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ONE DAY MULTI-DISCIPLINARY INTERNATIONAL CONFERENCE
ON

“NEW HORIZON IN BUSINESS AND ECONOMICS IN THE LIGHT
OF DIGITAL WORLD”

ORGANIZED BY



NKES College of Arts, Commerce & Science

Wadala (W), Mumbai

(IN ASSOCIATION WITH UNIVERSITY OF MUMBAI)

On 27th April, 2019



About National Kannada Education Society (NKES)

The National Kannada Education Society (NKES), is a Charitable Public Trust, who are from various background like Academics, Arts, Science & Engineering field have been associated with the Trust for past 50 years. The NKES, was founded in 1939, at the initiative of Sir .M. Visveswaraya, and is now in its 80th year of dedicated service in the field of education.

NKES has now embarked on imparting certified Skill Development Courses for the students who pass out of SSC & HSC. The Society has started the Degree College of Arts, Commerce & Science from 2018-2019 offering the courses like B.Com, BAF, BMM & BMS. From the academic year 2019-20, the Junior College of Arts & Science will be starting which is duly approved by the Govt. of Maharashtra.

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About Conference

Digital flows – which were practically non-existent just 15 years ago - now exert a larger impact on GDP growth than the centuries-old trade in goods.

And although this shift makes it possible for business to reach international markets with less capital-intensive business models, it poses new risks and policy challenges as well.

This conference aims at understanding new horizons in business and economics in the light of digital world. The conference will provide a platform to the participants to express their views and give a different dimensions to the entire process of digitalisation.

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FROM THE PRESIDENT DESK



Mr. Parthsarathi Naik
(President)

On behalf of the entire managing committee we welcome the participants presenting the Research papers on “New Horizon in Business and Economics in the light of Digital World” on 27th April, 2019. It gives us great pride and pleasure that this International conference is being organised by the NKES College of Arts, Commerce and Science which is still in its infancy, in collaboration with Mumbai University.

The National Kannada Education Society (NKES) which runs the NKES group of Institutions including the NKES College of Arts, Commerce and Science is a 80 year old Trust dedicated to empowering the young with modern education.

Today we are living in an age driven by Digital Technology. which has made immense possibilities in the world of business and economics. Instant communication, tons of data and social media reach have enabled sky rocketing growth in a vast majority of companies and educational institutions, who have been able to recognise the opportunity and have been able to adapt to and adopt the change quickly. We in NKES have always been encouraging and adaptive to modern, creative and innovative technology. We have wholeheartedly embraced the new world of digital order in servicing the society of this millennium through our budding future professionals.

This conference aims at providing a platform for like minded to come together and discuss the immense probabilities that modern digital world has to offer to the current & future generation of businesses. Needless to say, every new technology does have its flip side. There is always an ingrained risk factor. These views can also find expression on this platform.

Best wishes to one and all participating in this conference. We hope that this healthy exchange of views provides a better insight into the forces that are going to drive the future economy of this great country.

Mr. Parthsarathi Naik
President
N K E Society

FROM THE PRINCIPAL'S DESK



Welcome to the digital world and the digital era of business

Every industry has or is undergoing a significant digital transformation. Multiple organizations and entire industries are being forced to re-invent the way they do business.

According to the new SAP eBook, *The Digital Economy: Reinventing the Business World*, companies that don't adjust to the growing networked economy risk becoming irrelevant in their industry.

Digital technology and the Internet of Things (IoT) are transforming the business world at an astonishing rate. This is creating immense opportunities for companies who are quick to adopt digital innovations, but it's also causing industry disruption and creating challenges for businesses that are slow to react.

Business leaders who see new competitors move into their traditional markets are driven to make their companies more agile in order to respond. Our conference will be an insight into how the businesses move beyond the digital enterprise, and become successful in the expanding digital economy.

According to the Digitalist Mag there are three pillars of the digital economy:

Real-time business: The pace of business is accelerating quickly and it's elevating the expectations of everyone involved, from the supplier right to the end customer.

Business innovation: As organizations strive to do business in real time, innovative products, processes, and business models develop. This creates a need for change internally and externally, and makes collaboration vital.

Business agility: What businesses need to do to stay current, responsive, and agile.

It is of high importance to know that where do we stand in the digital economy. The speed of business will continue to increase as consumers and people throughout business ecosystem demand answers in real time. As more and more companies re-invent the way they do business, the speed and efficiency of the digital economy will experience its full potential.

I would like to welcome all the participants who have shared their researches and for the overwhelming response of students as well.

I extend my gratitude to all my colleagues, the staff and students who have put in their best to organise this conference.

Wishing you all an enlightening read!

Dr. Chitra Natrajan

Principal

NKES Degree College of Arts, Commerce & Science

Wadala (W), Mumbai

MESSAGE FROM CONFERENCE CONVENER



Powerful Problems Drive Powerful Dreams

We have reached greatness, but the magnificent size of our successes will be matched by the size of our growing Crisis of Success. By 2050 there will be 9 billion people to feed, clothe, transport, employ, educate and entertain.

Billions are committed to a growth-driven world economy they expect to inflate for centuries to come. As we pursue unlimited growth, our limitless consumption threatens to crowd out everything else on Earth. We are warming the climate, overspending our financial resources, requiring more fresh water than we have, increasing income inequality, diminishing other species and triggering shockwaves whenever we can't cope with a problem.

Billions of people are at the "bottom" of the economy. The middle class is declining in advanced societies. Youth underemployment is epidemic in many countries. The forecast is for billions to remain stuck for their whole lives.

Many no longer believe today's leaders can improve this, though today's leaders are increasing their power and digital surveillance. Leaders want new options as much as everyone else.

Clearly, there is room to dream about a more successful world along with new technology.

Can a New Digital Window Display a New Future?

Can we envision a world where tech helps everyone succeed and prosper? Can that world be designed and built now, without waiting for "the future" to arrive?

