Learners have an access to personalized learning via online study material at their own pace and one can continuously enhance the content through various digital means. Also, rapid increase of the usage of the internet and various initiatives by the Educational Institutions have encouraged the Educational sectors to adopt innovative strategies to step towards digital education.

II. LITERATURE REVIEW

Hassan (2020), has conducted a qualitative survey on 408 students to know their perspective on online teaching-learning during the lockdown imposed during pandemic, noted that online teaching is a potential tool to support students' learning. To ensure smooth education at all levels, educational institutions in India and around the world have switched to the online mode of teaching-learning process. Practical use of platforms like WebEx, Zoom, Google Meet, Say Namaste as well as Learning Management Systems (LMS) like Moodle, Blackboard, and more, were encouraged to support students' learning in every possible way during the lockdown. However, this sudden and unexpected change in the online mode of teaching in India, where a vast digital divide still exists and where a large number of learners still belong to disadvantaged groups, has caused a greater need for learning beyond the reach of internet access and ineffective technology. However, to make learning accessible to learners of all ages and stages in this pandemic situation was the biggest challenge. Instead of introducing unplanned and hasty online learning, understanding students' preferences and challenges during online learning will help align technology and pedagogy in line with students' interests and learning preferences, the author said.

Khan MA and et al. (2020), who conducted a research study on 184 students to know their attitude towards online learning during the COVID-19 pandemic in India. Their study revealed that e-learning helps them connect with their teachers, classmates, college friends and provides a lot of freedom to interact. The students are made available with the study material in the comforts of their homes. Their study also indicates that students and teachers have gained insights to e-learning technology which helps them have an easy access to information, thereby building a positive attitude. The finding is based on usability, self-efficacy, ease to use and students' behavior in relation to e-learning. The study indicates the usefulness of e-learning such as the reach of education to any geographic location unlike traditional face-to-face teaching-learning process. Ritimoni Bordoloi & et al. (2021), who used an academic analysis approach to research teachers and learners' perceptions regarding the use of online/blended learning methods in teaching-learning transactions. The study revealed that providing education in India, blended education can be one of the best outcomes. The study also indicated that the widespread use of open educational resources, massive open online courses, social media and meeting apps during the COVID-19 pandemic have opened the minds of people who are active in grasping the knowledge, enabling them to get the necessary educational inputs. Training and skilling even during the current pandemic situation will have a major impact on the educational transactions or techniques in the coming days.

Muthuprasad T. & et al. (2021), who analyzed students' perception and preference for online education in India during COVID -19 pandemic. The results of the study indicated that majority students possessed a positive attitude towards the online courses made available to them. Online learning is flexible and convenient to students and teachers as well as it saves a lot of time and resources. Students are also made available with well-structured content with recorded videos uploaded to college websites, social media, etc. It also indicates that to optimize the learning experience, there is the need for interactive sessions with quizzes and homework at the end of each lesson. However, most students also reported that online classes can be more difficult than traditional ones due to technology constraints, the inability of instructors to effectively deal with communication technologies.

Archana Katgeri (2022), who conducted study on Teachers' Perception on Digitalization of Education. The study suggests that the blended learning system is the best way to keep pace with the new trends and needs of the hour. Also suggests teachers are dealing with live human beings and hence it is important for students and teachers to interact in real time. The kind of bond the teacher establishes with the students in a face-to-face situation will have a greater impact on the students. Also, digitization of education will help in reaching the underprivileged sections of the society and spread the knowledge.

III. RESEARCH METHODOLOGY

Research Objectives

Primary Objective:

To evaluate the perception of teachers and students towards digitalization in education in terms of quality.

Secondary Objectives:

1. To ascertain the major challenges faced by instructor/learners in digital mode of education.
2. To analyze an appropriate digital mode for teaching- learning process as well as assessment.
3. To determine the preferred mode of education by learners and instructors

Research Methodology

To get the data from Teachers & Students, the Survey method was used. The data has been collected from 382 respondents by using a Convenience Random Sampling method to fetch the results from the teachers and students in Mumbai with the help of a structured questionnaire.

The data has been also collected from research articles, journals, writ-up theses and web sources.

Research Design: The present study is analytical and descriptive. The study highlights the Perception Towards Digitalization in the Education Sector. It also indicates the challenges faced by the students and teachers in digital mode of education.

Sampling Plan

Sample Unit: Teachers and Students from Mumbai

Sample Size: 382

Sample Selection: Convenience Random Sampling Method

Sampling Techniques: Non probability

Sampling Instruments: Structured Questionnaire

Tool for Analysis: chi-square test

Limitations

- 1) Maximum data has been collected from the teachers and students belonging to Mumbai region situated in Maharashtra, India.
- 2) The age group of below 15 years of students is not considered for this study.
- 3) The data is fetched from a small sample population, so the results may not be applied to the whole population.

Hypothesis

Following Null Hypothesis are tested in the study:

- 1) There is no significant relationship between gender and preferred mode of education.
- 2) There is no significant relationship between respondents' profile and challenges faced in digital education.
- 3) There is no significant relationship between respondents' profile and preferred mode of examination during online education.

IV. RESULTS AND DISCUSSIONS

1. Does 'Digitalization' exist in the Educational Sector? Gender Wise analysis:

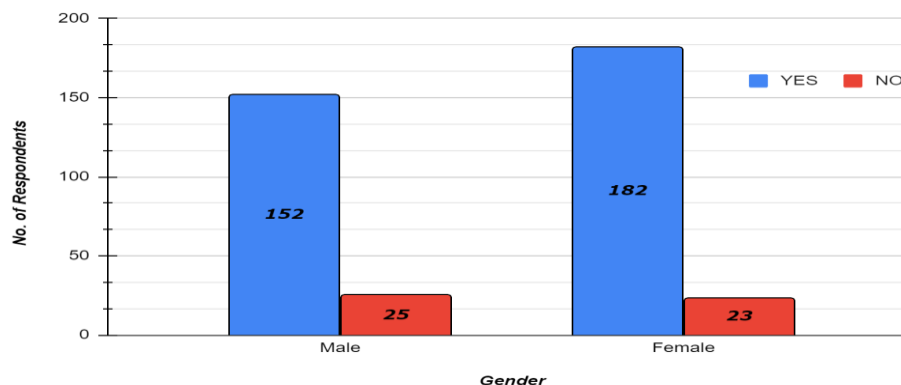


Figure 1: Perception of students on existence of digitization in education sector

Out of 382 respondents, 177 belong to Male category whereas 205 belong to Female category. 152 (85.80%) of male respondents and 182 (88.78%) female respondents have witnessed digitalization in the educational sector whereas 25 (14.20%) male respondents and 23(11.2%) among females have not witnessed digitalization in the educational sector yet.

2. Most appropriate digital mode in the teaching-learning process:

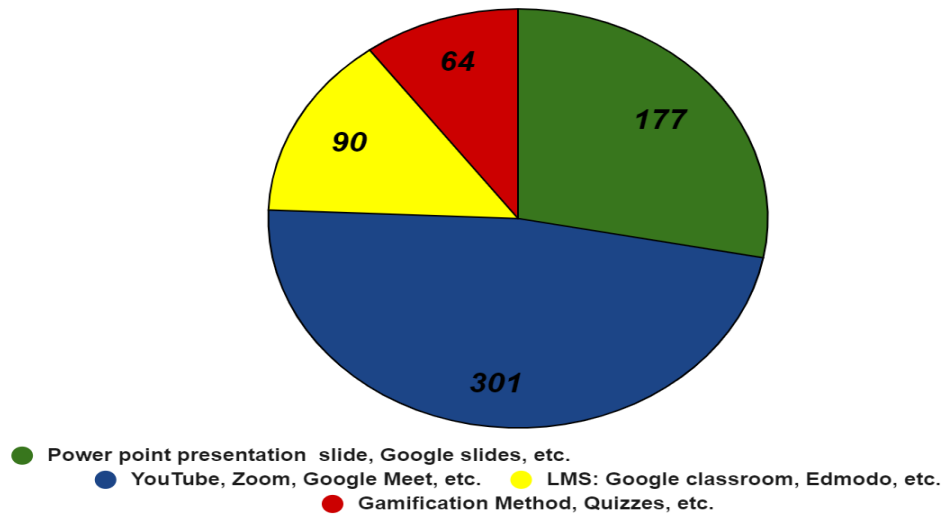


Figure 2; Appropriate mode in teaching learning process

It has been observed that out of 382 respondents, 301 agreed to have YouTube, Zoom, Google Meet, etc. to be the most appropriate digital modes followed by 177 respondents preferring PPT, Google slides, etc. as a suitable digital mode. 90 of them chose Google Classroom, Edmodo, etc. and only 64 respondents being very less in number preferred Gamification Method, Quizzes, etc. as digital modes in the teaching-learning process.

3. Respondents' profile wise perception towards digitalization in education:

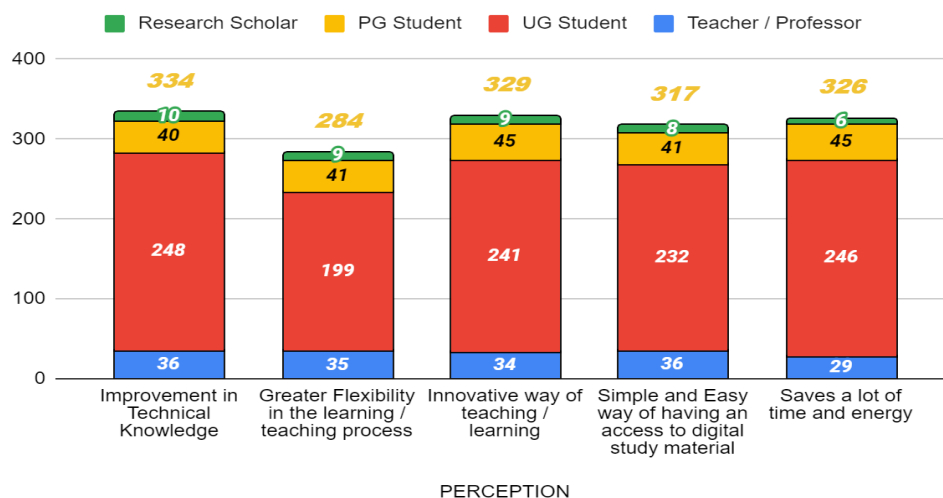


Figure 3: Profile wise perception towards digitisation in education

From the Figure-3, it can be predicted that due to digitalization in the educational sector the maximum respondents i.e 334 (the highest 248 being the UG students) have improved their technical knowledge followed by 329 respondents (the highest 241 being the UG students) who found digital mode as an innovative way of teaching/Learning. 284 respondents (Teachers- 35; UG- 199; PG- 41 & Research Scholar- 9) believed to have digitalization that provides great flexibility in the learning/teaching process, 317 of them agreed that it is simple and easy way of having an access to digital study material and 326 reported that it saves a lot of time and energy. (Where, Total UG students 286, PG students 49, Research Scholars 10, Teachers 37)

4. Challenges faced by the respondents:

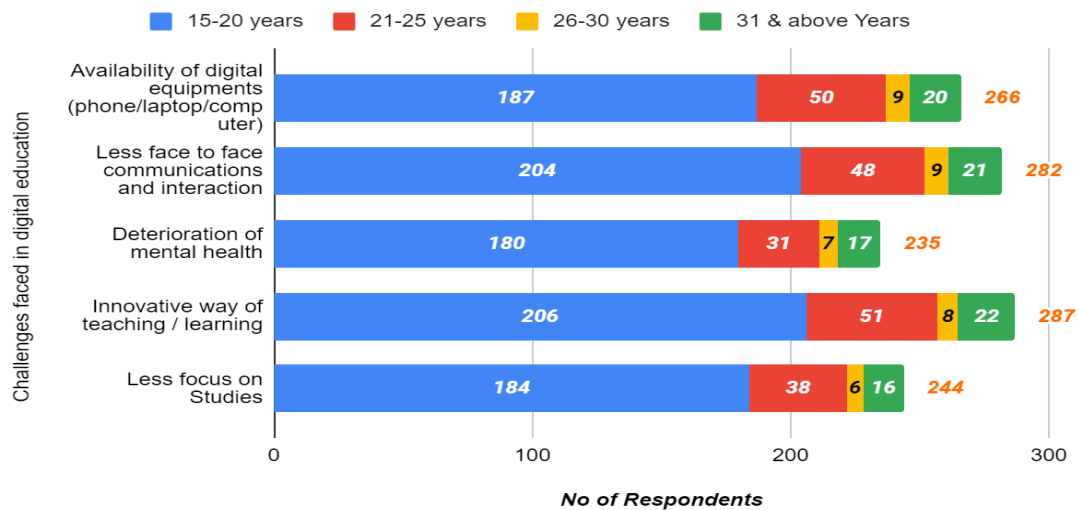


Figure 4: Challenges faced by students and teachers

It is clear from the Figure-4 maximum people i.e., 287 Respondents (15-20 years- 206; 21-25 years- 51; 26-30 years- 8 & 31 & above- 22 Respondents) faced the challenge of bringing innovations / new techniques in teaching / learning process of digital education followed by 282 respondents (15-20 years- 204; 21-25 years- 48; 26-30 years- 9 & 31 & above years- 21 Respondents) felt that face to face communications and interaction is pretty difficult. A few of them i.e., 235 (15-20 years- 180; 21-25 years- 31; 26-30 years- 7 & 31 & above 17 Respondents) reported that their mental health is deteriorating. 266 respondents (187 belonged to 15-20 years of age, 50 belonged to 21-25 years, 9 fell in the category of 26-30 years and 20 in 31 & above category) faced the problem of unavailability of required digital equipment like laptop, computer, etc. and 244 of them mentioned that it reduces their focus on studies.

5. Gender wise preference to digital mode of education:

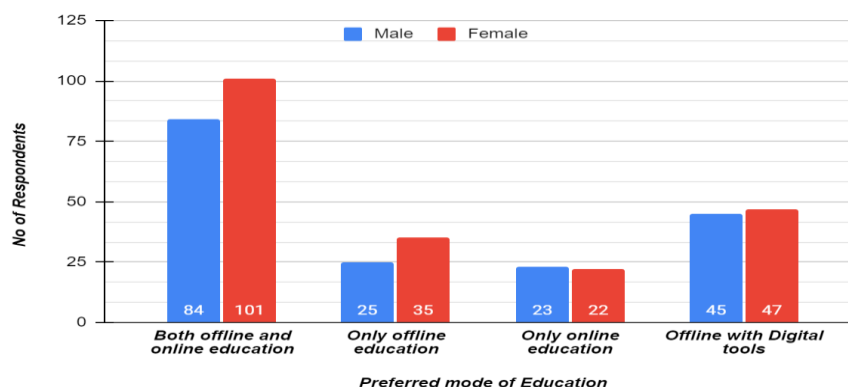


Figure 5: Gender wise preference to digital to mode of education

From the Figure-5 it is clear that the maximum sample i.e. 84 males and 101 females prefer Both Offline and Online mode of Education which is referred to as 'Blended Teaching-Learning' followed by 45 males and 47 females prefer to have Offline education with digital tools like PPTs, Overhead Projectors, etc. Still 25 males and 35 females prefer to have only Offline mode of education in this digital era whereas 23 males and 22 females prefer only online mode of education.

