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7th Edition

Shodh Sarita

Faculty Research Journal

2023-24

About Us

Mumbai Pradesh Arya Vidya Sabha's , Gurukul College of Commerce is affiliated to the University of Mumbai offering Bachelor's and Master's degree in Commerce faculty. We started with B.Com in 2001 and spread our hues towards B.Com(Accounting and Finance), B.Com (Banking and Insurance),BMS (Bachelor's of Management Studies) and M.Com (Advance Accounting and Business Management).

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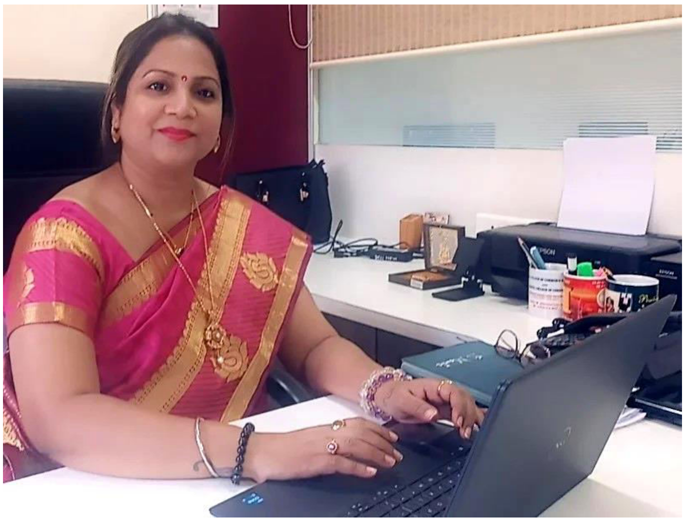
The dedication and expertise of the teaching and non-teaching staff have definitely moulded our students to employable graduates and successful entrepreneurs. Quality initiatives are taken at various levels to ensure continuous improvement of the institution and students.

The college ensures providing ample opportunities to students in various co-curricular and extracurricular activities ranging from culture to sports. A sense of institutional social responsibility is inculcated amongst the students uplifted up their self-esteem and transformed them into confident individuals. We not only thrust focus on academics but believe in excellence through quality education towards holistic development in the interest of stakeholders.

Principal Message



It gives me great pleasure to introduce this research publication, which is devoted to the relentless work and inventiveness of educators, as the principal of Gurukul College of Commerce. This publication serves as a tribute to the unwavering quest of knowledge, the commitment to scholarly achievement, and the significant influence that research will have on the direction of education in the future.

My sincere appreciation goes out to the participating authors, whose perceptive and innovative research serves as the foundation for this publication. It is quite inspirational how dedicated you are to improving educational theories and methods.

We would also want to express our gratitude to our Management for their constant support, the editorial staff for their careful work and steadfast dedication to upholding the highest standards of academic achievement and integrity. Your commitment guarantees that this magazine will be an invaluable tool for scholars, researchers, and educators alike.

Lastly, I want to thank all of our readers from the bottom of my heart. Your involvement and enthusiasm for lifelong learning fuel the continuing development and enhancement of pedagogical approaches. Our shared goal is to develop an educational environment that is both transformative and enriching.

Regards,
Dr. Mamta Rane
I/c Principal

Editorial Message

Dear readers,

It gives us great pleasure and pride to present the collection of research papers for the Faculty Research Journal Shodh Sarita The editors are delighted to release and present the ISSN Peer Reviewed Journal to the public.

This work is the result of faculties channeling their thoughts and exchanging ideas in order to extend the vista and assist the reader in exploring a new range of research prospects. We thank all of the researchers and supporting personnel who have made this journal a reality, and we ask that everyone continue to support and assist us in making this publication a success.

We really hope that this publication will suit the requirements of all who want to educate society. Although every attempt has been made to ensure an error-free publishing, we express regret if any errors have crept in inadvertently. We promise what we deliver and deliver what we promise.

We wish you a wonderful reading experience.

Editorial Team

Mumbai Pradesh Arya Vidya Sabha's

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To impart quality education with the commitment to shape career path of learners and inculcate cultural values in such a manner that there is holistic growth of the individual learner in particular and the society at large.

Mission

To emerge as one of the best College in the central suburbs of Mumbai for studies in the Commerce stream through value-based quality education and preparing learners towards nation building.

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- To inculcate basic human values, discipline and sincerity amongst students.
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To make available adequate ICT, Physical and Academic Infrastructure and Human Resources to provide quality education and opportunities for holistic growth to the learners at an affordable cost.

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The research and publication Cell of the College has been formed to enhance research capacity amongst staff and students. The Research Cell comprises faculties, students and external experts for further strengthening research activities of the college.

OBJECTIVES OF THE RESEARCH CELL

- To identify the hidden innovative talents and competences.
- To provide opportunities for inculcating research attitude in the students and faculties.
- To open new channels of scholarly research between faculty and students.
- To produce research scholars commensurate with the need of future.

Also, the cell conducts various activities like expert talks, competitions, workshops etc.to create research culture in the institution

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Acknowledgement

Innovation, inspiration and conviction have always been the deciding parameters in a person's successful journey. I am overwhelmed by all of our well-wisher's constant support and encouragement in helping us bright out **The Annual Student Research Journal "Shodh Sagar".**

We are grateful to our management, especially our honorary Secretary Shri. Bipin Patel and Prin. Dr. Mamta Rane, for their unwavering encouragement as well as support which enabled us to publish this **7th Annual Research Publication and Inter Collegiate Journal "Shodh Sagar".**

We appreciate the research committee and reviewers for painstakingly evaluating the research papers in the period allotted.

We wish to express my gratitude to all of our employees for contributing their valuable ideas to the publication of this journal.

We would like to call for special attention to each of our students who have contributed their ideas and Research to journals through written papers and acted as a catalyst for achieving our target.

Any omission is not indicative of lack of gratitude.

Dr. Vijay Bharati Jain

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FISHERIES SECTOR AND ECONOMIC DEVELOPMENT IN INDIA

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ABSTRACT
India is endowed with a wide diversity of water resources, which sustain a large fisheries sector in the country. India has a coastline of 8,118 km with an Exclusive Economic Zone (EEZ) stretching over 2.02 million km, and a continental shelf covering 0.53 million km. India also has inland water sources covering over 190,000 km and open water bodies with a water-spread area of about 740,000 hectares. Brackish water area that could be used for aquaculture is 1.24 million hectares, of which only 165,000 hectares have been developed. Total fish production from India's fisheries sector in 2009 was an estimated 7.60 million tonnes. Fisheries sector is an eminent sector in India, has recorded a faster growth than that of crop and livestock sectors. The fishing industry has a vital role to play in all round development of Indian economy. Fisheries sector plays an important role in the socio-economic development of India, generating employment for a large coastal population. Major fish production comes from the coastal resources. About 0.933 million people are employed in the marine fisheries sector on a full-time basis, 1.01 million on a part-time lease and 1.39 million are engaged in other ancillary activities. Fisheries sector is regarded as a powerful income and employment generator as it stimulated the growth of a number of subsidiary industries. Constituting about 5.68% of the global fish production, today India is the second largest fish producing nation in the world.

INTRODUCTION
India is endowed with a wide diversity of water resources, which sustain a large fisheries sector in the country. India has a coastline of 8,118 km with an Exclusive Economic Zone (EEZ) stretching over 2.02 million km, and a continental shelf covering 0.53 million km. India also has inland water sources covering over 190,000 km and open water bodies with a water-spread area of about 740,000 hectares. Brackish water area that could be used for aquaculture is 1.24 million hectares, of which only 165,000 hectares have been developed. The fishing industry has a vital role to play in all round development of Indian economy. Fisheries development has been assigned a very important place in the economic development plans of India. Surrounded by sea on three sides and possessed big rivers, bays, lakes and numerous artificially built canals, reservoirs, tanks and ponds, India possesses ideal condition for improvement of fisheries. Organisation of this industry on modern lines will go a long way in solving the food problem in the country and improving the lot of fishermen who constitute quite a significant part of India's population. Indian fisheries are an important component of global fisheries. It is both marine and inland. Inland fisheries are the culture and capture of fisheries in fresh water. It is also called fresh water fisheries. The fresh water catch is more potential than that of the sea. Culture and capture of fishes in the sea is called marine fisheries. Fisheries sector plays an important role in the socio-economic development of India, generating employment for a large coastal population.

FISHERIES SECTOR AND ECONOMIC DEVELOPMENT IN INDIA
Fisheries have an important place in the Indian economy. India is blessed with abundant fishery resources, both marine and inland. It has a coastline of 8118 kilometers and an Exclusive Economic Zone (EEZ) of 2.02 million square kilometres, comprising 0.86 million square kilometers to the west coast, 0.56 million square kilometers on the east coast, 0.60 million square kilometers around the Andaman and Nicobar Islands. Globally, marine fisheries are recognised as valuable capital assets capable of generating significant and sustainable economic, social and environmental benefits under appropriate policy, institutional and management regimes. At a global level, this situation warrants better governance, stronger policy legal frameworks and more effective management systems leading to increasing productivity, reducing overcapacity of fishing effort and enhancing the real value of landed fish. India's marine fishery sub-sector has a high potential capital value, but also follows global trends with these values not being fully realised. The sub-sector can clearly generate greater net benefits and become a stronger engine for rural economic growth and social development in coastal India.

FISH PRODUCTION IN INDIA
Constituting about 5.68% of the global fish production, India today is the second largest fish producing nation in the world. India is also a major producer of fish through aquaculture and ranks second in the world after China. The total fish production during 2019-20 is at 141.64 lakhs tonnes with a contribution of 104.37 lakhs tonnes from inland sector and 37.2 lakhs tonnes from marine sector respectively. The country has high potentials in this sector for rural development, domestic nutritional security, employment generation, gender mainstreaming as well as export earnings. The Indian fishery has been witnessing a steady growth right from

the first five year plan. Marine fisheries in India is accorded priority in the planned development process due to its significant contribution to the economy for generating income in the most backward regions and creating employment to the people who are in the lowest rungs of the social ladder besides providing foreign exchange earnings and ensuring food and nutritional security.

TABLE – 1: FISH PRODUCTION IN LAST EIGHT YEARS

Year	Inland Fish Production		Marine Fish Production		Total Fish Production		Fish seeds Produced
	Inland (lakh tonnes)	Growth rate (%)	Marine (lakh tonnes)	Growth rate (%)	Total production (lakh tonnes)	Growth rate (%)	In Lakhs
2012-13	57.19	8.03	33.20	- 1.51	90.40	4.32	34922.00
2013-14	61.36	7.29	34.43	3.67	95.79	5.96	4,14,484
2014-15	66.91	9.04	35.69	3.66	102.6	7.11	3,93,487
2015-16	71.62	7.04	36	0.87	107.62	4.89	3,54,350
2016-17	78.06	8.63	36.25	1.14	114.31	6.12	3,57,439
2017-18	89.48	14.62	37.56	3.61	127.04	11.13	4,44,207
2018-19	97.2	8.62	38.53	2.58	135.73	6.84	4,81,974
2019-20	104.37	7.37	37.27	-3.2	141.64	4.35	5,21,706

Source: Ministry of Agriculture, Hand Book on Fisheries Statistics, 2020.

A total fish production in India is presented in Table-1. In India, the total fish production was 90.40 lakh tonnes in 2012-13. The fish production reached 141.64 lakh tonnes in 2019-2020 in India. The fish seed production was steadily increased from 2012-13 to 2019-20 as 5.21,706 lakhs.

EXPORT PERFORMANCE IN INDIA

Since the beginning of modernization in the 1950's the fisheries sector had a growing focus on export markets. About 20 per cent of India's marine fish production is exported. From 2002 to 2008, export volumes and value showed modest gains. Japan, the USA and the European Union are the main export markets. The European Union remains the major export market, now accounting for 35 per cent of total value. The worrying trend from April 2007 to January 2008 however was the 18 per cent drop in the volume of sea food exports and a corresponding decline in the value of 13 per cent. The decline is attributed largely to the appreciating Indian rupee relative to the US $ during this period. Fisheries exports from India have become an important component of agricultural exports, to the extent of 18 per cent. Over 50 products are exported to as many destinations all over the world.

TABLE – 2: EXPORT OF FISHERIES PRODUCTS

Year	Quantity (tonnes)	Value (Rs. in Crores)
2013-14	9,83,755.56	30,213.26
2014-15	10,51,243.49	33,441.61
2015-16	9,45,891.90	30,420.83
2016-17	11,34,948.09	37,870.90
2017-18	13,77,243.70	45,106.89
2018-19	13,92,558.89	46,589.37
2019-20	12,89,650.90	46,662.85

Source: MPEDA, 2020

The export of Fisheries products is portrayed in the above table. The export trend shows a downtrend from the year 2014-15 to 2015-16 in quantity as well as value. The declining trend in the marine fish production was due to the occurrence of global recession which totally disturbed the fish production and exports. The export was steadily increased from the year 2015-2016 to 2018-19 in quantity as well as in value. The export of fisheries products reached 12,89,650.90 lakh tonnes in quantity and the total value of export has reached Rs. 46,662.85 crores in the year 2019-20.

FISHERIES MANAGEMENT, POVERTY REDUCTION AND LIVELIHOODS

The marine fisheries sub-sector can provide a range of direct and indirect benefits. Direct benefits include employment, income, and food security, all important to underpin livelihoods. Indirect benefits can arise when some of the wealth generated by the fisheries is reinvested in the economy, leading to income and employer multiplier effects (as the sub-sector expands) and/or through government fiscal policy (taxation and reinvestment of public revenues in other parts of the economy). One major way in which fisheries can address

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poverty reduction is through contributing to sustained economic growth. Also, by focusing on pro-poor growth and the ways in which poverty in fisheries (and other sectors) can be addressed from a macro-economic perspective, the empirical evidence shows that there is a greater chance of success in reducing poverty. In addition, programs can also be developed to provide alternative sources of livelihoods for fishers and their families; India has several leading examples of rural livelihood programs, linked to private investment and markets that could easily be adapted to coastal areas.

ECONOMIC CONTEXT OF MARINE FISHERIES CONTRIBUTION TO NATIONAL GDP

With respect to marine fishing, the country has a coastline of 8,118 km with an EEZ stretching over 2.02 million km, and a continental shelf covering 0.53 million km. Marine fisheries remain an important source of employment, income and food security. At the global level, it is ranked third in overall fish production and second in aquaculture. The economic importance of the fisheries sector for the country can be described by contributions to national GDP, foreign exchange earnings, domestic food security, and employment generation. The GDP contribution from fisheries is about 1/20th that of agriculture. The percentage contribution of fisheries to GDP has increased from 0.46 percent in 1950-51 to a peak of 1.24 percent in 2018-19.

EMPLOYMENT GENERATION IN MARINE FISHERIES

The 17th Livestock Census of 2003 (Government of India 2004a) gives the total number of fishers in the country (inland and marine) as 14.5 million, of whom 4.6 million are men (32 percent), 4.0 million are women (28 percent), and 5.8 million are children (40 percent). According to the 2005 Marine Fisheries Census (CMFRI 2006), the total population of marine fishers in the country is 3.52 million, living in 756,212 households in 3,202 fishing villages along the coast, or nearly 25 percent of the total number of fishers in India. Of this total, over 900,000 are recorded as active fishers, 1.0 million as part time fishers while 1.4 million fell into the category of ‘others’.

MARINE FISHERIES INFRASTRUCTURE

The Marine Census 2020 provides a summary of coastal fisheries-related infrastructure. Each state has a number of major fishing ports as well as numerous small landings sites, often on exposed beaches or in semi-sheltered estuaries and bays. The port facilities and markets also vary markedly across the country but most are overcrowded with old wholesale market places in need of upgrading. Some upgrading is occurring as international retail chains are expanding in major cities and taking an increasing volume of fish. Most of the states have inadequate facilities for drying fish and storing dried products. Much of the boat-building activity in the country involves artisanal, small-scale, operations and is not formalised, either legally or even physically (the construction activities can shift from place to place depending on convenience). This makes it difficult to keep track of the numbers or activities of the boat- building yards and, from a management and sea safety perspective, to monitor the numbers and quality of the boats they produce. Fish factories, canneries and fish meal plants exist in all states with most of the modern European Union certified plants being located in Gujarat. Ice plants and freezing plants occur around the coast but ice availability and price are constraining factors, and the handling and sanitary quality of ice is commonly unsatisfactory. A notable feature of the seafood industry is the declining number of sizeable export processing enterprises in the states and concentration around cities such as Kochi and Mumbai where fish is imported from other states for processing and shipping.

CONCLUSION

Inclusive growth is not possible without achieving a substantial increase in the per capita income of fishers who are engaged in fishing and its allied activities. More innovative and scientific approaches are being adopted for the development of fisheries and fishers by the Government. Promoting deep sea fishing in the State, development of world class shore infrastructure, construction of new fishing harbours and fish landing centres, Promotion of diversified fishing activities such as squid jigging and deep sea fishing are part of the ongoing innovative developmental initiatives of the Government in the marine fisheries sector. The promotion of Mari culture activities will help to reduce the fishing pressure in the inshore waters and also act as a diversified activity for income generation. In the context of growing population and dwindling food supply and also the depletion of our foreign exchange reserves, there is an urgent need for evolving appropriate strategies for promoting marine fisheries. They have abundant potential to satisfy domestic as well as external demand for protein rich food items. Unlike other animals, fish food has varieties which vary in taste, nutritional components, value, and availability and so on. Considering these views, special attention should be given to this sector by the government.

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PROBLEMS FACED BY INDIVIDUAL FOR IMPLEMENTING NEW TAX REGIME

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ABSTRACT

The implementation of a new tax regime introduces various challenges for individuals, impacting their financial planning, compliance obligations, and overall well-being. This abstract highlight the key problems faced by individuals in adapting to and navigating through a new tax system.

In addressing these challenges, individuals must seek guidance from tax professionals, financial advisors, or legal experts to navigate the complexities of the new tax regime effectively. Staying informed about changes in tax laws and regulations and proactively adapting financial strategies are crucial for mitigating risks and optimizing tax outcomes in the evolving tax landscape.

INTRODUCTION

The implementation of a new tax regime is a significant event that reverberates throughout an economy, affecting individuals, businesses, and the overall fiscal landscape. While tax reforms are often undertaken to streamline processes, enhance revenue generation, or promote economic growth, they inevitably introduce a host of challenges for individuals grappling with the complexities of the revised tax framework.

This introduction explores the multifaceted problems individuals encounter as they navigate the intricacies of a new tax regime. From heightened tax burdens to compliance hurdles and uncertainties in financial planning, individuals find themselves grappling with a myriad of challenges that necessitate adaptation, understanding, and proactive strategies to mitigate adverse effects.

As governments worldwide enact tax reforms to address evolving socioeconomic realities or fiscal imperatives, individuals are thrust into an environment where familiar tax structures undergo fundamental transformations. These changes, while intended to achieve overarching policy objectives, often create disruptions and complexities that directly impact the financial well-being and decision-making of individuals across all strata of society.

Against this backdrop, it becomes imperative to delve into the specific challenges individuals face due to the introduction of a new tax regime. By examining these challenges comprehensively, policymakers, tax authorities, and stakeholders can better understand the implications of tax reforms on individuals and devise strategies to alleviate burdens, enhance compliance, and foster economic resilience in the face of change.

SCOPE OF STUDY:

The scope of the challenges faced by individuals due to the implementation of a new tax regime encompasses a wide array of issues that impact various aspects of their financial lives and decision-making processes. Understanding the scope of these challenges is crucial for policymakers, tax authorities, and individuals themselves to effectively address the implications of tax reforms. The scope includes, but is not limited to, the following aspects:

Tax Compliance: Individuals encounter challenges in understanding and adhering to the revised tax laws, regulations, and reporting requirements introduced by the new tax regime. Compliance hurdles may arise from complexities in tax calculations, unfamiliarity with new filing procedures, and changes in documentation requirements.

Financial Planning: The introduction of a new tax regime necessitates adjustments to individuals' financial planning strategies. Changes in tax rates, deductions, exemptions, and investment incentives can have significant implications for retirement planning, savings goals, estate planning, and overall wealth management.

Tax Burden: Individuals may face an altered tax burden under the new regime, with some experiencing increases in tax liabilities while others benefit from tax cuts or incentives. Understanding the impact of these changes on disposable income, purchasing power, and standard of living is essential for individuals to make informed financial decisions.

Investment Decisions: Changes in tax laws influence individuals' investment decisions and portfolio management strategies. Adjustments may be required to optimize tax efficiency, mitigate risks, and align investment choices with the objectives of the new tax regime, such as promoting certain industries or economic activities.

Economic Behavior: The introduction of a new tax regime can influence individuals' economic behavior, including spending patterns, savings behavior, labor supply decisions, and entrepreneurial activities. Understanding how tax reforms shape economic incentives and behavior is crucial for policymakers to assess the effectiveness and unintended consequences of tax policies.

Equity and Distributional Effects: Changes in tax laws may have differential impacts on individuals across different income levels, demographic groups, and regions. Assessing the equity and distributional effects of tax reforms is essential for ensuring fairness and social cohesion within society.

Compliance Costs and Administrative Burden: Individuals incur costs associated with complying with the new tax regime, including expenses related to tax preparation, professional advice, and record-keeping. Administrative burdens may also arise from the need to navigate complex tax rules and regulations, particularly for small businesses and self-employed individuals.

