

VIJANAN

COMMERCE AND MANAGEMENT



Dr. Rohini Kelkar

VIJANAN

COMMERCE AND MANAGEMENT

Edited By:
Dr. Rohini Kelkar

Principal
Vidyalankar School of Information Technology
Mumbai

VIJANAN

COMMERCE AND MANAGEMENT



EMPYREAL PUBLISHING HOUSE

India | UAE | Nigeria | Uzbekistan | Montenegro

Copyright 2019 by Dr. Rohini Kelkar

First Impression: 2019

VIJANAN- COMMERCE AND MANAGEMENT

ISBN : 978-81-941253-0-3

Rs. 650/-

No part of the book may be printed, copied, stored, retrieved, duplicated and reproduced in any form without the written permission of the author/publisher.

DISCLAIMER

Information contained in this Edited book has been published by Empyreal Publishing House and has been obtained by the author(s) from sources believed to be reliable and are correct to the best of his/her knowledge. The author(s) are solely responsible for the contents of the articles compiled in this book. Responsibility of authenticity of the work or the concepts / views presented by the author through this book shall lie with the author. The publisher or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such error to the Editors to avoid discrepancies in future.

Published by:
Empyreal Publishing House
Guwahati, Assam, India

Prologue

Humans are curious beings, constantly seeking knowledge and meaning and formalizing improved fields of enquiry. The more we probe into the vast unknown and the seemingly known, the greater the realization of limitless knowledge dawns with a promise of transformative cognitive capacity to both human comprehension and the rigid principles of stoic disciplines. Learners gain much from an active participation in the world of academic research as they learn to re-question, rethink and revise expedient information passively received from an oft-inflexible curriculum.

V-Search at Vidyalankar School of Information Technology serves as an opportune platform to inculcate autonomy in learning and resilience towards passive information collection. Undergraduates and Postgraduates are encouraged to develop an aptitude for research. The themes of the Inter-Collegiate Conference were both contemporary and of a broad-spectrum to invite maximum participation and additionally provide flexibility of exploring various domains of knowledge. We are fortunate to have received an overwhelming 77 number of papers submitted which reflects the propitious rise of interest in participatory academia. Since the year of its inception, V-Search has only grown, and it is with much anticipation and excitement that we look forward to the conferences to follow.

Acknowledgement

We would like to thank the judges Dr. Seema Petkar, Mrs. Vaishali H. Pardeshi , Mr. Milind H. Karande and Mr. Dayanand Ambeade for investing their valuable time for this VSIT annual Student Research Conference Competition called ‘VSEARCH’ held in March 2019.

We would like to acknowledge the guidance and efforts of the college Management, Principal, Adjunct Faculty Members, the Organising committee, all the faculty members and students of Information Technology, Commerce and Management department.

We are also grateful to the participants who presented their papers from Mumbai as well as from Tamil Nadu for this National Level Research Conference.

Dr. Rohini Kelkar
Principal
Vidyalankar School of Information Technology
Mumbai

Table of Contents

Prologue	IV
Acknowledgement	V
Table of Contents	VI - IX
MIND YOUR SMARTPHONE OR MIND YOUR MANNERS?	1 – 4
Ishwari P. Chavan and Shaikh Muskan Akhtar Rubin	
TO STUDY THE ROLE OF NBFC'S IN INDIA	5 – 6
Isha Mahesh Rane	
A STUDY ON THE LEADERSHIP STYLE OF DONALD J. TRUMP	7 – 9
Natasha Pawar, Animesh Srivastava and Prof. Vijay Vishwakarma	
TO STUDY THE ROLE OF BANCASSURANCE IN INDIA	10 – 12
Ganesh Dyawershetty	
TO STUDY THE CHALLENGES IN CREATING AWARENESS OF ORGAN DONATION	13 – 17
Anand Jaiswar and Deepshikha Sharma	
TO STUDY THE EFFECTS OF GST ON SMALL AND MEDIUM SIZED ENTREPRENEURS (SMEs)	18 – 21
Ayush Shah, Ujjaval Panwala, Jalak Sukhadia and Nikita Raut ma'am	
A STUDY ON CONSUMERS PERCEPTION TOWARDS HDFC LIFE INSURANCE POLICIES IN MUMBAI CITY	22 – 25
Pooja Ramesh Shiravale and Monika thapar	
TO STUDY WHY DO PARTICIPANTS LOSE THEIR MONEY IN THE STOCK MARKET?	26 – 28
Anjali Pandey, Pratishtha Mishra and Santosh Gupta	
A STUDY ON MAGGI'S CONSUMER BEHAVIOUR	29 – 36
Prapti Shetty	
A STUDY ON MUKESH AMBANI'S LEADERSHIP STYLE	37 – 39
Pranav Cheruvathery, Vishal Wala and Prof Vijay Vishwakarma	
NEGATIVE APPROACH TOWARD STOCK MARKET	40 – 42
Saurabh Singh	
ROLE OF COMMUNICATION IN PERSONALITY DEVELOPMENT	43 – 48
Renny Maru and Amita Maity	

E-FILING OF INCOME TAX OF SALARIED PEOPLE	49 – 52
Ridhvik Chettiar and Drishti Siddharth Chakraborty	
RURAL MARKETING AND RETAILING- SPURIOUS BRANDS IN RURAL INDIA	53 – 56
Snehal Parab and Sanskriti Reja	
SUCCESS STORIES OF WOMEN ENTREPRENEURSHIP	57 – 59
Priyanka Tanwar and Susmita Kalambi	
A STUDY ON THE IMPACT OF VIDEO GAMES ON YOUTH	60 – 63
Nishi Chopra, Anam Khan and Prof. Nikita Raut	
PAYMENT BANK AN INITIATIVE BY RBI FOR FINANCIAL INCLUSION	64 – 69
Raj Chaplot and Sagar Gaikwad	
STUDY OF NON-PERFORMING ASSET MANAGEMENT OF PRIVATE SECTOR BANK AND PUBLIC SECTOR BANK	70 – 75
Rahul Sarjuprasad Soni and Prof. Sandip Suresh Khandekar	
A STUDY REGARDING THE PROVISION OF MENSTRUAL LEAVE	76 – 80
Soumya R. Marar and Nisha Dang	
A STUDY ON VIRTUAL BANKING IN INDIA	81 – 83
Milind Kowli and Nikita Raut	
STUDY AND AWARENESS OF ACCOUNT HOLDER UNDER “PRADHAN MANTRI JAN DHAN YOJANA”	84 – 86
Akanksha Vinod Gupta and N. Lakshmi Kavitha	
INDIAN CAPITAL MARKET CLASSIFICATION AND GROWTH OF INDIAN CAPITAL MARKET	87 – 90
Adhit Keny and Kushum Mehra	
ISSUES AND CHALLENGES IN HR MANAGEMENT	91 – 95
Chinmay Bhavke and Fatema Kazi	
DATA DRIVEN MARKETING FOR LUXURY RETAIL, INDIA	96 – 98
Saurabh Sonawane and Abhijit Rane	
SATISFACTION LEVEL OF STUDENTS WITH RESPECT TO BMS AS A COURSE	99 – 103
Disha Hemal Singh and Mangal Singh Rawat	

THE BREXIT	104 – 110
Omkar Patil	
REVAMPING SUPPLY CHAIN MANAGEMENT WITH LATEST AND DATA DRIVEN TRENDS	111 – 113
Varun Chinchalkar and Abhijit Rane	
A STUDY OF THE ISSUES AND CHALLENGES OF SPECIAL CHILDREN	114 – 117
Ananya T. Ganapathi and Dr. Ashwini Joshi	
EMERGING INFORMATION CAREERS AFTER BBI	118 – 120
Kajol Waghmare and Aditi Jaiswal	
A STUDY ON INDIAN FARMERS	121 – 124
Shweta Kannan ¹ , Roseline Jesintha Mary and Monika Thapar	
HUMAN TENDENCY ABOUT COMPETITIVE EXAMS (WITH REFERENCE TO UPSC AND MPSC)	125 – 129
Pooja Santosh Jadhav and Prof. Lakshmikavita	
IMPACT OF MICRO FINANCE ON WOMEN EMPOWERMENT IN SINDHUDRUG	130 – 134
Shantanu Sanjay Nakti and N. Lakshmi Kavitha	
A STUDY ON LARGE SCALE SANITATION INITIATIVES IN INDIA AND INCENTIVE GRAMS	135 – 140
Chinmay Prakash Singad and Priyadarshni Ambedkar	
EFFECT OF ADVERTISEMENTS IN CONSUMER BUYING BEHAVIOUR	141 – 144
Aditya Rohan Singh and Swapna Kadam	
THE INCOME TAX REMOVE PROBLEMS THAN SINGLE ACT OF GOVERNMENT	145 – 148
Amaan Siddiqui, Shahrukh Ahmed and Krisha Jain	
STUDY AND AWARENESS ON HIV/AIDS	149 – 151
Manisha Vishwakarma, Asim Shaikh, Preeti Singh, Aabidah Sheikh and Gunasundari	
A STUDY ON WHY THERE IS RESISTANCE FOR INSURANCE IN THE MARKET	152 – 155
Bhairavi Dabhul and Sourabh Ghogre	
A STUDY OF THE ISSUE & CHALLENGES FACED BY BMS STUDENTS AS REGARDS STRESS & IT'S MANAGEMENT	156 – 160
Fathimalubna Merchant, Shakti Sonawane, Zainab Ansari and Dr. Ashwini Joshi	

TO STUDY THE IMPACT OF PRIVATE SECTOR ON GDP OF INDIA	161 – 163
Harshada Dhumal, Narsingh Verma, Aditya Gupta and Harish Premrao Noula	
A STUDY ON THE IMPACT OF FOREIGN PRODUCTS ON THE INDIAN MARKET	164 – 166
Harish Premrao Noula, Felicia Fernandes, Bhakti Mane and Renita D'souza	
IMPACT OF E-COMMERCE ON INDIAN RETAIL INDUSTRY	167 – 170
Harish Premrao Noula, Saurabh Kokane, Shivangi Patel and Drishti Poojari	
IMPACT OF GST ON SMALL BUSINESS	171 – 173
Purva Nikale, Vidyा Mukkeri and Sindhu Krishan	
THE MAIN FACTOR THAT INFLUENCE THE LOYALTY OF THE EMPLOYEE	174 – 176
Siddhi Rane, Sayma Kazi and Jyoti Prajapati	
TO STUDY THE VIEWS OF THE SOCIETY REGARDING CRYPTOCURRENCY IN INDIA	177 – 181
Hansel DeSa and Amarjeet Singh and Prof. Nikita Raut	
IRANI CAFÉS: FROM HERITAGE TO HISTORY	182 – 185
Ruchi Gole, Kochhar Sahibpreet Singh, Anne Khan and Nisha Dang	
GAMIFICATION: LEARNING THROUGH GAMES (DOTA 2)	186 – 189
Muvic Jain, Gaurav Sawant and Kochhar Sahibpreet S.	
TRANSGENDER INCLUSION IN THE 2019	190 – 192
Saksham Kumar and Kochhar Sahibpreet Singh	
A STUDY ON PULL AND PUSH FACTORS TO SMALL ENTERPRISES	193 – 196
R. Vishwa	
RECENT CHANGES IN INDIAN FINANCIAL SYSTEM FOR BOTH QUALITY AND THE PACE OF ECONOMIC DEVELOPMENT – A STUDY (WITH SPECIAL REFERENCE TO DIGITAL ECONOMY)	197 – 201
G. Nickleshwaran	
STUDY OF IMPACT OF PARTICIPATION OF B.COM STUDENTS IN THE SKILL DEVELOPMENT WORKSHOPS IN BUILDING THEIR CONFIDENCE LEVEL- AN EXPLORATORY STUDY	202 - 209
Rukhsar Khan and Dr. Hema Mehta	

MIND YOUR SMARTPHONE OR MIND YOUR MANNERS?**Ishwari P. Chavan and Shaikh Muskan Akhtar Rubina**

Student, Vikas College of Arts, Science and Commerce, Vidya Vikas Education Society`S Vikas College of Arts, Science and Commerce Kannamwar nagar, Vikhroli (east) Mumbai

ABSTRACT

In the past years, smart phones have developed and technology have been upgrading with the team since then. The use of smart phones is not just limited to personal life but also the professional approach. It is founded in the. Studies and surveys conducted that the smart phone use at workplace can result in low efficiency and as a result, low productivity in the business organization.

It can be used in such a ways that will make work efficient and quicker. It can be made useful from the following ways: promoting autonomy, knowledge sharing, relationships between colleagues and peer as well as superior moreover such useful ways of smart phone can bring employee a job satisfaction increased efficiency at work and increased productivity at place. This ways organization can keep balance between employee. Satisfaction from job and their productivity at the workplace.

Keywords: smart phones, workplace, productivity, job satisfaction, work efficiency.

**INTRODUCTION**

It was on January 9, 2007, that apple published a press release on its website titled, Apple Reinvents the phone with I-Phone. What might have struck some as a sensational headline ended up being a considerable understatement. A more appropriate title would have been: Apple changes the world with I-Phone.

On June 29, 2007, the first I-Phone was released. It's only been a decade, but today it's hard to imagine the world that existed before smart phones. Every facet of life has changed, including the American workplace.

CEO Steve jobs called the product "revolutionary and magical" Critics were amazed by how intuitive such a new piece of technology could be. Competitors quickly scrambled to create their own "smart phones."

Here we are, a decade later, and smart phones are no longer regarded as revolutionary gadgets. Instead, they're viewed as necessary tools.

But when you sit down and think about it, has the smart phone utterly transformed the modern workplace for the better? There's a valid argument on both sides.

OBJECTIVE OF THE STUDY

This study constructs from an analysis, and integration of the existing research, which provides necessary information to develop a new model in this research. The existing research shows that although allowing employees to use Smartphones in the workplaces could have negative impacts like lowering productivity, disconnecting people from their real lives, bringing stress to their lives, and creating bad manners in a company, Smartphones also have the potential to promote employees engagement and they can be used as a social connection tool. For instance, Smartphones can promote autonomy, relationships with peers as well as superiors, and knowledge sharing, which can lead to job satisfaction and contribute to work efficiency.

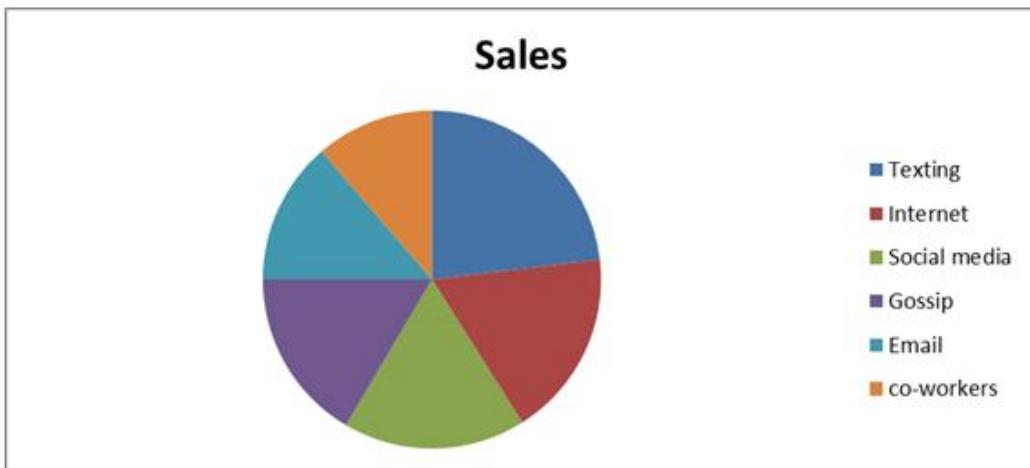
METHODOLOGY

This research is based on secondary data collected from various websites and magazines.

LITERATURE REVIEW

Employers are worried about the effect smart phones and other productivity killers have on the workplace. Over half of employers (53 percent) think their company loses between one and two hours of productivity a day because employees are distracted. According to employers, the biggest productivity killers are:

- Cell phone/ texting: 49%
- The internet: 38%
- Social media: 37%
- Gossip: 35%
- Email: 29%
- Co-workers dropping by: 24%



In the post on the central banks blog, Dan Nixon, who works in the banks content and strategy department, highlight some of the evidence that suggest our attachment to the gadgets is part of a “crisis of attention” that could be making it harder to work efficiently, possible to the extent that it is holding back the economy at large.

THE NEGATIVE IMPACT OF SMARTPHONES

Increase Distraction

In contrast to the research from Samsung and Frost and Sullivan, available data also suggests that smart phones can also be productivity sappers. According to a 2016 career builder survey of more than 2,000 hiring managers and 3,000 full-time employees, 19% of employers believe employees are productive for less than five hours per day. When asked what was to blame for this, 55% cite texting and smart phones usage as the primary culprit. “interestingly, the survey reported that only 10% of respondents with smart phones said it’s decreasing their productivity while at the office, but 66% aid they use their smart phones several times a day while working,” explains Madeline Farber of fortune. “82% of employees said they keep their smart phone within eye contact”

Higher vulnerability to outside security threats

Perhaps the biggest disadvantage to allowing personal smart phones and mobile devices in the workplace is that they increase company vulnerability to outside security threats. Each individual device represents a new portal through which a hacker could gain access to essential company files, servers, and programs. In a age when cyber security is one of the chief concerns of IT department, smart phones are often regarded as irresponsible. Most individuals don't take the initiative to secure their devices properly and/or don't want their employer having access to their personal property to install security measures. Result is higher risk and more potential for disaster. The more time passes under such condition, the greater the threat becomes.

The ultimate answer to the question of whether smart phones have had a positive or negative impact on the American workplace must be: "it depends" Under the right corporate leadership, smart phones are tools for good. Given the wrong guidance, they can be potentially harmful. Although these signs may show the Negative impact of smart phone usage in a workplace, the number of smart phone users are increasing (smith, 2012,), so corporate leaders cannot get rid of the smart phones, which is here to Stay; they should find some ways to manage and utilizing smart phones to make positive impacts on work place. Once Winston Churchill said that "A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty". This quote is useful for the discussion of smart phones usage because the quote suggest to readers to look at the positive sides Of smart phones that can potentially benefit companies' or managers should not make a policy to prohibit their employees from using a Smart phone. It is almost impossible to ban smart phones from workplace, so leaders in companies have to think about how they can manage this issues in order to bring their companies up to the environment that they want.

POTENTIAL OF THE SMARTPHONE AT THE WORKPLACE

In 2012, almost every company is using technology, which they believe can help increase productivity. "many of the newest internal communication tools used today (e.g., micro-blogging platforms, internal social networks, wikis, and internal instant-message services) are similar to their external counterparts, except that they are private and secure tools to reach employees in a way that best suits their lifestyle and interests. These internal tools offer a way to reach employees instantly without the hassle, character/word-filled, and time –consuming channels like e-mail" (Miller-Merrell, 2012, P.2). the most useful and compatible technology that can work best with these internal tools seems to be the smart phone because people always carry It with them all the time (Google mobile Ads,2011). The smart phone has three main potential that can benefit companies.

Autonomy smart phone promotes autonomy in a workplace, which makes employees feel better. As technology engaging to human lifestyle, people tend to have their own laptops or smart phones, which often are better than the devices that a company might provide companies have started using a bring your own device (BYOD) policy, which can reduce costs and increase productivity.

Instant of buying new devices, employees can bring their own devices to work and a company can also give them an extra incentive (miller-Merrell, 2012). For instance, Ford Motor co. uses a BYOD policy with employees. The company allows employees to have their own favorite smart phone for usage in the company. At Ford Motor Co. this program is called individual- liable device program (ILD), which had been utilized in 20 countries since 2009 (Torode,2011). Managers at Ford Motor Co. found that lot of employees owned smart phones, and that they would love to have their Smart phones available at work (Torode,2011). Randy Nunez, senior network engineer, Ford's Mobile Computing Enterprise Technology Research division, gave one good reason why people like to have their own devices.

Nunez reported that "people want to be able to use it in the way they want to use it. They have certain preferences around either virtual keyboard versus a hard keyboard, for example" (Torode, 2011, para.39).Managers at Ford Motor Co. made a smart move by utilizing a BYOD policy. They recognized a trend of knowledge and their employee behaviors, and so they designed a program that would benefit their employees and consequently the company. In this case, Ford Motor Co. shoes that autonomy is important in terms of satisfying employees in order to increases employee engagement and productivity.

If companies are worried that the BYOD policy will result in negative consequences, they can promote employee`s autonomy by giving them companies smart phones.

Employee autonomy is important in order to boost the company`s productivity and employees moral. When employees know that their company supports their Smart phones and wants them to use for working.

Purpose, they will have satisfaction and tend to do their best for their company.

CONCLUSION

My analysis of this research leads me to conclude that smart phones have much potential for business in terms of promoting autonomy, relationship, and knowledge- sharing, which lead to improved job satisfaction and work engagement. Therefore, it can boost up work efficiency. Every business leader should considering

integrating smart phone usage into the work flow. This paper leads to call for a future study, which focuses more on the idea of three factors that can increase level of job satisfaction by matching two factors together in order to form a new factor. The combination of these factors are:

- ✓ *Autonomy and relationship* =*Self- satisfaction*
- ✓ *Autonomy and knowledge -sharing* =*Self – development*
- ✓ *Relationship and knowledge- sharing* =*Teamwork.*

Clearly, smart phone have a place in the modern workplace. But we have to decide how we're going to handle them so they become tools for productivity and efficiency, not 3x5-inch vessels of distraction and openings for invention.

A strong and clear strategy will serve your company best in the long run.

REFERENCES

- 1) <https://www.careerbuilder.com/advice/are-smartphones-killing-productivity-in-the-workplace>
- 2) <https://qz.com/1145544/are-smartphones-making-us-less-productive/amp/>
- 3) www.researchgate.net
- 4) <https://www.forbes.com/sites/larryalton/2017/06/22/one-decade-later-are-smartphones-all-good-for-the-workplace/amp/>
- 5) Zielinski, D. (2012, February). Bring your own device. HR Magazine, 71-74.
- 6) <https://www.insightsforprofessionals.com/blog/smartphones-in-the-workplace>
- 7) <http://amp.timeinc.net/fortune/2017/07/25/cell-phone-lost-productivity>
- 8) <https://www.corporatewellnessmagazine.com/article/workplace-productivity-in-an-era-of-smartphones>
- 9) The Economist. (2012, Mar 10). Slaves to the smartphone. The Economist, 402, 80-n/a.

TO STUDY THE ROLE OF NBFC'S IN INDIA

Isha Mahesh Rane

Finance

INTRODUCTION

A Non-Banking Financial Company (NBFC) is a company registered under the Companies Act, 1956 and is engaged in the business of loans and advances, acquisition/shares/stock/bonds /debentures/securities issued by Government or local authority or other securities of like marketable nature, leasing, hire-purchase, insurance business, chit business but does not include any institution whose principal business is that of agriculture activity, industrial activity, sale/purchase/construction of immovable property. A non-banking institution which is a company and which has its principal business of receiving deposits under any scheme or arrangement or any other manner, or lending in any manner is also a non-banking financial company (Residuary non-banking company).

REGULATIONS OF NBFC'S

In terms of Section 45-IA of the RBI Act, 1934, it is mandatory that every NBFC should be registered with RBI to commence or carry on any business of non-banking financial institution as defined in clause (a) of Section 45 I of the RBI Act, 1934. However, to obviate dual regulation, certain categories of NBFCs which are regulated by other regulators are exempted from the requirement of registration with RBI viz. Venture Capital Fund/Merchant Banking companies/Stock broking companies registered with SEBI, Insurance Company holding a valid Certificate of Registration issued by IRDA, Nidhi companies as notified under Section 620A of the Companies Act, 1956, Chit companies as defined in clause (b) of Section 2 of the Chit Funds Act, 1982 or Housing Finance Companies regulated by National Housing Bank.

ROLE OF NBFC

According to EPW Research Foundation (EPWRF) The Indian economy is going through a period of rapid 'financial liberalisation'. Today, the 'intermediation' is being conducted by a wide range of financial institution through a plethora of customer friendly financial products. The segment consisting of Non-Banking Financial Companies (NBFCs), such as equipment leasing/hire purchase finance, loan and investment companies, etc. have made great strides in recent years and are meeting the diverse financial needs of the economy. In this process, they have influenced the direction of savings and investment. The resultant capital formation is important for our economic growth and development. Thus, from both the macroeconomic perspective and the structure of the Indian financial system, the role of NBFCs has become increasingly important. NBFCs are doing functions alike to that of banks; however there are a few differences:

- (i) an NBFC cannot accept demand deposits
- (ii) an NBFC is not a part of the payment and settlement system and as such an NBFC cannot issue cheques drawn on itself.
- (iii) deposit Insurance facility of Deposit Insurance and Credit Guarantee Corporation is not available for NBFC depositors unlike in case of banks.

TYPES OF NBFC'S

Originally, NBFCs registered with RBI were classified as:

- (i) equipment leasing company
- (ii) hire-purchase company
- (iii) loan company
- (iv) investment company.

However, with effect from December 6, 2006 the above NBFCs registered with RBI have reclassified as

- (i) Asset Finance Company (AFC)

(ii) Investment Company (IC)

(iii) Loan Company (LC)

REVIEW OF LITERATURE

Sarkar and Agrawal (1997) in their work "Banking :The Challenges of Deregulation' refer to the financial sector reform in India and the role of non-bank financial intermediaries in the mobilization of funds. The authors refer to the creation of a competitive environment both for the banks and the NBFCs as well.

Pandey (1999) in his work "Venture Capital" examines the developmental role and the factors contributing to the venture capital in India. The work presents a detailed case analysis of the Venture Capital experience in India by examining

Khan (1999) in his work "Financial Services" examines the various financial services provided by Non-Banking Financial Companies in the Indian market. The efficiency of any financial system to an extent also depends upon the quality and range of financial services provided by the Non-Banking Financial Companies. Although some of these services in India are at a nascent stage, they represent development of considerable significance for the financial system.

FINDINGS

Top-rated NBFCs have not only been successful in managing their market share but also in protecting their profitability. A combination of the factors cited earlier had helped these NBFCs earn better returns on their deployment. In fact, almost all the top-rated NBFCs enjoy a return on total assets that is higher than HDFC Bank's, one of the better-run banks. The higher return on assets was despite their operating cost ratio being similar to that of HDFC Bank. For example, operating expenses as a proportion of net margin worked out to 68 percent for HDFC Bank. On an average, this was not significantly higher than the ratio for most top-rated NBFCs. If return on assets were still superior, then it was because of the higher return on their funds.

BIBLIOGRAPHY

1. Bhoumik, A., & Khan, A. (2008). Non-Bank Financial Institutions in India: Performance Trends and Outlook.Fitch Friday Presentation.
2. Deepak, M. (2013, May 18). Speeches: Reserve Bank of India. Retrieved August 14, 2014, from Reserve Bank of India Web site: http://www.rbi.org.in/scripts/BS_SpeechesView.aspx?Id=810
3. International Monetary Fund. (2013). India: Financial System Stability Assessment Update. Washington: International Monetary Fund.
4. International Monetary Fund. (2013). India: Financial System Stability Assessment Update . Washington, D.C: International Monetary Fund.
5. Nidhi Bothra, & Kamil Sayeed. Legal Updates . Vinod Kothari & Company .
6. Reserve Bank of India. (2007). Credit Market. Mumbai: Reserve Bank of India.
7. The Reserve Bank of India. (2014, June 17). Speeches: The Reserve Bank of India

A STUDY ON THE LEADERSHIP STYLE OF DONALD J. TRUMP

Natasha Pawar¹, Animesh Srivastava² and Prof. Vijay Vishwakarma³

Student^{1,2}, Degree of Bachelors of Mass Media, Department of Mass Media and Communication Skills, Bunts

Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai

Research guide³, Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, Powai

ABSTRACT

Trump is also known to have a short-temper and a habit of making decisions impulsively which in the long run may or may not prove to be fruitful. Trump's 'think big' policy doesn't always work when it comes to his business deals since he has been responsible for numerous failed business ventures and bankruptcy charges. Trump has easily been able to push his past mistakes aside and bring in the new due to his great negotiating skills and particularly his brand name with which he gains so much of fame and reputation. This research is based on Trump's self written books.

INTRODUCTION

Before becoming the 45th President of the United States, Donald J. Trump, was a businessman known for the reality show "The Apprentice" and his famous catchphrase "You're Fired!", Trump has built a real-estate empire and filed for bankruptcy more than once. The continuous rise and fall of this businessman-turned socialite-turned president, while having multiple best-selling business books is something to look at. Concentrating on his business career, this research goes into deep about the man and his business ideologies which make him the man the media portrays.

OBJECTIVE

To study the leadership style of Donald J. Trump.

REVIEW OF LITERATURE

"**Trump: the Art of the Deal**" (1987, Trump, Schwartz) showcases Trump as someone who thinks big, trusts no one, has a pessimistic approach to business, delivering the goods and getting the word out. "Art of the Deal" concentrates on how Trump has this goal-oriented attitude in his deals. The man means business as he wants his deals to be successful and wants the exact outcome he initially desired.

"**Trump: How to Get Rich**" (2004, Trump, McIver) focuses more on building one's own self as well as changing the immediate environment around you. It concentrates on Trump's 'think big, live large' attitude as well as employee management skills such as 'managing the person not the job' and that new hires are a gamble. The book talks about having good concentration towards your goals as well as to not hold a grudge in the business world. The book also gives actual career advice such as 'going with your gut', when to ask for a raise, taking control of the job interview, paying attention to details, to connect to the masses, having an ego and playing golf.

Trump's other books "**Trump: Think like a Billionaire: Everything You Need to Know about Success, Real Estate, and Life**" (2004, Trump) and "**Think like a Champion: an Informal Education in Business and Life**" (2009, Trump) talk about his daily habits such as, not depending on technology, sleeping for 4 hours a day and to underestimate the outcome of a deal. They also talk about how to think short, fast and direct.

Trump's most direct book "**Trump 101: The way to success**" (2006, Trump) gives direct pointers and directions on 'how to succeed'. Tips include, setting high standards and meeting them, find the work you love doing, being tough and not nasty, turning problems and disasters into gold, having good concentration and momentum, toughing it out and being perfectionist.

RESEARCH METHODOLOGY

This research is conducted using secondary data from Trump's autobiographical books, online resources such as news articles.

DATA ANALYSIS & INTERPRETATION

Donald Trump has had immense financial backing as his business was partially inherited from his father. He has been a well known name in the real estate sector and has tons of people trying to please him due to his financial status and his show of power. Real estate as a career solely depends on location and the Trump organization has been extremely careful in where they invest but have not paid much attention to how or how much they invest in their business ventures. Trump's aggressive attitude when it comes to deal making will only take him so far as to show that he asserts dominance over his clients and agents. He shows immense confidence when it comes to facing his opponents and making deals with which shows off to his counterparts as a strong man with reputation and money.

Trump's brand name has a mixed response as it is one of the most well known businesses in real estate in the US. But at the same time, Trump and his father have faced backlash over not selling their apartments to people of color. Such racism charges have in time, deteriorated the Trump brand name. Trump's celebrity image due to his stunt on the reality TV show "The Apprentice" also doesn't help his business to be taken seriously. Charges of racism, sexual assault, and overall being known as a womanizer, has tarnished Trump's image over time.

Trump is also known to have a short-temper and a habit of making decisions impulsively which in the long run may or may not prove to be fruitful. Trump's 'think big' policy doesn't always work when it comes to his business deals since he has been responsible for numerous failed business ventures and bankruptcy charges. Trump has easily been able to push his past mistakes aside and bring in the new due to his great negotiating skills and particularly his brand name with which he gains so much of fame and reputation.

Although Trump's business - which is handled by his eldest children due to his presidency - continues to expand globally, it suffers due to the negative connotation his name has developed by mainstream media. Trump who is well known to be a negotiator and has negotiated aggressively throughout his business career. Such aggressiveness is only developed if one is financial power which Trump has had from the beginning of his career. The Trump organization can develop and expand to more countries, but aspects such as their quality of rooms hinder such prospects. Trump's break from his business to run the US may not prove to be fruitful for his business. On one hand Trump is spreading his name to the corners of the world who had no idea about his business but then again his governing policies aren't popular with the public which then spreads a bad image of the Trump Organization.

His tactics aren't feasible in real life as some activities cannot be done by the common man. This goes to show that Trump's books and tactics are reserved for the upper class. But then again, his tactics are what made him what he is today, therefore the tactics and tips he shares may just be the hard way to live a life like Donald Trump. Trump speaks of everything and everyone else beneath him in an extremely derogatory manner which goes to show that he maybe a powerful man, but has little to no respect for the people working below him.

His way of business solely revolves around bringing himself up and making him more powerful with every move. Although this may not be such a bad tactic since business can get ruthless at times and survival can get difficult. If Trump's tactics and tips are looked at from a 'surviving' angle, his tactics make more sense. Trump's 'say-it-like-it-is' attitude makes him a very frank person who doesn't beat around the bush when it comes to telling his clients and business partners what he wants and what he needs.

Trump is also skilled in the art of handling a person, and not the job. Handling a person is a foolproof manner which shows how Trump tries to understand the person he's working with and when needed he would know who his true friends and enemies are. In the end that is not as ruthless as it sounds, and it helps in filtering out the people a business person would want around themselves.

LIMITATIONS OF THE STUDY

The study is only based on Trump's life accounts, tips and tricks from his autobiographical and self-learning books. The study may not be accurate to the day due to the fact that Trump is currently not running his organization. The study is only based on secondary data and no first hand data from Trump or Trump's employees have been taken into consideration which would have given us valuable insight on Trump's true leadership style.

CONCLUSION

Trump's break from his business will eventually prove to hurt the organization as his presence is crucial when it came to having a strong and powerful name in the business. Trump's tactics of aggressive negotiating will only make him look like a bully to his fellow market share holders. Trump's personal views and especially the political ideologies are going to hurt the company as they are already losing buyers and/or prospective ones. Trump's allegations of racism, sexual assault will also come to play as the company's name has been linked to the man. The tips given in 'How to be successful' aren't exactly doable by another person, for e.g. play golf. Trump has mentioned in his book "Trump: Think like a Billionaire: Everything You Need to Know about Success, Real Estate, and Life" that one should not take vacations, however Trump has been notorious in taking long vacations at his estate in Mar-a-lago multiple times a year.

Trump's age will play a huge factor on how he is able to pull back the Trump organization after his presidency is over. Due to his role now as the President, his extreme right-wing views, sexual assault allegations, racist, sexist, homophobic remarks, etc are going to hurt his business in the long run, if they aren't hurting already. Some might suggest that he got into the presidency solely to gain some more power to save his already failing business.

Trump is an extremely straightforward man and does not like to be dealt with lightly. He keeps only a handful of people close and filters out those who aren't needed or could potentially harm him.

In closing, Trump is a ruthless businessman who means serious business when he works and a true negotiator who knows how to get his way.

SUGGESTION

- Trump as an individual needs to do some extremely serious PR to improve his image
- Trump and his organization overall need to make better financial decisions in the future
- The Trump organization has already lost a ton of customers, mostly people of color and Trump needs to again, realign his image to the public to gain or get back former buyers

REFERENCE

- Trump, Donald, and Schwartz, Tony. *Trump: the Art of the Deal*. Random House, 1987
- Trump, Donald, and McIver, Meredith. *Trump: How to Get Rich*. Random House, 2004
- Trump, Donald, and McIver, Meredith. *Trump: Think like a Billionaire: Everything You Need to Know about Success, Real Estate, and Life*. Ballantine Books, 2004
- Trump, Donald, and Meredith McIver. *Think like a Champion: an Informal Education in Business and Life*. Simon & Schuster, 2009
- Trump, Donald J., and Meredith McIver. *Trump 101: the Way to Success*. Wiley & Sons, 2007
- <http://www.wikiwealth.com/swot-analysis:trump-organization-llc>
- https://www.washingtonpost.com/news/wonk/wp/2016/02/29/the-myth-and-the-reality-of-donald-trumps-business-empire/?noredirect=on&utm_term=.c0daeb696f71
- <https://edition-m.cnn.com/2018/10/10/politics/melania-trump-metoo-evidence/index.html?r=https%3A%2F%2Fwww.google.co.in%2F>

TO STUDY THE ROLE OF BANCASSURANCE IN INDIA

Ganesh Dyawershetty

Finance

INTRODUCTION

A bancassurance is a company registered under the Companies Act, 1956 and is engaged in the business of loans and advances, acquisition/shares/stock/bonds /debentures/securities issued by Government or local authority or other securities of like marketable nature, leasing, hire-purchase, insurance business, chit business but does not include any institution whose principal business is that of agriculture activity, industrial activity, sale/purchase/construction of immovable property. A non-banking institution which is a company and which has its principal business of receiving deposits under any scheme or arrangement or any other manner, or lending in any manner is also a non-banking financial company (Residuary non-banking company).

Bancassurance arrangement benefits both the firms. On the one hand, the bank earns fee amount (non interest income) from the insurance company apart from the interest income whereas on the other hand, the insurance firm increases its market reach and customers. This helping insurance firm reach its target customer in order to increase its market share.

ROLE OF BANCASSURANCE

According to EPW Research Foundation (EPWRF) The Indian economy is going through a period of rapid 'financial liberalisation'. Today, the 'intermediation' is being conducted by a wide range of financial institution through a plethora of customer friendly financial products. The segment consisting of bancassurance, such as equipment leasing/hire purchase finance, loan and investment companies, etc. have made great strides in recent years and are meeting the diverse financial needs of the economy. In this process, they have influenced the direction of savings and investment. The resultant capital formation is important for our economic growth and development. Thus, from both the macroeconomic perspective and the structure of the Indian financial system, the role of NBFCs has become increasingly important.

It originated in India in the year 2000 when the Government issued notification under Banking Regulation Act which allowed Indian Banks to do insurance distribution. It started picking up after Insurance Regulatory and Development Authority (IRDA) passed a notification in October 2002 on 'Corporate Agency' regulations. Banc assurance accounts for a share of almost 35-40% of the premium income amongst the private players in India. It is a phenomenon where insurance products are offered through the distribution channels of the banking services along with a complete range of banking and investment insurance companies and banks. Some of the examples of Bancassurance are given below: Birla Sun Life Insurance Bank of Rajasthan, Andhra Bank, Bank of Muscat, Development Credit Bank, Deutsche Bank and Catholic Syrian Bank Aviva Life Insurance Canara Bank, Lakshmi Vilas Bank, American Express Bank and ABN AMRO Bank

HDFC Standard Life Insurance Union Bank Of India ICICI Prudential ICICI Bank, Bank of India, Citibank, Allahabad Bank, Federal Bank, South Indian Bank, and Punjab and Maharashtra Cooperative bank LIC Corporation Bank, Overseas Bank of India, Vijaya Bank, Bank of Commerce. SBI Life SBI, BNP Paribas Tata AIG HSBC, United Bank of India. Bajaj Allianz Syndicate Bank, Centurion Bank and Standard Chartered bank. Banc assurance is a type of agreement or partnership between bank and insurance company where banks get a fixed percentage or proportion of profit incentives depending on the volume of business. Most of the insurance company found banc assurance as a low cost attractive distribution channel as comparison to other channels.

REVIEW OF LITERATURE

Sarkar and Agrawal (1997) in their work "Banking :The Challenges of Deregulation' refer to the financial sector reform in India and the role of non-bank financial intermediaries in the mobilization of funds. The authors refer to the creation of a competitive environment both for the banks and the NBFCs as well.

Pandey (1999) in his work "Venture Capital" examines the developmental role and the factors contributing to the venture capital in India. The work presents a detailed case analysis of the Venture Capital experience in India by examining

Khan (1999) in his work "Financial Services" examines the various financial services provided by Non-Banking Financial Companies in the Indian market. The efficiency of any financial system to an extent also depends upon the quality and range of financial services provided by the Non-Banking Financial Companies. Although some of these services in India are at a nascent stage, they represent development of considerable significance for the financial system.

Brahman R. (2004)⁴¹ et al. in their article "Bancassurance in IndiaIssues and Challenges" opined bancassurance as an established and growing channel for insurance distribution though its penetration varies across different markets. The study found that social and cultural factors, together with regulatory considerations and product complexity determine the success of bancassurance in a particular market.

Sanjay Gupta (2004)⁴³ found that bank burden will come closer to zero level in all bank groups due to growth in fee income by sale of insurance products to customers. Thus growth in fee income will be exponential in times to come.

Rachana Parihar (2004)⁴⁴ argued that there is a huge pool of skilled professionals whether it is a bank or insurance company, who may be easily relocated for any bancassurance venture. By leveraging their strengths and finding ways to overcome their weakness, banks could change the face of insurance distribution.

Rakesh Agarwal (2004)⁴⁶ argued that the bancassurer should move cautiously and first fully establish sound IT systems for servicing of policy holders and see that existing customers are served properly, otherwise the whole concept of bancassurance would fail.

Rama Devi (2006)⁴⁸ found that factors critical to the success of bancassurance include senior management commitment to bancassurance as a core strategy; a well trained generalist sales force tightly integrated with the branches; simplified products which appeals to customers and a proper incentive structure for both branch managers and sales people.

Meena Sharma (2007)⁵¹ opined that the untapped potential in the insurance sector has certain implications for the banking industry. The overlaps between banking and insurance businesses imply that on one hand, the two can be competitors and hence, substitutes for each other and on the other hand, they can also complement each other. On account of their geographical reach and access to customers, banks could be used as channels for distributing insurance products.

FINDINGS

Top-rated NBFCs have not only been successful in managing their market share but also in protecting their profitability. A combination of the factors cited earlier had helped these bancassurance earn better returns on their deployment. In fact, almost all the top-rated bancassurance enjoy a return on total assets that is higher than HDFC Bank's, one of the better-run banks. The higher return on assets was despite their operating cost ratio being similar to that of HDFC Bank. For example, operating expenses as a proportion of net margin worked out to 68 percent for HDFC Bank. On an average, this was not significantly higher than the ratio for most top-rated NBFCs. If return on assets were still superior, then it was because of the higher return on their funds.

BIPLIOGRAPHY

1. Bhoumik, A., & Khan, A. (2008). Non-Bank Financial Institutions in India: Performance Trends and Outlook.Fitch Friday Presentation.
2. Deepak, M. (2013, May 18). Speeches: Reserve Bank of India. Retrieved August 14, 2014, from Reserve Bank of India Web site: http://www.rbi.org.in/scripts/BS_SpeechesView.aspx?Id=810
3. International Monetary Fund. (2013). India: Financial System Stability Assessment Update. Washington: International Monetary Fund.

4. International Monetary Fund. (2013). India: Financial System Stability Assessment Update . Washington, D.C: International Monetary Fund.
5. Nidhi Bothra, & Kamil Sayeed. Legal Updates . Vinod Kothari & Company .
6. Reserve Bank of India. (2007). Credit Market. Mumbai: Reserve Bank of India.
7. The Reserve Bank of India. (2014, June 17). Speeches: The Reserve Bank of India.

TO STUDY THE CHALLENGES IN CREATING AWARENESS OF ORGAN DONATION**Anand Jaiswar and Deepshikha Sharma**

Student, Vidyalankar School of Information and Technology, Vidyalankar education campus,
Vidyalankar education campus, Mumbai

ABSTRACT

Background: The knowledge and attitude of people regarding organ donation is quite essential for the success of organ donation in our country. Objective: This study aimed to assess the knowledge and attitude of our society regarding organ donation. To identify the factors, their awareness, encouragement, different reasons. Methodology: Data of this cross-sectional study were collected by self-administered questionnaire from 150 respondents. The questionnaire had three sections to gather information of sociodemographic details of the respondent, knowledge on organ donation, and the attitude toward organ donation. Result: The findings showed that a majority of the respondents had adequate knowledge regarding organ donation, but it is not translated into their willingness for donation. Conclusion: The demand of organ always higher than its supply due to various issues. In the current study, even though less respondents showed strong willingness to donate after death, the majority told about thinking it in the future and were in the undecided category. By giving right knowledge and orientation to them (respondents), they can be pooled into the category of future organ donors.

Keywords: Knowledge, Attitude, Challenges, Awareness, Organ Donation, Encouragement .

1. INTRODUCTION

Well said and proved that Organ donation is a miracle for the society and one donor can save multiple life. Organs like kidneys, heart, eyes, liver, small intestine, bone tissues, skin tissues and veins are donated for the purpose of transplantation. With this noble act, a donor gives a new life to the recipient. The need for organ has gone up substantially all over the world. India too suffers from acute organ shortage with little to no solution for this issue. It is estimated that every year 1.5 lakh people suffer from renal failure out of which only 3000 people get donors. Similarly, every year around 2 lakh people die of liver failure or cancer and rarely get any help in the form of organ donors. It is the same for heart patients, for every 50,000 heart attack patients there are only 15 hearts available for transplant. Therefore, we need widespread campaigns to spread awareness about organ donation in India and to bridge the gap between supply and demand. The numbers that are mentioned here are estimates and real numbers could be far more than this, it is scary because this means very few people get relief and get a second chance in life.

Organ donation is appreciated all over the world. To encourage organ donation, the government of different countries are setting up different norms and systems. Nevertheless, the demand for organs is still quite high as compared to their supply. Effective steps must be taken to meet this ever-increasing demand. Organ donation happens when an organ of a person's body is removed with his own consent while he is alive or with the consent of his family members after his death for the need of research or transplant.

1.1 Legalise by law

Organ donations are legal as per the Indian law. The Transplantation of Human Organ Act (THOA), 1994 enacted by the government of India permits organ donation and legalizes the concept of birth death.

1.2 Organ Donation Process**• Living Donors**

Living donors require to do some medical tests before donating an organ. This also includes their psychological evaluation of the donor to ensure whether he is ready to face the problems after donating that organ. Therefore, he/she will not make any regrets afterwards.

• Deceased Donors

In the case of deceased donors, at very first its verified that the donor is dead. The verification of death is usually done so many times by a neurologist. Then it is decided if any of his/ her organs can be donated.

After death, the body is kept on a mechanical ventilator to ensure the organs remain in good condition. Most of the organs which are outside the body they work only for a couple of hours and thus it must be a check that they reach the recipient immediately after removal.

The organ donation process varies from country to country. This process has broadly been classified into two categories – Take-in and Take-out. Under the Take-in system, one is proactively required to register for a donation of his/ her organs while in the Take-out system, every individual can become a donor after their death unless he/she Opt-out for it.

Organ Donation Consent Process

There are two types of consents when it comes to organ donation. These are the explicit consent and presumed consent.

- Explicit Consent: Under this, the donor needs to be defined a direct consent through registration and carrying out other required formalities based on the country.
- Presumed Consent: This does not include direct consent from the donor. As the name suggests, it is assumed that the donation would have been allowed by the potential donor in case consent was given.

Among the possible donors, approximately 25% of the families deny donation of their loved one's organs.

Organ Donation Process – Take-In and Take-Out

While some of the countries have Take-In procedure for organ donation and some of them or others have Take-Out procedure in place. Here is a look at the difference between these two processes of organ donation:

- Take-In System: In the opt-in system, people are required to sign up before for the donation of their organs after death.
- Take-Out System: Under this system, organ donation automatically occurs even if a person has not to sign before its death. Here the proactive step is not important as it happens at a point of death.

There is an extensive demand for organs. It is too sad that so many people in different parts of the world get die each year waiting for organ transplant. At so many countries, the government are taking steps to raise the supply of organs and even at certain part of the world number of donors has increased today. Although, the requirement of organs has concurrently increased at a much rapid speed. Each one of us should come forward and register to donate organs after death. Our initiative provides someone with a life.

“Be an organ donor, all its cost is a little love”.

The gap between Demand and Supply

The demand for organs is somewhere higher than the number of donors all over the world. Every year several patients die just because of waiting for donors. Statistics reveal that in India there is an average annual demand for kidneys is around 200,000 and availability is around 6,000 only. Likewise, the average annual demand for hearts is 50,000 while as low as 15 of them are available or 15 persons who are ready to donate it. As per the scenario, you can analyse how much difference we have. We must think, and we must decide. Sometimes a small step becomes a heartful blessing.

The need for organ donation needs to be sensitized among the public to increase the number of donors. The government has taken certain steps such as spreading awareness about the same by way of TV, Newspaper & Internet. However, we still have a long way to go.

ORGAN DONATION IN DIFFERENT COUNTRIES

India

India follows the Take-in system when it comes to organ donation. Anyone who wishes to donate organs needs to fill a prescribed form available on the Ministry of Health and Family Welfare Government of India's website. In order to control organ commerce and uplift donation after brain death, the government of India came up with the law, The Transplantation of Human Organs Act in the year 1994. This brought about a considerable change in terms of organ donation in the country.

Spain

Spain is known to be the world leader in organ donations. It follows the Take-out system for organ donation.

United States

The need for organs in the United States is growing at a rapid pace. Though there has been a rise in the number of organ donors, however, the number of patients waiting for the organs has increased at a much higher rate. In the USA organ donation is happen only with that consent of that person or with their family. Although, many organizations here are pushing for the Take-out organ donation i.e. opt-out system.

United Kingdom

Organ donation in the U.K is voluntary. Individuals who want to donate their organs after death can register for the same.

Iran

This is the only country that has been able to overcome the shortage of transplant organs. It has a legal payment system for organ donation and only this country has legalized organ trade.

Japan

Organ donation is quite low in Japan as compared to other western countries. This is mainly due to cultural reasons, distrust in western medicines and a controversial organ transplant that took place in 1968.

Columbia

In Columbia, the 'Law 1805' passed in August 2016, introduced the opt-out policy for organ donation.

Why should you donate Organs?

- Of the 1.5 lakh people who need a kidney in India, only 3000 people receive them.
- Only 1 out of 30 people receive a kidney.
- 90% of people in the waiting list die without getting any donor.
- 70% of liver transplants are dependent on a live donor but 30% dependent on cadaver (corpse) donations.

1.2 Aims

To study the challenges to creating awareness of organ donation in selected cities of Mumbai division of Maharashtra and find the solution to combat then.

1.3 Objective

- To identify the factor acting against organ donation.
- To know how many people are aware of organ donation.
- To know how organ donation can be encouraged.
- To know the reason why they want or don't want to donate the organ.

1.4 Methodology

This research is totally based on primary data as well as secondary data. Primary data include interview method and survey method. In survey method prepared questionnaire got to fill by google form.

Sample size

This finding is based on 150 responses from different age group. Age group including below 18yr, 19yr to 29yr, 29yr to 40yr, 41yr to 50yr and above 50yr.

2.0 LITREATURE REVIEW

1. Popoola et al. (2014) and Elliot et al. (2015). This research paper examines three types of beliefs: clinical beliefs, financial incentive beliefs, and beliefson the social benefits of altruism and solidarity. These beliefs shape behaviour,specifically the "willingness to act", revealing a complementarity between this provision and the importance attributed to health. It is important to specify that the choice of thesebeliefs is due the three concerns presented along the literature about organ donations,specifically: 1) cultural barriers to adoption of the concept of brain death; 2) the effectsof financial compensation on the

formation of intention to donate; and 3) the social benefits perceived with the public manifestation of the interest in donating.

2. (Williams, 2003 Lim and Dubinsky, 2005) is not new, this article contributes to the organ donation and marketing literature by verifying how three specific beliefs (based on the Health belief model) can influence attitudes toward organ donation and intentions to donate. The findings is to help in the creation of public policies to promote the expansion of donation, and it provides some insights for policy makers and marketing studies regarding how to increase the number of donors

3.0 FINDINGS

From our research paper, we've seen that still there are many people who are not aware of organ donation and if the people are aware of it then they don't know its procedures and resources from where they approach and in some cases if people are aware but they are not willing to donate. 88% of respondents are aware of organ donation. Here are certain findings have been mentioned.

1. Thoughts for being an organ donor: 46.7% of the respondent are having a belief of getting a positive return after their death. Out of 53.3%, 11.3% don't want to donate because of illegal trade and religious belief, others 42% are still confused to discuss with their family.

2. Resources: Today, the Internet, television and newspaper have seen most reliable resources for the information. Among all, the Internet (social media) has given more importance. In past experiences of the people, television had been a more preferable mode of creating awareness by the government.

Technological Issues

The moral status of the black-market organ donation is debatable. While some argue in favour of its other are absolutely against the concept. It has been noticed that those who donate their organs are generally from the poor section of the society and those who can afford these are quite well off. There is thus an imbalance in the trade.

It has been observed and seen that the people who can purchase the organs are taking the privilege of the ones who are desperate to sell. This is said to be one of the reasons for the increase of inequality of status between the rich and the poor. On the other side, it is argued that those who want to sell their organs should be allowed to do so as preventing them from it is only contributing to their status as impoverished. Those who are in favour of the organ trade also argue that exploitation is preferable to death and hence organ trade must be legalized. Although, as per the survey, later in life the living donors regret their decision of donating their organs.

Multiple cases of organ theft have also come into the picture. While the people who are in support of the legalization of organ market says that this happens because of the Black-market nature of business while others signified that legalizing it would only result in the uplift of such crimes as the criminal can easily state that the organ being sold has not been stolen.

Religious Issues

Different religious groups have different opinions regarding organ donation. The Hindu religion does not stop people from donating organs. The advocates of the Hindu religion signified that it is an individual choice. Buddhists share the same viewpoint.

The Catholics consider it as an act of love and charity. It is morally and ethically acceptable as per them. The Christian Church, Islam, United Methodists and Judaism encourage organ donation. However, Gypsies tend to against it as they believe in an afterlife. The Shintos are also against it as they believe that injuring a dead body is a despicable crime.

Apart from this, a country's political system also has a great impact on organ donation. The organ donation rate can increase if the government extends proper support. Specialized training, care, facilities and adequate funding must be provided to ensure a rise.

Lack of Knowledge

People are not informed enough about the benefits of organ donation. Today we are blessed with social media and so many other forums where we can promote the positives of organ donation and how it will save so many lives if more people register themselves for organ donation.

Ignorance

People who are aware of organ donation, they are not giving importance to organ donation. According to them, "these are necessary for them". One day everyone shall die.

Myth and Superstition

Since many organs can be harvested after a person deceased, many fears that doctors will not put as much effort into saving them.

4.0 CONCLUSION

The demand for organs has always been higher than their supply due to the various issues discussed above. There is a need to focus on these issues and work upon them in order to raise the number of organ donors. Most of the countries around the world suffer from low organ donor rate. The issue must be taken more seriously. Laws to increase the rate of organ donation must be put in place to encourage the same. The government of India is making efforts to spread awareness about organ transplant to encourage the same. Although, it needs to take effective steps to raise the number of donors.

5.0 SUGGESTION

- India should use an effective way to spread awareness. With the theme of "live life after your body dies" by doing organ donation.
- There are no benefits of providing to an organ donor. Therefore, the government should provide some benefit in the form of incentives gift (subsidy in higher education to the donor or their family member, tax benefits, high credit value for a loan, donor card)
- Government should change the mode of encouragement for organ donation. Now people are more busy with social media and government should target to social media like facebook, Instagram, tweeter etc.
- Government should spread the awareness about organ donation law. So that people can trust on authority where are they donating their organ.

6.0 REFERENCE

- TIMES OF INDIA SURVEY REPORT 2015
- Mohanfoundation.org
- Zonal transplant co-ordination centre Mumbai
- Emeraldinsight.com

TO STUDY THE EFFECTS OF GST ON SMALL AND MEDIUM SIZED ENTREPRENEURS (SMEs)

Ayush Shah, Ujjaval Panwala, Jalak Sukhadia and Nikita Raut ma'am
Guide

ABSTRACT

The GST is the Goods and Service Tax that was applied in India since 1st July 2017. GST is said to be the "One nation , One Tax". The paper provides an insight of what was the effect of GST on small and medium entrepreneurs. We passed on a Google form to our contacts which are small or medium entrepreneurs. Where in we got 26 responses and supported the topic of our paper.

Keywords: Small/Medium entrepreneur, GST, Tax.

INTRODUCTION

GST is an indirect tax(or consumption tax) levied in India on the supply of goods and service. GST is levied at every step in the production process, but is meant to be refunded to all parties in the various stages of production other than the final consumer.

Goods and Service are divided into five tax slabs for collection of tax i.e. 0%, 5%, 12%, 18% and 28%. However, petroleum products, alcoholic drinks, electricity are not taxed under GST and instead are taxed separately by the individual state governments as per the previous tax regime. There is a special rate of 0.25% on the rough precious and semi-precious stones and 3% on gold . In addition a cess of 22% or other rates on top of 28% GST applies on few items like aerated drinks, luxury cars and tobacco products. Pre-GST, the satutary tax rate of most goods was about 26.5% , Post-GST, most of the goods are expected to be in the 18% tax range.

GST is meant to bring every indirect form of tax under one roof. For small and medium sized businesses, owners or manufacturers have to take care of different taxes and have to run to various departments to fulfil all the tax-related documentations. Some file different taxes biannually, annually, half-yearly, etc. The more the departments, the more is the harassment. Previously, the total tax levied by the central and the state governments add up to 32%, but with the implementation of GST, the business owners have to pay a much lower tax of around 18-22 percent. Moreover, they do not have to pay different taxes to various departments. It makes the job very much easier for every business owner.

GST is all about collecting indirect taxes across the value chain in a fair and transparent manner, with 'One Nation-One Tax' being the underlying principle that the Modi Government has tried to follow. Earlier, goods and services were taxed separately by different government departments. For example, the Central Government levied taxes on manufacturing while states levied taxes on the basis of sales, such as entry tax. Such multi-level taxation involved a lot of paperwork and often allowed tax evaders to find loopholes in between government bureaucracies to avoid paying their fair share.

The taxation system wasn't just complicated for the taxpayers – many tax administrators found it confusing as well. Also, the multiple layers of taxes resulted in an unjustified tax burden being passed on to end consumers, often again because of tax evasion by producers/service providers.

GST has tried to streamline and consolidate the elaborate (and complicated) indirect taxation process and made it easier to administer.

OBJECTIVE

- 1) To study the problems faced by the small and medium entrepreneurs because of GST.
- 2) To know the effects on cash flow , accounting and other aspects due to GST.
- 3) To study the limitation effect of GST on business regulation of SME's.

Content

Positive impacts of GST on SMEs

1. Launching a new business becomes easier

Under the previous tax regime, if your business had operations across multiple states, you would need to register for VAT with each state's sales tax department in order to carry out business activities there. The fact that every state had different tax rules complicated the entire process, and business owners had to pay multiple procedural fees for VAT registration. Under GST, the registration is centralized and the rules are uniform for all the states across the country. All you have to do is complete and submit an online form to obtain a GSTIN (GST Identification Number). Launching a new business, and subsequently expanding it, will be comparatively easier under the GST regime.

2. The entire process of taxation becomes simpler

The prime reason GST is implemented is to remove cascading taxation. It reduces the complications caused by the overlap between Central taxes (Excise duty, customs duty, service tax, etc.) and State taxes (VAT, purchase tax, luxury tax, etc.), because it levies a uniform tax on goods and services all over India. The taxes on goods and services levied under VAT, purchase tax, and luxury tax will now be merged into one single tax with one common return. If you've spent a large portion of your time on managing multiple taxes, you can relax under the new regime because filing and paying taxes is easier with the GSTN portal.

A combined tax also means dealing with fewer tax authorities. Previously, business owners had to deal with many different tax authorities depending on the nature of their business and transactions. Under GST, you can be sure that the relevant authority is always either the Centre or the State government.

3. Reduced cost of logistics

The current tax regime has created a lot of hassles for the transportation sector. The long queues at checkpoints and inter-state entry points have caused vehicles to stand idle for long periods of time, adding to labour and fuel costs. Businesses transporting goods to other states have had a hard time filing paperwork and paying entry taxes at the inter-state borders, further delaying the delivery of goods.

Under GST, the current Central Sales Tax (CST) on interstate sales will be replaced with a combined tax called IGST, which is composed of CGST and SGST and collected by the Central Government. As the removal of border and check-post taxes makes state boundaries less significant under the GST regime, both the delay and the transportation cost will be reduced. This will increase inter-state business, facilitate faster movement of goods, and reduce maintenance costs.

4. The distinction between goods and services will be eliminated

Previously, businesses providing both goods and services had to calculate the VAT and service taxes individually. GST eases the process by removing the distinction between goods and services; tax will be calculated for the final total, not individual products or services. This will help SMEs take advantage of the tax incentives for payment on the procurement of input goods and services (like import, interstate and local purchases, and telephone services).

Currently, every invoice contains a long and confusing list of taxes levied on the goods and services involved in the transaction. GST will make invoicing simpler, as only one tax rate will need to be mentioned.

5. Increased threshold limits for new businesses

Under the current regime, businesses with a moderate annual turnover (Rs.5 lakh in some states and Rs.10 lakh in other states) are supposed to register and make payments for VAT. Under GST, this burden is eliminated for many businesses, since a business does not have to register or pay if its annual turnover is less than Rs.20 lakh (Rs.10 lakh in North Eastern states). Also, under the composition scheme, businesses with turnover between Rs.20-Rs.50 lakh will pay GST at a lower rate. This should have a positive effect on startups and other small businesses by relieving them from tax burdens.

Negative impact of GST on SMEs

1. Multiple registrations for Pan-India businesses

Under the new regime, a business will have to register online for GST in every state involved in its sales process. If your business delivers goods across 5 states, then you'll have to register for GST in those 5 states to carry out your business activities. Since the entire registration process takes place online, small business owners who are not used to working online might not find the transition easy.

2. Returns must be filed on a monthly basis

Under GST, there will be around 36 returns in a fiscal year. GST returns will also require you to close your books on a monthly basis, which, realistically, will take a lot of time. The time that business owners spend filing these returns could instead be spent on other productive activities, like developing their business and acquiring clients.

To top it off, until you've filed the relevant returns, you cannot claim refunds and your customers cannot claim tax credit for the goods they bought from you. Should you miss a single return, you'll be penalized Rs.100/- a day and your compliance rating on the GSTN portal will be reduced.

3. Cost of tax compliance is likely to increase

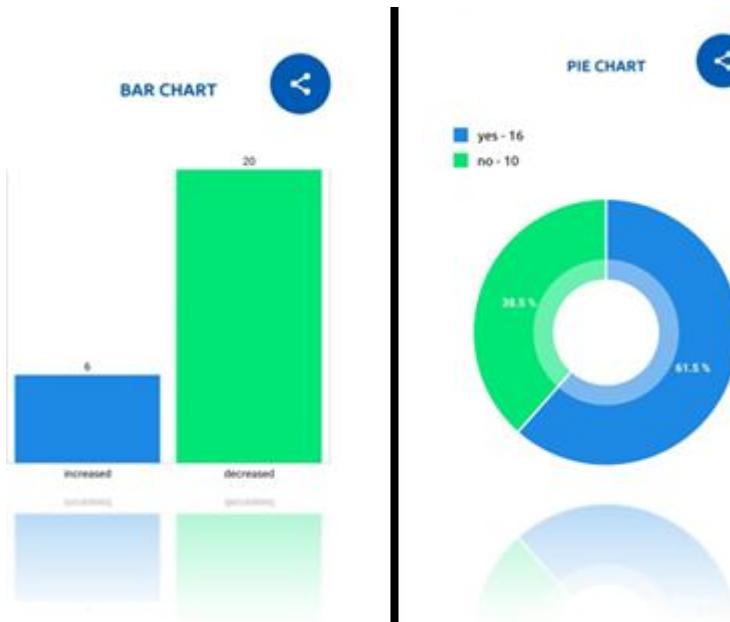
As mentioned above, consistently filing 3 returns a month, periodically reconciling your transactions, and uploading invoices regularly will give rise to the need for an accountant with technical expertise. Hiring an accountant and paying them, adds to the burden on small businesses. It's tedious to maintain separate books of accounts for every state involved in the supply of goods/services and assess the records of various entities involved in every single transaction. To cope with the system, small businesses might use the services of licensed third parties that help firms comply with the GST regime. For this convenience, small businesses will have to dish out a sum ranging from Rs.1000-Rs.5000, depending on the kind of service that is rendered to them.

4. Registration will be mandatory for e-commerce suppliers and operators

Businesses carrying out activities related to e-commerce should register under GST irrespective of their annual turnover rate. Unlike other types of businesses, e-commerce firms will not be eligible for threshold exemptions or for the Composition Scheme (which allows firms to file their tax returns on a quarterly basis instead of 3 times a year and pay taxes at a much lower rate).

The results of our survey are as follows

Has the cash flow of the company increased or decreased?	Has the current budget effected your business?
--	--



After the implementation of GST how much your business accounting cost increased by ?

Under which scheme does your company come after GST ?



CONCLUSION

After the whole research , knowing what are the positive and negative effects of GST and looking at the responses we got through the Google form , we conclude that GST is thereby necessary for the change in the system . Overall, GST simplifies the entire process of filing and paying taxes. It will also increase the competition between SMEs by unifying the Indian market. If you're proactive and take care of your GST compliance measures beforehand, you can minimize the potential negative effects of the new regime on your business. In the long term, GST is expected to have a positive impact on SMEs and the Indian economy as a whole .

WEBIOGRAPHY

- <https://www.zoho.com/books/guides/impact-of-GST-on-SMEs.html>
- <https://www.dbs.com/in/sme/businessclass/articles/economic-outlook/impact-gst>
- [https://en.wikipedia.org/wiki/Goods_and_Services_Tax_\(India\)](https://en.wikipedia.org/wiki/Goods_and_Services_Tax_(India))

A STUDY ON CONSUMERS PERCEPTION TOWARDS HDFC LIFE INSURANCE POLICIES IN MUMBAI CITY

Pooja Ramesh Shiravale and Monika Thapar

Faculty Incharge, Banking and Insurance, Vidyalankar School of Information Technology

ABSTRACT

Insurance companies play an important role in the welfare of human well-being by providing protection to millions of people against life risks such as uncertain death or accident. Thus it has become essential to study the buying pattern of the life insurance policies. The current study examines the various factors that affect the consumer perception towards life insurance policy. Data was collected with the help of structured questionnaire. The sample constituted of 100 respondents from Mumbai (Dadar area). The main finding of the study reflected that there are six factors i.e. customised and timely services, better company reputation, effective service quality, customer convenience, tangible benefits and healthy customer client relationship that influence the consumer perception towards life insurance policy.

INTRODUCTION

Human life is a most precious asset and life insurance is one of the ways which provides financial protection to a person and his family at the time of any disaster. Life insurance provides both safety as well as protection to individuals and also boosts savings among people. Insurance companies play an important role in the welfare of human well-being by providing protection to millions of people against life risks such as uncertain death or accident. LIC is the most trusted and popular brand in life insurance, the market share of private insurers are gradually increasing with people trust. The new private players offer many new innovative products and services. They are increasing the awareness level among consumers by using innovative and new techniques of advertisement, introducing new products, increasing penetration of life insurance of consumers in uninsured markets.

How Consumer Buy

1. Need/Want/Desire is recognized: In the first step the customer has determined that for some reason he/she is not satisfied(i.e. customer's perceived actual condition) and wants to improve his/her situation. External factors can also trigger the customer's needs. Marketers are particularly good at this through advertising, in-store displays etc.

2. Search for information: Assuming that customers are motivated to satisfy his/her need they will undertake a search for information on possible solutions. The sources may be simple like the past experience or the customer may expend considerable effort to locate information from outside sources(internet, etc.). How much effort the customer directs towards searching depends on factors such as: $\frac{3}{4}$ The importance of satisfying the need $\frac{3}{4}$ Familiarity with available sources $\frac{3}{4}$ The amount of time available for search.

3. Evaluate options: Customers search efforts may result in set of options from which a choice can be made. It should be noted that there may be two levels to this stage. At level one the customer may create a set of possible solutions to their solution while at level two the customer may be evaluating particular products within each solution.

4. Purchase: In many cases the solution chose by the customer is the same as the product whose evaluation is highest. The intended purchase may be altered at the time of purchase for many reasons such as the product is out of stock, a competitor offering incentive at the time of purchase, the customer lacking in necessary of funds.

OBJECTIVE

- To determine the awareness level of consumers regarding life insurance company and number of consumers who have actually invested in life insurance policies.
- To know about the various Investment alternatives that is mostly preferred by the people.
- To find out the important criteria that people think about before investing in a life insurance policy.