6. Respondents Profile wise preference to the mode of Examination:

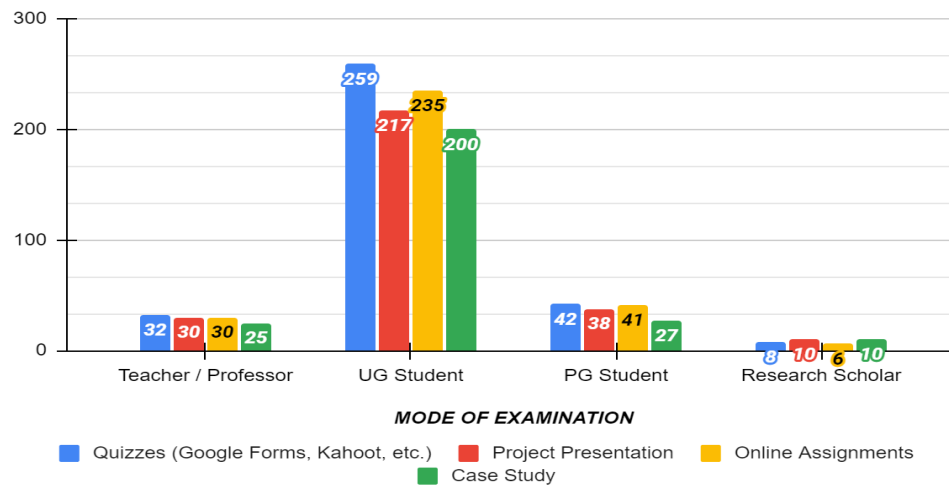


Figure 6: Respondents profile with reference to the mode of examination

It is clear from the Figure-6 that the UG students - being highest in number among the student category, 259 of them preferred to have Quizzes, 235 of them chose Online Assignments, 217 chose Project Presentations and 200 chose Case studies as a preferred mode of examination. Whereas among the teachers/ professors 32 of them preferred Quizzes, 30 chose Project Presentations and Online Assignments and 25 of them chose Case study as a preferred mode of examination.

V. 9. HYPOTHESIS TESTING

1) There is no significant relationship between gender and prefer mode of education:

	Both offline and online	Only offline	Only online	Offline with digital tools	Row Total
Male	84 (85.72)	25 (27.80)	23 (20.85)	45 (42.63)	177
Female	101 (99.28)	35 (32.20)	22 (24.15)	47 (49.37)	205
Column Total	185	60	45	92	382

Table 1: relationship between gender and prefer mode of education

The chi-square statistic is 1.2489. The p-value is .741306. The result is not significant at $p < .05$. Result: Accepted the null hypothesis

2) There is no significant relationship between respondents' profile and challenges faced in digital education:

	Availability of Digital Equipment	Less face to face communication and interaction	Deterioration of Mental Health	Innovative way of teaching/learning	Less focus on studies	Row Total
Research Scholars	7 (6.88)	7 (7.29)	7 (6.10)	7 (7.42)	6 (6.31)	34

Postgraduates	37 (35.40)	38 (37.53)	26 (31.41)	40 (38.19)	34 (32.47)	175
Undergraduates	27 (26.30)	29 (27.88)	22 (23.33)	31 (28.37)	21 (24.12)	130
Teachers	195 (197.43)	208 (209.30)	181 (175.16)	209 (213.01)	183 (181.10)	976
Column Total	266	282	236	287	244	1315

Table 2: relationship between respondents profile and challenges faced in digital education

The chi-square statistic is 2.4667. The p-value is .99828. The result is not significant at $p < .05$. Result: Accepted the null hypothesis

3) There is no significant relationship between respondents' profile and preferred mode of examination during online education:

	Quizzes	Project Presentation	Online Assignment	Case Study	Row Total
Research Scholars	8 (9.58)	10 (8.29)	6 (8.77)	10 (7.36)	34
Postgraduates	42 (41.71)	38 (36.08)	41 (38.16)	27 (32.05)	148
Undergraduates	259 (259.74)	217 (222.10)	235 (234.90)	200 (197.26)	911
Teachers	32 (32.97)	32 (28.52)	30 (30.17)	25 (25.33)	117
Column Total	341	295	312	262	1210

Table 3: relationship between respondents profile and preferred mode of education

The chi-square statistic is 3.8281. The p-value is .92236. The result is not significant at $p < .05$. Result: Accepted the null hypothesis

VI. SUGGESTIONS

- 1) More digital modes should be included and it should not be restricted to online mode only.
- 2) Proper Training for using different online teaching-learning apps should be provided to the students and the teachers for smooth functioning of the Class.
- 3) Evaluation mode should be done in such a way that students should not be able to do any unethical practices and the one which helps to examine their actual knowledge.
- 4) The Education Institution should come up with new methods of teaching for enhancing digitalization in education.
- 5) Having been well equipped with the technology due to this pandemic, it's a good time for the universities and colleges to take corrective actions that will help continuing the online techniques of teaching-learning process even inside the classrooms (offline lectures) ..

VII. CONCLUSION

Online education became the primary mode of education during COVID-19. Teachers and students (hereinafter referred to as stakeholders) embraced online learning to complement the teaching-learning process. The findings of the study showed that the percentage of digitization in education is high. It is observed that there is a positive perception of the stakeholders towards the adoption of digitization such as they found it improved technical knowledge, flexibility in teaching learning process, teaching learning in an innovative way, easiest way of access to the digital equipment, and also time & energy saving. Despite the positive sentiment, some challenges were also faced by the stakeholders. The study also indicated that most stakeholders prefer quizzes, project presentations, online assignments and case studies as the preferred mode of assessment. However, it can be concluded from the study that stakeholders prefer both online as well as offline mode of teaching-learning activities, which shows that still full-fledged online teaching-learning is not in demand.

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Understanding synergies between Benchmarking and Decision Making in Cold Chain Supply management through comparative analysis

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Abstract— A cold chain is a supply chain of perishable items, which protects a wide variety of food, pharmaceutical, and chemical products from degradation, and improper exposure to temperature, humidity, light or particular contaminants to keep them frozen, chilled and fresh state. Here we review the benchmarking and decision making approaches with respect to the vicissitudes of current scenario for better management of the future cold chain logistics and supply chain.

Keywords—decision-making, management, pharma, benchmarking, cold chain supply

I. INTRODUCTION

Cold chain logistics is the technology and process that allows for the safe transport of temperature-sensitive goods and products along the supply chain. It relies heavily on science to evaluate and accommodate for the link between temperature and perishability. Any product known to be or labeled “perishable” will likely need cold chain management. This could include foods like meat and seafood, produce, medical supplies and pharmaceuticals.

While the idea of transportation is a relatively new concept, the transport of temperature-sensitive products really dates back to the late 1700s, when ice was used by the British to keep fish from spoiling. Late 1800s, it was used to transport perishables as well. Dairy products were transported from rural to urban areas to be sold, and due to a European meat production shortage, South America was sending frozen meat to France and Australia, while New Zealand was sending it to Great Britain. Cold chain tech has always been, and will continue to be, hugely important to global trade.

Cold chain logistics has many moving parts. Some of the elements include:

- Cold storage – Facilities that store goods and products waiting to be transported.
- Cooling systems – Systems that bring food up to and keep it at an appropriate temperature during all aspects of the supply chain, including processing, storing and transporting.
- Cold transport – Ensures goods remain at stable temperature and humidity levels.
- Cold processing – Facilities that allow for processing goods with sanitation in mind.
- Cold distribution – Deals with loading boxes or crates and pallets to distribute goods.

A. Cold Chain Technologies

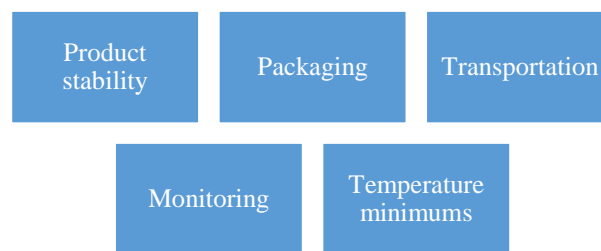
Cold chain transportation relies on several methods to keep goods at proper temperatures. How long the transport is, the size of the packaged shipment and seasonality are all factors that affect which method is used.

Gel packs	• Often used for medical and pharmaceutical shipments.
Dry ice	• Can keep goods frozen for extended time periods. Used for dangerous goods, pharmaceuticals and food. Sublimates rather than melts when coming in contact with air.
Liquid Nitrogen	• Used primarily to transport biological cargo (organs, tissues). Extremely cold, keeps items frozen for longer periods.
Eutectic Plates	• Also called cold plates, similar to gel packs but can be reused.
Reefers	• A temperature-controlled, insulated van, semi, truck or standard ISO container. Allows for temperature-controlled air circulation.
Quilts	• Insulated quilts can be wrapped around or placed over freight and are used to keep temperatures constant, so frozen items will remain frozen for a longer time.

B. Cold Chain Standards & Regulations

In India, government agencies play the lead role in designing policies, infrastructure creation, and framing regulations. Agencies like MoFPI, NHB, and APEDA extend their support in infrastructure creation. National Center for Cold Chain Development (NCCD) is an autonomous agency under the Department of Agriculture, Cooperation and Farmer Welfare, established to promote cold chain sector for the perishables in collaboration with Industry and other stakeholders. It plays a vital role in promoting research, formulation of suitable technical standards and protocols, development of human resources for cold chain infrastructure in the country. Same as in USA Federal regulators like the US Customs, the International Air Transport Association (IATA), the Transportation Security Administration (TSA), the Federal Drug and Food Administration (FDA), the Department of Transportation (DOT) and others have set standards and requirements for cold chain logistics. These requirements are established to better ensure products are shipped safely. Each has their own minimums for different products in relation to temperature, timing and packaging. Beyond these federal industry-regulations set by major institutions, shipping companies also determine their own individual stringent quality standards.

Some regulatory considerations include:



C. Common Cold Chain Management Issues

Common cold supply chain management issues can have a real impact on freight shipments. Drivers are typically very cognizant of these potential problems and will do their best to keep on top of them to prevent issues from arising in the first place.

- Product quality issues – For food items and produce, quality can be an issue from the start. Proper sanitizing, cleaning and sorting must be done prior to packaging and loading.
- Inadequate packaging – Important to prevent contamination and transport-related damage. Air flow can also be an issue.
- Lack of proper documentation – All steps of cold supply chain management need to be well-documented. This is especially true during transit, where data loggers that record storage temperatures and conditions can help prevent inadequate conditions from spoiling a load.
- Shipment/transport delays – Delays are an obvious issue for any shipper, but they can be particularly detrimental when dealing with cold chain logistics, since cold chain technology is time-sensitive.
- Disrupted climate control and/or temperatures – Temperature variation can be a big problem in cold chain logistics. It can result from multiple deliveries (meaning doors opening and closing often), loading food from the field, improper pre-cooling, extreme weather or other conditions like faulty cooling devices or transports.

II. LITERATURE REVIEW

A. Cold Chain Supply (CCS) Benchmarking

First, With regard to cold chain logistics and related research, scholars at home and abroad have made some achievements in this field. Considering the bankruptcy risk in the financing of agricultural enterprises, Huang et al. [1] construct a three-stage Stackelberg game model of government, retailers, and agricultural enterprises on the base of the then government subsidy mechanisms in the world. They propose the government subsidy mechanism to maximize social welfare, and analyze the influence of government subsidy on the interests of all participants in supply chain. Xiong et al. [2] construct the profit models of two supply chain organizational modes, apply the freshness loss compensation

plan of agricultural products to the elastic quantity contract to form a relationship contract, analyze the influence of cold chain facility subsidy mode on the stability of relationship contract in different organizational modes, and propose that choosing the appropriate cold chain facility subsidy mode can improve the freshness level of agricultural products and the farmers' profit, so as to enhance the stability of the supply chain relationship contract of fresh agricultural products. Li et al. [3] build an evolutionary game model of logistics resource input between suppliers and producers under government supervision. When the input and output of logistics resources of suppliers and producers are constantly changing, a variety of evolutionary stabilization strategies can be obtained. If the free-rider behavior obtains great benefits from the other participants' resource input, it will greatly damp the enthusiasm for cold chain logistics investment of suppliers and producers. It is found that when the punishment or subsidy of the government exceeds the threshold level, the cold chain logistics investment will become the evolutionary stabilization strategy of suppliers and producers. Mancur [4] analyzes the positive external effect of cold chain logistics investment and propose a punishment and subsidy mechanism for the free-rider behavior of the participants in the cold chain. Zhu and Dou [5] build a three-stage game model in green supply chain management with considering product greenness degree and government subsidy. Through the simulation analysis of the three parameters including the subsidy coefficient per unit product, the greenness degree of the final manufacturer's products, and the price of the final manufacturer's products, it provides a reference for the decision-making of the government and the final manufacturer in the green supply chain management. This study relates consumer of pharma industry and provides a reference for analyzing the impact of cold chain logistics mechanism in the current scenario of Pharma supply chain leading to consumers of the pharmaceutical product. This research focuses on the influence mechanism of cold chain logistics on the supply chain, through the study benchmarking the right and critical path of cold chain logistics and supply chain being an essential part of the preference and freshness of the pharmaceutical product.