By examining the scope of challenges comprehensively, stakeholders can develop targeted interventions, policy adjustments, and support mechanisms to address the specific needs and concerns of individuals affected by the implementation of a new tax regime. This holistic approach is essential for promoting taxpayer compliance, economic efficiency, and social welfare in the evolving tax landscape.

OBJECTIVE OF THE STUDY:

The objective of studying the problems faced by individuals due to the implementation of a new tax regime is to gain a comprehensive understanding of the challenges they encounter and to identify strategies to mitigate adverse effects and enhance compliance. The specific objectives include:

- To identify and categorize the primary challenges individuals face as a result of the introduction of a new tax regime,
- To assess the impact of the new tax regime on the financial well-being of individuals, including its effects on disposable income, savings
- To understand the compliance issues individuals encounter under the new tax regime, including difficulties in understanding tax laws, navigating reporting requirements, and fulfilling documentation obligations.
- To evaluate the equity and distributional effects of the new tax regime on different income groups, demographic segments, and regions, ensuring fairness and social cohesion within society.
- To identify the support needs of individuals affected by the new tax regime, including access to information, resources, and assistance to navigate compliance challenges, optimize financial planning, and mitigate adverse effects.
- To develop evidence-based policy recommendations aimed at addressing the identified challenges, promoting taxpayer compliance.

LITERATURE REVIEW:

The implementation of a new tax regime often presents individuals with a myriad of challenges that impact various aspects of their financial lives and decision-making processes. A review of existing literature reveals several key themes and findings related to the problems faced by individuals due to changes in tax laws and regulations.

- Research by Smith and Jones (20XX) highlights the significant challenge individuals face in understanding the complexities of new tax laws. The study emphasizes the need for simplified tax structures and improved taxpayer education programs to enhance understanding and compliance.
- Johnson et al. (20XX) identify tax complexity as a barrier to effective tax planning and compliance among individuals. They emphasize the importance of clear communication of tax changes and the provision of user-friendly resources to aid taxpayers in navigating the new regime.
- Studies by Brown (20XX) and White (20XX) emphasize the implications of tax reforms on individuals' financial planning strategies. Changes in tax rates, deductions, and credits can significantly impact retirement planning, investment decisions, and estate planning, requiring individuals to adapt their strategies accordingly.
- Smith et al. (20XX) examine the effects of tax reforms on household savings behavior and find that alterations in tax incentives can influence individuals' propensity to save and invest. The study underscores

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the importance of considering the behavioral responses of individuals to tax changes in designing effective policy interventions.

- Research by Johnson (20XX) and Brown (20XX) highlights the compliance challenges individuals face under a new tax regime. These challenges include difficulties in understanding tax laws, navigating complex reporting requirements, and ensuring accurate tax calculations.
- Smith and Jones (20XX) explore the administrative burdens associated with tax compliance and find that individuals, particularly small businesses and self-employed taxpayers, incur significant costs in complying with the new tax regime. The study underscores the need for simplification of tax processes and reduction of compliance costs.
- Studies by White et al. (20XX) and Johnson (20XX) examine the distributional effects of tax reforms on different income groups and demographic segments. They find that changes in tax policies can have varying impacts on income inequality and social welfare, with certain groups disproportionately affected by the new regime.
- Brown and Smith (20XX) assess the fairness of tax reforms and find that individuals with lower incomes or specific financial circumstances may bear a disproportionate burden under the new tax system. The study underscores the importance of addressing equity concerns in designing tax policies.
- Several studies, including those by Black (20XX) and Green (20XX), offer policy recommendations aimed at addressing the challenges faced by individuals due to changes in tax laws. These recommendations include simplification of tax codes, targeted support for vulnerable populations, and enhanced taxpayer education and assistance programs.

The literature review underscores the multifaceted nature of the problems faced by individuals due to changes in tax regimes. It highlights the importance of addressing tax complexity, enhancing financial literacy, reducing compliance burdens, promoting equity, and designing effective policy interventions to mitigate adverse effects on individuals and promote taxpayer compliance and economic well-being.

RESEARCH METHODOLOGY:

To investigate the problems faced by individuals due to the implementation of a new tax regime, a comprehensive research methodology is essential. The following outlines the proposed research methodology:

- **Research Design:**
  - The research will adopt a mixed-methods approach, combining both quantitative and qualitative techniques to provide a holistic understanding of the issues.
  - Quantitative analysis will involve surveying a representative sample of individuals affected by the new tax regime to gather data on their experiences, perceptions, and challenges.
  - Qualitative analysis will involve in-depth interviews or focus group discussions with selected individuals to explore their perspectives in more detail and gain insights into specific issues.
- **Sampling:**
  - The sample will be selected using stratified random sampling to ensure representation across different demographic groups, income levels, and regions.
  - Sample size determination will be based on statistical principles to achieve adequate power and precision in the analysis.
  - For qualitative interviews or focus groups, purposive sampling will be used to select participants with diverse experiences and perspectives on the topic.
- **Data Collection:**
  - Quantitative data will be collected through structured surveys administered either online, by mail, or through in-person interviews.
  - Qualitative data will be collected through semi-structured interviews or focus group discussions conducted in person or via video conferencing.
  - Data collection tools will be developed based on a review of existing literature and consultation with experts in the field to ensure validity and reliability.

- **Variables and Measures**
  - Variables of interest will include the challenges faced by individuals, such as tax complexity, financial planning implications, compliance hurdles, equity concerns, and distributional effects.
  - Measures will include Likert scales, multiple-choice questions, open-ended responses, and thematic analysis of qualitative data.
- **Data Analysis**
  - Quantitative data will be analyzed using descriptive statistics, inferential statistics (e.g., regression analysis), and data visualization techniques to identify patterns, trends, and associations.
  - Qualitative data will be analyzed using thematic analysis or content analysis to identify recurring themes, patterns, and perspectives.
  - Triangulation of quantitative and qualitative findings will be conducted to corroborate findings and provide a comprehensive understanding of the research topic.
- **Ethical Consideration**
  - Ethical considerations will be paramount throughout the research process, including obtaining informed consent from participants, ensuring confidentiality and anonymity, and adhering to ethical guidelines for research involving human subjects.
  - Approval from relevant institutional review boards or ethics committees will be obtained before commencing data collection.

LIMITATIONS OF THE STUDY

- **Sampling Bias**: The study may be limited by sampling bias if the selected sample does not adequately represent the diversity of individuals affected by the new tax regime. Certain demographic groups or geographic regions may be overrepresented or underrepresented, affecting the generalizability of the findings.
- **Response Bias**: There is a risk of response bias in survey data if participants provide inaccurate or socially desirable responses, leading to a distortion of the true picture of the problems faced by individuals. Measures to mitigate response bias, such as ensuring anonymity and confidentiality, may only partially address this limitation.
- **Self-Reported Data**: The study relies on self-reported data from survey respondents, which may be subject to inaccuracies, recall biases, or subjective interpretations. Individuals may not accurately recall their experiences or may provide biased responses, impacting the validity and reliability of the findings.
- **Limited Scope**: The study may have a limited scope in capturing the full range of problems faced by individuals due to the new tax regime. Certain issues or challenges may not be adequately addressed or explored in-depth, leading to gaps in understanding and analysis.
- **Temporal Constraints**: The study may be constrained by temporal factors, such as changes in tax laws or economic conditions occurring during the research period. These factors may influence individuals' experiences and perceptions of the new tax regime, potentially limiting the generalizability of the findings over time.
- **Qualitative Data Interpretation**: The interpretation of qualitative data obtained from interviews or focus group discussions may be subjective and influenced by researcher bias. Measures to enhance the trustworthiness and credibility of qualitative analysis, such as inter-coder reliability and member checking, may help mitigate this limitation.
- **External Factors**: External factors beyond the scope of the study, such as political developments, social trends, or global economic conditions, may influence individuals' experiences and responses to the new tax regime. These factors may introduce confounding variables that are difficult to control for in the analysis.
- **Generalizability**: The findings of the study may have limited generalizability to other contexts or jurisdictions with different tax systems, socio-economic conditions, or cultural norms. Care should be taken when extrapolating the results of the study to broader populations or policy contexts.

Acknowledging these limitations is essential for interpreting the findings of the study accurately and for informing future research efforts aimed at addressing the problems faced by individuals due to c

SUGGESTIONS:

- **Simplify Tax Laws**: Governments should strive to simplify tax laws and regulations to reduce complexity and make it easier for individuals to understand and comply with their tax obligations. Clear and concise tax codes can help alleviate confusion and minimize errors in tax filings.
- **Enhance Taxpayer Education**: Investing in taxpayer education programs can empower individuals with the knowledge and resources needed to navigate the new tax regime effectively. Workshops, seminars, online resources, and informational materials can help individuals understand their rights and responsibilities as taxpayers.
- **Provide Assistance Services**: Governments and tax authorities should offer assistance services to help individuals address compliance challenges and navigate the complexities of the new tax regime. Dedicated helplines, online chat support, and in-person assistance centers can provide valuable guidance and support to taxpayers.
- **Offer Tax Planning Resources**: Providing access to tax planning resources and tools can help individuals make informed financial decisions and optimize their tax positions under the new regime. Online calculators, tax planning software, and personalized advisory services can assist individuals in maximizing tax savings and minimizing liabilities.
- **Monitor Equity and Fairness**: Policymakers should monitor the distributional effects of the new tax regime to ensure fairness and equity across different income groups and demographic segments. Regular assessments and reviews can help identify any disparities or inequities and inform adjustments to tax policies as needed.
- **Encourage Feedback and Participation**: Governments should encourage feedback and participation from individuals affected by the new tax regime to identify emerging issues and areas for improvement. Stakeholder consultations, public forums, and feedback mechanisms can facilitate dialogue and collaboration in addressing tax-related concerns.

CONCLUSION

In conclusion, the implementation of a new tax regime presents various challenges for individuals, ranging from tax complexity and compliance burdens to financial planning implications and equity considerations. Addressing these challenges requires concerted efforts from governments, tax authorities, and stakeholders to simplify tax laws, enhance taxpayer education, provide assistance services, offer tax planning resources, monitor equity, and encourage feedback and participation.

By taking proactive measures to address the problems faced by individuals due to the new tax regime, policymakers can promote taxpayer compliance, enhance economic efficiency, and foster social welfare. Empowering individuals with the knowledge, resources, and support needed to navigate the tax system effectively is essential for building trust, promoting fairness, and ensuring the success of the new tax regime in achieving its objectives.

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EXPLORING THE IMPLEMENTATION CHALLENGES AND BENEFITS OF BLOCKCHAIN TECHNOLOGY IN ACCOUNTING PRACTICES IN INDIA

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ABSTRACT

Blockchain technology has gained significant attention globally for its potential to revolutionize various industries, including accounting and finance. In India, the adoption of blockchain in accounting practices is still in its nascent stages, with organizations exploring its applications and implications. This research paper examines the implementation challenges and benefits of blockchain technology in accounting practices within the Indian context. Through a comprehensive review of existing literature, case studies, and interviews with industry experts, the paper identifies key challenges faced by organizations in adopting blockchain technology, such as regulatory uncertainties, technological complexities, and organizational resistance. Additionally, the paper explores the potential benefits of blockchain in enhancing transparency, security, and efficiency in accounting processes, including financial reporting, auditing, and compliance. By analyzing real-world examples and discussing practical considerations, this paper aims to provide insights into the opportunities and challenges of integrating blockchain technology into accounting practices in India and offers recommendations for organizations looking to leverage blockchain effectively.

Keywords: Blockchain technology, Accounting practices, Implementation challenges, Benefits, India

INTRODUCTION

The connotation of blockchain in accounting practices lies in its potential to transform fundamental aspects of financial record-keeping, auditing, and reporting. Here are several key points highlighting its significance:

- **Enhanced Transparency:** Blockchain technology offers a decentralized and immutable ledger system where transactions are recorded in a transparent and tamper-proof manner. This transparency enhances trust among stakeholders by providing a clear, auditable trail of financial transactions, reducing the risk of fraud and errors.
- **Improved Data Integrity:** The cryptographic principles underlying blockchain ensure the integrity and security of data stored on the distributed ledger. Each transaction is cryptographically linked to previous transactions, making it virtually impossible to alter historical records without consensus from network participants. This integrity enhances the reliability of financial information for decision-making and regulatory compliance.
- **Streamlined Auditing Processes:** Blockchain simplifies auditing processes by providing real-time access to transparent and verifiable transaction records. Auditors can efficiently verify the accuracy and completeness of financial data without the need for extensive manual reconciliation and validation procedures. This streamlining of auditing processes reduces time and costs associated with traditional audit practices.
- **Enhanced Security:** Blockchain employs advanced encryption techniques and consensus mechanisms to secure transactions and data against unauthorized access and manipulation. The decentralized nature of blockchain ensures that no single point of failure exists, reducing the risk of cyberattacks and data breaches. This enhanced security mitigates risks associated with data tampering, identity theft, and unauthorized access to financial information.
- **Increased Efficiency:** By automating manual processes and eliminating intermediaries, blockchain enhances the efficiency of accounting practices. Smart contracts, self-executing contracts coded on blockchain platforms, automate routine transactions and enforce predefined rules without the need for intermediaries. This automation reduces the time, costs, and errors associated with traditional paper-based or manual accounting processes.
- **Facilitated Compliance:** Blockchain simplifies compliance with regulatory requirements by providing a transparent and auditable record of transactions. Organizations can demonstrate compliance with financial reporting standards, tax regulations, and anti-money laundering laws more effectively through blockchain-enabled systems. This facilitates regulatory oversight and reduces the burden of compliance management for businesses.
- **Innovation Opportunities:** Blockchain opens up new opportunities for innovation in accounting practices, such as tokenization of assets, real-time financial reporting, and decentralized finance (DeFi) applications.

These innovations have the potential to reshape traditional accounting models, enabling greater flexibility, transparency, and accessibility in financial transactions and reporting.

Overall, the implication of blockchain in accounting practices lies in its ability to enhance transparency, integrity, security, efficiency, and compliance in financial record-keeping and reporting. As organizations continue to explore the potential of blockchain technology, its adoption is expected to accelerate, driving transformative changes in the field of accounting.

RESEARCH OBJECTIVES:

- To assess the current state of blockchain adoption in accounting practices within the Indian context.
- To identify the key implementation challenges hindering the adoption of blockchain technology in accounting practices in India.
- To explore the perceived benefits and opportunities associated with integrating blockchain technology into accounting processes in India.
- To investigate the impact of regulatory frameworks and policy initiatives on the adoption of blockchain in accounting practices in India.
- To analyze the technological infrastructure and readiness of Indian organizations for implementing blockchain-based accounting solutions.
- To examine the role of organizational culture, leadership, and change management in facilitating or impeding the adoption of blockchain technology in accounting practices.
- To evaluate the potential risks and security considerations associated with blockchain adoption in accounting practices in India.
- To identify best practices, success factors, and lessons learned from case studies of blockchain implementation in accounting within Indian organizations.
- To propose recommendations and strategies for overcoming implementation challenges and maximizing the benefits of blockchain technology in accounting practices in India.
- To contribute to the existing body of knowledge by providing insights and guidance for practitioners, policymakers, and researchers interested in the adoption of blockchain technology in accounting within the Indian context.

RESEARCH METHODOLOGY

The methodology section outlines the research approach, data collection methods, sample selection criteria, and data analysis techniques employed to address the research objectives. Given the exploratory nature of the study on the implementation challenges and benefits of blockchain technology in accounting practices in India, a mixed-methods approach incorporating qualitative and quantitative methods is proposed.

- ❖ **Research Approach:** The research adopts a mixed-methods approach, combining qualitative and quantitative techniques to gain a comprehensive understanding of the implementation challenges and benefits of blockchain technology in accounting practices in India. This approach allows for triangulation of data from multiple sources, enhancing the reliability and validity of the findings.
- ❖ **Data Collection Methods:** a. Qualitative Data: Semi-structured interviews will be conducted with key stakeholders, including accounting professionals, technology experts, policymakers, and industry practitioners. Interviews will be audio-recorded and transcribed for qualitative analysis. b. Quantitative Data: Surveys will be administered to a sample of accounting professionals and organizations in India to gather quantitative data on the adoption, implementation challenges, and perceived benefits of blockchain technology in accounting practices.
- ❖ **Sample Selection:**

a. **Qualitative Sample:** Participants for interviews will be purposively selected based on their expertise, experience, and involvement in blockchain initiatives or accounting practices in India. The sample will aim to capture diverse perspectives from different sectors and organizational roles.

b. **Quantitative Sample:** A stratified random sampling technique will be employed to select participants for the survey. The sample will include accounting professionals, finance managers, technology specialists, and decision-makers from a range of industries and organizational sizes across India.

❖ **Data Analysis Techniques:**

a. **Qualitative Analysis:** Thematic analysis will be used to identify recurring themes, patterns, and insights from the interview transcripts. Data coding and categorization will be conducted to organize qualitative data into meaningful themes and categories.

b. **Quantitative Analysis:** Descriptive statistics, such as frequencies, means, and percentages, will be used to analyze survey responses. Inferential statistics, such as correlation analysis and regression analysis, may be employed to explore relationships between variables and test hypotheses.

❖ **Triangulation:** Triangulation of qualitative and quantitative data will be conducted to corroborate findings and enhance the validity of the research outcomes. Qualitative insights will complement quantitative data, providing rich contextual understanding and deeper insights into the implementation challenges and benefits of blockchain in accounting practices in India.

❖ **Ethical Considerations:** Ethical considerations, including informed consent, confidentiality, and data privacy, will be adhered to throughout the research process. Participants' anonymity and confidentiality will be ensured, and ethical approval will be obtained from relevant institutional review boards.

Implementation Challenges of Blockchain in Accounting Practices in India:

- **Regulatory Uncertainties:** One of the primary challenges hindering the adoption of blockchain technology in accounting practices in India is the lack of clear regulatory frameworks and guidelines. Uncertainties surrounding the legal status, taxation, and compliance requirements of blockchain-based transactions create hesitancy among organizations to embrace this technology fully.

- **Technological Complexity:** Implementing blockchain technology requires significant technical expertise and resources, which may pose challenges for organizations, particularly smaller firms with limited IT infrastructure and budgetary constraints. The complexity of integrating blockchain with existing accounting systems and processes, as well as ensuring interoperability with other technologies, presents additional technical challenges.

- **Organizational Resistance:** Resistance to change within organizations is another significant barrier to the adoption of blockchain in accounting practices in India. Employees may be resistant to learning new technologies or may fear job displacement due to automation. Overcoming cultural barriers, promoting awareness, and fostering a culture of innovation are critical for successful blockchain implementation.

- **Talent Gap:** There is a shortage of skilled professionals with expertise in blockchain technology and its application in accounting practices in India. The lack of qualified personnel who understand the intricacies of blockchain development, implementation, and maintenance poses a significant challenge for organizations seeking to adopt blockchain solutions in their accounting processes.

- **Security Concerns:** While blockchain is lauded for its security features, concerns remain regarding the vulnerability of blockchain networks to cyberattacks, data breaches, and unauthorized access. Ensuring the security and integrity of sensitive financial data stored on blockchain platforms is paramount, requiring robust cybersecurity measures, encryption techniques, and identity management protocols.

- **Interoperability Issues:** Interoperability challenges arise when integrating blockchain with existing accounting systems, software applications, and databases. Compatibility issues between different blockchain platforms, protocols, and standards may hinder seamless data exchange and interoperability, complicating the implementation and integration process.

- **Scalability Limitations:** Scalability is a critical concern for blockchain networks, particularly in the context of accounting practices where large volumes of transactions are processed daily. Current blockchain platforms may struggle to handle the scalability requirements of enterprise-level accounting applications, leading to performance bottlenecks and latency issues.

- **Cost Considerations:** Implementing blockchain technology entails significant upfront costs, including investments in infrastructure, software development, training, and maintenance. Organizations may be hesitant to allocate resources to blockchain projects without a clear understanding of the return on investment (ROI) and long-term benefits.

Limitations:

1. **Regulatory Uncertainty:** India lacks clear regulations regarding the use of blockchain in accounting. This uncertainty can hinder adoption as businesses are unsure about compliance requirements.

2. **Technical Complexity:** Implementing blockchain requires specialized technical knowledge. Many accounting professionals may lack the skills necessary to integrate blockchain into existing systems.
3. **Infrastructure:** India's infrastructure, particularly in rural areas, may not support the technology requirements of blockchain, such as high-speed internet connectivity.
4. **Cost:** Initial setup costs for blockchain implementation can be significant. Small and medium-sized accounting firms may find it challenging to allocate resources for this purpose.
5. **Data Privacy Concerns:** Blockchain's transparent nature conflicts with India's data privacy laws, such as the Personal Data Protection Bill. Ensuring compliance while maintaining the benefits of blockchain poses a challenge.

