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**AN ANALYTICAL STUDY ON AWARENESS AND ADOPTION OF FINTECH AMONG YOUTH IN MUMBAI**

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**ABSTRACT**

*The study objective is to investigate the factors affecting the consumer awareness and acceptance towards FinTech in Mumbai. In this study, first, it is to identify the factors that affect the consumer awareness and acceptance towards FinTech in Mumbai. Second, it is to develop a conceptual framework which included the independent variables such as usefulness, ease of use, relative advantage, perceived risk, perceived cost, and effect of awareness of young consumers with the dependent variable of the consumer adoption towards FinTech. This study investigates the Fintech awareness and adoption of youth between the age of 18 to 28 years in Mumbai. This study is based on a sample of 100 youth between age of 18 to 28 years in Mumbai. The expected output of this study could help FinTech companies to make the right decisions in promoting their fintech products and services in the country. The findings of this study would be benefiting them to develop more personalized fintech products and services for the youth in Mumbai.*

*Keywords: Fintech, awareness of fintech, adoption of fintech, perceived risk and cost, young people.*

**INTRODUCTION**

The term “FinTech” or Financial Technologies is simply a combination of the words “finance” and “technology” which signifies the use of technology to improve financial activities including services, products, or anything related to finance to customers via easier and faster methods. As a result, the emerging technology has made the traditional financial activities faster and more convenient. The rapid growth of fintech has captured younger consumers’ interest by moving away from big banks payments, saving, and investing towards mobile apps that bypass aspects of the financial system such as zero-commission brokerages “buy now, pay later” and After pay lenders, as well as online investment advisors that offers services without necessarily being banks.

Achieving financial awareness is significant in today’s society due to everyday life demands. financial awareness simply refers to how much knowledge an individual has about several financial matters an early age, are sometimes required to take important steps towards their financial decisions which may affect their future life stability. Therefore, taking steps to become financially aware is an important component of life that can ensure financial solidity and meet many other related financial needs.

Young adult consumers (generally defined as 18-28 years old) are be active users of technology and to be more economically robust. In 2019, it was reported that about 18 per cent of global online users who purchased products or services online were aged 18 to 28 years. Financial apps and mobile wallets are also growing in popularity within this age group. There are about 17 per cent of financial app users were between 18 and 25 years old. they use financial apps because they are user friendly.

With developments in technology and more complex financial products, young consumers need to be knowledgeable and capable of utilizing financial skills. At this age, they have the potential to start developing vital life skills in order to become competent and confident in

making sound financial decisions. Although it sounds like an area that young people would be reluctant to learn, have indicated that young consumers agree that starting to save money early in their life is necessary and the financial health of young adults is paramount in their lives as financial mistakes can be costly and can sometimes lead to irreversible poor decisions. Hence, young adults should be equipped with the necessary skills and knowledge to become financially-responsible adults for a thriving future.

**RESEARCH GAP**

Sr.no	Author (date)	Document Type	Findings
1.	Declan French, Donal McKillop & Elaine Stewart (2020)	Empirical Study	*Using finance Apps for the treatment group translated into better financially capable behaviours; those receiving the apps were more likely to keep track of their income and expenditure and proved to be more resilient when faced with a financial shock.
2.	Rompas, R. C.,	Article	*Transaction benefit and discount

	Pangemanan, S., & Tulung, J. E. (2020)		significantly affect students' lifestyle, while transformational advertising does not.
3.	Gerrans, P., Baur, D.G., & Lavagna-Slater, S. (2021)	Report	*The findings suggest that financial literacy reduces perceived Buy Now Pay Later benefits and that lower financial literacy is associated with more benefits and less risks.
4.	Yoshino, N., P. J. Morgan, and T. Q. Long. 2020	Article	*Higher financial literacy is positively associated with a higher likelihood of using fintech services. *Those with greater financial literacy electronic money, more frequently. *The use of fintech services differs for people with different behavioural traits and greater financial literacy could encourage risk-averse persons to adopt fintech.
5.	Nikolaos D. Philippas & Christos Avdoulas (2020)	Article	*Male students and students who keep a record of expenses or whose father is highly educated are more financially literate. *Financially literate students are better able to cope with an unexpected financial shock. *Financial literacy and low levels of financial fragility are key drivers of financial well-being among Greek university students.
6.	Mudasih, I., & Subroto, W. T. (2021)	Article	*The increase in financial literacy is followed by an increase in entrepreneurial behaviour. *Financial literacy, digital literacy, and entrepreneurial
			learning outcomes together have a significant effect on the entrepreneurial behaviour of students. *This shows that the higher the financial literacy, digital literacy, and learning Outcomes of entrepreneurship, the higher the entrepreneurial behaviour of students.
7.	Duma, F., & Gligor, R. (2018)	Article	*Almost everybody who grew up in the internet era was doing online shopping or making online payments, with half of them doing this on a monthly basis. *Students who are willing to use their bank card to do online shopping are very comfortable using debit or credit cards for online payments and are aware of the dangers brought by cybercrime.
8.	Gomber, P., Koch, J.A., & Siering, M. (2017)	Article	*In a rapidly changing economic environment and in the light of challenging and cost-intensive regulatory requirements, incumbent providers of banking business and financial services are facing a substantial transformation: Digital Finance.
9.	Gerrans, P., & Heaney, R. (2019)	Article	*Female students have lower levels of financial literacy, both objective and self-rated *Parents' role in financial literacy is socialising agents.
10.	Panos, G. A., & Wilson, J. O. (2020)	Report	*Financial literacy plays an important role in financial well-being, and differences in financial knowledge acquired early in life can explain a significant part of financial and more general well-being in adult life.
11.	Agustiningsih, M. D., Savitrah, R. M., & Lestari, P. C. A.	Article	*Based on the hypothesis test, the Religiosity variable has a significant positive effect on interest in distributing donations (crowdfunding)

	(2021)		using the Sharia fintech application.
12.	Anthony, M., Sabri, M. F., Shazana, A., Magli, H. A. R., & Sufian, N. A.	Article	*The usage of fintech has been proven to have a causal positive relationship with financial health. *97.4% of young adults are using fintech applications.
13.	Ferdiana, A. M. K., & Darma, G. S. (2019)	Article	*Young people's understanding of fintech is still general in nature and is only limited to the meaning of words, as well as young people's understanding of a cashless society.
14.	Sohn, S. H., Joo, S. H., Grable, J. E., Lee, S., & Kim, M. (2012)	Article	*The results of this study illustrate how the financial literacy of Korean high school students is significantly associated with media as a socialization agent, possession of a bank account, money attitudes, and monthly allowance levels. *A professionally designed financial curriculum improved the financial knowledge and behaviour of high school students. *Media and the Internet were used as sources to acquire financial information.
15.	Aydin, A. E., & Selcuk, E. A. (2019)	Article	*Students with higher financial knowledge scores have more favourable financial attitudes and exhibit more desirable financial behaviours. *Financial attitude is positively related to financial behaviour. *Students with higher parental income had higher financial knowledge scores.
16.	Mountain, T. P., Kim, N., Serido, J., & Shim, S. (2021)	Article	*Meeting with a financial advisor; reading personal finance books, magazines, and websites; having parents as financial role models; and gaining objective financial knowledge were all associated with positive financial behaviours. *Financial knowledge played an important role in improving financial behaviours *Classroom learning in college had no effect on financial behaviours.
17.	Goyal, K., & Kumar, S. (2021)	Review	Financial literacy is critically deficient amongst the young; only a few know about inflation, interest rates, and risk diversification. * Young adults need financial education to make responsible financial decisions
18.	Panos, G. A., Karkkainen, T., & Atkinson, A. (2020)	Article	*Financial literacy exerts a statistically significant negative impact on the probability of owning cryptocurrency. *Financially literate individuals are also more likely to have no intention of owning Cryptocurrencies in the future.
19.	Shim, S., Barber, B. L., Card, N. A., Xiao, J. J., & Serido, J. (2010)	Article	*Acquiring responsible financial behaviour
20.	Bayram, K., Olasubomi, S. S., & Thartori, V. (2021)	Article	*Generation Y are reported to be active users of fintech. At the same time, recent research documents that Millennials are prone to inadequate financial knowledge, an unsatisfactory current financial situation, and misuse of retirement accounts. *The level of financial literacy is higher among post-graduate students and engineering students.

21.	Afterpay. (2021)	Report	*BNPL spending is trending up across all generations; however, younger generations are leading the charge.
22.	Albarrak, M. S., & Alokley, S. A. (2021)	Article	*A population with such a young age provides an appealing market of early technology adopters, due to the size of the population. *The fintech industry will have a significant effect on the future financial system in Saudi Arabia. *This study shows that fintech efforts have not yet contributed to a radical transformation of the Saudi financial market.
23.	Grinstein-Weiss, M., Spader, J., Yeo, Y. H., Taylor, A., & Freeze, E. B. (2011)	Article	*Acquiring financial skills during childhood is linked with better savings in adulthood. *The level of parental financial teaching influences the relationship between children’s later educational attainment and credit scores.
24.	Gulamhuseinwala, I., Bull, T., & Lewis, S. (2015)	Report	*Early adopters of fintech tend to be young, high-income, high-value customers. *Younger non-fintech users are also far more likely than older non-users to say they plan to give additional fintech products a try in the future.
25.	Lusardi, A. (2019)	Article	*Young people also struggle with debt, in particular with student loans. *Young people are ideal targets for financial literacy programs.
26.	Lusardi, A., Mitchell, O. S., & Curto, V. (2010)	Article	*From a 1997 database financial literacy is low among the young; fewer than one-third of young adults possess basic knowledge of interest rates, inflation, and risk diversification. *Financial literacy is strongly related to sociodemographic characteristics and family financial sophistication.
27.	Mottola, G. R. (2014).	Report	*Millennials are struggling financially. * Females and minorities display signs of lower financial capability relative to males and whites, but it is millennial households with dependents that struggle the most.
28.	Sinha, G., Tan, K., & Zhan, M.(2018)	Article	*The growing socioeconomic and market complexities require all young adults to make sound financial decisions, yet a large number of them lack the necessary skills and knowledge. *Findings suggest that a deeper understanding of patterns of financial behaviours and attributes of emerging adults can help in designing appropriate need-based programs and increasing their program participation
29.	Statista. (2019)	Report	As of 2019, a third of online users worldwide were aged between 25 and 34 years. Website visitors in this age bracket constituted the biggest group of online users worldwide. Also, 18 per cent of global online users were aged 18 to 24 years.

**RATIONAL OF THE STUDY**

Young adult consumers (generally defined as 18- 28 years old) are to be active users of technology and to be more economically robust. In 2022, it was reported that about 18 per cent of global online users who purchased

products or services online were aged 18 to 28 years. Financial apps and mobile wallets are also growing in popularity within this age group. In India, about 17 per cent of financial app users were between 18 to 28 years old. It was also reported that they use financial apps because they are user friendly. It was reported that close to 11 percent of young adults involved in a survey conducted in India were using fintech applications.

With developments in technology and more complex financial products, young consumers need to be knowledgeable and capable of utilizing financial skills. At this age, they have the potential to start developing vital life skills in order to become competent and confident in making sound financial decisions. Although it sounds like an area that young people would be reluctant to learn, some studies have indicated that young people agree that starting to save money early in their life is necessary and researchers tend to agree that the financial health of young adults is paramount in their lives as financial mistakes can be costly and can sometimes lead to irreversible poor decisions. Hence, young adults should be equipped with the necessary skills and knowledge to become financially-responsible adults for a thriving future.

### **SCOPE OF THE STUDY**

The present study “An Analytical study on Awareness and Adoption of fintech among youth in Mumbai” shall consider the various factors affecting the financial literacy among young consumer between the age group of 18 to 28 years. This study also covers adoption of fintech among youth. This study covers the time period of twelve years from 2020 to 2022. This study is based on only young consumer between age of 18 to 28 years and ignore the other age group consumer of fintech.

### **OBJECTIVE OF THE STUDY**

Given the importance of fintech and its relevance to young adults, this study aimed to Investigate young adults’ financial awareness and adoption and to identify the level and influence of fintech on the behaviour of young consumers aged 18 to 28 years old. To achieve this aim, the project had the following Objectives.

- To determine the association between financial awareness and fintech adoption among young people.
- To understand variables that could play a role in young consumers fintech adoption.
- To analysis the relative advantage of financial awareness.
- To examine the effects on perceived risk and there impact on adoption of fintech.
- To evaluate usefulness and ease to use financial product and service and their effects on adoption
- To examine the effect of cost and their impact on adoption fintech products and services.

### **REVIEW OF LITERATURE**

- Lusardi & Mitchell, 2014; Serido & Deenanath, 2016; Shim, Serido, Bosch, & Tang, 2013; Sinha, Tan, & Zhan, 2018). On the paper “Fintech and Young Adult Consumers” has highlighted Today’s economy requires all young adults to confront complicated financial decisions at a young age, yet many young consumers lack the essential skills and knowledge to survive costly financial mistakes in the future
- Goyal & Kumar, 2021; Lusardi, Mitchell, & Curto, 2010; Mottola, 2014 on the paper of “Fintech and Young Adult Consumers “has highlighted in Malaysia Previous studies on young adults’ FL indicated that this group of people lack necessary skills such as money management, financial planning, saving, knowing what to spend money on, and knowledge to make appropriate financial decisions which may also impact their future economic wellbeing.
- Grinstein-Weiss, Spader, Yeo, Taylor, & Freeze, 2011 Parental transfer of financial knowledge and later credit outcomes among low-and moderate-income homeowners highlighted One problem is that this young group of consumers are actually inexperienced in financial markets and are at risk of making poor financial decisions. In contrast, those young individuals who engage in financial behaviour during their adult years are more able to maintain it over many years (Grinstein- Weiss, Spader, Yeo, Taylor, & Freeze, 2011).
- Mudasih & Subroto, 2021 “The effect of financial literacy, digital literacy, and entrepreneurial learning outcome on entrepreneur behavior of students at SMK Negeri 1 Surabaya” With the growth of technological financial services, FL has become a must.
- Morgan and Trinh (2020) Fintech and financial literacy in Viet Nam found that a higher level of FL has positive effects on an individual’s awareness and use of fintech products. Fintech is rapidly developing worldwide and is to some extent targeting end-user (individual) customers (.).

- A study conducted by Gulam huseinwala, with global Fintech adoption reaching 64%, Fintech is clearly becoming mainstream in all surveyed markets (Hwa, 2020). Across 27 markets, Singapore is identified to be at 13th place with a 67% adoption rate and Australia at 20th place with 58%. With Fintech services now being commonly used by consumers globally, it is clear that Fintech's have become recognised financial service providers.
- Bull, and Lewis (2015)"FinTech is gaining traction and young, high-income users are the early adopters" showed that early fintech adopters tend to be young, high- income, and high-value customers.
- Another study in Vietnam by Morgan and Trinh (2020) indicated that the adoption of fintech services among younger people (i.e.those aged less than 30 years old) is much higher than that of older people.
- Fintech has captured the interest of young consumers' like those referred to as millennials and Generation Z. These users do not know a world without mobile banking, and use technology extensively to complete everyday tasks. For example, millennials and Generation Z. have moved away from big bank payments including saving and investing towards the use of mobile Apps that bypass aspects of the financial system such as zero-commission brokerages. They are a group caught up in the "Buy Now, Pay Later" schemes, and lean towards online investments and activities because they are faster and more convenient. For this reason, young adults need to have the basic knowledge and skills to make significant personal financial decisions.

### **HYPOTHESIS OF TH STUDY**

- H1: There is a positive relationship between age and acceptance towards FinTech among youth.
- H2: There is a positive relationship between education level and adoption towards FinTech.
- H3: There is a significant relationship between perceived cost and consumer adoption of Financial Technology.
- H4: There is a significant relationship between perceived risk and consumer adoption of Financial Technology.
- H5: Socio-demographic factor (Age, Income, Profession, Education level) has significant impact on fintech adoption.

### **RESAERCH METHODOLOGY OF THE STUDY:**

In order to carry out the specific objectives of the study the following systematic process is applied.

#### **• RESEARCH DESIGN**

The arrangement of conditions for collection and analysis of data in completing the research study. The data for this study collect from the young consumer between the age of 18 to 28 years including male and female using awareness and adoption of fintech across Mumbai city. The sample size for the study was 100 including both from online survey and administered questionnaire survey. The validity of the systematic work depends upon the proper Sampling, collection of data, and interpretation of the data and formulation of conclusion. Therefore to furnish information for the study, the data is to be collected from Primary and Secondary sources.

#### **• DATA SOURCES**

The present study is based on primary as well as secondary data.

#### **1. PRIMARY DATA**

The data for the study is taken from the young consumers of Mumbai city. Study largely comprises age group of 18 to 28 years. The primary data and information is collected from youth of Mumbai population with the help of questionnaire.

#### **2. SECONDARY DATA**

For the purpose of the study data has been taken from various websites, professional magazines, articles, newspapers, reference books, theses, journals and internet. Many research papers and articles on the topic is been analyzed for the better presentation of the study.

#### **SAMPLING TECHNIQUE**

For the present study Area Sampling and Non probability Simple Random Sampling techniques and Convenience Random Sampling Method will be used to finalize the sample size. There are Mumbai Population in 2022 is 2.71 Crores), out of which 28% is youth population between age of 18 to 28 years. The data will collect from single, married, educated and uneducated, between the age group of 18 to 28 years which belongs to high income and low income families therefore above areas have been taken for sample selection.

**DATA ANALYSIS AND INTERPRETATION**

**Table 1:** Frequency distribution of Demographic Factors

Sr. No.	Variables	Category	Percentage
1.	Age (in years)	18 - 20	51.50%
		20-23	33.30%
		24-28	15.20%
		<b>Total</b>	<b>100</b>
2.	Gender	Male	52%
		Female	46.90%
		Others	5.1%
		<b>Total</b>	<b>100</b>
3.	Educational Qualification	Matric	8.20%
		Graduation	58.20%
		Post-Graduation	11.20%
		Any Other	22.40%
		<b>Total</b>	<b>100</b>
4.	Occupation	Student	82.80%
		Service	12.1%
		Entrepreneur	5.1%
		<b>Total</b>	<b>100</b>

A total of 100 respondents were interviewed for the purpose of the study. Structured questionnaire was prepared to perform the survey and the data was collected from the people who were using FinTech. From the Table 1 it can be observed that the respondents of a age group 18- 20 years are the most active group in using FinTech with 51.50 % and least were 15.20 % of age bracket 24-28. 52% were the male respondents and 46.90 % were female respondents in the total sample

**Showing the Monthly spending done through FinTech(₹)**

6. Monthly spending through FinTech

94 responses



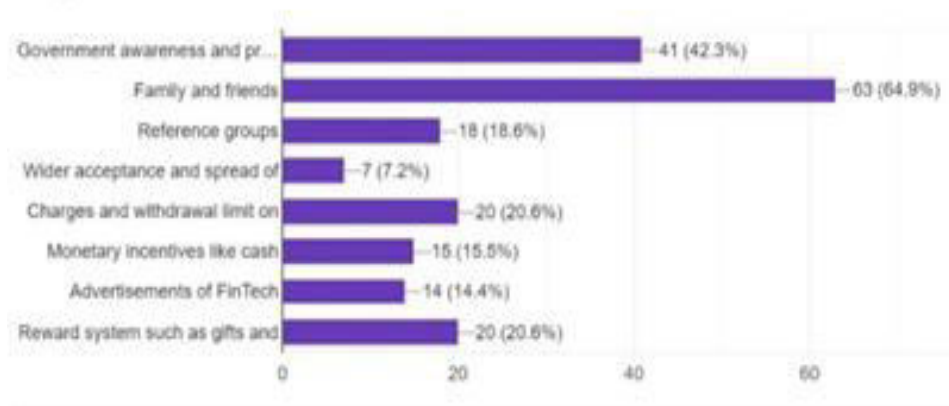
While determining the expenditure done by users through FinTech, it is found that 68.80% users were spending up to ₹10,000 through FinTech. The second most popular expenditure bracket is that of ₹10,000- ₹ 20,000, with 19.4% users. Very few users, 9.7% users and 2.1% user were making payments of ₹20,000- ₹30,000 and above ₹ 30,000.



**Various influencing factors for using FinTech**

7. Please rate the following factors which influenced you to adopt or use FinTech.

97 responses



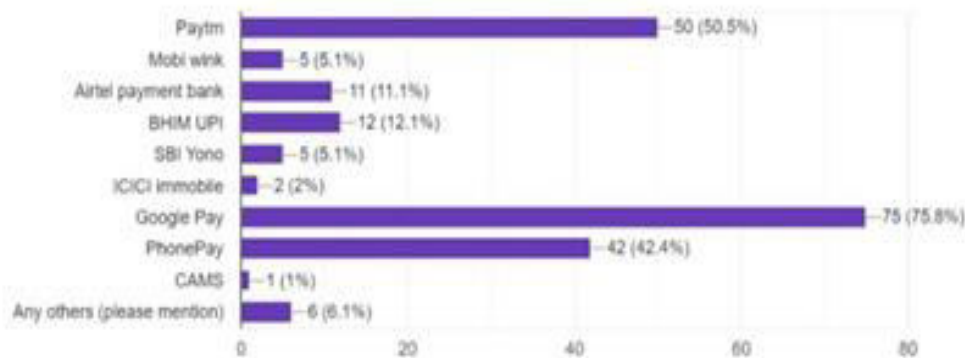
While determining the factors that influenced and impacted the users to start using the FinTech, it is found that 64.90% of respondents agreed that they were influenced by their family and friends. Close to this, 42.30% of respondent said that the wider acceptance of payments methods available on FinTech and the awareness spread by government. In last few years government has put a lot of in increasing financial literacy, financial inclusion and promoting the technological interventions in financial sector. The greatest of the financial transformation was launch of BHIM UPI. Other factors like reference group recommendation, and other referral offers given to new users were also reason for them to start using the FinTech. 20% and 20% of the respondents said that they started using FinTech. The greatest of the financial transformation was launch of BHIM UPI. Other factors like reference group recommendation, reward and charges levied on ATM withdrawals were the reason to start using FinTech portals was agreed by 18% and 15% of respondents.

**Showing the Various FinTech Portals Used by Users**

8. Please select (✓) the FinTech products or modes that you use from the following list.



99 responses

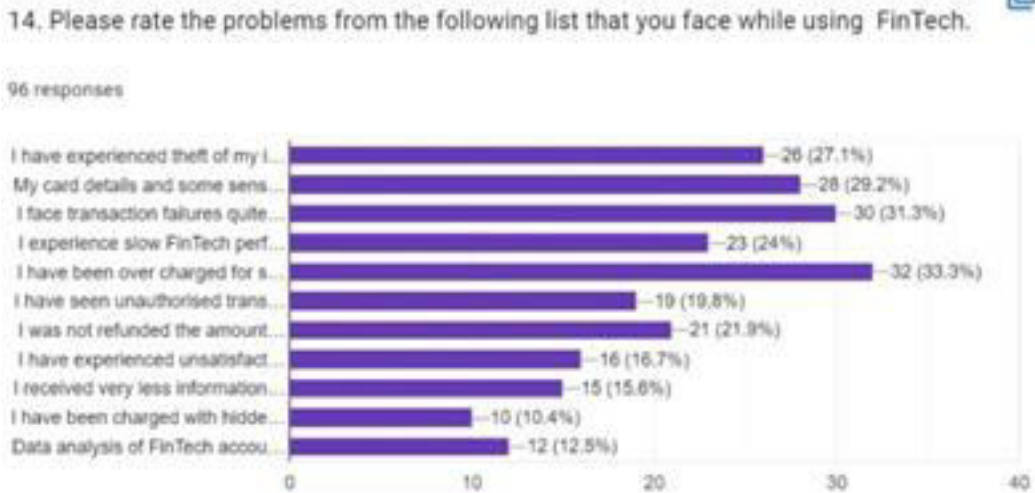


Further there is large number of FinTech products and modes that are prevalent in the market have to the most frequently used FinTech product is Paytm with 50.5% of the respondents using it followed by Google pay with 75% of the people using it. BHIM UPI and bank applications are also used by decent number of respondents. Portals like Amazon pay, SBI Yono, Mobiwik are not that popular.

It can be observed from the Figure that out of various purposes of FinTech the most popular is that of grocery shopping with 51% recharging mobiles, DTH and telephone bills with 48% of the respondents using for this purpose. 42% of the respondents use FinTech for the

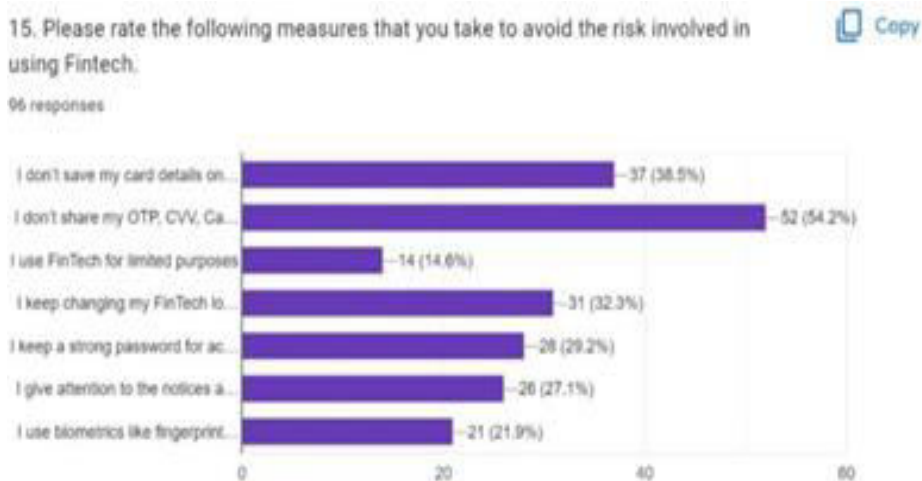
purpose of paying fees for schools, colleges and toll tax etc. Few other things like and service bill payments were also popular among people.

**Problems faced while using FinTech**



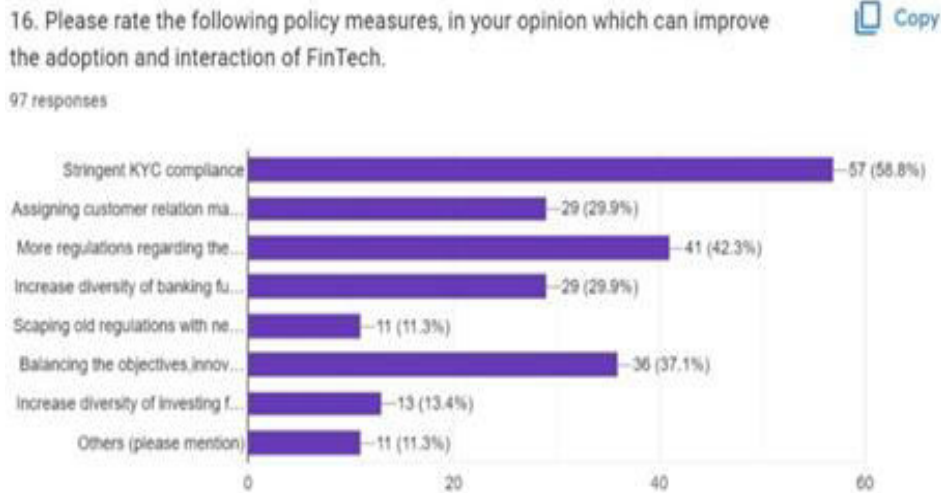
It is observed that slow performance of the FinTech is the major problem faced by majority of users with 32% of them agreeing to it. The second major issue found from the responses is that of experience the transaction failures are mostly due to system failure, poor connectivity or server down. 30% of the respondents showed their agreement with the statement that very often they experience that when they do some kind of transaction through FinTech the transaction repeatedly fails. The transaction failures are mostly due to system failure, poor connectivity or server down . 28%, disagree that their card information along with other sensitive information was stolen and non refund of failed transaction. The next problem which most respondents face can be observed as low information was provided by the FinTech portals as in how to use the portals and go about different functions provided by the portal is 26%. 48% of respondents had a view that they were not properly guided and they have very less information about the portal. They take help of various search engines and other means of internet to get some guidance to operate the various functions of portal FinTech. When asked about any Experience of unauthorized transaction while using FinTech 19 % of respondents refused that they ever experienced such thing. and 28%, disagree that their card information along with other sensitive information was stolen and non refund of failed transaction.

**Measures taken to avoid risk**



By observing that majority of the respondents 54.2% and 28% of them don't share their OTP, give attention to various warnings given by different agencies and also keep a strong password for login into FinTech. Interestingly with loads of security features given by the portal and different technological means 21% people also use biometrics like thumb and face recognition to login into their accounts. 14% of respondents said that they use FinTech for purposes they feel more secure about. with the limited purpose of usage of FinTech they feel that they are avoiding and minimising their risk. With more observation it is seen that 37% of respondents don't save their card details on the FinTech portal and close to 26% respondents disagreed to this which means they save their card details for ease. Though it is advisable that one should avoid saving their card details specially on portals which are not legitimate. As it makes the financial information vulnerable to hacking and phishing.

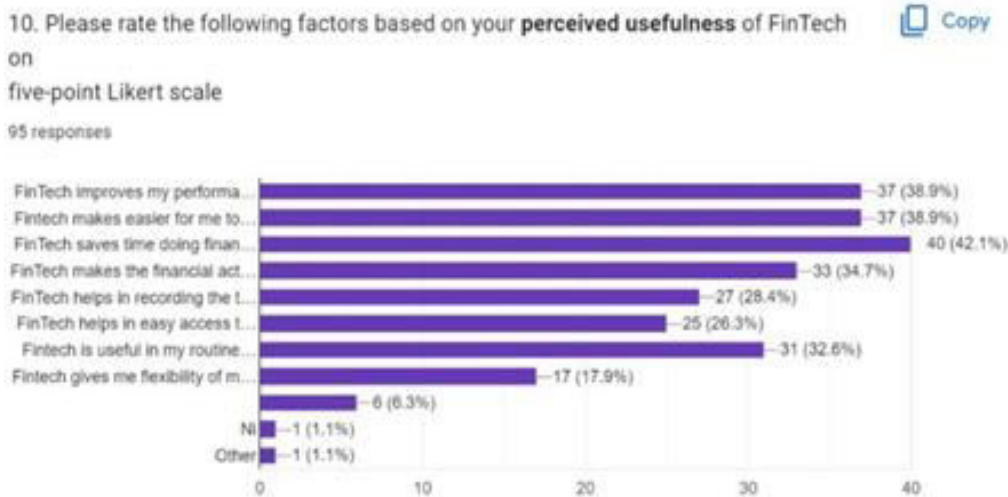
**Policy measures**



By observing the responses it is clear that the respondents agree that there is a lot of scope of measures that should be taken by FinTech portals and government Agencies to improve the user experience. 58.8% of the respondents were of the view that there should be stringent KYC compliance since the KYC that is done these days is not so secure. 13.4% of the respondents agreed that there should be a balance of innovation in the security features of the fin tech portals. When asked about the security regulations of the RBI 74% of the respondents agreed to it that there should be better security regulations. 42.30% and 29.90% of the respondents said that there should be more investing and banking functions

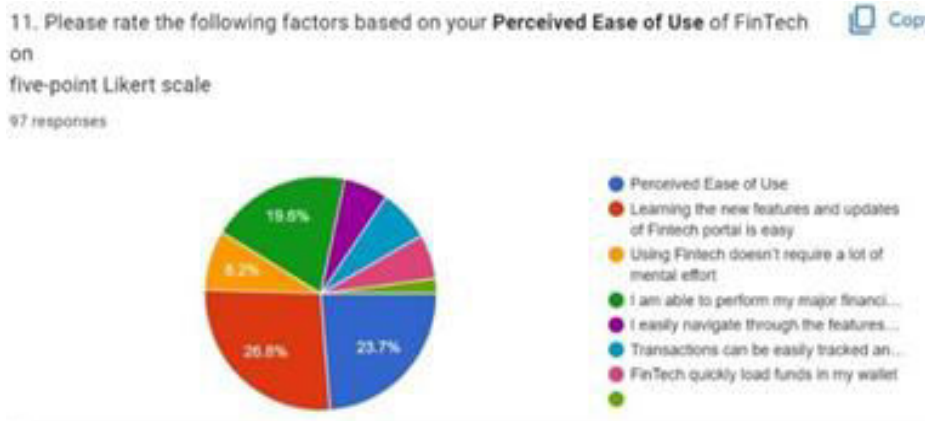
be provided by the portals. Further it was observed that 11.30% of the respondents believe that data security was also one of the major concerns that need to be looked. In another observation 29.9% of the respondents agreed that there should be better customer relationship management portals to enhance and guide the users for using the fin tech portal.

**Perception Towards FinTech Usefulness**



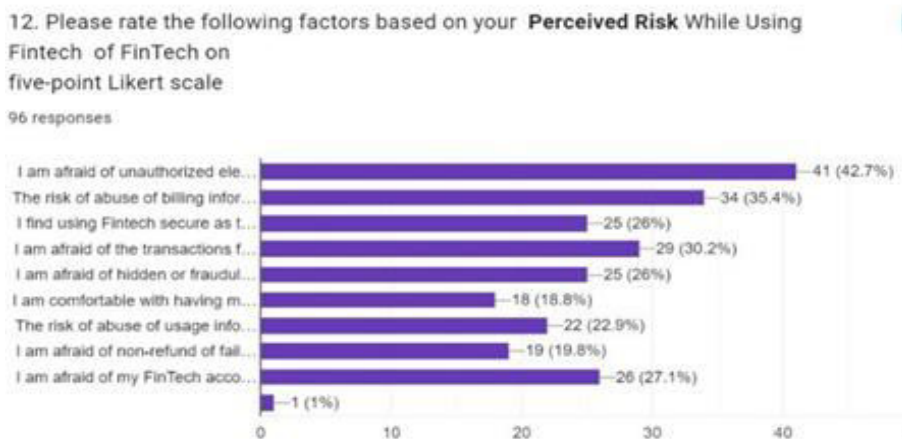
It can be observed from that respondents perceive the FinTech quite useful across various areas. We can say that people agree to a great extent that FinTech saves their time, makes financial journey smooth and helps in managing the finances too. With the highest 42.1% respondents agreed to the fact that FinTech saves time in doing financial transactions.

Perception Towards FinTech Ease of Use



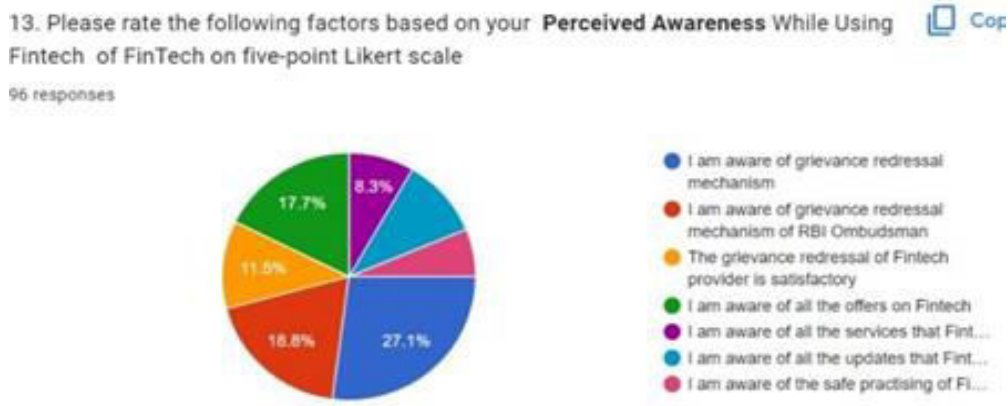
From the is seen that respondents moderately perceive the FinTech easy to use. With the highest 26.80% respondents find that their interaction with the FinTech through various mediums is clear and they clearly understand the features of FinTech. 23.7% which indicated that respondents agree that they perceive FinTech easy to use in learning new features, lowest respondents from navigation in FinTech and loading funds in FinTech and transaction can be easily tracked.

Perception Towards FinTech Risks



It is observed that people perceive the FinTech a bit risky in few areas. Highest Respondents fear few times that there may be some unauthorized transactions over FinTech.19% They are also afraid that there transactions might fail and they may be not refunded.

Perception Towards FinTech Awareness



The respondents perception of how aware they are of FinTech. It is found that respondents are 27.1% aware of the various grievance handling methods in FinTech space. It is seen that overall the respondents perceive that their awareness level is good. But efforts should be made in direction to improve and increase their awareness about services which they can avail in FinTech and how technology actually functions.

**FACTS AND FINDINGS**

1. The FinTech services are increasingly spreading in the with the availability of internet. Out of 150 respondents 100 were actively using the FinTech, which is a good sign. But if we look at the number of FinTech users it is still not at par with the mobile users. Majorly the young students are part of this FinTech environment. It is also observed that education is also playing a major role in adoption. With each increased level in educational qualification the adoption is increasing. 12% of the respondents using the FinTech are Post Graduates. So this also indicates that FinTech portals are found to be more easily adaptive to educated people. It is also found that males are adopting the FinTech more as compared to females. Students were found to be more adaptive towards the Fintech adoption.
2. The FinTech services are perceived to be useful. It is observed that by using FinTech time is saved while doing the financial transactions. Fintech services helps to keep the financial information and data at fingertips in digital form, which can be accessed at any time and place. It is also perceived that FinTech has ease of use. The interactions with FinTech services are clear and easily understandable. Learning new features and functions are also not perceived to be difficult. Awareness level about different aspects of FinTech were moderate. Efforts should be made to enhance the awareness about different aspects of FinTech. The grievance handling mechanism at government level, FinTech providers and other agencies must be more robust and satisfactory. People have less knowledge about exactly how the technologies involved in FinTech work. The FinTech services are perceived to be risky. It was seen that respondents are afraid of unauthorized transactions even after taking measures to curb with the risk. The main fear of theirs is that transactions frequently fails and sometimes unnoticed charges are made on transactions which are never refunded.
3. The major problem that respondents face while using FinTech was found to be the slow performance of FinTech portals and apps. The slow performance is to be blamed on then etwork issues, bank servers and infrastructural issues. Slow performance and transaction failures are quite frequent which discourages people to use the FinTech at times. It was also seen that respondents reported that sometime the transactions are done at their end but the receiver doesn't get the credit updated due to poor network or other reasons. It was also seen that the amount of information provided by the FinTech service provider is not very clear and informative. The users learn the features with hit and trials at times. The major issues that needs to be catered to improve the FinTech adoption and its post adoption usage is to work towards the performance of the FinTech and better information as user guide.

**CONCLUSION**

The present study "An Analytical Study on Awareness and Adoption of Fintech Among Youth in Mumbai" will be useful to examine the level of financial awareness and the areas that will be develop to ensure that they have the greatest chance of avoiding making poor financial decisions and of maximising the usage of fintech.

It also useful for policy makers and fintech industry to find the complexities of fintech adoption among young consumers, and carefully designed instruction could be simultaneously conducted for young consumers. In addition it will also recommend the decision-making process of financial experts and their adoption of fintech as their valuable skills could be integrated into the design of instruction for young consumers. Nevertheless, it is of great importance to first understand how young people develop their financial literacy and its impact on their fintech adoption.

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## YOUTH SKILLING &amp; JOB OPPORTUNITIES IN GULF COUNTRIES

<sup>1</sup>Prof (Dr) Sangeeta N. Pawar and <sup>2</sup>Sanyog Suresh Chavan<sup>1</sup>Professor and Head Research guide, Department of Commerce Mumbai University<sup>2</sup>Research Scholar in Business Policy & Administration, Department of Commerce Mumbai University**I- ABSTRACT**

Last year (2021-22), India received \$ 89 billion worth of foreign exchange (Forex) from NRIs. This is 3 percent of the country's GDP. The population of NRIs worldwide is 2.5 crore. Most of the remittances were sent by 88 lakh Indian workers living in six Arab Gulf countries. Almost 40% of talent from India comes to Gulf in overall statistical as Visa process & migration for Job is easy. But going forward getting Jobs in these markets are going to get tough with Localization programs & new job skills requirement in Gulf Market.

Thriving economy provides opportunities for all by building an education system aligned with market needs to give the youth the skills for the jobs of the future, and creating economic opportunities for the entrepreneur, the small enterprise as well as the large corporation. Traditionally Oil Rich Gulf Nations are trying to divert their Economy by Increase non-oil GDP from 16% to 50%. This Create New Opportunities in Logistics, Education, Power, Infrastructure, Retail, Services, Digital Systems & Tourism Sectors. India is Largest Human Talent Exporter to Gulf Countries; hence it is very important to understand the New Skills requirement for Gulf Market in line with their Growth & GDP diversification Strategies.

**II- CHALLENGES**

**“The war in Ukraine has reshaped the world's fuel markets”**

**The Whole Sick Crude**

- Next year, with little or no Russian oil, Europe may need even more from America, because the Gulf is running flat out. Weaker members of OPEC, such as Iraq and Kuwait, are already producing less than the cartel has agreed they can. Only Saudi Arabia and the UAE have room to increase production, perhaps by 1.8m b/d between them. But they fear slowing growth may hinder oil demand; and they are reluctant to undermine Russia. Russia's decision to join OPEC+, as the cartel's extended version is known, in 2016 was the result of decades of effort on the part of the Arab producers.
- Getting Iran back into the global market would help Europe a lot. It could rapidly increase its production capacity to nearly 4m b/d. But a deal that would suspend the heavy sanctions America has imposed on the Islamic Republic—the key to unlocking Iran's supplies—looks increasingly unlikely.
- In the longer run the strongest OPEC members should be able to defend their market share, even if oil demand slumps because of an economic crash. At the present price of about \$90 a barrel, most of the world's oil is financially viable. If oil prices fall by half, nearly all Saudi Arabia's huge reserves remain profitable; the same cannot be said for America, Canada, or Russia. Should climate action succeed in reducing demand to a fraction of what it is today, those low-cost producers will be the last ones left.
- Refined oil from the Gulf, where Saudi Arabia and the UAE have both increased capacity in past years, will find willing buyers. History shows that if they should choose to expand their refinery capacity further, they will be able to do so faster than their competitors, and at little political cost. The countries are happy to buy Russian refined oil to arbitrage against their own pricier exports.

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**The Seeds of Time**

- If the climate is a loser that makes the world a loser. The same goes for the free market. Tight supplies make OPEC the swing producer again, giving it clout to move prices by making minor tweaks to output.
- Big producers with the capacity to export more are in for a windfall. America will cement its status as a major fossil-fuel exporter. Australia can hedge its positions across fast-growing Asia, selling more to China while also being the supplier of choice to Japan and South Korea. But it is the prospects for the Gulf states which stand out most clearly. Saudi Arabia and the UAE have mended ties with Europe and feel strong enough to reject American requests for high production rates. As shortages of technology and people eat into Russia's oil exports their prospects in Asia will improve. And in an increasingly political market, the Gulf cities' reputation as entrepôts where everything goes is a strong selling point. Oil traders from India, Russia and Geneva are beefing up their presence.
- Perhaps the biggest winner of all is Qatar. The International Energy Agency, an official forecaster, says that unless countries strengthen their climate pledges, gas demand will grow until at least 2050. Such a trajectory would be bad in terms of climate change, a problem to which the Gulf is terribly exposed. But it would ensure continued earnings for Qatar.
- If emissions are cut more quickly it would earn less. But it might well flourish more in less hellish heat and would probably still do better than its neighbours. Ambitious cuts will get rid of oil before gas; for as long as gas remains traded globally, Qatar's position should be secure.

The global economy faces another period of uncertainty in 2023, with many countries expected to face recessions and continued inflation putting pressure on both government and household budgets. Some Middle Eastern countries are facing these headwinds full on, but the GCC seems increasingly like an island of calm in this storm as it looks set to buck the trends of the forecasted global recession likely to hit at least a third of the world's economies in 2023, according to the IMF

- In the latest International Monetary Fund (IMF) predictions, the outlook for global growth was trimmed by 0.2 percentage points, while the forecast for the eurozone was revised down dramatically to 0.5% from 1.2%.
- The IMF forecast global growth to slow to 3.2% in 2022 and 2.7% in 2023 from 6.0% in 2021. This is the weakest growth profile since 2001, except for the global financial crisis and the acute phase of the COVID-19 pandemic.
- This diversification and the ongoing backdrop of weak growth and high inflation means that policymakers are facing difficult choices, the report says. Taming inflation without stymying growth is the foremost one and the one that needs considered monetary policy.

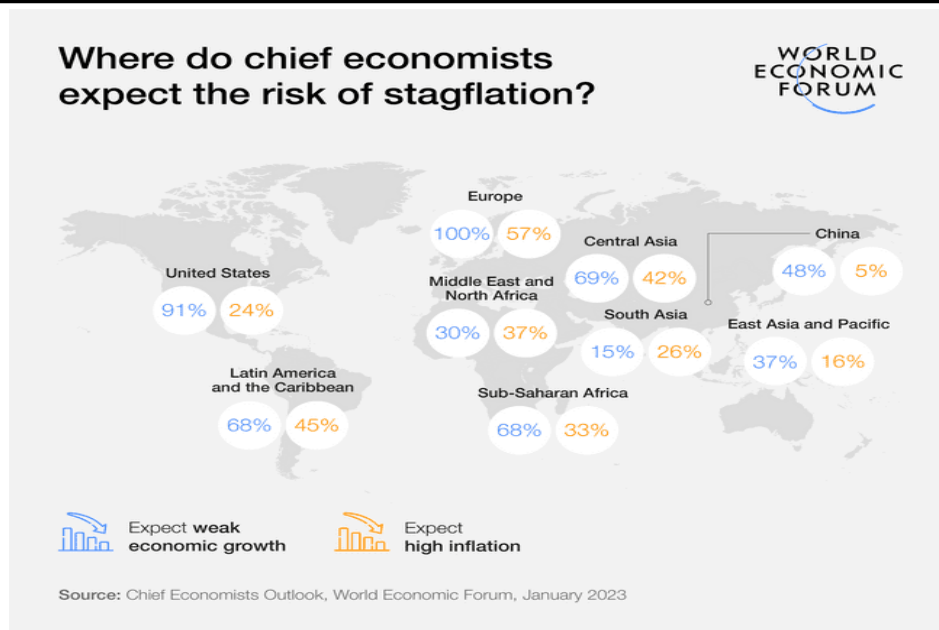
**Difficult Dilemmas**

- "Policymakers face a dilemma between tightening too much and too little," the report says. "Fiscal policymakers face significant challenges too, not least because of the greatly reduced fiscal space in the wake of government expenditure during the pandemic."
- While the outlook is generally gloomy and uncertain, potential bright spots include the easing of inflationary pressures and the possibility for consumer sentiment to stabilise and improve. While the cost-of-living crisis still looms large and will affect many individuals, 68% of those surveyed for the report said it will ease in severity over 2023.
- "On food costs there is a notable divergence in the expected impact between high- and low-income countries," the report said. Soaring food costs will disproportionately affect low-income countries, with many more people facing food insecurity.

**Business Challenges**

- Weak global demand was seen as the biggest challenge for businesses to overcome in 2023, followed by the high cost of borrowing, high input costs and talent shortages.
- Geopolitical trends continue to dominate thinking, being cited as the top factor shaping global economic activity in the year ahead.





**III - OPPORTUNITY**

Gulf Nations are Empowering the private sector and increase the flexibility and competitiveness of the industrial sector, ensuring continuity of access to important commodities for the well-being of citizens and the continuity of economic activity, in addition to leading the regional industrial integration of value chains ( Between Countries) , taking advantage of the strengths of the Gulf economy and achieving global leadership in a group of selected commodities by investing in promising new technologies.

**IV-METHODOLOGY**

This paper aims at discussing some of the important issues relating to Youth Skills requirement in Gulf Nations with Current & Future scenarios by using Gulf Nations visions for future 2030 roadmap created by Leadership of Gulf countries. The paper is based on available literature and secondary data.

**V- EXPLORING OPPORTUNITIES**

**In Future Workplaces, 41% More Time Will Be Spent on Critical Thinking, 77% More Time Will Be Spent Using Science and Mathematics Skills, And Management Will Go Down By 26%**

This is the era of Automation & Digital technology in Gulf countries, each country is striving to make most of the services affordable thru Automation & reach customers faster thru Digital Technology. New Job Roles like E.g., of technical skills: User experience design, Coding, SCRUM Master, Digital Marketing, etc. getting created. And for such roles India can be hub for manpower if we able to create our Youth ready with these skills as most of this role can we worked in hybrid role by from any country base. Which make India very attractive Manpower source due to cost effectiveness & also in the closer time zone as Gulf nations.

**VII- FINDINGS**

Many leading organizations are like Unilever, Nestle, P&G, Aramco etc. already started working on this skill requirement for employees. the Job hunt also done by taking care assessment for these skills for all roles. After reviewing secondary data & vision for Gulf Nation Saudi 2030, UAE 2024 & Oman 2030 document demonstrated promoting local talent but also continue to import Global Talent for critical role by finding right mix of talent with specific skills.

**E.g., Golden VISA UAE & Saudi Long Term Residency scheme**

The Golden visa is a long-term residence visa which enables foreign talents to live, work or study in the UAE while enjoying exclusive benefits. Investors, entrepreneurs, scientists, outstanding students and graduates, humanitarian pioneers and frontline heroes are among those eligible for the Golden visa

**Scheme Attracts talent in Medical, Digital & Future Robotics science field.**

10 Major Skills required for Future Job market in Gulf countries

1. Digital Literacy
2. Data Literacy
3. Critical Thinking

- 
4. Emotional Intelligence
  5. Creativity
  6. Collaboration
  7. Flexibility & Adaptability
  8. Youth Entrepreneurship
  9. Curiosity & Learning on the fly
  10. Time Management

Above Skill look at for all the role & Digital & Data Literacy is most critical skills emerge from last 2 years.

### **VII-SUGGEST MEASURES**

We need to Develop Education Models & Syllabus in education system focusing on these skills for youth development. Currently India working on new Education Models with allowing international universities to set up in India, we need to make sure that above skills requirement is covered not only in international school but by using Indian syllabus we need to re-engage new skills into older updated syllabus for students E.g. We currently do not have any University to certify bachelor's degree or master's in data science. Answer is No, we have long way to go but we can start now as it's not too late.

### **VIII- CONCLUSIONS**

As Gulf is trying to become self-dependent on their Own Talent pool population, there is still huge opportunity for India due to availability of Youth age group. The Traditional role will be limited & new roles like data science filed, medical filed, Robotics, Digital marketing are getting emerging in demand. We need to create awareness in Youth for this role & keep them ready for these changes in Job market. Also, Huge Indian Businessmen & Entrepreneurs are setting up there SME' in Gulf due to great opportunity, we need to tie up with them for new skills development program for youth.

### **ACTIONS PLAN SUGGESTED**

1. Creation of awareness about new roles
2. Making Youth aware on Digital & Data Literacy
3. Understanding new Job description & making CV's accordingly
4. Creating environment in India in education system for new skills development
5. Partnering with Gulf Chambers of commerce for specialized requirements

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## LAMBDA CALCULUS: ORIGIN, HISTORY AND SYNTAX

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## ABSTRACT

Functional programming which we are using nowadays such as Java, C, C#, C++ are programming languages in which we use variables, arguments and commands and we write programming for solution in mathematical style. It seems that we are using mathematical ideas, abstraction and functions to programme for particular solution but in actual context functional programming have mathematical background i.e., Lambda Calculus. Functional programming is based on lambda calculus. In this paper we will see origin of lambda calculus in detail and how it connects functional programming and its syntax.

Keywords: Functional programming, lambda calculus, syntax

## INTRODUCTION

Functional programming has been used by the young programmer for many years as a computational theory. Functional programming gives practical platform to many problems.

Lambda calculus ( $\lambda$ -calculus) is a formal system and primary language to develop programming languages in mathematical logic.  $\lambda$ -calculus expresses computation based on function abstraction and application using variable binding and substitution. It is a universal model of computation. It was introduced by the mathematician Alonzo Church in the 1935 as a part of his research into the foundations of mathematics.

## ORIGIN &amp; HISTORY

Gottfried Leibnitz's ideology says that there should be some universal language for programming but other way he himself declined his own idea by raising one philosophical question "Can we solve all our problems based on one universal language?" this has become very debatable question in seventeenth century. This question is popularly known as **Entscheidungs problem**.

**1673:** Gottfried Leibnitz built calculating machine to calculate the truth values of mathematical expression and then his further studies directed towards the goal of getting formal language:

**1893:** Frege observed that in the study of function one can focus on the functions which can be represented by one argument.

**1920:** William Ackerman in the study of computation discovered function which is primitive recursive and known as Ackerman's function

**1926:** David Hilbert in his research paper hypothesized that Ackerman's function was not primitive recursive in the study of computational theory.

**1928:** William Ackerman, Student of David Hilbert proved the hypothesis in his research papers and continued with discoveries in the field of computational theory.

**1928:** In continuation of this "program", Hilbert posed three questions at an international conference, the third of which became known as "Hilbert's Entscheidungsproblem"

**1929:** Moses Schön Finkel developed a formal system that avoided the use of bound variables.

**1930:** David Hilbert believed that there would be no such thing as an unsolvable problem 1935: Alonzo Church formally defined the notion of 'Algorithm' with the concept based on  $\lambda$ -calculus 1936: Alonzo Church and Alan Turing presented paper showing that general solution of **Entscheidungsproblem**

is not possible with the help of calculus .this is popularly known as Church -Turing Thesis.

**1936:**Subsequently Church just the portion relevant to computation which is known as untyped lambda calculus

**1940:** He introduced logical consistent system known as typed lambda calculus.

**1963:** McCarthy proposed a mathematical basis for computation which was influenced by lambda calculus and recursive function theory which is further called as LISP.

**1971:** Popplestone and Burstall updated LISP with a modern syntax and a pure functional subset. It has led to POP11 and to POPLOG which combines POP11 and PROLOG.

**1974:** Turner developed SASL based on lambda calculus followed by Miranda ,general purpose research in programming and teaching.

**1980:** Burstall discovered Hope, has origin in Lambda calculus ,programming language for ALICE parallel computers.

Late 80s early 90s: Haskell developed by Simon Peyton Jones, Paul Houdak, Phil Wadler. It is considered as one of the purest functional programming languages nowadays has its origin in lambda calculus.

**SYNTAX AND SEMANTICS**

Lambda calculus is simple functional programming language yet powerful in computational theory as any other language like Java, C, C#. Program in lambda calculus is called as lambda expressions and abbreviated as **λexp**. It has three parameters in syntax

- Variables
- Abstraction
- Application

**1. Variables**

we use single letter or letter with number subscript as variable in lambda calculus for example x, y, p<sub>2</sub> etc. It is an identifier.

**2. Abstraction**

This is called as lambda abstraction. It consists of four parts; first part is lambda symbol second is variable then period followed by expression. Lambda expression consist of two components first is formal parameter and second is called body of the function. Consider the following expression  $\lambda\langle\text{var}\rangle. \langle\lambda\text{exp}\rangle$  in this  $\langle\text{var}\rangle$  is formal parameter which is non terminal and  $\langle\lambda\text{exp}\rangle$  is body of the function. for example,  $\lambda x. y$  is the function whose formal parameter is x and whose body is y.

**3. Application**

A function application is commonly known called as lambda application. It consists of an expression followed by an expression:

$\langle\text{expr expr}\rangle$

The first expression is a function abstraction and the second expression is the argument to which the function is applied. All functions in lambda calculus have exactly one argument. Multiple-argument functions are represented by currying,

For example, the lambda expression  $\lambda x. (+ x 1) 2$  is an application of the function  $\lambda x. (+ x 1)$  to the argument 2. This function application  $\lambda x. (+ x 1) 2$  can be evaluated by substituting the argument 2 for the formal parameter x in the body  $(+ x 1)$ .

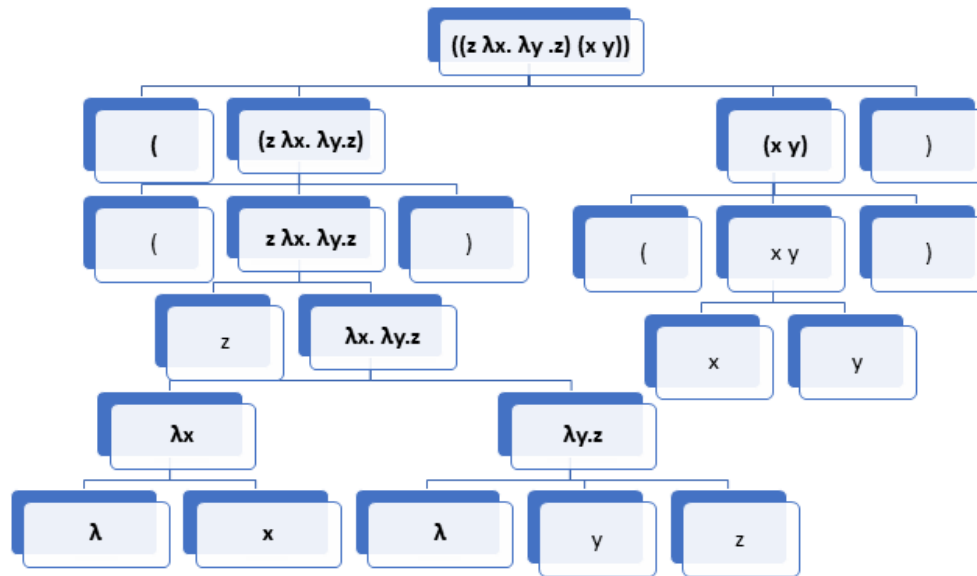
Function application associates left-to-right for example  $f g h = (f g) h$ .

Function application binds more tightly than  $\lambda$ ; thus,  $\lambda x. f g x = (\lambda x. (f g) x)$ .

Functions in the lambda calculus can be used as arguments to functions and functions can return functions as results.

For example, consider one lambda expression and using above grammar we can make parsing tree of it

$\langle((z \lambda x. \lambda y .z) (x y))\rangle$



**RESEARCH METHODOLOGY**

The empirical research methodology has been used which relies on experience and observation.

It is descriptive research based on observation and majorly focus on verbal data rather than measurement and coming up with conclusions as well as to get the facts as their resource.

**FINDINGS**

- Lambda calculus has mathematical origin as it uses knowledge of logic, set theory and combinatorics.
- Lambda Calculus expands the quantitative and analytical reasoning of a student.
- Lambda Calculus has its importance in some advanced areas of computer science, including machine learning and signal processing

**SUGGESTION**

- In syntax and semantics there is more to discuss about alpha reduction, beta reduction and eta reduction.
- Typed lambda calculus and untyped lambda calculus can be studied further.

**CONCLUSION**

Lambda calculus has applications in many different areas in mathematics, philosophy, linguistics, and computer science. Lambda calculus has played an important role in the development of the theory of programming languages. Functional programming languages implement lambda calculus. Now lambda calculus enjoys a respectable place in mathematical logic as well as computation.

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**A STUDY OF INTRODUCTION OF AN INCUBATION CENTRE IN HEI AS A TOOL TO PROMOTING ENTREPRENEURSHIP**

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**<sup>1</sup>Mr. Gangesh Dubey and <sup>2</sup>Dr. CA Vishwanathan Iyer**<sup>1</sup>Student, Vedanta College, Ulhasnagar<sup>2</sup>Vice Principal, Vedanta College, Ulhasnagar**ABSTRACT**

*An Incubation centre is a physical or virtual space that provides support to startups and early-stage businesses. It offers a range of resources and services to help these companies to grow and develop. The benefits of an incubation centre include providing office space, Equipment, Funding, Mentorship, Networking Opportunities, Training and Education. The Objective is to study and role of Incubation centre in HEIs and study the relationship between Incubation Centre set up and promotion of Entrepreneurship skills among students. In order to examine this topic, both primary and secondary data were gathered using both approaches. Primary data was collected by floating structured questionnaires through Google forms among the students. The questionnaire was framed with a five-point Likert scale. The secondary data was collected from books, articles & Research papers and websites. The population for the study was the students studying in the colleges. The data analysis was done by using SPSS package. The normality test was conducted to check normality of data by using Kolmogorov-Smirnov & Shapiro-Wilk test. The data was found to be Non-Normal therefore null hypotheses were tested by using Non parametric tests i.e., Mann-Whitney U test and Kruskal Wallis test. The study came to the conclusion that the establishment of incubation centres should be regarded the standard because they are an essential part of higher education institutions. It highlights the value of encouraging young people to become entrepreneurs by helping them develop and carry out business ventures while still in college.*

*Keywords- Incubationcentre HEI highereducationinstitute businessincubators startup earlystagestartups*

**INTRODUCTION**

An Incubation centre is a physical or virtual space that provides support to startups and early-stage businesses. It offers a range of resources and services to help these companies to grow and develop. The benefits of an incubation centre include providing office space, Equipment, Funding, Mentorship, Networking Opportunities, Training and Education.

In simple words, an incubation centre provides a supportive environment for startups and early-stage businesses, helping them to overcome common challenges and providing them with the resources they need to grow and succeed.

The exact origin of incubation centres is not clear, but the idea of providing support to startups can be traced back to the 1950s and 1960s, when a number of business incubators were established in the United States. These early incubators were often created in response to economic challenges, such as declining industrial areas. The concept of incubation centres has evolved and has become more widespread, with incubators now operating in many countries around the world. Some of the early pioneers of incubation centres include the inventor and engineer Paul Brower, who established the first business incubator in Batavia, New York in 1959, and the entrepreneur and philanthropist Joe Pryor, who helped to establish the first technology-focused incubator in the United States in the 1980s.

A Higher education institutes are institutions of learning that offer advanced academic and professional degrees, beyond the secondary school level. These institutes typically offer programs in a variety of fields, including the arts, sciences, humanities, and professional disciplines such as business, engineering, and law.

A higher education institutes play a crucial role in preparing students for successful careers and further education. They offer advanced academic programs, opportunities for research and discovery, and a range of student services to support students on their educational journey.

The setting up of an Incubation centre within an HEI is a perfect example of win-win system. The two eco-systems are perfect compliments to each other. Business needs fresh ideas and young minds are an idea-mines, so an HEI is the perfect place for set up of an incubation centre. Likewise, the final mission of every HEI is to provide some placement to its student. In this context, a student treading the path of a Job giver rather than become a job seeker would give much more satisfaction to the organisation.

To summarise, the concept of incubation centres within higher education institutes is beneficial because it promotes student entrepreneurship, provides valuable career development opportunities, contributes to community development, encourages research and innovation, and collaboration.

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**REVIEW OF LITERATURE**

- 1) Kalpesh Kumar Gupta & Shivali Rathore (2014), through their research paper entitled Study of Incubation Centres & Its Role in Fostering Entrepreneurship in India with Special Reference to Centres Set Up in IIMs/IITs concluded that IITs lead in incubation support compared to IIMs due to their technical nature. Most IIMs/IITs have Entrepreneurship Cells that help build an entrepreneurship culture and provide seed funding support.
- 2) Semih Akçomak (2011), through their research paper entitled Study of Incubators as Tools for Entrepreneurship Promotion in Developing Countries concluded that Incubators have evolved over time and successful ones provide a range of services focused on intangible business services, employ qualified managers and support staff, and are profit-oriented. However, incubators in developing countries face several challenges such as focus on tangible services, reliance on government promotion and funding, lack of qualified personnel and skilled managers, and lack of planning and creativity in solving problems and providing services. Policy on incubators should be flexible, innovative, and integrated into a framework of policies for entrepreneurship promotion, innovation, and economic development. Incubators need to be competitive and innovative to achieve their goals and evaluations should be routine to assess the quality of services provided to tenant firms.
- 3) Rudy Aernoudt (2004), through their research paper entitled Study of Incubators: Tool for Entrepreneurship concluded that the development of incubators in Europe is hindered by a lack of entrepreneurship and inadequate seed financing and business angel networks. Both incubators and business angel networks are crucial for bridging the entrepreneurial gap and promoting economic growth. Good practices in seed financing and involvement in later rounds of financing should be integrated into incubation.

**SIGNIFICANCE OF STUDY**

Based on the review of literature it was found that many research have been carried out on setting up of Incubation centre for growth of economy, advantages of Incubation centre etc. However, no research related to setting up an Incubation centre within an HEI was conducted. Hence, this paper deals with role of an Incubation Centre within an HEI as a tool of promoting self-employment

**OBJECTIVES OF STUDY**

- 1) To learn about the concept of Incubation Centre
- 2) To study the role of Incubation Centre set up within a HEI
- 3) To study the relationship between Incubation Centre set up and promotion of Entrepreneurship skills among students

**HYPOTHESES**

**H<sub>0</sub>** - There is no difference in the level of relationship between Gender and set up of Incubation Centre at HEI

**H<sub>1</sub>** - There is a difference in the level of relationship between Gender and set up of Incubation Centre at HEI

**H<sub>0</sub>** - There is no difference in the level of relationship between Class and set up of Incubation Centre at HEI

**H<sub>1</sub>** - There is a difference in the level of relationship between Class and set up of Incubation Centre at HEI

**H<sub>0</sub>** - There is no difference in the level of relationship between Courses and set up of Incubation Centre at HEI

**H<sub>1</sub>** - There is a difference in the level of relationship between Courses and set up of Incubation Centre at HEI

**LIMITATIONS OF STUDY**

1. There was a time constraint to approach all the students.
2. Students from 5 courses namely viz BCOM, BAF, BBI, BMS & BSCIT were considered for the study.

**RESEARCH METHODOLOGY**

The research study is indicative and analytical in nature. Both primary and secondary data were collected. Primary data was collected by floating structured questionnaires through Google forms among the students. The questionnaire was framed with a five-point Likert scale. The secondary data was collected from books, articles & Research papers and websites. The population for the study was the students studying in the colleges. The random sampling method was used. After the responses were received, it was classified, tabulated and summarized and gets covered in the flow of the paper.

**DATA ANALYSIS**

The data analysis was done by using SPSS package. The normality test was conducted to check normality of data by using Kolmogorov-Smirnov & Shapiro-Wilk test. The data was found to be Non-Normal therefore null hypotheses were tested by using Non parametric tests i.e., Mann-Whitney U test and Kruskal Wallis test.

**NORMALITY TESTING**

Normality was conducted for the data using Kolmogorov-Smirnov & Shapiro-Wilk test.

**H<sub>0</sub>**: Distribution is Normal

**H<sub>1</sub>**: Distribution is Non-Normal

Table 1: Tests of Normality						
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
<b>Overall</b>	.124	162	.000	.971	162	.002

a. Lilliefors Significance Correction

Source: Primary data

The table 1 indicated significant value for the variable was less than 0.05 which means the Null Hypothesis is rejected and alternate hypothesis is accepted that is distribution is non-Normal hence appropriate non-Parametric test Mann-Whitney U test and Kruskal Wallis test were used for further analysis.

**Testing of Hypotheses**

H<sub>0</sub> – There is no difference in the level of relationship between Gender and set up of Incubation Centre at HEI

H<sub>1</sub> - There is a difference in the level of relationship between Gender and set up of Incubation Centre at HEI

**Table 2: Mann-Whitney U Test – Gender and set up of Incubation Centre at HEI**

Null Hypothesis	Test	Sig.	Decision
There is no difference in the level of relationship between Gender and set up of Incubation Centre at HEI	Independent-Samples Mann-Whitney U Test	.954	Retain the null hypothesis.

Source: Primary data

Table number 2 indicated that significant value is 0.954 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Gender and set up of Incubation Centre at HEI.

H<sub>0</sub> - There is no difference in the level of relationship between Class and set up of Incubation Centre at HEI

H<sub>1</sub> - There is a difference in the level of relationship between Class and set up of Incubation Centre at HEI

**Table 3: Mann-Whitney U Test – Class and set up of Incubation Centre at HEI**

Null Hypothesis	Test	Sig.	Decision
There is no difference in the level of relationship between Class and set up of Incubation Centre at HEI	Independent-Samples Mann-Whitney U Test	.460	Retain the null hypothesis.

Source: Primary data

Table number 3 indicated that significant value is 0.460 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Class and set up of Incubation Centre at HEI.

H<sub>0</sub> - There is no difference in the level of relationship between Courses and set up of Incubation Centre at HEI

H<sub>1</sub> - There is a difference in the level of relationship between Courses and set up of Incubation Centre at HEI

**Table 4: Kruskal Wallis Test – Course and set up of Incubation Centre at HEI**

Null Hypothesis	Test	Sig.	Decision
There is no difference in the level of relationship between Courses and set up of Incubation Centre at HEI	Independent-Samples Kruskal Wallis Test	.487	Retain the null hypothesis.

Source: Primary data

Table number 4 indicated that significant value is 0.487 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Course and set up of Incubation Centre at HEI.

**FINDINGS**

- 1) Of all the respondents, 67% were Females and 33% were Male
- 2) 26% respondents belong to First Year, 26% respondents belong to Second Year and 48% respondents belongs to Third Year.



- 3) The respondents from BCOM course is 32%, whereas the respondents from BMS, BBI, BAF, BSCIT is 17%, 11%, 31% & 9%.
- 4) It was found that the null hypothesis related to Gender was rejected. This means both male and female emphasized on the need of setting up an Incubation Centre within HEI.
- 5) It was found that the null hypothesis related to Class was rejected. This means all the respondents from First year, Second year & Third year emphasized on the need of setting up an Incubation Centre within HEI.
- 6) It was found that the null hypothesis related to Course was rejected. This means all the respondents from BCOM, BAF, BMS, BBI, BSCIT emphasized on the need of setting up an Incubation Centre within HEI.
- 7) During research it was observed that many Incubation centres at HEI is created as a formality rather than as a functionality.

### **SUGGESTIONS**

1. Setting up an Incubation Centre in HEI helps students to generate and put forward their innovative ideas upfrontly without hesitations.
2. Setting up an Incubation centre in HEI provides opportunities for students to network with other startups and established businesses.
3. The mentor mentee can work more effectively by exposure to Incubation centre.
4. The setting up of an Incubation Centre must be mandatory for HEI providing vocational courses at the preliminary stage.
5. Based on the results of preliminary investigation it can be introduced on voluntary basis in all the other HEIs.
6. After setting up an Incubation Centre, qualified teachers with specialization in entrepreneurship management to be appointed for better execution of plans and ideas.
7. The Universities must introduce an apex body to monitor and control Incubation Centre at the HEIs on annual basis.

### **POINT OF DISCUSSION**

The current study focuses on 5 courses – BCOM, BAF, BBI, BMS, BSCIT. A research paper on the opinion of vocational course students can become newer area of research.

### **CONCLUSION**

All the objectives of the study were achieved and all the hypothesis were proved. Acceptance of all the 3 null hypotheses proved that Incubation Centres are necessary component of an HEI. The management of an any organization must start to think and execute the establishment of an Incubation Centre, which leads to grow and develop the entrepreneurship thoughts in young minds. The road map for career growth of every student can be planned on the date of admission itself and during the academic term exploring different business ideas and checking its viability needs to be supervised. This study concludes that setting up an Incubation centre will be a new norm while setting up an HEI.

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**A STUDY OF CHALLENGES AND PROSPECTS OF HOUSEHOLD CANTEN BUSINESS IN MUMBAI SUBURBAN AREA**

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**ABSTRACT**

People are leaving smaller towns and rural areas to seek employment in larger cities such as Mumbai, Pune, Hyderabad, and Delhi. Increasing employment prospects and the establishment of new educational institutions have also resulted in a massive migration to the nation's major urban centres. As a result, students and employees don't have enough time to cook their own food and not everyone of them likes it. However, everyone wants healthy, hygienic, quality and economical food that resembles to the taste of their own kitchen. Thus, household Tiffin Service Business comes into existence. This research paper studies the perception of new entrepreneurs towards the prospects of household tiffin business in suburban area of Mumbai city.

*Keywords: Canteen, household kitchen, poli bhaji Kendra, Tiffin Business*

**INTRODUCTION**

Many middle-class Maharashtrian Mumbaikars have moved away from the centre of the city and now can be found around the suburbs and the adjoining cities, where they are joined by migrants from other parts of the State. Due to the increasing number of middle-income families, both spouses are working and have jobs far away in the city. Because of travelling in early train out and a late-night return leaves very little time to cook three meals a day, and most families subsist on whatever they can afford to buy from outside.

In the late 1970s, a few smart vendors realized that there was an unsatisfied demand for home-cooked Maharashtrian food in the city. So in the year 1978 the earliest poli-bhaji kendras was started in Dombivili. Initially it started exclusively as a takeaway counter which catered to the office-goers and others who craved for home-made food. But soon, many other entrepreneurs also joined in. These kendras served everyday freshly made Maharashtrian food, cooked in the same way cooked in middle-class homes: poli and a variety of bhajis, and also breakfast items such as poha and upma, all at low prices.

Earlier most of these kendras were close to a railway station or bus stand because their primary clientele being the middle-class office-going crowd. A typical kendra is family-run establishment with minimal staff. There is usually no outsourcing of cooking. At most, if faced with a shortage of family members, the owners might bring in a few known persons from their neighborhood to assist in serving and packaging, but cooking is almost always done by the family. This ensured to preserve the taste and quality through the decades.

Customers usually pick the combinations they want from the wide containers containing limited but wholesome range of food items. Interestingly most kendras do not have any printed menus, mostly there will be a blackboard displaying the daily food items handwritten boldly in chalk. The poli means soft, dry chapatis or phulkas, smeared with a light touch of oil; some centres will also serve rice rotis, and jowar and finger-millet bhakris. Then there will be one or two varieties of spicy bhaji: Brinjals, Cluster beans, French beans or other seasonal vegetables, cooked dry or in a gravy rich with a mix of finely-ground masalas. You could also get steamed rice, with a thick yellow dal with a jeera-rai tadka, amti (a sweet dal with jaggery and kokum), pitala (a besan-based curry) and a sweet dish (dessert).

The exact flavour of the food will depend on the origins and culture of the family which is running the canteen, and they attract people from the same region craving for the taste of home. According to most of the owners, they have loyal clientele for more than 16 years. A few kendras also offer traditional nonvegetarian items of fish and chicken dishes. Seasonal speciality beverages, such as kairi panha (a raw mango-based drink), masala buttermilk, and solkadhi (a kokum-based spicy drink) are also available. Some household tiffin centre serve Malwani food items also including tandlachi bhakri, paplet fry, bangda fry, and amboli

Nowadays these poli bhaji kendras are spread beyond Dombivili, Mulund, Thane and Kalyan, and took roots in Pune, Aurangabad, Satara, and other cities in the State of Maharashtra. But the researcher has limited his study to the suburban areas of Mumbai city only.

Young people, whether single or married, unskilled in cooking or unable to find time for it, find the kendras irresistible too, specially many young women who moved to Mumbai from small villages in Maharashtra in search of better job prospects.

When the Vendors were asked whether their business has been affected by the fast food centres and desi Chinese stalls that have sprouted up in the neighbourhood. The entrepreneurs are not at all worried, as every kendra has its niche clientèle, and they have remained loyal through the years. The People who need hot and fresh food will always visit these centres only, so they aren't worried nor they wish to diversify. The proprietors unanimously asserted that this is their core venture and they will continue with it in future also.

Although Some kendras are taking catering orders for traditional functions, or making sweets for religious festivals, they do not stock or sell regular grocery items, confectionery, or carbonated beverages. They remain as usual humble and nondescript and are satisfied with their regular customers.

It is seen that mostly the entrepreneurs take a big hall on rent or then Sometimes own household kitchen is used for cooking. The entrepreneurs Buys all kitchen equipments at least for 50 people and also plastic containers, packing materials, tiffin boxes and other utensils if dining is also provided along with the parcel service. Similarly a simple brochures or pamphlets are printed where in the tiffin service name and address and at least two mobile numbers are mentioned. These pamphlets are Given to newspaper vendor who for 100 rupees circulates nearly 500 brochures with distribution in newspapers to the nearby neighbourhood colonies and residential localities. Similarly one or two persons are dedicated for distribution of tiffin parcels and one person to look after the counter. Nearly 5 to 10 women workers are engaged in the kitchen for making chapaties, rotis, parathas as per the demand of the customers. Researchers found that 75 % of the cost comprised of Materials, Fuel, Labour cost and Rent.

Technically, one requires a license from the Governments Food department to start any eatery, but no one can stop you from doing it from your home. Nowadays the Authorities being more conscious, one can start with home based cooking and supply, but after some time when one feels to have a big clientele, one should apply for a license to avoid any action or harassment from officials. Proper license from BMC should be taken along with Udhyam Aadhar, Shops and Establishment License, Fire permissions etc. to avoid any raid from the Authorities

Quite remarkably, inspite of rising inflation and increase in customer base, most kendras have raised prices only marginally. According to many centre owners they have to think of the customers because for many of them, this is the only option for home-cooked food. Their customers, of course, are always grateful, that inspite of many options in metropolitan cities and the internet era of convenient mobile app-driven delivery, they can still find Maharashtrian comfort food at their poli-bhaji kendra.

### **OBJECTIVES OF THE STUDY**

\*The main objective of this research is to find out the perception of entrepreneurs towards household canteen business.

\*To find out the benefits and the challenges faced in house hold canteen business

\*To suggest ways to effectively carry out the household canteen business

### **REVIEW OF LITERATURE**

1. Ali, J., & Nath, T. (2013). Factors affecting consumers' eating-out choices in India: Implications for the restaurant industry. *Journal of foodservice business research*, 16(2), 197-209. This study investigates the factors influencing consumers' preferences of eating out and restaurant foodservices through a primary survey of 618 urban respondents, interviewed personally through a structured questionnaire, in six districts of Uttar Pradesh (India). The majority of the respondents reported eating out once in a month. They primarily dined out with friends or family members on holidays or special occasions. The difference in consumers' preferences for eating out has been analyzed for family and fast food style restaurants. This article also discusses the implications of eating-out choices for the promotion and development of restaurant industry.
2. Mukesh Ranjan (2015) Business standard dated January 17, 2015 reported Jamia Millia Islamia has got its first all women-run canteen as part of the efforts of a self-help group towards women empowerment. Launched as a symbol of gender equity and women's empowerment, It is being run by Ekta, a self-help group for women from the Jamia neighbourhood. The group has been providing training for entrepreneurship and business skills to the women. Ekta group was formed with assistance from Zakir Hussain Memorial Welfare Society and Jamia's Outreach Programme is helping the group to provide training skills among the women in Jamia neighbourhood. The canteen will be run completely by the women entrepreneurs with the help of women workforce from the neighbourhood.

3. Wirges, M., Speck, M., Bienge, B., Liedtke, C., & Rohn, H. (2016). Canteen or private kitchen—which lunch is more sustainable. *Poster presentation LCA Food, Dublin: October 2016*. The first results show that food production in canteens can preserve resources. However, the impact of side effects - such as how the food is processed and how much food waste is generated - should not be underestimated. Additionally, more meals and canteens need to be analysed to get a better understanding of how out-of-home catering can contribute to a sustainable development in the food sector. The first results indicate that the preparation of lunch within canteens is more resource efficient. For instance, the Material Footprint of a meal in a canteen is about 2.79 kg (incl. 25% food waste), whereas a meal at home has a footprint of 4.06 kg (incl. 12% food waste). The main reason for this is the use of gas fired equipment in the canteen instead of electric stoves at home. However, even though the actual preparation is done using more energy efficient equipment, additional preparation steps (e.g. chilling, keeping warm of the meals) partly diminish this advantage.
4. Magnusson, K., Ingelhart, K., Dymitrow, M., Dahlin, J., & Carlsson, M. (2018, October). Food and climate as part of public kitchens' sustainability work. In *Chalmers Sustainability Day conference: "Good Health and Well-being"*, Chalmers University of Technology, Session "Loin, larvae or lentils—On eating for health and climate (Vol. 23). Food and meals are central elements in our lives: a source of pleasure, a social activity and a bearer of culture. Our eating habits are also very important to health, which implies that the organization and content of meals is a prerequisite for well-being and learning. Schools, in particular, have unique opportunities to promote healthy lifestyles, help develop good eating habits and raise environmental and climate awareness amongst children and youths by embedding food in a wider context. Unsurprisingly, there is also an increasing interest in school meals and food-related education amongst researchers, many of whom agree that the quality of school meals can be seen as one of the most accurate indicators of the cities' sustainability potential. Systematic quality work, however, requires shared targets and ambitions, regular quality checks and discussions on development and improvement
5. Rajan, S., Panicker, S., & Giles, M. J. (2021) Household expenses and adoption of community food assistance program: consumer's perspective of Indira canteen. Through this research, researchers have attempted to understand these dimensions in the meals programme launched by the Karnataka State Government in its capital city-Bengaluru. Through this research, we note that the Government of Karnataka, using the Indira Canteens in the metropolitan region, has played a significant and vital role in addressing the fundamental issues of SDG2-accessibility, affordability, and utilisation of food. According to Fanzo, Covic et al. (2020), food systems must improve supply chain infrastructure to make sure that nutritious foods are cheap, even for the poor. Confirming their view, the Indira Canteen, through its efficient supply chain model, is able to provide nutritious, cheap food for the urban poor in Bengaluru City.
6. Jyotsna Richhariya (2022) according to Gaonconnection report, In Lalitpur district of Uttar Pradesh, 6,000 women SHGs have been formed that are providing employment opportunities to rural women and helping them set up their own businesses. Four such rural women run a Prerna canteen at the district which provides training and employment opportunities to women.