What if all our screens, everywhere, were a two-way networked system that turns the Earth into a digital room with everyone in it? What if that networked system brought everyone the world's best services, resources and knowledge based on what we do, as a normal part of everyday life?

Billions of us. Together. All of us succeeding as much as we choose. All the time.

Can we envision a world where tech helps everyone succeed and prosper? Can that world be designed and built now, without waiting generations for that future to arrive?

Let's dream a little. Let's dream about a world we could enjoy.

Ms. Pallavi Chavan
Conference Convener
NKES College of Arts, Commerce & Science

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LIBRARY SERVICES WITH SPECIAL REFERENCE TO MOBILE TECHNOLOGY AND SOCIAL MEDIA

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ABSTRACT

Today's youth and people are usually use of mobile phones, Apps and applications. It is very essential for use of mobile application and social media apps for interactive communication. Various government schemes are available online. Departmental apps MSRCTC, IRCTC, UMANG Apps etc. Every one paying bills, perching Goods, bank transition, Railway sets reservation, Government scholarship Apps, UGC Educational MOOC (massive online open course) program, SWAYAM Apps, Social media Apps using interact and communicate with each other. This study showing impact of mobile technology and social media on library services and user need. Benefits of new technology. Social media helps to library marketing the product and services of library. Connecting user towards the library.

1. INTRODUCTION

Using social media and mobile technology is need of today's people. Using mobile and new technology making impact on education field. Library is supported and backbone of educational field and knowledge center. In new era entrance of new technology library also need to make user friendly. Through social media like what s up, LinkedIn, flicker, Facebook, tweeter, DDLs, Mobile Apps. Using such type of technology making interactive communication library user and library staff for providing library services. Study showing use of social media mobile technology in library and its services.

2. CONCEPT OF SOCIAL MEDIA

Web 1.0 tools possible only one way communication. Facilitate search and read connect in to web. 1.0 is a system of interlinked, hypertext documents accessed through the Internet. Web 2.0 tools possible two way communication. It is facilitate read, write and use multimedia facility interactive two communications like Facebook, blog, YouTube, LinkedIn, video tagging. RSS Feed - Rich site syndication allows to user and application to access update online content in standardized computer format. Web 3.0 facilitate read, write and execute. Semantic web, AI and 3D, web learning etc.

Library 2.0 is a perceptive, collaborative and interactive for user community. Increase social and collaborative interaction facilitates various tools online communication. It useful to deliver services of library.

2.1 Definition

"Social Media are primarily Internet-based tools for sharing and discussing information among human beings."
– Wikipedia

2.2 Objective of study

Study concerned following objective:-

1. Understand use of social media in library and its impact.
2. To show mobile related services and its use.
3. Understand the respondent's attitude towards the use of social media in marketing of library resources and services.
- 4 To search the library design and implement marketing strategies to increase library resource usage.

2.3 Example of social website

Social Bookmaking – Interact user towards tagging website marked by other users Example - Simpy, Del.icio.us, Blinklist

Social News. (Digg, Propeller, Reddit) Thoughts of other people about article and their opinions.

Social Networking. (Facebook, Hi5, Last.FM)- make new friends sharing, chatting, communicate and interact, join new group.

Social Photo and Video Sharing. (YouTube, Flickr) Watching video, uploading photo and images sharing the mutual interest.

Wikis. (Wikipedia, Wikia) – Provide authority of user to edit and write content on Wikipedia

2.4 Working systems of social media in library

Facebook: Most popular now because it is librarian- friendly, with many applications like JSTOR search, World Cat, and much more. Librarians can interact with users to know their information need. Libraries try to link some of these specialized library applications to Facebook.

MySpace: In Academic institutions where the students are; libraries have taken advantage of this site o post, calendar, custom catalog search tools, and blog features to improve their presence.

Blogs: Here, librarians can periodically post messages; share information on a particular subject or issue, and allow users to contribute to content. They can write articles, news on topical issues and expect an instant reaction from their users.

Wikis: Is a free online encyclopedia that gives a background knowledge and definition of concepts. It offers a platform for users to access, edit and contribute to content. This is a collaborative web page for developing web content.

LinkedIn: Librarian and people of other profession sharing a mutual interest about their particular field area or subject. Uploaded the profile, subject related query, getting suggestion discuss current issue in their field. Librarian provide specialized services using LinkedIn like SDI selective dissemination of information

YouTube: In institutions in India, events such as important highlights of inaugural lectures, conferences and workshops are disseminated via the YouTube. Example Flickr: Librarians can use this tool to share and distribute new images of library collections.

Flicker – Flickr for is image hosting and video hosting service library staff use flicker for displaying and dissemination of information of new arrivals books and journals in library. Sharing, viewing clear image library uploaded verso/cover page of document.

Library Thing: on online services for library catalogue. User Access the catalogue anywhere any time available on mobile. Library things connect the people same book. Library OPAC and list of books with ISBN available after library things user Account creation. Library Things send current publication books list to users. Today era library is Going to updated services traditional library to make online knowledge hub for dissemination of information. Using social media and mobile technology.

3. MOBILE APPLICATION IN LIBRARY

Some libraries have developed mobile applications for smart phones. The District Columbia public library has developed an iPhone application that includes a mobile OPAC and the ability to place items on hold and also provides information on hours and locations of local libraries.

3.1 USE OF MOBILE PHONES

Mobile phone is a small hand held device, a replacement for land line telephone, such as PDA (Personal Digital Assistant), Smart phones, iPhones, iPod etc., which are used for communicating with others by sending messages or accessing the Internet via radio link/ wireless/cellular network/Wi-Fi wherever and whenever. According to Wikipedia “A mobile phone (also known as a cellular phone, cell phone and a hand phone) is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area. It does so by connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network.