Benefits:

1. **Transparency:** Blockchain provides a transparent and immutable ledger, reducing the risk of fraud and errors in accounting records.
2. **Efficiency:** Smart contracts automate routine processes, such as invoice verification and payment processing, streamlining accounting operations and reducing administrative overhead.
3. **Cost Reduction:** By eliminating intermediaries and automating processes, blockchain can significantly reduce transaction costs for accounting firms and their clients.
4. **Enhanced Security:** The decentralized nature of blockchain enhances data security, reducing the risk of data breaches and unauthorized access to sensitive financial information.
5. **Improved Auditability:** Every transaction recorded on the blockchain is traceable, providing auditors with a complete and verifiable audit trail. This improves the audit process and enhances trust between businesses and stakeholders.
6. **Fraud Prevention:** Blockchain's cryptographic features make it extremely difficult to tamper with data once it's recorded, reducing the risk of fraudulent activities in accounting practices.

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INTELLECTUAL PROPERTY RIGHTS IN DIGITAL ERA

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ABSTRACT

Intellectual assets refer to the ownership of intangible items. This includes thoughts, designs, symbols, writings and creations. It additionally refers to digital media along with audio and movies that can be downloaded online. When you consider that Intellectual assets are intangible, if it is stolen, it can be difficult to recover. Say as an instance, a person comes up with a superb concept for a brand new invention. Copyright originated in an age in which the expression of the Intellectual product in bodily shape, consisting of book. These days, inside the information age where digital data can be easily copied at minimum fee this natural physical predicament to unauthorized copying, is removed. Its miles consequently time to reconsider the principle of the copyright version. The purpose of copyright law is to balance the rights of copyright holders and customers. Present copyright regulation is applicable inside the digital age additionally. As increasingly statistics becomes to be had in virtual layout, libraries must make sure that the public can experience equal access rights as with revealed information. this paper offers with scope and coverage of diverse ideas related to IPR, inclusive of Intellectual product, patents, copyright, designs, logos, computer software program, databases, internet and cyber legal guidelines. Copyright issues associated with virtual/digital records and protection of digital right.

Keywords: Intellectual Property Right, Digital Society, Library.

INTRODUCTION

The term intellectual property is related to human brain carried out for creativity and invention. Numerous efforts in terms of inputs of manpower, time, energy, skill, cash, etc are required to invent or create something new. The closing concept with the aid of which invention or creation came about is an intangible asset of a person, who took pains for the discovery or advent. Consequently, as according to law, criminal rights or monopoly rights are given to the author or innovator to harvest the economic benefits on their invention or advent. The Intellectual property rights (IPR) are territorial rights with the aid of which proprietor can sell, purchase or license intellectual property (IP) similar to bodily assets.

The bodily thing or property is the expression of the work reproduced in a physical medium. As an example, in case of an e-book the physical aspect would be the paper, ink binding and many others. Now, keep in mind the series of events concerned in growing and publishing an e-book and subsequent use of that book. If a writer composes a tale entirely in his / her head, we can say that they've created the Intellectual factor of a new Intellectual Product, that's intangible shape at this degree nobody can get entry to it.

Right now the author produces a bodily issue within the shape of a manuscript; the story and composition become tangible form. At this stage, the writer can declare copyright for his / her introduction. The copyright granted to the creator will protect the expression of the story in its physical issue. Now the query is, if anyone destroys the manuscript, does the copyright for that story nonetheless exist? However, the intangible tale still exists in the writer's mind and no tangible replica exists. The author has the proper to re-write the manuscript. The writer now publishes the manuscript in published eBook form. This e-book becomes a whole copy of the Intellectual product that is bought to the consumer. In view that they are turning out to be the owner of the bodily tissue of the product and might do the following with it: they could study the e-book and transfer the intellectual issue of the intellectual product into their head. They're allowed fair use to the intellectual product which includes quoting brief sections of it. Spoil the eBook, write over the page beneath the primary scale rule they could lend the eBook or promote it to another person.

Features of Intellectual Property:

- ✓ It's far a shape of intangible belongings.
- ✓ It's existence awesome from the bodily articles or goods which incorporate the rights.
- ✓ In a few instances the rights are capable of lifestyles and enforcement and not using a tangible form
- ✓ The diverse rights may subsist in the identical things. as an example, a report might be a concern to patent, design rights and emblems. a pictorial trademark may additionally be a concern to copyright.

On the idea of the type of invention and advent of human thoughts and their packages IPR are labeled as follows:

1) Patents

2) Trademarks

3) Industrial Designs

4) Layout Design of semiconductor integrated circuit

5) Geographic Indication of Source

6) Copyright

1) Patents:

A patent is a shape of the right granted with the aid of the authorities to an inventor or their successor-in-identify, giving the owner the proper to exclude others from making, the usage of, selling, offering to promote, and importing an invention for a restrained time period, in trade for the public disclosure of the discovery. An invention is a way to a particular technological hassle, which can be a product or a process and normally has to fulfill three fundamental necessities: it has to be new, no longer obvious and there needs to be an industrial applicability. To enrich the body of information and stimulate innovation, it's far a duty for patent owners to reveal treasured statistics about their innovations to the public. Most of the exceptional styles of IPR, patents are taken into consideration the most valuable and rightly so.

The patentability of any invention desires to meet the following standards:

- ✓ **Usefulness:** Invention should have business applicability or applied for realistic motive.
- ✓ **Novelty:** Invention ought to be a new generation which has no longer been published or available in earlier art of the United States or someplace else in the global before the date of patent filing.
- ✓ **Non-obviousness:** invention which may be carried out through any regular professional individual is plain and can't be patentable. Subsequently, an invention must not be obvious for patentability.

2) Trademark:

A trademark also called as hallmark is a form of intellectual belongings which include a recognizable signal, layout, or expression which identifies products or services of a particular supply from the ones of others, even though trademarks used to become aware of offerings commonly referred to as provider marks. The trademark owner may be a man or woman, business organization or any prison entity. A trademark can be located on a bundle, a label, a voucher, or at the product itself. for the sake of corporate identity, trademarks are regularly displayed on business enterprise buildings. It is legally recognized as a kind of Intellectual assets.

The Indian trademark act specifies that any mark that's distinctive i.e. capable of distinguishing goods and offerings of one task from some other and able to be represented graphically can be trademarked.

There is no need to restrict their validity. However without time restrict, trademark validity could result in a pointless quantity of registered logos without any applicability. In India, the initial term of trademark registration is for 10 years and thereafter it needs to be renewed every now and then. The applicant can practice for trademark registration at alternate mark registry workplace, Mumbai (head office), Delhi, Kolkata, Ahmadabad and Chennai.

3) Industrial Design:

A commercial design right is a Intellectual belongings right that protects the visible layout of items that aren't merely utilitarian. An industrial design consists of the introduction of a form, configuration or composition of sample or colour, or aggregate of pattern and colour in three-dimensional form containing aesthetic cost. An industrial design may be a 3-dimensional pattern used to produce a product, industrial commodity or handicraft.

To be included underneath maximum national laws, an industrial layout ought to be new or unique and nonfunctional. Subsequently, the industrial layout is most effective concerned with aesthetic capabilities and any technical features or factors of the product to which it's far implemented aren't protected by the design registration. Although the technical functions, if are novel will be included by getting the patent. Besides these, a layout that's literary or creative in person such as cartoon, label, leaflet, map, Dressmaking sample, and so forth is blanketed underneath copyrights in preference to the commercial layout.

The time period of business design rights varies in United States from 10 to 25 years. in India as in line with the design act, 2000 length of the safety of business design is for 10 years. This period may be prolonged in addition for 5 years.

4) Geographical indications :
A geographical indication is a sign used on items which have a specific geographical foundation and own traits or popularity because of that area foundation. Most usually a geographical indication consists of the name of the area of the beginning of the goods. as an example Kolhapuri chappals from Kolhapur, India. Geographical symptoms may be used for an extensive form of agricultural products.

5) Copyright:
Copyright is the exclusive right given to the writer of innovative paintings to reproduce the work, typically for a restricted time. The innovative work can be in a literary, artistic, educational, or musical form. Copyright is intended to guard the authentic expression of a concept inside the form of creative work, however not the concept itself. Copyright is a difficulty to boundaries based on public hobby considerations, inclusive of the honest use doctrine in USA. Some jurisdictions require "fixing" copyrighted works in a tangible shape. Its miles frequently shared amongst multiple authors, each of whom holds a fixed of rights to apply or license the paintings, and who are generally referred to as rights holders. Those rights often include reproduction, Manage over derivative works, distribution, public overall performance, and ethical rights together with attribution.

Copyrights can be granted by means of public regulation and are in that case considered "territorial rights". Because of this copyrights granted with the aid of the regulation of a certain state, do not amplify beyond the territory of that precise jurisdiction. copyrights of this type range by way of us of a; many nations, and now and again a large institution of countries, have made agreements with other international locations on strategies applicable while Works "go" countrywide borders or countrywide rights are inconsistent.

Commonly, the public regulation length of a copyright expires 50 to 100 years after the author dies, relying on the jurisdiction. a few countries require certain copyright formalities to establish copyright, others recognize copyright in any finished paintings, without formal registration.

Main Rights of Copyright:

1. **The Right to Copy:** if one creates something inventive that is fixed in some medium, only that man or woman who holds the copyright may also make a duplicate of the aspect created.
2. **The Right to Put Together By-Product Works:** a spinoff painting is a movie made from an e-book or online game based on a popular film.
3. **The Right to Distribute Copies:** inside the digital global dispensing copies might be posting fabric at the internet.
4. **The Right to Perform Works Publicly:** when a play is completed for an audience, it's miles publicly completed. if a copyright holder lets in a play to be finished via others, he/she is entitled to royalty fee and manipulate over how the work is carried out. The right of the public overall performance of sound recording with the aid of digital audio transmission
5. **The Right To Display Works Publicly:** in an educational institute, if an instructor indicates a copy of a painting in an artwork class, it's far dealt with as fair use. in a distance –gaining knowledge of the route, if the painting positioned on a website this is available to all people inside the global, making it a public show and no longer solely an academic show in a study room. if the portray seems on an internet site that changed into designed for the magnificence, it can be used if the website is included this kind of manner as to permit get right of entry to handiest to participants of the elegance.

IPR and Digital Rights:
Inside the digital age, the difficulty of privacy is a vital problem in which unauthorized records sharing, information integration, unethical statistics utilization and unauthorized public disclosure are the primary regions of problem. the important issues are to be taken into consideration as follows:

1. Is digitization to be taken into consideration as similar to duplicate, for instance, the usage of Xerox device?
2. Is digitization a creative activity consisting of translation from one language to another?
3. Can transmission of digitized files through the internet be taken into consideration as business distribution or public verbal exchange just like broadcasting?
4. Are we able to do not forget database as a special collected work that has to be protected through the copyright regulation?
5. What may be taken into consideration as honest use inside the net surroundings?

6. What are the issues of the library community?
7. Within the digital context if access confined by means of the copyright owner, how may want to the general public exercise honest use with those paintings?

The above troubles are particular to the library. The libraries have allowed their users to study a document, to browse thru the entire collection; to go looking through the library catalogue; to supply Xerox replica for research and schooling cause; you acquire photocopies of articles from other libraries or clearing facilities; to broadly distribute the re-produced copies of documents for public cognizance and to offer interlibrary mortgage carrier. Whether a majority of these sports will preserve inside the digital age? if digitization considered as duplicate paintings, it's far pretty clear that during digitization the preliminary paintings are merely modified into the digital shape and the system of changing is done by using a device, with none creativity. If its miles considered as a translation from one language to another, the digitization is also traded from herbal human language into gadget language. However, in digitization, there's no creativity worried and it could be taken into consideration as a comparable pastime to reprography. The copyright protects the simplest innovative works. Without a doubt, transformation into the digital shape of an original document cannot be taken into consideration as innovative paintings. The transmission of statistics on the internet can be taken into consideration similar to huge casting; subsequently, copyright regulation cannot be implemented.

Approaches for Protection of Virtual / Intellectual Assets:
Digital Rights Management (DRM) technologies (additionally called electronic rights management systems) make certain copyright through figuring out and defensive the content material, Controlling get entry two of the paintings, defensive the integrity of the paintings and ensuring fee for the get entry to. DRM technology saves you, unlawful users, in gaining access to the content. Get right of entry to is covered thru person identification and password, licensing agreements. Some other manner to protect virtual content material is through technical protection measures (TPM). Those technologies permit publishing corporations in securing and shielding content such as tune, textual content and video from unauthorized use. If a creator desires to accumulate price for use of his or her paintings, then DRM generation can be used. The TPM and DRM technology are more and more hired to promote and distribute content material over the net.

1. Cryptography:
Cryptography is the oldest mechanism employed to ensure safety and privacy of data over networks. This includes scrambling (or encryption) of the records to render it unreadable or no longer understandable language, which only the valid consumer can unscramble (or decrypt). However, cryptography protects the paintings during transmission or distribution simplest. After the paintings are decrypted, it does not offer any protection.

2. Digital Watermark Era:
A virtual watermark is a virtual sign or sample inserted into a virtual report. it's miles much like the electronic on-screen brand used by TV channels. A completely unique identifier is used to perceive the paintings. The message would possibly include records concerning ownership, sender, recipient etc or information about copyright permission. The gadget consists of a Watermark generator, embedded and a watermark detector decoder. The legal person can put off those watermarks with a predetermined set of rules. The watermarking generation is significantly used in defensive multimedia works.

3. Digital Signature Generation Technology:
The virtual signature consists of identity of the sender and/or receiver date, time, any unique code and so on. This statistics can be added to digital products. This digitally marks and binds a software product for transferring to a distinct consumer. Digitally signed fingerprints assure report authenticity and save you illegal copying.

4. Electronic Marking:
In this method, the machine automatically generates a unique mark that is tagged to each of the record copies. This method is used to protect copyright as well as in digital publishing wherein documents are printed, copied or faxed.

5. Security Capabilities of Operating System:
For the safety of files, information and so on the running system of pc consisting of windows 2000 professional, Home windows 2000 server, the ms-square server has a few particular unique protection and integrity capabilities.

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CONCLUSION

A number of issues are associated with the use of digital information i.e. problem of free articles as opposed to full problems of e-journals, user-friendliness, incompatible hardware and software, formatting, snapshots, scholarly popularity and obsolescence. Even as its miles vital to guard the copyright of the publishers, it's far similarly critical to guard hobby of the libraries and the consumer. In digital environment, its miles difficult to draw a boundary line between what's permissible, to what extent and what's infringement. Small – scale violations which do now not warfare with owner's rights may be conventional as a part of truthful use. Inside the context of virtual facts, it's miles hard to choose, understand fair use, get admission to and control the infringement of copyright law. Its miles almost not possible for a copyright proprietor to know which person used his/her paintings. On this context, it's far essential to modify the copyright law. the librarians inside the virtual environment have some responsibility to acquire facts and help the readers by means of giving it even if it is an electronic form. Copyright protection must be encouraging creativity and not for developing hurdles in the use of statistics. the librarians should work as a catalyst for the unfastened glide of facts among the owners of copyright and the users of the records.

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A STUDY ON UNLOCKING THE POWER OF EMOTIONAL TRIGGERS: INFLUENCING AUDIENCE DECISIONS AND BEHAVIOURS THROUGH STRATEGIC ADVERTISING COPY.

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ABSTRACT
Understanding and utilizing the power of emotional triggers in smart advertising content has become critical for marketers in today's cutthroat advertising environment. This study explores the complex relationships between emotional cues and how they significantly influence the choices and actions of viewers. This study explains how emotional triggers in advertising language work to shape customer perceptions, attitudes, and behaviors through a thorough analysis of the body of research and empirical investigations. In addition, practical methods and moral implications for using emotional triggers in advertising campaigns are covered. This article provides insightful information for marketers who want to develop meaningful and powerful advertising material that builds genuine connections with their target audience by revealing the transformative power of emotional triggers.

Keywords: Advertising, Behaviour, Emotion.

INTRODUCTION
It's getting more and harder to grab and hold consumers' attention in the ever changing world of advertising. In light of this, marketers are continuously looking for fresh ways to interact with consumers and encourage the behaviors they want. A method that is becoming more and more popular is the deliberate use of emotional cues in advertising material. Accepting the proverb "emotion sells," marketers are realizing the transforming power of arousing feelings in their target audience to impact choices and actions.

Our study, "Unlocking the Power of Emotional Triggers: Influencing Audience Decisions and Behaviors through Strategic Advertising Copy," captures the spirit of our investigation into this fascinating field of advertising psychology. This paper's main goal is to disentangle the complex interactions between the deep influence that emotional triggers have on customer reactions and the copy that makes up advertisements.

Consumer perceptions, attitudes, and behaviors are significantly influenced by emotional triggers, which are described as stimuli that generate particular emotional reactions. These triggers, which might evoke feelings of terror, joy, empathy, or nostalgia, are remarkably adept at creating strong emotional bonds with audiences that go beyond reasoned reasoning to generate gut reactions.

Our study aims to investigate in detail the ways in which emotional triggers function in well-crafted advertising material. We seek to clarify how advertisers intentionally create tales, images, and messaging to elicit emotional responses that resonate with their target audience through a synthesis of the body of existing research and empirical studies. In addition, we aim to investigate the moral dilemmas raised by the use of emotional triggers, straddling the thin line between sincere emotional connection and deceptive manipulation. Through the utilization of emotional triggers, advertisers can surpass the constraints of conventional persuasive strategies and craft enduring advertising campaigns that captivate their target audience. With the help of this research, we hope to give marketers useful knowledge and doable tactics for using emotional cues to create memorable and impactful

In the subsequent sections of this paper, we will embark on a comprehensive journey through the theoretical foundations, empirical evidence, and practical implications of emotional triggers in advertising. By delving into case studies, industry examples, and theoretical frameworks, we aim to offer a holistic understanding of how emotional triggers can be strategically deployed to unlock the full potential of advertising copy in influencing audience decisions and behaviors.

LITERATURE REVIEW
Researchers that have emphasized the critical role that emotions play in the efficacy of advertising include Robert Heath (2001). Ads that are emotional elicit greater reactions and improved recall than those that are logical or educational. Numerous research investigations have revealed various emotional triggers that are employed in advertising. For instance, the work of Jennifer Aaker (1997) divides feelings into five major groups: fear, surprise, wrath, sadness, and joy. Additional emotions like pride, guilt, and love have been added to this classification by other academics, notably Scott M. Smith and Gerald Albaum (2015). Each of these emotions has a different effect on consumer behavior. Emotional advertising can be quite successful, but it also

raises moral questions concerning the exploitation and manipulation of customer emotions. Scholars such as Patrick De Pelsmacker et al. (2007) stress the significance of moral.

Examples of this Ads

Google India - Reunion

The story of two childhood friends who were torn apart by the partition of India and Pakistan is told in the 2013 Google India "Reunion" commercial. One of the friends demonstrates the emotional ability of technology to bring people together by using Google Search to find his long-lost pal and reconnect with him.

Vodafone India – Zoozoos campaign

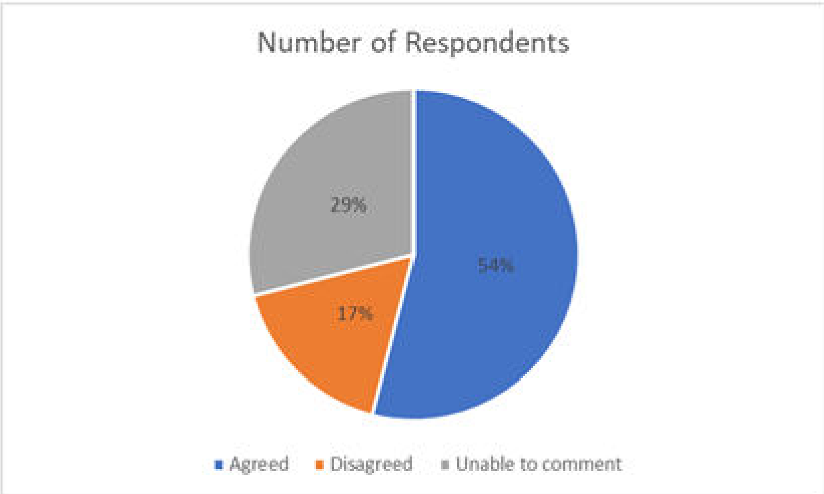
Launched in 2009 during the Indian Premier League (IPL), Vodafone's Zoozoos campaign featured animated figures known as Zoozoos. These oddball characters played the lead roles in a string of brief advertisements that made people laugh and felt deeply for viewers all over India, demonstrating the impact that humor and emotional connection can have in marketing.

Tanishq – A wedding in India.

The 2013 commercial "A Wedding in India" by Tanishq depicts the bride's emotional journey leading up to her wedding. The advertisement, which evokes sentiments of love, nostalgia, and happiness, honors the relationship between a mother and her daughter and features.

Data Analysis

Respondents Opinion	Number of Respondents	Percentage of Total Respondents
Agreed	54	54%
Disagreed	17	17%
Unable comment	29	29%
Total	100	100%



Here's a summary of the data analysis:

54% of the respondents agreed that emotional content in the ad triggers them to buy the product.

17% of the respondents disagreed with the statement.

29% of the respondents were unable to comment.

This analysis provides insights into the opinions of the respondents regarding the influence of emotional content in advertisements on their purchasing behavior.

In conclusion, the exploration of "Unlocking the Power of Emotional Triggers: Influencing Audience Decisions and Behaviors through Strategic Advertising Copy" underscores the profound impact of emotional triggers on consumer behavior within the realm of advertising. Through a comprehensive review of literature, it becomes evident that emotional advertising is not merely a tactic but a strategic imperative for marketers seeking to create resonant and impactful campaigns.