B. Decision Making

The cold chain supply of perishable items helps in protecting a wide variety of food, pharmaceutical, and chemical products. It helps in preventing degradation of the product due to improper exposure to temperature and humidity. Also, protects them from light or particular contaminants so as to keep them frozen fresh and chilled (Bishara, 2006) [6]. The integrity of the cold chain must be preserved from the point of production or processing, through all phases of transportation i.e. loading, unloading, handling, and storage – and extending to storage at the consuming household or restaurant (Salin and Nayga Jr., 2003) [7]. The freshness of food or pharma products handled in a cold chain is highly sensitive to temperature and other environmental conditions and, when deteriorated, can easily cause adverse effects on human health, product prices, and food availability. Lack of food safety has a huge impact on human health and causes economic losses for farmers and businesses (Maruchek et al. 2011) [8]. Food retailers experience missing revenue growth targets, poor operating margins and inventory performance due to the impact of multiple risks across the cold chain such as lack of traceability, transport delays and breakdowns, temperature abuse, cross-contamination in transport and storage (Srivastava et al. 2015)[9]. Moreover, it has been estimated that about 20-30% of perishable products are wasted at some point of the supply chain (SC) (Virtanen et al., 2014, Mena et al. 2014)[10],[11] excluding the waste in households, which is estimated to be 19% of all food purchased (Mena et al. 2014)[11]. Hence, to ensure food safety and quality across the cold chain and to improve performance of the cold chain, awareness and accessibility of product (environment) data from all stages of the cold chain has been emphasized (Kim et al., 2016) [12]. Such data capture about the condition of the food products enables real-time monitoring and traceability across the chain (Ringsberg, 2014; Kelepouris et al., 2007) [13], [14] and supports risk management (Kim et al., 2016). Technologies for collection of digital data, such Radio Frequency IDentification (RFID) and Wireless Sensor Networks (WSN) have the potential to improve product traceability (Ringsberg, 2014, Raab et al., 2011)[13],[15] across the cold chain and to contribute effectively for risk control (Maruchek et al., 2011)[16]. Besides ensuring visibility, data capture and monitoring can bring additional benefits when combined with optimization models, for example to build optimal transportation plan (Wang et al. 2010)[17] or storage plan (Raab et al., 2011)[15] to reduce risks. Such application of data analytics, has received increasing attention in cold chain logistics due to its potential to improve flexibility, to effectively manage demand volatility, and handle cost fluctuations and thereby enable business organizations to make better decisions (Wang et al. 2010; Shi et al., 2010; Wang et al., 2012; Nakandala et al., 2016)[17],[18],[19],[20]. For example, cold storage specialist Lineage Logistics uses data from sensors to adjust refrigeration systems, minimize temperature variability and ensure product integrity, transport lane optimization and product tracking for recalls. This also helps Lineage Logistics to reduce energy consumption (Whelan, 2015) [21]. However, the cold chain data have been underutilized, as it has been mainly used for evaluating the integrity of individual shipments (Joshi et al. 2012) [22]. Based on interviews with senior managers looking after logistics, food safety and quality, systems development and design of third party logistics service provider of temperature sensitive freight transportation, White and Cheong (2012)[23] conclude that it is not uncommon that food temperature is recorded but not transmitted in transit. Moreover, such data is only used at the destination to determine whether the freight is accepted or rejected (White and Cheong, 2012) [23]. Collaboration among supply chain members in terms of monitoring and control is often missing and even temperature data are mostly not exchanged within the cold chains (Raab et al., 2011)[15]. In the context of meat supply chains, Raab et al. (2011)[15] conclude that full implementation providing temperature control over the entire cold chain are mostly absent because the supply chain participants are often not aware of the characteristics of the different systems and the solution which fits their company's requirements best. Similar concerns have been raised in a recent practitioner study, which mentions the current challenges in ensuring traceability across the cold chain. For example, the CEO of an US based provider of inventory and traceability software notes that the retailers' distribution and store systems were not ready to track the suppliers' traceability information from the distribution center to the store or suppliers' direct-store-deliveries (DSDs) (Maras, 2016). While adoption of electronic traceability solutions is growing, there are still multiple challenges regarding data uniformity and standardization throughout the supply chain and transfer of data can vary greatly among supply chain partners. Challenges include learning automated collection process, the nuances between different electronic traceability vendors, and overcoming the legacy practices (Maras, 2016) [24]. The current literature has either fragmented focus on specific technology like RFID (Askin et al., 2010; Ruiz-Garcia et al., 2011; Butcher and Grant, 2012)[25], [26],[27] or consider technology usage for specific food products, or cold chain member such as temperature monitoring in meat supply chains (Raab et al. 2011)[15], implementing temperature alerts in cod supply chains (Hafliðason et al., 2012)[28], supply chain design for maintaining quality at minimal cost for fresh fruits. (Blackburn and Scudder, 2009)[29]. Similarly, data-driven decision making is considered from the perspective of a single cold chain member (Giannakourou and Taoukis, 2003) [30] for distribution of frozen fruits, Bilgen et al., 2013 [31] for production scheduling and distribution of dairy products). Among the literature review studies, Akkerman et al. (2010) [32] consider quality, safety and sustainability only in food distribution, Zhang and Wilhelm (2011)[33] provide an Operations Research/ Management Science decision support models for specialty crops industry. Shukla and Jharkharia (2013) [34] provide a broad review of fresh produce supply chain but restricted only to fruits, flowers and vegetables. Thus, there is a lack of comprehensive review of data capture, digitalization technology, and analytics for enhanced decision making in different phases of the cold chain considering different product types. Such a review is needed for providing directions to future research to the growing but under-researched field, which has potentially high managerial implications. Hence, to fill this gap, we reviewed research papers to identify how data captured in cold chain can be used for decision-making and management. To answer the above research question, we also consider the sub- questions i.e. what data needs to be collected across the cold chain network and what are the appropriate technology and mechanisms which can be used for collecting and

communicating the data captured in the cold chain. Lastly, we provide directions for future research to demonstrate how decision-making using such data can help improve overall performance of the cold chains.

III. WAY FORWARD

The nature and the dynamics of the agricultural, pharma and food supply chains in the country, even for the same commodity/product, are very complex and there is no single point solution to this. In addition to this, the problems and challenges hindering the development of the cold chain sector are interdependent on diverse aspects. The need for creation of integrated solutions is the need of the hour to address the problems like colossal food wastage despite high production, increasing competition in agri-exports from other countries marring the growth of forex and importantly, improvement of local supply chains to benefit the stakeholders from farmers to consumers.

A. Infrastructure creation and management

Infrastructure creation in the cold sector has been identified as an important factor for growth by various actors and receiving a fair amount of support from the government. As pointed from the earlier studies there is still a long gap in bridging the actual requirements and further to that there is an increased need for optimizing the infrastructure type addressing the specific shortages at different stages of the supply chain. A holistic approach to addressing all the stages of the supply chain needs to be considered.

- Commodity/ Cluster specific infrastructure plans: Identification of key commodity producing clusters and designing of infrastructure to create an integrated model should be taken up. The developed primary infrastructure should be extended to accommodate other suitable commodities in the region by creating sub-infrastructure by creating smaller cold rooms/ IQF plants. This leads to the creation of a network in the region and extends the usage of the infrastructure.
- Utilization of railway network: India has a well-connected railway network, with a fair share of it, covered under stable power grid. This can be used for increasing the connectivity of the reefer transportation. The key intentions required to make this actionable area.
 - a. Development of more perishable cargo centers in the key localities,
 - b. Making available enough reefer containers with grid connectivity and
 - c. Relative importance in clearing the trains carrying perishable cargo.
- Development of common infrastructure for multi-commodity storage: In order to give unrestricted access to small farmers, development of smaller common multi-commodity storages should be taken up by pooling two or three nearby villages.
- Creation of infrastructure at the front end: Even though serious emphasis is being paid on creation of back-end infrastructure, it is equally important to create front-end infrastructure in the markets to make a meaningful impact and gain the benefit of cold chain. Currently, only a small portion of the produce is handled through organized retail where cold chain is maintained till the consumer end and there is a serious gap in the unorganized sector. This creates an uneven level playing field as small vendors cannot afford the high capex requirements. Smaller units for handling perishables should be provided at low cost to local vendors, through whom the majority of the trade happens.

B. Technology Development

Technologically, the Indian cold chain infrastructure is still lagging behind to catch up with latest global developments. Even though recent companies are instrumental in adopting the latest technologies, the fragmented supply chain with the lack of prior data about produce is hindering in realizing the advantage of cold chain completely. On technology front the following aspects are to be taken up:

- Promotion of research and development of low cost technologies to address the problems of local supply chains.
- Development of commodity specific packaging and temperature models representing the local supply chains.
- India has a still long way to go in adapting efficient monitoring and tracking tools. Developing monitoring and tracking models with technologies like WSN and IoT, representing the local conditions is to be taken up.
- Low cost and small capacity reefer trucks with technology like PCM's are to be developed to connect the difficult areas.
- As countries are in transition from the use of ozone depleting substances (ODS) and high global warming potential (GWP) HFCs, there is increasing need of adopting climate-friendly alternative technologies.
- Transfer of technology should be aided by small and large scale demonstration projects and fiscal incentives.
- Manufacturing industry should be supported to introduce price competitive technologies in the market.

C. Policy Implementation

Currently, cold chain sector is one of the sectors receiving the best policy support from multiple agencies like MoFPI, NHB, APEDA, State governments etc. Fine tuning of support is required on the following aspects-

- The absence of well-balanced supply chains is one of the main reasons that is hindering the farmers from earning better prices for their produce. Creation of a well-integrated cold chain infrastructure, designed considering the limitations and needs of the small scale farmers and rural communities should be taken up under the "Vision 2022- to double the farmer's income", in order to strengthen the agricultural supply chains.
- Clear demarcation for funding of research projects aiming at fundamental research and research for commercialization. Agencies like MOFPI should give prominence to projects aimed at commercializing the technologies.
- Support should be extended to local companies in the development of technologies like RFID, WSN, and IoT, as this will lead to reduction of cost and better adaptability.
- Promotion and subsidizing of farm level and village level small scale units with conventional and alternate energy sources for better connectivity.
- Incentivizing the front end infrastructure for small players.

- Drawing a policy to address commodity specific food loss- by Identification of key loss making commodities and regions, by identifying the underlying reasons and justifying the need for cold chain and drawing a phase wise plan to reduce the loss.
- Public Private Partnerships should be promoted to undertake research for advancing the emerging technologies towards commercialization.

D. Food Safety

Product and storage standards are clearly laid for frozen foods and other temperature sensitive foods by FSSAI. But there is no clear understanding about the food safety risks of frozen or temperature sensitive foods to the actors in the supply chain. There is a need for developing product/ product group specific guidelines and importantly, risk mitigation plans for food safety hazards arising from supply chain failures.

The recent negotiations around the HFC phase-down amendment to the Montreal Protocol have made it imperative to assess the alternatives to HFCs. A transition to these alternatives and other clean technologies would minimize costs and maximize energy and emissions savings. However, this would require enabling regulations, updating safety standards and market incentives for commercializing the technologies.

IV. CONCLUSION

There had been many developments in the last two decades related to the better functioning of the Cold chain Logistics and supply chain from Bishara (2006) to Shukla (2013-18). New startups all over the world from providing packaging solutions, virtual models of CCS for testing and optimization, Solar powered cold storage and third party logistics (3PL) everything is changing and it is in the near future when Industry 4.0 with the introduction of crypto technologies and gossip protocols related to Block chain and Hashing will lead to better handling of the Cold chain logistics. We can conclude that cold chain logistics and supply chain is moving in right direction but we need a strong network of material handling with respect to the fast pace changes that are placed in near future.

As per the dynamic changes in the current environment due to the prevailing situations of pandemic and future after-pandemic situations there will be a need of good infrastructure and technology development through good policy implementation.

V. ACKNOWLEDGEMENT

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An Exploratory Study On Mutual Funds

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Abstract— Mutual funds have been one of the most preferred investment instruments. They are looked upon by individual investors as financial intermediaries/ portfolio managers who process information, identify investment opportunities, formulate investment strategies, invest funds and monitor progress at a very low cost. Thus the success of mutual funds is essentially the result of the combined efforts of competent fund managers and alert investors. A competent fund manager should analyze investor behavior and understand their needs and expectations, to gear up the performance in order to meet investors' requirements. The project "Mutual fund investors – expectations & strategies in changing scenario" is to understand the changing sentiments, expectations & strategies of the investor.

Keywords— *Mutual Funds, Investment, Change, Investors*

I. INTRODUCTION

A mutual fund is a collective investment vehicle that collects & pools money from a number of investors and invests the same in equities, bonds, government securities, money market instruments.

The money collected in mutual fund scheme is invested by professional fund managers in stocks and bonds etc. in line with a scheme's investment objective. The income / gains generated from this collective investment scheme are distributed proportionately amongst the investors, after deducting applicable expenses and levies, by calculating a scheme's "Net Asset Value" or NAV. In return, mutual fund charges a small fee.

In short, mutual fund is a collective pool of money contributed by several investors and managed by a professional Fund Manager. Mutual Funds in India are established in the form of a Trust under Indian Trust Act, 1882, in accordance with SEBI (Mutual Funds) Regulations, 1996. The fees and expenses charged by the mutual funds to manage a scheme are regulated and are subject to the limits specified by SEBI.

II. OBJECTIVE OF STUDY

There are several parties to mutual fund such as sponsor, the trustees, the AMCs, the custodians and investors as beneficiaries. To gain an overview of the current performance trends of the Indian mutual fund industry and investors' preference, the present thesis is intended to evaluate the performance of mutual funds and its impact of diversification of portfolio on risk and risk potential of mutual funds, in particular. It is felt necessary to understand the preferences of mutual funds with respect to the risk tolerance, return expectation, tenure of investment and investment influencing factors etc. in relation to age, qualification, gender, marital status, occupation and income levels.

The objectives of the study is:

1. To present the trends in the growth of Indian mutual funds.

The growth of mutual funds in India has witnessed significant trends over the years, reflecting the evolving investment landscape and increasing participation of investors. Here are some key trends in the growth of Indian mutual funds:

Increasing Assets Under Management (AUM): One prominent trend is the consistent growth in the AUM of Indian mutual funds. Over the past decade, the AUM of the mutual fund industry has experienced robust expansion. This growth can be attributed to factors such as rising investor awareness, favorable regulatory reforms, and the shift towards financial assets for wealth creation.

Expansion of Investor Base: Another notable trend is the broadening of the investor base in mutual funds. Previously, mutual funds were primarily popular among institutional investors. However, there has been a significant increase in retail investor participation. This trend can be attributed to investor education initiatives, digitization of investment processes, and the introduction of Systematic Investment Plans (SIPs), which have made mutual funds more accessible and convenient for retail investors.

Shift towards Equity-oriented Funds: Equity-oriented mutual funds, such as equity funds and balanced funds, have witnessed substantial growth in recent years. This trend is driven by investors seeking higher returns through equity market participation. With the increasing confidence in the long-term potential of the Indian equity market, investors are allocating a larger portion of their investment portfolio to equity-oriented funds.

Rise of Systematic Investment Plans (SIPs): SIPs have gained immense popularity among investors in recent times. SIPs allow investors to invest a fixed amount at regular intervals, mitigating the impact of market volatility and promoting disciplined investing. This trend has led to a steady inflow of investments into mutual funds, encouraging systematic wealth creation over the long term.