Advantage mobile phones are

The advantage mobile phones are:

- A. Can be connected to internet
- B. Wi-Fi and web enabled
- C. Touch screen facility for reducing and enlarging the screens
- D. In-built Cameras

3.2 MOBILE APPLICATIONS

The important facilities in mobile phone are accessing the web and SMS. Mobile phones are used almost in all our day to day activities. It is also used for mobile commerce (m-commerce), mobile banking (m-banking), mobile payments (m-payments) - money transfer and payments, mobile shopping (m-shopping), mobile tickets (m-ticketing) and mobile coupons.

3.4 MOBILE LIBRARY SERVICES

Online Computer Library Centre (OCLC), Library of Congress, many University Libraries (University of Michigan) and Public Libraries (Washington Public Library) in USA started implementing mobile library services in the recent past. Many university libraries such as American University, Boston University, Harvard University etc.

Promotional Service

About the library

Library collection

Library timings

FAQ

Ask a Librarian.

Transactional Service

A. Issue

B. Return

C. Renewal

D. Overdue reminder

E. Overdue charge

Web enabled Services

A. Accessing Library websites

B. Browsing Library Catalogues

C. Browsing catalogue of other libraries

D. Reading e-journals and e-books

Mobile OPAC

The mobile version of OPAC offers reduced version of the full OPAC features. This allows users to search the OPAC of libraries easily using their mobile devices.

Reference/ Services

A. Availability of documents such as book or a journal

B. Knowing a particular information

C. Meaning for a technical word/ phrase

D. Getting an address

Mobile collection

Mobile collection includes audiobooks, eBooks, audio language courses, streaming music, films, images, etc. which can be used on mobile

Request Services using SMS

Indent for a new book/journals

A. Request for an article

B. To know the Library timings, etc.

QUICK RESPONSE CODE (QR)

QR Codes are two-dimensional barcodes. QR stands for Quick Response which refers to the instant information access hidden in the Code. They are customizable, both in function and design, and are the best channel for connecting traditional print media with any interactive online content. QR Codes are used for storing and retrieving the information of Library tour, Book Review, Library Map, FAQ, Ask a librarian, links to library web sites, brochures, EB 2.0.

4. LIMITATIONS OF M-LIBRARY

The limitation of using m-library applications are:

1. The cost of Internet access and SMS
2. Limitation of the length of message
3. Need reliable and fast internet connectivity
4. Non availability of flexible browsers and applications tools for m-library services.
5. Restriction in using mobile in Libraries.

FINDINGS

1. Social Media and mobile technology updated library service user centric.
2. Users are giving more response and feedback for library services.
3. Helpful for interactive communication between user and library staff.
4. It is useful for acquisition of books.
5. Change attitude of reader of library they connect with library for using services.
6. Possible Timeless, anywhere, anytime connect with library services.

5. CONCLUSION

User of library is connecting with new technology. Library also want updated towards user centric approach. This is the main reason library and staff of library also renewed their services. Use social media Application and Integrated library management system. Study clarifies that social media and mobile technology benefited to library and its user. Library services make fastest, possible interactive communication between library staff and users.

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A STUDY ON BANKING DIGITAL SOLUTIONS-BANKING OMBUDSMAN OFFICER

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ABSTRACT

Banking plays a very important role in every individual life. Now-a-days as salaries of every common man are directly credited in bank it becomes very important that every bank account holder should be aware of the services provided. As the system of banking is becoming digital the problems also are increasing. It is observed that many do not understand how there problems can be solved. The customers find difficult to approach bank as they are not aware how to register their problems online. It seems to many that registering problems and getting solution for the same from the bank becomes difficult. Customers become even frustrated when there problems are not solved. This is due to lack of knowledge about the Banking Ombudsman Officer who is appointed for every bank. This paper makes an attempt to help the bank account holders (customers) to know who is Banking Ombudsman Officer and how customers can approach him to give the complaint. This paper also analyses the number of complaints registered and solved by Banking Ombudsman Officer. To analyze the same the data is collected from secondary source (Reserve Bank of India) . Data analysis is done on the recent report of past three years for 2014-15, 2015-16 and 2016-17.

Keywords: Ombudsman, Banking, complaints, Officer, customers

INTRODUCTION

Ombudsman is an officer appointed by the government who works for the resolution of the complaints against the deficit in banking services. There are 15 Banking Ombudsman Officer appointed by RBI (as on 10th October, 2016). His work is to investigate the complaints lodged by the customers and resolve the problems. It is observed that many of the customers are unaware of Banking Ombudsman Officer. Giving a complaint in the bank becomes a major hectic act for the customers. The easier way to give the complaint is to approach the Banking Ombudsman officer. The details of the officer are given at every branch. Every bank has one Banking Ombudsman Officer to resolve the problems of the customer. Any complaint if the bank is not conversing in a proper way or if the bank is not able to handle , the customer can contact the officer through many modes like email, internet, courier etc., But it is very sad to say that many of the customers of not aware of this fact.

BANKING OMBUDSMAN SCHEME:

This scheme is introduced by Reserve Bank of India which is inexpensive for the customers. It resolves the problems of the customer's complaint with no cost. This scheme under section 35A was introduced from 1995. All the cooperative banks, scheduled commercial and co-operative banks are covered under this scheme.

Filing the complaint: Within a month if the customer does not receive any reply from the bank, if the bank rejects to attend the customer or if the customer is not satisfied by the services of the bank then the complaint can be filed to Ombudsman officer. The details of the ombudsman officer are displayed at every branches of all banks.

Methods to file a complaint

1. Customer can write the complaint on a paper and send it though post
2. Customer can file by sending the mail
3. Customer can file complaint online

OBJECTIVES

1. To study the concept of banking ombudsman officer
2. To study the modes to file a complaint
3. To study the complaints received from group-wise classification and bank-wise classification
4. To analyze the increase/decrease in percentage of number of complaints received according to the nature of complaint
5. To analyze the complaints resolved by the Banking Ombudsman Officer

RESEARCH METHODOLOGY

For the purpose of study secondary data are used. The secondary data shows the number of complaints received and complaints resolved by the Banking Ombudsman Officer. The data is collected by from the website of Reserve Bank of India. The data is also collection from various magazines and websites for the study.