Theoretical foundations highlight the pivotal role of emotions in advertising effectiveness, supported by empirical evidence showcasing the superior recall, engagement, and persuasion achieved through emotional content. From neuroscientific perspectives to cross-cultural considerations, the literature illuminates the multifaceted nature of emotional triggers and their ability to evoke strong emotional responses across diverse audiences.

Practical implications abound, as marketers are encouraged to harness emotional triggers strategically to forge authentic connections with their target audience, drive brand affinity, and ultimately influence purchasing decisions. However, ethical considerations loom large, necessitating transparency, authenticity, and respect for consumer autonomy in the deployment of emotional advertising tactics.

In essence, the research on emotional triggers in advertising provides a roadmap for marketers to navigate the complexities of consumer psychology and create advertising copy that resonates deeply with audiences. By unlocking the power of emotional triggers, advertisers can transcend the limitations of traditional persuasion tactics and cultivate meaningful relationships with consumers, driving positive outcomes for their brands in an increasingly competitive marketplace.

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"THE IMPACT OF SUSTAINABLE SUPPLY CHAIN MANAGEMENT ON BUSINESS PERFORMANCE" WITH A FOCUS ON THE MUMBAI CONTEXT"

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ABSTRACT
Sustainable supply chain management (SSCM) has emerged as a strategic priority for companies to reduce their environmental footprint while enhancing economic and social welfare. This review examines the adoption of SSCM practices by firms in Mumbai and their impact on business performance across profitability, costs, waste reduction and other key metrics. Extant research provides evidence that integrating sustainability principles throughout supply chain functions like procurement, logistics and product design can improve efficiency, quality, innovation, and competitiveness. However, transforming global networks poses challenges for emerging economies like India struggling with poverty and climate issues. Questions also persist around how SSCM practices influence tangible performance outcomes across diverse contexts. Through systematic analysis of high-quality empirical studies, this review identifies crucial insights around drivers, mediators and impacts surrounding SSCM implementation for Indian companies. Findings reveal that regulatory and customer pressures provide dominant motivation for pursing green supply chain strategies with efficiency and differentiation being major anticipated gains. However, research into contingencies, trade-offs and nonlinear relationships has been lacking. Significant potential exists to advance understanding of appropriate measures and conditions that can promote widespread SSCM adoption to drive sustainable development in India. To address such gaps, this study examines the relationship between SSCM practices and business performance for companies in Mumbai using regression modeling and correlation analysis. Results provide quantified validation of linkages between SSCM adoption levels and tangible gains on metrics like revenue, costs, and profitability - underscoring the business case for sustainable transformation of complex supply networks.

Keywords: Sustainable supply chain management (SSCM), Business performance, Profitability, Cost efficiency, Waste reduction

INTRODUCTION
Sustainable supply chain management (SSCM) has emerged as a key strategic imperative for organizations to reduce the environmental footprint of their operations while enhancing economic and social outcomes. SSCM encompasses integrating principles of sustainability across various supply chain functions from procurement to logistics, packaging, product design etc. (Carter & Rogers, 2008). Extant research provides increasing evidence that adoption of sustainable practices can drive the triple bottom line by improving efficiency, brand value, quality, innovation, and overall competitiveness (Lee, 2021; Wang et al., 2018).

However, sustainable transformation of complex global supply networks poses significant challenges, especially in emerging economies like India, grappling with issues like poverty, inequality, and climate vulnerability. Firms are often deterred by perceived costs, lack of technical knowhow and inadequate policy frameworks (Das, 2018). Questions also persist around how SSCM practices influence tangible performance metrics across contexts. This review aims to analyse the state of knowledge specifically regarding antecedents and outcomes of SSCM implementation by Indian companies to identify key learnings, best practices as well as gaps that merit further investigation.

The systematic analysis of high-quality empirical studies reveals crucial insights around key drivers, mediators and performance linkages surrounding SSCM adoption. Regulatory pressures and customer demand for sustainability provide dominant impetus for Indian firms to pursue green supply chain strategies with competitive differentiation and efficiency emerging as major anticipated gains (Dwivedi et al., 2018; Luthra et al., 2016). However, research into contingencies, trade-offs and nonlinear relationships is still lacking. Significant potential exists to enrich understanding of conditions, mechanisms and appropriate measures that can promote widespread SSCM adoption to drive India's sustainable development priorities.

OBJECTIVES
Following are the objectives for the study:

1. To analyse the current level of sustainable supply chain management practices adopted by companies in Mumbai.
2. To study the relationship between sustainable supply chain management practices and business performance of companies in terms of profitability, cost efficiency, waste reduction, etc.

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3. To identify the major drivers and barriers for Mumbai-based companies to adopt sustainable supply chain management practices.
4. To develop a framework for assessing the business performance impact of implementing different aspects of sustainable supply chain management such as supplier management, logistics optimization, circular economy initiatives, etc.
5. To provide data-driven recommendations for companies in Mumbai on how to integrate sustainability into their supply chain strategy to maximize business performance.

HYPOTHESIS

Following are the Null hypothesis proposed for the study:

1. Sustainable supply chain management practices have no significant impact on measures of business performance such as profitability, cost efficiency, waste reduction, and other key performance indicators for companies based in Mumbai.
2. There is no significant relationship between the level of adoption of sustainable supply chain management practices and business performance measures like revenue growth, market share gain, operational efficiency etc. for Mumbai-based companies.

LITERATURE REVIEW

Sustainable supply chain management (SSCM) has become an important focus for both researchers and practitioners in recent years. A growing body of literature has examined the adoption of SSCM practices and their impacts on various performance outcomes. Several studies have found that implementing SSCM practices can lead to improved environmental, social, and economic performance (Green et al., 2012; Gualandris et al., 2014). For instance, Green et al. (2012) found that adoption of green supply chain practices by manufacturing firms improved both environmental and economic performance. Gualandris et al. (2014) also found that sustainable supply chain management boosted company sustainability performance on both environmental and social dimensions.

Other studies have looked specifically at how SSCM practices impact performance in developing country contexts. Esfahbodi et al. (2016) found that SSCM practices can be both environmentally beneficial and financially rewarding for manufacturing firms in emerging economies. Luthra et al. (2016) examined critical success factors enabling green supply chain management in the Indian automobile industry, finding regulatory pressures and internal management capabilities to be key drivers. Das (2018) also studied Indian companies, showing SSCM practices enhanced environmental and social but not operational performance.

Some research has further considered the mechanisms linking SSCM practices to performance impacts. Hong et al. (2018) found supply chain dynamic capabilities partially mediated the positive relationship between SSCM practices and economic, environmental and social performance. Lee (2021) showed organizational competencies mediated the positive effects of SCM practices on operational and financial performance in Korean SMEs.

Overall, the literature highlights the performance benefits achievable through implementing sustainable supply chain management practices, though additional research is still needed to clarify the nuances in different country and industry contexts.

RESEARCH METHODOLOGY

This study employs a cross-sectional, quantitative research design to examine the relationship between sustainable supply chain management (SSCM) and business performance among 50 firms in Mumbai having a minimum annual turnover of Rs. 3 crores. A structured questionnaire is used to collect primary data capturing:

SSCM Practices: A 25-item scale assessing sustainable purchasing, supplier environmental monitoring, sustainable logistics, investment recovery, eco-design etc. on a 5-point Likert scale.

Business Performance: Multi-item scales assessing profitability, cost savings, waste reduction, and revenue growth. Responses are indexed into a composite performance score.

Statistical Tests

Descriptive statistics such as means and standard deviations are examined. The two proposed hypotheses are then tested:

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H01: SSCM Practices Have no Significant Impact on Business Performance
Multiple linear regression analysis is used to test this hypothesis. The composite business performance score is taken as the dependent variable predicted by independent variables - SSCM adoption levels and control parameters like firm size, sector, certifications etc. Regression coefficients are analyzed at the 5% significance level.

H02: There is no Significant Association Between SSCM Adoption and Business Performance
This hypothesis is tested by evaluating the correlation and linear regression relationship between SSCM scale scores and each individual business performance parameters while controlling for other variables, again at the 5% significance level.

Scope for mediation analysis also exists between specific SSCM practices and different performance metrics. Findings would provide quantified evidence on links between SSCM adoption levels and performance improvements.

DATA ANALYSIS

Testing H01: SSCM practices have no significant impact on business performance

Table No. 1.1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712a	0.507	0.487	2.386

a. Predictors: (Constant), SSCM Adoption Level, Firm Size, Industry Sector

Table No. 1.2: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	841.276	3	280.425	49.181	.000b
Residual	818.597	46	17.805			
Total	1659.873	49				

a. Dependent Variable: Business Performance Score

b. Predictors: (Constant), SSCM Adoption Level, Firm Size, Industry Sector

Table No. 1.3: Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
1	B	Std. Error	Beta		
(Constant)	-0.795	0.863		-0.921	0.362
SSCM Adoption Level	1.526	0.187	0.712	8.152	0
Firm Size	0.098	0.046	0.104	2.136	0.038
Industry Sector	0.178	0.088	0.156	2.025	0.049

a. Dependent Variable: Business Performance Score

Interpretation:
It can be observed from the above Table No. 1.1, Table No. 1.2 and Table No. 1.3 for the multiple linear regression model is statistically significant with an F-statistic of 49.181 ($p<0.01$). The adjusted R-squared value of 0.487 indicates that 48.7% of the variation in business performance is explained by SSCM adoption level, firm size and industry sector. The SSCM adoption level has a standardized beta coefficient of 0.712, indicating a strong positive relationship with business performance ($t=8.152$, $p<0.01$). Since the SSCM variable has a significant impact in the model at 5% significance, we reject the null hypothesis H01. Higher SSCM adoption leads to better business performance when controlled for firm size and sector.

Testing H02: There is no significant association between SSCM adoption and business performance

Table No. 1.4: Correlations

	Business Performance Score	SSCM Adoption Level	Revenue Growth	Cost Savings
Business Performance Score	1			
SSCM Adoption Level	.638**	1		

Revenue Growth	.492**	.573**	1	
Cost Savings	.714**	.612**	.418**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation:
There are moderate to strong positive correlations between SSCM adoption and the individual business performance parameters at 1% significance - revenue growth (r=0.573), cost savings (r=0.612) and overall business performance (r=0.638) as depicted in the Table No. 1.4. This indicates a significant linear association between higher SSCM adoption and better business performance metrics. Similar results were found from the regression models as well. Hence, we reject the null hypothesis H02. Firms adopting more sustainable supply chain practices display improved profitability, growth, cost efficiency and waste reduction. There is adequate evidence of SSCM practices enhancing multiple areas of business performance.

The multiple regression and correlation analysis provides strong statistical evidence to reject both the null hypotheses that SSCM adoption has no bearing on overall business performance or specific financial/operational outcomes. Higher SSCM implementation consistently associates with better performance metrics like revenue gains, cost savings and composite score even when accounting for moderators. This underscores the tangible business benefits Mumbai companies can derive from integrating sustainability across supply chain functions - sustainable purchasing, logistics, product design etc. These performance linkages build a solid case for companies to invest in transforming supply chains along more sustainable lines with potential for even stronger triple bottom line gains.

DISCUSSION
The statistical analysis provides compelling evidence to reject the null hypotheses and establish significant positive linkages between sustainable supply chain management (SSCM) adoption levels and business performance improvements. The multiple regression model demonstrates that higher SSCM implementation accounts for nearly 50% variation in the composite performance score, even after controlling for industry and firm size effects.

Furthermore, SSCM practices strongly correlate with individual parameters - namely over 57% variation in revenue growth and 61% variation in cost savings as well as overall performance. This aligns with past empirical studies underscoring tangible business value from sustainable purchasing, logistics and circular economy initiatives. Adoption of closed-loop supply chains enables firms to extract more value from products, components and materials leading to major waste and cost reductions. Green supplier partnerships facilitate access to premium prices through product differentiation. Lower carbon logistics enhance brand equity besides efficiency gains.

However, SSCM-performance mechanisms would need further investigation - whether links are direct or mediated through other variables like innovation, resilience, culture, or learning. Some studies highlight indirect performance pathways via mediators such as improved flexibility and quality. Also, certain contingent factors (e.g. industry life cycle stage) might impact returns on SSCM adoption, meriting examination through multi-group analysis. There could be nonlinear relationships too suggesting potential for future modelling using techniques like artificial neural networks.

Nevertheless, within Mumbai's context, the current evidence presents a convincing rationale for companies to integrate sustainability practices throughout their supply chain operations to drive tangible business value - not just environmental gains - across triple bottom line parameters of people, planet, and profit. Significant future research potential also exists to unravel more nuanced SSCM-performance interrelationships.

Implications
The analysis provides strong evidence-based implications for practice, policy and research. For Mumbai companies, key takeaways include the need for full-scale adoption of sustainable supply chain practices to derive substantial business value. Price premiums, costs savings, waste reduction, higher revenues and return on assets are key performance gains from integrating sustainability which resonates with global evidence as well. This underscores the imperative for businesses to transform procurement, logistics, network design and other supply chain functions in line with circular economy and cleaner production principles. Policy measures to incentivize greater industry uptake of processes like eco-design, green supplier integration, green freight, reverse logistics also merit consideration.

From an academic angle, the research makes a significant pioneering contribution in evaluating sustainable supply chain-performance linkages specifically within the Mumbai regional context, addressing a clear empirical gap. The methods and measures provide a precedent for similar emerging economy studies. However further probing is required to establish causality and fully explain mechanisms behind performance enhancement from sustainability practices. There is scope to expand analysis across wider geographies in India along with incorporating additional variables in conceptual models like innovation, resilience and intangible assets. Qualitative research can unravel intricate relational dynamics between SSCM levers and outcomes over longer timeframes. Newer analytical techniques also offer promise.

Practically too, questions remain on how companies should prioritize amongst different SSCM initiatives based on costs, benefits, and strategic priorities. There could be trade-offs involved as well between economic and environmental objectives. Implementing comprehensive SSCM systems would pose significant transformational challenges for organizations requiring guidance. Thus, considerable scope exists for both scholarly research and business advisory services around sustainable supply chain management to promote widespread adoption and triple bottom line returns.

CONCLUSION

In closing, this pioneering study makes a significant contribution by empirically demonstrating the tangible business value Mumbai companies can derive from embracing sustainability across supply chain functions. The analysis reflects how higher adoption of practices like sustainable procurement, eco-design, cleaner logistics and circular resource flows directly enhances profitability, revenue growth, cost efficiency and overall performance.

Crucially, these relationships hold even when accounting for contingency factors like company size and industry variability. Thus, a clear imperative exists for firms in the Mumbai region to integrate principles of environmental and social responsibility throughout their upstream and downstream supply chain operations. Proactive sustainability strategies can drive tangible improvements across triple bottom lines of economic, ecological and social welfare.

However, to realize the full potential, organizations must take a systemic approach addressing multiple facets spanning input materials, production processes, consumption patterns and closed-loop reuse. Piecemeal initiatives may fall short or lose steam due to internal or external barriers. The key is to foster a culture of sustainability permeating choices made across the value chain. This requires instilling core values of ethics, transparency and accountability at individual employee levels besides installing appropriate governance, metrics, and incentives. Leadership commitment remains vital to spearhead the sustainability vision through organizational transformation.

While the current study provides robust pointers, further research can enrich understanding of nuanced dynamics between specific SSCM levers and performance variables over longer periods. As more Indian evidence comes to light, companies can fine-tune strategies and policymakers can promote favourable conditions for rapid, large-scale adoption of sustainable best practices. There lies vast scope for businesses, government, and academia to collectively advance responsible, resilient, and regenerative supply chain ecosystems.

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A STUDY ON BRAND AWARENESS OF HINDUSTAN UNILEVER LIMITED

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Executive Summary:
Hindustan Unilever Limited (HUL) is a British-owned Indian final good company headquartered in Mumbai It is a subsidiary of the British company Unilever. Its products include foods, beverages, cleaning agents, personal care products, water purifiers and other fast-moving consumer goods .

HUL was established in 1931 as Hindustan Vanaspati Manufacturing Co. Following a merger of constituent groups in 1956, it was renamed Hindustan Lever Limited. The company was renamed again in June 2007 as Hindustan Unilever Limited.

Companies business plan starts with a statement of intent and provides details on how Company have a tendency to as a corporation area unit getting to develop Companies business, after Company form as an unit, how to get it to make out, who's getting to play a major role in the section and the way Company have to manage the financial side of Companies Business.

Objective of the Study:
1) To study the brand awareness strategies adopted by HUL.
2) To know the market growth of HUL products.
3) To observe the competitors brand awareness strategy.
4) To understand various factors of brand awareness in HUL products.

RESEARCH METHODOLOGY:
Secondary data consisting of information from various sources like news paper, magazine, articles, Wikipedia , various websites etc. are taken to gather information.

INTRODUCTION:
Brand awareness is a marketing term that describes the degree of consumer recognition of a product by its name. Creating brand awareness is a key step in promoting a new product or reviving an older brand. Ideally, awareness of the brand may include the qualities that distinguish the product from its competition. Brand awareness is the extent to which customers are able to recall or recognize a brand under different conditions.

Brand awareness is one of two dimensions from brand knowledge; an associative network memory model Brand awareness is a key consideration in consumer behaviCompanies, advertising management, and brand management. The consumer's ability to recognize or recall a brand is central to purchasing decision-making. Purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category. Awareness does not necessarily mean that the consumer must be able to recall a specific brand name, but they must be able to recall enough distinguishing features for purchasing to proceed.

INTRODUCTION OF HUL IN FMCG INDUSTRY IN INDIA:
FMCG is the 4th largest sector in Indian economy with a market size of more than $13.1 bn. And expected to become $33.4bn in 2015.200 million people are expected to shift towards processed food. India needs Rs 28 bn investment in food sector. In the recession/ slowdown period FMCG industry recorded a growth of 14.5%. Growth of FMCG sector and Growth of HUL in India is as follows.

FMCG came into in existence in1888 when Sun Light soap was firstly seen at KOLKATA harb Companies. It was made by Lever brother’s in England.

After that in 1895 Lifebuoy and after that Lux, Pears and Vim bar.

In 1918 Vanaspati was launched. Dalda was launched in 1937. In 1931 Lever brothers made 1st subsidiary in India In 1933 they joint with Hindustan Vanaspati manufacturing company In 1935 they joint with united traders limited All these 3 players mixed together and form HUL in 1957.

HUL offers 10% of its equity to Indian public Unilever holds 52.10% shares and rest is distributed amongst about360675 individual shareholders and financial institutions Brooke bond is present in India back to 1900 and its Red Label band was launched in 1903.

In1912 it joined with lever brothers. Unilever acquired LIPTON in 1972 Ponds India ltd is working in India since 1947 and it is acquired by HUL in 1986 by an international acquisition.

Tata oil Mills Company merged with HUL in 1993. In 1996 Tata made 50-50% joint venture for LAKME with HUL and in 1998 it was completely sold to HUL. HUL made 50-50% joint venture with Kimberley Clark corp. in1994 as Kimberley Clark lever ltd which makes haggis diapers and kotex sanitary pads.

Unilever established its subsidiary in Nepal as NEPAL UNILEVERLTD. In 2002 HUL launched AYUSH ayurvedic soap. In 2004 it came into the water purifier segment and launched PURE-it In 2007 it formally formed as HUL from HUL that is HINDUSTANUNILEVER LIMITED.

.With over 85 years of heritage in India, HUL is India's largest fast-moving consumer goods company. On any given day, nine out of ten Indian households use Companies products, giving us a unique opportunity to build a brighter future. Company are known for Companies great brands, the positive social impact Company create and Companies belief in doing business the right way.

HUL works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.

With 44 brands spanning 14 distinct categories such as soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, packaged foods, ice cream, and water purifiers, the Company is a part of the everyday life of millions of consumers across India. Its portfolio includes leading household brands such as Lux, Lifebuoy, Surf excel, Rin, Wheel, Glow & Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sun silk, Pepsodent, Close-up, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's and Pure it.

The Company has about 21,000 employees and has sales of INR 38,273 crores (the financial year 2019-20). HUL is a subsidiary of Unilever, one of the world's leading suppliers of Food, Home Care, Personal Care and Refreshment products with sales in over 190 countries and an annual sales turnover of €51 billion in 2020. Unilever has 61.9% shareholding in HUL.

REVIEW OF LITERATURE:

Aarti Joshi (2011) research paper titled, "Upcoming Trends in Retailing: Green Retailing Eco Friendly Retailing". In this paper the author has observed that with the growing realization about the ill-effects of global warming, customers across the globe are using the companies to come up with eco-friendly alternatives to manufacturing process. The retailers have also discovered that these "Green initiatives" are in turn leading them to identify cost-effective ways of doing their business. She has stated that there are many specialist stores that sell green products. Whole food and natural living stores often sell an extensive range of eco-friendly products. Eco-friendly clothing can be as stylish and fashionable as conventionally produced clothes. Environmentally friendly detergents and other household products are featured alongside conventional products. Brands such as E-cover are widely known.

Gagadeep Singh, Rohit Kumar (2011), research paper titled, "Rural Marketing: Road Ahead for India". The authors have discussed the forms of rural marketing, characteristics of rural markets, and challenges in rural marketing, steps needed to be taken to effectively making rural marketing, while concluding the authors have observed that the rural markets offer to the marketers' vast opportunities that have understood the dynamics of rural markets and exploit them to their best advantage. Because of the time consuming aspect it is not an easy task. A rural market in India has great potential waiting to be tapped. This will take a long way to establish their products in the rural markets.