## RESEARCH METHODOLOGY

The Research is based on secondary as well as primary data. The Secondary data includes various Newspapers, journals, articles, internet sources etc. The primary data is collected through structured questionnaire through survey of entrepreneurs in Suburban Mumbai Area. The Collected information is classified and presented in form of tables and diagram Sample size and sampling method Total 143 entrepreneurs responses were collected by purposive/convenience sampling and snowball sampling method from the respondents comprising of current household canteen food vendors from different suburban areas in Mumbai city.

## DATA ANALYSIS

1. **Demographic Information:** The researcher collected basic demographic details to study the perception of entrepreneur towards household canteen business. which is shown in Table 1.

**Table 1(A):** Frequency Table for Age

Variable	N	%
<b>Age</b>		
20 to 40 years	47	32 %
40 to 60 years	68	48 %
Above 60 years	28	20 %
	143	100

**Table 1(B):** Frequency Table for Gender

Gender	N	%
Male	48	34 %
Female	95	66 %
	143	100

**Table 1(C):** Frequency Table for number of employees

Number of Employees	N	%
1 to 5	35	25 %
5 to 10	68	48 %
10 to 15	22	15 %
15 to 20	16	11 %
20 and above	2	01 %
	143	100

**Table 1(D):** Frequency Table for Education of the Entrepreneurs

Education	N	%
Up to SSC	78	55 %
HSC	43	30 %
Graduate	22	15 %
	143	100

**Table 1(E):** Frequency Table for ownership of business

Ownership	N	%
Proprietorship	58	41
Partnership	15	10
Family-owned business	26	18
Self-help group	36	25
Political party owned	08	6
Corporate business house	00	0
	143	100

**Table 1(E):** Frequency Table for Type of canteen

Types of Canteen	N	%
Canteen in School/college	08	6
Canteen in residential area	123	86
Canteen in Hospital	03	2
Canteenin companies	03	2
Canteen in Railway	03	2
Canteen in Hostel	03	2
	143	100

Source: Primary Data

Frequencies and percentages were calculated for age, gender, education, number of employees, type of business etc. Table 1(A) reveals that 32 % of the vendor respondents were from the age group of 20 years to 40 years and 48 % were from the age group of 40 to 60 years and 20 % were from age group above 60 years. According to Table 1(B) About 34 % of the respondents were Male and 66 % were Female. Table 1(C) reveals that Nearly 35 % of the respondents had 5 employees, 48 % had 5 to 10 employees 15% employed 10 to 15 employees, 11 % had 15 to 20 employees and only 1 % had employees more than 20 . Table 1(D) reveals that 55 % of the vendors had education upto SSC, 30 % HSC and 15 % were graduates. Table 1(D) shows that 41 % of the vendors were sole proprietors , 10 % were partners , 18 % family members, 25 % were self help group members , interestingly there were 6% political party sponsored and there were no corporate business owners. As per Table 1(E) it was found that 86 % of the canteen business studies were operating in residential area and 14 % were found in school, colleges, hospital, companies, railway stations and hostels

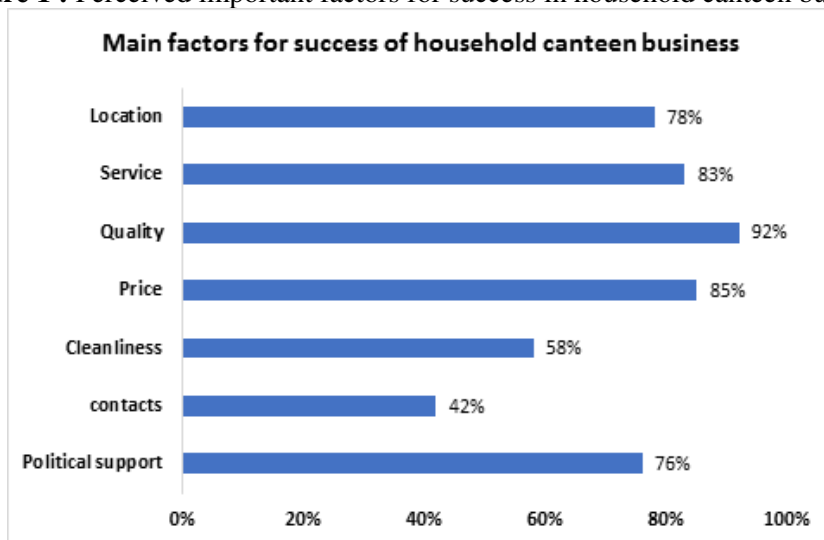
**2. Important factors for success of household canteen business:** The researcher was keen on knowing Important factors for success in household canteen business.

**Table 2:** Main factors for success of household canteen business

Factors	N	Percentage
Location	111	78%
Service	119	83%
Quality	132	92%
Price	122	85%
Cleanliness	83	58%
contacts	60	42%
Political support	108	76%

Source: Primary Data

**Figure 1 :** Perceived important factors for success in household canteen business



Source: Primary Data

Table 2 and figure 1 indicates that 78 % respondents feel that location is one of the important factors for success in household canteen business but 83 % feel that service also plays important role. Nearly 92 % give importance to the quality where as 85 % think price also is an important factor. It was also found that 58 % vendors favoured the cleanliness aspect and 42 % on contacts. Interestingly 76 % vendors were of the opinion that political support is also important for success in the house hold canteen business.

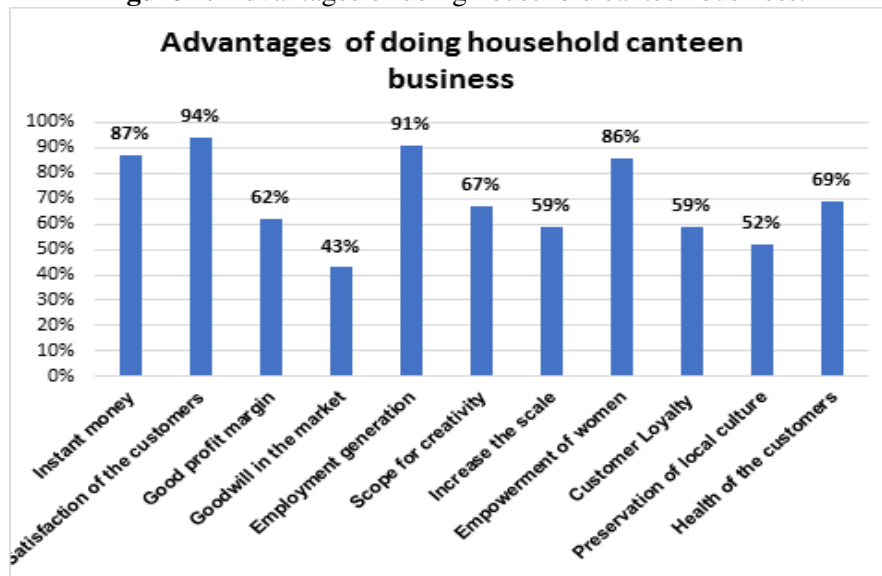
**3. Advantages of doing household canteen business.** The researcher was interested in knowing the Benefits of doing household canteen business

**Table 3:** Advantages of doing household canteen business

Variable	N	%
Instant money	124	87
Satisfaction of the customers	135	94
Good profit margin	88	62
Goodwill in the market	62	43
Employment generation	130	91
Scope for creativity	96	67
Increase the scale	85	59
Empowerment of women	123	86
Customer Loyalty	84	59
Preservation of local culture	75	52
Health of the customers	98	69

Source: Primary Data

Figure 2: Advantages of doing household canteen business.



Source: Primary Data

Table 3 and figure 2 reveals that 54 % of the respondents feel that the household canteen business gave instant money, 94% think it brings satisfaction to the customers. 91 % were of the opinion that this business generates employment and 86 % think that it brings about the empowerment of the women. Nearly 69 % vendors thought about the health of the customers and 67 % thought there was scope for creativity. According to 62 % vendors there is good profit margin in the household canteen business and 59 % found there is customer loyalty and there is scope for increasing the scale of the business. According to 52 % respondents this business gives them opportunity to preserve their culture and thus 43 % feel it creates a goodwill and reputation in the society for them.

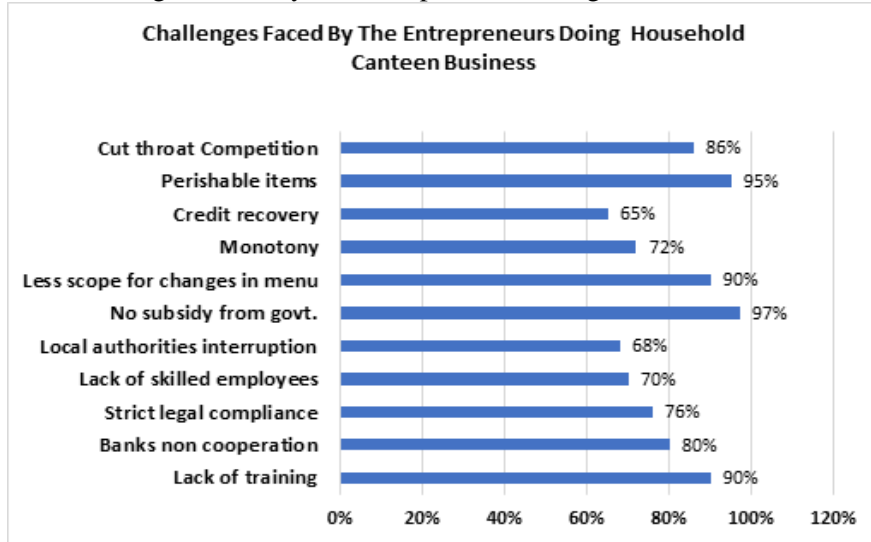
**4. The challenges faced by the Entrepreneurs doing household canteen business:** The researcher felt that it was essential to examine the challenges and issues faced by the Entrepreneurs doing household canteen business

Table 4: challenges faced by the Entrepreneurs doing household canteen business

Variable	N	%
Cut throat Competition	123	86 %
Perishable items	136	95 %
Credit recovery	93	65 %
Monotony	100	70 %
Less scope for changes in menu	129	90 %
No subsidy from govt.	129	90 %
Local authorities interruption	97	68 %
Lack of skilled employees	100	70 %
Strict legal compliance	109	76 %
Banks non cooperation	114	80 %
Lack of training	129	90 %

Source: Primary Data

**Figure 3:** Challenges Faced by the Entrepreneurs Doing Household Canteen Business



Source: Primary Data

Table 4 and figure 3 indicates that 75% of the customers complained of cutthroat competition in the business and 95 % complained about the perishable nature of food items. According to 90 % vendors there is less scope for change in menu, leading to monotony in the business as per 72 % vendors plus 90 % feel there is lack of training facilities. Similarly the 97 % vendors were unhappy about the unavailability of any subsidy or financial assistance from the government and 80 % complained about the non-cooperation of banks and financial institutions. According to 76 % respondents the strict compliance of law and as per 68 % vendors the interruption and interference of local authorities are the important drawbacks of the household canteen business

**5. Documents available with the household canteen entrepreneurs :** The researcher felt that it was essential to examine the Documents available with the household canteen entrepreneurs doing household canteen business

**Table 5:** Documents available with the household canteen entrepreneurs

Variable	N	%
Bank account	143	100%
GST number	28	20%
Udyam Aadhar	132	93%
Income tax return	113	79%
Kitchen Insurance	60	42%
FSSAI Vendor's License	83	58%
NOC from Municipal Corporation	123	86%
Shop and Establishment License	140	98%
Fire Safety Certificate	96	67%

**Figure 4:** Documents available with the household canteen entrepreneurs

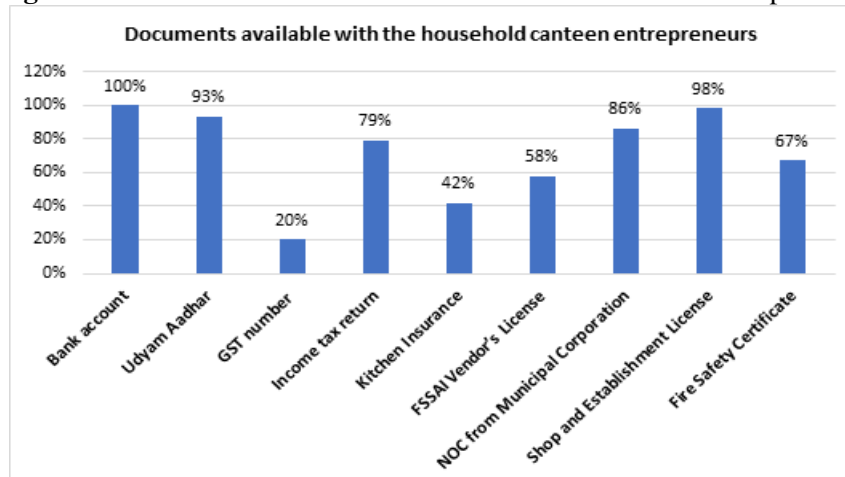




Table 5 and figure 4 indicates that 100% of the vendors had bank accounts, 93 % vendors had Udyam Adhar cards, 98 % vendors had shops and establishment licenses. Even 86 % vendors had No objection certificates from local municipal authorities, 67 % had fire safety compliance certificates and 79 % filed the income tax returns. It was also noticed that 58 % vendors had FSSAI licenses and 42 % had kitchen insurance. Surprisingly very few 20 % vendors had goods and services tax numbers.

**6. Entrepreneurs perception of profitability of household canteen business**

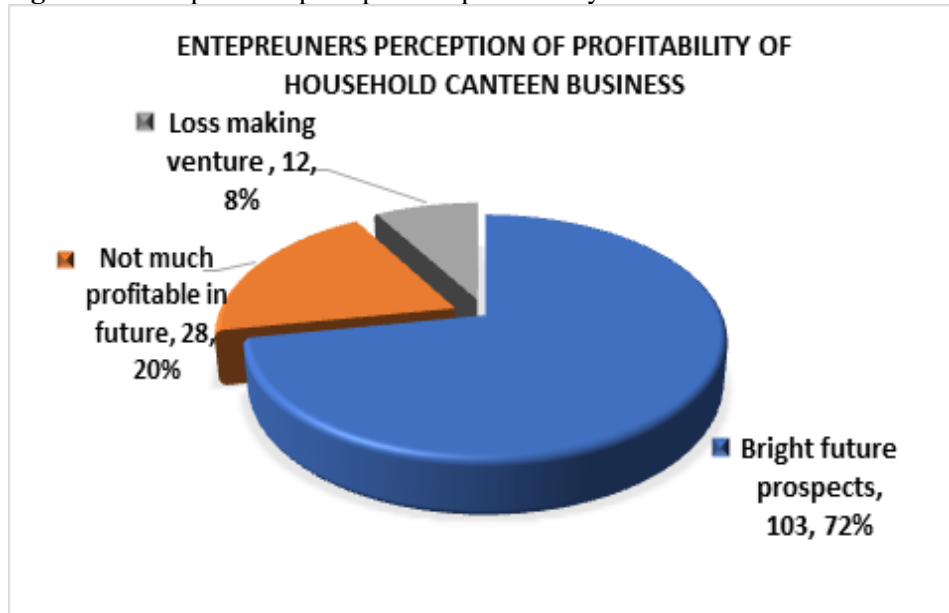
The researcher wanted to examine the preference of customers towards Mobile Lending Application. Hence the respondents were asked to give their views on the same and are as shown in Table 8.

**Table: 5:** Entrepreneurs perception of profitability of household canteen business

Variable	N	%
Bright future prospects	103	72 %
Not much profitable in future	28	20 %
Loss making venture	12	08 %
	143	100

Source: Primary Data

**Figure 4:** Entrepreneurs perception of profitability of household canteen business



Source: Primary Data

Table 5 and figure 6 clearly indicate that 70 % of respondents strongly think that the household canteen business has bright future prospects. Nearly 22 % think that it may not be much profitable and only 8 % respondents feel that the business may be loss making venture in future.

**CONCLUSION**

1. Nearly 80 % canteen vendors were below the age of 60 years and the canteen business is dominated by young entrepreneurs.
2. The canteen business is dominated by female entrepreneurs as 66 % of the vendors were female.
3. The researcher observed that 73 % of the vendors employed 1 to 10 staff members and only 1 % vendors had more than 20 staff members. This shows that the business can be managed easily with the help of 10 employees.
4. The study reveals that 85 % of the canteen vendors were educated up to HSC and 15 % were graduates but there were no entrepreneurs with master’s degree or professional degree.
5. Nearly 69 % of the canteen business were owned by the proprietors, partners or family members where as Local Self-help groups and political parties owned 31 % of the canteen stalls. But no corporate business house showed interest in the household canteen business.
6. Since it was found that 86 % of the canteen business were operating in residential area and 14 % were found in school, colleges, hospital, companies, railway stations and hostels we can infer that the canteen business can be successfully operated from residential area to fulfil the household customers demand.

7. During this study the respondents revealed about many advantages and benefits of doing the household canteen business such as Instant money, Employment generation, Satisfied customers, Empowerment of women, Scope for creativity, Healthy customers, Customer Loyalty, Good profit margin, Increase the scale, Preservation of local culture and increased goodwill and reputation in the market.
8. The respondents participated in the survey criticised the household canteen business about many disadvantages like cut throat competition in the business, the perishable nature of food items, limited scope for change in menu, leading to monotony in the business. The household canteen business is also criticised about the unavailability of any training and subsidy or financial assistance from the government and the non-cooperation of banks and financial institutions. Many vendors were unhappy about the strict compliance of law and the interruption and interference of local authorities.
9. During the study the researchers found that the household canteen vendors had important documents like Udyam Adhar cards, shops and establishment licenses. No objection certificates from local municipal authorities, fire safety compliance certificates the income tax returns FSSAI licenses, kitchen insurance etc Surprisingly very few vendors had goods and services tax numbers inspite of composition schemes
10. When the vendors were asked about their perception of profitability of household canteen business, majority (72%) of respondents strongly think that the household canteen business has bright future prospects. But some vendors (22%) think that it may not be much profitable and only few 8% respondents feel that the business may be loss making venture in future. Thus majority of the vendors were satisfied about the future of the food canteen business and had given preference to continue the same in future also.

### **CONCLUSION**

In conclusion, running a household canteen business is exactly the same as running a small business. It is not an easy role, and seek financial management, operational management, and staff management. A household canteen business is hard work and it takes a long time to establish a brand. A location, where the canteen is set up, controlling the cost of inputs and marketing are some of the important focus areas. Online business of canteen business is also profitable. The presence of social media and management is also an important part of the household canteen business. During the study the researcher observed that inspite of many limitations and disadvantages the household canteen vendors prefer to continue the same business as they see a bright prospects for this business in future

### **SUGGESTIONS**

For successful household canteen business there should be continuous supply of hygienic, healthy, economical, quality food to the customers and following guidelines should be followed.

- Ingredients used in preparing food should be fresh and of top Quality to ensure quality and health.
- Highly maintained kitchens with proper hygiene and cleanliness.
- Chefs here should be well trained and experienced and highly hygienic.
- Food made should be Nutritious as well as Delicious.
- Use of the best resource and the best quality ingredients to make food.
- Main focus should be on health and nutrition of the customers for sustainability.
- Treat customer as family and try to make the best for them.
- There should be no compromising with taste and health.
- Quality should be properly checked and after that only food should be delivered
- Proper welfare policies should be implemented for retaining the staff.
- Proper legal compliances should be made for avoiding interference of the authorities and smooth running of the business.
- Use of online delivery apps should be encouraged
- Use of online payment apps should be encouraged
- Use of social networks like what's app, Facebook, Instagram etc. Should be encouraged.

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**INDIAN EDUCATION SYSTEM AND YOUTH EMPLOYABILITY – OPPORTUNITIES & CHALLENGES****Emerald Kripalani and Shreya Makkalageri**

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**INTRODUCTION**

Youth plays a pivotal role in building a nation. Being young is a synonym for change and progress. They can bring change into society by contributing to the overall development of the country. They carry the responsibility of moulding the nation to development. One of how this is possible is by being employable. Youths are brimming with ideas and skills which could be used for the nation. A young mind can turn problems into opportunities and solutions and can be the driving force of society. (1) Thus, educating the youth in India serves many purposes like attainment of knowledge, better lives, the opportunity to improve society, and the achieving goals amongst others.

**ANCIENT AND MEDIEVAL INDIAN EDUCATION SYSTEM**

Back in ancient times, India followed the Gurukula system of education in which students who wished to study resided at the teacher's (Guru) house. If accepted as a student, he would then stay at the guru's place and help in all the activities at home. This created a strong tie between the teacher and the student. It also helped the student learn everything about running a house and its activities. The guru embedded the student with all that the child wanted to learn and taught everything he could teach, from Sanskrit to the holy scriptures, from Mathematics to metaphysics and calculations. Learning was closely linked to nature and life, and not restricted to classrooms and memorizing some information.

The ancient education system was replaced by the modern education system introduced by Lord Thomas Babington Macaulay in the 1830s which included a confined curriculum in English with subjects like science and mathematics. They believed that subjects like metaphysics and philosophy are nonessential. In this method of schooling the teaching was limited to classrooms and thus broke the student- teacher relationship. Thus, creating a gap in teaching-learning process. (2)

Today, India has a literacy rate of 74.04%, according to the 2011 Census. But being literate is not equal to being employable. There is no count for the employability of young people. That requires a frequently updated understanding of the number of jobs being produced, and the availability of corresponding skills among the youth. Today's fast-changing economy is predominantly steered by technology, digitisation, artificial intelligence, machine learning, and platform-led business models, and so predicting which skills will be relevant in the next 5-10 years is no mean feat.

Young people who drop out of school early are vulnerable to unemployment & poverty. In addition to preventing young people from dropping out of school, alternative learning opportunities that consider the reasons why they are not in school are needed. The challenge is to give these young people appropriate opportunities to consolidate their basic knowledge and competencies and equip them with the relevant skills needed to find a job, set up a business or engage in other productive work.

**EMPLOYMENT SCENARIO**

According to the report, between 2019 and 2020, individuals in the age group of 15–24 experienced much higher unemployment rates when compared to those above the age of 25. The young people were especially affected because of the mindset of most of the employers, as the report states, the focus for most employers was to ensure retention of their existing personnel rather than new recruitments. India in particular has a much tougher challenge to overcome, being the only country, whose youth population went further in 2021 compared to 2020. Bear in mind that, according to the report, young Indian men account for approximately 16% of the global workforce, and young Indian women account for 5% of the same. The Centre for Monitoring Indian Economy (CMIE), a private organization, estimates India's unemployment rate is around 8.3% at present. It is 10.09% in urban India whereas only 7.44% in rural India. (3)

**GOVERNMENT INITIATIVES**

The Government has taken significant initiatives to improve skill efficiency, bring about changes in education and foster employment in the country. The National Education Policy of India 2020 (NEP 2020) as approved by the Union Cabinet of India, outlines the vision of the new education system. It replaces the previous National Policy on Education, which was embedded by the Britishers. The vision of NEP 2020 is to build an education system rooted in Indian ethos and directly contribute to providing high-quality education and hence making India a global knowledge superpower.

Skill India Mission or Pradhan Mantri Kaushal Vikas Yojana another initiative by the government aiming to train 40 crore youth with market-relevant skills. The chief objective is to empower the youth of the country with adequate skill sets that will enable their employment in relevant sectors and improve productivity. The Ministry of Skill Development & Entrepreneurship (MSDE) has been focused on initiatives and schemes to build such skills in Indians that enable them to enhance their contribution to nation-building. Especially, youth are the largest stakeholder in both nation-building and image-building. To ensure their bright future, the focus of the government is to skill this section of the population and provide the nation and the world with a large skilled workforce. (4)

### RESEARCH PROBLEM

The following problems were identified which are affecting the employment and deficiency in the present Indian education system.

- 1) **Economic factors:** There are various economic factors that affect the employability and financial status of individuals in India.
- 2) **Non-economic factors:** Numerous other issues due to which lack of employment is seen in the country. There are several setbacks in the education system which lead to unemployment in India.

### RESEARCH OBJECTIVES:

The following are the research objectives:

- 1) To study the challenges faced by the Indian education system and its profound impact on employment.
- 2) To understand the scarcity of employment generation in India.
- 3) To recommend measures to the Indian education system for assisting employment generation.

### RESEARCH METHODOLOGY

The research is descriptive and analytical in nature. Primary and secondary data were used. For primary data, a questionnaire was used to collect 40 samples. Secondary data was collected from different journals, articles, and papers. Suitable hypotheses were formulated and tested using the ANOVA test.

### REVIEW OF LITERATURE

The following section describes the issues related to employability in India as it is essential to understand the issues to take significant measures to overcome them.

The young generation today is subject to extreme market volatility and inflation. This has put them in a dire position of not being able to find their desired employment. Amongst the low-income and middle-income groups, informal employment such as independent workers and domestic workers has influenced young people's labour market experiences. While in high-income families, work for youth increasingly means temporary and other non-standard forms like 'part-time and on-call work' of employment. (5) An effective and innovative education system can open enormous opportunities for individuals, whereas a weak system can result in declining standards of living, social exclusion, and unemployment. Though the present central government is giving a lot of effort into the 'Skill India Programme' the vocational courses haven't taken off appropriately. The main cause for failure is the Social Factor. There is a cast out between a 'general' and 'vocational' education system in India. It has been planted in the young minds that they must be at least graduates rather than industry-ready to get going. Jobs in this capitalised world have become highly specialised in different sectors but India's education system lacks in training people in the right skillsets and specialization in those fields. Due to this, although people are educated and willing to work, they become unemployable due to a lack of expertise in the field. (6) There is a number of non-economic factors that affect employability in the country. Education too plays an effective role in those factors. As the number of workforce population is now growing by 12 million, this has left the other population with hardly any skills. The lack of an unskilled workforce has caused numerous unemployment issues as many institutions now focus on selecting skilled employees. India's higher education system comes up with 3.5 lakh engineers and 2.5 million university graduates each year in the workforce. Presently, against 4.9 lakh seats, 2.8 lakh trainees are trained each year in the central and state sector. This is where traineeship will play a crucial role in the task of up-skilling India's workforce and increasing employability. (5) A report shows the immediate effects of the pandemic on the lives of young people (aged 18-29) with a look at employment and education. The pandemic has forced people from all income groups, age groups and literacy levels to adapt to digitalization. But grievously digitalization has caused job loss in the country, as the number of machines and equipment increase; the work of the employers is significantly reduced causing low employment generation. The impact of digital technologies on job transformation and the emergence of new professions is inconsistent. The level of labor participation in digitalization depends on the

quality of workforce education and the ability of them to quickly adapt to changes in the current market. We inquire into the role of the entrepreneurial mindset in facilitating entrepreneurship by those in poverty. The poverty situation assigns an individual a disadvantage when setting up a venture. Poverty can also be the cause of attributes consistent with entrepreneurial poverty assets. (7) A number of people are in the mindset of being job seekers and not job creators this has remarkably caused less generation of employment. An entrepreneurial mindset demands strong leadership skills, willingness to explore innovative & new opportunities, willingness to take risk, etc which is beyond the bounds of possibility for a meagre and needy. (8)

**DATA ANALYSIS**

Data analysis was carried out with the help of primary data collected through a questionnaire mode.

**Qs. Do you think initiatives like NEP 2020 can bring positive changes to the employment generation in the country?**

An ANOVA test was conducted on the data collected through a primary source.

*Null Hypothesis:* The Gender and Qualification of the respondents do not have a significant influence on their perception towards the employment generation through quality education.

*Alternate Hypothesis:* The Gender and Qualification of the respondents have a significant influence on their perception towards the employment generation through quality education.

**Table 1: ANOVA on NEP 2020**

V	Between Groups					Within Groups			Total		Remark
	SS	df	MS	F	Sig.	SS	df	MS	SS	df	
<b>Gender</b>											
<b>Q5</b>	99.01	1	99.01	214.68	<b>4.1E-24</b>	35.98	78	0.46	134.99	79	<b>Significant</b>
<b>Qualification</b>											
<b>Q5</b>	78.01	1	78.01	102.31	<b>7.6E-16</b>	59.48	78	0.76	137.49	79	<b>Significant</b>

Source: Primary data

From the above ANOVA test, it is perceived that the p-value is less than 0.05. Thus, the null hypothesis is rejected, and the alternate hypothesis is accepted, concluding that the Gender and Qualification of the respondents have a significant influence on their perception towards the employment generation through quality education.

**FINDINGS & SUGGESTIONS**

The employability & challenges faced in association with various economic and non-economic factors are identified through the summary of findings:

- 1) Economic factors focus on market conditions that effects employability to some extent. Quality Education, that is, apart from basic education, there is a need to induce skillsets like communication, English, digital literacy, arithmetic, financial literacy, problem-solving, and life skills together defined as ‘core employability skills’ to prepare our youth for the future. (9)
- 2) Job specialization is more prominent in the market which demands more of skilled workforce along with the qualifications.
- 3) Moreover, the non-economic factors too, directly or indirectly affect the job creation in the country. The unskilled workforce is predominantly an important parameter of unemployment in India.
- 4) All these issues can be dealt with through a strong and effective education system. An education system based on values and upbuilding youth not only with knowledge but also with adequate skillsets. For this, the initiatives like NEP 2020 focus on building foundational capacities (literature & numerical) & ‘higher order’ cognitive capacities like critical thinking and problem-solving can make a significant difference in educating the youth for the future.
- 5) Programs like SKILL INDIA’s mission with the NSDC is promoting skill development by bringing forth various vocational institutions and catalysing skill development in India.

**CONCLUSION**

By effectively embedding these initiatives in the curriculum, India can reach its goal towards creating a skilled workforce in the near future. This can create a fair amount of job opportunities which can accelerate the employment rate in the country. Therefore, studying India’s education system and its effect on employability

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helps us understand the dire necessity to generate skilled employees by embedding quality education. Thus, through the literature review and statistical analysis, the approved initiatives can help in achieving the employment goals in the country.

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**FREELANCING-THE SECRET INGREDIENT TO ECONOMY****<sup>1</sup>Iram Zaidalam Shaikh and <sup>2</sup>Ansari Sana Tauseef Ahmed**<sup>1</sup>Lecturer, Department of IT, Vedanta College, Vithalwadi, Ulhasnagar (3), Maharashtra<sup>2</sup>Assistant Teacher, Department of Mathematics, Indian School Salalah, Salalah-211, Sultanate of Oman**ABSTRACT**

*The present paper tries to focus on freelancing as a booster of the economy of a country. It discusses various attributes related to freelancing such as the time period when one started to be working as a freelancer and then what makes them choose to freelance as a career option.*

*It also tries to capture the job profile of a freelancer because the pandemic has created major changes in the way of work, It also discusses that being at your pace with your own chosen projects can people make more money than a salaried employee this comparison also highlighted that the people will take freelancing as a part-time job where they are mainly struggling with strong completion in the market*

*Keywords: freelancing, gig economy, WFO*

**INTRODUCTION**

The COVID-19 pandemic triggered a great shift in the way of work, people are no longer just looking for fair wages they are also hunting for work flexibility. The Pandemic situation makes people realize that there is more to life than just working 8 to 9 hours a day and 5 days a week, people want to earn living but they also want to spend more time with family, friends, and loved ones people want to be both great and meaningful to the work and in the pursuit of work-life balance people started to search for flexibility in working hours as well as better opportunities on their own pace this leads to rise in demand of “freelancing”

A freelancer is an individual who makes money on per job basis, normally earns per task, and usually works for a short time in simple terms if put altogether then they do not work for a particular employer they enjoy working on various jobs for different clients and can also work simultaneously

The proliferation of such part-time and freelance work has led to what people are talking about as a new kind of labor market known as the **Gig Economy**.

In the gig economy, the job market is mainly characterized by the dominance of limited-period contracts rather than any permanent job so instead of paying a regular wage to an employee workers get paid for “gigs”. The gig economy or freelance movement is based on the idea that knowledge is now global and more accessible than ever before companies are now hunting talent and walking with individual freelancers who have a better understanding of the latest technology, today this on-demand economy is sprouting, and shifting the market dynamics

Indian companies are now gradually realizing the importance of freelancing this becomes a new trend and it has its own benefits, no additional workspace, no investment in training or recruitment and the freelancers are themselves responsible for their medical bills, provident fund, gratuity retirement benefits etc., the freelancing model now allows the large organization to tap multiple talents for the price of a single employee

**REVIEW OF LITERATURE**

1. **Tyagi aakansha(2017)** in her paper “**Gig Economy and its Impact on India**” the study discusses the scenario of independent workers in the Indian context it also examines the regulatory restrictions impacting independent workers and the impact of freelancing on the Indian labor market according to study the concept of Freelancing will bring three challenges: Legal or Regulatory and Uncertainty, a Corporate culture Unreceptive to part-time and contingent staff and lack of Understanding among Leadership. The study recommends having a mix of traditional job descriptions into skill-based gig workers, revamping employee policy assessment and evaluations, and bringing effective reformers in their labor laws

2. **Dr.Vijeta Banwari(2018)** in her paper **Gig Economy: Challenges and Opportunities in India** had recommended that Government can play a significant role in reaping the benefits of the Gig economy it must remove the barriers to regulating the market organization should be given the freedom to hire the contractual workers at the same time it is the role of government to save the interest of contractual and independent workers she came to a conclusion that in the new era of fourth industrial revolution Gig economy is on the rise and it has potential to bring a huge amount of benefits for developing countries like India



3. NITI AYOOG (2022) in their report on “India’s Booming Gig and platform Economy Perspectives and Recommendations on the Future of Work” finds that the gig economy engages millions of workers, there were around 68 lacks (6.8 million) freelancers in 2019-20 that is 1.3% of the total workers in India. The report also forecasts an expansion of 2.35 crore workers by the end of 2019-30. one of the findings of the report says that there is a growing demand the gig workers based on the GDP growth of freelancers (above one throughout the period 2011 to 2019-20 ). The report also shares the data that freelancers are expanding in all sectors including IT, education, retail, sales, transportation, manufacturing, finance, and insurance

**OBJECTIVES**

- To know the reason behind the inclination of youth towards freelancing
- to know the current trend and top job profiles in the freelancing sector
- to search for challenges pros and cons of freelancing

**RESEARCH METHODOLOGY**

Primary data was collected by sharing the questionnaire through google form and a sample is collected from 51 freelancers of Ulhasnagar, Bhawandi, and Kalyan

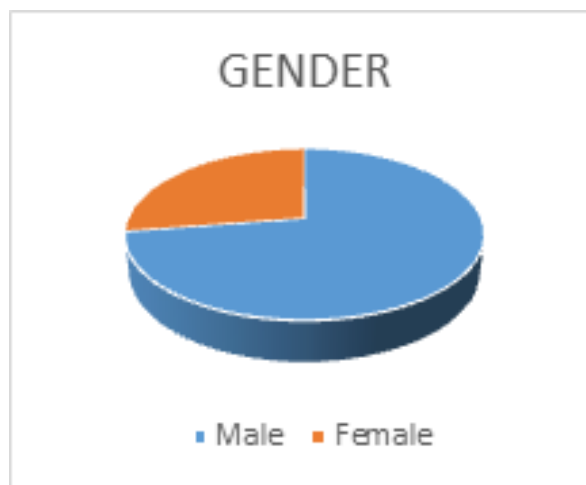
**ANALYSIS AND INTERPRETATION OF DATA**

1. The most frequently observed category of **GENDER** was FEMALE (N=36,72.5%) frequencies and percentages are presented in Table 1

**Table 1: Frequency Table for Nominal Variables**

Variables		
Gender	N	%
Male	37	72.5
Female	14	27.5

Note: Due to rounding errors percentage may not come to 100%



2. The most frequently observed category for the question of **Are you a freelancer?** was Yes (N=46, 52.9%) frequencies and percentages are presented in Table 2

**Table 2: Frequency Table for Nominal Variables**

Variable	N	%
<b>Are you a freelancer</b>		
YES	46	90.2
NO	5	9.8

Note: Due to rounding errors percentage may not come to 100%

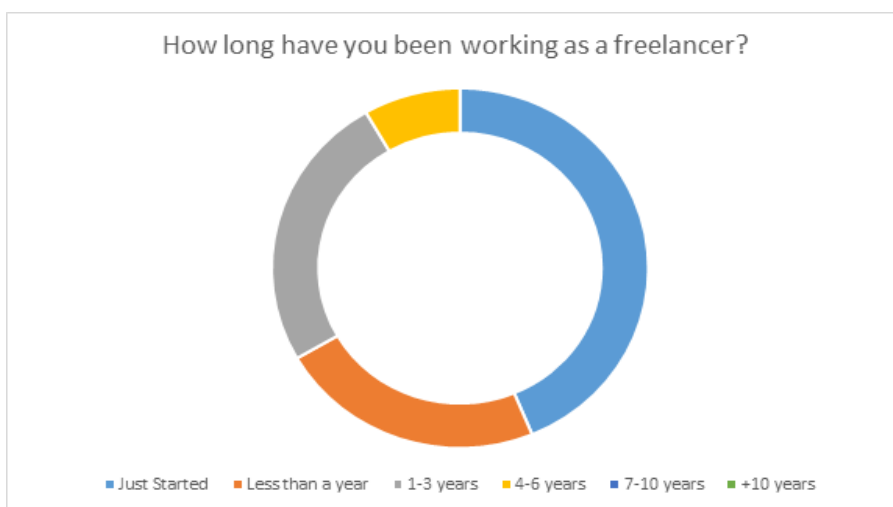


3. The most frequently observed category for **How long have you been working as a freelancer?** was Just Started (N=21, 41.2%) frequencies and percentages are presented in Table 3

**Table 3:** Frequency Table for Nominal Variables

Variable	N	%
<b>How long have you been working as a freelancer?</b>		
Just Started	21	41.2
Less than a year	11	21.6
1-3 years	12	23.5
4-6 years	4	7.8
7-10 years	0	0
+10 years	3	5.9

Note: Due to rounding errors percentage may not come to 100%

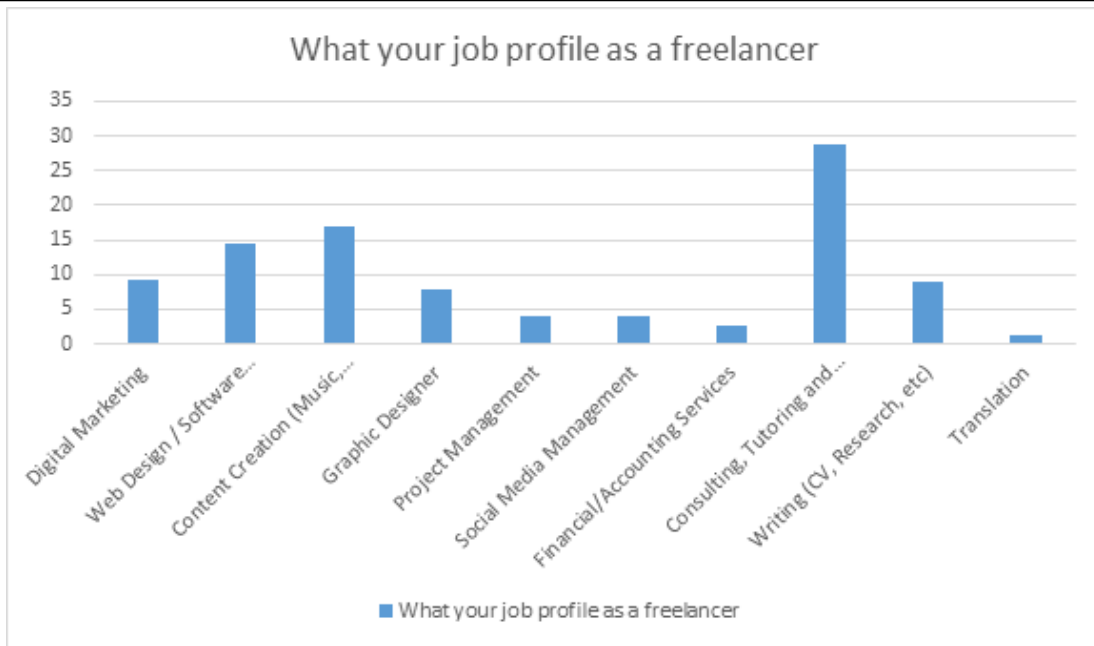


4. The most frequently observed category for **What your job profile as a freelancer** was Consulting, Tutoring, and Coaching (N=22, 28.92%) frequencies and percentages are presented in Table 4

**Table 4:** Frequency Table for Nominal Variables

Variable	N	%	% from 100
<b>What your job profile as a freelancer</b>		149.13	
Digital Marketing	7	13.7	9.18
Web Design / Software Development	11	21.6	14.4
Content Creation (Music, Photography, Video ,VoiceOver, etc)	13	25.5	17.09
Graphic Designer	6	11.8	7.9
Project Management	3	5.9	3.9
Social Media Management	3	5.9	3.9
Financial/Accounting Services	2	3.9	2.6
Consulting, Tutoring, and Coaching	22	43.13	28.92
Writing (CV, Research, etc)	7	13.7	9.1
Translation	1	2	1.3

Note: Due to rounding errors percentage may not come to 100%

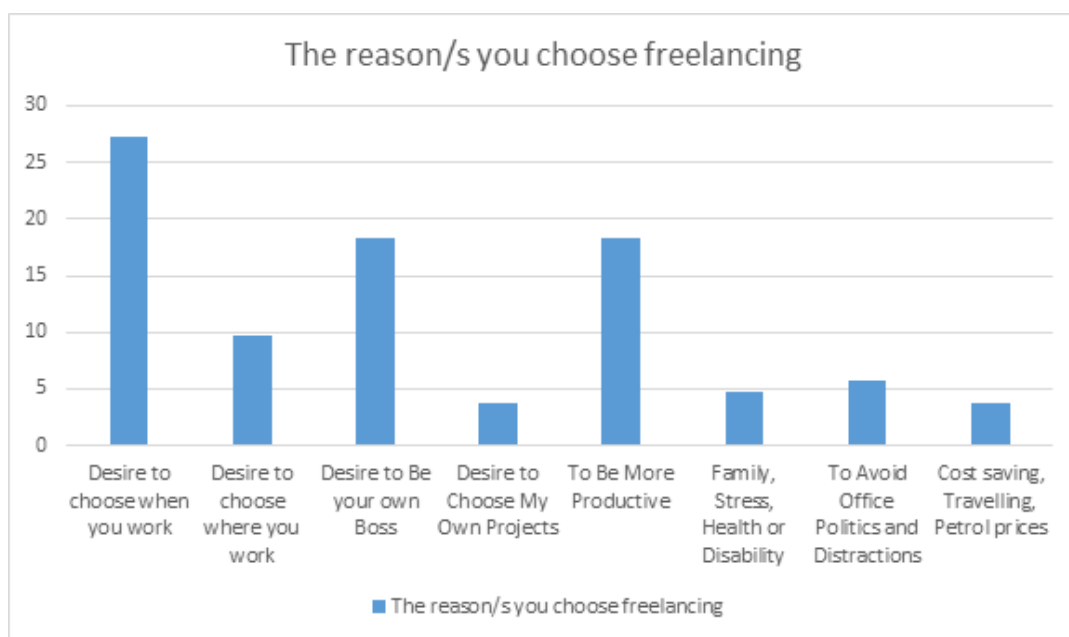


5. The most frequently observed category for **The reason you choose freelancing** was the Desire to choose when you work (N=28,27.18%) frequencies and percentages are presented in Table 5

**Table 5:** Frequency Table for Nominal Variables

Variable	N	%	% from 100
<b>The reason/s you choose freelancing</b>			
Desire to choose when you work	28	54.9	27.18
Desire to choose where you work	10	19.2	9.7
Desire to Be your Own Boss	19	36.5	18.4
Desire to Choose My Own Projects	8	15.4	3.8
To Be More Productive	19	36.5	18.4
Family, Stress, Health,h or Disability	5	9.6	4.8
To Avoid Office Politics and Distractions	6	11.5	5.8
Cost saving, Travelling, Petrol prices	8	15.4	3.8

Note: Due to rounding errors percentage may not come to 100%



6. the most frequently observed category for **from where you get your work (Mention the site or whatever is applicable)** Was from friends, references, and contacts (N=40, 78.43%) frequencies and percentages are presented in Table 6

Variable	N	%
for from where you get your work (Mention the site or whatever is applicable)		
Through friends, references, and contacts	40	78.43
Through social media	10	19.60

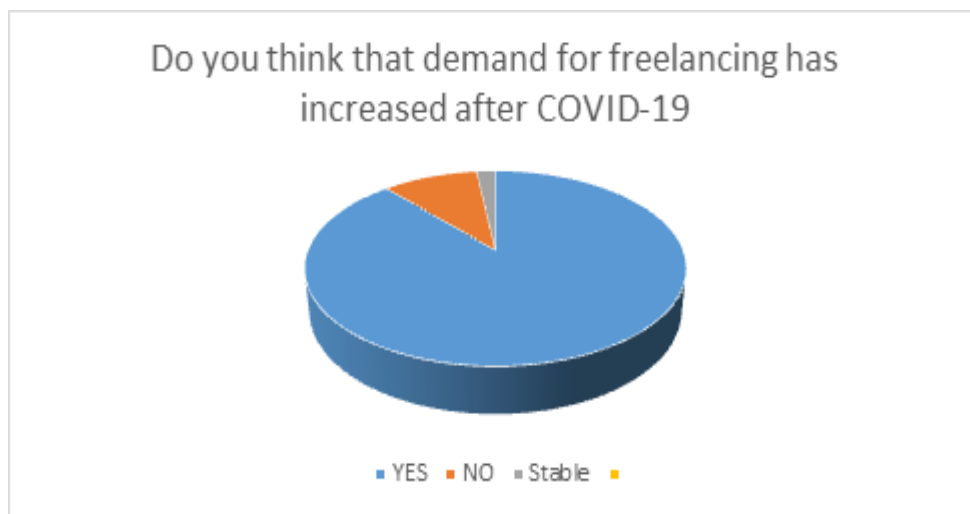
Note: Due to rounding errors percentage may not come to 100%

7. the most frequently observe category for **Do you think that demand for freelancing has increased after COVID-19 was** Yes(N= 46,88.5%) frequencies and percentages are presented in Table 7

**Table 7:** Frequency Table for Nominal Variables

Variables		
Do you think that demand for freelancing has increased after COVID-19	N	%
YES	46	88.5
NO	5	9.6
Stable	1	1.9

Note: Due to rounding errors percentage may not come to 100%

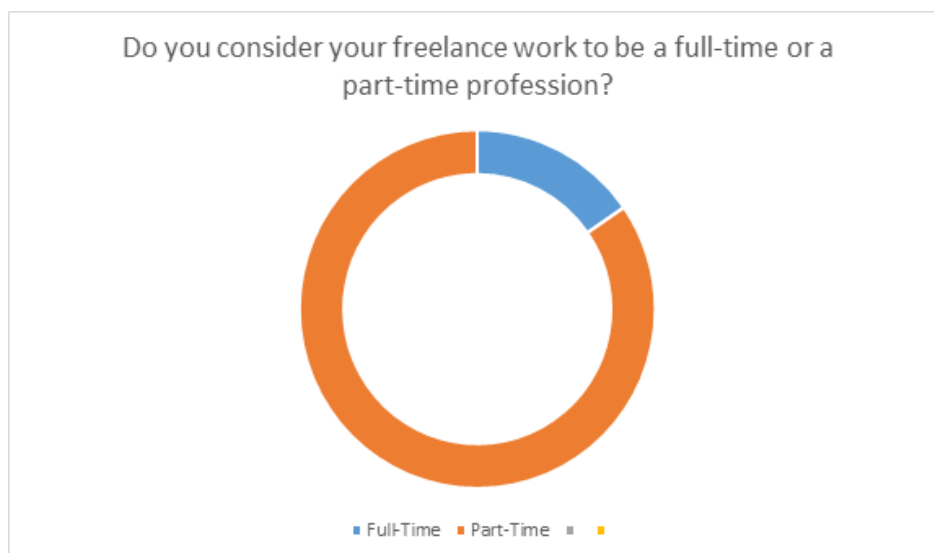


8. the most frequently observed category for **Do you consider your freelance work to be a full-time or a part-time profession?** was Part-time (N=44, 15.4%) frequencies and percentages are presented in Table 8

**Table 8:** Frequency Table for Nominal Variables

Variables		
Do you consider your freelance work to be a full-time or a part-time profession?	N	%
Full-Time	8	15.4
Part-Time	44	84.6

Note: Due to rounding errors percentage may not come to 100%

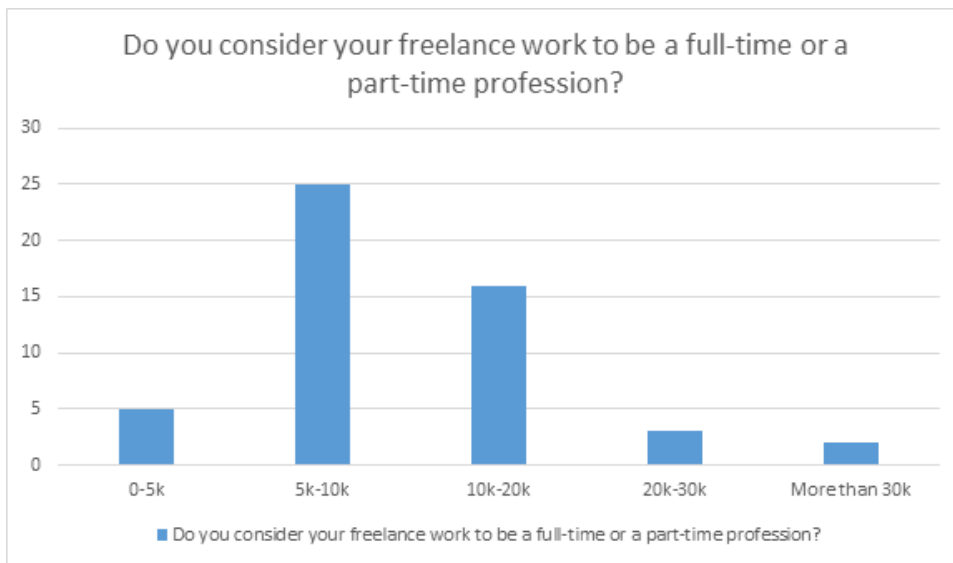


9. the most frequently observed category for **on average approximately how much money do you make from freelancing monthly (in rupees)?** was 5k-10k(N=25,49.01%) frequencies and percentages are presented in Table 9

**Table 9:** Frequency Table for Nominal Variables

Variables		
Do you consider your freelance work to be a full-time or a part-time profession?	N	%
0-5k	5	9.8
5k-10k	25	49.0
10k-20k	16	31.3
20k-30k	3	5.8
More than 30k	2	3.9

Note: Due to rounding errors percentage may not come to 100%

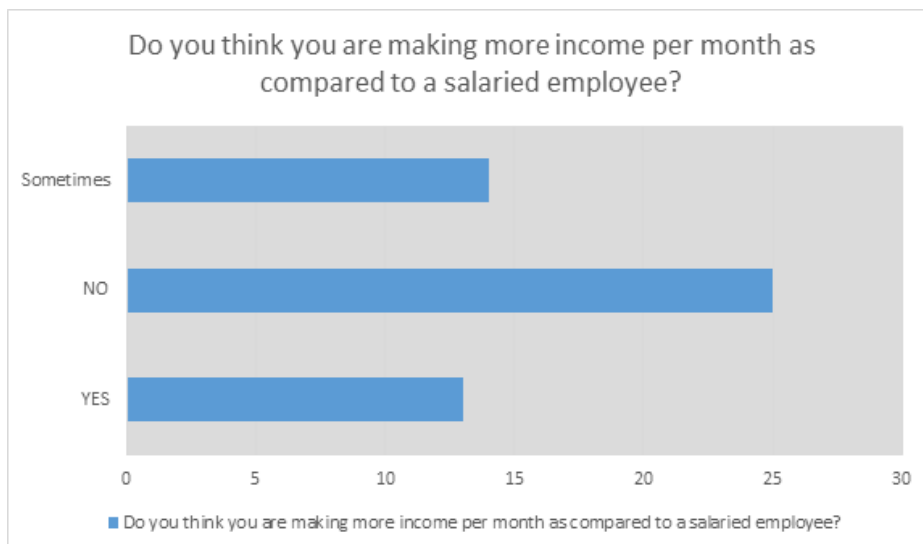


10. the most frequently observed category for **Do you think you are making more monthly income than a salaried employee?** Was NO (N=25, 48.1%) frequencies and percentages are presented in Table 10

**Table10:** Frequency Table for Nominal Variables

Variables		
Do you think you are making more income per month as compared to a salaried employee?	N	%
YES	13	25
NO	25	48.1
Sometimes	14	26.9

Note: Due to rounding errors percentage may not come to 100%



11. the most frequently observe category for **what according to you will be the great challenge as a freelancer** was Strong Competition in the Market (N=35, 48.6%) frequencies and percentages are presented in Table 11

**Table 11:** Frequency Table for Nominal Variables

Variables			
what according to you will be the great challenge as a freelancer	N	%	% from 100
Paid Unfairly	20	39.2	27.7
Limited Service Demand	10	19.6	13.8
Strong Competition in the Market	35	68.6	48.6
Poor Communication with Clients	2	3.9	2.7
Meeting Deadline	1	1.9	1.3
Other	4	7.8	5.5

Note: Due to rounding errors percentage may not come to 100%

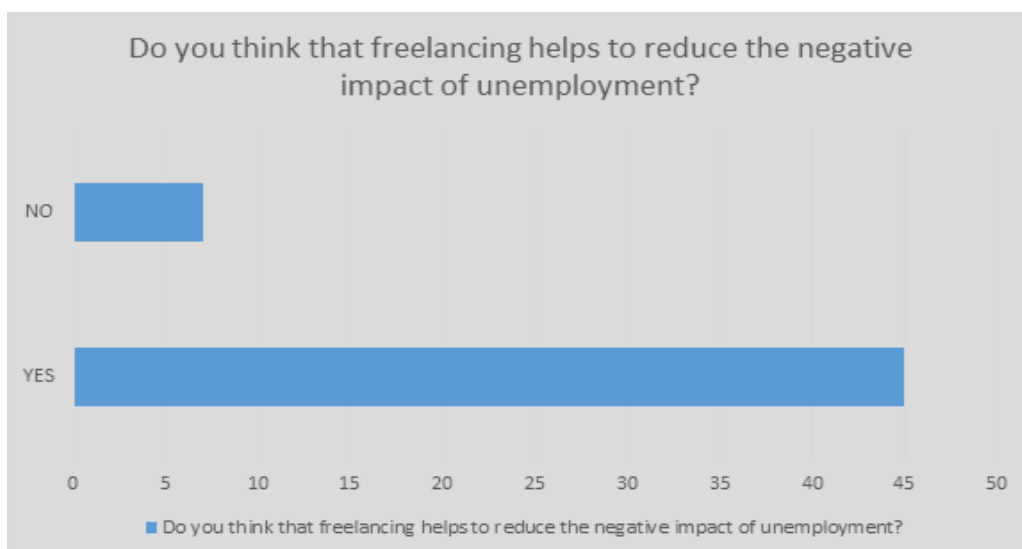


12. the most frequently observe category Do you think that freelancing helps to reduce the negative impact of unemployment? Were **Yes** (N=45, 86.5%) frequencies and percentages are presented in Table 12

**Table12:** Frequency Table for Nominal Variables

Variables		
Do you think that freelancing helps to reduce the negative impact of unemployment?	N	%
YES	45	86.5
NO	7	13.5

Note: Due to rounding errors percentage may not come to 100%



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**CONCLUSION**

The finding presented here not only complements the existing perspective on independence and opportunities met by working outside the boundaries of a traditional organization but also focuses on the challenges and shortcomings of freelancing when it comes to strong competition in the market and payment compared to work hours spent. It also realizes the fact that freelancing can boost the economy if given a better scope for growth, especially after the pandemic where the WFO (work from home) concept now becomes a new normal way of working.

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**A STUDY OF CITIZENS PERCEPTION IN RELATION TO ONE-TIME-PASSWORD SCAMS IN THANE**

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**ABSTRACT**

*This study aims to understand the perception of citizens in Thane, India, regarding One-Time-Password (OTP) scams. OTP scams refer to fraudulent activities where individuals receive text messages or phone calls claiming to be from a legitimate source and asking for their OTP, which is then used for unauthorized transactions. The study will employ qualitative research methods to gather data through in-depth interviews with a sample of citizens in Thane. The objective of this study is to gain insights into the awareness and understanding of OTP scams among citizens and to identify the measures they take to protect themselves from such scams. The findings of this study will provide valuable information to policy makers, banks, and other financial institutions in developing strategies to educate citizens and prevent OTP scams. Additionally, this study will contribute to the wider body of knowledge on OTP scams and citizens' perception of financial fraud. The results of this study will also inform future research in this area. The results revealed that many citizens lack knowledge and understanding of OTP scams and have limited preventive measures in place. The study highlights the need for increased awareness and education on the issue to protect citizens from falling victim to OTP scams. Recommendations were made for implementing public awareness campaigns, providing secure channels for reporting incidents, and conducting training sessions for citizens. The findings of this study can inform efforts to improve the current situation and better protect citizens against OTP scams.*

*Keywords: One-Time-Password, Awareness, Scams, Unauthorized transactions.*

**INTRODUCTION**

In recent years it's been observed that irrespective of growing digitalization in our country still some people are scared of cyber-crimes through OTP SCAMS. In modern globalization world, we all are surrounded by technology. Increasing users of Social media apps, e-banking, online purchase of vehicle, online shopping, online admission process etc. increases the risk of OTP scams. As our mobile numbers and Adhar card number are linked with everything for our safety and our security. But recently cyber scams are increasing rapidly. So, citizens are scared to share their OTP with anyone even if it's for genuine purpose. Perception of Citizens towards OTP scams is very difficult to change because of lack of awareness. And some people are misusing the role of technology through hacking. Citizens feel their money and their bank details are not secured completely because of growing OTP SCAMS. Although many awareness have been initiated through television advertisements, continuous messages by the banks and the information on the social media too, still we are facing this problem may be because of reach of this awareness programmers. So to overcome this issue of OTP Scam we can teach youth properly so that they can educate the people in their nearby vicinity.

**REVIEW OF LITERATURE**

1. Ardoni Ardoni's Scientific contribution in her research paper title **"Information items used by online fraudsters and its relationship to Indonesian digital"** online shopping apps etc. Should continuously aware the public to raise their digital literacy **literacy"**. **Dated December 2022**. In order to prevent OTP scams, institutions like banks, using simple language.
2. Neha Priya Department of Educational Studies, Jawed Ahmed scientific contributions, Dr. Afsar Alam Department of Computer Science and Engg PhD, Fellow IETE LMISTE LEAP Monash University Vice chancellor research paper title **"Digital Payments: A scheme for Fraud Data Collection and Use in Indian Banking Sector"** **dated December 2020**. Fraud mitigation challenges are explained in research using advancements of information science and technology. In the research paper two common research problems are fraud monitoring and fraud prediction.
3. Leandre Gomes, Abhinav Deshmukh, Nilesh Balvant Anute on research title **"Cyber Security and Internet Banking: Issues and Preventive Measures"** **dated July 2022**. Online banking frauds are being increased at the top most cyber-crime in India. In modern technology world our bank details are not safe anywhere. Some people are following RBI guidelines. But people are still becoming victims of online financial fraud. There is belief in cyber-crime law but it would be great if these norms get updated time to time.



**OBJECTIVES OF THE STUDY**

- 1) To analyze, the increasing fraud cases of One-Time-Password scam.
- 2) To analyze, the citizens perception regarding existence to OTP scams.
- 3) Examine how much people are scared while sharing OTP for bank transfers, onlineshopping etc.
- 4) To analyze, online shopping continuous after being victimized.

**HYPOTHESIS**

H0: People are not victimized with the fraud cases of OTP Scams.H1: People are victimized with the fraud cases of OTP Scams.

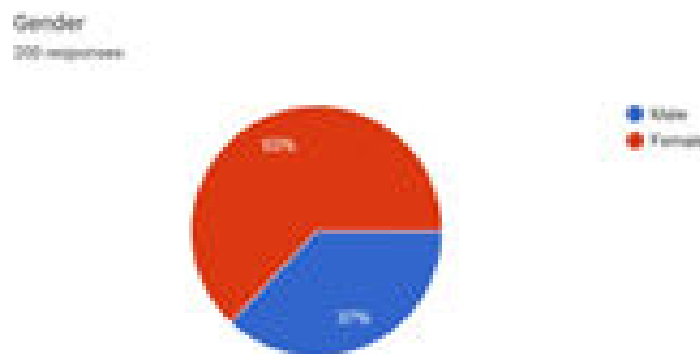
H0: People are not scared of doing payments online while online shopping, bank transfers etc.H1: People are scared of doing payment online while online shopping, bank transfers etc.

**RESEARCH METHODOLOGY**

1. The research is analytical in nature.
2. The study is based on primary data and secondary data.
3. The samples were collected from 200 Respondents.
4. The primary data was collected through a structure questionnaire through online googleforms.
5. The secondary data was collected through articles, research paper, website, magazines etc.
6. Data is collected in a proper mannered way followed by classification and tabulation.

**ANALYSIS AND INTERPRETATION**

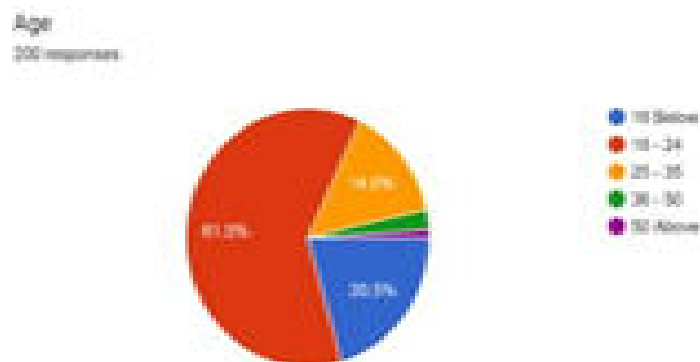
1. Gender (Table 1)



Gender	N	%
Male	74	37
Female	126	63

2. As from the above pie chart & table of 200 responses collected. The highest frequency observed that Female (n=126, %=63) do more shopping than male. And Male respondersare (n=74, %=37).

3. Age (Table 2)

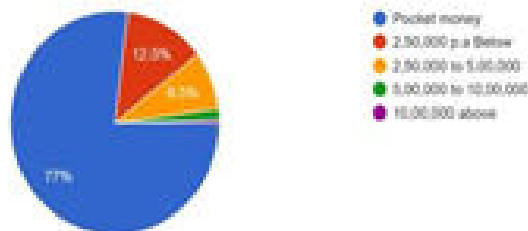


Age	N	%
18 below	41	20.5
18-24	123	61.5
25-35	29	14.5
36-50	5	2.5
50 above	2	1

As from the above pie chart & table of 200 responses collected. The highest frequency observed was 18-24(n=123, %=61.5) Age Group of respondent do more shopping. Though second most frequent response were Age Group of 18 below (n=41, %=20.5) do shopping. And the least frequent response were Age Group of 50 above (n=2, %=1)

4. Income (Table 3)

Income  
200 responses



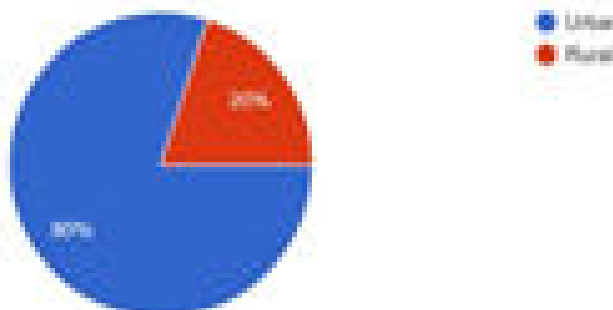
Income	N	%
Pocket money	154	77
2,50,000 p.a Below	25	12.5
2,50,000 to 5,00,000	17	8.5
5,00,000 to 10,00,000	3	1.5
10,00,000 above	1	0.5

As from the above pie chart & table of 200 responses collected. The highest frequency observed for income was ‘Pocket Money’ (n=154, %=77). Though most of respondents spend pocket money on shopping, but second most frequent responses were from 2,50,000 p.a below (n=25,

%=12.5). And the least respondent frequency from 10,00,000 above (n=1, %=0.5).

5. Location (Table 4)

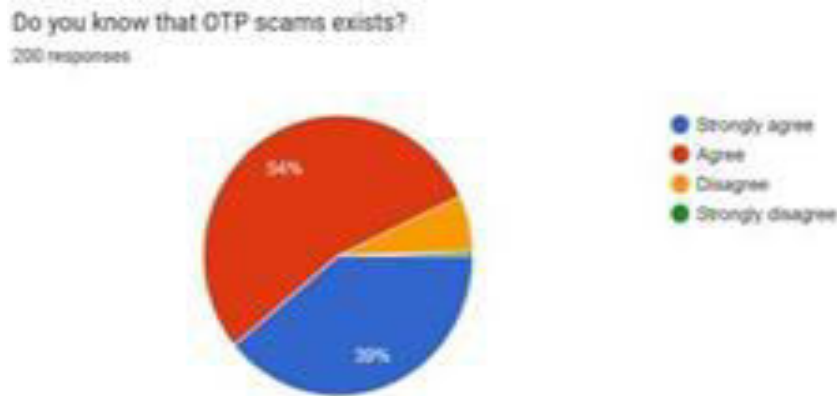
Location  
200 responses



Location	N	%
Urban	160	80
Rural	40	20

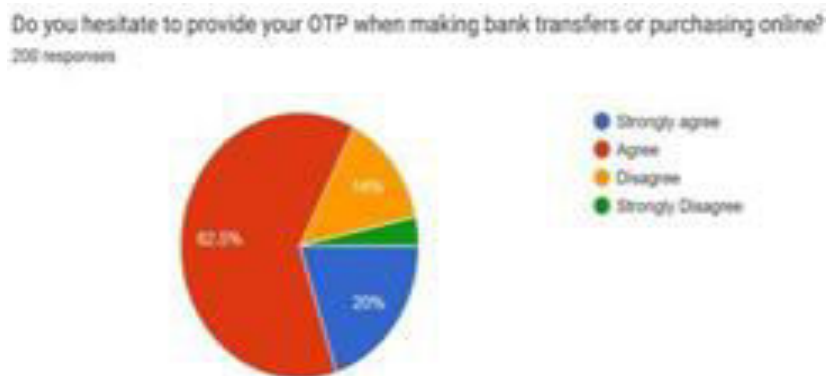
As from the above pie chart & table of 200 responses collected. Compare to rural urban people do more online shopping. The highest frequency of urban (n=160, %=80).

6. Do you know that OTP scams exists? Table (5)



Do you know that OTP scams exists?	n	%
Strongly agree	78	39
Agree	108	54
Disagree	13	6.5
Strongly disagree	1	0.5

As from the above table of responses collected. The highest frequency observed for OTP scams exits was ‘Agree’ (n=108, %=54). Though most of the respondent Agreed upon, but second most frequent response were ‘Strongly Agree’ also it had the least disagreement of ‘Strongly Disagree’ (n=1, %=0.5).



Do you hesitate to provide your OTPwhen making bank transfers or purchasing online?	N	%
Strongly agree	40	20
Agree	125	62.5
Disagree	28	14
Strongly disagree	7	3.5

6. Do you hesitate to provide your OTP when making bank transfers or purchasing online? Table(6)

As from the above table of responses collected, the highest frequency observed for hesitate to provide OTP while making bank transfers or purchase online was ‘Agree’ (n=125, %=62.5). Though most of the respondents agreed upon, but second most frequent response were ‘Strongly Agree’ (n=40, %=20). Also it had the least disagreement of ‘Strongly Disagree’.

7. Do you agree cases are increasing of OTP scams? Table (7)

Do you agree cases are increasing of OTP scams?  
200 responses



Do you agree cases are increasing of OTP scams?	n	%
Strongly agree	77	38.5
Agree	111	55.5
Disagree	12	6
Strongly disagree	0	0

As from the above table of responses collected, the highest frequency observed on increasing OTP scams was ‘Agree’ (n=111, %=55.5). Though most respondents agreed upon, but second most frequency response were ‘Strongly Agree’ (n=77, %=38.5) citizens are strongly being agree upon increasing OTP scams. Also it had the least disagreement of ‘Disagree’.

8. Online shopping continuous after being victimized? Table (8)

Online shopping continuous after being victimized?  
200 responses



Online shopping continuous afterbeing victimized?	N	%
Strongly agree	23	11.5
Agree	130	65
Disagree	47	23.5
Strongly disagree	0	0

As from the above table of responses collected, the highest frequency observed for do citizens shopping continuous after being victimized was ‘Agree’ (n=130, %=65). Though most of the respondents agreed upon, but second most frequency response were ‘Disagree’ (n=47, %=23.5)thane citizens don’t do shopping after being victimized. Also it had the least disagreement of ‘Strongly Agree’.

9. RBI run awareness messages are effective? Table (9)

RBI run awareness messages are effective?  
 200 responses



RBI run awareness messages are effective?	n	%
Strongly agree	50	25
Agree	121	60.5
Disagree	25	12.5
Strongly disagree	4	2

As from the above table of responses collected, the highest frequency observed for RBI run awareness messages are effective was ‘Agree’ (n=121, %=60.5). Though most of the respondents agreed upon, but second most frequency response were ‘Strongly Agree’ (n=50, %=25) that they are aware about RBI messages. Also it had least disagreement on ‘Strongly Disagree’ (n=4, %=2) some people still don’t think that awareness by RBI is effective.

**RECOMMENDATION**

1. Increase public education and awareness campaigns to inform citizens about the dangers of OTP scams and how to identify and avoid them.
2. Provide secure channels for reporting OTP scam incidents, such as a dedicated hotline or online reporting platform.
3. Offer regular training sessions for citizens, particularly those who are most vulnerable, to improve their knowledge and understanding of OTP scams.
4. Foster collaboration between law enforcement agencies, financial institutions, and other stakeholders to quickly respond to OTP scam incidents and bring perpetrators to justice.
5. Disseminate informational materials, such as brochures and posters, to raise awareness and educate citizens on OTP scams.
6. Engage with local organizations and communities to reach as many citizens as possible and promote the message about OTP scams and preventive measures.

**FINDING AND SUGGESTIONS**

- 1) Develop and implement public awareness campaigns to educate citizens on the dangers of OTP scams and how to identify and avoid them.
- 2) Provide secure channels for reporting OTP scam incidents, such as a dedicated hotline or online reporting platform.
- 3) Conduct regular training sessions for citizens, particularly those who are most vulnerable to OTP scams, such as the elderly and those with limited financial literacy.
- 4) Increase collaboration between law enforcement agencies and financial institutions to promptly respond to OTP scam incidents and bring perpetrators to justice.
- 5) Develop and distribute informational materials, such as brochures and posters, to raise awareness and educate citizens on OTP scams.
- 6) Foster partnerships with organizations and communities to spread the message and reach as many citizens as possible.
- 7) Regularly evaluate and update strategies to stay current with the evolving tactics of OTP scam perpetrators, and ensure that citizens have the latest information to protect themselves.

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**CONCLUSION**

In conclusion, the study of citizens' perception in relation to OTP scams in Thane revealed a need for increased awareness and education on the issue. Many citizens demonstrated a lack of knowledge and understanding of OTP scams, as well as limited preventive measures. The findings highlight the importance of implementing effective strategies to raise awareness and educate citizens on the dangers of OTP scams, such as conducting public campaigns and providing secure channels for reporting incidents. By taking these steps, it is hoped that the number of OTP scam victims in Thane can be reduced and citizens can better protect themselves against this growing threat.

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**A STUDY ON STUDENT'S PERCEPTION TOWARDS SOCIAL MEDIA ENTREPRENEURSHIP  
EFFECTING YOUTH EMPLOYABILITY**

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**ABSTRACT**

*Social media has become an integral part of our daily lives and has a significant impact on both individuals and businesses. Social media allows people to connect and communicate with each other from anywhere around the globe. It act as a powerful tool for disseminating news and information quickly and widely. It has become an important platform for shaping public opinion on various issues and topics. Due to the increased usage of social media, the potential reach for businesses through these platforms have grown a lot. The digital realm have moved businesses online and helped them to reach the large number of people. As social media has evolved, entrepreneurs have found new ways to leverage these platforms. Many now use social media to build communities around their brand, sharing content and engaging with followers to build a loyal customer base. Social media has also made it easier for entrepreneurs to reach larger audiences and to connect with customers in different parts of the world.*

*For this Social Media Entrepreneurs need various skills to outgrow their businesses. They need to have a deep understanding of the various social media platforms and how to use them effectively to market their products or services. This includes creating compelling content, effective communication to build relationships, high quality customer service, good analytical skills to identify areas of opportunities and weaknesses.*

*This Research paper focuses on diverse range of Skills which social media entrepreneurs need to have in order to succeed in a highly competitive and the challenges they face constantly in evolving marketplace. By continually developing and refining these skills, social media entrepreneurs can build successful businesses that stand the test of time.*

*Keywords: social media, Potential reach, Loyal customer base, Social Media Entrepreneurs, Diverse range of skills*

**INTRODUCTION**

Social media entrepreneurship refers to the creation and development of business ventures using social media platforms as a key component of the business strategy. This can range from creating and managing social media accounts for businesses, to launching and promoting products through social media advertising, to building entire business models that are based on social media interactions and transactions. Successful social media entrepreneurship often requires an understanding of both business and technology, as well as a strong ability to engage and build relationships with customers through social media.

Social media entrepreneurship is important because it allows businesses to reach a large and engaged audience in a cost-effective and efficient manner. Social media platforms offer a variety of advertising options and targeting capabilities that can help businesses reach their desired audience. Additionally, social media provides businesses with the opportunity to engage with their customers and build a community around their brand. This can lead to increased brand awareness and customer loyalty. Furthermore, social media can be used to gather valuable customer insights and data, allowing businesses to make informed decisions about their marketing strategies and product development. In today's digital age, having a strong social media presence is often essential for the success of a business, making social media entrepreneurship a valuable area of focus for entrepreneurs and small businesses.

Following are the points need to be considered for doing a social media business in a successful manner:-

- 1. Staying up-to-date with technology:** Social media is a rapidly evolving industry, and entrepreneurs need to keep up with the latest technology to provide innovative products and services to their customers.
- 2. Finding the right niche:** With so many social media platforms and competitors, it can be challenging to find a unique niche that sets the entrepreneur's venture apart from the rest.
- 3. Building a community:** Social media entrepreneurs need to build a community of loyal followers and customers, which can be challenging in a crowded market.
- 4. Generating revenue:** Social media platforms offer several revenue streams, including advertising, subscriptions, and e-commerce. However, entrepreneurs need to find the right balance between generating revenue and maintaining a positive user experience.

5. **Managing online reputation:** Social media entrepreneurs need to maintain a positive online reputation, as negative comments or reviews can quickly spread and damage their brand.
6. **Keeping up with regulations:** Social media platforms are subject to regulations and laws that vary from country to country. Entrepreneurs need to stay up-to-date with these regulations to ensure their venture remains compliant.
7. **Dealing with competition:** With so many social media platforms available, entrepreneurs need to constantly innovate and improve their products and services to stay ahead of the competition.
8. **Scaling up:** Social media entrepreneurs need to scale up their venture as it grows, which can be challenging due to the need for more significant resources and management skills.
9. **Managing cyber security risks:** As social media platforms store vast amounts of user data, entrepreneurs need to implement robust cybersecurity measures to protect against data breaches and other cyber threats.

These factors, among others, are contributing to the growing demand for social media entrepreneurship and the need for experts who can help businesses effectively leverage the power of social media.

### OBJECTIVES OF STUDY

1. To know about Social Media Entrepreneurship
2. To study the scope of students participation in Social Media Entrepreneurship

### REVIEW OF LITERATURE

1. Sreekuttan.M.S. In His Research Paper "Role Of Social Media In Youth Entrepreneurship-Tools, Benefits And Drawbacks" Studied That Youth Entrepreneurship Has an impact on social as well as cultural and economic progress of the society. Building an environment that promotes creativity and provides opportunities for entrepreneurship calls for multiple strategies implementation and involvement at all levels including media (media + socialmedia and networks. According to him Social media gives the youth entrepreneurs an opportunity to connect in a very personal and meaningful way with their customers. This allows them to respond quickly to customer support issues, share and praise compliments about the company and provide offers to people who are going out of their way to show company support.
2. Ojo, Adeolu O, Oyeniran, Oluwashina A, Soladoye Afeez A, Akindeji, Oluwagbemiga in their research article "A Social Media Usage As An Effective Entrepreneurial Tool Among BUSINESS OWNERS Amidst Covid-19 Pandemic" concludes that after considering the usage of social media as an effective entrepreneurial tool among business owners amidst COVID-19 pandemic, YouTube does not majorly contribute to entrepreneurship development in terms of creativity and innovation among business owners. The designed model is suitable for assessing the benefits of investments in the use of social media such as Facebook, Twitter, Instagram, and WhatsApp should be encouraged among users as it aids entrepreneurship development but should be discouraged when it is being used for fraudulent acts. The study also suggested that YouTube shouldn't be encouraged as many users of social media focus and use YouTube mostly for film streaming and not for the use of entrepreneurship development in term of developing products.

Brown and Hesketh (2004) defined employability as the ability to secure and sustain different jobs. This is an indication that for someone to secure a job, he/she needs to possess necessary employability skills. Munro (2007) regarded employability skills as the ability to contribute to work efficiency in an organisation, combined with good oral, written communication and critical thinking skills, which form the foundation of both academic and workplace success. Overtoom (2000) suggested that employability skills are necessary for success in the job market regardless of the employees' chosen career path, employment level, or educational background. Employability skills are a group of important skills instilled in each individual in order to be a productive member of the workforce (Kazilan, Hamzah, & Bakar, 2009 Brown and Hesketh (2004) defined employability as the ability to secure and sustain different jobs. This is an indication that for someone to secure a job, he/she needs to possess necessary employability skills. Munro (2007) regarded employability skills as the ability to contribute to work efficiency in an organisation, combined with good oral, written communication and critical thinking skills, which form the foundation of both academic and workplace success. Overtoom (2000) suggested that employability skills are necessary for success in the job market regardless of the employees' chosen career path, employment level, or educational background. Employability skills are a group of important skills instilled in each individual in order to be a productive member of the workforce (Kazilan, Hamzah, & Bakar, 2009 Brown and Hesketh (2004) defined employability as the ability to secure and sustain different jobs. This is an indication that for someone to secure a job, he/she needs to possess necessary employability skills. Munro (2007), regarded employability skills as the ability to contribute to work efficiency in an organisation,



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combined with good, oral, written communication and critical thinking skills, which form the foundation of both academic and workplace, success. Overtoom (2000) suggested that employability skills are necessary for success in the job market regardless, of the employees' chosen career path, employment level, or educational background. Employability skills are a group, of important skills instilled in each individual in order to be a productive member of the workforce (Kazilan, Hamzah, & Bakar, 2009, social media are an indispensable tool for students to develop their employability skills. The study has empirically, proved that social media such as YouTube, LinkedIn, Facebook, WhatsApp, and Twitter may contribute to students' employability skills in the study area. It can be deduced that the students who are using social media purposely to, improve their employability skills will be better than those who do not use them at all or not for employability, purposes. This makes it imperative for students at technical colleges to be aware that social media platforms are means, of accessing information that could improve various employability skills. Therefore, students of Osun State technical colleges, as well as in other technical colleges in Nigeria, are expected to know that social media platforms enable them to have access to information, videos, and pictures which may assist and enhance their ability to plan, arrange, coordinate, communicate, cooperate and execute projects toward achievement of goals. The study implicates that students at technical colleges should appreciate the use of social media such as YouTube, LinkedIn, Facebook, WhatsApp, and Twitter, which could enhance and equip them with employability skills.