LIMITATIONS OF THE STUDY

Only three years data is considered in this study, the results may vary if the number of years are increased.

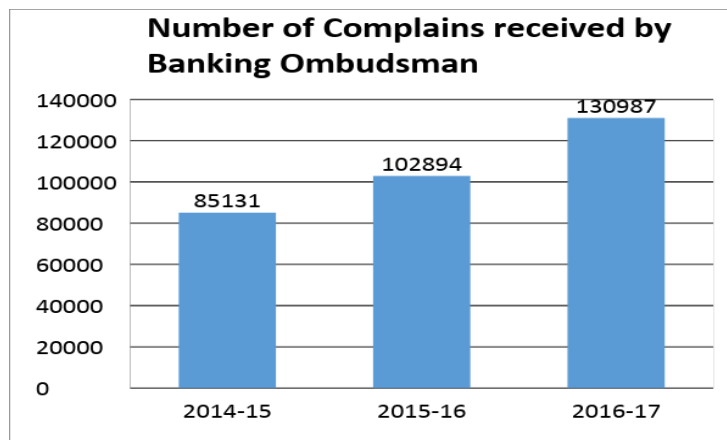
DATA ANALYSIS AND INTERPRETATION

I. complaints received

Table-1: Complaints received by Banking Ombudsman Officer from 2014-15 to 2016-17

	2014-15	2015-16	2016-17
No. of banking Ombudsman	15	15	20
complaints received	85131	102894	130987

Source: Reserve Bank of India, Website: <https://www.rbi.org.in/>



Source: Reserve Bank of India, Website: <https://www.rbi.org.in/>

Figure-1: Number of complaints received by Banking Ombudsman Officer during the year 2014-15 to 2016-17

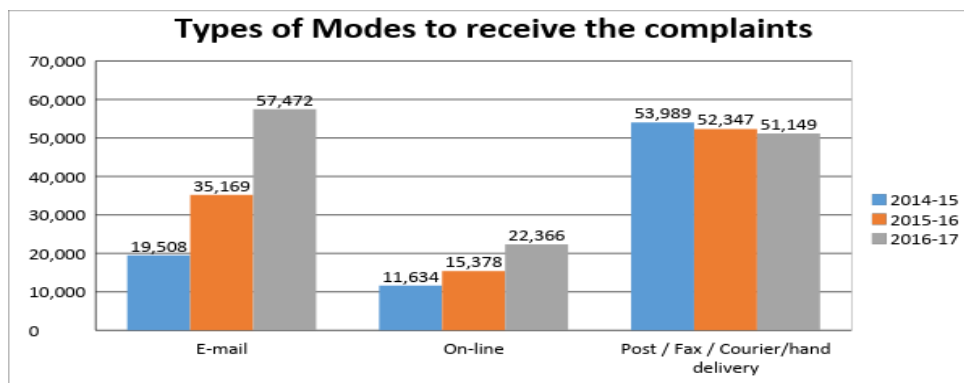
It is observed that the complaints are increasing every year. complaints increase by 21% in 2015-16 and 27% in 2016-17. The reason behind increasing on the complaints is due to the increase in the awareness about the Ombudsman. There is an increase of 24% on an average in the number of complaints received by the Banking Ombudsman Officer

II. MODES TO RECEIVE THE COMPLAINTS

Table-2: Modes and number of complaints registered from 2014-15 to 2016-17

	2014-15	2015-16	2016-17
E-mail	19,508	35,169	57,472
On-line	11,634	15,378	22,366
Post / Fax / Courier/hand delivery	53,989	52,347	51,149
Total	85,131	102,894	130,987

Source: Reserve Bank of India , Website: <https://www.rbi.org.in/>



Source: Reserve Bank of India, Website: <https://www.rbi.org.in/>

Figure-2: Number of complaints registered under different modes from 2014-15 to 2016-17

It is seen that the complaint through the mode of e-mail, online are increasing and through post/fax/courier/hand delivery is decreasing. The complaints lodged through email and online shows that the customers are preferring the electronic mode for lodging the complaint.

The overall lodging complaints analysis is given below:

Mode of complaint through email - there is an increase of 80% from 2014-15 to 2015-16 and 64% increase from 2015-16 to 2016-17

Mode of complaint through on-line - there is an increase of 32% from 2014-15 to 2015-16 and 45% increase from 2015-16 to 2016-17