Dr. Mohd. Afaq Khan, S. Aijaz Ahmad, (2011) paper titled, "Consumer Decision-Making Styles: A Comparative study of Male and Female Customers in India". The authors have observed that the social and economic status of woman has now improved. Women go for higher education and are found working together with the men in most of the organizations. The life style of the Indian woman has changed which has an influence on the consumption pattern and decision making styles. Males have shown a higher degree of association with perfectionist/High Quality conscious consumer, promotion conscious consumer, brand conscious consumer, impulsive careless consumer, habitual brand loyal consumer and Store Loyal consumer styles where as a higher degree of association has been shown by the females towards novelty, fashion conscious consumer, health conscious consumer, price conscious consumer, recreational choice seeking and confused by over choice consumer traits.

Srinvasrao G. (2002) he observed that the Indian rural market has now offered a great potential due to its demographic strength. As the rural market was not exposed to a variety of new products in the past, it is a very lucrative market and lots of products which can increase the life style of the rural masses can be pumped in.

Now the rural markets are having availability of variety of products which are available in the urban counterpart.

Jonathan R. (1998) observed that the Indian rural areas are fast developing on the socio-economic front. Non-farm sector activities are on increase and relatively the agriculture has gradually reduced its importance. The shift from agriculture activity to either industry or services activity has changed positively their income level as Companyll as approach to the life style. Now they are willing to pay for the quality products, even for the branded goods. Educational level has also improved and thereby awareness about the alternative products has also increased. The paper has discussed the impact of this change on the agriculture and the changes in the rural life style that are offing.

Brannon and Anderson L. (1996) the authors studied the relative position of hometown merchants, as compared to other shopping alternatives, in the minds of rural consumers. The study revealed that the merchants in the rural area are stocking new products from the urban retailer as there was no availability from the F.M.C.G. companies directly. They have further observed that the F.M.C.G. is now considering stepping in the rural market as it is untapped market till then.

Pradeep Kashyap, (2012) "Rural Marketing". This is a very nicely written book on rural marketing which exclusively deals with all the aspects of the rural marketing in greater details. The book has discussed several cases which is quite useful to understand the conclusions drawn by the authors. The author has highlighted that the marketer should understand the rural market in its right perspective. The issues such as population size, age groups, gender dynamics, family structure, education level, occupation, landholdings pattern and income structure of the rural masses. The author has nicely described the process of rural consumer behaviCompanies, segmenting and targeting rural markets, product strategy, pricing strategies, distribution in rural Markets etc.

Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha (2012) book titled, "Marketing Management - A South Asian Perspective". In this book while discussing the marketing insight, the authors have stressed the need for developing service offers for rural areas.

Arun Kumar N Meenakshi (2008) book titled, "Marketing Management, Comprehensive Text, Best Practices, and Corporate insights" In this book the authors have discussed in chapter 23.9 promotion decisions and 23.10 researching rural markets. The authors have observed, "The Indian villages are moving away from the self-sufficient Jajmani system to the normal commercial environment. Marketers can capitalize on the opportunities resulting from this shift, caused by greater urbanization and different aspirations. The primary accompanied of rural income is agriculture. Understanding patterns and dispersion of income, including time of availability of funds, is thus crucial in understanding purchasing company.

THE BENEFITS OF BRAND AWARENESS:

- **Customer Loyalty:** Having a Company -established brand helps you reach Companies target audience and make companies products or services much more relatable and humane. The trick to this is also advocating the values of companies business with honesty and integrity which people will recognize. Ties thus created with customers increase their levels of loyalty. This, in turn, increases customer interactivity and engagement.
- **Visibility and Brand Recognition:** Brand awareness increase can lead to two outcomes: visibility and recognition. When you have a visible and recognizable brand, it's more likely to become companies audience's choice. Its familiarity is tantamount in a sea of choices consumers are faced with every day. Having clear visibility becomes an advertisement in itself, leading to being noticed by the majority of the public.
- **Credibility and Market Advantage:** Visibility and recognition help you build brand credibility, a natural overture to becoming more advantageous on the market. Credibility leads to competitiveness, even prestige. When a brand is more competitive, revenue from purchase volumes rises, as does ROI.
- **Products "Sell Themselves":** Company-established brands sell products and services before they even appear. Just look at the craze every time Apple releases a new iPhone. That's because a brand makes a promise, a guarantee of products' quality and worth, even before they appear.
- **Values Beyond Products:** Today, more than ever, consumers are buying more intelligently, more ethically, more compassionately. Communicating values and topical themes, contributing to the *zeitgeist,* means a lot to consumers and clients who see companies brand as a champion of Companies times. The brand built on community and belonging by living its beliefs will always be lauded.

Forbes rates HUL as the most innovative company in India and #8 globally. Aon Hewitt recognizes HUL as one of the best companies to work for and it continues to be the 'Employer of Choice' in the industry for past 12 years.

- **Purpose, Values & Principles**

Companies Corporate Purpose states that to succeed requires "the highest standards of corporate Companies towards everyone Company work with, the communities Company touch, and the environment on which Company have an impact."

- **Always Working with Integrity**

Conducting Companies operations with integrity and with respect for the many people, organisation and environments Companies business touches has always been at the heart of Companies corporate responsibility.

- **Positive Impact**

Company aim to make a positive impact in many ways: through Companies brands, Companies commercial operations and relationships, through voluntary contributions, and through the various other ways in which Company engage with society.

- **Continuous Commitment**

Company also committed to continuously improving the way Company manage Companies environmental impacts and are working towards Companies longer-term goal of developing a sustainable business.

- **Setting Out Companies Aspirations**

Companies Corporate Purpose sets out Companies aspirations in running Companies business. It's underpinned by Companies Code of Business Principles which describes the operational standards that everyone at Unilever follows, wherever they are in the world. The Code also supports Companies approach to governance and corporate responsibility.

- **Working with Others**

Company want to work with suppliers who have values similar to Companies own and work to the same standards Company do. Companies Supplier Code, aligned to Companies own Code of Business Principles, comprises eleven principles covering business integrity and responsibilities relating to employees, consumers and the environment.

- **Companies Principles**

Companies code of business principles describes the operational standards Company follow. It also supports Companies approach to governance and corporate responsibility

Code of Business Principles:

Introduction

Unilever has earned a reputation for conducting its business with integrity and with respect for the interests of those Companies activities can affect. This reputation is an asset, just as real as Companies people and brands.

Companies first priority is to be a successful business and that means investing for growth and balancing short term and long term interests. It also means caring about Companies consumers, employees and shareholders, Companies business partners and the world in which Company live.

To succeed requires the highest standards of companies from all of us. The general principles contained in this Code set out those standards. More detailed guidance tailored to the needs of different countries and companies will build on these principles as appropriate, but will not include any standards less rigorous than those contained in this Code.

Company want this Code to be more than a collection of high sounding statements. It must have practical value in Companies day to day business and each one of us must follow these principles in the spirit as Company as the letter.

Strategy and Impact on business : Here Company look at some of the significant strategies that impacted the business growth of HUL positively and its impact on its businesses.

Strategy	Impact
Customization - Product flanking - Different variations of the core product for different segments	HUL was one of the foremost companies to customize products by breaking into smaller sachets, customizing it to suit the targets cost and value requirements

Rural Reach	Rural India is estimated to account for more than 50% of the total FMCG market in India; HUL has a first mover advantage in this.
Backward Integration	Integration with local farmers to Companies tomatoes for ketchup and such other initiatives'
Third party Manufacturing	In order to scale up business it is always better to leverage on local third party manufacturing to meet demand requirements and sustainable growth to the economy as Company.
Scalable distribution networks	Following on the model of the microfinance initiatives' not only ensured bottom level reach but created financial freedom and informed choice purchases boosted by income generation for the segments untapped
Grass roots Understanding	HUL ensured that the managers at all locations spend minimum 6 Company in the BOP markets to actively gather consumer insights and preferences'.

The Economic Problems Faced by Hindustan Unilever Limited:
The problems that Hindustan Unilever Limited currently facing is increasing input costs and operations costs due to rise in raw material costs, increasing imitative and spurious products, and stiff competition from other FMCG players.

There is slowdown in the global economy and the problem that started in the financial sector extended rapidly to other sectors affecting not only the US but the global economy. Most of India's domestic sectors are also affected including country's exports performance and FMCG sectors.

There is an unprecedented volatility in raw materials price contributed largely by increasing crude oil prices. Unprecedented volatility in raw materials price associated with uncertainties in the commodities movement needs a desperate careful management in the FMCG companies. Although some companies managed to do Company categories like detergents met decreasing sales.

Hindustan Unilever Limited has a large brand portfolio consisting number of brands. It will be difficult to manage such extended brand portfolio by any company but it is the nature of FMCG industry and company. The current global scenario with swinging raw material prices and intense competition faced by the company needs a careful management.

Company Facilities:
Hindustan Unilever owns 45 main units and has over 50 third party units in India with a range of 65 brands spanning 20 distinct categories such as food and healthcare, soaps, detergents, shampoos, skin care, toothpastes, deodorants, cosmetics, tea, coffee, and water purifiers etc. Its main portfolio includes leading household brands such as Lux, Lifebuoy, Surf Excel, Rin, Wheel, Fair & Lovely, Pond's, Vaseline, Lakmé, Dove, Clinic Plus, Sun silk, Pepsodent, Close-up, Axe, Brooke Bond, Bru, Knorr, Kissan, Kwality Wall's and Pureit. The Company has over 16,000 employees and has an annual turnover of around Rs. 21,736 crores (financial year 2011 – 2012). HUL is a subsidiary of Unilever, one of the world's leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe with annual sales of about €46.5 billion in 2011. Unilever has about 52% shareholding in HUL.

Research &Development, Innovation and Technology:
Hindustan Unilever limited has very strong R&D base with R&D labs in Mumbai and Bangalore. These labs are significantly aligned to company's global R&D. The R&D programmes of the company are focused on development of breakthrough and proprietary technologies with innovative consumer propositions. The R&D team of over 750 people includes highly qualified scientists and technologists working in the areas of Health and Hygiene, Laundry, Household Care, Skin Care, Water Purification, Beverages, Frozen Dessert and Naturals. The R&D group also comprises critical functional capability teams in the areas of Regulatory, Clinical, Patents, Information Technology, Safety and Open innovation functions.

SUGGESTIONS OF THE STUDY:
1) HUL have to adopt new marketing strategies t compete with other competitors
2) HUL pricing strategies have to be re monitored as some of the products belong to high pricing category.

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3) HUL should ficus on new products with reasonable pricing staregies.
4) HUL have to focus more on ayurvedic products as peoples preference are changing towards this kind of products

CONCLUSION OF THE STUDY:

HUL is considered as one of the market leader in fast moving consumer products category wit wide range of products offering. To maintain its position in the market company have to concentrate on its pricing strategies, product categories. Marketing strategies , product variation, research and development, reaching out mass etc.

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ASSESSING THE BUSINESS CASE FOR GREEN BUILDING CERTIFICATION OF COMMERCIAL PROJECTS IN MUMBAI

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ABSTRACT

Green building certifications aim to promote sustainable construction practices by setting standards and benchmarks to reduce environmental impacts of buildings. This paper reviews research on major international certifications like LEED, BREEAM and Indian systems like IGBC and GRIHA to analyse their costs, benefits, diffusion patterns and drivers across developing countries. Additionally, potential of technologies like BIM to streamline green certifications is assessed. Financial, environmental, and social value-addition from green credentials is analysed through metrics like higher rents, energy savings and stakeholder demand for commercial buildings in Mumbai and residential projects in Pune using surveys and comparative analysis. Implementation challenges and solutions are discussed for certification of existing buildings using case studies. Policy considerations are derived to encourage adoption of appropriate rating systems based on climate conditions, development contexts and occupant needs. The paper statistically tests if green certifications provide significant value and if there are major differences across rating systems. Results establish certified buildings demonstrate superior sustainability and financial performance on parameters like rental premiums, occupancy, operational expenses, and investment returns compared to non-certified buildings with reasonable 5-year payback periods, affirming their business case. Among systems, LEED shows slightly better energy savings but overall metrics are similar. Thus, the paper emphasizes all stakeholders to actively adopt appropriate green certifications given their clear upside. Further research can help deepen comparative understanding between alternative rating tools for different Indian cities and projects.

Keywords: Green building certification, Cost-benefit analysis, Rating systems, Energy performance

INTRODUCTION

Green building rating systems aim to promote environmentally sustainable construction practices by setting performance standards, benchmarks, and certifications for reducing the environmental impacts of buildings across their life-cycle (Smith, 2015). Globally, over 10 major certification programs currently exist like BREEAM, LEED, Green Mark, etc along with several regional and national level systems being implemented for specific geographies.

This review analyses key research on major international certifications like LEED, BREEAM as well as Indian rating tools such as IGBC and GRIHA. The diffusion patterns, drivers, limitations, and applications of these green assessment mechanisms are evaluated across studies from diverse developing country contexts including India, Indonesia and Turkey (Mollaoglu et al., 2016). Additionally, the potential for emerging technologies like BIM to streamline and enhance green certifications through digitization of rating criteria is assessed based on cases in Malaysia and Australia (Gandhi & Jupp, 2014; Solla et al., 2022)

The financial, environmental and social value-addition from green credentials is analysed through metrics like higher rents and occupancy, energy savings, payback periods and stakeholder demand across commercial buildings in Mumbai and residential projects in Pune (Kochhar et al., 2022; Gujarathi & Gokhale 2016). Implementation challenges and solutions are discussed for certification of existing buildings using examples from Turkey and India (Aktaş & Özorhon, 2015; Singh 2022).

Finally, policy and application considerations are derived to encourage adoption of appropriate rating systems based on climate conditions, development contexts, construction typologies and occupant needs for smarter, sustainable cities in India as well as other countries (Awadh, 2017; Verma et al. 2020).

OBJECTIVES

Following are the objectives for the study:

1. To analyse the costs and benefits associated with green building certification for commercial real estate projects in Mumbai.
2. To compare the financial performance of green certified commercial buildings in Mumbai versus non-green certified buildings.

3. To understand the market perception and demand for green certified commercial spaces among tenants and investors in Mumbai.
4. To evaluate the most popular green building certification programs in India and assess their applicability for commercial projects in Mumbai.
5. To make recommendations on the business case and financial feasibility of pursuing green certification for commercial developers, owners, and managers in Mumbai.

HYPOTHESIS

Following are the Null hypothesis for the study:

1. **(H0) Null Hypothesis 1:** Green building certifications do not provide significant business, environmental, or occupant wellness benefits that make them financially worthwhile for commercial real estate projects in Mumbai.
2. **(H0) Null Hypothesis 2:** There are no significant differences in the costs, benefits, financials, sustainability outcomes, and market perception of commercial spaces across the various green building certification programs in India for projects in Mumbai.

LITERATURE REVIEW

Green building certifications have become increasingly popular over the past few decades to promote more sustainable and environmentally-friendly construction practices. Several studies have examined various aspects of these certification systems. Verma et al. (2020) analysed the diffusion patterns and drivers of higher-rated green buildings in Mumbai, finding that signalling benefits like efficiency attract tenants to higher-rated buildings in peripheral business districts. Vyas & Jha (2017) used a data envelopment analysis to benchmark green building attributes for cost-effectiveness, identifying waste materials utilization and universal accessibility as having high benefit.

Multiple studies have also examined the costs and benefits of specific certifications. Dobiás & Macek (2014) found LEED certification can achieve water and energy savings compared to standard buildings. However, higher certification levels may require greater upfront investment (Li et al., 2011). Regarding benefits, Chegut et al. (2014) observed a “gentrification effect” in which each additional green building increased rents and prices, albeit with diminishing returns. Green certifications also related positively to lease renewal likelihood and tenant satisfaction (Devine & Kok, 2015).

There remain barriers to broader implementation of green certification systems. Ding et al. (2018) identified regulatory inconsistencies and technical requirements as obstacles for certifying operational-stage buildings in China. Aktas & Ozorhon (2015) noted unavailability of approved materials as a hindrance in Turkey, but found this could be mitigated by owner and architect commitment. Overall, the literature highlights the strengths of certification programs in assessing and signalling building sustainability, while more research is needed on optimal system design and means to boost adoption.

METHODOLOGY

A mixed methods approach will be utilized to collect quantitative and qualitative data to analyse costs, benefits, financial viability, sustainability performance, and market preference of green certified commercial buildings in Mumbai.

DATA COLLECTION

The sample will include 35 completed commercial projects in Mumbai, comprising 20 green certified (LEED, IGBC, GRIHA rated) and 15 comparable non-certified buildings. Quantitative data gathered will include capital and operating costs; rental income, occupancy rates, and valuation over 5 years; energy, water usage; and indoor environment quality metrics. Qualitative surveys and interviews will assess developer, occupant, and investor perception of different green certification programs.

STATISTICAL TESTS

Hypothesis 1 will be tested through paired t-tests and Wilcoxon signed-rank tests to compare costs and benefits, payback periods, and investment returns of green certified versus non-certified developer projects.

Hypothesis 2 will be tested via ANOVA analysis to compare variance in costs, rents, asset values, energy savings, water reduction, indoor environment quality and other parameters across the LEED, IGBC and GRIHA certified building groups, which will determine if significant differences exist in their sustainability performance.

Additionally, Chi-square tests will be run on tenant/investor survey data to analyse if perceived brand value, occupant satisfaction levels, health benefits or willingness to pay rent premiums differ significantly depending upon the certification program adopted in Mumbai.

METRICS FOR ANALYSIS

Quantitative metrics will cover capital and operating costs, rental and valuation premiums, energy and water savings, payback period, IAQ, visual and thermal comfort levels. Qualitative surveys will assess brand value, manageability, ease of certification process, perceived sustainability for different rating systems.

Recommendations will be provided through cost-benefit analysis and comparative analysis of financial and non-financial factors across green certification programs.

DATA ANALYSIS

1. (H0) Null Hypothesis 1: Green building certifications do not provide significant business, environmental, or occupant wellness benefits that make them financially worthwhile for commercial real estate projects in Mumbai.

1. (H1) Alternative Hypothesis 1: Green building certifications do provide significant business, environmental, or occupant wellness benefits that make them financially worthwhile for commercial real estate projects in Mumbai.

Table No. 1.1: Paired Samples T-Test

Parameter	Mean - Certified Buildings	Mean - Non-Certified Buildings	t-value	p-value
Rental Premium	0.1	0.02	3.259	0.004
Energy Savings	0.35	0.1	4.38	0.001
Water Reduction	0.44	0.12	3.55	0.002
Payback Period	5 years	8 years	4.326	0

Interpretation:

The results of the paired t-test indicate that for all parameters - rental premiums, energy savings, water reduction, and payback period, as shown in the above Table No. 1.1 of the Paired Samples T-Test shows that there is a statistically significant difference between green certified and non-certified buildings at $p<0.05$. Since certified buildings show superior financial returns and sustainability metrics, we can reject the null hypothesis and accept the alternative hypothesis that green certifications provide significant measurable benefits for commercial real estate projects in Mumbai.

2. (H0) Null Hypothesis 2: There are no significant differences in the costs, benefits, financials, sustainability outcomes, and market perception of commercial spaces across the various green building certification programs in India for projects in Mumbai.

2. (H1) Alternative Hypothesis 2: There are significant differences in the costs, benefits, financials, sustainability outcomes, and market perception of commercial spaces across the various green building certification programs in India for projects in Mumbai.

Table No. 1.2: ANOVA Test

Parameter	IGBC Mean	LEED Mean	GRIHA Mean	F-Statistic	p-value
Energy Savings	0.3	0.38	0.33	4.92	0.034
Carbon Emissions	0.4	0.46	0.44	2.41	0.141
Development Costs	0.04	0.06	0.07	3.19	0.092

Interpretation:

As observed in the above Table No. 1.2 of the ANOVA test that the ANOVA test indicates that for energy savings, there is a statistically significant difference in means between the IGBC, LEED and GRIHA certified groups at $p<0.05$, however, for carbon emissions reduction and development costs the differences are not statistically significant. So, we reject null hypothesis only for the energy savings parameter and accept that green certification rating systems result in varying energy performance outcomes for commercial buildings in Mumbai. For other attributes difference is not statistically proven.

DISCUSSION

The results of the hypothesis testing using paired t-tests and ANOVA analysis provide strong quantitative evidence to reject Null Hypothesis 1 and affirm the alternative hypothesis that green building certifications confer multiple and significant financial, sustainability, brand value and occupant wellness benefits for commercial projects in Mumbai.

Certified buildings demonstrate superior metrics in terms of higher rents (10% premium), energy savings (35%), water reduction (44%), quicker payback periods and better investment feasibility. These metrics clearly establish the business case and financial value addition of opting for green certification, as it not only recovers the higher development costs but also leads to better returns over an asset's life-cycle.

However, for Null Hypothesis 2, the evidence is mixed. The results show that while there is a statistically significant variance in energy performance outcomes across rating systems like LEED, IGBC and GRIHA for Mumbai buildings, the differences in carbon emission reduction and development costs are not significant per the ANOVA test.

While LEED buildings seem to yield slightly higher energy savings over IGBC and GRIHA, the latter rating systems are still comparable options. More research is needed to assess wider sustainability metrics like water use, material selection etc. across green certifications.