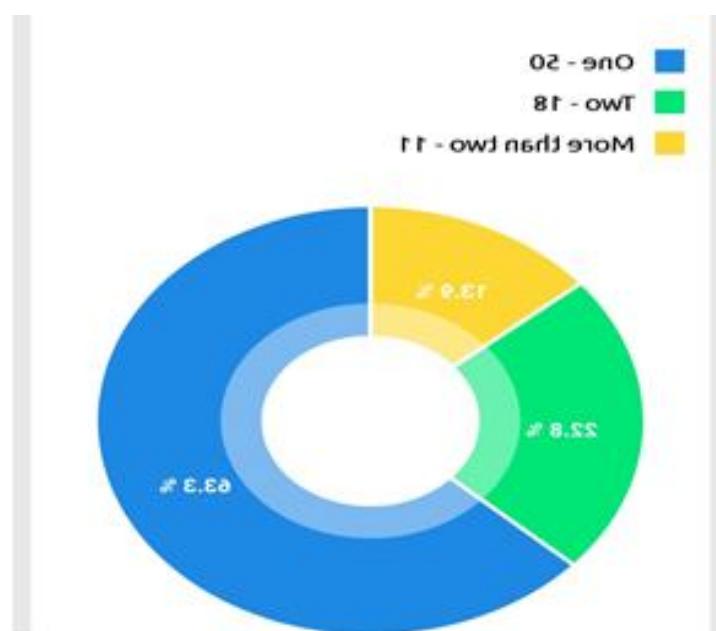
➤ To know the satisfaction level of consumers with respect to private and public insurers.

REVIEW OF LITERATURE

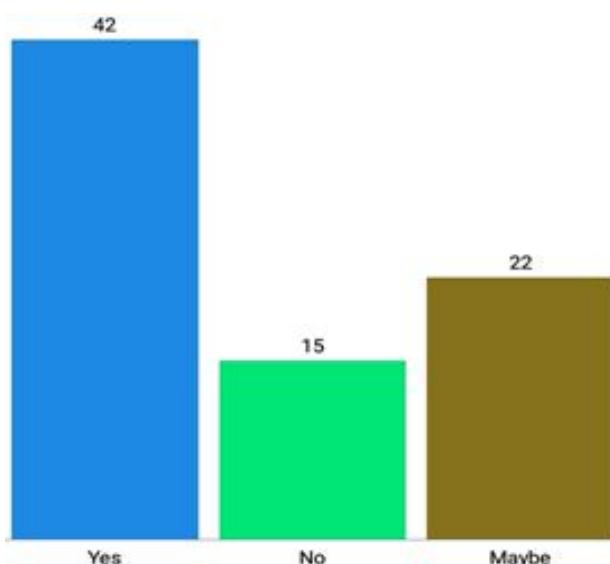
1. **Mehr and Cammack (1976)** agrees that Insurance is usually thought of as a product that spreads the risk of serious, but low-probability, losses among a group of individuals, thus providing some financial protection to each individual.
- c) **Michael L. Smith (1982)** said that a typical life insurance contract provides a package of options or rights to the policy owner that is not precisely duplicated by any other combination of commonly available contracts. Viewed from this perspective, life insurance enjoys a unique position in the field of investments and should be judged in this light. The paper shows that an options viewpoint provides a more complete explanation of policy owner behavior towards life insurance than the conventional savings-and-protection view.

DATA ANALYSIS

1. Total Number of policies bought by hdfc standard life insurance holders.

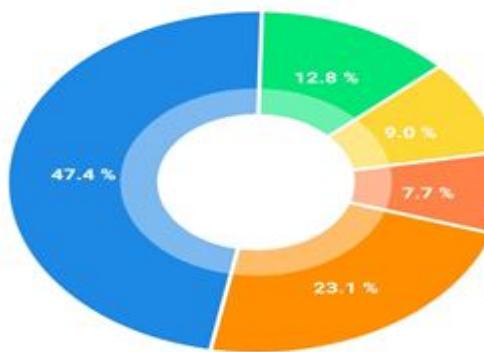


2. Are satisfied with the services of hdfc life insurance company?



3. Different types of insurance policy taken by consumer of hdfc standard life insurance holders.

- █ Whole life - 37
- █ Endowment plan - 10
- █ Pension plan - 7
- █ ULIP - 6
- █ money back - 18



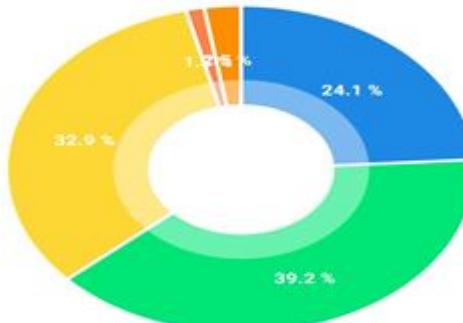
4. What factors do you consider while selecting a hdfc standard life insurance company ?

- █ Premium outflow - 11
- █ Company reputation - 19
- █ Product quality - 12
- █ Service quality - 18
- █ Return on investment - 19



5. How do you rate the service offered by hdfc standard life insurance company?

- █ Excellent - 19
- █ Very Good - 31
- █ Good - 26
- █ average - 1
- █ poor - 2



FINDINGS

1. It was founded that 64.5% of consumers had bought one policy.
 2. 40% of consumers of hdfc life insurance are satisfied with their current policy.
 3. Majority of the consumers(46.1%) had taken whole life insurance scheme.
 4. It was founded that the key factor which influences the customers to select Hdfc life insurance policy is company reputation and return on investment.
- 5.31% of the respondents had rated there current hdfc life insurance companies performance as very good.

SUGGESTIONS

- As the awareness of insurance is less among the people, its awareness should be creating among the people by conducting stage shows and explaining its need and importance.
- Insurance should not be considered only as a risk cover element but also as a long term investment
- It is also recommended to concentrate to on lower income group people.

CONCLUSION

In present Indian market, the investment habits of Indian consumers are changing very frequently. The study of this research work was focused over consumer's perception on investment towards Life Insurance Services. The objectives of the study were to evaluate the factors underlying consumer perception towards investment in hdfc life insurance policies; and to compare the differences in consumer perception of male and female consumers. The consumer's perception towards hdfc Life Insurance Policies is positive.

BIBLIOGRAPHY

1. Dr. H. S. Sandhu and Ms. Neetu Bala, Customers' Perception towards Service Quality of Life Insurance Corporation of India: A Factor Analytic Approach. International Journal of Business and Social Science Vol. 2 No. 18; October 2011.

WEBSITES

- www.licindia.com
- www.google.co.in/indian insurance industry
- www.irdaindia.org

TO STUDY WHY DO PARTICIPANTS LOSE THEIR MONEY IN THE STOCK MARKET?

Anjali Pandey, Pratishtha Mishra and Santosh Gupta
Vidyalankar School of Information Technology, Wadala (E) Mumbai

ABSTRACT

The financial literacy and proper awareness affects the decision making about the trading/investing in the market.

The basic knowledge about the market affects the profit making or loss making for the participants. The participants must use a proper strategy before taking part. Stock market is mostly based on the sentiments of the people and how the people react to the situations happening in the market.

People also get very stressed while trading they have some fear in them because there are scams which have happened so that creates an impact on the people.

Keywords: Participants, Index, loss making, stock market, 78-100 2018-37000

INTRODUCTION

Stock Market is a place where the companies list themselves for funds. And the people take part in the stock market also known as (equity market) to earn return after saving their money. The oldest stock exchange in India is BSE (Bombay stock exchange) which was started in the year 1875 and the second important exchange is NSE (National Stock Exchange) which started working in 1994.

In the stock market people can either become investor's or trader's. In India, the secondary & primary market are governed by the Security & Exchange Board of India (SEBI). A stock may be bought or sold only if it is listed on an exchange. Thus it is the meeting place of the stock buyers & sellers. In 1978 the stock index was 100 & in 2018 the index was around 36000.

OBJECTIVES

- To study the strategy adopted by the participants.
- To find out the factors which influence traders/investors.
- To provide suggestions to the loss makers.

METHODOLOGY

The data which we have collected is mostly through primary data, and we have prepared the Google forms.

HYPOTHESIS

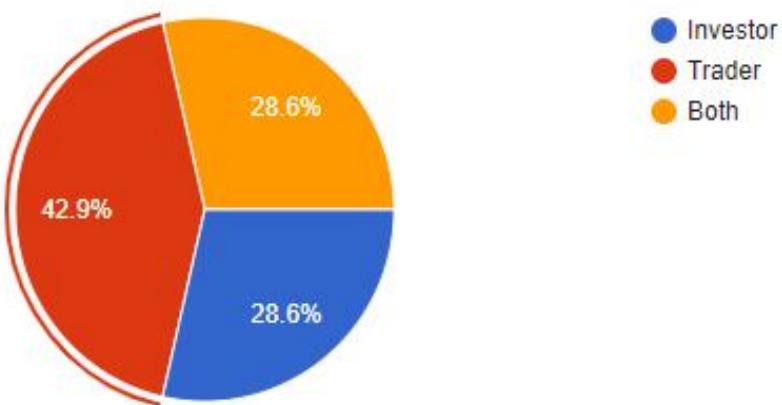
- Mostly Investors don't make losses in the market.
- Traders make loses.
- New investors loose money

FINDINGS

1. According to the findings the participants get panic while the market goes up or down and start selling their stock.
2. The participants follow the advice of the friends or any relatives
3. The survey which was conducted by us according to that most of the participants are Traders.
4. The people have lack of basic knowledge about the stock Market.
5. In the survey it was found that 71.4% of the people are making losses in the market.
6. Mostly people trade with the strategy of positional trading and intra day due to which people are making losses.
7. In the year 1978 the market was 100 points and today in 2018 it has immensely grown up by 37000.

Are you an investors or a trader in the stock market?

14 responses



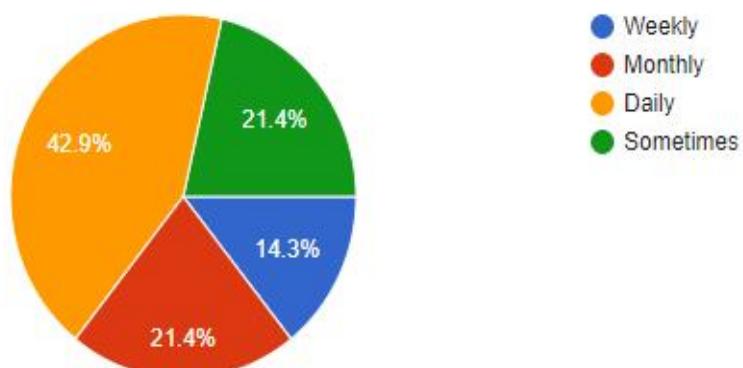
Have you ever booked losses in the stock market? [

14 responses



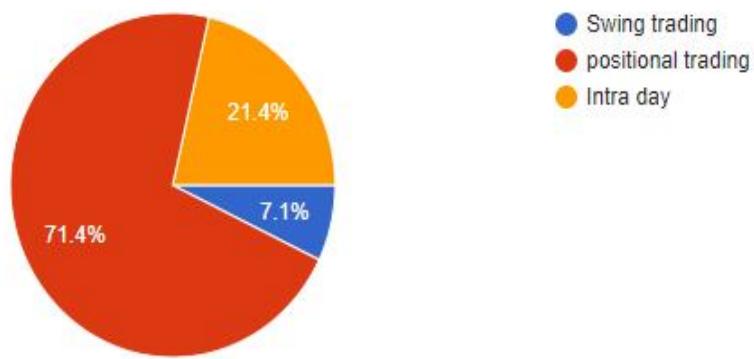
How frequently you participate in the stock market

14 responses



What type of trading do you prefer?

14 responses



SUGESTIONS

1. To invest for the long term growth in the companies which are running the economy in India.
2. Some of the basic rules are needed to be applied while trading (stop loss, percentage of profit and loss.. 5% profit 3% loss)
3. Understand the markets volatility (up/down) in the market.
4. Suggest to limit your intra day trading and to follow strict stop loss to minimize your risk.
5. It is strongly suggested that if you are investing then atleast invest for a period of minimum 5 years for a good return.

REFERENCE

- Investpedia

A STUDY ON MAGGI'S CONSUMER BEHAVIOUR**Prapti Shetty**

Vijay Vishwakarma (Guide) S. M Shetty College, Powai

ABSTRACT

This study is conducted in order to observe the Consumer Behaviour of Maggi in Mumbai. This study will help us to understand the perception of the consumers still buying maggi after the ban. It focuses on The Brand Image of Maggi And it's Comeback after the Ban.

This Research Is Based on Sampling Method, where the sample size is 112. The Data analysis is done with the help of pie diagram. The questionnaire included the basic knowledge and preference of consumer for Maggi.

Keywords: Maggi Noodles, Consumer Behaviour

OBJECTIVES

1. To know the consumers perception regarding the price of Maggi.
2. To find out the level of Satisfaction of Consumers towards maggi.
3. To study the Impact and growth of substitute due to ban on Maggi.

INTRODUCTION

The maggi brand originated in switzerland. It was founded in 1884, when swiss entrepreneur Julius Maggi had a vision “To make good tasting and Nutritious food accessible to busy, easy to prepare food for busy woman who worked in factories and didn’t have time to prepare healthy meals.

This first maggi product was followed 2 years later with the invention of ready to eat soups and liquid seasonings.

Nestle acquired the maggi brand in 1947 and today, more than 120 years later, we strive to build on Julius Maggi’s Ambition of making delicious quality and nutritious food to accessible to all.

Today the tradition continous around the world.Whether it's maggi bouillons, soups, or seasonings, customers have come to know and trust the maggi brand for its high quality, convenience and nutrition.

Maggi is an international Brand of instant noodle owned by Nestle since 1947. Maggi instant noodle penetrate in India in 1983. They instantly capture market with an entirely new food category called as instant noodle. The target consumer was children and mothers. with its 25 years, it has reached 90% of instant noodle market. Maggi is the great revenue contributor for Nestle.

Back in 1980's, instant noodles was an entirely new category. Maggi was therefore, positioned as snack made for children who like to experiment food and was billed as a fast to cook and good to eat snack. The Rs. 2.50 per 100 gm Maggi was an instant success.

“Mummy Bhook Lagee”

- Bas Do Minute was a rendition of this approach. It fit well with

the mother's child caring relationship. These ads became so popular that “Bas Do Minute” instantly reminded Indian consumers of Maggi noodles.

Health Factor was gaining importance. Several other brands, for example, HUL launched the Knorr Soupy noodles for a „healthy“ afternoon snacking option. Maggi did not want to stay behind. It rolled out a new noodle with multi-grain variant called Multigrainz and aggressively advertised it

as a nutritious food for kids. Apart from noodles, Maggi has sauces and soups available in various flavours. But, Maggi tops it all by being the market leader with the maximum share. Some more products in its kitty are Maggi Cuppa Mania, Maggi Masala and Maggi Magic Cubes.

Maggi Noodles have a lot of Competitors in the Indian Market they are as follows:

1. ITC Sun feast Yippee
2. Top Ramen
3. Ching's Secret
4. Knorr Soupy Noodles

Maggi has Launched different flavours in India like Maida, Aata, rice, multi-grain, Tomato, Chicken. Maggi Has extended their product and launched new different Products like Maggi Ketchup, Maggi Bhuna Masala, soups, Instant Noodles, Maggi Cubes.

The Slogan of Maggi is 'ME AND MERI MAGGI'. The Packaging is done in Yellow and red Pack. Maggi makes Emotional Appeal Ad's . The Tagline of the Advertisement 'Bas 2 minute' became so Popular that it Immediately reminded people of Maggi Noodles.

LITERATURE REVIEW

1. **Dr .Mustiary Begum (2016)** : Paper has highlighted issues related to Maggi and how consumer have changed their perception regarding Maggi after post ban. Researchers have taken 93 respondents and have done analysis (Vol-3 Issue-1) The study shows those consumers are ready to buy Maggi after its relaunch in the market provided that they include healthy ingredient. However researcher has not mentioned about the profile of the respondent like gender, age, and preference which has greater impact on decision making secondly the area of study is not covered by researcher which contribute towards decision making of noodle the test and preference differ in different state hence the present study has tried to cover maximum possible factor which affect behavior of consumer.
2. **SHABISTA BOOSHAN (sept 2016)** : Paper has highlighted impact of Maggi noodle on the psyche of the Indian consumers. The sampling technique used is Stratification followed by SRSWoR (Simple Random Sampling Without Replacement). The researcher has divided entire population of India into strata, according to the target audience groups of Maggi Noodles. Then the stratum that holds people falling in the age group of 18 – 24 years from middle class families was selected. After this the sampling method of SRSWoR was applied in the stratum, where the survey questionnaire was randomly sent out to the consumers scattered all over India. The conclusion is based on the data collected immediately after 5 months of Maggi relaunch. According to researcher 75% of the population were ready to accept Maggi after its comeback. However, the study has taken sample size restricted to age group of 18-24 years. The decision taken is based on this selected age group which may not give proper outcome as children below 18 years consumed magi at large. Secondly the period selected i.e. 5 month was too early to give any decision on relaunch of Maggi. Thus the present study has tried to cover all age group and quiet long period so that decision derived has impact to some extent
3. **Ayushi Jain (2016)** The author has taken comparative study of Maggi and Patanjali aata noodle. The said paper has highlighted growth of Patanjali noodle due to Maggi ban. The sample size was 100 respondents and restricted to Delhi region. Research shows that consumer has accepted Maggi whole heartedly after its ban and also stated that Patanjali is most favored due to its price. This gives an idea of what impact the nestle maggi has had over the consumers over the year and what competition it has been facing for instance we Patanjali as mentioned above. .
4. **Dr. Ramesh Sardar (July 2015)** : The study is based on comparative analysis of Maggi at international market and Indian market. Study is based on secondary data which highlighted the preferences of Maggi at international market as compare to Indian market.
5. **Dr. GOMATHI.D (Jan 2016)** : The said study has taken overview of the status of Maggi before and after ban in the market. Paper has highlighted scenario of Maggi in general however the specific period and the preferences of consumer is out of the scope of this study.
6. **Neha Garg (July 2015)** : Author has taken secondary source for the said study. Research paper examine the root cause of the Maggi row. However the paper is based on secondary data hence consumer preferences are out of the scope of the study. Consumer behavior is the main criteria to study the impact of Maggi in India after its ban .

7. **DR. Moloy Ghoshal, Ms. Megha Vohra, (January, 2016)** : have suggested that the Marketing and Promotional strategies that are adopted by Nestlé India Limited for Maggi over the years. And also to know about the market position of Maggi as a Brand, how they survived in the past, what all strategies they adopted to become a well-known and well established brand and the recent controversy of Maggi and its effect in the market and on the consumers.
8. **Ratna bhushan & sagar malviya, (29 Jun, 2015)** : Portrayed that the food industry is calling it the Maggi effect-a masala mix of heightened concern about food safety and the prospect of being able to benefit from the paranoia that's gripped companies since Nestle was forced to withdraw its noodles because they contained excessive lead and mis labelling of monosodium glutamate (MSG) content. Attempted to measure customer satisfaction as well as contributing to the commercial efficiency by the way of suggestions to improve its profitability in a long term business. The studies give about the factors which influence customer to purchase Nestle Maggi noodles in each dimension of CBBE.

DATA COLLECTION AND INTERPRETATION

The two methods of Collecting the Data that is been used are Primary and Secondary Data.

PRIMARY DATA

Primary data is the first hand information that is collected during the period of research. It is the data that is been collected by the researchers themselves through Observation, Questionnaires, case studies.

SECONDARY DATA

Secondary data means data already available to the researcher, which already exists. According to my study secondary data is collected with the help of journals, previous research, government reports, web information, historical data and information for the study purpose. Some information are referred and gathered for information purpose.

SAMPLE SIZE

Sample size determination is the act of choosing the number of observation or replicates to include in a statistical sample. The sample size is the important feature of any empirical study in which the goal is to make inferences about a population from a sample. For the purpose of the study, I have selected the size of 112 samples for collecting data.

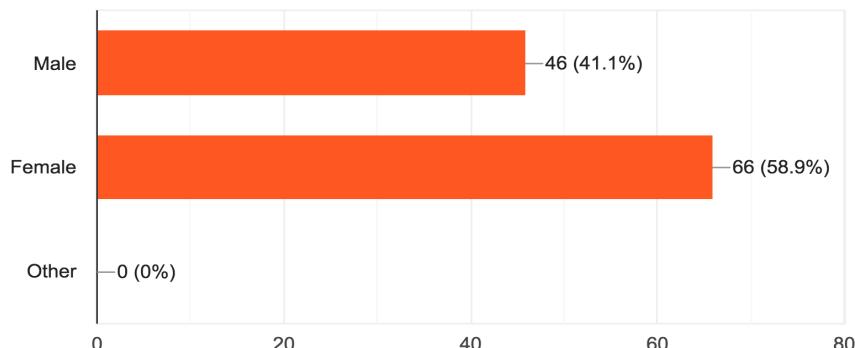
METHOD OF SAMPLING

Under sampling method, the method of random sampling is been used to collect the data from the respondents. Random sampling means, selecting sample from population in random manner, i.e, every element in the population has an equal probability of choosing samples. There is no restrictions in choosing samples from the population.

INTERPRETATION

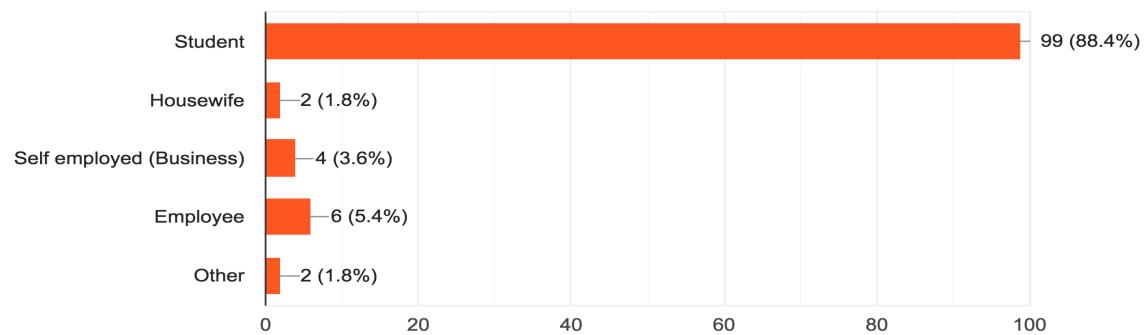
Gender

112 responses



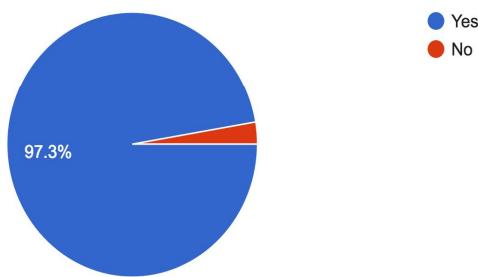
Occupation

112 responses



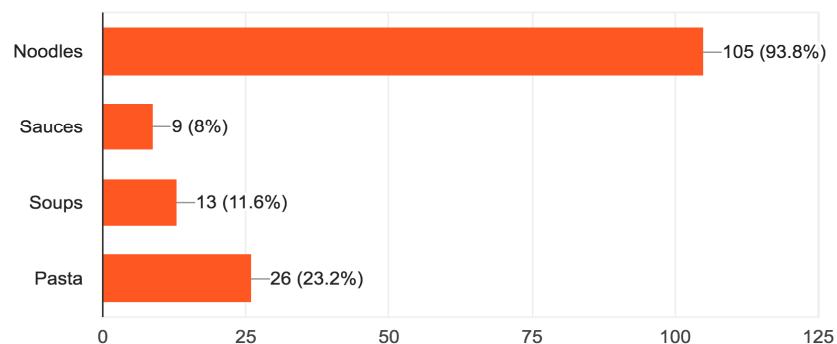
Are You Aware Of Maggi?

112 responses



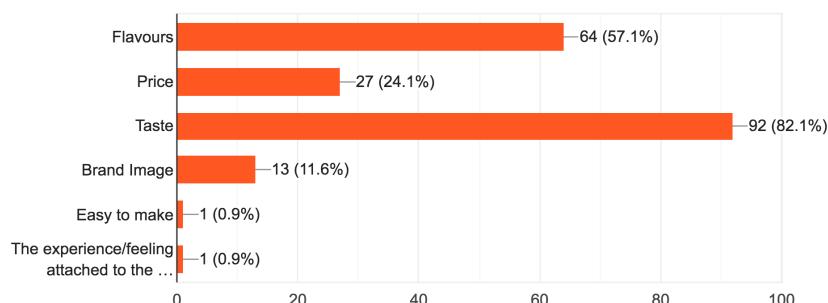
If Yes, Which Product of Maggi do you prefer the most?

112 responses



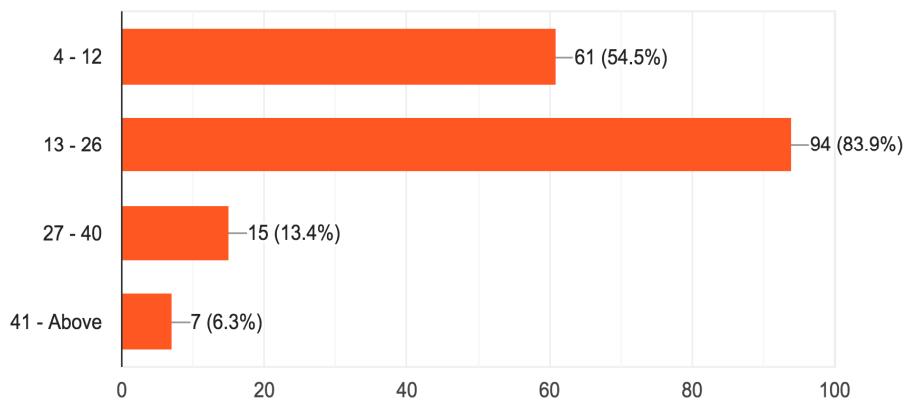
Why Do You Prefer It?

112 responses



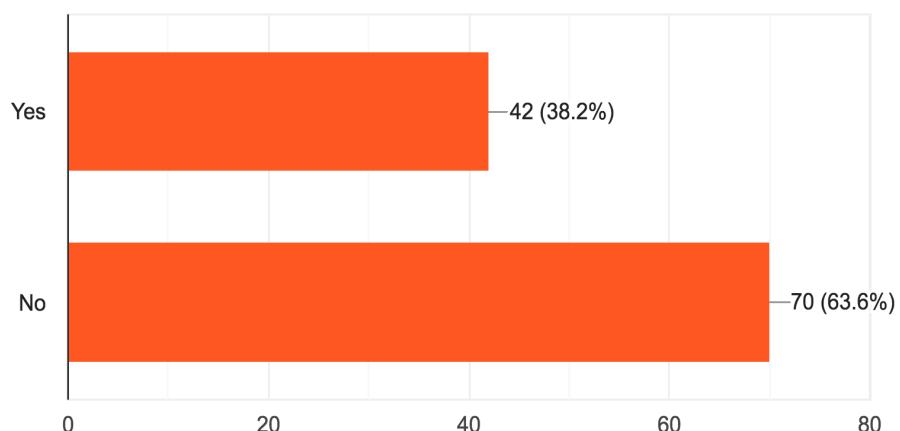
According to you which Age Group prefers Maggi the most?

112 responses



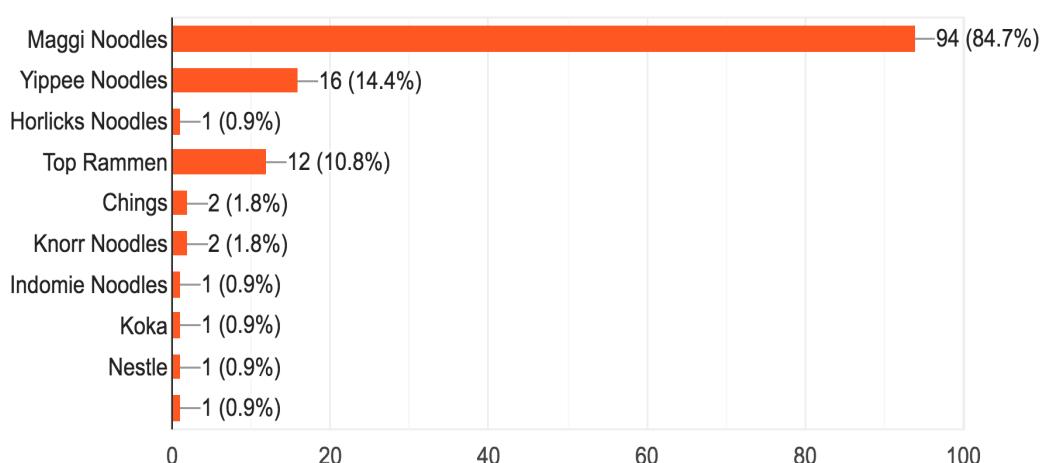
Do you think Maggi is a healthy product?

110 responses



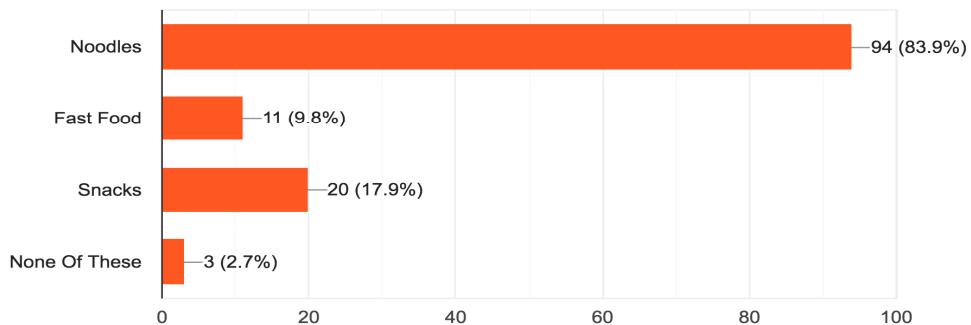
If you prefer Noodles which brand do you like the most?

111 responses



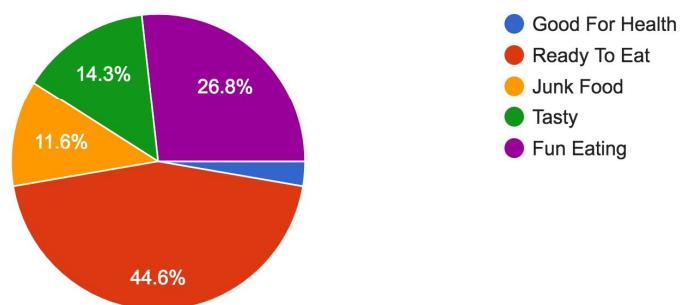
What comes First in your Mind when you hear the word Maggi?

112 responses



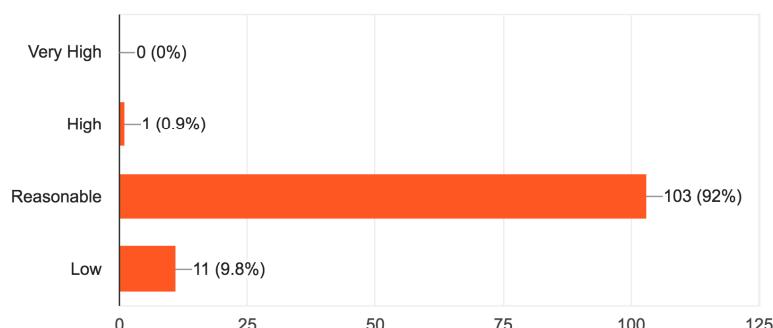
How do you perceive Maggi Products?

112 responses



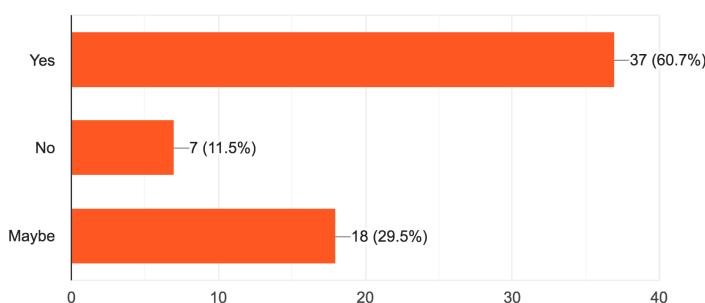
How Do you feel About the price of the product

112 responses



After the Ban of Maggi do You still prefer To Buy It?

61 responses



Any Suggestion Or Other Improvements you would like to suggest?

- No i don't think of any improvements, they know it better.
- Maggie is perfect.
- Get more non veg options like other parts of the world
- More quantity is needed
- Add More flavours and bit spicy
- Just have a proper look at the contents of the tastemaker because of which it was named earlier
- It doesn't get cooked in 2 min so change its usp
- Make me more aware of how its bad... Other than the asepothadia... Maybe then I may stop...my maggie noodle consumption has certainly decreased after the ban

LIMITATIONS OF THE STUDY

1. Due to time, place, money, constraints the study size restricts to Mumbai City only.
2. The method used in this project is random sampling method and results obtained may not be fully accurate and reliable.

CONCLUSION

1. Maggi consumption is more amongst the students as compared to people with other occupations.
2. 97.3% of the respondents are aware of Maggi which represents its global reach .
3. Maggi instant noodles is more preferred by the consumers as compared to other products by the brand like pasta , sauces , etc .
4. The brand image , taste , affordable price and multiple choices in flavours is what the respondents prefer maggie for according to the survey's response .
5. Maggi consumption is more amongst the respondent with the age group of 15-25 years as compared to other age group.
6. Only 40% of the respondents think that maggi is a healthy product which explains the degradation of trend of consumption of maggi .
7. Maggi is consider as most preferred instant noodle brand as compare to other brand of instant noodles .
8. Maggi has maintained trust and confidence amongst the consumer even after post ban period due to its quality and test.
9. At macro level ban has not affected maggi for consumption consumer still buy maggi as instant noodle .

RECOMMENDATION/ SUGGESTION

1. To increase the quality of masala and the size of the product.
2. To increase the quantity of product.
3. To make maggi more Healthy.
4. To change the tagline that its cooked in 2 mins.
5. To add more spices.

REFERENCES

1. **BOOSHAN S , (2016) :** Maggi muddle case and its impact on the psyche of the Indian consumers (18 to 24 years). International Journal of Research in Applied, Natural and Social Sciences, 4(9), p.1.
2. **Jain A , (2016) :** A study on Maggi ban and simultaneous launch of Patanjali Atta noodles. TMIMT International Journal, (Special Issue- 2016).

3. **Sardar , (2015) :** Maggi Stews in Lead and MSG Pot: Controversy over India's favourite instant Noodles Author. Case Studies Journal, [online] 4(7), p.1. Available at: <http://www.casestudiesjournal.com> .
4. **D Gomathi , (2016) :** An Overview of Maggi Noodles on and off The Shelves in India. Indian journal of research .
5. **Garg N , (2015) :** Impact of Maggi Row in India. i-Explore International Research Journal Consortium, [online] 4(7), p.1. Available at: <http://www.irjcjournals.org> .
6. **Begum M , (2016) .** Consumers' Perception Towards Maggi Instant Noodles After Its Relaunch. Indian journal of research, 5(2), pp.211-213.

BIBLIOGRAPHY

- www.wikipedia.com
- <https://www.nestle.in>
- www.ijariie.com
- www.scribd.com
- www.Shobdhganga.inflibnet.ac.in

A STUDY ON MUKESH AMBANI'S LEADERSHIP STYLE

Pranav Cheruvathery¹, Vishal Wala² and Prof Vijay Vishwakarma³
 Student^{1,2} and Guide³, S M Shetty College, Powai

ABSTRACT

This study is conducted to get more insight into Mukesh Ambani's leadership style. This study will empower us as well as prospective entrepreneurs in understanding various managerial skills. This study is based on descriptive and analytic research method.

Keywords: Mukesh Ambani, Reliance, Leadership, Management

OBJECTIVES

- 1) To identify the leadership style of Mukesh Ambani
- 2) To identify the management technique used by Mukesh Ambani

INTRODUCTION

Reliance Industries is one of the largest private sector companies in India. From rags to riches, its founder Dhirubhai Ambani built it single-handedly with a vision to own the entire chain of production-from raw materials to finished goods. The Group's current activities span Exploration and Production (E&P) of oil and gas, refining and marketing, petrochemicals, textiles, financial services and insurance, power and telecom services. The Group exports its products to more than 100 countries all over the world. After the death of the great business icon, Dhirubhai Ambani, in July 2002, differences began to crop up between the two brothers, Anil and Mukesh. Anil Ambani accused Mukesh Ambani and his aides for lack of corporate governance, unfair transfer of funds from RIL to Reliance Infocomm, illegal re-routing of international calls and quietly appropriating all powers in RIL. Mukesh Ambani, with the help of his aides, denied all allegations and sidelined his brother. Feuds continued publicly till November 2004, when Mukesh Ambani declared ownership issues and the battle took a new turn with both the brothers deciding to split the empire. The finale came on June 19, 2005, when an amicable settlement was reached with the help of their mother Kokilaben Ambani, wife of Dhirubhai Ambani.

According to the settlement, Mukesh Ambani will retain the ownership of RIL and IPCL, which together account for 90% of the Group's revenues; while Anil Ambani has to manage Reliance Infocomm, Reliance Capital and Reliance Energy. At the time of the company's split in 2005, Anil's endeavors seemed more profitable: India's mobile-phone market was taking off, as crude oil prices were high. However, Mukesh ended up as the more successful businessman, expanding the oil business and making India one of the fastest growing oil trading countries in the world. This is a great example of Mukesh's excellent leadership skills.

REVIEW OF LITERATURE

Hiral Goswami (2012), did a study on the values practiced by Mukesh Ambani. The objective of this study was to find out the corporate governance policy of Mukesh Ambani, as well as to find out his business ethics. This study was conducted using descriptive and analytical research method. Two of the main findings of this study are:

- **Identify the problem and provide solutions**

Mukesh Ambani has time and again maintained that an entrepreneur's raw motive should not be just about money. An entrepreneur needs to focus on providing value to the consumer, once you crack that formula the monetary benefits follow suit. At the core of your business venture must be to identify the problem and provide wholesome solutions that resonate with the people.

- **Giving back as much as you receive**

Considered to be a benevolent philanthropist Mukesh Ambani has always talked about how corporate social responsibility (CSR) activities should be an integral part of the company. He stresses how companies should adopt a model where they think of CSR as something that would fetch 'social returns together with financial returns'. "It has to be an organic part of the business", he adds.

“Businesses will not only have to act as the trustees of their shareholders or owners but will also have to care for the society by virtue of the license given to them by the society itself. The businesses should be measured on social returns together with financial returns.”

“We will have to move from the model of CSR to a model of continuous social business through enterprise and entrepreneurship where societal needs and gaps are seen as duties as opposed to just business opportunities.”

“As long as we place millions of Indians at the center of our thought process, as long as we think of their welfare, their future, their opportunities for self-realization, we are on the right track.”

These above statements from Mukesh Ambani proves that he has not forgotten his humble upbringing and is still following the advices of his father. He realizes the importance of keeping the society happy to make his company more prosperous.

Gayathri Shivaram, et.al (2016), conducted a study on the leadership style and change management of Mukesh Ambani. The objective of this study was to better understand the leadership role of Mukesh and how he manages change in his company. This research scholar has used descriptive and analytical research methods for the purpose of this study. According to the findings the scholar found out that Mukesh had the perfect combination of entrepreneurship and leadership, He transformed Reliance from a company with a turnover of 640 million in 1976 to one with 620 billion in 2002. Starting with a small textile mill in Naroda, in 1966, he took Reliance to various areas like

- Petrochemicals, polyester filament yarn, oil and gas exploration and production, refining and marketing of petroleum, textiles, power, telecom services, information management and financial services.

Mukesh Ambani does not follow any traditional leadership style instead he follows his own unique style which makes him a fascinating person.

RESEARCH METHODOLOGY

This study is based on descriptive and analytic research method, the information for this study was gathered from reputed and reliable websites on the internet, this information is further analyzed to present a clear conclusion.

DATA COLLECTION AND INTERPRETATION

The method of collecting data for this study is secondary data. The data here is collected by referring to books and journals for study purpose. Most of the information are gathered and referred with the help of internet browser.

INTERPRETATION

Leadership style

- **Out with the feudal system**

He realized that the feudal system in place was outdated and needed to be replaced by a revolutionary system. There was no substance in keeping the power in a few people's hands and so the authority was spread over a network of people who were given specific responsibilities. He did not form coalition with any second rate companies. He only bonded with the best. Dupont's alliance was sought for \$5 million. Young people were assigned to be trained by Dupont. This was something new to Indian business and industry.

- **Not let up**

His father and Rasikbhai Meswani, his cousin, two guiding spirits behind Reliance died in quick succession. Mukesh was devastated but did not panic. He quickly found his strength to get back to articulation. The organization was intact after all. Work went on almost without interruption.

- **Aim high**

It was always a goal for him to beat Taiwan and Korea in polyester business. They were the dominant players in the business then. Soon he concluded that the scale of business has to be huge to achieve the goal. In spite of the license-raj and in its strangling ways, Reliance polyester had built a capacity of 75,000 tonnes. Then came deregulation. The company leapfrogged into producing 1 million tones. The fast falling tariff

rates helped too. The executives, numbering some 300 were top class and saw it that the company grew steadily. This growth, the vision of Mukesh, set a world record.

• Learn from the Guru

Mukesh knew from experience that the US was an open country where it is not difficult to run a business and could get information in the quickest possible time. He made it to the US Association of Chemical Engineers and got all the information. He also learnt many things from DuPont. Mukesh is all praise for KK Malhotra, who is from a public sector company and whom Mukesh considers his guru.

• Expansion

Mukesh could see far into the future and pinpoint the business that would change the face of his company profile. Petrochemicals, plastic, polyester were all in their net, all having a future. Expansion would not be confined to India alone , it included the whole world. This enabled the company to become what it is, a global giant by any standards.

From the above given data, we know that Mukesh Ambani does not follow any traditional form of leadership and instead has his own unique style. He also has his own unique management technique which is a combination of American style of entrepreneurship and Japanese focus on technology, to this he added the innate shrewdness of a Gujarati businessman.

CONCLUSION

From this study we can conclude that Mukesh Ambani does not follow any traditional forms of leadership styles like autocratic or transformational, but instead has his own unique style which he follows, the same applies for his management techniques. This makes him highly adaptable to changes and the fact that he is the richest asian today, is a testament to that.

LIMITATION OF STUDY

Due to extreme lack of case studies on Mukesh Ambani's leadership style, this research lacks efficiency. Time and money constraints were a big issue too.

REFERENCES

- Hiral Goswami (2012), "Values practiced by Mukesh Ambani", "Business ethics and corporate governance".
- Gayathri Shivaram, Zubair Siddique, Miney Mehta, Tanvi Naik, Sneha Moitra, Snigdha Moitra, Sameera Sanjay, Akshay Vasan (2016), "Leadership and change management"
- www.slideshare.net, Leadership style of the richest Indian Mukesh Ambani
- www.gotabout.info, Leadership qualities and skills of Mukesh Ambani

NEGATIVE APPROACH TOWARD STOCK MARKET

Saurabh Singh
Student, BFM, Vidyalankar School Information Technology

ABSTRACT

Every investor want to make money. In stock market , irrespective of the level of experience . It is easy fall for the temptation, but one needs to have a good strategy in place to be able to protect one's money and make handsome return .

Investing in stock market is simple but not easy. It requires passion , patience and discipline. Plus, one needs to have a sound understanding of the market and the forces at work and also some bit of research capability.

INTRODUCTION

A stock market is a collection of buyer and seller of stock stocks. These stocks represents the ownership interests in companies .

These may be included publicly or privately traded securities.

The new York stock exchange is an example of share market. Usually large companies will list their stock on a stock exchange because it makes their shares more liquid, which investors love . This also attracts international inverter.

A long position

In a long position the owner benefits when shares gain in value. The potential profits unlimited. So the “long” position is said to be “bullish”. When the stocks is down, the mist that the owner can be lose is the amount of money he has originally paid for it .

A short position

Here in a short position, the inverter expects that the price of the stock will decrease in short term. To set up short sell transection, the invertor borrows the shares from an owner and then sell it to another investor.

The inverter ultimately return the stocks he borrows. The inverter is borrowing and selling the stocks at a higher price and then later buy the stocks from market when the price fall.

Objectives of negative approach toward the stock market

- 1) To study the background of stock market.
- 2) To study the negative approach toward stock market.

An Introduction to the Indian stock market

Mark Twain once divided the world into two kinds of people, those who have seen the famous Indian monument, the Taj Mahal, and those who haven't. The same could be said about investors. There are two kinds of investors: those who know about the investment opportunities in India and those who don't. India may look like a small dot to someone in the U.S., but upon closer inspection, you will find the same things you would expect from any promising market.

The BSE and NSE:

Most of the trading in the Indian stock market takes place on its two stock exchanges, the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). The BSE has been in existence since 1875. The NSE, on the other hand, was founded in 1992 and started trading in 1994. Both exchanges follow the same trading mechanism, trading hours, settlement process, etc. At the last count, the BSE had more than 5,000 listed firms, whereas the rival NSE had about 1,600. Out of all the listed firms on the BSE, only about 500 firms constitute more than 90% of its market capitalization, the rest of the crowd consists of highly illiquid shares.

Almost all the significant firms of India are listed on both the exchanges. NSE enjoys a dominant share in spot trading, with about 70% of the market share, as of 2009, and almost a complete monopoly in derivatives trading, with about a 98% share in this market, also as of 2009.

Trading Mechanism

Trading at both the exchanges takes place through an open electronic limit order book in which order matching is done by the trading computer. There are no market makers or specialists and the entire process is order-driven, which means that market orders placed by investors are automatically matched with the best limit orders. As a result, buyers and sellers remain anonymous.

Settlement Cycle and Trading Hours

Equity spot markets follow a T+2 rolling settlement. This means that any trade taking place on Monday gets settled by Wednesday. All trading on stock exchanges takes place between 9:55 am and 3:30 pm, Indian Standard Time (+ 5.5 hours GMT), Monday through Friday. Delivery of shares must be made in dematerialized form, and each exchange has its own clearing house, which assumes all settlement risk by serving as a central counterparty.

Market Indexes

The two prominent Indian market indexes are Sensex and Nifty. Sensex is the oldest market index for equities; it includes shares of 30 firms listed on the BSE, which represent about 45% of the index's free-float market capitalization. It was created in 1986 and provides time series data from April 1979, onward.

Another index is the Standard and Poor's CNX Nifty; it includes 50 shares listed on the NSE, which represent about 62% of its free-float market capitalization. It was created in 1996 and provides time series data from July 1990, onward.

Market Regulation

The overall responsibility of development, regulation and supervision of the stock market rests with the Securities and Exchange Board of India (SEBI), which was formed in 1992 as an independent authority. Since then, SEBI has consistently tried to lay down market rules in line with the best market practices. It enjoys vast powers of imposing penalties on market participants, in case of a breach.

Restrictions/Investment Ceilings

The government of India prescribes the FDI limit and different ceilings have been prescribed for different sectors. Over a period of time, the government has been progressively increasing the ceilings. FDI ceilings mostly fall in the range of 26-100%.

By default, the maximum limit for portfolio investment in a particular listed firm, is decided by the FDI limit prescribed for the sector to which the firm belongs.

Problem/negative approach toward stock market

In the stock market 90% of inverter face the problem of loosing their investment. So It is very common problem of loosing investment. But every inverter experience is different way in loosing their money. Some investor left market often having huge loss.

Panic buying

Panic buying is a type of behavior marked by a rapid increase in purchase volume, typically causing the price of a good or security to increase. From a macro perspective, panic buying reduces supply and creates higher demand. Panic buying may result from a number of different events. Generally panic buying occurs from increased demand which causes an increase in price. Adversely, panic selling has the opposite affect resulting in increased supply and a lower price. Conceptually panic buying and selling on a large scale can have dramatic affects leading to market shifts in various scenarios.

Panic selling

Panic selling refers to wide-scale selling of an investment, causing a sharp decline in price. In most instances of panic selling, investors just want to get out of the investment, with little regard for the price at which they sell.

This is the "end of the world" syndrome. The market (or stock) starts taking a downturn and people act like it's never happened before. Symptoms include a lot of blaming, swearing and despairing. Regardless of the losses you take, you start to get out before the market wipes out what's left of your retirement fund. The only cure for this is a level head. If you did your due diligence, things will probably be OK, and a recovery will benefit you nicely. Tuck your arms and legs in and hide under a desk as people trample their way out of the market.

CONCLUSION

You can make a lot of money investing in stocks or trading in the stock market, but it is not something for the new investors. Care must be taken when it comes to stock investments. The investor must have a solid understanding of stocks and how they trade in the market or risk losing money in a volatile type of investment.

ROLE OF COMMUNICATION IN PERSONALITY DEVELOPMENT

Renny Maru and Amita Maity

Student, Marketing, Bhavan's College, Munshi Nagar, Andheri (W)

ABSTRACT

This paper aims to probe the need and role of communication as a part of development of one's personality. To meet the objective of the study, a web-based survey was conducted for data collection. The students and their parents as well as a few teachers were asked to respond to the survey. The findings and results revealed that communication had a meaningful impact on individual's personality growth, self development and other skills. However, the communication in the kids was built by their parents and teacher and when it came to inculcating the skills themselves the kids did it through internet and books. There are various barriers such as culture, nationality, etc which played an important role in personality development. It is assumed that this study will raise awareness in this regard of personality development of an individual with various commendable conditions.

Keywords: communication, personality development, conversation, gestures, positive impact.

1. INTRODUCTION

Personality refers to an individual's characteristics, style, behavior, mindset, attitude, one's own unique way of perceiving things and seeing the world. Other factors like genetics, family backgrounds, varied cultures, environment, and current situations play a prominent role in shaping one's personality. The way one behaves with others reflects their personality. An individual with a pleasing personality is appreciated and respected by all. Effective communication skills play a crucial role in honing one's personality. Communication helps individuals to express themselves in the most convincing way. Your thoughts, feelings and knowledge should be passed on in the most desirable manner and effective communication skills help you in the same. A person should speak really well to make a mark of his/her own. Remember, no one would take you seriously if you do not master the art of expressing yourself clearly and in the most convincing manner. The way one communicates defines the development of his/her personality. Be it verbal communication or non verbal, it shapes individual into better personality. Personality development is defined as a process of developing and enhancing one's personality. Personality development helps an individual to gain confidence and high self esteem. Personality development also is said to have a positive impact on one's communication skills and the way he sees the world. Individuals tend to develop a positive attitude as a result of personality development. It is essential to develop good personality in order to maintain healthy professional as well as personal life.

2. OBJECTIVES

- To analyze the need of communication for development of one's personality.
- To study the effectiveness of good personality development.
- To study how various communication tactics/methods helps to build a better personality.

3. REVIEW OF LITERATURE

1. Importance of personality development in LIS education.- Kanwal Ameen

Keeping in mind the value of good development skills which can be inculcated through communication is mandatory which studying library and information education. It helps the individual grow personally as well as professionally in various aspects of life. Personality places a vital role for the development of one's personality. The article also speaks about various suggestions on how good personality raises an individual above the mass.

4. RESEARCH METHODOLOGY

For our research we have used both types of method i.e. primary data and secondary data.

1. Primary data:

- Observation: We have observed the communication pattern in teenagers and how effectively their personality is developed.

b. Questionnaire: We have used the Google form to create the questionnaire and then collected the data.

Sample size for the questionnaire: 100

Sample selection: random.

Sample specification: Students & Parents.

c. Suggestions: Various people were asked about their personal opinions as well.

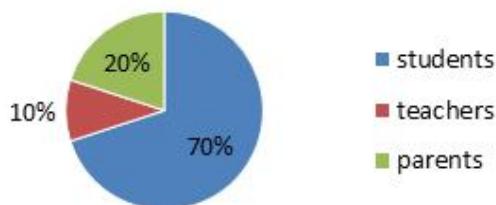
2. Secondary data

(a) We have also collected the data from various articles, websites and case studies.

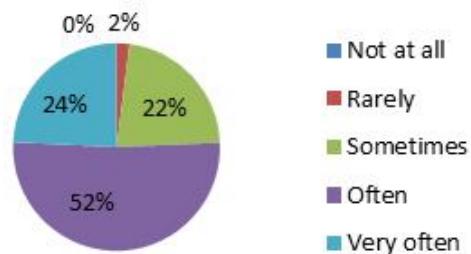
(b) We have referred to previous research reports as well.

5. DATA ANALYSIS

1. Age group answering the survey

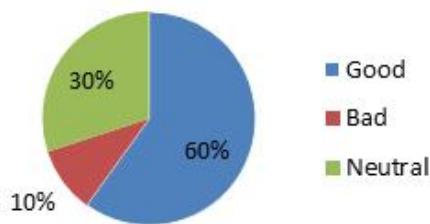


2. Do you think good communication helps in personality development?



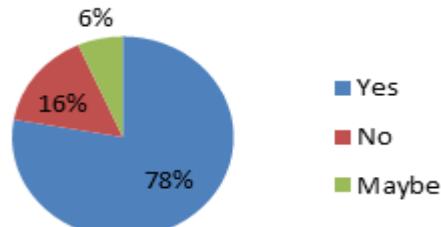
Very often people think good communication helps in personality development.

3. What kind of impact does body language, gestures and silence play while talking to someone?

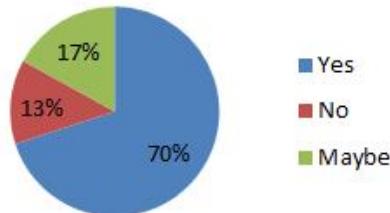


Majority of people think these kind of gestures have good impact on us.

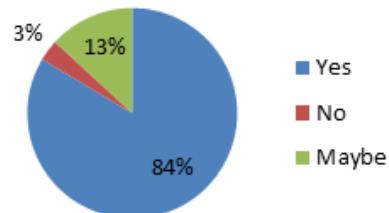
4. Do cultural barriers have effect on communication and thus leads to poor personality development?



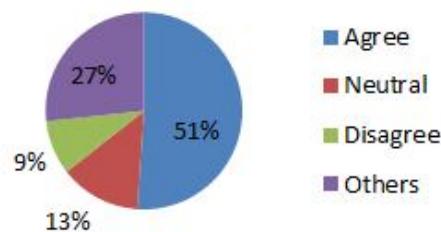
78% of the people feel that cultural barriers effect adversely on communication. Out of which 50% are parents of kids.

5. Before communicating with others, do you think twice before speaking?

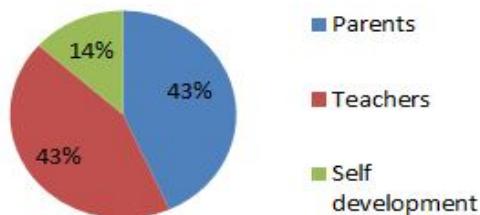
70% of the parents think twice before communicating while the kids don't.

6. Do you pay attention on self personality development?

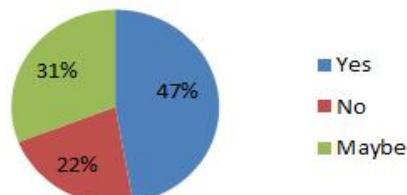
Majority of the people pay attention on personality development.

7. Has the development of the internet and social media caused a change in people's personality?

Majority of the people agree that the development of internet and social media has caused a change in people's personality.

8. Who inculcates the values of personality development in us?

Majority of the audience feels that parents as well as teachers both are responsible for inculcation of personality development in us.

9. Do books like how to win friends and influence people, talk like ted, the power of communication help in personality development?

47% of the parents think such books do influence their kids.

5. RESULTS AND DISCUSSIONS

We also included one table where the students had to rate various communication skills from 1 to 5. Out of seventy, sixty-three students responded to this question. Table1 shows the overall impact of communication skills in personality development. It is interesting to note that the “listening skills” got a higher mean value than the “speaking skills”. Socially, children are taught to listen to the teachers and parents and discourage to go into arguments with elders. So out of fear or respect, they hesitate to ask question and thus major learning is done through listening.

Statement	1	2	3	4	5
Listening attentively	2	3	14	21	13
Presentation skills	2	2	17	17	25
Speaking with clarity using appropriate tone	5	6	21	10	21
Using body language appropriately	3	8	18	15	19
Taking responsibility of own behavior rather than blaming others	7	5	16	22	13

(N=63) Scale: 1- not at all, Scale: 2- to little extent, Scale: 3- to some extent, Scale: 4- to moderate extent, Scale: 5- to great extent.

Table-1: Scale of Basic Communication Skills in Ones Personality

6. CONCLUSION

1. To analyze the need of communication skills for the development of one's personality.

On the basis of the survey we can conclude that, the need of communication skills for the development of an individual's personality is an important factor in today's era for both parents and their kids. Parents constantly keep on trying that their kids develop a good personality so that their body language and gestures play effective role when they speak. As seen in the pie chart, **60%** of the people do care about all of these attributes while talking to an individual.

2. To study the effectiveness of good personality development.

Developing a personality is not a one day thing. And on the basis of the survey we can conclude that the more effective the communication, the better the personality is developed.

It helps in maintaining good relations with others and also makes the other person comfortable enough to speak with you. According to the research, **70%** of the people think twice to thrice before they speak for the sole reason, i.e. what would others think about their personality. The effect that a well developed personality shows is far more appealing than the one which is poorly developed and one can make the difference in fraction of seconds.

3. To study how various communication tactics/ methods help to builds a good personality.

On the basis of the survey we can conclude that, now a days to develop a good personality, people have came across various methods like; reading various books on communication, social media posts

and high use of internet. The survey shows that, **51%** of the audience is influenced by the social media and internet, while **47%** is building good personality through reading books.

Also on the basis of our survey we came to know that majority of the kids that have an inbuilt habit of reading books since a smaller age are much more developed in personality than the ones whose parents make efforts to help their kids build their personality. As the trend of social media and internet is increasing day by day, people have became more tilted towards copying what others are doing rather than focus on self development. In a way it is creating good impact but one is forgetting their own self in this “copy others to be the best” race.

5. RECOMMENDATION

- As per the report, communication is one of the most important part of the personality development, thus schools and other educational institutes should make an effort to help and motivate kids in this genre as well.
- Also per the report, there are some cultural barriers as well as gender barriers which the society should understand and over throw it. Not every individual is meant to be same in their personality each one is meant to posses different qualities, but these qualities show be positive as far as it is concerned.

3. The suggestions when we asked open ended questions were mostly filled with emphasizing on practicing the communication skills in schools so that a growing individual gets enough hold of it.

6. REFERENCE

Websites

- www.managementstudyguide.com
- www.oxforddictionaries.com
- www.studyggs.net
- <https://www.papermasters.com/personality-development.html>

Books

- How to win friends and influence people.
- Talk like ted.
- Hurlock E.B. (2004) Personality Development. New York: Mc Graw Hill
- Kothari C. R. (2001). Research Methodology. New Delhi: Vishawa Prakashan.

7. APPENDIX

ROLE OF COMMUNICATION IN PERSONALITY DEVELOPMENT

1. Do you think good communication help in personality development?
 - a. Not at all
 - b. Rarely
 - c. Sometimes
 - d. Often
 - e. Very often
2. What kind of impact does body language, gestures and silence pay while talking to a person? *
 - a. Positive
 - b. Negative
 - c. Neutral
3. Before communicating with others, do you think twice before speaking? *
 - a. Yes
 - b. No
 - c. Maybe
4. Do cultural barriers have effect on communication and thus leads to poor personality development?
 - a. Yes
 - b. No
 - c. Maybe
5. Do you pay attention on self personality development? *
 - a. Yes
 - b. No
 - c. Maybe

6. Do you think culture, gender and nationality contribute towards good personality? *

- a. Yes
- b. No
- c. Maybe

7. Has the development of the internet and social media cause a change in people's personality? *

- a. Strongly disagree
- b. Disagree
- c. Neutral
- d. Agree
- e. Strongly agree

8. Who inculcates the personality development values in us according to you? *

- a. Parents
- b. Teachers
- c. Own self

9. Do books like how to win friends and influence people, talk like Ted, just listen, and the power of communication help in personality development?

Rate from 1 to 5,

Where 1 means low and 5 means high

COMMUNICATION QUALITY SURVEY

E-FILING OF INCOME TAX OF SALARIED PEOPLE

Ridhvik Chettiar and Drishti Siddharth Chakraborty

Student, B.Com in Accounting & Finance, Vidyalankar School of Information Technology, Wadala (E), Mumbai

ABSTRACT

E-filing is the powerful tool that can deliver noteworthy social and economic benefits. It can provide a powerful support to the government for quality governance and large population to pay their liabilities to the government productively. Present study is an empirical study about the income tax payer's perceptions toward electronic filing. The study is based on primary data collection with the help of structured questionnaire being filled by 101 tax payers which were purposively and conveniently chosen salaried people. Descriptive statistics and factor analysis had been used to analyse the awareness, problems and the satisfaction level of the respondents. The results put forward that although E-filing has given ease of use to the income tax payers yet they are facing various problems like peak rush, difficulties in operations in this process.

Keywords: *E-filing; Awareness; Perceptions; Satisfaction; Problems.*

1. INTRODUCTION

The process of filing income tax returns was very difficult for the common man as it involved a lot of paper work. Due to this issue the method of E-filing of IT returns was brought into consideration. This process was very easy and quick, involved less paper work, more reliable and had many other benefits. People could file returns sitting at their offices, home or at any other place where they were comfortable. The government of India has an online site from which the form for TDS, Professional Tax and Service Tax can be downloaded and filled with ease. The site also helps to identify the mistake of PAN and TAN numbers so that there is no mistake while filling the form. If there are a lot of mistakes made by the person who is filling the form, the form becomes corrupt and a new form has to be downloaded from the site and the person has to fill it again. Any wrong data which is entered by the person filling the form, the site sends you a notification on the spot that there is an error and you have to correct it because you won't be able to proceed with the form.

The Individuals who used to file returns with the help of Tax consultants have now started to file on their own with the help of E-filing website. Majority of the people find it easy and understand the procedure better. They get computer generated receipts once the whole procedure is completed. The move from the traditional method to the modern method by the government has been highly appreciated by the people as most of them are filing their returns directly with the help of the site.

This move can be said as a digitalized move and the economy will progress because people will file returns regularly as the method is easy and does not consume more time. The government should take more and more steps to make this technique better so that everyone can adapt towards it in the future and contribute towards the growth of the economy.

2. OBJECTIVES OF THE STUDY

- To get detailed knowledge about e-filing.
- To know about the perception of income taxpayers towards ease of electronic filing.
- To understand about the satisfaction level of the income taxpayers toward electronic filing.
- To suggest the taxpayer the process of e-filing of tax return of income.
- To help others to understand and clear their issues relating to e-filing.

3. LIMITATIONS OF THE STUDY:

- The respondents may not give correct answers.
- The study is limited to the geographical area of Mumbai.
- The time constrain is a major limitation.
- The technology used may not be comfortable for everyone.

4. REVIEW OF LITERATURE

Mamta An Empirical Investigation. Journal of management and research explained that the felt it easy to use e-filing system. To investigate whether the tax payers had encountered any problems/ (or facilities) in using the e-filing system. To analyse the situation, 300 respondents and their result were recorded. It can be concluded that majority of the tax payers have own enough facility to use e-Filing system at home or at the workplace and ease of use is the most important reason to file returns online.

Arora Scholarly research Journal for Humanity Science and English language analysed about the process of electronic filing used in India and the progress of e-taxation system in India by measuring its yearly progress on the basis of income tax returns. The data source was secondary in nature and Descriptive statistics had been used for the study. The study proved that e-taxation had shown some energetic result will change in the Indian Tax system.

5. RESEARCH METHODOLOGY

Research Methodology is a science of studying how much research is to be carried out. Critically the procedures by which researchers go about their work of describing, explaining and predicting phenomena are called research methodology.

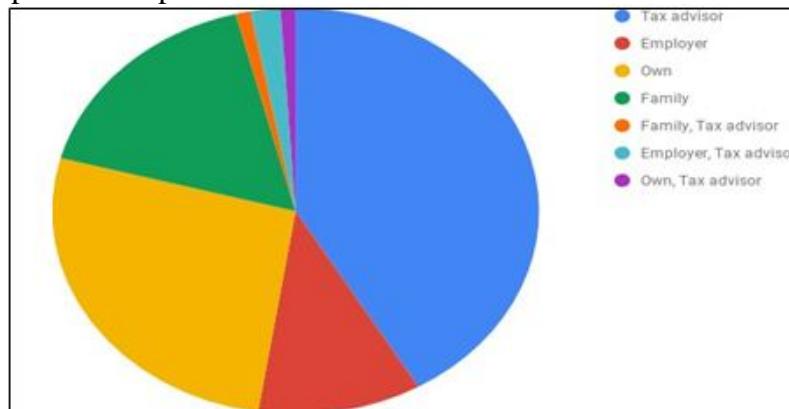
Sample Size: A sample of 100 people are taken randomly.

Primary Data: For the purpose of the study primary data was collected for the project. Sample size for the same was 100, target segmentation was Demographic (20 & above), Social Economic (people who are earning and paying tax), Geographic (restricted to Mumbai). Mode of this survey was online. The objective of the survey was to study people's perspective about the e-filing of returns.

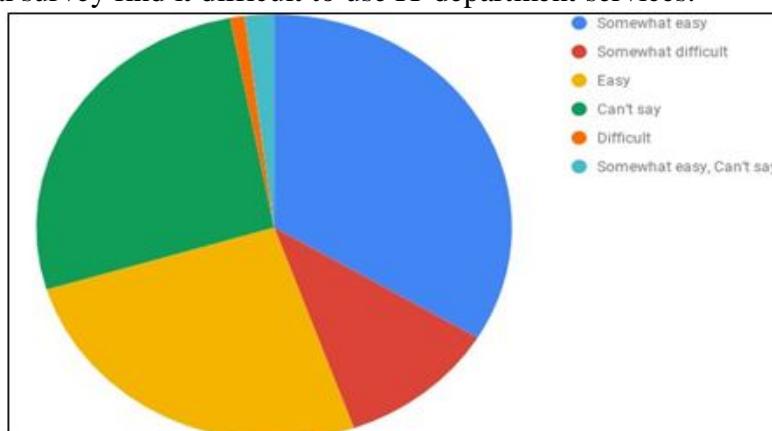
Secondary Data: The secondary has been collected through magazines, articles, websites and reference books.

6. DATA ANALYSIS

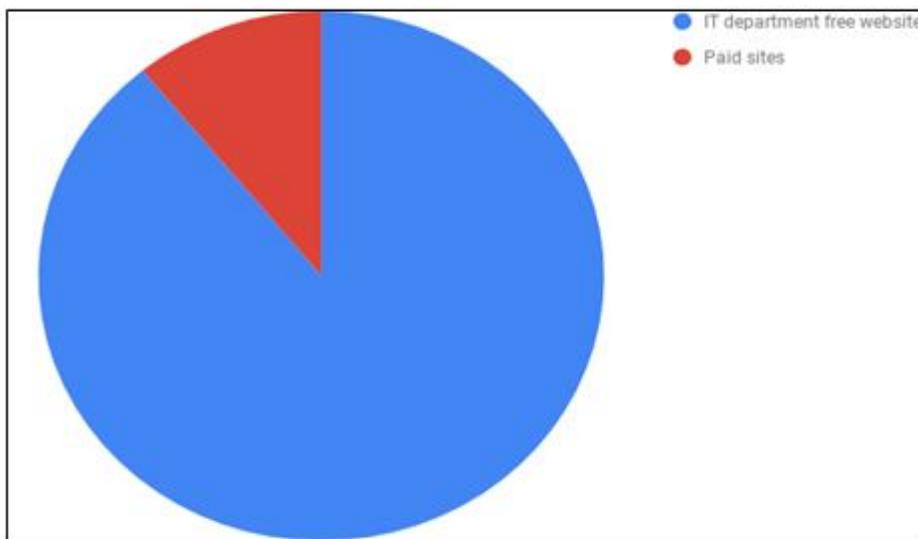
Majority of the people take help from a tax advisor to file their taxes.