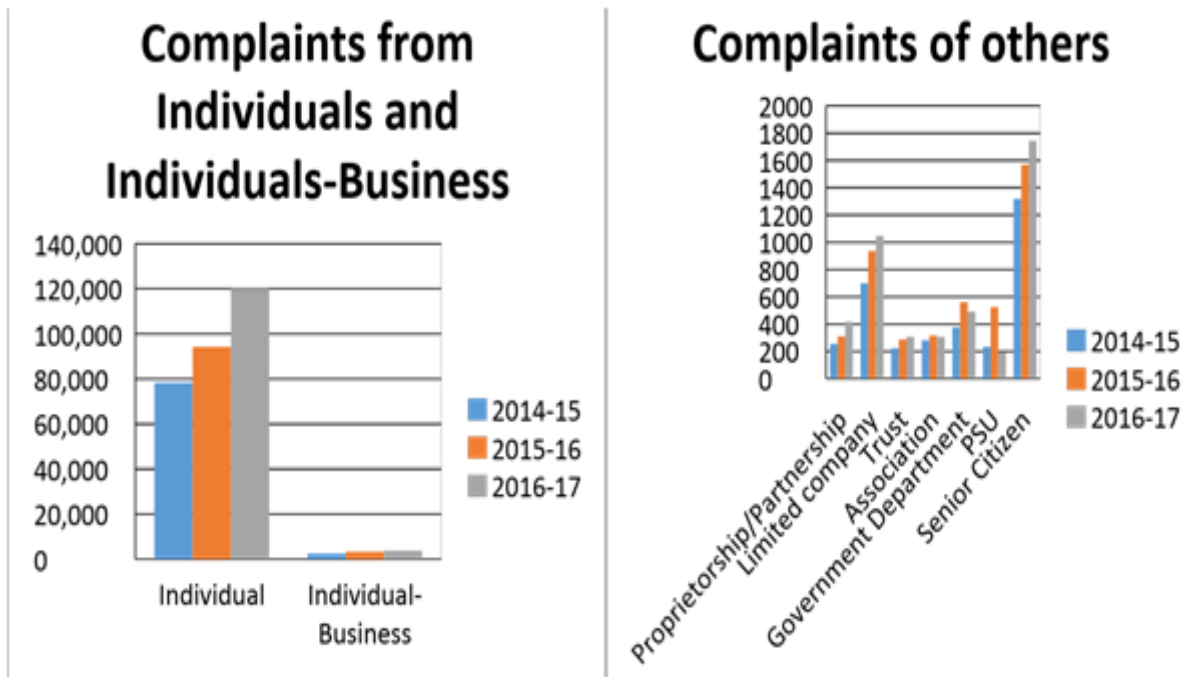
Mode of complaint through post/fax/courier/hand delivery - The mode of complaint through post/fax/courier/hand delivery has declined from 63% in 2014-15 and 51% in 2015-16 and further to 39% in 2016-17

III. COMPLAINT FROM GROUP-WISE CLASSIFICATION

Table-3: Number of complaints group wise

	2014-15	2015-16	2016-17
Individual	78,353	94,186	120,105
Individual-Business	2,566	3,312	3,855
Proprietorship/Partnership	255	310	417
Limited company	699	936	1047
Trust	224	288	307
Association	281	316	307
Government Department	376	561	491
PSU	234	524	190
Senior Citizen	1318	1569	1745
Others	825	892	2523
Total	85,131	102,894	130,987

Source: Reserve Bank of India , Website: <https://www.rbi.org.in/>



Source: Reserve Bank of India, Website: <https://www.rbi.org.in/>

Figure-3: Number of complaints registered under different group wise from 2014-15 to 2016-17

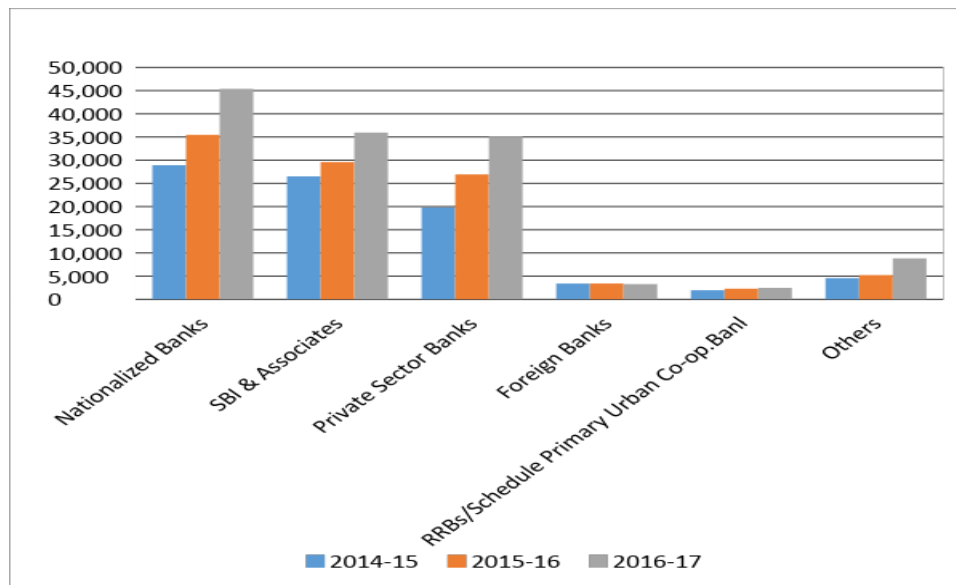
It is found that the complaints received by the individual is more comparison to Partnership, Limited company, Trust, Association Government Department, PSU and Senior Citizen. There is constant increase in the complaints by individual. It is also observed that the senior citizens are also becoming aware of Ombudsman Officers as it can be seen an increase in registering the complaints every year.

IV. COMPLAINT FROM BANK-GROUP WISE CLASSIFICATION

Table-4: Number of complaints bank group wise classification

	2014-15	2015-16	2016-17
Nationalized Banks	28,891	35,447	45,364
SBI & Associates	26,529	29,585	35,950
Private Sector Banks	19,773	26,931	35,080
Foreign Banks	3406	3413	3284
RRBs/Schedule Primary Urban Co-op.Banks	1966	2293	2481
Others	4566	5225	8828
Total	85,131	102,894	130,987

Source: Reserve Bank of India, Website: <https://www.rbi.org.in/>



Source: Reserve Bank of India, Website: <https://www.rbi.org.in/>

Figure-4: Number of complaints registered under different group wise from 2014-15 to 2016-17

The complaints received by the nationalized banks are more and the complaints received by the foreign banks are less. There is a growth rate of 57% increase in nationalized bank from 2014-15 to 2016-17. There is a decrease of complaints received by the foreign banks