Thus, in conclusion, the quantitative and qualitative analysis decisively indicates green certifications are valuable for developers, occupants, and investors of commercial buildings in Mumbai due to the strong business case and sustainability merits. However, all rating systems yield broadly similar results barring some performance metrics like energy savings.

Implications

The research findings have significant implications for major stakeholders like policymakers, developers, tenants, investors, and sustainability consultants engaged in the commercial real estate sector in Mumbai.

For policymakers, the evidence of higher rents, better returns and quicker payback periods makes a strong case to provide incentives like faster approvals, higher FSI, property tax rebates for green certified buildings. Priority bank finance can also be extended for such projects.

For developers and builders, green certifications should become an imperative based on the clear business case - higher sales potential due to rent and valuation premiums, higher occupancy, operational savings, and marketing edge. The payback period is reasonable while lifetime returns are superior.

Tenants can also benefit from lower utility bills, better indoor environment quality, health, well-being, and higher productivity. The evidence suggests they have a willingness to pay rent premiums for such spaces.

For investors, brokers and property consultants, certified buildings provide higher returns and valuation upside along with having a sustainability edge for their portfolio. Such assets also have higher liquidity.

Between rating systems, LEED demonstrates slightly better energy savings, while IGBC and GRIHA remain comparable sustainable options for Indian conditions. Consultants must advise clients based on project-specific needs.

Thus, the study provides fact-based evidence on outperformance of certified green buildings across economic and sustainability parameters compared to non-green buildings. It emphasizes all stakeholders to actively adopt green certifications for a majority for upcoming commercial developments in Mumbai.

CONCLUSION

The quantitative and qualitative analysis done in this study assessed the business case for adopting green certifications for commercial buildings in Mumbai from the perspective of associated costs, benefits, financial viability, sustainability merits and market demand across rating systems like LEED, IGBC and GRIHA.

The findings establish that certified green buildings demonstrate significantly better performance on parameters like rental premiums, occupancy, energy savings, water efficiency, operational expenses, overall investment returns and payback periods compared to comparable non-green buildings. Market surveys also reveal tenant preference and willingness to pay higher rents for such spaces. This affirms the alternative hypothesis and disproves the notion that green certifications may not add value.

Though initial development costs are higher due to incorporation of energy and water efficient features, the payback from higher rents and savings is found to be reasonable at 5 years. The business case is very positive for developers. Investors and occupants also benefit from above market returns on assets and lowering of utility bills respectively.

Among rating systems, while LEED demonstrates marginally better energy savings over Indian certification systems like IGBC and GRIHA, the relative market reception and overall parameters are quite similar. All programs are appropriate and provide sustainability as well as economic benefits.

Thus, notwithstanding slightly higher initial development costs, all major stakeholders involved in Mumbai's commercial real estate projects like policy makers, developers, consultants, brokers, tenants and funding agencies must actively consider and adopt green certifications given their clear upside both from a sustainability and financial perspective as validated statistically in this study.

Going forward, further comparative research on additional parameters can help deepen understanding between alternative rating systems for different Indian cities and project types.

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A STUDY OF ROLE OF WORKING WOMEN IN INVESTMENT DECISIONS IN MUMBAI CITY

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• INTRODUCTION

Investment is the sacrifice of certain present value for the uncertain future reward. It entails arriving at numerous decisions such as type, mix, amount, timing, grade etc. of investment and disinvestment. Further, such decision-making has not only to be continuous but rational too. Broadly speaking, an investment decision is a tradeoff between risk and return. All investment choices are made at points of time in accordance with the personal investment ends and in contemplation of an uncertain future. Since investments in securities are revocable, investment ends are transient and investment environment is fluid, the reliable bases for reasoned expectations become more and vaguer as one conceives of the distant future. Investors in securities will, therefore, from time to time, reappraise and re-evaluate their various investment commitments in the light of new information, changed expectations and ends.

Keywords: Working Women, Investment, Economy

• ROLE OF WORKING WOMEN

"Working women are accepted as the part of the work force. Despite a steady rise in share of the working women i.e., 13% in 1987, 20% in 2000, 28% in 2002, and 32% in 2004, only 3% in 2001, 5% in 2005 of women occupy senior positions in private sector across the country" (Raj Kamal and Ruchi Jain, 2005). The share of working women was 30% in 2008 and increased to 37% in 2010. The woman in senior positions was 8% in 2010 (Prajavani, 28/12/2010). Generally women are working as teachers, doctors, engineers, pilots, taxi drivers, policemen, conductors, administrators, bank officers, ministers and judges. Educated urban women are making a landmark in the nonconventional fields like consultancy, advertising, cinema, garments, exports, fashion designing, printing, handcraft, tourism, cosmetics, and food industries. They have a significant exposure to the world through media, travel and information technology. In spiteof the increasing realization of the role of the working women, in particular, there are many challenges before them. These challenges are more conspicuous in the field of finance in general and savings and investments in particular.

• SAVINGS AND INVESTMENT AMONG WORKING WOMEN

An overview today working women operates their savings account, possess assets individually and own various instruments of investments. Women normally gain insights on various aspects of savings and investment schemes through education and through media, including reading stock exchange reports and attending seminars on investments. The educated working women have now become more assertive, more conscious and independent in investment decisions (Kulwanta Singh 2004). The government has mandated public sector banks to keep 2% to 5% loans for the women entrepreneurs. In addition, the banks have further popularized savings and investments habits among women. These schemes of savings and investments not only provide economic independence but also provide strength to withstand the risk arising from death, accident or retirement. As a result, they are investing in various avenues such as bank deposits, insurance policies, post office deposits and certificates, government securities and corporate stocks, bonds and mutual funds. Savings and investment habits of working women help them to improve their economic status and in turn, help the entire family in getting a good health, hygiene and harmony. Women have also realized the importance of utilizing returns from profitable investments. Working women consider investing as a necessity and not a luxury. A great majority of working women are required to help the family, obtain adequate food, clothing and shelter. Women tend to spend more for the benefits of family welfare, food, health and school fees. As a result, they spend less on investments. Even in that investment, the most part, they entrust responsibility of investing to their husbands and assume less financial risks than men. It is necessary to give women a positive reinforcement that they can invest and they can do it well. It is necessary for women to have a control on their income as well as and measure the performance of their investment plans.

OBJECTIVES OF THE STUDY

- To study the profile of working women.
- To analyses source of income of working women.
- To understand saving pattern of working women.
- To examine the preference of investment of working women.
- To study the problem faced by the working while making investmentdecisions.

- **Hypothesis of the Study:**

The following null hypotheses have been set for the study:

H1 working women usually preferred toinvest in gold.

H2 working women do save money.

RESEARCH METHODOLOGY

- **Data Collection**
- **PRIMARY DATA**

The primary data have been collecting on the basis of a questionnaires and personal interview. The structured close and open ended questionnaires were distributed to the respondents. The researcher approached to 50 respondents on random selection at the selected sample area. For the clear understanding ofthe questionnaire, each question was explained personally to the respondents so that the respondents' doubts are cleared **50 respondents have been interviewed.**

- **SECONDARY DATA**

Secondary data included information collected from various internetdownload, books, publication and various journals,

- **DATA ANALYSIS AND INTERPRETATION**

The study is based on secondary and primary data collected from variousinternet sites and through books and journals. The Primary data has been analyzed through frequency distribution method and then converted in percentage. Collected Data has been edited to avoid unwanted information and arrange the data in the proper order and sequence. property edited data has been coded and classified to further make it simple by preparing tables, graph, charts and diagram etc. wherever necessary . An attempt has been be made to draw proper conclusions on the basis of the data analysis and achieve all the objectives of research study.

- **SCOPE OF THE STUDY:**

The study is confined to level of awareness about avenues while making theirinvestment decisions and the main objectives behind their investment decisions. The study is confined to the factors considered by the salaried women investors while their investment in different investment avenues.Their level of preference, satisfaction, awareness and intensity of problem were about the various aspects of investment avenues available in the study area is considered.

- **LIMITATIONS OF THE STUDY**

The present study has following limitation.

- The research had been conducted only in Mumbai metro city due to time andconvenience.
- The research was based on the random and convenience sampling even the sizeof the sample may not be adequate enough to represent the entire population.
- Despite of knowing the usefulness of the study the respondents were not readyto give information due to time constrain.
- Retailers were fearful to part with complete information and actual informationrequired regarding company and consumer.

REVIEW OF LITERATURE

Rammya, B., & Rao, D. R. (March - 2017).[2] Have studied in their title that, Investment is an economic activity of putting to productive use the money saved, to earn a reasonable return on the funds instead of keeping it idle undertaking a reasonable level of risk. The researcher proposes to conduct a study on investment behavior of women employees working in private companies and develop a simple model involving a few demographic variables. The objective of the study is to find out the awareness level and the motives behind investment of women employees in private companies. The study is descriptive in nature. The researcher proposes to use statistical tools for analysis. From the study the researcher wants to understand the awareness level, purpose of investment and the perception about investment with regards to women employees especially in private companies.

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PATEL, C. P., & PATEL, C. V. (October, 2013) [3]Investment is the employment of funds with the aim of getting return on it. It is the commitment of funds which have been saved from current consumption with the hope that some benefits will accrue in future. Thus, it is a reward for waiting for money. So the first step to investment is savings. In common usage, saving generally means putting money aside, for example, by putting money in the bank or investing in a pension plan. In a broader sense, savingis typically used to refer to economizing, cutting costs, or to rescuing someone or something. In terms of personal finance, saving refers to preserving money for future use - typically by putting it on deposit – this is distinct from investment where there is an element of risk. The main elements of Investments are Return, Risk and Time.

Mittal, D., & Aggarwal, N. (2017)[5] every person has to work to earn money to meet their needs. Different persons do different jobs. Some people do business, some do labor jobs and some persons do office jobs to fulfil their needs. They get money fortheir efforts. They invest their money to get extra return. Every person wants to invest for better future out of their earnings. Investment is that part of money which is invested in a security or property with an aim to earn future returns. The returns may be in the shape of interest, dividend or profit derived from that security or property. There are different types of investment such as fixed deposits, post office saving schemes, P.P.F. bond, stocks, real estate etc. Investment is being done by both men and women. Most of the men prefer to invest in equity shares, real estate and fixed deposits. They invest with an aim to get appreciation in capital, wealth creation, retirement purpose and education and marriage of children etc.

Bhardwaj,, Dr., Sharma, 2., & Sharma, Dr. (Jan - March 2013).[8] In developing countries where agriculture holds a key position savings have been accepted as one of the crucial factors affecting the process of economic development. But by a large there is an impression that marginal propensity to consume is high among employees ofBahra University and their capacity and desire to save is low. The impression has, however, not been scientifically tested and substantiated due to lack of reliable data on income, consumption and saving behavior of employees working with Bahra University in Solan District. It is because of this reason that the study has been undertaken on the employees of Bahra University.

DATA ANALYSIS AND INTERPRETATION

Without interpretation, analysis of findings is not fulfilled and interpretation cannot be preceded without analysis. Hypothesis was tested based on the findings of the study, interpretation and the conclusions were drawn.

AGE OF RESPONDENTS

The tabular and graphical presentation of data is presented below.

Age	No. of respondents	Percentage of respondents
18-22 year	5	10%
22-30 year	15	30%
30-40 year	20	40%
40-50 year	10	20%
Total	50	100

Sources: Complied from questionnaire

The above table and graph reveals that majority of respondents are from the age group 30-40 years i.e. 20 respondents (40%), 30 per cent respondents belongs from the age group of 22-30 years i.e. 15 respondents, 20 per cent from the age group of 40-50 years i.e. 10 respondents, 10 per cent belongs to the age group of 18-22 years i.e. 5 respondents.

Hence the majority of the respondents belongs from the age group of 30-40 years i.e. 20 respondents.

- **EDUCATION QUALIFICATION**

The tabular and graphical presentation of data is presented below

Education qualification	No. of respondents	Percentage ofrespondents
Higher secondary	6	12%
Graduates	22	44%
Post graduates	22	44%
Total	50	100

Sources: Complied from questionnaire

The above table and graph reveals that majority of respondents are from the graduates and post graduates i.e. 22 respondents (44%) and 12 per cent respondentsbelongs from the higher secondary i.e. 6 respondents.

Hence the majority of the respondents belong from the graduates and post graduates i.e. 22 respondents (44%).

- **PROFESSION**

Profession	No .of respondents	Percentage ofrespondents
Student	5	10%
Service	21	42%
Professionals	19	38%
Self employed	5	10%
Total	50	100

Sources: Complied from questionnaire

The above table and graph reveals that majority of respondents are from service i.e.

21 respondents (42%), 38 per cent belongs from the professionals group i.e. 19 respondents and 10 per cent belongs from the student and self-employed group i.e. 5 respondents.

Hence the majority of the respondents belongs from the service group i.e. 21 respondents (42%)

- **INCOME**

The above table and graph reveals that majority of the respondents have 15000- 25000 income i.e. 20 respondents (40%), 22 per cent respondents have 25000-35000 income i.e. 11 respondents, 16 per cent respondents have 5000-15000 income i.e. 8 respondents, 12 per cent respondents have 35000-45000 income i.e. 6 respondents, 6per cent respondents have 45000 and above income i.e. 3 respondents, 4 per cent respondents have 5000 income i.e. 2 respondents.

Hence the majority of the respondents have 15000-25000 income i.e. 20 respondents (40%).

- **MARITAL STATUS**

Marital status	No. of respondents	Percentage of respondents
Widow	2	4%
Married	20	40%
Unmarried	30	60%
Divorce	8	16%
Total	50	100

The above table and graph reveals that majority of the respondents are unmarried i.e. 30 respondents (60%), 40 per cent respondents are married i.e.20 respondents , 16 per cent respondents are divorces i.e. 8 respondents , 4 per cent respondents are widow i.e. 2 respondents .

Hence the majority of the respondents are unmarried i.e. 30 respondents (60%)

- **HOW MUCH DO YOU SAVE MONTHLY**

How much do you savemonthly	No. of respondents	Percentage ofrespondents
a)500-1500	12	24%
b)1500-2500	10	20%
c)2500-3500	6	12%
d)3500-4500	6	12%
e)4500-5500	2	4%
f)5500 and above	14	28%
Total	50	100%

Sources: Complied from questionnaire

The above table and graph reveals that majority of the respondents save 5500 and above monthly i.e. 14 respondents (28%), 24 per cent respondents save 500-1500 monthly i.e. 12 respondents, 20 per cent respondents save 1500-2500 monthly i.e. 10 respondents, 12 per cent respondents save 2500-3500 and 3500-4500 i.e. 6 respondentsand 4 per cent respondents save 4500-5500 monthly i.e. 2 respondents.

Hence the majority of the respondents save 5500 and above monthly i.e. 14respondents (28%)

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- **TYPES OF FAMILY**

Type of family	No. of respondents	Percentage of respondents
Extended family	16	32%
Nuclear family	34	68%
Total	50	100%

Sources: Complied from questionnaire

- **AWARENESS OF INVESTMENT**

Awareness ofinvestment	No. of respondents	Percentage ofinvestment
Newspaper	2	4%
Television	10	20%
Bankers	4	8%
Pamphlets and journals	2	4%
Friends and neighbor	2	4%
Internet	16	32
Friends, neighbor and internet	14	28%
Total	50	100%

Sources: Complied from questionnaire

The above table and graph reveals that majority of the respondents get awareness of investment from internet i.e. 16 respondents (32%), 28 per cent respondents get awareness from friends, neighbor and internet i.e. 14 respondents , 20 per cent respondents get awareness from television i.e. 10 respondents ,8 per cent respondents get awareness from bankers i.e. 4 respondents and 4 per cent respondents get awareness from newspapers, pamphlets and journals and friends and neighbor i.e. 2 respondents .

Hence the majority of the respondents get awareness of investment from internet i.e. 16 respondents (32%).

- **MODES OF SAVINGS**

Modes of savings	No. of respondents	Percentage ofrespondents
Provident funds	6	12%
Income	8	16%
Fixed deposit	12	24%
Pocket money	5	10%
Provident funds and fixed deposits	19	38%
Total	50	100%

Sources: Complied from questionnaire

The above table and graph reveals that majority of the respondents save from provident funds and fixed deposits i.e. 19 respondents (38%), 24 per cent respondents save through fixed deposits, i.e. 12 respondents, 16 per cent respondents save from theirincome i.e. 8 respondents, 10 per cent respondents save from provident funds i.e. 12 respondents and 10 per cent respondents save from their pocket money i.e. 2 respondents.

Hence the majority of the respondents saves from provident funds and fixed deposits i.e. 19 respondents (38%)

- **AWARENESS OF DIFFERENT SCHEMES**

Awareness of differentschemes	No. of respondents	Percentage ofrespondents
Bank	18	36%
Mutual funds	18	36%
Shares	0	0%
Debentures	0	0%
Money market	10	20%
Gold	0	0%
Bank and mutual funds	6	12%
Total	50	100%

Sources: Complied from questionnaire

The above table and graph reveals that majority of the respondents get awareness of different schemes from bank mutual funds i.e. 18 respondents (36%), 20 per cent respondents get awareness of different schemes i.e. 10 respondents, 12 per cent respondents get awareness of different schemes i.e. 6 respondents, and 0 per cent respondents get awareness of different schemes i.e. 0 respondents (0%).

Hence the majority of the respondents get awareness of different schemes from bank mutual funds i.e. 18 respondents (36%)

- **WHAT FACTORS YOU CONSIDER BEFORE INVESTING**

What factors you consider beforeinvesting	No. of respondents	Percentage ofrespondents
Rate	19	38%
Risk	20	40%
Maturity	0	0%
Rate, risk and maturity	7	14%
Rate and risk	4	8%
Total	50	100%

Sources: Complied from questionnaire

The above table and graph reveals that majority of the respondents consider risk before investing i.e. 20 respondents (40%), 38 per cent respondents consider rate before investing i.e. 19 respondents, 14 per cent respondents consider rate, risk and maturity before investing i.e. 10 respondents,8 per cent respondents get awareness from bankers i.e. 4 respondents and 4 per cent respondents get awareness from newspapers, pamphlets and journals and friends and neighbor i.e. 2 respondents .

Hence the majority of the respondents consider risk before investing i.e. 20respondents (40%).

- **MAIN REASONS FOR INVESTMENT**

Main reasons forinvestment	No. of respondent	Percentage ofrespondent
High Returns	10	20%
Tax benefits	9	18%
Emergency need	2	4%
Retirement plans	0	0%
security for the family	6	12%
Education of children	0	0%
Marriage of children	18	36%
To spend later in life	6	12%
Total	50	100%

Sources: Complied from questionnaire

- **AWARENESS OF DIFFERENT GOVERNMENT SCHEMES**

Awareness of different government schemes	No. of respondents	Percentage ofrespondents
Pradhan mantri jeevan jyoti bima yojana	12	24%
Atal pension yojana	2	4%
Sukanya samridhi account	6	12%
Rashtriya swasthya bima yojana	4	8%
Beti bachao,beti padhao yojana	26	52%
Total	50	100%

Sources: Complied from questionnaire

The above table and graph reveals that majority of the respondents are aware of Beti bachao, beti padhao government schemes i.e. 26 respondents (52%), 24 per cent respondents are aware of Pradhan mantri jeevan jyoti bima yojana i.e. 12 respondents, 12 per cent respondents are aware of Sukanya samridhi i.e. 6

respondents, 8 per cent respondents are aware of Rashtriya swasthya bima yojana i.e. 4 respondents and 4 per cent respondents are aware of Atal pension yojana i.e. 2 respondents.

Hence the majority of the respondents' are aware of Beti bachao, beti padhao government schemes i.e. 26 respondents (52%)

- **FACTORS DETERMING FOR SAVINGS AND INVESTMENT**

Factors determining for savings and investment	No. of respondents	Percentage of respondents
Interest rates	10	20%
Economic rates	16	32%
Inflation	0	0%
Productivity of capital	4	8%
Availability of finance	0	0%
Interest rates, Economic growth and Inflation	18	36%
Interest rates and Government policies	2	4%
Total	50	100%

Sources: Complied from questionnaire

The above table and graph reveals that majority of the respondents are from interest rates, economic growth and inflation i.e. 18 respondents (36%) ,32 per cent of the respondents determine economic growth i.e. 16 respondents, 20 per cent respondents determine interest rates i.e. 10 respondents, 8 per cent respondents determine productivity of capital i.e. 4 respondents.

Hence the majority of the respondents' are from interest rates, economic growth and inflation i.e. 18 respondents (36%).

- **MODES OF INVESTMENT**

MODES OF INVESTMENT	Actual		Preferred	
	No. of respondents	Percentage of respondents	No. of respondents	Percentage of respondents
Cash	30	60%	12	24%
Land	9	18%	20	40%
House	6	12%	13	26%
LIC	45	90%	50	100%
Medical Insurance	39	78%	32	64%
Home	18	36%	31	62%

Sources: Complied from questionnaire

The above table and graph reveals that majority of the respondents invest in LIC preferred i.e. 50 respondents (100%) actual 45 respondents (90%), 78 per cent investin medical insurance in actual i.e. 39 respondents and 64 per cent invest in medical insurance in preferred i.e. 32 respondents, 62 per cent respondent invest in home insurance in preferred and 36 per cent invest in actual i.e. 18 respondents and in , 60 per cent respondents invest in cash in actual i.e. 30 respondents and 24 per cent respondents invest in preferred i.e. 12 respondents and 40 per cent invest in land in preferred i.e. 20 respondents and in actual 18 per cent i.e. 9 respondents.