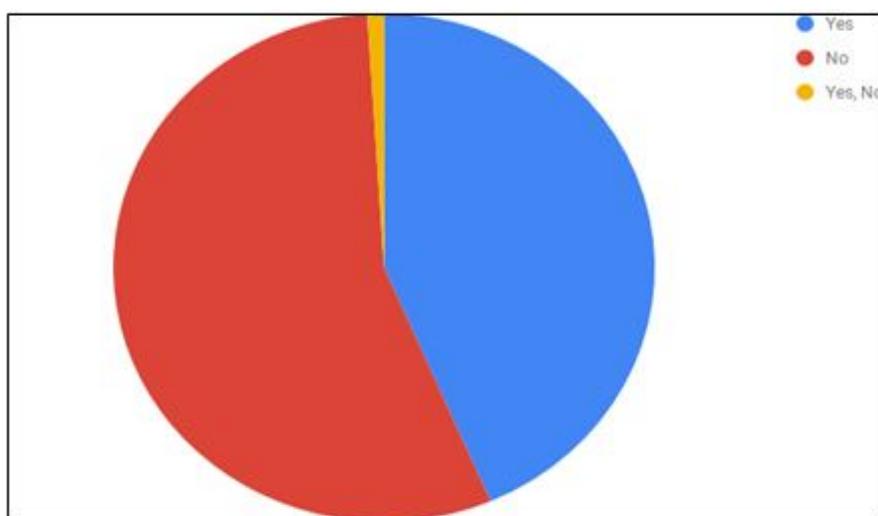
Only 1% of the total survey find it difficult to use IT department services.



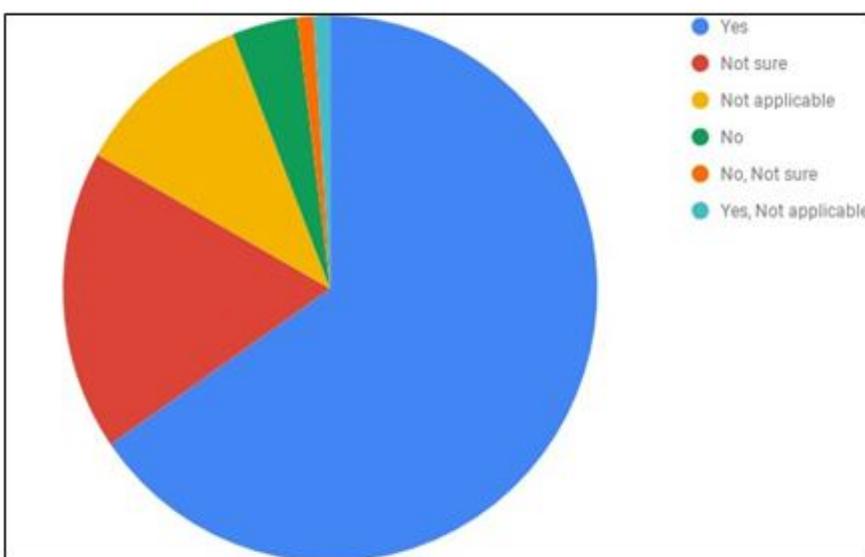
89% of people prefer free websites for e-filing



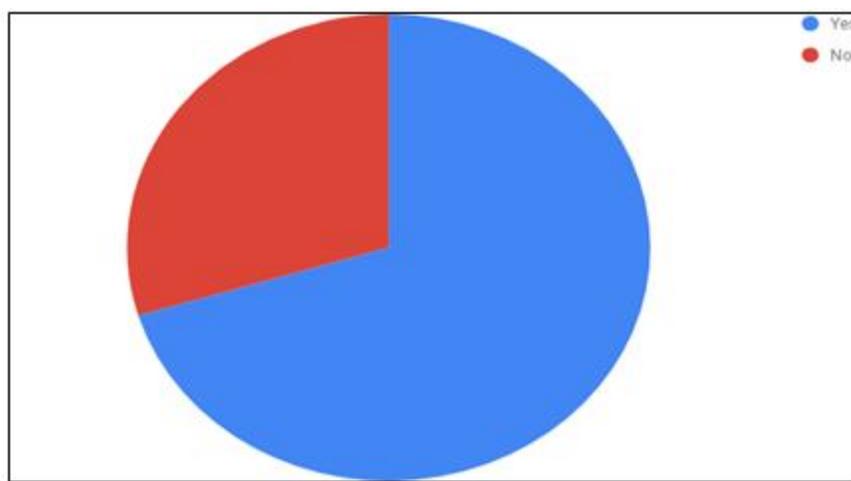
44% of the people uses online or offline calculator to verify their tax calculation.



65% of the people find e-payment easy to make tax payments.



70% of the people get timely notified by their tax consultant about the various provisions and submissions of all taxes.



7. CONCLUSION

Government of India, has tried to achieve social objective of education to masses through various tax provisions. Tax benefits are allowed to women and senior citizens. It lowers the burden of paying tax at one time.

IT departments has made it easy and convenient to use. Most of the people file e-returns by their own due to easy and understandable procedures. If there are any errors while e-filing, rectification process is also there to correct errors.

But if one does not files returns on time, there are heavy penalties imposed on them.

Under the Umbrella of my project, I am glad to understand the design and pattern of income tax e- filing online. My experience with Primary survey gave me an edge adding to my knowledge about e- return filing in the current Indian scenario.

8. REFERENCES

- [1] <https://www.bankbazaar.com/tax/all-about-tds.html>
- [2] <http://taxguru.in/income-tax/tds-returns.html>
- [3] <http://www.charteredclub.com/professional-tax/>

RURAL MARKETING AND RETAILING- SPURIOUS BRANDS IN RURAL INDIA**Snehal Parab and Sanskriti Reja**

Student, Marketing, Bhavan's College, Munshi Nagar, Andheri west, Mumbai

ABSTRACT

This research paper attempts to explore the relative causes for entry and success of these spurious brands matching with rural consumer behavior. This research has been done with an aim to find out a probable solution to the problem releasing villages with original brands only. This will be beneficial for both the genuine brands who incur losses and the consumers who are being cheated on.

Keywords: Spurious, Inimitable Sign, Genuine Brands, Losses, Imitator

1. INTRODUCTION

Rural population is defined as people living in rural areas as specified by National Statistical Offices witnessed with more than 70% of population living in rural India. Hence the scope of rural marketing in India is driving at the high speed. With rural India depending on agriculture as its primary occupation there is a noticeable increase in their disposable income by nearly 5.6% giving a kick to many FMCG brands to enter in rural market.

At present, various brands are well established in rural India like HUL, Nirma, Britannia, Lifebuoy, Parle, Dairy milk and many others with its well-planned distribution strategies. Yet there are many challenges faced by these brands like heterogeneous market, communication barriers, poor infrastructure, low literacy rates and warehousing and one of the prominent challenges faced is “SPURIOUS BRANDS”. The Indian rural landscape being scattered in smaller villages, gaining access in all of them is a tedious task for brands and these manufacturers have an advantage of being local and thus reach the shops before the original brands do.

Cost is an important factor in rural buying behavior and taking advantage of the same, many spurious brands are making profit in market leading to loss faced by original brands by giving low cost option to customers. Due to illiteracy, people are not in position to recognize the inferiority offered to them at low cost and they end up buying the product as it is pushed by retailers who probably get comparatively high commission for the same. Encountering this issue is a major challenge for the brands.

Stopping the counterfeits market is a long process but it's more important for companies to create awareness among the consumers about the ill effects of such fake products and the hazards they pose. Even though there are legal protections available against spurious brands, retailers are not evenly exposed to them. Many companies have already tried to encounter the issue like strategic way or uncertain raids but yet not completely passed in doing so.

2. RESEARCH METHODOLOGY

- As this research paper reveals the reasons of entry and success of fake brands, secondary data has been used to find out the reasons through various articles and websites.
- Solution to the problem is completely based on our intelligence and perception after looking the various aspects of rural marketing and retailing

3. OBJECTIVES

- To understand the reason for entry of spurious brands in rural market
- To analyze why original brands are losing profits over spurious brands.
- To suggest a permanent solution to encounter the issue of spurious brands.

4. REVIEW OF LITERATURE

Vritti Vaani, 2011 “Counterfeits piggy back on huge marketing budgets of FMCG companies. The rural consumers are aware of the brand owing to ads broadcasted on radio & television channels. But on time of purchase, the consumers tend to pick their fake counterparts due to unavailability of original product or get fooled by the retailers who on purpose sell cheap products for higher margins.”

Mr. Pradeep Kashyap, president, Rural Marketing Association of India (RMAI) and CEO, MART
“Most people in rural India can recognize alphabets but not complete words, so during a research, we found a whole lot of samples of fake Clinic Plus shampoo sachets where the visual was similar to the original brand but the name was changed to ‘Clinton’ as Bill Clinton was to arrive soon in the country. During another such raid, we collected about 99 variants of Fair&Lovely cream including Fair&Lonely, Far & Lovely etc.”

D.Y. Chacharkar “The similarity of two products is generally perceived by consumers as a product by same company. This generalization gives path to imitators. When the qualities and image of a product is not clear in the mind of a consumer then this confusion also leads towards brand imitation.”

5. PROBLEM RECOGNITION

REASONS WHY FAKE BRANDS ARE ENTERING AND GETTING SUCCESS

A] LITERACY RATE IN THE RURAL AREAS OF INDIA IS RELATIVELY VERY LOW-

It has adverse effect on the consumer behavior too. The consumers, there, do not recognize brands or products based on its quality or their choices. It is mainly based on the pricing, availability of the product or influence of the society, relatives, and so on.

B] TRADE PROMOTION

The sales promotion of the retailers also affects the sales. The influence of the retailers is high enough for the consumers to get carried away. The retailers are known to sell the brands that provide them with higher benefits or commission irrespective of their fakeness.

The consumers recognize the product or a brand based on their colour, name or logos that are similar to the original product.

C] THEY FAIL TO DIFFERENTIATE BETWEEN THE FAKE AND THE ORIGINALS

This is also due to the fact that at times, the fake look so similar to the original brand that one cannot say. The names, colours or packaging of the product is slightly changed such it only reminds of the original brand. For example, Fair&Lovely becomes Far&Lovely or Dairy Milk becomes Daily Milk. The advertising that the genuine brands do convinces the consumers that the products available in the market are same as the ones in the advertising. They are unaware that they are being cheated on.

The consumers are not familiar with the original quality or the brand associations thus, are unable to comprehend the fakeness of the products available to them. This may lead to serious troubles to the customer's health, product experience. This further tampers the image of the genuine brand in those markets.

Therefore, we understand that spurious brands are a real threat to the business environment in India and needs to be addressed as soon as possible.

6. SOLUTION

6.1 INIMITABLE SIGN

- **WHAT IS INIMITABLE SIGN?** - A standard sign that is so unique that it is absolute impossible to duplicate which can be used by brands on its products as a guarantee of purity or originality of product. (Not a trademark). It will serve the same purpose the way HALLMARK does for gold to identify the realness of the gold.
- **WHY IS THERE A NEED TO BE DONE?** – The local manufacturers may take the advantage of unawareness or ignorance of the consumers towards the spurious brands that they are being sold. They are oblivious that they are being cheated on. Thus, it becomes a necessity to take an initiative to not just control this inevitable activity but also make the consumers aware of their uninformed condition.
- Inimitable Sign would safeguard the interests of people by helping them identify if the product being sold to them is fake or real. As it is the sign which can't be imitated or duplicated, it would indicate that the product people are buying is the original one and not spurious. Also, the consumers may have a sense of superiority by using a standardized product which is approved by a trusted body.
- **CAN ANY MANUFACTURER ACQUIRE AN INIMITABLE SIGN ON THE PRODUCT?** - NO. Only certified and registered manufacturers are eligible to receive the marking done from authorized centers. That way, spurious brands are not in position to copy the sign and use it on their products. This is

applicable to all the products of all the genuine brands present in the market who wish to have the inimitable mark of their products. They just need to register themselves with the authorized body which allows them to use the sign.

- **HOW WILL IT WORK IN RURAL MARKET?-** As literacy rate is relatively low, problem of fake brand is more acute in rural area especially the deep pockets which are less approachable and people have very little knowledge about the original brands.

Most rural population cannot recognize the full word but can recognize the alphabets, taking advantage of the same, spurious brands use visuals similar to original brands with minimum variation in brand name.

So if most of the people can understand the visuals, inimitable sign would work for them. When the rural people are made aware of the sign to be checked before purchasing, there are chances that they will not become victim of spurious brands and end up buying the originals even though fake ones are pushed by retailers.

6.2 HOW PEOPLE CAN BE MADE AWARE?

- a) **OPINION LEADERS-** Along with advertising campaigns, opinion leaders would work for brands to aware people about the sign of originality.

In rural areas, opinion leaders are seen for a trustworthy and selfless review about anything and everything of the product which influence people at a great extent. They are considered trustworthy because people share the unique sense of belongingness with the localities. The opinion of these leaders weighs more than even the advertisements. Thus, they could be made aware of such misleading acts and the importance of the INIMITABLE SIGN. This is will not only help to educate the rural population about the real brands but also teach them to differentiate between the fake and the real products. This can serve as a vital part of an outreach program.

These leaders can be approached by brands to propagate their message as people would believe it to be a serious aspect to look upon and implement in the way it is led by the opinion leader.

They can be used for spreading awareness about availability of fake brands in market and the inferiority these brands possessed. They are responsible to alter the mind of people to buy original product after checking the sign and not to go for spurious ones just to save few rupees in the pocket.

- b) **CORPORATES-The** companies, themselves, can also design awareness programs in the rural markets to have the first-hand view of the consumers' knowledge regarding the issue. This initiative can be taken collectively by different organizations. It is difficult to reach all the villages of India but it is of greater benefit to all in the long run.

6.3 SOCIETY DUTIES

It is also the customer's and society's duty to be aware of such deceiving activities and how they need to be alert. They must be made educated about the following:

- Should always ask for proper bill i.e. cash memo/invoice.
- Destroy or reuse all containers after usage but should not be given for collection by any unauthorized entity.
- Police departments or food corporation departments should have proper check in the areas to identify the fake brands manufacturing units.
- Consumers should file a complaint in case of ill effects or inferiority of quality.
- Respective authority of the area should conduct monthly investigation in every retail shop.

6.4 LIMITATIONS OF THE SOLUTION

The solution has been devised based on the problems that encourage sale of spurious brands. However, the actual implementation of the solution has not been studied in reference to setting up the authorized body that would develop the inimitable sign and approve the registered companies for using the sign. Thus, an actual

plan can be worked upon further. Also, this study is more consumer-oriented. It does not include the retailer point of view and how do they contribute in the sale of spurious goods in these markets.

7. CONCLUSION

In short, rural consumers are unknowingly buys spurious brands, while in the latter; consumers become habitual to same inferiority and low cost. So it is company's responsibility to curb the issue whatsoever the reasons are, to prevent the genuine brands from making further accountable losses. Taking support of laws and regulations is quite a tedious task for brands; also taking up some sudden raids or investigation is not a solution to go long way as it is often ignored by shop owners after end of the investigation. Hence brands need a super solution to tackle to the problem and save the losing sales.

Solution given by us is practical enough to work if implemented properly. This can be an in-hand solution to curb the issue wholesomely with support of advertising, contribution of opinion leaders and people's willingness to improvement.

REFERENCES

- [1] Mr. Pradeep Kashyap, president, Rural Marketing Association of India (RMAI) and CEO, MART.
- [2] D.Y. Chacharkar, Brand Imitation, Counterfeiting and Consumers.

SUCCESS STORIES OF WOMEN ENTREPRENEURSHIP

Priyanka Tanwar and Susmita Kalambi

Student, Chetana's Hazarimal Somani College of Comm.& Finance, Second Year Bachelor of Comm. In
Accounting & Finance, East.Mumbai

ABSTRACT

Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. The policy and institutional framework for developing entrepreneurial skills, providing vocation education and training has widened the horizon for economic empowerment of women. However, women constitute only one third of the economic enterprises. There exist a plethora of successful business women entrepreneurs both in social and economic fields in India. They are performing well. Government of India has also introduced National Skill Development Policy and National Skill Development Mission in 2009 in order to provide skill training, vocational education and entrepreneurship development to the emerging work force. However, entrepreneurship development and skill training is not the only responsibility of Government and therefore other stakeholders need to shoulder the responsibility. In Hindu scriptures, woman has been described as the embodiment of shakti. But in real life she is treated as Abla. Women are leaving the workforce in droves in favor of being at home. Not to be a homemaker, but as job-making entrepreneurs. The increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a more active role in society and the economy, inspiring academics to focus on this interesting phenomenon

Keywords: Enterpreneurship, Society, Women, Development, Training.

INTRODUCTION

Being women, everyone should feel proud of themselves. Looking in to every field of life, as it may be managing of corporations or managing of household things or sports world, women's success stories are sky-high. Most of the women's are born with entrepreneurial skills and are known for it. Women's are embedded with patience, perseverance, risk-taking attitude, hard work, etc. and these are the qualities of entrepreneurs. In this seminar, highlight has been thrown on the stories of those women who after facing various struggles in their life and work environment came up with their own solutions to problems and as such, they emerged as successful women entrepreneurs

Objectives:- Reduce the rate of unemployment in rural areas through the incorporation of women into economic activity. □ Create a virtual network of rural female entrepreneurs aimed at jobs with dependent people in rural areas, with the purpose of: creating professionalism in this type of work, increasing job opportunities for the target group (women who live in rural areas) and develop the capacity for self-organization and action among the target group.

- Improve women's professional qualifications in rural areas by organising a development program i.e. through training on business matters, confidence and self-awareness of oneself and techniques related to the care of dependent elderly people.
- Promote entrepreneurship and the consolidation of business projects for women in rural areas and develop networks of entrepreneurs and business women as a key mechanism of economic revitalisation in rural areas.
- Empower women from rural environments with the information and tools that will enhance the creation and maintenance of the jobs created.

RESEARCH METHODOLOGY:- JASUBEN PIZZA

Jasuben Pizza captures a big market in Gujarat, Modi said. An educated individual in Gujarat will also prefer 'Jasuben ke Pizza over Pizza Hut,' he added. Jasuben Pizza was started by the namesake in her early forties. While she originally made pizzas for her children, the idea took root once those around started appreciating them. Known for their 'Gujarati' taste, the vegetarian pizzas are quite famous in the state.

Lijjat Papad

Another example of women entrepreneurship that Modi cited was 'Lijjat Papad'. 'Lijjat Papad' is a creation of a group of uneducated women. This is a model of entrepreneurship, he said. According to Lijjat's website, the organisation started work in 1959. A pioneer batch of 7 village ladies had set the ball rolling by making 4 packets of Papads. The faith and patience of the members were put to test on several occasion - they had no money and started on a borrowed sum of Rs. 80/-. Today, Shri Mahila Griha Udyog Lijjat Papad is a Women's organisation manufacturing various products from Papad, Appalam, Masala, Gehu Atta, Chapati, SASA Detergent Powder, SASA Detergent Cake (Tikia), SASA Liquid Detergent. Membership has also expanded from an initial number of 7 sisters from one building to over 43,000 sisters throughout India.

Lijjat is a highly popular pappad brand in India. While many may remember the buck toothed bunny that appeared in their TV commercials, many may not be aware of the fact that it's the power of rural women and their self-employment initiative, 'Shri Mahila Griha Udyog' which made the brand possible. Started with a loan of just Rs. 80, today the co-operative has annual sales of more than Rs.3.1 billion.

Amul successful because of women(Amul the taste of India)

Citing the popular Amul's dairy development model, Narendra Modi said that that the global acclaim that the brand enjoys is in part due to the ground-level work that women do to make it a success. The Amul Model of dairy development is a three-tiered structure with the dairy cooperative societies at the village level federated under a milk union at the district level and a federation of member unions at the state level. The model has been known to empower thousands of village women, who benefit at the grass-root level by selling milk to Amul. Amul claims that its model helps women gain economic independence.

Challenges before Women entrepreneur

1:Family Problem The biggest Challenge before the Women enterpreneur is Family Problems.

B:The Family member wants that Women spend their Whole time with family and her Childrens and Solve their family issues.

2:-Gender gaps :-

Our society is male dominated society. In our society great emphasis are given to men as compare yo women.

Women are not allowed to enhance their skills.

They are denied for getting education.

3:-Low risk taking ability:- Women have low risk taking ability as compare to men Because

Women don't have sufficient funds to bear any higher loss, Lackof infrastructure

Lack of quick decision making and some extent of socialboundations.

4 Tough competition

In our society there is severe competiton between men and women.

Women face stiff competiton for organize their business sector ,

Co-ordination with males procurement of inputs

For production and advertisement.

Step taken by the gov.

Empowering women, giving women enough opportunities to show their worth, is the major concern of the government right now. And aren't women working wonders?! From Indrani Nooyi, CFO of Pepsico to Shahnaz Hussain, owner of the biggest herbal cosmetics industry in India, India has many women entrepreneurs who are shining in the corporate world. More women are joining the world of business and entrepreneurship day by day. In her movie, English Vinglish, Sridevi showed that how every day things that women do, like making ladoos, can help them open big business chain.

10 Strong Ladies Who Proved It's A Women's World !

All they need is proper inspiration, training and promotions. The Government has also taken a few steps to ensure that women are properly educated, informed and guided about entrepreneurship and the countless opportunities it has to offer. Here is what the Government is doing to help women start their own businesses.

Trade Related Entrepreneurship Assistance and Development (TREAD) scheme 1for women

This scheme provides women with proper trade related training, information and counseling along with extension activities related to trades, products, services etc. Along with that, Government Grant also provides up to 30% of the total project cost as appraised by lending institutions which would finance the remaining 70% as loan Assistance to applicant women. It mostly helps poor & usually illiterate/semi-literate women to get started on their business.

2. Mahila Vikas Nidhi

This fund has been set up by SIDBI to help women in rural area start their entrepreneurship easily. It grants loan to women are given to start their venture in the field like spinning, weaving, knitting, embroidery products, block printing, handlooms handicrafts, bamboo products etc.

Standup Women Entrepreneurs for Startup India

3. Co-operative Schemes

Women co-operatives schemes were formed to help women in agro-based industries like dairy farming, poultry, animal husbandry, horticulture etc. with full financial support from the Government.

4. Government Yojanas

Swarna Jayanti Gram Swarozgar Yojana and Swaran Jayanti Sekhari Rozgar Yojana were two important schemes launched by the government to provide reservations for women and encouraging them to start their ventures.

A few training programs started by the Government for self employment of women are:

- Support for Training and Employment Programme of Women (STEP).
- Development of Women and Children in Rural Areas (DWCRA).
- Small Industry Service Institutes (SISIs)
- State Financial Corporations
- National Small Industries Corporations
- District Industrial Centres (DICs)

CONCLUSION

By reading success stories of few women and their life style, we can conclude that women's if determined can achieve any goal , whatever may be the situation of difficulty arises. Successful women entrepreneurs viewed life as challenging, Thier stimulated positiveness in the thinking process and solution to a problem after a persistent effort made them successful in their business ventures.

These stories are really inspiring and provides zeal to start something new with small investment instead of sitting idle and looking for a job. It would be ideal for graduation holders to start up with their own businesses in association with NGO's and SHG's.

REFERENCE

- Stories of women empowerment
- Women enterpreneurship in india.

A STUDY ON THE IMPACT OF VIDEO GAMES ON YOUTH

Nishi Chopra, Anam Khan and Prof. Nikita Raut
BMS Department, Vidyalankar School of Information Technology

ABSTRACT

The problem with today's youth is excessive playing of video game, they have had more influences over the youth than ever before. Excessive video game playing, especially violent video games, can lead to youth violence, a decrease in academic success and many other negative things. Some parents do allow their children to play video games to maintain a social life and to learn how to implement strategies in real life. This may be true at times but not in all cases. Considering a specific violent video game may have the reverse effect and actually reduce perceptions of negative effects if it is difficult to generate arguments for negative effects of the specific game. Although you may believe that violent video games increase the youth violence rates, in actuality some violent video games can have separate effects on youth depending on the child for instance, one child could become more violent whereas another child will not have the urge to be violent. By playing video games for a longer period of time can lead to various different problems. At times, these games can turn into addiction and think they have to beat it before they do anything else and never want to leave their rooms because they want to consistently play the game.

Keywords: Video games, Youth, Impact

INTRODUCTION

A video game is an electronic game that involves interaction with a user interface to generate visual feedback on a two- or three-dimensional video display device such as a TV screen, virtual reality headset or computer monitor. Since the 1980s, video games have become an increasingly important part of the entertainment industry, and whether they are also a form of art is a matter of dispute. Video games has both positive as well as negative impact on the youth.

Online gaming is defined based on:

- ❖ Channels used to procure or access the game.
- Device used to play and
- Mode of game-play online game is procured or accessed through online channels and requires internet in the primary game-play experience. Online games include all genres and can be played across single-player, multiplayer and massively multiplayer formats.
- Games have genres like a puzzle, action Strategy, adventure, arcade, sports, pulsate, skill-based, chance based.
- ❖ Study have shown that,
- 75% and more 18-24 years young people play the different online game, the psychology of young people learn to function without using parents as a major source of comfort, establish a sense of “equality” with parents and Develop adult friendships. Gender percentage to play online games in India is 83% male and 17% female, male tend to do things together that they find mutually interesting, in such as activities related to sports or hobbies.
- Male gamer(s) are concerned about data and memory consumption, Female gamer(s) seek regular update / upgrade.
- High number genre of games played in the age group 13-24yrs is Action, Puzzle, arcade, adventure.
- 75% of young people use a mobile phone to play different games, 21% use PC or Laptop
- 69% use App Distribution for downloading apps for games and 43% use Social Media

OBJECTIVES

- To create awareness amongst youth about video games.

- To examine the problems faced by youth about video games.
- To study the impact of video games on an individual.
- To examine whether video games stimulate our brains.

SCOPE OF STUDY

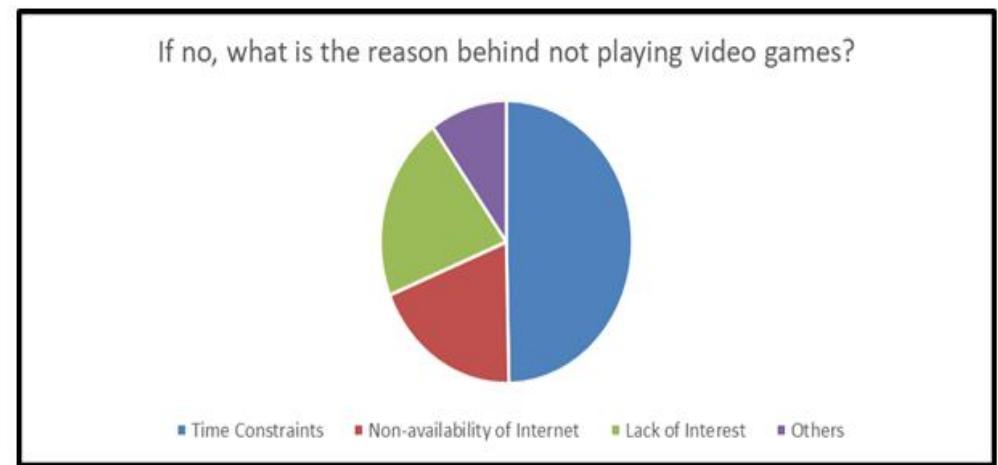
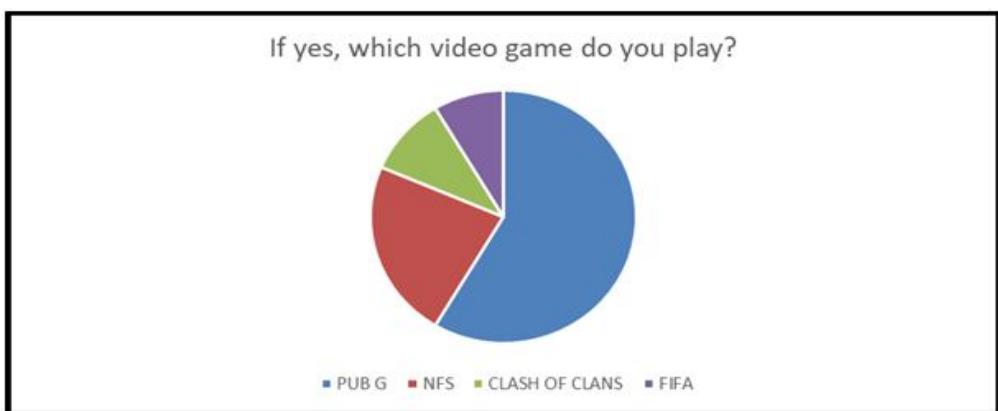
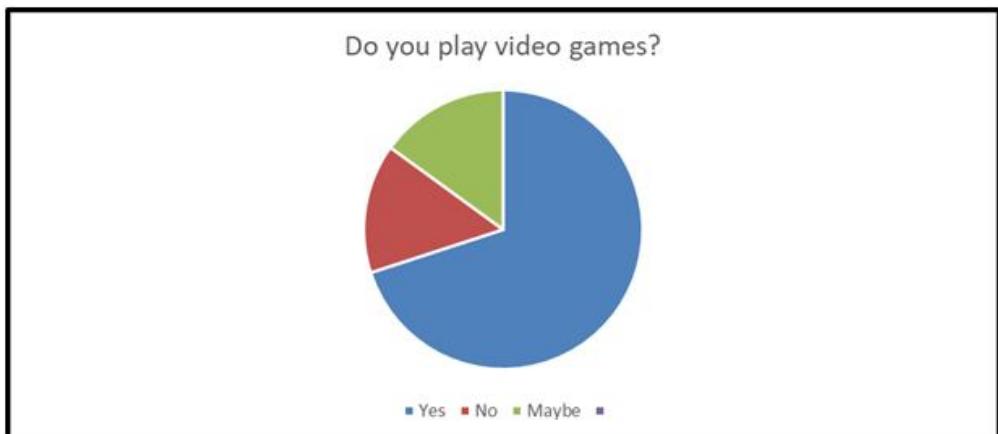
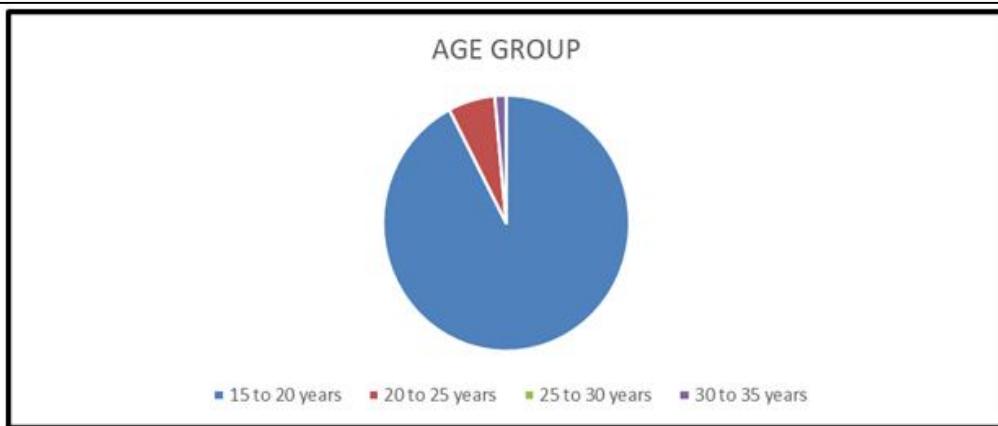
- Gaming is one of the largest segments of the entertainment industry and is considered to be the most desirable platform across the country. It is a demanding career in today's modern world. With the wide access to the internet, a humongous demand has been created for online games and with the evolution of technology, this industry is growing at fast pace. So, a plethora of career options is available in this field.
- The playing of computer games is likely to increase in popularity and is already available across a range of media platforms, many of which are mobile. This raises issues for those wishing to police under-age access to violent video-games;
- As games become increasingly realistic and technology develops the rigorous classification of games and its enforcement will become increasingly important as it is in other areas of media content;
- Indeed, one of the conceptual and methodological challenges for future research is making sense of the increasing blurring boundaries between video games, other media and the growing range of distribution systems for them such as the internet and mobile telephony. This raises issues about whether it is actually possible to view video games as one discrete entertainment entity in the evolving digital landscape.
- As the government encourages the development of a creative/knowledge economy that places digital culture at its centre, this highlights the importance of developing media literacy and media education (aimed at a number of groups including parents) that encourage an understanding of the emerging digital cultural landscape in which computer games will be a central aspect;
- This research needs to place violent behaviour within a broader field of social and cultural factors, of which the media are important, but are not the sole influence on shaping behaviour and social attitudes;
- Exposing younger children to violent games raises ethical and legal issues for researchers, especially when the central aim of such research is to ascertain whether video-game exposure can cause physical, emotional or psychological damage. However, the method of 'self-reporting' by young gamers allows the possibility of ethically engaging in discussions regarding both their interpretation of game playing behaviour and their perception of any wider behavioural impact that such activity may have.

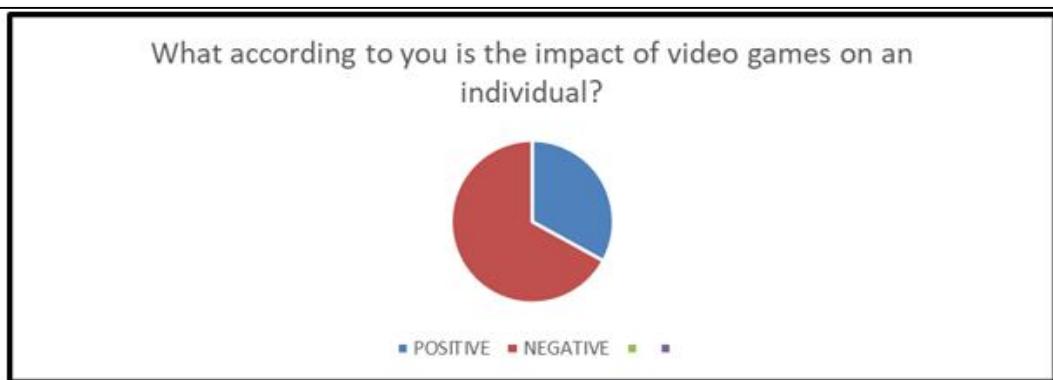
REVIEW OF LITERATURE

- Prof. S., Anderson as discussed in the paper video games are at the centre of discussing the extreme, idealizing effects of video games and also discussed the violent video games effect on young mind in aggressive behaviour, effects, prosocial behaviour, desensitization, physiological manners and in discussion they also accepted the positive side of video games with many non-violent effective games.
- Lavinia McLean and Mark Griffiths concluded psychological effects of video games on young people by many reviews in that their discussion was recognizing the fact that games are comprised of key dimensions which allowed them to recognize possible positive and negative impact of video games

METHODOLOGY

- The data used to conduct this research is primary data as well as secondary data.
- The method used for primary data collection was Survey method and the method used for secondary data was through Internet.
- The sample space for this research was 50 people.
- The following are responses collected through the survey.





FINDINGS OF THE RESEARCH

Playing video games can act as a boon or a curse amongst the youth. It can have both positive as well as negative impact on an individual's behavior.

The positive impact of video games are as follows:-

- Co-ordination between hands and eyes.
 - Improves cognitive functions.
 - Work on dexterity.
 - Quick thinking.
 - Problem solving ability.
 - Gain Educational knowledge.

The negative impact of video games are as follows:

- Addiction.
 - Increased aggression behavior.
 - Adverse impact on health.
 - Poor Academic performance.

CONCLUSION

In this era of technology, people find it difficult to live without their phone. One of its main reasons are video games. In the year 2018, many suicides were committed because of a game known as Blue Whale whereas it was found out that majority of young guys tend to play PUBG and a behavioural changed has been observed amongst them.

The genre of online game effects the young people in both positive and negative ways. There is a huge opportunity for educators here educational content, values, and attitude modification can be delivered to the youth in the mode of their choice. Awareness regarding the issues causing the misuse or overuse of resource available for playing games and hence limiting the overuse for a better planet in future should be created.

WEBLIOGRAPHY

- https://www.google.com/search?q=video+games&oq=video+games&aqs=chrome.1.69i57j0l5.5421j0j8&s_ourceid=chrome&ie=UTF-8
 - <https://www.quora.com/What-is-the-impact-of-video-games-on-children>.

BIBLIOGRAPHY:

- BIBLIOGRAPHY:**

 - Sara Prof, Craig A. Anderson, Douglas A. Gentile, Stephanie C. Brown, and Edward L. Swing, “The Positive and Negative Effects of Video Game Play”, 2014
 - Lavinia McLean and Mark Griffiths, ” The psychological effects of videogames on young people”, ISSN: 11383194, 2013

PAYMENT BANK AN INITIATIVE BY RBI FOR FINANCIAL INCLUSION**Raj Chaplot¹ and Sagar Gaikwad²**Assistant Professor², Vidyalankar School of Information Technology**1. ABTRASACT**

The financial inclusion is to provide financial services accessible at affordable costs to all individuals and businesses, irrespective of net worth and size, respectively. Financial inclusion strives to address and proffer solutions to the constraints that exclude people from participating in the financial sector. India has a growth in financial inclusion from 2014 to 2017 and the growth in financial inclusion is still continued.

This growth is due to the measure by government of India, Finace ministry, RBI. The emergence of payment is also one of the measures to increase financial inclusion. The payment provide variety of banking services such as deposit schemes and many more but restricted to lending activities . The payment bank as a bank has an impact on the commercial bank. The payment has been struggling to be profitable, to attract deposits, finding new ways of earning margin.

Keywords: payment bank, financial inclusion, RBI, Paytm, India post payment bank, commercial bank

2. INTRODUCTION

The Indian financial system has witnessed some remarkable changes since 1991.Banking sector is one sector which has been performing really well after liberalization, and success can truly be associated with major banking reforms taken by RBI some major technological changes that have take place over years.

Financial inclusion is the delivery of financial services at a minimum cost to the lower income segments of society in comparison to financial exclusion where those services are not available.

The India is count second after china having a high unbanked population in the world, as per global finindex report .So as to achieve high financial inclusion various step by Government of India, finance ministry , and RBI have come such as the “ Pradhan Mantra Jan-DhanYojana “ scheme , which has good result , the actual number of bank account has increase drastically from 54%(In 2014) to 78% (In 2017).The four in five Indian adult have a bank account

The RBI has make various committee for inclusion such as financial inclusion planning committee, Committee on Comprehensive Financial Services for Small Businesses and Low Income Households (the Nachiket Mor)

So the one the steps were the set up of Payment bank and small bank which was given by the Committee on Comprehensive Financial Services for Small Businesses and Low Income Households (the Nachiket Mor) in September which was bring up RBI in 2014 .

The main purpose of setting up of payment banks is to enhance financial inclusion. Payment banks are new model of banks conceptualized by the RBI. These banks can accept a restricted deposit which is currently limited to INR 1 Lakh per customer. These banks cannot issue loans and credit cards. Both current account and savings account can be operated by such banks.

There were 41 application received for payment bank, the selection by was carried by the Nachiket Mor Out of this 11 applicants where selected to payment bank business.

Airtel has launched India's first payments bank. Paytm is the second such service to be launched.

The payments banks have been registered as a public limited company under the Companies Act, 2013 and have been licensed under section 22 of the Banking Regulation Act, 1949.In addition to the Banking Regulation Act, 1949; the payments banks will also be governed by the provisions of the Deposit Insurance and Credit Guarantee Corporation Act, 1961, Reserve Bank of India Act, 1934, Payment and Settlement Systems Act, 2007 and Foreign Exchange Management Act, 1999.

Overall the main objectives of setting up of payments banks is to ensure the financial inclusion by providing payments/remittance services to migrant labour workforce, opening up small savings accounts of small business holders, low income households, workers of the unorganised sector.

3. REVIEW OF LITERATURE

K.LOHITHKUMAR (2016), A study on payment bank a new landmark in banking sector .the study show the need for payment bank for financial inclusion.

Vyas, Gaur & Singh (2016), discussed the evolution of payment banks. The study evaluates the scope of payment banks in fulfilling the objectives of financial inclusion. They also compare the Indian scenario with the success of M-Pesa in Kenya.

Krishna Kumar (2015) analysed the existing business operations of payment banks and proposed a theoretical model as an improvement over the existing model. They argue that the current telecom boom along with innovation in technology can assist in reform the banking sector and provide impetus for the cause of financial inclusion.

4. OBJECTIVES

- To have an insight about the concept of payment bank.
- To study the impact of payment bank on commercial
- To study the progress and growth of payment bank business
- To study financial inclusion by the payment bank

5. RESEARCH METHODOLOGY

The research is an exploratory research exploring the payment and it is descriptive in nature the data is collected from reliable sources such as GLOBAL FINDEX, RBI, etc

6. INTRODUCTION TO PAYMENT BANK

Payments banks are niche banks set up by the Reserve Bank of India to further the agenda of financial inclusion. These banks will provide small savings accounts and payments /remittance services mainly to migrant labour workforce, low-income households, small businesses, etc. by enabling high volume-low value transactions in deposits and payments / remittance services in a secured technology-driven environment

In September 2013, a “Committee on Comprehensive Financial Services for Small Businesses and Low Income Households”, headed by Nachiket MOR, was formed by the RBI. By January 2014, the Nachiket MOR committee submitted its final report and one of its recommendations was the formation of a new category of bank called payments banks.

Further RBI issued the draft guidelines for the payment banks, inviting suggestions comments from interested entities and the general public. Then on 27 November 2014: RBI released final guidelines for payment banks.

In February 2015, RBI released the list of entities which had applied for a payment banks license. There were 41 applicants. It also announced that an external advisory committee (EAC) headed by the Nachiket mor would evaluate the license applications.

This was also presented in union budget 2014-15, it was announced that Indian post will use its large networks to run the payment banks.

On 9 August 2015 the RBI of India gave “in-principle” licenses to 11entities to launch payment banks out of these 3 were surrendered. The remaining 8 entities are listed below:

1. Aditya Birla Nuvo Limited
2. Airtel M Commerce Services Limited
3. Department of Posts

4. Fino PayTech Limited
5. National Securities Depository Limited
6. Reliance Industries limited
7. Shri Vijay Shekhar Sharma (CEO of One 97Communications, which runs PayTM)
8. Vodafone m-pesa Limited

The other 3 who surrendered

1. Cholamandalam Distribution Services Limited

2. Shri Dilip Shantilal Shanghvi (Sun Pharma promoter)

3. Tech Mahindra Limited

❖ Payment is under restriction by RBI

- Must have 25% branches in rural areas
- One of the biggest challenges for payments bank is that it is not allowed to lend or offer loan Can't issue Credit Card
- Needs to invest 75% of its deposits in government securities and 25% in other banks
- Target customers are poor migrant labourers, unbanked Indians, under-banked customers, low-income households and small businesses
- Payments bank are allowed to provide only a limited range of banking products as allowed under the Banking Regulation Act of 1949

❖ The Feature of Payment banks are as follow

- Acceptance of demand deposits. (Payments bank will initially be restricted to holding a maximum balance of ₹ 100,000 per individual customer)
- Issuance of ATM / debit cards
- Payments and remittance services through various channels
- Business correspondent (BC)of another bank
- Distribution of non-risk sharing simple financial products like mutual fund units and insurance products, etc.

The financial inclusion by payment bank

- ✓ **By using technology :** Customers are reached through Mobile banks such as introducing online KYC procedure using biometrics , quick transaction by linking the BHIM ,UPI ID . Such a case in of PAYTM (with is having more than 100 million users over it application) and also AIRTEL payment bank with more 30 million happy user .
- ✓ **Reducing the cost of transaction:** Big players like Birla's, Reliance and Pay TM are seeking to gain a large share of low cost despite in urban areas to make rural operations viable. it conduct transaction at minimal cost and also providing facilities at lowest cost service such as ZERO BALANCE ACCOUNT, free services such as SMS , free online money transfer ,etc.
- ✓ **Increasing competition :** The payment bank also increase competition among the other bank wise as it is targeting the saving deposit by many offers such as ZERO Balance account , higher interest on deposits ,covering rural area by door to door service They will not bring more money into the banking system, but also increase the competition among banking institutions. The increased competition among banks would lead to further improvement in the efficiency.

- ✓ **Expanding in rural area:** As per RBI requirement that each payment bank must have at least 25% of its branches in rural area. Payment bank may also become a mechanism through which cash benefits from the government can reach the ultimate beneficiary
- ✓ **Door to Door:** The payment bank not only use online banking but also the offline specially for the rural area, having branch in rural area. Also sending their employees as agent door to door. For instance payment bank charged a nominal fees per visit of the agents .The post India payment bank having nearly 90% branches in rural area
- ✓ **Providing various services:** They not only provide payment service but also other financial services such as insurance (Life and General insurance both), debit card facilities, mutual fund, also advertised various credit and loan product, etc.

The impact on commercial bank

- ✓ In India both the Payments Banks and the Commercial Banks work under the Banking Regulation Act, 1949, but still there is a huge difference between the functions of the commercial banks and payments banks
- ✓ Payment banks are a direct threat to PSU or nationalised banks which are both short of capital and in debt
- ✓ The impact is more on the saving deposit Demand deposits are the funds that customers hold in their savings and current accounts. For universal banks, CASA deposits form the base of low cost funds which help in cheaper lending. The payment bank major target is to achieve these deposits , so they provide higher rate of interest on both saving and fixed deposits , ZERO balances account and various offer such as the cash back ,etc. so , because of this many bank has increase their rate of interest due to fear of payment bank
- ✓ This means banks will suffer an outflow of low cost savings and idle deposits to payment banks
- ✓ The competitive impact is there on the commercial bank due to entry of competitive players in payment bank business such as Paytm a fintech giant having more than 100 million user ,the tech giant FINO , the conglomerates Reliance and Aditya Birla NUVO which burn cash readily , the telecom giant Airtel and Vodafone and the most competitive India post Payment Bank which having a large number of branches .
- ✓ So major commercial player get TIED with the payment bank for instance the Kotak Mahindra bank has 19.9% stake in Bharti Airtel's payment bank ,the State Bank of India (SBI) has tied up with RIL's proposed payment bank and will have about 30% share in the same. Similarly Aditya Birla Nuvo Limited has tied up with Idea Cellular which will have 49% share in the joint venture.
- ✓ The major impact is going to be on the small commercial bank such bandhan bank and the co-operative bank.

Progress and growth of PB's

- ✓ There is more to come in the payment banks as the JIO payment bank of RELIANCE LTD in partnership with the SBI , the ADITYA Birla NUVO payment bank has going start their operation very soon where NDSL has started it operation recently.
- ✓ Also paytm (one 97 communication) announce an investment of 500 million dollar (3500 crores rupees) and also aim for 500 million account till 2022.
- ✓ The profit and loss statement 2018 of Airtel payment bank

Profit and loss statement of financial year ended 2018 (Airtel payment bank)		Schedule	31-03-2018	31-03-2017
I	Income			
	interest earned	13	4,81,295	2,63,893
	Other income	14	1121337	686197
II	Total		1602632	950090
	Expenditure			

	interest expended	45	145932	6506
	operating expenses	16	4171114	3382766
	provision and contingencies	18(note15)	11864	4072
III	Total		4328910	3393344
	profit & loss			
	loss for the year		2726278	2443254

Source Airtel Payment bank website

- ✓ From the above profit and loss statement of financial year 2018 , it can be seen increase in revenue The **revenue has increase by 68.68%** Where **loss for the given year has increase by 11.58%**
- ✓ But important part is the increase in operating ratio

Operating ratio =expenses/revenue

Calculation

For 2017 the operating ratio was	3.57
For 2018 the operating ratio was	2.7

- ✓ From the analysis it can be seen there is decrease in operating ratio which is a good indicator for the payment bank business , which is due to increase in revenue.
- ✓ Not only the revenue has increase but deposits also has also increases The **deposits has also increase by 130%** It can be progressively in case Paytm and FINO the great increase in case of deposits

payment bank	deposits in 2017	deposits in 2018
Airtel payment bank	224.03	306.74
FINO payment bank	6.8	37.75
India post payment bank	0.72	1.39
Paytm payment bank	3.25	193.68
Total	234.8	539.56

Source: RBI DBS

7. CONCLUSION

- The payment bank is a new type bank established for financial inclusion. It provide wide variety service but some banking service are restricted such as lending and issues of credit .The payment bank have technological advancement ,low cost structure , etc . the one of advantage is increasing competition in banking sector for small income group population , as commercial are more focused toward the loan and credit business .
- The impact on commercial bank is limited mostly to small commercial and co-operative bank because of its low cost structure , fintech ,high consumer base , intensively competitive
- There is growth in both revenue and deposits of payment bank. The operating ratio has also decreased which is also a good indicator for the growth of payment bank.

8. SUGGESTIONS

- The RBI should change the statutory (SLR) deposits if 75% to at least to 40% and introduce where remaining total deposits can be invested
- The amount deposit limit of RS 1,00,000/- in taking consideration of small business customer
- Payment banks are not entering the market to provide last mile connectivity. If you need only basic banking facilities, a payments bank could be a good starting point. However, for advanced banking and financial services opt for a public bank or private sector bank.
- The restriction of giving credit should be modified, the credit of minimum RS 1 lakhs to 50 thousand.
- For a payments bank CASA won't make much sense since it is not permitted to lend. It can only invest in government securities and other bank deposits and use the differential as a way to earn some margin.

These companies would rather use the data they collect through transactions and use it to sell third party products to make an income.

- There is a growth in payment is coming due coming of JIO payment bank, Vodafone and NDSL Payment Bank started its operation and also the paytm investment into payment bank business.

REFERENCES

- <http://data.conferenceworld.in/3FEBYMCAICRAESM/24.pdf>
- <https://www.paisabazaar.com/financial-planning/what-are-payment-banks-and-are-they-really-an-alternative-to-traditional-banks/>
- <https://rbidocs.rbi.org.in/rdocs/PublicationReport/Pdfs/CFS070114RFL.pdf>
- <https://www.mudrabankloanyojanapmmmy.in/banks-vs-payments-banks/>
- https://www.worldwidejournals.com/global-journal-for-research-analysis-GJRA/recent_issues_pdf/2015/November/November_2015_1447761370_44.pdf
- <http://publications.anveshanaindia.com/wp-content/uploads/2016/10/PAYMENT-BANKS-IN-INDIA-NEW-LAND-MARK-IN-BANKING-SECTOR.pdf>
- <https://www.businesstoday.in/sectors/banks/payments-banks-licences-awarded-impact-on-indian-banking/story/222952.html>
- <https://ecoworldnmims.wordpress.com/2016/01/10/impact-of-payment-banks-and-small-finance-banks-on-indian-financial-system/>

STUDY OF NON-PERFORMING ASSET MANAGEMENT OF PRIVATE SECTOR BANK AND PUBLIC SECTOR BANK

Rahul Sarjuprasad Soni¹ and Prof. Sandip Suresh Khandekar²
HOD², B.Com (Accounting & Finance), Vidyalankar School of Information Technology

ABSTRACT

In the 21st century banking sector is one of the important parameter of the economic development of the country. Banks are the driver for growth of the economy and the banks are surrounded by many of the risks such as liquidity risk, interest risk, etc. Apart from all of the risks the one of the most important risk is recovery of loan. Banks provide loans to the needy people in the form of credit by accepting deposit from the public, but any default by the borrower in loan repayment will affect the financial and operational health of the bank. Although banks play an important role, the relatively high level of NPA has made these banks weak and vulnerable, but some of the banks maintain their NPA properly. This paper attempts to study the management of NPA of public sector bank and private sector bank.

Keywords: NPA: Non-Performing Asset; ATM: Automatic Teller Machine; PSBs: Public Sector Banks; RBI: Reserve Bank of India; PVBs: Private Sector Banks; UCBs: Urban Co-operative Banks; GNPA: Gross Non-performing Asset; NNPA: Net Non-Performing Asset

INTRODUCTION

“A bank is a place where you can keep your money in a fair weather and ask for it back when it begins to rain”

In our country there are many sectors and from that banking sector is the one that has helped in developing the economy of the country. Banks are one of the financial institutions that accept the deposits from the public and lend them to others in the form of credit in order to earn profit. Due to increasing demand of banks the banking services has widened like issuing of credit card, debit card, providing facilities of locker, online banking, ATM services, etc. and thereby keeping the continuously growth engine of the economy.

Public Sector Banks (PSBs) is the banks that are owned by the Union Government, State Government or by both of them. In PSBs the capital of the bank may be owned in majority by the Government. In India as on now there are 22 PSBs as per RBI report. Some of the PSBs are State Bank of India, UCO bank, etc.

Private Sector Banks (PVBs) is the bank where the majority of the stake holders are held by the private shareholders and not by the government. The PVBs had grown rapidly since liberalisation. In India as on now there are 12 old PVBs and 9 new PVBs as per the RBI report. Some of the PVBs are AXIS bank, INDUSLAND bank, etc.

NON-PERFORMING ASSET

Non-Performing Asset (NPA) is one of the banking and finance term. When the bank or finance company is unable to recover its money that has been lent to the borrowers in 90 days, then the amount which has been not recovered by the banks and finance company is treated as NPA. With effect from 31st March, 2004, a NPA is a loan or advance where;

- Interest and/or instalment of principal remain overdue for a period of more than 90 days in respect of a term loan;
- The account remains “out of order” for a period of more than 90 days, in respect of an Cash Credit/Overdraft;
- The bill remains overdue for a period of more than 90 days in the case of bills purchased and discounted;
- The instalment of principal or interest thereon remains overdue for two crop seasons for short duration crops;
- The instalment of principal or interest thereon remains overdue for one crop season for long duration crop;

- Any amount to be received remains overdue for a period of more than 90 days in respect of other accounts.

TYPES OF NON-PERFORMING ASSET

Non-Performing Asset may be classified into following two types:

(A) Gross NPA

Gross NPA is an advance which is considered irrecoverable, for which the bank has made provision and which is still held in bank's books of accounts.

(B) Net NPA

Net NPA is an advance which is obtained by deducting the items from Gross NPA. These items are like part payment received and kept in suspense account, interest due but not recovered, etc.

CLASSIFICATION OF NON-PERFORMING ASSETS

The Non-Performing Asset is classified as follows:

(A) Sub-Standard Asset

Sub-Standard asset is an asset which has remains as NPA for a period of 12 months or less than it.

(B) Doubtful Asset

Doubtful asset is an asset which has remained as NPA for a period exceeding 12 months. Such asset has all of the weakness of the sub-standard asset and some additional weakness i.e. realization of the bank dues are highly questionable.

(C) Loss Asset

Loss assets are that loss where loss has been identified by the internal and external auditors, bank and RBI inspection but the amount has not been written-off partly or fully from the balance sheet of the bank. Such asset with the bank has not warranted that there may be some recovery value.

OBJECTIVES

The objectives of the study are as follows:

- To study the status of the NPA in the PSBs & PVBs in the current period.
- To study the NPA trend in the last 3 years of the Public Sector Banks and Private Sector Banks.

HYPOTHESIS

- H_0A Null Hypothesis

“Private Sector Banks doesn't manage the NPA well as compared to Public Sector Bank”

- H_{IA} Alternative Hypothesis

“Private Sector Banks manage the NPA well as compared to Public Sector Bank”

RESEARCH METHODOLOGY

The study is based purely on the secondary data and is an analytical study. The main source of the secondary data is the RBI reports. The period of the study is from the financial year 2015-16 to 2017-18. The data which has been collected is analyzed by the statistical tools such as comparative method, standard deviation, percentage method and comparative statement.

REVIEW OF LITERATURE

There are many published articles in the area of management of NPA and many of the research scholars have studied the issue of NPA management in banking industry. Some of the relevant literature has been described under:

- (A) Chatterjee, Mukherjee and Das (2012) in their study on “Management of non-performing assets - a current scenario” has concluded that banks should find out the original reasons/purposes for why the borrower's want loans. Proper identification of the borrower should be checked in detail by the bank

including scrutiny of his/her wealth. Sound credit appraisal on well-settled banking norms with emphasis on reduction in GNPA rather than NNPA. Half yearly balance confirmation certificates should be obtained from the borrowers.

(B) B.Selvarajan & Dr.G.Vadivalagan (2013) in “A Study on Management of Non-Performing Assets in Priority Sector reference to Indian Bank and Public Sector Banks (PSBs)” their research paper has studied that the growth of Indian Bank’s lending to Priority sector is more than that of the Public Sector Banks as a whole. Indian Bank has slippages in controlling of NPA in the early years of the decade. Therefore, the management of banks must pay special attention towards the NPA management and take appropriate steps to arrest the creation of new NPA, besides making recoveries in the existing NPA. The bank must take proper action on time for the better growth of the banks and the economy.

(C) G. Seetharaman (2013) in his article “How It Buck the Trend” held that, on the whole, the performance of the UCBs is underwhelming, so how did Saraswat Bank beat the odds? The articles consist of comparative performance of NPA of three leading UCBs - Saraswat Bank, Punjab Maharashtra Co-operative Bank and Shamrao Vithal Co-operative Bank which have done excellent work in managing the NPA. The Saraswat Bank has more branches. The bank had lent 80% of loan to small and medium scale sector. Thus, Saraswat bank proves that proper management of lending process reduces NPA drastically.

DATA ANALYSIS AND INTERPRETATION:

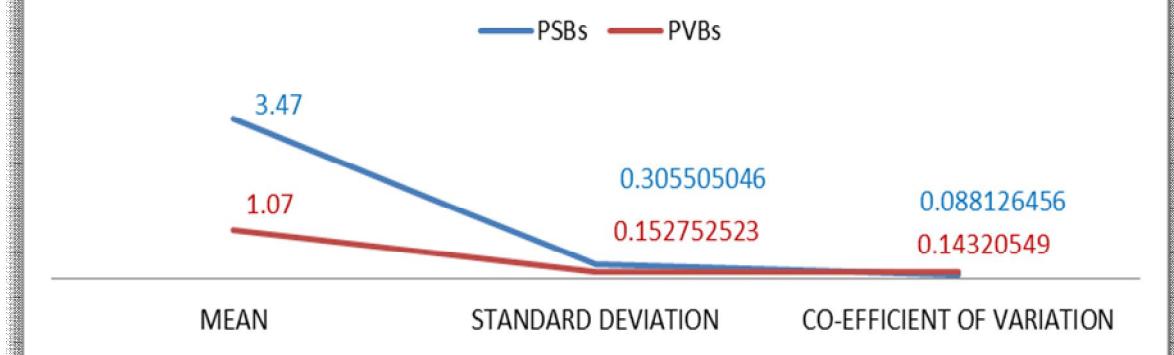
TABLE 1: COMPARISON OF SUB-STANDARD ASSETS

YEAR	PSBs		PVBs	
	AMOUNT (IN Rs BILLION)	% TO GROSS ADVANCES	AMOUNT (IN Rs BILLION)	% TO GROSS ADVANCES
2015-16	2005	3.40	186	0.90
2016-17	1641	3.20	244	1.20
2017-18	2053	3.80	272	1.10
MEAN	1899.666667	3.47	234	1.07
STANDARD DEVIATION	225.2938821	0.305505046	43.8634244	0.152752523
CO-EFFICIENT OF VARIATION	0.118596534	0.088126456	0.187450532	0.14320549

SOURCE: RBI TREND AND PROGRESS REPORT 2016-17 & 2017-18

NOTE: PSBs: PUBLIC SECTOR BANKS; PVBs: PRIVATE SECTOR BANKS

CHART 1: COMPARISON OF SUB-STANDARD ASSETS

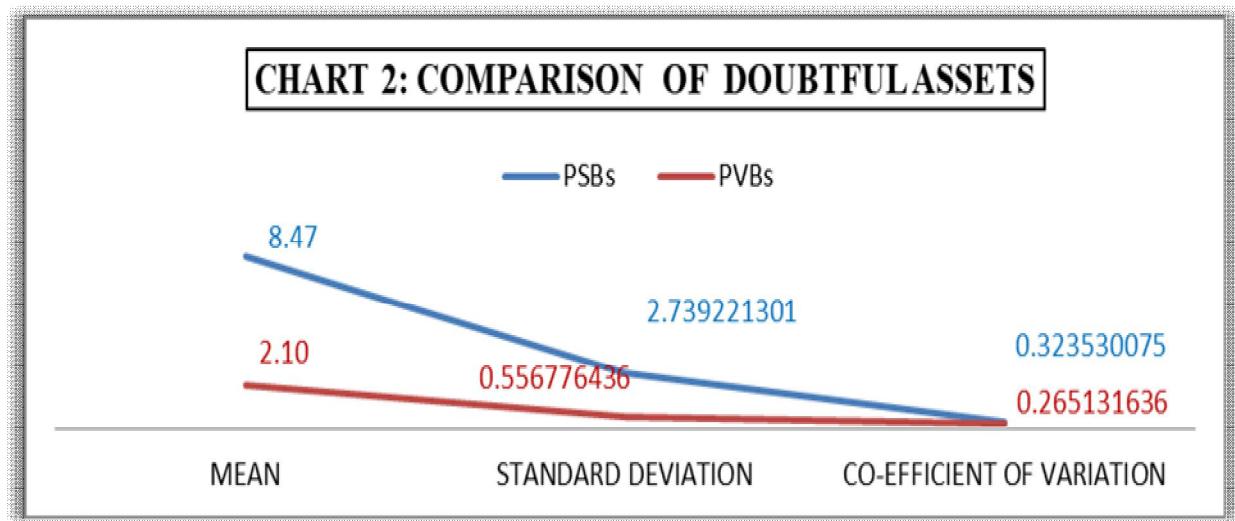


From the above chart 1 and table 1, it shows that the consistency of managing the sub-standard asset is more in PVBs as compared to PSBs. Thus, we can interpret that there is high level of management of sub-standard asset in PVBs in comparison with PSBs.

TABLE 2: COMPARISON OF DOUBTFUL ASSETS				
YEAR	PSBs		PVBs	
	AMOUNT (IN Rs BILLION)	% TO GROSS ADVANCES	AMOUNT (IN Rs BILLION)	% TO GROSS ADVANCES
2015-16	3232	5.50	311	1.60
2016-17	4603	9.00	429	2.00
2017-18	5936	10.90	700	2.70
MEAN	4590.333333	8.47	480	2.10
STANDARD DEVIATION	1352.044501	2.739221301	199.4517486	0.556776436
CO-EFFICIENT OF VARIATION	0.294541682	0.323530075	0.415524476	0.265131636

SOURCE: RBI TREND AND PROGRESS REPORT 2016-17 & 2017-18

NOTE: PSBs: PUBLIC SECTOR BANKS; PVBs: PRIVATE SECTOR BANKS

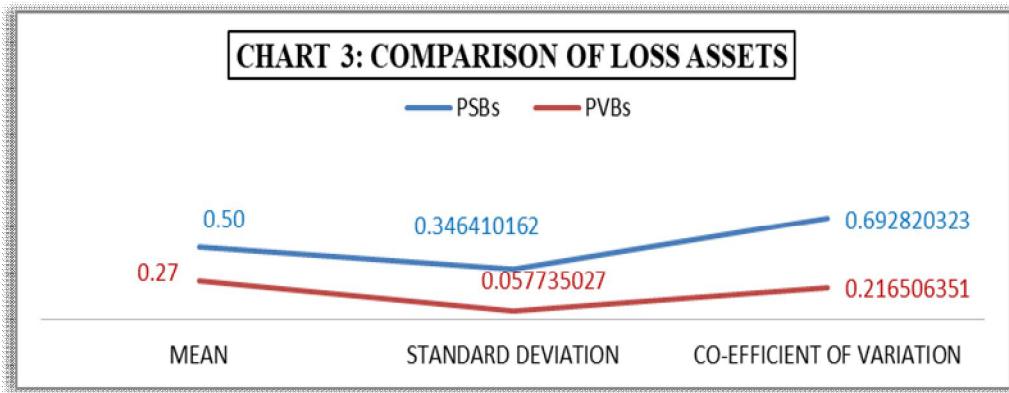


As per the above table 2 & chart 2 we can see to it that the way the PVBs are consistent in managing the doubtful asset of their i.e.(0.265) very well as compared to the managing of doubtful asset by PSBs i.e.(0.324). Thus from this we can clarify or interpret that the doubtful assets are not managed properly by the PSBs as the PVBs managed it properly.

TABLE 3: COMPARISON OF LOSS ASSETS				
YEAR	PSBs		PVBs	
	AMOUNT (IN Rs BILLION)	% TO GROSS ADVANCES	AMOUNT (IN Rs BILLION)	% TO GROSS ADVANCES
2015-16	163	0.30	62	0.30
2016-17	167	0.30	65	0.30
2017-18	465	0.90	52	0.20
MEAN	265	0.50	59.66666667	0.27
STANDARD DEVIATION	173.2166274	0.346410162	6.806859286	0.057735027
CO-EFFICIENT OF VARIATION	0.65364765	0.692820323	0.114081441	0.216506351

SOURCE: RBI TREND AND PROGRESS REPORT 2016-17 & 2017-18

NOTE: PSBs: PUBLIC SECTOR BANKS; PVBs: PRIVATE SECTOR BANKS

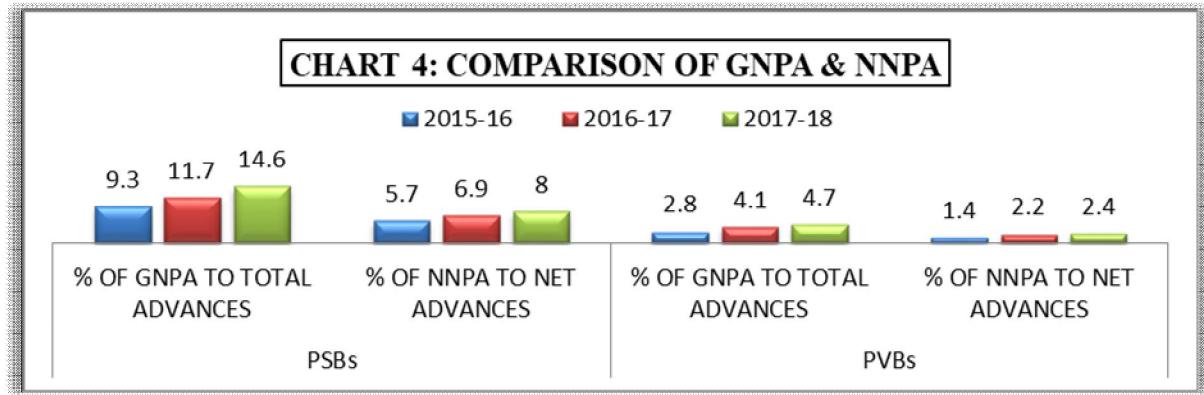


From the above chart 3 and table 3 it is clear that in last three years PVBs have more of consistency in managing the loss asset as compared to the PSBs. This shows that the PVBs (0.217) have managed to control their loss asset in a better manner as when it is compared to the management of loss asset by PSBs (0.693). But is not a good sign for both of the banks having loss asset in their balance sheet.

TABLE 4: COMPARISON OF GROSS NPA & NET NPA				
YEAR	PSBs		PVBs	
	% OF GNPA TO TOTAL ADVANCES	% OF NNPA TO NET ADVANCES	% OF GNPA TO TOTAL ADVANCES	% OF NNPA TO NET ADVANCES
2015-16	9.3	5.7	2.8	1.4
2016-17	11.7	6.9	4.1	2.2
2017-18	14.6	8	4.7	2.4

SOURCE: RBI TREND AND PROGRESS REPORT 2016-17 & 2017-18

NOTE: PSBs: PUBLIC SECTOR BANKS; PVBs: PRIVATE SECTOR BANKS; GNPA: GROSS NON-PERFORMING ASSETS; NNPA: NET NON-PERFORMING ASSETS



From the above mentioned chart 4 & table 4, it has came to the notice that the GNPA of the PSBs are increasing by more than 1% every year, whereas on the other side also the GNPA of the PVBs are also increasing but by 1% or less than it. On the other hand, the NNPA of the PVBs are increasing slowly by less than 1%, whereas the NNPA of the PSBs are again increasing by more than 1%. Therefore from this we can interpret it, the GNPA & NNPA are managed well by the PVBs as compared to the PSBs in the last three years.