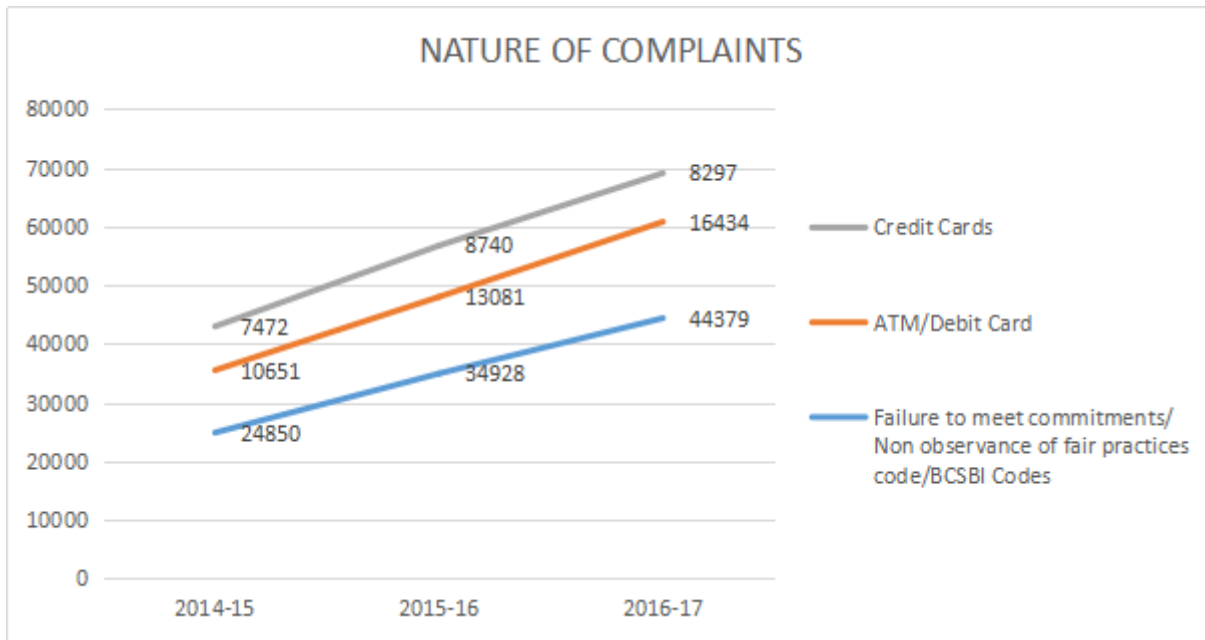
It is observed that the nationalized banks accounted for 62% out of which 27% were against SBI & Associates although the share of complaint

V. NATURE OF COMPLAINTS

Table-5: Number of complaints and its nature

	2014-15	2015-16	2016-17
Failure to meet commitments/ Non observance of fair practices code/BCSBI Codes	24850	34928	44379
Others	14482	16988	23169
ATM/Debit Card	10651	13081	16434
Pension Payments	5777	6342	8506
Credit Cards	7472	8740	8297
Levy of Charges without prior notice	5510	5705	7273
Deposit accounts	4661	5046	7190
Out of purview of BO Scheme	3774	3751	6230
Loans and advances	4846	5399	5559
Remittances	2700	2494	3287
DSAs and recovery agents	347	357	330
Notes and coins	61	63	333
Total	85,131	102,894	130,987

Source: Reserve Bank of India, Website: <https://www.rbi.org.in/>



Source: Reserve Bank of India, Website: <https://www.rbi.org.in/>

Figure-5: Number of complaints registered and its nature from 2014-15 to 2016-17

It is observed that the failure to meet the commitments, is increasing every year and this is found as the major complaint by the customers. Other than this the nature of complaints are problems with ATM/Debit Card, Payments, Credit cards, Deposits, Loans and advances etc.,

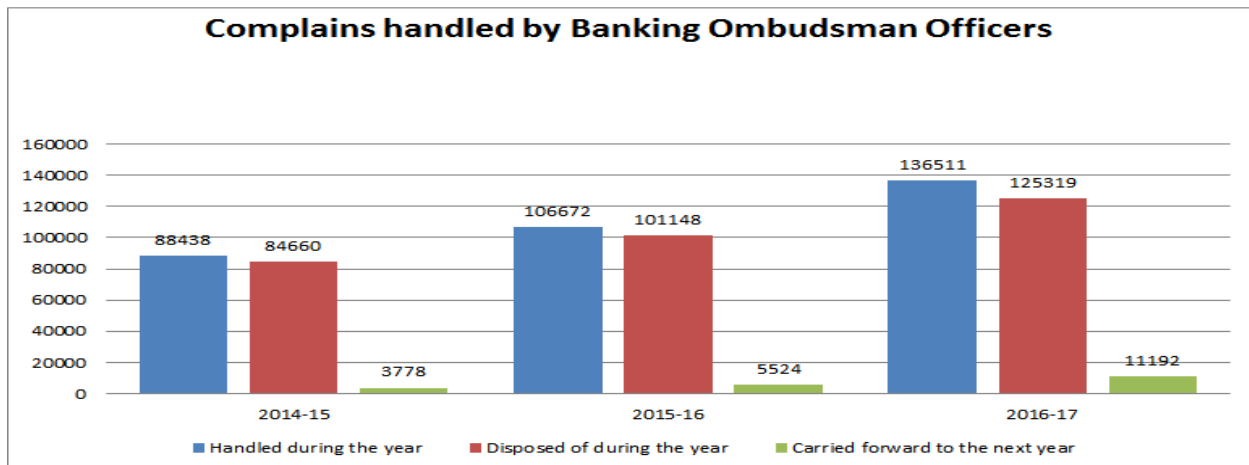
Failure to meet commitments/Non observance of fair practices code/BCSBI codes together the complaints was observed to be 34% of the total complaints received. ATM/Debit cards/Credit cards together the complaints was observed to be 18.9% of the total complaints received. Pension payment related complaints was observed to be 6.5% of the total complaints received. Others categories including loans and advanced , remittance, notes and coins etc was observed to be less than 5% of the total complaints received.