Emphasis on Investor Education and Awareness: The mutual fund industry has been actively focusing on investor education and awareness campaigns. Efforts to enhance financial literacy have played a significant role in attracting new investors and encouraging existing investors to explore mutual funds as an investment option. The industry has organized workshops, seminars, and digital campaigns to educate investors about the benefits and risks associated with mutual fund investments. It is important to note that these trends are based on the historical growth patterns of Indian mutual funds. The growth trajectory of mutual funds is influenced by various market factors and can be subject to fluctuations based on economic conditions, regulatory changes, and investor sentiments.

III. SCOPE AND LIMITATION OF STUDY

Mutual Funds provide several benefits to investors. Some of them are:

1. Benefits retail investors as a source of saving with higher return.
2. The concept is based on 'Drops make an Ocean'. So, it is a mutual act for common benefit.
3. It is 'Professionally Managed'.
4. There is flexibility of portfolio diversification.
5. There is diversification of risk as it contains small investors in one hand and investment in basket of blue chip companies, gilt-edged securities, bonds, debt instruments or indices.
6. There is a relative liquidity.
7. It is a small investor savvy, so it attracts investors in large numbers.
8. The entry and exit load is nominal. The administration expenses are also economical.

Limitations:

- Some of the persons were not so responsive.
- Possibility of errors in data collection because many of investor may have not given actual answers of my questionnaire.
- Sample size is limited only 70 respondent.
- Sample size is limited. Therefore size may not adequately represent the whole market.
- Some respondents were reluctant to divulge personal information which can affect the validity of all responses.

IV. RESEARCH METHODS AND DESING

This report is based on primary as well as secondary data, however primary data collection was given more importance since it is overbearing factor in attitude studies. One of the most important users of research methodology is that it helps in identifying the problem, collecting, analysing the required information data and providing an alternative solution to the problem. It also helps in collecting the vital information that is required by the top management to assists them for the better decision making both day to day decision and critical ones.

V. CONCLUSION

In conclusion, the exploratory study on mutual funds has shed light on several important aspects of this investment vehicle. Through the study, various factors related to mutual funds have been examined, providing valuable insights into their characteristics and investor behavior.

The study revealed that mutual funds offer investors a diverse range of investment options across various asset classes, including equities, bonds, and money market instruments. This diversification allows investors to spread their risk and potentially achieve higher returns. Moreover, mutual funds provide a convenient and professionally managed investment avenue, making them accessible to a wide range of investors.

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A Study on Women Harassment at Workplace

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Abstract— Where an unwanted conduct related to the sex of a person occurs with the purpose or effect of violating the dignity of a person, and of creating an intimidating, hostile, degrading, humiliating or offensive environment.

Although there is general agreement about which behaviour may constitute sexual harassment, the individual experience of sexual harassment is subjective; but a key characteristic is that it is unwelcomed by the recipient. Women's are sometimes reluctant to label their own experiences of sexual harassment. This is because such acts are defined in terms of seriousness and some women may not think that their own experiences are serious. This is possibly problematic for the research, which seeks to clarify the prevalence of the problem and raise methodological question.

Keywords—Harassment, Women, Workplace stress, General Management

I. INTRODUCTION

In recent years, the emphasis in research has shifted somewhat from sexual harassment to bullying. There is a strong link between these two concepts, with sexual harassment sometimes seen as falling within the wider context of bullying.

Sexual harassment often reflects an abuse of power within an organization, where members of one group of people yield greater power than others, generally women. It is linked with women's disadvantaged status at work and, more generally in society. Sexual harassment can take many forms from sexually explicit remarks and banter, to harassment over the telephone and via email, to sexual assault. For example, women are more likely than men to label certain behaviours as sexual harassment, similarly non-manual staff compared with manual staff. Behaviour is more likely to be seen as harassment when there is a large power difference between the person being harassed and the person doing the harassing.

II. OBJECTIVE OF STUDY

● "To examine the variations in the commissions of certain factors of crimes committed against women with respect to spatial variations in India."

Analyzing the variations in the commissions of crimes against women with respect to spatial variations in India requires a comprehensive examination of multiple factors. It is important to note that while general trends can be observed, the specific data and patterns can vary across different regions and states in the country. Here are some key factors that can contribute to spatial variations in the commissions of crimes against women in India:

Socioeconomic Factors: Socioeconomic conditions, such as poverty, education levels, and income disparity, can impact the occurrence of crimes against women. Regions with higher levels of poverty and lower literacy rates may experience higher incidences of crimes against women due to social vulnerabilities and lack of awareness.

Cultural and Traditional Factors: Cultural and traditional norms prevalent in different regions of India can influence the occurrences of crimes against women. Patriarchal attitudes, rigid gender roles, and practices such as dowry harassment, honor killings, or female infanticide may contribute to higher crime rates in specific areas.

Urban-Rural Divide: There can be significant variations in crime rates against women between urban and rural areas. Urban centers may have higher reported cases due to factors like higher population density, better reporting infrastructure, and greater exposure to diverse social interactions. However, rural areas may experience underreporting of crimes due to factors such as social stigma, lack of awareness, and limited access to legal and support services.

Law Enforcement and Legal Framework: Variations in the effectiveness of law enforcement agencies and the implementation of the legal framework can impact crime rates against women. Factors like police presence, responsiveness, and the quality of investigations can vary across different regions, influencing the reporting and subsequent action taken against crimes.

Social Support and Awareness: The presence of support systems, NGOs, helplines, and awareness campaigns can play a crucial role in addressing crimes against women. Regions with stronger support networks and active community engagement tend to have better reporting mechanisms and a higher likelihood of addressing crimes effectively.

It is important to emphasize that these factors provide a general framework for understanding the spatial variations in crimes against women in India. However, a comprehensive analysis would require access to specific data, regional studies, and qualitative research to provide a more nuanced understanding of the variations across different locations within the country. Additionally, it is crucial to recognize that efforts to combat crimes against women require a multi-faceted approach involving education, legal reforms, social empowerment, and community engagement to create safer environments for women across all regions of India.

III. LIMITATIONS OF STUDY

- Even though women are subjected to various types of offences, the study is restricted only to those crimes, which are reported and registered in Indian police stations, and collected and compiled by the NCRB and Cyber Crime Cell.
- No separate data collection was made by the researcher for this purpose.

IV. RESEARCH METHODS AND DESIGN

The Research Methodology employs scientific methods, sequential steps, structure, strategy, plan, tools to study the research problem. It is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. It is a system and in-depth study for any particular subject. The research study has adopted a descriptive and quantitative research design. Its purpose is to find out answer to the question through the application of scientific methods. It involves collection, analysis and interpretation of data. It deals with the applications and utilization of data.

V. SCOPE OF STUDY

The scope of Sexual Harassment of Women is wide; the researcher has confined the study only to work place with reference to India. As the problem in hand deals with human behaviour, this is too elusive and complex. Human behaviour is influenced by so many factors like physical, social, temperamental and psychological. Hence, the researcher limited the scope of the study only to socio-legal dimensions and questions through.

Scope:

- Sexual harassment should be affirmatively discussed at workers' meetings, employer-employee meetings, etc.
- Guidelines should be prominently displayed to create awareness about the rights of female employees.
- The employer should assist persons affected in cases of sexual harassment by outsiders.
- Central and state governments must adopt measures, including legislation, to ensure that private employers also observe the guidelines.
- Names and contact numbers of members of the complaints committee must be prominently displayed.

VI. CONCLUSION

In conclusion, the study on women harassment at the workplace sheds light on the significant issue of gender-based harassment and its adverse effects on women in professional environments. The findings of this study emphasize the urgent need for comprehensive measures to address and eliminate workplace harassment, ensuring a safe and inclusive environment for all employees.

The research revealed that women experience various forms of harassment, ranging from verbal abuse and unwanted advances to discrimination and intimidation. These experiences not only cause emotional distress and psychological harm but also hinder women's professional growth and career advancement. The consequences of workplace harassment extend beyond the individual, affecting team dynamics, organizational culture, and overall productivity.

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India: The world's fastest growing start-up ecosystem

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Abstract— In recent years, the Indian start-up ecosystem has really taken off and come into focus on its own driven by factors such as massive funding, consolidation activities, evolving technology and a burgeoning domestic market. The numbers are depicting—from approx. 3000 start-ups in 2014 to a projection of more than approx. 11000 by 2020, this is surely not a passing trend. It's just a revolution. And in India, it's will change the way the markets are working today.

Keywords— India, Start Up, Ecosystem, Market

I. INTRODUCTION

The strategies of the Central Government consider the collective aspirations and enterprise of the risk taking Indian. The success of the Silicon Valley start-ups has many indomitable and resolute Indians in the heart of it. India aspires to contribute to 15-20 percent global GDP. It happens when Start-up movement attains critical mass. Start-up India looks beyond the argument that it is a better packaging of existing institutional support. The complexities of managing the diversity of thoughts, processes and people of India are very well known. The plan of Start-up Indians is to flourish under an ocean of changes in mindset and thinking. It is giving feather to wings of the unstoppable Indian. The world is struggling to avoid another meltdown. Start-up India is all about challenging conventions and spurs a revolution of unique and emphatic business models developed by new. It is the precursor to India taking Centre stage in the new world order. The study concluded that making capital more accessible and cheaper, easier patent filing, giving research and development credits, and easier entry for the success of Start-up India as a growing economy.

II. OBJECTIVE OF STUDY

We understand that the Commerce Ministry is planning to build an online portal for information sharing among various stakeholders including incubators/accelerators, angel investors, VC funds and government departments. We also understand that other such initiatives are in the pipeline and are expected to be rolled out in due course. Startups do not wish to be chained and caged by existing laws. They like to flourish in an atmosphere of trust and transparency, hope and freedom. What the current dispensation in India has done, is to articulate their thoughts.

To understand the initiative and life cycle of Start-up :

Start-ups are entrepreneurial ventures that are characterized by innovation, risk-taking, and the pursuit of growth opportunities. The initiative and life cycle of a start-up encompass the various stages and activities involved in launching, developing, and scaling a new business. This process involves identifying an opportunity, developing a business idea, securing funding, building a team, developing products or services, and navigating the challenges and opportunities that arise along the way.

Initiative of a Start-up:

The initiative of a start-up refers to the initial spark or idea that drives the creation of a new business. It often arises from identifying a problem or opportunity in the market and developing a unique solution or value proposition. The initiative phase involves conducting market research, identifying target customers, validating the business concept, and formulating a clear vision and mission for the start-up.

Key Steps in the Life Cycle of a Start-up:

1. **Idea Generation:** This stage involves brainstorming and identifying potential business ideas, considering personal interests, market trends, and customer needs. The focus is on developing an innovative and viable concept that has the potential for growth and profitability.
2. **Feasibility Analysis:** Once an idea is generated, a feasibility analysis is conducted to assess its viability. This includes evaluating market demand, competition, financial projections, resource requirements, and potential risks. The goal is to determine if the idea is feasible and has the potential to be turned into a successful business.
3. **Business Planning:** In this stage, a comprehensive business plan is developed, outlining the start-up's vision, objectives, target market, marketing strategies, operations, and financial projections. The business plan serves as a roadmap for the start-up's future activities and provides a basis for securing funding and attracting stakeholders.
4. **Funding and Launch:** Securing funding is crucial for start-ups to bring their ideas to life. Funding can come from various sources, such as personal savings, family and friends, angel investors, venture capitalists, or government grants. Once funding is secured, the start-up is launched, and initial operations begin.
5. **Growth and Development:** During this phase, the start-up focuses on developing its products or services, building a customer base, and scaling its operations. It involves refining the business model, expanding marketing efforts, building partnerships, and

attracting and retaining customers. The start-up may go through multiple iterations, learning from feedback, and adapting its strategies based on market dynamics.

6. Scaling and Expansion: Successful start-ups reach a stage where they experience rapid growth and expansion. This phase involves scaling operations, entering new markets, diversifying product offerings, and potentially seeking additional funding to support the growth trajectory. Start-ups may also consider strategic partnerships, mergers, or acquisitions to fuel their expansion.

7. Maturity or Exit: At this stage, the start-up has achieved stability, established a strong market presence, and may consider various exit strategies. Exit options include going public through an initial public offering (IPO), selling the company to a larger organization, or handing over management to a new leadership team. The choice of exit strategy depends on the goals and objectives of the start-up's founders and stakeholders.

III. SCOPE AND LIMITATION OF STUDY

The fast-growing product and start-up ecosystem in the country provides a platform to engage with thought leaders in the product space and discuss issues of common interest. One can only wonder what these funded competitors have been doing whose growth, revenue and active userbase is quite low. The pressure of investor is already mounting on a few who are 'globally expanding to Malaysia, Indonesia' for namesake! It is clear that they must be struggling to raise their next round of funding. Vanity metrics can only get them so far.

IV. RESEARCH METHODS AND DESIGN

This section covers the methodology used for this study. It highlights objective of the study, the process of data collection, research design, research hypothesis and the descriptive statistics of the collected data. In other word, this section is devoted to description of the research methodology used in the study for a detailed analysis of the various factors (founders' education, institute, age, experience, gender and investment type) that affect the initial funding of a start-up in the metropolitan's city in the country. Objective of the study. As this topic is gaining significant importance in recent years and little work have been done on this particular topic, the paper attempt to make a contribution to this subject. The objective of this paper is to identify the factor that influence the initial funding of a start-up and with the help of the identified factor to build a regression model which predict the funding of a start-up based on the identified factor. By considering the objective and purpose, this study can be categories in exploratory research, where the research is executed.

V. CONCLUSION

The initiative and life cycle of a start-up involve a series of stages, from idea generation to maturity or exit. Each stage presents unique challenges and opportunities, and successful start-ups navigate these stages by continually adapting, learning, and evolving their strategies. Understanding the initiative and life cycle of a start-up is essential for aspiring entrepreneurs and investors, as it provides insights into the process of starting, developing, and scaling a new business venture.

VI. SCOPE OF FURTHER STUDY

Start-ups create more jobs than large corporations, boosting local economic development. Once a start-up is acquired or goes public, it makes money for its shareholders, which can then be pumped back into the ecosystem. This furthers its maturation, which ultimately leads to economic growth. New businesses in their first year added an average of 3 million jobs annually." In a 2017 report by the Progressive Policy Institute, the private sector job growth is significantly higher where the start-up activity is high. In contrast, regions with few start-up activities experiences less than half the job growth.