FINDINGS

Thus from the above statistical data the findings of the study are as follows:

- From the table 1 and chart 1 the PVBs are managing their sub-standard efficiently as compared to PSBs.

- From the analysis of chart 2 and table 2 the PVBs are managing the doubtful asset much better in comparison with PSBs.
- The loss asset management is more efficient in PVBs as compared to PSBs as indicated in table 3 and chart 3.
- The management of the GNPA & NNPA is much better in the PVBs when it is compared to the management of the GNPA & NNPA of PSBs.

TESTING OF HYPOTHESIS

From the above all data analysis and interpretation the hypothesis “Private Sector Banks manage the NPA well as compared to Public Sector Banks” is approved.

CONCLUSION

In the today's era NPA is one of the biggest problems for the banking industry. The amount that has been stuck in the NPA had a direct impact on the profit of the bank. The PVBs had managed the NPA well as compared to the management of NPA by PSBs.

The government had implemented various government initiatives like DRT, SARFAESI Act, Lok Adalat and many more which had helped both the banks to control their NPA, but by this study it has came to the notice that PVBs had managed NPA well by applying the government initiatives and many more of their own management strategies. From this study it has came to notice that the NPA level is increasing, and by the RBI projection the NPA may grow in the banking industry up to 19.7% by March 2019.

Finally the RBI and the government had implemented many policies but it the whole and sole responsibility of the banks to apply in their day-to-day functions. Therefore, if PVBs can manage their NPA well by following all the things related to NPA norms then other banks can also manage their NPA and can reduce the threat of NPA from the banking industry and can help to grow the economic growth rapidly.

REFERENCES

- a. RBI Trend and Progress Report 2016-17 & 2017-18.
- b. Chandan Chatterjee, Jeet Mukherjee, and Dr. Ratan Das “Management of nonperforming assets - a current scenario”, International Journal of Social Science & Interdisciplinary Research, Vol.1, Issue 11, November 2012.
- c. B.Selvarajan & Dr.G.Vadivalagan “A Study on Management of Non-Performing Assets in Priority Sector reference to Indian Bank and Public Sector Banks (PSBs)”, Global Journal Of Management and Business Research, 2013, Vol. 13, Issue 1, Version 1.0, Online ISSN: 2249, Print ISSN: 0975-5853.
- d. G. SEETHARAMAN “How it bucked trend”, Business Today, 23rd Dec. 2012.
- e. Co-operative Banking (Book), Indian Institute of Banking and Finance, First Edition 2010.

A STUDY REGARDING THE PROVISION OF MENSTRUAL LEAVE

Soumya R. Marar¹ and Nisha Dang²

Student¹ and Assistant Professor², Management, Vidyalankar School of Information Technology,
Vidyalankar College, Wadala (E), Mumbai

ABSTRACT

Menstruation is a biological function, known by many but addressed by few. It is an aspect of the female body that is vital for the reproduction system but does cause mild to extreme discomfort to the menstruating body. So, for taking a step to address the needs of the menstruating population, menstrual leave is a concept that can be introduced across various sectors for female employees. This research is conducted to study whether there is a need for menstrual leave and to ascertain its impact on overall business. After collecting primary data from both male and female employees, as well as from the management level employees, it has been found that there is a significant need for menstrual leaves and also that it would have a considerably more positive impact on the performance with better job satisfaction and increased loyalty towards the organization. Such menstrual/period leave policies would also make way for the removal of taboo with regards to menstrual cycle and will pave a path towards women empowerment.

Keywords: Discomfort Menstrual Leave Job Satisfaction Women Empowerment

INTRODUCTION TO THE STUDY

Menstruation is not a topic which many would broach upon. Yet, due to growing awareness, better education and a comparatively more open-minded society, people have, though in small numbers, started getting comfortable with the topic of menstrual cycle. So, taking a step further it is high time that we address the needs of the menstruating population. Hence this is where the concept of menstrual leave comes in.

Menstrual/period leave is a type of leave where a woman may have the option to take leave from her employment if she is menstruating and is unable to go to work because of this. For the uninitiated, period leaves are already being provided in few organizations and are even mandatory in some countries.

How do period leaves work?

Period leaves are generally provided up to one day per month, taking it up to a total of twelve days in a year. However, there are firms and countries who provide two days leave to their female employees in a month.

Current scenario

The current scenario with respect to menstrual leaves is that only a few companies and countries are providing it. Organizations like Nike, Victorian Women's Trust, Coexist have got functioning period leave policies. In India, companies like Culture Machine, Gozoop, Mathrubhumi, FlyMyBiz, Industry ARC have started to provide paid menstrual leaves to their employees. Since 1947, Japan has been providing days off work for menstruating women. Countries like Taiwan, Indonesia, Zambia, Italy and South Korea have also got mandatory menstrual leave policies for their menstruating population. When it comes to India, Ninong Ering, Lok Sabha MP from Arunachal Pradesh has proposed the Menstruation Benefit Bill. Also, while not commonly known, in India, the Bihar Government has been offering two days of additional leave (though mentioned as leave for biological reasons) to government women employees since 1992. Women can decide which two days of the month they would like to take off without having to provide any justification for doing so.

Why a period leave?

Research suggests that globally, one in ten women suffer from menstrual cramps. Apart from the pain, women have to face extreme discomfort, lack of concentration and reduced emotional control among other issues which affects the performance level of the menstruating employees during this period.

As an already controversial topic there are varying viewpoints on the impact of such policies. This research is thus conducted to study whether there is a need for menstrual leave, how it impacts organizations and to establish a stand with respect to the concept of menstrual leave.

SIGNIFICANCE OF THE STUDY

This study tries to understand and empathize with the female working population with respect to the comfort and convenience required by them during their monthly cycles. The research also considers the possible impacts of a menstrual leave policy with respect to business functioning as well as societal acceptance. Such a menstrual leave policy may well be a pathbreaking endeavor towards women empowerment. This may change the face of how organizations consider and work towards their employees' satisfaction. Therefore, this study regarding the provision of menstrual leave is undeniably quite significant.

SCOPE OF THE STUDY

This study regarding the provision of menstrual leave has a wide spread scope with its applicability being relevant to skilled, semi-skilled or unskilled working women across India and that too across both organized and unorganized sectors. The future scope of this study is that research can be conducted for the unorganized sector as well as unskilled women workers.

LIMITATIONS OF THE STUDY

- This study has focused mainly on the organized sector with questionnaires having been circulated among employees working in different organizations. Hence the views and opinions of the workers in the unorganized sector have not been analyzed.
- The responses have been analyzed using the basic percentage method, thus advance statistical tools have not been applied.
- A sample size of 171 employees have only been taken out of the whole working population of India.

OBJECTIVES OF THE STUDY

- 1) To identify the need and scope of paid menstrual leaves in organizations for the employees.
- 2) To ascertain the impact of menstrual leave on overall business functioning.

HYPOTHESIS FOR THE STUDY

H₀ – There is no significant need for paid menstrual leaves in organizations.

H₁ – There is a significant need for paid menstrual leaves in organizations.

H₀ – The provision of menstrual leaves has a significantly more negative impact on the business functioning.

H₂ – The provision of menstrual leaves has a significantly more positive impact on the business functioning.

RESEARCH METHODOLOGY

(1) Research Design

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring that you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data.

This study is descriptive research design based which is pre-planned and structured in design so the information collected can be statistically inferred on a population. The main idea behind using this type of research is to better define an opinion, attitude, or behaviour held by a group of people on a given subject.

(2) Data Collection

Data has been collected both from primary and secondary sources.

Primary Data

Data Collection Method

(a) Questionnaire

A structured questionnaire was prepared and circulated through Google Forms, to employees from different sectors.

Following is the link for the questionnaire -

General Employees https://docs.google.com/forms/d/e/1FAIpQLScBiofdlR5M79cc9wMIMH43m22ZFHLpgMdgd7n_9-osJwm6eA/viewform?usp=sf_link

Management Level Employees

https://docs.google.com/forms/d/e/1FAIpQLSeJehOxbV8m3lvlarSHNm8CXNolcdDKz4SrWvYofD8DRLG1AQ/viewform?usp=sf_link

(b) Sample Size

171 respondents have responded through the questionnaire wherein 160 responses were from general employees from various sectors including both male and female and 10 responses were from management level employees.

Secondary Data

Secondary data has been collected from various websites which are mentioned in the references section of the research paper.

(3) Analysis

- Percentage method has been used for analysing the responses for individual questions.

SUMMARY OF THE FINDINGS

- 1) Has the non-existence of the period leaves led to female employees using up their own annual sick/casual/paid leaves?

Yes – 87%

No – 13%

- 2) What would be the likely impact of the menstrual leave on women's attitude?

More loyal and motivated along with a sense of belongingness towards the organizations – 90.7%

Inefficient, undisciplined and irregular towards their work – 9.3%

- 3) Would a menstrual leave policy be unfair for the non-menstruating employees?

Yes – 19.9%

No – 80.1%

- 4) Would women misuse a menstrual leave just to take time off?

Likely to happen – 50.3%

Not likely to happen – 49.7%

- 5) Can a menstrual leave be put into practice easily?

It would be difficult – 24.8%

It would be easy – 10.6%

Initially would be difficult but later on will be easy – 64.6%

- 6) Would menstrual leaves deprive women of the opportunity to go up the corporate ladder?

Yes – 30.4%

No – 69.6%

INTERPRETATION

- 1) 87% respondents think that due to the non-availability of separate period leaves women have to use up their existing sick/casual/paid leave which are provided equally to both the male and female employees.
- 2) Majority of the respondents think that menstrual leave would be beneficial for ensuring the well-being of those employees who suffer during their monthly cycles.
- 3) Majority of the respondents think that period leaves will have positive impact on women's employability and that it would not be a factor for promoting women

- 4) More than 90% respondents think that period leaves would make female employees more motivated and loyal towards the firm.
- 5) More than 50% respondents think it is likely to happen that women would misuse period leaves to stay away from work.
- 6) 64.6% respondents think that putting such menstrual leave policies into practice may be difficult initially but would be easier later on.
- 7) Majority of the respondents think there is a need for period leaves and are completely in favour of its provision.

Based on the research findings and the interpretation of these findings, hypothesis H₁ and H₂ have been proved.

CONCLUSION

It can be concluded that menstrual leaves are required to be provided in the organizations for the menstruating employees for their well-being and to ensure job satisfaction. Recruiters may hesitate but the provision of menstrual leave should not really be grounds for not employing females in the organizations or for providing them opportunities to grow in the firm. An organization would stand to gain more rather than facing a loss with the implementation of menstrual leaves. Quite a few organizations have implemented it and seem to have a smooth business functioning without any complaints with respect to the efficiency of the female workforce. Thus, menstrual leaves should surely be provided for the women working in the organization.

RECOMMENDATIONS

Menstrual leave can be put into practice by framing policies which entails the following -

- One day paid leave per month is to be provided to the female employees, making it a total of 12 days of leave in a year in addition to the sick/casual/paid leaves provided to the employees in general.
- The female employees would have the liberty to choose whether they wish to utilize their period leave for the month.
- The female employees can be provided with the option of working from home for a day when they are menstruating.
- The female employees can also have the option of altering their working hours as per their convenience during their cycle for a day.
- The female employees can have the option to work away from the main office area in the organizations having leisure rooms.
- The female employees can have the option to compensate for their working hours lost on their period leave by working for an extra day in the month.
- Organizations can implement menstrual leave policies by providing them as ‘Annual Leaves’ in addition to their existing leaves instead of bifurcating them into sick/casual/paid/menstrual leave, so that women who do not want to disclose that they are on their periods can utilize their menstrual leave without specifying so.
- Organizations can frame their period leave policies with the help of the template mentioned in the following link on the official website of Victorian Women’s Trust - <https://www.vwt.org.au/menstrual-policy/>

REFERENCES

- i. Saptak Choudhury (2017), “7 Progressive Menstrual Policies Around the World That India Can Learn A Lot From”. Retrieved from https://www.youthkiawaaz.com/2017/05/7-progressive-menstrual-policies-around-world-india-can-learn-lot/?utm_source=AlsoRead&utm_medium=YKA&utm_content=Views

- ii. Jacqueline Howard (2018, October 8), “Employer's paid period leave policy in Australia stirs world debate”. Retrieved from <https://edition.cnn.com/2018/10/03/health/period-leave-australia-explainer-intl/index.html>
- iii. Shewali Tiwari (2017, July 17), ‘Two Indian Companies Are Now Endorsing Paid 'Menstrual Leave' For All Their Women Employees’. Retrieved from <https://www.indiatimes.com/news/india/two-indian-companies-are-now-endorsing-paid-menstrual-leave-for-all-their-women-employees-325566.html>
- iv. Anamni Gupta (2019, January 6), “This New Year, Kolkata company introduces period leave as a gift to its women employees”. Retrieved from https://indianexpress-com.cdn.ampproject.org/v/s/indianexpress.com/article/india/this-new-year-kolkata-company-introduces-period-leave-a-gift-to-its-women-employees-5513510/lite/?amp_js_v=0.1#referrer=https%3A%2F%2Fwww.google.com&tf=From%20%251%24s&share=https%3A%2F%2Findianexpress.com%2Farticle%2Findia%2Fthis-new-year-kolkata-company-introduces-period-leave-a-gift-to-its-women-employees-5513510%2F

A STUDY ON VIRTUAL BANKING IN INDIA

Milind Kowli¹ and Nikita Raut²

Student¹ and Assistant Professor², Management, Vidyalankar School of Information Technology, Wadala (E), Mumbai

ABSTRACT

The Virtual Banking System provides the facilities like Balance Enquiry, Funds transfer to another account in the same bank, Request for cheque book /change of address/stop payment of cheques and Viewing monthly and annual statements. The Internet/Vitual Banking System has developed a new security infrastructure for conducting commerce on the Internet. The initiative, called BankID, aims to become a national ID infrastructure supporting services such as authentication and digital signatures for the entire authentication population. Many researchers expect rapid growth in customers using online banking products and services. The Internet/Vitual Banking System allows customer contact through increased geographical reach and lower cost delivery channels. Customers can reach a given institution from literally anywhere in the world. Management must understand the risks associated with The Internet Banking System before they make a decision to develop a particular class of business

Keywords: Virtual Banking, Online Facilities.

INTRODUCTION

Electronic banking, or e-banking, is the term that describes all transactions that take place among companies, organizations, and individuals and their banking institutions. First conceptualized in the mid-1970s, some banks offered customers electronic banking in 1985. However, the lack of Internet users, and costs associated with using online banking, stunted growth. The Internet explosion in the late-1990s made people more comfortable with making transactions over the web. Despite the dot-com crash, e-banking grew alongside the Internet.

Virtual banking (or internet banking or E-banking) allows customers of a financial institution to conduct financial transactions on a secure website operated by the institution, which can be a retail or virtual bank, credit union or building society.

Virtual banking is the practice of making bank transactions or paying bills via the Internet. Thanks to technology, and the Internet in particular, people no longer have to leave the house to shop, communicate, or even do their banking. Online banking allows a customer to make deposits, withdrawals, and pay bills all with the click of a mouse.

REVIEW OF LITERATURE

Rakesh H M & Ramya T J (2014)

In their research paper titled “A Study on Factors Influencing Consumer Adoption of Internet Banking in India” tried to examine the factors that influence internet banking adoption. Using PLS, a model is successfully proved and it is found that internet banking is influenced by its perceived reliability, Perceived ease of use and Perceived usefulness. In the marketing process of internet banking services marketing expert should emphasize these benefits its adoption provides and awareness can also be improved to attract consumers’ attention to internet banking services.

Jayshree Chavan (2013)

In his research paper “Internet Banking- Benefits and challenges in an Emerging Economy”. This study presents New Information technology has taken imperative place in the future expansion of financial services, especially banking sector conversion are affected more than any other financial provider groups. Increased use of mobile services and use of internet as a new division channel for banking transactions and international trading requires more concentration towards e-banking security against deceptive activities. The development and the increasing progress that is being experienced in the Information and Communication Technology have brought about a lot of changes in almost all facets of life. In the Banking Industry, it has been in the form of online banking, which is now replacing the traditional banking practice. Online banking has a lot of benefits which add value to customers’ satisfaction in terms of better quality of service offerings

and at the same time enable the banks gain more competitive gain over other competitors. This paper discusses some challenges in an emerging economy.

METHODOLOGY

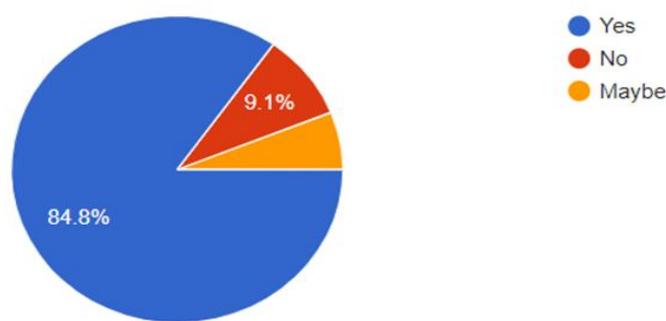
- Both primary and secondary method has been used in the research
- Lack of time.
- Lack of awareness regarding various Ebanking/Virtual Banking facilities.

ANALYSIS OF STUDY

1. Are you aware of various services offered by e-banking?

Are you aware of Virtual Banking?

33 responses



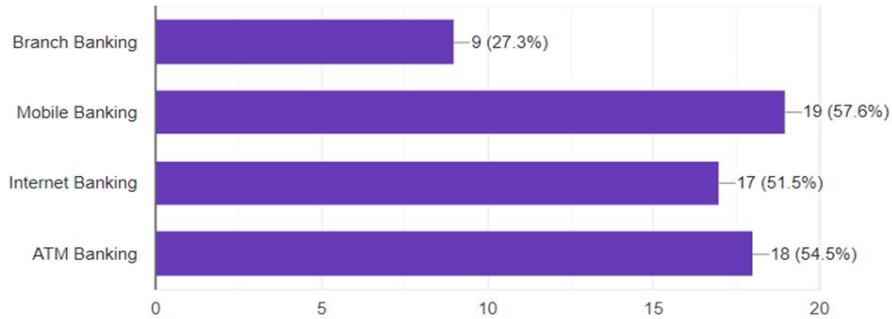
Out of the total number of respondents, Awareness about virtual banking is as follows;

- 28 People are aware about virtual banking.
- 3 People are not aware about virtual banking.
- 2 persons are saying maybe.

2. Which Virtual Banking channels do you use?

Which Virtual Banking channels do you use?

33 responses



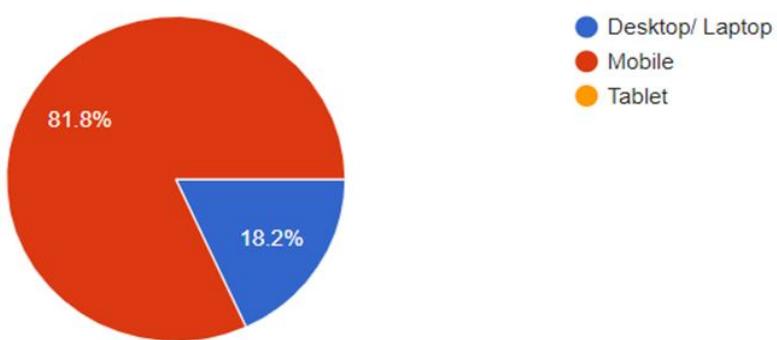
Out of the total number of respondents, Usage of various Virtual Banking Channels is as follows;

- 9 people prefer using Branch Banking.
- 19 people prefer using Mobile Banking.
- 17 people prefer using Internet Banking.
- 18 people prefer using ATM Banking.

3. Which electronic device do you use for e-banking transactions?

Which Electronic device do you use for an e-banking transactons?

33 responses



Out of the total number of respondents, Usage of electronic device for e-banking is as follows;

- 6 people prefer using Desktop and Laptop.
- 27 people prefer using Cellphones or Mobile.

CONCLUSION

In a country like India, there is need for providing better and customized services to the customers. Banks must be concerned about the attitudes of customers with regard to acceptance of internet banking. The importance of security and privacy for acceptance of internet banking has been noted in many earlier studies and it was found that people claim that they have knowledge about security issues but they have no clear idea about all kind frauds. The present study shows that customers are more reluctant to accept new technologies or methods that might contain little risk. Hence, banks should design the website to address security and trust issues.

REFERENCES

- PHILIP GERARD, P.; CUNNINGHAM, J. B. (2003), "THE DIFFUSION OF INTERNET BANKING AMONG SINGAPORE CONSUMERS", INTERNATIONAL JOURNAL OF BANK
- AKINCI, S; AKSOY, S; ETILGAN, E. (2004), "ADOPTION OF INTERNET BANKING AMONG SOPHISTICATED CONSUMER SEGMENTS IN AN ADVANCED DEVELOPING.
- MANORANJAN SHARMA (2004), BANKS HAVE MUCH TO DO IF WINNING STREAK IS TO CONTINUE, TUESDAY, FEBURARY 24 O
- MISHRA J.K. AND JAIN M. (2006-07). 'CONSTITUENT DIMENSIONS OF CUSTOMER SATISFACTION: A STUDY OF NATIONALIZED AND PRIVATE BANKS '.
- PARASURAMAN, A., ZEITHAML, V. A., & BERRY, L. L. (1988), —SERVQUAL: A MULTIPLE-ITEM SCALE FOR MEASURING CONSUMER PERCEPTIONS OF SERVICE
- QUALITY®, JOURNAL OF RETAILING, SPRING, VOLUME 64, NUMBER 1, PP. 12-40.
- NEWMAN, K.; COWLING, A. (1996), "SERVICE QUALITY IN RETAIL BANKING: THE EXPERIENCE OF TWO BRITISH CLEARING BANKS", INTERNATIONAL
- BRODERICK, A. J.; VACHIRAPORNPUK, S. (2002), "SERVICE QUALITY IN INTERNET BANKINGX
- CARUANA, A. (2002), "SERVICE LOYALTY THE EFFECTS OF SERVICE QUALITY AND THE MEDIATING ROLE OF CUSTOMER SATISFACTION",

STUDY AND AWARENESS OF ACCOUNT HOLDER UNDER “PRADHAN MANTRI JAN DHAN YOJANA”

Akanksha Vinod Gupta¹ and N. Lakshmi Kavitha²

Student¹ and Asstt. Professor², Vidyalankar School of Information Technology, Wadala, Mumbai

ABSTRACT

National mission on financial inclusion called “PRADHAN MANTRI JAN - DHAN YOJANA” was launched on the 28th of August 2014. Under the direct supervision of the Indian Prime Minister and the Department of Financial Services, Ministry of Finance, the objective of this mission is to enroll over 70 million households and open their bank accounts along with providing them as a first step a RuPay debit card with a Rs. 1,00,000/- accident cover. the due course of time the plan is to also cover these account holders with insurance and pension products. About 60% of the population in India does not have access to a bank account. The sample population of 137 for this study comprises of household servants, domestic helps, migrant & local construction laborers, rickshaw / cart pullers, taxi drivers and other contractual low income staff at different private institutions.

INTRODUCTION

India's development strategy, particularly since the reforms of the early nineties has identified the existing positive correlation between economic growth, financial deepening and financial inclusion. However, in recent years, an accelerated exercise has been done through targeted mediations by the government and the Reserve Bank of India. The eleventh five year plan (2007-12) has focused on inclusive growth and has further emphasized the initiatives of financial inclusion as the underprivileged and the poor have enormous potential to contribute in achieving the objective of faster and higher inclusive growth. The banking sector in India has recognized the importance of inclusive growth and as a result has endured a few essential changes over the period of the last twenty years. Banking reforms which began in the early nineties has facilitated the entry of new private and foreign players in the sector which has increased the competition benefiting the consumers and changing the operational mindset of the banks, the new generation private sector banks have introduced a wide range of services and delivery channels using technological breakthroughs.

STATEMENT OF PROBLEM

Why Pradhan Mantri Jan Dhan Yojana has been started in India. Do you face any problem while opening bank account. According to bank rules which overdraft facility has been canceled?

SCOPE OF STUDY

1. The scope includes household servants, domestic helps, migrant & local construction laborers, rickshaw / cart pullers, taxi drivers and other contractual low income staff at different private institutions.
2. The data for the study has been collected through primary as well as secondary sources. The primary data has been gathered in the form of discussion held with respondent.

REVIEW OF LITERATURE

The authors have taken note of the reforms initiated by the Government of India but to what extent the aspirations of the customers are being taken care is the present issue discussed in this paper. In this study the authors have tried to include the views 281 respondents and have considered 12 hypotheses. Two hypotheses were rejected by the respondents. The reasons seem to be the more and more nationalized banks' presence in the rural area. The authors believe that if the intentions are good then the results will be definitely a positive one. The objective of the centre is to promote financial literacy program. This setup is done under the guideline of RBI. It is discussed that financial inclusion can save weaker section from exploitation by the money lenders. Pradhan Mantri Jan-Dhan Yojana focus on those people who have still remained deprived of basic banking & financial systems.

OBJECTIVES

1. To study the financial inclusion in India.
2. To study the awareness about financial inclusion scheme among homeless people.

-
3. To study the problem face by the people regarding financial inclusion.
 4. To study of progressive Pradhan Mantri Jan Dhan Yojana.

RESEARCH METHODOLOGY

1. The present study has exclusively focused on assessing the awareness of account various vanilla financial products offered to them by banks under the PMJDY.
2. As on 6.12.2017 , total 30.71 crore accounts have opened under Pradhan Mantri Jan Dhan Yojana (PMJDY), including 18.05 crore accounts opened in urban areas.
3. Banks are opening PMJDY accounts for unbanked person at their branches.
4. Department of Revenue has apprised that based on information received from 187 reporting entities Rs. 42187 crore had bond deposited in 37414844 PMJDY account during the period 8.11.2016 to 30.12.2016 .
5. A number of measures have taken by the government ,which include collection of information on cash transaction , collating and analysis of such information ,extensive use of information technology and data
6. Analytic tools for identification of highrisk cases expeditious verification.

DATA ANALYSIS AND INTERPRETATION

■	10-20 - 18
■	20-30 - 30
■	30-40 - 5



The descriptive analysis of banking awareness is presented chart.

The product awareness, the mean and standard deviation percentage between age group $56.6\% = \text{age } 30$, $9.4\% = 5$, $34.40\% = 18$

FINDINGS

1. Products related to credit this factor includes product such as education loans, crop loans ,housing loans, vehicle loans, Krishi bima yojana and interest rate deposits.
2. Remittance products and other financial services sending money through drafts, sending money through RTGS/NEFT,ECS payment mobile banking overdraft facilities and safe deposit locker
3. Insurance and pension product Suraksha Bima yojana, Atal pension yojana,jeevan Jyoti bima yojana, Rupaycard, bank mitra.
4. Product associated with technology knowledge about fixed deposit knowledge about recurring deposit, withdrawal of money thought AMT.

SUGGESTION

1. Suggestion Invited from people for successful completion of PMJDY% Saturation terms of coverage. of allhouseholderwithatleastonebankaccount;8.39 crore accounts Opened under as on 1.12.2014.
2. private bank shall be strictly warned not to levy hidden charges.
3. Member need to be made aware of legal policy.
4. The finance ministry by the mobile services providers so that mobile banking can be effectively utilized bytheaccountholderunderJanDhanYojana.

CONCLUSION

The PMJDY scheme has substantial growth in number of account opened. In globalized scenario, it is important to financially include all section of the society in this scheme to achieve the goal of inclusive growth of the nation. The challenge is the conversion of the non operation account with zero balance into operative and for this it's important to focus on financial literacy programme. Inclusive growth "**Sab ka Sath sub ka vikas.**

LIMITATION OF SCOPE FOR THE STUDY

A study on credit seeking behavior of account holders can demystify the poor response to poor response to overdraft product, which was dovetailed into the scheme for freeing them from the clutches of information agencies like money lender. More specifically, the study should highlight the influence of informal agencies on the account holders after their introduction to the formal banking system through PMJDY

REFERENCES

- Abidi, N. A(2014). Sustainable financial inclusion
- A case study of Ranchi district . journal of research in commerce and management 5(6), 63- 67
- Mrs., Malligar and Mr. Bankapur (2016) “performanceofPradhan
- Pradhan Mantri jandhan yojana”, Indian journal of Applied Research January, 2016.
- Mr. Santana Guha (2015)” the role of PMJDY in financial Inclusion scheme-An Evolution study;, GJRA Global journal for research analysis July 2015.
- Huston, S.J. (2010). Measuring financial literacy. Journal of consumer affairs, 44 (2), 296-316.

INDIAN CAPITAL MARKET CLASSIFICATION AND GROWTH OF INDIAN CAPITAL MARKET**Adhit Keny and Kushum Mehra**

Student, VSIT, Wadala Mumbai

ABSTRACT

In this paper we present a review of research of Classification and Growth of Indian Capital Market. The Indian capital market is the market for long term loanable funds as distinct from money market which deals in short-term funds. The Securities and Exchange Board of India (SEBI), along with the Reserve Bank of India (RBI) are the two regulatory authorities for Indian securities market. There is positive growth in the capital market in the past four year. As India progresses on in the new millennium, much has changed, but still it suffers from problems

Keywords: Capitalization, Mobilization, Economy, Growth and Market.

1. INTRODUCTION

The Indian capital market is the market for long term loanable funds as distinct from money market which deals in short-term funds. It refers to the facilities and institutional arrangements for borrowing and lending ‘term funds’, medium term and long term funds. In principal capital market loans are used by industries mainly for fixed investment. It does not deal in capital goods, but is concerned with raising money capital or purpose of investment. The capital market provides the support to the system of capitalism of the country. The Securities and Exchange Board of India (SEBI), along with the Reserve Bank of India are the two regulatory authorities for Indian securities market, to protect investors and improve the microstructure of capital markets in India. With the increased application of information technology, the trading platforms of stock exchanges are accessible from anywhere in the country through their trading terminals.

2. CLASSIFICATION

The capital market in India includes the following institutions (i.e., supply of funds to capital markets comes largely from these); (i) Commercial Banks; (ii) Insurance Companies (LIC and GIC); (iii) Specialized financial institutions like IFCI, IDBI, ICICI, SIDCS, SFCS, UTI etc.; (iv) Provident Fund Societies; (v) Merchant Banking Agencies; (vi) Credit Guarantee Corporations. Individuals who invest directly on their own in securities are also suppliers of fund to the capital market.

Thus, like all the markets the capital market is also composed of those who demand funds (borrowers) and those who supply funds (lenders). An ideal capital market attempts to provide adequate capital at reasonable rate of return for any business, or industrial proposition which offers a prospective high yield to make borrowing worthwhile.

The Indian capital market is divided into gilt-edged market and the industrial securities market. The gilt-edged market refers to the market for government and semi-government securities, backed by the RBI. The securities traded in this market are stable in value and are much sought after by banks and other institutions. The industrial securities market refers to the market for shares and debentures of old and new companies. This market is further divided into the new issues market and old capital market meaning the stock exchange. The new issue market refers to the raising of new capital in the form of shares and debentures, whereas the old capital market deals with securities already issued by companies.

The capital market is also divided in primary capital market and secondary capital market. The primary market refers to the new issue market, which relates to the issue of shares, preference shares, and debentures of non-government public limited companies and also to the realizing of fresh capital by government companies, and the issue of public sector bonds.

The secondary market on the other hand is the market for old and already issued securities. The secondary capital market is composed of industrial security market or the stock exchange in which industrial securities are bought and sold and the gilt- edged market in which the government and semi-government securities are traded.

3. GROWTH OF INDIAN CAPITAL MARKET

a) Growth in Financial Intermediation:

The Indian capital market has grown due to innovation of the mechanism of indirect financing. This innovation has enhanced the efficiency of flow of funds from ultimate savers to ultimate users through newly established financial intermediaries like UTI, LIC and GIC. The LIC has been mobilizing the savings of households to build a 'life fund'. It has been deploying a part of 'life fund' to purchase the shares and debentures of the companies. Until 1991 UTI was amongst the top ten shareholders in one out of every three companies listed in the Stock Exchange in which it had a shareholding. Likewise, UTI has been mobilizing savings of households through the sale of 'units' to invest in securities of 'blue-chip' companies.

In short, financial intermediaries like LIC, UTI and GIC have activated the growth process of Indian capital market. It is evident from the rising intermediation ratio. The intermediation ratio is a ratio of the volume of financial instruments issued by the financial institutions, i.e., secondary securities to the volume of primary securities issued by non-financial corporate firms rose from 0.27 during 1951-56 to 0.37 during 1979-80 to 1981-82.

b) Growth in Underwriting of Securities:

The New Issue Market as a segment of capital market can be activated through institutional arrangements for the underwriting of new issues of securities. During the pre-independence period, the volume of securities underwritten was quite minimal due to lack of an adequate institutional arrangement for the provision of underwriting. Stock brokers and banks used to perform this function.

In recent years, the volume and amount of securities underwritten have tremendously increased owing to increasing participation of specialized financial institutions like LIC and UTI and the developed banks like 1FC1, 1CICI and IDBI in underwriting activities. It is evident from the fact that the amount of securities underwritten was only 55 per cent in 1960-61, whereas at present it is about 99 per cent.

c) Growth in Response to the Offer of Public Issues of Shares and Bonds:

Traditionally investors in India being risk-investors had been reluctant to invest in shares of public limited companies. Hence, industrial securities as a form of investment were not popular in India before 1951. However, since 1991 public response to corporate securities has been improving. But equity-cult has yet to be developed in rural areas. It is important to point out that the public response to new issues of shares and bonds depends upon number of factors such as rates of return on industrial securities relative to rates of return on non-marketable financial assets and real assets, government's monetary policy and fiscal policy and above all legal protection to investors in recent year

All the above mentioned factors have contributed to the growth of public response to new issue of corporate securities. In short, growing response to public issues has strengthened the Indian capital market. It is evident from the fact that the number of shareholders rose from 60 lakh in 1985 to 160 lakh in 1994.

d) Growth of Merchant Banking:

The role of merchant banking in India's capital market can be traced back to 1969 when Grindlays Bank established a special cell called the 'Merchant Banking'. Since then all the commercial banks have set up the 'Merchant Banking Division' to play an important role in the capital market. The merchant banking division of commercial banks advises the companies about economic viability, financial viability and technical feasibility of the project. They conduct the initial 'spade work' to find out the investment climate to advise the company whether the public issue floated would be fully subscribed or under-subscribed.

The merchant banks in India act as the underwriter as well as the manager of new issues of securities. The Securities and Exchange Board of India (SEBI) regulates all merchant banks as far as their operations relating to issue activity are concerned. To sum up, the emergence of merchant banking has strengthened the institutional base of Indian capital market.

e) Growth of Credit Rating Agencies:

Of late, credit rating agencies have emerged in the financial sectors. This is an important development for the growth of Indian capital market. Investment Information and Credit Rating Agency of India (ICRA) rates bonds, debentures, preference shares, CDs (Corporate Debentures) and CPs (Commercial Papers).

As Credit Rating Information Services of India Ltd. (CRISIL) is a pioneer in credit rating, it rates debt instruments of banks, financial institutions and corporate firms. The credit assessment of companies issuing securities helps in the growth of New Issue Market segment of the capital market.

f) Growth of Mutual Funds:

Mutual funds companies are investment trust companies. Mutual funds schemes are designed to mobilize funds from individuals and institutional investors, who in exchange get units which can be redeemed after a certain lock-in period, at their Net Asset Value (NAV). The mutual fund schemes provide tax benefits and buy back facility. The Unit Trust of India (UTI) can be regarded as pioneer in the setting up of mutual funds in India. Of late, commercial banks have also launched in India mutual funds schemes. Can-stock scheme of the Canara bank and LIC's scheme, such as Dhanashree, Dhanaraksha and Dhanariddhi are mutual funds schemes.

Since mutual funds schemes help to mobilize small savings of the relatively smaller savers to invest in industrial securities, so these schemes contribute to the growth of capital market. The total assets of mutual funds companies increased from ₹ 66,272 cr in 1993-94 to ₹ 99,248 cr in 2005 and to ₹ 4,13,365 cr in 2008. The investment of mutual funds in the secondary market influences the share prices in the stock exchange.

3.1 Indian Capital Market before Independence

Indian capital market was hardly existent in the pre-independence times. Agriculture was the mainstay of economy but there was hardly any long term lending to agricultural sector. Similarly the growth of industrial securities market was very much hampered since there were very few companies and the number of securities traded in the stock exchanges was even smaller. Indian capital market was dominated by gilt-edged market for government and semi-government securities.

Individual investors were very few in numbers and that too were limited to the affluent classes in the urban and rural areas. Last but not the least, there were no specialized intermediaries and agencies to mobilize the savings of the public and channelize them to investment.

3.2 Indian Capital Market after Independence

Since independence, the Indian capital market has made widespread growth in all the areas as reflected by increased volume of savings and investments. In 1951, the number of joint stock companies (which is a very important indicator of the growth of capital market) was 28,500 both public limited and private limited companies with a paid up capital of ₹ 775 cr, which in 1990 stood at 50,000 companies with a paid up capital of ₹ 20,000 cr.

The rate of growth of investment has been phenomenal in recent years, in keeping with the accelerated tempo of development of the Indian economy under the impetus of the five year plans

4. FIGURES

Indian Market Capitalization Growth



Total Market Cap of publicly listed companies in India has grown from ₹ 26 Lakh Cr (\$400B in constant currency terms) in 2008 to ₹ 140 Lakh Cr (\$2,162B) over ten years, a growth of 5.4X. Over the last ten years, markets have shrunk in three years, the biggest fall of 29% happening during the 2008 financial crisis. 2012 and 2016 saw marginal negative growth. Other than 2013, all other up years saw double-digit year-on-year growth. Compounded annually, the growth of listed companies has been a healthy 18.4% in spite of the 30% fall in the very first year of this period.

5. CONCLUSION

As India progresses on in the new millennium, much has changed, but still it suffers from problems. It is argued that these measures described above, although useful for reducing systemic risks, may prove inadequate against the backdrop of a variety of structural distortions, flawed practices, and ‘soft’ enforcement or intervention. There is a growth in the capital market all because of the adjacent growth in the financial intermediaries. As India is growing the Capital market will also have a growth rate beneficial for the Indian economy. As the figures show that there is positive growth in the capital market in the past four years. The biggest fall of 29% happened during 2008 financial crisis and after that the Indian Capital Market took a kick start.

6. REFERENCES

- i. **Nikita Dutta**, "Economics Discussions- Indian Capital Market: With Diagram."
- ii. **Subho Mukherjee**, "Economics Discussions- Indian Capital Market: 8 Developments."
- iii. **Smriti Chand**, "Economics Discussions- Indian Capital Market: Classification and Growth of Indian Capital Market."
- iv. **Anonymous**, "The Calm Investor-India Market Cap Growth: 2008 to 2018."
- v. **Anonymous**, "Toppers.com-Capital Markets in India."
- vi. **V. Raghunathan**, "Research on the Indian Capital Market: A Review", Indian institute of Management, Ahmedabad.
- vii. **Verma J R**, "Research on the Indian Capital Market: A Review", Indian institute of Management, Ahmedabad.
- viii. **NCFM**, "Capital Markets (Dealers) Module."

ISSUES AND CHALLENGES IN HR MANAGEMENT

Chinmay Bhavke and Fatema Kazi

Student, Marketing, Bhavan's College, Andheri (West)

ABSTRACT

This is a function within an organisation concentrated on recruiting, managing and directing people who work in it. Human Resource Management deals with issues related to compensation, performance management, organisation development, safety, wellness, benefits, employee motivation, training and others. HRM is one of the most important functions in corporates, as these people are responsible for recruiting the best in class talent for the company. On the basis of which the success or failure of the company is dependent. Without skilled and knowledgeable manpower no company can survive in the market. But HRM also has its own sets of problems and challenges. The Researcher has stressed some of the issues pertaining to challenging

Situations the HR manager is likely to come across and also have suggested some solutions to overcome those problems.

Keywords: Challenges in human resources, Human resources, DMIT, Recruitment, HRM, Issues in HRM.

1. INTRODUCTION

Most of the organizations adopt a combination of various recruitment approaches as a part of their strategy for recruitment process in whole of organization.

If we talk about Social Media Recruitment, we are familiar with LinkedIn, Facebook very well. Twitter, Google+, etc. are used widely for recruiting personnel in the organization. At times organizations use outsourcing of recruitment to an external service provider, which is time saving for the organization to focus on their main function of business. Employment agencies are recognized as publicly funded services and also commercial operations in private sector. Executive search firms are another method to recruit for executive as well as professional profiles in organizations. Internet recruitment services comprises of recruitment websites and job portals (job search engines) to collect as many candidates as possible with the help of advertising a position over a wide geographic area and it catches the pool of candidates matching your requirements. Traditional Methods like Newspaper advertisements in the local newspaper are still published to bring to attention of the job seekers Job agencies and temp agencies are a general choice to fill temporary and full-time positions quickly. But apart from recruiting there are many more challenges faced by HR, such as assigning right job to right person, workforce training and development, adaption to innovation, etc. HRM also faces the problem of Braindrain, which refers to the emigration of educated and talented workforce out of the company. Overall, there are many issues faced by the HR department but this research has found the major challenges according to various HR managers and has given the solution on it.

2. OBJECTIVES

- 1.1. To identify the most challenging job of HR management
- 1.2. To analyze how DMIT can overcome that challenge.

3. REVIEW OF LITERATURE

The Economic Times, 10thFebruary 2019

According to this article Lack of employees' physical activity (62%) and stress (55%) are the top lifestyle risk factors identified by employers in India, according to the India Health and Wellbeing study by Willis Towers Watson released on Tuesday. Combating employee stress appears to be a key focus area for employers in India, revealed the study. A vast majority, 80% of the organisations, have taken at least one action to manage employee stress and mental health in 2018 and 89% selected "identify and manage stress and behavioural health issues across the workforce" as a top priority. The study was conducted during June to August 2018 and polled over 100 organisations and senior human resource leaders from multiple sectors to explore the strategies and tactics used by organisations in India to address employee health and wellbeing.

Research paper, Challenges of Human Resource Management in Borderless world by, Parag A. Narkhede
Dr. Seema P. Joshi

According to this research paper, today HRM are facing far wider problems than before. Today due to globalization, HR managers not only have to address internal changes but also external changes too. Issues coming on the radar of an HR Manager today are diverse; from micro level issues where an individual employee needs hand holding to the macro issues pertaining to a global workforce and virtual teams. HR managers are expected to offer instant solutions for these issues and strategies.

4. RESEARCH METHODOLOGY:

For this research the Survey and Interview method is used. The survey was carried out with the help of the following tools:

Primary data collection

Questionnaire: Two different questionnaire were prepared and distributed via various channels like E-mail, social media and what's app. Google forms were used to prepare and collect the primary data.

Sample specification for two survey:

Sample 1: HR managers

Role of audience: HR Managers

Sample size: 15

Sample selection: Purposive sampling.

Location: Mumbai

Sample 2: customers of DMIT

Role of audience: Customers of DMIT.

Sample space: 30

Sample selection: Purposive sampling.

Location: Mumbai

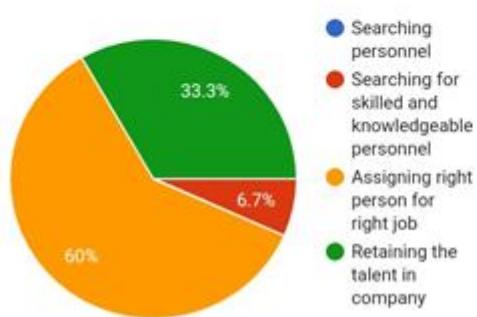
Interview: The interview method was used to collect the qualitative data from the DMIT consultant to know the in-depth technicality of the DMIT and how does it work and will it be useful for application in HRM.

Secondary data: the secondary data was collected from the previous research papers mentioned in review of literature, and the newspaper articles.

5. DATA ANALYSIS

What is the most challenging job in HR Management ?

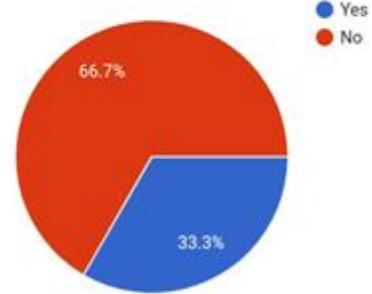
15 responses



According to above data, 60% of HR managers says that assigning right person to right job is the most challenging job, followed by retaining talent i.e. 33.3% and lastly searching for skilled personnel.

Are you aware of DMIT?

15 responses



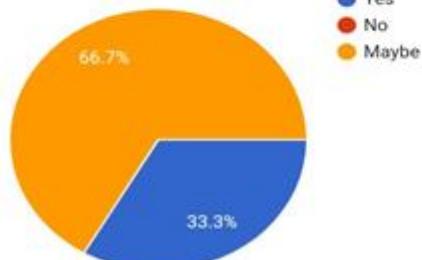
66.7% of HR managers are not aware of the tool called DMIT, whereas very few are aware of DMIT.

What are the ways you use to overcome the challenges you selected above?

- HR managers who says that assigning right job to right person is the toughest job use following strategies.
Employee training, outsourcing recruitment, hiring people with right attitude, etc.
- Managers who says employee retention is challenging use following methods
Good work environment, fun Fridays, monetary and nonmonetary incentives, etc.

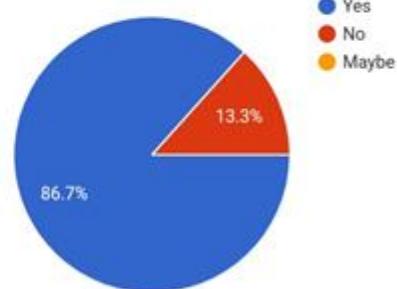
If yes, then do you think DMIT can be used in recruitment process to overcome various problems in HR management?

15 responses



Are you satisfied with your DMIT Report

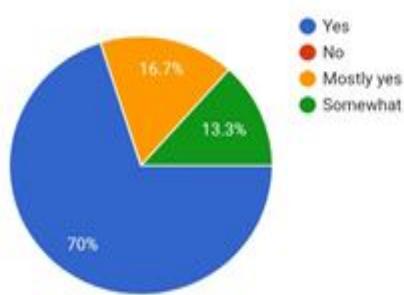
30 responses



Majority of the customers say that they are satisfied with the DMIT report that means whatever the report shows is trustworthy and is accurate.

Do you think wherever the DMIT report told you was accurate to what you are?

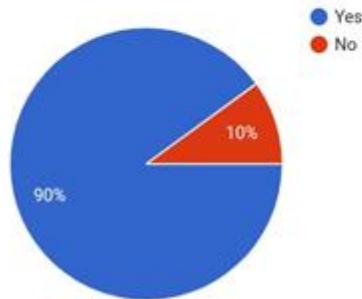
30 responses



According to majority of the customers, the DMIT report is accurate. And next majority says that its mostly accurate. That means the HR manager can trust the report to be accurate

Do you think DMIT reports shows accurate data in terms of identifying one's behavior, skills, talent, personality?

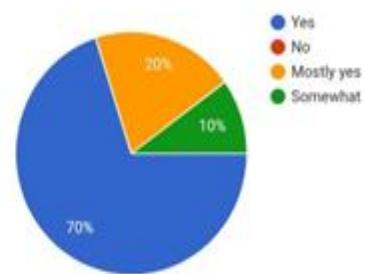
30 responses



Majority of the consumers says that whatever the skills were mentioned in the report were exactly what they that.

Whatever your skill set was mentioned in the report were exactly what you had?

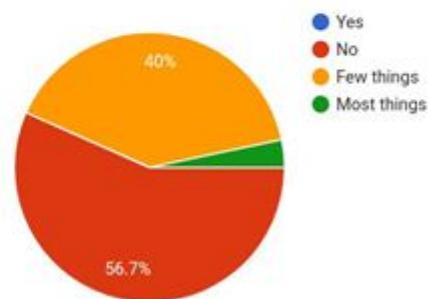
30 responses



Majority customers say that the personality analysis, behavioral analysis and skills were very accurately identified in the report.

As you know yourself well, did you find anything in the report that you doubt wasn't matching your personality?

30 responses



Most of the consumers says that there were no mistakes in the report and they had no doubt on the report and trust the report.

6. CONCLUSION:

1: To identify the most challenging job of HR management

According to survey, this research concludes that the most challenging job in HRM is ‘to assign right job to right personnel’. Followed by which ‘employee retention, is the second most challenging job in HRM. Research also reveals that searching for employee is not a challenge today, as we have the highest number of unemployed people in Mumbai. Rather searching for skilled and educated employee is the challenge. Assigning right person to right job is a challenge because, Today many people lie in their CV’s and even in interview and get the job, but when it comes to performance, they doesn’t match the expectation.

2: To analyze how DMIT can overcome that challenge.

According to this research DMIT is a trustworthy and a very powerful tool to overcome the challenges mentioned above. Following is how DMIT can solve the problem:

As DMIT shows accurately the inborn skills, talents and personality, HR managers can identify ones abilities and assign an appropriate job to him. Also DMIT shows the personality type between steady, dominant, influential and compliant, compliant people are good leaders, so accordingly manager can appoint the team leaders. Another thing that DMIT report includes is learning type, this can be used in hiring new people where some are fast learner and some are slow. This report also shows the brain dominance between right brain and left brain, where right brained people are more creative and left brained are rational. This can be used to assign creative and rational jobs to the concern person. This report also shows what type of skills do a person has in him from birth and the inborn skills always dominates the acquired skills. For example two people with same degree and same marks have applied for a job of analyst then the person who is good in mathematics from birth will always be better than the person who has learnt mathematics. This makes huge difference because the one who enjoys doing mathematics (person with inborn skill) will do the job better and with more interest compared to any other person. As consumers have said that the DMIT reports are absolutely accurate, HR manager can trust the outcome of the report and can analyze the person and assign the appropriate job. This is how DMIT can help HRM to assign right job to right person.

7. RECOMMENDATIONS

1. To increase the productivity of employees, they should be assigned with the jobs they are best at.
2. Companies should actually start using the DMIT test for the people they hire, so that they know the strengths and weaknesses of their employees and can have a better relation with them and can assign them with the tasks they are best at.
3. Efforts should be made to increase the awareness of DMIT.
4. There should be training and workshops arranged for the HR managers to understand and interpret the DMIT reports accurately.

8. REFERENCES

- <https://economictimes.indiatimes.com/jobs/employee-stress-topmost-concern-for-cos-in-india-willis-towers-watson-study/articleshow/68067145.cms>
- <https://economictimes.indiatimes.com/jobs/60-companies-consider-workplace-culture-top-barrier-to-digital-transformation-kpmg-survey/articleshow/67951742.cms>
- <https://www.benefitnews.com/slideshow/the-15-biggest-hr-challenges-in-2018>
- https://www.researchgate.net/publication/228096231_Challenges_of_Human_Resource_Management_in_borderless_world

DATA DRIVEN MARKETING FOR LUXURY RETAIL, INDIA**Saurabh Sonawane¹ and Abhijit Rane²**Undergraduate¹ and Assistant Professor², Department of BMS, Vidyalankar School of Information Technology, Wadala, Mumbai**ABSTRACT**

Luxury brands have always been seen as a class of social status in a society, which is profusely increasing. The traits of them can be seen from the era of Maharaja's where the country was displaying its utmost wealth through Luxury lifestyle. Today the demand for global Luxury brands is burgeoning in the country, due to higher education and an increase in High net worth individuals. India's Luxury Market to cross \$30 billion by end of the year - Assocham. Today retail is changing than ever, it is getting equipped with AI, data, personalization, convenience and unified commerce which are the new competitive advantages. Retailers are now looking to provide 'real-time' experience to customers through artificial intelligence. Consumer data is paramount to create personalized campaigns, it is now crucial for creating an omnichannel strategy to retain customers and have in-depth knowledge of the customer. Data is collected from the customers when they visit the store or by the E-Commerce site. This data dependent marketing technology has created a job opportunity. The study is done meticulously to understand 'How' and 'Why' Luxury brands will achieve a boom in growing Indian economy with perceptive of Indian consumer behavior using advanced marketing tools. The paper discusses several case studies, to assert several challenges and opportunities a retailer comes across while using such advanced technology.

Keywords: Luxury Retail, Luxury Brands, Marketing, HNI (High Networth Individual), Data Driven.

INTRODUCTION: DEFINING LUXURY & MARKET

India has always been addressed as the Golden Bird, it has experienced an era of Maharajas and Nawabs who had refined tastes and were connoisseurs of luxury. This Luxury lifestyle made India competent to gain the attention of the whole world. Today, Luxury brands are targeting India because of its fastest growing economy. While Mumbai, Delhi, Bangalore, and Kolkata lead in the numbers of Ultra High Net worth Individuals, Tier I & Tier II towns also account for 45% of the total luxury market in India. There are specific super rich segments having access to such wealth are the prime audience for luxury brands. The success of luxury retailers is mainly determined by their aptness to understand the complexities of the Indian market and consumer behavior, to innovate and tweak their marketing strategies to provide affluent consumers unique and bespoke brand experience. The country is experiencing more younger High Networth Individuals (HNI), with more disposable income also displays higher ambitious purchasing power. Which has created new two segments as the older generation which goes for classy elegance and the young generation who goes for flashy indulgences. The boom in ecommerce industry has facilitated Luxury brands to cater to much wider audience. It was estimated that Rs 2,00,000 crore was invested in retail in 2016 and by 2020 its expected to double.

OBJECTIVE OF RESEARCH STUDY:

- To study the growth of Luxury Retail in India.
- To study data driven marketing applications.
- To study the new job opportunities.

AI TRENDS IN LUXURY RETAIL (ONLINE & OFFLINE)

Adaptive homepage: Customer accessing through mobile or web page leaves a trail of data. AI analyzes customer behavior, previous purchasing patterns, and current context. The systems then provide hyper-relevant context with each interaction.

Dynamic Outreach: Every customer is different so each consumer profile is different. This profile is made through advanced CRM and marketing systems, which are used to produce personalized outbound marketing - recommendation, rewards, and content.

Visual Curation: AI transforms real-world browsing behavior into digital retail through its algorithm. It suggests new products based on image recognition of the previously searched products by the customer. Thus making recommendations more visually appealing and aesthetic.

Guided Discovery: The purchase decision being the most crucial part can be leveraged through AI. While making such decision they can be guided through automated assistants to narrow down their choice. This facilitates the process by endorsing products based on taste and fit of the customer.

Conversational Support: Customer trust in a retailer is a prime factor for prolonged association with the brand. AI-based conversation which happens in local language elevates the trust factor, as queries get solved, FAQ and if needed can be directed to brands personnel.

Personalized Storefront: Display of merchandise can be made apt by using historical data. The pricing, product display, and biometric recognition reflect on customer loyalty. Past visits to store and analyze the specific product segment which customers are contemplating can be stored in more quantity.

Emotional Response: Customer often gives a reaction when they see something, by audio cue or expressions which can be interpreted and enhance the in-moment experience even more.

Operational optimization: Product movement and storage consumes various utilities. Logistics system backed by AI can effectively produce most error-free fulfilment and supply chain while maintaining expectations of customers and make products available at right time.

Responsive R&D: Customers feedback, sentiments and purchasing data are pivotal for retention. These data can show output if the retailer needs to produce next-gen products and advanced service design to content needs and preference of customers in the marketplace.

Demand Forecasting: A prolonged visibility around competitor and market shifts can help a retailer to make proactive marketing strategies, merchandise, and business strategy. Thus making forecast even more productive.

New Job opportunities

As using AI in making marketing decision is an amalgamation of technology and business. A candidate either holding an engineering degree or non engineering degree stands equivalently eligible for the jobs offered in this domain, with some add on courses. The number of analytics jobs advertised from April 2017 to April 2018 increased by 76%. The mean salaries offered by the recruiters for this domain in India is INR 10.8 Lakh per annum. As the industry is comparatively new it has opened a plethora of job options which were little or unheard of. College and education institutes can bring in more real-time curriculum by including subjects like Digital marketing, Management information systems, AI for managers, AI for supply chain, CRM, Big Data and certified courses from Coursera, LinkedIn learning, SimpliLearn can also help individual leverage his skills as per industry requirement. Also, US have credited this sector as STEM (Science Technology Engineering Math) which makes it full proof from automation of industry. Around 62% of analytics requirements are looking for candidates with less than 5 years of experience, thus switching to this domain is also a viable option. Some of the types of job currently offered in the industry.

- Analytics Manager.
- CRM and Email marketing Manager.
- Digital Agency Account Manager and Sales Director.
- Copywriter.
- Digital Marketing Manager and Web Manager.
- Ecommerce Manager.
- PPC Search Manager.
- Search Manager / SEO Manager.
- Market analytics

DATA INTERPRETATION

The demography of sample is students, faculty and industry experts. Total sample size is 50 people. Detailed distribution of sample is shown below.

Students (Engineering & Non Engineering) = 30

Faculty = 5

Industry Experts = 15

Questions	YES	NO	Maybe
Can AI improve customer insights	66.7%	5.6%	27.8%
Luxury market has potential growth in India	85.3%	6.3%	10.4%
Does AI helps in demand forecasting	83.3%	-	16.7%
Will there be increase in jobs in AI based business domain	80.9%	8%	11.1%

CONCLUSION

The luxury Industry does hold a great potent for Indian economy, mainly due to its lucrative ever growing GDP. Though the degree of automation which the world is witnessing right now also poses threat in job loss to this country of masses. Inclusion of advanced tools in business strategies will significantly leverage any organization to have edge over competitors also will thwart the industry from losing employment opportunities. The study specifically choose luxury retail because of the consumer behavior of affluent class people, who have more access to technology and as a niche will be perfect to use such advanced marketing tools.

REFERENCE

1. Nikki Gilliland, "19% of retailers cite data-driven marketing as top opportunity in 2018"
 - <https://econsultancy.com/19-of-retailers-cite-data-driven-marketing-as-top-opportunity-in-2018/>
2. Delhi School of Internet Marketing, "8 lacs Jobs in Digital Marketing by the year 2017 In India: A Report"
 - <https://dsm.in/blog/2016/12/19/8-lacs-jobs-digital-marketing-year-2017-india-report/>
3. Smart Insights,"Digital marketing careers"
 - <https://www.smartinsights.com/managing-digital-marketing/resourcing-digital-marketing/popular-digital-marketing-jobs/>
4. Ross Gagnon, Kimberly Kurata, Sara Chin, "Data-Driven Marketing Push Forward or Fall Behind"
 - <http://www.oracle.com/us/products/applications/wp-forbes-data-driven-marketing-3847636.pdf>
5. Edvancer & Analytics India Magazine," Analytics & Data Science Jobs In INDIA- Study 2018
 - <https://www.edvancer.in/wp-content/uploads/2018/06/Edvancer-AIM-Data-Science-Jobs-Study-2018.pdf>
6. Piers Fawkes, Scott Lachut, Conner Dial , "AI Retail Playbook, Transformation Strategies For Intelligent Retail"
 - <https://info.microsoft.com/rs/157-GQE-382/images/Final%20AI%20Retail%20Playbook.pdf>

SATISFACTION LEVEL OF STUDENTS WITH RESPECT TO BMS AS A COURSE**Disha Hemal Singh¹ and Mangal Singh Rawat²**Student¹ and Assistant Professor², Management, Vidyalankar Educational Campus, Vidyalankar College, Wadala (East), Mumbai**ABSTRACT**

The study examines student satisfaction with respect to BMS course. It focuses on determining the scope of BMS and to understand whether the students are satisfied with the job opportunities available to them after completion of BMS. The main objective of the overall study is to analyze the gap between the curriculum specified by the educational board and the competency expected by the industries from the BMS graduates. Also, a thorough analysis of the syllabus of various state universities has been done so as to find out in which areas we are lacking behind and what are the corrective measures for the same. The study is being conducted by using descriptive and analytical research methodology. The sample size consisted of 105 students currently pursuing BMS, 43 BMS graduates and the HR managers of 6 different industries which helped, to find out the gap due to which the students are not employable. This study has also come across a few gaps which are directly responsible for the under-performance of the BMS graduates, that has really led to the demotivational stages as well as an increase in the attrition rate of the students from an organization. However, results suggested that students are not satisfied with the available job opportunities and also are not able to meet the requirements of the industries. Students feel that pursuing BMS is not worth the money they had invested, resulting in BMS as a course to lose its importance and growth.

1. INTRODUCTION

For the study, the course BMS (Bachelors in Management Studies) has been selected which is provided by University of Mumbai for the students who would like to pursue a career in Business Management. The aim of this paper is to determine the satisfaction level of students with respect to BMS course. As a matter of fact, the student's dissatisfaction level in BMS course is growing due to lack of curriculum to meet industrial pattern and due to narrow prospective of the subjects which can be improved by revamping the current pattern of BMS. The study shows the advantages of adding or making certain changes in the course so as to make the course more practical and skill oriented rather than just being theoretical. It gives a clear picture of the present happenings of BMS and how BMS should actually be or the future of BMS.

2. REVIEW OF LITERATURE

The study is based on the analysis carried out on BMS graduate students on their upcoming dissatisfaction level and key points as to how to reduce that. Many of these studies analyzed that **graduates' experiences at work typically do not live up to their expectations** (e.g. Keenan and Newton, 1986; Dean et al., 1988) and that the transitional process and the adjustment to full-time professional work are often very traumatic, stressful experiences for fresh graduates which create inefficiencies for the organization (Graham and McKenzie, 1995). Fresh graduates have reported of being underemployed and underutilized, as well as facing tremendous workloads (Holden and Jameson, 1999). Modi (2009) says that fresh graduates, who join the industries, require six months to 2 years as gestation period to show their contribution and, many a time, they leave the organization before they start showing results. **This is due to the gap between theory and practice.** The industry, R&D labs should become partners with the centers of higher learning. **In the above studies they have analyzed the issue of the gaps of students faced due to the difference in job pattern and lack of students to fulfil this criterion of having a practical approach.** It was concluded by Hamate and Jawfoot (2003) that a national level committee, comprising members from educational and industrial sectors be formed to match the demands and needs required by the labor market with the educational portfolio. **This must implement by regular analysis, skill level determination, revision of the curriculums** and finally to follow up and control, on the basis of individual specialization. This model may reduce the expenses of pre-employment training, which financially overburden the industrial sector & increases the proficiency level of graduates, leading to trust in the educational sector and enhance the economic growth.

3. OBJECTIVES OF THE RESEARCH STUDY

- To determine the scope of Management Studies as a degree course.
- To understand whether the BMS graduates are satisfied with the job opportunities available to them.
- To analyze the gap between the curriculum specified by the educational board and the competency expected by the industries from BMS graduates.
- To study the syllabus of various state universities.

4. HYPOTHESIS OF THE RESEARCH STUDY

- HO- BMS graduates are not satisfied with the job opportunities available to them
- H1- BMS graduates are satisfied with the job opportunities available to them
- HO- There exists a gap between the specified curriculum and the industrial expectations
- H2- There is no gap between the specified curriculum and the industrial expectations

5. LIMITATIONS OF THE RESEARCH STUDY

- The opinion of the sample, does not adequately represent the opinion of the entire population
- The topic selected for the study is so new that no one else has done a prior research on it
- Difficulty in getting the responses from the respondents.

6. METHODOLOGY & SOURCES OF DATA

Types of Research used for the study

6.1) Descriptive Research

6.2) Analytical Research

7. DATA COLLECTION

7.1) Primary Data

7.2) Secondary Data

7.1) Primary Data

- Data collected directly from first-hand experience
- Freshly collected not processed

Personal Interview

Personal interview was conducted among the HR Managers from different industries

Questionnaire

Students who are currently pursuing BMS and passed out BMS students were asked to fill the questionnaire.

7.2) Secondary Data

- Data collected in past or published data
- Data already available in proper format

Types

Internet

- Referred to the website of various state universities so as to find out their syllabus pattern
- Gone through the published data related to the research study

Sample

- It is a group of people, objects or items that are taken from a larger population for measurement

- It is the representatives of the population to ensure that it can generalize the findings from the research sample to the population as a whole

Sample Size

The sample size consisted of:

- 105 students currently pursuing BMS
- 43 BMS graduates
- HR Managers of 6 different industries

7.3) Methods used for data Interpretation

Data Interpretation

- It is process of assigning meaning to the collected information
- It is used for determining the conclusions, significance and implications of the findings

Method

The data is being interpreted by using Percentage Method.

8. RESEARCH FINDINGS

After comparing the syllabus of Mumbai university with other state universities such as University of Delhi, University of Pune & University of Calcutta it was found that the syllabus which is provided by University of Mumbai has no detailing to the few required subjects such as Business Statistics, Business Mathematics and Economics. Also, many subjects are not being included in the syllabus pattern which would have direct application in the business world and can be included to make the course more practical and skill oriented, such as Personality Development, Financial Software, Statistical Software (Skill Enhancement) and Management of Global Business (Specialization).

Findings from students currently pursuing BMS	YES	NO
Is content of BMS syllabus adequate enough to fulfill the job requirements?	40.40%	59.60%
Are you satisfied with the job opportunities available for you?	43.30%	56.70%
Is there a need to revamp the current pattern of BMS?	65.40%	34.60%
Is pursuing BMS worth the money you invest?	47.10%	52.90%
Are you are getting an in-depth knowledge of a particular subject/field?	45.20%	54.80%
What you learn while pursuing BMS is practically relevant in the corporate world?	44.20%	55.80%
Should internships be provided to the BMS students, Prescribed by Mumbai University?	77.90%	22.10%
Are you adequately acquainted with the practical knowledge & skill require in the corporate world by following the current pattern of BMS?	35.60%	64.40%

Table-1: Research Findings from students pursuing BMS

Questions to the HR Managers	Responses from HR Managers
What do you expect from BMS graduates?	Excellent communication & people skills, extensive knowledge on management concepts, proper business process management, In-depth knowledge of operations
For which position are the BMS graduates being hired for your company?	Admins, Backend Process, HR coordinator, Sales & Marketing
Why are you not hiring BMS graduates for higher positions	No crave for learning, lack of experience & skills, lack of responsibility & accountability, too raw for hire position, Less confidence, Poor people Management skills
What are the difficulties faced by you when you	Training them, lack of positive attitude, casual

hire BMS students?	approach to work ethics, Less practical knowledge, Poor communication
Are the candidate's current knowledge & skills able to fulfil the job requirements offered by you?	Not to that level, we need to go through training process
Are you satisfied with the BMS graduates hired by your company?	Not really. There is a serious scope of improvement
What is the attrition ratio of BMS graduates?	More than 50 to 60%. They expect more with less knowledge, experience & skills
Do you conduct exit interviews of the candidate?	Yes, they find it difficult to adopt quickly in different environment

Table-2: Expectations of Industries from BMS Graduates

Questions to the Graduates	Problems faced by Graduates
What was the basic reasons for going for higher studies rather than directly applying for Job?	Lack of opportunities after BMS, Good exposure after MBA
How did you get the first job?	Campus hiring, Advertisements, Job Portals, References
What were the reasons that generally contributed to you for switching your job?	Less Pay, monotonous work, micro Management, no Promotions
What are the challenges that you have faced while looking for a job after graduation?	Lack of confidence, job not as the expectations, lack of industrial knowledge, fearing interviews, self-motivation, rejections from companies
What type of problems did you face while working?	No in-depth knowledge, unable to handle the role, Poor communication skills, unable to cope up with the environment
Would you like to give any suggestion to overcome such issues?	Value added courses, University should collaborate with industries & R&D Labs
Overall, how satisfied are you with your work life after graduation?	44.2 % Dissatisfied, 37.2% moderately satisfied & 18.6 % Satisfied

Table-3: Problems Faced by BMS graduates

9. CONCLUSION

The study clearly showed that, students are not getting the jobs as per their expectations. They are not able to meet the requirements of the industries as there is a gap between the curriculum specified by the educational board and the competency expected by the industries from the BMS graduates. Also, the attrition rate of the students from the organizations are quite high. Student feels that pursuing BMS is not worth the money that they had invested as a result BMS as a course is now losing its importance & growth

10. RECOMMENDATIONS

- There should be introduction to value added courses such as personality development, foreign languages, digital marketing.
- The current syllabus of BMS should be revamped to suit the demands of the corporate world
- There should be a compulsory full-fledged internship provided to the BMS students, prescribed by University of Mumbai

11. SCOPE FOR FURTHER STUDY

A similar study of this sort could be conducted to measure the employability scale of BMS graduates and to determine the role of foreign languages in the placement and grooming part of the students. Another interesting dimension will be to combine few syllabi of international universities.