Based on the findings of the study, the following recommendation is made: students at technical college should learn how to use social media such as YouTube, LinkedIn, Facebook, WhatsApp, and Twitter. They should equally see social media as platforms through which to develop their employability skills and not only for day to day chatting with friends. Students should also create groups on social media platforms for their counterparts as a place to share knowledge among them as a suitable way to improve their employability skills.

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3. Busuyi Francis Olowo, Babatunde Akinwande Akingunloye, Omobola Oyinlade Gambo and Olujoke Emily Jembola (2020) in their research paper “Social Media For Students’ Employability Skills” studied that Social media is an indispensable tool for students to develop their employability skills. They have empirically proved that social media such as YouTube, LinkedIn, Facebook, WhatsApp, and Twitter may contribute to students’ employability skills in the study area. It can be deduced that the students who are using social media purposely to their employability skills will be better than those who do not use them at all or not for employability purposes. This makes it imperative for students at technical colleges to be aware that social media platforms are means of accessing information that could improve various employability skills. They said that students at technical colleges should appreciate the use of social media which could enhance and equip them with employability skills.

Based on their findings, the following recommendation were:- students at technical college should learn how to use social media, see social media as platforms to develop their employability skills and not only for day to day chatting with friends but also create groups on social media platforms for their counterparts as a place to share knowledge among themselves as a suitable way to improve their employability skills.

**HYPOTHESIS**

1. There is no association between Gender and Social Media Entrepreneurship
2. There is no association between Age and Social Media Entrepreneurship
3. There is no association between Educational Qualification and Social Media Entrepreneurship

**RESEARCH METHODOLOGY**

1. The research is Analytical in nature
2. The study is based on primary and secondary data
3. The population of the study are the Students within the suburbs of thane which is Infinite
4. For the purpose of this research, random sampling method was applied
5. The sample size was arrived by sample size calculator
6. The samples were collected from 160 Respondents
7. The primary data was collected through a structured questionnaire through online google forms
8. The secondary data was collected through articles, research papers and websites
9. The collected data was classified and tabulated for analysis purpose

**ANALYSIS AND INTERPRETATION**

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20 years	124	78.5	78.5	78.5
	20-25 years	34	21.5	21.5	100.0
	<b>Total</b>	158	100.0	100.0	

**Table 1: Gender**

		Frequency	Percent
Valid	Male	57	36.1
	Female	101	63.9
	<b>Total</b>	158	100.0

Source: primary data

It can be interpreted from the table 63.9% of the respondents were Female while 36.1% were Male.

		Educational qualification			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	143	90.5	90.5	90.5
	Graduate	15	9.5	9.5	100.0
	<b>Total</b>	158	100.0	100.0	

Social Media businessman					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	8.9	8.9	8.9
	No	144	91.1	91.1	100.0
	<b>Total</b>	158	100.0	100.0	

**Normality Testing**

Normality of data was tested using Normality test.

**H<sub>0</sub>**: Distribution is Normal

**H<sub>1</sub>**: Distribution is non-Normal

Table 1 Tests of Normality						
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Skills: Social media Entrepreneurship	.112	113	.000	.958	113	.001
Challenges: Social media Entrepreneurship	.147	113	.000	.967	113	.003
Skills: Improved by social media Entrepreneurship	.112	45	.002	.955	45	.045
Challenges: Faced by social media Entrepreneur	.109	45	.004	.958	45	.032

a. Lilliefors Significance Correction

Source: Primary data

The table 1 indicated significant value for the variables was less than 0.05 which means the Null Hypothesis is rejected and alternate hypothesis is accepted that is distribution is non-Normal hence appropriate non-Parametric test Mann-Whitney U test and Kruskal Wallis test were used for further analysis.

**Testing of Hypotheses**

**H<sub>0</sub>**: There is no significant difference between Gender and skills improved through social media Entrepreneurship

**H<sub>1</sub>**: There is no significant difference between Gender and skills improved through social media Entrepreneurship

**Table 2:** Mann-Whitney U Test – Gender and skills improved through social media Entrepreneurship

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Gender and skills improved through social media Entrepreneurship	Independent-Samples Mann-Whitney U Test	.754	Retain the null hypothesis.

Source: Primary data

Table number 2 indicated that significant value is 0.754 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means There is no significant difference between Gender and skills improved through social media Entrepreneurship

**H<sub>0</sub>**: There is no significant difference between Age and skills improved through social media Entrepreneurship

**H<sub>1</sub>**: There is no significant difference between Age and skills improved through social media Entrepreneurship

**Table 3:** Mann-Whitney U Test – Age and skills improved through social media Entrepreneurship

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Age and skills improved through social media Entrepreneurship	Independent-Samples Mann-Whitney U Test	.790	Retain the null hypothesis.

Source: Primary data

Table number 3 indicated that significant value is 0.790 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Age and skills improved through social media Entrepreneurship

**Table 4:** Mann-Whitney U Test – Educational qualification and skills improved through social media Entrepreneurship

<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
There is no significant difference between Educational qualifications and skills improved through social media Entrepreneurship	Independent-Samples Mann-Whitney U Test	.790	Retain the null hypothesis.

Source: Primary data

Table number 4 indicated that significant value is 0.790 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Educational Qualification and skills improved through social media Entrepreneurship

**Table 5:** Mann-Whitney U Test – Educational qualification and challenges faced by social media Entrepreneurship

<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
There is no significant difference between Educational Qualification and challenges faced by social media Entrepreneurship	Independent-Samples Mann-Whitney U Test	.790	Retain the null hypothesis.

Source: Primary data

Table number 5 indicated that significant value is 0.790 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Educational Qualification and challenges faced by social media Entrepreneurship

**Table 6:** Mann-Whitney U Test – Age and challenges faced by social media Entrepreneurship

<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
There is no significant difference between Age and challenges faced by social media Entrepreneurship.	Independent-Samples Mann-Whitney U Test	.715	Retain the null hypothesis.

Source: Primary data

Table number 6 indicated that significant value is 0.715 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Age and challenges faced by social media Entrepreneurship.

**Table 7:** Mann-Whitney U Test – Gender and challenges faced by social media Entrepreneurship

<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
There is no significant difference between Gender and challenges faced by social media Entrepreneurship.	Independent-Samples Mann-Whitney U Test	.742	Retain the null hypothesis.

Source: Primary data

Table number 7 indicated that significant value is 0.742 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Gender and challenges faced by social media Entrepreneurship.

**FINDINGS**

1. It is found that 63.9% of the respondents were Female while 36.1% were Male.
2. Further, it has been found that respondents age between 15 to 20 years are 78.5% and 20 to 25 yrs are 21.5% .
3. It is observed that Undergraduate respondents are 91.5% and graduate respondents are only 9.5%
4. It has been found that 8.9% are Social media businessmen and 91.1% do not use social media as business tool.
5. It is found that there is no the male and female perception regarding improvement of skills social media Entrepreneurship is similar.
6. Likewise the respondents of age agree that skills could be improved through social media Entrepreneurship.
7. Graduates and post graduates perception remain the same with regards to skills improvement through social media Entrepreneurship.
8. All the respondents agree that social media entrepreneurship holds high significance for growth of business.

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**SUGGESTIONS**

1. Skills are independent factor which can impact the social media entrepreneurship irrespective of age group and gender.
2. Educational qualifications also do not impact the skills of social media entrepreneurs.
3. But as an entrepreneur, it is essential to keep learning and updating the skills and knowledge.
4. Attending workshops, conferences, and seminars to learn about new trends and technologies can help to grow the business.
5. Building a strong network of mentors, advisors, and other entrepreneurs can offer guidance, support, and feedback.
6. Attending networking events and joining a entrepreneurship communities to connect with like-minded individuals can help to navigate the challenges of entrepreneurship.
7. Entrepreneurs should be open to change and willing to pivot the business model. Adapting changing market conditions, new technologies and accepting challenges will help the businesses to stay ahead of the competition.

**CONCLUSION**

Becoming a social media entrepreneur can be a rewarding and lucrative career path for those with a passion for content creation and digital marketing. However, it requires a significant amount of time, effort, and dedication to building a strong online presence and cultivating a loyal following. Success in this field also depends on staying up-to-date with the latest trends and algorithms, engaging with followers, and creating unique and high-quality content that resonates with your audience. As with any entrepreneurial venture, there are risks involved, but with the right mind set, skills, and strategies, social media entrepreneurship can lead to financial independence and creative fulfilment.

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**ROLE OF MATHEMATICS SKILLS IN EMPLOYABILITY**

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**ABSTRACT**

*Mathematics is the subject that has a direct impact on the employability of individuals. The use of mathematical skills in the workplace has been shown to be an essential factor for job performance and career advancement. The aim of this study was to explore the relationship between mathematical skills and employability. A survey questionnaire was held to employed and unemployed individuals to gather data on the role of mathematical skills in individual's life. The Research paper contains that there is a significant association between mathematics skills and employment status. Employed individuals had higher mathematics skills compared to unemployed individuals. The results of this study showed that the majority of individuals rated their mathematical skills as average or above, and that mathematical skills were considered to be moderately to extremely important for job performance. The findings of this study have important implications for education and training programs, as they highlight the importance of mathematical skills for career success. This research provides valuable insights into the relationship between mathematical skills and employability and can inform future policy decisions aimed at improving the employability of individuals. This study also contains chi square test, findings and suggestions.*

*Keywords: Chi-Square test, Mathematics skills for Employability, Mathematics skills for job Performance of employed and unemployed person.*

**INTRODUCTION**

Mathematics plays a very important role in many industries and valuable for the employers. A number of studies have shown that a strong foundation in mathematics can increase employability and career opportunities for youth. Studies have shown that a background in mathematics can lead to better job performance and higher salaries, particularly in fields such as engineering, finance, and technology. Mathematics is the subject that can transfer the skills which can be applied to many different careers, making it a valuable asset for young people entering the job market. Additionally, mathematical skills have been shown to be important for problem-solving, critical thinking, and decision-making, all of which are highly valued by employers in many industries. Studies have also found that workers with strong mathematical skills are more likely to be able to adapt to new technologies and changes in the job market.

Time and again, Mathematics has been proved critical for Economic growth and driving innovation. Furthermore, skills involving advanced mathematics are deemed essential for designing complex systems, inventing new technologies and analysing data to assist in decision making.

This analysis provides valuable insights for policymakers and educators on the importance of developing strong mathematics skills to enhance employability. Additionally, it could help employers to recognize the value of these skills when hiring new employees.

At last, research supports the importance of mathematics in youth employability, as it can increase job opportunities, improve job performance, and enhance transferable skills that are highly valued by employers.

**MATERIALS AND METHOD**

The data used in this article is a Primary data collected from the employed and unemployed individuals from Surat city. The data contains the information about the use of mathematics skills in their workplace and how important are mathematics skills for their Employment. Here chi square test is used to determine if there is a significant relationship between employment status (employed or unemployed) and use of mathematics skills in Employability.

**HYPOTHESIS**

**$H_0$ :** There is no association between employment status and use of mathematics skills in employment.

**$H_1$ :** There is an association between employment status and use of mathematics skills in employment.

**• METHODOLOGY AND FINDINGS**

In this Research a Random data of employed and unemployed people who thinks that Role of mathematics skills in employability is important vs not at all important. The random sample of 115 people was collected from the surrounding area by questionnaire. The data that resulted from the questionnaire survey is summarized and given below.

The contingency table is used to calculate the expected frequencies for each value in the table, assuming that there is no relationship between employment status and mathematics skills. The chi-square test is used to compare the observed frequencies with the expected frequencies to determine if there is a significant relationship between employment status and mathematics skills. The Findings will show that if there is a statistically significant relationship between employment status and mathematics skills, so it will suggest that having strong mathematics skills is associated with a greater likelihood of being employed. Conversely, if there is no significant relationship between employment status and mathematics skills, it would suggest that other factors may be more important in determining employability.

Observed	Mathematics skills was useful for employment	Mathematics skills was not at all useful for employment	Total
No. of Employed persons	50	10	60
No. of Unemployed Persons	40	15	55
Total	90	25	115

Expected	Mathematics skills was useful for employment	Mathematics skills was not at all useful for employment	Total
No. of Employed persons	46.9	13	59.9
No. of Unemployed Persons	43	11.9	54.9
Total	89.9	24.9	114.8

We will calculate Expected Value =  $\frac{\text{Row total} \times \text{Column total}}{\text{Grand Total}}$

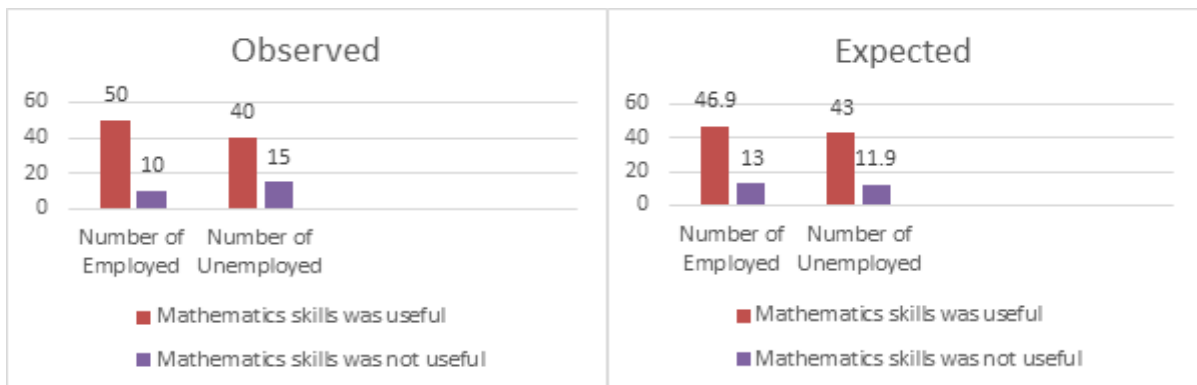
$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i} = \frac{(50 - 46.9)^2}{46.9} + \frac{(40 - 43)^2}{43} + \frac{(10 - 13.9)^2}{13.9} + \frac{(15 - 11.9)^2}{11.9}$$

$$\chi^2 = 1.8973$$

**FINDINGS**

Sample size	115
Chi square value	1.89
Degrees of freedom	1
P value	0.168
$\chi^2 > 0$	We reject Null hypothesis

So, we accept alternate hypothesis and we claim that there is association between employment and role of mathematics skills.



**SUGGESTIONS**

1. The government should conduct training programs that focus on mathematics skills and their applications in various industries. These programs can be to community colleges, vocational schools, and online platforms to help individuals gain the skills they need to succeed in math-related careers.
2. The government should increase funding for mathematics education by providing resources to schools and universities to offer high-quality math programs. This can include providing resources for teachers, textbooks, and technology, and offering scholarships to encourage students to pursue mathematics-related careers.

3. Many students fail to see the application of Mathematics in their day-to-day activities. It becomes necessary in order to make them realise as to how “Math” can be vital in real-life situations such as Budget preparation, Sports statistics etc. so they should be realise the potential of Maths and be in continual process to be motivated as to improve their skills.
4. It is necessary for Teachers, parents, and mentors to constantly encourage students to provide support and guidance to help students for overcoming hurdles they may face in adopting to the importance of the subject.
5. Math-based apps, educational websites and other available online resources shall be introduced and encouraged to help students understand the importance of Maths and also to practice their skills and reinforce their learning.
6. Introduction of fun and interactive ways of learning math, such as math-based games and competitions, or real-life examples of how math is used in various fields as to avoid a stereotype approach towards the subject.

### **CONCLUSION**

Since chi square test only indicates that there is a relationship between employment status and mathematics skills but does not provide information about the strength of relationship. so further analysis is needed. So, role of mathematics skills in employment is significant, and in certain jobs mathematics skills are required but not necessary in every job. But Basic Mathematic skills are widely used in employment and are considered essential for many industries and job functions.

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**A STUDY OF CITIZENS' PERCEPTION TOWARDS DIGITALIZATION AT LIC LEADING TO DEAGENTISATION**

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**<sup>1</sup>Dr. CA Vishwanathan Iyer and <sup>2</sup>Dr. Jeevan Vichare**<sup>1</sup>Vice Principal, Vedanta College, Ulhasnagar<sup>2</sup>Vice Principal, SST College, Ulhasnagar**ABSTRACT**

*Every step in the path of disruptive innovation has a side effect. While every aspect of business is digitalized, it has given higher level of service satisfaction to customers but it has a negative impact on the middle man required to deliver the services.*

*In the service sector, the banking sector was the pioneer to implement digitalization followed by the insurance sector. Every process of the Insurance sector had implemented digitalization. Amongst the life insurance sector, Life Insurance Corporation of India, being a pioneer has accepted digitalization whole-heartedly. This digitalization has piped up level of customers' satisfaction for services provided by the insurance giant. Right from proposing a policy up to settlement of claims - every process can be accessed online without visiting any physical branch. As mentioned earlier, this has led to lesser intervention of the 'Agents' services. Today, majority of the process are processed through their 'Agents'. The concept of digitalization has affected the agents of LIC negatively especially in the urban areas.*

*This paper is an attempt to study the impact of digitalization on the citizen's perception as well as on the agent community. The ultimate objective of this paper is to understand the role of digitalization in creating a new world without any agents. The research study is indicative and analytical in nature. Both primary and secondary data was collected. The primary data was collected by floating structured questionnaire through google forms among citizens. The normality test was conducted to check normality of data by using Kolmogorov-Smirnov & Shapiro-Wilk test. The paper attempts to study the impact of digitalization on citizens' perception and the introduction of the concept of 'deagentisation'.*

*Keywords: LIC Life Insurance Corporation of India Digitalisation Deagentisation Customers 'Satisfaction Citizens' Perception*

**INTRODUCTION**

Every step in the path of disruptive innovation has a side effect. While every aspect of business is digitalized, it has given higher level of service satisfaction to customers but it has a negative impact on the middle man required to deliver the services.

In the service sector, the banking sector was the pioneer to implement digitalization followed by the insurance sector. Every process of the Insurance sector had implemented digitalization. Amongst the life insurance sector, Life Insurance Corporation of India, being a pioneer has accepted digitalization whole-heartedly. This digitalization has piped up level of customers' satisfaction for services provided by the insurance giant. Right from proposing a policy up to settlement of claims - every process can be accessed online without visiting any physical branch. As mentioned earlier, this has led to lesser intervention of the 'Agents' services. Today, majority of the process are processed through their 'Agents'. Infact, Agents are considered as the face of the Life Insurance Corporation of India, who actually represents this mammoth organization at the ground level. They are the grass root workers who have contributed through their sweat and blood for the growth of this huge organization. These agents have played a pivotal role in helping LIC to reach every house especially in the rural areas.

The concept of digitalization has affected the agents of LIC negatively especially in the urban areas. This paper is an attempt to study the impact of digitalization on the citizens' perception as well as agent community The ultimate objective of this paper is to understand the role of digitalization in creating a new world without any agents i.e. a world of deagentisation.

**REVIEW OF LITERATURE**

- 1) Dr Kishori J Bhagat and Ms Ashwini Bagkar through their paper, "Deagentisation" in Insurance Sector – Resilient customers' attitude in Thane District" concluded that the post covid era has set the stage for online sale of Health Insurance products due to many advantages derived by customers like saving time, reduced premium rates. The biggest advantage driven home is eliminating Agents leading to an era of "Deagentization"

- 2) Geetika Tandon Kapoor, Nupur Pandey and Nidhi Singh through their paper, "Analysis of Digitalization of Life Insurance Corporation of India" concluded that there are many technical and physical issues for implementation of e-insurance concept in India. However, LIC and the Government of India are taking measures in this direction by providing strong cyber laws and spreading digital literacy to enhance the digitalization in LIC.
- 3) G Sowmiya and Dr V Selvam through their paper, "A study on customer intention to use and trust in Life Insurance Corporation of India using TAM model in Vellore district" concluded that there were a few factors that influenced the trust using online insurance services and the Technology Acceptance Model helped the customers to use online insurance service effectively.

### **SIGNIFICANCE OF THE STUDY**

The modern era is the era of digitalization. Every sector, every industry, every company is in the process of transition from offline services to online services. This is referred as "Digitalization". Life Insurance Corporation of India, being a pioneer in the field of Life Insurance has implemented various online facilities for the benefit of citizens. The citizens' have welcomed this digitalized move with open hands and accepted the same as norm of life. With many advantages guaranteed, there was one major side-effect of digitalization and that was, elimination of Agents. This is referred to as "Deagentization". The impact of digitalization on the services provided by Agents of LIC and their preparedness to face this competition is dealt with in the current paper.

### **OBJECTIVES OF THE STUDY**

- 1) To study the digitalization process implemented at LIC of India.
- 2) To study the citizens' perception to digitalization leading to 'deagentisation'.

### **HYPOTHESES**

**H<sub>0</sub>** There is no significant difference between Gender and Citizens' perception towards digitalization leading to deagentisation

**H<sub>1</sub>** There is a significant difference between Gender and Citizens' perception towards digitalization leading to deagentisation

**H<sub>0</sub>** There is no significant difference between Age and Citizens' perception towards digitalization leading to deagentisation

**H<sub>1</sub>** There is a significant difference between Age and Citizens' perception towards digitalization leading to deagentisation

**H<sub>0</sub>** There is no significant difference between Qualification and Citizens' perception towards digitalization leading to deagentisation

**H<sub>1</sub>** There is a significant difference between Qualification and Citizens' perception towards digitalization leading to deagentisation

### **SCOPE OF THE STUDY**

- 1) The study is related to citizens' and agents of LIC
- 2) The study is related to citizens' and agents of Thane Division

### **LIMITATIONS OF THE STUDY**

- 1) The study is limited to Thane Division
- 2) There was a time constraint to meet citizens and agents
- 3) The study is related to online purchase of Life insurance policies

### **RESEARCH METHODOLOGY**

The research study is indicative and analytical in nature. Both primary and secondary data was collected. Primary data was collected by floating structured questionnaire through google forms among citizens. The questionnaire was framed with seven-point Likert scale. The secondary data was collected from books, articles & Research Paper and websites. The population for the study was all the citizens of Thane District. The convenient sampling method was used. After the responses were received, it was classified, tabulated and summarized and gets covered in the flow of paper.

**DATA ANALYSIS**

The data analysis was done by using SPSS package. The normality test was conducted to check normality of data by using Kolmogorov-Smirnov & Shapiro-Wilk test. The data was found to be Non Normal therefore null hypotheses were tested by using Non parametric tests i.e Mann-Whitney U test and Kruskal Wallis test.

**NORMALITY TESTING**

Normality was conducted for the data using Kolmogorov-Smirnov & Shapiro-Wilk test.

**H<sub>0</sub>**: Distribution is Normal

**H<sub>1</sub>**: Distribution is Non-Normal

**Table No 1**

Tests of Normality						
Purchase: Online Insurance policy	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Overall benefits: derived	.249	94	.000	.764	94	.000
Overall benefits: derivable	.446	213	.000	.603	213	.000

a. Lilliefors Significance Correction

The table 1 indicated significant value for the variable was less than 0.05 which means the Null Hypothesis is rejected and alternate hypothesis is accepted that is distribution is non-Normal hence appropriate non-Parametric test Mann-Whitney U test and Kruskal Wallis test were used for further analysis.

**TESTING OF HYPOTHESES**

**H<sub>0</sub>** There is no significant difference between Gender and Citizens’ perception towards digitalization leading to deagentisation

**H<sub>1</sub>** There is a significant difference between Gender and Citizens’ perception towards digitalization leading to deagentisation

**Table No 2**

There is no significant difference between Gender and citizens’ perception leading to deagentisation	Independent sample Mann Whitney U test	0.491	Retain
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**(Primary Data)**

Table number 2 indicated that significant value is 0.491 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Gender and citizens’ perception towards digitalization leading to deagentisation.

**H<sub>0</sub>** There is no significant difference between Age and Citizens’ perception towards digitalization leading to deagentisation

**H<sub>1</sub>** There is a significant difference between Age and Citizens’ perception towards digitalization leading to deagentisation

**Table No 3**

There is no significant difference between Age and Citizens’ perception towards digitalization leading to deagentisation	Independent sample Kruskal Wallis test	0.465	Retain
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**(Primary data)**

Table number 3 indicated that significant value is 0.465 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Age and citizens’ perception towards digitalization leading to deagentisation.

**H<sub>0</sub>** There is no significant difference between Qualification and Citizens’ perception towards digitalization leading to deagentisation

**H<sub>1</sub>** There is a significant difference between Qualification and Citizens’ perception towards digitalization leading to deagentisation

Table No 4

There is no significant difference between qualification and Citizens' perception towards digitalization leading to deagentisation	Independent sample Kruskal Wallis test	0.362	Retain
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**(Primary data)**

Table number 4 indicated that significant value is 0.362 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Qualification and citizens' perception towards digitalization leading to deagentisation.

**FINDINGS**

- 1) Of the total respondents, 48% were male respondents while 52% were female respondents.
- 2) Among the respondents, 45% were between 18 years to 30 years, 36% were between 30 years to 45 years and 19% were above 46 years of age.
- 3) 24% of the respondents had educational qualification upto HSC, 34% were graduates while 42% were post graduates.
- 4) Of the total respondents, 60% were prepared to purchase an online policy digitally.
- 5) The citizens' perception related to digital services provided by LIC was positive and they were mentally prepared to shift to digitalization thereby promoting deagentisation.
- 6) The digitalization at LIC leading to deagentisation had advantages of time saving, cost effectiveness, easy comparison, 24x7 service, automated prompts
- 7) The citizens' perception related to digitalization leading to deagentisation was indicative of paradigm shift

**SUGGESTIONS**

- 1) The people in the rural area need more sensitization about the benefits of digitalization.
- 2) At the same time, the rural people need to be provided updated physical amenities like network connectivity, modern machines to avail the benefits of digitalization.
- 3) Internal check and internal control while implementing the digitalization needs maximum care.
- 4) Technical glitch are expected to happen which can in turn hit the expectations of the citizens big time.
- 5) The agency business which is expected to be affected negatively need to be counseled for accepting the changes expected in the overall system and provide alternative source of livelihood.

**POINT OF DISCUSSION**

Digitalization is a disruptive innovation in the LIC which has given a positive perception among the citizens. However, it has a negative impact on the agents as their earnings are affected negatively. So, the agents have to be mentally ready for this paradigm shift and upgrade themselves in digitalization. This study of change in the agent's approach can become a newer avenue for research.

**CONCLUSION**

The perception of citizens related to digitalization at LIC with open hands due to the advantages expected. Even those who did not use the digitalized services of LIC had a positive perception about the advantages they expected to derive through this process. The positive perception of citizens' related to digitalization process would push the entire system to a newer eco-system.

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**A STUDY ON DIFFERENT FACTORS AFFECTING WOMEN ENTREPRENEURSHIP****Dr. CA Vishwanathan Iyer and Ms. Riddhi Aswani**<sup>1</sup>vice Principal, <sup>2</sup>Assistant Professor, Vedanta College, Vithalwadi**ABSTRACT**

*In the modern world where women are standing shoulder to shoulder with men, there is no area which can be termed as “male dominated”. They have fought tooth and nail to bring odds to even. Not only their fight but their sacrifices in reaching this destination are unparalleled. Entrepreneurship was one area which was considered to be a domain designed for men’s attitude – the hard work, the pressure, the ups and downs but women have proved their mettle by acing this sector as well. However, many factors related to the business or not affect women entrepreneurship skills. This paper is an attempt to study and analyse a few factors that affect women entrepreneurship globally. The Research is descriptive and analytical in nature. The population included all the women who have undertaken entrepreneurship as a way of living and doing business for more than a year. Random sampling method was followed for collection of primary data. The study included primary data and secondary data. The primary data was collected by floating questionnaire (google form) and the secondary data was collected from various research papers, books and articles related to women entrepreneurship. The analysis of the collected data was done using statistical methods. SPSS package was utilized for the purpose of analysis. Qualitative and Quantitative analysis was included in the study to reach at conclusion. The paper concluded that there were many factors related to business that affected women entrepreneurship but the more interesting conclusion was that a woman was affected by factors outside the regular scope of business (personal factors) that affected her entrepreneurship skills when she chose entrepreneurship as prime source of livelihood.*

*Keywords: woman entrepreneurship, factors affecting entrepreneurship challenges of entrepreneurship*

**INTRODUCTION**

Women entrepreneurs are individuals who identify as female and are engaged in starting and running their own businesses. They may have a variety of motivations for becoming entrepreneurs, such as a desire for financial independence, a passion for a particular product or service, or a desire to make a positive impact on society.

Women entrepreneurs face unique challenges, such as limited access to funding and resources, gender bias, and societal expectations. For example, women may have to overcome stereotypes that suggest they are less capable of succeeding in business than men, or they may struggle to find investors who are willing to take a chance on their business ideas.

Despite these challenges, women entrepreneurs have made significant contributions to the economy and society. According to a report by the Global Entrepreneurship Monitor, women are starting businesses at a higher rate than men in many countries around the world. Women-owned businesses also contribute to job creation and economic growth.

To support women entrepreneurs, there are a variety of resources and initiatives available, such as mentorship programs, networking opportunities, and access to funding. Many governments and organizations have also developed policies and programs aimed at empowering women entrepreneurs and helping them overcome the unique challenges they face.

**There are Several Factors that Can Affect the Growth of Women Entrepreneurship Including**

1. **Access to Capital:** Access to funding and capital is a major factor affecting the growth of women entrepreneurship. Women entrepreneurs often face difficulty in obtaining funding due to various reasons such as gender bias, lack of collateral, and industry-specific norms.
2. **Education and Training:** Education and training are essential for women entrepreneurs to develop the necessary skills and knowledge to succeed in their businesses. Women entrepreneurs may face difficulty in accessing education and training programs due to lack of time, financial resources, and cultural or social barriers.
3. **Networks and Mentorship:** Networks and mentorship play a crucial role in the growth of women entrepreneurship. Women entrepreneurs often face difficulty in accessing business networks and finding mentors who can provide guidance and support.
4. **Legal and Regulatory Environment:** Legal and regulatory environment can have a significant impact on the growth of women entrepreneurship. Women entrepreneurs may face difficulty in navigating complex

regulations and laws that apply to their businesses, particularly in industries that are traditionally male-dominated.

5. **Societal and Cultural Norms:** Societal and cultural norms can also affect the growth of women entrepreneurship. Women entrepreneurs may face gender bias and stereotypes that limit their access to resources, funding, and support.
6. **Family Responsibilities:** Family responsibilities such as childcare and eldercare can also affect the growth of women entrepreneurship. Women entrepreneurs may face difficulty in balancing their family responsibilities with their business obligations, which can limit their ability to grow their businesses.

Addressing these factors can help to create an environment that is more supportive of women entrepreneurship, which can in turn help to promote the growth and success of women led business.

### **The Role of Women Entrepreneurs in Today's World Is Significant and Multifaceted. Here Are Some Key Roles That Women Entrepreneurs Play**

1. **Driving Economic Growth:** Women entrepreneurs are a key driver of economic growth, creating jobs and generating wealth. According to the Global Entrepreneurship Monitor, women entrepreneurs make a significant contribution to the global economy, with women starting businesses at a higher rate than men in many countries around the world.
2. **Promoting Innovation:** Women entrepreneurs are often at the forefront of innovation, bringing new ideas and approaches to the marketplace. They are also more likely to start businesses in industries that are traditionally male-dominated, bringing a fresh perspective and disrupting traditional business models.
3. **Empowering Women:** Women entrepreneurs serve as role models and mentors for other women, helping to empower them to start and grow their own businesses. By breaking down barriers and challenging stereotypes, women entrepreneurs are helping to create a more equal and inclusive world.
4. **Addressing Social and Environmental Challenges:** Women entrepreneurs are also playing a key role in addressing social and environmental challenges, such as poverty, climate change, and access to healthcare. They are using their businesses to create positive social and environmental impact, while also generating profits.
5. **Bridging Cultural and Social Divides:** Women entrepreneurs are often able to bridge cultural and social divides, bringing people together and promoting understanding across different communities. By creating businesses that serve diverse communities, women entrepreneurs are helping to build a more inclusive and interconnected world.

Overall, the role of women entrepreneurs in today's world is critical and multifaceted, and their contributions are essential to creating a more prosperous, equitable, and sustainable future.

### **REVIEW OF LITERATURE**

- 1) S.R. Xavier, Syed Zambari Ahmad, Leilanie Mohd Nor, Mohar Yusuf in their research paper "Women Entrepreneurs: Making a change from employment to small and medium business ownership" opined that their study focused on; first, the factors that cause women to leave employment for business ownership; second, their personal and entrepreneurial characteristics and; last, the challenges they faced during the transition from salaried employment to business ownership. They concluded that the main factors identified to have spurred women to leave employment for business ownership were a need to achieve personal growth, independence and the economic payoff.
- 2) Ritvik Saraswat and Remya Lathabhavan in their research article "A study on Women Entrepreneurship in India." have made an attempt to generate awareness and to understand the meaning of what women entrepreneurship is and how important it is or the development of the world rationally, economically and in all spheres. They have also highlighted the transformation of the society, educational system, change in lifestyle have made them a good women entrepreneurs. These women leaders have managed to survive and have succeeded in this cut throat competition with their hard work, assertiveness, diligence and perseverance. They have studied their success stories, factoring influencing growth and challenges faced by them.
- 3) Anitha A and Dr. R Sritharan in 2019 in their research paper- "Factors affecting the trouble of Women Entrepreneurs- A Case Study on India" have revealed that factors affecting the women entrepreneurs are inclusive of some major problems that are faced such as personal problem, marketing problem, finance problem etc. They studied about women entrepreneurs, stress levels resulting from multiple roles, attitude

towards gender inequality, etc. They focused on need for appraising, coping potential of women and enhancing their stress base. They concluded that flexible training program and interest based skill training are essential to develop the entrepreneurial skills of women.

- 4) Sucheta Agarwal, Veland Ramadani, Leo- Paul Dana, Vivek Agarwal, Jitendra Kumar Dixit in their research paper "Assessment of the significance of factors affecting the growth of women entrepreneurs: study based on experience categorization" gave a direction to policymakers by emphasizing on significant factors of various stages of enterprise development for the encouragement of Women Entrepreneurs in the emerging economies. The different significant factors identified were determination, education, entrepreneurial resilience, personal satisfaction and provide employment based on the different experiences of Women entrepreneurs. They concluded that an investigation of ranking these factors of Women Entrepreneurship, especially in the emerging nations, can assist policymakers in designing projects that improve the mindfulness associated with women enterprise and define the compelling methodologies.

### **SIGNIFICANCE OF THE STUDY**

Entrepreneurship carries lots of challenges along with the opportunities it provides to the entrepreneurs. Every entrepreneur has a unique challenge and a unique solution to meet these challenges on hand. When it comes to women, the nature and extent of challenge is more distinct as many other factors outside the business affect the entrepreneurship decision. This paper is an attempt to understand and analyse all those factors that affect women entrepreneurship.

### **OBJECTIVES OF THE STUDY**

- 1) To understand the concept of Women entrepreneurship
- 2) To Study the various factors affecting women entrepreneurship

### **HYPOTHESIS**

There are many factors that have an impact on the Women entrepreneurship in addition to the normal entrepreneurship challenges.

Many null hypotheses were framed and tested in support of the above hypothesis.

### **RESEARCH METHODOLOGY**

- ❖ The Research is Indicative and Analytical in nature.
- ❖ The population includes Women entrepreneurs from Thane District
- ❖ Sample size was small (Response was collected from 24 respondents)
- ❖ The Stratified sampling technique was used for collecting data
- ❖ The Primary data was collected by floating a Structured Questionnaire through Google forms and personal interviews
- ❖ The Collected data was edited, classified and tabulated.
- ❖ The Normality test was applied to check Normalcy of data
- ❖ Since the sample size was small and the data was found to be non- normal, Mann-Whitney U Test and Kruskal Wallis Test were applied for testing hypotheses.
- ❖ SPSS package was used.
- ❖ The Secondary data was collected through various research papers, websites, articles and books related to women entrepreneurship.

### **DATA ANALYSIS**

The data analysis was done by using SPSS package. The normality test was conducted to check normality of data by using Kolmogorov-Smirnov & Shapiro-Wilk test. The data was found to be Non Normal therefore null hypotheses were tested by using Non parametric tests i.e Mann-Whitney U test and Kruskal Wallis test.

### **NORMALITY TESTING**

Normality was conducted for the data using Kolmogorov-Smirnov & Shapiro-Wilk test.

**H<sub>0</sub>:** Distribution is Normal

**H<sub>1</sub>:** Distribution is Non-Normal

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Factors influencing women Entrepreneurship	.141	24	.000	.912	24	.000

a. Lilliefors Significance Correction

Source: Primary data

The table 1 indicated significant value for the variable was less than 0.05 which means the Null Hypothesis is rejected and alternate hypothesis is accepted i.e. the distribution is Non-Normal. Hence appropriate non-Parametric tests - Mann-Whitney U test and Kruskal Wallis test were used for further analysis.

**NULL HYPOTHESES**

The following null hypotheses were formed and tested:

- 1) There is no significant difference between Educational qualification and Factors influencing women Entrepreneurship
- 2) There is no significant difference between Age and Factors influencing women Entrepreneurship
- 3) There is no significant difference between Duration of business (Experience) and Factors influencing women Entrepreneurship
- 4) There is no significant difference between Martial Status and Factors influencing women Entrepreneurship

**TESTING OF HYPOTHESES**

**H<sub>0</sub>**- There is no significant difference between Educational qualification and Factors influencing women Entrepreneurship

**H<sub>1</sub>**- There is a significant difference between Educational qualification and Factors influencing women Entrepreneurship

**Table 2:** Kruskal Wallis Test – Educational qualification and Factors influencing women Entrepreneurship

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Educational qualification and Factors influencing women Entrepreneurship	Independent-Samples Kruskal Wallis Test	.714	Retain the null hypothesis.

Source: Primary data

Table number 2 indicated that significant value is 0.563 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Educational qualification and Factors influencing women Entrepreneurship.

**H<sub>0</sub>** - There is no significant difference between Age and Factors influencing women Entrepreneurship

**H<sub>1</sub>** - There is a significant difference between Age and Factors influencing women Entrepreneurship

**Table 3:** Kruskal Wallis Test – Age and Factors influencing women Entrepreneurship

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Age and Factors influencing women Entrepreneurship	Independent-Samples Kruskal Wallis Test	.464	Retain the null hypothesis.

Source: Primary data

Table number 3 indicated that significant value is 0.563 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between Age and Factors influencing women Entrepreneurship

**H<sub>0</sub>** - There is no significant difference between Duration of business and Factors influencing women Entrepreneurship

**H<sub>1</sub>** - There is a significant difference between Duration of business and Factors influencing women Entrepreneurship



**Table 4: Kruskal Wallis Test – Duration of business and Factors influencing women Entrepreneurship**

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Duration of business and Factors influencing women Entrepreneurship	Independent-Samples Kruskal Wallis Test	.152	Retain the null hypothesis.

Source: Primary data

Table number 4 indicated that significant value is 0.563 which is greater than 0.05 thereby indicating the null hypothesis is accepted that means there is no significant difference between duration of business and Factors influencing women Entrepreneurship

**H<sub>0</sub>**- There is no significant difference between Martial Status and Factors influencing women Entrepreneurship

**H<sub>1</sub>**- There is a significant difference between Martial Status and Factors influencing women Entrepreneurship

**Table 5: Mann-Whitney U Test – Marital Status and Factors influencing women Entrepreneurship**

Null Hypothesis	Test	Sig.	Decision
There is no significant difference between Marital status and Factors influencing women Entrepreneurship	Independent-Samples Mann-Whitney U Test	.001	Reject the null hypothesis.

Source: Primary data

Table number 5 indicated that significant value is 0.001 which is less than 0.05 thereby indicating the null hypothesis is rejected that means there is a significant difference between Martial Status and Factors influencing women Entrepreneurship

**FINDINGS**

- 1) Of all the respondents, 16% were graduates, 42% were post graduates and 42% were Professionals
- 2) The age of the respondents included 29% of the 15-25 age category, 33% belonged to the 25-35 age category, 17% were 35-45 age category while 21% were above 45 years old.
- 3) Amongst the respondents, 42% were freshers’ in their business (1 to 3 years’ experience), 17% were relatively experienced (3 to 6 years), 17% were highly experienced (6years to 9 years) while 25% were stalwarts in the business (more than 9 years in the business)
- 4) 33% were Single while 67% were married amongst the respondents.
- 5) 83% of the respondents agreed that entrepreneurship gave them financial independence,
- 6) 88% of the respondents got a feel of personal achievement and passion intensified by engaging into entrepreneurship activities.
- 7) 79% agreed to the fact that there was a presence of business opportunity which attracted them towards entrepreneurship.
- 8) 67% of the women entrepreneurship ventured into entrepreneurship to support family income
- 9) 63% of the respondents were happy to continue business as they had access to physical infrastructure.
- 10) 75% of the respondents agreed that they were successful in business as they had access of information to do their business.
- 11) 71% of the women entrepreneurs agreed that they had family support for doing their business.
- 12) The retaining of Null hypotheses related to Age, Educational Qualification and Duration of business indicated that these demographic factors had no significant difference with reference to factors affecting Women Entrepreneurship.
- 13) The rejection of Null hypotheses related to Martial status indicated that there was a significant difference between single and married women and factors affecting Women entrepreneurship

**SUGGESTIONS**

On the basis of above findings, observations and discussions with various women entrepreneurs during the current study, the following suggestions are expressed:

- 1) The initial years of every business is tough for all entrepreneurs, women entrepreneurs are more vulnerable. She needs maximum support from family members to be successful in entrepreneurship.

- 2) The prime aim of entering into entrepreneurship for women is to gain financial independence, hence it is important to understand the basics of finance by attending webinars and seminars related to the women entrepreneurs.
- 3) Women entrepreneurs need to explore the various Government schemes available in the sector of business which they are entering. Selecting a mentor in similar line of business may help women to explore better opportunities.
- 4) To conduct business successfully, every women entrepreneur must build a strong team at the business. She must be aware of the HR practices in the industry and update herself regularly to maintain peace and harmony in the business.
- 5) The success of women entrepreneur will primarily depend upon her skill set – both academic and non-academic. She must be a master in the field of business she is engaged into. This will help her command respect within her team in the organization.

### **CONCLUSION**

In the modern world, there is no space which is male oriented including the world of ‘entrepreneurship’. Over a period of time, Women have stepped out of their comfort zones and established themselves as successful entrepreneurs. There are many factors which motivates her to keep up the momentum, some other factors which restrict her movement as well. Through this research paper it is established that every factor has an impact on her entrepreneurship skills and these factors extend much beyond the spheres of regular business. These factors are primarily personal in nature and a women entrepreneur need to strike a balance at all levels to emerge successful. In spite of these, the women in business has been successful and proved her mettle to stay calm and committed to her cause thereby proving herself successful.

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**PROFESSIONAL TRAINING AND ABILITY UPGRADE IN THE NEP-2020**

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**ABSTRACT**

*The NEP 2020 proposes the modification and patching up of all parts of training, including the instructive design, guidelines and administration, to make another framework which is lined up with the optimistic objectives of 21st century understudies. As indicated by the approach, by 2025, something like half of students through the school and advanced education framework will have openness to professional instruction. It tends to be characterized as talented based schooling. Professional Training helps in monetary development. The NEP expects to zero in on creating industry linkages and request driven professional courses by drawing in industry at different levels, including co-created courses and advancement of hatching focuses at HEIs. Other than this, the arrangement likewise visualizes arrangement with worldwide guidelines.*

*The center regions for professional training are expected to be picked in view of ability whole examination and planning of nearby open doors. The expanded stimulus for professional training and deep-rooted learning in the arrangement is probably going to give solace to managers, taking everything into account and will further develop the general stockpile side acknowledgment of the professional framework. The strategy plans to conquer the societal position ordered progression related with professional schooling and combination of professional training into standard training in all instructive foundations in a staged way. This paper illuminates present status of Professional Schooling and what's to come possibilities in NEP 2020.*

*Keywords: NEP, Professional Training, Gifted - Labor, Occupation, Industry, And Monetary Development.*

**1. INTRODUCTION**

Instruction isn't only arrangement of data from mentor to student, yet the fact of the matter is that this individual requires down to earth trainings for a portion of its undertakings. By taking into account this hypothesis NEP 2020 of India has at long last come around, furnishing India with instruction strategy following 34 years. Professional improvement program centers on unambiguous exchanges and confers the down to earth abilities which permit people to participate in a particular word related movement. Professional improvement isn't just significant in giving business amazing open doors to people yet additionally helps in upgrading the efficiency of firms. Professional advancement program contains all expertise moves, formal and casual, which are expected in the improvement of useful exercises of a general public. Professional training will be coordinated into all school and advanced education organizations in a staged way throughout the following ten years. Center regions for professional instruction will be picked in view of abilities whole examination and planning of neighborhood open doors. MHRD will constitute NCIVE, comprising of specialists in professional training and delegates from across Services, as a team with industry, to manage this work. Individual foundations that are early adopters should develop to find models and practices that work and afterward share these with different organizations through systems set up by NCIVE, in order to assist with broadening the compass of professional schooling. Various models of professional training, and apprenticeships, will likewise be tested by advanced education establishments. Brooding focuses will be set up in advanced education establishments in organization with businesses.

One of the essential purposes behind the little quantities of understudies getting professional training is the way that professional schooling has in the past zeroed in generally on Grades 11-12 and on dropouts in Grade 8 and upwards. Besides, understudies dropping from Grades 11-12 with professional subjects frequently didn't have obvious pathways to go on with their picked jobs in advanced education. The confirmation models for general advanced education were likewise not intended to give openings to understudies who had professional instruction capabilities, passing on them in a difficult situation comparative with their countrymen from 'standard' or 'scholarly' training. This prompted a total absence of vertical portability for understudies from the professional schooling stream, an issue that has just been tended to as of late through the declaration of the NSQF in 2013. Professional instruction is seen to be second rate compared to standard schooling and implied generally for understudies who can't adapt to the last option. This is a discernment that influences student's decisions. A serious concern must be managed by a total reimagination of how professional training is proposed to understudies from here on out.

## 2. GOALS AND STRATEGY

This exploration paper depends on applicable information accumulated from auxiliary sources, for example, research articles and notable sites. The primary target of this paper is to concentrate on the current status of Professional Schooling and what's in store possibilities in NEP 2020.

- a) To examine the present status of training as far as professional schooling and ability advancement concerning NEP 2020.
- b) To figure out what's to come possibilities for professional training and expertise advancement in India.

## 3. RECONSIDERING PROFESSIONAL SCHOOLING

The twelfth Five-Year Plan (2012-2017) assessed that main a tiny level of the Indian labor force in the age gathering of 19-24 (under 5%) got formal professional schooling While in nations, for example, the USA the number is 52%, in Germany 75%, and South Korea it is essentially as high as 96%. These numbers just underline the desperation of the need to hurry the spread of professional training in India. This strategy plans to beat the societal position progressive system related with professional schooling and requires joining of professional training programs into standard training in all training establishments in a staged way. Starting with professional openness at early ages in center and optional school, quality professional training will be coordinated flawlessly into advanced education. It will guarantee that each kid advances something like one business and is presented to a few more. This would prompt underlining the respect of work and significance of different occupations including Indian expressions and artisanship.

By 2025, no less than half of students through the school and advanced education framework will have openness to professional training, for which an unmistakable activity plan with targets and courses of events will be created. This is in arrangement with SDG 4.4 and will assist with understanding the maximum capacity of India 's segment profit. The quantity of understudies in professional training will be considered while showing up at the GER targets. The improvement of professional limits will remain inseparable with the advancement of 'scholarly' or different limits. Professional training will be coordinated in the instructive contributions of all optional schools in a staged way over the course of the following 10 years. Towards this, optional schools will likewise team up with ITIs, polytechnics, neighborhood industry, and so on. Expertise labs will likewise be set up and made in the schools in a center point and talked model which will permit different schools to utilize the office. Advanced education establishments will offer professional schooling either all alone or in association with industry and NGOs.

Individual establishments that are early adopters should advance to find models and practices that work and afterward share these with different foundations through components set up by NCIVE, in order to assist with expanding the range of professional schooling. Various models of professional schooling, and apprenticeships, will likewise be tested by advanced education organizations. Hatching focuses will be set up in advanced education organizations in association with businesses.

The NSQF will be further detailed for each discipline livelihood and calling. This System will give the premise to Acknowledgment of Earlier Learning. Through this, dropouts from the conventional framework will be reintegrated by adjusting their viable experience to the significant level of the Structure. The credit-based System will likewise work with portability across 'general' and professional schooling.

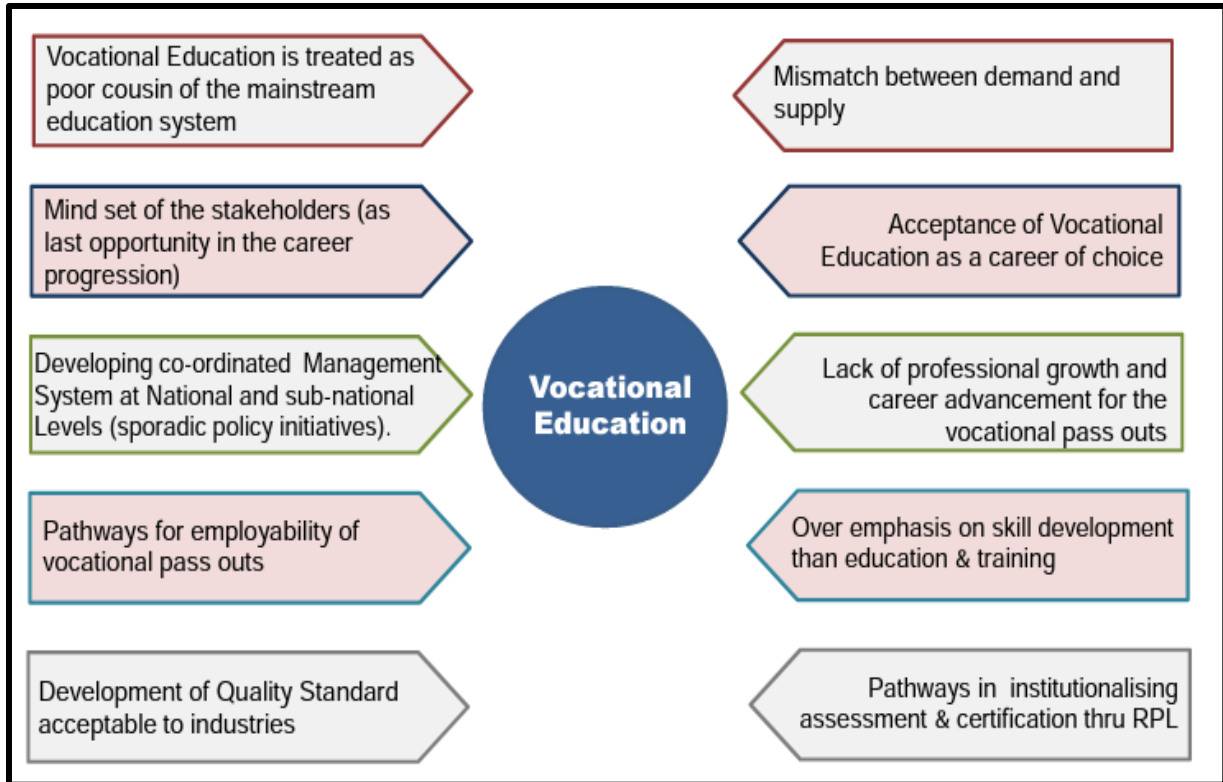
## 4. WORK CONTEMPLATIONS

The NEP makes reference to that the essential justification for why professional training was seen to be second rate compared to standard schooling is the absence of a characterized way. A few examinations around the yearning of the young point out a few normal discoveries. One, youth are progressively yearning for a college degree or post-graduation degree. Two, decisions of the young are significantly affected by the family followed by their inclinations. The absence of data is likewise a pivotal element. In a review, around 84% of the respondents thought about a college degree or post-advanced education as a necessity for their optimal work. Simply 2% of the young were keen on seeking after professional instruction. Each understudy going through a conventional school system yearns for an expert and a middle-class work. This has likewise got to do with working class values and thoughts of achievement. This goal is additionally empowered with an unbending legitimacy-based framework abandoning the ones who are less prosperous. This makes common positions a substandard choice and optional goal.

According to information from MHRD, roughly 26% of India's understudies sign up for advanced education. Besides, the AICTE states that professional schooling is at times alluded to as specialized instruction, as the student straightforwardly creates skill in a specific arrangement of strategies or innovation. Nonetheless, throughout the long term, there has been restricted support by the enterprises and a deficient in work open doors.

**5. ISSUES AND DIFFICULTIES**

Through, the investigation of the predominant Professional School System in India the accompanying Issues and Difficulties have been distinguished:



**6. IDEAS**

The NEP embraces the Education 2030 Agenda completely and commits to expanding TVET considerably to enable social justice and livelihoods through providing quality lifelong learning opportunities for all.

Following ideas can be suggested:

- Place students and their desires at the focal point of professional instruction and preparing programs.
- Make a proper environment for educators, mentors and assessors.
- Center around up skilling, re-skilling and long-lasting learning.
- Guarantee comprehensive admittance to TVET for ladies, contrastingly abled people and other distraught students.
- Enormously grow the digitalization of professional schooling and preparing.
- Support neighborhood networks to produce vocations by participating in the safeguarding of substantial and elusive social legacy.
- Adjust better to the 2030 Plan for Economical Turn of events.
- Send inventive models of supporting TVET.
- Extend proof-based research for better preparation and checking.
- Lay out a powerful organizing component for between pastoral collaboration.

**7. ROLE IN FORWARD VISION**

The NEP 2020 recognizes the deficiencies in the current schooling system and targets making it comprehensive and optimistic. It visualizes the reconciliation of professional training in the current school and advanced education framework with the end goal of diminishing the dropout rate. A recharged accentuation on professional training is a positive step. Crossing over the abilities hole is a significant goal. Nonetheless, this should not be restricted to the conventional area to which less than 9% of the labor force has a place. The skilling mission should likewise be reached out to the huge casual area. The NEP targets uncovering somewhere around half of the understudies from class six onwards to professional training, by remembering professional

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instruction for standard tutoring frameworks. Another test is to build mindfulness and really impact the points of view towards professional training. Coordinating it with standard training will likewise guzzle youthful understudies with values like nobility of work and the morals of care.

This should be went with favorable changes in the work market so business open doors are made in the spaces of these employments. The pandemic has likewise required the requirement for a talented labor force in medical care administrations. Likewise, a gifted labor force can assist India with accomplishing its objectives of independence. Skilling and widespread professional schooling are hence significant measures in the long haul for receiving the rewards of our segment profit.

## **8. CONCLUSION**

The TVET framework was consistently a squeezing need, even in an ideal situation, for meeting the prerequisites of talented labor for India's economy and for accomplishing the point of comprehensive and fair development.

The above conversation shows that professional training plays had a significant impact in financial turn of events, in emerging nations like India, the professional improvement program has not been extremely fruitful. However legislatures stand out enough to be noticed to this area in the beyond couple of years, results are as yet poor. The professional improvement program is confronting a few difficulties; nature of organizations and absence of linkages between professional advancement suppliers and businesses are two significant issues. Professional improvement program projects could fill this need by giving the attractive abilities to people. The NEP 2020 appropriately recognizes the need to meet the objectives of access and deep rooted learning. In any case, it should be upheld by hearty underlying changes to guarantee all-encompassing advancement of students. This will thus prompt bigger potential of worldwide and homegrown versatility of gifted human resources, as tried by the NSQF at first.

VET assist with crossing over the ability hole among work and training. Through appropriately arranged and really executed VET program, there is plausible to plan employable people for supported business. Subjective expertise improvement of the new age is a public need. It is currently an opportunity to connect all partners for example the business, states, and the actual understudies to build a guide to understand the capability of India's segment profit really. A youthful labor force outfitted with reasonable modern discernment will improve efficiency and assume a fundamental part in building a confident India.

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**AN ANALYTICAL STUDY OF PERCEPTION OF ACCOUNTANTS FROM GREATER MUMBAI TOWARDS OPPORTUNITIES TO THEIR PROFESSION IN POST GST REGIME**

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*GST was introduced on 1.7.2017 replacing and subsumed many Indirect taxes in India. Under the GST regime, there are 3 kinds of Goods and Services Taxes such as IGST, CGST and SGST. The present study aimed to study and analyse Accountants Perception towards GST being beneficial for accounting profession. The study was under taken by referring various secondary sources and primary data about perception of working accountants was collected through well-structured questionnaire. Five-point likert scale was used for making inferences. The data was collected from, the sample size of 400 respondents from Mumbai. In order to analyse the study, frequency, percentage and weighted average method is used to draw conclusion of the study. The study concluded that Overall, the perception of Accountants from Mumbai is positive towards GST being beneficial to them in reporting financial statement and also to their profession.*

*Keywords: GST, Accountants, Perception, Post GST Regime, Benefits.*

**1. INTRODUCTION**

Taxation in India was majorly consisting of Direct and Indirect Taxes before the GST was introduced in India. Various indirect taxes were prevailing in India such as Central Excise Duty, Customs duty, Cess, State VAT, Central Sales Tax, Purchase Tax, Luxury Tax, Entertainment Tax, Entry Tax, Taxes on advertisements and Taxes on lotteries, betting, and gambling. With the introduction of GST in India, majorly all the indirect taxes were subsumed except Custom duty, Stamp Duty, indirect tax on Petroleum, Electricity Tax and tax on Alcohol. Thus, majorly all the indirect taxes were history post GST introduction.

**1.1 GST – Single Tax**

A new tax system called the Goods and Service Tax (GST) was introduced and implemented in India on July 01, 2017 under the concept of "One Nation, One Tax". As a result of combining several previously existing indirect taxes, the Indian economy can benefit in several ways, including:

- By streamlining taxation, the country will become more competitive.
- Having a more structured tax system puts us on par with other developed countries.
- As a result, the process will be more convenient and efficient
- Taxes will be raised as a result.

**1.2. TYPES OF GST TAXES IN INDIA**

Under the Goods and Service Tax regime, Goods and Services Taxes is categorised in to three separate ways as follows:

- **CGST:** It stands for Central Goods and Service tax where the revenue will be collected by the central government.
- **SGST:** It stands for State Goods and Service tax where the revenue will be collected by the state governments for intra-state sales
- **IGST:** It stands for Integrated Goods and Service tax where the revenue will be collected by the central government for inter-state sales and will be shared by both Central and State government.

**2. PROBLEM OF THE STUDY**

With respect to various review of literature undertaken, it has been observed that GST regime may or may not be beneficial as per the perceptions of all the stakeholders in India. Various studies has been undertaken to identify the effects of GST on indirect taxation regimes but not on individual stakeholder group or as per perception of professionals such as accountants from Mumbai. Thus, present research study is an academic attempt to study various review of past literature relating to perception of stakeholders for GST and to analyse the accountants Perception towards GST being Beneficial for reporting financial statements.

### 3. OBJECTIVES OF THE STUDY

- To study the profile of accountants in Greater Mumbai
- To Study the perception of accountants towards their profession in post GST Era

### 4. RESEARCH METHODOLOGY

For the present study, data has been collected through primary and secondary data. Primary data has been collected through well-structured questionnaire which were filled by sample size of 400 respondents from Mumbai who are working as accountant and professional accountants like chartered accountants and cost accountants which were selected on Random Convenient Non-probability Sampling Method. Secondary data were collected through review of articles, research papers, government documents, online blogs, dissertations, thesis and working papers.

### 5. REVIEW OF LITERATURE

**Ramkumar (2018)** studied “Consumer perceptions towards goods and services tax implementation – an economic approach” with the aim to highlight on GST as a game changer in taxation system. The concept of goods and services tax followed in our country is different from the way it is followed abroad. The four tier goods and services tax rates is useful in taxing luxury products at higher rates and frequent revisions of items included in various rates seems to have reduced the aftermath of new tax regime. Consumers also have a neutral opinion with regard to the impact of goods and services tax on their disposable income and spending ability and time will take to evaluate and arrive at a conclusion whether goods and services tax will benefit the country or not.

**Vinoth and Jayashree (2018)** “GST: Consumers Awareness and Adoption – A Study” with the object to highlight on consumers awareness and adoption pertaining to GST. The study reveals that consumers are of the opinion that cost and prices of products and services have gone up substantially due to GST law. This has affected purchasing power of the buyer which has increased the scope of advertisers. It is suggested that govt. should reduce the GST rate on the prices of goods and services so that it would control inflation and increase the bargaining power of consumers.

**Suresh and Ramesh Kumar (2018)** studied “Factors Influencing Perception of GST– Analytical Study in Bangalore City” aim to highlight GST and its perceived effects in Bangalore city. It is concluded that awareness levels of GST among respondents vary significantly across their Educational Qualification and Occupations. Post graduates were found to be more aware. Understanding of GST varies significantly across respondents Educational Qualification and Occupations. IT professionals and Entrepreneurs have understood the GST better than other category. Perception of respondents on GST is affected significantly by the awareness, support and understanding of GST.

**Praveenadevi and Sakthivel (2019)** studied “Impact of Goods and Services Tax (GST) On Sole Proprietor- an Analysis of Autotrophs Awareness with Special Reference at Erode, Namakkal and Salem Districts in Tamilnadu” with the aim to highlight the impact of GST on sole-proprietary concern. The present research has been conducted to examine the impact of GST on the performance of business. The findings’ highlights that there is no significant impact of GST on small proprietary business due to threshold limit where small business units are not coming under the purview of GST. Researchers concluded that Introduction of Goods and Services Tax (GST) is a major step in the reform of indirect taxation in India because it consolidates many taxes and minimize tax compliances as compare to pre-GST era. But it has put additional burden on medium and big enterprises to cover additional tax compliances.

**Makandar and Mulla (2019)** studied “Impact of GST: a sectorial analysis” with the object to highlight sectorial analysis under GST. Analysis of research is based on auxiliary data. Authors concluded that GST is beneficial to certain sectors due to low rate of tax where it is curse for some sectors where tax rates are significant. Researchers further concluded that new indirect tax structure reduce the logistic cost and administration cost.

**Songara (2019)** studied “Goods and Services Tax (GST) in India – An Overview and impact” with the aim to highlight the pros and cons of GST on Indian economy. Secondary data was selected for research study. Researcher concluded that GST would help to control tax evasion. Researcher further concluded that to achieve success under GST government has to build strong mechanism so that it would simplify and ease of doing business. But it would increase the compliance cost as well as consultants cost.

**Seth (2020)** studied “A Study on Reasons of Less Collection of GST by the Government Since its Inception” with the object to highlight the causes for low collection of taxes after GST. Facts of the study based on



secondary data. Researcher concluded that the collection of GST targeted by the government is not achieved due to different reasons. In these years several times government extended the date of return filing, reduced the interest rate on late fees, reduced the tax rates, made changes in the threshold limits in order to provide aid to the tax payers as the law was introduced recently. Even though after extending the dates, reducing the tax rates government was unable to achieve the target set by them except for few months.

**Nirmala Devi (2020)** studied “3years of GST in India: a progress report after 36 months of implementation” with the object to express progress of GST in India after its implementation. This study attempt to find out the how many objectives of GST has been met, why GST is still failing in fulfilling its objectives and what should be the way to tackle these challenges in implementing GST so that it may prove an advantage to the country and not otherwise. It is found out that GST could only achieve a limited number of its objectives. 365 days post GST Implementation showed an increasing challenge with the new tax system when compared to the benefits. However, the second year following the implementation of GST showed huge progress in achieving more objectives but these progresses has not removed further challenges evolving from each milestone even after 36months of its implementation. There is need for significant measures to tackle the outstanding challenges faced by Indian businesses, consumers, and taxpayers. It is concluded that the finance ministry as well as the GST council, needs to resolve issues and forms linked GST return filing and the consequences which is faced by the taxpayers alike.

**Patra (2020)** studied “Study on Prospects in Implementation of Goods and Services Tax (GST) in India” with the aim to express prospects of GST after its implementation. It can be concluded that GST provide relief to producers and consumers by providing wide and comprehensive coverage of input tax credit set-off, service tax set off and merging the several taxes. Efficient formulation of GST will lead to resource and revenue gain for both Centre and States majorly through widening of tax base and improvement in tax compliance. It can be further concluded that GST have a positive impact on various sectors and industry. Electronic processing of tax returns, refunds and tax payments through ‘GSTNET’ without human intervention, will reduce corruption and tax evasion. Built-in check on business transactions through seamless credit and return processing will reduce scope for black money generation leading to productive use of capital, therefore it is necessary on the part of the government to educate, conduct proper training, continuous seminars and workshop on GST must be conducted on regular basis.

## 6. SCOPE OF THE STUDY

The present study covers the profile of employed accountants and professional accountants in Mumbai and to analyse their Perception towards reporting of financial statements and their perceived effect on their profession in post GST regime.

## 7. SIGNIFICANCE OF THE STUDY

The present study has its significance with respect to benefits of GST towards the profession of accountants as they contribute towards tax compliances and helping government for fulfilling GST regulations. This academic research study highlights the perception of accountants from Mumbai for GST being enhance importance, bring more opportunities and the scope of their profession towards reporting of financial statements.

## 8. LIMITATION OF THE STUDY

The present study has limitation with respect to number of respondents 400 with respect to place which is only in Mumbai and with respect to perception of respondents towards reporting of financial statements.

## 9. FINDINGS AND DISCUSSIONS

### 9.1. Descriptive Analysis:

**Table No. 9.1.1:** Gender wise classification of Respondents

Gender	Frequency	Percent (%)
Male	224	56.0
Female	176	44.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

*Source:* Compiled from primary data

In our analysis we have collected responses from 400 accountants includes employed, self-employed and professional accountants from various fields and specialization. It is evident from the table that number of male accountants are 224 and whereas as number of female accountants are 176 i.e. out of total respondents 56 percentage are male, whereas 44 percentage are females. It is clear that male respondents are more than female respondents.

**Classification of Respondents According to Age Group**

Category	Frequency	Percent
20- 30 years	202	50.5
30- 40 years	67	16.8
40- 50 years	66	16.5
50- 60 years	55	13.8
60 years above	10	2.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

*Source:* Compiled from primary data

The above table represents the age of the respondents of sampled data. It is noted that out of total of 400 respondents 202 fall in the age group of 20-30 years which is substantial amongst all i.e. 50.5 percentages. Out of total of 400 respondents 67 fall in the age group of 30-40 years which is 16.8 percentages. 66 respondents fall in the age group of 40-50 years which is 16.5 percentages. 55 respondents fall in the range of 50-60 years which is 13.8 percentages whereas 10 respondents are above 60 years which is lowest as 2.5 percentages.

**Accountant’s perception on Opportunities in post GST regime**

**Table no.9.1.3**

	SDA	DA	N	A	SA	Total	Mean
Statement 1	0	2	30	164	204	400	4.43
Statement 2	0	7	26	197	170	400	4.33
Statement 3	0	0	44	178	178	400	4.34
Statement 4	2	6	31	171	190	400	4.35
Statement 5	0	8	45	163	184	400	4.31
<b>Overall Mean Score → → →</b>							<b>4.35</b>

*Source:* Compiled from primary data

**SDA=Strongly Disagree, DA=Disagree, N=Neutral, A=Agree, SA=Strongly Agree**

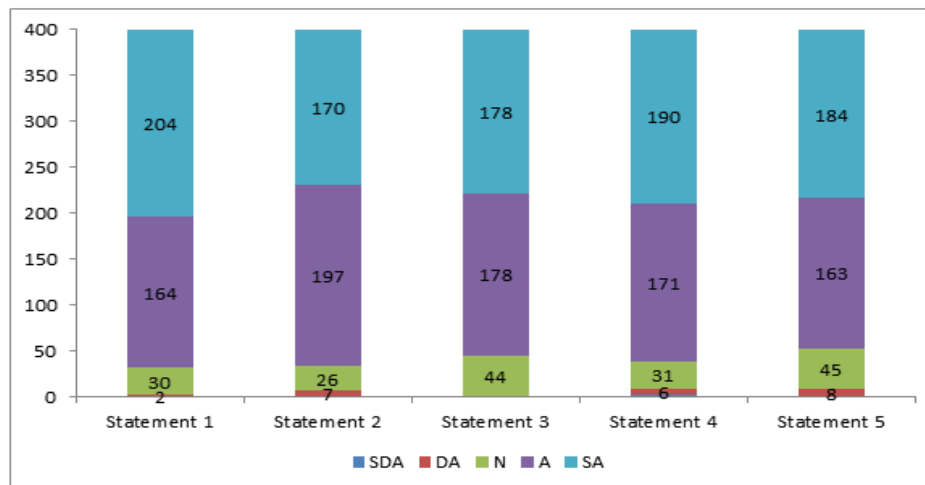
**Questionnaire Statement**

1. GST will increase the scope of accountants regarding finalization of financial statements which will create special vacancy in an organization.
2. GST will give more clients to practicing accountants.
3. GST will change the pattern of reporting which increases the credibility of accountants
4. GST will generate more employment opportunities to accountants
5. GST will bring more tax compliances which would help accountants to increase their income.

In statement 1, out of 400 total respondents 2 respondents are disagree, 30 respondents are neutral, 164 respondents are agreed and 204 respondents are strongly agree. Mean score of statement 1 is 4.33. In statement 2, out of 400 total respondents 7 respondents are disagree, 26 respondents are neutral, 197 respondents are agreed and 170 respondents are strongly agree. Mean score of statement 2 is 4.33. In statement 3 out of 400 total respondents 44 respondents are neutral, 178 respondents are agreed and 178 respondents are strongly agree. Mean score of statement 3 is 4.34. In statement 4, out of 400 total respondents 2 respondents are strongly disagree, 6 respondents are disagree, 31 respondents are neutral, 171 respondents are agree and 190 respondents are strongly agree. Mean score of statement 1 is 4.35. In statement 5, out of 400 total respondents 8 respondents are disagree, 45 respondents are neutral, 163 respondents are agree and 184 respondents are strongly agree. Mean score of statement 1 is 4.31. The overall mean score of all statement is above 4 which means respondents are strongly agree that the new opportunities are available

## Accountant's Perception on Opportunities in Post GST Regime

Chart no.9.1.1



Source: Compiled from primary data

## 9.2. Inferential Analysis

**H0:** GST does not create better opportunities to accountants as per the perception of Accountants in Mumbai. (Weightage average score is not less than 3)

**H1:** GST does create better opportunities to accountants as per the perception of Accountants in Mumbai. (Weightage average score is more than 3)

In order to test the above hypothesis, as per one sample and one variable under study i.e. perception, weighted average method is used. With respect to Table No. 9.1.1 weightage average score has been calculated to draw inferential conclusion towards the perception of respondents (accountants from Mumbai) towards GST being create more professional opportunities to accountants. Overall weightage average score for all the parameters under study was 4.35 which supports alternative hypothesis and failed to accept null hypothesis. Thus, GST creates better opportunities to accountants as per the perception of Accountants in Mumbai.

## 10. CONCLUSION OF THE STUDY

As per the respondent's perception towards GST being beneficial to accountants, it has been concluded and generalized for the population of accountants in Mumbai as follows:

- GST has brought new changes in taxation system which is favourable for effective reporting of financial statements.
- GST can create more job opportunities to accountants and increase their earnings.

The overall, perception of Accountants in Mumbai towards GST being beneficial to them for Reporting Financial Statements and also to their profession.

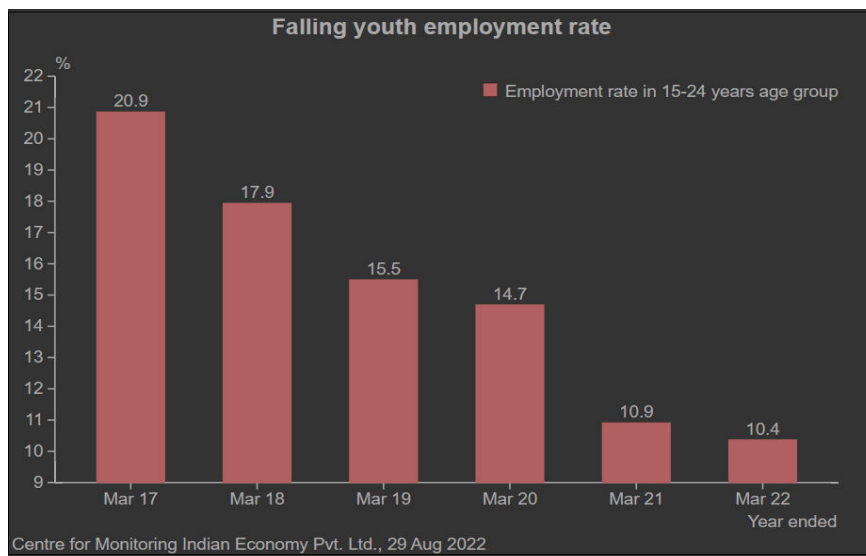
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**DIGITAL SKILLS – AN ESSENTIAL FACTOR TO YOUTH EMPLOYMENT****Mrs. Kruti Bavishi**

Wilson College, Chowpatty Sea Face, Mumbai 400007

India is a demographic country with the second largest population. The Labour force i.e. wagers and salaried people (hereinafter referred as “employees”) are major contributors of the industry / business enterprise in India which is a substantial support for business as well as India’s economic development. Broadly, the two age categories of the employees are 15-25 years and Above 25 years. The employment rate is computed based on the number of persons employed who are willing to work and actively looking for a job as a per cent of the total labour force under the same category. Centre for Monitoring Indian Economy (‘CMIE’) provides the statistics of Youth employment rate pertaining to the period ending on 31<sup>st</sup> March 2017 till 2022 are as under:



From above, it can be observed that the employment rate among Indian youth stood at 10.4% in 2021-22 compared to 10.9% in 2020-21. On comparing with the World Bank estimates of 23.2% for the year 2020 it is very low rate. India is the youngest country in the world, with an average age of 29 years, and home to a fifth of the world’s youth population.

Various factors play a role effecting unemployment. One of such is the Digital skills among the Youth. Today, the technologies have huge impact on every country, their citizens and business enterprises/ companies. Though the technology brings in ease to the work environment, it poses great challenges. In view of the fast growing and changing world, apart from other factors, one of the most important factors that leads to Youth employment is technology. With each day passing by, it is essential to update with the Latest technological development and thereby adapt to the same to overcome the challenge of Youth unemployment.

Hence, one of the main reasons impacting negatively to the employment is the ability to use the ever-changing Digital skills. As per the OECD report 2016, “digitalization is seen as a key influence on the future of work over the next decades”. Year after year, in such a landscape, it is possible to individuate in all Europe a continuous tendency towards the exclusion of those people who are not able to stand the changing pace of the world of employment, with the result of a growing impoverishment and increasing social exclusion.”

Though unemployment cannot be completely eradicated, strong attempts are required and undertaken on continuous basis to increase the employment rate and accordingly reduce the unemployment rate. Let us now discuss these attempts:

**Government and Industry Measures**

As stated above, employees are the main contributors, the Central Government of India along with states and Union Territories have undertaken multiple projects to overcome challenges of a changing job market. In 2019, the Government of India launched digital upskilling programme and Schemes on Education and Skill Development that provide every citizen to have at least basic digital skills in order to live, work, learn and participate and also enhance digital skills that strengthens human capital, employability and competitiveness.

All India Council for Technical Education’s Skill Development Cell has been entrusted the responsibility to train youth by providing them skills through AICTE approved Colleges/Registered facilitators with objective

for enhancing their Employment/ Self-Employment opportunities. The cell is running many schemes to meet its objectives. For implementation and enhancement of employment opportunities under skill initiatives, the Council:

- 1) Has signed MoU's with various organisations to provide vocational and hands on training
- 2) Has registered around 12 agencies as National Employability Enhancement Mission facilitator under this Scheme to give training to over 30,000 students
- 3) Launch a joint initiative 'Digital Skilling' – a free of cost skilling, upskilling and reskilling platform. This initiative aims to provide future-ready technical and digital skills on emerging technologies to one crore Indians. Which is the platform to bring companies from all sectors under a common roof and help fill the skilled workforce gap in the country
- 4) The Digital Skilling platform will be launched on June 6, 2022 at 3:30 pm by Dharmendra Pradhan, Union Education Minister and Minister of Skill Development and Entrepreneurship.
- 5) Conduct CII Industry linked survey that shall help in communicating and promoting potential innovations
- 6) Organise competition to promote technology

According to a Future of Jobs 2018 report, more than 50% of india's workforce will need to be reskilled to meet the demands of the evolving employability landscape by 2022. Hence, many companies have jointly as well as independently have created initiatives to help their own people learn new skills for a digital age and upskill. By upskilling, it meant giving opportunities to gain the knowledge, tools and ability they need to use advanced and ever-changing technologies in the workplace and their daily lives.

This has been highlighted in the Research paper on "Make in India, Digital India and Skill India: Awareness Among Graduate Students-A Study on Sagara Taluk" that concluded that "Students are agreeing that this is an opportunity before us and we have to use it for our country overall development. Even students are confident that India will stand globally with strong economy along with our Indian brand through Make in India and eradicate unemployment by skill India and even all people will part of technological progress through digital India."

### **Education System**

The present Education System in India was introduced from the year 1992. Since then, there were no substantial changes undertaken with the time changing and growing India economy. This present Education system till date does not have weightage of on-the-job training and practical skill requirement as part of their curriculum. To overcome these as well as other flaws and upgrade to the new Educational policy, technology and digital skills have found a significant place in another scheme on upgradation of education.

The Government of India has proposed to refurbish with "The National Education Policy 2020" with the objectives: Access, Equity, Quality, Affordability and Accountability. The New education system in India will introduce 5+3+3+4 education structure replacing the previous education system of 10+2 system. Under the new System, in last 4 years of school, which is secondary stage, will be for 14 to 18 years age group. The students will be provided with the skills and knowledge they need to prepare for further education or enter the workforce. Thus, NEP aims to educational technology that improves the quality of education leading to Computer Literacy and Information and Communication Technology in School itself.

The above is highlighted in the research paper of Dr. Sanjay Kumar that concluded "This is Vocational development program programs could serve this purpose by providing the marketable skills to individuals. The NEP 2020 rightly acknowledges the need to meet the goals of access and lifelong learning. However, it needs to be supported by robust structural changes to ensure holistic development of learners. This will consequently lead to greater possibility of global and domestic mobility of skilled human capital, as aspired by the NSQF initially. Vocational Education & Training (VET) help with bridging the skill gap between work and education. Through properly planned and effectively implemented VET programme, there is a possibility to prepare employable persons for sustained employment. Qualitative skill development of the new generation is a national need. It is now the time to engage all stakeholders i.e. the industry, governments, and the students themselves to construct a roadmap to effectively realise the potential of India's demographic dividend. A young workforce equipped with practical industrial acumen will enhance productivity and play a vital role in building a self-reliant India."

### **Bridge Gaps**

As on date, most of the vocational training programmes are not aligned to the industry requirements. This has resulted into a piquant situation in the country wherein unemployment continues to coexist with lack of

requisite number of skilled people at functional level to build roads and bridges, lay pipelines, work in factories, engage in offshore drilling, build ships etc. To close the skill gap in the Indian industries, skilling initiatives by the government and private sector will play a vital role. Social organizations and vocational training institutes will become a big player in skilling, upskilling and reskilling the Indian youth. Considering that 45.9% of the youth were found employable in 2021, there's a lot of ground to cover in specific domains where the skill gap is highest. The significant role ICT can play in school education has also been highlighted in the National Curriculum Framework 2005 (NCF) 2005. Use of ICT for quality improvement also figures in Government of India's flagship programme on education, Sarva Shiksha Abhiyan (SSA). Again, ICT has figured comprehensively in the norm of schooling recommended by the Central Advisory Board of Education (CABE), in its report on Universal Secondary Education, in 2005.

Bridging Employability Skill Gap through Digital Enabled Education January 2020 - Digital India has taken several initiatives to bridge the gap of employability skills, to improve the quality of education and to promote the digital literacy and socio-economic development. These initiatives can be made success through the enthusiastic participation of the citizens of our country.

As per the Research paper published by Dr.Sanjay Tekade which stated "Today there is a significant gap between knowledge and skills students learn in school and the knowledge and skills that workers need in workplaces and communities."