VI. COMPLAINTS HANDLED BY BANKING OMBUDSMAN OFFICERS

Table-6: Number of complaints resolved by the Officer

Number of complaints	2014-15	2015-16	2016-17
Received during the year	85131	102894	130987
Brought forward from previous year	3307	3778	5524
Handled during the year	88438	106672	136511
Disposed of during the year	84660	101148	125319
Rate of disposal(%)	96%	95%	92%
Carried forward to the next year	3778	5524	11192

Source: Reserve Bank of India , Website: <https://www.rbi.org.in/>



Source: Reserve Bank of India, Website: <https://www.rbi.org.in/>

Figure-6: Number of complaints resolved from 2014-15 to 2016-17

The complaints received by the Banking Ombudsman Officer increased from 102000 in 2015-16 to 130000 in 2016-17. There was a rise of 27.45%. The complaints received increased from 85131 to 102894. There was a rise of 21%. It is observed that the percentage rise from 2015-16 to 2016-17 was higher than 2014-15 to 2015-16. The total number of complaints handled by the Banking Ombudsman Officer was 88438 during the year 2014-15, 106672 during the year 2015-16 and 136511 during the year 2016-17 (figures include the complaints brought forward from the previous year also).

96% was disposed out of 88438 complaints during the year 2014-15, 95% was disposed out of 106672 complaints during the year 2015-16 and 92% was disposed out of 136511 complaints during the year 2016-17.

The average cost of handling a complaint was 3780 during the year 2016-17, 4396 during 2015-16

FINDINGS/ CONCLUSION

1. It is observed that the complaints are increasing every year digitally. And this shows that the customers are becoming more aware about the banking ombudsman officer and how to approach him.
2. It is observed that there are major four types of modes to complaint. The modes are e-mail, on-line, post /fax/courier/ hand delivery. Through email there was an increase of 80% from 2014-15 to 2015-16 and 64% from 2015-16 to 2016-17. Through online there is an increase of 32% from 2014-15 to 2015-16 and 45% from 2015-16 to 2016-17. The mode of complaint through post/fax/courier/hand delivery has declined from 63% in 2014-15 and 51% in 2015-16 and further to 39% in 2016-17.
3. The complaints received by Individual was found to more than others.
4. It is observed that the nationalized banks accounted for 62% out of which 27% were against SBI & Associates although the share of complaint
5. The major complaint by the customer was observed to be failure to meet the commitments then comes problems faced due to ATM/Debit card and Credit cards.
6. It is observed that 96% was disposed during the year 2014-15, 95% was disposed during the year 2015-16 and 92% was disposed during the year 2016-17
7. Due to the digitization though there are found to be many advantages but there are some disadvantages also due to lack of knowledge.

SUGGESTIONS

1. Bank staff should create the awareness to the customers to approach Banking ombudsman officer through a proper channel
2. Bank staff should give the awareness to the customers about the Turn around time to be followed while giving the complaints to the banking Ombudsman.
3. Every bank account holder should strictly follow the rules and regulations laid down by the banks in regards to their complaints.
4. To make people aware of the digital way to approach the banks for their complaints.

A STUDY ON IMPACT OF DIGITALIZATION IN FOOD DELIVERY SERVICES IN MUMBAI

Hitesh Kamath¹ and Prasad Naik²Student¹, Chetana's Self Financing CoursesAssistant Professor², Mumbai University

ABSTRACT

The present study, a study on impact of digitalization in food delivery services in Mumbai is undertaken in this research paper under the theme new horizon in business and economics in the light of digital world. This topic aims at how digitalization has impacted in various aspects such as food delivery services in Mumbai. This topic covers various aspects such as awareness amongst people about food delivery services apps, how often do they use these apps, which types of apps do they use for acquiring such services for eg. Swiggy, Zomato and etc., what attracts them to order food online, factors such as variety of choice, services provided by various service providers, challenges faced by customers and mode of payment. The objective of the study is to study the impact of digitalization on food delivery services, how people in Mumbai have reacted to change and their views on such innovations and how often do they take advantage of such services as there is cut throat competition in the market among the service providers who make apps more of customer friendly and gives ease to the process, giving them a chance to give their preferences. This study takes both positive as well as negative factors of the innovation as how often it is reliable and how often it is safe to deal through e-wallet as the data is being stored by the app makers and location is also considered which is necessary at the same time it has some cons. The study is done on the basis of both primary as well as secondary data. It is a basic research type and doesn't involves any commercial purpose. Various research papers were considered for the study to have specific and sound knowledge about the topic as they are mentioned in the references.

Keywords: Food Delivery Services, Digitalization, Impact.

INTRODUCTION

Food is considered as one of the basic necessities required for survival in life of a human being. The restaurant business is one of the biggest industry in the Indian Economy. The traditional idea of food delivery at home from restaurant was limited to an extent depending upon the reach and the availability of the customer and restaurants. The concept of food delivery using the mobile application or website has changed the dynamics of this industry.

The online food delivery business started way back in 1994 by Pizza Hut which was later considered by other major pizza chains who created their websites which was later made available in their own mobile applications and started doing 20-30% of their business online. The trend was taken by various companies i.e. startups such as Zomato, Swiggy, Uber Eats, Food Panda and many others who have made the food delivery to another level by adding various offers, tie ups with various restaurant partners, various payment gateways and have made this model a favorable one. Zomato and Swiggy lead the market with a combined 80% share.

The demography of the Indian population has changed in the last few years with youth being the major part of the population along with the changes in the taste and preference with the influence of the Western Culture. Factors such as rise in the per capita income of the people, changes in the family structure from joint to nuclear, rise in the number of working women have made people use the technology as a medium to satisfy their hunger. This is also supported with availability of variety of cuisines offered by the restaurant which has made people explore them and also the emergence of the logistics provider and delivery dedicated websites been responsible for the change which is welcomed by the people. The role of mobile apps and also the web-based system of ordering food playing an important role as more and more people use smartphones, followed by increasing literacy and access to the Internet facilities. The online food and restaurant business is expected to reach by \$2.7 billion in India by the end of 2019.