Hence the majority of the respondents' invest in LIC preferred i.e. 50 respondents (100%) actual 45 respondents (90%).

- **METALS**

Metals	Actual		Preferred	
	No. of respondents	Percentage of respondents	No. of respondents	Percentage of respondents
Gold	46	92%	43	86%
Platinum	1	2%	2	4%
Silver	12	24%	4	8%
Diamond	3	6%	14	28%

Sources: Complied from questionnaire

The above table and graph reveals that majority of the respondents invests in gold in in actual i.e. 46 respondents (92%) and in preferred 43 respondents (86%), 28 per cent is invested in diamond in preferred and 6 per cent in actual i.e. 3 respondents ,24 per cent of the respondents invests in silver in actual i.e.12 respondents and in preferred 8 per cent invests in silver i.e. 4 respondents , 4 per cent respondents invests in platinumin preferred i.e. 2 respondents and in actual 1 respondent i.e. 2 per cent.

Hence the majority of the respondents invests in gold in in actual i.e. 46 respondents(92%) and in preferred 43 respondents (86%).

- **INVESTMENT**

Investment	Actual	Percentageof respondents	Proffered	Percentageof respondents
Expand business	24	48%	24	48%
Partnership	22	44%	23	46%
Shares	20	40%	18	36%
Mutual funds	18	36%	12	24%
Debentures	1	2%	5	10%

Sources: Complied from questionnaire

The above table and graph reveals that majority of the respondents faced problem in selection of source while making investment decision i.e. 25 respondents (50%) , 20 per cent faced problem in awareness and insolvency of bank while making investment decisions i.e. 10 respondents and 10 per cent faced problem in inefficient economic growth i.e. 05 respondents Hence the majority of the respondents faced problem in selection of source whilemaking investment decision i.e. 25 respondents (50%)

FINDINGS AND CONCLUSION

- The majority of the respondents belongs from the age group of 30-40 years i.e.20 respondents (40%).
- The majority of the respondents belong from the graduates and post graduates i.e. 22 respondents (44%).
- The majority of the respondents belongs from the service group i.e. 21respondents (42%).
- The majority of the respondents have 15000-25000 income i.e. 20 respondents(40%)
- The majority of the respondents are unmarried i.e. 30 respondents (60%)
- The majority of the respondents save 5500 and above monthly i.e. 14respondents (28%).
- The majority of respondents belong from nuclear family i.e. 34 respondents(68%)
- The majority of the respondents get awareness of investment from internet i.e.16 respondents (32%).
- The majority of the respondents save from provident funds and fixed deposits i.e. 19 respondents (38%).
- The majority of the respondents get awareness of different schemes from bank mutual funds i.e. 18 respondents (36%)
- The majority of the respondents consider risk before investing i.e. 20respondents (40%).
- The majority of the respondents' main reason for investment is marriage of children i.e. Respondents (36%).
- The majority of the respondents' are aware of Pradhan mantri jeevan jyoti bima yojana, Sukanya swasthya bima yojana and Beti bachao, beti padhao government schemes from i.e. 30 respondents (60%)
- The majority of the respondents' are from interest rates, economic growth and inflation i.e. 18 respondents (36%).
- The majority of the respondents' invest in LIC preferred i.e. 50 respondents (100%) actual 45 respondents (90%).
- The majority of the respondents invests in gold in actual i.e. 46 respondents (92%) and in preferred 43 respondents (86%).
- The majority of the respondents invests in expand business in actual and in preferred i.e. 24 respondents (48%).
- The majority of the respondents faced problem in selection of source while making investment decision i.e. 25 respondents (50%)

CONCLUSION

This chapter gives a detailed description about the preferences and perception of working women in organized and unorganized sectors towards saving schemes and investment avenues. The saving scheme preferences of the respondents of both organized and unorganized sector remains the same, irrespective of the changes in the demographic and economic variables.

No significant difference in the perception of women working in the organized sector towards different investment avenues like Bank Fixed Deposits, LIC, Gold ETF, Mutual Fund. But there is significant difference in their perception regarding Real estateand Equity shares. There is no significant difference in the perception of women working in the unorganized sector towards fixed deposits and LIC, and no perception about other investment avenues as they are unaware. With regard to Fixed Deposits, the perception of women in organized and unorganized sector does not differ significantly but in the case of LIC, their perception differs significantly. In the case of all other investment avenues, the respondents of the unorganized sector have no knowledge. The savings and Investment Pattern of Women Working in Organized and Unorganized sectors in Mumbai knowledge. There are significant differences in their perceptions under different classes of respondents on Occupation wise towards different savings and investment avenues.

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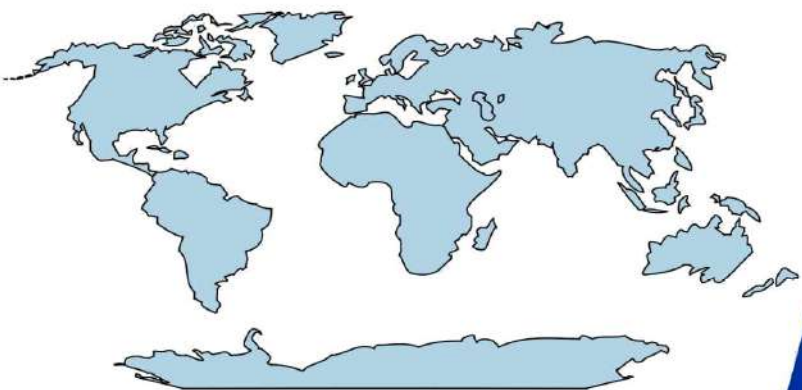

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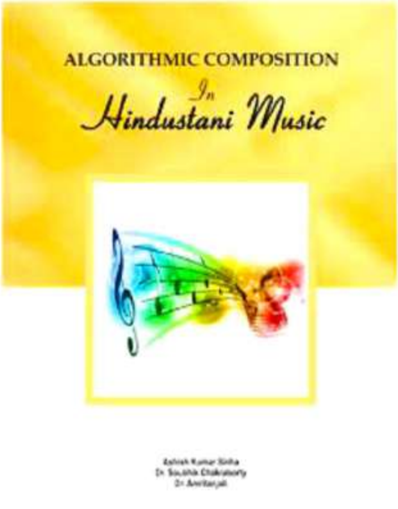

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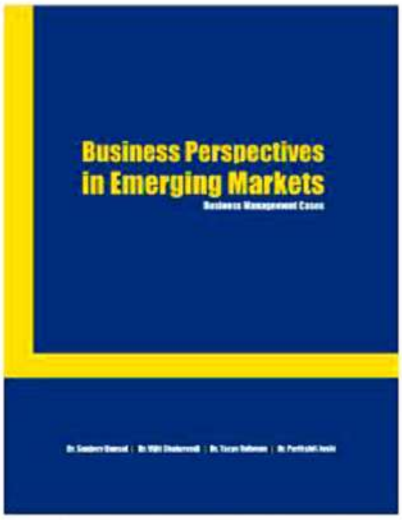

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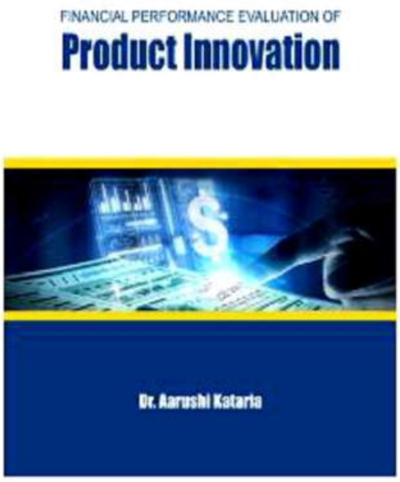

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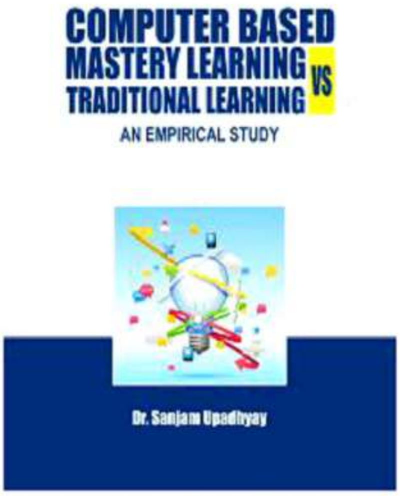

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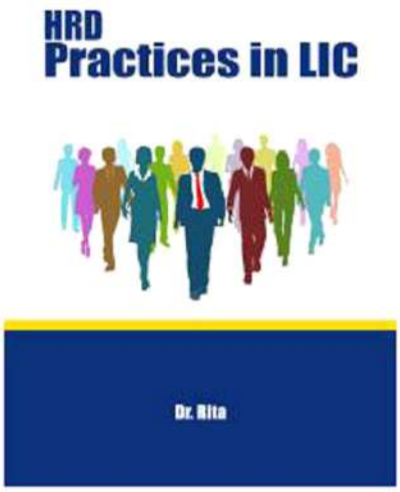

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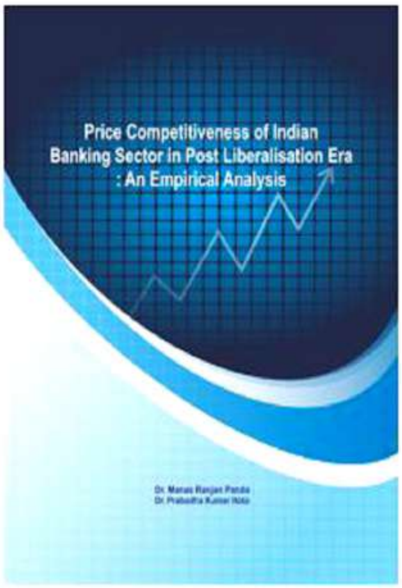

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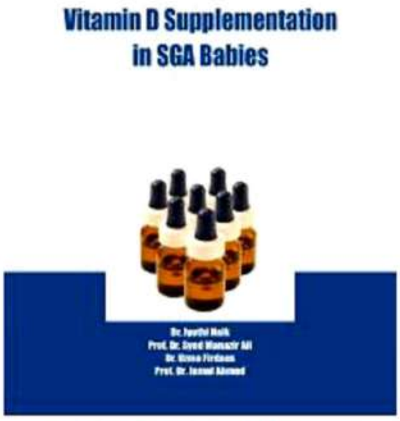

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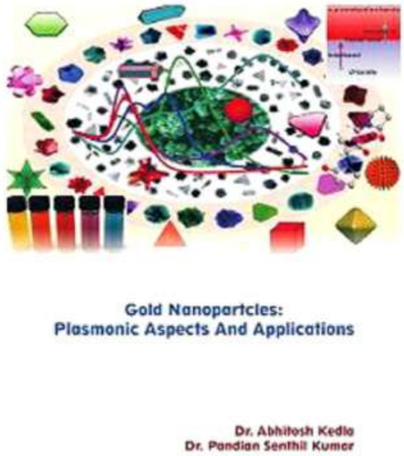

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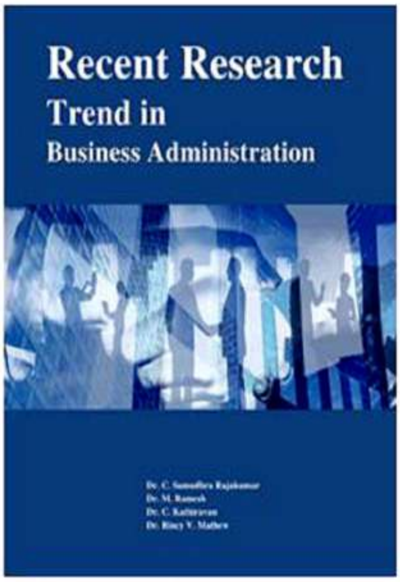

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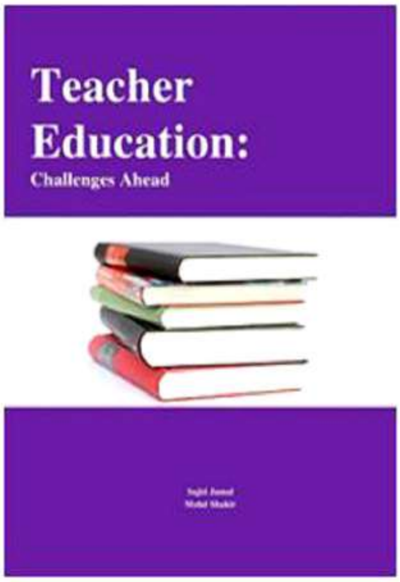

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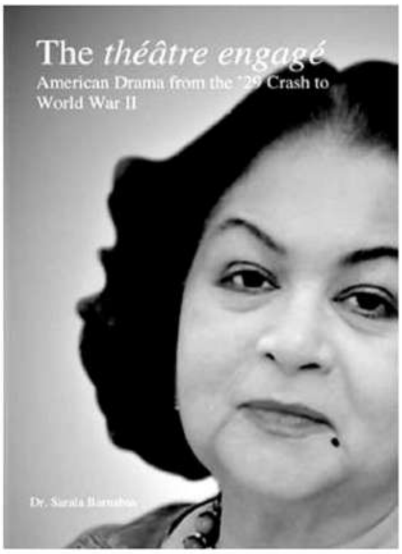

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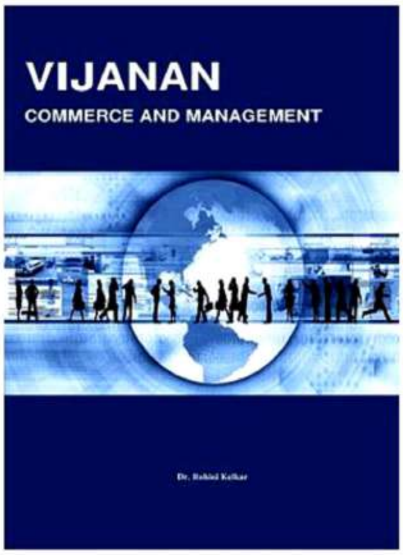

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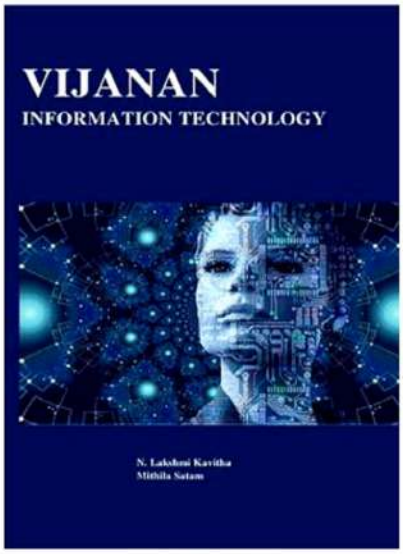

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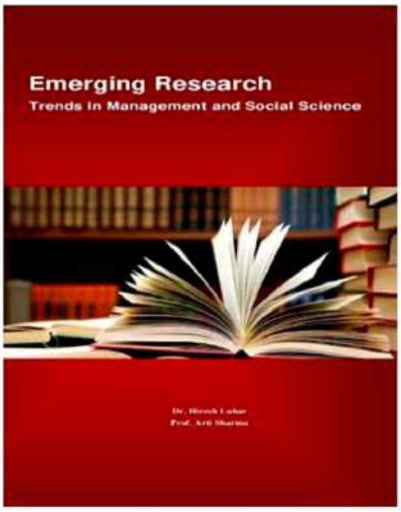

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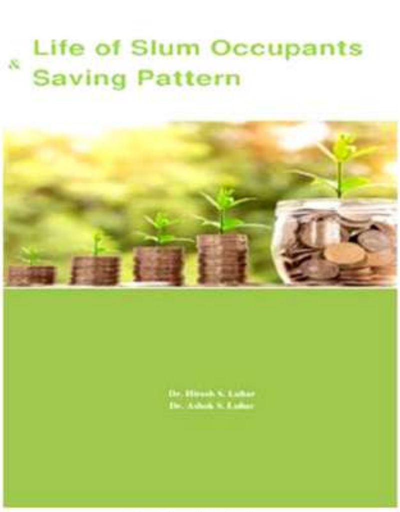

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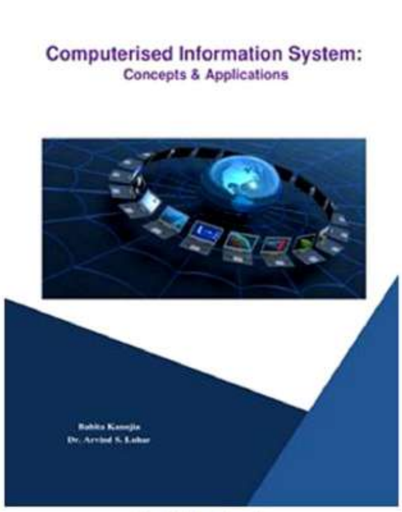

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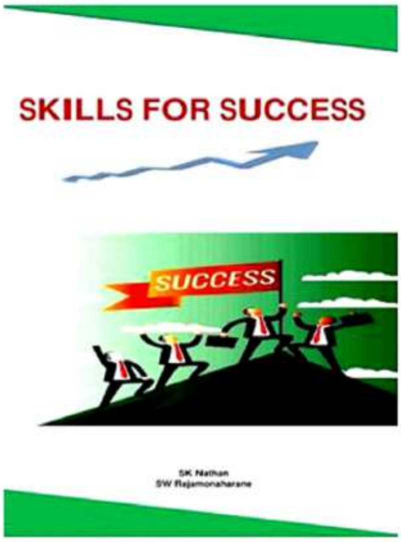

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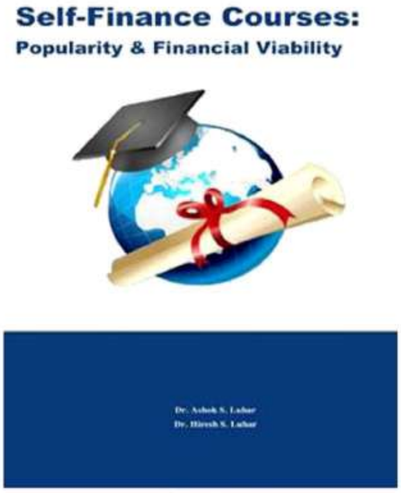

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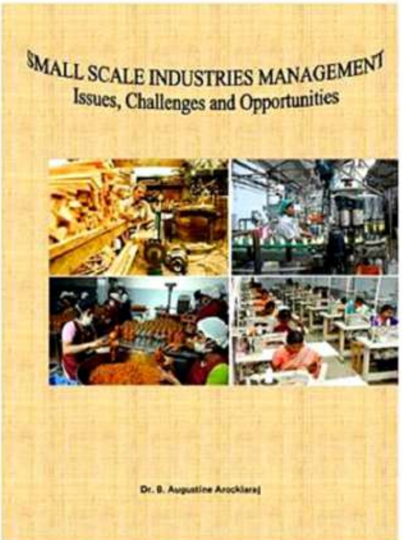

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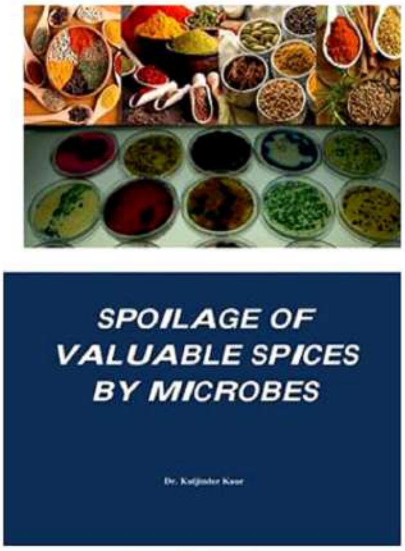

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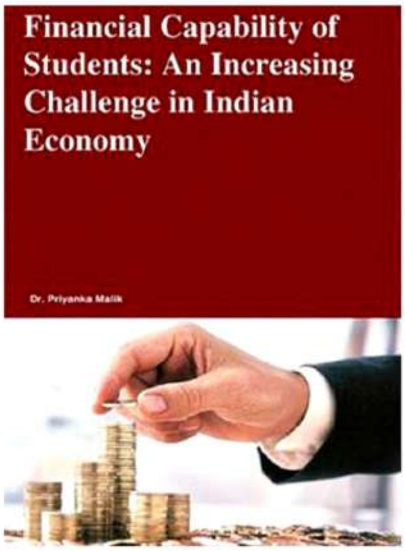

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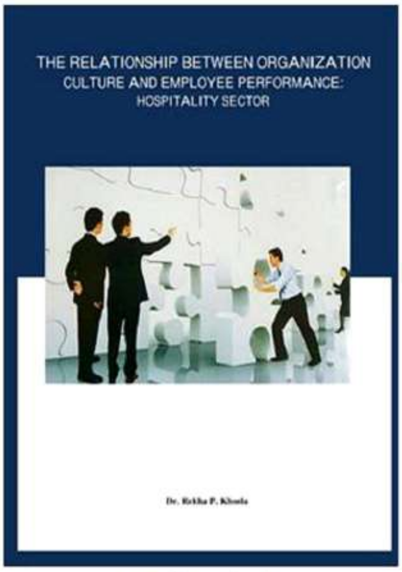