### **Perception in Hiring**

An Article published on "Students and employers perception about the development of digital skills in Higher Education" in January 2015 studied some differences or gaps amongst university students in the use and digital competence level by both sex and field of study. Additionally, this study showed differences between the competence level perceived by the students and the level perceived by the labour market, which represents a clear mismatch between education and labour market.

The running and operation of the modern business enterprises/ companies are majorly dependent on the Technology, the Youth employed will also be dependent upon their ability to perform and execute the task through its Technology.

### **CONCLUSION**

From the above, it can be concluded that technological development is an essential character for the youth employability in India as well as globally. To ensure good youth employability rate in the fast-changing economy following measures are undertaken:

- Multiple measures are undertaken by Government and Industries
- Indian education system is refurbished to be bring in digital skills as part of their curriculum at School level.
- Measures are taken to bridge the gap of the just passed undergraduates and post-graduates.
- Understanding the perception of the entrepreneurs / employers in India in hiring the Youth having knowledge of Latest Technology.

With these changes and measures, Technological skills will developed amongst the Youth that will in turn escalate Youth employment in the Country.

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**ENTREPRENEURSHIP AS A KEY TO YOUTH BRIGHT FUTURE****Nafisa Hakimuddin Risalawala**Boman Behran Building, 3<sup>rd</sup> Floor, Room No 30, Love Lane, Mazgaon, Mumbai- 400010**INTRODUCTION**

The concept of youth employability and entrepreneurship has become increasingly important in today's world. In today's world, employment and entrepreneurship are two important paths for young people to career success. Employment provides young people with a steady income and the possibility of career development, while entrepreneurship gives young people the opportunity to create their own business and take control of their own financial future. As such, it is important to investigate the role of employability and entrepreneurship in the lives of young people. With the rise of technology and automation, youth unemployment has become a major issue in many countries, and the need to foster entrepreneurship and create opportunities for young people to gain employment has become a priority. In this context, young people are faced with the challenge of developing the skills and knowledge they need to gain employment and become successful entrepreneurs. Both are essential skills for young people to acquire in order to gain economic independence and to contribute to their communities. In the current economic climate, jobs are scarce and the competition for those that are available is fierce. Meanwhile, the number of young people starting their own businesses is increasing, but there are still obstacles to overcome in order to make their ventures successful. As the unemployment rate among young people continues to rise, it is essential for government, employers, and educational institutions to work together to ensure that youth are equipped with the necessary skills and knowledge to be successful in the workforce. As a result, it is necessary to examine the current state of youth employability and entrepreneurship, the factors that contribute to it and potential solutions that can be implemented in order to increase the opportunities available to young people. This paper seeks to explore the nexus between youth employability and entrepreneurship in order to better understand the role of these two factors in facilitating economic growth and social progress. And it will also explore the current state of youth employability and entrepreneurship, the ways in which they are linked, and discuss the factors that contribute to it, and provide potential solutions that can be implemented to increase opportunities available to young people, and to support young people in developing these skills and knowledge.

**Definition of entrepreneurship and employability**

Youth employability is a term used to refer to the capacity of young people to secure and maintain employment. Youth employability is a multi-faceted concept. It involves the ability to identify and pursue job opportunities, to prepare for and succeed in job interviews and to develop the necessary skills to work effectively in the workplace. Employability skills are those skills that make it possible for young people to find, obtain, and retain employment. These skills include communication skills, problem solving skills, and the ability to work as a part of team. It also includes the ability to stay employable in an ever-changing job market. Young people who possess a high level of educational attainment are more likely to gain employment and to succeed in the workplace

Entrepreneurship can be a powerful tool to promote youth employability. It can provide young people with the opportunity to gain economic independence and create wealth. It also allows them to develop a greater level of autonomy and to be creative in their approach to achieving success. Entrepreneurship is the process of creating and running a business, from identifying an opportunity and developing a plan to launching and growing the business. It involves taking risks, making decisions, and solving problems in order to create value for customers and to make a profit. Entrepreneurs create new businesses, products, and services that contribute to the economy and create jobs. This can be especially beneficial for young people, as it provides them with an opportunity to gain experience and learn new skills, as well as potentially creating new employment opportunities. Additionally, entrepreneurship can be a way to bridge the gap between education and employment. It provides an opportunity to apply educational knowledge and skills in a practical setting.

**Current State of Youth Employability and Entrepreneurship**

As the world population continues to grow, the number of young people entering the labor force is increasing at an unprecedented rate. According to the International Labor Organization, there are currently 1.2 billion people aged 15-24 around the world, and this number is expected to reach 1.5 billion by 2030. However, the global youth unemployment rate remains high, at 13.5%. This rate is even higher in developing countries, where it is estimated to be as high as 25%. Currently, youth employability and entrepreneurship is a major issue, with many young people struggling to find quality employment and opportunities to establish their own businesses. There are several challenges that young people face when trying to become employed or become entrepreneurs.

As the global labor market is becoming more competitive and more and more young people are graduating from university without employment prospect, this has resulted in a numbers of issues such as rising of youth unemployment, underemployment, and the lack of access to quality employment opportunities. This is due to a number of factors that contribute to this problem, including lack of job-specific skills, including a lack of experience and education, a lack of resources, inadequate career guidance and mentorship and a lack of support from institutions. Furthermore, young people are often faced with discrimination from employers who view them as inexperienced and unable to perform the job. This can lead to further difficulties in finding employment, as young people are less likely to be hired than their more experienced counterparts. As a result, many young people are unable to access quality employment opportunities, and the few that do have the opportunity often have difficulty in finding appropriate resources and support for their entrepreneurial endeavors.

Also, young people are often hesitant to take risks and start their own business. This is partly due to the lack of access to finance, as well as the lack of knowledge and experience in starting and running a business. This requires an understanding of market, an ability to take risks, and strong networking skills.

#### Factors Contributing to Youth Employability and Entrepreneurship

Despite the importance of youth employability and entrepreneurship, there are several factors that contribute to the current state of youth employability and entrepreneurship. These include:

1. **Education:** Many young people lack the education and training that is necessary to be employable and to start a business. In many countries, the education system does not adequately prepare young people for the labor market. This can be due to a lack of access to quality educational opportunities, as well as a lack of financial resources to attend college or university. Furthermore, many students lack basic employability skills such as communication, problem solving, and team work.
2. **Resources and Support:** Many young people lack the resources and support that is necessary to be successful in their endeavors and which can make it difficult to navigate the complexities of starting and running a business. This can include access to capital, which can make it difficult to get a business off the ground, mentorship, and other resources that are necessary to be successful. This is especially true in developing countries, where investment capital is limited. Many young people are unaware of the resources available to them or how to use those resources to obtain employment.
3. **Institutional Barriers:** Many young people face institutional barriers that prevent them from accessing quality employment opportunities and starting their own businesses. This can include a lack of access to financing, a lack of support from government or other institutions, or a lack of access to networks and resources required to launch and maintain a successful business. Also, in many countries, vocational training and apprenticeship programs are not available, which limits the number of jobs available to young people. Furthermore, young entrepreneurs may face cultural and societal barriers that make it difficult for them to launch their businesses, such as lack of acceptance from their peers and family.

#### Potential Solutions

In order to increase the opportunities available to young people and to improve the current state of youth employability and entrepreneurship, government, employers and educational institutions must work together. There are several potential solutions that can be implemented. These include:

1. **Education:** Providing access to quality education and training opportunities for young people is essential for increasing their employability and entrepreneurial potential. This can include providing access to free or subsidized education, as well as providing resources and support for those who are unable to attend college or university. Educational institutions can create programs to equip students with necessary employability and entrepreneurial skills. Finally, young people should seek out support and guidance from organizations, mentors, and other professionals who can help them develop the necessary skills and knowledge to become more employable. Young people should focus on developing their skills and knowledge in areas such as financial management, marketing, and customer service
2. **Resources and Support:** Providing access to resources and support for young people is essential for increasing their employability and entrepreneurial potential. This can include providing access to capital, mentorship, and other resources that are necessary to be successful. Employers can create youth specific job opportunities and provide mentorship and guidance for young people. The development of technology has opened up new possibilities for young people to access employment or to start their own business. Young people should take advantage of the opportunities and resources available to them, such as online job search tools, startup accelerators, mentorship programs, and business incubators, mentorship programs and career fair.



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3. **Institutional Support:** Providing institutional support for young people is essential for increasing their employability and entrepreneurial potential. This can include providing access to financing, support from government or other institution, or access to network and resources. Additionally, governments and other organizations have begun to recognize the importance of employability and entrepreneurship for young people, and have begun to provide resources and support to help young people develop the skills and knowledge that they need to succeed, government should provide incentives and support to young entrepreneurs, such as tax breaks and grants, create supportive ecosystems that encourage entrepreneurship, and vocational training and apprenticeship programs. Finally, governments and other organizations can help young people to develop an understanding of the job market and the skills that are needed to be successful in either field.

### **CONCLUSION**

In conclusion, youth employability and entrepreneurship is a major issue in many countries, and there are several factors that contribute to its current state. Youth employability and entrepreneurship are vital for the future of the labor force. Youth employability and entrepreneurship are closely linked, and both are essential for a healthy economy and for creating opportunities for young people. Employability and entrepreneurship offer young people the opportunity to develop meaningful and successful careers. There are a number of challenges that must be overcome in order to ensure successful youth employability and entrepreneurship, but these can be overcome with the right strategies and support. Government, employers, and educational institutions must work together to create programs and initiatives that promote youth employability and entrepreneurship. In order to increase the opportunities available to young people and to improve the current state of youth employability and entrepreneurship, it is necessary to implement potential solutions that can provide access to resources, support, education, and financing. To create job opportunities for young people, it is important to foster entrepreneurship and provide access to quality education and training. Additionally, governments should provide incentives and support to young entrepreneurs, as well as create supportive ecosystems that encourage entrepreneurship. And seek advice from experienced professionals. Through these strategies, it is possible to create an environment that is conducive to youth employability and entrepreneurship and also by doing so; we can ensure that young people are equipped with the necessary skills and knowledge to be successful in the labor market. This will enable young people to access quality employment opportunities and to start their own business and achieve their career goals, which will in turn create a powerful force in the global economy.

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**A STUDY ON THE EFFECTIVENESS OF E-LEARNING FOR EMPLOYABILITY OF DEGREE COLLEGE STUDENTS OF THANE DISTRICT**

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**ABSTRACT**

*Although the youth is the backbone for economic progress of every country, developing and underdeveloped countries are facing high unemployment rates and based on the research it has been found that E learning can be a great platform to explore something novel and also for getting the employability skills among the youth of colleges. If the youth is provided with vocational and skill-based education then there are high chances of getting good employment opportunities. Since the courses added on E-Learning platforms can be accessed online from anywhere as per the convenience and youth can learn at their own pace with affordable fees. This paper through primary and secondary data studies the effectiveness of E-Learning platforms for the youth employability of degree college students of thane district.*

*Keywords: Students, Employability, Youth, E-learning, Economy*

**INTRODUCTION**

E-learning for Employability of Degree College Students refers to the use of technology, such as online platforms and digital tools, to deliver education and training to students in order to enhance their employability skills and career development. E-learning is designed to support students in acquiring the necessary knowledge and skills to succeed in the workforce, such as communication, teamwork, problem-solving, and critical thinking. The aim of E-learning for Employability of Degree College Students is to provide students with flexible and accessible educational opportunities that support their personal and professional development. This approach to education recognizes the changing nature of the workforce and the importance of preparing students for the demands of the job market. By leveraging technology, E-learning for Employability of Degree College Students enables students to learn at their own pace, from anywhere, and at any time. This approach provides students with the opportunity to develop skills and knowledge that are relevant to their careers and meet the demands of the job market.

E-learning has been increasingly gaining popularity as a method of delivering education, especially in the current era of digitalization. With the rapid growth of technology, e-learning has become a critical tool for providing students with accessible and flexible education. This study aims to investigate the effectiveness of e-learning as a tool for enhancing the employability of degree college students in Thane district. The study will examine the extent to which e-learning improves students' employability skills, such as communication, teamwork, and problem-solving, and how it contributes to their overall career development. Furthermore, the study will also explore the challenges and barriers to the implementation of e-learning in degree colleges in Thane district and recommend strategies to overcome these challenges. The findings of this study will contribute to the ongoing discourse on the use of e-learning as a means of preparing students for the workforce.

**REVIEW OF LITERATURE**

- 1) Boyatzis and Kolb (1991) suggest that chops are a combination of capability, knowledge and experience that enables an individual to enhance his/ her performance. Chops are the foundation of what enables individualities to be successful in their diurnal conditioning, be it work, pursuits or educational endeavours. It has been observed that from the early age to majority, literacy and enhancing chops are veritably important as it enables individuals to be competent enough in what they do, (Fletcher, and Wolfe, 2016). tax and Ramim,( 2015) are of the opinion that to insure success in any form of career or mortal development, efforts are needed and it's a veritably important part of thee-learning courses.
- 2) As cited in Jackson et al., advanced education institutions must understand and acclimatize to motorists of plant trends that will bear graduates to develop a new set of professional capabilities, including megatrends, similar as evolving work arrangements, disruptive technologies and an uncertain profitable climate. Flexible working arrangements and working ever through online access and coetaneous, cooperative tools are getting more current, supporting an decreasingly mobile pool.

From foregoing literature review it is observed that much of the research is conducted on E-Learning for awareness, benefits and student perspectives but there is not much research for motivating students with the age group of 25 years or so to adapt E-Learning and the factors that influence their attitude in real life.

**OBJECTIVES**

The vital objectives of this report are as follows:

- 1) To find out the impact of online platforms for youth employability.
- 2) To promote skill based learning among youth in a flexible and affordable way.
- 3) To find out the prominent factor of e-learning that helps in developing job specific skills.

**HYPOTHESIS**

- 1) **Based on Employability Skills:** E-learning significantly enhances the employability skills and career development of degree college students compared to traditional classroom-based learning.
- 2) **Based on Job Opportunities:** E- learning has a positive and significant effect on the improvement in job opportunities of graduate and undergraduate students.

**RESEARCH METHODOLOGY**

The present study evaluates the effectiveness of E learning for the employability of degree college students of Thane district. As the concept has been in practice for a long period, it was difficult to get the list of past beneficiaries for finding out the effectiveness of E-learning. Hence we considered the list of present beneficiaries of Thane district only. In order to make the sample both representative and manageable a total of 108 male and female benefiting students were selected using stratified random sampling method. The details of students were collected through the questionnaire and secondary data was also collected from books, journals and websites however the secondary data are not much relied upon. The data collected through primary as well as from secondary sources were processed through simple statistical tools and it is partly exploratory and partly explanatory.

**ANALYSIS AND INTERPRETATION:**

The data was collected from 108 college students. The survey link of a questionnaire was uploaded on various social platforms and students were requested to fill in all necessary information. The survey link was kept open for a week for collecting proper responses from students. The results obtained are as follows:

Gender	Male	Female	Total
No. of Respondents	33	75	108

Most of the respondents were 'Female' students (n=75, %=69.44)

**1) Are you Aware about E-learning Platforms?**

Variables	Yes	No	Total
No. of Respondents	94	14	108
Percentage %	87.03	12.96	100

As from the above table of responses collected, the highest frequency observed is that most of the people are aware about E learning platforms (n=94, %= 87.03). Most of the students either have agreed upon the view.

**2) Which E-learning Platforms are you Aware of?**

Variables	Udemy	Byjus	Unacademy	Skill Share	Education	Intellipaat	Total
No. of Respondents	14	81	51	27	6	1	180

As from the above table of responses collected, the highest frequency observed was for Byju's E-learning Platform. Though most of the respondents Agreed upon with Byjus, the second most frequent response was 'Unacademy'.

**3) If You Choose E-Learning, Do You Think the Following Benefits Can be Derived?**

Variables	Strongly Agree	%	Agree	%	Neutral	%	DisAgree	%	Strongly Disagree	%	Total
Time Saving	67	62.26	35	32.08	6	5.66	-	-	-	-	108.00
Cost Effective	26	24.53	53	49.06	22	20.75	4	3.77	2	1.89	108.00
Professional Development	43	39.62	29	26.42	31	28.30	6	5.66	-	-	108.00
Reflective & Critical Thinking	26	24.53	39	35.85	37	33.96	6	5.66	-	-	108.00
Convenience	43	39.62	39	35.85	18	16.98	2	1.89	6	5.66	108.00

Interactive Collaboration	29	26.42	37	33.96	22	20.75	8	7.55	12	11.32	108.00
Easy Employability	37	33.96	24	22.64	35	32.08	8	7.55	4	3.77	108.00
Improving Skills	49	45.28	39	35.85	10	9.43	4	3.77	6	5.66	108.00
Practical Applicability	24	22.64	39	35.85	29	26.42	14	13.21	2	1.89	108.00

As from the above table of responses collected, it is observed that there is a mixed view of students about the benefit that E-Learning platforms would help in improving the skills. There is no distinct strength on any of the responses.

- i) E-learning significantly enhances the employability skills and career development of degree college students compared to traditional classroom-based learning. The hypothesis is proved from the above percentage analysis and interpretations.
- ii) E-learning has a positive and significant effect on the improvement in job opportunities of graduate and undergraduate students. The hypothesis is proved from the above table from its percentage analysis and interpretations.

### FINDINGS OF STUDY

- 1) Majority of students were females and they were pursuing graduate degrees with limited family income. The average age of students was between 15-20 years.
- 2) It shows that almost all students are aware about E learning platforms like Byjus, Unacademy, skill share etc.
- 3) It is certain that in the study area i.e Thane District there are so many benefits of E-learning platforms and it is effective for all degree college students.

### CONCLUSION

The study has actually focused on getting the overall information on the effectiveness of all the online learning platforms for the youth employability of the degree students and it has been concluded that it has got good benefits for students. Based on the study and the analysis of various data, it has also been found that factors like easy to use and job oriented learning, transfer of skills and knowledge and flexibility in learning etc., are influencing students to adopt e-learning platforms. Thus, they can take the benefit of the internet and learn from anywhere during their leisure time and develop employability as well as entrepreneurial skills. Besides this, the rapid global growth of massive open online courses shows the craze and curiosity among the students as it is the learner centric rather than customer centric courses and it also gives extra priority to development rather than skill based learning. With the rise in small industries as entrepreneurship rises, it can be predicted that the workforce with skills will be favoured the most instead of the youth with degrees but no skill. The Nations in the near future are going to focus more on Knowledgeable and skilful workforce instead of only qualified workers and with the economy is going to move towards development. In conclusion, the study on the effectiveness of e-learning for employability of degree college students in Thane district is an important contribution to the ongoing discourse on the use of technology in education.

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**ALIENATION IN THE CONTEXT OF GENDER IN THE NOVEL OF BHARATI MUKHERJEE'S JASMINE, AND THE HOLDER OF THE WORLD**

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### ABSTRACT

*The Diaspora is concept to make familiar the story of migrants. It is package of experiences and emotions in new found land. This post-colonial people suffer lots to achieve the goal of peace and happiness. They want to achieve a better life with luxuries and self-identity. The author, Bharati Mukherjee is one of them. She is an Indian origin migrated to the USA. Belong to well-settle family; she is proud for her identity as India – American. But life, off course was not easy for her. She is experienced the meaning of diaspora through her novels. She is created this impression of migrants in Jasmine and The Holder of the World. These females are more protagonists. In this, the catastrophe is main turn in the plots. To scrutinize this, the paper presents the role of gender in this misfortune. They perform with great determination and will power in the various episodes. Both stories start with wonder, envision, and good hope. Instead of very positive, the destiny desires something more challenging to their life. This amalgamate keeps them to different lands. Jasmine from Punjab to Iowa and Hannah from Massachusetts, America to India later she was known as Salem Bibi. Her changing roles is an immense part in the gender perception. They are sometime feminine and some time they present their confident as masculine to challenge males. The metamorphosis of life demands as per the need of the situations. They are forced to accept the reality in any case instead willing it. In other words, they put endless effort to cultivate their future. Like jasmine, Hannah (Salem Bibi) face many shadows of deemed life. She was kidnapped from every land and become the most favourite as a concubine. In this journey She was sincerely loved for Raja Jadhav Singh and found most secure. But the time ran fastly and paid the depth for his life by accepting to be Salem Bibi, harem-member in the Moghul emperor. At the end of novel, she sent to her origin land, Massachusetts for peace.*

*Keywords: Diaspora, Colonialism, Gender Studies, Masculinity, Femininity, Heterosexuality, Compartmentalization, Anomia.*

### 1. INTRODUCTION (THEME AND RATIONALE)

Bharati Mukherjee is prolific an Indian diasporic author. She is focused on the women asylum seeker, their experiences, pain and agonies. She is master in presenting true stories of diasporic society. She is voiced the feminine figure through her various works. In the novel Jasmine, she is pictured the Socio-political background of the expatriates in America. And in the Holder of the World, Hannah put her all struggle to keep her existence of life, origin ness and manifestation in India. This is mainly the skirmishes behind to secure transnationality. Bharati Mukherjee is an Indian-American novelist. She talks the glitches of migration, dislocation as well as alienation. She is expounded the colonizer struggle to survive in the imaginary homeland and to switch them to be a part of this. The major characters of her novels are placed for cohesive in her master pieces. These are The Tiger's Daughter (1971), Wife (1975), Jasmine (1989), The Holder of the World (1993), Leave it to Me (1999), Desirable Daughters (2002), The Tree Pride (2004) and Miss New India (2011). In the novel, Jasmine there is two advantages of feminine liberty. First it permits the women to comprehend their feasible as individuals in the broader society. Secondary, it can attain personal perception. Her main theme refers to the expression of migration and also the snags like alienation, struggle for identity, racism, cultural materialization, origin ness and gender discrimination.

The word gender is pursued by various theorists and scholars. Gender identity is based on acumens of masculinity and femininity in the context of cultural and social norms. It uses as canopy term in post-colonial theory. This categorizes in masculine, feminine, and neuter in 14<sup>th</sup> c languages. Originally gender means "kind". As a critique, Henry Watson Fowler states: "Gender...is a grammatical term only. To talk of persons...of the masculine or feminine g [ender], the meaning of the male or female sex is either a jocularly (permissible or not according to context) or a blunder" (Fowler). Gender is the range of characteristics that pertain to and differentiate between two main types. These are masculinity and femininity. It bases on the context of biological sex. In another word, it means the state of being male, female, or intersex variation. Sex bases on social sagacity to construct gender roles or gender identity. In society, people identify as men or women instead of masculine or feminine. These pronouns use in the system of the gender binary. It falls under the umbrella term as non-binary

or gender queer. The study is a perception through gender identity and gender struggle. The author is aware of social rubric and gender disparity. She is succeeded to present in her works. This attached to their emotions and home land. The protagonist in the novel is comforted in the zone of nationality where their heart belongs. No power, however modern and shaping, can rub away or dominate that indigenous and holy attachment, usually one has with mother land. Usually, Migrants search for comfort to satisfy their ambitions and goals in life. Since it is not enforced, they liberally dissolve the ties with their motherland and try to recognize themselves or incorporate totally with the host nation. They can magnitude of mimicking their culture and customs when they return to their motherland. Despite of their total acclimatization, they are given only a transforming identity. The experience of probing oneself off from his biological homeland and settle down in an adopted homeland that does not appreciated and accept them as "their own". Bharati Mukherjee not only anticipates to expand imaginary homeland, but to change with the minority perspectives.

Gender identity is not only the part to abandon from society but it leads to assimilation and transformation for new diaspora. This is a fluid interaction between origin and modernity or in other words, in between integration and assimilation. She believes that if a nation is able to accept immigrants as their own nationals, race and gender, then there will be no integration but surely assimilation, no sense of displacement but a sense of belonging and satisfaction.

## **2. LITERARY REVIEW**

The word Gender used as 'genre' by Anglo-Norman and Middle French. It comes from the Latin word genus means "kind", "type", or "sort". It is similar to the Greek root 'gen' which means 'to produce'. According to Aristotle, this concept was introduced by the Greek philosopher Protagoras. The term also originates from the Proto-Indo-European root gen. It is the source of kin and kind. 'Gender' is still widely used in grammar as an assignment of the noun to categories the masculine, feminine and neuter. Further, in the biological context, the critique David Haig states that: "Among the reasons that working scientists have given me for choosing gender rather than sex in biological contexts are desires to signal sympathy with feminist goals, to use a more academic term, or to avoid the connotation of copulation." (Haig) This recognizes the role of femininity and masculinity in society. Some feminists are being more contentious in providing their analyses in the facet of gender. Such as the philosopher and feminist, Simone de Beauvoir applies existentialism to women's experience of life: "One is not born a woman, one becomes one." (De Beauvoir) Simone de Beauvoir put her view about cultural indenture in the framework of the gender. It is a philosophical statement. Though, it may be analyzed in the lexes of biology. For this, critique Fausto Sterling states: "A girl must pass puberty to become a woman—and sociology, as a great deal of mature relating in social contexts is learned rather than instinctive. (Sterling) It is a natal explanation of femininity. It leads toward socio-cultural constructions through masculinity and femininity. Later on, this area scrutinizes in 1950 by various theorists like Jacques Lacan, Julia Kristeva, Luce Irigaray, and Judith Butler. Butler suggests the need for a performativity aspect to present gender roles. Historically, all over the world, the fields of gender studies, ethnic, radical and communal avenues have different notions of examination. Linda Nicholson argues her opinion about gender with the physical spectrum. The human bodies are detached into two sexes, and it is not historically reliable. Male and female genitals were considered inherently the same in Western society until the 18th century. At that time, female genitals were regarded as incomplete male genitals, and the difference between the two was conceived as a matter of degree. It is biased to the gradation of physical form. The perspective of sex considers males and females as the typical genitalia which has a historical existence rather than biological roots. Butler states that: "Bodies only appear, only endure, only live within the productive constraints of certain highly gendered regulatory schemas," and sex is "no longer as a bodily given on which the construct of gender is artificially imposed, but as a cultural norm which governs the materialization of bodies." (Buttler, Taylor, and Francis) To simplify these words, femininity and masculinity depend on the shape of the physical appearance of someone. This is a fixed conception of society to understand the distinction between genders. The women should perform the work in house and men supposed to do their duty in fields. The domain is decided by governing society for a better understanding of gender identity. But in the Yoruba community, there is no concept of gender and gender system. The colony uses 'gender' as a tool to dominate social creed in the indigenous people. It uses to refer to the social and cultural formation of masculinity and femininity. Gender can classify into three categories such as gender identity, gender expression, and biological sex. These are another mode of splitting gender into different social, biological, and cultural establishments. These deal with an interdisciplinary approach towards women's studies, men's studies and queer studies. These studies nucleus on gender and sexuality in literature, language, geography, history, sociology, anthropology, cinema, political science, media studies, human development, law, public health, and medicine. These studies are opus on race, ethnicity, location, class, nationality, and disability juncture in the sorts of gender and sexuality. Further, it moves toward gender trouble. Generally, the gig of

gender, sex, and sexuality is the power in society. This is an edifice of "gendered, sexed, desiring subject" in "regulative discourses". Gender and heterosexuality are fabricated as natural because the opposition of the male and female sexes is glimpsed as natural in the social imaginary. It relates to the role of sex in the construction of "natural" or a lucid of gender and sexuality.

Gender study is the part of society and social models are patriarchal in nature. The role of female and male in the society are depended on the rules and customs set by the patriarchal order. Butler, Taylor, and Francis have stated the social projection of gender and heterosexuality. Gender and sexuality are the constructions of nature and social discrimination which are perceived as the nature of heterosexuality. Males and females are identified through gender but society labeled patriarchy in the name of gender, sex, and sexuality. It differentiates between femininity and masculinity, as per their role and duty in their family and society. It negotiates the quality of male and female. This becomes the construction of society. This also works in the context of alienation, displacement, and dislocation. Alienation is a sense of detachment from the outside world and sometimes from one's feelings. It refers to the separation of individuals from an important part of the external world. This is accompanied by a feeling of powerlessness or lack of control. Alienation derives from the Latin word 'Alienato' or 'alienare', means to make a thing for others, to a notch, to void and to remove. As the critique, Saleem defines alienation: "being alienated or estranged from something or somebody; it is a condition of mind". (Saleem) A person may feel alienated from themselves or society. This concept originally introduced by Marx. Further, so many diasporic writers use 'alienation' as a theme to present rootlessness in English literature. Even in the Indo-English literature uses the theme of Alienation as the loss of identity. Alienation figures out many subjects like psychology, sociology, literary and philosophy in their writing as being an initial theme of the human condition in the present situation. It is natural as well as a universal phenomenon like alienation should leave a permanent impact on the writing of contemporary literature. In the French language, Alienate and alienation are used in the same way as English. These words have an impact from Greek roots 'Anomia' and 'Anomie'. Anomia means self-alienation. It is the gauge of individual fragmentation of man from society and 'Anomie' is alienation from society. In other words, alienation is the part of modern society, which is flaunted through the generation gap, anti-war movement, gippy phenomenon, credibility gap, compartmentalization of our life, the stunting of personal development with a conspicuous absence of a sense of meaningfulness of life. This is revealed in psychological problem in the mode of alienation, loneliness, rootlessness, withdrawal or detachment. The theme of alienation is recorded in modern fiction by D.H. Lawrence, James Joyce, Virginia Woolf, Graham Greene, Kafka and Sartre among others. They portray the inner flow of sentiments and thoughts of their characters let us peek into their consciousness.

### **3. RESEARCH OBJECTIVES**

1. To analyse the study of gender discrimination in the selected novels of Bharati Mukherjee.
2. To fabricate the temporal and spatial moves in the study.
3. To amalgamate different homeland with origin ness.
4. To hypothesize the gender study of femininity and masculinity in the protagonists point of view.
5. To assimilate the concept of alienation and displacement in the context of gender.

### **4. RESEARCH METHODOLOGY**

The research paper applies literary research method in this study. The scrutinization of texts presents post-colonial approach to demonstrate diaspora in different shades. The primary and secondary sources are used to present critical overview of theoretical approaches. These are in the form of original texts, critical overview, journals, and reference materials. The analysis of work shows the gravity of post-colonial literature and civilization. The methodology pays careful attention to highlight major contribution of authors. The study focuses on important significant with textual history and background.

The research postulates bounteous evidence from the reviews, journal articles and critical analyses on alienation in the context of gender in the selected novels of Bharati Mukherjee. The modus of data collection covers library resources, virtual resources and access to journals on Indian English Diasporic Literature. Electronic data banks such as scholarly, SCOPUS, and research Gate are also retrieved.

### **6. RESULTS/ FINDINGS**

The research work is an investigation of diasporic culture and new margins. The said work is an experience of exile, their occurrences and new beginning. Both texts have many similarities and contradiction. This analysis comes to the new finding in the term of gender. The manifestation of gender is no longer become fixed with social custom. It reaches to the new height of liberty and freedom of expression. Crucial part of the study is



social domination on the basis of gender, race, class, and ethnicity. This leads to the reason for alienation and displacement. Feminine figures in Jasmine and The Holder of the World are more vocal with their immanency. They were meek and mild, socially abandoned but at the end they changed spectacularly. This gender discrimination is no bar for them. They believe their identity as colonizer. They destined themselves but not the fate.

**Theme 1.**

The construction of novels is based on the micro-perspectives of post-colonialism. The heroines are psychologically strong compare with male. The flat characters are present their interest to view theme with more impact. The stories have more twist and turn. These are started with the clues of future and perform initial stage in their life. This aims to comprehend hidden parts of their journey in this research paper.

**Theme 2.**

The jasmine was travelled too many places and every time she was restored with new identity; Jase, Jessy, Jyoti, and Jasmine. She is not orthodox but at the end, believes on stars of luck. The novel, Jasmine is concluded with final destination of peace and stability. In the novel, The Holder Of The World Hannah, the protagonist, became the Salem Bibi also same as Jasmine. She was purely a child of destiny. She never thought of her married life would turn to suffer from place to place. It was not survived for long time. Due to this, she found herself in the alienation, displacement, and dislocation.

**Theme 3.**

Gender is most crucial part in the Holder Of The World. Hannah changes her femininity into strong and brave. The growth of masculinity was developed in her. She was wanted to become a domestic but her beauty attracts people more to conquer. She was started to learn to people from her childhood life when she saw her mother ran with nipped lover. She was prepared her mind for no right to choose her life in her own way, but forced to become Salem Bibi, concubine. She won the title, 'Precious-as-Pearl'. She chose this only to save the life of Raja Jadhav Singh, her true love and devotion. These made her enough strong to use her surgical charm to save his life. Finally she was backed to her origin place and finds her mother.

**Theme 4.**

At the end, she chose to live in the church with old memories. She tried to find every time the reason for survival in the society but brought nothing except loneliness in every stage of life. The study is a minute observation of Hannah's life. She is female but act as male. She was adopted in her childhood, does not bare the new family and her role. She continued her routine of stitching wounds and further activities. Later, her skill made her assured to use for emergency.

**7. CONCLUSIONS**

The research work is study of immigrants' survival, their life, and colonization. The significance of the study is expatriation of social dominations in the name of custom, duty, gender identity, and origin ness. The crucial point of the study is to comprehend the imminence of exile. It shows the adaptation and assimilation in the every stage of life. They are hybrid. Their emotions are more vocal than language. They become communize to enhance their new culture and establishments of new identity. The texts are more complicated some time to justify the role of Hannah and jasmine. For them, the new lands are strange with many disparities. They are destined their journey for new beginning and pay a much for this. On this way, the damnation and downfall was on extreme height. They no longer own their identities of origin ness but the exile. Their role changed as per the demand. They were accepted the life on the every modes and divergent of cruelty. This cruelty was shown the real picture of their lost memories through the novels. Due to this, they were the part and parcel of social navigation. These feminine characters were navigated by the retro. Though, the time is the medicine for all wounds. The surgical charm is performed to stitch the wounds by retro.

**8. FUTURE SCOPE**

The study will further precede to the social and cultural perspective the diasporic community. This research paper is limited with the idea of gender construction, class, race, and ethnicity. The author has been pictured flash back and flips to present situation in the novel Jasmine and the Holder of the World. The heroines, Jasmine and Hannah are very genuine in the flow. This is actual reflection of adaption and adoption of unfamiliar situation. The investigation of the study presents selected area of art. This piece of writing is the wide expression of endurance and survival. In this, the holder of the World is a package of new dimensional study. For the purpose of further study, researcher can also lead the scrutiny of socio-cultural diversity, and cosmopolitanism.

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**A STUDY ON ENHANCING YOUTHS' EMPLOYABILITY WITH SKILL DEVELOPMENT****Dr. Raju G**

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**ABSTRACT**

India is a large country with a huge potential and possibilities of growth. The potential of growth lies within the large human resource which the youngest country in the world have. India has around 68 percent of its population below the age 35 years. But, the picture of the large human resource isn't that simple as it seems in a general preview. When dug deeper we find that in the era of technological advancements where new technology is arriving every day the quality along with the quantity matters much more. The nature of current era jobs are not as simple as previous ones in today's world, modern jobs need a person to be available with specific subject knowledge as well as some general skills which can be in other terms called as soft skills and hard skills. Skills play an important role in success of an individual. Twenty first century is known for Globalization, revolutions in information and communication technology and rapid changes in business world which have increased demand of skilled workforce. With this view, the present research study has been conducted to Enhancing Youths' Employability with Skill Development.

**The objectives** of the present research study are, to examine the youths' awareness about Availability of Employability Skill development Programs. To study whether youths have potential centre for skill development. To study problems in skill development for youths. To study the Current Scenarios and Challenges in skill development for youths.

**Method:** The study is based on primary data collection. A survey was conducted in the Dharwad District of Karnataka State.

**Sample and Techniques used:** Total 250 sample responses were collected from 18 to 30 years age people and Purposive sampling method was used.

**Findings:** The present research study finds that youths are lacking behind in skill development. The major reasons of this are lack of awareness about need and importance of skill development, poor guidance and training facilities and supportive system, less interest in acquiring skills required for employability and poor attention to skills demanded by workplace. The study recommends initiating the actions to accelerate youths towards skill development to enhance their employability.

**Keywords:** Skill development, Employability, workforce, workplace, Guidance, System.

**I. INTRODUCTION**

Skills play an important role in the success of an individual. The abilities of the individual have great impact on his/her productivity, quality of life, well beingness, achievements and satisfaction. Twenty first century is known for globalization, revolutions in information and communication technology and rapid changes in business world which have increased demand of skilled workforce. It has become need of time to acquire the skills set that contribute not only to get employment but also to sustain there. It has opened a wide scope to develop active involvement in digital transformations, to acquire collaborative working style, to adopt changes quickly, to progress with creativity and innovations and to enrich potentials. Employers seek for employees with relevant workplace skills because it helps for smooth functioning of the business. It creates healthy environment to achieve set targets. Hence, employees need to showcase their potentials and skills to assure their effective performance at workplace. Due to this, unskilled employees remain unemployed or get low wages job which results into increase in poverty. There is a need to identify the gap between the skills required by the workplace and the skills possessed by human capital which will help to find out and remove root causes of unemployment. There are different types of unemployment the problems such as over-skilling, under-skilling, skill gap, skill shortages etc. According to Comyn & Ilina, over skilling refers to the situation where a worker possesses more skills than his/her current job requirements, under skilling refers to the situation where a worker does not meet with his/her job requirements. Skill gaps refer to the situation where a worker lacks the skills required by his/her current work place. Skill shortages refer to the situation where vacancies remaining filled or difficulty to fill due to lack of qualified employee. (5-11)Higgins advises to concentrate on young people having problems in obtaining employment. The attention should be given to unskilled, poor skilled, disabled people and people who belong to ethnic minorities or face the problem of gender inequality. (58) Bakule & et al describe the importance of skills anticipation. They argue that skills contribute to the growth of economy either by increase

in productivity or by development in the capacity of workers and firms to adopt changes in technologies, way of workings and innovations in business world. With this view, skills anticipation is important because it gives warnings about evolving skill mismatches well in advance which provides sufficient time to design and implement planning to overcome the issue of skill mismatches. (16) Enhancing employability Report prepared for the G20 Employment Working Group (2016) recommends to increase workforce employability to turn structural change into an opportunity for all. Increase in employability can lead to adopt new technologies, to foster innovations, to boost productivity and to improve the wellbeing of workers. It suggests assessing and anticipating rapidly changing skill needs to address this issue through responsive and training system, public or private.

Mitra and Verick suggest that policies and skill development programs with comprehensive packages to target weak and deprived are necessary to handle the issue of low productivity employment among rural and urban youth. (14) Ramesh and Ramesh explain employers' views towards workforce. Employers demand for high quality workforce because high quality workforce makes direct difference to the company's growth, finance and competitive advantage. (1)

The above experts' views indicate the importance of skill development to get an employment. With this view, the present research study conducted to examine the status of rural youths in skill development.

## **II. EMPLOYABILITY SKILLS**

Employability skills refer to the skills and qualifications that are required to earn money. According to Gupta "employability skills are the skills which are necessary for getting, keeping and being successful in a job" (5).

According to Pillai & Fernandez employability is the overall capability that one possesses in order to be offered a job. Employability is not limited to subject degree or job specific skills. It covers the broad areas of abilities to contribute meaningfully and to handle day-to-day requirement at workplace.

According to R195-Human Resources Development Recommendation, 2004, "the term employability relates to portable competencies and qualifications that enhance an individual's capacity to make use of the education and training opportunities available in order to secure and retain decent work, to progress within the enterprise and between jobs, and to cope with changing technology and labour market conditions (I-2). Variety of employability skills have been identified by different sources. Core skills for employability described by International Labour Office (ILO: 2013) includes "the abilities to learn and adapt; to read, write and compute competently; to listen and communicate effectively; to think creatively; to solve problems independently; to manage oneself at work; to interact with co-workers; to work in teams or groups; to handle basic technology; and to lead effectively as well as follow supervision" (2). Skills are generally grouped into two categories i.e. hard skills and soft-skills where hard skills refer to technical skills and soft-skills refer to non-technical skills. Employability skills refer to the skills set that enable an individual to become financially independent. Blending of hard skills, soft-skills and technical skills can produce competent workforce for the workplace. These three categories refer to the three different areas of an individual's abilities. Hard skills refer to the core subject knowledge of a particular branch of study e.g. educational degree. Soft skills refer to behavioural skills e.g. communication skills, team working, problem solving skills, positive attitude etc. Technical skills refer to the ability to handle technology e.g. computer literacy. Youths' active participation in skill development in accordance with workplace demand will make them more productive

## **III. REVIEW OF LITERATURE**

- As per Monalisa Mohapatra, Srikanta Charana Das, B.C.M. Patnaik, Ipseeta Satpathy and Snehalata Das, In Their Paper "Impact of Information and Communication Technology (ICT) On Employability" (2019) has discussed the importance of information and communication technology. The study suggests that there is need of reforms in educational sectors as the reviews done in paper found that there is a large skill gap between what is needed in the corporate or industrial sector and with what the students are equipped with. Today's work environment requires the employees not only the basic skills but also need variety of skills such as soft skills which will help the employees to perform as per the need of dynamic environment of current era. The study stresses on the need of educational sector reforms to fulfil the skill gap possessed by students at the entry level as what is asked by the employers, i.e. the focus is on the occupational skills rather than general skills that are already provided. A large part of Indian youth is unemployable even after being graduate due to the skill gap; there should be some reforms in the educational sector which may help graduates to identify the factors affecting the employability level. There is need of reforms which may help to make graduates more employable and the system has to be replaced with a new system that could provide trained manpower. Three types of skill are identified in the paper which are technical skills, management

skills and personal skills for any IT worker and for that educational institutes are required to provide the proper skills set to students which should consist of technical and transferable skills, fundamental skills of literacy and ICT skills. The more employable manpower will help the economy to grow to new heights and as per the study, “They need to gain adequate ICT skills for employment and they should have the ability to fit into knowledge-based society”.

- Study by Yasmeen Bano and S. Vasantha, “Review on Strategies For Bridging The Employability Skill Gap in Higher Education” (2019) states that gap between employees ability and employers expectation which in simple words is skill gap. As per the study employers do not find the employees competent as per the need of their work environment. The main reason behind the arising skill and employability is digitization and technological advancement. To overcome this study suggests changing the recruitment process or methods, establishing career development platforms and packages to encourage work engagement. The skill gap has to be removed for growth and as said in the study lowering the skill gap can show growth in merchandise, productivity, worker retention, professional development and employee retention as well. For making the students“ employable communication between employers and higher education institutions can be of great help based on the study of student and employer engagement in discipline environmental science. The strategies or approaches suggested bridging the employability skill gap can be university – industry collaborative approach, skill-based education, project-based learning, work-based learning (Learning through internships and live projects), technology enabled learning, up-skilling the faculty. There has been several initiatives taken by Indian government for making a skilled India such as vocational training programs, skill India program which are good but soft skills are need to be developed using new and innovative approaches to make the students job ready. On the basis of qualitative analysis of the data it was found there is lack of preparation at primary and secondary level of school which somehow are responsible for development of such skills curriculum need to be developed on the interdisciplinary approach to make the students fit for the job.
- Bindu Ann Thomas And Dr. K.V. Unninarayanan in Their Study “A Study on Employability Skills of MBA Students from The Management Institutes in The State of Kerala (2018)” stated that Indian higher education system is the third largest in the world even after that only 7% of the Indian students are employable according to the report of „Associated chambers of Commerce and Industry of India (ASSOCHAM)“ which was published in year 2017. The objective of education is to make students equipped with skills and employable which will result in economic growth. The paper discusses about the employability of the management graduates. Multidimensional skills are need current era of education for students. Due to emerging trends the jobs need adaptability due to its ever-changing nature, only effective planning and execution are not sufficient rather there is need of logical thinking, analytic reasoning and effective communication. The study suggests change in the current curriculum which only imparts theoretical knowledge and hard skills. The curriculum needs to be updated as per the need of industry and corporate world. On the basis of Confederation of Indian Industry (CII) skill report 2014 study states that at the current pace we have 75-80% skill gap across industrial sector. Reports of CII also state that only 10% of MBA students are employable. Various employability reports mention that the employability rate of graduates has fallen from 25% in year 2007 to 7% in year 2017 even though the number of MBA students has increased by four times and passing of the graduates is high. We have more people with such skills which are not needed in corporate world and right fit for job are hard to find. The youth are educated and directionless without a job which indicates the business schools fails miserably in imparting required employability skills; even the most literate state of India is no different than others. There is need for development of soft skills as well as IT skills for making graduates employable. The findings of the study show the on a Likert scale of 1 to 5 the average skill score of students was 3.36 which shows lack of skills. There also a perception gap about the employability skills among fresher and graduates which needs to be updated by making changes in curriculum and more interaction with the industries and corporate world.

#### **IV. RESEARCH OBJECTIVES**

The objectives of the present research study are as follows:

1. To examine the youths’ awareness about Availability of Employability Skill development Programs.
2. To study whether youths have potential centre for skill development.
3. To study the Current Scenarios and Challenges in skill development for youths.
4. To find out solutions to solve the problems in skill development for youths.

**V. RESEARCH SCOPE**

The present research studies availability of skill development training and guidance facilities for youths. It studies the participation of schools, colleges and Gram panchayat in organizing skill development programs for youths. The study tries to examine the initiatives taken for skill development by youths.

**VI. RESEARCH DESIGN**

• **Method**

The present research study is based on primary and secondary data collection. A survey was conducted in the Dharwad district of Karnataka for Primary data collection.

• **Sample**

For the present study Purposive sampling method was used for the sample collection. Total 250 responses were collected from respondents belonging to 18-30 years of age group. International Labour Office publications and other research work on employability skill development referred as secondary source of data for the study.

• **Data Gathering Tools:**

A standardized questionnaire was designed by the investigator to collect the responses.

• **Data Collection Procedure**

Printed copies of questionnaire on Organization of employability skills guidance and training programs, Aware about government employability skills development programs, and training from skill development programs developed and standardized by the investigator were administered to the 18 to 30 years age group people of Dharwad district of Karnataka state. The filled in data from people of Dharwad district have been collected by the investigator. The responses were given by the age group people were relevant to the subject.

• **Statistical Techniques:** Percentage analysis

**VII. Data Analysis and Interpretation**

**Table No.1** Availability of Employability Skill development Programs

Response question	Responses		
	Never	Sometimes	Often
Q1. Organization of employability skills guidance and training programs by			
School or college	40%	60%	0%
Gram Panchayat	60%	35%	5%
Any other sources	42%	52%	6%

**Table No. 1** shows that 40% respondents have not received any guidance or training on employability skills in their school or college. 60% respondents have sometimes received guidance or training on employability skills. And 00% respondents are fortunate to often receive guidance or training on employability skills.

60% respondents find that Gram Panchayat never organizes guidance or training programs on employability skills development for youth. 35% respondents find that sometimes guidance or training programs on employability skills development are organized by other sources where as 42% respondents never find such programs organized on employability skills training and guidance by any other sources for them.

**Table No.2** Skill Development Centre

Response question	Responses		
	Yes	No	Don't Know
Are you aware about government employability skills development programs?	33%	67%	0%

Table No. 2 shows that 67% respondents are not aware about government employability skills development programs, whereas only 33% respondents are aware of these programs. There is need to create awareness among rural youths about skill development program.

**Table No.3** Skill Development Training Beneficiaries

Response question	Responses		
	Yes	No	Will join soon.
Have you received any training from skill development programs?	18%	82%	0%

Table No. 3 shows that 82% of respondents have not received any training from skill development programs only 18% of respondents received training.

### **VIII. Current Scenarios and Challenges**

At present Indian youth are facing much problem for their job opportunity due to lack of skill Development and some industrial apprenticeship so there is a requirement of skill development program that can create job opportunity and better communication to enhance the development of employee, family hence increasing the GDP of country. At present there are different type of skill development program that has been launched by GOI, for example-

- START UP INDIA
- DIGITAL INDIA
- MAKE IN INDIA
- DDU KAUSAL VIKAS MISSION
- NSDMA
- HAR HATH KO KAAM
- SEEKHO AUR KAMAO
- AAJEEVIKA SKILL DEVELOPMENT PROGRAMME (ASDP)
- AMBEDKAR HASTSHILP VIKAS YOJANA (AHVY)
- SWARN JAYANTI GRAM SWAROZGAR YOJANA (SGSY)
- CENTRAL SECTOR SCHEME OF FREE COACHING FOR SC AND OBC STUDENTS
- SKILL TRAINING FOR EMPLOYMENT PROMOTION AMONGST URBAN POOR (STEP UP)
- UTTAR PRADESH SKILL DEVELOPMENT PROGRAMME (UPSDM)

By the help of this program a youth can learn and operate different type of the organization and start their business. So there is a big challenges for youth to create their skill in different areas like as infrastructure, manufacturing, corporate, social activities, financial sector, education research and medical areas by holding their diploma certificate course and professional degree but one major problem in youth is finance. so there is a requirement of vocational courses with their job, pap so they can earn money as well as obtain there degree and diploma.

### **IX. FINDINGS OF THE STUDY**

The findings of the study are as follows:

1. Maximum respondents have not received training or guidance on employability skills development.
2. There are fewer chances for the respondents to receive training or guidance on employability skills development.
3. Maximum respondents are not much aware about the skills demanded by workplace
4. Maximum respondents are not aware about skill development programs initiated by the government
5. Most of the respondents have not taken any training on employability skills development.
6. Less efforts initiated by youths to develop personal skills is one of the major obstacles in the production of skilled rural workforce.
7. Lack of knowledge about changing demands by workplace results into passive response to skill development.
8. Lack of interest, motivation, guidance and support facilities lead to poor response to skill development.
9. Poor response to skill development may create problems of unemployment, skills gap, skills shortage, under skilling for youths.
10. Lack of employability skills causes to low wages employment, poor productivity, no satisfaction of job and weak economy.

**X. RECOMMENDATIONS**

1. Employability skills development programs should become integral part of education curriculum.
2. Local governance should actively involve in employability skills development of youths.
3. Industry-village interactions should be initiated and regularly organized to create awareness about demand of employability skills by workplace.
4. Collaborative efforts for employability skills development by non-government organizations, industries, educational institutions, local governance and social organizations should be increased.
5. Regular events should be organized to communicate advancements in workforce skills demand.
6. Strong communication system should be built up to bridge gap between skill development program and its target group.
7. Youth should be encouraged and motivated towards skills enhancement.
8. The status of unemployed youths should be recorded and causes for the same should be diagnosed. Accordingly, preventive actions should be taken.
9. Promotion of self-employment skill development should be done on priority basis.
10. Youths should be made aware about the role of skill development in increasing productivity, earning capacity and living standards.

**XI. CONCLUSION**

Skill development is must to enhance employability. The skilled workforce contributes to the growth of economy. The present research study finds that youths are lacking behind in skill development. The major reasons of this are lack of awareness about need and importance of skill development, poor guidance and training facilities and supportive system, less interest in acquiring skills required for employability and poor attention to skills demanded by workplace. The study is of view that actions should be initiated to accelerate rural youths towards skill development to enhance their employability. The problems in youths' skill development should be diagnosed and resolved properly. Skilled workforce will contribute to grow economy.

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**ACADEMIA-INDUSTRY LINKAGES- POTENTIAL, PERSPECTIVES AND PERCEPTIONS**

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**Prof. (Dr.) Karuna H. Sinha<sup>1</sup>, Ms. Dhruvi Shah<sup>2</sup> and Tabitha Dias<sup>3</sup>**<sup>1</sup>Faculty and <sup>2,3</sup>Students, Gujarat Research Society's Hansraj Jivandas College of Education (Autonomous), Khar, Mumbai**INTRODUCTION**

Academic and industry linkages are the need of the hour. In today's times especially after Covid, industry requirements are growing. Subject matter knowledge is not enough for students to remain competitive in the job market. Collaboration between industry and academia is essential for the expansion and improvement of the economy also. Industry makes innovative new products, while the academia keeps knowledge and makes new inventions. With academia linked to industry, both parties' benefit. Industry gains access to new and upcoming research and talent, while academia has the opportunity to work on problems that are relevant and provide solutions which will be tested immediately.

In the present era of globalization and the changing market needs it is imperative for academic institutions to align their education and training with the industry needs, and engage themselves in close interactions and linkages with the industry with a view to enhance employability of their graduates and post-graduates. They need to produce future-ready graduates who could cater to the emerging needs of the global job markets on a sustainable basis.

Thus industry-academia linkages have become inevitable particularly in a post-pandemic and post-NEP-2020 world. Under Clause 11.2 of the National Education Policy 2020 it has been envisaged that the higher education institutions will focus on research and innovation by setting up start-up incubation centres, technology development centres, centres in frontier areas of research, foster greater industry-academic linkages and interdisciplinary research including humanities and social sciences research. Further the new policy stipulates that Higher Education institutes will develop specific hand-holding mechanisms and competitions for promoting innovation among student communities.

Therefore, it is crucial to strengthen the various policy frameworks for fostering academic-industry connections as recommended by NEP 2020 in order to promote and advance the goals of entrepreneurship education and produce students with high entrepreneurial aptitude.

They can fit in well with the self-employment and global employment scenario, thus contributing to Self-Reliant India.

**NEED OF THE STUDY**

It is a commonly known fact that Higher Education Institutes are the main talent pipeline for the industry, but sadly many students fail to get employed after graduation and the root cause of unemployment has mainly been a disparity of skills required by the job markets and the lack of skill-based training and hands on experience during the acquirement of degrees. Hence, it is imperative that academicians and industry frontliners get on the same page, to ensure that higher education institutions are linked to contemporary market needs, particularly to boost multi-dimensional productivity - that is to enhance holistic nationwide progress which covers social and economic dimensions.

Both sides must recognize the shared benefits and the potential spill-over to the economy. In the present times, it is an established fact that if an institution needs to stay relevant, it has to work on the train and produce graduates who shall fit in the job market. Hence, institutes must concretize and focus on innovations needed in the real world. However, industries must also realise they cannot innovate successfully if they completely rely on internal research without pooling in the young talent form the higher education institutes. They need to realize that academia can open up opportunities to acquire talent from a diverse pool of young and skilled graduates.

But it is very unfortunate that our industries fail to understand the importance of developing an effective linkage with academia and often close the door to such productive openings. Industries must realize the importance of such linkages that opens the door to collaborative innovations aimed at furnishing the students with the necessary practical exposure and skills to fit in the job market, which can increase the employment opportunities and enhance economic growth.

With this background in mind the present was conducted to study Academia-Industry Linkages- Potential, Perspectives and Perceptions among student community of Mumbai Region who are the main stakeholders and beneficiaries of such linkages.

**OBJECTIVES OF THE STUDY**

1. To study students' perception on academia- industrial linkages.
2. To study students' perspectives on academia- industrial linkages and its potentials as well.
3. To compare students' perception, perspectives on academia- industrial linkages and its potentials between student teachers and degree college students.
4. To study the opinion of students about Academia-Industry Linkages- Potential, Perspectives and Perceptions.

**HYPOTHESIS OF THE STUDY**

1. There is no difference in the students' perception, perspectives on academia- industrial linkages including its potentials between student teachers and degree college students.

**SCOPE OF THE STUDY**

- In the present study the following variables were studied:
- It covered student teachers and students studying in degree colleges of Mumbai.
- It covered degree college students studying in various streams.
- It studied students studying in distance mode also.

**LIMITATION OF THE STUDY**

In the present study few variables related to academia- industry linkages were studied. The focus of the study was:

- It covered only 150 students.
- It did not cover all the areas of Mumbai.
- The study covered only specific colleges of Mumbai and not all.
- The faculties of different streams were not studied.

**SAMPLE OF THE STUDY:**

The sample of the present study consisted 150 students from different streams and institutions.

The details of the same are as:

<b>Sr. No.</b>	<b>Stream</b>	<b>Sample Size</b>
<b>1</b>	Teacher Education	90
<b>2</b>	Science	15
<b>3</b>	Commerce	23
<b>4</b>	Arts	15
<b>5</b>	International students	07
	<b>Total</b>	<b>150</b>

**SAMPLING TECHNIQUES USED**

Simple Random Sampling Techniques was used to select the sample for the present study.

**TOOL OF DATA COLLECTION**

Since there was no standardized tool available to collect the data. The researchers constructed the tool in the form of 4-point Likert based Rating Scale based on the variables to be studied. The tool consisted of 30 items. Each variable was represented with 10 items i.e., Potential-10 items, Perspectives-10 items and Perception-10 items. In the end one question was given wherein the students were asked to write down their general opinions about academia- industry linkages.

**DATA COLLECTION**

The Data was collected in an online mode. The link of google form was sent to the randomly selected sample with a request note to fill the google form and were conveyed that the data shall be used only for research purpose and the identity of any student shall not be revealed.

**ANALYSIS OF DATA**

The data was analyzed in the following ways:

2. Percentage
3. Graphical representation of the responses
4. T-test was used to test the hypotheses- testing the mean scores of two groups- student teachers and degree college students.
5. Opinion Analysis- Qualitative

**1. ANALYSIS SHOWING PERCENTAGE OF RESPONSES:**

**(a) Perception Related to Academia- Industry linkages:**

Sr. No	Questions	Strongly Agree	Agree	Strongly Disagree	Disagree
1	One skill not sufficient	0.84	14.29	35.29	47.06
2	More Career options will evolve	31.93	62.18	0.84	1.68
3	Academic research more relevant	35.29	59.66	0.84	1.68
4	Promoting entrepreneurship education.	37.82	58.82	0.00	0.84
5	Crowding out the Employability skills	37.82	55.46	0.84	3.36
6	Make well informed career decisions.	40.34	52.10	1.68	3.36
7	Capacity building of Students	32.77	56.30	1.68	5.04
8	Enhance scope of employability through student internships.	43.70	48.74	0.84	3.36
9	skill enhancement of student and faculty.	33.61	59.66	1.68	0.84
10	Informed of the latest trends in the job market.	48.74	42.86	1.68	2.52
11	acquire hands-on experience before finally joining the job market.	45.38	51.26	0.00	0.00
<b>POTENTIALS:</b>					
12	Introduce new programs in cutting edge technologies in collaboration with industry.	37.82	56.30	0.00	1.68
13	Advancing research and knowledge and creating a skilled workforce in India.	37.82	54.62	0.00	3.36
14	Skill development, upskilling to futuristic jobs, new talent, Internships (Commercialisation of ideas).	41.18	53.78	0.84	0.00
15	The expansion of market driven research and innovation.	35.29	55.46	0.00	3.36
16	Promote entrepreneurship (start-ups and spin-offs).	33.61	57.14	0.84	3.36
17	knowledge creation, innovation and economic growth.	42.02	49.58	2.52	0.00
18	An entrepreneurial mindset.	31.09	59.66	0.84	3.36
19	Academicians and industry frontliners shall get on the same page.	31.93	58.82	0.84	3.36
20	Relevant learning experience of students as per the job market requirements.	28.57	61.34	2.52	2.52
21	Addressing industry problems.	24.37	65.55	0.84	4.20
<b>PERSPECTIVES:</b>					
22	bridge the credibility gaps.	34.45	57.14	0.00	3.36
23	setting up start-up incubation centres, technology development centres etc..	30.25	61.34	0.84	0.84
24	An identified set of skills and values will be incorporated at each stage of learning,	33.61	56.30	30.36	1.68
25	Bridge the gap as per NEP-2020.	39.50	52.94	0.84	1.68
26	create a skilled workforce needed in India.	33.61	55.46	2.52	3.36
27	Accelerated development of new breakthroughs in India	41.18	53.78	0.84	0.00

28	Make India a global innovation hub	37.82	53.78	0.84	0.84
29	Relationship will result in a win-win situation for all.	33.61	48.74	2.52	10.08
30	compete for dynamic change responding to the global competition.	35.29	55.46	2.52	1.98

**DISCUSSION**

**A. Perception**

According to the results, most of the students think that academia- industrial linkages would increase their career options and would draw out the skills necessary for a particular job. Majority of the Students agreed to the fact that academia- industrial linkages would help them to decide and select their career intelligently. Majority of the students perception was that academia- industry linkages shall make academic research more relevant, promote entrepreneurship education culture, crowd out employability skills, strengthen students capacity's and shall enhance scope employability through student internships. Majority of the students further perceived that they shall be Informed of the latest trends in the job market and shall acquire hands-on experience before finally joining the job market through academia- industry linkages.

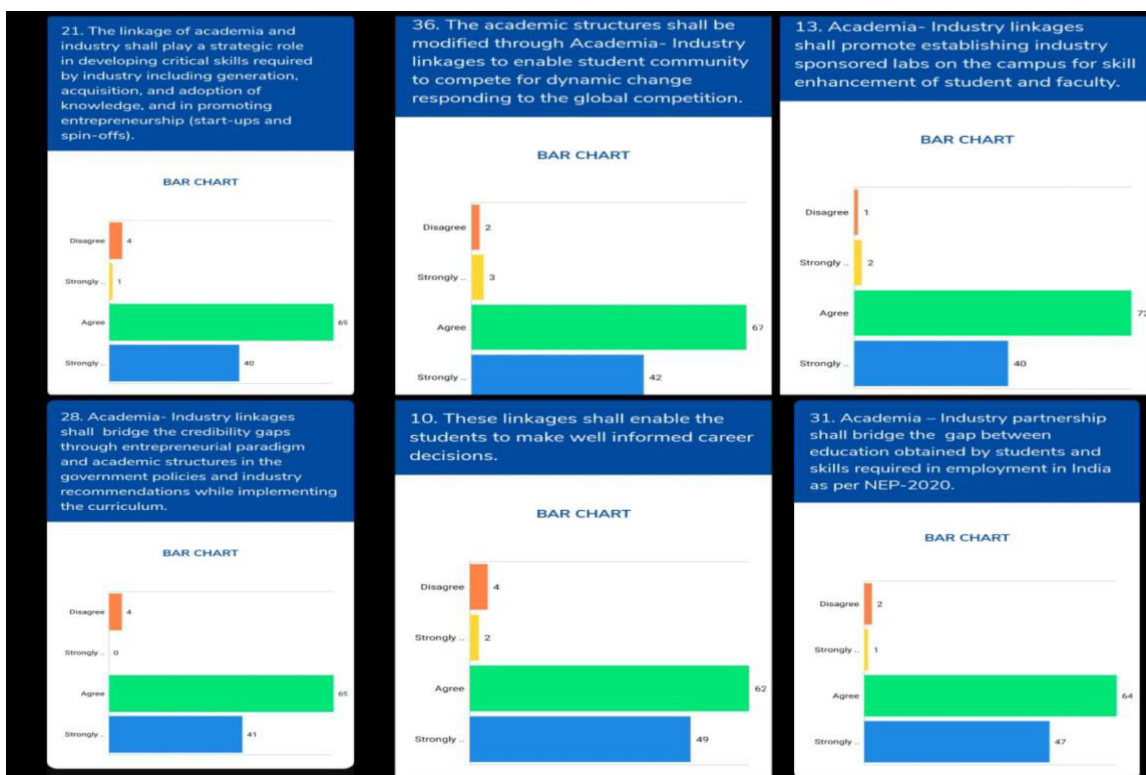
**B. Potential**

Also, almost all the students agreed to the fact that academia- industrial linkages shall have the potential to promote economic growth by creating a skilled workforce through advanced research and bring in various new innovations. New talent shall be discovered, as linking industry with academics shall promote entrepreneurial mindset in the students, introduction of new programs in cutting edge technologies to shall be promoted and shall further promote start up culture in India. This shall subsequently lead to the economic growth of the country.

**C. Perspectives**

Lastly, the perspectives of students match to that of the NEP 2020. According to the students, this type of linkage would bridge the credibility gap between the education provided to the students and the skills required in the job market by providing them knowledge and training based on market needs and new trends. Perspectives of the students further revealed that an identified set of skills and values will be incorporated at each stage of learning through such linkages and shall create a skilled workforce which shall further lead to new breakthroughs in India. Finally, majority of the students believed that such kind of linkages shall make India a global innovation hub.

**2. Graphical Representation of the Responses:**



**3. Hypotheses Testing:**

**Testing of Hypothesis- 1**

There is no difference in the students’ perception, perspectives on academia- industrial linkages including its potentials between student teachers and degree college students.

Groups	N	Mean	SD	t-ratio	Level of Significance
Student Teachers	90	95.67	15.85	0.46	Not significant
Degree College Students	60	97.70	12.74		

**Interpretation of ‘t’**

$df = 150 - 2 = 149$

Tabulated ‘t’ at 0.01 level = 2.60

The obtained ‘t’ = 0.46

$2.60 > 0.46$

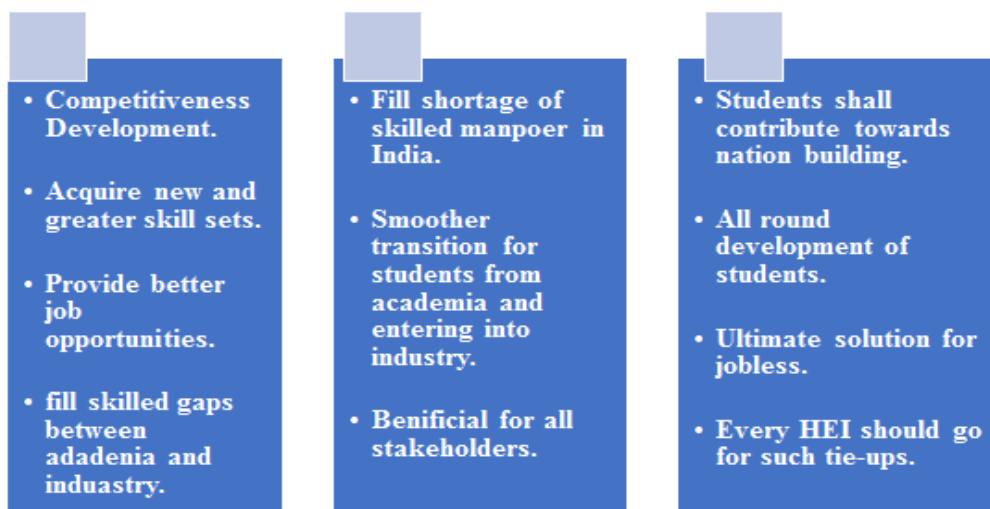
Therefore the ‘t’ is not significant at 0.01 level. Hence the null hypothesis was accepted.

**FINDINGS:**

The level of significance was tested at 0.01 level which showed no significant difference in supposed potentials, Perspectives and perceptions regarding Academia-Industry Linkages between Degree College students and Students teachers. The findings, therefore, clearly revealed that in present changing and globalised times, the student community has clear understanding of the significance of having Academia- Industry Linkages where both partners shall equally benefit through collaborative innovations based on transformative market needs.

**4. Qualitative Analysis- General Opinions-**

The common themes used by most of the students were as:



**CONCLUSIONS AND SUGGESTIONS**

From the findings it is clear that a good number of student community from Mumbai has a significant understanding and perception of academia- industry linkages and its potentials for their and nations benefit. Therefore, it is imperative to strengthen the various Academia – Industry linkages policy frameworks as suggested by NEP- 2020 to encourage and drive the objectives of entrepreneurship education and produce students with high entrepreneurial contents that can fit well into self-employment and global labour market, thereby, eventually contributing to Atmanirbhar Bharat. If the vision of NEP 2020 to make India a global hub of innovations and have a global market skilled based manpower has to be realised, academia and industries have to walk hand in hand and make NEP 2020 a success.

**SUGGESTIONS FOR FURTHER RESEARCH**

The following are the suggestions for further research in this area.

- More such researchers across India should be conducted to identify the courses which have more market demand wherein academia- industry linkages have more significance.

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- Studies should be conducted on large samples covering more areas and more students also.
  - Faculties across different disciplines should be studied so that their inputs can be incorporated while having such linkages.
  - Policy makers also need to be studied so that effective linkages can be established.

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**EMPLOYABILITY OF INDIAN YOUTH: ISSUES AND CHALLENGES**

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*“My faith is in the younger generation, the modern generation, out of them will come my workers!”*

**- Swami Vivekananda**

Youth is the most promising segment of the population in any country. Countries with a large youth population see tremendous growth with proper investment in their education, health and also protect and guarantee their rights, as we all know that today’s youth are tomorrow’s nation builders be it democracy, economy, technology or in the field of medical sciences. Today, young men and women face extreme market volatility, making them very anxious to find and hold on to their employment opportunities. Among low and middle- income families, informal education and employment has come to dominate young people on seeing the fluctuations in the market conditions. To ensure success in the workplace and to compete globally, complex communication and logical reasoning and thinking is required.

United Nations report on world population prospects, has estimated that by 2027, India will overtake China to have the highest population in the world with 1.47 billion people. It has also been reported that by 2030, India will have a population of 1.5 billion and will reach its peak by 2059 with 1.65 billion people, which may decrease to 1.45 billion by 2100.

A report by The Global Employment Trends for Youth 2022, finds that the COVID- 19 pandemic has exacerbated the numerous labour market challenges facing those aged between 15 and 24 years than adults since early 2020. Youth coming under the working class are still lagging globally and the report says that it is they who are more affected than any other age group and their recovery is indeed very slow. It is even worse in the case of young women who are showing a much lower employment –population ratio. In 2022, 27.4 per cent of young women globally were projected to be in employment, compared to 40.3 per cent of young men. There is no sign of the gender gap to close in over the last few decades.

Today, India is one of the youngest nations in the world with more than 62% of its population in the working age group (15–59 years), and more than 54% of its total population below 25 years of age. It is said that by 2023, the average age in India in the working age group would be 29 years, 47 years in Japan, and 40 years in United States of America. This is surely an advantage for Indian youth. There has been severe employment losses during the pandemic according to the Global Employment Trends for Youth 2022 report released by the International Labour Organisation.

The following Table -1 shows the literacy rate in India in 2011 and 2022

**Table – 1: Literacy Rate in India**

<b>Variables</b>	<b>Literacy Rate 2011</b>	<b>Literacy Rate 2021</b>
Persons	72.99	77.70
Male	80.89	84.70
Female	64.64	70.30

**Source:** Census 2011 and National Survey of India 2021

The National Survey of India's report estimates that India's literacy rate was 77.7 percent in 2021 and the male population has an edge over the female population but over the last decade, from table - 1, it is evident that there is a considerable increase in the female literacy rate, from 64 per cent to 70 per cent. Although that is quite impressive in comparison to other emerging nations, it still means that almost one in four Indians cannot read or write (compared to about one in eight people worldwide). India's most literate state is Kerala. Kerala has a literacy rate of 96.2 per cent. It is said that India will achieve universal literacy by 2060, according to a report by UNESCO.

India has the largest population of illiterate adults in the world – 287 million, which accounts for 37% globally. Table-2 gives us the literacy rate in rural and urban India.

**Table -2: Rural and Urban Literacy Rates in India**

<b>All India</b>	<b>Rural Literacy Rate</b>	<b>Rural Literacy Rate</b>	<b>Rural Literacy Rate</b>	<b>Urban Literacy Rate</b>	<b>Urban Literacy Rate</b>	<b>Urban Literacy Rate</b>
	<b>Male</b>	<b>Female</b>	<b>Average</b>	<b>Male</b>	<b>Female</b>	<b>Average</b>
	81.5	65	73.5	92.2	82.8	87.7

**Source:** Survey by National Statistical Office (NSO) 2011 Census

The overall literacy rate in urban India is 87.7 per cent. In urban India, 82.8 per cent females are literate, and 92.2 per cent males are literate. It is found that there is more disparity in the literacy rates of males and females in rural India than in urban India. 65 percent of females in rural India are literate as against 81.5 males.

It is the youth in the age group of 15 to 24 years, who hold the greatest promise for economic growth of a nation. This is the age when people graduate and step into the competitive world to pursue a career or at least make a living. People usually complete high school by 18 years of age, graduation by 21 years and post-graduate by 23 or 24 years. The transition from education to employment begins at different stages for different people during 15-24 years of age and in India, this transition takes place after high school. Education may never end, but in the modern world, employment must begin somewhere between 15 and 24 years of age. Table-3 shows us the educational status of the rural and urban population of India aged 15 and above.

**Table-3:** Educational Status of Rural and Urban Population of India above 15 Years

Percentage Distribution of Population aged 15 years and above	Rural					Urban				
	Illiterate	Literate				Illiterate	Literate			
		Primary	Middle School	Secondary / Higher Secondary Level	Degree or above		Primary	Middle School	Secondary/ Higher Secondary Level	Degree or above
	31.5	20.9	17.2	24.9	5.7	13.9	14.7	14.0	35.8	21.7

*Source:* Survey by National Statistical Office (NSO) 2022

A person who is illiterate will not be able to read or write, and thus cannot join the workforce or may have to work as an unskilled labour. Economic disparities, gender discrimination, caste discrimination, and technological barriers can be said as significant barriers affecting the social and economic development of India.

Roughly about 3.5 lakh engineers and 2.5 million graduate every year in India and may join the workforce, but an estimated five million graduates remain unemployed at any given time.

For people aged 15 years and above, the unemployment rate in India in urban areas declined to 7.6 per cent during 2022 from 12.6 per cent during 202, the National Statistical Office (NSO) report says. This is mainly due to the impact of Covid-related restrictions during the pandemic.

**Challenges for Employability in India**

Due to the rapid increase in population along with faulty support system, legal complexities and lack of proper infrastructural, financial and market linkages to small industries, making provisions for skilled hiring becomes unviable.

Defective system of education showcased in the syllabus taught in schools and colleges are not as skill based and do not meet the requirements of the technically advancing industrial sector. Low or no educational levels and vocational skills of our Indian youth are a challenge to them to face the global market. As the world is moving towards Industrial Revolution 4.0, the advent of emerging technologies like Artificial Intelligence, automation and robotics require the need for highly skilled workers, but Indian educational system fails to provide such skilled workers. Nowadays most companies are on the lookout for skills that meet the global requirements and go beyond textbook education.

Corporate sectors like Amazon, Meta Platforms, Twitter, Google, Microsoft and a host of other corporations are reportedly planning to lay-off thousands of Indian professionals who are an important source of income to our nation. These job cuts are due to slowing down of global economic activities and fear of a worsening global economic outlook. As job cuts continue to rise in networking and various other industries, the productivity of youth has been put to question.

Post-covid-19 lockdown, nearly half of salaried workers had moved into informal work, either as self-employed (30%), casual wage (10%) or informal salaried (9%). Regressive social norms are another major obstacle deterring women from taking/continuing employment.

**SUGGESTIONS**

1. **Quality Education:** Quality education will certainly create skilled and well-informed youth who will be better employable and can create businesses that can generate employment opportunities for others as



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well. The government as well as educational institutions must work hand in hand to ensure that quality education is accessible to all young people regardless of distance, language or time with the use of technology. The number of online learning platforms which provide courses which are skill oriented must be brought to the knowledge of the youth through mass media. Skill training must be imparted even to the illiterate, especially those living below the poverty line.

2. **Investment in Technology:** Investing in technology is a massive multiplier. The more you invest in technology, the better the jobs available as well as the salary paid to them. Technology plays a central role and creates a platform to become a dominant global power through exchange of skills from any part of the world.
3. **Investment in Physical Infrastructure:** A slowdown or recession is the perfect time for a country to expand its physical infrastructure. It is the period when more job opportunities can be created to the less skilled youth to work on public works projects like airports, dams, railways, power plants, ports, etc., where training can be given to them and then absorb them into the mainstream.
4. **Structural Reforms:** Our government needs to implement structural reforms to create a favourable environment for businesses to maintain a healthy competition. Lowering taxes or providing short time concessions to the businesses can stimulate the economy by encouraging more people to enter the industry and thus increase production and thereby creating job opportunities for youth. More innovative tax measures and benefits will increase the purchasing power of the people and increase demand and create job opportunities.
5. **Government Measures:** The government must create a committee for drafting a National Employment Policy, to monitor and register the number of unemployed youth in the country and provide them with a platform to get information on a daily basis regarding job opportunities. Stabilizing market forces and lowering the trend toward structural changes will decrease cyclical type of unemployment. Government, Civil Society, voluntary organisations and other stakeholders should assist the youths and create awareness about the availability of job opportunities right from the farming sector to the technological sector in India.

India's GDP can grow to \$40 trillion if working-age population gets employment — which is expected to increase by over 100 million people between 2020-2030, if productively employed, according to a report by the Confederation of Indian Industry (CII), but it has also cautioned that if the country does not create enough jobs its demographic dividend may turn into a liability.

Being a democratic nation and largest democracy in the world, India is ranked at 130 in Human Development Index, being 115 in Human Capital Index, ranks 100 in Global Hunger Index, the index being 122 in World Happiness Index, 62 in Inclusive Development Index, 141 in Gender Development Index and 145 in Global Burden of Disease Study. India's rank in various development indices has barely improved over the years. If a change is to be seen, then it is the outlook of the people which has to change and give more importance in harnessing the potential of youth in India. This can be done by giving the power of governance into the hands of the youth who can build a strong nation who have the power to change. They have power to revolutionize.

It is not that the youth of our country lack the skills; it is just that they are not given the proper guidance and opportunities to harness their potential, which is making them agitated and restless. For them to be good administrators, inventors and innovators, they must be given the best of good health, education and training to transform India and boost our economy.

**YOUTH UNEMPLOYMENT ISSUES AND FUTURE CHALLENGES RELATED TO EMPLOYMENT WITH TRENDING TECHNOLOGIES****Miss. Simran Akhlaque Shaikh<sup>1</sup> and Miss. Ansari Saniya Alamgir<sup>2</sup>**<sup>1</sup>Assistant Professor, Department of Information Technology, B.N.N College, Bhiwandi<sup>2</sup>UG Student, Department of Information Technology, B.N.N College, Bhiwandi**ABSTRACT**

*Employment is one of the biggest attributes of every country. There are two major things: one is skills and second is effort. But since past years, the unemployment rate is high and people cannot show their abilities. The major cause of unemployment is large population, illiteracy, poverty, lack of technology, etc. Nowadays India is hoping for a strong youth power in the future Hence many skill development programmes seminars are linked with employment options by government and non-government agencies. Governments need intensive techniques with lower productivity of workers, expansion of education, low tax rate, etc. So, The issue of employment moved from unemployment to underemployment very soon. There are lots of newer technologies which will be the future of India which gives better results. or better future to all the youth. This paper highlighted the challenges faced by youth. Youth is learning newer technologies which will move India's youth future from unemployment to employment. unskilled labor and those who work without technologies or manually on plant so as to change the unskilled labor into skilled labor by providing the skilled knowledge and new technique. The study also tried to understand the Trending technologies and to suggest necessary modifications in skills training technologies based on the opinion provided by youth.*

*Keyword: Issues, Challenges, Trending Technologies, Unemployment ratio, opportunities, entrepreneurship, Skill Developments, demographic transition, employments, Skill.*

**1 INTRODUCTION**

Unemployment is one of the biggest democracies, attaining independence in 1947, with the twin problems one is unemployment and second is poverty. People are facing the challenges of employment in different groups such as employers, policy makers, economists, political leaders, employees and people seeking jobs. Through the survey 74.3 % people said that the education system is also responsible for the high unemployment rate among the educated youth because they are learning only a few skills from their education. The current research focuses on people seeking employment and their issues. Also in this research we elaborate the different technologies which give the way how to fight with unemployment and how to show the abilities in this competitive world. As the whole world was suffered with the COVID-19 crises between the year 2020 to 2022 which will deliberated that young people was faced the labor market challenge and experienced a much higher percentage loss in employment than adults (defined as those aged 25 years and above). Many young people dropped out of the labor force, or failed to enter it altogether, owing to the enormous difficulty of searching for and securing a job at a time when employers suffered massive losses in revenue as a result of business closures. They lost their family income and lost their education in proper manner .As today's young generation are the prime-age workers of tomorrow, the severe and heterogeneous impact of the COVID-19 crisis could well leave a long-lasting mark on labor markets, and in particular on global inequality. Day by day the technologies are increasing and played vital role in human being life so the peoples are trying to learnt the different technology for their future and solving their current problems.

**YOUTH UNEMPLOYMENT: A GLOBAL ISSUES**

- Young people between 15-24 years old are not in education, they are unemployed.
- 75 million young people are trained but they don't have any jobs.
- approximately 90% of all youngest youth live in developing countries.
- approximately three times more likely youth are unemployed than adults.
- It is estimated that 23% of young people are currently employed in the world.