12. CITATION

- Mazuki Jusoh, Maimun Simun and Siong Choy Chong, "Expectation gaps, job satisfaction and organizational commitment of fresh graduates: Roles of graduates, higher learning institutions and employers"
- Dr. Sarang S. Bhola and Sunil S. Dhnawade, "Higher Education and Employability- A Review"

13. REFERENCES

- http://www.du.ac.in/du/uploads/Syllabus_2015/18072015BMS-Revised.pdf
- <http://admi.mu.ac.in/courses/4.80-BMS-Semester-I-and-II-Syllabus-with-Course-Structure.pdf>
- http://www.sxccal.edu/departments/BMS/Downloads/BBASyllabus-Semesters1-6_From2015Batch.pdf

THE BREXIT

Omkar Patil

Vidyalankar School of Information Technology, Wadala Mumbai

ABSTRACT

Objective of this research is to find out impact of brexit effect on Indian business at that time.

How brexit affected the global economy

What are economic effects of brexit so far?

As the UK decided to leave the European Union and some of its effect on long term and short term

INTRODUCTION

BREXIT is an abbreviation for Britain exit which refers to the June 23, 2016, referendum whereby British citizens voted to exit European Union and its set to leave in March 2019.

Brexit effects on the global economy

The singular issue of Brexit has consumed the United Kingdom for two and a half years. The “if”, “how”, and “when” of the country’s withdrawal from the European Union, after decades of membership, has understandably dominated news coverage, and sidelined almost every other policy debate. Lost in the mix, for example, has been any serious discussion of how the UK should boost productivity and competitiveness at a time of global economic and financial fluidity.

At the same time, the rest of the world’s interest in Brexit has understandably waned. The UK’s negotiations with the EU have dragged on through multiple *déjà vu* moments, and the consensus is that the economic fallout will be felt far more acutely in Britain than in the EU, let alone in countries elsewhere. Still, the rest of the world is facing profound challenges of its own. Political and economic systems are undergoing far-reaching structural changes, many of them driven by technology, trade, climate change, high inequality, and mounting political anger. In addressing these issues, policymakers around the world would do well to heed the lessons of the UK’s Brexit experience.

When Britons voted by a margin of 51.9% to 48.1% to leave the EU, the decision came as a shock to experts, pundits, and Conservative and Labor Party leaders alike. They had underappreciated the role of “identity” as a driving force behind the June 2016 referendum. But now, voters’ deeply held ideas about identity, whether real or perceived, can no longer be dismissed. Though today’s disruptive politics are fuelled by economic disappointment and frustration, identity is the tip of the spear. It has exposed and deepened political and social divisions that are as uncomfortable as they are intractable. Experts also predicted that the UK economy would suffer an immediate and significant fall in output following the 2016 referendum. In the event, they misunderstood the dynamics of what economists call a “sudden stop”—that is, abrupt, catastrophic dysfunction in a key sector of the economy. A perfect example is the 2008 global financial crisis, when financial markets seized up as a result of operational dislocations and a loss of mutual confidence in the payments and settlement system. Brexit was different. Because you cannot replace something with nothing, there was no immediate break in British-EU trade. In the absence of clarity on what type of Brexit would ultimately materialize, the economic relationship simply continued “as is,” and an immediate disruption was averted.

It turns out that when making macroeconomic and market projections for Brexit so far, “short versus long” has been more important than “soft versus hard” (with “hard” referring to the UK’s full, and most likely disorderly, withdrawal from the European single market and customs union). The question is not whether the UK will face a considerable economic reckoning, but when. Nonetheless, the UK economy is already experiencing slow-moving structural change. There is evidence of falling foreign investment and this is contributing to the economy’s disappointing level of investment overall. Moreover, this trend is accentuating the challenges associated with weak productivity growth.

There are also signs that companies with UK-based operations have begun to trigger their Brexit contingency plans after a prolonged period of waiting, planning, and more waiting. In addition to shifting investments out

of the UK, firms will also start to relocate jobs. And this process will likely accelerate even if British Prime Minister Theresa May manages to get her proposed exit deal through Parliament.

The Brexit process thus showcases the risks associated with economic and political fragmentation, and provides a preview of what awaits an increasingly fractured global economy if this continues: Namely, less efficient economic interactions, less resilience, more complicated cross-border financial flows, and less agility. In this context, costly self-insurance will come to replace some of the current system's pooled-insurance mechanisms. And it will be much harder to maintain global norms and standards, let alone pursue international policy harmonization and coordination.

Tax and regulatory arbitrage are likely to become increasingly common as well. And economic policymaking will become a tool for addressing national security concerns (real or imagined). How this approach will affect existing geopolitical and military arrangements remains to be seen.

Lastly, there will also be a change in how countries seek to structure their economies. In the past, Britain and other countries prided themselves as “small open economies” that could leverage their domestic advantages through shrewd and efficient links with Europe and the rest of the world. But now, being a large and relatively closed economy might start to seem more attractive. And for countries that do not have that option—such as smaller economies in East Asia—tightly knit regional blocs might provide a serviceable alternative.

The messiness of British party politics has made the Brexit process look like a domestic dispute that is sometimes inscrutable to the rest of the world. But Brexit holds important lessons for and about the global economy. Gone are the days when accelerating economic and financial globalization and correlated growth patterns went almost unquestioned. We are also in an era of considerable technological and political fluidity. The outlooks for growth and liquidity will likely become even more uncertain and divergent than they already are.

What are the economic effects of Brexit so far?

The Brexit vote two years ago has damaged the UK economy, as a weaker pound has squeezed household incomes and uncertainty has hit investment. On that, economists from all sides agree — despite having their differences over the extent of the damage and whether the harm will intensify. On the two-year anniversary of the EU referendum, forecasters' estimates of how much Brexit has dragged down the economy range from around 1 per cent of gross domestic product, or £20bn a year, to 2 per cent, or £40bn a year. An FT average of several models suggests that by the end of the first quarter of this year, the economy was 1.2 per cent smaller than it would have been without the Brexit vote. That represents a £24bn hit to the economy, amounting to a “Brexit cost” of £450m a week or £870 a household per year. The figure is increasing; when the FT last carried out a similar exercise, in December, the average cost was £350m a week. Even the most vociferous supporter of Brexit, Professor Patrick Minford of Cardiff University, says his pre-referendum forecasts were too optimistic. “The accumulated error between the second quarter of 2016 and fourth quarter of 2017 was a 1.2 per cent overestimate for us,” he wrote recently. But Prof Minford also pointed out that the hit to growth has been significantly smaller than the Treasury predicted in its pre-referendum short-term forecasts. The Treasury had wrongly assumed the government would immediately begin the two-year Article 50 divorce process from the EU — which Theresa May eventually triggered in March 2017, rather than in June 2016 — and that the authorities would provide neither fiscal nor monetary stimulus.

It put forward two scenarios that did not come to pass: a “shock” in which the economy failed to grow in the immediate aftermath of the vote, and a “severe shock” in which the economy contracted. While the Treasury’s forecasts were clearly incorrect, quantifying any Brexit hit to the UK economy is a perilous task, since an exact number is impossible to produce. Such estimates rely on hypotheticals, since they compare the economy’s recent record of growth with an estimate of how it would have performed if the British public had voted to remain in the EU. Even the historical part of the equation is far from straightforward, because recent economic data are regularly revised. Robert Chote, chair of the Office for Budget Responsibility, warned in March “not to place too much weight on early estimates of short-term movements in GDP as they are both hard to measure and destined for revision”.

Nevertheless, economists are paid to make estimates. Sam Hill at RBC Capital Markets estimated that, due to factors such as weaker household consumption and business investment, Brexit had cut roughly 1 percentage point off national income by the end of 2017. But he added that the Bank of England's decision to cut interest rates spared the country a pure Brexit effect of "approximately 1.5 percentage points". BoE governor Mark Carney has estimated a bigger Brexit effect, based on the disparity between the bank's pre-referendum forecasts — which assumed the UK would remain in the EU — and subsequent reality. "If you look at where the economy is today relative to that forecast, it is more than 1 per cent below where it was, despite very large stimulus provided by the Bank of England, a fiscal easing by the government, and global and European economies that are much, much stronger than they were previously," Mr. Carney told MPs on the Treasury select committee in May "If you adjust for those factors, and one should not be too precise about it, the economy is about 1.5 per cent, 1.75 per cent, up to potentially 2 per cent lower than it would have been," Mr. Carney added, saying it was reasonable to ascribe some of the shortfall to Brexit. The FT's analysis produces an average from a range of models. It takes the 2.8 per cent growth racked up since the referendum as a fact and compares it with various alternative outcomes, based on simple assumptions. The smallest hit, of 0.7 per cent, uses the historical growth rate between 2010 and the 23 June 2016 referendum as its point of reference, while one of the largest, a 2 per cent hit, is based on a comparison with the group of seven's average growth rate since the vote. In that time, the UK has slumped from the top to the bottom of the G7 league table.

Another approach is based on comparisons with countries with similar economic growth to the UK ahead of the referendum. One such model, which gives Hungary a 23 per cent weight in the calculations is used by John Springford, deputy director of the Centre for European Reform, and suggests that output is now 2.1 per cent lower than it would have been. All these individual calculations are controversial, but pro-Brexit economists agree there is no perfect way of producing the estimates. Julian Jessop, chief economist at the Institute of Economic Affairs, a free market think-tank, assesses the Brexit hit to be 1 per cent, but thinks the negative impact on growth is likely to be transitory. "Part of this hit is temporary and reversible, especially on the investment side, rather than permanent, and also not necessarily a sign of worse to come when we do actually leave," he said. With just nine months to go before the UK leaves the EU and no agreement with the EU near, other economists argue it would rash to predict an end to the pain. "During 2018 the Brexit effect is set to continue to accrue and could reach a cumulative two percentage points of GDP by year-end," said Mr. Hill. "Although real income growth should return, it is still expected to result in sub-par consumption growth. Headwinds to business investment could persist, whilst the offset from net trade remains underwhelming."

As Brexit negotiations reach a climax, how is Britain's economy doing? Both remainers and leavers acknowledge that since the nation voted to leave the EU two years ago the data have been disappointing but not disastrous. Now, however, uncertainty over the outcome has reached new highs. Prime Minister Theresa May's talks with the EU in the next few weeks could make the difference between a relatively smooth departure from the bloc and a no-deal exit. The doubts have eaten away at business confidence and investment. But consumers were happy to spend freely in the hot weather over the summer and there are only tentative indications that they are now reining back as the nights draw in. This balancing act is likely to continue until either Mrs. May strikes a Brexit deal with Brussels and shepherds it through parliament — or, alternatively, negotiations fail. Philip Hammond, UK chancellor, argues that a good outcome could yield a "deal dividend" and an upgrade to economic and public finance forecasts. No deal would bring further downgrades. These six charts — including indicators on spending, saving and stock market indices — show how the UK economy is faring with less than six months to go until Britain's departure from the bloc. 1. The overall performance of the UK economy Britain's growth rate bounced back in the second quarter to a 0.4 per cent rate, from 0.1 per cent at the start of the year, when activity across the UK was hit by snowstorms and a prolonged cold snap. With a hot summer encouraging spending, the rolling quarterly rate further increased to 0.7 per cent in the three months to August. That does not pull the UK much off the bottom of the G7 league table for annual growth; the UK sat just above Italy in the second quarter. Financial Times research has shown that by the end of the first quarter, the UK economy was between 1 and 1.5 per cent smaller than it would have been without the Brexit vote, although some independent estimates, such as a recent report from the Centre for European Reform, suggest the hit could have been as large as 2.5 per cent. Julian Jessop, the Brexit-supporting chief economist of the Institute of Economic Affairs, a free-market

think-tank, said such estimates were likely to be too high, but he accepted that the referendum had depressed economic performance so far, although he thought that was likely to be a temporary effect. "The UK economy has probably grown more slowly due to the additional inflation prompted by sterling's fall, and the heightened uncertainty," he said. 2. The remarkable strength of employment with the unemployment rate down to 4 per cent between March and May, its lowest rate since the mid-1970s, the labor market has strengthened significantly since the EU referendum. This is the glaring exception to otherwise disappointing data. Not only is employment up, but most of the growth has been in full-time jobs. The number of people in part-time jobs and in self-employment is now falling gently and more than offset by the rise in full-time work, reducing concerns that people are underemployed. The end of the boom in self-employment has also reduced concerns that people were setting up in business because they could not find any other work. The one fly in the ointment in the jobs numbers is that employment growth rates now appear to be tailing off, with overall employment growing by only 3,000 in the second quarter of 2018 compared with a rise of almost 150,000 from January to March. The shift in employment rates is especially marked for people born in other countries: 5.6m of them were working in the UK in the second quarter of this year, 1 per cent less than in the same period in 2018. 3. Wage growth has been hit by higher inflation not all is rosy in the labor market. Although wage growth has risen a little, real wage increases dropped away after the Brexit vote as inflation climbed well above the Bank of England's 2 per cent target. Prices rises have recently exceeded expectations and wage increases have been struggling to match them. Productivity growth has also continued to disappoint. However, this is not a new post-Brexit vote development but extends a trend that has existed since the financial crisis. Occasional false dawns in productivity improvements have not been sustained. 4. Households have thrown caution to the wind with wage increases not matching price rises in 2017 and 2018, household real incomes have faced a nasty squeeze. But Britain's consumers appear to have thrown caution to the wind ever since the EU referendum, increasing borrowing and lowering savings to spend today rather than tomorrow. In the second quarter of 2018, households saved 3.9 per cent of income, up a fraction on the first quarter, but this still represented half the 7.8 per cent rate at the start of 2016. The savings rate is at a historical low. As a corollary of this, the household sector has moved into a net financial deficit, borrowing more than it is saving for the first time since 1988. Households clearly think Brexit will not hurt their finances and are spending as if the income squeeze of 2017 and 2018 was just a pinprick. The danger for the economy is that if households seek to save at normal levels once again — the 50 year average is around 9 per cent rate — spending will take a big knock as will the wider economy. 5. Companies are reluctant to invest Business investment continues to disappoint, with the volume of plant, machinery and new buildings having barely grown in the UK since the EU referendum. An economy at full employment is normally one that stimulates plenty of new business investment, as companies adopt new technologies to keep expanding without hiring new staff. This was happening until mid-decade, but since then a combination of the drop in oil prices and the uncertainties surrounding the 2014 Scottish independence referendum, the 2015 election and the 2016 EU referendum have caused companies to think twice before committing themselves. The latest data show a downbeat picture, with investment only 2 per cent higher than at the time of the Brexit vote and 0.2 per cent lower than a year ago. Before the referendum, the BoE had expected business investment to have grown more than 13 per cent over the two-year period from 2016. 6. Investors still mark down UK assets the performance of stock markets reflect investors' views of a country's economic potential. International investment in UK shares is best measured in dollar terms by the FTSE 250 index, which is made up by companies that collectively get most of their revenues from the UK. This has slid 0.3 per cent since the 2016 Brexit vote. (In sterling terms it has risen 12 per cent.) In the meantime the stock markets of other developed economies have risen 26 per cent, showing that investors have devalued UK assets.

UK To Say Goodbye to EU in March 2019. How Brexit Will Impact Real Estate in India

Real estate is believed to be a locally driven market. The property market in India, for example, would not always be expected to be impacted by a development that may drive the real estate market in, say, Europe. However, it is not often that a development of the scale of the so-called 'Brexit' takes place — the United Kingdom (UK) will leave the European Union on March 29, 2019 at 11 pm (local time), British Prime Minister Theresa May announced on November 10, as she set out plans to enshrine in law the exact date and time for Britain's exit from the economic bloc. It might, therefore, not be far-fetched to think that Brexit will, indeed, have an impact on India's real estate market.

The opponents of Brexit were no ordinary people. They included the likes of US Federal Reserve chief Janet Yellen, former US President Barack Obama and former UK Prime Minister David Cameron. However, a Brexit referendum that took place on June 23 last year saw Britain voting in favor of exiting the European Union (EU). The whole issue might be much greater than real estate alone. But for now, let's understand whether this will impact real estate in India?

The knee-jerk reaction

The immediate impact of the voting outcome was devastating – the pound recorded a historic tumble, dropping more than 10 per cent against the dollar to a level last seen 30 years ago in 1985. In what many market experts described as a knee-jerk reaction to Britain's exit from the European Union – the 28-member block formed after the World War-II to promote better cooperation in the continent – markets across Europe recorded heavy losses, and the other world markets that opened after also saw ripple effects.

The Brexit process

Those who know better say the impact of the move will be long-lasting. Most experts, however, agree to disagree on the nature of the outcome. On its own, Britain might go weak, say many, including Obama, Yellen and Cameron. The opposite camp, hailing the division, says this may well herald a new era of growth for the UK, and should be celebrated as 'Independence Day'.

Indian markets

In India, a look at the graph of the rupee's fall against the dollar did not reflect a positive picture. And in the equity market, the BSE benchmark Sensex dropped as much as 1,058 points after the news of the Brexit referendum came. Some thought another crisis might be approaching – would it be as bad as the global economic slowdown of 2008-09? However, experts say there is no reason to worry.

"Currency markets are volatile by nature; there will not be a long-lasting impact. For now, people are looking to invest in protected assets like gold. Once things settle down, everything will be back to normal," says a Mumbai-based stock market expert.

Brexit and real estate in India

Immigrants: Contrary to the common assumption, Brexit might make Indian real estate more lucrative for non-resident Indians (NRIs). A major portion of the immigrant population in the UK is that of NRIs. According to unofficial estimates on Indian diaspora, of the 6.3 million Indians settled in various parts of Europe, at least about 2.85 million are based in the UK alone.

If Brexit brings more restrictions or makes immigration from other EU constituents into the UK more difficult, the NRIs settled there might benefit. With more resources and jobs on offer and fewer people to take them, the income of these NRIs, mostly from Punjab and Gujarat, might get a boost. A higher disposable income might allow them to invest heavily in real estate in India's northern and western pockets, apart from increasing remittances to the country.

Currency: According to the supporters of Brexit, being part of EU was actually a drag on Britain's economy. Now, Brexit will mean that a lot of red tape would be cut, making investments in the country much easier. Assuming that the British pound becomes stronger over time, with increased economic activity, and the rupee remains where it is against the dollar and pound, investing in a property in India might become less expensive for NRIs living in the UK and earning in pounds.

Economy and investment: If Brexit indeed sparks more economic activity in the UK and goes on to increase liquidity in the system, an average NRI in the UK will have more investible money in hand. Given that average returns on investment from instruments like government bonds carry a two-three per cent yield, the property market in India might prove a very attractive asset class for them to park their money in.

However, most experts agree that a large part of real benefits or pains arising out of Brexit for the UK and its residents would depend on the terms and conditions based on which the country's exit from the European Union will take place.

BREXIT EFFECTS ON INDIAN BUSINESS

Auto components I

India is a major supplier of auto components to the EU region. The region accounts for about 36% of India's total auto component exports, while the share of UK is about 5%. The UK Passenger Vehicle market is highly export oriented and the segment has close linkages with the EU automotive market. The anticipated slowdown in the UK and the EU region will have a dampening effect on the sector. Also, the depreciating Pound will impact the revenue stream companies of over the near term. The real impact will also depend on imposition of any trade restrictions between the EU and UK, which will become clearer over the medium term.

Information Technology

India is one of the largest exporters of IT-enabled services and the sector has significant exposure to the European market especially the UK. UK accounts for about 17% of India's total IT exports. India's IT exports to other European countries is at about 11%. The IT companies thus are expected to face the heat in light of the Brexit. Given the risk of further moderation in growth in the UK and EU, there is an increased probability that the companies lower their IT budgets (a discretionary spend). This would have an impact on the domestic software companies. Further, the depreciation of Pound does not augur well for the sector and can negatively impact the growth in the sector. Majority of the costs by the IT companies are incurred in INR owing to the offshoring model deployed by the Indian IT services player. So a sustained depreciation of Pound might call for a renegotiation of the contract, as the profitability of these contracts might fall below the expected levels. Uncertainty on account of pricing of contracts spanning European Union which currently enjoys zero tariffs cannot be ruled out. Skilled labor mobility issues can arise as the mule-location contracts will get deferred on account of lack of clarity at present. Further, the overhead expenses are likely to increase if restrictions are imposed on the mobility of professionals between UK and EU as the companies might have to open an additional office in the EU.

Besides, the Indian IT sector has had some issues with the EU data security policies, including rules on transferring personal data. So, on the positive side the UK could look at abandoning the stringent stance on data management post Brexit. Also, UK would be under no obligation to adhere to restrictive localization norms adopted by EU

Metals

With the global recovery remaining frail and an evident moderation in China, the steel and Aluminium sectors are already facing the issue of overcapacity. Demand in the EU has been subdued and this latest development is expected to further dampen demand. This might lead to a greater weakening of metal prices giving rise to earning pressures for companies

Pharmaceutical

United States is India's biggest market for Pharmaceutical exports, while EU accounts for 10-13% of India's total pharma exports. The share of UK in India's pharma exports is about 3-4%. The pharma companies do not really expect a big hit following the Brexit and have indicated a limited impact of Pound depreciation. The pharma companies reported having hedged their exposure to the Euro. Further, the companies pointed out that the rules, regulations and product registrations are already different for UK and EU and hence any adverse impact on the sector can be ruled out.

Garment

Readymade garment is one of the key export items to the UK from India. Readymade garments account for about 20.0% of the India's total exports to the UK. The sector is expected to feel the pinch on account of moderation in demand; the spend on readymade garments is primarily discretionary. Also, the drop in the Pound is expected to impact the un-hedged export contracts with British counterparts. Nonetheless, some of the garment exporters have also opined that they might be insulated if a Free Trade Agreement is negotiated with the UK post Brexit.

Financial Services

There are currently bond issuances planned of range USD100-150m in USD and INR. Brexit is making it very hard for UK and other markets (like Singapore, Paris and Frankfurt as green bond investors are mainly

EU) are being looked. UK's credit rating has been cut, and given most buyers of the bonds are from the EU there is nervousness around these bond issuances. This is important for India as it would be difficult to imagine financing India's huge infrastructure appetite through debt finance in London as aggressively as currently planned. Again, this would depend on what Brexit scenario that plays out. But in the meantime, greater uncertainty will impact the bond pricing.

CONCLUSION

Brexit was an unpredicted global event in which UK decided to leave the European Union it had created problems and opportunities for the world. It will have some negative and positive impacts on the world in long run and short run. Also investment flow to the us are likely to be affected over the near term as the future decision has cause skepticism whole over the world investors

REFERENCES

- www.financialexpress.com/opinion/decoded-brexit-effects-on-the-global-economy/1396129/
- <https://www.ft.com/content/dfafc806-762d-11e8-a8c4-408cfba4327c>
- <https://www.ft.com/content/cf51e840-7147-11e7-93ff-99f383b09ff9>
- <https://www.proptiger.com/guide/post/how-brexit-will-impact-real-estate-in-india>
- <http://ficci.in/Sedocument/20369/BREXIT-July-2016.PDF>

REVAMPING SUPPLY CHAIN MANAGEMENT WITH LATEST AND DATA DRIVEN TRENDS**Varun Chinchalkar¹ and Abhijit Rane²**Student¹ and Assistant Professor², Department of BMS, Vidyalankar School of Information Technology,
Wadala Mumbai**ABSTRACT**

The use of existing market and data driven trends that will abet the supply chain process using new age technology to help monitor, enhance and improve the existing supply chain. With the current growing demand for logistics and distributions, supply chain has become a vital element to have a smooth flow of goods and services to be delivered on time and cost effective, hence using the analytics and quantitative methods apart from the traditional way of dataset collection of ERP(enterprise resource planning). Using these new methods will provide strong statistical analysis to help make strategic decisions on marketing & distribution easier.

Keywords: Supply chain, analytics, cost, latest trends, data driven trends, sales, logistics

INTRODUCTION

Supply chain management has been in an existence since more than 200 years and has evolved with the new age ideas and technology. With this evolution, a lot of additions and reductions were made with regards to the processes taking place in the supply chain. New age technology consisting of data trends and smart tags, IOT eventually easing the total process of supply chain hence leading to reduction in the overall cost and higher sales.

OBJECTIVES OF THE RESEARCH

- To utilize real time data to monitor and enhance supply chain industry.
- To strategize better process improvement with the help of AI, blockchain
- To incorporate latest technological trends in supply chain
- To review and improve logistical help in disaster struck areas with the help of data

Research Methodology: The research method, strategy, and process has been derived from working professionals of supply chain industry and technology analysts and research scientists on research stations on the primary scale and secondary data has been derived from the scientific journals, reports, research papers

Supply chain management a necessity in current scenario: In today's world, the use of supply chain the driving force which helps drive the tangible and intangible markets. The evolution of supply chain began with manual supply chain processes to everything transformed into automation to enhance the process. With global increase in commercial products, the need for flawless supply chain management is a vital necessity. Globalization gave rise multiple challenges in the supply chain process due to the everyday dynamic changes taking place.

Major concerns: Issues surfaced with context to time, quality and availability of products in the dynamic global markets with new preferences and protection of goods. The changing scenario and the growing trade lead to major pressure on logistics and supply chain.

Piracy: Increase in the piracy on major shipping routes like 'Gulf of Aden' and the red sea has lead to immense loss of goods. With ships carrying maximum chunk of tangible goods across international borders, increase in piracy attacks have made it difficult to cross some routes and hence delaying or exterminating the time to reach different ports

A new approach: Incorporation of new technologies could solve the rising issues of time, safety and quality aspects only with the use of data absorbed in real time and analysing that data to improve the aspects of supply chain management and deliver the quality and quantity in the stipulated time. Use latest of technologies will help reduce the challenges been faced with appropriate application of this technologies

Current trending technologies: a) Artificial intelligence - AI has been able to revolutionize the supply chain industry with the ability to enhance and automate the process of supply chain. It also has the ability to predict future scenarios and create a certain pattern to improve the overall decision making power of supply chain managers

b) Advanced analytics- This technology enables to mitigate and use future possibilities to make correct decisions and also end to end processes involving logistics, transportation and warehousing

c) Internet of Things- IOT can be used in multiple aspects consisting of air and defence industry, where airplanes have thousands of sensors and data is leveraged in the extended supply chain. IOT can also be used in preventative maintenance, sourcing, manufacturing, logistics, demand management and services. These include improved asset utilization, higher uptime through remote monitoring and maintenance, improved customer service by better understanding customer behaviour and needs, and proactively responding to and shaping customer demand. Inventory control can be also managed.

d) Robotic process automation- Use of robotic process automation will reduce manual work force needed in the supply chain and hence also reducing cost. It helps integrate major systems and automate unstructured data.

e) Blockchain- Centralized application to manage supply chain function like traceability and authentication and creation of flawless application to execute online supply chain functions

Improving supply chain at research stations and disaster management- It is vital necessity to implement smooth supply chain and logistics in disaster management and research stations as these places are highly unpredictable and have very limited resources. Incorporating the right technology at these places is very essential as there is major concern of economic and human loss concerned. Research stations like 'Maitri' at Antarctica is yet poorly equipped technology wise and can be developed with the help of these data driven technology. They can also be used in the case natural disasters or wars.

Supply chain management Challenges and their solutions

Sr no	Business challenge	Opportunities
1.	Regulatory compliance and traceability	Use of barcode scanner and attaching radio frequency devices to all products, supply chain and inventory managers can combine the data for easy traceability. (Use of IOT)
2.	Customer Service	Every section of supply chain will always have access to customer information, Big data will help in riveting any issues arising in the distribution. Using big data companies can understand their customers in a much more detailed way by analysing their prior purchase, their preferences with respect to time and location (advanced analytics)
3.	Planning and risk management	Use of blockchain will reduce risk in delivery of raw materials and finished products substantially especially in research stations and disaster management
4.	Quality	Quality of products can be maintained with the help of live tracking done with the help of AI

Data Interpretation

The demograph consists of supply chain experts, Research scientists, technology analysts and students. Total sample size is 51. Detailed distribution of sample size is stated below

Supply chain experts - 10

Research scientists- 2

Technology analysts- 12

Students of technical and management majors- 27

Questions	Yes	No	Maybe
Is there a need to incorporate latest technology in supply chain processes ?	74.3%	5%	21.7%
Does real time data monitoring help in process improvement?	66%	10%	24%
Do research stations and disaster management need a technological updation?	72%	12%	16%
Do the new technologies like AI, blockchain, IOT, Predictive analytics make an significant difference in supply chain ?	65%	7%	28%
Is this cost effective on long term?	60.5%	16.5%	24%

SUGGESTIONS

As per to the data been incurred from various sources maximum percent of the demograph shows that revamping and incorporating new trends and technologies will be extremely beneficial to the supply chain industry and will result into better process improvement and faster.

- Changes in the dynamic structure of supply chain processes will need regular updation in their technology and trends due to the growing demand of multidisciplinary products.
- Experts suggest the use of tracking devices for Defence and logistics as well

CONCLUSION

The data been obtained is a conclusive proof of the fact that the latest trends are directly compatible to the supply chain management and will bring significant positive impact in the industry with regards to quality, traceability, response time and many more major factors. It will pave road to have a smoother functions and a better network of goods and services without any time delay and resulting in a strong economy. It also complies with the cost benefit analysis as application of these technological trends will prove essential on the long term and hence save cost and lives as well and also help in making future strategic decisions

LIMITATIONS OF THE STUDY

- Security of data
- Wrong application of technology
- Initial costs of implementation
- Lack of experienced personnel

REFERENCES

1. Christy petty - Garnet top 8 supply chain technological trends <https://www.gartner.com/smarterwithgartner/gartner-top-8-supply-chain-technology-trends-for-2018/>
2. Mr. Prem Nath Pandey Revolution trends in supply chain management and projected future supply chain trends
https://www.researchgate.net/publication/325485377_Review_Paper_Revolution_trends_in_Supply_Chain_Management_and_Projected_Future_supply_chain_trends
3. Key issues in supply chain and how to overcome them- Andy Uhlenberg <https://www.liaison.com/blog/2017/09/18/key-issues-supply-chain-management-overcome/>
4. Blake Morgan - 5 examples on how AI can be used in supply chain <https://www.forbes.com/sites/blakemorgan/2018/09/17/5-examples-of-how-ai-can-be-used-across-the-supply-chain/#6d37ea1a342e>
5. Eric Auschitzky, Markus Hammer How Big Data can improve operations and manufacturing <https://www.mckinsey.com/business-functions/operations/our-insights/how-big-data-can-improve-manufacturing>
6. Top 3 uses in big data supply chain <http://www.inspirage.com/2017/03/top-3-uses-big-data-supply-chain/>

A STUDY OF THE ISSUES AND CHALLENGES OF SPECIAL CHILDREN**Ananya T. Ganapathi¹ and Dr. Ashwini Joshi²**Student¹ and Assistant Professor¹, VSIT, Wadala, Mumbai**ABSTRACT**

Whenever we say special children, the first emotion that we feel is sympathy. Sympathy that children have to face such severe conditions. Sympathy that they will have to suffer all through their lives. Sympathy that life is so difficult for them. But why? Why do they have to suffer? Why is life difficult for them? To find out just that, this research has thus been conducted to study the issues and challenges of special children. Responses have been collected through a structured questionnaire from the families of such special children and also from the institutions that educate children with special needs. Through percentage method and pie charts we have arrived at our findings for further analysis. The majority of the respondents believe that facilities and systems are not adequately feasible for special children and that big steps are to be taken to ensure an encouraging environment for special children. This research is thus conducted to understand where the society lacks in helping the special children's growth as individuals.

Keywords: Special children, Issues and Challenges, Feasibility, Encouraging Environment & Growth.

INTRODUCTION

A special needs child is the one that requires extensive medical, educational, or emotional support. In theory, the term 'special needs' is used to clinically diagnose mental, physical or psychological disabilities that give rise to functional difficulties. However, in lay terms, 'special needs' becomes an umbrella term for a staggering array of conditions. Children who are diagnosed with having special needs may be suffering from a mild learning condition to a terminal, degenerative illness.

As all the fingers of our hand are not similar, in the same way all kids are not similar in learning. As each finger in our hand has its own importance, place and function, special children also have their own importance and place in the society. According to their requirement they should be taught in an innovative and interesting way so that gradually they also can become normal learners as learning is a continuous process. Each child's way of learning, understanding and adapting to things is different. Such natures are to be honed and nurtured through special education. Special children require patient, varied and additional efforts in order to live in a society. As any child they too have distinct goals and aspirations. It is just that they need supplemental guidance and help in order to achieve their goals and fulfill their aspirations.

Hence for children with special needs, early intervention is an important step towards helping them fulfill their full academic, emotional and social potential.

There are many societal misconceptions and stigmas revolving around special children that involve bad attitudes, behaviors of neglect and isolation by communities and families leading to increased discrimination. This has as a result affected the ambitions of special children.

India is home to 2.7 crores people living with one or the other kind of disability. But unlike the developed world, India's disabled are made further socially vulnerable as they continue to grapple with the challenges of access, acceptance, and inclusion. However until a few decades ago, it was almost unimaginable for the disabled to lead independent lives. But the advent of technology and internet has, in fact, opened new doors. The Ministry of Social Justice and Empowerment has recently announced Sugamaya Pustakalaya, an online library where books are made available in different accessible formats for people with visual impairment and other print disabilities. With hearing aids, surgical intervention, and other disruptive technological solutions, deafness is now curable. The government has recently launched the Accessible India campaign to promote and raise awareness about accessibility for the special ones. But are these initiatives enough to ease the lives of special children and their families?

Our research hence aims to study the issues and challenges faced by special children and also the issues and challenges the parents have to face while bringing up these special children.

SIGNIFICANCE OF THE STUDY

This study will help in understanding the shortcomings of our country in providing an encouraging environment for our special citizens. Only with understanding can there be acceptance and only with acceptance can there be initiation of constructive steps for enhancing the society with respect to the needs of special children and to make them independent.

OBJECTIVES

1. To study about special children
2. To study the issues and challenges of a special child
3. To study the issues and challenges of the parents of special children
4. To study the issues and challenges of institutions handling special children

HYPOTHESIS

On the basis of the research objectives, the study has been conducted with the following hypotheses.

H_0 - A Special Child in India **does not face social stigma.**

H_1 - A Special Child in India **faces social stigma.**

H_0 - Parents of a Special Child **do not face a challenge** while handling them.

H_2 - Parents of a Special Child **face a challenge** while handling them.

RESEARCH METHODOLOGY

a) Research design

The study is descriptive and analytical in nature.

b) Data collection

- Primary and secondary data have been collected for the research. Secondary data has been collected from various journals, articles and websites while primary data has been collected through questionnaires and survey.
- Google form was created for primary data- For the parents of a special child-
https://docs.google.com/forms/d/e/1FAIpQLSfWc3ttlIEzy4LA8loIy_Y298JqN11pYXS89DGHMnAkFzZO8sA/viewform?c=0&w=1
- For the teachers of special children-https://docs.google.com/forms/d/1TJ_ZC2TnOrDZCgCloZBbsbiSQWC5h_Ruj9D8fiWnHHo/edit

c) Sample size- 71

71 respondents- 53 are parents of special children and 18 are teachers of special children

LITERATURE REVIEW

1. Problems faced by students with special needs in ordinary schools: is a research article written by M. S. Farooq. It talks about the problems faced by students with special needs (SWSN) studying in general education schools/ordinary schools. From the data collected they have concluded that there are structural problems faced by Special children in ordinary schools. Along with the help of other stakeholders and adopting different measures, media can play a very vital role in advocating movements for awareness about the SWSN problems and their solutions.
2. Stress in Parents of Children with Developmental Disabilities over Time is a journal on developmental disabilities written by Anne M. Ritzema and Ingrid E. Sladeczek in which they have mentioned about the increased stress levels of parents whose children have developmental disabilities than those of parents with normally developing children. Their aim of the study is to assess whether changes in child behavior problems or adaptive functioning affect parent stress. For this they have gathered data from families who have participated in two rounds of data collection, approximately two and a half years apart.

LIMITATIONS OF THE STUDY

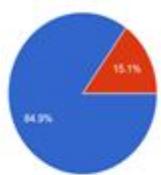
- a) Difficulty in getting responses from the respondents.
- b) The sample size is limited.

SUMMARY OF FINDINGS AND INTERPRETATION

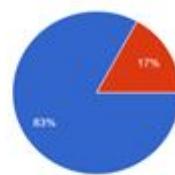
71 respondents out of which 53 are parents of special children and 18 are teachers of special children have responded through a structured questionnaire which was analyzed to arrive at the following findings in the following table-

Sr. No.	Findings	YES	NO
1.	Financial issues faced by the parents of the special children	84.9%	15.1%
2.	Challenge to handle the child	86.8%	13.2%
3.	Difficult to make the child independent with ADL skills	83%	17%
4.	Hard to find a good special school	77.4%	22.6%
5.	Less acceptance in the society towards special children	84.9%	15.1%
6.	Lack of support from the parents of a special children	72.2%	27.8%
7.	Difficult to show the evidence of student growth	72.2%	27.8%

13. Do you feel that there is less acceptance in the society towards special child?
53 responses



7. Did you face any issue while making your child independent with ADL (Activities of Daily Life) skills?
53 responses



Hence, we can summarize our findings as **84.9%** of the respondents feel that a special child faces a social stigma in the society and **86.8%** of the respondents feel that it was a challenge for them to handle their child when the child became an adolescent.

CONCLUSION

Therefore, from our research findings we can conclude that the hypothesis that is,

“A Special Child in India faces social stigma” and “Parents of a Special Child face a challenge while handling them” have been proved. Thus there is a need to take a holistic approach towards this sensitive and critical issue. It will surely make the special children financially and socially independent.

“All that the special kids need is a little help, a little hope and someone who believes in them.”

SUGGESTIONS

After interpreting the data and interviewing the parents and teachers of the special children we suggest the following-

- a. Psychological acceptance in the minds of the parents of the special children.
- b. Creating awareness about the special needs of a special child.
- c. Creating awareness about the need of more special schools with provisions such as suitable infrastructure and facilities pertaining to the needs of the special children.
- d. Making the special child financially stable and equipping him/her the necessary/required skills to proper in their daily life.
- e. Early intervention can be made possible for all children. Early intervention refers to the process during which the developmental abilities of the child are evaluated. If necessary, a program is developed that contain services individualized on the basis of the child's specific needs that will help to further enhance the child's developmental skills and encourage developmental growth.

- f. Therapy is also another alternative where the child could be nurtured and developed according to their specific needs. It is time consuming but in the long run it will be fruitful.
- g. For a wider reach this concept can be spread by creating awareness through government agencies and NGOs.
- h. The government to come up with policies for special children so as to make them accepted as well as independent as future citizens.
- i. Take the child out to feel the nature- Animal therapy (dog) to be more attached to animals which helps them to become calm and social. Even for teaching it can be used for concentration and maintaining the interest of the children.
- j. Take special children monthly to old-age homes to feel loved and reduce boredom for the old people. It will be beneficial both to the special child as well as old abandoned.
- k. Giving more importance and attention to Activities of Daily Life (ADL) skills.
- l. Color coding while teaching the child as it would be easy for them to learn (teaching aid) and focus. For example, Sun in one color and sky in another color.
- m. CCTV cameras to be installed in each and every classroom for the parents to be assured about their child's physical, mental and emotional stability and well-being.

SCOPE FOR FURTHER STUDY

The scope for further study would be to increase the base of this research to all India level with more respondents and use of more advanced statistical tools.

REFERENCES

1. <https://specialneedspartnership.net/children-with-special-needs/>
2. <https://www.jamdeaf.org.jm/articles/who-are-the-children-with-special-needs>
3. Business Research Methodology by T N Srivastava and Shailaja Rego

EMERGING INFORMATION CAREERS AFTER BBI**Kajol Waghmare and Aditi Jaiswal**

Student, Banking and InsuranceVidyalankar Information and Technology, Wadala (E) Mumbai

EMERGING CAREERS AFTER BBI

There are various courses associated with banking and insurance provided at different levels. B.com in banking and insurance (BBI) is one of those full-time degree courses. The course includes 2 projects and subjects on banking and insurance of 100 Marks each. Graduates with Bachelor of Commerce in Banking and Insurance apply research skills to business challenges, create inventive answers for issues and communicates successfully.

BBI students are well aware of the functioning of the industry as they have got complete exposure with completing their compulsory internship program. Along with the conventional chalk-and-talk process, the teaching process involves debates, discussions, case studies, role play and paper presentation. It has a solid accentuation on creating analytical ability and offers a strong establishing and professional competence in all parts of commerce necessary for careers in the business and corporate areas.

INTRODUCTION**Banking**

'The advantage of online banking is that you can pay bills superfast, and your account is automatically credited or debited for each deposit and payment, making it easier to stay on track.'

During the post nationalization era there was a great change in the banking sector. Private banking came into being and new milestones are observed after that. The Introduction of ATM machines are of great help to the people as they can make transactions from anywhere across the country. The next change in the field of banking was mobile banking that updates the clients through the SMS facility. The banking sector is one of the greatest sector that can bring a change and a revolution in the economy of India. A lot of job opportunities are coming in this field and the career too is very promising.

There are different subsectors in the banking field where there is requirement for people to meet the new challenges and demands.

Insurance

Having its roots long back in the year 1818 the insurance sector is growing rapidly and is at pace with the other competitive sectors that enhances the economy. Apart from LIC (Life Insurance Corporation) there are different private organizations like PNB metlife and the banking sector too is combined with the insurance sector too is combined with the insurance sector. It helps people during their troubled times and provide them money that were invested by them in policies. Recently Apolio Munich had filed a diabetic cover policy with the IRDA. In order to excel a lot of manpower is required thus bringing into more number vacancies.

What after BBI

Students frequently ask what they should do after BBI. They should go for post graduation or they should go for work experience or first they should go for work experience or first they should take work experience for 1-2 years and then go for further studies. If post graduation then what studies one should go for to utilize their base built up in last three years in graduation studies. If they feel post graduation is what they don't want to go for and join directly into job then what suitable sector one should join?

On professional studies side, student can go for CA, CS, MBA, FRM, CFA, CFP, MCOM etc. one needs to think over by getting into details of each course and foresee what career opportunity available with them after doing those courses and whether one is comfortable with the same or not.

Opportunities after BBI

- Career options

- If one is interested in getting a job in the banking sector just after the completion of their graduation than one has to give the bank probationary officers examination conducted by the several banks. This exam is conducted by the banks separately.
- Generally, covered topics in the examination are the following:
 - 1. Mental ability
 - 2. Quantitative sectors
 - 3. Comprehension reading
 - 4. Reasoning
 - 5. Verbal section
- After the written examination one would be called for the interview depending in their rank in the written examination. However, if one is interested in going really higher and have a greater career in the banking sector then it's very important to do a master of business administration course in banking as in that case one could be directly recruited in the several private banks which offer far better salary with working conditions than the public sector banks in the country. Some jobs that one gets after the completion of a master of business administration course in banking are as follows:
 - 1. Finance officer
 - 2. Consultants
 - 3. Insurance managers
 - 4. Traders
 - 5. Risk manager
 - 6. Credit and cash managers

Why to choose banking Sector job



In this picture we can see the Advantages of a banking Jobs and its benefits.

CONCLUSION

The banking and insurance sector is something where you can get the knowledge of both bank and insurance also. We can also make different choices, posts, opportunities etc after BBi. After giving this presentation we would love to create a awareness programme for the students that why they should choose only BBi as their career option. So that we can make awareness among the students and as well as they and we can both get advantage and exchange knowledge from it.

There are the institutes which are their for BBi:

- NIBM
- Acturial Science at D.S Acted Institutein VileParle.

REFERENCES

- Why do people choose banking as acareer? –Quora
- <https://www.quora.com/Why-do-people-choose-banking-as-a-career>
- Web results
- Career opportunities after completing BBI-Careernaka.com
- <https://www.careernaka.com/career-options-after-completing-bbi/>
- What courses should I do after completing my bbi graduation which jobs should i...
<https://ask.shiksha.com/what-courses-should-i-do-after-completing-my-bba-degree>
- <https://ask.shiksha.com/what-courses-should-i-do-after-completing-my-bba-degree>

A STUDY ON INDIAN FARMERS

Shweta Kannan¹, Roseline Jesintha Mary¹ and Monika Thapar³
 Student^{1,2} and Faculty³, VSIT

ABSTRACT

Agriculture is the science and art of cultivating plants and livestock. Agriculture was the key development in the rise sedentary civilization, whereby farming domesticated created surpluses enabled people to live in cities. History of agriculture thousands of years ago. After gathering wild grains beginning at least 105,000 years ago, nascent farmers began to plant them around 11,500 years ago. Pigs, sheep and cattle were domesticated over 10,000 years ago. Plants were independently cultivated in at least 11 regions of the world. Industrial agriculture based on large-scale monoculture in the twentieth century came to dominate agricultural output, though about 2 billion people still depended on subsistence agriculture into the twenty-first.

Agronomy, plant breeding ,agrochemicals pesticides , fertilizer and technological developments have sharply increased yields, while causing widespread ecological and environmental damage. Selective breeding and modern practices animal husbandry similarly increased the output of meat, but have raised concerns about animal welfare and environmental damage. Environmental issues include contributions to global warming, depletion aquifers, deforestation, antibiotic resistance, and growth resistance in industrial meat production. Genetically modified production are widely used, although they are banned in some countries.

The major agricultural products can be broadly grouped into foods, fibers, fuels and raw material (such rubber). Food classes cereals(grains), vegetables, fruits, oils, meat, milk, fungi and eggs. Over one-third of the world's workers are employed in agriculture, second only to the service sector, although the number of workers in developed countries has decreased significantly over the centuries.

Keywords: Agriculture, Farmers

INTRODUCTION

- a. A Farmer is a person engaged in agriculture , raising living organisms for food or raw materials. The term usually applies to people who do some combination of raising field crops , orchards , vineyards , poultry , or other livestock . A Farmer might own the farmed land or might work as a labour on land owned by others , but in advanced economics a Farmer is usually a farm owner , while employees of the farm are known as farm workers , or farmer.
- b. They use to wake-up early in the morning before the sun and they sleep after the set of the sun. They get best sleep because they do the most hardworking of the world that is the farming. They use to plough the land and in that they sows the seeds for the growth of the crops. By their mind the best crops is the gold for them .
- c. Farmers are often members of local, regional, or national farmers' unions or agricultural producers' organizations and can exert significant political influence.

d. What are the techniques used by them?

- e. In the context developing nations or other pre-industrial cultures, most farmers practice a subsistence agriculture organic farmer crop rotation , seed saving , slash or burn , or other techniques to maximize efficiency while meeting the needs of the household or community. Historically, one subsisting in this way may have been known as peasant
- f. In developed nation however, a person using such techniques on small patches of land might be called gardener be considered a hobbyist. Alternatively, one might be driven into such practices by poverty or, ironically—against the background of large-scale agribusiness—might become an organic farmer growing for discerning consumers in the local food market.

g. What is the income for farmers?

- h. Farmed products might be sold either to a market , in farmer market, or directly from a farm. In a subsistence economy, farm products might to some extent be either consumed by the farmer's family or pooled by the community .

i. What are the benefits for farmers?

- j. When a community invests in a farm it's long term viability and security as a food production (and social) system are supported . Farmers benefits from market and price stability when communities support their farmers through community shared agriculture programs , farmers markets , and local distribution networks .

How to support the farmers...???

- a. From savoring produce at the peak of freshness to meeting the people who grow your food, there are countless reasons to support farmers markets. Here are just a few!

Taste Real Flavour's

- a. The fruits and vegetables you buy at the farmers market are the freshest and tastiest available. Fruits are allowed to ripen fully in the field and are brought directly to you—no long-distance shipping, no gassing to simulate the ripening process, no sitting for weeks in storage. This food is as real as it gets—fresh from the farm.

Enjoy the Season

- a. The food you buy at the farmers market is seasonal. It is fresh and delicious and reflects the truest flavours. Shopping and cooking from the farmers market helps you to reconnect with the cycles of nature in our region. As you look forward to asparagus in spring, Savory sweet corn in summer, or bake pumpkins in autumn, you reconnect with the earth, the weather, and the turning of the year.

Support Family Farmers

- b. Family farmers need your support, now that large agribusiness dominates food production in the U.S. Small family farms have a hard time competing in the food marketplace. Buying directly from farmers gives them a better return for their produce and gives them a fighting chance in today's globalized economy.

Protect the Environment

- c. Food in the U.S. travels an average of 1,500 miles to get to your plate. All this shipping uses large amounts of natural resources (especially fossil fuels), contributes to pollution, and creates trash with extra packaging. Conventional agriculture also uses many more resources than sustainable agriculture and pollutes water, land, and air with toxic agricultural by-products. Food at the farmers market is transported shorter distances and is generally grown using methods that minimize the impact on the earth.

Nourish Yourself

- d. Much food found in grocery stores is highly processed and grown using pesticides, hormones, antibiotics, and genetic modification. Some of it has been irradiated, waxed, or gassed in transit. These practices may have negative effects on human health. In contrast, most food found at the farmers market is minimally processed, and many of our farmers go to great lengths to grow the most nutritious produce possible by using sustainable techniques, picking produce right before the market, and growing heirloom varieties.

In what way , we can help the farmers..??

- e. Yara agronomists work with local researchers and distributors/retailers to ensure that our crop nutrition solutions are tailored to suit local conditions. We also engage with food processing companies to demonstrate that crop nutrition has an impact on food quality and sustainability performance. Thus we also ensure farmers are better prepared to meet consumer needs for quality food.

In addition, we engage with farmers and share our knowledge through demonstration trials, regular meetings and seminars as well as providing specific documentation detailing the most suitable crop nutrition management programs for their locations.

- a. Our local presence and market understanding is a combination of our global research on crop nutrition combined with our local presence and market understanding. In this way we optimize our offerings for the local conditions while leveraging our global knowledge and experiences from around the world

Immediate help to the farmers.....

- b. Donating money – right now they need money to survive. they cannot wait for 5 years for things to change. so you can donate money to any good NGO who is working to support them. here is one initiative by which you can help
- c. Spread awareness – the more you talk about this issue, more people will get involve. thus more help will be reaching the farmers. so spread awareness in whatever form you feel suits you. this is what famous Bollywood actor nana Patellar is also doing by talking about this issue on various front. he along with act suicide Kumar and has also suicide who have committed suicide.

Long term perspective help to farmers:

Buy locally produced vegetables and fruits – this is the most important step you can take to help them

- d. Take the case of Maharashtra – farmers mainly grow rice , wheat, onions etc in Maharashtra. if we eat more of these food items which are grown locally then their demand will increase and thus farmers can get more money for their product. but we are slowly moving towards eating noodles, pasta, pizza and burgers. don't neglect your traditional eating habits because these eating habits are healthy and also help the farmers. Remembers, it's a food chain. if you break the chain by moving to fast food then everybody in that food chain (read farmers here) will be affected.
- e. Take another case, in Maharashtra the main cash crops are cotton, sugarcane, mangoes and several oil seeds including groundnut, sunflower and soyabean.
- f. so if i drink a glass of sugarcane juice than drinking Pepsi or coke then i am indirectly helping farmers. instead of using imported olive oil, i can buy ground nut oil or sun flower oil. further i can opt for cotton clothing to help farmers. Now someone might ask what will be the impact of my buying one cotton kurta on a farmer life. you never know your cotton kurta might inspire your friends to buy more cotton clothes. we all are conditioned by society. so bring the positive change in the society and for that 'be the change'. Buy products which farmers are producing to help them getting higher price. remember., if you buy locally produce items them farmers will get more money.
- g. Take another example – i was once eating food in a popular shopping mall of Pune. There were many food outlets selling Punjabi, south Indian, Maharashtrian and fast food joints selling pizza, burger etc. on that day, i found the minimum crowd in the outlet selling Maharashtrian food. i wonder why. after lot of thought, i came to conclusion that it might be because people are eating the same Maharashtrian food at home and they want to try something different while going out. its natural instinct and i would have also done the same. so i don't blame them.

OBJECTIVE

1. To maintain a sustainable growth rate of 5.1% in agriculture production and food safety, extension of new techniques of agriculture and settlement of agriculture related problems of the farmer.
2. Implementation of different crop production schemes and program for growth in productivity of different crops.
3. Organization of technical demonstration through different schemes to get more production from suitable crops in different ecological circumstances and make the farmers aware of the results.
4. Implementation of running schemes and programs by the department for growth in production and productivity of different crops.
5. To ensure the supply of farm inputs to the farmers according to the time table.
6. To focus on quality control of different farms inputs which are necessary for farm productions.

7. In natural calamities like floods, droughts etc., preparation of contingency plan according to the circumstances, to provide farmers the information about right crops cycle and arrangement of necessary farm inputs accordingly.
8. To increase the farm area by treatment of water log, uncultivable and waste land of the state.
9. Providing comprehensiveness to the crop insurance schemes implemented in the state to compensate the damages caused by natural calamities, insects/diseases in agricultural production.

CONCLUSION

- The discussion the research held during the course of field work with different people like the senior farmers , elderly persons in the villagers , the members agricultural experts and the analyses of data collected by the researcher have given in the form of following suggestions : They are..
- Loan from moneylender and other informal sources should be included while evaluating indebtedness status .
- Crop loss by an individual farmer due to theft , fire or other reason should also be considered for crop compensation .
- For the effective management of water lands should be scientifically classified for this *content*.

REFERENCES

- WWW.GOOGLE.COM
- WWW.QUORA.COM
- <https://www.downtoearth.org.in/news/indias-deepening-farm-crisis-76-farmers-want-to-give-up-farming-shows-study-43728>
- <https://www.civilserviceindia.com/subject/Essay/agricultural-techniques-in-india5.html>

HUMAN TENDENCY ABOUT COMPETITVE EXAMS (WITH REFERENCE TO UPSC AND MPSC)**Pooja Santosh Jadhav¹ and Prof. Lakshmikavita²**Student¹ and Professor², BMS, Vidyalankar School of Information Technology, Wadala, Mumbai**ABSTRACT**

Competitive examinations are mainly consists of UPSC and MPSC and many more civil service exams. MPSC and UPSC are autonomous bodies established at the provincial and federal levels to civil services unbiased recruitment to civil services and protection of civil service interest in India. With this Scenario, this paper going to evaluate the human tendency towards competitive exams. Primary data will be used know the human tendency towards UPSC and MPSC. This study is done with aim to understand the human tendency and create awareness. This study will definitely help the people to understand the competitive exams in a better way.

Keywords: Upsc, Mpsc, Competitive Exams, Human Tenedency, Awareness.

1. INTRODUCTION

The competitive examination is an examination where candidates are ranked according to their grades, if the examination is for an N position, then the first N candidates in rank pass or get select and others are rejected. They are used as entrance examination for university and college admissions or to secondary schools. Another types are civil service examinations, required for positions in the public sector, The U.S. Foreign Service Exams and The United Nations Competitive Examinations.

But this research paper is specifically for the study of competitive exams as in UPSC and MPSC. Well, the very basic difference between the UPSC and MPSC is that the UPSC is a national level exam where candidates from all over India can apply whereas the MPSC is limited to the state of Maharashtra.

The officers selected through UPSC are designated as IAS, IFS, IPS, IRS, etc. And occupy the higher positions in administrative hierarchies and can be posted all over India whereas, the officers selected through MPSC are designated as deputy collector, DYSP, etc. and these officers are subordinate of IAS/IPS and get posted within the State of Maharashtra.

UPSC as well as MPSC has three stage selection procedure –

- Prelims
- Mains
- Interview

But the exam pattern is slightly different. In UPSC, prelims consist of two papers which is objective in nature. This is just qualifying papers and this marks won't calculate in final marks. Whereas in MPSC, prelims marks are calculate in final marks. This exam is to check candidate's information about the subject matter.

In UPSC, mains exam is descriptive in nature whereas in MPSC, mains exam is objective in nature. This papers are to check candidate's detailed knowledge about the subject matter.

The third stage is interview for both the examinations. This stage is to check the personality, opinions, and presence of mind of candidate. This is very important stage of such examinations. Panel of interviewer is consists of senior officers, retired officers of every sector.

2. STATEMENT OF PROBLEM

The problem in this study is there is that, not yet any proper research on tendency or psychology of humans about competitive exams. The most important problem in this study is most of the people are not aware about competitive exams. They don't know what exactly competitive exam is all about. They only know the CAT, CET, GATE, JEEE, Railway Exams and Banking Exams as competitive exams. All these are the competitive exams but these are not the only competitive exams. There are many more competitive exams in government sector. Like UPSC, MPSC, CRPF, BSF and many more. But the people are not aware about these exams.

The people who know about these exams they don't want to appear this exams because of wrong perception about these exams. One of the major problem of this study is wrong perception, incomplete knowledge of people about UPSC and MPSC. Also, the people who are interested in this exam, like those who want to appear for the exam in future, they don't get proper council to prepare. They don't know about the coaching class for it. So, no proper council is one of the problem. Nowadays, there is one more addition in a problem that the people who are preparing for the exam, they hiding from the people that they are preparing for this exam. The people are mentally weak.

3. SCOPE AND IMPORTANCE OF THE STUDY

This study is important for student who are preparing for the exam. This study is also important to create awareness about the competitive exams among the people. As there is no proper study has taken place yet. At least the people who will read this paper, they will be aware, and will create awareness among the people. This study will help people to understand, the person who will be preparing for the exam is ultimately becoming a qualitative and productive student or a candidate who will always be required by every sector and every company or every organization. Most of the people think that every year more than 200000 people appear this exams and only 300 to 400 people get selected for the post. There is no fixed timetable for the MPSC. So, there is no scope for us. They should not waste our time in such exams. This study will help those students to understand the true definition of success. Only getting selected for the higher post is not the success every time. In such exams, while preparing for the exam, the candidate is grow as person, student develops as human, student test his views and opinion and most important that person became more intelligent, qualitative and productive. So obviously this kind of students can definitely achieve something great in his life and do something better. Any exam cannot decide the future of a person. This exam just helps the student to grow. At the end, its completely depends upon the person how he makes his life. And gaining knowledge is never waste of time. If the candidate got select, then well and good. But only the fear of 'I won't get select' this will not be the reason for not preparing for the exam. This study helps the student to understand that result of this exams don't prove the genius ness of person and also this exam are not at all the loss of creativity. When a person get prepare for any such exams he is automatically get 90% prepared for any sector in any chosen field. This study is important for every person, as at least after reading this paper, they will think to prepare for such exams. And at least they won't regret that they have missed a great opportunity to achieve something great in their lives. This study might help people to change their psychology about UPSC and MPSC. If we search on google there are so many people have ask short cuts to crack such exams, like 'how can I crack UPSC by preparing within 1 year', or 'how can I crack MPSC in my first attempt'. So, this study can help them to understand there is no such shortcuts for tackle such exams. The only way to crack this exam is hard work. Without which nothing can happen.

4. REVIEW OF LITERATURE

There is no proper study on human psychology about UPSC and MPSC yet. But articles of scholars on websites help to study this human tendency. 'What people should know about competitive exams', this kind of articles were useful for the study. The books called 'NAVA VIJAYPATH' and 'ASWASTHA DASHAKACHI DIARY' written by Ex IAS officer Mr. Avinash Dharmadhikari. These books were really helpful for the study. The gap between this study is no proper study, in this study that gap is covered by detailed study about human tendency about competitive exams.

5. OBJECTIVES OF THE STUDY

- To create awareness about competitive services among the people.
- To understand the human tendency about UPSC and MPSC.
- To study the problem of peoples about competitive exams and give solutions to them.

6. HYPOTHESIS OF THE STUDY

H₀₁ - People are not aware about competitive exams

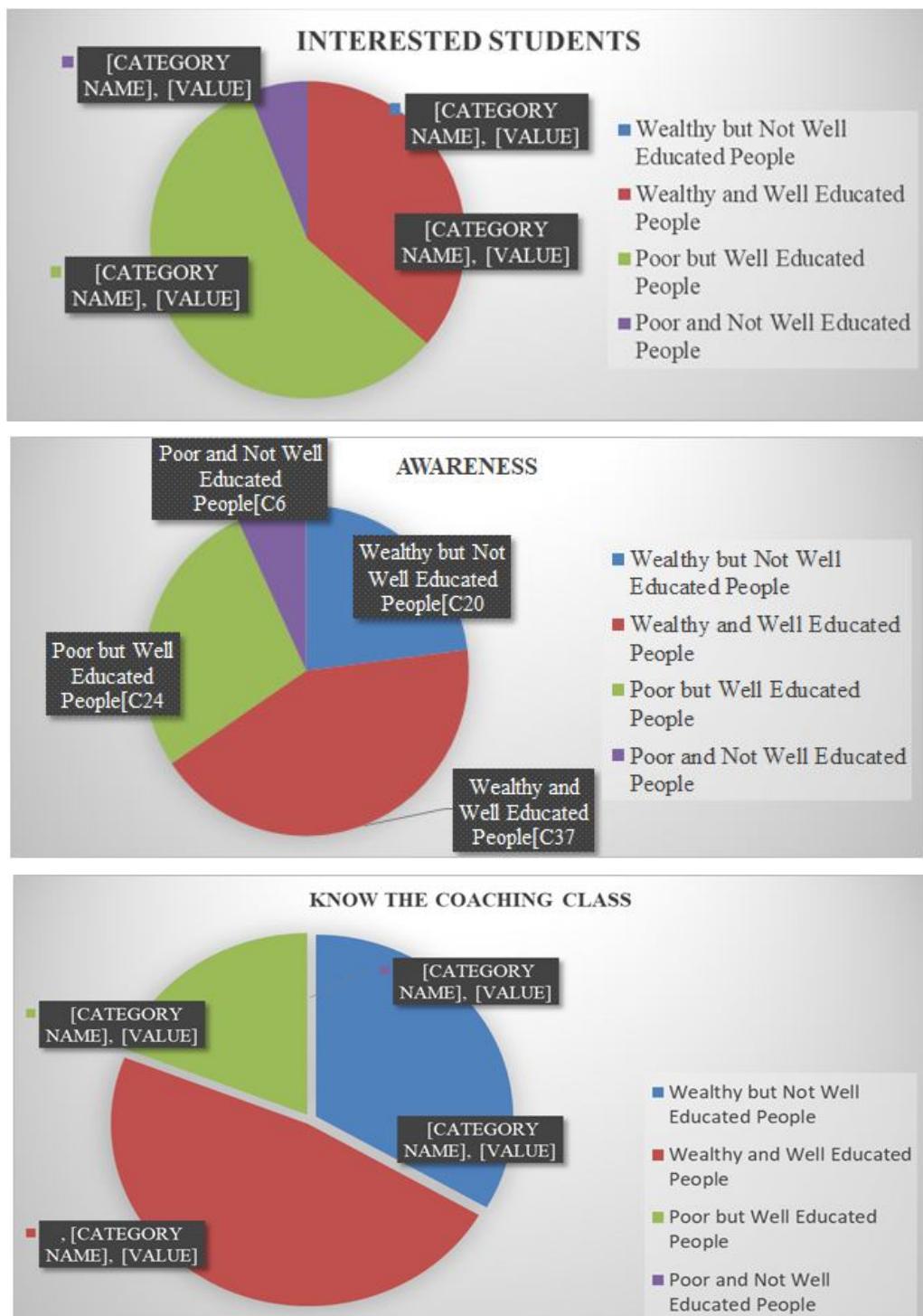
H₀₂ - People do not know the coaching classes for competitive exams

H₀₃ - People are not interested in competitive exams

7. RESEARCH METHODOLOGY

This research is DESCRIPTIVE research. This research is conducted out of intellectual curiosity for the sake of knowledge. The population for the study was divided in four categories i.e. Wealthy but not well educated people group, wealthy and well educated people group, poor and not well educated people group and poor but well educated people group. To study the tendency of people about competitive exams, primary data is used. The data is collected by the people who were categorized into four section through google forms and questionnaire. This study was conducted for the period of December 2018 to February 2019. The sample size for the study was 200 people, 50 people for per section. The technique of sampling was judgement sampling.

8. DATA ANALYSIS AND ENTERPRETATION



DATA ANALYSIS

As per the data students can see, that No section has complete knowledge of such exams. Most of the Wealthy and Well Educated people are aware and even they are willing to appear such exams. But they are finding shortcuts to crack the exams. Some of them are hiding that they are preparing for the exams, because they feel if they won't get select for the post, then what other people will think about them or because of peer competition they don't want to show that they are preparing for it.

In case of wealthy but not Well Educated People, some of them are aware and also interested in such exams. Rest of them are thinking that they don't need to prepare for this exams as they have their family business or they can become wealthier without appearing for such exams. For them become rich is matter. They don't want to live stressful life. Some of the Poor people but Well Educated people are aware what competitive exam is. But most of them are scared to appear. As they are more comfortable with 9 to 5 job. They think what if they won't get select in first attempt, how they will survive without money. They are more focused to get job as soon as possible and they earn as more as they can. They don't want to take risk. And poor and not Well Educated people are not at all aware about these exams. A lot of awareness is required here. Because in this case, these people are ready to take risk but they don't have that much information or knowledge about it.

Based on analysis of data, first analysis of hypothesis(H01), is accepted that people are not aware about the competitive exams. Based on analysis of data, second analysis of hypothesis(H02), is accepted that people do not have knowledge about coaching classes about competitive exams. Based on the analysis of data, third analysis of hypothesis(H03), is accepted that, students are not interested in these exams.

The student can understand the awareness, interest among the people from the following table:

Category of people	Awareness among the student (sample size : 50)	Interest among the student (sample size : 50)	Know the coaching class by the student (sample size : 50)
Wealthy but Not Well Educated People	20 people aware	2 to 3 people	7 people
Wealthy and Well Educated People	37 people aware	12 people	10 people
Poor but Well Educated People	24 people aware	19 people	3 to 4 people
Poor and Not Well Educated People	6 people aware	2 people	0 people

From the above table, student can get idea that how many people are aware about competitive exams and interested in competitive exams. How people have knowledge about the coaching classes for competitive exams. The classification of people will help the student to understand, in which section more awareness is required.

9. FINDINGS

- The people are not much aware about UPSC and MPSC.
- The people are scared for competitive exams.
- According to the study, student think competitive exam is tough.
- The people don't want to appear this exam because they think their life become very stressful and boring while preparing.
- The people who are interested in such exams they are not getting proper counselling.
- People have wrong perception about UPSC and MPSC.
- People are mentally weak to face the challenges in competitive exams.

- According to study, people think reservations, age limit, attempt limit, negative markings these are barriers in such exams and this could be the reason of not get selected for the higher post and ultimately the reason of their failure.
- If there will be proper guidance and proper counselling for such exams then the number of interested people might have increase
- People believes in luck more than their hard work
- People are finding shortcuts to crack the exams

10. SUGGESTIONS

- School, colleges and awareness campaigns should create awareness about competitive exams among the people
- People should do more focus on hard work instead thinking about luck
- People should understand there is no shortcuts for the success
- People should be mentally strong
- People should not judge UPSC or MPSC aspirants according their post selection.

11. CONCLUSION

This study conclude that the people are not much aware about such exams and those are aware they have wrong perception about this exams. So, if there will be proper counsel for people about such exams then the people might take interest to prepare for such exams. People who are preparing for the exam they are finding shortcuts. So there is no such short cuts to crack such exams. Negative markings, reservations, any limits, nothing matter if the person is hard working. Selection for the post is not the only success but the development of person is all matters and this is what success is.

12. LIMITATIONS AND SCOPE FOR FURTHER STUDY

This study is only about Mumbai. This study is not consist each and every part of Mumbai. Also, In Mumbai the people who don't know about the exams they also pretend like they know about these exams. On the other hand, those who actually know and preparing for the exams they are pretending like they are not preparing. There is lot more scope of further study, as there could be the different proportion in awareness, interest and there could be the different tendency of people in different cities. The people could have different problems among the people about such exams. Like in Delhi, almost everyone know about such exams. So there will be more awareness among the people.