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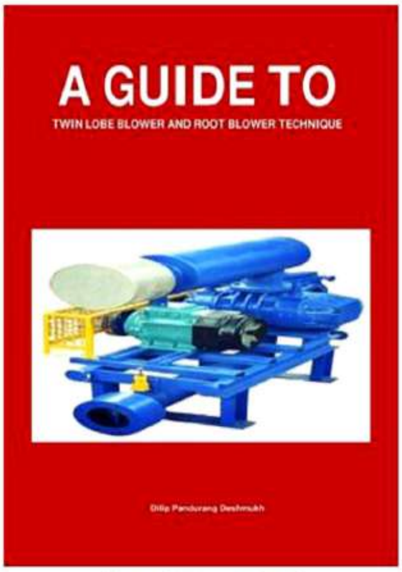

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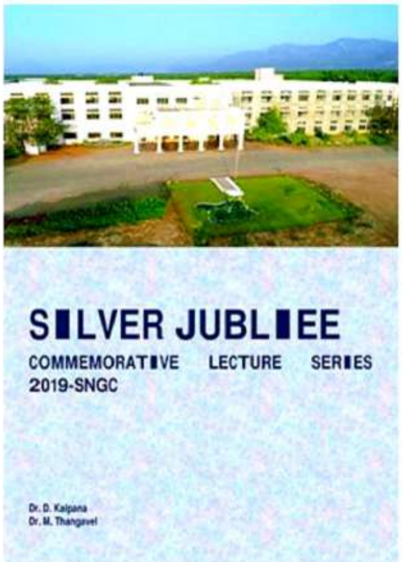

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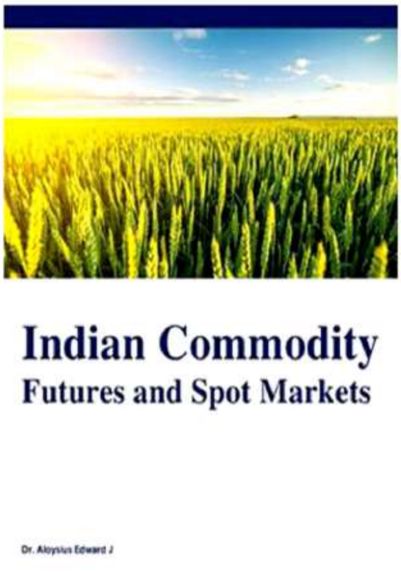

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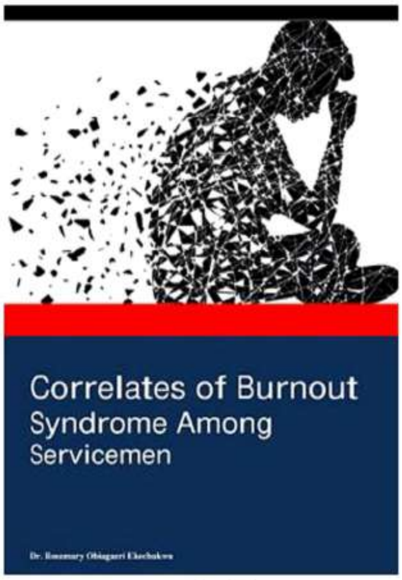

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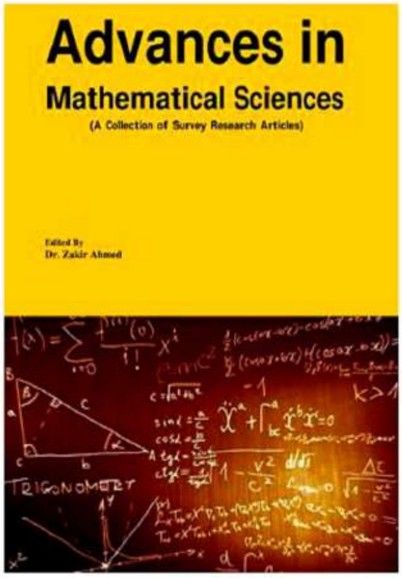

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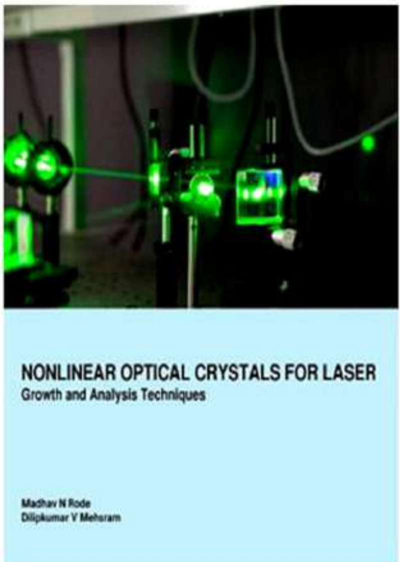

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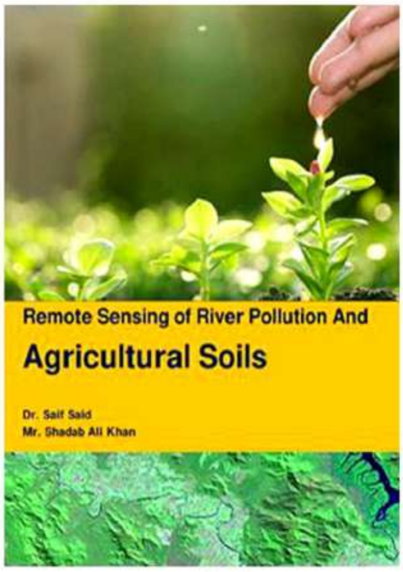

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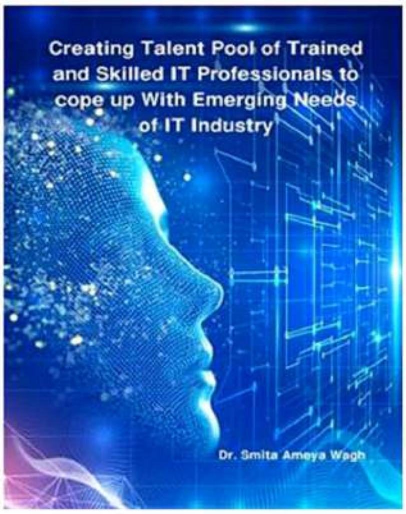

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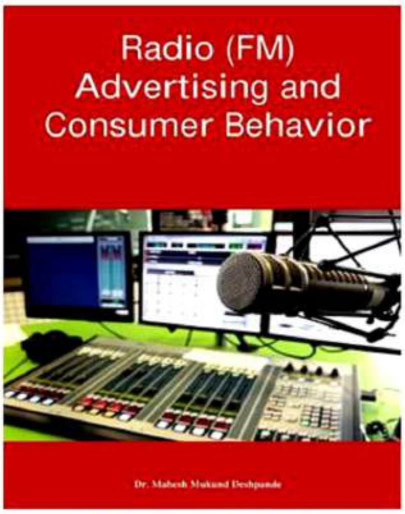

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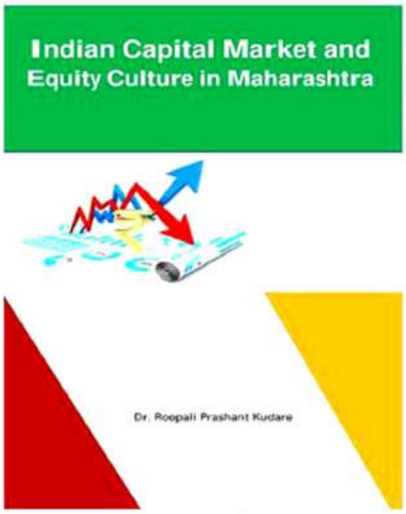

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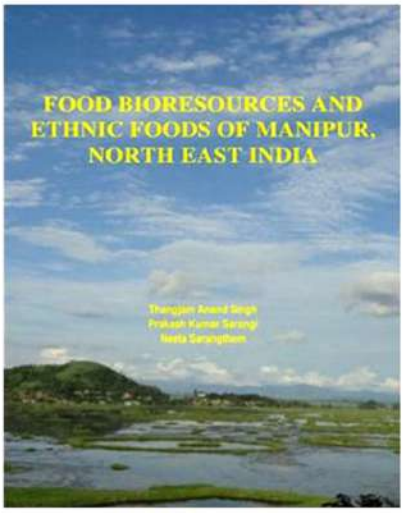

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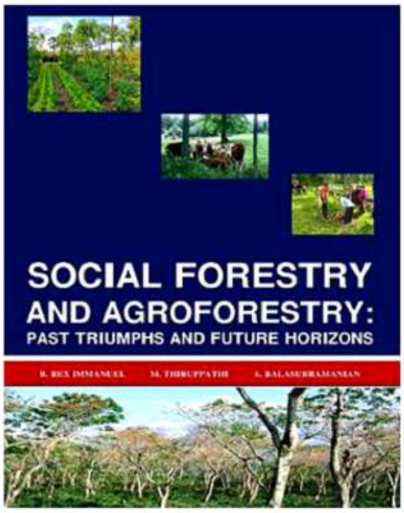

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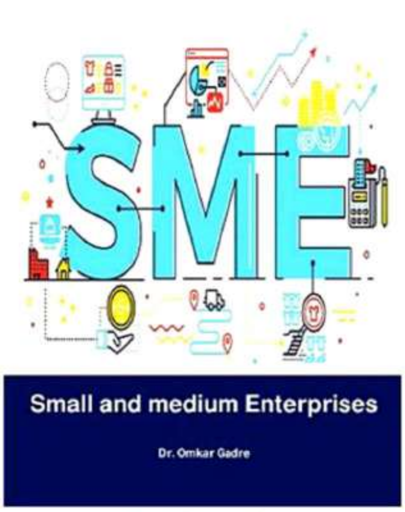

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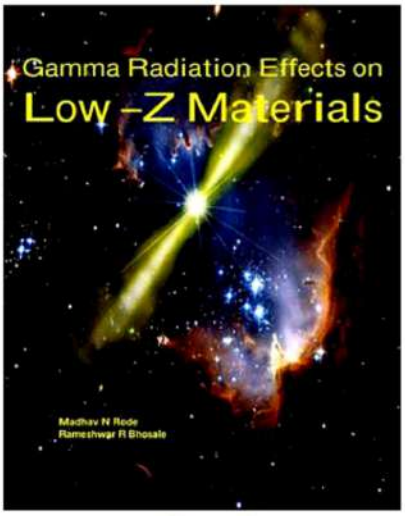

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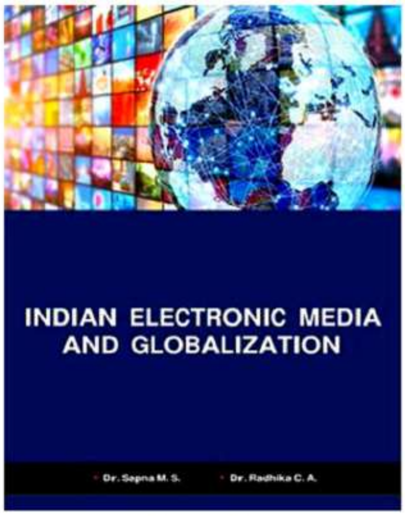

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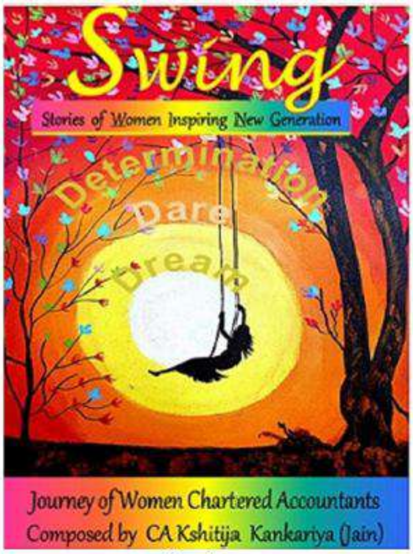

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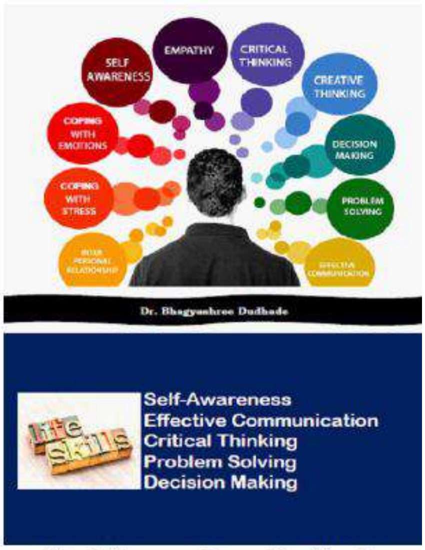

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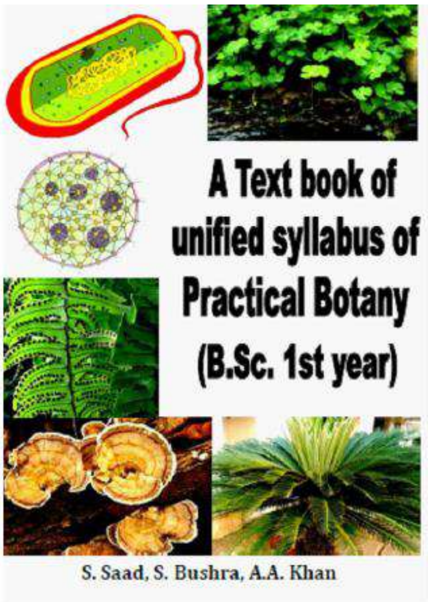

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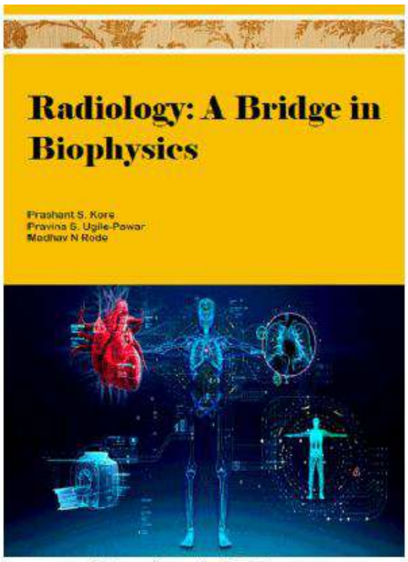

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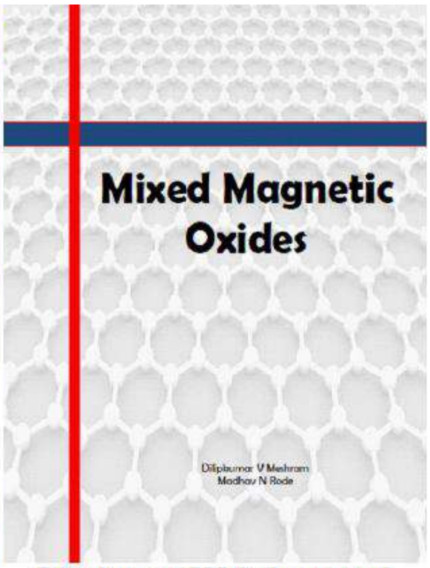

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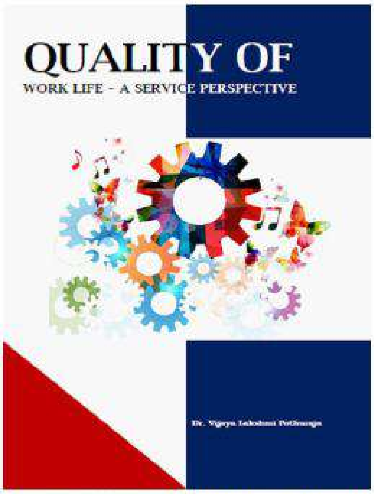

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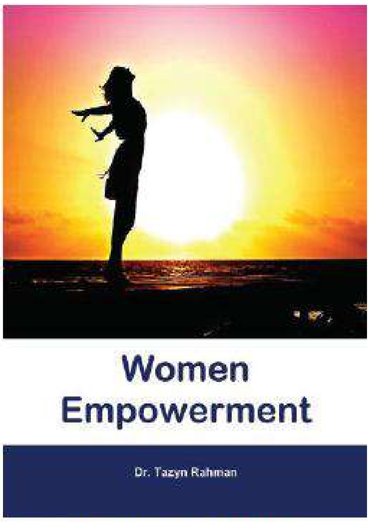

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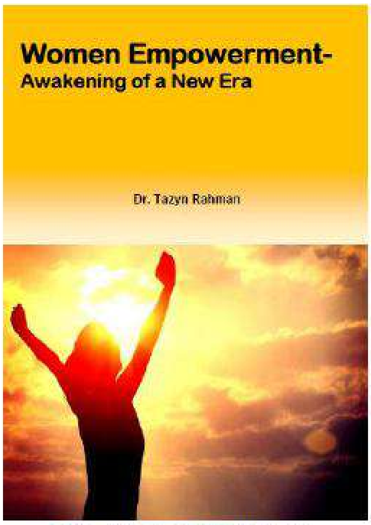

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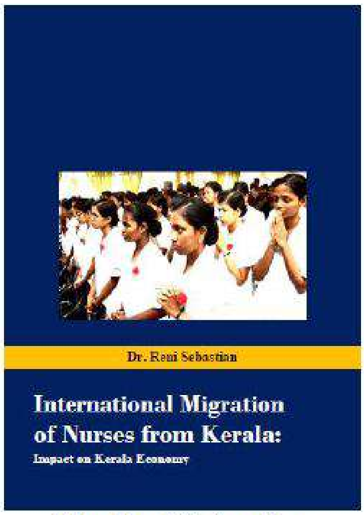

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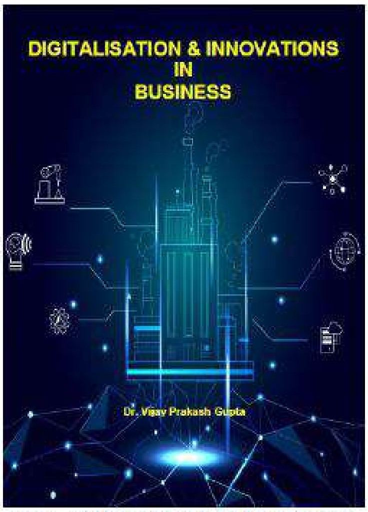

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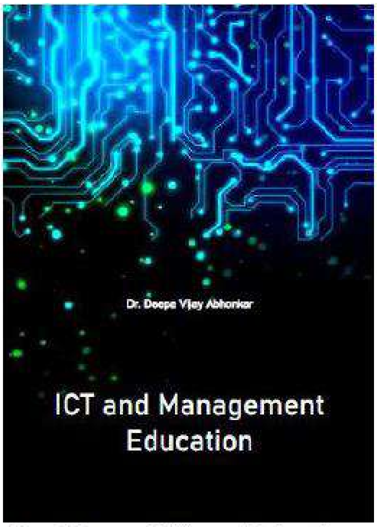

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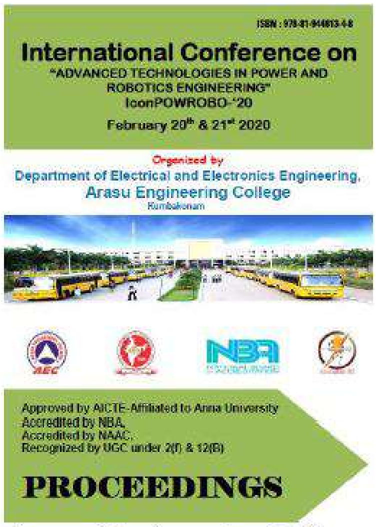

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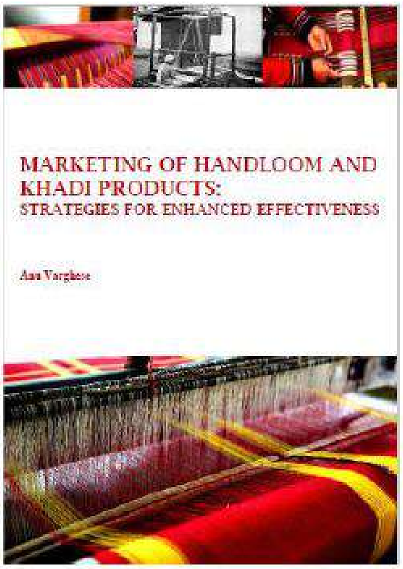

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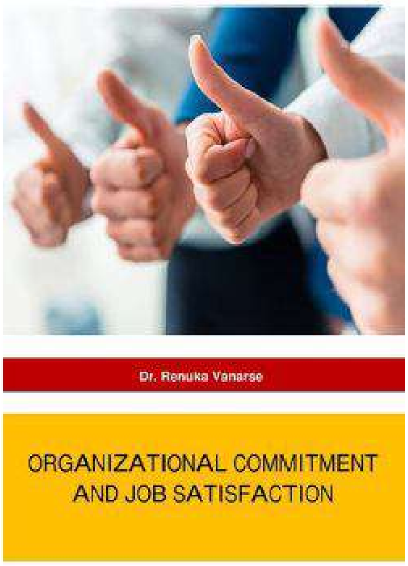

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