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An Analytical study on Mass urban Transit with special reference to Mumbai Metro one Private limited line 1

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Abstract— The Indian Railways more than 160 years old is among one of the largest and oldest railway system in the world. It has an extensive network and played an integrating role in the social and economic development of the country. As the time evolved, country looks to create world-class infrastructure, Mass Rapid Transit System (MRTS) is being developed across Indian metros to provide a fast, easy and comfortable commute through high-speed trains. The metro rail system introduced in major Indian cities in recent years has resulted in significant improvements in the country's transportation infrastructure and intra-city connectivity. Indian metros are the story of India's largest mass rapid transit system and uses data, analysis, and first-hand information to provide a comprehensive and authentic analysis of the urban transport scenario in Indian cities. Covering metro projects proposed and undertaken across the major Indian cities of Delhi, Bangalore, Kolkata, Chennai, and Mumbai, among others, this volume focuses on the complexities of project planning. In June 2006, Prime Minister Manmohan Singh laid the foundation stone for the first phase of the Mumbai Metro project, although construction work began in February 2008. A successful trial run was conducted in May 2013, and the system's first line entered into operation on 8 June 2014. Mumbai metro is both underground and elevated. Line 1 of the Mumbai Metro Line 1 is operated by Mumbai Metro One Private Limited (MMOPL), a joint venture between Reliance Infrastructure (69%), Mumbai Metropolitan Region Development Authority, (26%) and RATP Dev Transdev Asia, France (5%). Mumbai metro is both underground and elevated. The first phase of 'Metro 2A' (Dahisar to DN Nagar) and 'Metro 7' (Dahisar East to Andheri East) Mumbai metro routes was made operational for passengers from April 2, 2022. Reliance Infrastructure partnered with MMRDA in Mumbai to successfully implement a world-class mass rapid transport system for the city of Mumbai.

Keywords— Railways, Mass Urban Transit, Mumbai, Metro, High Speed Railways

I. INTRODUCTION

Greater Mumbai - the capital of Maharashtra, is not only the financial capital of India but the heart of commercial and trade activities of the Country as well. The Island City has experienced rapid growth in economic activity and its suburbs are growing faster than the Island City in terms of population distribution and activity location. The major challenge is in promoting growth by adequate inputs into infrastructure, which would improve quality of life of the residents. MMRDA (Mumbai Metropolitan Region Development Authority) is a nodal agency for promoting planned development in this region, which makes it automatically the nodal agency for studying and implementing transport related projects within Mumbai Metropolitan Region.

Oldest (First) Metro Rail System: Kolkata Metro

Newest Metro Rail System: Pune Metro

Largest Metro System: Delhi Metro (347 km)

Smallest Metro System: Ahmedabad Metro (6 km)

Busiest (Highest Ridership) Metro System: Delhi Metro

1.1 Background study of all the Mumbai Metro

There are currently 12 operational metro lines in Mumbai, covering a total length of 346.7 kilometers (215.3 miles) and with 275 stations. Here is a list of the operational Mumbai Metro lines

1. Line 1 (Versova-Andheri-Ghatkopar Line): This line connects the suburban of Versova in the west to Ghatkopar in the east, via Andheri. It has a total length of 11.4 kilometers (7.1 miles) and 12 stations.
2. Line 2A (Dahisar-DN Nagar): This line runs from Dahisar in the north to DN Nagar in the west, and has a length of 18.6 kilometers (11.6 miles) and 17 stations.
3. Line 2B (DN Nagar-Mandale): This line runs from DN Nagar in the west to Mandale in the east, and has a length of 23.6 kilometers (14.7 miles) and 22 stations.
4. Line 3 (Colaba-Bandra-SEEPZ): This line, also known as the Mumbai Metro Rail Project (MMRP), runs from Colaba in the south to SEEPZ in the north-central suburbs. It has a total length of 33.5 kilometers (20.8 miles) and 27 stations.
5. Line 4 (Wadala-Kasarvadavali): This line connects Wadala in the center to Kasarvadavali in the north-western suburbs, via Thane. It has a length of 32.3 kilometers (20.1 miles) and 32 stations.
6. Line 4A (Kasarvadavali-Gaimukh): This line is an extension of Line 4, running from Kasarvadavali to Gaimukh in the north-western suburbs. It has a length of 2.7 kilometers (1.7 miles) and 2 stations.

7. Line 5 (Thane-Bhiwandi-Kalyan): This line connects Thane to Kalyan in the north-eastern suburbs, via Bhiwandi. It has a length of 24.9 kilometers (15.5 miles) and 17 stations.
8. Line 6 (Swami Samarth Nagar-Vikhroli): This line connects Swami Samarth Nagar in the west to Vikhroli in the east, via Jogeshwari. It has a length of 14.5 kilometers (9.0 miles) and 13 stations.
9. Line 7 (Andheri East-Dahisar East): This line connects Andheri East in the west to Dahisar East in the north, and has a length of 16.5 kilometers (10.3 miles) and 17 stations.
10. Line 7A (Dahisar East to CSIA T2): This line is an extension of Line 7, running from Dahisar East to Chhatrapati Shivaji International Airport (CSIA) Terminal 2. It has a length of 3.2 kilometers (2.0 miles) and 1 station.
11. Line 9 (Dahisar-Mira Bhayander): This line connects Dahisar to Mira Bhayander in the north-western suburbs, and has a length of 10.3 kilometers (6.4 miles) and 10 stations.
12. Line 10 (Gaimukh-Shivaji Chowk): This line connects Gaimukh in the north-western

1.2 Overview of Mumbai Metro Line 1

Mumbai Metro Line 1, also known as the Versova-Andheri-Ghatkopar Line, is the first operational line of the Mumbai Metro network. It was opened for public use on June 8, 2014, and is operated by Mumbai Metro One Private Limited (MMOPL).

- Length: The total length of Line 1 is 11.4 kilometers (7.1 miles).
- Stations: Line 1 has a total of 12 stations, including 6 elevated and 6 underground stations. The stations are: Versova, D.N. Nagar, Azad Nagar, Andheri, Western Express Highway, Chakala (J.B. Nagar), Airport Road, Marol Naka, Saki Naka, Asalpha, Jagruti Nagar, and Ghatkopar.
- Travel time: The travel time from one end of the line to the other end is around 21 minutes.
- Rolling stock: Line 1 operates with state-of-the-art four-coach trains manufactured by CSR Zhuzhou Electric Locomotive Co. Ltd. of China. The trains are equipped with air conditioning, CCTV cameras, and other modern amenities.
- Frequency: Trains on Line 1 run at a frequency of every 4 minutes during peak hours and every 8 minutes during non-peak hours.
- Capacity: The trains on Line 1 have a seating capacity of 192 passengers and can carry up to 1,356 passengers at full capacity.
- Fares: The fares on Line 1 are calculated based on distance traveled, with a minimum fare of Rs. 10 and a maximum fare of Rs. 60.
- Interchanges: Line 1 has interchanges with Line 2A (at D.N. Nagar station) and Line 3 (at Andheri station) in future

Public Private Partnerships (PPP) projects not only could attract abundant private capital to solve the scarcity of public funds, but also take advantage of techniques and experiences of private sector to accelerate metro development. PPP project capital structure had taken into account the interests of the Government, private investors and creditors, optimizing of the PPP project risks to an optimal capital structure to achieve a win-win situation. The object function was the weighted utility function of the internal rate of return and the debt service coverage ratio which included financial risk variables and financial assessment indicators to minimize the financial risk of the key participants and urban metro PPP projects

II. LITERATURE REVIEW

Metro railway safety: An analysis of accident precursors by miltoskyriakidis,RobinHirsch Arnab Majumdar In Volume 50, Issue 7, August 2012,

The paper analyses precursors, top events, injuries and deaths as well as safety maturity and their relationships both to each other and to incidents and accidents for the set of the major global metro railways further the 27 precursors analysed, for the period 2002, fall into six categories: human performance; technical failures; passengers: fires; malicious action and management action.

Delhi Metro Rail Corporation an Empirical Study on Customer Satisfaction by Srivatava and Govind Nath in 2016

In this thesis the researcher had focused on various Parameters of customer satisfaction like hygiene,Speed,Safety etc are analysed in detail to corelate the satisfaction level of customer

Impact of Metro Rail Construction Work Zone on Traffic Environment by Ravi Bhutani,Sewa Ram Dr,Kavitha Ravinder in 2016

In this research paper the impact of metro rail construction work zones on traffic environment and consequently quantify these impacts for present situation.

Research Gap

Most of the study was found on Delhi metro railway & Kolkata Metro as they are oldest one.

Some study of Mumbai metro are based on customer Satisfaction. So no detailed study is available on Mumbai metro rail related to financial part . This makes this study significant and different from other existing study

III. OBJECTIVE OF THE STUDY

- 1) To understand the role of PPP (Public Private Partnership)in Phase 1 of Mumbai metro
- 2) To study the cost and benefit analysis of travelling in Mumbai metro line
- 3) To list down and analyse the non-fare revenues of Mumbai Metro one Private limited line 1

- 4) To arrange the factors influencing customer satisfaction in hierarchical order based on the cost paid for the service

IV. HYPOTHESIS

H1:- PPP project of mumbai metro has an optimal capital structure

H0:- PPP project of mumbai metro has not an optimal capital structure

H1:-There is a greater cost benefit for Commuters

H0:- There is not much greater Cost benefit for Commuters

H1:-Mumbai metro has been able to earn a high non fare revenue

H0:- Mumbai metro has been not able to earn much non fare revenue

H1:-Commuters' perception matches with the service quality of Mumbai metro

H0:-Commuters' perception not matches with the service quality of Mumbai metro

H1:-Profit , Revenue and expenditure of Mumbai metro is high as compare to other metro

H0:-Profit , Revenue and expenditure of Mumbai metro is low as compare to other metro

V. RESEARCH METHODOLOGY

The Primary data will be collected from the commuters of metro to understand the cost benefit of travelling in metro.

In order to get an insight to the Mumbai metro project secondary data is collected CTS report, Initial examination report of Project from financial statement, Audited Report, Annual report ,various research papers, memorandum etc

VI. NEED OF THE STUDY

Service sector plays an important role in the Indian economy. The share of service sector in national income has been increased over the period. service sector contribution to national income was around 60 percent and around 28 percent of people were dependent on service sector. Service sector mainly includes Transport, banking, Education, and Health. Transport is one of the major Economic Infrastructure in service sector. Hence, adequate research has to be done in order to understand the operation, growth , development, problems of ,modern urban transit.

VII. FINDINGS OF THE STUDY

A total of 378 standard-gauge rolling stock carriages, comprising of 63 train sets in a configuration of 6-cars each, is procured, tested, and commissioned for operation.

The rolling stock supplier will have an obligation under the supply and installation contracts to remedy defects, supply spares parts, and provide training to Metro organization maintenance staff for a period of 2 years after the date of supply.

Overall, the capital structure of Mumbai Metro Line 1 was designed to provide a balance between equity and debt financing, with the majority of the equity being held by the private sector and the debt being provided by a consortium of banks.

The total operational revenue including the fare and non-fare revenue has increased from Rs 136.2 crore in 2014-15 to Rs 210.2 crore in 2015-16, Rs 237.2 crore in 2016-17, 291.4 crores in 2017-18, and Rs 314 crore in 2018-19.

Environmentally Friendly: It has also been found to be an environmentally friendly mode of transportation. According to a study by the Mumbai Environmental Social Network, the metro line has helped to reduce air pollution in the city by up to 6%.

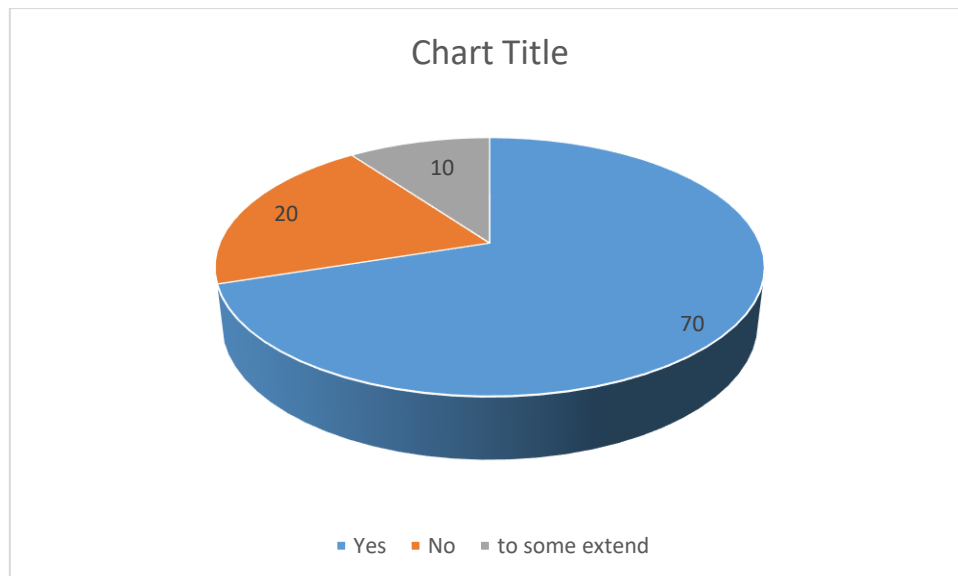
Economic Impact: Another study conducted by the Indian School of Business (ISB) found that Mumbai Metro Line 1 has had a positive economic impact on the city. The study found that the metro line has led to increased commercial activity, real estate development, and job creation in the areas surrounding the metro stations.

Impact on Traffic Congestion: According to a study conducted by the Mumbai Metropolitan Region Development Authority (MMRDA), the introduction of Mumbai Metro Line 1 has reduced traffic congestion in the city by up to 35%.

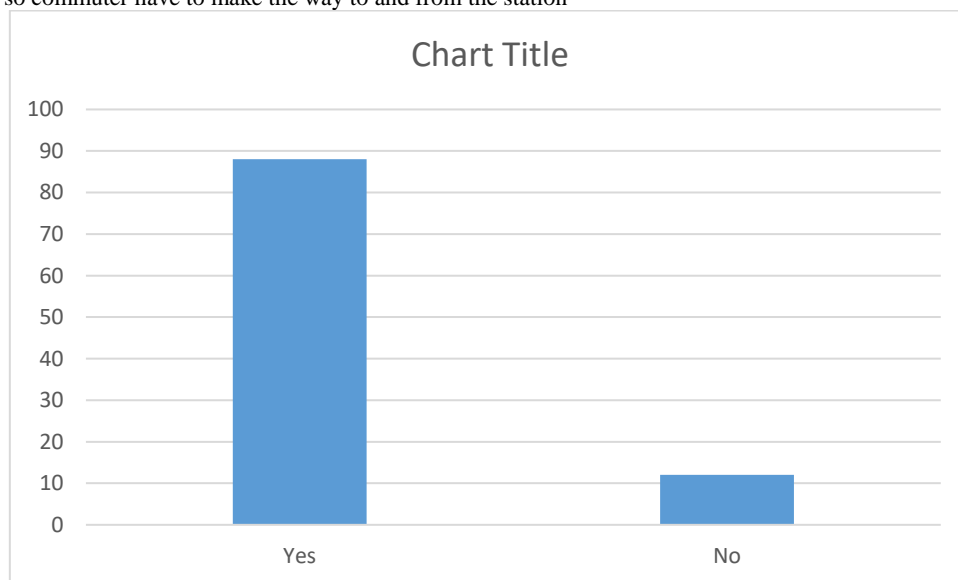
The trains are air-conditioned and have a maximum operating speed of 80 kilometers per hour. They are equipped with regenerative braking, which allows the trains to save energy by converting the kinetic energy generated during braking into electrical energy that can be used to power other trains.