13. REFERENCE

- Mr. Avinash Dharmadhikari (2017), overview of competitive exams, how should we deal with the competitive exams, (2018, December25) Nava vijay path
- Mr. Avinash Dharmadhikari, (1999), overview of competitive exams, authors view about competitive exams, (2018, December30), Aswastha Dashakachi Diary.
- <https://www.embibe.com/exams>.
- <https://www.jagranjosh.com>
- <https://www.humantendencyaboutupsc>
- <https://www.peopleviewaboutmpsc>

IMPACT OF MICRO FINANCE ON WOMEN EMPOWERMENT IN SINDHUDRUG**Shantanu Sanjay Nakti¹ and N. Lakshmi Kavitha²**Student¹ and Assistant Professor², Vidyalankar School of Information Technology, Mumbai**ABSTRACT**

Microfinance, a proven tool for empowering poor women by mitigating their extreme poverty to uplift them from vulnerable condition to some extent a better living atmosphere, has brought great changes in the women's living standard, has created an individual identity for the moderate poor women in the society and has given a freedom to live the life according to their choice. In this context this study makes a modest attempt to explore on the much debated question of the role of microfinance as a financial instrument for enhancing women empowerment through eradicating all financial and social obstacles. As a part of the study a primary field survey has been carried out to get a real picture in the rural area of the sindhudurga district. From the analysed data the present study acknowledge that despite of bottlenecks, microfinance is capable of graduating struggling poor from their shackles and helps to upscale them to a better living and playing significantly positive role in upgrading women empowerment.

Keywords: Microfinance, Women empowerment, SHG, NABARD, Social, Economics.

INTRODUCTION

Microcredit is the extension of very small loans (microloans) to poor borrowers who typically lack collateral, steady employment and a verifiable credit history. It is designed to spur entrepreneurship, increase incomes, alleviate poverty and often also to empower women. Microcredit is a part of microfinance, which is the provision of a wider range of financial services, in particular savings, to the poor. Micro-credit financing system uses the social trust as the collateral. Although there are different micro-credit financing models, the borrowers in the pioneering models are usually members of small groups. SHG is defined as a voluntary group valuing personal interactions and mutual aid as a means of altering or ameliorating the problems perceived as alterable, pressing and personal by most of its participants. These groups are voluntary associations of people formed to attain certain collective goals that could be economic, social or both. The origin of SHGs is from the Grameen Bank of Bangladesh, which was founded by Mohammed Yunus. SHGs were started and formed in 1975. In India NABARD had initiated in 1986-87. But the real effort was taken after 1991-92 from the linkage of SHGs with the banks. There are 3 models of credit linkage of SHGs with banks that exist in India (1) Model I: SHGs formed and financed by banks. (2) Model II: SHGs formed by NGOs and formal agencies but directly financed by banks. (3) Model III: SHGs financed by banks, using NGOs and other agencies as financial intermediaries. . Self-help groups (SHGs) are fast emerging as powerful tool of socio-economic empowerment of the poor in rural areas.

STATEMENT OF PROBLEMS

In there is an increase in women's influence in decision making in the household. It has participation in SHGs increased women's mobility and participation in social activities. It Does participation in SHGs increase women's awareness and knowledge. It there awareness of government and NABARD scheme among the women entrepreneur in SHG.

SCOPE OF STUDY

The scope of study included microfinance problem related to the SHGs women. It give study about the economic and social factor of empowerment. It also give study about socioeconomic status of women entrepreneur. Entire nation, businesses, community and groups can benefit from the implementation on of programs and policies that adopt the notions of women empowerment.

REVIEW OF LITERATURE

Jason Cons, Kasia Paprocki (2010) in their paper explored the implications of microcredit's cultural and economic intervention in the lives of borrowers in rural Bangladesh. Their objective was to explore recipients' own critiques and experiences of microcredit. They explored recipient experiences with microcredit using an approach called community based oral testimony by working with group of 10 landless labourers living in Arampur, training them in qualitative research techniques. Denise M. Lucy, Jayati

Ghosh, Edward Kujawa (2008) in their study aimed at understanding the level of empowerment women exhibited by participating in a microcredit loan program. They identified how Naari Udyog Kendra, an SHG's women entrepreneurs in its microcredit lending program demonstrated indications of empowerment related to income generation, education, and land and asset ownership. Sharmina Afrin, Nazrul Islam and Shahid Uddin Ahmed (2010) explored and identified the factors related to the development of entrepreneurship among rural women through the microcredit programs of providers. Social empowerment, rural entrepreneurship etc. Rosintan D. M. Panjaitan Drioadisuryo, Kathleen Cloud (1999), in their study used variables such as household income, decision making, business expenditures, savings, household work, improved nutrition. In her study, Ackerly (1995) noted that underpinning most credit interventions in Bangladesh was an implicit model of the empowered woman: Empowered, the borrower wisely invests in a successful enterprise, her husband stops beating her, she sends her children to school, she improves the health and nutrition of her family, and she participates in major family decisions.

Though there is large number of studies on microfinance and empowerment, issues of impact assessment and empowerment of women through micro-finance in Maharashtra has not received much attention so far. Therefore, the present study assumes great importance in micro-finance industry.

OBJECTIVES

1. To study the problems of women members of SHG.
2. To analyse the psychological and sociological empowerment of the women beneficiaries.
3. To examine the income level of the beneficiaries after joining SHG.
4. To evaluate the schemes self helps group for women development.

HYPOTHESIS OF THE STUDY

HO1:- There exists a Significant Relationship between Women Empowerment and Economic Independence.

HO2:- There is no significant difference in the awareness about the women empowerment of Male and Female students.

HO3:- Participation in micro-financing program improves family decision making.

RESEARCH METHODOLOGY

The research methodology comprises the sketch for data collection, measurement and analysis of data. Nature of the study is empirical research.

1. Sources of Data: The study is conducted the study in sindhudurga. For this study, primary data, which is enumerated from a questionnaires in the study area, is used. Secondary data, which is collected from different sources like concerned authorities and officials, NGO reports.

2. Sampling Method: For this study selected randomly for collection of data.

3. Sample Size: The size of the sample is 150 and data is collected from all the two taluka from sindhudurga.

4. Tools for analysis of data: For analysis and interpretation of data, tools of Simple correlation coefficient, paired t-test and percentages have been applied.

5. Collection of data: Data is collected from sample respondents through questionnaire.

DATA ANALYSIS AND INTERPRETATION

1. Percentage Distribution of Psychological variables for Microfinance Beneficiaries

Variable	Yes	%	No	%	Total
Self confidence	136	90.7	14	9.3	150
Mental strength	125	83.4	15	16.6	150
Sense of future planning	105	70	45	30	150
Awareness in child education	101	67.33	49	32.67	150
Self-reliance	120	80	30	20	150
Sense of security	109	72.66	41	27.34	150
Improvement in health care	106	70.66	44	29.24	150

Table 1: Percentage Distribution of Psychological variables for Microfinance Beneficiaries

It is found that highest 90 percent beneficiaries have been self-confident while 83 percent have the mental strength. In respect of future planning and awareness in child education, beneficiaries' responses are less than 70 percent.

2. INCOME CLASSIFICATION OF RESPONDENT

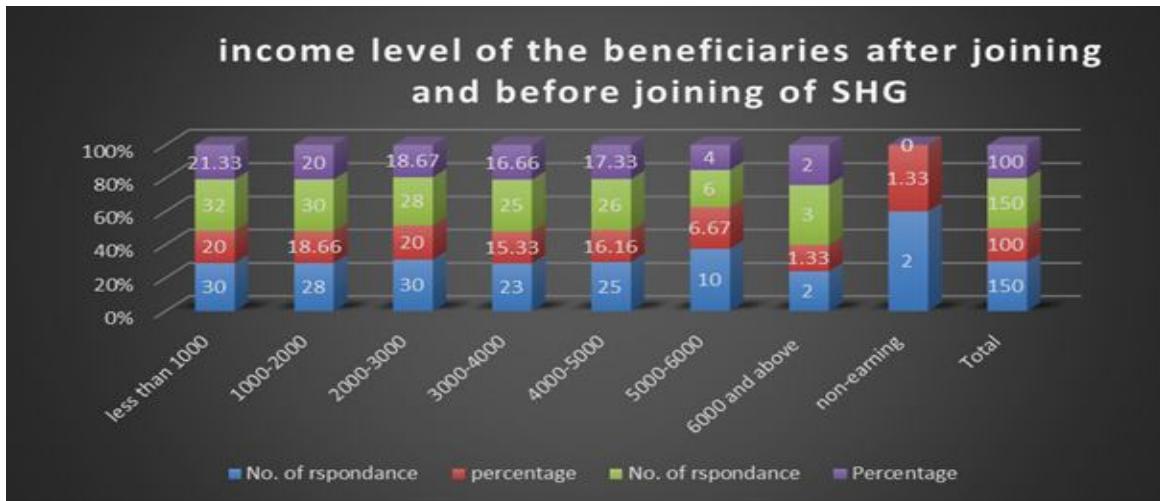


Fig. 1: Income Classification of Respondent

One of the main objectives of SHGs is to uplift the financial position of the members who belong to the poor family. Before joining SHG the Higher percentages is 16.16% and lower percentage is 1.33%. In other side after joining the SHG the higher percentage is 21.33%

And lower percentage is 2%. It is revealed that SHG create a positive income impact on the SHG members.

3. REASON FOR JOINING THE SHG

The reasons for joining SHG, Each member joining SHGs for various reasons. From this 20.62% of respondents says that, the main reason for joining SHG of is for promoting saving. 14.37% of respondents are joining SHG for getting loans. The 11.87% of respondents are joining for social interaction. The other 30% of respondents joining for earing income. And

Remaining 23.12% are joining for Skill development.

4. AWARENESS AMONG THE SHG WOMEN

The awareness of government scheme and NABARD eshakti scheme for women development. The 75.62% women in SHG aware about this schemes and remaining 24.38% don't know about the schemes. It can give the indication to the positive impact on women empowerment.

5. PROBLEMS AMONG SHG

The several problem face in SHG by women empowerment. The problems among Ignorance of members is 25.60%. In inadequate training facility there are 30.05% members. Problems related to raw material there are 23.36%.The problems of marketing is 18.60%.And other remaining are weak financial management 2.12%.

HO1. There exists a Significant Relationship between Women Empowerment and Economic Independence.

H0: 80% of women beneficiary express that being economically independent will empower the most. With reference to analysis in Annexure, since calculated value $Z=3$ is compared with critical value at $\alpha=5\%$, researcher finds that Z falls beyond critical region and thus null hypothesis is rejected. From this one can conclude that, economic independence is not the only single variable to empower women; as there can be some other factors that may influence for women empowerment like social empowerment in the form of education respect from society, decision making power, etc. Formation of Self Help Groups of women is recognized as an effective strategy for the empowerment of women in rural as well as urban areas. Women through these 160 Self Help Groups women are enabled to involve in a range of areas such as health, sanitation, nutrition, agriculture, forestry, etc., besides income generation activities availing micro credit.

HO2. There is no significant difference in the awareness about the women empowerment of Male and Female students.

Gender	Total	Mean	S.D.	T Value	Significant level
Male	150	30.1	3.8		
Female	150	29.8	2.9	3.59	Significant at 0.05

Table-2: Awareness about the women empowerment of Male and Female students

The mean score of Male and Female is 30.1 and 29.8 and S.D. is 3.8 and 2.9 respectively the T value is 3.59 which is significant at 0.05 level but not significant at 0.01 level. It hypothesis is passed in research data.

HO3. Participation in micro-financing program improves family decision making.

	Paired Differences								
	Index	Mean	S.D.	Std. error	95% Confidence Interval of the Difference		T	df	P Value
					Lower	Upper			
children' education	0.502	0.791	0.054		0.396	0.609	9.31**	214	0
Birth Control	0.241	0.454	0.031		0.153	0.275	6.90**	241	0
Family Decision Making	0.358	0.48	0.032		0.422	0.293	10.92**	214	0

Table-3: Income Classification of Respondent

For factor ‘Family Decision Making’ the mean score for women perception after participation in microfinance program ($M=2.30$) was significantly greater than the mean score before participation in microfinance program ($M=1.94$) at 1% significant level. Therefore, hypothesis “participation in micro-financing program improves Family Decision Making” is selected at 1% significant level. This finding is consistent with previous research findings. According to him when loans are combined with more investment in social intermediation, remarkable shifts in decision-making take place. It can fail the hypothesis.

FINDINGS

- It is found that the beneficiaries have expressed their satisfaction in respect of their income that increased and changed financial condition in the income level after joining microfinance institutions.
- It can be found income of women in SHG positive changes in before and after the joining the SHG.
- It is found that the most of the women's joining for SHG getting loans, earning the money, skill development and social interaction.
- In the SHG women most of aware about Government scheme and NABARD eshakti scheme for women empowerment.
- In physiological variables for the microfinance beneficiaries gradually increase for the positive sign for SHG.
- The several problem among the SHG women face various difficulty in their regular activity of their manufacturing product.

SUGGESTION

- In order to solve the various problems relating to marketing of SHGs, the state level organisations should NABARD the activities throughout the state instead of limiting its operations in a particular area.
- Members should be trained in managerial and leadership skill, training should be imparted as and when required.
- Members need to be made aware of legal and political issues.
- They can give encourage to the women to joining the SHG for development of personality.
- The government give the easy rule and regulation to the access various schemes for development of women.

CONCLUSION

Microfinance, a poverty alleviation tool to mitigate the vulnerability of the people of the weaker section in the society, has widely been implementing all over the world by engaging especially, the women in the main stream economic development. Therefore, SHGs are an effective agency for women's empowerment. Self-help groups are not only the economic increaser of the rural women, but also it develops awareness, programmes and schemes, loan policies etc. Through SHG they get respect in almost every aspect of life. After Joining SHGs they started participating in various social activities. For this reasons the present study supports the relevance of Self Help Groups in all aspects.

LIMITATION SCOPE FOR THE FURTHER STUDY

The study has two limitations. First, the study is conducted in two taluka of sindhudurga. So, the outcome which is derived from the study, may not be generalised for all the rural parts of India. Second given the research methodology adopted in this study, one concern is whether the results generalize. Therefore, researchers are encouraged to test the proposed propositions further. The present study has a scope of future research work in terms for evaluating the comparative effect⁵ of microfinance programmes run by government and NGO on the uplifting living standard and women empowerment.

REFERANCE

1. Ackerly, B. A. (1995). Testing the tools of development: credit programs, loan involvement and women's empowerment. *IDS Bulletin*, 26(3), 56-68.
2. Denise M. Lucy, Jayati Ghosh, Edward Kuwaja (2008), Empowering Women's Leadership: A case study of Bangladeshi Microcredit Business, Dominican University of California, Sam Advanced Management Journal, 31-50.
3. JASON CONS & KASIA PAPROCKI (2010), Contested Credit Landscapes: microcredit, self-help and self-determination in rural Bangladesh, *Third World Quarterly*, Vol. 31, No. 4, pp 637–654.
4. Sharmina Afrin, Nazrul Islam and Shahid Uddin Ahmed (2010), Microcredit and Rural Women Entrepreneurship Development.
5. Rosintan D. M. Panjaitan Drioadisuryo, Kathleen Cloud (1999), Gender, self-employment and microcredit programs: An Indonesian case study, *Quarterly review of economics and finance* 39, 769-779.
6. Reserve Bank of India (RBI), 2015. Reported on Micro Credit. Maharashtra: Micro Credit Special Cell.
7. National Bank for Agriculture and Rural Development (NABARD). 2016. Supportive Policy and Regulatory Framework for Micro Finance in India. Maharashtra: NABARD.
8. Asia Pacific Human development Network (APHDN). 2017. Gender – Overcoming Unequal Power, Unequal Voice. Colombo: UNDP Regional centre for Asia Pacific.
9. Srivastava M (2009) Essay on Women Empowerment.

A STUDY ON LARGE SCALE SANITATION INITIATIVES IN INDIA AND INCENTIVE PROGRAMS**Chinmay Prakash Singad and Priyadarshni Ambedkar**

Student, Vidyalankar College, Vidyalankar marg, Wadala (E), Mumbai

ABSTRACT

Swachh Bharat Abhiyan was initiated to maintain cleanliness in locality and ultimately in whole country. This research deals with the impacts of this campaign on the minds of local people and also look after the managing style of the government of this campaign.

Keywords: Impact of mission on local population, management techniques.

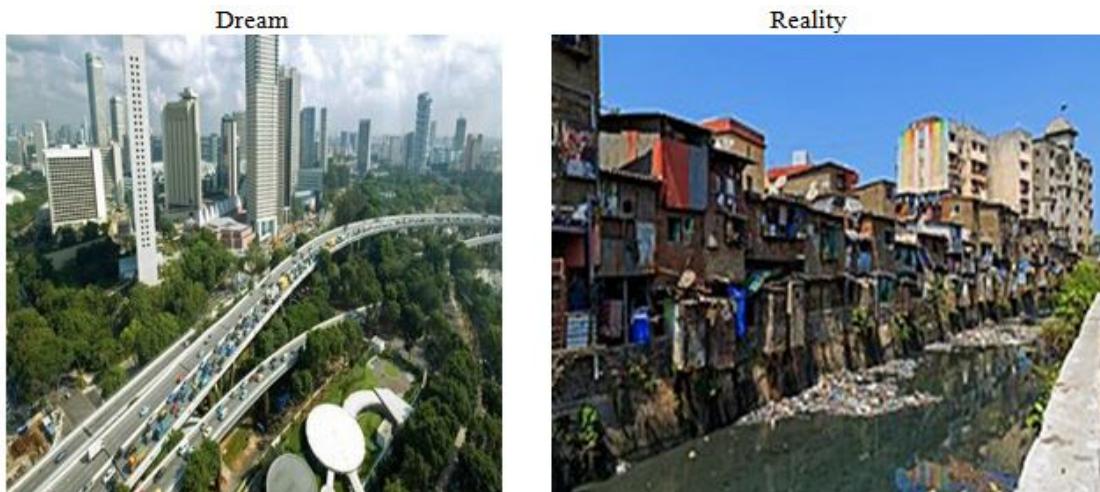
INTRODUCTION

“Cleanliness is Godliness”

The first visionary for clean India is our Father of the nation “MAHATMA GANDHIJI” who insisted on cleaning the local areas, own house, and ultimately the whole country. A sense of responsibility is evoked among the people of India through the Clean India Movement when it is initiated by the Prime Minister.

Mumbai is one of the costliest cities in the world and slums become an integral part of the city as availability of affordable houses are beyond the reach of human being. As per census report of 2011, there are 1,08,227 slum blocks are in Mumbai. Large pocket of slum brings many problem like providing proper drainage facility, roads, supply of water, disposal of waste and open defecation. Though BMC is one of the richest Municipality in India, improving sanitization in slum area become a challenge and the city witnessed slum dwellers not only dying of diseases. Many cases of slum dweller’s death registered in the past few months on account of insufficient availability of public toilets

The current research paper aims at finding the policies of government on Swachh Bharat, how far it is successfully implemented and the gap between the expectation and execution of Swachh Bharat Drive.



Even in Metropolitan cities like Mumbai there is no proper sanitization facility. This is the reason I am taking this topic for research purpose to see the real impact of Swachh Bharat Abhiyan on the thinking of people about cleanliness.

OBJECTIVES

- Understanding whether the project has a significant impact on cleanliness of the locality under study.
- Understanding whether people actively and voluntarily participate in the movement.

HYPOTHESIS

H₁: Swachh Bharat campaign have significant impact on cleanliness of the locality.

H₂: Swachh Bharat Policy of Government have significant impact.

RESEARCH METHODOLOGY

There are two ways of doing research i.e Primary method and Secondary method

In this research the researcher has used Primary data. Researcher has collected data by doing survey with a sample size of 50 respondents. For his research researcher visited in the slums area of wadala as well as researcher also meet the BMC Nagarsevak of that area. Municipality School of the area has been visited by the researcher to witness the progress in Swachh Barath Drive.

Researcher prepared Questionnaire consisting of 13 questions which were asked to the respondents and a different questionnaire was prepared for the nagarsevak of that area.

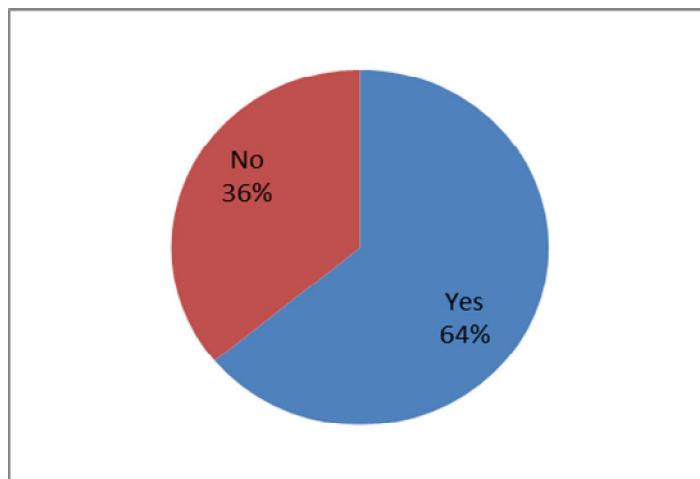
ANALYSIS AND INTERPRETATION

In order to find out people's perception on Swachh Bharat Abhiyan, the parameter like cleanliness of the surrounding, drainage facility, disposal of garbage are tested from a sample size of 50.

Opinion on cleanliness in locality

Table-1: Opinion on Cleanliness

Responses	Number of respondents
Yes	32
No	18



Statistical tool garret's ranking is used by researcher to find out the reason for uncleanliness of the society. By using this statistical tool researcher has ranked the options by its score. This will give clear idea that what is the main reason of uncleanliness in surrounding.

Table-2: Opinion on surrounding

Criteria	Score	Ranking
No garbage bins cleaned on time	13500	1
No proper garbage disposal	700	2
Public Defecation	580	3
No proper drainage facility	500	4
No proper sanitation	240	5

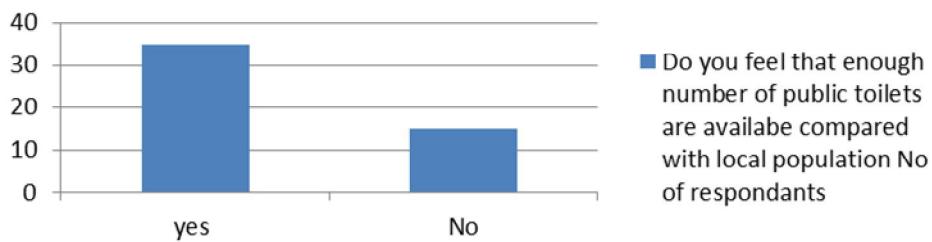
The above table shows that the main reason of uncleanliness in society is "No proper cleaning of garbage from time to time", its followed by no proper garbage disposal and public defecation and no proper sanitation.

This says that the respective authority should give attention on cleaning of garbage bins regularly. Though it is claimed that garbage is collected at a frequency of three times in a day, comparing to the population of the area, it requires more frequent collection than the current frequency. The above table also reveals that the Ward should take efforts for improving drainage facility. The response from Nagarsevak proved the fact that less attention is given by him to improve drainage facility.

Table-3: Opinion on number of public toilets in area as compared to the population in that area

Responses	Number of respondents
Yes	35
No	15

**Do you feel that enough number of
public toilets are available compared
with local population No of...**



The above table and graph shows that 35 people says that there are enough public toilets as compared to the current population in that area. And remaining 15 people says that there are no enough public toilets available as compared to the current population. And researcher also can see the positive impact of Swachh Bharat Abhiyan on the cleanliness of society.

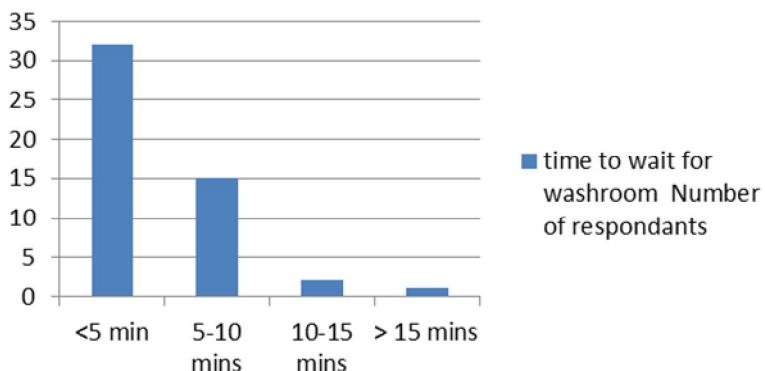
Swachh Bharat Policy and Its impact on cleanliness

The success of the Swachh Bharat Abhiyan depends on the policy makers and its implementation. The researcher wants to find out different policy of the Government to implement Swachh Bharat Abhiyan effectively.

Table-4: Time to wait for washroom

Responses	Number of respondents
Less than 5 minutes	32
5 to 10 minutes	15
10-15 minutes	2
Above 15 minutes	1

**Time to wait for washroom
Number of respondants**



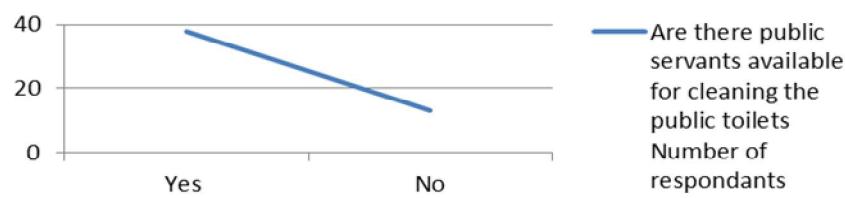
This table and Bar Graph shows that 32 respondents says that they have wait for less than 5 minutes followed by 13 respondents says that they have to wait for 5-10 minutes and so on. Now this shows that there are enough number of public toilets available for the people due to which they have to wait less time for the washroom.

The above data proves that the efforts of Nagarsevak on focusing on the project of construction of more public toilets in his ward in the previous year result into comfortability among people in using public toilet and reduced open defecation.

Table-5: Availability of government servants for cleaning public toilets

Responses	Number of respondents
Yes	38
No	12

Are there public servants available for cleaning the public toilets/ public area

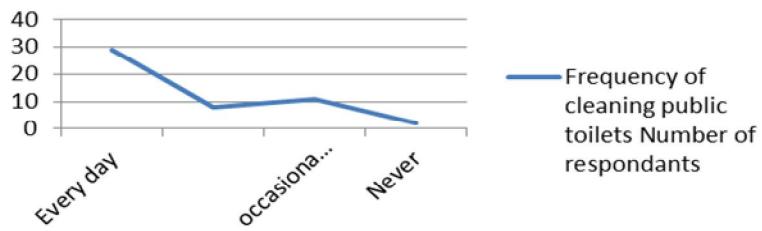


The above table and Graph shows that there are Government servants appointed for the cleaning the public toilets on regular basis which is the positive impact of Swachh Bharat abhiyan campaign run by the authority or Government.

Table-6: Frequency of cleaning public toilets

Responses	Number of respondents
Every day	29
Once in a week	8
Occasionally	11
Never	2

Frequency of cleaning public toilets.



The above table and line graph shows that the Government employees comes every day to clean the public toilets which keeps public toilets clean on daily basis which will ultimately lead to the cleanliness of the society.

The above two table shows that enough number of public servants are employed to ensure cleanliness of the locality and the area under study employed 100 public servants which helps to maintain hygiene of the area.

Table-7: Key sanitization issues with priority

Statistical Tool garret's ranking is adopted by the researcher to find out which of the aspects should be given more priority to maintain sanitization in locality.

Criteria	Score	Ranking
Enough number of Dustbins	3000	1
Proper drainage	2680	2
Mote public toilets	2620	3
Disposing of garbage	2380	4
Awareness among the public	1820	5

It is clear from the above table that people expect more number of dustbins as they had given their opinion that garbage bins are not cleaned on time for the earliest question. The another common problem of open drainage in the slum is to be attended by the Municipality. Open drainage is one of the root cause for Viral fever which people of the area often suffer.

FINDING AND CONCLUSION:

Statistical observation reveals that people perception on Swachh Bharat Abhiyan is positive on the following grounds:

- 64% of the respondents viewed that their locality is clean
- Respondents have positive opinion on availability of public toilets and its maintenance. 70% of the respondents have answered that they are comfort with using of public toilets when compared to open defecation as access time is less and it is cleaned by public servant daily.
- Awareness among the people to keep their place clean and hygienic is clear as 82% of the respondents take initiative to complain to respective authority on uncleanliness of the area.
- The other aspects of sanitization drive like system in garbage collection, its disposal, drainage facility are not appreciated by the people and 39% of the respondents felt that it is a cause for viral fever.
- An analysis of population of the area against availability of public toilets shows the ratio of 0.33 which requires improvement.
- Opinion of the respondents about their surroundings states that garbage bins are not cleaned on time and it secures Rank I
- An important sanitization issue of the area which is to be improved is related to placing of enough number of dust bins to dispose the garbage and it is followed by next priority of proper drainage facility.

INSENTIVE PROGRAMS CONDUCTED BY GOVERNMENT

- ▶ “Nirmal Gram Panchayat Puraskar” was given by government in states like Maharashtra and Tamil Nadu to maintain sanitation in locality.
- ▶ Clean village price is given to local government .price range was Rs. 50000-500000 depends upon population.
- ▶ In Maharashtra “Sant Gadge Baba Gram Swachata Yojna” award is given to bring awareness among people about sanitation.

CONCLUSION

Swachh Bharat Abhiyan is not just about cleaning of surroundings, but it aims people participation in creating trash free environment, planting of trees, no public spitting and paving way for clean India. Swach Bharat drive of wadala is model to other wards under Municipality of Mumbai to bring overall changes throughout Mumbai region. Like the Nagarsevak of the area under study, it is an individual responsibility of

the ward corporator to involve in cleanliness drive like creation of awareness among school students, allocation of funds for garbage collection vehicles, construction of public toilets etc.

Swachh Bharat Abhiyan drive could be effective on allocation of specific amount of fund for cleanliness drive. The process involved to implement the projects under swachh Bharat Abhiyan should be simplified as it follows the process of moving the papers from the Nagarsevak-Corporation-State Government- Central Government for approval. The fund allotted for construction toilet should be increased from Rs. 10,000 reviewing the actual cost of its construction, it will avoid open defecation and death of people on shortage of public toilets. Considering the above suggestion, the campaign will help to bring awareness among people on Clean India and helps to boost image of India at the world level.

REFERENCE

- 1) http://www.pmindia.gov.in/en/major_initiatives/swachh-bharat-abhiyan/

EFFECT OF ADVERTISEMENTS IN CONSUMER BUYING BEHAVIOUR

Aditya Rohan Singh¹ and Swapna Kadam²

Student¹ and Teacher & Project Guide², Bms Marketing, Vidyalankar School of Information & Technology,
Wadala East, Mumbai

ABSTRACT

The focus of this study is on positioning the brands beyond their functional attributes in a manner which can best distinguish them from their competitors. It involves the studying of various advertising elements and their impact on consumer, and their behaviour arising from the advertisement activities. It will mainly involve collection of primary data in the form of a questionnaire from a sample of customers, and study of previously written thesis, evaluation and comparison of the secondary data with primary. It ultimately concludes with suggestions on the importance of various Advertising and Non-Advertising elements and how much of an Impact they have on the customer on his ultimate buying decision.

Keywords: Include at least 5 keywords or phrases.

1. INTRODUCTION

1. The Environment in which business is conducted is rapidly changing, along with this, the increase in product standardization, optimized allocation of resources and processes have become a standard for the industry.
2. Adding to this, the bombardment of multiple products from various providers is making the market more and more competitive by the day.
3. Marketers now cannot solely rely on economies of scale, production efficiency, or a powerful sales force alone.
4. Countless products are introduced in the market everyday. But most of them fail, and only a few prevail.
5. The products that prevail, do so by establishing themselves as a **Brand**.
6. Brands have become The Personality of The Product.
7. Brands bridge the gap between product manufacture, customer reach and ultimately their satisfaction. It gives a face to the organization.
8. They can be used to truly evaluate the market value of the business.
9. Since centuries Branding has been a mean to distinguish the goods of one producer from those of another.
10. The word Brand is derived from the Old Norse word **Brandr**, which means “to burn” as brands were the means by which owners of livestock mark their animals to identify them.

The **American Marketing Association (AMA)** has defined brand as a “*Name, term, sign, symbol or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competition.*” Technically speaking, Whenever a business creates a new brand name, brand logo, or brand symbol for a product, they are creating a brand.

11. Brief History: Branding goes back to the era of Greek and Roman civilizations, when people distinguished their offerings from others using marks or burns. In the 16th Century, people started burning their markings into their distillers to promote and distinguish themselves from others. In the 18th century branding became a standard. It was only in the mid 20th Century that Branding kicked off as an essential study and started growing towards where it is now. Businesses started using distinct and meaningful logos with hidden meanings, back stories, associating products with brand ambassadors e.t.c.

12. It is important to differentiate the meaning of brand from and the meaning of product. “*A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need*” (**Kotler, 2004**).
13. Marketers are always looking for differentiation factors or in general ways to differentiate their products from competition.
14. A Brand over here, not only helps them in Identification, but also helps them in product differentiation.
15. Apart from this benefit. The Brand also has to play the role of value addition and expression.
16. The Branding can be either Rational & Tangible(Relating to product performance), or Emotional & Intangible(Related to what the brand is trying to represent)
17. There are ways to reduce risks in product decision making in the subject of Branding Some of the risks presented are
 - a. Functional risk: The product underperforms.
 - b. Physical risk: The product poses a threat to the well being or health of final customers
 - c. Financial risk: The product doesn't offer the appropriate Return on investment and is not worth the price paid.
 - d. Social risk: The product may result in embarrassment from society.
 - e. Psychological risk: The product may affect the mental health of the final customer
 - f. Time risk: The failure of the product results in time wasted in the form of opportunity cost of finding another satisfactory product.
18. Even with the development of Branding practices and the growth in recognition of Branding as an essential, there are still challenges faced by the Businesses when related to Branding.
19. Some of them can be Stated here:
 - a. Increasing job turnover
 - b. Savvy customers
 - c. Short term performance orientation
 - d. More complex brand families and portfolios
 - e. Increasing cost of product introduction and support
 - f. Maturing markets
 - g. Decreasing advertising expenditures
 - h. More sophisticated and increasing competition
 - i. Increasing promotional expenditures
 - j. Difficulty in differentiating
 - k. Emerging new communication options
 - l. Decreasing brand loyalty in many categories
 - m. Eroding traditional media effectiveness
 - n. Growth of private labels
 - o. Fragmenting media coverage
 - p. Increasing trade power

20. Brand Extension

21. What is Brand Extension? A Brand extension is when a business body uses a pre-existing brand to introduce a new product inside that brand domain. Also, when a new brand is integrated into an existing brand, the brand extension is called a **sub-brand**. An existing brand that gives birth to a brand extension is acknowledged as the **parent brand**.
22. Brand Extension can be practiced when
 - a. Business or the marketer has to develop a new brand, exclusively chosen for the new product.
 - b. Business or the marketer can integrate, one of its existing brands.
 - c. Combination of new brand with an existing brand needs to be done.
23. Extensions can be broadly classified into two general categories namely:
 - a. Line extension: The parent brand is used to brand a brand new product targeting a different or new market segment within the same product category, which is being currently under the target of the parent brand. An example of line extension, different flavour or variety, a different sizes or a different application for the brand. E.g: Maggi Aata noodles and Maggi chicken flavour.
 - b. Brand Extensions or Category extensions: The parent brand assists in entering a new product category different from that currently served by the parent brand itself.

OBJECTIVES

- To examine the impact of advertising on consumer brand preference.
- To find out factors that encourages brand loyalty amongst consumers.

SCOPE OF STUDY

The infant state of advertisement was seen in French Newspaper La Presse(1836)

-Volney B. Palmer in 1840 based in philadelphia, purchased empty slots of newspaper and sold them at a larger rate, becoming an advertisement broker.

-N.W Ayer & Sons were one of the first advertisement agencies, as they offered full fledged services to clients

-Soon Advertisement transitioned to other media, such as radios, and women were involved in the process as they were a valuable source of insight.

> The Literature highlights the problem of indifference, or the fall sense of it, in the medium of advertisement.

> Many Companies fail to see the difference brought upon via expensive advertisement campaigns.

> This happens so, because only short term sales performance is considered for evaluation.

The full fledged benefits of advertisement are only observed in the long term operation.

RESEARCH METHODOLOGY

This document has been set up with a set of styles that should give the correct layout automatically. For example, the heading above is in the style '**PAPERHEADING - 2**'. Please always use these styles. They include the spacing required between different items automatically; it should not be necessary to add blank lines.

Styles are included in this template for the following elements of a paper: Title, Author, Author address, Abstract, Headings, Figure captions, Table titles, Equations, References.

1. Primary Data

Questionnaire Response Analysis

2. Secondary Data

Systematic Study and Evaluation of various pre-existing data. Studied various pre-written research paper based on the same subject, or relevant topics and effectively compared the data of these thesis with the primary data.

2. FINDINGS

By using both primary and secondary data, we have analysed the various dimensions via which, a consumer's reaction or opinion may variate, and to what degree by using Advertisements. We have found out that

- Television Advertisements are most likely to influence a consumer to adapt to a brand. With about $\frac{2}{3}$ of Consumers adapting to brand after watching an appealing TV Advertisement.
- Consumers tend to switch the brand approximately $\frac{1}{2}$ the time if a family member, peer, or reference group suggests him to do so.
- Celebrity endorsements can help attract customers about $\frac{1}{4}$ th of the scenarios.
- Banner Advertisements and Billboard advertisements are most widely observed, but are less likely to be remembered.

3. CONCLUSION

We can conclude that Advertisements do have a lasting impact on consumer behaviour. Television Advertisements, with the use of Audio and Visual effects can have a lasting impact on customer's memory and is more likely to influence their buying behaviour.

Celebrity Endorsements in Advertisements tends to work when the Customer looks up to the celebrity and wants to adapt to lifestyle choices that match with that Celebrity and in such situations, this medium is effective.

Static forms of advertisements Catchy Jingles are effective, as when the consumer has to make a purchase decision. The reminder of the familiar tone of a Jingle can influence their decision.

Interactions with Reference groups is very likely to cause a customer to switch brands.

Static forms of Advertisements have a wide reach, but less memorable factor. They take longer to influence a customer's buying behaviour.

REFERENCES

- [1] Aaker,D.A. and K.L.Keller (1990), "Consumer Evaluations of Brand Extensions," Journal of Marketing, 54(January), 27-41.
- [2] Anand,Nanjundaraj Prem and Muthuswamay(2006)"A study on Factors determining Consumer preference for Brand extensions."
- [3] Chandel, Ms Aditi and guided by Negi and Prof. Y S(2016) "Brand Personality Dimensions and Consumer Preference A study of sportswear brands of Capital cities of Northern India"

THE INCOME TAX REMOVE PROBLEMS THAN SINGLE ACT OF GOVERNMENT**Amaan Siddiqui, Shahrukh Ahmed and Krisha Jain**

Student, Bachelor of Accounting and Finance, Vidyalankar School of Information Technology, Wadala, Mumbai

ABSTRACTS

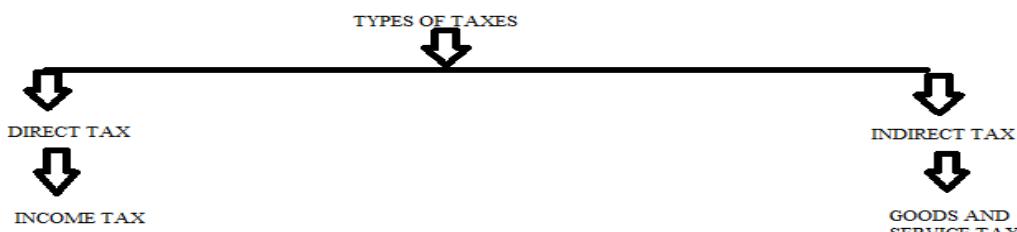
SHOULD TALL PEOPLE PAY HIGHER TAXES THAN THE REST OF US? IT IS AN IDEA THAT IS BOUND TO RAISE EYEBROWS, IF NOT A SMILE. YET THE IMPORTANT BUT HIDDEN IDEA IS NOT ENTIRELY SILLY AS IT IS IN SERIOUS QUESTIONS ABOUT WHY WE TAX THE WAY WE DO AND HOW TO MAKE PAYING TAXES IF NOT ENJOYABLE THEN AT LEAST LESS BURDENSOME FOR ALL CITIZENS. TAX IS MAJOR SOURCE OF REVENUE FOR GOVERNMENT, THE DEVELOPMENT OF ANY COUNTRY'S ECONOMY LARGELY DEPENDS ON THE TAX STRUCTURE IT HAS ADOPTED. INDIAN TAXATION STRUCTURE HAS GONE THROUGH MANY REFORMS AND STILL IT LACKS IN BEING AN IDEAL TAXATION STRUCTURE. MANY PROBLEMS LIKE TAX EVASION, TERRORISM, CORRUPTION SHOWS THAT INDIAN TAXATION SYSTEM REQUIRES MAJOR REFORMS IN FUTURE TO FIND SOLUTION TO ALL THIS PROBLEMS. ALTHOUGH GST WAS INTRODUCED BUT THERE WERE NO MAJOR CHANGES BENEFICIAL. IN THIS PAPER STUDY IS BASED ON PRIMARY AS WELL AS SECONDARY DATA. VARIOUS FIGURES ARE OBTAINED THROUGH ONLINE SURVEY FROM DIFFERENT STATES AS WELL AS GOVERNMENT WEBSITES AND FROM PEOPLE OF DIFFERENT AGE GROUPS. THIS RESEARCH PAPER IS AN ATTEMPT TO REDUCE THE TAX BURDEN OF INDIVIDUAL BY DIGITISING THE TRANSACTIONS MADE AND REDUCE TERRORISM BY KEEPING A RECORD OF ALL THE TRANSACTIONS OCCURRING.

KEYWORDS: TAX STRUCTURE OF INDIA, DIGITISING THE TRANSACTIONS, REDUCING TAX BURDEN AND TERRORISM

INTRODUCTION**WHAT IS TAXATION?**

TAXATATION IS A SYSTEM BY WHICH A GOVERNMENT TAKES MONEY FROM PEOPLE AND EXPENDS IT ON THING SUCH AS INFRASTRUCTURE, EDUCATION, HEALTH AND DEFENCE.

TAXATION IS THE AMOUNT OF MONEY THAT PEOPLE HAVE TO PAY IN TAXES.



AN INCOME TAX IS A GOVERNMENT TAX IMPOSED ON INDIVIDUAL OR ENTITIES THAT VARYES WITH THE INCOME OR PROFIT OF THE TAX PAYER BY LAW, TAX MUST FILE AN INCOME TAX RETURN ANNUALLY.

INCOME TAX SLAB RATES

Latest Income Tax Slab Rates for FY 2018-19 (AY 2019-20)			
Income Slab	Individuals (Aged below 60 Yrs)	Senior Citizens (Aged 60 Yrs and above but below 80 Yrs)	Super Senior Citizens (Aged 80 Yrs and above)
Up to Rs.2,50,000	Nil	Nil	Nil
Rs.2,50,001 to Rs.3,00,000	5%	Nil	Nil
Rs.3,00,001 to Rs.5,00,000	5%	5%	Nil
Rs.5,00,001 to Rs.10,00,000	20%	20%	20%
Rs.10,00,0001 and above	30%	30%	30%

NEED FOR THE STUDY

THE PROGRESS OF ANY COUNTRY'S ECONOMY DEPENDS DIRECTLY ON THE COUNTRY'S TAXATATION STRUCTURE. A TAXATATION STRUCTURE WHICH IT IS EASY TO UNDERSTAND HAS NO CHANCES FOR TAX EVASION AND ITS BRINGS PROSPERITY TO A COUNTRY'S ECONOMY. ON THE OTHER HAND TAXATATION STRUCTURE WHICH IS COMPLEX HAVE MORE CHANCES FOR THE TAX EVASION AND REDUCE THE GROWTH OF ECONOMIC DEVELOPMENT. THEREFORE TAXATATION STRUCTURE PLACED AN IMPORTANT ROLE IN DEVELOPMENT OF GDP. NO DOUBT INCOME TAX DEPARTMENT IS ENCOURAGING ONLINE FILLING OF TAX RETURN IN ORDER TO DIGITISE ALL TAX PAYERS RELATED INFORMATION BUT THE DEPARTMENT STILL REQUIRED DEVELOPMENT THIS REQUIRED AN UNDERSTANDING OF TAX PAYERS AWARENESS TOWARDS THIS DIGITIZATION.

THIS RESEARCH IS THE DESCRIPTIVE RESEARCH AND EMPIRICAL RESEARCH. THE MAIN OBJECTIVE OF THIS RESEARCH BENEFIT FOR TAX PAYER AS WELL AS GOVERNMENT ALSO WITH THE HELP OF DIGITAL BANKING AND DIGITAL TRANSACTION, DEMOLISHED ALL BIG AMOUNT CURRENCIES (2000,500,100) TRANSACT ONLY BANKING SERVICES. IN THIS RESEARCH WE ARE TALKING ABOUT BOTH THE ASPECTS FINANCIAL PROBLEMS AS WELL AS SOCIAL PROBLEMS OF THE COUNTRY.

THIS ARTICAL THE LITERATURE ON TAX COMPETITION IN 3 STEPS. THE FIRTS STEP IS TO LOOK AT THE BASELINE MODEL OF TAX COMPETATION ON WHICGH MOST OF THE LITERATURE IMPLICITLY OR EXPLICITLY BUILTS. THE KEY FEATURE IS THAT GOVERNMENT IN CONTEXT OF OPEN BORDERS WILL ENGAGE IN WASTEFULL COMPETATION FOR MOBLE ECONOMIC ASSETS AND ACTIVITY THROUGHT TAX REDUCTIONS.

THE SECONND STEPS IS TO FOCUS MORE CLOSELY ON TAX -INDUCED CROSS-BORDER MOBILITY. DO TAX PAERS ACTUALLY SHIFTS ASSETS AND ACTIVITYES ACROSS BORDER IN RESPONCE TO DIFFERENTS IN TAXATION ? THE MAIN MESSAGE OF THE RESEARCH IS THAT THE SCOPE OF TAX ARBITRAGE DEPENDS CRUCIALLY ON THE LEGAL RULES GOVERNING THE TAXATION OF INDIAN ACTIVITIES AND THAT THE INTENSITY OF TAX ARBITRAGE VARIES GRATELY ACROSS DIFERENT TAXES.

THE FINAL STEP IS TO ANALYZE GOVERNMENT REACTIONS TO TAX ARBITRAGE. DO THEY ENGAGED IN COMPATATIVE TAX CUTTING AS PREDICTED BY THE BASELINE MODEL ? THE RESEARCH DISCUSSES VARIOUS STARTEGIES OF TAX COMPETITION AND DEMONSTRATES THAT DIFFERENT GOVERNMENT USE THEM TO SINGLE TAXES FOR EVERYONE ON THEIR BANKING TARNSCATION. IT ALSO SHOW, HOW EVER, THATS GOVERNMENTS INCREASINGLY ENGANGING IN TAX COOPERATION TO REIGN IN TAX ARBITRAGE COMPETITION. WHILE OFF TO SLOW START IN THE 1960'S , TAX COOPERATION HAS GAIN MOMENTUM IN RECENT YEAR, IT WILL MAY INCREASE GOVERNMENT REVENUE BECAUSE OF 100% PARTICIPATION PEOPLE IT REDUCES FININCIAL PROBLEMS AS WELL AS SOCIAL PROBLEMS (BLACK MONEY , CORRUPTION, KIDNAPING, TERRORISM ETC) THROUGH APPLYING THIS POLICY THAT IS BANKING TRANSCATION TAX

OBJECTIVE

TO STUDY THE TAXATION SYSTEM OF INDIA AND MAKE THE EFFORTS TO REDUCE THE TAX LIABILITY.

TO IDENTIFY PROBLEMS IN THE EXISTING TAXATION STRUCTURE AND SUGGEST MEASURES TO REDUCE TAX BURDEN AND INCREASE GOVERNMENT REVENUE.

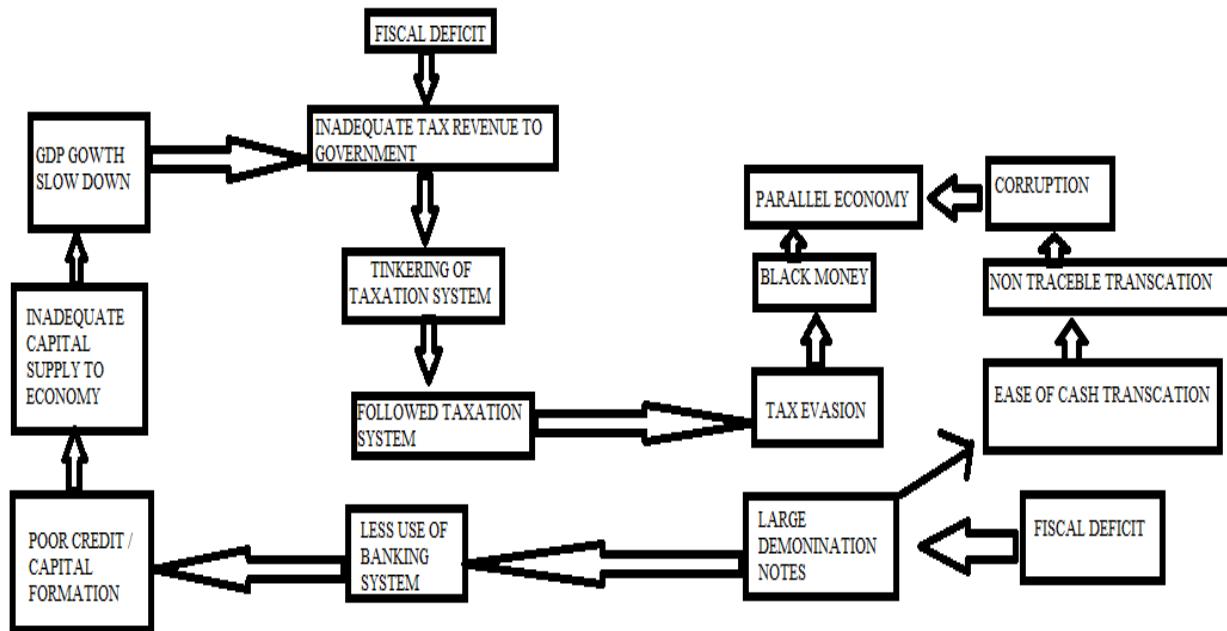
TO AWARW ABOUT TAXATION SYSTEM TO THE PEOPLE

TO ENCURAGE THE USE OF DIGITAL TRANSCITIONS / TECHNOLOGY.

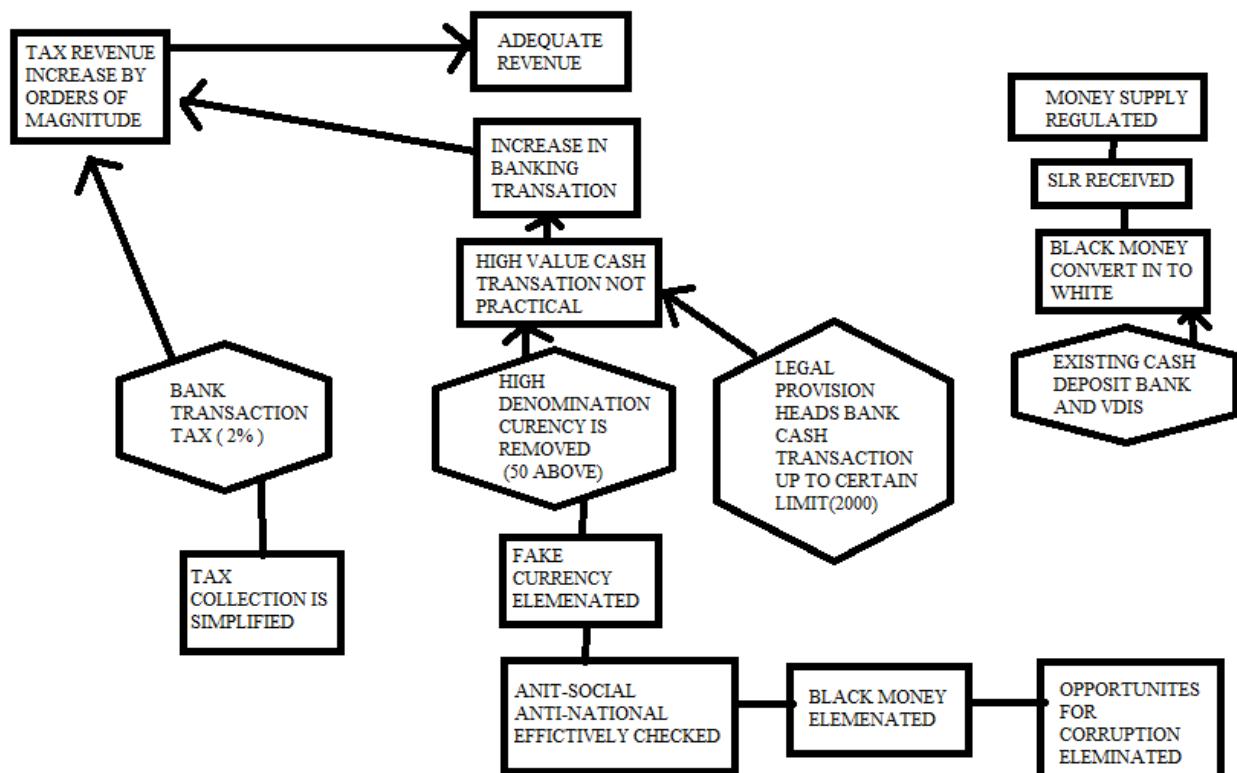
METHODOLOGY OF THE STUDY

THE PRESENT STUDY AIMS TO STUDY THE EXISTING TAXATION SYSTEM AND ITS POPULARITY AMONG PEOPLE. IN ORDER TO STUDY THIS, A PRIMARY SURVEY HAS BEEN CONDUCTED TO SEE THE POPULARITY OF PRESENT TAXATION SYSTEM AND THE WRITINGNESS OF PEOPLE TO ADOPT A NEW TAXATION SYSTEM WHICH MAY HELP THE GOVERNMENT TO INCREASE THE HAVE OF REVENUE. THE QUESTIONNAIRE IS GIVEN IN THE APPENDIX.

PROBLEMS



RESEARCH POLICY



ANALYSIS

WE COLLECT 50 RESPONSES BY GOOGLE SURVEY

MAXIMUM NO. OF RESPONSE AGE IS 20-35

WE COLLECT REVIEW FROM BIKANER,DELHI,UPETC MAXIMUM RESPONSES GOT FROM MUMBAI

I GOT MANY RESPONSES FROM STUDENTS AND BUSINESSMAN

MANY OF FAMILY ONLY ONE MEMBER ARE EARNING

65.25 ARE PAYING TAX

60.95 ARE SATISFIED WITH TAXATION SYSTEM

735 ARE WANT CHANGE THE TAXATION SYSTEM

805 PEOPLE USING DIGITAL BANKING

MANY OF THINK AMERICA ,UAE,JAPAN HAS BETTER TAXATION SYSTEM WITH OUR COUNTRY

CONCLUSION

DUE TO HUGE AMOUNT OF TAXES IN INDIA THERE IS UNHAPPINESS AMONG CITIZENS REGARDING TAX STRUCTURE. THIS LEADS TO NOT PAYING TAXES BY CITIZENS. THEREFORE BRINGING THE OVERALL TAXATION STRUCTURE AT A STANDARD RATE WHICH MAY HELP INDIVIDUAL AND ENTITIES AS WELL AS GOVERNMENT AND REDUCE PRINTING OF BLACK MONEY AND DIGITISE INDIA TO MAKE A 'DIGITAL INDIA'

STUDY AND AWARENESS ON HIV/AIDS

Manisha Vishwakarma, Asim Shaikh, Preeti Singh, Aabidah Sheikh and Gunasundari

INTRODUCTION

We have chosen this topic to create awareness about HIV and AIDS. The main motive of this topic is to create more attention towards this problem. In India the people are not aware about HIV and AIDS as compare to others country.

HIV is a virus that attacks cells in the immune system, which is our body's natural defence against illness. The virus destroys a type of white blood cell in the immune system called a T-helper cell, and makes copies of itself inside these cells. T-helper cells are also referred to as CD4 cells.

AIDS is a set of symptoms (or syndrome as opposed to a virus) caused by HIV. A person is said to have AIDS when their immune system is too weak to fight off infection, and they develop certain defining symptoms and illnesses. This is the last stage of HIV, when the infection is very advanced, and if left untreated will lead to death.

India has the third largest HIV epidemic in the world. In 2017, HIV prevalence among adults (aged 15-49) was an estimated 0.2%. This figure is small compared to most other middle-income countries but because of India's huge population (1.3 billion people) this equates to 2.1 million people living with HIV.

OBJECTIVES

- ❖ To find out the awareness among people about HIV and AIDS.
- ❖ To find out opinion on people infected by HIV and AIDS.
- ❖ To suggest the ways to improve awareness in HIV and AIDS.
- ❖ To know the treatment about HIV and AIDS.

RESEARCH METHODOLOGY

Primary Methodology

Primary methodology is that method where data collected from observation or through direct communication with respondents in one form or another or through personal interview. Primary methodology is also known as Original Data or Raw Data.

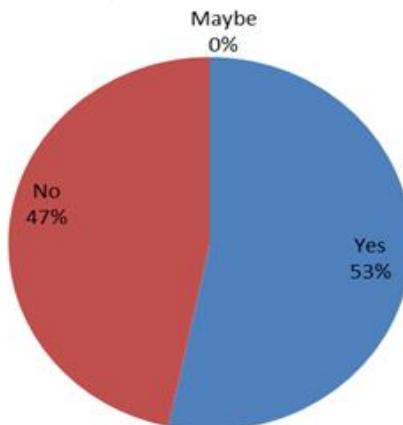
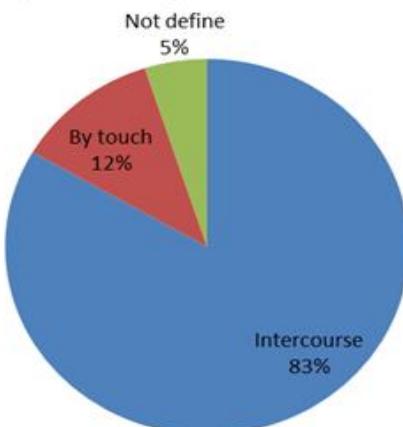
In this study we have used primary methodology. We took the questionnaire and asked to fill it. This method also known as Research Method . In this method the data are original and raw.

So, we have used primary method to complete the study.

Tabular Presentation

Categories	Factors	Frequency	Percentage
Opinion on HIV and AIDS	Yes	16	53.3%
	No	14	46.7%
	Maybe	00	0%
HIV and impact on health	Yes	13.5	45%
	No	11	36.6%
	Maybe	5.5	18.4%
Response on recovery from HIV	Yes	22	73.3%
	No	4	13.3%
	Maybe	4	13.3%
Transmission of AIDS from parent to child	Yes	20	66.6%
	No	5.6	18.6%
	Maybe	4.4	14.6%
Opinion on employment of AIDS infected person	Yes	12	40%
	No	9.5	31.6%

	Maybe	8.5	28.4%
Ways through which HIV spreads	Intercourse	25	83.4%
	By touch	3.5	11.6%
	Not define	1.5	5%

Table 1. Opinion on HIV & AIDS**Table 2. Ways through which HIV can spread**

ANALYSIS AND INTERPRETATION

Despite the increases in health promotion and educational programs on HIV and AIDS, Lack of information and communication on HIV and AIDS for the visually impaired persons continues. The underlying factors that create the information and communication gaps have not been fully explored in India. It is therefore important that, this situational analysis on HIV and AIDS information dissemination to person visual impairments at worli, Mumbai. The study commenced in 23Feb2019 to 25Feb2019.

From the above table we can see that about 46.7% of the population is unaware from the fact that HIV and AIDS is one and the same thing. Then only about 45% of the population is aware about the deadly disease HIV and AIDS. 13.3% of the population is unaware that if HIV infected person can be cured or not. About 66.6% of the population knows that AIDS can be transferred from mother to the child during pregnancy if the vaccine is not injected to the mother during her earlier stage of pregnancy. 31.6% of the population considers that an AIDS infected person does not deserve employment. Only 83.3% of the population knows that HIV/AIDS can be spread through sexual intercourse.

FINDINGS AND CONCLUSION

While doing this research we have realised that , there are some section of the society who are still unaware about the deadly spreading disease AIDS. As per the recent survey about 36.9 million of the world's population is suffering from AIDS. And about 2.08 million of the India's population is suffering from AIDS.

In the year 1999 India HIV/AIDS Alliance Ngo was formed to prevent the public from HIV/AIDS. This disease is commonly found in the rural areas of the states.

The government of India should adapt certain measures to reduce the rate of HIV/AIDS infected population in the country. The government should arrange awareness camps and medical camps in the rural areas every year to know how much percentage of the population is being suffering and how many are being recovered. If HIV is detected in early stage it can be cured. As it is the being stage of AIDS.

Some section of the society considers it as a shame to be suffered from disease like HV/AIDS. They should be made aware that HIV/AIDS is spread either through sexual contact or by using the syringe of the infected person.

Therefore we should support and encourage the infected person to overcome this problem and live a better life. By spreading the awareness about this disease we are not only helping the infected person but also helping them to have their rights in the society.

There are few Ngo (Humsfar Trust,YRG Care, SAATHI etc.) who have taken the measures to prevent and help the infected people.

A STUDY ON WHY THERE IS RESISTANCE FOR INSURANCE IN THE MARKET**Bhairavi Dabhol and Sourabh Ghogre**

Student, VSIT

ABSTRACT

A very wise man once said, "Health is Wealth". However, looking at the current scenario it seems that we Indians haven't got this proverb right. In this paper we will examine the importance of insurance as well as reasons for so much resistance for insurance. We will also explore ways to overcome these challenges.

Keywords: Insurance, Challenges, Resistance.

INTRODUCTION

The world we live in is full of risks and uncertainties. Individuals and families are exposed to different types and levels of risks. These include loss of life, health, assets, etc. While it is not always possible to prevent unwanted events from occurring financial world has developed products that protect individuals against such losses by compensating them with financial resources. Insurance reduces or eliminates the cost of losses or effect of loss caused by different types of risks.

In most cases the expenses incurred after an accident, death or a disability are beyond any savings or wealth that a person may have accumulated and it is for this reason that insurance is such an important component of our financial planning. No matter what your financial position is today, an unexpected event can see it all unravel very quickly. Insurance offers a payout so that if there is an unforeseen event you and your family can hopefully continue to move forward. Insurance has become an integral aspect in everyone's life today. It is a written contract of insurance that offers protection against future loss. The life insurance generally helps to insure the life of people. A definite compensation is provided by the insurer to the insured person. The non-life insurance provides financial support to people or companies and helps them to overcome the losses. The basic human trait is to be averse to the idea of taking risks. There is always an urge to minimize the risks and provide protection against possible failure. The risk includes fire, the perils of sea, death, accidents and burglary. Any risk may be insured against at a premium commensurate with the risk involved. Thus collective bearing of risk is insurance that provides reasonable degree of security and assurance that insured will be protected in the event of a calamity or failure of any sort.

STATEMENT OF PROBLEMS

- i) There is a lot of resistance for insurance in the market even when it is a necessity.
- ii) People are not properly aware about the importance of insurance.
- iii) In the absence of insurance there is a huge burden on an individual if any uncertainty occurs.

SCOPE OF STUDY

By conducting this research it will be possible for us to find out why exactly people are not insured and are not buying life insurance, also we can find out ways in which we can overcome the resistance and be able to discover more markets.

REVIEW OF LITERATURE

The growth of insurance sector in India simple answer is economy of scale. When you join coverage, you join other people who are exposed to similar risk. Your insurance covers the whole group rather than individuals, so everyone shares the cost of insurance. Against the cover, insurance company collects premium from the customers and uses that pool of money to pay the claims. It helps in reducing your financial disaster as the costs are shared among the large group of people. Thus it is a great technique of spreading and transfer of risks.

Let's take this example, Harry while getting back home from work meets with a major car accident. In such situation the medical expenses that he would have to incur would be huge and could be devastating without Insurance. The physical damage to him can cost lakhs to treat along with the problem of not being able to work for a few months at least. But fortunately Harry has insurance cover. Remember the group that we spoke of? The costs would be spread out among everyone. The people in the scheme are actually helping out Harry to

offset his medical expenses. In this sense the other people in the group pay the costs when someone else has such problem, knowing when such a problem occurs with them, the same help would be available to their aid growth of insurance sector in india.

HYPOTHESIS

- i) There is Resistance for insurance in the market.
- ii) Money is the only reason due to which people do not buy insurance.

RESEARCH METHODOLOGY

Period of study: From December 2018 to February 2019.

Data collection: Primary data has been collected through Google forms and personal interview. Where as secondary data has been collected from various websites.

Population: Responses have been taken from individuals who are working as well as retired.

Sample size: 100 respondents.

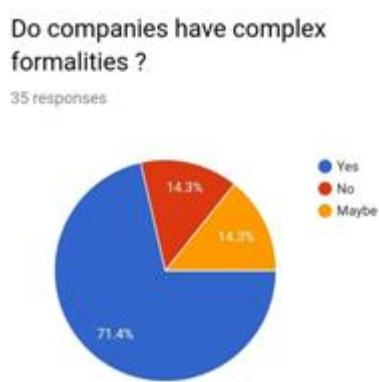
Sampling technique: Judgemental.

Tools used to analysis: Charts and diagrams.

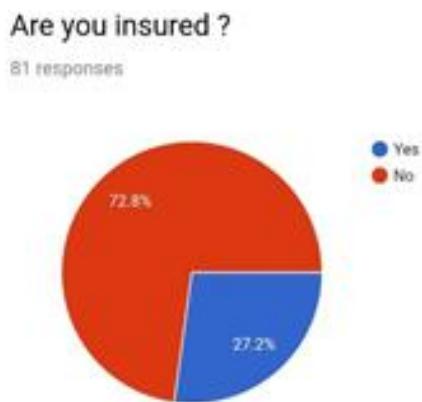
DATA ANALYSIS

During the study a survey was conducted with the help of Google forms, the results are as follows:

- **71.3%** feel complex formalities are involved.
- 14.3% feel complex formalities are not involved.

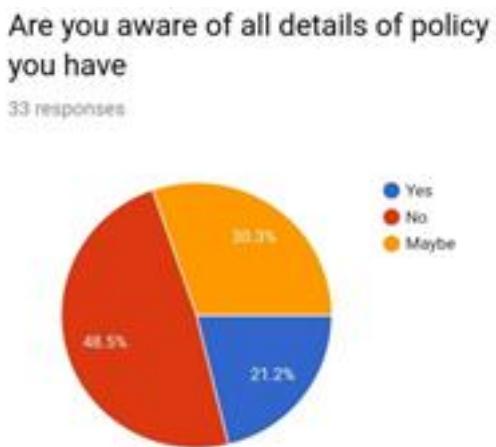


- **48.5%** individuals are not aware of their own policy.
- **30.3%** are not sure if they know it.
- **21.2%** are not aware of their policy.



72.8% individuals are not insured.

27.2% are insured.



When the hypothesis was tested it was proven that the 1st hypothesis which stated that there is resistance in the market for insurance is true. As during the survey it was seen maximum people do not have insurance. The second hypothesis which stated that money is the only reason for resistance of insurance was also proved to be false as during the study we could see that there were many reasons for the resistance of insurance.