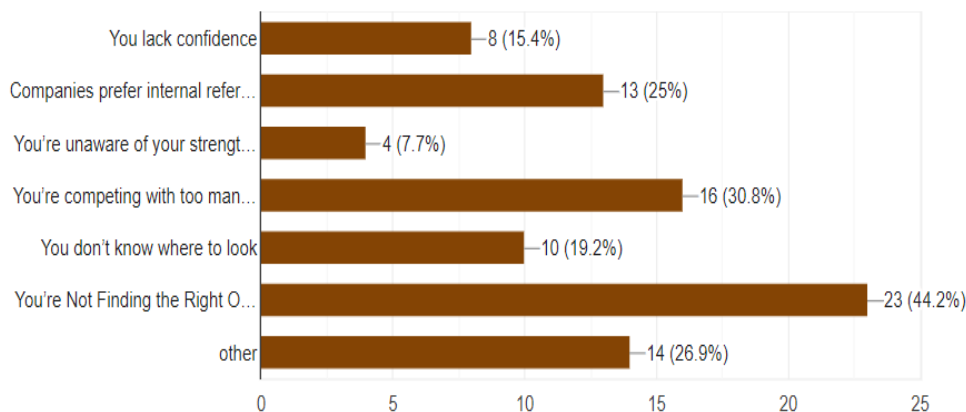
**Some Common Problems are Faced by Girls and Women to Secure Decent Employment:**

- From 621 million young people women and girls make up the majority who are not in education or even not employed.
- In every region of the world, unemployment is affecting women more than men.

- From all the children we can say that two third of child domestic workers are girls. They are vulnerable and violate their rights.
- In 90% of countries, there is one law that is a barrier for women which is economic equality. One of the biggest problems is every married woman needs to take permission from their husbands for work.
- Gender norms are one of the main obstacles faced by girls and young women when they want to take education or they want to do work. Working with families, community, and religious leaders, men, and boys is crucial to challenge their social behavior and attitudes.

Below mentioned are a few issues which are faced by young youth to find jobs. This issues data is from the survey:

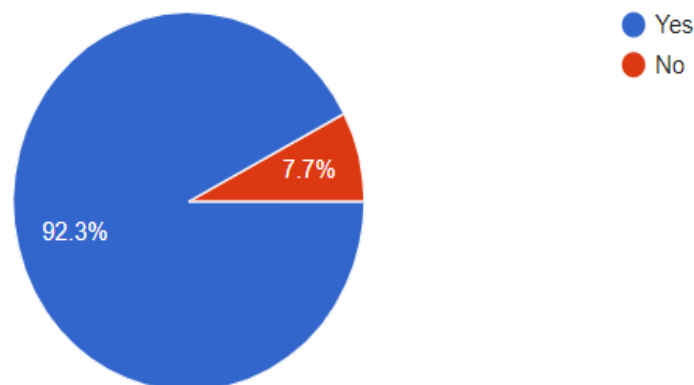
What type of issues you have faced to find the job.



**Unemployment Ratio:**

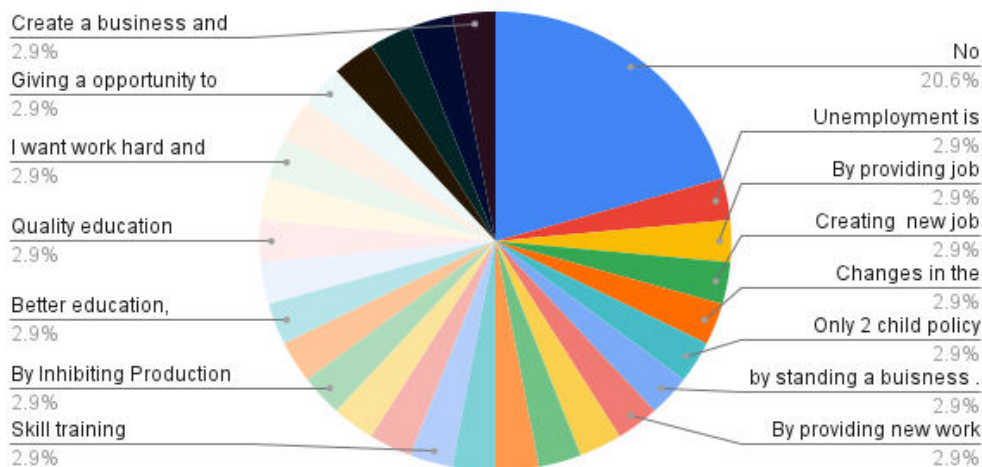
As early as we have discussed the unemployment rate is higher than employment ,the young youth are suffering with lots of job problems and they are searching a way how to deal with this, so, through this research we collect the data from the people whether they are employed or unemployed and also we have calculated the ratio of unemployed people. According to the survey 48% of youth are unemployed they are facing the issues to searching the jobs.

unemployment rate is increasing?



Through this survey the 92.3 % people are saying the day-by-day unemployment rate is increasing and they have given their suggestions on how to stop the unemployment rate in India.

Count of If YES, then how will be solve this problem? Do you have any idea!!



**Demographic Transition and Youth:**

With an average age of 28.4 years, India has one of the youngest populations in the world and youth are suffering from poverty and increasing day by day. While in many countries the number of elderly people has been increasing steadily, India, in contrast, has bucked this trend, with its young (aged 15–29 years) and working population (aged 15–59 years) showing a rise. This ‘demographic advantage’ occurs only when the share of the working population is high and increasing, and consequently, there is potential for more people to participate in productive work and contribute to the national income. As India is already got a demographic advantage where the highest percentage of the population shared their work which stood at 60% in 2011, is estimated to have increased to 63% by 2021 and is expected to go up further to 64% by 2031. However, the youth population, on the other hand, which comprised around 28% in 2011, is estimated to have declined marginally to 27% in 2021 and will drop further to 23% in 2031.

While the share of youth in the total population has now started to decline, the youth in

In the whole world, India is the country with the highest population, which will continue to be significant in the country’s demographic structure for at least the next decade. If this vast resource of the young population were to enter the workforce, it would create a ‘demographic dividend’ depending on India’s capacity for human resources by providing good education and productive employment opportunities. However, since the youth population has already started declining, India has a last window opportunity, for just the next ten years beginning 2021, to exploit this potential ‘demographic dividend’. Therefore, before analyzing the labor market characteristics of the youth, it is important to understand some of the stylized facts about the Indian labor market.

**Increase in Population:**

As we have known, India is the highest country in population of the 21st century and the economic growth cannot keep up with population growth so that the society is unemployed today. In the history of India 60% of people are doing a job but for another country why because the other countries are giving a much higher amount for their work.

If India wants to stop this increasing population concept, the Indian constitution needs to create one law that every couple can give birth to only two children . If this law applied to India then the population would be in range and unemployment would become employment .

**Lack of Opportunities in Agricultural Workers:**

In India their main occupation is agriculture but the farmers are doing agriculture half of the year.

**Uncertainty of Agriculture:**

Science development, the Indian is an agriculture country. The main source of India is agriculture that they depend upon in nature.in every year,millions of people or laborers lose their land due to natural disaster. Just like a flood, mudslide, earthquake, avalanche, drought calamities causing uncertainty and unemployment in agriculture.

**Challenges:**

Unemployment is the greatest economic challenge facing India. There are few challenges faced by the young generation and it will be continue in future like:

1. How educated are they?
2. They will get the proper guidance regarding jobs
3. Whether they will learn the new technologies of current time
4. Expectation of jobs and family support

The transformations taking place in the labor markets will have an important impact on the future prospects for youth. Whether these impacts are positive or negative will depend on the public policies and actions that must be put in place now. Young persons are already making decisions based on their expectations of the future, and sound youth employment policies should accompany those decisions.

**Causes**

There are many causes of unemployment but some important factor which may responsible for employment in India:

1. Insufficient industrial development in India.
2. Migration of labor from rural areas to urban areas
3. Emphasis on capital intensive technique.
4. Government policy towards private enterprises.
5. Population growth rate is high.
6. Defective and less practical educational system.
7. Slow growth of the Indian economy
8. Decline of medium and small scale industries and not suitable markets for its produce.
9. Lack of transparency in the recruitment process.
10. Slow Economic Growth
11. Increase in Labor force
12. Lack of employability

**Skill Development**

A growing number of countries have achieved the goal of building a pipeline of young people who expect to pursue further education and training to improve their chances for employment and higher earnings. The demand for skills continues to grow among adults already employed or seeking work, as it enables them to cope up with the challenges brought about by urbanization, technology, and shifting patterns of consumer demand. The term skills development is used to describe a wider array of institutions and activities influencing employment including access to secondary and tertiary education, access to technical and vocational education. Besides, it also contains informal learning on the job, structured apprenticeships and other enterprise based training, along with government and non-governmental training programs.

Because of unemployment among educated people, skill development occupies center-stage in any employment strategy for the Twelfth Plan. Skill development is critical in order to achieve faster, sustainable and inclusive growth and provide decent employment opportunities to the growing young population. During the Twelfth Five Year Plan (2012–17), 50 million non-farm employment opportunities are proposed to be created and at least an equivalent number of people would be provided skill certification making India the skill capital of the world.

The Government of India estimates, 93% of the workforce is employed in the unorganized or informal sector, which is not supported by a structured skill development system. Since the information channels and skilling processes in the unorganized sector are unclear, it creates difficulties in targeting this section of the population for skill development. Besides, the opportunity cost of skilling, in the form of loss of employment

and wages for the duration of the skill training program, also acts as a disincentive to skill acquisition. The skill development process in India is complex, and the public sector has dominated the vocational training landscape in India. However, the private sector's participation and prominence in the skill development space has been growing over time, particularly in training for the services sector. In our country the prime minister has already introduced the difference skill development program which will improve the ability of people those whose a suffering to the unemployment.

- Deen Dayal Upadhyay Gram Kaushal Yojana – DDU-GKY
- Deendayal Antyodaya Yojana – DAY
- Ministry of Labor and Employment – MoLE
- Mahatma Gandhi National Rural Employment Guarantee Act –MNREGA
- National Skill Development Corporation – NSDC
- National Skill Development Agency – NSDA
- Pradhan Mantri Kaushal Vikas Yojana – PMKVY

### **Trending Technologies**

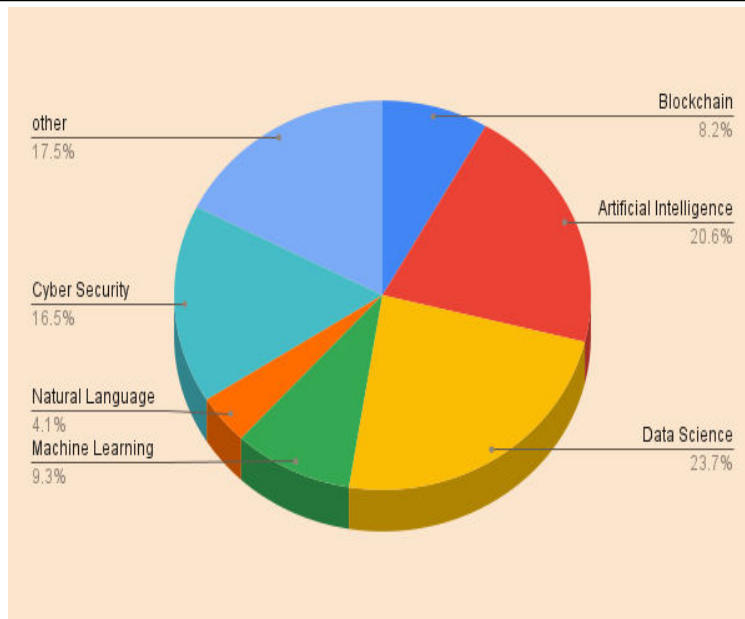
The contribution of the information technology field towards employment is a major task to reduce unemployment. Availability of technologies and increase in the globalizing world can be a great advantage for a developing country like India. So far this type of technology is the need for large scale research and development. There are lots of trending technologies currently available who can reduced the unemployment like:

- Blockchain
- Artificial Intelligence
- Data Science
- Natural Language Processing
- Machine Learning
- Cyber Security

Today the few of technological unemployment surround automation software and AI. This technologies are taking on more and more of one daily tasks .Technology increases productivity and reduces the burden on workers and eliminate the burden of doing repetitive tasks .but automation and innovation is continuously replacing human labour.several kind of jobs are increasingly getting replaced by technology.

Eg robotics: for serving in restaurants and doing the surgeries, to even self driving cars where all these are done by robots. Many of these tasks can be automated using algorithms, eliminating human errors decreases the demand of middle skilled work among all the massive growing technology is genomics ,nowadays one of the fastest growing technology is blockchain . Blockchain technology will disrupt jobs such as tellers and accountants because it creates an independent system that does not allow humans to operate it also increases trust, security, transparency and the traceability of data shared across a business network .IOT is also one of the biggest technologies nowadays.

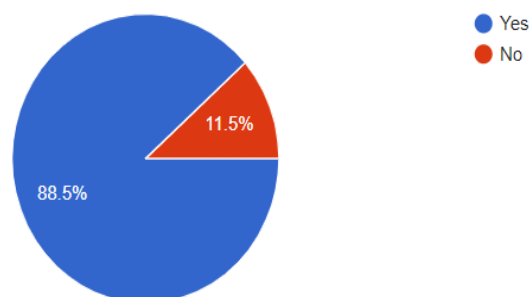
Data science is a growing field, with the demand for the data scientists increasing in various industries, including finance, healthcare, technology, retail. data scientists may work in various setting, including research organizations, business or government agencies.



**CONCLUSION**

Employment is an important aspect for economic development. India is a conventional varied developing economy with important private sector contribution to it. The development process has brought about insignificant changes in the arrangement of India's economy. The First important variance from the previous period relates to collective employment growth itself. Predominantly prominent is that still falling real wages in a framework of comparatively strong development in the organized sector and rising labor productivity have not been sufficient to ensure growth in employment. Rising unemployment and underemployment are two crucial problems that many developing economies contend with. The problem of unemployment has serious socio-economic implications. While at the individual level, unemployment leads to malnutrition, illness, mental stress, depression, and deterioration of human values; at the level of the economy implies underutilization of existing human capital . In this research paper we again highlight the skill development programs which are running in India. Also, through this research we focus on the unemployment problem and define the different technologies which are used in future. With the help of technology we can solve unemployment problems. Through this research we understood that everyday technologies are increasing. We collect the data through google form where 88.5 % respondents said that technology can solve the future challenges or problems of unemployment.

Do you think future challenges will be resolved through technology?



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**RESIDENTIAL CONSUMERS: THE LESSER PROPELLERS OF ROOFTOP SOLAR POLICY IN INDIA**

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**ABSTRACT**

*Residential consumers in India have been the slow adopters of the rooftop solar system: the tax rebates have failed to rejuvenate the adoption though the industry has seen a steep decline in the manufacturing costs of solar panels. An integrative literature review by the authors of the policies adopted by the Indian government reveals fault lines which run contrary to the best practices adopted by the leading nations.*

*The findings point to the need for a fundamental shift in policy perspective of the consumer from being a “solar power generator” to being a “solar power trader”. The paper opens avenue for future research in consumer appetite for rooftop solar panels aided by policy adjustments.*

*Keywords: rooftop solar policy, India, policy fault lines*

India's tropical climate and its geographic advantage of being in the equatorial region helps the country to enjoy an sunny weather with a solar irradiance ranging from 1600 kWh/m<sup>2</sup> to 2200 kWh/m<sup>2</sup>. Energy scientists have forecasted that harnessing this potential is likely to provide 600 million GW of electricity per year.

Paradoxically however, the solar power generation has contributed to only 8.6% to India's installed capacity of 364.94 GW. The industrial and commercial sectors have been leading the race in installations of rooftop solar panels. The residential sector has performed poorly accounting for only 16 % of total Rooftop Solar installations deployed in the country.

The Govt. of India has been undertaking various initiatives through the Ministry of New and Renewable Energy for boosting the adoption of rooftop solar panels .energy security and self-sufficiency. It also enacted the Electricity Act of 2003 which introduced successive policies including the Renewable Energy Certificates, 2011. These successive policies has only been able to accomplish a modest 12 % (4.4 GW) rooftop photovoltaic installations by December 2019 compared to the 40 GW target set for 2022 (Greenpeace India). Thus, the present study contributes to understanding the fault lines which are acting as barriers to adoption of rooftop solar panels by the residential consumers.

We carried out an integrative literature review of the policies adopted by the Indian government in the field of rooftop solar panels. The purpose of the review is to provide a summary of policies influencing the adoption of rooftop solar panels, along with a synthesis of the benchmark policies adopted by leading nations .The critique offers the narrative on the gaps in policy framework and implementation and suggests directions for future investigations.

The discussion is organized into two sections. First, we summarize the policies undertaken by Govt, of India to initiate the adoption of rooftop solar panels among its citizens. We examine the incentives disbursed under the eight policies introduced under the Electricity Act, 2003 as well as the recent amendments proposed to be introduced in the Act. These policy measures are contrasted with the policies of leading nations. The policies of China, Germany, United States, South Africa and Australia have been examined based on the latest reports of International Renewable Energy Agency. The second part of the discussion highlights the fallacies in the policies of Indian Govt. and discuss their implications in consumer adoption of the rooftop solar panels.

**Enhancing Adoption of Rooftop Photovoltaic Panels Among Residential Consumers Through Policy Incentives:**

Climate change's consequences are inherently unknown, and they will have an impact on the size of future emissions reductions (Gross, 2008). The present study is inspired by the lack of motivation of Indian residential consumers toward reduction in emission via adoption of solar rooftop panels. As per International Renewable Energy Agency, rapid solar PV deployment alone is likely to account for 21% of the total emission mitigation by 2050. Solar PV off-grid is a critical technology to achieve the Sustainable Development Goals set by United Nations. In an effort to attain the SDGs, the Govt. of India launched the second phase of Grid Connected Rooftop Solar Programme. In addition to a sizeable financial subsidy, it also offered residential consumers priority sector loans of upto Rs 10 Lacs from nationalized banks as well as generation based incentives upto Rs



2/unit of electricity generated. However , the government`s incentives and policies provided little impetus to boost the adoption. One of the factors identified for poor adoption was the weak national innovation systems which provided little support to the indigenous innovation mechanism ( Fu and Zhang (2011).According to Winskel and Moran (2008), policy lessons from worldwide case studies of low carbon/renewable energy innovation include the need to build up networks during the planning phase prior to industry take-off ; Feed-in tariffs for specific technologies to boost market growth ;Powerful industry associations to disseminate knowledge amongst technology developers, researchers, and suppliers to have a common understanding . The most successful outcomes have been linked to the steady development of eco-innovation networks from the base up approach throughout the time.Thus , policy reforms should aim at promoting long-term energy system while strengthening weak system functions.

Among the key implications of energy eco-innovation policy proposed by Watson (2008), the strengthening of evaluation capacity of technology support programs along with the need to address the locked in-nature of current energy systems was highly emphasized . While energy infrastructures, organisations, and policies were created to accomplish essential social purposes, tackling climate change effectively would almost certainly necessitate fundamental transformation.

Past literature highlighted the role played by national innovation systems in the diffusion of eco- innovation .Watson 2008 pointed to the fact that government policy needs to allow for a diverse range of low-carbon choices to arise and thrive. This would clearly rely on more focus on research and development as well as shift in government`s perspective of the customer being just a “ consumer” to that of being a “ trader”. Therefore, the current study helps us understand how the Indian government`s policy of influences the adoption of rooftop solar panels amongst the residential consumers . Specifically, whether the policy initiatives of Indian Govt. are effective enough to be justified for continuation toward achievement of 40 GW target for rooftop PV installations set for the year 2022.

**METHOD**

In order to understand the extent of influence of policy of Indian government on the adoption of rooftop solar panels amongst the residential consumers as well as to highlight the fault lines, we conducted a systematic review using online databases: the Dimensions Web of Knowledge, Science Direct, Scopus , Digital repository of Central and State Acts of Govt. of India. All publications between January 2003 and January 2020 were considered.

We used the key term “ Solar Policy\*” to elicit articles which directly referred to the policy of rooftop solar panels . The use of asterisk (\*) allowed the databases to return results relating to the word stem like “ energy ,regulations, laws and rules”. To narrow down the results , we refined our search by connecting the key term “ Solar Policy \*” with “ Rooftop Solar” OR “ Energy Policy” OR “RTS” by using an “AND” condition. In the last leg of the refinement , we included empirical research and webpages (editorials & essays) . Finally, we eliminated the duplications in the results obtained in different databases , resulting in 69 articles which were deemed to be relevant for study. The Table 1.1 and Table 1.2 provide an overview of the literature referred for the article.

**Table A -: Overview of Search Term**

S.No	Search Term	Databases		
		Scopus	Dimesnions Web of Sceinces	Science Direct
1	" Solar Policy* "	97	159	52
2	AND " Rooftop Solar" OR " Energy Policy" OR "RTS"			
3	Scanning for emperical articles , essays, webapages & editorials	54	89	29
4	Final Set ( Sans Duplication )	112		

<b>Journals Referred</b>	<b>No of Articles</b>
Energy Policy	8
Renewable Energy	7
Environmental Research Letters	7
Energy Journal	6
Journal of the Association of Environmental & Resource Economist	5
New Energy Outlook	5
Journal of Environmental Economics & Management	2
Renewable & Sustainable Energy Reviews	3
Energy Research & Social Sciences	3
Solar Energy Advances	3
Solar Energy	2
Journal of Environment Management	2
International Journal of Environment Research & Public Health	2
American Journal of Community Psychology	2
Utiities Policy	1
Economic Analysis & Policy	1
Applied Energy	1
Journal of Consumer Policy	1
International Journal of Climate Change Strategies & Management	1
InternationalJournal of Energy and Environment Engineering	1
Economics of Energy & Environmental Policy	1
Journal of Development Studies	1
Journal of Cleaner Production	1
Resources Conservation and Recycling	1
Energy Research and Social Science	1
Journal of the American Planning Association	1
Journal of Chinese Economic and Business Studies	1
Journal of Business Ethics	1
Journal of Public Affairs	1
Journal of Research in Personality	1

Reports Referred	No of documents
Imperial College Centre for Energy Policy & Technology & the Fabian Society	1
EEA Electronic Report	1
The Carbon Trust , London	1
<b>Conference Papers Referred</b>	
Measuring Eco Innovation EU Sixth Framework Programme	1
2nd Information Technology & Mechatronics Engineering Conference , 2016	1
<b>Dissertations Referred</b>	
ProQuest	1
<b>Discussion Paper Referred</b>	
ZEW Discussion Paper	1
ETIP Discussion Paper	1
<b>Books Referred</b>	
Handbook of the Economics of Innovation	1
<b>Letters Referred</b>	
Environment Research Letters	1
<b>Webpages Referred</b>	
<a href="https://pib.gov.in">https://pib.gov.in</a>	1
<a href="https://www.mordorintelligence.com">https://www.mordorintelligence.com</a>	1
<a href="https://www.iol.co.za">https://www.iol.co.za</a>	1
<a href="https://www.pv-magazine-australia.com/">https://www.pv-magazine-australia.com/</a>	1
<a href="https://energy.economictimes.indiatimes.com">https://energy.economictimes.indiatimes.com</a>	1
<a href="https://www.csir.co.za">https://www.csir.co.za</a>	1
<a href="https://slate.com">https://slate.com</a>	1
<a href="https://www.greentechmedia.com">https://www.greentechmedia.com</a>	1
<a href="https://globalsolaratlas.info">https://globalsolaratlas.info</a>	1
<a href="https://about.bnef.com">https://about.bnef.com</a>	1
<a href="https://www.wired.com">https://www.wired.com</a>	1
<a href="https://theconversation.com">https://theconversation.com</a>	1
<a href="https://www.fin24.com">https://www.fin24.com</a>	1
<a href="http://www.nrel.gov">http://www.nrel.gov</a>	1
<a href="https://www.downtoearth.org.in">https://www.downtoearth.org.in</a>	1
<a href="https://www.nytimes.com">https://www.nytimes.com</a>	1
<a href="https://www.japanindustrynews.com">https://www.japanindustrynews.com</a>	1
<a href="https://powermin.gov.in">https://powermin.gov.in</a>	1
<a href="http://www.latimes.com">http://www.latimes.com</a>	1
<a href="http://www.azcentral.com">http://www.azcentral.com</a>	1
<a href="https://thewire.in">https://thewire.in</a>	1
<a href="https://www.financialexpress.com">https://www.financialexpress.com</a>	1
<a href="https://medium.com">https://medium.com</a>	1
<a href="https://www.saurenergy.com">https://www.saurenergy.com</a>	1
<a href="https://www.utilitydive.com">https://www.utilitydive.com</a>	1
<a href="https://energyiceberg.com">https://energyiceberg.com</a>	1
<a href="https://www.wri.org">https://www.wri.org</a>	1
<a href="http://usa.chinadaily.com.cn">http://usa.chinadaily.com.cn</a>	1

The literature on rooftop solar panels has been on the rise in the last 3 years . Most of the papers, reports , letters, blogs and books have been published after 2017. The literature has been published in varied platforms including policy, engineering ,consumer and marketing research. The studies primarily span across eastern and western hemispheres including countries like, United Kingdom, Germany, South Africa, Australia and North America. While few studies focus on impact of innovative engineering and design of solar panels on consumer adoption , the other studies focused on the policy nuances which aided marketing and enhanced consumer adoption of rooftop solar panels.

Significance of rooftop solar policy in consumer adoption: Theoretical studies

The current dominance of fossil fuel based energy systems is backed by capital expenditure , infrastructure , social norms , lifestyles , regulations and production routines (Unruh, 2000). According to Foxon (2003), the technological system expansion of fossil fuel energy systems are contextualised by institutional variables such as the desire to meet rising demand for power along with a regulatory framework which supports lower unit

prices. As a result, despite their environmental and presumably economic benefits, repeated systemic failures by the market and governmental stymie the spread of renewable energy technologies. According to Schmidt and Marschinski, there is substantial evidence supporting what Unruh refers to as carbon lock-in (2009).

According to Rehfeld et al. (2004), buyers of environmental products' perceptions of cost were a far more important determinant about reliability of the solar panels. Economic considerations tend to be the most significant impediments to the commercialization of environmental product innovation (Rennings & Ziegler, 2006).

Institutional variables such as poor quality of regulation along with patent right protection were found to be significantly lower the return on eco-innovation (Nguyen and Jaramillo (2014). On the other hand, the national systems of innovation were found to flourish in developed and politically stable countries by Allard et al (2012).

The practical importance of the technological innovation systems paradigm, according to Hekkert (2008), is that policy actions should determine the fundamental causes of defective cycles, to prevent or address the occurrence of those cycles in the future.

Significance of rooftop solar policy in consumer adoption : Empirical studies

Kapoor and Dwivedi (2020) study investigating empirical interest in the adoption of solar equipment by 320 Indian households from four most populous cities in India, found that relative advantage and compatibility to have significant influence on the adoption of solar equipment. The installation cost was the most important obstacle to adopting Rooftop Solar Panels, according to Alrashoud and Tokimatsu's (2019) cross-sectional study of 1498 participants from Saudi Arabia. Shabunko et al., 2019 investigated key impediments to broader stakeholder adoption of building-integrated photovoltaics (BIPV) in Singapore. The findings revealed that the significant barriers to BIPV are a long payback period and low energy conversion efficiency. Garlet et al. 2019, study conducted in Southern Brazil identified that the main barriers to adoption are the poor quality of photovoltaic systems as well as lack of policies to encourage photovoltaic generation.

The study by Walters et al., 2018 undertaken in Santiago, Chile, emphasized on interactions pertaining to appealing financial incentives, as well as knowledge transmission were found to have an impact on PV uptake. Bashiri and Alizadeh (2018) study in Tehran's suggested that income had a negative impact on adoption of photovoltaic systems. Bondio S. et al. (2018), study of more than 8000 households in Queensland suggested that economic conditions of the households prominently influence the perceptions of affordability of rooftop solar panels and intentions to go off grid.

A study by Wolske et al., 2018 suggested that perceived social support and consumer innovativeness as the primary factors driving interest in adopting solar., Qureshi et al. (2017) investigation on household decisions for solar PV adoption in Lahore, Pakistan suggested the absence of adequate infrastructural and financial support by government posed a significant barrier to adoption decisions. Jayaraman et al. (2017) surveyed 157 Malaysians to research the function of customer acceptability and its implications on solar panel adoption among Malaysian landed property owners. According to the data, respondents are interested in installing PV panels if they can get some money back in the form of power through a money back plan. Friends, family, and close coworkers influence the majority of respondents who want to acquire a PV panel system. The findings also revealed that the size of the roof has no impact on the decision to acquire a PV panel system.

Study by Karakaya and Sriwannawit, (2015) suggested that high payback period influences the adoption of solar PV panels in India. Vasseur and Kemp (2015), Fleiß et al. (2017) and Rai et al. (2016) also found similar result in Netherlands, Austria and the United States respectively.

Nwosu, Chimaobi E's dissertation in 2013 studied the perspective that solar energy adoption is a technology acceptance phenomenon and that policy should be able to address various cycles of

its development. The study clearly indicated government policies to have a significant impact on the adoption solar energy technology. We now review the policies undertaken by Govt. of India to initiate the adoption of rooftop solar panels among its citizens.

#### **Policy Governing Installation of Rooftop PV in India :**

The policy for solar energy in India is governed by the Electricity Amendment Bill, 2003. Apart from setting rules and regulations for the sector, the bill has provisions to offer preferential tariffs to consumers preferring rooftop PV. The Act, has seen the introduction of the various policies to further the adoption of rooftop solar panels including the Tariff Policy, 2006 ( established the Renewable Purchase Obligation (RPO)), which required the states to purchase a minimum percentage of their energy consumption from renewable sources. The

policies identify Distribution Companies as essential stakeholders in the implementation of the rooftop solar scheme in India, since they provide interconnection approaches, manage solar power injections into the distribution network, as well as provide a solid and functioning billing interface with consumers. Self-owned and Renewable Energy Service Company, also known as third-party investment models, have been the policy's principal methods for rooftop deployment in India.

An amendment to the Electricity Act, 2003 is under consideration, which recommends establishment of an Electricity Contract Enforcement Authority to enforce performance contracts in the sales, purchase, and transmission of electricity, as well as direct transfer of subsidies. It also suggests tariff and subsidy-related changes to help distribution companies improve their financial health and mandates the development and publication of a National Renewable Energy Policy to promote the generation of electricity from renewable sources.

### **Rooftop Solar Policy Trends: Looking Beyond India**

A review of the trends in solar policy adopted by China, Germany, Japan and Australia reveals that they have adopted the feed in tariff program to boost the adoption of rooftop solar panels among their residents. In addition to the feed in tariff policy, Chinese government used significant subsidy programmes to encourage solar panel manufacturing and exports (Puttaswamy & Ali, 2013), thereby making it a solar panel manufacturing hub. China followed

Germany's lead and developed its own feed-in tariff, which paid high prices for electricity generated by residential solar roof tops, boosting local demand. The cost of power generation by rooftop solar panels is only ¥0.033/kWh, attaining grid parity (McCrone et al., 2013).

Germany's Feed-in-Tariff program obtained an extension from the European Commission. This program has seen an unprecedented response regarding higher rate of installations in the country. The Japanese government began this scheme in the fall of 2009, requiring the country's main investor-owned utilities to purchase excess electricity from PV systems (below 10 kW) owned by householders at a fixed premium rate of 48 yen/kWh (54 US cents/kWh) for a period of 10 years. Though this program has come to an end in the year 2019, the consumers have been provided with renewed benefits to the consumers. The United States government implemented the Feed-in-Tariff program with the help of federal credits and Renewable Portfolio Standard solar carve out mandating the utilities to either develop or buy the solar renewable credits or pay year end alternative compliance fees to meet solar energy sales obligation. Australia which witnessed the higher per-capita deployment rate in 2019 introduced Feed-in tariffs 10 years ago, while federal authorities implemented subsidies for solar systems. So why has India lagged behind despite of adopting the same policy as the leading nations? We discuss the key success factors of leading nations in the next section.

### **What Makes Leading Nations Successful?**

Our review suggests that it is the mode of implementation of the Feed-in-Tariff policy which contributed to their success in leading the adoption of rooftop solar panels. The Feed-in-Tariff policy was implemented with agility and with deep consumer behavior insight. The leading nations China, United States, Japan, Germany and Australia viewed the consumer as a "solar power trader" instead of being just a "solar power generator". This shift in approach is centered on the notion of customer empowerment, which is founded on the argument that participation and empowerment are inextricably linked (e.g., Speer et al. 2013). As customers' responsibilities move from passive receivers to active participants in power generation, customer empowerment becomes increasingly important. Customers value a sense of control and believe that their participation adds value and has an impact on the process and outcome of services when they participate. Customer empowerment helps the firm provide its customer avenues to not only shape the contours of transactions but also help in collaborating on products, services and policies (Ramani & Kumar 2008, p. 28). Being viewed as a "solar power trader" empowers the customer with the ability to transact with multiple parties as compared to being on mercy of the state distribution company. It also offers respect to the customer of being a symbiotic partner to utilities rather than being viewed as a cannibalistic. China's implementation of the policy advocates models like "use what is generated, and the excess on the grid" mode or a "feed-in everything that is generated to the grid" mode. The National Energy Administration of China initiated a scheme for installation of PV projects as a means of poverty alleviation in rural areas of the country. The scheme has been projected to help earn each family (US\$430) in extra cash each year.

In Japan, though the Feed-in-Tariff subsidies have ended, the current policy allows the solar businesses to forge partnerships with power companies to offer shopping credits to customers who sell excess generation. In United States, the policy compliments the adopters to lease solar panels under the system leasing scheme. It

also allows adopters to pay for solar panels with property tax as well as allows for community installations under the Solarize campaign. Germany's policy is complimented with the availability of storage batteries which were heavily subsidized, thereby driving down the cost of power generation for the home owners. The Australia's Solar Flagships Program is complimented with the absence of red tape associated with installations. The program mandates very little in terms of council and government clearances. This modest regulatory touch aids in maintaining pricing stability. In Australia, residential solar systems cost around AUD \$1 (around 70 US cents) per watt, including installation, comparable to USD 2.69/W .

### **What Can India Learn from the Leading Nations?**

The above discussion supports the study by Ma et.al , 2019 which concluded that market rules prevent the development of the aggregate business model in the power generation sector .In our opinion , it is important for the Indian government to acknowledge the power of consumer empowerment in residential adoption of rooftop solar panels. The goal of customer empowerment in new product development to adjust supply to the eccentricity of demand (Etgar, 2008). Taylor et al., (1992) made a distinction between the approaches of empowerment under the market and under the democracy .In the market approach , consumer are constrained by the alternatives that are offered in the market , which means that the consumers have zero empowerment . The policy followed by the state and central governments of India tend to restrict that choices for Indian consumers to only two models : Self-owned and Renewable Energy Service Company , thereby offering zero empowerment . However , under the empowerment under the democratic approach , consumers are allowed to select the final products that will be developed and marketed by the firm ( Taylor et al. , 1992) . It is therefore important for the central and state governments to offer flexibility in the policy to provide ability to the consumer to opt for leasing of solar panels . The policy needs to be provide room for community adoption in case of consumers living in gated societies . In addition , the policy also needs to work on the consumer drive for stand alone usage of the electricity generated through the solar panels. The prices of the storage batteries needs to be subsidized to reduce the consumer's dependence on the utilities . Taking a leaf from the policy implementation at Japan , the policy needs to be implemented with the framework of offering the consumers the ability to trade the electricity generated with the companies aiming to reducing their carbon footprint as well as on the Indian Energy Exchange .The proposition of offering shopping credits in lieu of electricity generated is an attractive alternative also. This democratic empowerment is likely to spruce positive word of mouth and positive buying behavior of the rooftop solar panels by the residents of the country. Mochon et al., 2012 also attributed positive attitude to the empowered customers, especially when they have a hand in creating the offering. Conversely though, the positive attitude is also likely to influence the observers, who tend to be much larger audience Dahl et al.,( 2015) .

### **CONCLUSION**

The rooftop solar panel industry today looks forward to government policy reforms towards rejuvenation in the light of "Make in India" initiative and target deficit in solar power generation. The fall in the prices of rooftop solar panels is a leading indicator to opt for benchmarking implementation practices which need to be undertaken for policy reforms . These practices with deep consumer behavior insights focusing on customer empowerment, in our opinion, are likely to tie up for shoring the country's inclusion in the winners club.

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**EMPLOYABILITY OF YOUTH IN UNCERTAIN TIMES: OPPORTUNITIES AND CHALLENGES FOR HIGHER EDUCATIONAL INSTITUTES (HEIS)**

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**INTRODUCTION**

India is the second most populated country in the world with nearly a fifth of the world's population. According to the 2022 revision of the World Population Prospects the population stood at 1,407,563,842.

India has more than 50% of its population below the age of 25 and more than 65% below the age of 35. In 2020, the average age of an Indian is 29 years, compared to 37 for China and 48 for Japan; and, by 2030, India's dependency ratio will be just over 0.4.

The employability of Indians has gone up in the last one year according to The Wheebox India Skills Report. As per its evaluation, half of the candidates – at **50.3%** were found to be employable as compared to the 46.2% last year.

One of the main reasons behind the high youth unemployment rate in India is that schools even today are training students from a young age in skills that have no use in the market in the future. At present, students need future-ready 21<sup>st</sup>-century skills.

Researchers say that Indians live the most stressed life. In a country where there are so many relaxation facilities and professionals to guide us, 75% out of the 89% stressed population; refuse to go to a professional. **Work and financial issues** are two major reasons why people stress in India.

The reasons are countless, but **failure in examination, unemployment, and depression** are the major ones. The Psychologists assert that students suffer from anxiety and traumatic disorder relating to fear of examination and peer pressure from parents to push their children into getting better grades.

This paper highlights what Higher Education Institutes should do in order to increase the employability at one end and inspire youth to take up Entrepreneurship for their success in Life and Career.

**Opportunities and Challenges Snapshot:**

1. If HEIs are going to assign team based projects, and if they really believe working well in group is important, then they should teach effective group processes and importance of group dynamics and interpersonal relationships as it provides improved communication, participation and dynamics.
2. Free-writing for five to 10 minutes warms up the brain and begins to fill students blank screens with material that gets their writing going. Written communication is equally important to Oral communication in corporate world to achieve success.
3. HEIs should facilitate the small changes in teaching that make a big difference. HEIs need water cooler conversation, surprising but perhaps astounding-that most of the HEIs don't have formal institutional spaces for the sharing of good classroom practices that are small in nature.
4. Bringing learning to life by teaching in outdoor places and spaces will bring in embodied learning through public engagement in teaching
5. Breaking down anonymity to build relationships when teaching online by unmasking the scientist/youth through a simple solution to link youth names to faces and build a rapport with individuals in class.
6. Professors who **practice what they preach** help humanize the Youth Management.
7. HEIs should address Mental illness and why it disproportionately impact marginalized groups and inspire youth on the theme of science of Happiness.
8. Introduce Simple user experience techniques that can help when considering youth with higher education services and their campus surroundings.

**CONCLUSION**

Very few organisations have been able to rapidly pivot and offer technology-enabled learning opportunities to the youth in rural India. The vast majority struggled with lockdown restrictions and their ability to connect youth to jobs dipped significantly. The youth need to be equipped with an assortment of skills, ranging from transferable core competencies to highly technical industry-specific knowledge, if they are to enter these new sectors. In order to

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keep up with these needs of the future, the ecosystem and all its stakeholders must transform. While the development sector may spearhead solutions designed to help overcome these gaps today, policymakers and philanthropists alike need to join hands and make investments that can help reduce these vulnerabilities in the future.

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**INSTAGRAM MARKETING BY DM SELLERS IN PET FASHION INDUSTRY OF DELHI NCR: A POST COVID 19 IMPACT ANALYSIS**

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*This study analysed the effect of Instagram marketing by DM sellers of Pet Fashion industry in Delhi NCR post Covid-19 pandemic. It analyses if DM selling is an effective way to grow one's brand in this industry in the demographic of Delhi NCR. Pet Fashion Industry is a growing sector in India and due to the Covid-19 pandemic, industries went online which led to mass use of social media platforms and one of the most used platforms is Instagram. Users are drawn to Instagram because of the non-clutter visual experience giving you the center stage to put out their content and because it gives a beautiful experience filled with captivating and inspiring content based on all genres of entertainment, infotainment, and information. Instagram marketing is used as a great tool for good and services industry and Direct Messaging, a cost-free feature of Instagram is used as a free tool for start-ups and small-scale businesses who tend to sell goods and services on a small scale. Instagram which has an inbuilt feature of Direct Message gives access to the brands and startups to market their products without any investment on making websites and creating apps. Small businesses use Instagram as a platform to showcase their business products and services. Pet Fashion industry being such a personalized industry is majorly used as a source of business on Instagram with the help of DM selling. This market gives great opportunities who want to work in the clothing sector yet not want to get caught in the competition of women clothing and men clothing. Although this industry started long time back but it took an unexpected acceleration during the lockdown. This market has been growing tremendously post Covid-19 pandemic and is showing great hike in sales. Delhi NCR being the capital of India and a metropolitan city gives this market a large number of customers who are checking all boxes as the perfect market for this industry. The DM sellers have seen the growth more than 20% post covid-19 pandemic and thus making it a profitable industry and because of the positive customer and seller relationship, the sales have increased which makes it a win for the sellers as well as the customers. Delhi NCR has seen a lot of growth in the online sector of the market on all segments and pet fashion being one of them so we can say that working in a demographic as Delhi NCR helps the market grow in the pet fashion industry. The study summarizes that Instagram Marketing affect the DM sellers of Pet Fashion Industry in Delhi NCR post Covid-19 pandemic in a positive manner. The sellers have been growing in the market and start-ups in this industry are starting in large numbers. The study also summarizes that DM selling is an effective way for the Pet Fashion Industry in Delhi NCR. The study shows that DM selling is cost effective and gives a personal connection with the customers which makes them a returning customer.*

*Keywords: Instagram Marketing, DM Sellers, Pet Fashion Industry of Delhi NCR, Impact Analysis of Instagram*

**INTRODUCTION**

Instagram is an online application used to share photos, videos, make reels, and do social networking with friends, families and others. It enables its users to take pictures and videos, create stories and creative reels. Other than common people, Instagram is used by Influencers, public figures, small businesses, and big brands. Influencers showcase their talents on Instagram and create a place for themselves on the platform. Small businesses use Instagram as a platform to showcase their business products and services. Big brands on the other hand use Instagram as a medium to reach out to more people and create brand awareness. Instagram is also used to spread awareness about issues, movements, and many such awareness programs.

Instagram is used mostly by the people in the age category of 25-34 age range. Nearly half of all Instagram users are in the above-mentioned age group. Instagram has been around for only a few years but it easily beats Twitter in terms of daily active users becoming the fastest growing social media platform. Users are drawn to Instagram because of the non-clutter visual experience giving you the center stage to put out your content and also because it gives a beautiful experience filled with captivating and inspiring content based on all genres of entertainment, infotainment and information.

“In today's world Instagram is the most favourite app used by millennials. But like all other good things Instagram also has its limitations because of its algorithm which dictates on user-based models. The first

limitation of Instagram is the number of likes you do in an hour which is capped on 350 likes per hour. Second is hashtags, you cannot use more than 30 hashtags per post which is not justifiable because Instagram shows users posts according to their activity on the app.” (Shah, Mittal, Bhagnari, Vora, & Daryanani, 2021)

Instagram is a great tool for marketing as it is a very powerful channel that brands use and should be using to promote themselves as it is the right solution for marketing at the right time. Instagram marketing is one of the common and most used channels for buying products in India especially metropolitan cities for consumers in the age category of 18-40. Small businesses use Direct Marketing (DM selling) to sell their products to the consumers. In this particular kind of marketing, brands share their products and services on the home page of their account with accessible information about the products and the consumer can directly message the brand in regard to purchasing a specific product(s). (Chiang, 2020)

Pet fashion industry is currently making a great market in India and customers are looking for cost-effective yet unique brands who can provide goods and services that are perfect for their pets. The doggie-dressing dynamics increased as pet adoptions spiked during Covid-19 pandemic, so did sales of pet clothes and accessories.

### REVIEW OF LITERATURE

**Instagram for Marketing:** Instagram boosts the E-Commerce marketing sector rapidly as it gives users to buy and shop from Instagram app itself and provides the medium to small and big brands and companies to sell their goods and services through this platform. It is a very powerful channel that brands use and should be using to promote themselves as it is the right solution for marketing at the right time. It gives you the leisure of staying at one app and getting all that you want; information, awareness, entertainment, shopping and much more. The millennial generation has become incredibly proficient in filtering traditional and digital methods of advertising and are using Instagram as a tool to create their own space, own identity and own brand.

Study by (Musti & Kaarina, 2020) shows that “the importance of business Instagram account is gaining more visibility and followers, be cognizable and available for the businesses’ customer base; increase customer base and keep customers updated. Being visible and present in Instagram is likely to attract new followers, that way possibly new customers. By fulfilling customer needs can have a positive effect to store sales and customer count, which could increase by effective Instagram marketing.”

**Instagram Marketing for Small Businesses:** “Instagram gives an incredible opportunity for small businesses to gram and promote their products and services and to sell them to a larger audience.” (Shah, Mittal, Bhagnari, Vora, & Daryanani, 2021) “It makes people aware of the different products and services that are available and which are good for the consumer providing them with the different set of products the small business sells. By working in a disciplined manner and acing the marketing game, one can reach it’s target audience faster and results in profitability.” (Shah, Mittal, Bhagnari, Vora, & Daryanani, 2021)

(Chiang, 2020) Small businesses use Direct Marketing (DM selling) to sell their products to the consumers. In this particular kind of marketing, brands share their products and services on the home page of their account with accessible information about the products and the consumer can directly message the brand in regard to purchasing a specific product(s).

**Pet Fashion Industry:** Pet Fashion was mostly limited to colorful collars but nowadays, pets are showing that clothes, shoes and accessories are not just limited to people; today’s pet owners make sure that their pets are stepping out in style and look mesmerizing. Although this industry started long time back but it took an unexpected acceleration during the lockdown.

From budget-buying to high-end couture, pet fashion industry is taking a very significant bite out of owner’s budget as owners tend to drop into the trend of buying twinning apparel for themselves and their pooches. Study by (Chiang, 2020) shows that “like all the other sectors, companies within the pet industry have been promoting their products using a variety of marketing tools.”

**Direct Message Sellers:** “Direct Message (DM) sellers are usually individuals who start a small business with a goal to ensure that they satisfy the requirements of a single customer or a small group of buyers and if showing rigorous growth then might even lead to taking bulk orders as well.” (Chiang, 2020) DM sale does not involve any advertisements or announcements other than that done on the Instagram page of the brand. All the details about the product, the price and customizations etc. are negotiated between the buyer and the seller with no third-party involvement and the final decision of the selling price, payment plan, payment time, or the choice of the product are negotiable and can be changed before shipping of the products. The DM buyers contact the sellers through IG message to confirm the price and details of the item and then transfer the money through Google Pay, Phone Pe, Paytm or COD. (Chiang, 2020)



Though the Pet Fashion Industry is considered a very big market in USA, UK and other countries, but in India, this market is a developing market and since the Covid-19 pandemic, this market has increased tremendously in India.

### **RESEARCH OBJECTIVES**

The objectives of this research paper are:

1. To study how Instagram Marketing help DM sellers to grow as a brand.
2. To study the aftereffects of Covid-19 pandemic on Pet Fashion Industry on Instagram for the DM sellers.
3. To analyze Pet Fashion Industry in Delhi NCR through the medium of Instagram Marketing.
4. To study the impact analysis of Instagram Marketing for DM sellers.

### **METHODOLOGY**

This research paper aims on doing a post covid19 impact analysis on Instagram Marketing by DM sellers in the Pet Fashion Industry in Delhi NCR with the help of personal interviews using questionnaire survey as a medium from the DM sellers of pet fashion brands situated in Delhi NCR in a period of 1 month.

The study performs a qualitative analysis on the small business owners who are asked questions through an online questionnaire survey as off-line one-on-one interview was avoided by the respondents due to various reasons.

During the research, there were 15 identified small scale DM sellers of Pet Fashion Industry in Delhi NCR out of which the study interviews 7 small scale DM selling Pet Fashion brands who are situated in Delhi NCR and have an active Instagram space for their small business. The 7 respondents filled the questionnaire containing the closed ended as well as open ended questions depending on their business respectively.

Furthermore, the research questionnaire consists of 11 mandatory questions and the analysis of each question is done keeping in mind, the answers of all 7 samples. A 5-point Likert scale was used to answer a question and other direct questions were asked with checkboxes as a mode to answer the questions.

As this study is qualitative research, the study uses a structured questionnaire keeping in mind the qualitative aspect by having open ended questions to gather the opinions, feedbacks, and thoughts of the respondents. Open ended questions were asked to the interviewees with a word limit for each question in accordance to the relevancy of the question for the paper.

### **FINDINGS**

The questionnaire consisted of 11 direct and open-ended questions. With the help of this questionnaire, we gathered data which led us to the answers of our research. The study gathers information from all 7 respondents and the analysis of the gathered information are as follows:

1. 90% of the respondents confirmed that their startup started in the years 2020-2022. 10% of the respondents said that their startup started in 2018-2020. The majority started their startup online when the pandemic hit the country and when everything became online which made Instagram one of the most used applications in India and during that period of time, people who wanted to start a small-scale home-based business to increase their side income or even to begin some mainstream income from home. Entrepreneurs actually understood the pet market and the tremendous increase in this market which led them to starting a business. The minority though started during 2018 – 2020 knew that pet market is a developing market in India and would give them hike in sales once it became a hit in India.
2. 95% of the respondents agreed that Pet Fashion Industry a suitable market for DM selling whereas 5% respondents disagreed that Pet Fashion Industry a suitable market for DM selling. This industry existed from a long time but got popular in India just a few years back. It took a hike in the market during pandemic and is growing since then. Instagram which has an inbuilt feature of Direct Message gives access to the brands and startups to market their products without any investment on making websites and creating apps. The social media coverage and marketing skills is all it needs to reach millions of people thus the majority of the respondents agrees to the statement that Pet Fashion Industry is a suitable market for DM selling.
3. 100% of the respondents agreed to the statement that Delhi NCR a suitable place for a Pet Fashion brand. Delhi NCR is the capital of India, it is a metropolitan city which has all the sectors of customers from semi-rural and urban sectors which include mediocre, semi-rich and rich people especially nuclear families which are fascinated by the theory of making a family which includes a pet thus it can be said that Delhi NCR is one of the finest places for setting up a Pet Fashion brand online or offline.

4. 85% of the respondents rated 4/5 that DM selling an effective way for selling pet fashion products on Instagram whereas the other 15% respondents rated 2/5 and 3/5 for the same. The two different ways for selling products/services on Instagram are DM selling or Website marketing. According to the study, the 3/4<sup>th</sup> of the respondents think that DM selling is an effective way for selling pet fashion products while the other 1/4<sup>th</sup> of the sample thinks that it is not. DM selling is effective because it gives the personalized touch between the seller and the customers which cannot be seen while ordering anything through a website but on the other hand, purchasing through a website or a link makes it easier and less time consuming and the risk of ghosting is also less which makes it a good option as well. But due to the investment required in making a website, small business owners tend to work through DM selling which works as an effective option for them to sell their products.
5. Talking about the increase in sales post Covid-19 pandemic, 20% - 30% and 30% - 40% gained 50 – 50 percentage from the respondents. The growth seen in this sector of market is enormous and that can be seen through the data collected which shows that all the respondents had more than 20% of hike in their sales post the pandemic, half of the respondents grew more than 30% because of their marketing skills and variety of products as well.
6. 30% of the respondents think that using a website/ link for shopping is better than DM marketing and the rest 70% respondents think that using DM selling may be better than using a link/ website.
7. Majority of the respondents started their startup during the time period between 2020 – 2022 so we can say that basically they started their business during Covid-19 pandemic which actually affected them in a positive manner giving them a new exposure to the market and giving good sales. The increase in adopting and bringing a pet in the houses increased during pandemic and taking them out and making them a family member also increased simultaneously which led an increase to the pet fashion market. India as a country is on the leap of growing in terms of pet fashion industry and thrives to grow further more in the coming future.
8. Easy and detailed communication with the customers and hands on personalized experience and the major pros gathered from the answers of the respondents. Every pet, whether a dog, or a cat, has different sizes and shapes according to their breed, their surroundings and their food intake so bringing up the personalized touch is very important when it comes to the pet fashion. Thus DM selling becomes the most effective way for selling apparels and outfits because in DM selling, the customer can give exact measurements of their pet and can get the perfect fit of clothes for their pets which makes the fashion statement and help their pet stand out in the crowd.
9. Ghosting and fake customers are some of the major cons gathered from the answers of the respondents. While using a website or a link to shop or sell products and services, ghosting is seen very less because the seller does not interact personally but this becomes a huge disadvantage when it comes to DM selling because the customer tends to ask for all the details and then leave the seller hanging on waiting for the confirmation of the order.
10. When asked on how do you think that DM selling helps your brand grow in the market, respondents answered saying that getting personalized feedback, opening videos, customer photos and videos, shoutouts and many such personal and heart-warming aspects received with the help of DM selling help their brand grow in the market and give them increased media coverage leading to better reach and hike in the sales.
11. When asked if Instagram marketing by DM sellers in Pet Fashion Industry in Delhi NCR a hit or a flop, majority of the respondents agreed saying that it is a hit that is the reason that enormous pages and brand are coming up everyday and are growing tremendously. The hike in the sales and hike in the industry growth makes it a hit to start a business in Pet Fashion Industry because this is a growing market in India and will grow many folds in the coming decade especially on the online sector.

## **DISCUSSION**

The findings of the research say that the pet fashion industry is growing on a high scale in Delhi NCR post covid-19 pandemic. Study shows that the null hypothesis, Instagram Marketing by the DM sellers of Pet Fashion Industry in Delhi NCR has increased post Covid-19 pandemic is proven right. It also shows that the null hypothesis, DM selling is an effective way for the Pet Fashion Industry in Delhi NCR is also proven right. The research shows that Instagram marketing is an effective way to sell products online in the pet fashion industry. The customers and seller relationship are built in a positive manner with the help of DM selling and it helps the brand grow with the help of personalized touch. The growth has been tremendous as the seller has

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seen up-to 50% of hike in their sales post covid-19 pandemic. Personalized experience, easy and detailed communication are major pros of DM selling whereas ghosting and fake customers are major cons of DM selling. Customer feedback, photos and videos are some reasons that were stated for DM selling helping brand growth and majority said that it is a hit.

### **CONCLUSION**

The study has shown that DM selling through Instagram Marketing in the Pet Fashion Industry has been effective in Delhi NCR post covid-19 pandemic. The majority of the respondents agreed that DM selling is an effective way to sell products as it is cost effective and gives a personal connection with the customers which makes them a returning customer. The DM sellers have seen the growth more than 20% post covid-19 pandemic and thus making it a profitable industry and because of the positive customer and seller relationship, the sales have increased which makes it a win for the sellers as well as the customers.

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**A STUDY ON ROLE OF SKILL DEVELOPMENT SCHEMES & INITIATIVES ON YOUTH EMPLOYABILITY IN INDIA**

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*This Research Paper highlights on “Role of skill development schemes & initiatives on youth employability, its challenges and appropriate solutions and suggestions for its improvement”.*

*In this era, there is a need not only for education but different kinds of skills and abilities are most important in youth employability. Skills are the ability to achieve goal and its implementation on plans and in the youth employability. It also helps the youths to get blue-collar jobs.*

*According to the World Trade Organization, , if India focuses on skill development and training the GDP level can increase up to 3% - 5% in 2035. For the overall development of the nation there is a great need to train and skill the youth.*

*Youths are the backbone and future of our nation and the development of the nation depends upon them. Most of the organisations prefer skilled employees for overall development of the organisations, so skills enhancement is essential among the youths.*

*The Ministry of skill development and Entrepreneurship (MSDE) is responsible for coordinating skill development activities in India. The government of India introduced “skill India” for unemployed youth. The objectives of skill India are to provide skills, training, knowledge and confidence to youths for employability and to get good job opportunities.*

*skill development in India faces various challenges like insufficient capacity, mismatch of skills, mobilization, scalability, lack of participation of state government, and lack of micro-level study etc., there are some suggestions for improvement of skill development with the help of these the skill India can overcome the challenges.*

*Keywords: Skill India, Schemes, Skills, challenges, youth employability.*

**Research Methodology:** This Research paper is based on secondary data.

**INTRODUCTION**

For survival, skills are must in this changing world. Skills are the one’s ability and this ability is the sole reason behind the successful implementation of plans.

India has around 70% literacy rate which is less as compare to the least developed nations and only 20% of them are employable.

India needs a higher number of skilled workforce but then also According to one survey, only 25% of the Indian workforce has undergone a skill development programme.

In this era, many organisations prefer skilled employees because skills increase the productiveness and quality of work and it also help to boost the organisations.

For the overall development of the nation there is a great need to train and skill the youth. According to the WTO, if India focuses on skill development and training the GDP level can increase up to 3% -5% in 2035.

The Ministry of skill development and Entrepreneurship (MSDE) is liable for coordinating different types of skill developmental activities in India. It also helps various organisations like National skill Development Agency (NSDA) and National skill Development Corporation (NSDC).

On 15 July 2015, Hon’ble Prime Minister Shri Narendra Modi launched the Skill India Mission, under the Ministry of skill development and Entrepreneurship which aims to train over 40 crore people in India, raise confidence, improve productivity and give direction for future growth through proper skill development programme.

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**OBJECTIVES OF THE STUDY**

- To study the role of skill development schemes & initiatives on youth employability.
- To study the challenges faced by Skill development.

**SCHEMES & INITIATIVES****NSDC, Schemes & Initiatives**

- Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
- Rozgar Mela
- Pradhan Mantri Kaushal Kendras (PMKK)
- Capacity Building Scheme
- Udaan
- School Initiatives and Higher Education
- India International Skill Centre's (IISCs)
- Pre- Departure Orientation Training (PDOT)

**DGT, Schemes & Initiatives**

- Craftsmen Training Scheme (CTS)
- Crafts Instructor Training Scheme (CITS)
- Apprenticeship Training under the Apprentices Act, 1961
- Advanced Vocational Training Scheme (AVTS)
- Vocational Training Programme For Women
- Schemes for Up gradation of it is
- Flexi MoUs
- STRIVE
- Initiatives in the North East and LWE Regions
- Trade Testing
- Current Initiatives in the DGT Landscape
- Dual System of Training (DST)
- Polytechnics

**Schemes related to Entrepreneurship**

- Pradhan Mantri 'YUVA' Yojana

**Other Schemes and Initiatives**

- Skill Loan Scheme
- Indian Institute of Skills (IISs)
- SANKALP
- Academic Equivalence to Vocational Qualifications
- Aspirational Districts
- Swachh Bharat Abhiyan
- Technology Initiatives

**ROLE OF FEW GOVERNMENT SCHEMES****• PRADHAN MANTRI KAUSHAL VIKAS YOJANA**

It is one of the scheme of the Ministry of skill development and Entrepreneurship (MSDE), started in 2015. The main aim of this scheme is to enable a large number of Indian youths to take up industry-relevant skill training

for a better livelihood. It is executed by National Skill Development Corporation (NSDC). Its Assessment and Training cost are completely paid by the Government.

- **Skill Strengthening For Industrial Value Enhancement**

It is a World Bank assisted-Government of India project. The objectives of this scheme is to improve the relevance and efficiency of skills training provided through Industrial Training Institutes and apprenticeships.

- **Deen Dayal Upadhyaya Grameen Kaushalya Yojana**

Ministry of Rural Development started Deen Dayal upadhyaya Grameen kaushalya Yojana. It is a part of the National Rural Livelihood Mission which aims to skill rural poor youth.

- **Skills Acquisition And Knowledge Awareness For Livelihood Promotion**

It was launched on 19th January 2018. It is a programme of Ministry of skill development with loan assistance from World Bank. The aims of this scheme is to improve quality of skill development programmes and convergence among all skill training activities.

- **Entrepreneurship Development Programme(EDP) Under PMEGP**

The aims of this scheme is to provide awareness and orientation relating to operational and managerial functions like production, finance and book-keeping and focuses directly on developing skills needed for entrepreneurship.

### **CHALLENGES OF SKILL DEVELOPMENT IN INDIA**

**Insufficient Capacity:** The current infrastructure facilities are not adequate and there is a lack of highly skilled trainers who can train the workforce.

**Scalability:** It does not receive much help from any stakeholders in the country.

**Mobilisation:** The outlook of Indian people regarding skill development programmes is still very traditional.

**Mismatch of Skills:** The youth are skill trained but they don't get jobs because sometime the skill for which they are trained not matches with the requirement of the employers.

**Lack of Micro-level Study:** There is an absence of micro-level study in skill development programmes.

**Lack of Aarticipation of Atate Aovernment:** Planning and monitoring of most of the skill development schemes are handled by the center. Virtually, the state government and district have no role.

### **SUGGESTIONS FOR IMPROVEMENT IN SKILL DEVELOPMENT**

- Building Capacity of DSC is crucial.
- The role of state government should be increased.
- There should be focused on micro-level study.
- There should be interacted with Industry representatives to identify the relevant industrial skills.
- Awareness about the benefits of these schemes and initiatives must be increased among the youths.

### **CONCLUSION**

Youths are the backbone of our country. Overall growth and development of the country depends upon the youth. In modern era, the skill enhancement among the youth is crucial and it is one of the important weapons for the youth employability. Nowadays, various organisations prefer skilled workforce for the growth of the organisations. Government of India introduced many schemes and initiatives for skill development. The benefits of these schemes and initiatives are received by the youth. But still skill development faces many challenges like mismatch of skill, lack of awareness about the benefits of schemes and initiatives etc. If these problems overcome, definitely the level of opportunities will be increased in the employment.

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**ANALYSIS OF GOVERNMENT SCHEMES WITH REFERENCE TO EMPLOYMENT OF RURAL YOUTH**

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**ABSTRACT**

*This Research Paper highlights Government Schemes for the Employment of rural youth, their benefits to rural youth, and challenges faced by the government. In rural areas, youths are unable to get higher education because mostly they live in the condition of poverty and backwardness. In rural areas, there is a lack of higher educational institutions so rural youth either possess lower educational and professional skills or no skills at all. They are also unaware of various job opportunities available in multiple areas. Due to these factors, the rural youth are mostly engaged in minority jobs. The agricultural sector is the primary sector of promoting employment opportunities among them. Besides agriculture and farming, they also produce handcrafts, food items, pottery making, silk weaving, animal husbandry, and so forth.*

*With the emergence of modernization and globalization, within the country, there have been transformations and advancements taking place in all areas and fields. But apart from this advancement, individuals are experiencing several problems of literacy, unemployment, and homelessness. The main objective of this research paper is to acquire an efficient understanding of employment opportunities for rural youth*

*To obtain a good job, individuals need to enhance their skills and abilities and acquire a good education.*

*To improve the skill and job opportunities for youth in rural areas, the government of India has introduced various employment schemes. These schemes also help rural youth get self-employment opportunities. Also, the government is facing various challenges in the implementation of these schemes.*

*Implementation of schemes with good planning and awareness about the schemes among people can give a better result.*

*Keywords: Rural youth, Government schemes, Employment, Opportunities, and Skills.*

**INTRODUCTION**

The state of having a paid job or of being employed is most commonly referred to as employment. People do a wide range of jobs to earn the living. The jobs we do significantly impacts our lives as an individual and as a part of society. Every working person actively contributes to the nation's income and nation's development.

Employment serves both direct and indirect measures of poverty reduction. When someone is employed then they learn how to live and survive in society. Through employment, we can fully utilize the nation's manpower.

Since most of the poor lives in rural areas, poverty cannot be eradicated without improving employment opportunities for rural youth.

**OBJECTIVES OF THE STUDY**

- To analyze the cause of unemployment of rural youth.
- To analyze the benefits of government schemes for rural youth.

**CAUSE OF UNEMPLOYMENT OF RURAL YOUTH**

As modernization and globalization are introduced in the country, all areas and fields of work have been transforming. But rural youth are still facing many problems such as illiteracy and unemployment. Because agriculture and farming are major sectors in which most rural youth are involved. While choosing a job, rural youth have to consider various factors such as payment, the distance of the workplace from home, transportation available, the environment of the workplace, the nature of the job, working hours, future scope, etc. When any one of the above factors is not adequately taken into consideration then they face problems to continue the job duties.

Indian economy is lagging and the role of economic growth is insufficient. This slow growth cannot provide enough employment opportunities to the rising population. This means that as the population increases the economy cannot match up with the demands of employment and a large number of people are unable to get job opportunities.

Jobs in the capitalized world have become highly specialized but youth are not getting the right training and specialization for these jobs. Therefore, rural youth face unemployment.



**1- Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)-**

Mahatma Gandhi National Rural Employment Guarantee Act was established in 2006, under the UPA Government of Prime Minister Manmohan Singh. Under this scheme at least 100 days of employment is guaranteed to every household's adult member who are unskilled and can-do manual work. In the village, the Gram Panchayat managed the MGNREGA. One-third of the job available under the MGNREGA are guaranteed for women. In some conditions, if the government cannot provide employment, then it has to provide unemployment allowances. Thus, Employment under MGNREGA is a legal entitlement. It comes under the ministry of rural development.

**2- Deen Dayal Upadhyaya Grameen Kaushalya Yojna (DDU-GKY)-**

Deen Dayal Upadhyaya Grameen Kaushalya Yojna was launched on 25th September 2014. on the occasion of the 98th birth anniversary of Pandit Deen Dayal Upadhyaya. This scheme was launched by Union Minister Nitin Gadkari and Venkaiah Naidu. This is a placement and skill development programme for the employment of rural youth. The vision of DDU-GKY is to transform rural poor youth into an economically independent and globally relevant workforce. DDU-GKY gives benefits to the candidate in the form of free training, free course material, free lodging and boarding in case of the residential programme, reimbursement of expenses in the non-residential programme, post-placement salary top-ups every month for 2-6 months depending on the location of placement and placement for at least 70% of all trained candidates with a minimum salary of ₹6000 per month. It comes under the Ministry of rural development.

**3- Rural Self Employment Training Institutes (RSETI)-**

RSETI programme is a partnership among the Ministry of rural development, the Government of India, the State Government, and Sponsor Banks. The focus of (RSETI) is giving short-term training and long-term handholding to entrepreneurs. Rural poor youth between the age of 18 to 45 years are eligible to join the training. Under this scheme, there are 64 courses & a total of 39.9 lakh candidates have been trained and 28.11 lakh candidates have been settled into self-employment till 31st January 2022. Currently, this scheme is implemented in 28 states and 7 union territories.

**4- Pradhan Mantri Kaushal Vikas Yojna (PMKVY)-**

Pradhan Mantri Kaushal Vikas Yojna is a skill development initiative scheme of the Government of India for the recognition and standardization of skills. To boost the country's economy in 2015 the Ministry of Skill Development and Entrepreneurship launched the PMKVY. To train and upskill the country's capable workforce. It is skill-based training of youth across the country including the youth who belong to SC, ST & EWS. This scheme enables a large number of rural youths to take upskill training that will be helpful for them to secure a better livelihood.

**5- Prime Minister's Employment Generation Programme (PMEGP)-**

The scheme was launched in 2008. The Ministry of Micro, Small, and Medium Enterprises administers the programme. The programme is being implemented by the Khadi and Village Industries Commission at the National level.

Prime Minister's Employment Generation Programme (PMEGP) is launched by two schemes namely Prime Minister's Rojgar Yojana (PMRY) and Rural Employment Generation Programme (REGP) jointly focused on generating employment opportunities. The purpose of this scheme is to generate employment in rural and urban areas by establishing micro-enterprises in the non-farm sector. This scheme can increase the emolument earning capacity of unemployed youth to contribute to the growth rate of Rural and Urban employment.

**BENEFITS OF GOVERNMENT EMPLOYMENT SCHEMES**

These schemes provide social protection and enhance the livelihood security of the rural youth. By providing empowerment to socially disadvantaged rural youth this scheme helps to attract the rural youth to upgrade their achievements. Give energy, and support, and create awareness amongst the rural youth. These schemes target giving occupational hope to the rural youth and enhancing their skills and expertise for wage employment. Upgrade the rural youth to meet the demand of

Industry and give better possible output. Give actual workplace environment through their practical training. These schemes are introduced for uplifting the rural youth of our country and to benefit the citizens of rural youth who will eventually become the pillars of the Indian Economy in the long run.

**CONCLUSION**

Since the majority of the population belongs to rural areas in India, the major issue with the unemployed rural youth is unawareness of these schemes. Various schemes are initiated by the government to provide a better

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livelihood that can't be executed successfully without the participation of the community. The demand-driven wage employment programme that provides an enhancement in providing guaranteed wage employment every financial year to do manual work, needs the government to put more effort into encouraging people for registering demands. Rural youths are getting the advantages of these schemes but to fulfill the objective of these schemes, the government facing many problems:

- Absence of proper promotion tools,
- Inadequate staff,
- Learning enthusiasm,
- Targeted beneficiary identification,
- No data about needy people,
- No involvement of community,
- No feedback after implementation of the scheme, etc.

If the government overcomes these problems, then surely the objectives of the schemes will be achieved.

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**PERCEPTION OF YOUTH IN MUMBAI CITY ON SKILL DEVELOPMENT AND EMPLOYMENT OPPORTUNITIES THROUGH SECTOR SKILL COUNCILS: A CASE STUDY OF SKILL COUNCIL FOR GREEN JOBS**

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**ABSTRACT**

*India has demographic dividend in terms of quantum of world - wide workforce, but quality of Indian workforce has been below par. There is a certain gap between inputs from education system and skill sets required for being able to be gainfully employed. This study aims at identifying the perception of youth towards skill development and employability. It also explores sector specific skills and training required for green jobs for sustainable development of our country and economy. Researcher has used existing literature for describing the research problem and primary data was collected through a structured questionnaire circulated to the audience of age between 18 to 25. The questionnaire attempts to identify factors affecting employability, measures improving employability, level of awareness towards green jobs and future willingness in this sector. The study concludes that the current education system is falling short of expectations of youths towards skilling and employability. The joint efforts from academic institutions, government and corporate can change the challenge into an opportunity for India to be a global leader of 21<sup>st</sup> century.*

*Keywords- Skill Development, Sector Skill Councils, Green Jobs, Perception*

**INTRODUCTION**

It is said that the growth and development of a country depends on the skillfulness of its workforce. Poor manpower planning becomes obstacle in the roadmap of equitable growth. In recent times, specially after globalization the trends in job profiles have changed rapidly, but corresponding improvement in training and development infrastructure has been very slow resulting into widened gap between demand and supply of quality workforce. This has resulted into need for robust change in skilling and training patterns.

In reply to the urgent calling, Government of India introduced Skill India Mission on 15<sup>th</sup> July 2015. The focus of Skill India Mission was to enhance employability of youth by providing them opportunities to develop cognitive and entrepreneurship skills. For the first time, Government of India formed a special ministry for skill development. The mission of the ministry was to unite support training and guidance to cater needs of traditional jobs in order to strengthen village economy and skilling for potential job opportunities created by rapidly changing technology. Pradhan Mantri Kaushal Vikas Yojana (PMKVY) has provided platform for skill improvement and enhancement in employment opportunities to 1.37 crore Indians through establishment of 720 Pradhan Mantri Kaushal Kendras.

In the year 2015 National Skill Development Corporation (NSDC) was formed for speedy execution and standardization in training and development for various skills at macro level. For administrative and logistical convenience, Sector Skill Councils (SSCs) were formed so that similar set of skill sets can be made available throughout the country. As on today, there are 36 NSDC board approved SSCs with more than 600 corporate partners on governing council of SSCs. These SSCs have created a network of trainees, trainers and potential recruiters on a portal which can be easily accessed by all stakeholders.

Skill Council for Green Jobs (SCGJ) was launched by Government of India for execution of National Skill Development Mission under the ministry of New and Renewable Energy and Confederation of Indian Industry. So far SCGJ has certified 5,04,756 candidates successfully in various areas related to environment, forest and climate change through exposure to green construction technology, green transportation, waste management, water management, e-waste management and carbon sinks etc. There are 47 organizations on board to act as training and recruitment partners. The success of all such initiatives depends on the perception of potential beneficiaries towards such initiatives. Efforts have been made to reach out to youth to create awareness and involve them in this nation building exercise.

**REVIEW OF LITERATURE**

- 1) Anthea Taylor (2007), in her article named, What employers look for : the skills debate and the fit youth perceptions, has focused on correlation between skill development and employability. The author has explained what constitutes as skill through thorough review of existing literature and has also further defined what falls under soft skills and hard skills. The study is based on case study of New Australian Employability Skills Framework which identifies job centric characteristics and skills. The author

concludes that soft skills should not be considered as part of vocational skills but there should be integral part of academics.

- 2) Ashwani Kumar Joshi and K. N. Pandey (2021), in their research paper, named Awareness, Perception and Youth Mobilization towards PMKVY Training in Haryana, have identified the extent of awareness and perception of youth towards participation in PMKVY training. The objective of study is to evolve strategic plan for execution of Skill India Mission. The authors have done impact analysis of the programs implemented between 2015 to 2020 with the help of secondary data. The study concludes that the efforts initiated by Ministry of Skill Development and Entrepreneurship have been successful but requires additional efforts to reach to the masses for achieving the desired target.
- 3) Tanmay Bishnoi and Deepak Kumar Rai, (2022), in their chapter named, Case Study: India. The Role of the Skill Council for Green Jobs (SCGJ) in Recognising Green Skills and Upskilling Workers in Micro, Small and Medium Enterprises, have underlined the meaning and relevance of acquiring green skills and upskilling MSMEs dealing with waste disposal and renewable energy. The study was carried out by obtaining responses from 47 enterprises to identify awareness level about employable skills and knowledge for sustainable growth. The results show that there is potential in recognizing green skills to be obtained through formal and informal channels. Authors suggest that integrated efforts by government and non – government agencies shall be required for achieving equitable growth in future.
- 4) Davide Consoli, Giovanni Marin, Alberto Marzucchi, Francesco Vona, (2016), in their research paper, named Do green jobs differ from non – green jobs in terms of skills and human capital, evaluate outcomes of empirical study on green employment and identifies features of workforce for commitment towards sustainability of environment. The study was based on data derived from firms engaged in green and non – green business in United States of America. Authors found that green jobs need high level of cognitive and inter personal skills in comparison with non – green jobs. Green occupations require more focused formal education, work experience and on the job training. Authors are of the opinion that such distinction and customized designing of training programs shall lead to improvement in efficiency and productivity of workforce.

### **OBJECTIVES**

- 1) To understand significance of skilling people for employment.
- 2) To study role of government initiatives in skilling and improving employability through Sector Skill Council
- 3) To evaluate perception of youth towards skill development programs and employability
- 4) To measure level of awareness about employment opportunities for green jobs
- 5) To recommend plan of action for improving effectiveness of Sector Skill Councils

### **HYPOTHESES**

- 1) H<sub>0</sub> – There is no significant association between gender and perception towards source of skill development.  
H<sub>1</sub> - There is significant association between gender and perception towards source of skill development.
- 2) H<sub>0</sub> – There is no significant association between the respondents' current status as a student and their level of significance for skill development on training.  
H<sub>1</sub> – There is significant association between the respondents' current status as a student and their level of significance for skill development on training.
- 3) H<sub>0</sub> - There is no significant relationship between age group and perception towards skill development.  
H<sub>1</sub> - There is significant relationship between age group and perception towards skill development.
- 4) H<sub>0</sub> - There is no significant association between the awareness about green jobs and the willingness to do green jobs in future.  
H<sub>1</sub> - There is significant association between the awareness about green jobs and the willingness to do green jobs in future.

### **RESEARCH METHODOLOGY**

In the study, data is taken from both primary as well as secondary sources and further analysis of the same was done.

For collecting information as source of primary data, a structured questionnaire was circulated amongst the students pursuing under graduate and post graduate programs in banking, insurance and finance. The researcher used convenience sampling method for selecting samples and the data collected from 103 respondents and it was analyzed.

The secondary data information was obtained, from published sources such as articles, research papers, government websites, official twitter handles of various ministries and blogs.

**LIMITATIONS OF STUDY**

- The study is confined to Mumbai City which is representative of Metropolitan cities in India.
- Perception towards skill development is measured only through specific soft skills and hard skills whereas employability is assessed on opportunities by specific Sector Skill Council.
- It is pilot study based on only 103 responses.

**FINDINGS**

**Demographic Distribution**

Sr. No.	Particulars	Number	Percentage
<b>1)</b>	<b>Gender</b>		
	Male	51	49.51
	Female	52	50.49
	<b>Total</b>	<b>103</b>	<b>100</b>
<b>2)</b>	<b>Age Group</b>		
	18 – 21	62	60.19
	22 – 25	41	39.81
	<b>Total</b>	<b>103</b>	<b>100</b>
<b>3)</b>	<b>Current Status</b>		
	Under Graduate	42	40.78
	Post Graduate	16	15.53
	Full Time Employed	20	19.42
	Own Business or Profession	25	24.27
	<b>Total</b>	<b>103</b>	<b>100</b>

- 43.69 % respondents indicated that natural training, on the job experience, academic study and natural progression are equally important as a source for skill development. For remaining 56.31 % out of the 4, training and on the job experience are more critical.
- 41 respondents treated training as highly significant factor in skill development followed by on the job training by 38 respondents and natural process and academic study by 24 each, it indicates that there is a gap between industry expectations and academics.
- 90% respondents are of opinion that skill development is important for getting employment and career growth. But, only 38% respondents believe that knowledge and skills gained at university and college is helpful for preparation of employment.
- Only 51 % respondents said that colleges or universities provide effective career guidance for improving their employability.
- In response to initiatives that would be helpful for enhancing job opportunities, respondents rated internships (87 respondents) as rank 1 followed by organizing career Melas (85 respondents) and development of soft skills (81 respondents). Development of hard skills was rated as lowest with response from only 39 respondents.
- Out of the various soft skills, in order of their level of significance for enhancing job opportunities, respondents rated time management as most significant followed by advanced knowledge of job descriptions. They rated communication skills, decision making skills and presentation skills equally being rank 3 in terms of significance.

- Out of the various hard skills, in order of their level of significance for enhancing job opportunities, respondents rated computer knowledge as most significant followed by research skills. They rated assistance in job search, networking and MOUs for placements equally being rank 3 in terms of significance.
- It was found that around more than 60% of respondents were unaware about green jobs whereas on an average similar number of respondents were unaware about opportunities offered by skill council for green jobs in terms of certificate programs, internship opportunities, apprenticeship opportunities and placement opportunities.
- Only 40% respondents were willing to take up green jobs whereas 50% of respondents were not sure about the same. Only 20% of respondents expressed their willingness for paying on account of getting trend for green jobs

**Data Analysis and Interpretations**

**Table No.1:** Relationship between Gender and perception towards source of skill development

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	154.054 <sup>a</sup>	63	<.001
Likelihood Ratio	93.507	63	.008
N of Valid Cases	110		

a. 86 cells (97.7%) have expected count less than 5. The minimum expected count is .03.

From the Chi- Square test output table we see a significance level of .000 which is less than 0.05(Pearson) and hence we reject the null hypothesis. This means the Chi-square test is shows a significant association between gender and perception towards source of skill development. It can be inferred from our responses that majority of the females believe that academic study is a source of skill development.

**Table No.2:** Relationship between the respondents current status as a student and their level of significance for skill development on training

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	175.541 <sup>a</sup>	70	<.001
Likelihood Ratio	90.587	70	.050
N of Valid Cases	110		

a. 83 cells (92.2%) have expected count less than 5. The minimum expected count is .01.

From the Chi- Square test output table we see a significance level of .000 which is less than 0.05(Pearson) and hence we reject the null hypothesis. This means the Chi-square test is shows a significant association between the respondents current status as a student and their level of significance for skill development on training. The post graduate and full time employed respondents believe training plays a significant in skill development.

**Table No. 3:** Relationship between age group and perception towards skill development.

Age group * Skill Development is important for career growth Cross tabulation					
Count					
		Skill Development is important for career growth			Total
		Yes	No	Can't Stay	
Age group	18-21	54	3	4	61
	22-25	35	6	1	42
Total		89	9	5	103

Symmetric Measures					
		Value	Asymptotic Standard Error <sup>a</sup>	Approximate T <sup>b</sup>	Approximate Significance
Interval by Interval	Pearson's R	.010	.096	.101	.920 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.063	.100	.630	.530 <sup>c</sup>
N of Valid Cases		103			

a. Not assuming the null hypothesis.  
 b. Using the asymptotic standard error assuming the null hypothesis.  
 c. Based on normal approximation.