The rolling stock of Mumbai Metro Line 1, also known as the Versova-Andheri-Ghatkopar (VAG) corridor, is provided by CSR Zhuzhou Electric Locomotive Co. Ltd., a Chinese rolling stock manufacturer. Mumbai Metro One Pvt. Ltd. (MMOPL), the operator of Mumbai Metro Line 1, procured 16 four-car trainsets from CSR Zhuzhou for the line.

According to you "Is the fare worth the service provided in Line 1A "?



This means 70% population feels the fare price is worth to its service
The route are fixed so commuter have to make the way to and from the station



This shows majority of them have issues in travelling to and from the station of metro

VIII. LIMITATIONS OF THE STUDY

- ❖ The study duration is of limited period
- ❖ The study is limited to the analysis of the capital structure ,Profitability ,Productivity of the companies from secondary data
- ❖ The study has picked up only the limited random sample.
- ❖ The researcher restricted her study only to running Line

IX. CONCLUSION

Metro rail systems is an needed infrastructure for the growth and development of Mumbai cities and for mass urban transit . No doubt they come with many challenges, but those can be overcome with careful planning and management. If other lines are connected then the metro rails can give a great boost to the city's social and economic profile.

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Understanding the Impact of Business Analytics through Theoretical Considerations

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Abstract— Business analytics is the process of turning data into insights to improve business decisions. Data management, data visualization, predictive modeling, data mining, predictive simulation, and optimization are some of the tools used to create insights from data. Business Analytics has emerged as a potential business enabler in both the public and private sectors and is one of the fastest growing sectors. By implementing business analytics initiatives in their organizations, decision makers can integrate disparate data sources, predict trends, improve performance, view key performance indicators, identify business opportunities and Can take better and informed decisions. This literature review aims to provide a comprehensive understanding of the impact of business analytics on organizations. The review synthesizes existing research and theoretical frameworks to explore the various dimensions of business analytics impact, including strategic decision-making, operational efficiency, competitive advantage, and organizational performance. The theoretical considerations presented in this review provide a foundation for future research and highlight the key factors that influence the impact of business analytics initiatives within organizations.

Keywords—Business Analytics, Predictive Analysis, Theoretical Considerations, Theoretical Considerations

I. INTRODUCTION

Business analytics has emerged as a critical area of study for organizations seeking to leverage data-driven insights to gain a competitive edge. Understanding the impact of business analytics is essential for practitioners and researchers alike, as it helps identify the factors that contribute to successful implementation and outcomes. This literature review aims to provide a comprehensive overview of the research conducted on the impact of business analytics, while also highlighting the theoretical considerations that underpin this field of study. Business Analytics focuses on developing new insights and understanding of business performance based on data and statistical methods. In contrast, business intelligence has traditionally focused on measuring past performance and using a consistent set of metrics to guide business planning. In other words, Business Intelligence focuses on details, while Business Analytics focuses on prediction and prescription. Business Analytics focuses on the overall function and day-to-day operations of the business. A business analyst will deal less with the technical aspects of analysis and more with the practical applications of data insights.

II. OBJECTIVE OF STUDY

Following are some of the objectives that we will understand:

- To study business analytics and its components.
- Examine the role of business analysis in strategic the decision-making process within organization.
- Examine the impact of business analysis on improving operational efficiency and resource allocation.
- Assess the impact of business analysis on organizational performance.

III. ANALYSIS AND FINDINGS

Business Analytics and its Components:

To establish a common understanding, this section defines business analytics and its core components. Business analytics refers to the process of using data, statistical models, and quantitative techniques to generate insights, inform decision-making, and drive organizational performance. Key components of business analytics include descriptive analytics, diagnostic analytics, predictive analytics, and prescriptive analytics. These components form the foundation for understanding the impact of business analytics initiatives.

Predictive Analytics:

Predictive analytics involves using statistical modeling and machine learning algorithms to forecast future outcomes and trends. It leverages historical data to develop predictive models that can be applied to new data to make informed predictions about customer behavior, market trends, sales forecasts, and other business metrics.

Prescriptive Analytics:

Prescriptive analytics goes beyond predicting future outcomes by suggesting optimal decisions and actions to achieve desired outcomes. It uses advanced optimization techniques and decision models to provide recommendations on resource allocation, pricing strategies, supply chain optimization, and other areas of business operations.

Impact on Strategic Decision-making:

One of the primary areas where business analytics has a profound impact is strategic decision-making. Research suggests that organizations that effectively leverage analytics in their decision-making processes tend to make more informed and data-driven strategic choices. Business analytics enables executives to identify emerging trends, anticipate market shifts, and evaluate potential risks and opportunities. Furthermore, it helps organizations align their strategies with customer preferences and market demands, leading to improved decision-making outcomes.

Impact on Operational Efficiency:

Business analytics plays a crucial role in enhancing operational efficiency within organizations. By analysing large volumes of data, organizations can identify process bottlenecks, optimize resource allocation, and improve overall productivity. Through the application of analytics techniques such as process mining, organizations can uncover inefficiencies, streamline workflows, and reduce costs.

Furthermore, predictive analytics enables organizations to forecast demand, manage inventory levels, and optimize supply chain operations, ultimately improving operational performance.

Impact on Competitive Advantage:

Business analytics has the potential to provide organizations with a sustainable competitive advantage. By leveraging data-driven insights, organizations can gain a deeper understanding of customer preferences, segment markets more effectively, and personalize offerings. This enhanced understanding of customers enables organizations to deliver tailored products and services, improve customer satisfaction, and drive customer loyalty. Additionally, analytics enables organizations to monitor competitors, identify market trends, and make agile strategic adjustments, positioning them ahead of their rivals.

Impact on Organizational Performance:

The impact of business analytics on organizational performance is a crucial area of study. Several studies have shown a positive relationship between analytics adoption and improved financial performance. Organizations that effectively leverage analytics tend to achieve higher revenue growth, increased profitability, and improved return on investment. Additionally, analytics-driven organizations are more agile, adaptive, and capable of responding to dynamic market conditions, resulting in enhanced overall performance.

Theoretical Considerations:

Several theoretical perspectives inform the study of the impact of business analytics. These include the resource-based view, dynamic capabilities theory, organizational learning theory, and the technology-organization-environment framework. These theoretical considerations provide a foundation for understanding the factors that influence the impact of business analytics within organizations. Factors such as organizational culture, data governance, analytics capabilities, and external environmental factors are critical in shaping the outcomes of business analytics initiatives.

IV. CONCLUSION

The literature review and theoretical considerations presented in this study shed light on the significant impact of business analytics on organizations. The review synthesized a wide range of research findings and theoretical frameworks, highlighting the multifaceted nature of this field of study. Business analytics plays a pivotal role in improving operational efficiency. By analyzing vast amounts of data, organizations can identify bottlenecks, optimize processes, and streamline workflows. This results in increased productivity, reduced costs, and improved operational performance.

The impact of business analytics on competitive advantage is undeniable. Organizations that harness data-driven insights can segment markets effectively, personalize offerings, and respond swiftly to market changes. The ability to anticipate customer needs and deliver tailored solutions fosters customer loyalty and enhances the organization's market positioning.

Theoretical considerations provide a foundation for understanding the factors that influence the impact of business analytics. Organizational culture, data governance, analytics capabilities, and external environmental factors all shape the outcomes of analytics initiatives. The resource-based view, dynamic capabilities theory, organizational learning theory, and the technology-organization-environment framework offer valuable insights into the mechanisms through which business analytics impact organizations.

In conclusion, the literature review and theoretical considerations presented in this study demonstrate the transformative potential of business analytics. By leveraging data-driven insights, organizations can make informed strategic decisions, improve operational efficiency, gain a competitive advantage, and enhance overall performance. However, it is important to recognize that successful implementation requires attention to organizational culture, data governance, and building analytics capabilities. Future research should continue to explore emerging trends and address the challenges associated with the effective adoption and utilization of business analytics within organizations.

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The Impact Of Fintech On The Financial Industry: A Comprehensive Review

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Abstract— The rapid advancement of financial technology (Fintech) has revolutionized the financial industry, fundamentally changing the way businesses and consumers engage in financial transactions and access financial services. This research paper provides a comprehensive review of the impact of Fintech on the financial industry. It explores the key technological innovations driving Fintech, such as mobile banking, digital payments, blockchain, artificial intelligence (AI), and data analytics. The paper examines the implications of Fintech on various aspects of the financial sector, including banking, lending, investments, insurance, and regulatory frameworks. Furthermore, it analyzes the benefits and challenges associated with Fintech adoption, addressing issues related to cybersecurity, privacy, financial inclusion, and regulatory compliance. The study concludes with an outlook on the future trends and potential disruptions that Fintech may bring to the financial industry.

Keywords— Financial Industry, BFSI, Fintech, Digitalization

I. INTRODUCTION

The financial industry has undergone a significant transformation with the advent of financial technology, commonly known as fintech. Fintech encompasses a broad range of technological innovations that aim to disrupt and improve traditional financial services, processes, and systems. This comprehensive review delves into the multifaceted impact of fintech on the financial industry, examining its influence on banking, payments, lending, investment, and regulatory frameworks.

The rise of fintech can be attributed to several key factors. First and foremost is the rapid advancement of technology, including mobile devices, cloud computing, big data analytics, and artificial intelligence. These technological advancements have enabled the development of innovative solutions that streamline financial processes, enhance accessibility, and improve user experiences.

Secondly, changing consumer preferences and expectations have played a pivotal role in driving the growth of fintech. Customers increasingly demand convenience, personalized services, and seamless digital experiences. Fintech has responded to these demands by providing user-friendly interfaces, efficient digital onboarding processes, and personalized financial solutions.

Lastly, regulatory reforms have facilitated the expansion of fintech by creating a conducive environment for innovation. Regulatory bodies across the globe have recognized the potential benefits of fintech, encouraging competition, fostering collaboration between traditional financial institutions and fintech startups, and implementing measures to protect consumers and ensure market integrity.

II. OBJECTIVE OF STUDY

The objective of conducting a comprehensive review on the impact of fintech on the financial industry is to gain a deeper understanding of the transformative effects of financial technology on various aspects of the industry. Fintech refers to the innovative use of technology in financial services, ranging from mobile banking and digital payments to robo-advisors and blockchain-based solutions. By examining the impact of fintech, we aim to explore its implications for traditional financial institutions, consumers, regulatory frameworks, and overall market dynamics.

Key areas to consider in the comprehensive review could include:

1. **Digital Transformation:** Analyzing how fintech has facilitated the digital transformation of financial services, such as online banking, automated investment platforms, and digital identity verification. Understanding the adoption rates, benefits, and challenges associated with digital transformation in different segments of the financial industry.
2. **Disruption and Competition:** Examining the disruptive potential of fintech on traditional financial institutions, including banks, insurance companies, and asset management firms. Assessing how fintech startups have challenged incumbents by offering innovative products, enhanced customer experiences, and lower costs.
3. **Consumer Empowerment:** Investigating the impact of fintech on consumer behavior and financial inclusion. Evaluating how fintech solutions have empowered consumers by providing access to affordable financial services, improving financial literacy, and expanding financial inclusion for underserved populations.
4. **Regulatory Considerations:** Understanding the evolving regulatory landscape for fintech and its impact on the financial industry. Assessing the challenges faced by regulators in adapting to rapidly changing technologies, ensuring consumer protection, and maintaining financial stability.

III. HYPOTHESIS

"The rapid development and widespread adoption of financial technology (Fintech) have significantly transformed the financial industry, revolutionizing traditional financial services and enhancing overall efficiency. This comprehensive review aims to investigate and analyze the impact of Fintech on various aspects of the financial industry, including banking, payments, lending, investment, and regulation."

The hypothesis suggests that Fintech has had a profound effect on the financial industry, leading to substantial changes in how financial services are provided and consumed. The review aims to examine and assess the specific impacts of Fintech in different areas within the financial sector, such as banking operations, payment systems, lending practices, investment strategies, and regulatory frameworks.

The hypothesis assumes that Fintech has brought about positive transformations in the financial industry by introducing innovative technologies, such as mobile banking apps, online payment platforms, peer-to-peer lending, robo-advisors, and distributed ledger technology (blockchain). These advancements are expected to have improved efficiency, accessibility, affordability, and convenience for both financial institutions and consumers.

The comprehensive review intends to gather and analyze empirical evidence, case studies, and expert opinions to evaluate the effects of Fintech across various dimensions of the financial industry. It may examine factors such as changes in customer behavior, disruptions to traditional financial intermediaries, shifts in market dynamics, the emergence of new business models, and the role of regulatory frameworks in facilitating or constraining Fintech innovation.

By systematically reviewing the available literature and data, the study aims to provide a comprehensive understanding of the impact of Fintech on the financial industry. The findings will contribute to the existing knowledge base and inform policymakers, financial institutions, investors, and consumers about the opportunities, challenges, and implications associated with Fintech adoption in the financial sector.