FINDINGS

It has been found that

- Clarity :- Many of the interviewee did not have a clear understanding as to what exactly is the purpose of insurance and why is it important.
- Money:-Many young respondents state that it is not possible for them to pay premiums or save any amount of money.
- Lack of information:-It has been observed that a huge number of people do not have enough information about insurance which include people who are not insured as well as those who are not insured.
- Benefit:-Not all people are aware of the benefits of insurance and had a very negative stereotype.
- Fear of discontinuity:-One of the reasons for not getting insured was the fear of discontinuity. Respondents feared if due to any problem if they were not able to pay the premiums their whole policy would lapse.
- Lack of interest:-People lack initiative and do not buy policy only because no one approached them.
- Lack of trust:- People think that they might end up losing their investment and might get cheated.
- Not willing to take risk:- Many people are not willing to take risk and invest money in insurance companies. Eg:If a person dies during an accident and he/she is not wearing helmet he/she might not receive claim.
- Complex formalities:- If a person wants to get insured there are some complex procedures which a person has to follow. Hence, to avoid these complex formalities many people avoid insurance.
- Eligibility:- Not all people who are willing to take insurance are able to get it. This is due to eligibility that is the insurance companies have certain standards through which only a few applicable candidates can get insurance.

SUGGESTIONS

- The insurance company should include simple formalities and quick procedures.
- All the clauses must be properly disclosed so that later the customers don't feel cheated.

- Proper promotional activities should be conducted and target market should be influenced to buy insurance.
- A certain product has demand only when it has utility. Hence, the benefits of insurance should be properly conveyed to the target market.
- People should be assured that in case of any difficulty they are not able to pay premium they will be given extra time and their policy will not lapse.

CONCLUSION

Acceptance of life insurance has not been overall possible only because of a few hurdles. However, with certain measures it will be possible to spread the awareness about life insurance and to cover a huge market. Hence, it is necessary as well as beneficial if look into the problems and take proper initiatives to correct them.

LIMITATIONS

Time constraints Not able to get more than 100 respondents.

SCOPE FOR FURTHER STUDY

In this study the respondents were from Mumbai however this study can be further undertaken at a larger level in different areas.

REFERENCE

Smriti Chand, “The role and importance of insurance- Explained!”.

A STUDY OF THE ISSUE & CHALLENGES FACED BY BMS STUDENTS AS REGARDS STRESS & IT'S MANAGEMENT

Fathimalubna Merchant¹, Shakti Sonawane², Zainab Ansari³ and Dr. Ashwini Joshi⁴

Student^{1,2,3} and Assistant Professor⁴, VSIT, Wadala, Mumbai

ABSTRACT

In today's generation the word "stress" is a buzzword. People of all ages are undergoing stress which is affecting their health and also their performance. It has become a very common term & a normal part of life. It is a body's reaction towards a change that requires an adjustment or response. The body reacts to these changes in the form of physical emotional and mental responses. One can experience stress within their surroundings itself. The students too are facing stress due to many reasons. The major factors causing stress amongst the students in BMS DEPT. are managing new college environment, travelling, attendance, coping up 7 subjects per semester, improper guidance, failure, financial factors, communication skills, extra circular activities, losing interest in the course etc. there are many more factors that causes stress amongst BMS students. This research paper tries to find out the factors of stress for BMS students and suggest ways to manage it.

Keywords: BMS, Stress, Academics & Stress Management

1. INTRODUCTION

The word stress is derived from the Latin word 'stringi' which means, "To be drawn tight"

Stress can be defined as a physical or psychological stimulus that can produce mental tension or physiological reactions that may lead to illness.

According to Richard Lazarus- stress is a feeling experienced which a person thinks that "The demands exceed the personal & social resources the individual is able to mobilize." Stress disturbs the body's normal way of functioning.

Bachelor of Management Studies is a university affiliated courses which has duration of 3 years in which a student studies 32 subjects. As the name suggest BMS focuses on the domain of management studies. It is a management education program. Each academic year is divided into 2 semesters, i.e. 6 semesters in 3 years.

BMS includes studies of Business Mathematics, Business Ethics, Management Economics, Corporate Social Responsibility, Human Resource Management, etc. students considering this course must know that this course leads them to have career option in Human Resources management, Sales Marketing, Marketing, Finance, Research and Development, etc. This course has duration of 3 years which includes 2 semesters per year.

Stress is a feeling of emotional and physical tension. It can come from any event or thought that makes you feel frustrated, angry, and nervous. Stress is your body's reaction to a challenge or demand. In layman's term anything which is unpredictable is stress. For e.g.- if a student has to reach college at 12.30 and the student leaves from home at 11.45 later he finds out that there is a bus strike it causes stress because now the student needs to restructure or reengineer himself to reach college on time.

"Stress" triggers your fight-or-flight response.

1.1 FACTORS OF STRESS

The major factors the students of BMS face that leads to stress are:-

- 1) Pressure to manage or balance study, classes, extra circular activities, entrance exams & etc.
- 2) Peer pressure from competition
- 3) Relationship & expectations with parents, professors & same peer group
- 4) Adjustment in new environment
- 5) Time management, travelling woes

- 6) Improper guidance from inexperienced guide
- 7) ATKT/ failure rate factors
- 8) Attendance
- 9) Financial constraints as regards fees, travelling etc.
- 10) Environment they live in/ study in
- 11) Impatient behaviour of the Z generation
- 12) Communication skills (verbal and nonverbal)
- 13) Students not having technical background or not used to cope up with latest/updated technologies implementation in general.
- 14) Placement issues etc.

Thus, this research is about finding about the factors causing stress and its impact on students perceiving management studies. The stress affects student's performance in various areas.

2. OBJECTIVES

1. To study the concept of stress
2. To study problems & challenges faced by BMS students
3. To study the factors of stress for BMS students.
4. To study the impact of stress on performance
5. To study and provide solutions for stress management.

3. SCOPE OF THE STUDY

The reason for research on this topic is to identify the extent to which stress affects students and their performance of day to day activities, academics success, relationship issues etc.

4. RESEARCH METHODOLOGY

• NATURE

The nature of our research paper is descriptive and analytical

• DATA COLLECTED

- a. Primary data through a Google form and informal talk with students.

Google Link- https://docs.google.com/forms/d/e/1FAIpQLSfTSffb6lRQkLgjleU5SQJG_KIOr4HcIYIIXtLNsdXK5wmfLg/viewform

- b. Secondary data through articles, books and websites

c. Sample Size: 100

d. Limitations

1. Getting responses from the respondents.
2. Time for collection of the data was a constraint.

5. FINDINGS

From the 100 respondents we found out that

1. Are you stressed?

100 responses

47 students are stressed.

22 students are stressed

31 students are not sure whether they are stress or not.

2. Does stress affect your studies?

100 responses

45 students stress does affect their studies.

24 students stress does not affect their studies.

31 students stress maybe affect their studies.

3. Are you overburden with yours studies?

100 responses

24 students feel that they are overburdened with their studies.

47 students feel that they are not overburdened with their studies.

29 students feel that maybe they are overburdened with their studies.

4. Does an extra-curricular activity create stress?

100 responses

21 students feel extra-curricular activity do create stress.

57 students feel extra-curricular activity does not create stress.

22 students feel maybe extra-curricular activity creates stress.

5. Is stress affecting your health?

100 responses

50 students feel stress is affecting their health.

25 students feel stress in not affecting their health.

25 students feel maybe health is affecting their health.

6. Are you able to manage stress?

100 responses

43 students feel they are able to manage stress.

25 students feel they are not able to manage the stress.

32 students feel maybe they are able to manage the stress.

7. Do you think professional help is required for stress management?

100 responses

65 students feel professional help is required for stress management.

20 students feel professional help is not required for stress management.

15 students feel professional help is maybe required for stress management.

8. From interview an interesting finding – 20 responded that they perform well when under stress.**6. SUMMARY OF FINDINGS & INTERPRETATION:**

1 Current class level?	27 students from First year	45 students from Second year	28 students from Third year
2 Are you stressed?	47 students Yes	22 students No	31 Students Maybe
3 What type of stress are you suffering from?	71 students Mental stress	13 students from Physical stress	16 students from Financial stress
4 Does stress affect your studies?	45 students Yes	24 Students No	31 students Maybe
5 Are you overburden with your studies?	24 students Yes	47 Students No	29 Students Maybe

6 Does your college have extra-curricular activities?	75 Students Yes	16 Students No	9 Students Maybe
7 Does extra-curricular activities creates stress?	21 Students Yes	57 Students No	22 Students Maybe
8 Do you think stress affects your overall performance?	61 Students Yes	21 Students No	18 Students Maybe
9 Are your teachers supportive?	74 Students Yes	17 Students No	9 Students Maybe
10 Do you take your problems to mentors?	26 Students Yes	58 Students No	16 Students Maybe
11 Do mentors help you to tackle stress?	39 Students Yes	29 Students No	32 Students Maybe
12 Do experience mood swings because of stress?	69 Students Yes	19 Students No	12 Students Maybe
13 Is stress affecting your health?	50 Students Yes	25 Students No	25 Students Maybe
14 Are you able to manage stress?	43 Students Yes	25 Students No	32 Students Maybe
15 Do you think professional help is required for stress management?	65 Students Yes	20 Students No	15 Students Maybe

Table no. 1 – Summary of findings

7. CONCLUSION

Stress is a major concern for all – students, parents as well as teachers. It is found that stress is having an impact on – health, performance, behaviour as well as academics. We have also found that students are going into depression before even stepping in the corporates. They are not able to fulfil their own expectations as well as expectations of parents & teachers. This creates a sense of failure which has a lifelong impact. They are not able to digest the failure which again adds to stress. A pragmatic approach to be taken for handling stress through proper stress management. A proactive role to be played by all concerned right from University, colleges, teachers, parents as well as individual students. Stress management to be a team effort. Instead of being stressed focus on managing stress & excel.

8. SUGGESTIONS

1. Value yourself & Introspect
2. Get involved in your favourite activities.
3. Watching movies b) Reading books c) Meditation d) Listening to music
4. Time Management
5. Learn to say ‘NO’
6. Seek out social support
7. Go easy on yourself
8. Be mentally as well as physically fit - Get sufficient sleep, exercise & eat healthy
9. Know your SWOC(Strength, Weakness, Opportunities, Challenges)
10. Be optimistic and ignore negativity
11. Accept that there are events you cannot control.
12. Set reasonable expectations in your daily life.
13. Resolve issues before it becomes crises
14. Don’t rely on alcohol and drugs

15. Prioritize your activities
16. Confide in Mentors, teachers & parents
17. Instead of giving up take professional help

9. REFERENCE

- [1] Dr Kamlesh Jani. Managing Stress. Publisher Pothi, ISBN 1105514056
- [2] Dr Satish Pai, Dr S Ravi Shankar, De H.L. Kaila, Shri S.V.Kamat. Stress Management. Himalaya
- [3] Stress, Appraisal, coping- Daniel Goleman
- [4] <https://blog.delimmune.com/2016/04/stress-management-articles/>
- [5] <https://www.liebertpub.com/doi/abs/10.1089/acm.2008.0495>
- [6] <https://www.verywellmind.com/stress-management-4157211>

TO STUDY THE IMPACT OF PRIVATE SECTOR ON GDP OF INDIA

Harshada Dhumal¹, Narsingh Verma², Aditya Gupta³ and Harish Premrao Noula⁴
 Students^{1,2,3} and Guide⁴, Finance

ABSTRACT

This paper provide a Study that shed light on the impact of private sector on the GDP growth rate of India. The data of GDP have been collected from the past decade from various sites and various publication of Reserve Bank of India. Gross Domestic Product has now become the standard measure of economic process. The larger the GDP, the healthier the economy. For almost two centuries the private sectors as played an important role in increasing the India GDP growth rate. The Gross Domestic Production is mainly because of IT sector, agriculture, automobiles, etc. It is observed that currently GDP has moved to 7.2 from 6.5. in this paper it is also observed that the balance between the demand and supply should be at the same level or it can be said that the level of demand should be higher so to raise the bars of the Gross Domestic Production.

Keywords: Gross domestic product (GDP), Private sector, Economy of India

1. INTRODUCTION

The private sector is the part of country's economic systems that is run by individual and companies, rather than the government. Most private sector organization are run with the intention of making profit. The private sector is a key stakeholder in both urban and economic development, being a major contributor to national income and the principal job creator and employer. The private sector provides around 90% of employment in the developing world (including formal and informal jobs), delivers critical goods and services and contributes to tax revenues and the efficient flow of capital. Private sector activity matters for growth as well as its quality, sustainability and inclusiveness.. Private sector constitutes wide-ranging term covering all private actors engaged in economic activity, from the market stall-holder and family farmer to large domestic and foreign corporations. GDP is the final value of the goods and services produced within the geographic boundaries of a country during a specified period of time, normally a year. GDP growth rate is an important indicator of the economic performance of a country.

The Gross Domestic Product in the country like India is experiencing a faster rate of growth in the recent years. With regards to the composition of GDP, the percentage shares of various sectors have largely changed. The percentage share of the agriculture in the total GDP has declined, on the contrary the percentage share of services in the GDP is rising faster. With this shift, the Indian economy which was considered, by and large, to be agriculture based economy but with the opening up of the economy post economic reforms of 1991, has become predominantly services-based with services accounting for 44.60% of the GDP and employing 35.70% of the population whereas agriculture accounts for 17.39% of GDP and employs 47.20% of the population and manufacturing and industry accounting for 25.75% of GDP and employing 24.70% of the population.

2. REVIEW OF LITERATURE

Mishra and Nandagopal (1989) discuss the viability of the privatization of public sector Enterprises; their turnover test ranked the nationalized industries in term of the business performance and they suggested that privatization of the industries could maximize consumer welfare.

Nagaraj (2005) explain that privatization is not like to affect economic performance, since the state continues to be governing the shareholder, whose behaviour is unlikely to be influenced by the share prices movement (or return on equity) privatization can be influenced economic outcome in competitive environment; if not, it would be difficult to attribute changes in performance or mainly to the changes in ownership.

Krishna V Chaitanya (2007) says that India is one of the fast emerging economic striving to control its deficits by all possible measures in the form of economic reforms. His study over six years suggest that privatization as one of the measure of economic reforms implemented in 1990- 91 India which result in privatization about thirty public sector Enterprise in the country.

Eskil et al (2008) finds the differences in performances between private company and state owned enterprise. They use a panel covering all registered companies during the 1990s in Norway,a country where state owned enterprise play an important role in regular markets. Return on assets as well as costs relative to sales revenue are used as measure of performance in market where private companies and states owned enterprise compete with each other. Overall, private companies perform significant better than state owned enterprise. The study revels that the state owned enterprise managers may learn from private company's manager in environment with stronger competitions, but find only weak empirical support for such a learning mechanism.

3. RESEARCH METHODOLOGY

3.1 PURPOSE OF RESEARCH

Purpose of this research paper is to study the GDP of India due to private sector .

3.2 OBJECTIVE OF RESEARCH

- To know the trend of private sector.
- To understand the impact of private sector GDP of India.

3.3 METHOD OF DATA COLLECTION

Secondary data was collected from through various website

3.4 RESEARCH DESIGN

The research design deployed was exploratory research design. It was descriptive in nature.

3.5 DELIMITATION

The research is based on secondary data.

3.6 LIMITATION

It was a lot of time consuming and finding accurate date from the available secondary data was very difficult lack of time and physical and financial resources

It was a very vast topic to study and understand because GDP change every year.

4. FINDING

In this research we find out that, India has one of the fastest growing sector in the world, with an annual growth rate above 9% since 2001, which contributed to 75 % of GDP in 2012/13. India has become a major export of IT services, Business Services Outsourcing (BPO) services, and software services with \$154 billion revenue in FY 2017 this was the fastest growing part of economy.

The IT industry continues to be the largest private sector employer in India , India is the third largest start-up in hub in the world over 3100 technology start-ups in 2014-15 .the agricultural sector , is the largest employer in Indian economy but contributes to declining share of its GDP 17% in 2013-14 India ranks second in world in farm outputs the industry sector has held a steady share of its economic contribution i.e. 26% of GDP in 2013-14, the Indian automobile industry is one of the largest world with an annual production of 21.48 million vehicles , India has \$600million worth of retail market in 2015 and one of the world's fastest growing e-commerce market. in the fourth quarter of the financial year 2016-17 India's GDP fell to a 6.1% growth which is lower than it has ever gone in the last half century.

In The financial year 2017 the GDP growth improved, but a little, at 7.1% the lowest, it has gone in the last 3 years. The gross value added , which is difference between indirect taxes and GDP grew a measly 3.8% as opposed to the 8.1% increase in the financial year 2016-17. in 2017, India's gross domestic product growth was at about 6.74% compared to the previous year, the growth in GDP 2018-19 is estimated at 7.2% as compared to growth rate of 6.7% in 2017-18 .the 7.2% growth in Indian economy is a little higher than previous 6.7% growth , the increased is being expected with improvement in performance of agriculture and manufacturing sector.

5. CONCLUSION

In this research paper we conclude that private sector make a good impact Indian GDP. every well drawn economic future plan by the government should include a significant figure 'Gross Domestic Product'

because it allocates three important aspects in economics. The three aspects are national income , national output and national expenditure. Moreover, the higher the GDP lower unemployment levels, the higher the standard of living and the higher the investments the country GPD took a massive hit as cash flow became scarce immediately after the demonetization on 8th November 2016.

6. SUGGESTION

- The study tell us that if there are more private sectors there will be growth in the employment due to which there will also be growth Gross domestic products (GDP)
- To Motivate the small businesses for increasing GDP

7. WEBLIOGRAPHY

- www.wikipedia.com
- www.investopedia.com
- www.researchgate.net

A STUDY ON THE IMPACT OF FOREIGN PRODUCTS ON THE INDIAN MARKET

Harish Premrao Noura¹, Felicia Fernandes², Bhakti Mane³ and Renita D'souza⁴

Professor¹ and Student^{2,3,4}, Finance, Vidyalankar School of Information Technology

ABSTRACT

Indian economy and foreign trade are on a growth path. Indian exports have come a long way in terms from the time of gaining independence since 1947. The GDP has considerably expanded from 14.6% in 1990-1991 to 24.1% in 2003-2004. India's imports have expanded from 608 crores in 1950-51 to 359108 crores in 2003-2004. Trade growth has picked up post liberalization of 1991. India services exports share in global exports is more than double of that of Indian manufacturing exports. This study shows that East Asian countries, particularly China, has become a major trading block and it creates awareness of the huge untapped potential for Indian markets in years to come.

Keywords: Indian Foreign Trade, Exports and Imports

1) INTRODUCTION

The process of globalization has changed the industrial pattern social life of global people and it has immense impact on Indian Trade system. Go to any goods market in India and you will see cheap Chinese products being sold everywhere, be it electronic gadgets, crackers, or daily consumables. One will find a cheaper version for almost everything. Chinese products are not only affecting the businesses and industrial markets but also the export market of India as many people are replacing Indian goods with Chinese goods. Due to cheap prices, wide availability and huge profit dissemination to the dealers, China has become the second-largest export-focused country in the world. The unsafe Chinese electronic goods are of inferior quality and do not come with any guarantee or service. These products are not even long-lasting. There are many manufacturers in India that import cheap Chinese goods and then sell them under their own label. China Wireless Technologies has also tied up with India's Reliance Communications to sell their dual-SIM smartphones in the country.

Before it gets too late to act, India must consider taking actions to reduce the import of these cheap and inferior quality Chinese goods to save its MSME units and economy and protect the domestic manufacturers from these Chinese goods.

If you as a customer prefer buying cheaper Chinese goods over the Indian ones, it's high time to consider purchasing the Make in India products only.

2) REVIEW OF LITERATURE :

Dr. Mallika Srivastava, Semila Fernandes (2017)

The growth of global trade across national borders has given rise to consumers' exposure towards foreign services and products. Positive or negative attitudes can arise towards foreign products from several internal or extraneous factors. Thus, consumer ethnocentric tendencies have become an important paradigm to be considered in the area of marketing. Today, while there is a policy in place to "Make in India", it is yet to be seen if Indian consumers are ready for domestic products over foreign products. The researchers had to interact with a unique set of consumers-the children of India. Therefore, it was important to use mixed methods of survey and experimentation to get a comprehensive view of perceptions. The paper evaluated the ethnocentric scores of Children and youth of India. It helps us in analyzing the future of Indian Society. As it was found through the study that Ethnocentrism scores are increasing with age, so the children of India are not found to be high on ethnocentric score but with education and age the ethnocentric tendencies are increasing. India as a country can aspire to have more ethnocentric youth in India. At the same time, government of India and school management can think about having some specific campaigns or activities for schoolchildren in order to increase their ethnocentric scores. With the increase in ethnocentric scores, it is expected that the preference for the domestic products will also increase among the children of India. The outcome of this study will support the marketing efforts of both domestic companies and foreign firms who are planning to or are currently conducting business in a developing economy.

Subir K Bandhyopadhyay, Bibek Banerjee (2003)

Country-of-origin (COO) has been recognized in the marketing literature as one of the most important cues consumers use to perceive product quality. Products of technologically advanced countries such as Japan and Germany are known to enjoy positive country-of-origin effects. Conversely, products made in the developing countries typically suffer from negative COO effect (Gaedeke 1973). Most of the studies in this research paradigm, however, are undertaken in industrialized countries; hence their findings cannot be extrapolated to the newly industrialized countries (NIC) that offer tremendous market potential for global products. It has, therefore, become imperative for multinational companies to understand if and how consumers in the major NICs use COO and other cues to infer product quality. Using data collected from consumers in Ahmedabad and Calcutta in India, we demonstrate significant COO effect on a number of products. Results also indicate that foreign products are not perceived differently if they are imported directly from the country of design, or manufactured domestically. Finally, we highlight how these research findings will help managerial decisions about pricing, promotion, and off-shore production.

Kyanak & Kara (2002) :

They investigated the product –Country images, lifestyles and ethnocentric behaviors of Turkish consumers. They found that Turkish consumers had significantly different perceptions of products attributes for the products coming from countries of different levels of socio economic and technological development. It lent support to earlier studies conducted in western countries and also indicates the robustness of ethnocentrism scale which was developed in USA to measure attitudes in advanced developing countries. Also results of the study revealed that there were several lifestyle dimensions apparent among the Turkish consumers, which were closely correlated to ethnocentric biases.

3) RESEARCH METHODOLOGY**3.1) Purpose**

Last year during Diwali, China made crackers were sold in the Indian market. These crackers reportedly contained Sulphur. Sulphur is more harmful than Nitrate, which is used in India to make crackers? Since the Chinese crackers were cheaper than the Indian crackers, so they managed to attract innocent and largely illiterate Indian lot. As a result the Indian cracker industry saw a decline in the revenue.

As the world looks more and more unpredictable, India should cut interest rates and figure out a way to compete with China, which is inundating Indian markets with cheap goods.

3.2) Objectives

- 1) To know customers preference for not buying Indian Products.
- 2) To compare Chinese Products with Indian Products in terms of Price, Quality.
- 3) To know the willingness to purchase Indian Products.

3.3) Methods Of Data Collection

Both Primary and Secondary Data was collected in this Research. Primary data was collected by correspondence through questionnaires. Secondary data was collected through various websites.

3.4) Research Design

The Research was exploratory in nature. It was of descriptive type.

3.5) Delimitations of Research

The Research was conducted in Mumbai city (Crawford Mkt) by filling a questionnaire from 40 correspondence.

3.6) Limitations of Research

The respondent hesitated for answering due to lack of knowledge on its impacts and busy schedule.

3.7) Data Analysis Methods

Data was collected from customers and shopkeepers in a shopping area. Also, from various websites to generalize the findings as well as draw proper conclusions of the research study.

4) FINDINGS OF RESEARCH

- a) Labour cost in China are less as compared to India.
- b) Import of our country is decreasing on account of wide availability of cheap chinese products.
- c) It has also caused unemployment in the country.

5) CONCLUSION

Before it gets too late to act, India must consider taking actions to reduce the import of these cheap and inferior quality Chinese goods to save its MSME units and economy. The government should encourage country's small businesses to reduce the foreign goods and should also bring some serious changes in the policies, infrastructure, technology, and duties to protect the domestic manufacturers from these Chinese goods.

6) SUGGESTIONS

- a) Indian Government should encourage young generation to develop their Entrepreneurship skills.
- b) Steps should be taken to motivate Domestic Industries.
- c) Not much of rules and regulations must be imposed.
- d) Government should take initiative in developing skills of Entrepreneurs.

7) WEBIOGRAPHY

- <https://www.mapsofindia.com/my-india/business/impact-of-chinese-goods-on-indian-industries>
- <https://www.scribd.com/document/150746440/Impact-of-Chinese-Goods-on-Indian-Economy>
- https://www.researchgate.net/publication/324834257_Impact_of_Ethnocentrism_on_Indian_Consumers'_Brand_Preferences_for_Domestic_Vs_Foreign_Products_An_Empirical_Study
- https://www.researchgate.net/publication/239802753_A_Country_of_Origin_Analysis_of_Foreign_Products_by_Indian_Consumers

IMPACT OF E-COMMERCE ON INDIAN RETAIL INDUSTRY

Harish Premrao Noura¹, Saurabh Kokane², Shivangi Patel³ and Drishti Poojari⁴
 Professor¹ and Student^{2,3,4}, Finance, Vidyalankar School of Information Technology

ABSTRACT

E-commerce is one of the fastest growing sector in India. 211,005 crore rupees, that's how large the entire market is valued at. In spite of such large market size it only accounts for total of 3-4% of total retail business in India. The world is bullish on its growth, and large P.E firms are garnering their resources to take advantage of the low penetration and high potential of this sector. Flipkart, Amazon, Paytm, Bookmyshow, etc. have become a common household names. This is a great time to be a customer in Indian market, however it comes at a cost, and this cost is of disruption. Ecommerce has changed the facet of retail business in India. No longer can retailer maintain a monopoly or oligopoly in the market. Customers are spoiled with choices and this is stark observable in the change of structure of retail. While B2B business has been granted a 100% FDI option B2C business, the backbone of many local retailers is up for grabs.

This paper explores the impact of the e-commerce on the retail industry and tries to gauge the negative as well as positive features of this impact.

Keyword: Ecommerce, Retail, Disruption.

1. INTRODUCTION

Ecommerce encompasses various things. Ecommerce in its essence is buying and selling goods and services through electronic means. It is a marketplace which is available for customers and sellers all round the clock. It also connects customers and sellers worldwide and makes the transaction, through electronic means, easier.

Ecommerce found its momentum during the early 2000s during the peak of dot-com bubble. Amazon, one of the most successive ecommerce platform, began some time before this bubble. Internet penetration grew, and with it began the advent of ecommerce. Today Ecommerce is not merely restricted to marketplaces. Internet banking, auctions, ticket reservation, business to business interaction is also a part of ecommerce.

India has been seeing a massive rise in ecommerce sector, this could be attributed to the mobile data penetration, increase in level of literacy, but also to massive investment by ecommerce companies. Flipkart which was acquired by Walmart for US\$ 16 billion in 2018, Amazon has reportedly invested up to US\$ 2 billion and considers India as one of the most important market in the emerging economies. Paytm, India's unicorn start-up, working in the field of payment and banking has now invested around 5000 crores in 2018 itself. Clearly, there is an increase in flow of money in ecommerce sector, and it can be predicted that it is set to increase as more and more population comes online.

Few types of ecommerce business models:**1. Business to Business (B2B)**

Business activity conducted between companies and not customers by electronic transaction of goods and services is called Business to business model.

2. Business to Customers (B2C)

Similar to shops, these type of model is a virtual shop which sells goods and services directly to customers.

3. Customer to Customer (C2C)

In this electronic platform is provided by firms for customers to interact with each other for selling and purchasing goods and services.

4. Customer to Business (C2B)

This type of model is used when customers sell their factors of labour or skills for remuneration to businesses.

In this paper we will mainly focusing on the Business to Customer model and it's relation to Retail industry.

2. OBJECTIVES

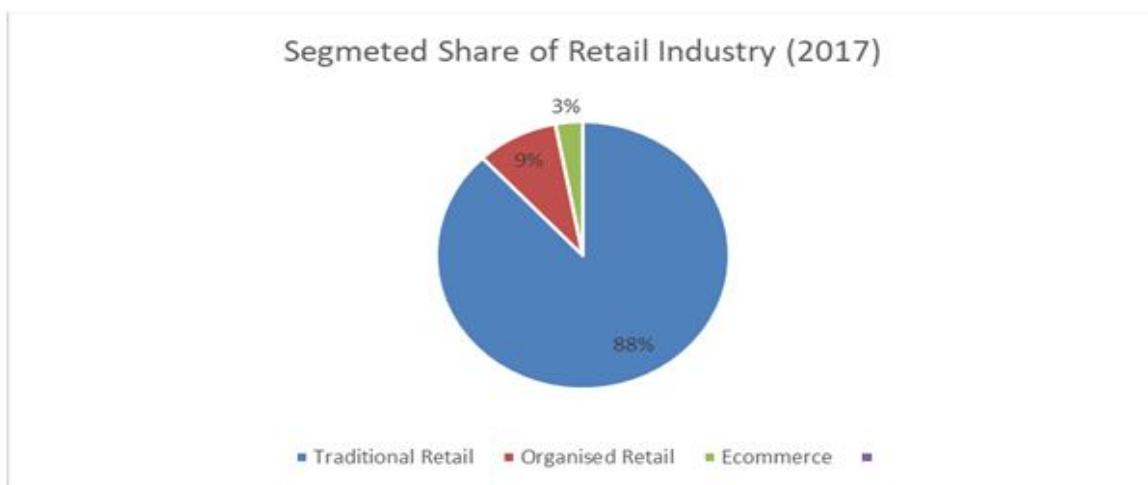
1. To study impact of B2C model on Retail industry.
2. To assess positive impact on retailers.
3. To assess negative impact on retailers.

3. METHODOLOGY

This is a descriptive study. The data is obtained from IBEF website as well PwC websites. Period of 2015-2020 is considered while creation of this paper and data.

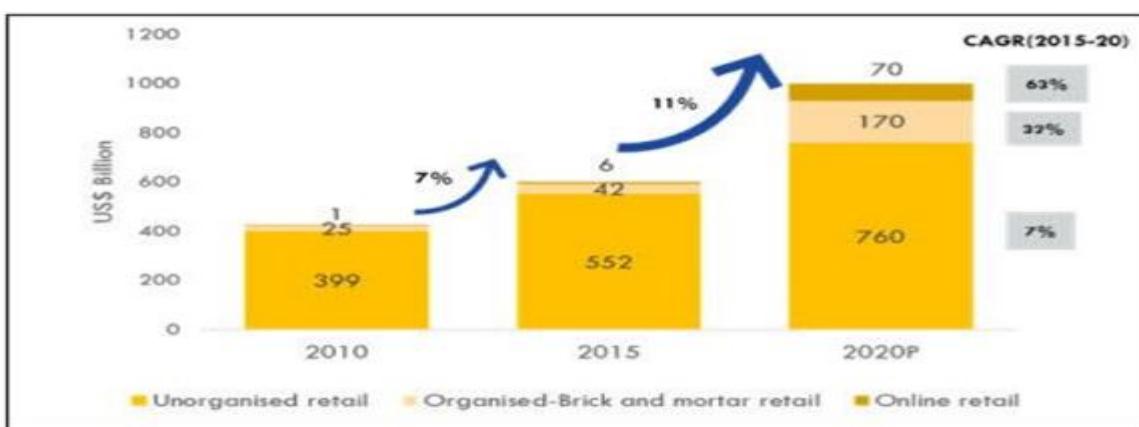
4. DATA ANALYSIS

Sector Composition of retail business



Source: IBEF

The above Pie-chart denoted the sector composition of retail business. As we can infer from the Pie-Chart the traditional retail business, that is, small retail business owned by household and family-owned, forms core of the sector. Hence it is evident the threat of ecommerce to traditional business is overstated.



Source: PwC

From this Graph we can infer few things

1. Although the share of unorganised retailer is set to decrease there is an overall increase in revenue.
2. Organised and Online retailers are having period of growth but it's not explosive and this gives chance for traditional retailers to adjust their business.
3. Since there is no overall decrease in the market there will be a shift of labour from traditional sector to ecommerce and organised sector.

5. FINDINGS OF THE RESEARCH

Positive Impact

1. Traditional Retailers have long existed without any real competition this gave rise to unadulterated power to sellers, due to increase in option available to customers there will be a fair bargaining power given to customers.
2. E-commerce gives first time businesses platform to create their own brand without the initial capital usually needed for brick and mortar shops.
3. Retailers which use ecommerce platform to sell products can optimise their inventory with help of feedback received from customers.
4. Retailers can also use such platform to sell the goods from their localities worldwide.
5. Since many ecommerce sites provide analytics, it becomes easier for the seller to analyse sales, revenue, and marketing effectiveness.
6. E-commerce provides retailers to focus on niche products which often have greater margins.
7. Ecommerce also allows traditional retailers to join hands and expand their business.
8. There is also decrease in marketing cost and delivery cost since most of these things are carried out by the platform itself.

Negative Impact

1. Merchants using ecommerce to sell products can often find the discount to be unrealistic. This can create a price war and affect or destroy profit margins.
2. Goods returned are sometimes used and therefore can't be resold again. The impetus on creating return policy which is fair to customers as well as seller is pertinent.
3. Operating cost can inflate due to constant need of innovation. Innovation is constant demanded by customers since there is a stiff competition.
4. Amazon and Flipkart often priorities their own sellers, sellers in which they have stakes in, to sell on their platform. This creates monopoly of retailer on the platform thus reducing sales.
5. Due to reliance on 3rd party for deliveries and returns goods can remain in transit for longer thus blocking the inventory.
6. In India Cash on Delivery is a preferred method, this along with longer shipping time, return policies, can create blockage of revenue.
7. Retailers often have to compete with wholesalers and manufacturers who directly sell their goods on the platform thus destroying any margin for retailers.
8. Some retailers have to depend upon customer profiles made by the platform to specifically target customers using ads, this has created new wave of customer privacy paranoia and retailers are on the receiving end of it.
9. There is already conclusive evidence that there is a possibility of job losses due to reduction in sales and revenue of retailers and this further estimated to disrupt due to emergence of autonomous machinery.

6. CONCLUSION

One cannot deny that ecommerce is the future of business. Lesser operating cost, availability of cheap data, discounting, and convenience are major positive points of ecommerce. In economies like India where the online retail has just reached 3% share of total sector there is a promise of tremendous growth, and investment are bound to pick up further. However these platforms are often established by companies operating from foreign countries, this allows them to have undue advantage in terms of capital backup and technical expertise. Therefore it is onus on the policy makers to create a fair playground for both—traditional as well as modern retailers. Disruptive practises such as unfair discount, hostile takeovers, and distribution of free goodies should be carefully monitored. Unrestricted access to domestic markets by foreign entities

should be limited so as to not discourage domestic entrepreneur. Impetus should be given on domestic job creation.

However it should also be noted that it's not doom and gloom for traditional retailers. They still have 80% and more market. Ecommerce has granted customers with bargaining power that was completely absent before emergence of ecommerce. As competition develops it will be greatly beneficial to the majority. It will generate an environment for innovation which is needed in industry which has been dominant since last few decades.

7. SUGGESTIONS

1. The government should create policy to form a level field for both domestic as well as foreign entrepreneurs.
2. Empirical data should be taken in consideration while creating frameworks.
3. Re-education of small retail owners so as to help them digitalise their businesses should be considered.
4. E-commerce platform should be monitored to prevent any misuse of power.

REFERENCE

1. [HTTPS://WWW.IBEF.ORG/](https://www.ibef.org/)
2. RASTOGI, A. (2015, JULY). E-COMMERCE – A COMPARISON WITH PHYSICAL MARKETS AND REASONS FOR ITS SUCCESS. RETRIEVED FEBRUARY, 2019, FROM [HTTP://IOSRJOURNALS.ORG/IOSR-JBM/PAPERS/VOL17-ISSUE7/VERSION-3/L017737683.PDF](http://iosrjournals.org/iosr-jbm/papers/vol17-issue7/version-3/L017737683.pdf)
3. RAY, S. (2011). EMERGING TREND OF E-COMMERCE IN INDIA: SOME CRUCIAL ISSUES, PROSPECTS AND CHALLENGES. RETRIEVED FEBRUARY, 2019, FROM <https://iiste.org/Journals/index.php/CEIS/article/view/503>
4. E., & Y. (2008). RETAIL MARKET AND OPPORTUNITIES. RETRIEVED FEBRUARY, 2019, FROM [HTTPS://WWW.IBEF.ORG/DOWNLOAD/RETAIL_220708.PDF](https://www.ibef.org/download/retail_220708.pdf)

IMPACT OF GST ON SMALL BUSINESS

Purva Nikale¹, Vidya Mukkeri² and Sindhush Krishan³
 Student^{1,2} and Faculty³, BBI, VSIT

ABSTRACT

Goods and services tax was a biggest tax implemented that government of India on midnight on 1st July 2017 it was implementation of one hundred and first amendment of constitution of India. This research tries to implement the affects of Goods and service tax (Small Medium Enterprises) both favourable and unfavourable impact has been noted. The paper has try to make an attempt to discuss the impact of Goods and Service Tax on the small business and how it has affect of Goods and Service Tax.

Keywords:- GST,favourable and unfavourable.

1. INTRODUCTION

GST is ‘The Goods and Service Tax’ implemented by Government of India on 1st July 2017, through the implementation of ‘One Hundred and First Amendment’ of the Constitution of India. It was launched at midnight by the then President of India, Shri. Pranab Mukherjee and the Prime Minister of India Shri. NarendraModi. It is an indirect tax system that relieved the various other taxes i.e. VAT, excise duty, service taxes etc. which were applicable before on goods and services. According to the Government, GST is a well-structured& simplified taxation system, wherein the authoritative segregation of central government and the state government has been done. Every enterprise has dual GST model applicable, i.e. Central Goods and Services Tax (CGST) and theState Good and Services Tax (SGST). The various percentages applicable to various sectors and businesses are 0%, 5%, 12%, 18% and 28%.

OBJECTIVE OF GST

- Removal of dispute between goods & services.
- Stable tax rates and automated agreement.
- Ensuring availability of input tax credit across the value chain.
- Simple registration process, filing of return, tax administration and compliance.
- Raising the tax base and increasing compliance.

1. Impact of GST on small business

Favourable Impact of GST

1. Entire process of taxation become easier: Goods and Services tax reduces complications caused by the overlap between central taxes and state taxes because it is unified taxation system on goods and services all over India.
2. Reduce tax burden on start-ups: Earlier, business which have turnover more than 5 lakh rupees need VAT registration. The government introduced exemption limit under Goods and Services tax which helps to reduce tax burden on small dealer and MSME's
3. Ease of starting business: Goods and Services tax enables a centralized registration that will make easy to start up a business. Different rules in different state only add complications and incurred high procedural fees.
4. Quick delivery of services: Under Goods and Services tax bill, no entry tax will be charged for goods manufactured or sold in any part of India. This results the delivery of goods at interstate points will be expedited.
5. No distinction between goods and services: Goods and Services tax ensures that there is no distinction between goods and services. This helps to make simple the legal procedures related to packaged products.
6. Helps to launch start-ups: Earlier, the business owner had to pay different procedural fees for VAT registration. Under Goods and Services tax, the registration is centralized, and the rules are uniform.

7. Reduce cost of transportation: Business transport goods to other states had to take hard time filling paperwork and pay entry tax at the inter-state borders that results delay in the delivery of goods. Goods and Services tax helps to reduce these costs.
8. Increased threshold limits for SMEs: Under Goods and Services tax, if annual turnover is less than Rs20 lakh, a business does not have to register or pay. This should have positive effect on start-ups and other small businesses by reducing tax burden.

Unfavourable Impact of GST

1. Various registrations for Pan-India businesses: Under this, a business will have to register online for Goods and Services tax in every state involved in its sale process. Thus, the entire system is online. The small business owners who are not used to working online, they are not find the transition easy.
2. Returns filed on monthly basis: Under Goods and Services tax, there will be around 36 returns in fiscal year. It requires from the businesses to close books on monthly basis. Therefore, the business owners spend lots of time to file these returns.
3. Cost of tax compliance is likely to increase: As above, there will filling three returns a month, thus it will give rise to the need for an accountant with technical expertise. This will increase the cost to hiring an accountant and paying them.
4. Registration will be compulsory for e – commerce suppliers and operators: E – Commerce firms should register for Goods and Services tax in every single state where they supply goods.
5. No tax differences for luxury items and services: Under the implementation of Goods and Services tax, all goods and services will have to pay same tax which will lead to rich becoming richer and poor becoming poorer. This is not ideal situation for SME's competing against large businesses.
6. Selective imposing of tax: Goods and Services tax will not applicable on Alcoholic and petroleum-based business which does not support the ideology of unified market of Goods and Services tax.
7. Surplus working capital requirements: Taxation of stock impact the working capital requirement. Higher capital requirement will increase interest cost which ultimately increases the price of finished goods.

4. CONCLUSION

MSME is a growing sector where enterprises enter and exit the market frequently, so the implementation of GST has had a great effect on the survival in the market. Some enterprises found it beneficial, but majority faced difficulty in accepting it. For existing enterprises, GST simplified the tax structure, unified the market hence improved the overall operational efficiencies of MSME, so far, the unorganized MSMEs were growing fast than the organized ones because of the tax avoidance, with GST in effect, it has made the taxation system transparent thus making the entities liable for tax payment. For a new entrepreneur, the application of GST, made the registration for taxation easy, relieved them from previous VAT registration. The Government has implemented GST with a view of long-term better prospect for the country by various aspects. The goods and services tax (GST) make the tax system easy and thus contributing in the growth of the country. The Government applied GST by summing up of various taxes under CGST & SGST, transparent taxation, reduced raw material cost, to bring down the cost of goods and services and the ease of doing business in India. Initially there was huge chaos regarding the enactment of GST, but many successful businesspersons supported it and considered it as a boon for the long-term development of the nation's being the big step of Government of India to simplify the previous tax system has both positive and negative impact on business regulations of Micro, Medium & Small Enterprises. The fundamental of 'ONE NATION, ONE TAX' was created with an intention to easy tax filing, ease of doing business in other states, reduction in the prices of goods, relieving the burden of logistic overhead from small enterprises. On the contrary, it has increased the technology dependency of every enterprise, as every transaction is made online. It will take some time for the people to get used to the new taxation regime, only then will the nation start to see the fruits of 'ONE NATION, ONE TAX' – the GST.

5. REFERENCE

- [www.quora.com /aims and objectives of GST](http://www.quora.com/aims-and-objectives-of-GST)
- www.zoho.com
- www.dubs.com
- [https ://your story.com\](https://yourstory.com/)

THE MAIN FACTOR THAT INFLUENCE THE LOYALTY OF THE EMPLOYEE

Siddhi Rane, Sayma Kazi and Jyoti Prajapati

Research student, BMS Department, VSIT

ABSTRACT

The research aimed to study the factors that affect employees to maintain loyalty towards an organization. We found that satisfaction in job can create loyalty. The study also aimed to determine the expectations of the employees in order to earn their loyalty towards organization. The study indicates there is a positive correlation between employee loyalty and different factors affecting it. The principle recommendation for further research is other factors, which have an effect on organizational loyalty, such as personality, punctuality, emotional equivalence, social support and others. All these should be considered to see whether or not there is any relationship between them.

Keywords: Loyalty, organization, expectations

INTRODUCTION

Employee loyalty is not just a virtue; it is the key to profitable growth. Loyalty in the workplace is considered to be the fuel that drives the financial success of every company. In this highly competitive and technologically advanced society, it is advantageous for businesses to ensure overhead costs are kept as low as possible. One important way to accomplish this feat is to retain those employees that have already been trained to be skillful employees and be proficient in their job responsibilities. To retain employees it is mandatory to keep them satisfied with deserved salaries and opportunities. The cost of replacing an employee in today's market is roughly one-half of that person's annual salary. This figure does not include the loss of intellectual capital that results from each departure. So maintaining a satisfied environment is necessary not only for the employee but also the employer.

OBJECTIVES

The objectives of this study are mentioned below:

- To examine the important factors influencing loyalty of employee's in organization.
- To study the correlation between employee's loyalty and organization.
- To study the expectation of employees to earn their loyalty in organization.

REVIEW OF LITRATURE

Kyle LaMalfa (2007) in his study pointed out that as an employer, you need to understand why your employees are emotionally connected to your business - and it's generally much more than salaries, training, or benefits. Research shows that emotionally connected employees are the best employees because they are engaged and productive, and they feel validated and appreciated.

Cunha, Miguel Pina et al (2002) in their case study of an integrated information technology services firm, they studied how the interplay between culture, structure and leadership is managed to build employee loyalty. He proposed that these processes are effective because they reinforce one another.

Frederick Reichheld (2006) in his study he reported that loyalty, for those who plan to stay with an employer at least two years, can be affected by several factors, including benefits and pay, working environment, job satisfaction and customers. Employee loyalty is critical for organizations as constant turnover or churn can be very expensive. In his report he stated that one of the most effective ways to improve employee loyalty is to make employees feel like they are an important part of the organization. His report found that only 55 percent of the employees surveyed feel like their organization treats them well. He suggested that an employee feedback system can help raise employee loyalty by providing two-way communications between employees and management. If employees feel like the organization is listening to them, recognizing them for their contributions, they will more likely be loyal to the company.

RESEARCH METHODOLOGY

The study was exploratory and survey being used as a method to complete the study.

- Self-designed questions were circulated for the survey of the research to collect responses from respondents.
- Google forms were circulated amongst corporate employees.
- Research includes both primary and secondary data.

RESEARCH FINDINGS AND SUGGESTION

https://docs.google.com/form/	:	what role does the management play in the loyalty of employees	what steps does the employer need to take to maintain a loyal employee environment
what is the main factor that influence loyalty of employees		11 responses	11 responses
Salary and opportunities		Management can help by being transparent with the employees	Provide employees with opportunities of growth and pay adequate wages
Culture		Salary hikes	Job satisfaction
Honesty,		Maintaining the good relationship with employee,good leadership practice,Clean direction	Clean delivery,try to approach the organisation goal in target dates.
By owner's loyalty		By campaign involving employee	Proving they are loyal towards employee n society
Job Environment		Money	Identifying employee for their work
Trust in their leader		It's really important for the management to create an environment where an employee can see the value of their investment in the organization.	Be transparent !!
Their punctuality & time management.		Their time to time revival of work & salary	Should work in avoiding & eradication of internal politics within employees.
dedication towards work and commitment		trust towards employees	friendly working environment and trust towards employees
Salary and Manager.		Major Role.	Timely salary and having employee reviews on timely basis.
Work surroundings, continuous positive feedback, appreciations			
Salary			

The following information is based on primary data:

FACTORS INFLUENCING LOYALTY OF EMPLOYEES:

According to the survey conducted the responses were as follows

- Satisfactory salary
- Deserved opportunities
- Work culture
- Job environment
- Dedication towards work and commitment

CORRELATION BETWEEN EMPLOYEE'S AND ORGANISATION:

- Organization can help by being transparent with the employees.
- Maintaining good relationship with the employee, good leadership practice.
- It is really important for the management to create an environment where an employee can see value of their investment in the organization.
- Trust towards employees.

EXPECTATION OF EMPLOYEES TO MAINTAIN THEIR LOYALTY

- Provide employees with opportunities of growth and pay adequate salary.
- Timely salary and having employee reviews on timely basis.
- Job satisfaction
- Appreciation for quality work

LIMITATIONS

- Our survey was restricted to only two corporates.

CONCLUSION

The research concludes that if an organization provides opportunities and adequate salary, remains transparent with employees, maintains a healthy job environment, all these factors can influence the employees to remain loyal towards the organization. We feel that an employee feedback system must be conducted, it can help raise employee loyalty by providing two-way communications between employees and management. When employees feel like the organization is listening to them, recognizing them for their contributions, there is more certainty for the employees to be loyal to the company.

REFERENCE

1. Seema Mehta
Oct 2010
https://www.researchgate.net/publication/266089829_Employee_Loyalty_towards_Organization_-A_study_of_Academician
2. NguyenThiNgocDiem
March 2016
<https://tampub.uta.fi/bitstream/handle/10024/99604/gradu07324.pdf\>

TO STUDY THE VIEWS OF THE SOCIETY REGARDING CRYPTOCURRENCY IN INDIA

Hansel DeSa and Amarjeet Singh and Prof. Nikita Raut
Vidyalankar School of Information Technology

ABSTRACT

While conducting this research, we came to know that there was no awareness among people about Cryptocurrency, there are hardly any people trading in Cryptocurrency. People are hesitating to invest in cryptocurrency. The government of India has clearly mentioned that cryptocurrency will not be recognized as a currency. Since Cryptocurrency is virtual currency i.e. it is not physical or exchanged so, there is no apex institution for regulating such currency. There are more than three hundred virtual Cryptocurrency like Bitcoin, Ethereum, Ripple, Litecoin, etc. are traded illegally all over world.

Keywords: Cryptocurrency, Awareness, feasibility

INTODUCTION

Cryptocurrency (or Crypto currency) is a digital currency in which encryption techniques (Cryptography) are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank. So, here's a couple of the key points,

- A cryptocurrency coin is a digital code for which people have collectively agreed upon that it has some value. It has all the components of an actual currency but, it doesn't hold any value to itself (crypto currencies have no real value) but, are considered as an asset to a person.
- Cryptocurrency uses blockchain technology. Blockchain Technology means that the digital information is distributed on the internet to different servers, because of which the transaction involving cryptocurrency cannot be traced. In short, it means the third party would not be able to trace the transaction or cannot be completely hacked.

OBJECTIVE

- To study the knowledge of the public regarding Cryptocurrency in India.
- To know the impact of Cryptocurrency in the Indian market
- To the know the form of cryptocurrency prevailing across the globe.
- To study the government norms regarding cryptocurrency.
- To take the expert opinion on feasibility of cryptocurrency for long run.

METHODOLOGY**[Primary data]**

We conducted a survey by generating a Google form which can be accessed by public in which we mentioned several questions based on cryptocurrency. We took a sample scale total one hundred and fifty people (150) from which we derived various demographics.

[Secondary Data]

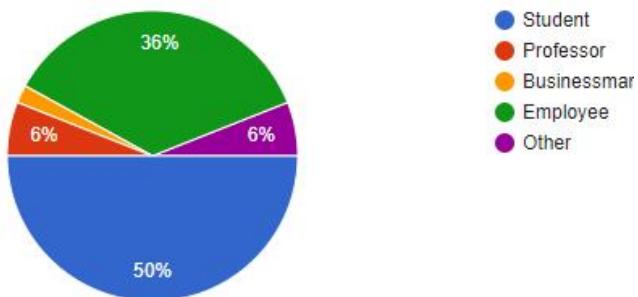
Some data relating to the determination of price of cryptocurrency and Blockchain Technology are picked up from a couple of websites (MyBroadband and Bitconnect) which are mentioned in the Bibliography section at the end.

ANALYSIS

150 people were surveyed. The survey contained 10 questions with the choices regarding their view on Cryptocurrency. Following are the 10 questions and the pie charts and graphs relating to the responses got from the respondents.

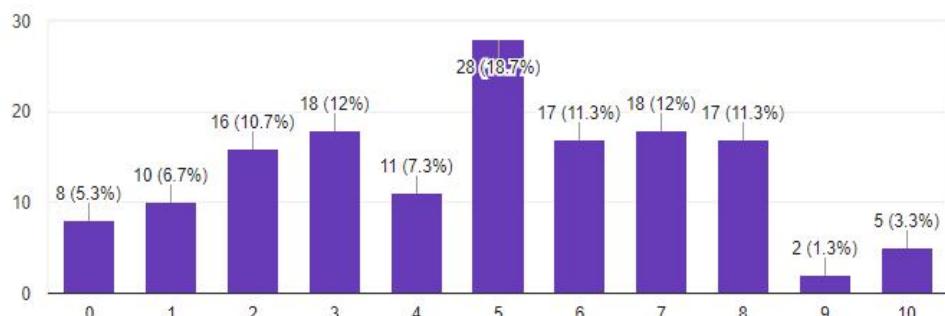
Your Profession

150 responses



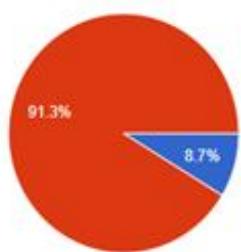
On a scale of 0-10, how much would you rate your knowledge on cryptocurrency? (10 being the highest)

150 responses



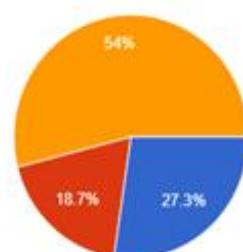
Have you invested in any Cryptocurrency?

150 responses



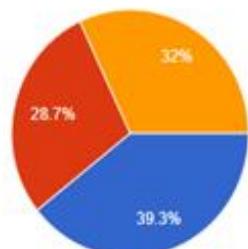
Do you believe cryptocurrency is a bubble?

150 responses



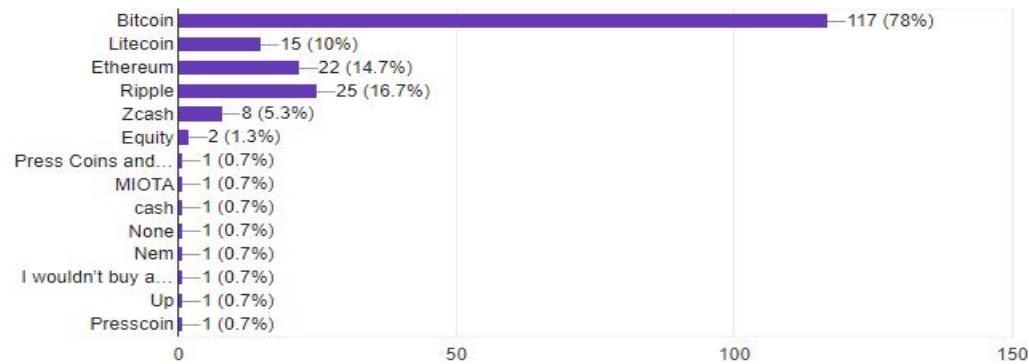
According to you, do you think India should accept cryptocurrency as a mode of payment?

150 responses



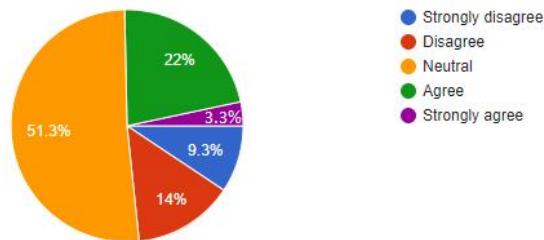
If you were given Rs.10 lacs, which cryptocurrencies would you buy?

150 responses



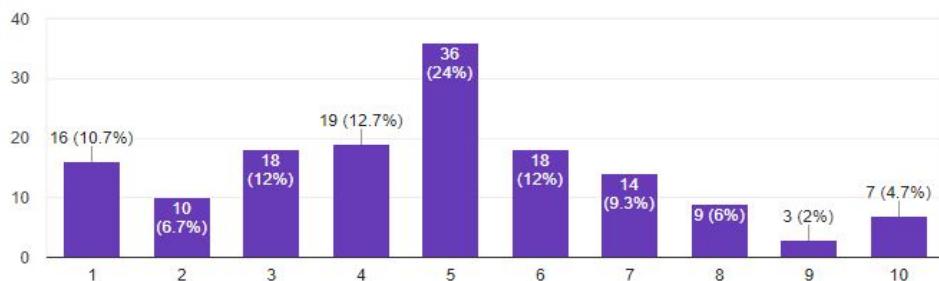
Do you agree or disagree with the statement that cryptocurrency is feasible for investing in Long term capital?

150 responses



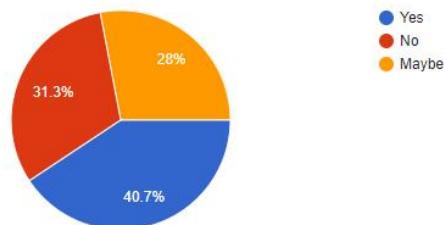
On a scale of 1 to 10, is cryptocurrency more friendly than trading in stock markets?

150 responses



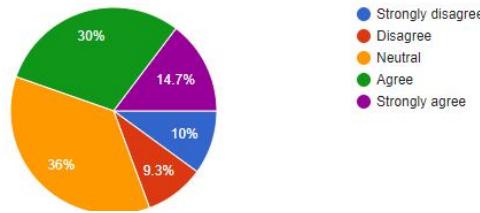
Indian government has imposed taxes on cryptocurrency. Do you think the government has taken the right decision?

150 responses



Do you think India should have its own cryptocurrency?

150 responses



MAJOR CONTENT

According to the survey conducted 50% of the responses were from the students followed by employees & professors. Most of the responses were about having 50% knowledge about cryptocurrency that is they rated their knowledge 5 on a scale of 1-10. More than 90% people say that they haven't interested in any cryptocurrency, which may be because they feel that it is risky in investing in cryptocurrency due to sudden down fall. Cryptocurrency is still in its infancy stage and may undergo many changes in the near future, which makes it extremely volatile. Since people have not got much knowledge and exposure about cryptocurrency, they do not know what the consequence would be and hence majority of the people are not sure whether cryptocurrency is a bubble or no. According to survey, people in India think they should accept cryptocurrency as a mode of payment, as it is giving rise to digital India. Cryptocurrency is quite new, therefore very less people are aware about it and it also takes time for the average person to learn how to invest into it. Bitcoin is the only cryptocurrency trending in the market and as seen in the headlines and therefore people are only aware about Bitcoin rather than Ripple, Ethereum, Litecoin and other cryptocurrencies. As people have no idea about the future of cryptocurrency, more than half the people are neutral about the statement in investing for long term. On the scale of 1-10, people have opted for 5, that means they are neutral regarding trading of cryptocurrency into stock market. Most of the people disagree about cryptocurrency trading into stock market as they have rated from 1-4. People think it is a right decision of imposing tax on cryptocurrency. Since people do not know about pros cons about cryptocurrency most of them are neutral to whether India should have its own cryptocurrency or no. After which some people do agree with it because it is giving boost to new currency market.

According to the survey people are not much aware about cryptocurrency but there are bunch of people are aware about it and also they have invested in cryptocurrency. They know the form of cryptocurrency prevailing across the globe. As far it is concern with the impact in Indian economy, the perception of financial professional are Certain surge in the prices would make the purchasing power of the people holding them high, which can affect the economy in a bad way

If cryptocurrencies remains volatile for small period, many people will eventually move their investment in these currencies. Resulting a low investment in the existing factors

So, what defines the price of a cryptocurrency?

The following features are the main drivers of cryptocurrency price

- Limited Supply and supply/demand.
- Energy put in in the form of electricity to secure the blockchain.
- Blockchain difficulty level.
- The utility of the currency, and how easy it is to use and store.
- Perceptions on its value by the public.
- Price of Bitcoin.
- Media.
- Investors.

- Scams.
- Market dilution.
- Innovation.
- Confidence in traditional systems.
- Legal/Governmental issues.

CONCLUSION

From the above research we conclude that not many people know about cryptocurrencies in India and the ones who know about them are hesitant to invest in any of the cryptocurrencies. A majority of the people know about Bitcoins, most probably because it has been hitting headlines in the past couple of months. Will you invest in any cryptocurrency and do you think it has a future in India?

BIBLIOGRAPHY

- <https://mybroadband.co.za/news/cryptocurrency/241184-how-cryptocurrency-will-change-the-world.html>
- <https://bitconnect.co/bitcoin-information/10/how-is-the-price-of-cryptocurrency-defined>

IRANI CAFÉS: FROM HERITAGE TO HISTORY

Ruchi Gole¹, Kochar Sahibpreet Singh², Anne Khan³ and Nisha Dang⁴

Research Student^{1,3}, Research Scholar² and Research Guide⁴, Vidyalankar School of Information Technology, Wadala, Mumbai

ABSTRACT

The research paper is written by young research students to highlight the problems faced by Irani Cafes due to the current situation of other developing new age restaurants and how the food service industry is evolving at a rapid rate. Also, how the Irani cafes need to modernize in the 21st century.

Irani cafes are Iranian-style cafes in South Asia. They were originally opened by Zoroastrian Irani immigrants and has been modernized in India in the 20th century. Today, Hyderabad enjoys the pride of having the largest number of Irani cafés, which are very popular for Irani chai (tea). In the 1950s, there were 350 Irani cafés, today only 25 remain. One of the most popular eating places is the 102-year-old Kyani Café, a heritage landmark in south Mumbai.

The Objectives of the researchers are as follows –

- *Changes in the current café society.*
- *Irani Café is a part and an important heritage to the Mumbaikar society.*
- *Irani café creating employability and entrepreneurship in the 20th Century.*
- *Irani cafes making a millennial comeback and changes to protect heritage.*
- *The decrease in the number of Mumbai's Irani Cafes affects the Mumbai Dabbawallas.*
- *How the tourism industry will be affected by demise of the Irani Café*

Keywords: Irani Cafes, Zoroastrian

“A concerted effort to preserve our heritage is a vital link to our cultural, educational, aesthetic, inspirational and economic legacies – all of the things that quite literally make us who we are.” Steve Berry

INTRODUCTION

When the Zoroastrian Iranians came to India in the 19th century, they had no riches and were in search of a better livelihood. Mumbai, at that time, was already home to another Zoroastrian community, the Parsi. A couple of Iranians worked in Parsi homes as caretakers and met in the evenings to discuss the life they had left behind, and their prospects. One evening, a man served tea to everyone and charged them a small amount. The result was the birth of a business of serving tea and this was the beginning of an Irani café. The Cafés are modernized in the best creme caramel with life-sized cutouts which the favorite of the Duke and Duchess.

There was a pigeon which snoozed on the lone chandelier, dusty beneath peeling turquoise paintwork, and the ceiling above would be chattering on tables. Sitting in Britannia and Co Restaurant which is one of the last remaining Parsi cafes in South Mumbai is a nongalactic experience. The cafés today target the peer, working and office group and has forgotten the Paris culture or Irani culture.

IRANI CAFÉ -AN HERITAGE TO THE MUMBAIKAR SOCIETY

In the 1890s, while escaping the great famine of Persia in which millions starved to death and hundreds fled their homeland, a long caravan of people began a desperate walk.

They crossed the Hindukush mountain range on foot to arrive in the land then known as Hindostan.

Haji Mohammed Showghi Yezdi, a young man from the Yezd province in present-day Iran, was one of those who made the journey. Following the route from Kerman province down to Nav kondi on the Hindostan part

of the border, then Quetta and Karachi, he reached the shores of a city then known as Bombay after a treacherous eight-month journey.

With no work, money, home or family, Mr. Haji followed in the footsteps of his countrymen who had made the same journey before him. Carrying a large *sigdi*- a tumbler with flaming coals at the bottom to maintain heat- Mr. Haji's descendants say he would sit at Apollo Bunder, the port area of Bombay by the Gateway of India and sell Irani *chai* (tea) to workers and passers-by.

"This is our roots. I am a true *chaiwalla*" says Mansoor Showghi Yezdi, the grandson of Mr. Haji, living in Mumbai.

Mr. Mansoor tells the tale of his ancestors through a new documentary film, "Café Irani Chai" and traces the journey of the Irani *chai-walas* from Persia to the cafes of Bombay which serve the specially brewed tea and *bun maska pao* in modern-day Mumbai. The Iranians, Mr. Mansoor says, blended in to India like "milk in tea".

Irani Café Creating Employability and Entrepreneurship in the 20th Century

- Iranian immigration to India dates back at least 1,300 years when followers of the Prophet Zarathushtra, known as Zoroastrians, sought refuge in western India. A steady trickle of Zoroastrians and later Iranian Shia Muslims continued into India during the Mughal and then British rule. Today, India is home to the largest Diaspora of Iranian Zoroastrians and Shias outside of Iran.
- By the beginning of the 20th century, Irani cafes had sprung up on almost every street corner of Mumbai, Pune and Hyderabad, becoming a symbol of both Iranian cultural integration and distinctiveness.
- A hundred years on, 'Irani' is just another brand on the streets of Mumbai, the Indian food and beverage market having opened its doors to fast food, fine dining and celebrity chefs with the advent of economic liberalization in 1991.
- The owner of the Britannia & Co restaurant and one-time partner of Bastani, Boman Kohinoor, says in the 50s, there were 350 Irani restaurants.
- While Britannia is strictly a lunch restaurant, Kyani & Co serves snacks and cold drinks. Since 1907, Farooq Shokri is the third generation who quit his job as a sales supervisor for London Pilsner and jumped onto the wagon in 1999 to continue the legacy.
- Since 2002, the menu at Kyani has expanded combinations like chicken/mutton and cheese sandwiches are now available and delectable keema dishes made it to the menu.
- The changes at Kyani took place amid a virtual revolution in the Indian food and beverages industry in the post-liberalization years. The industry is expected to grow at an average annual pace of 24% to reach ₹ 3.8 trillion in sales by 31 March 2017, a report by consulting firm Grant Thornton India and lobby group Federation of Indian Chambers of Commerce and Industry (Ficci) said.

THE CHANGES TO PROTECT HERITAGE: IRANI CAFÉ

When burger chain McDonald's came to town 20 years ago, exciting the city of Mumbai in the first flush of post-liberalization consumer boom, it worried Farokh Shokriye.

As the man who would later take over Mumbai's oldest Irani cafe, Kyani & Co., Shokriye wasn't sure if his humble Parsi chicken patties and traditional mawa cakes would withstand the competition from the mighty Big Mac.

They did and that's the story of how the more innovative and adaptive of Indian businesses took on their famous foreign rivals after economic reforms were introduced a quarter of a century ago.

Shokriye, who had worked at the beer company London Pilsner for more than a decade, didn't plan on a life with Kyani and Co., established in 1904 by Iranian immigrants and operated by his family. The Irani Café got involved with changes such as being having the movies stage crafted but was a total failure as the café would be as it is and does not go for the changes.

THE DEMISE OF MUMBAI'S IRANI CAFES

It is a rite of passage for many young journalists and filmmakers in Mumbai. You enter the Irani cafe, take in the atmosphere of peeling walls, old calendars and dusty cabinets, the bentwood chairs and glass-topped tables, the screened-off sections that no one seems to have entered in years and the few people sipping tea or bun-maska. Then you pluck up courage, approach the owner at the counter and ask if you can speak to him for a story on vanishing Irani cafes.

These *khari chai, bun maska* places soon sprouted at every corner. But today you'd only find a handful scattered around the city. In the last few years, a few more have downed shutters, including a one-time favourite, Bastani & Co. It's yet another tragic case of a Mumbai tradition crumbling away like a delicious Shrubbery cookie.

How the tourism industry will be affected by demise of the Irani Café

- Today, the cafes are shutting down one by one, and no more than 25 of them survive. Fast-food restaurants, global cafe chains and changing attitudes are taking a toll on the cafes.
- To adapt and sustain, many of the cafes have changed their decor and menus to serve a wider range of customers. But the battle is still being lost and last month, the news broke that B Merwan & Co., one of the best known Irani cafes, is also likely to shutter down for good soon.
- Incidentally, in 1998, another popular cafe called New Empire gave way to one of the first McDonald's to be opened in Mumbai.
- As the new edges out the old, Irani cafes, it seems, are no longer anyone's cup of tea.

METHODOLOGY

- Interview sessions with café owners to seek their attitude towards employment and their own café.
- Data collection, analysis and interpretations drawn to set inferences for promotion of Irani Café.
- Suggested strategies and disseminated to encouraging corporates for Irani cafes.

DATA INTERPRETATION

- The data gathered justifies that the Irani Cafés have a difficult time in surviving in the market and are not growing at the rate it should have.
- The Irani Cafes contributes to the Mumbai dabbawallas and the dabbawallas are going to go through a tough time when the Irani Cafes close.
- The Irani Cafes won't survive for another generation as the current generation is not interested in the business of Iranis .
- The Irani Cafes have a low rate of survival and are not going to survive for more than 5 to 10 years.
- The Irani cafes had to change their menu due to the ever-changing demands of the customers.
- We also found out that Irani cafes are run by the ascendants of the owners only and no one else.