The correlation tests show that there is no significant relationship between age group and perception towards skill development.

**Table No.4:** Relationship between awareness about green jobs and the willingness to do green jobs in future

<b>Chi-Square Tests</b>			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	121.858 <sup>a</sup>	9	<.001
Likelihood Ratio	63.122	9	<.001
N of Valid Cases	110		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .45. From the Chi – Square test output table we see a significant level of .000 which is less than 0.05(Person) and hence we reject the null hypothesis. This means the Chi – square test Shows a significant association between the awareness about green jobs and the willingness To do green jobs in future. The ones who are aware about green jobs are willing to pursue Green jobs.

**SUGGESTIONS AND RECOMMENDATIONS**

- While framing syllabus and education policy, continuous updation and incorporation of contemporary issues should be given priority to make learners industry ready.
- Higher Education Institutions should indulge into industry academia practices such as creating internship opportunities, organizing career fests and soft skill development for enhancing job opportunities.
- Special efforts are required by Higher Education Institutions for developing add-on courses on computer skills and provide conducive environment for improving research skills.
- Government of India must ensure increasing participation of corporate for wide coverage to cater needs of unskilled population of India.
- Ministry of Skill Development and Entrepreneurship should look for global partners to accustom unskilled population towards global benchmarks of various skills.

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**A STUDY ON STUDENT PERCEPTION TOWARDS EDUCATIONAL INSTITUTIONS WITH RESPECT TO IMPARTMENT OF EMPLOYABILITY SKILLS IN THANE CITY**

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*It has been observed that there has been a significant gap between the skills possessed by youth and the actual skills required for candidates in order to be successfully employable in market. Thus, there are many challenges in youth employability in India. Various factors could be held responsible for this. New Education Policy, 2020 envisions holistic education and letting students follow their passion, aims at reducing this gap. Introduction of internships, workshops, certificate and vocational courses along with fixed curriculum would make education more holistic and make youth better employable and worthy in the market. Further, role of start-ups, entrepreneurship and skill development as an opportunity for youth employability is also being considered. This study covers student's perception towards educational institutions with respect to impartment of employability skills in Thane city. For this study, data is being collected using structured questionnaire and analysed using SPSS.*

*Keyword: Entrepreneurship and Skill Development, Youth Employability, Start-ups, New Education Policy, 2020, Thane city.*

**1. INTRODUCTION**

India has the highest number of youth population in the entire World and around 70 percent of its population is below the age of 35 years. India's growth potential lies within the large human resource. India is also one of the fastest growing economies in the World. Entrepreneurship and skill development is also encouraged in India. These days, all round development of candidate is expected in the job market as well as in industry. Candidate must have both theoretical as well as practical knowledge of the concerned subjects. Internships have been introduced right from college levels whereby a candidate can learn and simultaneously apply knowledge and get practical training and experience. Communication and other soft skills also plays an important role. The New Education Policy, 2020 has also been stressing on these aspects. It's also important that a student passionately pursues a career of its choice. Various experts are of the opinion that syllabus of educational institutions is outdated and students lack technical as well as social skills. Up gradation of oneself with latest technology is also important. Thus, expansion of productive employment is required which will help in achievement of WHO's Millennium Development Goals and UN's Sustainable Development Goals. It's also important that, top level academicians, policy makers, industry experts and professionals share their knowledge and views about youth employability in India– Its opportunities and challenges.

**1.1 Entrepreneurship and Skill Development**

Factors of production include land, labour, capital, and entrepreneurship. The ability and process of creating, structuring, and operating a new business in order to produce economic value in the form of profits while accepting associated financial and other risks is known as entrepreneurship.

The "Ministry of Skill Development and Entrepreneurship" has been established by the Indian government. It is headed by Union Minister Shri Dharmendra Pradhan and State Minister Shri Rajeev Chandrasekhar. With the goal of creating a "Skilled India," this ministry was established on November 9th, 2014 with the mandate of training and skill development, skill up gradation, vocational skills, innovative thinking, and the creation of new and innovative work prospects. This is an opportunity for youth employability in India.

**1.2 Youth Employability**

India has highest youth population in the World which is a great asset for the country. However, not all youths are satisfactorily placed in market so as to earn decently as live a dream life. A gap between education imparted by Universities in India and actual requirement of practical skills in the market is the major reason for unemployment or under employment in India. Thus, in this paper we shall discuss the opportunities and challenges in youth employability in India.

**1.3 Start-Ups**

Start-ups are young business entities with a unique business idea with respect to goods or services. It could be a completely new product or service or simply a creative modification in an existing product or service, thus, making it unique. Start-up boosts entrepreneurship and is looked as an opportunity for youth employability in India. Further, India has the third largest ecosystem in the World after U.S.A. and China.



**1.4 New Education Policy, 2020**

The Ministry of Human Resource Development had announced New Education Policy, 2020 which would replace the Education Policy of 1986. The new policy aims at early childhood care and education with no examination up to class two, foundation course, reduction in drop outs, Universal access to education, elimination of streams and choice to students to select subjects as per their own interests and passion, holistic learning along with faculty development programs, equitable and inclusive education for all and meeting United Nations Sustainable Development Goals, reimagining vocational education, technology education, professional education and lifelong learning etc.

**2. REVIEW OF LITERATURE**

Various demographic studies has been carried out in general about employment, under-employment and unemployment in India. Further, studies have been carried out analysing reasons for overall unemployment and under-employment among youth and further dealing with the challenge of employability among youth. However, no detailed study is found studying employability of youth in India along with its opportunities envisioning start-ups, entrepreneurship and skill development and further considering holistic education as a merit out of the New Education Policy, 2020. Further, restricting this study to Thane city further makes it unique. Thus, there existed a research gap which was tried to be considered.

Dev, Mahendra & Motkuri, Venkatanarayana. (2011). Youth employment and unemployment in India. One of the potential drivers of future economic growth in India appears to be an increase in the proportion of young people due to the demographic "dividend" or "youth bulge." The number of youth in the labour force has been falling as school and college enrolment rates rise, but their large proportions in the labour force suggest that the issue of youth unemployment and underemployment would remain a critical policy issue for many more years to come in India. This article analyses the employment and unemployment rates of young people in India over the course of the last 25 years, from 1983 to 2007–2008. It examines developments in the labour force and workforce participation rates, as well as in areas such as working poorness, unemployment, and joblessness. The study also makes policy suggestions for boosting productive employment and decreasing youth unemployment. If steps are not taken to raise the educational attainment and skill development of the young people, the workforce's low employability will undermine the benefits from the demographic dividend.

Joshi, Bhanu & Kunduri, Eesha. (2017). Youth in India: Prospects and Challenges. India is the youngest country amongst the BRICS. It was estimated that by 2020 the working age population in India would be about 592 million, second to that of China's (776 million). Theorised in terms of the 'youth bulge' or 'demographic dividend', this holds out prospects as well as challenges for a developing country like India. This note approaches the question of youth in contemporary urban India by shedding light on a variety of perspectives: the institutional structure and governance framework for young people in India, the involvement of and interest of young people in politics, employment-unemployment amongst youth, aspirations, and everyday politics of the youth. By considering both formal politics and political representations among youth as also more everyday forms of politics and aspirational dimensions of youth engagement, this note attempts to develop a holistic snapshot of contemporary urban youth. India is the BRICS nation that is the youngest. India's working age population is predicted to reach 592 million by 2020, second only to China's (776 million). For a developing nation like India, the "youth bulge" or "demographic dividend" provides opportunities as well as challenges. This note examines the issue of youth in modern urban India from a number of angles, including the institutional framework and framework of governance for young people in India, the interest and involvement of young people in politics, employment and unemployment among young people, aspirations, and day-to-day politics of the youth. This note aims to create a comprehensive portrait of modern urban youth by taking into account formal politics, political representations among young, as well as more commonplace forms of politics and aspirational components of youth engagement.

Rajkumar Adukia (2021), in his research article titled "Role of Chartered Accountants in Assisting Start-ups to reach to Unicorn Status", is of the opinion that there is no doubt that building a start-up and watching it succeed is interesting but equally challenging. India has emerged as the third largest Start up ecosystem in the World after USA and China and leaves potential for India's budding entrepreneurs. The Financial, Management and other technical skills along with compliance expertise can definitely be utilised for Start-ups to achieve Unicorn Status. Concentrating on customers' unique needs, Data Driven Market Strategies, Effective Market Research and Advertising including appropriate use of social media, being surrounded by the best people, Mentorship etc. are some important success factors for start-ups. Thus, a Chartered Accountant's contribution is very valuable.

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**3. RELEVANCE OF THE STUDY**

India has the highest youth population in the World. Thus, this must be treated and utilised as an asset for the all-round growth and development of the Nation and in turn of all the youths, thus, creating a win-win situation for everyone. But, many youths are under employed as well as unemployed. One of the reason for this being lack of proper employability skills among youths. Thus, it becomes relevant and important to study about youth employability in India – Opportunities and Challenges.

**4. SCOPE OF THE STUDY****4.1 Conceptual Scope**

This study is limited to student perception towards educational institutions with respect of impartment of employability skills in Thane city.

**4.2 Area**

The area selected for study is Thane city.

**4.3 Age Group**

College going students below 30 years of age group are selected.

**4.4 Gender**

Both male and female students are selected.

**4.5 Occupation**

Student category respondents are considered.

**5. RESEARCH METHODOLOGY****5.1 Class of Respondent**

The sample selected for the study is 100 students residing in Thane city and below the age group of 30 years.

**5.2 Sampling Method**

For collection of primary data, non-probability convenience sampling method will be used.

**5.3 Method of Data Collection**

In this research, researchers has used both primary and secondary data.

**5.3.1 Primary data** was collected from 100 students in Thane city randomly and sample size being determined using sample size calculator.

**5.3.2 Secondary data** used to support the study is collected from books, journals, research papers, websites, and newspapers.

**5.4 Statistical Technique of analysis of data:** Chi square test is used to test the hypothesis along with percentage analysis and pie chart.

**6. OBJECTIVES OF THE STUDY**

1. To study the student perception towards educational institutions with respect to impartment of employability skills.
2. To analyse the subject matters about which students are passionate.
3. To study the contribution of start-up ecosystem along with skill development and entrepreneurship towards youth employability.

**7. HYPOTHESIS OF THE STUDY****Hypothesis 1**

**H0:** Students are not interested in internships along with regular studies.

**H1:** Students are interested in internships along with regular studies.

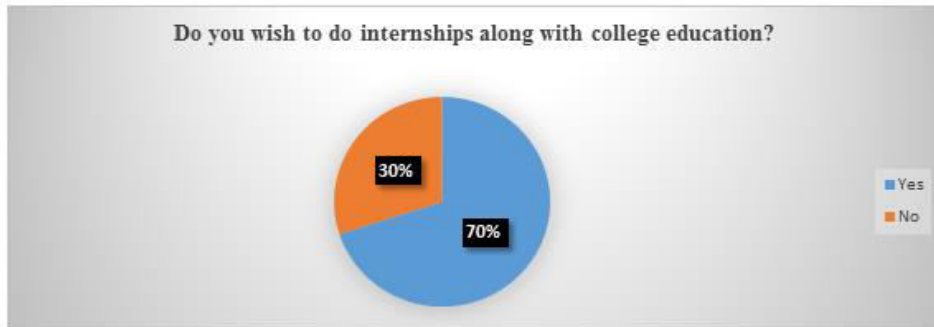
**Hypothesis 2**

**H0:** Students are not interested in learning multidisciplinary subjects out of their regular degree course curriculum.

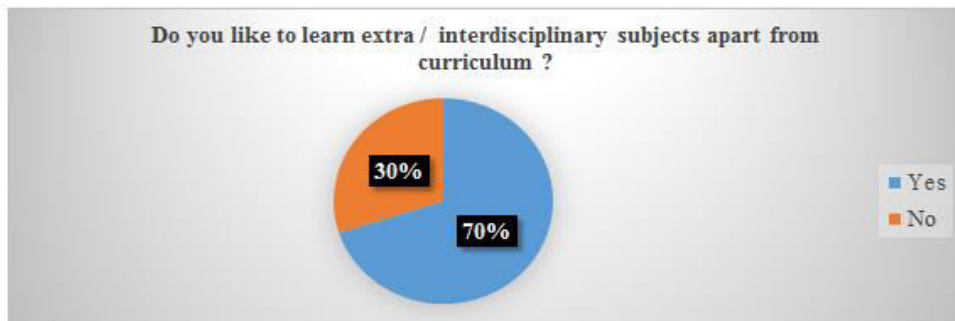
**H1:** Students are interested in learning multidisciplinary subjects out of their regular degree course curriculum.

8. RESULTS – DATA ANALYSIS AND INTERPRETATION

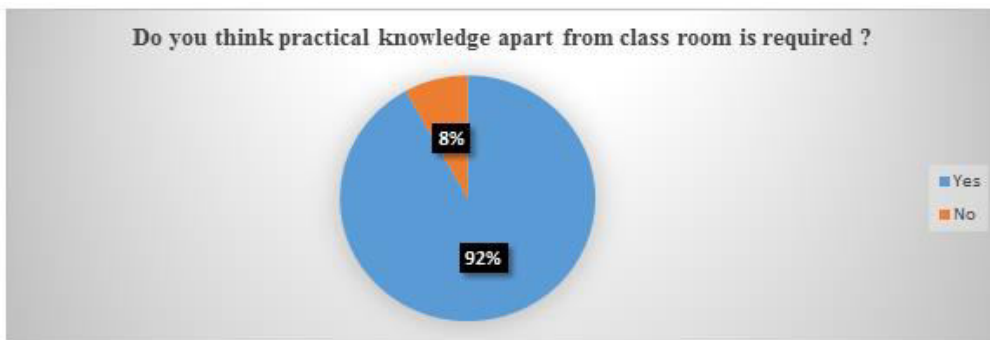
8.1 Student Perception towards Educational Institutes with Respect to Imparting Employability Skills



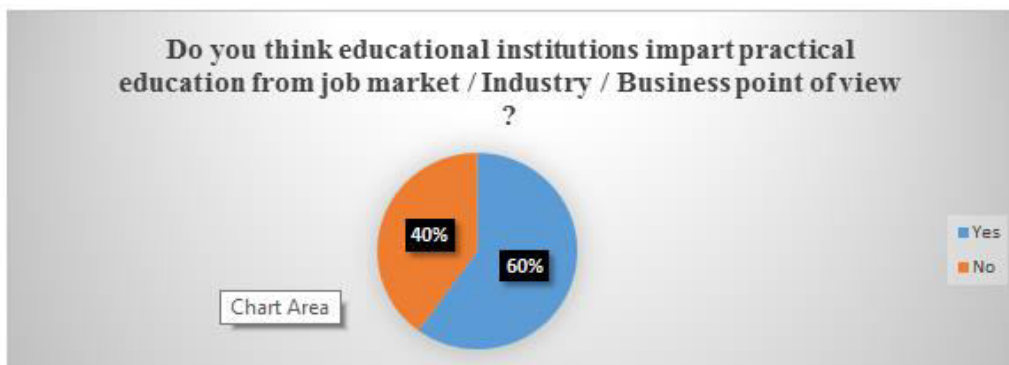
Thus, it can be concluded that students are interested in gaining practical experience and upskill themselves by bridging the gap between theoretical education and it’s practical application in industry. Further, stipend received as contribute a small amount to educate oneself further.



As per old Education policy, syllabus is decided and fixed streamwise but in New Education Policy, 2020, there would be no such concept of stream and students can select subjects for graduation and post graduation as per their passion. Thus, as per study on hand, students are interested in studying extra subjects apart from their fixed curriculum.



Almost all students agree that purely classroom education is not enough in order to become employable in the market and a blend of theoretical and practical knowledge is required in order to become market ready.



Sr. No.	Certificate Course	Rank
1	Stock Market	1
2	Computer Programming and Web Designing	2
3	Financial Accounting, Planning, Portfolio Analysis and Taxation	3
4	Soft Skills and Personality Development	4
5	Marketing, Digital Marketing, Sales and Logistics	5
6	Cyber Security	6
7	Travel and Tourism	7
8	Banking Fundamentals	8
9	Microsoft Utility	9
10	Bakery	10
11	Journalism	11
12	Research Methodology	12

8.2 HYPOTHESIS TESTING

Hypothesis 1

H0: Students are not interested in internships along with regular studies.

H1: Students are interested in internships along with regular studies.

Data collected was tested to be normal and non-parametric test was applied. Out of various non-parametric tests, viz., Wilcoxon Test, Kruskal Wallis Test, Chi-square test etc. To test the above null hypothesis Chi-square test is applied. The results are as follows.

Test Statistics	
	Do you wish to do internships along with college education?
Chi-Square	16
df	1
P-value	.000063

Interpretation: Above results indicate that the calculated p-value less than 0.05. Therefore Chi-square test is rejected. Hence, null hypothesis is rejected and the alternate hypothesis is accepted.

Conclusion: Students are interested in internships along with regular studies.

Finding: To understand the findings of the hypothesis observed and expected frequencies are obtained and presented in the following table:

Do you wish to do internships along with college education?			
	Observed N	Expected N	Residual
Yes	70	50	20
No	30	50	-20
Total	100		

The above table indicates that the proportion of students is significantly less who are not interested into internships.

Hypothesis 2

H0: Students are not interested in learning multidisciplinary subjects out of their regular degree course curriculum.

H1: Students are interested in learning multidisciplinary subjects out of their regular degree course curriculum.

To test the above null hypothesis Chi-square test is applied. The results are as follows.

Test Statistics	
	Do you like to learn extra / interdisciplinary subjects apart from curriculum?
Chi-Square	16
df	1
P-value	.000063

**Interpretation:** Above results indicate that the calculated p-value less than 0.05. Therefore, Chi-square test is rejected. Hence null hypothesis is rejected and the alternate hypothesis is accepted.

**Conclusion:** Students are interested in learning multidisciplinary subjects out of their regular degree course curriculum.

**Findings:** To understand the findings of the hypothesis observed and expected frequencies are obtained and presented in the following table:

<b>Do you like to learn extra / interdisciplinary subjects apart from curriculum?</b>			
	<b>Observed N</b>	<b>Expected N</b>	<b>Residual</b>
Yes	70	100	20
No	30	100	-20
Total	100		

Above table clearly indicates that students are interested in multidisciplinary education

**9. CONCLUSION OF THE STUDY**

Thus, it can be concluded that students are interested in multidisciplinary education and acquire more job oriented skills and also interested in internships. India, having highest number of youth population in the World, must capitalise on such resources as asset for the Nation and further create a win-win situation for both Nation and youths by economic growth and development as well as individual career growth and satisfaction for the youth.

As a result of vision of holistic education, education is not simply restricted to reference books. Some amount of practical knowledge in the form of certificate courses, projects and assignments is being imparted to students. This is likely to make students more employable and credit worthy in the job market.

**10. SUGGESTIONS AND RECOMMENDATIONS**

India has the largest proportion of young people in the world; thus, we can be sure that it has the potential to develop into a superpower and a global leader. However, this youth population must be effectively and efficiently mentored at college level itself. Starting of industry-oriented certificate courses, workshops and encouragement to complete internships would serve as an opportunity for youth employment. Further, not completely depending on job market, a youth can also strive to the phase of self-employment to solopreneur to an entrepreneur and thus, creating more job opportunities for others. Start-ups, entrepreneurship and skill development must be considered as an opportunity. This support should be given through start-up festivals and business idea competitions at college levels and establishment of entrepreneurship and skill development committee / cell at each and every educational institution. Technology, automation and artificial intelligence are likely to eliminate more job opportunities and so, life-long learning must be introduced whereby, a youth continuously strives to achieve a new skill, up skill themselves and become more confident in life so as to explore newer and better job opportunities. Not shares, debentures, stocks, bonds, gold, etc., but investing in oneself is the finest investment. One must invest time, money, and effort in order to continuously better oneself and learn something novel and creative that will produce greater rewards. Quality campus placements along with effective networking and constructive use of social media can also be looked as an opportunity. Digital career prospects could also be considered. It is also recommended to take use of the large youth population by promoting and training for entrepreneurship and start-ups with export of goods, particularly services, and by preventing brain drain. Additionally active is the Department for Promotion of Industry and Internal Trade (DPIIT). It's important to take intellectual property rights into account in business. In order to close the employment gap and improve students' marketability, alumni associations of educational institutions must regularly host sessions with former students who are industry specialists. In order to modify the curriculum in accordance with industry standards, the Board of Studies must also include such industry experts. By implementing these suggestions, a road map could be made and India will be able to realise its goal of having a 40 trillion-dollar GDP by the time it celebrates 100 years of independence. However successful one becomes, one must always seek blessings of Parents, Guru and God

**11. LIMITATIONS OF THE STUDY**

1. Only Thane city is selected for study.
2. 100 samples are selected for the study.
3. Only youth employability along with its opportunities and challenges in India is considered for study.
4. Only role of educational institutions are selected for study.

**12. SCOPE FOR FURTHER STUDY**

Thus, from the above-mentioned limitations, it's apparent on record that there exists further scope for study with respect to entrepreneurship and skill development, Start-up businesses, geographic location, industry, business or candidate perception for the said topic and further contribution of various start-ups belonging to various industries along with its contribution towards the vision of making India a 40 trillion Dollar economy etc. Further, there exists a large scope to study in detail on contribution of the Ministry of Entrepreneurship and Skill Development on success of start-ups in various industries. Further, there also exists further scope to study the impact of United Nations, Sustainable Development Goals on Start-ups, entrepreneurship and skill development. Further analysis could be done and more opportunities and challenges could be found out as regards effective employability of youths in India

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**THE IMPACT OF MODERN TECHNOLOGY ON THE OVERALL PERSONALITY DEVELOPMENT OF YOUTH IN INDIA**

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**ABSTRACT**

*Because so numerous of moment's conditioning are fuelled and supported by technological structures, ultramodern technology has come a necessity for youthful people. The new technologies make upon or intermediate all of these rudiments with a realistic or aesthetic focus, in a collaborative or privately individual perspective, from learning to keeping informed to work, entertainment, and recreational conditioning. In the name of a number of so-called absolute theoretical values, to reject technology would be to ignore and reject reality. The stylish course of action would be to subdue technology, humanize and spiritualize it, and apply practices that round its values. The manner in which youthful people have replied to new technologies suggests that, contrary to what might appear on the face, they aren't each bad or to condemn. The maturity of youthful people use technology with care and within reasonable limits, with surpluses that are similar to those set up in other sickie-behavioural settings. Still, certain habits' onset and continuity, as well as mindfulness of their actuality! – causes us to keep an eye on the implicit miscalculations we can avoid in our educational conditioning. Especially when the individualities being considered are still adaptable and open to colorful instructive stimulants.*

*Keywords: Youth, Complementarity of values, New Technologies, Personality, Culture*

**I. INTRODUCTION**

Since the invention of technology, the world has undergone significant change. The significance of technology in a developing society. It is no secret that technology has become an essential part of daily life. According to your dictionary.com, digital technology is a digital device, method, system, etc., created using this information the development of digital technologies like the internet. It is now uncommon to see young adults or even teens without a digital device with them at all times parks, restaurants, waiting areas, and more examples of popular digital technologies include: mobile phones, multimedia, social media, and online games.

Despite the fact that digital technology is frequently associated with making our lives easier and more convenient, there are downsides for young people, including the fact that it can be addictive and can even harm our communication skills. Eye strain, insomnia, a reduction in physical activity, depression, and anxiety can all result from prolonged focus on screen devices. It is crucial to examine some of the ways in which digital devices, which are nearly always in people's hands, affect young adults' lives.

**Positive Impacts of Digital Technology**

- Digital technology enhances learning
- Fosters problem-solving skills
- Develops future technological leaders

**Negative Impacts of Digital Technology**

- Diminishes relationships and social skills
- Digital technology stimulates health issues
- Digital technology reduces sleep quality

**1. Technology – an Empirical Dimension of the Present-Day Young Generation**

The technological macrocosm is bound to reconfigure the spiritual profile of the present-day youthful generation. It's possible that, from the veritably beginning, the developing being has gradationally become more responsive to everything new and acquainted more fluently and further profoundly to chapeau wisdom and technology have had to offer. Nonetheless, just as the ultimate evolved unpredictably, their impact over the youthful has been inversely uneven. The novelty of the different widgets, some of which – actually – “fitted” an expectation long ago created, being the seed of an aged or of a youngish fictional imaginary (the mobile phone, the computer, the Internet, the whole range of media-digital combinations etc.). In addition to that they put new representations or internal measures, new ways of pertaining to knowledge, to oneself and to the others. The degree of acceptance of the former among the youthful is vastly advanced than that of the other population orders. The explanation lays, on the one hand, in the largely permissive and open spirit of youth to novelty and,

on the other hand, to the imaginative co-extensivity and to the strong connection that's established between the youthful person and the „, power” (real or imagined) of the machine”.

### **2. The Technical Product – Psychological, Deontological, Anthropological Reverberations.**

Any new invention affects, to a certain extent, the inner cerebral equilibrium, the range of chops and actions developed around the veritably features of the object in question. For case, handling an ordinary print camera used to bear from its stoner the acquiring of a number of regulations, computation, fastening, framing, temporization chops etc., according to certain specialized data. Not to mention the laboratory chemistry chops latterly (knowing the time the print needs to be exposed or the time to keep it in a certain substance). Anyhow, similar chops were much more “natural”, near to the mortal get, suggesting veritably much to extensions of some analogous motive and internal capacities. The digital print “ignores” a series of mortal chops (duplicated, meanwhile, by the camera) and develops new bones that are spastic or contrary to the original bones (reframing, adding special goods, fitting into flashes or pops). Generally, every specialized product-organizes the altitudinal- behavioural towel of a person, establishes a conditions scale at the cerebral position, assessing certain equilibrium until a new product appears, with new requirements. However, the person is convinced into a state of adaptive stress, with negative reverberations also on other situations of a person’s get If the thickness of the appearance of new specialized milestones is too important.

### **3. The Technical Innovation – between Virtues and Servitudes**

The specialized dimension has a notable influence over the literacy mechanisms and also over the conformation structures. The decantation of a digital culture produces restructurings, as far as the literacy mechanisms are concerned (for case, the memory debit) and also the reorientation, regarding the literacy provocation and its objects. Judging the situation from this perspective, we should be more tolerant with the decline of the book culture in favour of the digital bone – at least from the point of view of the way in which the youthful are relating to the two types of artistic expression. What we should concentrate on first is guiding youthful people towards a critical and responsible approach to the artistic products, an axiological autonomy from the ultimate, no matter whether they're delivered under a classical form or under an electronically one.

Research on the Influence of the New Technologies on Young People Personality in India

## **II. OBJECTIVES OF THE STUDY**

As regards young people’s position towards the Media universe and the digital culture:

- To analyse the contrasts, as per the instruction level and the orientation models, with respect to the examiners' viewpoints on the social valences of the Web.
- To study about contrasts, as indicated by the training level and the orientation models, with respect to the Web utilization and social valences of the Web.
- There are contrasts, as indicated by the training level and the orientation rules, with respect to the actuated cell phone capabilities.
- To analyse the social and psychological impact as per the instruction level and the orientation measures, in regards to the enacted cell phone capabilities.
- To observe the differential impact on the training level and the orientation rules, with respect to Web utilization for scholarly and Scholastic purposes.
- The understudies and the understudies can distinguish both the benefits and the dangers to which they uncover themselves through getting to the Web and the Media.

## **III. METHODOLOGY**

The study relies on Questionnaire and other secondary data. A numbers of research techniques like descriptive survey method, participant observation and interview method has been applied to the proposed study. The secondary data have been collected from the research works on youth generation and from other published books, journals, souvenirs and articles.

## **IV. DATA INTERPRETATION AND DISCUSSION**

A current trend for social networking websites, such as Facebook, what’s app are to create mobile apps to give their users instant and real-time access from their device. In turn, native mobile social networks have been created like Foursquare, Instagram, and Path, communities which are built around mobile functionality between the youth.

The Method: The undertaken research was based on the questionnaire-based survey method.

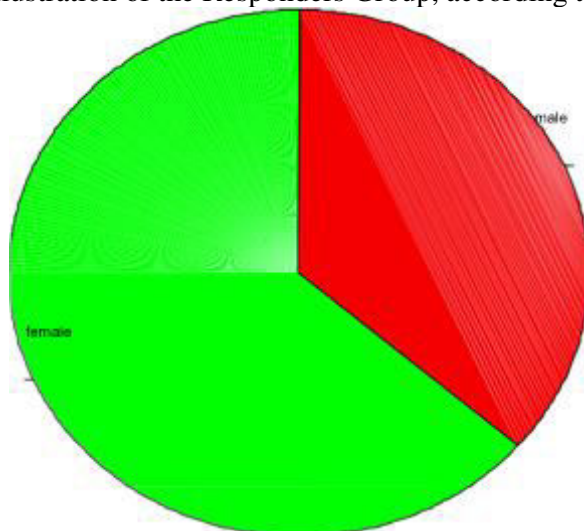


**The Respondents Group**

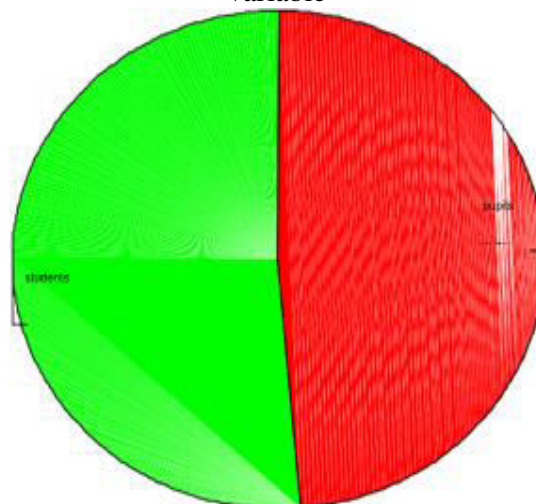
The survey focused on a total of 224 respondents. 115 of the total number of the respondents were students, while 109 were tenth grade pupils. According to the gender variable, the respondents group included 81 male subjects and 141 female subjects, two respondents refusing to specify their gender.

The following graph illustrates the respondent’s group, according to the Gender and Education Level variables (Graph No. 1 and Graph No. 2)

**Graph No. 1** the Graphical Illustration of the Responders Group, according to the Gender Variable



**Graph No. 2** the Graphical Illustration of the Responders Group, according to the Education Level variable



**Table No. 1.** The percentage results on the items regarding the cultural valences of the Internet, on the whole, and also differentiated according to the education level and gender variables.

Items	Total	Gender				
		Pupils	Students	Boys	Girls	
1. Do you think that the classical culture can be replaced with the digital one, i.e books replaced with the Internet?	Yes	29.30%	30.30%	28.30%	43.80%	20.70%
	No	70.70%	69.70%	71.70%	56.30%	79.30%
2. Did watching certain movies determine you to read the books that inspired them?	Yes	69.20%	64.20%	73.90%	59.30%	75.20%
	No	30.80%	35.80%	26.10%	40.70%	24.80%
3. Does the Internet represent an occasion for us to become more sensitive to the spokespersons of other cultures?	Yes	57.70%	61.10%	54.40%	59.50%	57.40%
	No	42.30%	38.90%	45.60%	40.50%	42.60%

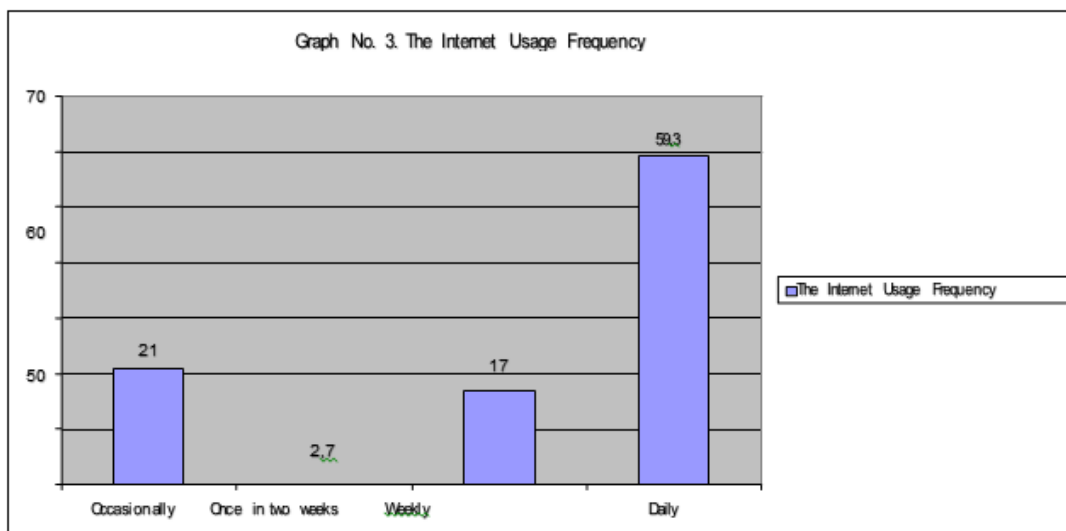
4. Did / Does the Internet encourage the inter-religious tolerance?	Yes	41.40%	37%	45.50%	43.80%	39.90%
	No	58.60%	63%	54.50%	56.30%	60.10%
5. Is there a direct relationship between the manifestation of the Islamic fundamentalism and restricting/ forbidding the peoples referred to above the access to the new Media technologies (Internet, Mass media, mobile telephony)?	Yes	60%	55.80%	64%	51.30%	65.20%
	No	40%	44.20%	36%	48.70%	34.80%
6. Are you a member of an Internet chat group?	Yes	31.50%	30.60%	32.50%	39.50%	26.60%
	No	68.50%	69.40%	67.50%	60.50%	73.40%

Internet Usage. As far as Internet usage frequency is concerned, 59% of the respondents declared that they access the Internet every day, 17% every week, 2,7% once in two weeks and 21% occasionally (See Graph No. 3).

**Activities Undertaken on the Internet**

The respondents reported that the activities most frequently undertaken on the internet were, in order of ranking: searching for useful information (91.1%), followed by listening to and downloading Mp3s and movies (76.8%), then by E-mail usage (69.6%), instant messaging (65.2%), downloading software and documents (43.8%), reading or watching news (33%), accessing games (31.3%), listening to particular radio stations or watching TV shows (28.6%), and to a rather small extent, the accessing porno websites (5.4%) (Table 4, Graph 6). The hierarchy is approximately identical for pupils and students, for boys and girls.

Likewise, there are considerable differences regarding the activities undertaken on the Internet by the responders, according to the education level and gender variables.



Types of Activities Undertaken on the Internet:	Total		Education Level		Gender	
			Pupils	Students	Boys	Girls
1. Searching for useful information	Yes	91.10%	89.90%	92.20%	86.40%	93.60%
	No	8.90%	10.10%	7.80%	13.60%	6.40%
2. Mp3s and movies listening and downloading	Yes	76.80%	84.40%	69.60%	82.70%	73%
	No	23.20%	15.60%	30.40%	17.30%	27%
3. E-mail usage	Yes	69.60%	70.60%	68.70%	72.80%	67.40%
	No	30.40%	29.40%	31.30%	27.20%	32.60%
4. Instant messaging	Yes	65.20%	78%	53%	69.10%	63.10%

	No	34.80%	22%	47%	30.90%	36.90%
5. Softs and documents downloading	Yes	43.80%	45%	42.60%	65.40%	31.20%
	No	56.20%	55%	57.40%	34.60%	68.80%
6. News reading or watching	Yes	33%	31.20%	34.80%	40.70%	29.10%
	No	67%	68.80%	65.20%	59.30%	70.90%
7. Games accessing	Yes	31.30%	30.40%	23.50%	53.10%	17.70%
	No	68.70%	60.60%	76.50%	46.90%	82.30%
8. Listening to particular radio stations and watching TV shows	Yes	28.60%	18.30%	38.30%	29.60%	27.70%
	No	71.40%	81.70%	61.70%	70.40%	72.30%
9. Porno websites accessing	Yes	5.40%	0%	10.40%	11.10%	2.10%
	No	94.60%	100%	89.60%	88.90%	97.90%

### FINDINGS

This study examined through Questionnaire and other secondary data, the impact of Modern technology on Youth Overall Personality. Results revealed that 20% of the respondents said that they have benefits/ positive impact of learning from Modern technology and another 43% of the respondents got benefits of staying connected with friends through social media, 86% of the respondents get benefits like entertainment and fun, 18% of the respondents got benefits like in quest of job opportunities. Results also depicts that ultramodern technology cause health problems and affect our societies. While using social media, users have to remember the artistic values and social ethics.

### V. CONCLUSION

Ultramodern technology is initially developed for communication and complementary action. Beyond any mistrustfulness ultramodern technology is imminent fact of ultramodern age supporting in numerous active users. The purpose of ultramodern technology is of utmost significance. The advantages of the ultramodern technology overweigh its defects. The Youth Overall Personality can be educated with the help of audio-visual aid, conference, group discussion, debate, quiz etc. play pivotal role in shaping the ideas of the Youth Overall Personality. In the interaction within community through social media, the subcultural groups also develop a collaborative identity resistant against the mainstream society. The ultramodern technology empowers the subcultural groups and develops the power relationship both within and outside the subcultural community. It's apparent from the studies that ultramodern technology has both positive and negative impact on our Youth Overall Personality. Youth Overall Personality must be clear on purpose of using ultramodern technology and how long they're on online and make it salutary to their particular, social and on their Youth Overall Personality. Among the advantages of the new media technologies penetrating, youthful people mention testimony and the access to information from all disciplines (for their studies) and communication and entertainment. As regards the threat of the exposure to the new media technologies, the replies suggested habit, the possible health affections that can develop (the eyes fatigue, backbone problems etc.), the occasionally-incorrect information, but also neglecting musketeers, families and educational conditioning or any other drawback. It's equally important to mention the fact that Internet operation for academic purposes is unevenly accepted by pupils and scholars, by both boys and girls. On the other hand, Internet dependence seems more considerable in the pupils and boys case, a presumptive explanation being the fact that scholars are more focused on their professional conformation (compared to pupils), whereas girls tend to put a lesser price on their social life( compared to boys).

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**GEOGRAPHICAL INDICATION SIGN FOR YOUTH EMPLOYABILITY – A STUDY WITH SPECIAL REFERENCE TO DINDIGUL LOCK MAKERS DINDIGUL DISTRICT**

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**ABSTRACT**

MSMEs sector conducted 73<sup>rd</sup> National Sample survey In FY 2021-22, PMEGP exceeded the previous FY's performance by disbursing Rs. 2,978 crore (36% higher than FY21) as Margin Money subsidy, assisting 1.03 lakh units (around 39% higher than FY21) and generating employment for around 8 lakh people, which is the highest since inception of the scheme. 95,271 units were assisted generating a total estimated employment of 7.62 lakh from January, 2022 to November, 2022 by **Prime Minister's Employment Generation Programme (PMEGP)**. MSME is a gateway of entrepreneurship development, employment creation and enhancement of competitiveness for the development of economy. Most of the geographical indications come under MSME sector. MSME sector focus on the rural area for the development of these industries, this research focuses on finding a solution for the problems faced by the Dindigul Lock Makers in of Dindigul District. We need more youth participation to preserve and improve this geographical indication signs.

*Keywords: National Sample survey, PMEGP, MSM, Dindigul Lock Makers and youth participation*

**1. INTRODUCTION**

A geographical indication is a sign or name used product that is equivalent to specific origin or geographical location like region, town or country. This geographical indication, sources, acts as an authorization that products composed particular qualities are made based on traditional methods, or enjoy as certain renowned name, due to its geographical origin. In India, many of the place products got geographical indication recognition. Like India Darjeeling Tea, Aranmulakannadi, Sujini Embroidery of Bihar, Solapur terry Towel, Mysore Silk, etc., as so far in Tamil Nadu Thirunelveli halwa, Kanchipuram silks, Pattamadai mat, Madurai malli, Thanjavur arts and plate (logo), Swamimalai Bronze Icons etc., and in this list Dindigul locks also have a reputed geographical indication name. These lock-makings units are created employment opportunities around peoples. In these geographical indications included many handcrafts works; terror sectors etc., in olden days this business is given employment opportunities to their surrounded areas and villages. But as of now, geographical indication is reflecting in trade name only but these units are rapidly going down.

Honourable Prime Minister conceptualized "Make in India Campaign" on 25<sup>th</sup> September 2014. The campaign was launched for the purpose of job creation in the secondary and tertiary sectors aimed at boosting the national economy and thereby converting India to a self-reliant country. Besides, this initiative would give the Indian economy a global recognition. In India, particularly Micro, Small and medium Enterprises (MSMEs) sector has emerged as a prominently dynamic sector in our economy over the past five years. MSMEs not only play in significant role in providing huge employment opportunities at rather lower capital cost than large industries, it also helps in industrial development of rural and backward areas. The purpose of the article is not only to find out the problems face by the Dindigul lock-makers but also to bring awareness to the youth about lock making industry and the benefits of the geographical identification – Lock making in Dindigul.

**2. Dindigul Lock**

Dindigul lock making units generated more employment opportunities in and around the areas of the district. Dindigul locks have a unique brand image. Dindigul lock has another specialty, that is, the key of the lock. Two or three keys are available for a single lock and multi-locking system is also available. The duplication of the key is not possible. In case of duplication, they have to come back to the place where the key was originally made and they have to approach the person who made it. The locks are made as per the wishes of the customers and satisfaction of the customers is taken seriously. The heart of the Dindigul lock is a lever. The lock-makers will insert the levers as per the variability of locks. Dindigul is famous for mango lock, kolaikaranlock, savipudi lock; alarm lock etc. and each of them come with their unique features. The kolaikaran lock is the one where the wrong key is inserted; a sharp knife will be emanated and may cut the hand. As soon as anyone inserts the wrong key in a Savipudi lock, lock will be jammed and it cannot be used again. Alarmlock is the one in which the wrong key were inserted, suddenly it clatters. This kind of locks was used in temples, prisons, and hospitals. This Dindigul lock mechanism is different from Alighar and other international locks. Dindigul lock-makers make a variety of locks. These include the following: Mango lock, Kolaikaran lock, Alaram lock, Savipudi lock, Trick lock, Excise lock (alamira lock), Export lock, Drawer lock, Padlock, Main door lock, Cash box lock, Box lock (Petti lock).

### 3. Origin and History of Locks

In earlier days, lock and key were discovered in ruins of Nineveh, the Capital city of Ancient Assyria. Later, it was developed in Egyptian wooden pin locks which were made up of wood, consisting of a bolt, door fixture and key. When the key was inserted, pins within the fixture were lifted out of drilled holes within the bolt, allowing it to move and when the key was removed, the pin parted way in to the bolt, preventing movement, thus ensuring security. Some of the images of the locks used in olden days are shown below:

**Figure 1** Ancient lock



Asian period lock

Chinese lock

The following pages capture the origin and history of locks.

#### 3.1 Western world lock

In the year 870 - 900 the English craftsmen discovered all-metal locks. In 6<sup>th</sup> Century BC Theodore Samos invented western world warded locks, that have been used from antiquity and it was the most recognizable lock and key design in the world.

#### 3.2 Romans Period

In Roman period valuables were kept in household boxes and the keys were worn in their fingers. This way, they felt that the valuables are safe and secure. Later, in the same 18<sup>th</sup> century of industrial revolution, locks and keys were manufactured with increasing complexity and sophistication.

#### 3.3 Locksmiths in ancient time

Locksmithing is an oldest Profession, started from 4000 years ago in Egypt and Bobylon. They believed that first locks were as small and portable and it made up of wood. The working mechanism of wooden lock was similar like other locks. In olden days, people were used locks to protect goods from thief while undertaking travel.

#### 3.4 Metal locks

The first metal locks were starting to appear around 870AD to 900 AD. These locks were made up iron and brass and they were introduced in all over Europe and China. The key works under the mechanism of turning, screwing and pushing. This new lock invention gave recognition to talented locksmiths, during the 14<sup>th</sup> to 17<sup>th</sup> century, to exhibit the talent and the artistic achievements of artisans. Later that in 18<sup>th</sup> century, with the advancement of metal locks, more secure and durable locks and key were created.

#### 3.5 Olden Days Locks

The type and the nature of olden day's locks are capture as follows:

#### 3.6 Warded lock

Warded lock is one of the oldest locks the roots insite the lock were, designed reflecting the culture of Chinese and Romans. Warded locks are set of obstructions, wards and designed to prevent the lock from opening unless the correct keys inserted.

#### 3.7 Lever Tumbler Lock

Robert Barron in the year 1778 introduced lever tumbler lock his work was greatly improved by Jeremiah Chubb in 1818 introduced a lock that uses a set of levers to prevent the bolt from moving in the lock. This type of lock is still currently been used.

#### 3.8 Chubb Detector Lock

Chubb introduced the 'Detector lock' with integral security feature that could frustrate unauthorised access. This will indicate the lock owner and would help to protect against the theft

### 3.9 Wafer Tumbler Lock

In the year 1868 Philo Felter got the pattern for the wafer tumbler lock. These types of locks use a set of flat wafers to prevent the lock from opening unless the correct key is inserted. This lock process is similar to the pin tumbler lock and disc tumbler lock.

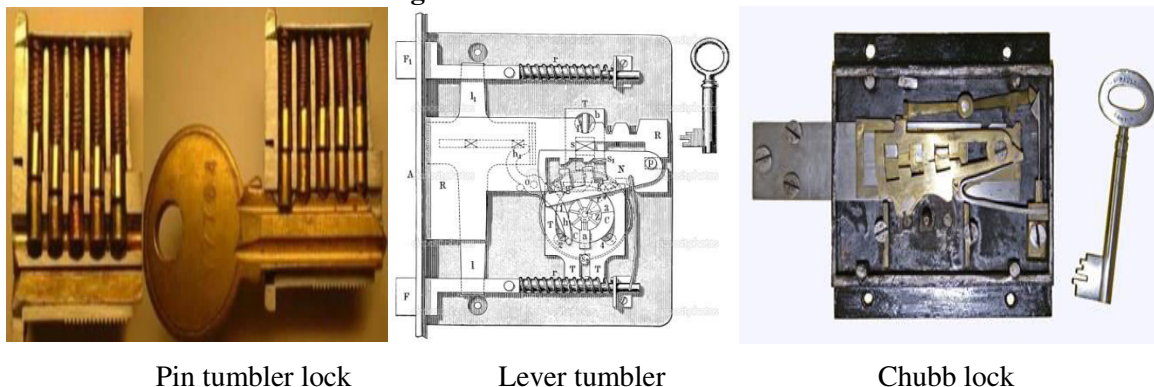
### 3.10 Disc Tumbler Lock

In the year 1907 Emil Henriksson invented Disc tumbler lock. This lock was manufactured under Abloy brand beginning from the year 1918. The speciality of the disc tumbler lock was that composed of slotted rotating detainer discs.

### 3.11 Lever Tumbler Locks

Lever tumbler lock is a set of levers designed to prevent the bolt from moving in the lock. In the case of lever tumbler lock, the process of locking system works by a way of lifting the tumbler above a certain height will allow the bolt to slide past. Some of the olden days locks are shown below:

Figures 2 Lever Tumbler of locks



Pin tumbler lock

Lever tumbler

Chubb lock

## 4. Modern Types of Locks

The different types of locks being manufacture across the world, using modern technology are presented below.

### 4.1 Bicycle Lock

Bicycle lock is a security device it uses to product the bicycle against theft. Bicycle lock are divided into four types such as.

1. U locks and D locks
2. Chain lock
3. Cable lock
4. Wheel locks

### 4.2 U lock and D Lock

U lock is made up of 'metal ring' which is in the shape of letter 'U'. To this 'U' lock is attached is 'D' lock cross bar section, This way the form of 'U' and 'D' to gather makes of locking system.

### 4.3 Chain Lock

A chain lock is a combination of chain and lock that passes through two wheel frames. This is attached to the bicycle has an immovable object. This lock ensures flexibility and security to the bicycle.

### 4.4 Cable Lock

Cable lock is similar to the chain lock. The locking mechanism is integrated by a length of the cable with 100ps where both ends can be used. The advantage of cable lock is that it helps ease of transporting. Cable lock is made up of spring cable that automatically coils itself.

### 4.5 Wheel Lock

Wheel lock is also called as 'O' lock or ring lock. This lock mechanism has mounted lock with a security frame that immobilises. The rear wheel attached to the lock moves the wheel lock steel bolt though the spokes to prevent motions. This type of lock is commonly used in countries such Scandinavia, the Netherland, China, India and Japan.

**4.5 Chamber Lock**

Chamber locks works with the most of the firearm including revolvers, pistols, rifles and short guns. The main aim of chamber lock is to block ammunition unless it is in the correct position.

**4.6 Child safety Lock**

Child safety lock is a type of special lock, made for cabinets, drawers, bottles etc. This type of lock it helps to prevent children from getting access to any dangerous contents because children naturally are curious to explore their surroundings.

**4.7 Combination Lock**

Combination lock it is a type of pad lock in with sequence of numbers and symbols is used to open sequence of numbers by single rotating dial which in interacts with several discs or cams that are inscribed in numerals, these directly interacts to the locking mechanism for luggage for high security purpose.

**4.8 Dead Bolt Lock**

Deadbolt lock also called dead lock or spring bolt lock has the mechanism in which the bolt lock cannot be moved from one position to another except by rotating the lock cylinder with the help of a key.

**4.9 Electronic Lock**

Electronic lock is otherwise called as electric lock which operates by means of electricity. Electric locks can be deactivated and opened by authentication with help of security to scan numerical codes, password, passphrases, biometrics and radio frequency identification (RFID).

**4.10 Electronic Strike**

Electronic strike is an innovative modern access control device which is available two configurations. Such as fail safe and fail secure. These new types of lock are some times are equip with buzzers.

**4.11 Electronic Magnetic Lock**

Electronic magnetic lock also called as a mag lock or maglock. Which is made out of electromagnetic and armature plate. These types of lock are offered in both 600 lbs and 1200 lbs. These innovative locks are well suited for emergency exit doors that have fire safety applications.

**4.12 Mortise Lock**

This type of lock is used for older building construction before the advent of bored cylindrical locks. Recently, they are commonly used in commercial or upmarket residential construction also.

**4.13 Police Lock**

Police lock designed was Emiel Fox in the year 1869. A police lock is a high security lock. It is divided into two types such as Cross bar police lock and floor mounted police lock.

**4.14 Procter Lock or Protector Lock**

In the year 1850 protected locks were designed by Alfred Charles Hobbs for opening the locks made up of false key. The process takes a long period of time, if the series cannot be opened correctly because the combinations are not exactly correct.

**4.15 Luggage Lock**

Luggage locks or like a pad lock. Which are used to prevent luggage from accident and theft.

**4.16 Pad Lock**

Pad lock was introduced in Roman in the Era 500 BC– 300 AD by Asia and China. A pad lock is a portable lock that passes through an opening of chain link or lap staple. This type of lock helps to prevent arm - theft.

**4.17 Rim Lock**

Naturally rim lock is a locking device that is attached to the surface of the door. Now a day's rim locks are commonly used for the purpose of internal door only. Most of the rim locks are used in countries such as England and Ireland.

**4.18 Time lock**

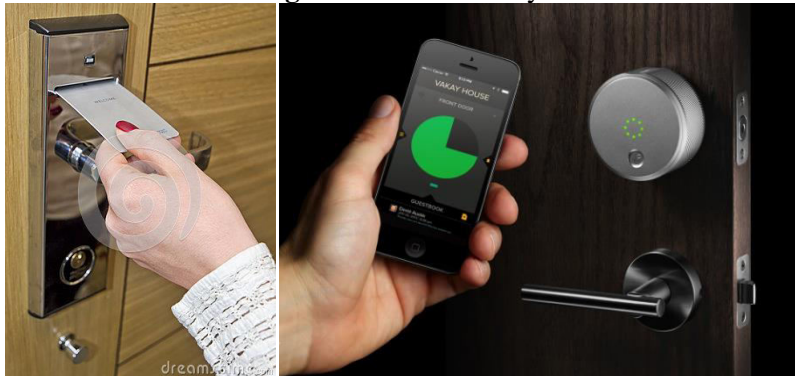
Time lock is designed to prevent criminal from kidnapping and burglary etc. A time lock is commonly used in banks vaults and military. Now a day people are using the time lock through the mobile Apps. This, time lock app helps to prevent our personal videos and photos etc. The vaults of time lock are completely invisible, hidden in the design of the lock since its entire content is encrypted with the strong 256-bit AES (Advanced Encrypt Algorithm).



#### 4.19 Lock with Electronic keys

Electronic keys are usually connected with access control system, types of electronic key locks are given the below.

**Figure 3** Electronic keys



Key card lock

Smart lock

#### 4.20 Key Card Locks

Tor Sornes in the year of 1980 introduced key card lock. Key card lock is a flat card; using the same dimension as a credit card. Most often the key card locks, are used in such places like Hotels, Office premises, etc.

#### 4.21 Smart Locks (Recent Innovative Lock)

A smart lock is an electromechanical lock which is designed to perform locking and unlocking operation on a door, when it receives such instructions from an authorized device using a wireless protocol and a cryptographic key to execute the authorization process.

Smart lock also is called Electro mechanical lock. Smart lock access remotely via mobile App like android, Bluetooth and iOS. It is being used by hand authorize device using a wireless protocol and cryptographic key for the purpose of authorization. Smart locks are now your smart keys; it helped to house proprietor to keep track on surrounding circumstance near to home. Smart lock is allowing the users to access home by third party the way of virtual key. The house proprietors send the one time password through email or SMS. Famous smart lock industries are August lock, Lockitron bolt, Schlage, Goji smart lock, Kwikset kevo & kevo plus are very famous.

### 5. LITERATURE REVIEW

**Shivanandhungund (2014)**, found that majority of rural artisans family members are involving in the business of craft industry, their income level very low as compared to other local business. The author also absence that the rural artisans are not aware about bank loans, that was the reason they still depends on barter system in rural areas. He highlighted that in villages, majority of rural artisans are following old and obsolete technology method for production. Finally, he suggested that Government should take more steps to help the rural artisan's to overcome these problems.

**Erraiah and Balamuniswamy (2014)** highlights that traditional types of industries and services at the village level, with advanced labour-capital ratio, provide better projection of creating more opportunities for employment. Rural artisans engaged in village and cottage industries producing for and servicing the needs of the farming society and lower income groups, raise the probable of the rural economy. The author attempts to study the artisans occupied in cottage and tiny (micro) industries are provided with working capital by Andhra Pragathi Grameena Bank (APGB) in order to enable them to meet expenses on rental, marketing, wages, electricity taxes, transport and storage, purchase raw material etc. The artisans are also complete investment credit or medium credit / long term credit by APGB for purchase of equipment, operational tools and construction of sheds etc. The author emphasizes that the very purpose of this bank credit is to facilitate them to extend the activities and support production of goods and services which help the rural artisans to rise above the poverty line. The Andhra Pragathi Grameena Bank has been provide loans and advances to artisans for taking us self-employment generating activities by using the locally available raw materials. The very point of bank loan is to help improve the income levels of the rural artisans by boosting more of money, thereby encourage the rural economy. The researcher analyzes the impact of bank credit make available by APGB on employment creation of the sample rural artisans in Kurnool district of Andhra Pradesh.

## 6. STATEMENT OF PROBLEMS

This articles deals with the problems of the lock-makers in Dindigul District. The study helps to highlight the problems faced by lock-makers s, besides bringing to the fore the future prospects. Dindigul lock-makers are the traditional lock-makers s, which produce hand-made locks. They face many challenges in their in their profession. Lock-makers very often have to fight with the competition from large scale industrial units and foreign competitors for staying back in their profession. Machine made locks have entered the market in a big way, thus, threatening the domestic lock making industry. This study is undertaken in order to find out the magnitude and extent of the sociological problems faced by Dindigul Lock Makers and also to fine out lack of youth participation in the same.

## 7. OBJECTIVE OF THE STUDY

To study the perception of Dindigul Lock Makers with regards to the Sociological Problems faced by them and create awareness to youth about importance of Geographical Indication place.

### Sources of Data

The methodology of the study is based on Primary data collection. The data are collected administering the structured questionnaire.

### Research Design

This study is both analytical and descriptive type of research. The study period extends from 2021 to 2022. The data collected were subjected Cornbach's Alpha reliability co-efficient and value is beginning 0.734. Which is indicates the instrument is highly reliable and consistent. The researcher employs factor analysis to study the perception of Dindigul Lock Makers with regards to the Sociological Problems faced by them.

## 8. ANALYSIS AND INTERPRETATION

The researcher applied percentage and Factor Analysis. Factor Analysis by Principal of Component Method on fifteen variables of Sociology problems of Dindigul Lock Makers and the result are obtained there from are captured in Table.

### 8.1 Percentage Analysis

The percentage analyses were carried out on the basis of respondents of problems of lock-makers. The percentage analysis captured the profile of the problems of lock-makers in Dindigul districts. It will useful for finding the influence of independent variables on the dependent variables. This profile is broadly justified in demographic and business profiles of Dindigul lock-makers.

**Table 1 Age Group**

Age Group	Frequency	Percent
Less than 30 years	15	4.1
31-40 years	57	15.7
41-50 years	110	30.3
<b>Above 51 years</b>	<b>181</b>	<b>49.9</b>
Total	363	100.0

*Source:* Computed Data

From the above table 1, it is clear that, among the respondents, 50 percent lock makers fall under the category of 51 years and above age group, followed by 30 percent of respondents who belong to the age group of 41-50 years and 16 percent belong to the age group of less than 31-40 years. Only 4 percent is in respondents in less than 30 year age group category. The majority of lock-makers belong to the age group of 51 years and above.

### Education

Education is the main factor for create innovation and expansion for artistic occupation such as lock-making. Data were collected from the respondents to know the level of education among the lock makers. Details of educational background of the lock- makers are shown below:

**Table 2: Lock Makers Education Level**

Education	Frequency	Percent
Illiterate	132	36.4
<b>Primary School</b>	<b>174</b>	<b>47.9</b>
Higher Secondary School	50	13.8
Graduate	7	1.9
Total	363	100.0

*Source:* Computed Data

From the above table 2, it is evident that 47.9 percent of respondents are completed primary school education, followed by 36.4 percent of respondents who are illiterates, 13.8 percent of the respondents possess higher secondary schooling and 1.9 percent respondents of lock-makers are Graduates. Among those respondents, the table indicates that 47.9 percent of respondents completed primary schooling.

**Initial investment**

Initial investment is the money a business which a business owner needs to invest in order to start the business or firm. The owners can invest money depending on the size of business. The data collected from the respondents indicate how much money the lock-makers have invested initially for their business and the same is shown in the as table below.

**Table 3.11: Initial Investment**

Investment	Frequency	Percent
<b>Below Rs. 50000</b>	<b>136</b>	<b>37.5</b>
Rs. 50001-Rs. 90000	85	23.4
Rs. 90001-Rs.120000	52	14.3
Above Rs. 120000	90	24.8
Total	363	100.0

*Source:* Computed Data

From the above table 3, it is noted that 37.5 percent of the lock-makers’ initial investment was below Rs. 50000 followed by 24.8 percent of the respondents invested Rs.120000 and above. 23.4 percent of the workers who invested Rs. 50001- Rs. 90000. Further, it is found that the 14.3 percent of the respondents invested Rs. 90001- Rs. 120000.

**Own Children in Lock-Making**

Data were collected from the respondents to know whether their own children of lock-makers will continue the legacy of parents doing the similar business. The response is portrayed in the table given below:

**Table 3: Own Children in Lock-Makers**

Own Children in Lock-Makers	Frequency	Percent
Yes	51	14.0
<b>No</b>	<b>312</b>	<b>86.0</b>
Total	363	100.0

*Source:* Computed Data

From the above table 4, it is being proposed that majority of the 86 percent of lock-makers would not allow or encourage their children to continue their lock-making work.

**8.2 FACTOR ANALYSIS**

Factor analysis is a branch of multivariate analysis that is concerned with sharp internal relationship of a set of variables. The numerous variables used in a multi item scale such as those utilized in the project, can be analysed to note if those variables could be seen as approximately explaining a single factor.

**Factors of Sociological Problems of in Dindigul Lock-Makers**

The researcher applied factor analysis by principal component method on fifteen variables of sociological problems of lock-makers and the following result are obtained.

**Table 1: KMO and Bartlett’s Test for Sociological Problems of Lock-Makers**

<b>Kaiser – Meyer – Olkin Measure of Sampling Adequacy</b>		.538
Bartlett’s Test of Sphericity	Approximate Chi-Square	1572.897
	Degree of Freedom	105
	Significance	.000

*Source:* Computed Data

From the above table 1, it is found that KMO measure of sampling adequacy is 538 with and Bartlett’s test of Sphericity with approximate Chi-square value 1572.897, P = 0.000 are statistically highly significant at 5 percent level. This confirms that all the fifteen variables are normally distributed and are more conducive for factor segmentation. This leads to individual variables as stated in the following communalities table shown below.

**Table 2:** Communalities - Sociological Problems of Lock-Makers

Sociological Problems	Initial	Extraction
SP1	1.000	0.652
SP2	1.000	0.523
SP33	1.000	0.645
SP34	1.000	0.627
SP35	1.000	0.745
SP36	1.000	0.687
SP37	1.000	0.653
SP38	1.000	0.560
SP39	1.000	0.659
SP40	1.000	<b>0.811</b>
SP41	1.000	0.634
SP42	1.000	0.556
SP43	1.000	0.627
SP44	1.000	<b>0.407</b>
SP15	1.000	0.752

Source: Computed Data

From the above table 2, it found that the fifteen variables exhibit the variance ranging from 0.407 to 0.811 this implies that the variance of the fifteen variables has the range between 40.7 percent and 81.1 percent. Therefore, the data reduction is meaningful and the same can be considered for further analysis which is presented in following pages.

The number of factors extracted is presented in the following total variance

**Table 3:** Total Variance Explained- Sociological Problems of Lock-Makers

Component	Initial Eigen values			Rotation sum of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.820	18.803	18.803	2.376	15.837	15.837
2	2.514	16.763	35.566	1.903	12.688	28.525
3	1.637	10.916	46.483	1.896	12.643	41.168
4	1.349	8.991	55.474	1.803	12.017	53.185
5	1.217	8.115	63.589	1.561	10.404	<b>63.589</b>

Source: Computed Data

From the above table 3, it is found that the fifteen variables have been reduced into five predominant factors. The total cumulative value of the variance 63.589 percent is statistically significant at 5 percent level. It also possesses five factors which individually have variance 15.837 percent, 12.688 percent, 12.643 percent, 12.017 percent and 10.404 percent respectively. The individual variable loadings are shown in the table below.

Since, the variable loadings for factor 3 and 4 have less than three variables in their segmentation. Therefore the researcher eliminated them for further analysis.

The factor segmentation is obtained from the operation of component matrix as shown in following Table.

Factor one consist of four variables as captured in below table.

**Table 4:** Factor 1 – Sociological Problems of the Lock-Makers

Explanatory Notes	Factor Loading
There is a stigma attached to Dindigul locks that they are hand-made and are not moderate enough to attract customers	0.718
Being poor curtails your ability for innovation in production	0.683
Lock-makers generally are not involved in any rural development programmes	0.647
Lock-makers do not possess the capacity to undertake R &D for upgrading their traditional techniques for raising the scale of their production	0.632

Source: Computed Data

The first factor is composed of four variables such as (values) 0.718, 0.683, 0.647 and 0.632 and these factors are named as “Deficient competency”.

Although lock-makers have mental ability to attain their goals they were lacking the ability to create their own production. So this factor is named as ‘deficient competency’.

The second factor comprises of four variables as captured in below table.

**Table 5:** Factor 2 - Sociological Problems among the Lock-Makers

Explanatory Notes	Factor Loading
Specialised knowledge and skills are not transmitted to the next generations	0.806
Lock-makers occupation localised because of irregular orders	0.745
Lock makers growth is suppressed by political influence	0.552
Lock makers are not interested to work under co-operative society due to the conflict among the society members	0.471

*Source:* Computed Data

The factor consists of four variables (values) 0.806, 0.745, 0.552 and 0.471 these factors are suitably named as ‘legacy issue’.

Many time lock-makers find themselves in a situation where they are faced with the problem of not being in a position to project their business as a profitable and a respectable avocation. These factors are named as ‘legacy issue’.

The third factor comprises of three variables as captured in below table.

**Table 6:** Factor 3 – Sociological Problems of the Lock-Makers

Explanatory Notes	Factor Loading
Illiteracy is the reason for lack of quality products in lock	0.780
No serious attention is paid on consumer needs and to satisfy the same	0.689
The new generations of people have no liking towards lock-making and mostly migrate to urban areas.	0.572

*Source:* Computed Data

The factor consists of three variables (values) 0.780, 0.689 and 0.572 these factors are suitably named as “Shallowness”

Shallowness is lack of non-observance. The lock makers do not understand the other person’s views and they often fail to generate the new ideas. The Lock-makers are facing such problems and in order to overcome the same they, are to upgrade themselves to adopt new ideas, for that reason the factor is named as ‘shallowness’.

**9. CONCLUSION AND IMPLICATIONS**

The lock-making industry in India is organized under the small-scale industrial sector category which gives employment to the rural population. The lock- making industry in India faces many problems especially concerning the technology and stiff competition from the foreign lock makers especially China. Further, there is no adequate financial support from the government agencies especially form the banks. It is therefore important that the Government makes available better technology, better credit, and better marketing facility, etc to promote the development of the lock-making industry in India. This would ultimately help the lock-makers to concentrate on the lock-making activity.

Lock Makers are expressed the least interest in sending their children in their hereditary work as they feel that hereditary work does not provide a regular income. Most of them are good in their art of lock making as it is their family business and caste-based work. This is an art that is learned and passed on from one generation to another and similar to that of an ancestral property. Hence, they are likely to follow the practice of lock making. But foreign countries like China and the USA use modern technology which has a profound impact on the production and distribution of the finished locks. This affected the Indian lock making industry adversely through this study, the Government is advised to introduce ‘Lock-making’ in the curriculum of poly-technique colleges and Industrial Training Institute (ITI). This will help to lock-makers adopt upgrade technology in the lock-making industry and this will help in securing our traditional to lock-making to protect traditional lock-makers as well as to strong up our younger generations in the field of modernization. Besides, the lock makers follow the sole proprietorship form of organization as they only follow it as a part of legacy. This is because most of the youngsters show less interest in pursuing a career in this industry as they don’t find it is profit-making. From the study, it is found that young age group participants are very less in lock-making. So this research suggests that Government authorities should create awareness among the young age group people to participate in lock-making business and this would help create more employment opportunities in rural areas.

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**TAX CONSULTANCY SERVICES AS A GROWING CAREER OPPORTUNITY-YOUTH PERSPECTIVE****Mr. Yash Vyas and Ms. Neetu Gidwani**

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**ABSTRACT**

*It has been observed that in recent times many youth graduates have been interested in providing consultancy services in the field of Direct taxation and Indirect taxation. The youth thinks that this field needs hard work and demands challenges, but also provides excitement and it resembles a good amount of return also. Tax analyst supports the business owners and the new start-ups to grow their business by tax saving, proper investing and correct decision making in their respective fields. As the compliance procedures in the taxation field have been increased, the future of the tax analyst providing the tax consultancy services has been increasing rapidly. It becomes easier and more efficient for the youth after the new emerging technologies and customized software have been launched for the filling of the tax returns and data processing. This field also inspires the youth to start their own consultancy firms. As with great opportunities there are some challenges and some responsibilities, which makes the life of the tax consultant more stressful.*

*Keywords: Consultancy, Youth, Taxation, Tax analyst, Technology*

**INTRODUCTION**

To begin with, the business of the tax consultancy involves the use of acquired duty moxie to help guests make informed fiscal opinions regarding duty affiliated issues. The duty advisers work with guests to ensure they pay only the right quantum of duty and plan their finances efficiently. The taxpayers frequently find it delicate to understand the confusing legal rules of paying levies so for that reason the largely professed professionals who could help and give advice in working the issues of taxation are really demanded by society. As proper duty planning is significant to law abiding citizens who tend to use account enterprises. duty authorities don't give detailed advice on situations that arise in each case, and respond to written requests without important interpretations on the issues. So critical requirements for duty discussion services are demanded as they can give the specialist services with sufficient knowledge and practical experience.

The tax advisers generally have many common duties which includes preparing and filing duty returns, probing duty laws, representing guests in checkups, furnishing tax advice, aiding guests with tax planning and they've also have many hard chops as tax advisers like taxation, Financial analysis, tax planning, exploration as that are the many capacities that allows the profession to remain current on changes in tax law and identify openings to minimize duty liability. For choosing the Tax consultancy services as a career option, many soft skills are also demanded like analysis, communication, proper association for deadlines, alert and attention to slight details and disagreement. Following are the tax consulting areas 1) Tax critic researches duty laws and regulations, prepares duty returns and fiscal statements and provides guests with duty planning and consulting services. They retain some strong logical and exploration chops as well as a deep understanding of duty laws and regulations. The tax judges generally work in public account enterprises, commercial duty departments and government agencies. Entry positions may involve preparing duty returns and fiscal statements, while elderly positions may give duty planning and consulting services at the end they report to the head of the duty department. 2) SEC reporting advisers can use backgrounds in account and finance to help guests misbehave with reporting conditions. They interpret SEC rules and regulations to communicate with guests and platoon members. An entry position for this career path may be a staff adviser could advance to a managed adviser part. 3) Tax judges and SEC reporting advisers assess and prepare duty documents. Each advises clients on tax law changes and implicit business issues, but SEC reporting advisers also report exposure conditions.

Irrespective of where you pursue your career, Tax advisers can be anticipated to perform duties whose main tasks would include 1) meeting clients and agitating their fiscal and tax situation 2) gathering information and data to calculate the quantum of tax due 3) Aiding clients with completing tax returns, schedules and any duty issues from URA 4) auditing guests duty records to identify areas of duty exposure 5) explaining duty laws to clients and changing ways to minimize their duty arrears 6) keeping up to date with changes in duty laws and regulations 7) assessing guests fiscal and legal circumstances to determine applicable duty scores and arrears.

**OBJECTIVES**

- 1) To measure the growing career opportunities in the field of tax consultancy services.
- 2) To analyse the youth perspective for opting consultancy services.

**HYPOTHESIS**

Related to Opportunities:

- **H<sub>0</sub>**: No opportunities in the field of tax consultancy services as a career for youth
- **H<sub>1</sub>**: There are opportunities in the field of tax consultancy services as a career for youth

**Related to Youth Perspective**

- **H<sub>0</sub>**: Youth does not think to opt consultancy services as an career option
- **H<sub>1</sub>**: Youth does not think to opt consultancy services as an career option

**RESEARCH METHODOLOGY**

The present study evaluates the growing career opportunities in the field of tax consultancy services. As the concept has been in practice for a long period, it was difficult to get the list of past beneficiaries for finding out the career growth in Tax consultancy services. Hence, we considered the list of present beneficiaries of Thane district only. In order to make the sample both representative and manageable a total of 100 male and female benefiting students were selected using stratified random sampling method. The details of students were collected through the questionnaire and secondary data was also collected from books, journals and websites however the secondary data are not much relied upon. The data collected through primary as well as from secondary sources were processed through simple statistical tools and it is partly exploratory and partly explanatory and the data analysis component consists of Data collection, data reduction and presentation of data.

**REVIEW OF LITERATURE**

1) First characteristic of an ultramodern society is to have a better position of voluntary compliance on duty regulations( van Dijke & Verboon, 2010). Efforts to ameliorate voluntary duty compliance has come as an intriguing content for exploration from colorful fields of wisdom similar as economics, psychology, and sociology during the last 50 times( Kirchler et al., 2008; van Dijke & Verboon, 2010). duty compliance exploration paradigm at this point tends to concentrate on the part of psychology – social variables( van Dijke & Verboon, 2010; Wenzel, 2005a). This is due to an mindfulness that the Analysis exploration using only deterrence variables( similar as duty checkups, duty rates, and duty penalties) aren't sufficiently suitable to explain the position of duty compliance. Although deterrence- grounded approaches have dominated analysis of duty compliance from the perspective of economics( Allingham & Sandmo, 1972), the results of the study showed only a slight capability of these variables in explaining the position of duty compliance. The grand proposition about duty compliance from an profitable perspective is grounded on Allingham & Sandmo( 1972) and the behavioral approach is grounded on the Ajzen( 1991) proposition of planned behaviour.

2) The proposition of Allingham & Sandmo( 1972) believes that no individualities are willing to pay levies freely, thus, the existence will always be opposed to paying levies. colorful studies tried to expand these propositions, but it doesn't have sufficient theoretical hypotheses( Fidiana, Triyuwono, Djahmuri, & Achsin, 2013). nonetheless, there's one proposition that's frequently used as a frame for exploration on duty compliance, videlicet the slippery pitch frame( Kastlunger et al., 2013; Kogler, Muehlbacher, & Kirchler, 2013; Kogler, Batrancea, et al., 2013; Mas'ud, Manaf, 144 I Nyoman Darmayasa and Yuyung Rizka Aneswari/ Procedia-Social and Behavioral lores 211( 2015) 142 – 148 & Saad, 2014; Prinz, Muehlbacher, & Kirchler, 2014). According to the slippery pitch frame, there are two antecedents of duty compliance: trust in authorities and power of authorities ( Kogler, Muehlbacher, et al., 2013).

**Analysis and Interpretation of data**

The data was collected from 114 tax practitioners and interns. The survey link of a questionnaire was uploaded on various social platforms and students were requested to fill in all necessary information. The survey link was kept open for a week for collecting proper responses from students. The results obtained are as follows:

<b>Gender</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	
<b>No. of Respondents</b>	59	55	114	

Occupation	Self Employed	Professionals	Job	Total
No. of Respondents	2	37	75	114
Percentage %	1.75	32.46	65.79	100
Career Option	Income Tax	GST	Total	
No. of Respondents	52	62	114	
Percentage %	45.61	54.39	100	

There were 59 male respondents and 55 female respondents (n=59. %=51.75) from which 2 are self employed who are working as tax practioners, 37 were professionals and 75 of them are doing the jobs in the same field.

Also 52 respondents had selected Income tax as their field of choice for carrier option and 62 respondents had selected GST as their field of choice for carrier option.

As from the above table of responses collected, the highest frequency observed is that most of the people are choosing GST practice as their option (n=62, %= 54.39).

### 1. Skills Required for opting the consultancy Services as Career option

Variables	Strongly Agree	Agree	Neutral	DisAgree	Strongly Disagree	Total
Knowledge of Tax	40.69	21.37	26.19	-	-	114
Technical Skills	31.74	39.45	26.19	-	-	114
Communication skills	29.30	42.73	31.43	-	-	114
Accounting Skills	34.99	32.87	26.19	-	-	114
Legal Skills	30.93	31.23	57.63	-	-	114

As from the above table of responses collected, it is observed that the skills required for opting the consultancy services as career option by strongly agreeing the Knowledge of Tax required, Agreeing with the Technical skills required, Agreeing with the communication skills required, strongly agreeing with the accounting skills required, and having neutral view on the Legal skills required. It is also observed that no one has disagreed from the above 5 options which indicated these are to be considered as a important aspects of skills required for opting consultancy services as an option.

### 2. Certifications & Internships Required for Choosing tax Consultancy as Career Option

Variables	Strongly Agree	Agree	Neutral	DisAgree	Strongly Disagree	Total
CA Course	44.12	29.41	23.53	1.47	1.47	114
Internship under CA	47.06	33.82	11.76	4.41	2.94	114
Diploma In IFRS	14.71	29.41	42.65	7.35	5.88	114
Diploma In Direct Taxation	25.00	47.06	20.59	4.41	2.94	114
GST Practitioner	36.76	41.18	13.24	4.41	4.41	114

### FINDINGS OF STUDY

- Majority of the youth are interested in giving the tax consultancy an choosing the same as their career options
- Youth are interested in the GST field for growing their career and providing the services.
- They think the knowledge of tax and communication skills are important for providing the services.
- They think CA course and internships under CA gives the boost to the knowledge and gives the correct pathway to be successful the field of consultancy services.

### CONCLUSION

The study provides theoretical contribution to the meaning of ethical practices and provides behavioural implications on accounting theory regarding whether the practice of tax consultant ethics is enabled to improve taxpayers compliance. Tax consultancy services is a growing career opportunity due to increasing complexities in tax laws and regulations, and the need for businesses and individuals to comply with them. With the growth of global trade and investment, tax consultants are in high demand to advise clients on tax planning and



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strategies to minimize tax liabilities. Additionally, advancements in technology have created new opportunities for tax consultants to provide virtual and online services. As a result, tax consultancy is a rewarding and lucrative career choice for individuals with strong analytical and problem-solving skills, as well as a deep understanding of tax laws and regulations. In conclusion, the field of tax consultancy services presents a growing career opportunity due to the increasing complexities of tax laws and regulations and the need for businesses and individuals to comply with them. The demand for tax consultants who can provide effective tax planning and strategies to minimize tax liabilities is on the rise, particularly with the growth of global trade and investment.

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**A STUDY ON GROWING POPULARITY OF ENTREPRENEURSHIP AMONGST YOUTH IN  
THANE DISTRICT**

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**ABSTRACT**

*In recent times, it has been observed that youngsters are getting more intrigued towards entrepreneurship. Entrepreneurship plays a vital role in the economic development of our country as it generates our national income, employment, rural development, etc. It's been observed that young people are trying to follow their passion through entrepreneurship in a creative ways. They get these opportunities to show case their competencies, creative ideas, leadership skills, problem solving, team building and decision making, etc. Nowadays young people who are starting their own business or inherit their family one can gain the valuable skills and the experience that help them to take business to the new heights. As entrepreneurship in the digital realm have ample amount of opportunities to explore and find out the modern ways. Through the entrepreneurship they are able to provide wide range of innovative ideas or products or services, which contributes to the economic development of our nation to a great extent. Entrepreneurship is a multi-faced concept which constitutes a completely new start-up or continuing the existing business with new innovative methods. The purpose of this study is to show the actual reasons that why youths are getting more involved in entrepreneurship rather than in other sectors for earning. Currently entrepreneurship is not only changing the entrepreneur's life but also the destiny of that particular region or even a country. Although it involves more risk, but young people are ready to accept those challenges and try to overcome it in each and every possible manner.*

*Keywords: Entrepreneur, Leadership Skills, Economic Development, Employment, Digital Realm*

**INTRODUCTION**

Entrepreneurship has been gaining immense popularity among the youth in recent years, with many young people taking the leap to turn their innovative ideas into successful businesses. The trend of start-ups and innovation has inspired a new generation of entrepreneurs to pursue their passions and create something that contributes to the economy and society. The growing popularity of entrepreneurship among young people can be attributed to various factors, including the changing job market, the availability of resources, and the need for financial stability.

In today's fast-paced world, the job market has become increasingly competitive, and many young people are finding it challenging to secure employment that aligns with their passions and goals. In such a scenario, entrepreneurship presents itself as a viable option, as it allows young people to create job opportunities for themselves and others, rather than relying solely on traditional employment. Additionally, advancements in technology and the widespread availability of resources have made it easier for young entrepreneurs to launch their ventures, providing them with the tools they need to grow and succeed.

Another key factor that has led to the growing popularity of entrepreneurship among young people is the desire for financial stability. Traditional jobs are no longer providing the level of financial security that they once did, leading many young people to seek alternative sources of income. Entrepreneurship offers young people the opportunity to control their own financial future, giving them the chance to create long-term financial stability for themselves and their families.

The impact of youth entrepreneurship extends far beyond the individual level. Entrepreneurial ventures created by young people have the potential to drive economic growth, create jobs, and contribute to the development of communities. With the rise of startups and innovation, young entrepreneurs are pushing the boundaries of what is possible, and their contributions are making a significant impact on the world.

Governments and organizations around the world are recognizing the importance of youth entrepreneurship and are taking steps to support and promote it. Many are providing resources and funding to help young entrepreneurs get started and succeed, and initiatives such as mentorship programs and incubators are providing young entrepreneurs with the support they need to grow their businesses.

The growing popularity of entrepreneurship among young people is a positive trend that has the potential to drive economic growth, create jobs, and contribute to the development of communities. With the right support and resources, young entrepreneurs have the ability to create a better future for themselves and those around them. The world is filled with young people who are passionate, creative, and innovative, and entrepreneurship offers them the opportunity to turn their ideas into realities.