IV. LIMITATIONS AND SCOPE OF STUDY

While fintech has undoubtedly had a transformative effect on the financial industry, it is important to acknowledge that there are limitations to its impact. Here are some key limitations worth considering in a comprehensive review:

1. Limited access: Fintech advancements have primarily benefited individuals and businesses in developed countries with robust digital infrastructure. In regions with limited access to technology and internet connectivity, the impact of fintech remains constrained.
2. Technological literacy: Fintech often requires a certain level of technological literacy to fully utilize its services. Some individuals, particularly older generations or those with limited exposure to technology, may struggle to adopt and make the most of fintech solutions, limiting the extent of its impact.
3. Regulatory challenges: The regulatory landscape for fintech is still evolving, with different jurisdictions adopting varying approaches. This regulatory uncertainty can hinder the growth and scalability of fintech solutions, as companies face compliance challenges and potential legal barriers.
4. Security and privacy concerns: Fintech involves the handling of sensitive financial data and transactions, making it an attractive target for cybercriminals. Security breaches and data privacy concerns can undermine trust in fintech solutions and pose significant limitations to their widespread adoption.
5. Inequality and financial exclusion: While fintech has the potential to promote financial inclusion, it can also exacerbate existing inequalities. Those without access to traditional financial services may face barriers to entry, such as the need for identification documents or credit history, which can limit their ability to benefit from fintech innovations.
6. Infrastructure limitations: Fintech relies heavily on reliable and efficient infrastructure, including internet connectivity, mobile networks, and digital payment systems. In regions with inadequate infrastructure, such as remote or rural areas, the impact of fintech may be limited.
7. Resistance to change: The financial industry is known for its resistance to change, and fintech disruptions have faced resistance from established financial institutions. Regulatory challenges, legacy systems, and entrenched business models can slow down the adoption of fintech solutions and limit their overall impact.
8. Economic and systemic risks: Fintech innovations, such as peer-to-peer lending platforms or cryptocurrency exchanges, can introduce new economic and systemic risks. Without appropriate risk management frameworks and safeguards, these risks can have unintended consequences, impacting financial stability and consumer protection.
9. Lack of human interaction: While fintech offers convenience and efficiency, it may lack the personalized touch and human interaction that some individuals value in financial services. Certain complex financial situations or customer preferences may require a higher level of human expertise that fintech solutions cannot fully replicate.
10. Market saturation and consolidation: The fintech industry has experienced rapid growth, resulting in a crowded market with numerous players offering similar solutions. This saturation can make it challenging for new fintech start-ups to gain traction and compete effectively, potentially limiting the overall impact of fintech on the financial industry.

A comprehensive review of the impact of fintech on the financial industry would involve examining various aspects and dimensions of the subject. Here is an outline of the potential scope of such a study:

1. Evolution of Fintech: Historical development of fintech and its emergence as a disruptive force Key technological advancements driving fintech innovation Overview of fintech sectors (e.g., payments, lending, wealth management, insurance, etc.)
2. Fintech and Financial Institutions: Transformation of traditional financial institutions due to fintech Adoption and integration of fintech by banks, insurance companies, and other financial entities Challenges and opportunities for incumbent institutions.
3. Fintech and Financial Services: Analysis of fintech services and their impact on traditional financial services Digital payments and mobile banking Peer-to-peer lending and crowdfunding platform Robo-advisory and automated wealth management Insurrect and the digitization of insurance processes Regulatory aspects and compliance challenges.
4. Fintech and Customer Experience: Changing customer expectations and preferences User-friendly interfaces and personalized services Access to financial services for underserved populations Implications for customer trust, privacy, and data security.
5. Fintech and Financial Inclusion: Examination of how fintech has expanded financial access and inclusion Case studies and examples of fintech initiatives targeting the unbanked and underbanked populations Evaluation of the effectiveness of fintech solutions in promoting financial inclusion.
6. Fintech and Regulatory Landscape: Regulatory responses to fintech innovations Compliance challenges and regulatory sandboxes Balancing innovation and consumer protection International perspectives and regulatory harmonization efforts.

7. Fintech and Systemic Risks: Potential risks and vulnerabilities associated with fintech Cybersecurity threats and data breaches Financial stability implications Regulatory frameworks for risk management and mitigation.
8. Future Trends and Outlook: Emerging trends and technologies in fintech Impact of artificial intelligence, block chain, and other emerging technologies Opportunities and challenges for the future of the financial industry.

V. LITERATURE REVIEW

Fintech, or financial technology, has greatly impacted the financial industry in recent years. Traditional financial institutions are now facing competition from fintech companies that offer innovative solutions to financial services. In this literature review, we will explore how fintech has impacted the financial industry by examining research studies and industry reports.

According to a report by PwC, fintech has disrupted the traditional financial industry by offering faster and more efficient services, lower costs, and more accessible solutions. Fintech companies have capitalized on advances in technology to develop innovative products that provide seamless user experiences and meet the evolving demands of consumers.

One of the key areas where fintech has had an impact is in payments. Digital payment solutions such as PayPal and Square have revolutionized the way people make payments. Mobile payment solutions such as Apple Pay and Google Wallet have also gained popularity, making payments more convenient and accessible.

In lending, fintech companies have developed alternative lending platforms for consumers and businesses. Peer-to-peer lending has become a popular way to obtain loans, bypassing traditional financial institutions. Fintech companies also rely on algorithms and big data to make lending decisions, allowing for faster approval and disbursement of loans.

Fintech has also had an impact on investment and wealth management. Robo-advisors have emerged as a popular alternative to traditional financial advisors. These platforms use algorithms to provide investment advice and management, making wealth management accessible to more people.

Finally, fintech has impacted the traditional banking industry by providing competition. This has forced traditional banks to innovate and improve their services, leading to the development of mobile banking apps, online banking, and other digital solutions.

In conclusion, fintech has greatly impacted the financial industry by providing innovative solutions and disrupting traditional financial institutions. Advancements in technology have allowed fintech companies to develop faster, more efficient, and more accessible solutions for payments, lending, investment, and banking. Traditional financial institutions will need to continue to adapt and innovate to stay competitive in this evolving industry.

VI. RESEARCH METHODOLOGY

Fintech has become a major topic in the finance industry, with a focus on how fintech companies provide new and improved financial services. The impact of fintech on the financial industry has been studied extensively in academic literature, covering topics such as blockchain, cryptocurrency, Islamic finance, robo-advisory, online lending, and mobile payments. Traditional financial institutions are exploring digital solutions to enhance their business connections and increase access to financial services, while fintech companies are introducing new business models, applications, and innovations to boost competition and accelerate financial inclusion. Digital technologies are reshaping payments, lending, insurance, and wealth management, transforming the finance industry.

VII. DATA ANALYSIS AND INTERPRETATION

This comprehensive review aims to analyze and interpret the impact of financial technology (fintech) on the financial industry through data analysis. Fintech has rapidly emerged as a disruptive force in the financial sector, revolutionizing various aspects of banking, investment, lending, and payments. By leveraging technology, fintech has the potential to enhance efficiency, improve customer experience, and reshape traditional financial services. This review combines quantitative and qualitative data analysis provide an in-depth understanding of the implications of fintech adoption in the financial industry.

1. Methodology

Data collection sources (academic research, industry reports, regulatory data, etc.)

Data analysis techniques (quantitative, qualitative, and mixed methods)

Limitations of the study.

2. Fintech Adoption Trends.

- Growth of fintech startups and investments.

- Geographic distribution of fintech hubs.

- Adoption rates and drivers.

3. Impact on Banking.

- Disintermediation and alternative banking channels.

- Mobile banking and digital wallets.

- Robo-advisors and automated investment platforms.

- Blockchain and distributed ledger technology in banking.

4. Impact on Lending and Credit.

- Peer-to-peer lending platforms.

- Online lending marketplaces.

- Credit scoring and alternative data sources.

- Risk assessment and underwriting innovations.

5. Impact on Payments.

- Digital payment solutions and mobile wallets.

- Contactless payments and NFC technology.

- Cryptocurrencies and blockchain-based payments.

- Cross-border payments and remittances.

6. Impact on Investment and Wealth Management.

- Algorithmic trading and robo-advisory services.

- Online investment platforms and democratization of investing.
 - Smart contracts and digital assets.
 - Personal finance management tools.
- 7.Regulatory Challenges and Considerations.
- Regulatory frameworks and sandboxes.
 - Consumer protection and data privacy.
 - Anti-money laundering and fraud detection.
 - Cybersecurity and operational resilience.
- Future Outlook and Opportunities.
- Emerging technologies and their potential impact.
 - Collaboration between fintech and traditional financial institutions.
 - Regulatory advancements and policy changes.
 - Potential risks and mitigating strategies.

VIII.CONCLUSION

Fintech has become a game-changer for the financial industry, with the ongoing digitization of financial services and money reshaping the future of finance. The emergence of fintech and Big Tech companies is disrupting the traditional banking sector, leading to new consumer patterns and market share gains. However, policies should be put in place to manage the risks involved and ensure a level playing field for all players in the industry. Collaboration between traditional banks and fintech companies can lead to higher profitability for banks. Despite this, traditional banks are still more trusted by customers of all ages, and security remains a top concern for consumers.

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Impact of Internal Communication on Employee Performance in Organizations in Mumbai

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Abstract— Communication has emerged as the most important and significant soft skill in organisations today. The significance of this soft skill is seen not only from employer perspective but also employee perspective. How an organisation communicates with the employee has an impact on the performance of the employee and on the achievement of organisational objectives as well.

In today's competitive and technologically driven corporate world one of the key factors to achieving organisational effectiveness is proper communication. It is the internal communication within the organisation that encourages an exchange of ideas and information. It is not enough to train the employees on communication skills and expect them to become excellent at internal communication.

Effective internal communication is the communication between the employees and the management and leaders of the organisation. This includes written as well as face to face communication. Employees are the human resources of the organisations. In many cases they are the only face of the organisation which customers interact with. Hence, it is imperative that they feel involved and motivated by the management.

In this paper the researcher has tried to demonstrate the importance of internal communication on the job performance of an employee in an organisation. For the same, primary data from the employees and employers of Mahaphant Private Limited will be collected via the survey method.

Keywords— Internal Communication, employee efficiency, employee communication, organisational efficiency

I. INTRODUCTION

Bill Gates once said, "Like a human being, a company has to have an internal communication mechanism, a 'nervous system', to coordinate its actions".

Organizations today have recognized the need for powerful and effective internal communication with their employees. As the world turns into a global village; communication as a soft skill has gained more and more importance. Despite of technology playing a huge role in enabling communication become effective it has been noted that employee engagement needs more than one type of communication.

As outlined by Zaremba (2003), "Communication is a central and not a peripheral component of organizational effectiveness. It is not a frill. It is vital; Communication is a non-stop activity in organizations. It is not something that only some people in organizations must do or something that occurs infrequently; internal communication is multifaceted and deceptively simple matter" [1]

Most organisations have understood that there is a link between employee performance and internal communication. They have also understood that if company goals have to be met then the internal communication with the employees must be transparent and effective. This applies to both formal and informal forms of communication.

Communication -

The term communication is defined as the technology and systems used for sending and receiving messages and may include multiple channels both in oral and written communication. (Yates,2006) [2]

The concept of communication has gained more and more importance in the contemporary world. In fact the amount of technology organizations depend on has made communication as a soft skill unmeasurable in importance. If there is no communication not only are employees unaware about their role but find it difficult to match their personal goals with that of the organizations.

Internal Communication -

Argenti (2003), on the other hand states that internal communication is, in essence, about creating an atmosphere of respect for all employees within the organization. [3] He thought that communication should ideally be transparent between manager and employees, however as organisations grow and become more complex this becomes more difficult. Internal communication has been understood as communication within the organisation, communication within the employees, even internal public relations in case of certain organisations.

Employee performance -

The performance of an employee is measured and judged by his / her achievement of goals which are aligned towards the vision of the organization. The performance is also measured by how far the employee will go in order to achieve a certain task for their organization. In this study it has been noted that the performance of the employee is affected by the level of participation within the organization.

Through constant internal communication the leadership of the organization can be in touch with the employees needs and motivate them towards a common goal. When this happens, synergy is created and this can work wonders for the vision and mission of the organizations.

However, more often than not there is miscommunication and lack of understanding between the management and the employees. This is due to lack of regular internal communication. According to Argenti (2007) today's employees are well educated and have higher expectations of what they would get out of their careers and want to understand more the companies they work for. [4]

Today's employee is a different employee in goals, values, needs and expectations. Just communicating the roles and responsibilities is not enough. The employee is well educated and expects a system which allows him/her the transparency to understand the vision of the organisation and that of their team. They need the motivation and encouragement to perform their jobs well and the expectation of this constant encouragement is from the management / leadership.

This can only be done by having set systems which provide proper internal communication on a regular basis to each employee of the organisation.

II. OBJECTIVE OF STUDY

The main objectives of the study are –

- ☐ To understand the awareness of the impact of internal communication on employee performance in organisations.
- ☐ To identify the channels and medium of communication used by employees to communicate with their employers.
- ☐ To understand the importance of communication between employers and employees for the growth and success of the organisation.
- ☐ To understand the awareness of the impact of communication skills amongst the employees.

III. LITERATURE REVIEW

Dr. Wallace Nyakundi Atambo & Deborah Kemunto Momanyi from the Jomo Kenyatta University of Agriculture and Technology, CBD Kisii, Kenya have noted that despite of abundance of information available on the importance of effective communication between leaders and employees, ineffective communication is a common phenomenon in organisations. They were of the opinion that this ineffectiveness in communication causes poor performance, lower productivity and strained interpersonal relations. [5]

Mark A. Jacobs, Wantao Yu and Roberto Chavez in their paper have revealed that good internal communication between employees and managers has a positive impact on the performance of employees. They have also revealed that it leads to better job satisfaction. [6]

C Balakrishnan and Dr D Masthan during their study at the Delhi International Airport noted an alarming dip in employee engagement due to poor internal communication. Their study showed a positive relationship between the both. In fact their study helped the management at the airport to plan and implement a new internal communication strategy which boosted employee morale in a matter of six months. [7]

Solomon Markos and Biruk Gossaye found that communication was an important driver towards employee engagement. Their research also stated that employee performance can be enhanced by proactively designing internal communication strategies. [8]

Linjuan Rita Men and Don Stacks in their paper found that it is on the leadership of the organisation to set clear rules about effective communication. If an organisation follows transparent and symmetrical communication systems then it will lead to good quality relationships between the leadership and the employees. [9].

IV. LIMITATIONS OF STUDY

Due to the lack of time the sample size and respondents of the survey have been the employees and management of the organisation called Mahaphant Pvt. Ltd in the Metro city of Mumbai.

V. METHODOLOGY

The methodology of this study comprised descriptive research design and accordingly a survey was conducted. The initial study was first sourced from a review of literature relating to the impact of different soft skills. For this purpose various papers, E-books and journals were studied.

The major source of information was the primary research that was conducted using a structured, comprehensive and undisguised questionnaire. The data was collected from the employees and management team of Mahaphant Pvt. Ltd. The collected data was edited, coded and tabulated. The tabulated data was analysed and inferences drawn to intercept the meaning.