LIMITATIONS

- Irani Café is a heritage and a heritage would be lost by the Mumbaikars.
- The Irani Cafes contributes to the Mumbai dabbawallas and the dabbawallas are going to do through a tough time when the Irani Cafes close.
- The Irani café have a major impact in tourism industry in Mumbai and the industry of tourism will go down disastrously.

CONCLUSION

- The Café shutting down will affect the tourism Industry to a large extinct. As it's a heritage.
- There would also be a problem faced by the Mumbai Dabbawallas as the food comes through the Irani cafés and the dabbawallas would have to increase the price of the services which is being provided.

- The big question is will the 25 cafes of Irani survive another generation? The owners believe the cafés won't last more than 4 to 5 years as the children of the owners are educated and want to go abroad working here means more labor and less returns.
- Kohinoor owner says "my children tell me that they'll close the restaurant the day after he would die!"

SUGGESTIONS

- The Irani Cafes refuse to modernize with the 21st century.
- The Refuse to go for the modern café system.
- The Irani people change won't change the way of thinking they will do the business the way they see it fit as they are an orthodox community.
- The pricing strategy of the Irani Cafes wont change so will the menu they have.

BIBLIOGRAPHY

- Feeding the City: Work and Food Culture of the Mumbai Dabbawalas – Sara Roncaglia
- <https://www.google.com/search?q=extinction+of+irani+cafes&oq=extinction+of+irani+cafes+&aqs=chrome..69i57.8315j1j7&sourceid=chrome&ie=UTF-8>
- The Hindu article <https://www.thehindu.com/life-and-style/food/irani-cafes-make-a-millennial-comeback/article24280012.ece>
- India real blog <https://blogs.wsj.com/indiarealtime/2014/01/28/the-demise-of-mumbais-irani-cafes/>
- Business Standard https://www.business-standard.com/article/pti-stories/bygone-bombay-survives-in-irani-cafes-of-mumbai-113042800080_1.html
- Red spoon <https://redspoon.in/tracing-legacy-iranian-cafes-mumbai/>
- <https://mumbaimirror.indiatimes.com/others/health-lifestyle/with-irani-cafes-dying-in-mumbai-father-son-duo-keep-the-tradition-alive-at-their-new-eatery/articleshow/65290351.cms>
- <https://www.tastecooking.com/life-death-bombays-irani-chai/>
- <https://www.thehindu.com/life-and-style/food/irani-cafes-make-a-millennial-comeback/article24280012.ece>
- <https://theculturetrip.com/asia/india/articles/the-last-irani-cafes-of-mumbai/>
- <https://www.dnaindia.com/just-before-monday/report-here-s-how-irani-cafe-s-are-fighting-the-odds-to-maintain-old-school-culture-2651434>
- <https://blogs.wsj.com/indiarealtime/2014/01/28/the-demise-of-mumbais-irani-cafes/>
- <https://economictimes.indiatimes.com/eating-disorder-maximum-city-mumbai-loses-its-appetite-for-iranian-cafes/articleshow/28972935.cms>
- <https://www.livemint.com/Companies/YpxEV89R9pY3Q9AgdvVnZI/The-evolution-of-Kyani-and-Co.html>
- <https://www.aljazeera.com/indepth/inpictures/2014/03/mumbai-irani-cafes-dying-slow--2014312134113726760.html>
- <https://www.zomato.com/mumbai/r-evolution-juhu>
- <https://www.theguardian.com/travel/2013/may/10/mumbai-parsi-cafes-indian-food>
- <https://parsikhabar.net/food/mumbais-parsi-cafe-culture/6337/>
- <https://www.franchiseindia.com/restaurant/93-year-old-journey-of-most-loved-Iranian-cafe.6961>
- <https://www.treebo.com/blog/irani-cafes-in-mumbai/>

GAMIFICATION: LEARNIG THROUGH GAMES (DOTA 2)**Muvic Jain¹, Gaurav Sawant² and Kochar Sahibpreet S.³**Research Scholar^{1,3} and Student², Vidyalankar School of Information Technology, Wadala, Mumbai**ABSTRACT**

On a fine afternoon at my workplace, I was exhausted and would have been somnolent, any moment my workplace did give me the desire, ability or the motivation to work for an another second. I was feeling so torpid that I took out my mobile phone and was loading a game. Time passed by and I had an eureka moment my somnolent behavior to my work had vanished. I was flabbergasted by everything I was doing. The ghastly day had become a remarkable day my Interest in the job was increased tremendously. That was where the concept and idea of researched showed up. The Researchers had done the research on the above analysis as the process of Gamification helps in Management, SWOT Analysis and to fill the gap between the Education Institution and the Corporate necessities

Keywords: Gamification, Hype Cycle, Behaviorism

Games give us unnecessary obstacles that we volunteer to tackle - jane mcgonigal, american designer and author

INTRODUCTION

The term ‘Gamification’ was coined back in 2002 by Nick Pelling, a British-born computer programmer and inventor, and hit the mainstream thanks to Foursquare in 2009. By 2011, it officially became a buzzword when Gartner added it to its ‘Hype Cycle’ list. Gamification is a modern way of teaching, which is used by companies. In this form of learning game mechanics are used to teach existing things to an employee mainly freshers, it motivates participation, engagement and loyalty. This can be used in almost every way, from your website to social media presence, day-to-day operations, customer engagement and more. Gamification introduces game design elements into non-game applications to make them more fun and engaging. It uses competition, points, achievement, rules of play, status and self-expression to encourage actions through positive feedback. Generally, the process involves taking a website, an enterprise application, an online community or an integrating game mechanics, the data-driven techniques that game designers use to engage players are having applications in the non-gamer experiences to motivate actions that add value directly or indirectly to the business.

GAMIFICATION IN REAL LIFE

- Gamification is the usage of game-thinking and game mechanics in non-game scenarios such as business environment and processes, specifically in recruitment, training and development, and motivation in order to engage users and solve problems, as defined by Gartner Group.
- According to a Gallup research released in April 2012, less than one in 10 employees are ‘engaged’ in their jobs. The remaining are ‘not engaged’ (60 %) or are ‘actively disengaged’ (32 %) - the most harmful form of disengagement. The objective is to take techniques from game design and implement them in non-game contexts, so that the overall experience for the employee or ‘user’ is more engaging.
- Marriott, Cognizant, Deloitte, Aetna, and many more organizations are using gaming concepts to improve workforce alignment, enhance employee skills, solve complicated issues and tap into new talent pools. Typical game design techniques consist of goal setting, competition, real-time feedback and rewards. There are also platforms such as e-Mee and Mind Tickle that facilitate Gamification in organizations.

ADVANTAGES OF GAMIFICATION USED TO INCREASE EFFICACY

B.F. Skinner’s Radical Behaviorism has claimed that human behavior is a result of the effects of environmental reinforcements and learning. A lot of Skinner’s research on reinforcement and operant conditioning can be applied to understand motivation in gamification. Gamification if applied in an organized manner can act as an aperture between the companies and educational institutes it also saves a lot of time, energy and resources of the companies in the process.

Gamification in Recruitment & Selection Initiatives

- Marriott International Inc. was an early implementer to testing gamification in the recruiting process the right people. It developed a hotel-themed online game like Farmville or The Sims, to acclimatize prospective employees with the Marriott as an organization, the company culture and the hotel industry.
- Anil Garg, VP-HR, Whirlpool, stated during the recent TimesJobs.com boardroom conference that they have been significantly using social media and gamification (cryptic puzzles) to engage prospective employees to keep the brand connect alive.

Gamification in Training & Development

- The renowned Deloitte Leadership Academy, which has trained 10000+ executives from all over the world, delivers learning gamification through Badge Ville to increase knowledge sharing and brand development.
- TCS has also stepped in the world of gamification by implementing game engines that allow the creation of real-life environments with built-in networking features, enabling the development of such Massively Multiplayer Online Role-Playing Games (MMORPG).

Gamification in Engagement & Retention Strategies

- Accenture is using the gamification tools for employee engagement and workplace behavior modification.
- The World Bank's Evoke is a social collaboration game for solving social problems. A very promising area of engagement and retention where gamification can be implemented is employee wellness.
- Mind bloom's Life Game being utilized by Aetna, is a freemium online social game aimed at improving employee health and wellness by encouraging interactions with a metaphorical "self". Users can keep a check on their healthy by choosing and developing plans to foster wellness.

Gamification Based Decision-Making

- Quickly separating promising design concepts from the mediocre saves time and money and mediates destructive political gamesmanship
- Prediction-markets are speculative markets created with the purpose of making predictions. Evidence suggests that these markets are as good as or better than other methods at predicting events. In practice, the use of Prediction-markets, such as the odds from betting on presidential candidates, has been shown to predict the outcome of US presidential campaigns with an accuracy of seventy-five percent.

GAME MECHANICS IN ACCORDANCE'S TO DOTA 2

- The components of a game are called as game mechanics and one of the best examples in implementation is the game mechanics of Age of Empires.
- The game mechanics has helped in building up workman spirit in a positive way by making or inculcating the abilities of Transparency, Goals Badges, Levelling Up, Onboarding Competition Collaboration, Strategic Alliances, Fast Feedback.
- They are a plethora of workshops and modules of teaching the above qualities, but they do not have the same impact in learning in comparison to gamification.
- Dota 2 is a competitive video game known worldwide basically played with the team of 5 members against a team of 5 members.

So how can you relate Dota 2 with management

1) Team work: - as Dota 2 being a game to be played with 5 members on each side. It requires great team work for a particular team to win against their opponents. Same goes with the management being an organizational team itself it needs good team work between themselves to carry on their daily activities with a smooth flow

2) Communication: - Dota 2 is a highly skill-based game where each and every individual member of the team gets to play a different character who have a different ability. The best way to outperform their opponents is by a great synchronized use of all the different abilities. For this synchronized use of abilities, it

requires great Communication and practice. A small miscommunication can lead to a great opportunity for the opponents to turn around the fight.

In an organization there should be a great communication between the members of the organization to carry out their day to day activities smoothly. A small miscommunication might put a stall on the whole work flow of the organization.

3) Money Management: - Dota 2 has a feature of collecting gold to make a good inventory in order to our strength the opponents. What inventory to be made by what time in order to our strength the opponents is decided by the core member of the team. If that person is not able to do so then there will be a great effect during their combats in the game. Which may lead them towards the defeat.

Money management is equally important in an organization as the right amount of investments to be made in some field in very much important as that is going to decide all the three past present and future of the company. That will define the status of the organization.

4) Timings: - Dota 2 is a very much timing based game where the members of the team are supposed to decide what type of gameplay, they want to adapt for their victory according to their opponents. There are 3 type of game play early game, mid game, late game. Similarly, every move made in the game in very much on time because off time moves leads to massive failure.

In an organization timing are also very important as there has to be important records which should be maintained time to time, also the steps to take for an expansion or for any type of upgradation of the goods or services to be made are timing/trend based in order to boost the performance of the organization.

5) Discipline: - Every move made during the game is with a lot of discipline. There is not a single desperate or hasty move made in order to achieve the victory. In gaming terms, we call it as overconfident as well as overcommitment during a team fight, which leads us to give our opponent an opportunity to outsmart us in a team fight.

Same discipline should be followed within an organization and each move to be made should be discussed with the higher authorities first and should not be taken hastily which might damage the image as well as the economy of the organization.

6) Decision making (individual as well as group): - Decision making is a very important role of each and every member playing the game. Members are supposed to be smart enough to take their own decision during certain situations where they have no support of the rest of the teammates for a certain period during the game.

CONCLUSION

- The bottom line is millennials are highly technologically savvy. To keep them engaged, or applying for jobs, it's important to use a motivating strategy. Gamification can be "game-changer" companies are looking for.
- Knowing the users and identifying the mission are key to getting gamification right, as is understanding motivations vary according to the task, objective and player. Likewise, the gamification mechanics must suit the users.
- Thus, in choosing to implement a leaderboard, points system, relationship-based approach, badges, etc., you must ensure the mechanics to enhance the experience from the users'/players' viewpoints. Research on those "players" leads to creating personas to help understand likely player types.
- The design then requires measurement to monitor its effectiveness in bolstering user engagement. A successful project is one that covers both aspects of increasing engagement through pleasurable activity and satisfying the bigger picture – the original purpose for the design. Overall, gamification is an experience designers "weave" carefully into an existing system, not a feature they insert. Gamification is solution which is going to be successful for the generation of the current, it must be well designed, executed and maintained.

- The market for gamification is expected to grow significantly in the next coming years. The Gartner research indicated in 2015, 40% of organizations that deal with innovation processes will gamify those processes, and that by 2020 more than 70% of Global 2500 organizations will have at least one gamified application.
- The methods must be varied, and the information it provides must be used to improve not only your business, but the application itself. Gamification is not a panacea that will magically make everything better. But it has proven tools for improving the engagement level of employees and customers can also be fun and engaging.

REFERENCES

- [1] Gamification is the usage of game-thinking and game mechanics mechanics in non-game scenarios such as business environment and processes.{Gartner Group definition of gamification}
- [2] B.F. Skinner's Radical Behaviourism has claimed that human behaviour is a result of the effects of environmental reinforcements and learning.
- [3] <https://www.google.com/search?q=gamification&oq=gamification&aqs=chrome..69i57j69i60l3j69i5912.530j0j7&sourceid=chrome&ie=UTF-8>
- [4] <https://blog.captainup.com/what-is-gamification-everything-you-need-to-know-to-get-started/>
- [5] <https://blog.captainup.com/what-is-gamification-everything-you-need-to-know-to-get-started/>
- [6] <https://smallbiztrends.com/2017/07/what-is-gamification.html>
- [7] <https://smallbiztrends.com/2017/07/what-is-gamification.html>
- [8] <https://elearningindustry.com/power-gamification-in-hr>
- [9] <https://www.bunchball.com/gamification>
- [10] <https://www.forbes.com/sites/jeannemeister/2015/03/30/future-of-work-using-gamification-for-human-resources/#58bcd2d24b7>
- [11] <https://cultureiq.com/gamification-hr-try/>
- [12] <https://www.thebalancecareers.com/gamification-hr-management-improvement-1917995>
- [13] <https://www.interaction-design.org/literature/topics/gamification>
- [14] <https://www.investopedia.com/terms/g/gamification.asp>
- [15] <https://www.youtube.com/watch?v=VwGKdKTNYxM>
- [16] <https://www.youtube.com/watch?v=BqyvUvxOx0M>
- [17] <https://www.interaction-design.org/courses/gamification-creating-addictive-user-experience>
- [18] <https://www.smashingmagazine.com/2012/04/gamification-ux-users-win-lose/#sec2>
- [19] <https://www.creativebloq.com/web-design-tips/5-examples-of-great-gamification-1233261>
- [20] <https://uxplanet.org/gamification-in-ux-increasing-user-engagement-6437cbf702aa>

TRANSGENDER INCLUSION IN THE 2019

Saksham Kumar and Kochar Sahibpreet Singh

Research Student, BMM (VSIT), Vidyalankar School of Information Technology, Wadala, Mumbai

ABSTRACT

In the recent past Supreme Court created history on the landmark judgment of transgender community by giving them the status of "third gender" and give approval to sec 377 and LGBT right. The apex court said that transgender will be allowed admission in educational institutions and employment in offices on the basis that they belonged to the third gender category.

It would be the duty of states and the Centre to devise social welfare schemes for third gender community and run a public awareness campaign to erase social stigma. The Supreme Court said the states must construct special public toilets and departments to investigate their special medical issues. The apex court also added that if a person surgically changes his/her sex, then he or she is entitled to keep her changed sex and cannot be discriminated.

The bench also clarified that its verdict pertains only to eunuchs and no other sections of society like gay, lesbian and bisexuals who are also considered under the umbrella term 'transgender' but recently the entire section 377 was caramelized by the court. The bench said they are part and parcel of the society and the government must take steps to bring them in the main stream of society.

Objectives of the research

- *To study the awareness and attitude of Students, Parents, Teachers and Corporate Community of Mumbai towards Transgender Inclusion.*
- *To evaluate and analyze the awareness and attitude of Students, Parents, Teachers and Corporate Community of Mumbai Towards Transgender Inclusion”*
- *To compare the awareness and attitude of Students, Parents, Teachers and Corporate Community of Mumbai Towards Transgender Inclusion*

Keywords: Eunuchs

INTRODUCTION

Despite governmental support and official declaration of their legal rights, it had been observed in general that transgender community yet had not been accepted by common man. The positive and encouraging attitude of people towards transgender community and their inclusion still seems to be far from its celebration. It is important for all to recognize their own biases, prejudices, and opinions and not allow these to interfere in their social set up. Since teachers are the primary educators of children, the need is imperative for teachers to be more educated on the issues regarding transgender people.

RELEVANCE AND STATUS GIVEN TO THE THIRD-GENDER

As education plays the vital role, it needs to be provided in many forms, such as awareness of the issue in professional development workshops, seminars or conferences and on the job, training could help to educate people and sensitize people.

But it was as shame as the educators have not expected the article, a better understanding of transgender issues is taking place, but the society acceptance rate is slow. The status from the verdict from 2014 to 2019 has evolved and the status given to the transgender is as follows.

Status given to transgender

- Inclusion now a day has a wide coverage which takes cognizance of not only the people with physical and other disabilities but also of people belonging to down trodden class to transgender community.
- Keeping this in mind the present study alerts not only on the educational aspects but equally on social, health, political aspect of inclusion of transgender community. In almost all the countries of the world in general and developing countries like India, Pakistan, Bangladesh, Sri Lanka, Nepal etc. in particular the

percentage of people belonging to various third gender are constantly increasing. However remedial measures and the policy frame work to combat this problem has been insufficient and inadequate. i.e. the present study, by throwing light on this issue will have international status.

- In regular schools, however, inclusion of transgender community would face many problems such as open access, general attitudes, teacher's apprehension and peer acceptance, rigid curriculum and participation of extracurricular activities, the effort to reduce widespread discrimination among genders needs its beginning.

SIGNIFICANCE OF THE STUDY

"Inclusion involves all kinds of practices that are ultimately practices of good teaching. What good teachers do is to think thoughtfully about children and develop ways to reach children". Inclusion means all types of students in school, regardless of their strengths or weakness in any area, become part of the school community. They are included in the feeling of belonging among other students, teachers, and supportive staff. The Supreme Court declared that schools have their duty to educate children of third gender in general education classrooms. The study will evaluate, analyze and compare the attitude of students, parents and corporates towards 'Transgender Community'. The teachers, society, schools and parents all will have to play their role for the successful implementation of this thoughtful process. Transgender Inclusion is no more a debate now; their inclusion is implemented by Government. But **we need to ask ourselves.....**

- *How much equipped the present existing system is to face transgender inclusion?*
- *How much do we focus on these issues while educating of transgender?*
- *Are we doing enough to create general awareness for transgender?*
- *Are we ready to accept that General Education to upcoming teachers cannot be enough for handling transgender children in schools?*

WHY ACCEPTANCES OF THIRD-GENDER IS IMPORTANT

- INDIA and other countries in the Indian subcontinent, including Nepal, Bangladesh and Pakistan, are at the forefront of an acceptance and empowerment movement for transgender individuals.
- But gender diversity is deeply not rooted in India. The Indian society is orthodox, and the people will never change in a period of few years, but the change is happening for the betterment.
- The change is important as it reflects the growing development and India is the land of colors and diversity where the diversity of creed comprises of Transgender.

SOCIAL RELEVANCE

This research study would be a small attempt to put the thoughts together to find out some reasonable and genuine ways for the successful inclusion of transgender in the Indian schools, colleges and offices.

The court also issued certain directions to the central and state government which are:

- Hijras, eunuchs should be treated as third gender for the purpose of safeguarding their fundamental rights,
- Recognize the persons' need to identify his own gender,
- Providing reservations in public education and employment as socially and educationally backward class of citizens,
- Making special provisions regarding HIV sero-surveillance for transgender persons and provide appropriate health facilities,
- Tackle their problems such as fear, gender dysphoria, shame, depression, suicidal tendencies, etc.
- Measures should be taken to provide health care to transgender people in hospitals such as making separate wards and provide them separate public toilets,
- Frame social welfare schemes for their all-round development,

- To create public awareness so that the transgenders feels that they are part of the society and are not to be treated as untouchables.

METHODOLOGY

- Self-prepared questionnaire to ask the students about transgender community and their life style.
- Interview sessions conducted with parents, teachers and corporates to seek them attitude towards transgender employment.
- The secondary data collected from articles and magazines websites and the newspaper

CONCLUSION

The Indian constitution states that everyone is equal in the eyes of law in India. Yet, the transgender community is in a constant battle as they have to fight oppression, abuse and discrimination from every part of the society, whether it's their own family and friends or society at large. The life of transgender people is a daily battle as there is no acceptance anywhere and they are ostracized from the society and also ridiculed. The transgender community faces stigma and discrimination and therefore has fewer opportunities as compared to others. They are hardly educated as they are nor accepted by the society and therefore do not receive proper schooling. Even if they are enrolled in an educational institute, they face harassment and are bullied every day and are asked to leave the school or they drop out on their own. It is because of this that they take up begging and sex work.

REFERENCES

- https://www.google.com/search?rlz=1C1EJFA_enIN776IN776&ei=UTF1XLrgDMK_8rQG95YboCA&q=transgender+bill+2018&oq=transgender+&gs_l=psy-ab.3.6.0i67l2j0i131j0i67l3j0l4.13222.14896..30945...0.0..0.113.321.1j2.....0....1..gws-wiz.....0i71j0i10j35i39.RS4JJMPqwVk
- <https://www.cdc.gov/lgbthealth/transgender.html>
- <https://www.hrc.org/resources/transgender-children-and-youth-understanding-the-basics>
- <https://www.hrc.org/explore/topic/transgender>
- <https://www.livescience.com/54949-transgender-definition.html>
- <https://www.apa.org/topics/lgbt/transgender>
- <https://www.prssindia.org/billtrack/transgender-persons-protection-rights-bill-2016>
- <https://www.thenewsminute.com/article/why-transgender-persons-bill-2018-public-health-nightmare-community-94206>
- <https://www.thenewsminute.com/article/why-transgender-persons-bill-2018-public-health-nightmare-community-94206>

A STUDY ON PULL AND PUSH FACTORS TO SMALL ENTERPRISES**R. Vishwa**

B.Com Student, Sridevi Arts and Science College, Ponneri, Thiruvallur, Tamil Nadu

INTRODUCTION

Small and medium enterprise or small and medium-sized enterprise (SMEs, small and medium-sized businesses, SMBs and variations thereof) are companies whose personnel numbers fall below certain limits. The abbreviation "SME" is used in the European Union and by international organizations such as the World Bank, the United Nations and the World Trade Organization (WTO). In most economies, smaller enterprises outnumber large companies by a wide margin. SMEs are said to be responsible for driving innovation and competition in many economic sectors. Small and Medium Scale Enterprises are sub-sectors of the industrial sector which play crucial roles in industrial development.

MEANING OF SMALL ENTERPRISE

The Government of India has enacted the Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 in terms of which the definition of micro, small and medium enterprises is as under:

- (i) A **micro enterprise** is an enterprise where investment in plant and machinery **does not exceed Rs. 25 lakh**;
- (ii) A **small enterprise** is an enterprise where the investment in plant and machinery is **more than Rs. 25 lakh but does not exceed Rs. 5 crore**;
- (iii) A **medium enterprise** is an enterprise where the investment in plant and machinery is **more than Rs.5 crore but does not exceed Rs.10 crore**.

SMALL & MEDIUM BUSINESS DEVELOPMENT CHAMBER OF INDIA (SME CHAMBER OF INDIA)

Indian SMEs also play a significant role for Nation development through high contribution to Domestic Production, Significant Export Earnings, Low Investment Requirements, Operational Flexibility, Location Wise Mobility, Low Intensive Imports, Capacities to Develop Appropriate Indigenous Technology, Import Substitution, Contribution towards Defense Production, Technology – Oriented Industries, Competitiveness in Domestic and Export Markets and Generate new entrepreneurs by providing knowledge and training. SMEs that have strong technological base, innovative, inventive, international business outlook, competitive spirit and willingness to restructure them can withstand the Present challenges and come out successfully to contribute 22% to GDP. As per available statistics (4th Census of MSME Sector), this sector employs an estimated 59.7 million persons spread over 26.1 million enterprises. It is estimated that in terms of value, MSME sector accounts for about 45% of the manufacturing output and around 40% of the total export of the country.

Despite their high enthusiasm and inherent capabilities to grow, SMEs in India are also facing a number of problems like sub-optimal scale of operation, technological obsolescence, supply chain inefficiencies, increasing domestic and global competition, fund shortages, change in manufacturing strategies and turbulent and uncertain market scenario.

SMALL ENTERPRISE AND ENTREPRENEURSHIP IN INDIA

With a population of 1108 million people at present to 1269 million by 2016, the economy is booming with the proliferation of entrepreneurial opportunities and free enterprise. With the 1991 reforms there emerged a new India, an India of new ideas and vision for its future. This India was a hub of business possibilities and innovation. There were technocrats, IT professionals, educated and not so educated but enterprising people all waiting to venture in to the new market arena. Thus was born the new India

India's projected economic prosperity is likely to be spearheaded by a real GDP growth of 8-9 per cent with a possible annual per capita income of Rs.50,000 by 2012. This macro growth would entail significant sub trends like an increase in high-income households, led primarily by urban India.

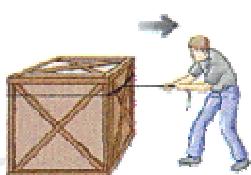
Between 2005-06 and 2013-14, the number of households with annual income greater than Rs. 12 lakh will grow nearly fourfold. Within this band, there are 3.4 million households with an income in excess of Rs 24 lakh at 2005-06 prices. This segment is likely to include more than 15 million people, greater than the population of Denmark, Finland and Ireland put together.

NEED FOR THE STUDY

Many of the studies have identified entrepreneurial problems as one of the chief causal factors for the sickness of Small scale enterprises. However, there are very few studies on the spirit and motivation aspects of entrepreneurs to the Small scale enterprises in the country.

OBJECTIVES OF THE STUDY

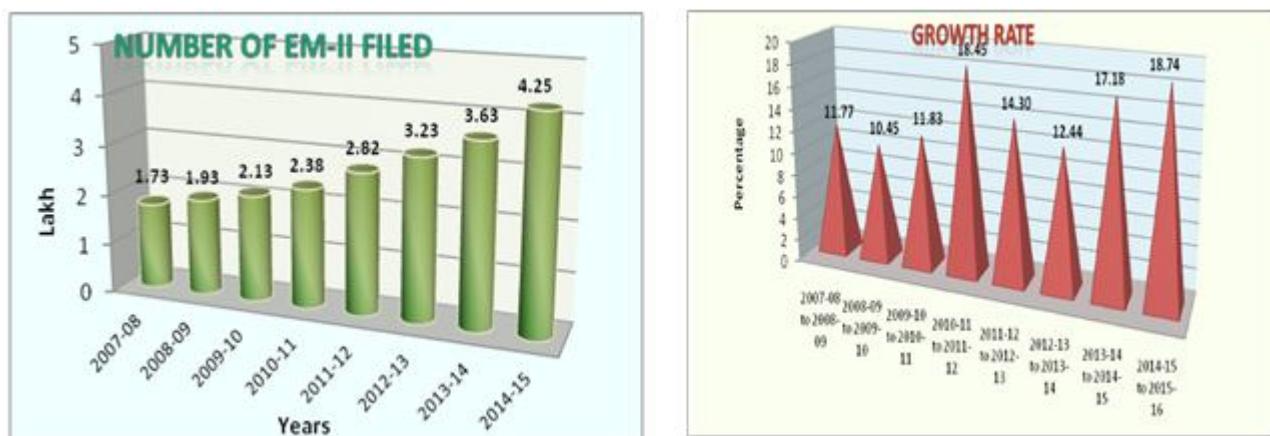
- To enquire into the factors those motivated the entrepreneurs to start and run their small enterprises.
- To examine the reasons that might have compelled the entrepreneurs to pursue entrepreneurship.



PULL FACTORS

These are the pull factors which are Government incentives, low labour costs, good communication systems, developing markets.

Number of Enterprises increases in MSMEs Sector



Source: Secondary data from <http://msme.gov.in>

1. Closeness to market.

This is the case with fresh produce - so that for example, many supermarkets operate their own bakeries.

2. Communications links.

Transport is an important factor supporting access to markets. Modern companies also need to locate where they have access to excellent information technology links.

3. Closeness to raw materials.

Locating close to the raw material supplies can reduce where raw materials are heavy and large quantities are used up in production costs. This is particularly true for industries like steel, which uses large quantities of iron ore in the production process.

4. Availability of appropriately skilled employees.

Some industries rely heavily on a highly skilled workforce. In contrast, other industries that require cheap labour will seek locations where there are a lot of people looking for work that are prepared to accept low wages.

5. Opportunity for waste disposal.

Waste is an important side effect of modern industrial processes. Firms that produce a lot of toxic material (e.g. some chemical plants) will seek to locate where there are facilities available for recycling and safe disposal of their products.

6. Availability of power supplies.

Energy supplies can typically be found in most parts of the - e.g. electricity pylons and cables. Large firms are able to negotiate bulk discounts when they purchase power from energy retailing companies. Being able to negotiate a good deal in a particular location might be influential as a locational factor.

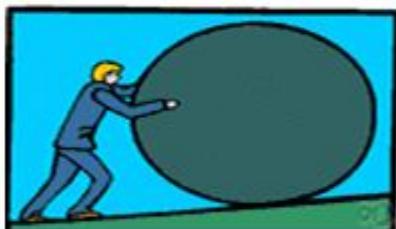
7. Availability of land.

It is increasingly important today. Land is becoming increasingly scarce particularly in urban locations, forcing rental prices up. Property prices are particularly high in major city areas such as Central London and Birmingham. Companies like Land Securities are developing new sites that are suitable for modern businesses to locate to.

8. Government incentives

Government's offers are important in reducing costs of locating in certain areas. These incentives are in effect subsidies provided by European Regional Funds (from the European Union) and by the government. A footloose business - is the term used to describe a business that is not tied down by particular locating factors. It can be more or less set up anywhere. Industrial inertia - describes a situation where a business sets up in a particular location and then the original factors that led it to locate there become no longer significant - but the firm does not move.

PUSH FACTORS



1. Increases of tough competition.

In the present days more number of entrepreneurs is willing to start their own business. Same kinds of feature products are available in the different brand names.

Example: Snacks and food products available in the local market.

2. Rising raw-material costs.

Rising of raw material price is also one of the important in push factor to small enterprises. To run the business in an effective manner there must be lower cost and higher profit for a sale of goods and services. But it is not possible to make it.

Example: Increase of Oil and electricity energy prices, import duties for raw materials.

3. Poor communications systems.

It is the major problem in the developing country, because of the education system and the improper of communication to lower level people. The Government has announced various schemes and offers to small entrepreneurs, but it is not so to reach the right person.

4. Falling of demand.

When there is large number of seller and surplus of productivity means, then automatically the price will fall and no scope for a product in the market. Even the new innovation and consumer behaviors are changing day by day.

Example: Falling demand for cell phone and electronic items etc.

5. Other push factors

- Inadequate Knowledge of Planning Processes
- Environmental Uncertainty/Turbulence
- Size of Business
- Family problems and pressures

- Type of Industry
- Internal Implementation Barriers

CONCLUSION

The main objective of the study was to identify the factors those motivated and forced the entrepreneurs to take risky ventures. The findings of the study help to conclude that entrepreneurship development is influenced by different factors including the entrepreneurs' personal traits, socio-economic conditions, etc. The factors responsible for starting the business by the entrepreneurs differ between male and female entrepreneurs. The women entrepreneurs, due to their conservative traditional attitude, risk adverse tendency, noncooperation of family members and supporting institutions, etc., are sometimes deterred to start business. However, the family hardship, husband's injury or death often compelled the women entrepreneurs and the strong desire to be self-reliant and to be contributor toward family pulled the women entrepreneurs starting their business. For entrepreneurs of all categories, helping family members through making more money was the main motivating factor. Though it is very difficult to distinguish between pull and push factors, it can, however, from the preceding findings and analysis, be concluded that entrepreneurs' psychological characteristics and socio-economic conditions played motivational role to undertake risky ventures. On the other hand, lack of gainful employment was the main compelling factor to be entrepreneurs.

REFERENCE

1. SME CHAMBER OF INDIA, http://www.smechamberofindia.com/PDF/SME_brochure.pdf
2. Reserve Bank of India, <http://www.rbi.org.in/scripts/FAQView.aspx?Id=84>
3. Indian Franchise Association, <http://www.franchiseindia.org/Small-Business-in-India/>
4. Globalisation and Small and Medium Enterprises (SMES): Synthesis ..., Volumes 1-2
5. Small and Medium Sized Enterprises and the Global Economy, edited by Gerald I. Susman.
6. National Commission for Enterprises in the Unorganized Sector, www.nceus.gov.in
7. All India Census of Small Scale Industries 2010-2011, Ministry of Micro, Small and Medium Enterprises <http://www.smallindustryindia.com/publications/books/fcensus.htm>.

RECENT CHANGES IN INDIAN FINANCIAL SYSTEM FOR BOTH QUALITY AND THE PACE OF ECONOMIC DEVELOPMENT – A STUDY (WITH SPECIAL REFERENCE TO DIGITAL ECONOMY)

G. Nickleshwaran

Student, Department of Commerce, Sridevi Arts and Science College, Ponneri, Thiruvallur, Tamilnadu

ABSTRACT

Indian financial system is the functional vehicle for economic transformation. The ongoing transformation in India is from traditional economy to an economy that is based on digital technologies. Digital economy is developing rapidly and important driver for growth of economy. This research paper attempts to study the recent changes in Indian financial system in the pace of quality and economic development. This research work is exploratory in nature and the primary data is collected through structured questionnaire by using convenient sampling techniques. In order to achieve the objectives of the study suitable statistical techniques are utilized. The outcome of the study will help for the growth and development of Indian economy through the digital transformation.

INTRODUCTION

India has a financial system that is regulated by independent regulators in the sectors of banking, insurance, capital market and various other sectors where government play a role of regulator. Ministry of finance, government of India looks over financial sector also it proposes change in tax and changes in government policy in almost all sectors. Reserve bank of India (RBI) established in the year 1935 is the central bank for regulating finance and banking system formulates monetary policy and prescribes exchange control norms. Main functions of Commercial banks, co-operative banks, two tier financial institution and regional rural banks are operated and controlled by RBI.

Recent changes in financial system introduced by Reserve bank of India through honorable Prime Minister Shri. Narendra Modi announced demonetization of high denomination of Indian currency would be invalid from November 8th. Government claimed that the demonetization was an effort to stop counterfeiting currency allegedly used for funding terrorism, as well as a crack down on black money in the country. Though the move was welcomed by everyone, but people faced inconvenience in withdrawing cash and carrying out transactions, especially in rural areas. This is the probably the reason that the supreme court on 2nd December asked the center to list the measures taken to ease the inconvenience of people in rural areas who are mostly dependent on co-operative banks. The massive step taken to convenience the people is

“Transformation from cash based economy to cashless economy”(Digital economy).

The sooner transformation of economy moves to a digital economy there will be benefits like less wastage, more productivity, more evolution and less of black economy, for this the government needs to facilitate this transition into digital economy. In this process of transformation there are many problems faced by the people. Digital India is achievable but it as its set of challenges. Hence this problems need to be addressed to facilitate the implementation for quality and sustainable economic development.

REVIEW OF LITERATURE

RBI (2016)² Parliament's Department-Related Committee of Finance headed by Congress leader M Veerappa Moily, the RBI stated that the government had on November 7, (2016) advised the Reserve Bank that to mitigate the triple problems of counterfeiting, terrorist financing and black money, the Central Board of the Reserve Bank may consider withdrawal of the legal tender status of the notes in high denominations of Rs 500 and Rs 1,000.

RBI (2016)² The rapid developments in technology and associated digital and telecom revolution has shaped and re-shaped our world in the recent past. Banking and Finance have been no exceptions. Government of India has launched a ‘Digital India’ Program with the vision to transform India into a digitally empowered society and knowledge economy. Newer digital technologies have already enabled banks to evolve new business models to provide services through the BC model, mobile banking, internet banking, digital banking etc.

An efficient and effective banking system and financial markets create a positive impact on the overall wealth of society, by enabling the advantageous flow of financial means accessibility in any given time. This contributes to the rise of consumption levels and subsequently production rates and economy effectiveness. Scientific publications also indicate that the economic development is one of the most important deep determinants of economic growth (Marcinkowska et al. 2014, p. 22).⁴

OBJECTIVES OF THE STUDY

1. To identify the problems and prospects of digital economy.
2. To suggest remedial measures to overcome the challenges and to improve performance of economy.

HYPOTHESIS OF THE STUDY

1. H_0 – There is no significant difference between educational qualification of the respondents and challenges in card transaction.
2. H_0 – There is no significant difference between Age and benefits associated in transforming digital economy.

RESEARCH METHODOLOGY

Research is an academic activity that involves identifying the research problems, formulating a hypothesis, collecting and analyzing the data to reach the conclusion in the form of solution or general theories

SAMPLE TECHNIQUE

In this study non- probability sampling was employed. The type of non- probability sampling used is “convenience sampling” where in the samples are drawn at the convenience of the individual, who take up the study. The sample size considered of 100 respondents in Chennai city.

The following are the sources of data used by the researcher

1. **Primary Data:** The Primary data will be collected using survey as a mode of data collection. To conduct surveys separate sets of structured interview schedule prepared for respondents.
2. **Secondary Data:** The secondary data shall be collected from various Books, Journals, Magazines and websites. The study is based on secondary as well as primary data.

LIMITATION OF THE STUDY

1. The sample of the study is confined to Chennai city only. Hence the findings cannot be treated as a representative of entire nation.
2. The time period given is also a major concern to collect the data within the short span of time the research work is done.
3. Respondents may give biased answers for the required data.

DATA ANALYSIS AND INTREPRETATION

For the purpose of the study convenience statistics were used for computing using Microsoft excel software package in analyzing the data obtained from samples and the analysis is computed. The statistical tools used for analysis is Chi-square test, Anova test and Factor analysis.

Table 1: showing association between educational qualification of the respondents and challenges of people who are not well versed with card transaction

H_0 – There is no significant difference between educational qualification of the respondents and challenges of people who are not well versed with card transaction. CHI SQUARE test as been executed to test the hypothesis.

Educational Qualification	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Others	4	5	4	3	2	18
Professionals	0	2	0	0	0	2
Post – graduate	3	13	6	3	2	27

Graduate	13	16	1	2	2	34
Below HSC	6	5	7	1	0	19
Total	26	41	18	9	6	100
Chi square value: 53.249						
P- value : 0.000						

Source: computed data

From the above table it is inferred that the p-value (0.000) is less than the table value (0.05) level of significance. Hence null hypothesis is rejected and alternative hypothesis is accepted, so it is concluded that it is difficult for the people who are not well versed with card transaction.

Table 2: showing the one way ANOVA between Age and benefits associated in transforming digital economy.

H₀ – There is no significant difference between Age and benefits associated in transforming digital economy. ANOVA test as been executed to test the hypothesis.

Benefits of digital entrepreneurs	F value	P value
Gain foreign trust	5.669	.005
Easy to track exchange	19.156	.000
New hope in transforming economy	39.696	.000
Fight against black money	7.108	.001
Reforming system of tax	39.058	.000
Eradication of counterfeit currency	53.806	.000
Encouraging digital system	10.127	.000
Eradication of black money	18.738	.000
Improvement in use of banking services by people.	6.750	.002

Source: computed data

From the above table it is inferred that the p-values is less than the table value (0.05) level of significance. Hence null hypothesis is rejected and alternative hypothesis is accepted. Now it can be concluded that there is a significant differences between Age and benefits associated in transforming digital economy.

Table-3: The challenges of transforming into digital economy in regard to digitalism using Factor Analysis.

Table 1 KMO and Bartlett's Test						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			Approx. Chi-Square			
Bartlett's Test of Sphericity			Df			231.952
			Sig.			45
						.000
Total variance explained						
Component	Initial Eigen values			Rotation sums of squared Loadings		
	total	% of variance	cumulative	total	% of variance	Cumulative
1	2.998	29.978	29.978	1.950	19.497	19.497
2	1.479	14.792	44.770	1.852	18.521	38.018
3	1.310	13.097	57.866	1.655	16.554	54.572
4	1.045	10.449	68.315	1.374	13.743	68.315
Extraction method: principal component analysis.						
Rotated component matrix			Component 1	Component 2	Component 3	Communalities
Running out of money			.799			.780
Testing patience of people			.655			.596
Downfall in economy			.608			.484

Empty ATMS		.800		.692
Inconvenience to common people		.754		.672
white into black transform		.585		.617
stressing digital payment			.805	.723
Difficult to labour intensive sector			.776	.788
All sort of business are affected in short run			.855	.776
Difficult for the people who are not well versed with card transaction.			.686	.703

From Table 3 it can be noted that ten variables included in the questionnaire in order to determine the challenges of transforming digital economy with regard to digitalism. Principal component analysis with varimax is presented in the above tables and also it includes tables only on KMO Barlett's test, Communalities, Total Variance Explained, Component matrix and Rotated Component Matrix. Kaiser-Meyer- Olkin measure of sampling adequacy is 0.624 and Bartlett's Test of Sphericity and approximate Chi-Square value is 231.952 which are statistically significant at 5% level. Therefore, it can be concluded that the sample size is adequate to derive the factors.

The communalities of 20 variables range from .484 to .788 indicating large amount of variance as been extracted by factor solution. All 3 extracted factors which are those with an eigenvalue greater than 1 account for the variance in the item variance-covariance matrix. It can be noted that the variables are reduced to predominant factors with the percentage value of 19.497, 18.521, 16.554, and 13.743. From the rotated matrix table created to form the first factor which can be suitably named as "Downgrade factors". The second factor with grouping of three variables can be named as "inconvenient factors". The third factor is formed with four variables which can be named as "complex factors". This reveals that factor analysis results in three predominant factors. In other words 10 variables are grouped into three factors on the basis of the inter relationship among themselves. Hence it can be concluded that complex factors inconvenience factors downgrade factors are the three major factors being challenging in transforming digital economy.

FINDINGS

In this study the researcher has examined some digitalism variables that are being challenges and some variables that influence to go digitalized and to get benefited from them. So it can be concluded that economy is facing challenges in going digital. Inconvenience to common people, stressing digital payment, Running out of money, All sort of business are affected in short run are the major challenges of transforming digital economy. There is significant difference between educational qualification of the respondents and challenges for people who are not well versed with card transaction. There is significant difference between Age and benefits associated in transforming digital economy.

SUGGESTION

As a result of this research paper, the potential challenge for digital economy is complex factor, downgrade factor, inconvenient factor are the three significant factors. Develop and maintain open transparent inclusive evidence based digital economy in policy making with law and regulations, promote the establishment of internet exchange points to promote quality, education of digitalism at school and college levels, manage radiofrequency spectrum to achieve the full potential of the mobile revolution in the time of digital economy, interact with other engagement groups to exchange views on digitizing economy.

CONCLUSION

The success of Nation is totally dependent on empowering digital economy. Digitalism can be country specific but it reaches across boundaries. Hence the government should give proper attention to the digital inclusion, technological innovation, to change vision into experience. As a result, Indian banking sector will eradicate the black money that will increase cash reserve, so that country can make use of this money for investment in infrastructure facilities and welfare activities to the people of this Nation, which pave way for the rapid economic development.

REFERENCE

1. Embassy of India.
2. RBI (2016) Reserve bank of India, India's central bank.
3. Government of India.
4. Factors determining economic growth can be divided into shallow and deep (i.e. Rodrik 2002, 2003, 2004), which is important from the point of view of the possibilities in explaining deepening differences in the levels of economic growth of different countries.

STUDY OF IMPACT OF PARTICIPATION OF B.COM STUDENTS IN THE SKILL DEVELOPMENT WORKSHOPS IN BUILDING THEIR CONFIDENCE LEVEL- AN EXPLORATORY STUDY

Rukhsar Khan¹ and Dr. Hema Mehta²

Student¹ and Assistant², Tolani College of Commerce, Andheri-East, Mumbai

ABSTRACT

Since recent couple of years there are recommendations that businesses are disappointed with the dimensions of competencies that graduates have preceding entering work. There additionally have all the earmarks of being some contention between what different partners expect of the Higher Education educational programs and how instructing and learning organizations plan graduates for 'work'. The point of this paper is to recognize what are bosses expectations and how the understudies sees employability to mean and the suitable work environment aptitudes they are required to have. An observational investigation was completed with business graduates to figure out which employability aptitudes they accept were critical. The outcomes demonstrate that while employability aptitudes may be recognizable, there was not finished compromise between what managers and graduates, trust they have to give satisfactory abilities so as to graduates to increase significant business. This investigation was vital in light of the fact that it approved the apparent significance of the 10 new employability skills. A structured questionnaire of 11 questions was distributed and 100 valid questionnaires were returned. Findings and analysis proved that there is relationship between the employability skills that leads to confidence among the B.com graduates in getting employability due to improvement in confidence level and also satisfaction leading to sustainable development.

This examination endeavours to make a commitment to look into on employability by distinguishing the holes that may exist between businesses, graduates and any divergence in comprehension of what 'employability' signifies and which employability abilities may take need.

Keywords: Employability, work, higher education, future requirements

INTRODUCTION

Business has dependably existed yet its tendency has changed since last few years. Generally survival constrained a great many people to work or potentially scan for a type of business. A recorded point of view (Dupre and Gaigner, 1996) propose that amid medieval occasions and before including early seeker gatherers isolated 'work' on gender basis. By and large, men went chasing and women did the childrearing practices and cooking. This possibly short-sighted and cliché as far as the division of work, yet it is as yet the standard in a few social orders. In later occasions such marvel is supplanted by progressively edified ideas, for example, the "unattainable rank". With the creations of machines amid and after the Industrial Revolution and a development in what Marxists would name Capitalism, the nature, desires, requests and qualities put on business have changed altogether including always developing master work. Authentic points of view on what is work and maybe by surmising 'employability' proceed. The primitive master of the middle ages would perceive work to mean self-safeguarding and survival. Employability to F.W. Taylor ages tended (and in numerous enterprises and parts of the world) still acknowledges hard, physical, for the most part monotonous work calling for acknowledgment of "your parcel, and to do as you are told", for the most part truly; the standard qualities related with the worker ace relationship and redundant Scientific Management Principles (Spender and Kijne, 1996). Employability, in increasingly liberal occasions has come to include more transformational ideas (Burns, 1978), for example, 'cooperative person', 'clever', 'self-propelled', 'issue solver' and so forth. What 'employability' will come to stress in twenty, thirty years' time who knows? maybe increasingly inventive reasoning, instinct, capacity to communicate in Mandarin, willing to acknowledge mechanical 'administration', and get to 'holds' with nearly constant change and so on, in all likelihood transferable aptitudes that are presumably not being underlined right now!

RESEARCH OBJECTIVES

The study has been conducted mainly to:

1. To study and understand employability skills among the B.Com students.

2. To study and understand employability skill development initiatives.
3. To study and understand the challenges in employability skill development.

SIGNIFICANCE OF THE STUDY

Research demonstrates another arrangement of employability skills that underscore readiness, adaptability and that quick reaction time will be fundamental later on. One of the three most normal zones of new concentration for initiative advancement incorporates enhancing abilities of employees to act in a more key and future concentrated way. This investigation was vital in light of the fact that it approved the apparent significance of the 10 new employability skills as depicted by many experts and furnishes work environment learning and advancement experts with data about current mix of new aptitudes into authority improvement programs and saw level of significance for what is desirable.

LIMITATIONS OF THE STUDY

This investigation does not address essential abilities or persisting employability skills nor did it try to completely see how the 10 basic employability skills are even-minded connected to enable associations to be fruitful in the VUCA world; rather, the examination took a gander at saw significance of every expertise and whether the most vital abilities are coordinated into better improvement programs. Also the study restricted to the students of Tolani College of Commerce who had participated in various skill development workshops and seminars organized by various colleges of Mumbai.

REVIEW OF LITERATURE

From the various reviews, one review has given priority on the employer's views concerning the skills required by both new employees to the workforce and existing employees. Employers are a very important key stakeholder group in identifying the skills that prospective employees are needed to obtain, retain and develop in employment of themselves, and to create new and better employment opportunities for others. It is in the interests of businesses themselves, and the community at large, for employers to be as clear and concise as possible about the skills they require, and to develop closely with education and training facilitators in helping to develop employability skills.

One of the vital conclusions of the review is that what today's employers are saying about key employability skills is largely consistent with the broad objectives of the education and training systems. In the wake of the Mayer Report, educator trainers were able to demonstrate that the Key Competencies were indeed to be inculcated in curriculum documents (see eg, Stehn, 1997). However, employers are indicating that these competencies are not consistently same among school dropouts and graduates (see eg, ACNielsen Research Services, 2000). Ways need to be found out for business and educators to work together more effectively, and to share and learn from each other.

From the employers' point of view, employability is the one of the essentials of the graduate to exhibit qualities or skills that employers anticipate will be necessary for the future effective functioning of their organisation (Harvey, 1997). Increasingly, today's need of the hour is that the graduates need to be more flexible in response to the growing number of career changes and options that are experienced through life for many people, because of the increasingly in today's short term contracts, part-time work, home-working and outsourcing (Harvey, 2000). Vander Heijden (1996) has called this new category of flexible experts as 'flexperts'. Employment and employability is the two different thing. Being employed means having a job/work, being employable means having the qualities needed to maintain employment and progressiveness in the workplace so as to lead sustainable developed goals. Employability from the perspective of HEIs is therefore about producing graduates who are capable and able, and these impacts upon all areas of life, in terms of the delivery of academic programmes and extra-curricular activities.

It is possible that employers' critical views of the shortcomings of graduates to be employed are not so much due to the result of failure in the HE curriculum, but it is rather of failure in the transfer process. Atkins (1999) questions how transferable key employable skills are in respect of the employment contexts. Eraut (1994) sees transfer as a learning process in its own right, although this may be easier for skills in relation to objects such as using particular computer packages, rather than the 'softer' skills of interacting with and managing people effectively. Brown (1999) believes that learning, and the transfer of such learning, is most likely to be effective if the learning situation are in close resembles to the work place. Knight and Yorke

(2000) believe that if there is any hope of transferring the learning from one aspect to another, the learner needs to use that learning in a variety of different circumstances. From these comments, it is clear that practice in a number of contexts is fundamental for the development of employability skills and other factors.

What is employability?

Hillage and Pollard (1998) of the Institute for Employment Studies dole out a report on developing a framework for policy analysis on employability.

Their main findings were

- Employability is concerning having the potential to realize initial employment, maintain employment and acquire new employment if needed.
- For the individual, employability depends upon:
 1. Assets in terms of information, skills and attitudes,
 2. The manner these assets are used and deployed,
 3. Presentation of assets to potential employers,
 4. The context inside that the individual works, e.g. labour market, personal circumstances.

What is Employability Skills?

Coopers and Lybrand (1998) outline ‘employability skills’ in terms of 4 key areas:

- 1) Ancient intellectual skills – e.g. crucial analysis, logical argument;
- 2) Key skills – communication, IT, etc.,
- 3) Personal attributes – motivation, self-direction and
- 4) Information of organisations and the way they work. There are many synonyms - core, key, generic, personal transferable skills, common, work or employment connected skills – this can be another of the explanations why it's tough to conceive what's meant by employability skills. Additional to it, ‘skills’ are typically mentioned as capabilities, competencies or attributes, levels or learning outcomes, therefore change of integrity the sense of confusion.

Top 10 Employability Skills

- 1. Communication skills** — listening, speaking and writing. Employers want candidates who can accurately understand and interpret what others are saying and at the same time to organize and express their thoughts with clarity.
- 2. Teamwork** — in today's complex and complicated work environment, many jobs are involving employees to work in one or more groups. Employers want someone who can bring out the best in themselves and others.
- 3. Analytical and problem-solving skills** — Employers want candidate to use creativity, reasoning and learning from past experiences to identify and solve problems effectively.
- 4. Personal management skills** — Employers want candidate ability to plan and manage multiple tasking, set priorities and adaption skill to changing conditions and work assignments.
- 5. Interpersonal effectiveness** — Employers usually note whether an employee can relate to co-workers and has ability to build relationships with others in the organization.
- 6. Computer/technical literacy** — Employers expect to provide training on job-specific software, they also expect employees to be efficient with basic computer skills.
- 7. Leadership/management skills** — Employers look for the employee to take charge and manage other co-workers. Most employers appreciate signs of leadership qualities.
- 8. Learning skills** — since nature of jobs are constantly changing and evolving, and employers want people who can grow and are willing to learn as changes come.

- 9. Academic competence in reading and maths** — although most jobs basically require calculating work, but at the same time jobs require the ability to read and implement the instructions.
- 10. Strong work values** — Employers look for personal strong work values like dependability, honesty, self-confidence and a positive attitude in any profession. Employers look for personal integrity and loyalty.

METHODOLOGY

Data was collected using primary and secondary methods. A structured questionnaire of 11 questions was distributed and 100 valid questionnaires were returned. The source of the data is questionnaire filled by B.Com students to share their responses before and after undergoing training of the employability skills development programmes. To test the reliability of the data, analysis was done to understand how the employability skills leads to confidence among the B.com Students in getting employability and also satisfaction leading to sustainable development.

HYPOTHESIS

Ho = There is no relationship between the employability skills that leads to confidence among the B.com graduates in getting employability and also satisfaction leading to sustainable development.

H1 = There is relationship between the employability skills that leads to confidence among the B.com graduates in getting employability and also satisfaction leading to sustainable development.

DATA AND SOURCE OF DATA COLLECTION

The study is focusing on primary data, secondary data and the research approach is quantitative research approach. The research is used to analyse the data for understanding the relationship between the employability skills that leads to confidence among the B.com graduates in getting employability and also satisfaction leading to sustainable development. The source of the data is questionnaire filled by B.Com graduates to analyse the relationship between the employability skills that leads to confidence among the B.com graduates in getting employability and also satisfaction leading to sustainable development.

This study took a period of 3 months from December 2018 to February 2019.

ANALYSIS

Table-1: Study of responses of B.Com Students before and after undergoing skill development programmes

		Before		After
	Yes Response	No response	Yes response	No Response
1. No of students = 100				
2. Do you possess an excellent communication skills?	50 (50%)	50 (50%)	88 (88%)	12 (12%)
3. Do you understand to work in team?	60 (60%)	40 (40%)	90 (90%)	10 (10%)
4. Do you possess analytical and Problem solving skill?	50 (50%)	50 (50%)	80 (80%)	20 (20%)
5. Are you aware of personal management skills?	55 (55%)	45 (45%)	83 (83%)	17 (17%)
6. Do you possess interpersonal effectiveness skills?	55 (55%)	45 (45%)	80 (80%)	20 (20%)
7. Do you awareness of computer / technical literacy?	45 (45%)	55 (55%)	85 (85%)	15 (15%)
8. Do you possess leadership skills?	55 (55%)	45 (45%)	90 (90%)	10 (10%)
9. Do you have learning skills ?	63 (63%)	37 (37%)	90 (90%)	10 (10%)
10. Do you have academic competence in reading and maths ?	55 (55%)	45 (45%)	88 (88%)	12 (12%)

11. Do you possess strong work values ?	62 (62%)	38 (38%)	95 (95%)	5 (5%)
12. Was there any improvement in your confidence level that will give satisfaction leading to sustainable development?	50 (50%)	50 (50%)	85 (85%)	15 (15%)

Figure-1

Fig.1. Study of responses of B.Com Students before undergoing skill development programmes (in %)

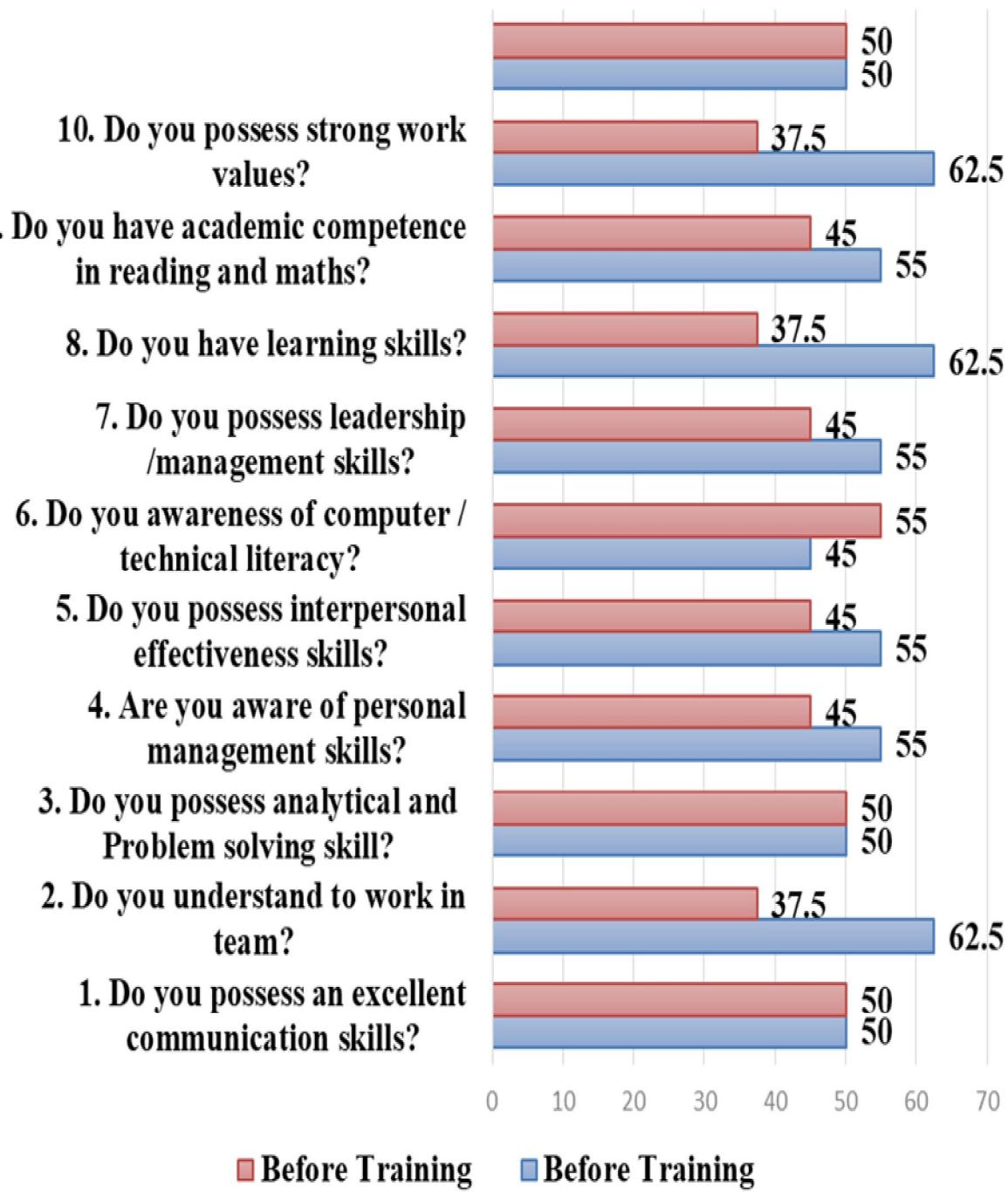
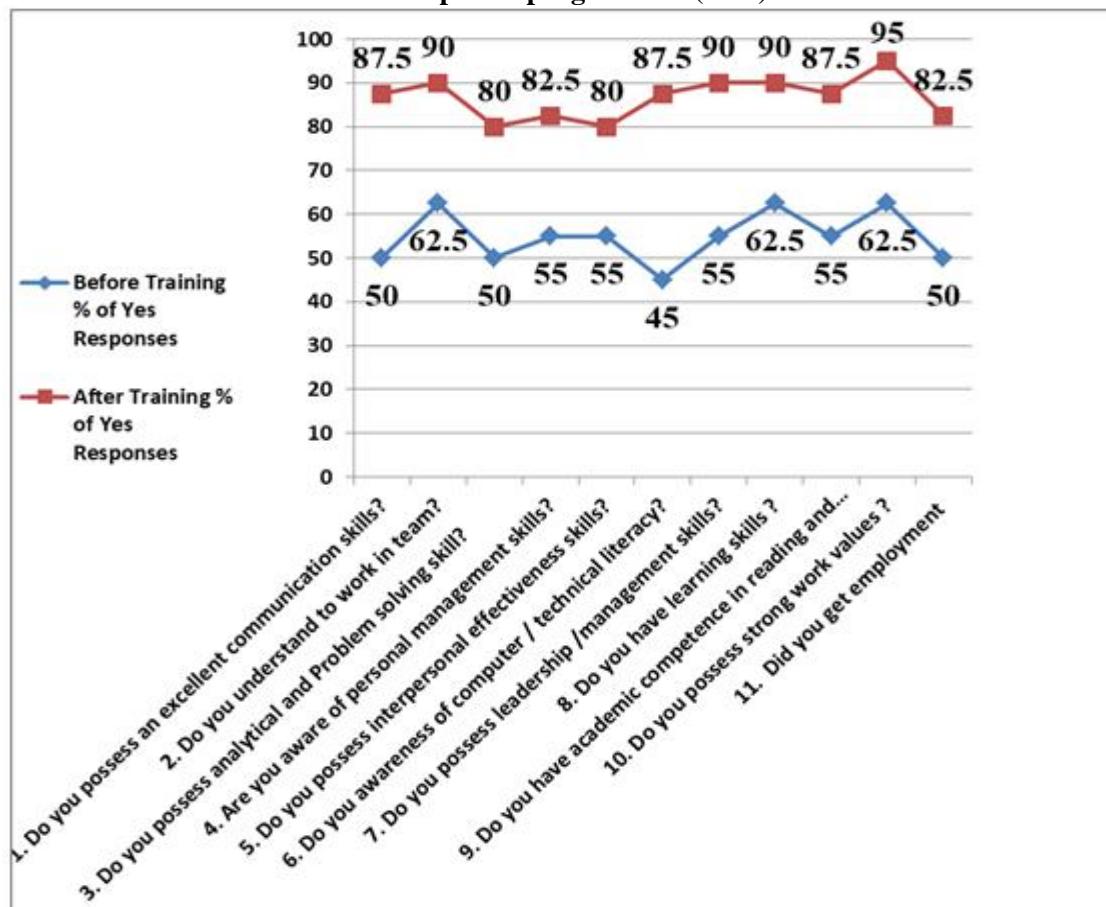


Fig.2. Study of responses of B.Com Students after undergoing skill development programmes (in %)



Fig-3: Comparative Study of responses of B.Com Students before and after undergoing skill development programmes (in%)



FINDINGS

On comparison of the ‘Yes’ responses, one can see drastic positive increase in the employability skills development among B.Com graduates who had undergone training for developing employability skills.

On analysis the following findings were noted:

1. There was an improvement of 37.5% in communication skills.
2. Attitude to work in team showed an increase by 27.5%.
3. Improvement of Analytical and problem solving skill was noticed by 30%.
4. It was noticed that personal management skills improved by 27.5%.
5. Improvement of 25% was seen in interpersonal effectiveness skills.
6. Awareness of computer/technical literacy improved by 42.5%.
7. Leadership/ Management skills improved by 35%.
8. Learning Skills improved by 27.5%.
9. Academic Competence in reading and maths skills improved by 32.5%.
10. Strong work values skills showed improvement by 32.5%.
11. Getting employment showed increase of 32.5%.

From above findings our null hypothesis is rejected and alternate hypothesis is accepted that there is relationship between the employability skills that leads to confidence among the B.com graduates in getting employability and also satisfaction leading to sustainable development.

CONCLUSION

The general conclusion is that training for employability is important, both in terms of general education and more specifically for future employment. Effective employability skill development is considered to be a key factor for improved performance; as it can enhance the level of graduates and firm competency. It supports to fill the gap between what performance is required and what performance is happening, i.e. gap between desired performance and actual employee’s performance. Employability Skill development need referred to any deficit in performance, which can be relieved by appropriate training. Particularly employability skill development develops skills, competency, and ability and ultimately improves student’s performance and organizational productivity. Skill development program is the catalyst that makes employees to improve their performance and capabilities, which consequently increase organizational productivity. Therefore, skill development should be designed on the basis of firm specific needs and objectives. Effective skill development is the thoughtful intervention designed at attaining the learning necessary for upgraded student’s performance. The research affirmed the proposition that skill development has a positive impact on student’s performance.

RECOMMENDATIONS AND FUTURE IMPLICATIONS

In this research we review a lot of materials related to the variables used in this research and at the end we also proved our hypothesis. In the light of all this research and all the material which is being used to conduct this research and all the literature review we came to the decision that there should be Employability Skill development in every organization. Although we have reviewed some disadvantages like it is costly to give skill development to the employees, but the advantages of Skill development are much more than its disadvantages which are briefly discussed in this study. We recommend that all organizations should provide Skill development to their employees. We already have discussed that Skill development and Development have advantages not only for students but the ultimate benefit is for the organization itself. If the performance of the students is not good it will affect the whole organization. On the contrary HEIs’ need to take efforts to develop and support students’ employability like:

- Developing graduate employability skills and traits that should be included in HEIs’ strategic and faculty/departmental level planning.

- Universities need to promote employability skills in their mission statements, learning and teaching strategies, course framework, strategic documents and practical guidance.
- Teaching Staff should be encouraged to recognise that these objectives are compatible with promoting academic capacity and wider life skills.
- Appropriate incentives for HEI staff should be used as a driving force for change in promoting employability skills measures at faculty/departmental level.

REFERENCES

1. Atkins, M.J. (1999) *Oven-ready and self-basting: taking stock of employability skills*. *Teaching in Higher Education* 4 (2) 267-280.
2. Brown, H. (1999). *Students in EHE: Case Study Evaluation of the Enterprise in Higher Education (EHE)* Initiative Working Paper No. 5 , Tavistock Institute of Human Relations, London.
3. Burns, J.M. (1978) *Leadership* , New York: Harper & Row.CBI (2011). Boosting employability skills [Online].
4. Dupre, J. & Gaigner, R. (1996). *A brief History of Work* . *Journal of Economic Issues* , 30(2),553 - 559.
5. Eraut, M. (1994) *Developing professional knowledge and competence*. Falmer Press, London.
6. Harvey, L. (1997) *Graduates' work: organisational change and student attributes*, Centre for Research into Quality, University of Birmingham.
7. Harvey, L. (2000). *New realities: The relationship between higher education and employment*. *Tertiary Education and Management*, 6, 3-17. <https://doi.org/10.1080/13583883.2000.9967007>
8. Harvey, L. (2010). *Defining and Measuring Employability*. *Quality in Higher Education*, 7, 97-109. <https://doi.org/10.1080/13538320120059990>
9. Hillage, J. & Pollard, E. (1998) *Employability: developing a framework for policy analysis*, Research Brief 85, Department for Education and Employment.
10. Knight, P. & Yorke, M. (2000) *Skills plus: Tuning the Undergraduate Curriculum*. Skills Plus Project Report. LTSN Generic Centre October 2002.
11. Knight, P., & Yorke, M. (2004). *Learning, Curriculum and employability in Higher Education*. London, New York: Routledge Falmer.
12. Sims, R. (1990). *An Experiential Learning Approach to Students Skill development Systems*. New York: Quorum Books.
13. Spender, J.C. & Kijne, J.H. (1996). *Scientific Management: Frederick Winslow Taylor's gift to the world?* Kluwer Academic Publishers, Business & Economics.



Dr. Rohini Kelkar is the Principal of Vidyalankar School of Information Technology, Mumbai. She Completed her M.A. from University of Mumbai and Ph.D from IIT, Bombay. Dr. Rohini Kelkar has taught at institutes such as NMIMS and L.S. Raheja. She has published papers and has authored academic content for several publications. She has also presented her papers at several national and international level conferences. She is also a Research Supervisor in the area of Business Economics under University of Mumbai.



Empyreal Publishing House
Guwahati, Assam

ISBN 978-81-941253-0-3

A standard 1D barcode representing the ISBN number 978-81-941253-0-3.

9 788194 125303