**REVIEW OF LITERATURE**

1. Dr Himani Sardar, Law Bahadur Shastri Institute of Management, Department of Finance in her research paper titled “**A study on youth perception and awareness towards Entrepreneurship and Start-up India**” (January 2019) states that Government of the India has launched various new schemes to promote the entrepreneurship which leads to economic development of the country.
2. Dr Navendu Nidhan, Faculty of Commerce, Banaras Hindu University in his research paper titled “**Start-up India - A New Archetype for Young Entrepreneurs**” (January 2019) opined that youth talent can be channelized by engaging them in the field of entrepreneurship which leads to the contribution in employment generation of the country
3. Dr Sachin Juneja, Faculty of Commerce, Banaras Hindu University, Varanasi in his research paper titled “**Opportunities for young entrepreneurs in India – an analysis of entrepreneur capacity building framework**” (January 2022) concluded that Coronavirus has generated unique ideas for entrepreneurs if they can grab this opportunity it will lead to benefit for the entrepreneur and the country as well.

**OBJECTIVES OF THE STUDY**

1. To understand the concept of Entrepreneurship
2. To study the application of Entrepreneurship as a source of livelihood amongst youth

**HYPOTHESIS**

Entrepreneurship as a source of employment is popular amongst the youth in Thane district

Subject to above hypothesis, many null Hypothesis and alternate hypothesis were created and tested

**RESEARCH METHODOLOGY**

1. The research is Analytical in nature
2. The study is based on primary and secondary data
3. The population of the study is entire youth of Thane which is Infinite
4. For the purpose of this research, random sampling method was applied
5. The sample size was arrived by sample size calculator
6. The samples were collected from 130 Respondents
7. The primary data was collected through a structured questionnaire through online google forms
8. The secondary data was collected through articles, research papers and websites
9. The collected data was classified and tabulated for analysis purpose

**ANALYSIS AND INTERPRETATION OF DATA**

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Female	90	69.2	69.2	69.2
	Male	40	30.8	30.8	100.0
	Total	130	100.0	100.0	

**Interpretation**

It can be seen from the above table 69.2% of the people were Female while 30.8% were Male.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Below 18	14	10.8	10.8	10.8
	18-25	103	79.2	79.2	90.0
	25-35	13	10.0	10.0	100.0
	Total	130	100.0	100.0	

Educational Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Below HSC	81	62.3	62.3	62.3
	Graduate and above	49	37.7	37.7	100.0
	Total	130	100.0	100.0	

Reason: Own Boss					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Disagree	4	3.1	3.1	3.1
	Neutral	9	6.9	6.9	10.0
	Agree	71	54.6	54.6	64.6
	Strongly Agree	46	35.4	35.4	100.0
	Total	130	100.0	100.0	

Tests of Normality						
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Skills	.189	130	.069	.753	130	.075
Reasons	.119	130	.070	.876	130	.076
a. Lilliefors Significance Correction						

The table indicates p value for skills and Reasons is greater than 0.05 which indicates data is normal Hence parametric test were used for further analysis.

H0: There is no significant difference between Gender and skills required to become an entrepreneur

H1: There is no significant difference between Gender and skills required to become an Entrepreneur

Group Statistics					
	Gender	N	Mean	Std.	Std. Error Mean
				Deviation	
Skills	Female	90	18.28	1.580	.167
	Male	40	16.93	3.533	.559

Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower		
Skills	Equal variances assumed	12.372	.001	3.02	128	.003	1.353	.447	.468	2.238	
	Equal variances not assumed			2.32	46	.025	1.353	.583	.180	2.526	

The table indicated p value is 0.001 which is less than 0.05 thereby indicating the null hypothesis is rejected and alternate hypothesis is accepted stating there is a significant difference between Gender and Skills required to become an Entrepreneur.

H0: There is no significant difference between Educational qualification and skills required to become an entrepreneur

H1: There is no significant difference between Educational qualification and skills required to become an Entrepreneur

Group Statistics					
Skills	Educational qualification	N	Mean	Std. Deviation	Std. Error Mean
	Below HSC	81	17.90	2.251	.250
	Graduate and above	49	17.80	2.716	.388

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Skills	Equal variances assumed	.833	<b>.363</b>	.239	128	.812	.105	.441	-.767	.977
	Equal variances not assumed			.228	87	.820	.105	.462	-.812	1.023

H0: There is no significant difference between Age and skills required to become an entrepreneur

H1: There is no significant difference between Age and skills required to become an Entrepreneur

ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	14.944	2	7.472	1.274	.283	
Within Groups	744.564	127	5.863			
Total	759.508	129				

The table indicates the significant value is 0.283 which is greater than 0.05 thereby null hypothesis is accepted stating there is a significant difference between Age and skills required to become and Entrepreneur.

H0: There is no correlation between Skills and Reasons in connection with Entrepreneurship

H1: There is correlation between Skills and Reasons in connection with Entrepreneurship

Correlations			
		Skills	Reasons
Skills	Pearson Correlation	1	.691**
	Sig. (2-tailed)		.000
	N	130	130
Reasons	Pearson Correlation	.691**	1
	Sig. (2-tailed)	.000	
	N	130	130

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

The table indicate p value is 0.000 which indicated there is a correlation between Skills and Reasons motivating people to become an entrepreneur. There is a strong correlation between Skills and reasons.

**CONCLUSION**

In conclusion, the growing popularity of entrepreneurship amongst youth is a positive trend that holds significant potential for economic growth and job creation. By encouraging young people to start and grow their own businesses, we can support the development of innovative ideas and products, and help address the challenges facing the job market. However, young entrepreneurs often face significant barriers to success, including access to finance, resources, and mentorship. To maximize the potential benefits of youth entrepreneurship, it is important to provide young people with the support and resources they need to succeed. By investing in education, finance, mentorship, and policy support, we can help to ensure that the growing trend of youth entrepreneurship continues to thrive and contribute to a brighter future for all.

**FINDINGS**

1. It can be seen from the above table 69.2% of the people were Female while 30.8% were Male.
2. It has been found that below 18 yrs are 10.8%, 18 to 25 yrs are 79.2% and 25-35 are 10%.
3. The Educational Qualification is 62.3% of Below HSC, 37.7% graduate and above.
4. There is a difference between Male and Female with respect to skills required to become an entrepreneur
5. There is a significant difference between Age and skills required to become and Entrepreneur.
6. There is a strong correlation between Skills and Reasons motivating people to become an entrepreneur.

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**SUGGESTIONS**

1. To offer education and training programmes to develop key entrepreneurial skills.
2. To provide financing options and support to young entrepreneurs.
3. To encourage government support for youth entrepreneurship.
4. To develop mentorship programs and opportunities for networking.
5. To encourage collaboration between young entrepreneurs and established businesses.
6. To create a supportive and favorable environment for youth entrepreneurship.
7. To invest in research and development programs to support new ideas and products.

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**A STUDY OF GAP BETWEEN YOUTH PREFERENCES AND JOB REALITY IN IT SECTOR**

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**ABSTRACT**

*This study aims to investigate the gap between the preferences of youth and the reality of jobs in the IT sector. With the increasing popularity of IT jobs among youth, it is important to understand their expectations and how they match with the actual work environment. The study utilized a mixed-methods approach, including surveys and interviews with both IT professionals and students. The results reveal a significant gap between the expectations of students and the reality of the IT industry, especially in terms of work-life balance and job security. The study suggests that the IT industry needs to focus on bridging this gap by offering better work environments and addressing the concerns of young professionals. The findings of this study have important implications for both the IT industry and education institutions in terms of understanding the needs and expectations of the future workforce.*

*Keywords: Youth Preferences, Job reality, Industry needs.*

**INTRODUCTION**

Employees are the inseparable part of any organization especially in the IT sector as they are accountable to deliver the projects on time and fulfilling the requirements of the clients which is key to accomplish the objectives of an organization. In recent years, concern over elevating youth unemployment rate in India has been raised repeatedly by the national and international bodies. This is the field of study that deals with analysing the gap between youth preferences and job reality in IT sector. This seems to be a common problem in IT sector. Moreover, few studies have focused on Youth aspirations and reality of jobs in IT sector. Herzberg theory examined what employee desires from the job and concluded that feeling of achievement, recognition, growth.

The study of the gap between youth preferences and job realities in the IT sector is an important examination of the relationship between the aspirations of young people and the realities of the job market. It seeks to understand the extent to which the careers and jobs that young people desire match up with the opportunities available in the IT industry. This study has the potential to provide valuable insights into the challenges facing young people as they navigate their way through the job market and make decisions about their future careers. By highlighting areas of misalignment between youth preferences and job realities, this study can help inform efforts to bridge the gap and improve the employment prospects for young people in the IT sector.

The problem is to find a preferred job, proposals are accepted to cover financial. This problem has been largely studied and many viable solutions have been found. Recent methods focus on overcoming this problem by proposing different schemes for youth at their graduation levels and also post-graduation levels. It is of interest to know whether there is any initiative from the side of employer to make a job profile to be preferred by youth. Our research aims at finding a solution for this challenging problem where current situation demands highly sophisticated jobs, proficient candidate who can add value. The key contribution of this work will give insights whether existing jobs meet the needs of young people.

**OBJECTIVES**

- 1) To identify the key areas where there is a misalignment between youth preferences and job realities in the IT sector.
- 2) To analyse the factors that contribute to the gap between youth preferences and job realities in the IT sector.

**HYPOTHESIS**

H0: There is a significant gap between the preferences of youth and the reality of jobs in the IT sector, particularly in terms of work-life balance and job security. This gap is driven by a mismatch between the expectations of students and the actual work environment, including factors such as long working hours, high workloads, and limited job stability.

H1: There is no significant gap between the preferences of youth and the reality of jobs in the IT sector in terms of work-life balance and job security. The expectations of students are well-aligned with the actual work environment, and any differences observed are due to random chance or individual variation.

**RESEARCH METHODOLOGY**

The present study evaluates the significant gap between the preferences of youth and the reality of jobs in the IT sector in terms of work-life balance and job security. In order to make the sample both representative and manageable a total of 107 male and female were selected using stratified random sampling method. The details were collected through the questionnaire and secondary data was also collected from books, journals and websites. The data collected through primary as well as from secondary sources were processed through simple statistical tools and present study focuses on those who have recently entered the job market or are in the process of transitioning from education to work.

**REVIEW OF LITERATURE**

A review of the literature reveals several key themes and findings that shed light on the factors that contribute to the gap and the strategies that can be used to bridge it.

One key theme in the literature is the role of education and career guidance in helping young people make informed career choices. Several studies have highlighted the importance of providing career counseling, internships, and experiential learning opportunities to help young people develop the skills and knowledge needed for the modern workplace.

Another key theme in the literature is the impact of societal expectations on young people's career choices. Studies have shown that young people often face pressure from their families and communities to pursue certain careers or paths, which can limit their options and contribute to the gap between their preferences and job reality.

The literature also highlights the importance of promoting entrepreneurship and innovation as a means of bridging the gap. By encouraging young people to develop their own businesses and pursue innovative ideas, we can help them create their own career paths and contribute to the economy.

Additionally, the literature suggests that addressing the changing nature of work and the labor market is crucial in bridging the gap between youth preferences and job reality. As new technologies and industries emerge, we must ensure that young people have the skills and knowledge needed to succeed in these areas.

Overall, the literature on the study of the gap between youth preferences and job reality emphasizes the need for a collaborative approach that involves educators, policymakers, employers, and young people themselves. By working together, we can create a more fulfilling and sustainable future for young people that aligns with their preferences and career aspirations.

**Analysis and Interpretation of data**

The data was collected from 107 participants working in IT Sector. The same was collected through the questionnaire which was shared in the goggle form link. The results are as follows:-

<b>Gender</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
No. of Respondents	32	75	107

<b>Does your current job match your ideal job in the IT sector?</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
Responses	24	83	107

<b>Are you interested in GIG Economy as a source of income</b>	<b>Moderately Interested</b>	<b>Very Interested</b>	<b>Not Interested</b>	<b>Total</b>
<b>No. of responses</b>	57	37	13	107
<b>Percentage %</b>	53.27	34.58	12.15	100

There were 32 male respondents and 75 female respondents from which 24 are having their ideal job and 83 are just doing the job other than their ideal job.

Also participants were asked about their interest in doing Gig jobs 57 respondents were moderately interested, 33 respondents were very interested and 13 were not interested.

From the above table it is seen that only 37 respondents have shown their interest in freelancers, independent contractors, project-based workers and temporary or part-time hires.



**What steps do you think need to be taken to bridge the gap between youth preferences and job reality?**

Variables	Essential	Low priority	Medium Priority	No Priority	Total
1) Encourage Hands on Training	83.18	1.87	12.14	11.35	100
2) Industry Mentorship	57.01	10.28	28.03	26.20	100
3) Bridge the Gap between Theory and Practice	68.22	10.28	17.76	16.59	100
4) Career fairs and Workshops	61.68	11.21	22.43	20.96	100

From the above table it is observed that Offering training programs and internships that focus on the skills required for different jobs can help young people gain practical experience and improve their employability.

Also it is observed the job market is constantly evolving, and young people need to be prepared to adapt to changing demands. Providing flexibility in work arrangements and training programs can help young people develop the skills needed to succeed in the modern workplace.

Encouraging and supporting young people to become entrepreneurs can help them create jobs for themselves and others, and provide a platform for them to use their skills and preferences to create meaningful work.

By implementing these steps, we can help bridge the gap between youth preferences and job reality, and create a more fulfilling and sustainable future for young people.

**What do you think are the main differences between your ideal job and current job in the IT sector?**

Variables	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1) It is Money	42.05	39.25	17.76	0.93	0	100
2) It is something you love to do	24.29	41.12	29.91	4.67	0	100
3) It fits your personality	22.43	32.71	32.71	11.21	0.93	100
4) It challenges you to grow	35.51	38.31	20.56	5.61		100

From the above it is observed that an ideal job in the IT sector may involve working on innovative and cutting-edge projects that utilize the latest technologies and trends. This job may offer a high degree of autonomy and flexibility, allowing the employee to work on projects that align with their interests and skills. An ideal job may also provide opportunities for professional development and career growth, as well as a healthy work-life balance.

**FINDINGS OF STUDY**

1. Identifying the gaps between your current job and your ideal job and taking proactive steps to close those gaps can help you build a fulfilling career in the IT sector.
2. Look for opportunities in current job that can help you develop the skills you need for ideal job. For example, you may be able to take on additional responsibilities or projects that can help you gain experience in a particular area.
3. Consider pursuing additional training or education to develop the skills you need for your ideal job. This may require taking courses, attending workshops, or even going back to school.
4. Providing youth with career counselling and guidance can help them understand the job market and identify the skills and qualifications needed for different jobs. This can help them make informed decisions about their career paths.

**CONCLUSION**

In conclusion, the study of the gap between youth preferences and job reality highlights the challenges that young people face when entering the job market. It's essential to recognize that the preferences of young people are shaped by various factors, including societal expectations, personal interests, and opportunities for growth. On the other hand, job reality is influenced by the needs of the industry, the labour market, and the evolving nature of work.

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Bridging the gap between youth preferences and job reality requires a collaborative effort between various stakeholders, including educators, policymakers, employers, and young people themselves. By providing career counselling, skill-building programs, collaboration with industry, promoting entrepreneurship, addressing societal expectations, and promoting flexibility and adaptability, we can help young people make informed career choices and develop the skills needed for the modern workplace.

In the end, it's crucial to understand that there is no one-size-fits-all solution to bridging the gap between youth preferences and job reality. However, by taking proactive steps and fostering a culture of innovation and growth, we can create a more fulfilling and sustainable future for young people, one that aligns with their preferences and career aspirations.

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**A STUDY ON IMPACT OF COMMUNICATION SKILLS FOR YOUTH EMPLOYMENT**

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**ABSTRACT**

*This study investigates the significance of communication skills in securing employment among the youth. The aim of the study is to analyse the relationship between communication skills and job opportunities for young adults. The research design involves a quantitative approach, where data is collected through surveys from young adults aged 18-30 years. The findings indicate that effective communication skills are crucial for securing employment, as they positively influence job performance and productivity. Furthermore, the study highlights the need for communication skills training for young adults to enhance their employability in the competitive job market. Overall, the study concludes that communication skills are essential for young adults seeking employment, and investing in communication skills training can significantly improve their job prospects*

*Keywords: Effective communication skills, youth employment*

**INTRODUCTION**

Employees are essential for the smooth operation and growth of an organisation, which makes them an important asset to the organization. Employee communication refers to sharing of ideas and information from one person to another within an organization. In any organization communication skills are important for effective meetings and developing positive work relationships with clients and colleagues. Communication skills are recognized as an important element in the development of workforce. The ability to effectively communicate is a critical skill in today's job market, especially for young people entering the workforce. Good communication skills can help youth secure employment and succeed in their careers. Poor communication, on the other hand, can lead to misunderstandings, missed opportunities, and even job loss. In an increasingly competitive job market, it is essential for young people to develop strong communication skills that will enable them to stand out from their peers and make a positive impact in the workplace. Good communication skills at workplace helps to ensure that everyone around you understands you and you understand everyone. This research aims to find out the impact of communication skills for youth employment. Our study will give the proper insights on how important are the good communication skills to build the confidence of the employees and helps the employees to perform well by building positive work environment and eliminating inefficiencies.

**OBJECTIVES**

1. To highlight the benefits of strong communication skills in the workplace, including improved relationships with colleagues, greater job satisfaction and increased job security.
2. To educate the young people on the different types of communication.
3. To find out the importance of proper communication in securing and succeeding in employment.

**HYPOTHESIS**

H0: "Young workers with strong communication skills will have significantly higher chances of getting hired, higher job satisfaction, and better performance evaluations compared to those with weaker communication skills."

H1: "There is no significant difference in the chances of getting hired, job satisfaction, and performance evaluations between young workers with strong and weak communication skills."

**RESEARCH METHODOLOGY**

The present study focuses on determining the relationship between communication skills and employability.

The purpose of this study is to investigate the impact of communication skills on youth employment. The study will utilize a quantitative research methodology, using a survey questionnaire as the primary data collection tool.

The questionnaire is designed to measure the respondents' communication skills, employment status, and their perception of the importance of communication skills for employability.

In order to make the sample both representative and manageable a total of 106 male and female were selected using stratified random sampling method. The details were collected through the questionnaire and secondary data was also collected from books, journal and websites.

**REVIEW OF LITERATURE**

Communication skills are an essential component of employability for young people, particularly in the current job market, where interpersonal and soft skills are increasingly valued. As such, numerous studies have investigated the impact of communication skills on youth employment.

One study by Bourhis, Dubé, and Jacob (2010) examined the relationship between communication skills and employability among Canadian youth. The authors found that strong communication skills were positively associated with employability, particularly in jobs requiring customer service and teamwork.

Similarly, in a study by Huang and Hu (2013), which examined the impact of communication skills on the employability of university graduates in China, the authors found that communication skills were a crucial determinant of employability. Graduates with strong communication skills were more likely to secure higher-paying jobs and achieve greater career success.

In a study by Hailu and Geremew (2019) in Ethiopia, the authors found that communication skills were essential for young people to succeed in the job market. The authors identified communication skills as one of the most critical soft skills required for employability, particularly in fields such as sales and marketing.

Furthermore, a study by Iqbal, Anwar, and Haider (2017) in Pakistan found that communication skills were an essential factor in determining the employability of young people. The authors found that employers placed a high value on communication skills, particularly in fields such as sales, customer service, and public relations.

Overall, the literature suggests that communication skills are a crucial factor in determining the employability of young people, particularly in fields that require customer service, teamwork, and public interaction. Employers consistently value these skills, and young people who possess strong communication skills are more likely to achieve greater career success.

**Analysis and Interpretation**

The data was collected from 106 participants working in different fields. The same was collected through the questionnaire which was shared in the google form link. The results are as follows:

<b>Gender</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>No. of Respondants</b>	64	42	106
<b>Percentage</b>	60%	40%	100%

<b>How confident do you feel in your communication skills?</b>		
<b>Variables</b>	<b>Total</b>	<b>Percentage</b>
<b>Extremely Confident</b>	53	50%
<b>Somewhat confident</b>	49	46%
<b>Not Confident</b>	3	3%
<b>Not at all Confident</b>	1	1%
<b>Total</b>	106	100%

Out of the total 106 respondents 50% were extremely confident, 46% were moderately confident and 1% were not at all confident.

<b>How important do you believe communication skills are in securing employment?</b>		
<b>Variables</b>	<b>Total</b>	<b>Percentage</b>
<b>Extremely Important</b>	86	81%
<b>Somewhat Important</b>	15	14%
<b>Not Important</b>	4	4%
<b>Not at all Important</b>	1	1%
<b>Total</b>	106	100%

Out of total respondents 86 considered communication skills as extremely important, 15 as moderately important. Only 5 respondents were of the view that communication skills are not important in securing employment.

According to you which is the most effective communication skill required for the job?		
Variables	Total	Percentage
Active Listening	32	30%
Clarity	23	22%
Picking the right medium	9	8%
Confidence	42	40%
<b>Total</b>	<b>106</b>	<b>100%</b>

According to the respondents the most effective communication skill required for the job was confidence and 40 % of the respondents agreed

Also 30% of the respondents agreed that active listening is also necessary for the job to have a better communication skill.

**Are you Aware about these long-term implications of effective communication skills on the career?**

Variables	Extremely Aware	Moderately Aware	Somewhat Aware	Not At All Aware	Total
Improved Reputation	57	27	14	2	100
Improved Negotiation Skills	42	41	14	3	100
Increased chances of getting promoted	57	30	11	2	100
Increased earning potential	60	31	8	1	100

From the above table it is observed in the long term, having strong communication skills can enhance their career prospects, increase their job satisfaction, and improve their earning potential.

Also, employers who prioritize communication skills in their recruitment process are more likely to attract and retain high-performing employees and 42% of respondents are extremely aware of this negotiation skill.

**What role do you think technology and social media play in shaping communication skills among young people in job market?**

Variables	Total	Percentage
Increases access to information and technology	41	39%
Networking opportunities (Link between job seekers and job providers)	35	33%
Increases collaboration skills	11	10%
Increases flexibility in communication style and approach	19	18%
<b>Total</b>	<b>106</b>	<b>100%</b>

It is observed from the above table that technology has played an important role in shaping communication skills, enabling individuals to communicate more diverse, accessible, and instantaneous.

Also 18% of the respondents have agreed that technology increases flexibility in communication style and this is the one way technology has impacted communication skills is through social media platforms. Social media platforms such as Facebook, Twitter, and Instagram have transformed the way individuals communicate with each other. Social media platforms have made communication more immediate, personalized, and informal, allowing individuals to connect with others in real-time and share information and ideas.

**To what extent do you think communication skills have an impact on salary negotiation and financial stability for young employees?**

Variables	Total	Percentage
To Great Extent	76	72%
Somewhat	27	25%
Very Little	3	3%
Not at all	-	0%
<b>Total</b>	<b>106</b>	<b>100%</b>

It is observed from the above table that 72 % of the respondents have agreed that negotiating salaries is an essential aspect of career development, and individuals who possess strong communication skills are more likely to succeed in salary negotiations

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**FINDINGS OF STUDY**

- The findings of the study on the impact of communication skills for youth employment indicate that communication skills are an essential factor in determining the employability of young people.
- The study revealed that strong communication skills are positively associated with employability, particularly in jobs that require customer service, teamwork, and public interaction.
- The employers consistently value communication skills, and young people who possess strong communication skills are more likely to achieve greater career success.
- Moreover, the study found that communication skills are one of the most significant factors influencing employability, with employers placing a high value on these skills when selecting job candidates.
- The study conducted in different countries such as China, Pakistan, Serbia, and Ethiopia has also shown that communication skills are essential for young people to succeed in the job market.
- The study emphasized that communication skills are one of the most critical soft skills required for employability, particularly in fields such as sales, marketing, customer service, and public relations.

**CONCLUSION**

The study has actually focused on getting the overall information on the effectiveness of all the online learning platforms for the youth employability of the degree students and it has been concluded that it has got good benefits for students. Based on the study and the analysis of various data, it has also been found that factors like easy to use and job oriented learning, transfer of skills and knowledge and flexibility in learning etc., are influencing students to adopt e-learning platforms. Thus, they can take the benefit of the internet and learn from anywhere during their leisure time and develop employability as well as entrepreneurial skills. Besides this, the rapid global growth of massive open online courses shows the craze and curiosity among the students as it is the learner centric rather than customer centric courses and it also gives extra priority to development rather than skill based learning. With the rise in small industries as entrepreneurship rises, it can be predicted that the workforce with skills will be favoured the most instead of the youth with degrees but no skill. The Nations in the near future are going to focus more on Knowledgeable and skilful workforce instead of only qualified workers and with the economy is going to move towards development. In conclusion, the study on the effectiveness of e-learning for employability of degree college students in Thane district is an important contribution to the ongoing discourse on the use of technology in education.

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**A STUDY ON STUDENTS PERCEPTION RELATED TO VOCATIONAL COURSES PROVIDED IN HIGHER EDUCATION INSTITUTIONS**

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**ABSTRACT**

*The study aimed to investigate the perceptions of students regarding vocational courses offered in higher education institutions. The research was conducted through surveys and focus group discussions with students enrolled in various vocational programs. The findings of the study showed that students generally held positive views towards vocational courses, recognizing the practical and hands-on nature of the programs as well as the strong link to the job. However, some students expressed concerns about the limited academic rigor and perceived lack of prestige associated with vocational programs. The study highlights the importance of addressing these perceptions and providing students with more comprehensive information about the benefits and opportunities available through vocational courses.*

*Studying various vocational courses or analyzing students' perceptions of various vocational courses is the study's aim. There are complexity and uncertainty, including those regarding the sample size, the duration, and the geographical region. Both quantitative and qualitative research is the methodology adopted in this study. The results of this study can inform the development of more effective strategies for promoting and expanding vocational education in higher education institutions.*

*Keyword: #vocationalcourse, #students, #highereducation, #studentperception, #study*

**INTRODUCTION**

Vocational courses can potentially improve employability status by providing students with skills and knowledge that are in demand by employers. These courses are designed to equip students with practical, hands-on training in a specific trade or industry, which can make them more attractive to potential employers. Additionally, vocational courses often have partnerships with local businesses, which can provide students with opportunities for internships or work experience, further improving their employability. However, it is important to note that the impact of vocational courses on employability can vary depending on factors such as the type of course, the demand for the skills taught, and the student's own effort and initiative. The effectiveness of vocational courses in improving employability also depends on the quality of the courses and the level of support provided to students during and after their studies. The purpose of this study is to investigate students' perceptions regarding vocational courses offered in higher education institutions. Perception is a person's subjective understanding or interpretation of something, which is influenced by their experiences, beliefs, and biases. In the context of vocational courses in higher education, the perception of students towards these programs can impact their Enrollment and success in these courses. This study aims to explore students' perceptions towards vocational courses, including their motivations for enrolling, their expectations, and the impact of these courses on their future career prospects. By understanding the students' perspective, the study will provide insights into the effectiveness of vocational education in meeting their needs and help educators and policymakers make informed decisions about the courses they offer.

**REVIEW OF LITERATURE**

- 1. William E. Donald, Melanie J. Ashleigh, Yehuda Baruch** in his research paper “**Students’ perceptions of education and employability: Facilitating career transition from higher education into the labor market**” it is studied that the perceptions of students regarding education and employability. The research findings highlight the need for higher education institutions to better prepare students for the transition into the labour market. This can be achieved through providing students with opportunities to gain practical experience and developing transferable skills that are valued by employers. Additionally, providing career guidance and support, such as mentorship programs and networking opportunities, can help students make informed decisions about their career paths and increase their chances of successful career transitions. Ultimately, by addressing the concerns and needs of students, higher education institutions can play a crucial role in facilitating the transition from education to employment and contribute to a more equitable and efficient labour market.
- 2. Khusni Syauqi, Sudji Munadi, Mochamad Bruri Triyono** Department of Technology and Vocational Education, Yogyakarta State University, Indonesia in this research paper “**Students’ perceptions toward vocational education on online learning during the COVID-19 pandemic**” it is studied that the main outcomes and provide a final evaluation of the impact of the pandemic on vocational education because it is

less effective. Additionally, it could suggest recommendations for future research or practical implications in teacher's ability to manage learning, Learning Material and the method of teaching the students should be improved.

3. **Prajakta Kedar Parasnis, Ashima Deshpande and Vaidehi Khanolkar (2022)** in this research paper "Students Perception towards Vocational courses in Hospitality Sector" has studies that Vocational courses give more hand on experience to the students who are doing the course which make students ready for the employment. It also suggested that the university and institutions must provide vocational courses as it give more pratical knowledge as compare to theoretical Knowledge.

### **OBJECTIVE**

1. To study about the various Vocational Courses.
2. To study students Perception towards the Various Vocational Courses.

### **LIMITATION**

1. The study may have a limited sample size, which may not represent the entire population of students.
2. The study may have time constraints, which may limit the amount of data that can be collected and analysed.
3. The study may be limited to a specific geographic location, which may not be representative of students' perceptions in other regions.

### **HYPOTHESIS**

1. H<sub>0</sub> -There is no Association between gender and vocational course selected  
H<sub>1</sub> -There is an Association between gender and vocational course selected
2. H<sub>0</sub> -There is no Association between Standard and vocational course selected  
H<sub>1</sub> -There is an Association between Standard and vocational course selected
3. H<sub>0</sub> -There is no Association between course and vocational course selected  
H<sub>1</sub> -There is an Association between course and vocational course selected

### **RESEARCH METHODOLOGY**

The Research is Indicative and Analytical in nature.

- The population includes Students in the Urban and Rural areas of Kalyan-Dombivali region, Thane District.
- Sample size was 111.
- The Stratified sampling technique was used for collecting data
- The Primary data was collected by floating a Structured Questionnaire through Google forms and personal interviews
- The Collected data was edited, classified and tabulated.
- Since the sample size was small and the data was found to be non-normal. Hence, chi-square test was applied for testing of hypotheses.
- SPSS package was used.
- The Secondary data was collected through various research papers, websites.

### **DATA ANALYSIS**

#### **Testing of Hypothesis**

##### **1. Gender × Vocational Courses Selected**

H<sub>0</sub> -There is no Association between gender and vocational course selected

H<sub>1</sub> -There is Association between gender and vocational course selected

Chi- Square Test

The table summarizing the sub-hypothesis test for gender and vocational course selected for study of student perception regarding Vocational Courses.



Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.665 <sup>a</sup>	9	.178
Likelihood Ratio	13.916	9	.125
N of Valid Cases	111		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .35.			

The p value is greater than 0.05, so it fails to reject the null hypothesis and results in the finding that there is inadequate evidence to support the claim that there is a correlation between gender and the vocational course selected. From the above table, it can be seen that there is no association between the gender and the vocational courses that are provided.

**2. Standard × Vocational Courses Selected**

H0 -There is no Association between Standard and vocational course selected

H1 -There is an Association between Standard and vocational course selected

Chi- Square Test

The table summarizing the sub-hypothesis test for standard and vocational course selected for study of student perception regarding Vocational Courses.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	52.424 <sup>a</sup>	27	.002
Likelihood Ratio	45.681	27	.014
N of Valid Cases	111		
a. 32 cells (80.0%) have expected count less than 5. The minimum expected count is .01.			

We reject the null hypothesis H0, which indicates that there is no association between standard and vocational course selected, based on the observation that the p value in the above table is less than 0.05, and come to the conclusion that there is evidence of an association between standard and vocational course selected.

**3. Course × Vocational Courses Selected**

H0 -There is no Association between course and vocational course selected

H1 -There is an Association between course and vocational course selected

Chi- Square Test

The table summarizing the sub-hypothesis test for course and vocational course selected for study of student perception regarding Vocational Courses.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	61.897 <sup>a</sup>	36	.005
Likelihood Ratio	60.950	36	.006
N of Valid Cases	111		
a. 43 cells (86.0%) have expected count less than 5. The minimum expected count is .05.			

From the above table we reject the null hypothesis H0, which indicates that there is no association between course and vocational course selected, based on the observation that the p value in the above table is 0.05, and come to the conclusion that there is evidence of an association between course and vocational course selected.

**FINDINGS**

1. There is no association between the gender and vocational courses selected for study of student perception regarding Vocational Courses in Higher Education.
2. The students want to enrol for a vocational course along with regular study irrespective of the gender.
3. There is association between the standard and vocational courses selected for study of student perception regarding Vocational Courses in Higher Education.
4. The Students from different standard enrolled for various vocational courses depending upon other factor.
5. There is association between the course and vocational courses selected for study of student perception regarding Vocational Courses in Higher Education.
6. The Students from different course enrolled according to their area of interest.
7. Nearly 64.86% females and 35.14% Males are enrolled for various courses.
8. The 60.36 % of FY Students, 19.82% of SY Students and 19.92% of TY Students are enrolled for various courses.
9. Students of Various courses like BMS, BAF, BBI, BSC- IT and BCOM are selected the course according to their area of Interest.
10. Students of Higher Education are aware of this type of courses which is run in various colleges.

**SUGGESTIONS**

The institution of higher education can bring more vocational courses that include experiential opportunities for learners, such as internships or apprenticeships, can assist students in gaining practical knowledge and experience in their respective career. This may help students perceive the importance of vocational courses and the excellence of vocational education more positively. Organize various workshops for the students to know the importance of vocational courses. Working together with business associates can ensure that vocational courses are in accordance with market demands and give students the skills and information they need. Students' perception of the importance of vocational courses may be improved as a result, and their motivation in pursuing vocational education may rise.

**CONCLUSION**

The study on student perception related to vocational courses provide in higher education institutions may recommend that these institutions should invest in promoting vocational courses to students to help them for understanding the value of this courses in their future careers. Institutions may also need to re-evaluate their courses offering and find ways to make vocational courses more engaging reliable and accessible to all students. Overall vocational courses can be a valuable addition to higher education institutions and can provide students with valuable practices skills and knowledge that can help them succeed in their chosen careers. The students have positive perception of vocational courses, as these courses offer practical skills that prepare them for the workforce. Students may also appreciate the hands-on learning experiences that vocational courses provide, which can be more engaging and relevant to their future careers.

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**ORGANIC FARMING – A NEW HORIZON FOR YOUTH EMPLOYABILITY AND ENTREPRENEURIAL DEVELOPMENT**

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**ABSTRACT**

**Purpose:** *The main purpose of this paper is to understand the scope of youth employability and Entrepreneurial development in organic produce in the current scenario and to recognize the skill required for youth to be organic produce entrepreneurs.*

**Design/Methodology/Approach:** *The study is based on primary data and secondary data, and the study was conducted among college students in Ulhasnagar, Vitthalwadi, and Kalyan area and data were collected using Random sampling. The sample size is 101 respondents. The Factor Analysis is used to measure basic hindrances to becoming employable and/or an entrepreneur in organic farming and organic farm produce.*

**Finding:** *There are ten hindrances taken for the research purpose. Out of ten hindrances, there are five basic hindrances (Marketing problems due to premium price segment, Inadequate supporting infrastructure, Lack of formulated policies by the government, certifying agencies are inadequate, and Lack of skill enhancement training) that demotivate youths to be employable and/or to become an entrepreneur in organic farming and organic farm produce.*

*Research Mass awareness should be done among youths about the opportunities in Organic Farm Produce Business.*

**Research Limitation:** *This study is a pilot study. The sample size selected is less and its generalization or representation may not be done. The study is restricted by time and financial constraints Further study needs to be collected to get a better insight into the research problem. Therefore, more investigation is required before making any broad judgments.*

**Keywords:** *Organic Farming, Youth, Employability, Entrepreneurship.*

**I. INTRODUCTION**

Once former president of India Dr. A.P.J Abdul Kalam mentioned that “Youth below the age of 25 are the most powerful resources on the earth, under the earth, and above the earth. We have to empower them through value-based education and leadership”.

India’s youth unemployment rate for 2021 was 28.26%, a 3.36% increase from 2020. Whereas the literacy rate increased remarkably in the last five years. It means there is a skill gap among the youth, and it should be addressed. The government of India initiated to bridge the skill by announcing Skill India Mission 2015. The main objective of the Skill India program is to provide adequate training in

market-relevant skills to over 40 crore youth by 2022. So, if skillsets are developed then youths will be self-employed. In this study, the researcher focused on how the skillsets can be developed in the field of Organic farming and organic farm produce. It’s not a new concept in India, but unfortunately, we shifted to conventional farming and developed a mindset that organic farming has no future. Employability in Organic farming and entrepreneurship development can be lifesaving for these unemployed youths in the present situation because there is large scope in organic farming and organic farm produce. India is home to 30 percent of the total organic producers in the world but accounts for just 2.59 percent (1.5 million hectares) of the total organic cultivation area of 57.8 million hectares, according to the World of Organic Agriculture 2018 report. Organic farming must be understood in detail before stepping into it. The concepts of organic agriculture were developed in the early 1900s by Sir Albert Howard, F.H. King, and Rudolf Steiner. Currently, India ranks 33rd in terms of total land under organic cultivation and 88th in terms of the ratio of agricultural land under organic crops to the total farming area.

Government is promoting organic farming through various schemes/programs viz National Mission for Sustainable Agriculture (NMSA)/ Paramparagat Krishi Vikas Yojana (PKVY), Rashtriya Krishi Vikas Yojana (RKVY), Mission for Integrated Development of Horticulture (MIDH), National Mission on Oilseeds & Oil Palm (NMOOP) Network Project on Organic Farming of Indian Council of Agricultural Research (ICAR) and National Programme on Organic Production (NPOP) of Agricultural & Processed Food Products Export

Development Authority (APEDA). So, it can be said that there is huge opportunity for youths in Organic farming and organic farm produce business.

According to several studies on employment opportunities in organic farming, organic farming requires more labor input than the conventional farming system. India which has a very large amount of labor unemployment and underemployment can generate agricultural jobs through organic farming in rural areas. In India, the organic food market is approximately Rs. 5.6 billion and is an emerging opportunity for the generation of employment and income at the village and urban levels. Therefore, it is pertinent to put emphasis on organic farming to generate job opportunities within states and avoid migrants of youths from one state to another state in search of jobs.

### **THE OBJECTIVE OF THE STUDY**

1. To understand the basic hindrance to becoming employable and/or an entrepreneur in organic farming and organic farm produce.
2. To understand the scope of Entrepreneurship in organic farming and organic farm produce.

### **II. LITERATURE REVIEW**

- The research is European Social Fund (NEWS): In this news article, it is focused on the aims to

Attract young people to organic entrepreneurship by raising awareness of local opportunities in the industry. It provides training and business support to young entrepreneurs while promoting the consumption of organic produce in the local community. There is a depopulation in the proportion of farmers under the age of 40 years. Hence there is a lack of awareness of sustainable food consumption and the benefits of organic production in the local area. The Use of education, business support, and the development of entrepreneurial skills at an early age works to improve knowledge transfer in the organic sector.

- Dr. S Narayanan 2005 (Dr. Narayanan 2005) In the occasional Paper 38 by Department of Economic Analysis and Research National Bank for Agriculture and Rural Development Mumbai analysis done on the producer organizations which must be encouraged to get accredited for inspection and certification in accordance with the NSOP. The certification and process should be in a simple format to encourage the organic farmers, various campaigns should be arranged for the consumers. The government should give support to the producer and consumer association to the market and the product
- The better India website, 2022. In the article, it is mentioned that Satyam Jha decided to spread awareness and knowledge among the youth about the need to switch to organic farming through his Instagram page. Instead of taking up a job, he decided to become a “green Instagrammer”. Satyam now owns a farm consultancy company called Sprouted Jungle and earns nearly Rs 7 lakh with over 2.5 lakh followers on Instagram. ‘Sprouted Jungle’ he helps people who want to grow their own organic food in their garden and also set up air-purifying plants at home in sustainable pots.

### **III. RESEARCH METHODOLOGY**

The research is based on primary data and secondary data. The Primary data is collected through a structured questionnaire. The questionnaire had two parts- demographic questions such as occupation, age, and income. The second part of the questionnaire measures the model variables. A random sampling method is used. The sample size is 101 respondents.

Secondary data is gathered from various sources like journals, websites, conference papers, reports, etc. which are relevant to the study.

#### **a. Hypothesis**

**H (0):** There are no significant factors that raise as a basic hindrance to becoming employable and/or an entrepreneur in organic farming and organic farm produce.

**H (1):** There are significant factors that raise as a basic hindrance to becoming employable and/or an entrepreneur in organic farming and organic farm produce.

**H (0):** There is no significant scope for Entrepreneurship in organic farming and organic farm produce.

**H (2):** There is significant scope for Entrepreneurship in organic farming and organic farm produce.

#### **B. SCOPE OF THE STUDY**

The study focused on a new Horizon for Youth Employability and Entrepreneurial Development in organic farming and organic farm produce. The findings will help to know the youth’s mindset toward organic farming

and organic farm produce and how they can pursue organic farming as a career and self-employment by developing entrepreneurial skills.

**C. LIMITATION OF THE STUDY**

- Geographic limitation
- The study has the basic limitations inherent in primary data and it could have been influenced by the psychological feelings of the respondents.
- The research is a pilot study. The sample size is selected less and its generalization or representation may not be done further study needs to collect to get a better insight into a research problem.
- The fourth limitation of the study is that the data to be collected in the present study may not be free from errors, particularly concerning respondents’ poor knowledge of the subject issue.

**d. Data Collection**

The data is collected based on primary data through structured questionnaires and secondary data is collected from various resources like journals, websites, conference papers, reports, etc. which are relevant to the study. Research Test Tools:

The analysis is done through charts and diagrams and the results are expressed.

**IV. DATA ANALYSIS AND ITS INTERPRETATION**

Data analysis is described as the process of bringing order, structure, and meaning to the collected data. Data interpretation is the process of assigning meaning to the processed and analyzed data. It enables us to make informed and meaningful conclusions, and implications, infer the significance between the relationships of variables, and explain the patterns in the data.

The below table shows that out of 101 respondents how many factors raise as a basic hindrance to becoming employable and/or an entrepreneur in organic farming and organic farm produce?

The first Hypothesis is tested based on the Factor Analysis in SPSS:

**H (0):** There are no significant factors that raise as a basic hindrance to becoming employable and/or an entrepreneur in organic farming and organic farm produce.

**H (1):** There are significant factors that raise as a basic hindrance to becoming employable and/or an entrepreneur in organic farming and organic farm produce.

**Factor Analysis Output**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.908
Bartlett's Test of Sphericity	Approx. Chi-Square	458.511
	df	45
	Sig.	.000

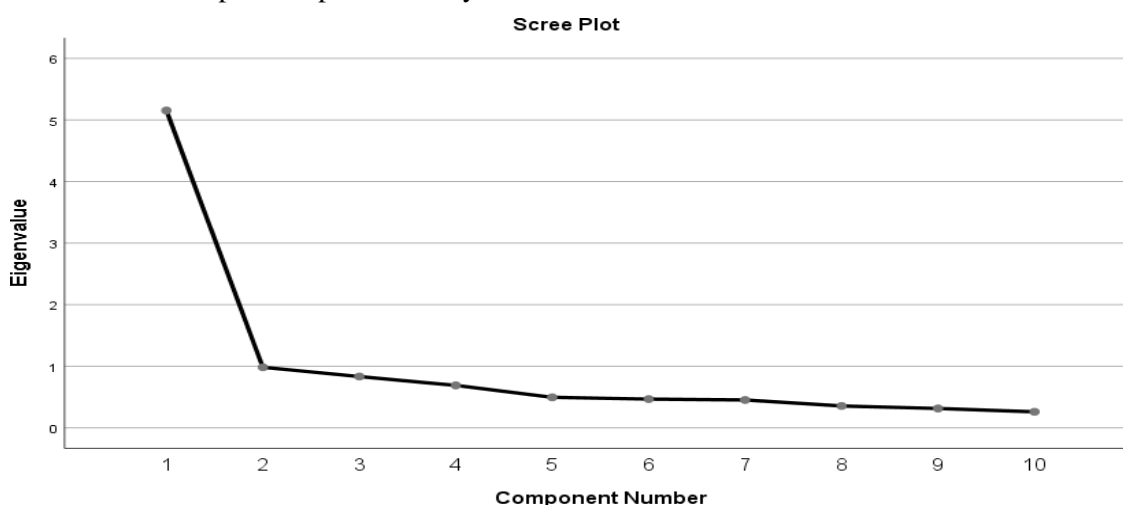
Communalities		Extraction
Initial		
Lack of awareness	1.000	.443
Marketing problem	1.000	.639
Inadequate supporting infrastructure	1.000	.637
Lack of formulated policies by the government	1.000	.658
certifying agencies are inadequate	1.000	.686
High Business cost	1.000	.465
Lack of skill enhancement training	1.000	.578
Don't have better future scope	1.000	.145
Do not have the capital resource	1.000	.475
Fear of failure in a career	1.000	.427

Extraction Method: Principal Component Analysis.

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.153	51.533	51.533	5.153	51.533	51.533
2	.983	9.830	61.363			
3	.833	8.328	69.691			
4	.689	6.890	76.581			
5	.495	4.951	81.531			
6	.467	4.667	86.198			
7	.452	4.517	90.715			
8	.355	3.545	94.260			
9	.314	3.136	97.395			
10	.260	2.605	100.000			

Extraction Method: Principal Component Analysis.



Component Matrix <sup>a</sup>		Component
		1
	Lack of awareness	.666
	Marketing problem due to premium price segment	.799
	Inadequate supporting infrastructure	.798
	Lack of formulated policies by the government	.811
	Certifying agencies are inadequate	.828
	High Business cost	.682
	Lack of skill enhancement training	.760
	Don't have better future scope	.381
	Do not have the capital resource	.689
	Fear of failure in a career	.653
Extraction Method: Principal Component Analysis.		
a. 1 component extracted.		

**V. FINDINGS**

There are ten hindrances taken for the research purpose. Out of ten hindrances, there are five basic hindrances (Marketing problems due to premium price segment, Inadequate supporting infrastructure, Lack of formulated policies by the government, certifying agencies are inadequate, and Lack of skill enhancement training) that demotivate youths to be employable and/or to become an entrepreneur in organic farming and organic farm produce.

Research Mass awareness should be done among youths about the opportunities in Organic Farm Produce Business.

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**VI. CONCLUSION**

Five basic hindrances (Marketing problems due to premium price segment, Inadequate supporting infrastructure, Lack of formulated policies by the government, certifying agencies are inadequate, and Lack of skill enhancement training) that demotivate youths to be employable and/or to becoming an entrepreneur in organic farming and organic farm produce.

There is a huge opportunity lays in the field of Organic farming and organic farm produce Business. As Indian citizens are becoming more health conscious so youths should redeem this opportunity by choosing employment in organic farming sectors and even youths can enhance their skills to become entrepreneurs in Organic Farm produce. Mass awareness programs about the opportunities in Organic Farm Produce should take place. Changing the lifestyle of today's consumers, rising health awareness, higher disposable income and an increasing number of modern retail outlets across the country are the major opportunities for organic farming and organic farm produce.

**VII. SUGGESTION/RECOMMENDATION**

- In schools and colleges mass awareness programs about the opportunities in Organic Farm Produce should take place.
- Government should increase the certifying agencies for organic farming and reduce the certification cost.
- Supporting infrastructure should be availed for skill-oriented training as well as advancement in the method of organic farming and business.
- Government should formulate better policies such as training, business policies, market segment etc.
- Government and private enterprises should come forward to provide financial assistance so that the premium segment of price can be further reduced and the general public will be able to buy and consume more organic farm produce.

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**A STUDY ON PREPAREDNESS OF YOUTH (GRADUATES) FOR GST CONSULTANCY IN ULHASNAGAR**

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*Young generation don't have the proper knowledge about the present opportunities they have in today's world. There are many changes we see in the examination pattern during lockdown they don't have the seriousness in their life for study and for jobs. As we all know that GST is the new phenomenon which implemented in year 2017 which brings lots of opportunities for this young generation. It is quite complicated but new young generation can fit in this field because it is something new and interesting.*

*Objective of this research is that to study about preparedness require for GST Consultancy, to study about the profile of youth in Ulhasnagar, to measure preparedness of GST in youth and to study about awareness of GST in youth. This all data is found with the help of Survey in the form of Questionnaire.*

*There are some limitations such as GST Consultancy, Locality of Ulhasnagar, Freshers, Graduate and the student pass out in year 2022. The Primary and Secondary Data is used for the research and it is concluded that the youth is prepared for GST consultancy.*

*Keywords: #youth and GST, #opportunities for youth, #GST consultancy, #GST*

**INTRODUCTION**

Goods and Service tax is called as Indirect Tax which implemented in India on 1<sup>st</sup> July 2017 by the President of India. GST is levied on supply of goods and service in India including the state of Jammu and Kashmir. It is a destination based tax. It is levied right from the state of manufacturing till end user of goods. The GST is regressive in nature and it has low collection on cost. Consumers does not feel the burden while paying tax. GST is a destination based tax. It is the combination of various tax central tax, service tax, vat tax exercise duty and many more. The launch was marked by a historic midnight session of both the houses of parliament convened at the Central Hall of the Parliament. This is the new phenomena for the people which brings lots of opportunities for this young generation. . It is quite complicated but new young generation can fit in this field because it is something new and interesting.

**REVIEW OF LITERATURE**

- i. Sahai (2017) in his article "**Top 5 challenges faced by tax & accounting professionals due to GST**" has studied that in India GST is called as a game changer for the manufacturer, traders and service providers across India. The difficulties and obstacles encountered by tax and accounting professionals in implementing and complying with GST. The impact of these challenges on the profession, and any potential solutions or recommendations for addressing these difficulties. Overall, it should provide an assessment of the challenges faced by tax and accounting professionals in the context of GST implementation and offer insights for improving the experience and outcomes for these professionals.
- ii. Lourdunathan, F., & Xavier, P. (2017) in his research paper "**A study on implementation of goods and services tax (GST) in India: Prospectus and challenges**" has studied that the success and challenges faced during the implementation process, the impact on various industries and businesses, the efficiency of the GST system, and the overall effectiveness of the tax in promoting economic growth and simplifying the tax system. Overall, it should provide a comprehensive evaluation of the GST in India, highlighting its strengths and weaknesses, and offering insights for further improvement.
- iii. Ling, Sim. (2019). in her research paper "**Undergraduates' spending behaviors subsequent the implementation of goods and services tax (GST)**" has studied about the overall effect of GST on the students' purchasing behaviour, including changes in their spending patterns, the impact on their budget, and any other significant observations or trends identified through the research.

**LIMITATIONS**

There are several limitations that could arise while conducting research on the preparedness of youth for GST consultancy in Ulhasnagar

- i. Access to accurate and reliable data could be a challenge, as the youth may not have the required knowledge or understanding of GST.



- ii. The sample used for the research might not be representative of the entire population of youth in Ulhasnagar.
- iii. Lack of sufficient resources such as time, budget and manpower, could limit the scope of the research.
- iv. Youth from the year 2022 are studied in the research.

**OBJECTIVES**

- i. To study about profile of youth in Ulhasnagar.
- ii. To study about awareness of GST in youth.
- iii. To study about preparedness required for GST consultancy.

**Hypothesis:**

H0<sub>1</sub> – There is no Significant Preparedness of Youth (graduates) for GST Consultancy.

H1- There is Significant Preparedness of Youth (graduates) for GST Consultancy.

H0<sub>2</sub> – There is no Significant association between gender and Preparedness of Youth (graduates) for GST Consultancy.

H2- There is Significant association between gender and Preparedness of Youth (graduates) for GST Consultancy.

H0<sub>3</sub> – There is no Significant association between employment status and Preparedness of Youth (graduates) for GST Consultancy.

H3- There is Significant association between employment status and Preparedness of Youth (graduates) for GST Consultancy.

H0<sub>4</sub> – There is no Significant association between study status and Preparedness of Youth (graduates) for GST Consultancy.

H4- There is Significant association between study status and Preparedness of Youth (graduates) for GST Consultancy.

**RESEARCH METHODOLOGY**

For present study we would collect primary data through structured questionnaire. Secondary data was collected from internet, journals, and articles. The methodology adopted in this research is qualitative in nature. The participant for this research will be Graduate student from Ulhasnagar Degree College.

Primary data: using random sampling

Population: Graduate Students from the year 2022,

Sample size (n): 107

**DATA ANALYSIS**

**Descriptive Statistics**

**Table 1** Frequency Tables (Bivariate) Age and Gender

Count of Gender	Column Labels		
Row Labels	Female	Male	Grand Total
20	8	6	14
21	20	11	31
22	25	21	46
23	2	8	10
24	2	2	4
25	1	1	2
<b>Grand Total</b>	<b>58</b>	<b>49</b>	<b>107</b>

*Source:* Primary collection of data

**Testing of Hypothesis**

**H0-** There is no Significant Preparedness of Youth (graduates) for GST Consultancy.

**H1-** There is Significant Preparedness of Youth (graduates) for GST Consultancy.

**Table 2:** Mean, SD, Minimum and Maximum for the level of knowledge

Descriptive Statistics						
	Valid	Missing	Mean	Std. Deviation	Minimum	Maximum
Conceptual Knowledge	107	0	22.168	4.006	12.000	30.000
Procedural Knowledge	107	0	7.047	1.684	4.000	10.000
Computer Knowledge	107	0	4.187	0.881	2.000	5.000
Internet Knowledge	107	0	4.393	0.844	2.000	5.000

Source: Primary collection of data

When we convert the responses received from students in three categories based on the Likert scale score in 3 equal parts.

**Table 3:** Showing knowledge levels of youth

Levels	Column Labels			
Row Labels	High	Low	Moderate	Grand Total
Level of conceptual knowledge	69	0	38	107
Level of procedural knowledge	50	0	57	107
Level of computer knowledge	88	7	12	107
Level of internet knowledge	94	6	7	107
<b>Grand Total</b>	<b>301</b>	<b>13</b>	<b>114</b>	<b>428</b>

Source: Primary collection of data

From the above table it is observed that the students are prepared for GST consultancy, nearly 70.33% students said they are highly skilled with knowledge, 26.64% said they are moderately prepared and balance are low in preparedness with 3.03%.

**Gender & Preparedness**

**H<sub>0</sub>2 – There is no significant association between gender and Preparedness of Youth (graduates) for GST Consultancy.**

**H<sub>2</sub>- There is significant association between gender and Preparedness of Youth (graduates) for GST Consultancy.**

**Chi Square Test**

The table summarizing the sub-hypothesis test for gender and Preparedness of Youth (graduates) for GST Consultancy.

**Table 4** Summary of hypothesis 2 testing

Hypothesis	Variable 1	Variable 2	$\chi^2$ (Value)	df	p	Result
H <sub>2a</sub>	Gender	conceptual knowledge	0.059	1	0.808	Fail to reject
H <sub>2b</sub>	Gender	procedural knowledge	0.122	1	0.727	Fail to reject
H <sub>2c</sub>	Gender	computer knowledge	1.051	2	0.591	Fail to reject
H <sub>2d</sub>	Gender	internet knowledge	0.439	2	0.803	Fail to reject

Source: Primary collection of data

Note: “\*\*\*\*”, “\*\*\*”, “\*\*” represent level of significance at 1%, 5% and 10%. Asymmetric Significance (2 tailed) results are used in this table.

The outcome of the test for all sub-hypothesis failed to reject null hypothesis at 95% levels it means there is no association between gender and Preparedness of Youth (graduates) for GST Consultancy. The students are prepared irrespective of the gender

**Employment Status & Preparedness**

**H<sub>0</sub>3 – There is no significant association between employment status and Preparedness of Youth (graduates) for GST Consultancy.**

**H<sub>3</sub>- There is significant association between employment status and Preparedness of Youth (graduates) for GST Consultancy.**

**Chi Square Test**

The table summarizing the sub-hypothesis test for employment status and Preparedness of Youth (graduates) for GST Consultancy.

**Table 5** Summary of hypothesis 3 testing

Hypothesis	Variable 1	Variable 2	$\chi^2$ (Value)	df	p	Result
H <sub>3a</sub>	employment status	conceptual knowledge	0.027	1	0.871	Fail to reject
H <sub>3b</sub>	employment status	procedural knowledge	0.184	1	0.668	Fail to reject
H <sub>3c</sub>	employment status	computer knowledge	7.262	2	0.026**	rejected
H <sub>3d</sub>	employment status	internet knowledge	1.890	2	0.389	Fail to reject

*Source:* Primary collection of data

Note: “\*\*\*\*”, “\*\*\*”, “\*\*” represent level of significance at 1%, 5% and 10%. Asymmetric Significance (2 tailed) results are used in this table.

The outcome of the test for major-hypothesis failed to reject null hypothesis at 95% levels it means there is no association between employment status and Preparedness of Youth (graduates) for GST Consultancy. The association is found between the computer knowledge because the practical aspects of computer skill seems to be enhanced by working.

**Study status and Preparedness**

**H<sub>04</sub> – There is no significant association between study status and Preparedness of Youth (graduates) for GST Consultancy.**

**H<sub>4</sub> – There is significant association between study status and Preparedness of Youth (graduates) for GST Consultancy.**

**Chi Square Test**

The table summarizing the sub-hypothesis test for study status and Preparedness of Youth (graduates) for GST Consultancy.

**Table 6** Summary of hypothesis 4 testing

Hypothesis	Variable 1	Variable 2	$\chi^2$ (Value)	df	p	Result
H <sub>3a</sub>	Study status	conceptual knowledge	2.888	1	0.089	Fail to reject
H <sub>3b</sub>	Study status	procedural knowledge	1.240	1	0.265	Fail to reject
H <sub>3c</sub>	Study status	computer knowledge	1.519	2	0.468	Fail to reject
H <sub>3d</sub>	Study status	internet knowledge	0.659	2	0.719	Fail to reject

*Source:* Primary collection of data

Note: “\*\*\*\*”, “\*\*\*”, “\*\*” represent level of significance at 1%, 5% and 10%. Asymmetric Significance (2 tailed) results are used in this table.

The outcome of the test for all sub-hypothesis failed to reject null hypothesis at 95% levels it means there is no association between study status and Preparedness of Youth (graduates) for GST Consultancy. The students are prepared whether the GST is taught in TYBCOM or not.

**FINDINGS**

- i. There is no association between gender and Preparedness of Youth (graduates) for GST Consultancy.
- ii. The students are prepared irrespective of the gender.
- iii. There is no association between employment status and Preparedness of Youth (graduates) for GST Consultancy.
- iv. The association is found between the computer knowledge because the practical aspects of computer skill seems to be enhanced by working.

- v. There is no association between employment status and Preparedness of Youth (graduates) for GST Consultancy.
- vi. The association is found between the computer knowledge because the practical aspects of computer skill seems to be enhanced by working.

### **SUGGESTIONS**

Organize workshops and training sessions to educate youth about GST, its features, benefits, and compliance requirements. You can invite experts and professionals to share their knowledge and experience on GST and provide practical insights. Collaborate with educational institutions to integrate GST awareness in their curriculum. Develop study material, case studies, and projects that can help students understand the practical aspects of GST and its impact on the business environment. Provide mentoring and support to youth who are interested in pursuing a career in GST. Offer internships, job shadowing, and mentoring programs that can help them gain practical experience and skills.

### **CONCLUSION**

From this research paper it is observed that the students are well prepared for GST, we have seen that the gender does not impact the level of preparedness among youth they are acquainted with GST concepts, aggregate turnover limits, inter and intra state rules, GST statutes. It was observed that the youth under study have acquired knowledge of GST practical aspects such as registration procedure, return filling steps and compliance procedures. The youth have designated good time in learning the computer operating skills along with internet and browsing skills which is required for GST consultancy as majorly all the procedures and compliances are online through GST portal. The students have learned GST from syllabus or GST through online modes and they are well aware with concepts and procedures irrespective of whether it was part of syllabus or not. Many students are working and that don't have impact on their GST preparedness. The youth is prepared for GST consultancy as tested in the research paper.

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**A CHALLENGES FACED BY EDUCATED UNEMPLOYED YOUTH IN MAHARASHTRA STATE**

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**ABSTRACT**

*In India, there has been an alarming phase of mass-unemployment among the educated youth. Post-graduates and graduates are walking pillar to post in search of employment. When there is slowdown in economy, there is surge in the number of uneducated unemployed people. Many educated people are knocking at the gates of offices just for the position of a petty clerk and get disappointed when they read the words 'No Vacancy' on the gate. Numerous cases of suicide among the unemployed young men have been a feature of our time. Due to unemployment mental stress is increasing among the youth leading to involvement in antisocial activities. Unawareness of skill development courses provided by NSDC among the youth. Due to corruption the problem faces by youth in employment sector.*

*Keywords: Unemployment, Educational and Training, Youth, NSDC, Corruption*

**INTRODUCTION**

India faces today a number of problems. But the problem of Youth unemployment is the most serious. Of course, the problem of unemployment among youths has raised its head in almost every country. The number of unemployment youths in our country has already reached an alarming proportion and still the number is increasing every year

**OBJECTIVES OF RESEARCH PAPER**

- ✓ To understand employment ratio among educated youth with respect to gender sensitivity.
- ✓ To understand the reasons and the challenges faced by the educated youth due to unemployment.

**TYPES OF UNEMPLOYMENT**

Having studied the meaning of unemployment, now let us discuss the various types of unemployment. Broadly, unemployment can be divided into two types: voluntary and involuntary. Types of Voluntary unemployment arises due to reasons that are specific to an individual, while involuntary unemployment is caused by a large number of socio-economic factors such as structure of the market, level and composition of aggregate demand, government intervention. Unemployment is broadly classified in following categories. This type of unemployment may be caused due to a number of reasons. For example, one may quarrel with the employer and resign or one may have permanent source of unearned income, absentee workers, and strikers. Involuntary unemployment occurs when at a particular time the number of workers is more than the number of jobs. Obviously this state of affairs arises because of the insufficiency or non-availability of work.

**Structural Unemployment**

This kind of unemployment occurs when there is any change in consumer demand and technology in the economy. When demand for labour falls short of supply of labour due to rapidly growing population and their immobility, the problem of unemployment appears in the economy. Besides, due to growing population, rate of capital formation falls down which again limits the employment opportunities, this type of structural unemployment is basically related to this category of unemployment.

**Cyclical Unemployment**

When there is an economy-wide decline in aggregate demand for goods and services, employment declines and unemployment correspondingly increases. Cyclical unemployment is caused by the trade or business cycles. Cyclical unemployment results from the profits and loss and fluctuations in the deficiency of effective demand production and there is a general state of depression which causes unemployment periods if cyclical unemployment is longer and it generally affects all industries to a greater or smaller extent

**Frictional Unemployment**

This type of unemployment refers to a transition period of looking for a new job, for different reasons, such as seeking a better job, being fired from a current job, or having voluntarily quit a current job. The unemployment generated due to the change in market conditions is called frictional unemployment. Agriculture is the main occupation in India. The supply condition still depends on weather and similarly demand conditions depend on availability of resources. Any change arising either of any or both creates a diversion from the equilibrium which results in frictional unemployment.

**Seasonal Unemployment**

A type of frictional unemployment occurs in specific activities or occupations which are characterized by seasonal work. An example of seasonal unemployment is the joblessness during non-cultivation in rural areas. Seasonal unemployment occurs at certain seasons of the year. It is a widespread phenomenon of Indian villages basically associated with agriculture. Since agricultural work depends upon Nature, therefore, in a certain period of the year there is heavy work, while in the rest, the work is lean. For example, in the sowing and harvesting period, the agriculturists may to engage themselves day and night.

**Natural Rate of Unemployment**

The sum total of frictional and structural unemployment is referred to as the natural rate of unemployment.

**Open Unemployment**

Open unemployment is to be distinguished from disguised unemployment and underemployment in that while in the case of former unemployment workers are totally idle, but in the latter two types of unemployment they appear to be working and do not seem to be away their time. When the labourers live without any work and they don't find any work to do, they come under the category of open unemployment. Educated unemployment and unskilled labour unemployment are included in the open Unemployment Cyclical Natural rate Open Frictional Structural

**REVIEW OF LITERATURE****R. Hashim (1999)**

examined that the important feature of the employment situation in India has been that the rates of unemployment are rather low and these low rates have existed along with a high level of poverty. An increasing proportion of non-poor and educated among the open unemployed is also an emerging phenomenon. This has evoked the ongoing debate about visible and invisible underemployment leading to low levels of income. This paper examines these aspects in the light of the prevailing trends and discusses the policy implications for growth and structural changes and special measures for generating work for the unemployed.

**Bishwanath Gondar (2001)**

pointed out in his study on the employment in organized manufacturing sector that it remained virtually stagnant in the 1980s; there has been a marked acceleration in the growth employment in the 1990s. Acceleration in employment growth is found both at the aggregate level and for most industries. This may partly be explained by changes in the size structure in favour of small and medium-size factories. Another important explanation for the acceleration in employment growth seems to lie in slowdown in the growth of real wages

**R. Mohan's (2004)**

study proposes to examine the association between growth in employment and economic growth. In the course of the study, he also examined the relationship between employment growth and other variables like labour productivity, capital intensity per worker etc, with a view to form hypotheses for further study. The empirical examination reveals that growth rate in employment and economic growth has no statically significant relationship. But growth during 1980-81 to 1999-2000 cannot be described as jobless growth as growth itself has not been statistically significant during the period. Increase in growth during the 1980s has just been sustained in the 1990s.

**Suresh Chand Agarwal (2006)**

studied the empirical relationship between real wage rates and employment levels in the Indian public enterprises. The study finds that the expected negative relationship between the two did not exist in the fifteen years of the pre-reform era but was found in the post reform period. The wage share has also reduced rapidly over the years indicating a possible weakening of trade unions in the sector.

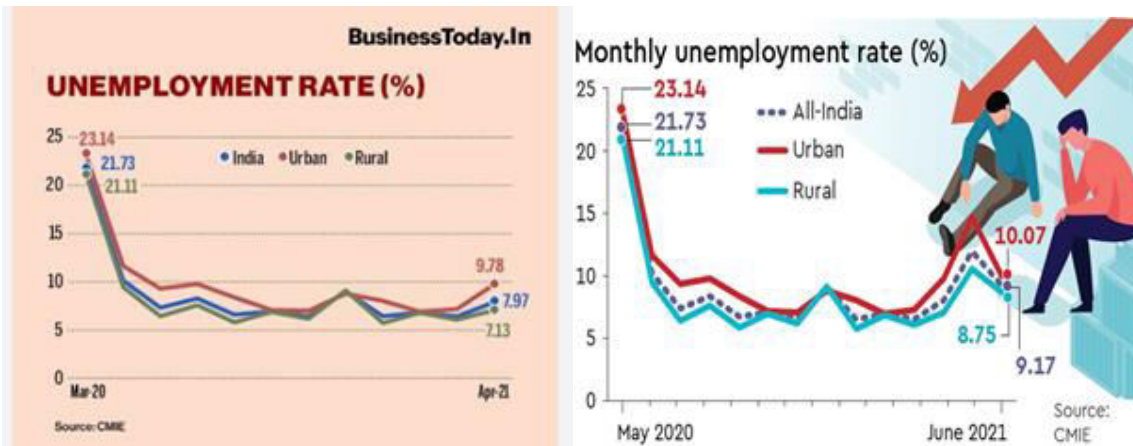
**Sundaram's (2007)**

study of employment-unemployment situation in the nineties made certain general observations regarding the size and structure of work-force, the extent of unemployment and under-employment, labour productivity and days worked 'in rural and urban India. Key results include a slower growth of work-force relative to that of population; a reduction in the share and size of work-force in agriculture and in community social and personal services and widespread gains in labour productivity

DATA ANALYSIS AND INTERPRETATION

Secondary data for Research

The below data is collected from Business Today Magazine of India



- ❖ An unemployment rate is decreases after covid-19 but still in urban area unemployment is more compare to rural area.
- ❖ An unemployment rate, 9.78 is more in urban area
- ❖ An unemployment in rural area is 7.97 less in rural area
- ❖ As we can see from above graph the unemployment rate of educated youth in in urban area is comparatively more
- ❖ **Unemployment Rate in India:** According to the recent CMIE Report, the unemployment rate in urban areas increased to 10.09% in December from 8.96% the previous month while the rate in rural areas decreased to 7.44% from 7.55%.
- ❖ According to separate quarterly figures prepared by the state-run National Statistical Office (NSO) and released in November 2022, the unemployment rate decreased to 7.2% in the July-September quarter from 7.6% in the preceding quarter.
- ❖ Although India’s unemployment rate has historically been high, it is predicted to rise in the next years. In fact, even if the nation’s economy continues to expand at a healthy clip, the Organization for Economic Cooperation and Development (OECD) forecast that India’s jobless rate will quadruple from 4 per cent to 8 per cent by 2022.

FINDINGS OF RESEARCH

As per the primary research conducted in Maharashtra state from educated youth the responses is collected 104 respondent.

- 26.3% youth is illiterate due to this reason they are unemployed
- 22.1% youth says they can’t cope with technology upgradation
- 50.5 % youth says due to unemployment their social status is affected
- 41.1% youth is affected with poor mental health due to unemployment
- 37.9% youth expecting the major causes of unemployment is corruption.
- 41.1% of youth commit suicide due to unemployment
- 54.6 % youth thinks our education system is not up to mark for creating employment
- 48.4% educated youth is unemployed they don’t want to work on low wages
- 43.2% of youth thinks that government is not providing opportunities for employment
- 38.9% youth assumes the major cause of unemployment is political instability

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**CONCLUSION**

It look from the survey that the youth has to be made aware of:

- 1) Technical skill courses available in the public and private sectors.
- 2) Many MNCs have started CSR activities with respect to the employment at fresher's level.
- 3) Mindset of youth must be changed with guidance in education, competitive exam.
- 4) Motivational speakers, personality development of youth must be initiated at the school level.



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**DEMOGRAPHIC FACTORS DETERMINING CONSUMER PERCEPTION REGARDING HEALTH INSURANCE IN PALGHAR DISTRICT OF MAHARASHTRA: AN EMPIRICAL STUDY**

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**ABSTRACT**

*Health and Health Insurance are the major concerns with which everyone is dealing in present environment. In India, there is an increase in healthcare service perception and it gives a good opportunity to the healthcare industry to expand. Health insurance is a product that provides financial assistance to patients and saves them from unexpected financial loss which could be due to not having a health insurance policy. The main aim behind the expansion of health insurance schemes through healthcare reforms of the country is to reduce the poverty. A sample of 230 consumers of health insurance with different age group and occupation were surveyed with the help of standard questionnaire and random sampling to know their perceptions regarding health insurance. One Sample t-test, One Way ANOVA, and Post Hoc test were applied to analyse data. It is found that there is a significant difference between male and female in their perceptions regarding health insurance. It is also seen that there is a significant difference for the perceptions regarding health insurance between the consumers belonging to different age groups and with different occupations.*

*Keywords: Demographic Factors; Health Insurance; Empirical Study; One Way ANOVA; Post-Hoc.*

**INTRODUCTION**

In 2020, India came in the list of first top three markets of healthcare in terms of its 'incremental growth.' Therefore, efforts should be made to extend the health insurance sector so that the awareness and benefits of the policies can be spread and reach to maximum number of consumers. 'Health insurance' is a promising way of circulation which is adopted by the 'insurers' so as to increase the market and infiltration of this sector. The expenses of an individual which is done to cure a long-term illness or sudden accident can be reimbursed by health insurance. It is a good sign that the people now days are aware of the health insurance and its benefits. It is seen that people in the age group between 25-45 years are more interested in health insurance for them and their family. Their expectations are more to attain the health care package with high quality in terms of 'accessibility' and 'affordability' of health infrastructure. It is seen that most of the times the insurers are depending on the 'word of mouth' for their channel of distribution because the suggestion from a friend or family is said to be a leading way for knowledge and awareness of health insurance in an individual. Media and advertisements also play important role to spread awareness about the products of health insurance. Majority of the people still believe that they should pay for their health insurance on their own instead of the government to pay on their behalf which reflects that the potential of the insurance market is high. The buying decision for a health insurance policy is highly influenced by its coverage and its key characteristics. The nonsubscriber of a health insurance policy can be converted to a subscriber if the design of the product is customized according to the customer's perspective. The buying choice of the prospective client is also influenced by the knowledge and accessibility of the health insurance agent. It is important for the insurers to train and develop their agents to do well in future for health insurance (Gajula and Dhanavanthan, 2019). Health insurance has been used as an effective tool for personal protection by majority of world's population but the health insurance market of India is still lagging behind as compared to others insurance products due to the lack of awareness, mental blockages and orthodox approach towards insurance which has no investment opportunity. A vital role is played by perceptions for making a decision to go for health insurance and therefore makers of policies and marketing people need to identify the perceptions of family as a 'potential barrier' and design the health insurance packages that can fulfil the needs of low-income sector in India (Kansra and Gill, 2017).

**LITERATURE REVIEW**

India is going through an experience of increase in 'population ageing' in last few years and one of the most related matters among the elderly population is choosing a health care service and this leads to its impact on the level of health expenses. (Chatterjee et al., 2018) suggested through their results that the older aged people that belongs to high caste and have high level of education, high income, large sized family, and need surgery like to choose private health care services. On the other hand, those experiencing high economic dependence, suffering from chronic diseases and going for to hospital for

longer period of time prefer public health care services. However, the level and importance of these factors change from place to place. Policymakers can easily understand the preferences of geriatric population of India over services of health care sector through the findings of the study. A survey was conducted in Delhi NCR by (Singh et al., 2014) to explore the effects of ‘demographic factors’ on consumer’s perception and the quality of the services of life insurance companies. “Responsiveness and assurance factor,” “convenience factor,” “tangible factor,” and “empathy factors” are found in their study. It is also found that “age” of the respondent is the only factor that has significant impact on choosing an insurance product and other demographic factors like “gender,” “education,” and “annual income” have no significant impact on consumer’s choice of insurance product. In the Nalgonda district of Telangana rural market, a survey was conducted by (Reddy and Jahangir, 2015) to find out the “socio demographic” and “economic variables” that have impact on decision of consumer’s perception. It was found that “gender” and “marital status” are the factors that have low impact as compared to “education,” “occupation,” and “income level” that have significant impact on consumer’s perception. It is also seen that the group of middle-income people are more involved in the insurance sector and they are considering insurance as tax saving tool instead an opportunity of investment.

Since the uncertainty is becoming the order of the day, people all around the world are realizing the importance of health insurance in their life. The improvements in technology and sophistication in public health, nutrition and medicine are helping humans to increase the average life expectancy. The authors have selected four variables namely gender, age, income, and education for their study and found that the relation between health insurance products, perception, and the intention to purchase a health insurance policy is only moderated by the factor “gender”. As compared to male, female respondents shows high preference to purchase a policy for health insurance. Not like the “life insurance,” the policy of “health insurance” is an investment for short time and due to this reason it is found that the socio demographic factors like “income,” “education,” and “age” are not important for the plan of purchase of a health insurance policy. Family members, friends, relatives and colleagues do not influence the customer to make their purchase decisions; they do it on their own (Jayaraman et al., 2017). It is seen in many studies that “gender” plays as an important determinant in a household to make financial decisions and as per (Chawla, 2014) as compared to men, women are less confident in decision making when it comes to investment due to the reason that women are more risk adverse in comparison to men. Here, the majority of decisions of household are taken by men and they also do it in case of purchase of health insurance as well. On the other hand, some studies say that since the women are the main health care givers of the family, they give priority to the expenditures related to health of their family as compared to men. It is also seen that as compared to the respondents those are single. Married ones were more responsible to enrol with policies of health insurance. This also shows that when the number of family increases, it increases the probability of the people to fall ill.

Human Resource is the greatest resource of India and this brings in the issues related to health and its insurance. Since size does matter, India is definitely a huge market for the health care services and health insurance industries. It is found that there is a significant role of the variables like income, education, gender, age, marital status, and risk averseness in making the decision to buy any health insurance product. The companies of health insurance are now focusing to make efforts in the new concepts of train, coach, mentor, and analyse the perception of their customers towards their services (Mathivanan and Devi, 2013). In the world of this dynamic business, it is very important for any marketer to consider and struggle with any kind of new opportunity that can convert into an extraordinary service that they can offer and which is superior to their competitive counterparts. In India, e-insurance is an evolution in the trend of insurance these days, where the insurance companies own their personal websites that caters mediation services at very reasonable price. In business, the share of e-insurance is dependent on the need, inclination, preferences, and usage of the consumer. This, in turn, depends on some other demographic factors like ‘age,’ ‘gender,’ ‘income,’ ‘occupation,’ and ‘education.’ In their study, (Mazhar et al., 2015) found that the purchase decision of any e-insurance product is significantly influenced by gender, education, income, occupation as well as by the purpose like saving, investment, risk, protection, tax benefits, education of children and their marriage.

It is seen that ‘Age’ is the basic issue for any kind of products related to insurance and the premiums that the clients had to be pay also depend on the age of the policy owner. In India, if the age of the proposer is less, his premiums for health insurance will also be less. But, in United States they include the

medic aid or the Obama care. In order to determine the cost and coverage, 'Age' is the longevity factor for health insurance services. (Meenakshisundaram and Krishnekumaar, 2020) had analysed the fact of "age" with context to "insurance" while analysing the samples from "salaried and business" class relating to "Banking, I T & IT enabled Services," and the "Manufacturing sector." It was found that the majority of the respondents belong to age group of 31-40 years and the people that were happier with the services of health insurance were from the age group of 41-50 years as compared to the respondents that belong to age group of above 60 years. (Pahwa and Gupta, 2019) have indicated through their study that the decision of purchase of any health insurance product is affected by the demographic factors, factors related to company, factors related to product, psychological factors, and factors related to marketing. The major factors that affect the purchase decisions are "income," "awareness," "company's goodwill," "tax gains," and the agents as well. In the present scenario, life insurance is an important part of the life of a human being whose vital role is household welfare for the time ahead. It is investment tool that helps to overcome the difficult situations like sudden death of the head of the household, aging and senility. Different economic, social and demographic factors influence the demand of life insurance. According to the results of the study of (Shahriari and Shahriari, 2016), the demand of life insurance shares a significant relation with savings, marital status and income. Further, there is no significant relation with the variables like age and education.

In general, health insurance provides protection to an individual or to a family from the expenses of health care that happened due to an unexpected illness or injury. General insurance companies that are owned by the government runs an insurance policy known as 'Medi Claim' and this policy is also run with different name by private companies as well. (Devi and Nehra, 2015) provided that the maximum number of the respondents was male, and they belong to the age group of 40-50 years. Further, they were intermediate which was followed by graduates and post graduates. There are significant numbers of the respondents that have an annual income of less than fifty thousand and fifty thousand to one lakh, most of them from the urban areas. It is seen that there is a significant association that includes gender, occupation and income of the respondents with their selection of type of insurance company. There is no significant association in case of age, education, and their backgrounds.

India and some other countries had declared that health is the basic right of human beings. A positive association between good health and economic development has been clearly shown in theoretical works and empirical evidences. Health insurance is seen to be one of the most vital aspects of the system of health care management. It is concluded by (Yellaiah and Ramakrishna, 2012) through their study that in the city of Hyderabad, occupation, income, health expenditure and awareness are the key determinants of the demand for the services of health insurance companies. It is also in the study that the variables like age and education share a positive association with the demand for health insurance, but at the same time they are not statistically significant. According to (Yunus et al., 2017), the utilization of health care services depends on the level of education to a great extent. It is seen that the people that are more educated and have high level of educational qualification are much aware as well as informed of health care. This is the reason that they are able to utilise the services of medical care in much effective manner. There are evidences which prove that there is an increase in the utilization of private health care service with the increase in the level of education. However, it is possible that the health conditions in the population can be improved with the increase in the level of education and this in turn reduces the use of health care services.

In India, the elderly population is the most abandoned section because the policies of Indian health are commonly focussed towards health of 'maternal' and 'child care.' This is one of the reasons that the expenditure of the health care services for elderly population is significantly higher as compared to young ones (Sarker et al., 2014).

#### **OBJECTIVE OF STUDY**

- To compare the perceptions regarding health insurance based on consumer's Gender.
- To the perceptions, regarding health insurance based on Age of the consumer.
- To compare the perceptions regarding health insurance based on Occupation of the consumer.

#### **HYPOTHESIS OF STUDY**

**Hypothesis 2.1.** There is no significant difference in male and female for their perception regarding health insurance.

**Hypothesis 2.2.** There is a significant difference in male and female for their perception regarding health insurance.

**Hypothesis 2.3.** There is no significant difference in the perceptions regarding the health insurance based on the age group.

**Hypothesis 2.4.** There is a significant difference in the perceptions regarding the health insurance based on the age group.