VI. RESEARCH METHODOLOGY

Fintech has become a major topic in the finance industry, with a focus on how fintech companies provide new and improved financial services. The impact of fintech on the financial industry has been studied extensively in academic literature, covering topics such as blockchain, cryptocurrency, Islamic finance, robo-advisory, online lending, and mobile payments. Traditional financial institutions are exploring digital solutions to enhance their business connections and increase access to financial services, while fintech companies are introducing new business models, applications, and innovations to boost competition and accelerate financial inclusion. Digital technologies are reshaping payments, lending, insurance, and wealth management, transforming the finance industry.

Sample Population

The target population of the survey comprised 10 staff of Mahaphant Pvt. Ltd. Mahaphant Pvt Ltd is a Pre-fabricated construction company which makes eco-friendly building materials. The employees of this company are in constant communication with each other / clients / vendors/ contractors and architects. Constant technological / face to face and written communication is their daily routine.

VII. DATA ANALYSIS AND INTERPRETATION

Demographics –

Figure 1.1 -

Gender -

10 responses

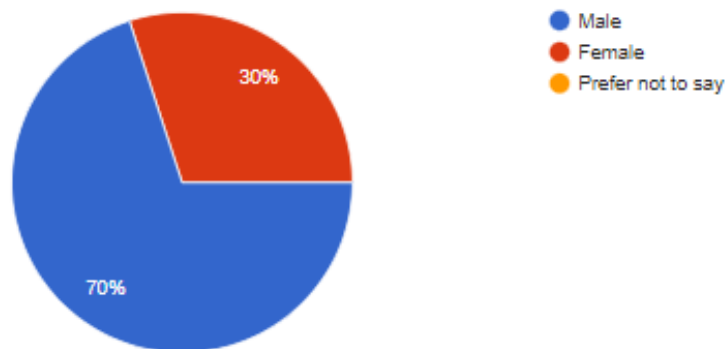


Figure 1.1 denotes the gender that the employees belong to.

Figure 1.2

Educational Qualification -

10 responses

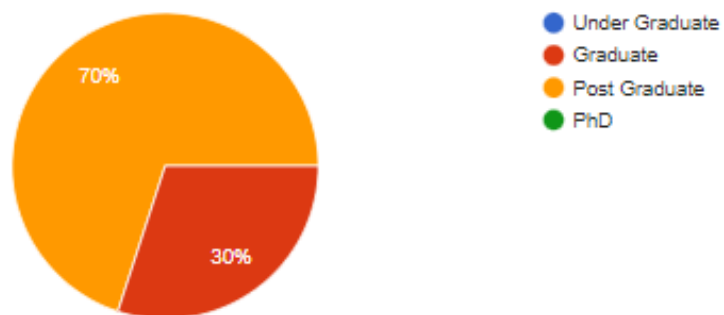


Figure 1.2 denotes the educational qualifications of the respondents.

Figure 1.3 –

Years of service in the organization -

10 responses

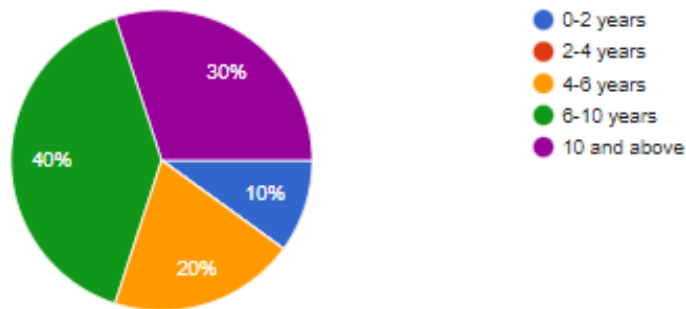
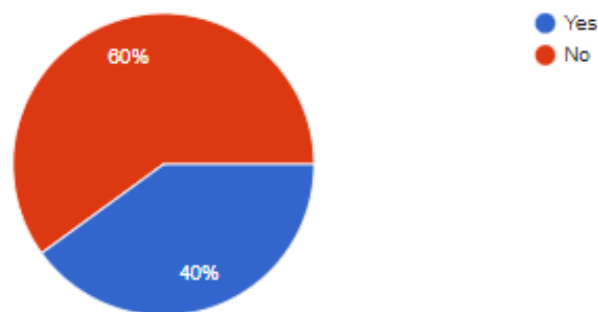


Figure 1.3 denotes the years of service of the employees in Mahaphant Pvt. Ltd.

Figure 2.1

Does your organization currently follow any specific communication policies?

10 responses

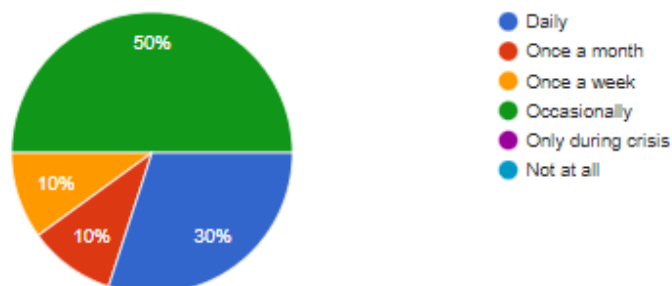


- Out of 10 respondents 60% respondents mentioned that there no existing systems for internal communication between them and the management. 40% felt that there are specific communication policies.

Figure 2.2

What is the frequency of the internal communication in your organization?

10 responses

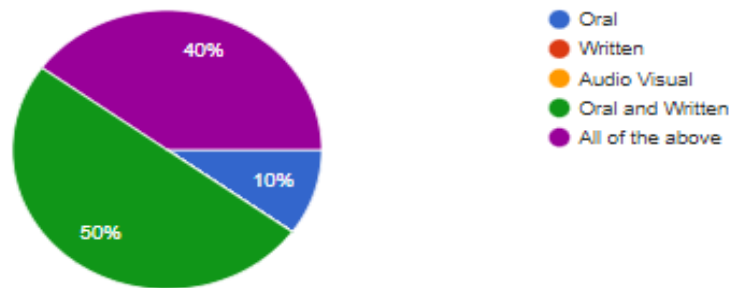


- Through this question the researcher has noted that a whopping 50% of internal communication happens only occasionally within the organisation. 10% felt that it happens once a week and once a month. However, there are 30% of employees who feel that the internal communication does not happen at all.

Figure 2.3

What is the form of communication used?

10 responses

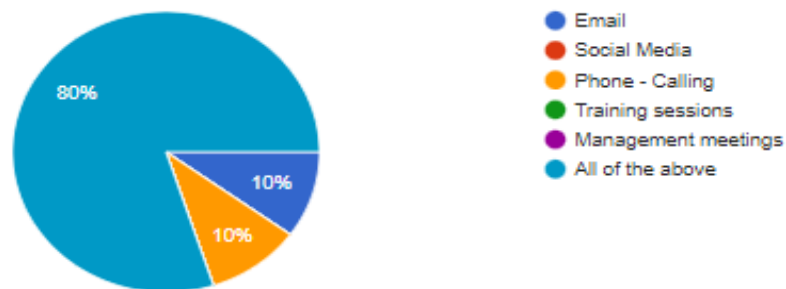


- Out of the total respondents 50% felt that both oral and written forms of communication are used and a good 40% felt that all forms of communication are used. This is a good sign in any organisation as this means that the forms are already established; only internal communication policies have to be set.

Figure 2.4

What is the medium used?

10 responses

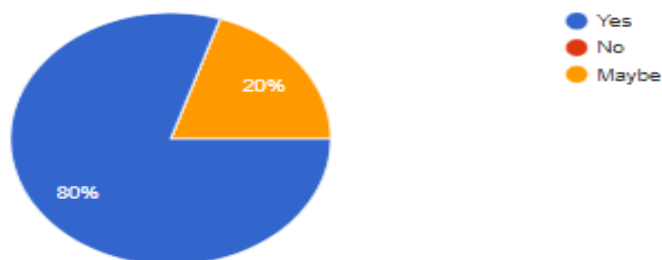


- 80% of the respondents felt that all the mediums were used for their internal communication. 10% felt that only phones were used and 10% felt that only emails were used. Usage of more or all mediums of communication is important for efficient internal communication.

Figure 2.5

Do you think that there is a significant link between internal communication and employee performance?

10 responses

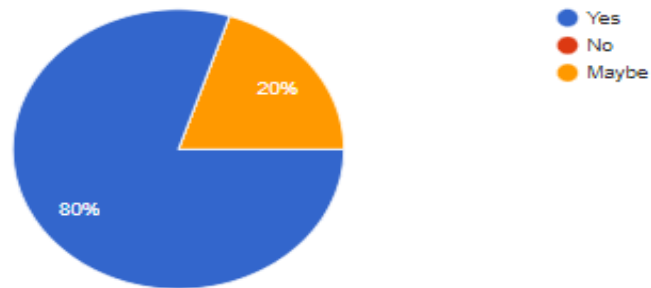


- 80% of the respondents feel that there is a significant link between internal communication and employee performance.

Figure 2.6

Do you think that the internal communication in the organization enhances your performance?

10 responses

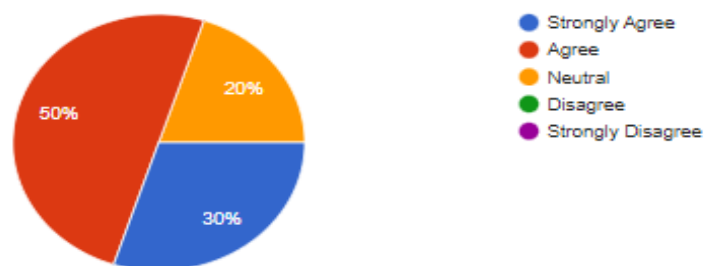


- Once again a whopping 80% of the respondents felt that internal communication enhances the performance of the employees.

Figure 2.7

According to you if the internal communication is low; does it impact the performance of the employee?

10 responses

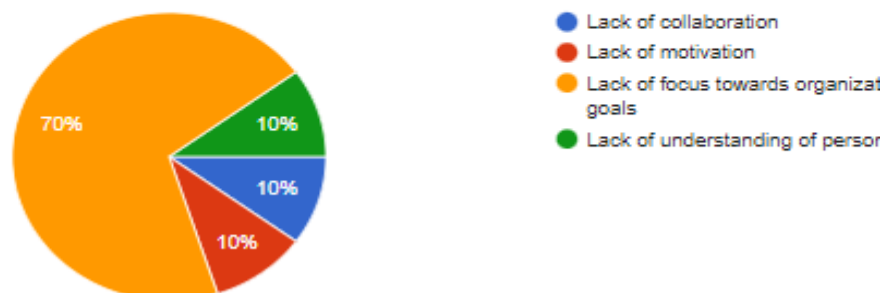


- 50% of the respondents Agreed that when internal communication is low, the performance of the employee is affected. 30% strongly agree with the above point and 20% were neutral.

Figure 2.8

Which one of these do you face due to poor internal communication with the management?

10 responses

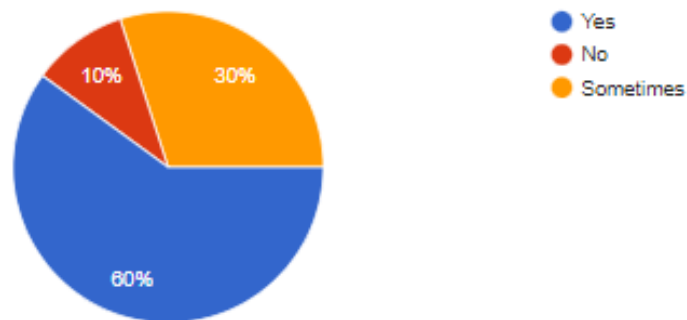


- Since 70% of respondents felt that they lost focus towards organisational goals due to poor internal communication, the researcher understood that this will automatically impact the performance of the employee.

Figure 2.9

Are you involved in the decision making process?

10 responses



- More than half the respondents are involved in the decision making process. 30% of the respondents felt that they are sometimes involved in the decision making process.

Figure 2.10

Do you think that motivation by the management would enhance your performance?

10 responses

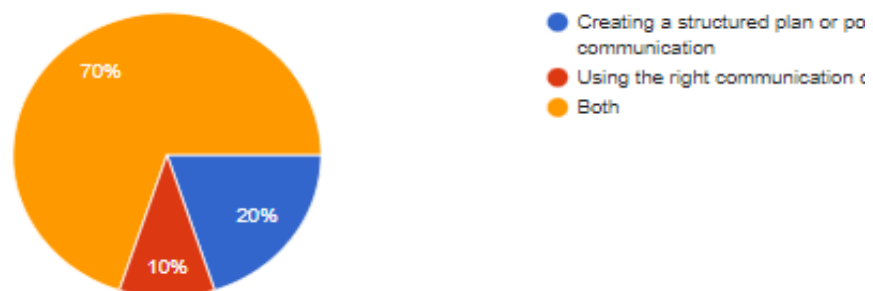


- This pie chart indicates the impact internal communication and motivation would have on employee performance.

Figure 2.11

Which one of these would help improve the internal communication of your organization?

10 responses



Using the right communication channels will improve the internal communication of the organisation.

VIII. FINDINGS AND SUGGESTIONS

Findings

- The researcher was able to establish a link between the performance of employees and the internal communication within the organization. The employees felt that with effective internal communication with the management their daily performance will be much efficient.
- The researcher found that the employees at Mahaphant Pvt Ltd exhibited low morale if the communication was not timely. They also felt that the more transparent the communication the better their targets achieved. They were able to align the importance of their performance with the goals of the organization.
- The employees at Mahaphant Pvt Ltd also noted that whenever the internal communication was poor there were constant confusions between the staff and the vendors / clients. They felt that despite of a good technological set up the need to have staff meetings with the management was there in order to provide better customer support.

Suggestions:

- The leadership of any organization should focus on improving employee productivity and this is difficult to do in an environment where the employee feels that there is lack of communication and transparency.
- The management of organizations should make an extended effort to build better structures for internal communication between them and the employees so that they are both focused towards the one organizational goal.
- The study shows that employees feel more and more motivated when they are consulted during decision making processes and they also feel that the knowledge of organization goals helps them achieve their goals with efficiency and effectiveness.

IX. CONCLUSION

The objective of this study was to find a significant link between internal communication and the performance of the employees in the organization of Mahaphant Pvt. Ltd. This study has identified that an effective internal communication structure, efficient medium and channels of communication will help make the connection between the management of the organization and the employees.

In today's day and age where performance is of the utmost importance, especially when the competition is high, it is imperative that the employees are productive. The results of the study show that there is a significant positive impact of internal communication amongst the managers and the employees.

During the course of the study it was noticed that although a formal internal communication structure may not exist but the fact that the organization is inclined towards improving the channels of communication, boosted the morale of the employee.

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