**Hypothesis 2.5.** There is no significant difference in the perceptions regarding the health insurance based on the occupation.

**Hypothesis 2.6.** There is a significant difference in the perceptions regarding the health insurance based on the occupation.

**RESEARCH METHODOLOGY**

To conduct the present study a sample of 230 respondents was surveyed in which the primary data was collected through standard questionnaire. The male and female consumers of different age group and with different occupations were considered to know their perceptions regarding health insurance. The study is exploratory in nature and the sampling method was random. Independent Sample T- test, One Way ANOVA and Post Hoc test were used for data analysis.

**FINDINGS OF STUDY**

Table 1 presents the respondents’ profile. Out of 230 respondents 53.5% are male and 46.5% are female in which 31.7% belong to age group 25-45 years, 37.4% from the age group 46-55 years and rest 30.9% are from the age group of above 55 years of age. The table also shows that out of 34.3% of respondents that belong to service group, 35.2% are from business field and 30.4% are professionals. 21.3% of them have an annual income of less than 1 lakh, 20.4% earn% 1-5 lakh, 24.3% have an annual income of 5-10 lakh, 18.3% have 10-15 lakh, and 15.6 are earning above 15 lakh every year. 56.1% of the total respondents are living in joint family and 43.9% have nuclear family.

**Table 1: Demographic Table**

Variables	Respondents	Percentage
<b>Gender</b>		
Male	123	53.5
Female	107	46.5
<b>Total</b>	230	100

<b>Age</b>		
25-45 years	73	31.7
46-65 years	86	37.4
Above 65 years	71	30.9
<b>Total</b>	230	100

<b>Occupation</b>		
Service	79	34.3
Professionals	81	35.2
Business	70	30.4
<b>Total</b>	230	100

<b>Annual Income</b>		
Below 1lakh	49	21.3
1-5 lakh	47	20.4
5-10 lakh	56	24.3
10-15 lakh	42	18.3
More than 15 lakh	36	15.6
<b>Total</b>	230	100

<b>Family Status</b>		
Joint family	129	56.1
Nuclear Family	101	43.9
<b>Total</b>	230	100

**Table 2** shows the comparative mean values between male and female for their perception regarding health insurance. It is seen that, according to males they feel comfortable in choosing the best health insurance plans for me and my family with mean value of 4.24 as compared to female with mean value of 3.92. They say that Health insurance helps you keep your savings unaffected with mean value of 4.16 as compared to females with mean value of 3.96. Health insurance provides security against uncertain health issues for males with mean value of 4.08 and for females with mean value of 3.90. The perception of male respondents is that the Health insurance is mandatory for everyone in life with mean value of 4.05 as compared to females with mean value of 3.89. Male respondents say that Health insurance gives a mental peace with mean value of 4.00 as compared to females with mean value of 3.90 and Tax benefits in health insurance provide an additional reason to buy health insurance with mean value of 3.95 as compared to females with mean value 3.80. According to male respondents, Customers have wide variety and choices for buying health insurance with mean value 3.92 as compared to female respondents with mean value 3.80. Further, males say that I am overall positive about the health insurance with mean value 3.84 as compared to female with mean value 3.73 and Health insurance supports better treatment in the hospitals with mean value 3.82 as compared to female with mean value 3.74.

Table 2. Comparison between Male and Female for their Perception Regarding Health Insurance	Mean values	
	Male	Female
Health insurance is mandatory for everyone in life	4.05	3.89
Health insurance provides security against uncertain health issues	4.08	3.90
Health insurance gives a mental peace	4.00	3.90
Health insurance helps you keep your savings unaffected	4.16	3.96
I feel comfortable in choosing the most appropriate health insurance plan	4.24	3.92
I am the decision maker for health insurance in family	4.31	3.88
Health insurance supports better treatment in the hospitals	3.82	3.74
Tax benefits in health insurance provide an additional reason to buy health insurance	3.95	3.80
Customers have wide variety and choices for buying health insurance	3.92	3.80
I am overall positive about the health insurance	3.84	3.73

**TESTING OF HYPOTHESES**

**Hypothesis 4.1.** There is no significant difference in male and female for their perception regarding health insurance.

**Hypothesis 4.2.** There is a significant difference in male and female for their perception regarding health insurance.

**Table 3** shows the t-value, degree of freedom and significance”. Significant differences between males and females are found only for the statements - I feel comfortable in choosing the most appropriate health insurance plan, and I am the decision maker for health insurance in family as the significance values for these two statements is < 0.05.

**Table 3:** Independent Sample t-test for Significance

Perception Regarding Health Insurance	t	df	Sig. (2-tailed)
Health insurance is mandatory for everyone in life	-1.295	228	.197
Health insurance provide security against uncertain health issues	-1.551	228	.122
Health insurance gives a mental peace	-.878	228	.381
Health insurance helps you keep your savings unaffected	-1.724	228	.086
I feel comfortable in choosing the most appropriate health insurance plan	-2.715	228	.007
I am the decision maker for health insurance in family	-3.498	228	.001
Health insurance supports better treatment in the hospitals	-.697	228	.486
Tax benefits in health insurance provide an additional reason to buy health insurance	-1.207	228	.229
Customers have wide variety and choices for buying health insurance	-.916	228	.361
I am overall positive about the health insurance	-.837	228	.403

**Hypothesis 4.3.** There is a significant difference in the perceptions regarding the health insurance based on the occupation.

**Hypothesis 4.4.** There is a significant difference in the perceptions regarding the health insurance based on the age group.

**Table 4** shows the comparative mean values based on the Age of the respondents. It is seen that the mean value (3.67) for the perception regarding the health insurance in the age group 25-45 years is less as compared to mean value (4.05) in the age group 45-65 years and (4.14) in the age group of above 65 years.

**Table 5** shows the results of One Way ANOVA for testing the significance of difference based on age. It is seen that almost all the perceptions on the basis of the age of the respondents are significant as the values in the significant column is less

**Table 4:** Comparative Mean Value Based on Age of Respondents

	Age Categories			
	25-45 yrs	45-65 yrs	Above 65 yrs	Total
Perception Regarding Health Insurance	3.67	4.05	4.14	3.99

than 0.05 except the statements like Health insurance supports better treatment in the hospitals; Tax benefits in health insurance provide an additional reason to buy health insurance; and I am overall positive about the health insurance that are not significant as the value in the significant column is above 0.05.

**Table 5:** One Way ANOVA for Testing Significance of Difference Basis of Age

Perception Regarding Health Insurance		Sum of Squares	df	Mean Square	F	Sig.
Health insurance is mandatory for everyone in life	Between Groups	6.922	2	3.461	5.490	.005
	Within Groups	143.100	227	.630		
	Total	150.022	229			
Health insurance provides security against uncertain health issues	Between Groups	7.227	2	3.613	6.025	.003
	Within Groups	136.147	227	.600		
	Total	143.374	229			
Health insurance gives a mental peace	Between Groups	7.376	2	3.688	6.422	.002
	Within Groups	130.367	227	.574		
	Total	137.743	229			
Health insurance helps you keep your savings unaffected	Between Groups	7.023	2	3.511	5.779	.004
	Within Groups	137.938	227	.608		
	Total	144.961	229			
I feel comfortable in choosing the most appropriate health insurance plan	Between Groups	8.495	2	4.247	6.672	.002
	Within Groups	144.501	227	.637		
	Total	152.996	229			
I am the decision maker for health insurance in family	Between Groups	7.876	2	3.938	5.838	.003
	Within Groups	153.120	227	.675		
	Total	160.996	229			
Health insurance supports better treatment in the hospitals	Between Groups	2.651	2	1.326	2.017	.135
	Within Groups	149.196	227	.657		
	Total	151.848	229			
Tax benefits in health insurance provide an additional reason to buy health insurance	Between Groups	3.444	2	1.722	2.556	.080
	Within Groups	152.921	227	.674		
	Total	156.365	229			
Customers have wide variety and choices for buying health insurance	Between Groups	5.335	2	2.667	3.775	.024
	Within Groups	160.387	227	.707		
	Total	165.722	229			
I am overall positive about the health insurance	Between Groups	3.728	2	1.864	2.578	.078
	Within Groups	164.120	227	.723		
	Total	167.848	229			.005

**Post Hoc Test for One-to-One Comparison**

Table 6 shows one to one comparison between the groups of different age for their perception regarding the health insurance. It is seen that there is a significant difference between the age group of (25-45 years and 45-65 years) and (25-45 years and above 60 years) for most of the perceptions but there is no significant difference between the age group 45-65 years and the age group above 65 years.

**Hypothesis 4.5.** There is no significant difference in the perceptions regarding the health insurance based on the occupation.

**Hypothesis 4.6.** There is a significant difference in the perceptions regarding the health insurance based on the occupation.

Table 7 shows the comparative mean values based on the occupation of the respondents. It is seen that the mean value (3.89) for the perception regarding the health insurance for the respondents in service is more as compared to mean value (3.87) in the business group, but it is less than the mean value (4.19) in the professionals group.

<b>Table 6. One to One Comparison between Groups of Different Age</b>				
<b>Perception Regarding Health Insurance</b>			<b>1*2</b>	<b>1*3</b>
<b>Health insurance is mandatory for everyone in life</b>	M.D.	.34166	.44697*	.10531
	Sig.	.033	.004	.656
<b>Health insurance provides security against uncertain health issues</b>	M.D.	.31249*	.46450*	.15201
	Sig.	.050	.002	.398
<b>Health insurance gives a mental peace</b>	M.D.	.29770	.47078*	.17308
	Sig.	.058	.001	.288
<b>Health insurance helps you keep your savings unaffected</b>	M.D.	.35684*	.44567*	.08883
	Sig.	.021	.003	.732
<b>I feel comfortable in choosing the best health insurance plans for me and my family</b>	M.D.	.38222*	.49394*	.11172
	Sig.	.015	.001	.625
<b>I take decisions for buying health insurance plans for my family</b>	M.D.	.38222*	.47013*	.08791
	Sig.	.019	.003	.759
<b>Health insurance supports better treatment in the hospitals</b>	M.D.	.14725	.28095	.13370
	Sig.	.538	.115	.521
<b>Tax benefits in health insurance provide an additional reason to buy health insurance</b>	M.D.	.14046	.31537	.17491
	Sig.	.576	.071	.338
<b>Customers have wide variety and choices for buying health insurance</b>	M.D.	.22418	.40000*	.17582
	Sig.	.265	.018	.352
<b>I am overall positive about the health insurance</b>	M.D.	-.01339	.25584	.26923
	Sig.	.995	.195	.094

<b>Table 7. Comparative Mean Value Based on Occupation of Respondents</b>				
	<b>Occupation Categories</b>			
	<b>Employed</b>	<b>Business</b>	<b>Professional</b>	<b>Total</b>
<b>Perception Regarding Health Insurance</b>	3.89	3.87	4.19	3.99

Table 8 shows the results of One Way ANOVA for testing the significance of difference on the basis of Occupation. It is seen that all the perceptions on the basis of the occupation of the respondents are significant as the value in the significant column is less than 0.05.

**Post Hoc Test for One to One Comparison**

Table 9 shows one to one comparison between the groups with different occupations. It is seen that there is a significant difference for most of the perceptions between the groups of 1\*3, which is Employed and the Business, and 2\*3 which is Professionals and the Business groups. But, there is no significant difference between the groups 1\*2, which is Employed and the Professionals.

**1 DISCUSSION**

Indian Insurance sector has a typical limitation that people do not volunteer to buy insurance products. Though the health insurance vertical is not a victim of this approach like life insurance and other similar products. Tax saving beyond the limits of Section 80C and increasing health expenses have motivated the consumers to buy health insurance policies. The study reveals that males are the decision makers for health insurance in their family. In addition to this the males are more comfortable in choosing the most appropriate health insurance plan. This shows that this area of personal finance and planning is also dominated by males like many other financial decisions. The approach towards the quality of life is different in business persons and job holders. The job holders and professionals are much aware about the need and importance of health insurance. Similarly, higher age also alarms one to take care of health, hence comparative older people prefer the health insurance more as compared with the young people.

An important aspect of the study is that the data were collected during the Covid 19 time period. Hence, there is a contribution health consciousness as that is why higher mean values have been visualised. During Covid 19 pandemic people were giving enough importance to the health insurance policies so that they can safeguard themselves from the unexpected diseases which may give them a sudden and huge financial loss.

**Table 8:** One Way ANOVA for Testing Significance of Difference on Basis of Occupation

Perception for Health Insurance		Sum of Squares	Df	Mean Square	F	Sig.
Health insurance is mandatory for everyone in life	Between Groups	6.504	2	3.252	5.144	.007
	Within Groups	143.518	227	.632		
	Total	150.022	229			
Health insurance provides security against uncertain health issues	Between Groups	7.329	2	3.664	6.114	.003
	Within Groups	136.045	227	.599		
	Total	143.374	229			
Health insurance gives a mental peace	Between Groups	5.072	2	2.536	4.339	.014
	Within Groups	132.672	227	.584		
	Total	137.743	229			
Health insurance helps you keep your savings unaffected	Between Groups	5.466	2	2.733	4.447	.013
	Within Groups	139.495	227	.615		
	Total	144.961	229			
I feel comfortable in choosing the most appropriate health insurance plan	Between Groups	8.077	2	4.039	6.326	.002
	Within Groups	144.918	227	.638		
	Total	152.996	229			
I am the decision maker for health insurance in family	Between Groups	5.088	2	2.544	3.704	.026
	Within Groups	155.907	227	.687		
	Total	160.996	229			
Health insurance supports better treatment in the hospitals	Between Groups	8.093	2	4.047	6.390	.002
	Within Groups	143.755	227	.633		
	Total	151.848	229			
Tax benefits in health insurance provide an additional reason to buy health insurance	Between Groups	8.243	2	4.122	6.317	.002
	Within Groups	148.122	227	.653		
	Total	156.365	229			
Customers have wide variety and choices for buying health insurance	Between Groups	8.369	2	4.185	6.037	.003
	Within Groups	157.352	227	.693		
	Total	165.722	229			
I am overall positive about the health insurance	Between Groups	6.778	2	3.389	4.776	.009
	Within Groups	161.070	227	.710		
	Total	167.848	229			

**2 IMPLICATIONS OF THE STUDY**

This study reveals the role of demographic variables in the overall perception of customers towards the health insurance. It is apparent from the study that demographic variables have an important role of play in influencing the various dimensions of the consumers’ perception towards the health insurance policy. The study has some important implications for the industry. The companies offering health insurance



may target the customers based upon their occupation, age and gender. The efforts may be made more towards convincing the service class males having middle or older age. The persons with responsibility and kids would understand how important it is to safeguard themselves from the unexpected expenses from the sudden hospitalisation. The insurance companies may also use the fear appeal to such an extent that their campaigns end at vanishing the fear and providing the security. Such an appeal can be highly effective during a post covid marketing scenario.

**3 CONCLUSION**

In India, there is no ‘social security measures’ for the aged people and in contrast, older people are not gifted with sufficient ‘financial resources. This reflects in their preferences for the consumption of health care services. The out-of-pocket health expenses of the elderly population is significantly affected by the kind of health care services they are utilizing, because they tend to get ill more at this age of time. It is also seen that the people of older age are more dependent on other members of the family due to the status of their poor health. This becomes a burden to the whole household. That is why; the services of health insurance are more popular among the elder population.

The study concludes that there is a significant difference between male and female for their perceptions regarding health insurance. It is also found that consumers with different age group and different occupations show significant difference

**SCOPE FOR FUTURE RESEARCH**

There are a large number of new areas in which the future studies can be carried out in the field of Health Insurance and Consumer Behaviour. The researchers can extend the existing research based on the geographical comparison – perception of rural and urban consumer. Further, the future studies may focus upon the key motivational factor, challenges, selection criteria and consumer switching behaviour in the context of the health insurance. In addition to the above there is a need for research in the area of cost benefit analysis of the health insurance policies on the different levels of age groups of the insured customers.

**Table 9: One to One Comparison between Groups with Different Occupations**

<b>Perception Regarding Health Insurance</b>		<b>1*2</b>	<b>1*3</b>	<b>2*3</b>
<b>Health insurance is mandatory for everyone in life</b>	M.D.	-.05809	-.37912*	-.32104*
	Sig.	.898	.011	.029
<b>Health insurance provides security against uncertain health issues</b>	M.D.	-.16471	-.43544*	-.27073
	Sig.	.402	.002	.069
<b>Health insurance gives a mental peace</b>	M.D.	-.07059	-.34254*	-.27195
	Sig.	.842	.019	.063
<b>Health insurance helps you keep your savings unaffected</b>	M.D.	-.03015	-.33716*	-.30701*
	Sig.	.970	.025	.036
<b>I feel comfortable in choosing the best health insurance plans for me and my family</b>	M.D.	.00515	-.38845*	-.39360*
	Sig.	.999	.009	.006
<b>I take decisions for buying health insurance plans for my family</b>	M.D.	.02206	-.29806	-.32012*
	Sig.	.986	.075	.039
<b>Health insurance supports better treatment in the hospitals</b>	M.D.	-.03456	-.40925*	-.37470*
	Sig.	.963	.005	.009
<b>Tax benefits in health insurance provide an additional reason to buy health insurance</b>	M.D.	-.02132	-.40638*	-.38506*
	Sig.	.986	.007	.008
<b>Customers have wide variety and choices for buying health insurance</b>	M.D.	.10000	-.33537*	-.43537*
	Sig.	.747	.039	.003
<b>I am overall positive about the health insurance</b>	M.D.	.07647	-.31133	-.38780*
	Sig.	.846	.065	.010

in their perceptions regarding health insurance. The consumers that belong to higher age group, employed and are professionals give more importance to health insurance as compared to other age groups and occupations.

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**BRIDGE A GAP BETWEEN ACADEMIA AND EMPLOYABILITY: STATISTICAL VIEW**

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**Mr. Chaitanya Sunil Alshi<sup>1</sup> and Ms. Shirisha Krishnakant Sharma<sup>2</sup>**<sup>1</sup>Assistant Professor and <sup>2</sup>MSc Student, SVKM's Mithibai college of Arts, Chauhan Institute of Science & Amrutben Jivanlal College of Commerce and Economics, Vile Parle (W)**ABSTRACT**

*The primary reason for one choosing education as one of the most important phases of life is to develop the ability to learn about subject matter of interest, be able to apply similar logic to resolve real life problems. With passing years, we have seen how gradually the society has shifted from understanding importance of basic education to now understanding are we benefitting the society with what we learn in educational institutions. One could think of revolutions the world has seen to prove their point that education is not that important to run a successful business or to develop that skill of resolving real life problems. But the debate here cannot be solely about how an individual can bring transformation in society with or without education, it is rather about do we still have a chance to use academia as a medium to develop a youth that is skilled enough. To answer this question, we have made an attempt to highlight the gap which we all as a society are facing, the gap between academia and Employability.*

*Being able to identify this gap is the initial step but diving deeper into how can we bridge this gap, why does this gap exist, learning about the things that have made this gap wider, is there still a scope to bridge this gap if yes then How? Are a few questions that our research on the mentioned topic aims to answer precisely using a statistical approach. We have considered making use of the procedures that a statistical study involves. Enlisting them is starting with choosing topic we aim to study about, listing the objectives, collecting relevant real-time data, performing EDA, data cleaning, then choosing appropriate statistical techniques to make add more meaning to the data which we can term as statistical analysis.*

*Keywords: Academia, Employability, adaptability, Academic flexibility, skillset, upgradation, youth*

**INTRODUCTION**

Employability is ability to acquire and apply the required skills gained through education and through experience to get required work done efficiently, sufficiently, and effectively with keeping satisfactory work record. This era is data analytics era and global environment is dynamic and opening new dimensions with multitasking. The acquired efficiency and mastery, understandings of current changing trend and personal good qualitative characters and resilience with changing technology and demand of job is the key for employability. Pro activeness and ability to think in new different way and model it successfully for profitability, grasping of present and future circumstances and finding new cost effective ways of doing the traditional task with the acquired academic qualification increase the probability of a person for sustainable employability. Academia is the foundation for building a career. It is expected to acquire maximum educational and utility-based skillsets during academic learning mainly. Excellence in academics is one part and its utility in employability is other part.

**Problem Statement:**

Understand and compare academia and employability and identify the gap.

**PURPOSE OF RESEARCH****This research studies:**

The hurdles faced by students in employability with respect to demographic factors and the perspective of recruiters and students towards employability.

To study the contribution of academic courses to employability skills and to find what institutes should do in order to improve employability skills of students.

**Methods**

As Mumbai is the financial capital of India with fair and good mixture of people from different state, caste, religion & economic status, languages, cultures so representing true & proper sample for study. We have designed two questionnaires, for Recruiters (HR) and another for students. It aligns the needs and wants of Recruiters and candidates.

The questionnaire contains the following types of questions: Close end, Multiple type, Rating and Ranking and Paired comparison.

Students from Academia and Recruiters from IT, Manufacturing, Bank and Service industry are the respondent for the questionnaire.

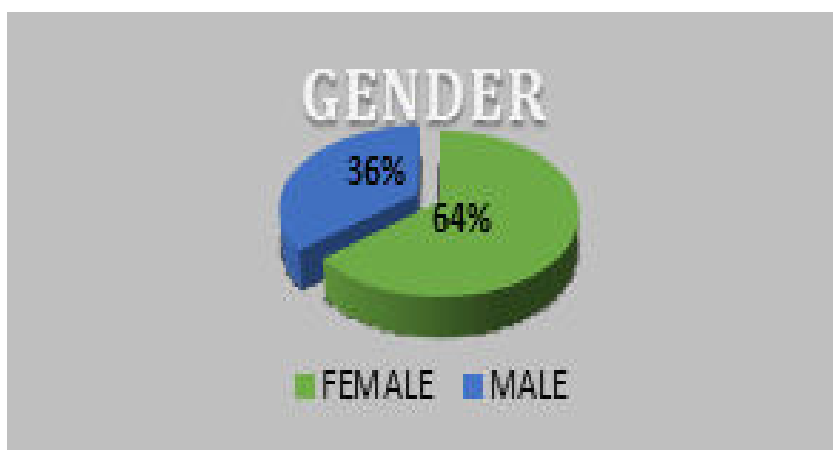
Random Sampling is used for Students and for Recruiter Judgmental sampling design is used. It is usually used when a limited number of individuals possess the trait of interest. It is the only viable sampling technique in obtaining information from a very specific group of people.

Statistical techniques used are Graphical representation, Factor analysis, Discriminant analysis, Kruskal Wallis test, Mann Whitney test, Pareto analysis, Cohen’s kappa

**SURVEY**

We collected data from 81 recruiters and 686 students. After data cleaning our sample size was 596 for students. Recruiter’s data collection was done online.

**For Students**



**Fig 1.1**

**Table 1.1**

<b>GENDER</b>	<b>NUMBER OF STUDENTS</b>	<b>PERCENT</b>
Female	381	63.9
Male	215	36.1
Total	596	100.0

**Table 1.2**

<b>MEDIUM OF EDUCATION</b>	<b>NUMBER OF STUDENTS</b>	<b>PERCENT</b>
English	418	70.1
Vernacular	178	29.9
Total	596	100.0

Graduation	406	68.1
PG Part I	139	23.3
PG Part II	51	8.6
Total	596	100.0

**Table 1.3**

<b>GENDER</b>	<b>NO. OF RECRUITERS</b>	<b>%</b>
Female	41	51
Male	40	49
Total	81	100

For Recruiters

Table 2.1

COMPANY TYPE	NO. OF RECRUITERS	PERCENT
Bank	1	1
IT Company	24	30
Manufacturing	18	23
Service	38	46
Total	81	100

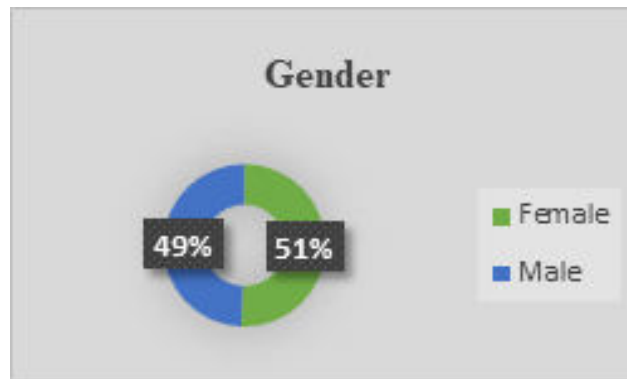


Fig 2.1

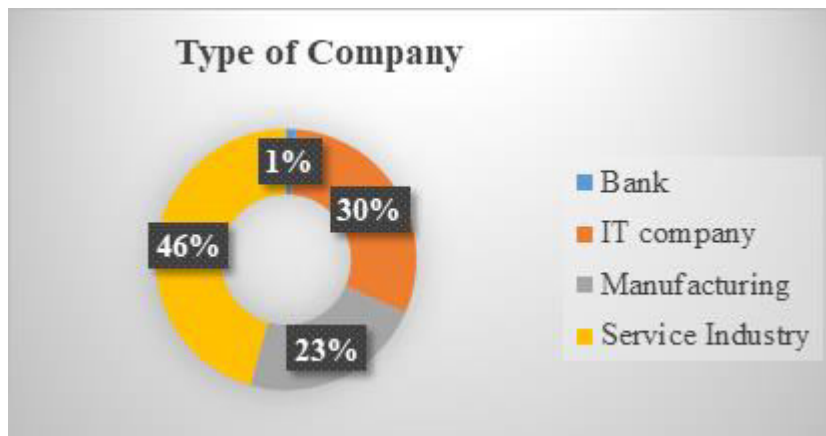


Fig 2.2

Using chi-square to check if the hurdles faced by students in employability varies with respect to various demographic factors.

1. We see that the p-value > 0.05. Hence, we do not reject Ho. Concluding that there is no association between gender and hurdle in different employability skills.

2. We see that the p-value < 0.05. Hence reject Ho. There is association between Stream of graduation and hurdles faced by students in all the above employability skills.

From Cramer’s V we can see that as all values lies between 0.2-0.4, we can conclude that there is fair agreement between skills and stream of education

Table 2.3

Factors	Chi-sq value	P- value	Decision	Cramer’s V
Academic knowledge	70.743	0.00	Reject H <sub>0</sub>	0.244
Knowledge of computer	69.129	0.00	Reject H <sub>0</sub>	0.241
Knowledge of software/ programming language	64.245	0.00	Reject H <sub>0</sub>	0.232
Communication skills	156.995	0.00	Reject H <sub>0</sub>	0.363
Soft skills	164.791	0.00	Reject H <sub>0</sub>	0.372

Table 2.4

FACTORS	CHI-SQ VALUE	P-VALUE	DECISION	CRAMER'S V
Academic knowledge	1.941	0.379	Do not reject H <sub>0</sub>	--
Knowledge of computer	1.963	0.375	Do not reject H <sub>0</sub>	--
Knowledge of software/ programming language	0.383	0.826	Do not reject H <sub>0</sub>	--
Communication skills	13.218	0.001	Reject H <sub>0</sub>	0.149
Soft skills	17.041	0.000	Reject H <sub>0</sub>	0.169

We see that the p-value for Academic knowledge, Knowledge of computer and knowledge of software > 0.05. Hence we do not reject H<sub>0</sub> for these three activities and conclude that there is no association.

Whereas p-value for communication skills and soft skills <0.05, Hence we reject H<sub>0</sub> for these two and conclude that there is an association for communication skill and soft skill with respect to medium of education.

From Cramer's V we can conclude that, for communication skills and soft skills Cramer's V value lies between 0.0 - 0.2, there is **slight agreement** between medium of education and these employability skills.

**To study the perspective of recruiters and students towards employability.**

Consider splitting this objective into 2 parts:

1. To study the gap between expectation of recruiters and present status of students' employability skills.
2. To study the gap between thinking of recruiters and students towards importance of employability skills.

**To study the gap between recruiters' expectation and present status of students' employability skills (5-point Likert Scale):**

Table 3.1

SKILLS	MEAN OF RECRUITER'S RATING	PRESENT STATUS OF STUDENT'S SKILLS	GAP
Academic knowledge	3.51	3.51	0
Communication skill	3.98	3.60	0.38
Soft skill	4.08	3.40	0.68
Technical knowledge	3.11	3.69	-0.58

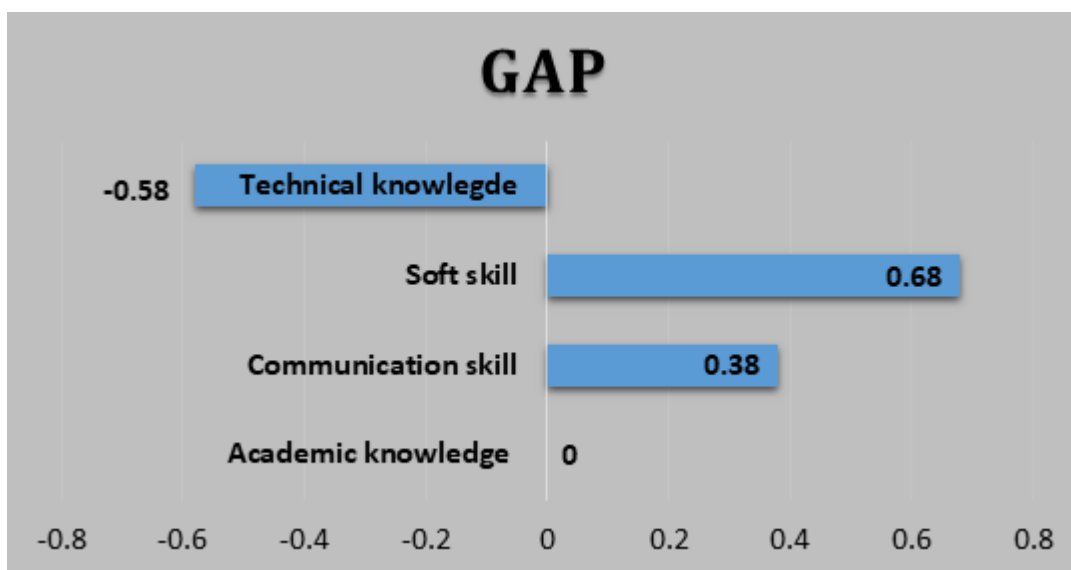


Fig 3.1

To study the gap between thinking of recruiters and students towards importance of employability skills

Table 3.2

SKILLS	MEAN OF RECRUITER'S RATING	PRESENT STATUS OF STUDENT'S SKILLS	GAP
Academic knowledge	3.51	2.54	0.97
Communication skill	3.98	2.26	1.72
Soft skill	4.08	2.21	1.87
Technical knowledge	3.11	2.38	0.73
Professional skill	4.31	2.24	2.07

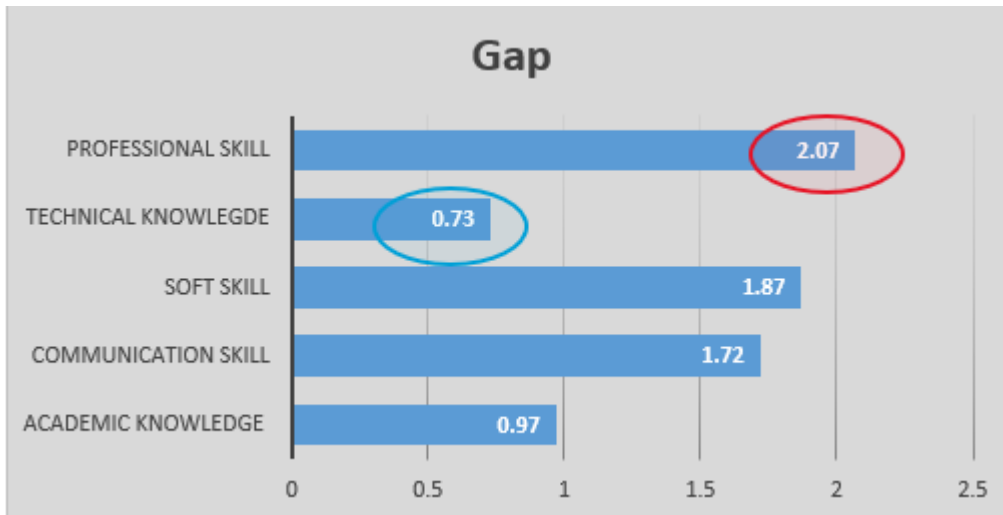


Fig 3.2

The maximum gap is for professional skill followed by soft skill, communication skill, academic knowledge whereas the minimum gap is for technical knowledge.

We can conclude that students' perspective towards importance of employability skills is lesser as compared to recruiters' expectation. So, the students should be aware of the recruiters' present expectation.

**PARETO ANALYSIS**

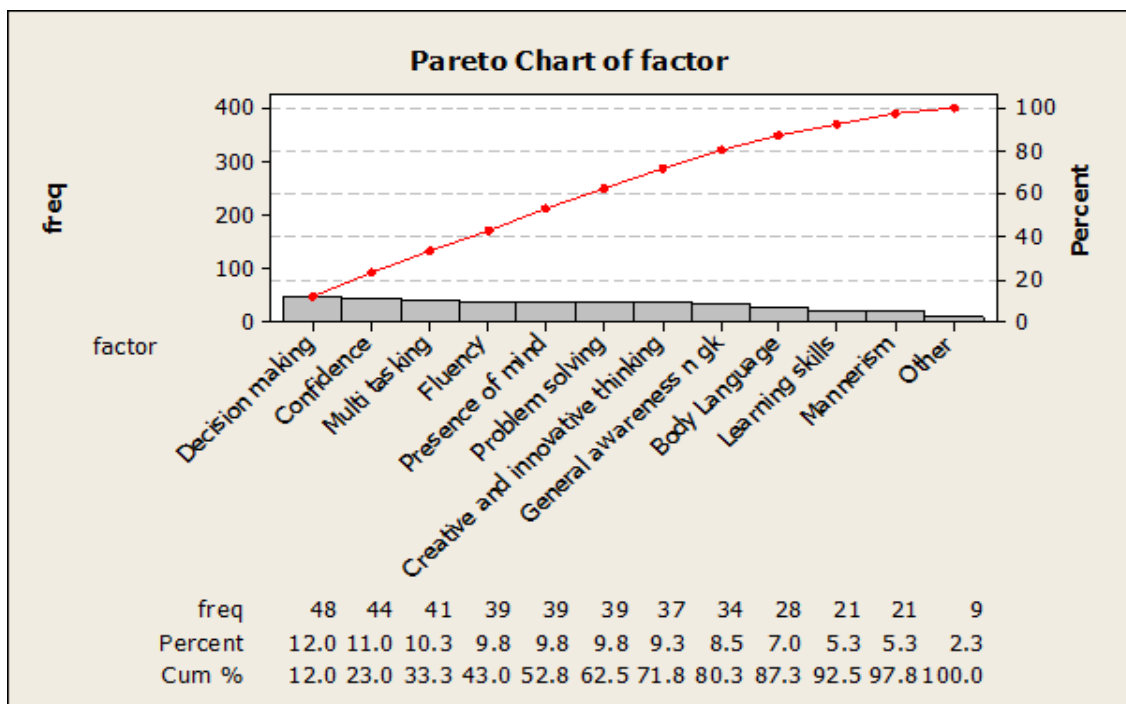


Fig 4.1

Minitab output: Above Pareto analysis indicates according to recruiters the main skills students are lacking in are **Decision making, Confidence, Multi-tasking, Fluency, Presence of mind, Problem solving skill and creative and innovative things.**

Students are not fulfilling recruiter’s expectation for communication skill and soft skill.

Student’s perspective towards importance of employability skills is less as compared to recruiter’s expectations. So, students should be aware of the recruiter’s present expectation.

In order to overcome this problem educational institutes should make courses more relevant according to this skills, then it will reduce 80% of the problems where students are lacking in employability

**FACTOR ANALYSIS**

**To study the contribution of academic courses to employability skills**

**Variables used in Factor Analysis for skills:**

X<sub>1</sub>: Communication

X<sub>2</sub>: Soft

X<sub>3</sub>: Basic Computer literacy

X<sub>4</sub>: Knowledge of programming languages/software

X<sub>5</sub>: Professionalism

X<sub>6</sub>: Foreign language

X<sub>7</sub>: General awareness

**Table 5.1**

<b>KMO and Bartlett's Test</b>		
<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		0.834
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Chi-Square</b>	1526.467
	df	21
	Sig.	0.000

As per table5.1 KMO value 0.834, hence factor analysis is appropriate for our data.

The p-value for Bartlett’s test is < 0.05 concluding that the variables are correlated with each other.

**Table 5.2**

<b>Correlation Matrix</b>							
<b>skills</b>	<b>Com munic ation</b>	<b>Soft</b>	<b>Basic computer literacy</b>	<b>Advance computer literacy</b>	<b>Professional</b>	<b>Foreign language</b>	<b>General awareness</b>
<b>Communica tion</b>	1.000	.617	.475	.423	.513	.246	.461
<b>Soft</b>	.617	1.000	.468	.351	.469	.263	.439
<b>Basic computer literacy</b>	.475	.468	1.000	.649	.421	.206	.450
<b>Advance computer literacy</b>	.423	.351	.649	1.000	.457	.240	.424
<b>Professional</b>	.513	.469	.421	.457	1.000	.425	.572
<b>Foreign language</b>	.246	.263	.206	.240	.425	1.000	.375
<b>General awareness</b>	.461	.439	.450	.424	.572	.375	1.000



Table 5.3

Factor	Initial Eigen values		
	Total	% of Variance	Cum %
1	3.596	51.373	51.373
2	.945	13.497	64.870
3	.776	11.090	75.960
4	.551	7.868	83.829
5	.443	6.325	90.154
6	.374	5.343	95.496
7	.315	4.504	100.000

We predetermine the number of factors =2 in order to get meaningful interpretation and to get desirable proportion of variance explained. Two factors explain 64.87% of total variation.

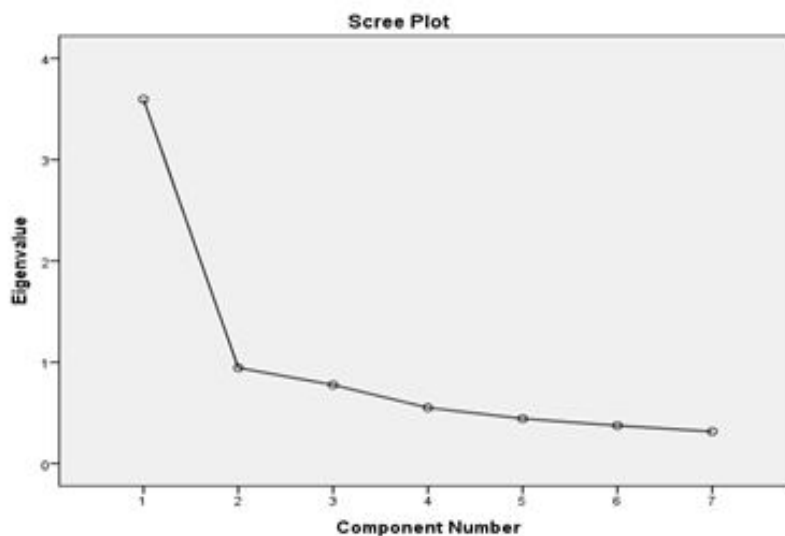


Fig 5.4

Table 5.4

	Un-Rotated Factor Matrix		Rotated Factor Matrix	
	Factor		Factor	
Communication skill	.760	-.135	.706	.313
Soft skill	.730	-.094	.658	.330
Basic computer literacy	.745	-.412	.848	.074
Knowledge of programming language and software related to curriculum	.714	-.332	.778	.124
Professional skill	.777	.252	.503	.643
Foreign language	.506	.731	.012	.889
General awareness	.748	.199	.509	.583

Variables **Communication skill, soft skill, Basic computer literacy and Knowledge of programming language and software related to curriculum** have high loadings on **factor1**, hence factor1 will contain these four variables.

The variables **Professional skill, foreign language and General awareness** have high loadings on **factor2** therefore factor 2 will contain these three variables using the above two factors we are further using discriminant analysis to find which of the two courses is preferable.

Table 5.4.1

Standardized Canonical Discriminant Function Coefficients	
	Function
	1
<b>FACTOR 1</b>	.866
<b>FACTOR 2</b>	-.541

Above table shows the standardized canonical discriminant function coefficients for each of the predictors. This indicates **Factor 1** is the most important predictor in discriminating between groups, followed by **Factor 2**.

Table 5.4.2

Canonical Discriminant Function Coefficients	
	Function
	1
<b>FACTOR 1</b>	0.898
<b>FACTOR 2</b>	-0.547
<b>(Constant)</b>	0.000

Table above shows the canonical discriminant function coefficients of the predictors in the discriminant function. These coefficients are to be applied to raw values of the variables for classification purpose. Hence *the final discriminant function* is given as:

$$g(x) = 0.898(\text{Factor 1 score}) - 0.547(\text{Factor 2 score})$$

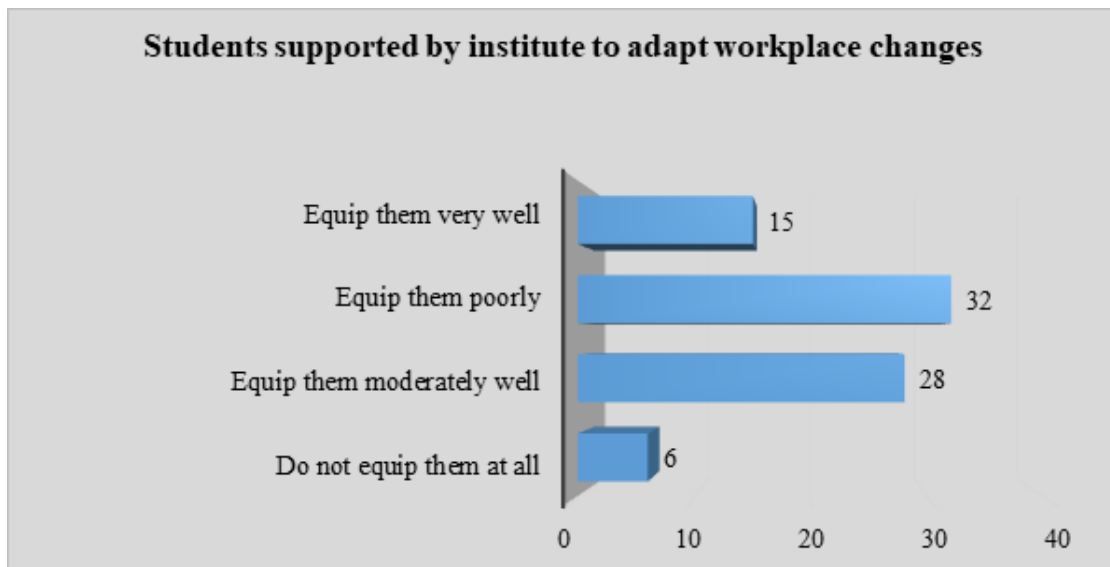


Fig 5.5

We can conclude that 32 recruiters think that institutions equip the graduates poorly.

- ❖ From factor analysis we have obtained two factors. Factor 1 consists of communication skill, soft skill, basic computer literacy and advance computer literacy. Factor 2 consists of professional skill, foreign language and general awareness.
- ❖ From discriminant analysis we conclude that factor 1 is most differentiating factor between professional and non-professional skills.
- ❖ The graph of students' satisfaction towards syllabus pattern as per stream of graduation indicates that overall proportion of dis-satisfaction is more.

With respect to recruiters' perspective, most of the recruiters think that education institutes equip students poorly to adapt to the workplace changes

**KRUSKAL-WALLIS TEST**

To find what institutes should do in order to improve employability skills of students.

Using Kruskal-Wallis’s test to find which activities preferable by students if the college conducts English speaking, Foreign language, soft skill, professional skills, other computer courses and internship during vacations

H<sub>0</sub>: If college conducted English speaking, foreign language, soft skill, MS-CIT, other computer courses and internship during summer vacations then **all the activities are equally preferred by the students.**

V/S H<sub>1</sub>: Not H<sub>0</sub>

TEST STATISTIC: 
$$H = \left[ \frac{12}{N*(N+1)} * \sum \left( \frac{T_i^2}{n_i} \right) \right] - 3 * (N + 1)$$

{CODING FOR SPSS: English speaking = 1, Foreign language = 2, Soft skill = 3, MS-CIT = 4, Other computer courses = 5, Internship = 6}

**SPSS OUTPUT OF KRUSKAL –WALLIS TEST**

**Table 6.1**

ACTIVITIES	N	MEAN RANK
1	596	1398.17
2	596	2063.90
3	596	1470.68
4	596	1935.02
5	596	1943.64
6	596	1919.59
<b>TOTAL</b>	<b>3576</b>	

**Table 6.2**

	RATINGS
<b>CHI-SQUARE</b>	226.218
<b>Df</b>	5
<b>Asymp.sig</b>	0.000

Since we can see that Asymp.sig = 0.000 < 0.05, we reject H<sub>0</sub> and conclude that when college conducts the above activities they are not equally preferred by the students.

**COHEN’S KAPPA:**

**INTERPRETATION:**

Test Statistic	Conclusion
0.672	Good association between English speaking course conducted by college and students’ participation.
0.721	Good association between foreign language course conducted by college and students’ participation.
0.584	Moderate association between soft skill course conducted by college and students’ participation.
0.746	Good association between Professional course conducted by college and students’ participation.
0.854	good association between other computer courses conducted by college and students’ participation.
0.676	Good association between internship course conducted by college and students’ participation.

Table 7.1

FACTORS	COHEN-KAPPA VALUE	p-VALUE	RESULT
English Speaking	0.672	0.000	Reject H <sub>0</sub>
Foreign Language	0.721	0.000	Reject H <sub>0</sub>
Soft Skill	0.584	0.000	Reject H <sub>0</sub>
Professional courses	0.746	0.000	Reject H <sub>0</sub>
Other Computer Courses	0.854	0.000	Reject H <sub>0</sub>
Internship	0.676	0.000	Reject H <sub>0</sub>

**ODDS-RATIO**

Using odds ratio to see how much importance students give to various activities with respect to employability skills

Table 8.1

ODDS-RATIO ESTIMATE	
Effect	Estimate
English speaking vs its Importance	3.1128
Foreign language vs its importance	1.7466
Personality development or soft skills vs its importance	1.8351
Professional course vs its importance	0.6138
Other computer courses vs its importance	0.9512
Internship vs its importance	1.3917

	Odds ratio	Conclusion
English speaking	3.1128	Students who have done this course feel 3.1128 times more importance of this course than those who have not done this course.
Foreign language	1.7466	Students who have done this course feel 1.7466 times more importance of this course than those who have not done this course.
Personality development	1.8351	Students who have done this course feel 1.8351 times more importance of this course than those who have not done this course.
MS-CIT	0.6138	Students who have done this course feel 0.6138times more importance of this course than those who have not done this course.
Other computer courses	0.9512	Students who have done this course feel 0.9512 times less importance of this course than those who have not done this course.
Internship	1.3917	Students who have done this course feel 1.3917 times more importance of this course than those who have not done this course.

Overall, the most preferred activities by students are English Speaking and Soft Skill.

From Cohen’s Kappa if educational institutes conduct other computer courses, then student’s participation will be very good as compared to the remaining activities.

**Result:** Hurdles faced by students for employability do not differ with respect to gender.

Hurdles faced by students varies with respect to their stream of graduation for all employability skills.

Medium of education affects hurdles faced in communication skills and soft skills by students for employability

**DISCUSSION:**

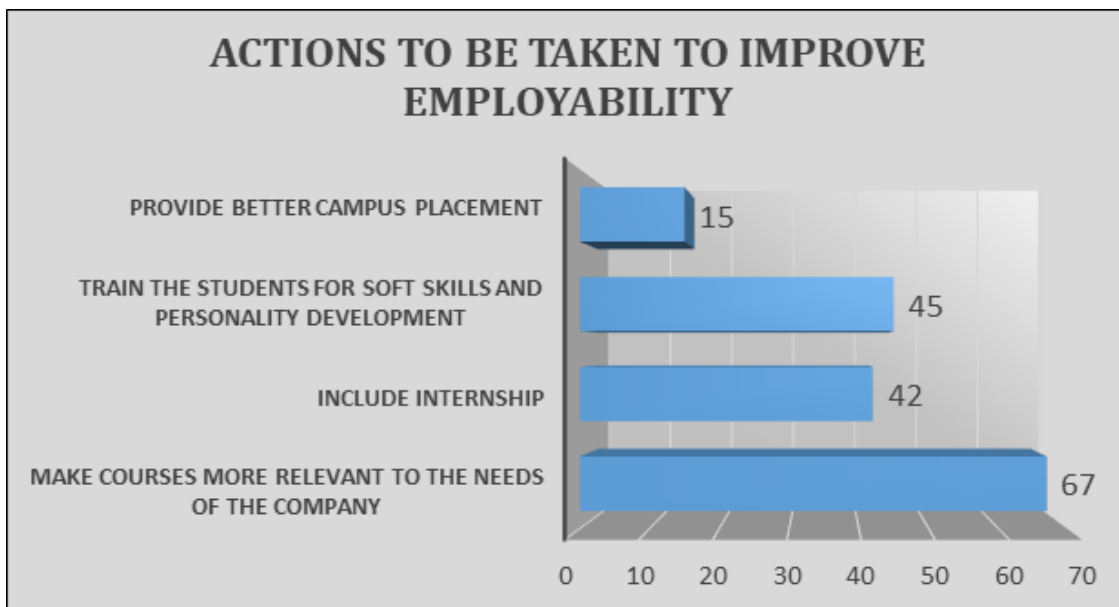
**CONCLUSION:** There is a growing gap between the skills required for employment and the skills being developed in students.

- ❖ Communication skills, soft skills and technical skills are central to employability.
- ❖ Everyone seems to agree that work placement and internships make a huge difference to employability skills.
- ❖ Recruiters expect graduates to have technical and discipline competences from their degree.
- ❖ Recruiters require graduates to demonstrate a range of broad skills and attributes that include communication skills, soft skills and professional skills.
- ❖ Students and recruiters both think that our syllabus pattern is useful only for domain knowledge but lacks in providing employability skills.

**SUGGESTION**

- ❖ Syllabus pattern should be updated from time to time according to the changes in workplace practices.
- ❖ Development of undergraduates from theoretical background to the practice is a contemporary need, because the practice will enhance the employability of graduates
- ❖ Institutes should include personality development courses i.e. Public speaking, interview skill, etiquettes etc. in their academic syllabus.
- ❖ Institutes should conduct workshops for soft skills and professional skills regarding jobs related to academic qualifications.
- ❖ Students should be able to demonstrate skills in a way that is meaningful to the recruiter in order to be successful in gaining employment and furthering their career.

Staying familiar with up-to-date equipment, facilities, and materials.



**Fig 9.1**

Here we see that most of the HR thinks that making courses more relevant to the needs of the company will help in improving employability.

STUDENTS' SUGGESTIONS

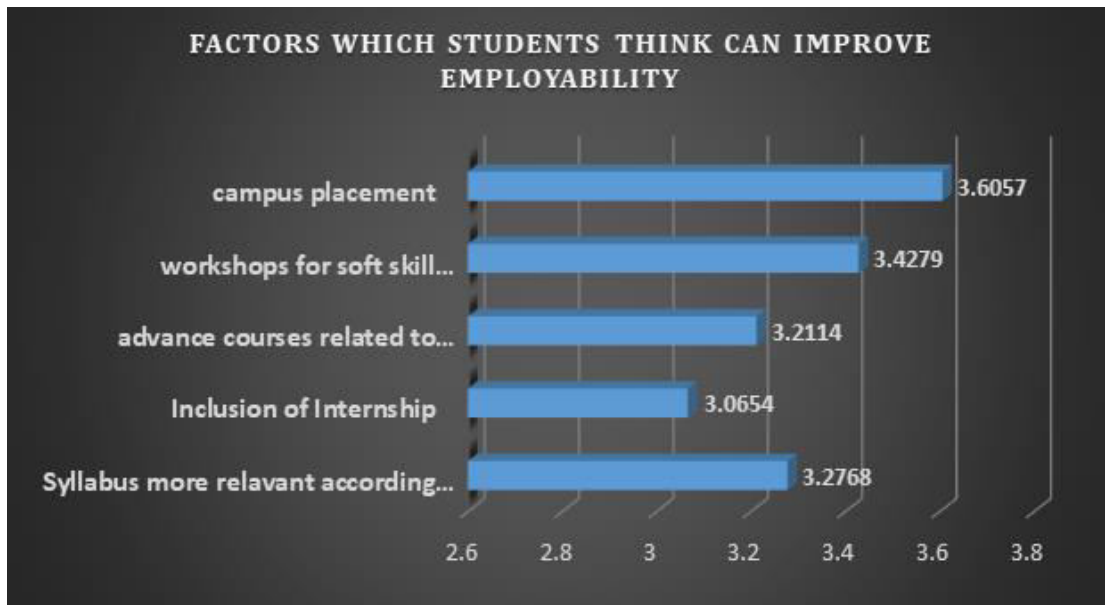


Fig 9.2

From this we see that most of students think that campus placement will help to improve employability.

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**YOUTH WILL BE BIGGEST BENEFICIARIES OF A DEVELOPMENT IN INDIA**

**Parameshwaranbarath Sivaperumal**  
TY B. Com Rajarshi Shahu College

**INSTRUCTIONS**

The role of Youth in nation-building or development is very important, and this is because the development of any nation lies in the future generation. Democracy, economy, technology and the improvement of medical science all lie in the hands of the Youth. Poverty, unemployment, global warming, and pollution of many types are the problems that the world is facing today. The answer to solving all these problems lies with the next generation.

**OBJECTIVE OF THE STUDY**

Youth has the power to bring change. They have the power to demand justice. For example, a mass protest by the Youth against the CAA bill in Delhi or the mass protest by the Youth in Delhi for justice of Nirbhaya cases are some of the examples of the strength of the Youth. TRO makes the Youth the ultimate power of the country,

**SCOPE OF THE STUDY**

It is believed that today's young minds and tomorrow's leaders, creators, builders, and innovators For Youth to be good leaders, inventors and innovators, it is important that they are supported and are provided good health, training, and education to transform the future. There will be a boost in the economy of the country when the Youth is working and earning rather than being dependent on anyone.

**FACT & FINDING**

Statistics show that India has the upper hand over other countries as 62 % of the population is the Youth. Young minds are known to be innovative and hard-working that will help in the development of the country. Youth can change the country only if proper opportunities in the various fields are given to them. In our society, we have been guided to pursue careers in either engineering or medical science. This could be because of the pressure from the family or the trend in society. This has become a major cause for the downfall of the Youth.

**SKILLS IN INDIA**

Skill India campaign was launched by Prime Minister Narendra Modi on 15 July 2015 to train over 30 crore people in India in different skills by 2022UK has entered into a partnership with India under skill India programme. Virtual partnerships will be initiated at the school level to enable young people of these country to experience the school system of the other country.

**SCOPE OF SKILLS**

Various initiatives under this campaign are:- National Skill Development Mission

- National Policy for Skill Development and Entrepreneurship, 2015
- Pradhan Mantri Kaushal Vikas Yojana (PMKVY)
- Skill Loan scheme
- Rural India Skill

**RESEARCH METHODOLOGY OF STUDY**

India is on track to become the world's third largest economy by 2027, surpassing Japan and Germany, and have the third largest stock market by 2030, thanks to global trends and key investments the country has made in technology and energy

India has so far provided similar levels of total fiscal support as other emerging market economies, but a much lower level of support than has been provided by advanced economies

**CONCLUSION**

The Youth has the power to build a nation that will only help in its development. To do so, the Youth of our country should be supported by friends and family members. The Youth should be supported to pursue careers in various fields such as cinema, arts, and politics. The support which everyone will give today out to the Youth will help in making our country great in the future. The important role of the youth in nation-building has been discussed here, and students can take a cue for writing an essay on my role as a youth in nation-building.

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5. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.
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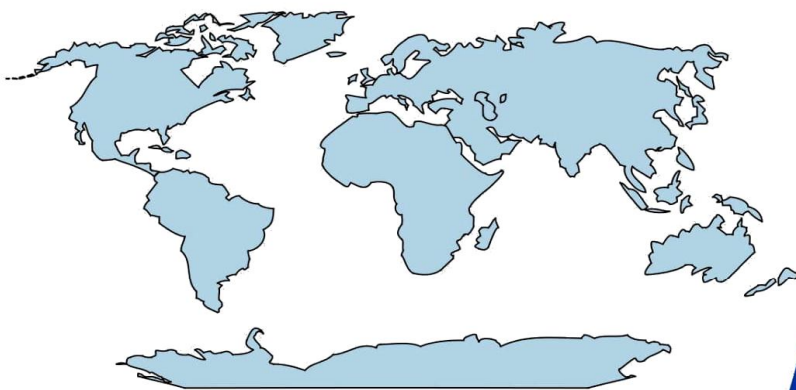
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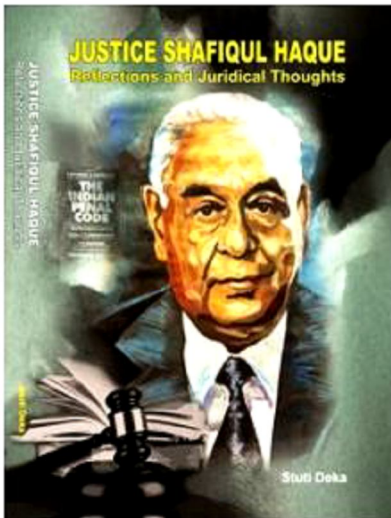


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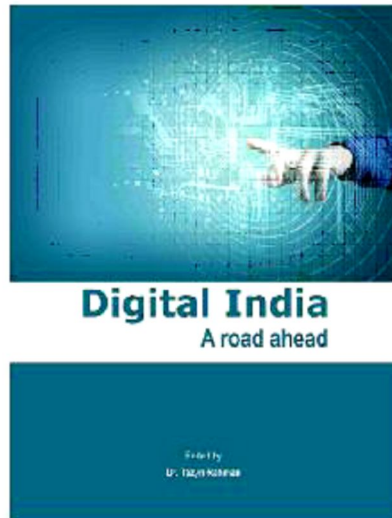
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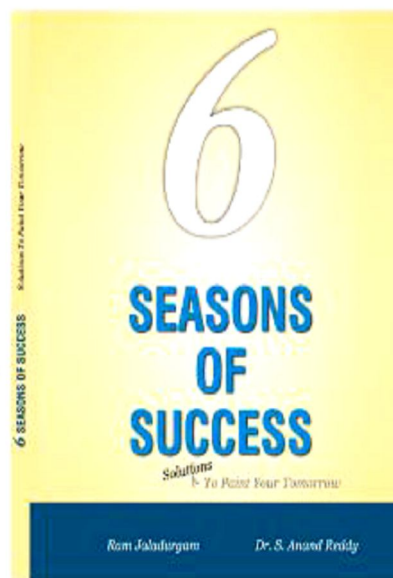
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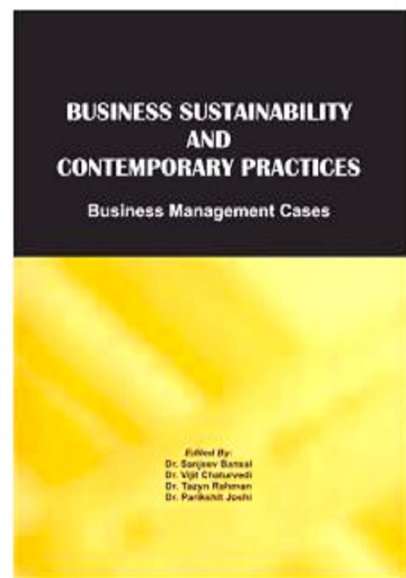
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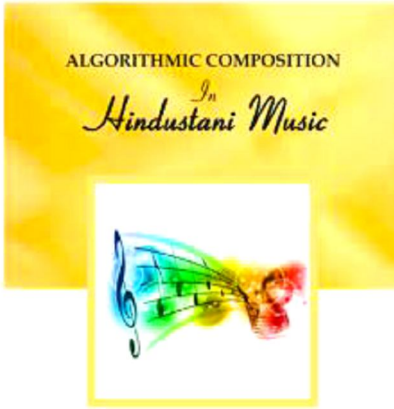


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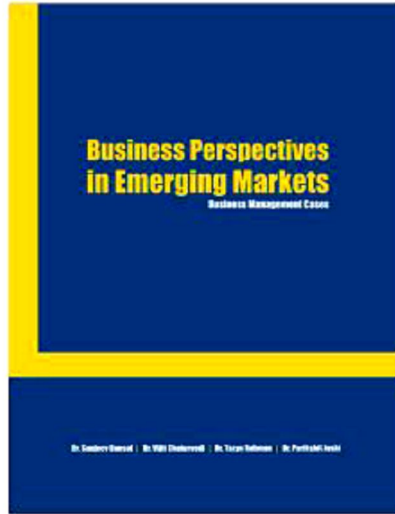


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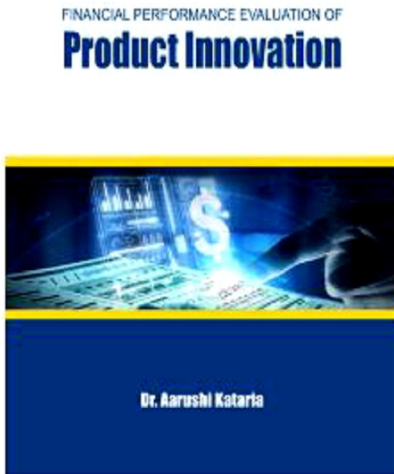


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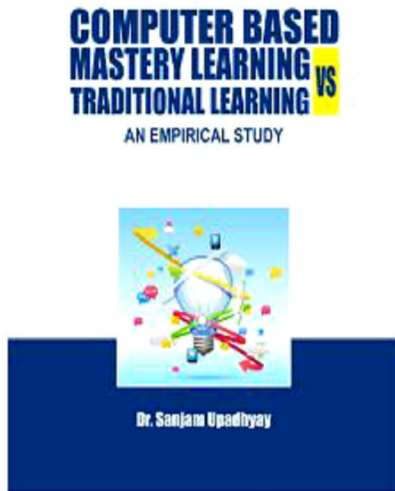
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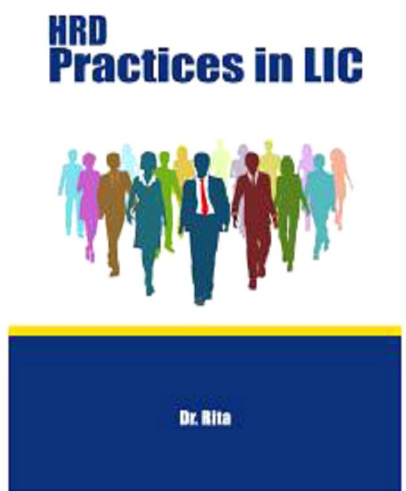
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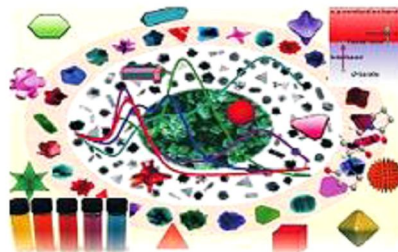
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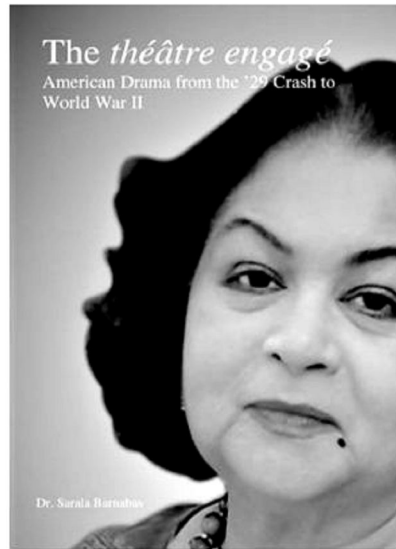
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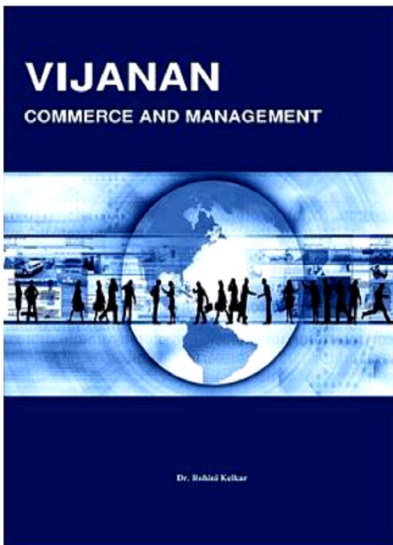


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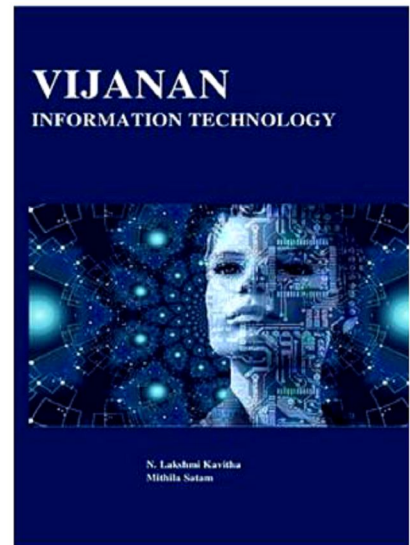
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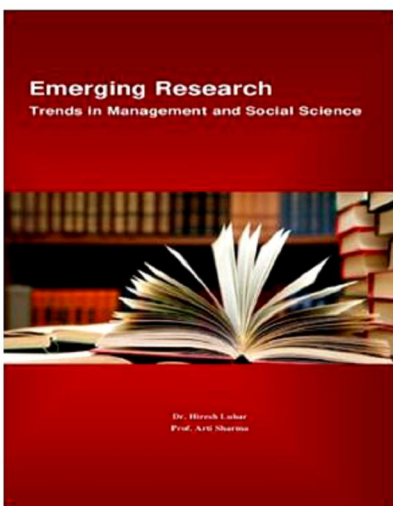
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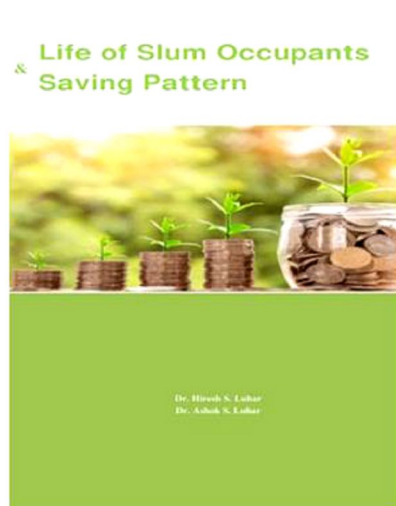
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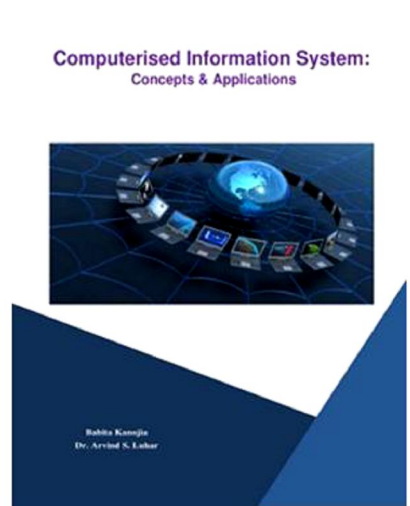
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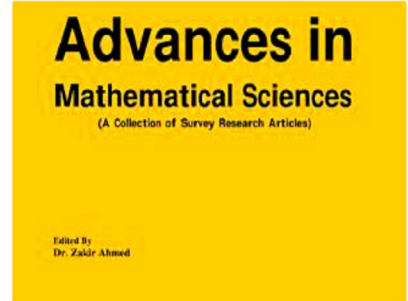
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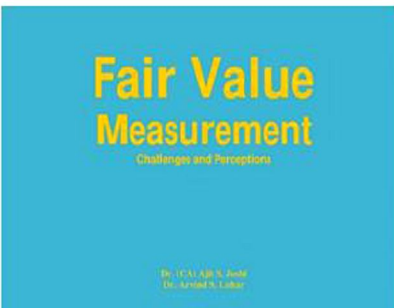
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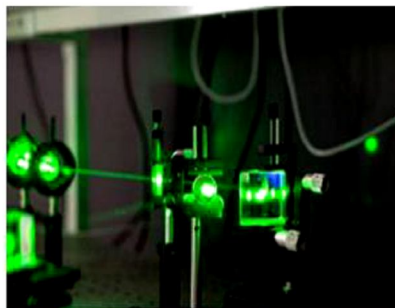
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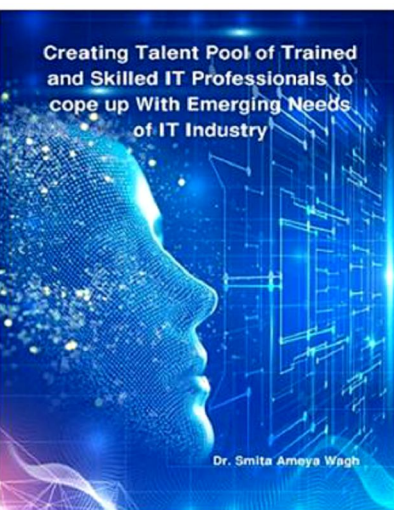


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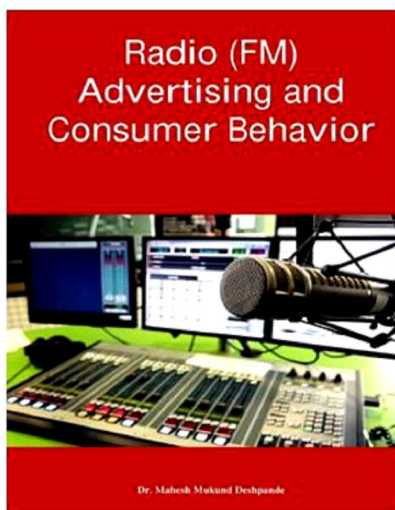
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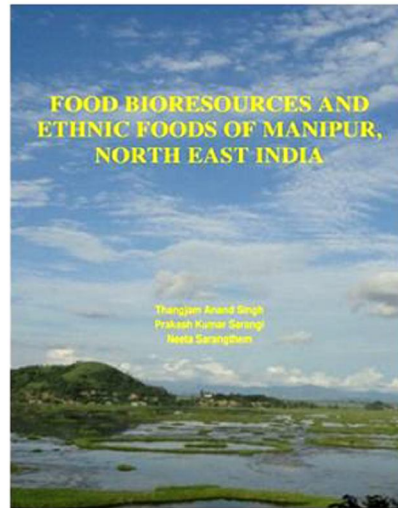
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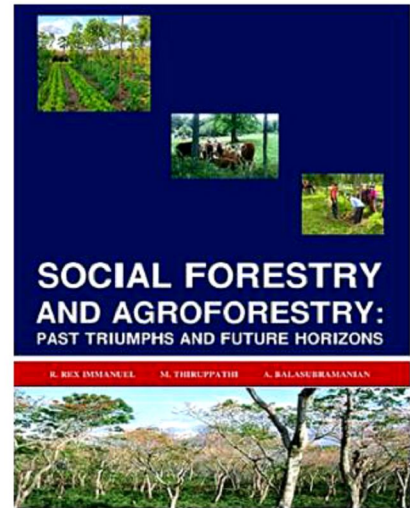
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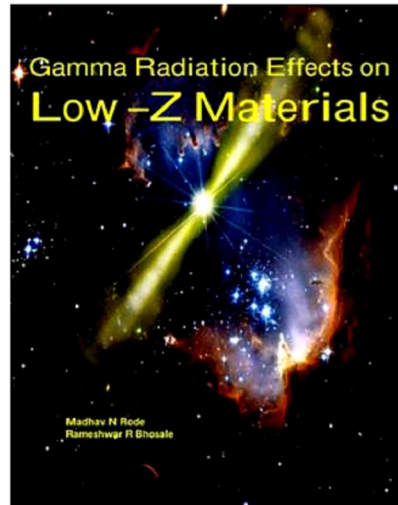
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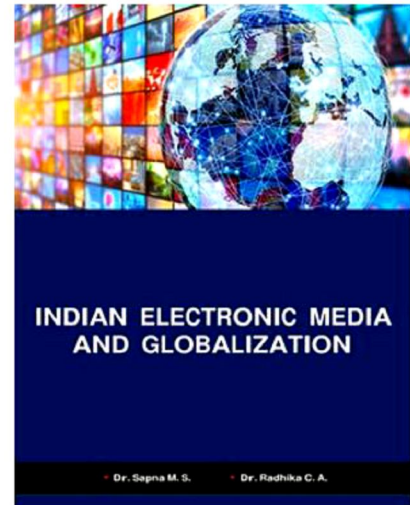
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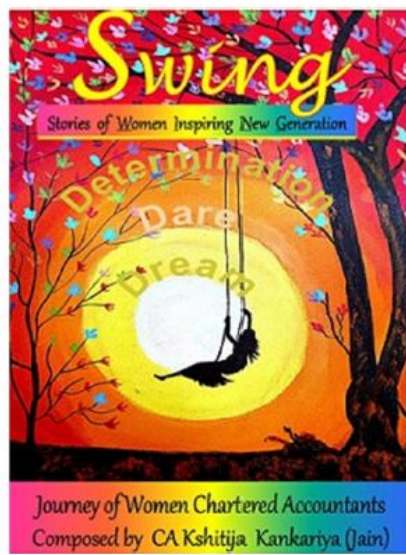
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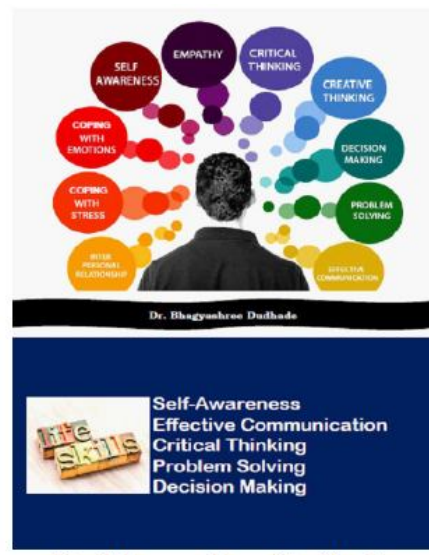
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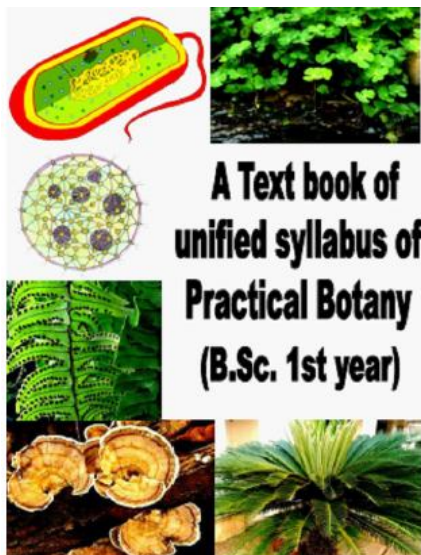
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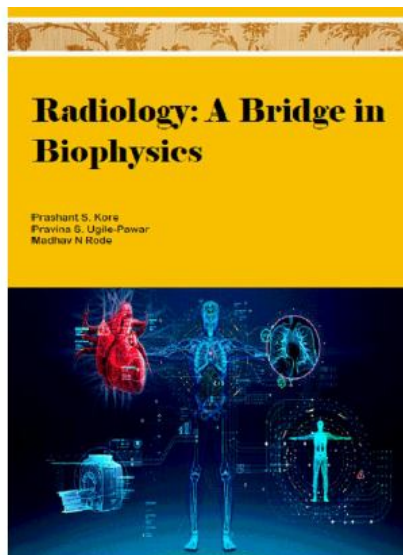


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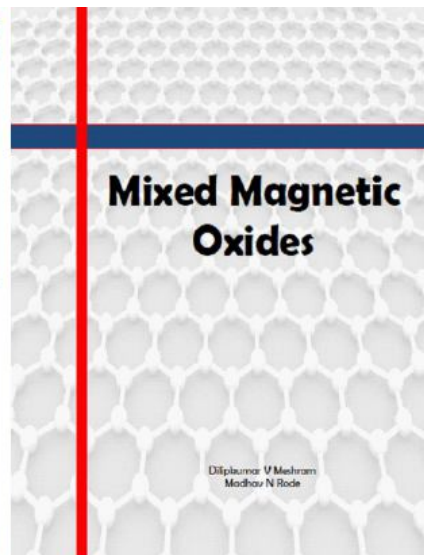
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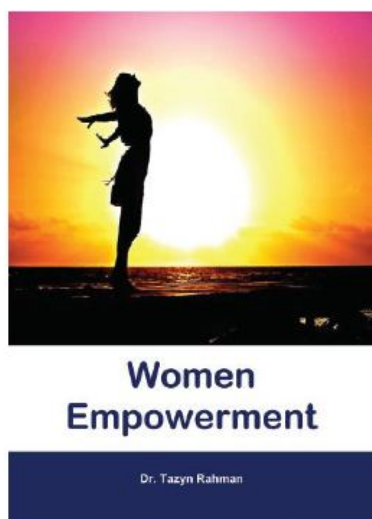
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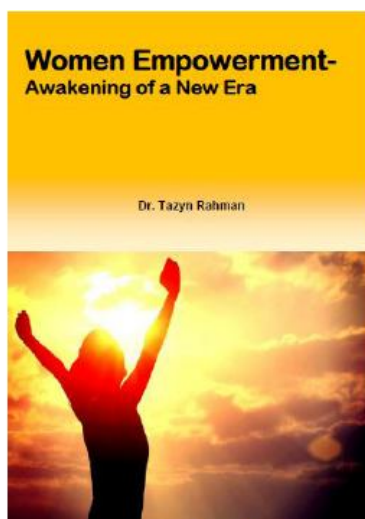


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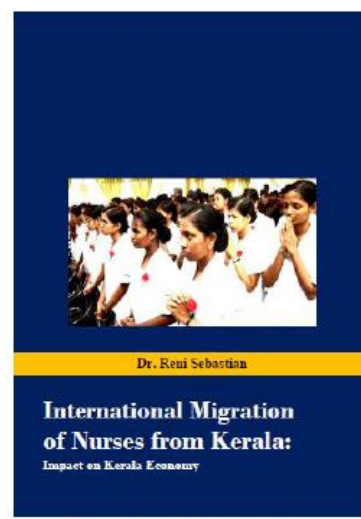
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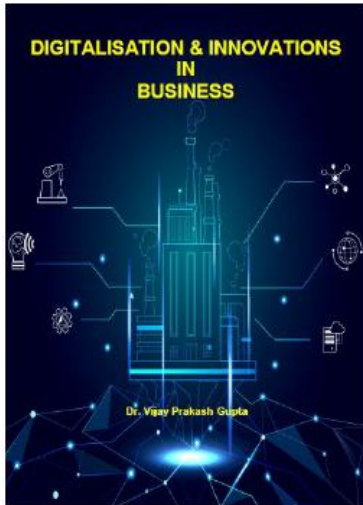
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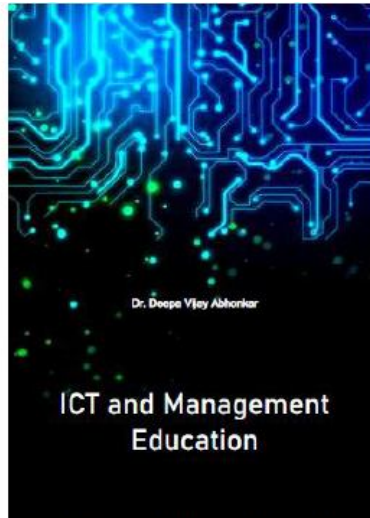


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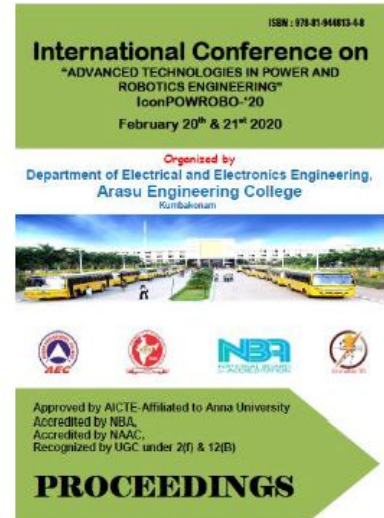
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