Source: <https://theaims.ac.in/resources/online-food-service-in-india-an-analysis.html>

LITERATURE REVIEWS

- As per McKinsey Online food-delivery platforms are expanding choice and convenience, allowing customers to order from a wide array of restaurants with a single tap of their mobile phone. The food market is expected to grow at CAGR 14.9% in the year 2018-20.
- A Study on Consumer's Attitude and Perception towards Digital Food App Services. Report by Dr. Neha Parashar and Ms Sakina Ghadiyali focus on factors influencing customers regarding usage of food delivery

apps. It also highlighted the fact that Discount is considered one of the most important factor while ordering from Food App Services.

- According to Leong Wai Hong (2016), the technological advancement in many industries have changed the business model to grow. Efficient systems can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurants business grow from time to time and will help the restaurants to facilitate major business online.
- According to Forbes, online food delivery platforms, more than 80% of orders are now coming from the top five cities in India, out of more than 20 cities where online food delivery is active in this country. Due to this concentration of orders, food delivery players in India have limited their expansion to newer towns and are now are focusing on achieving operational efficiencies and profitability in Tier 1 cities only.

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- http://www.iaeme.com/MasterAdmin/uploadfolder/JOM_05_05_015/JOM_05_05_015.pdf
- <https://www.forbes.com/sites/krnkashyap/2017/06/26/the-food-delivery-apps-that-are-competing-to-gain-market-share-in-india/#31f89fdf1993>

OBJECTIVES OF THE STUDY

- To study the behaviour of customers towards digitalization in food delivery services in Mumbai.
- To study the awareness about digitalization in food delivery services amongst customers in Mumbai.
- To study the impact of digitalization in food delivery services.

RESEARCH METHODOLOGY

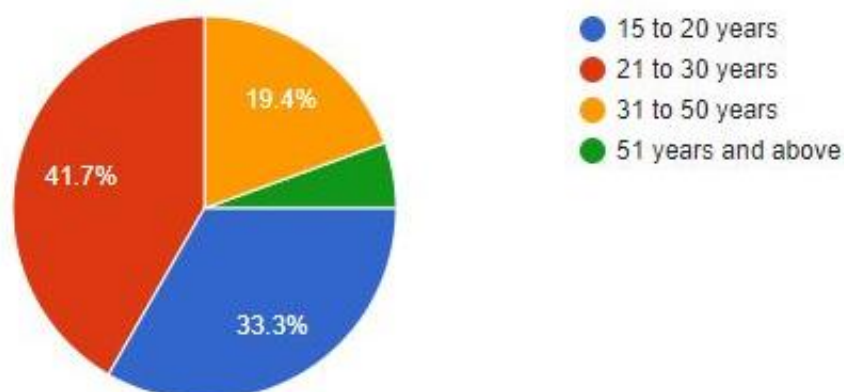
The Research paper is based on both primary as well as secondary data. The technological knowledge requirement of the paper was fulfilled by the review on some previous articles of well known news papers and some research papers which made a very well impact as for primary data an questionnaire digitally was prepared and circulated through social media for getting answers of our questions which was honestly and genuinely responded by the samples from a huge universe in Mumbai. The questions included in the questionnaire covered all the objectives of the study which led to the satisfaction of the study.

From secondary data it involved parts of all about the study were covered from various articles and research papers and some online sites related searches were made. The references referred are mentioned in the below reference section and review of literature section.

DATA ANALYSIS AND FINDINGS

Which age group you belong to?

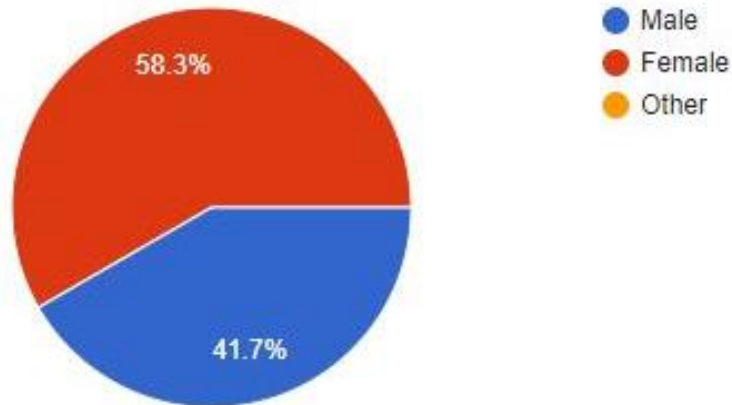
36 responses



The above figure indicates that most of the people using the online food applications are in the age group between 15 years to 30 years which is young generation of the country.

Gender

36 responses



The online food applications are generally used more by the females as compared to the males.

Are you aware about Electronic Food Ordering Channels?

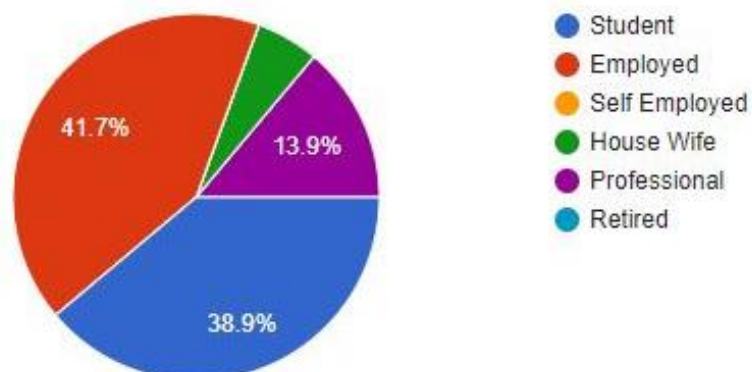
36 responses



The sample size are aware of the Electronic Food Ordering Channels.

Occupation

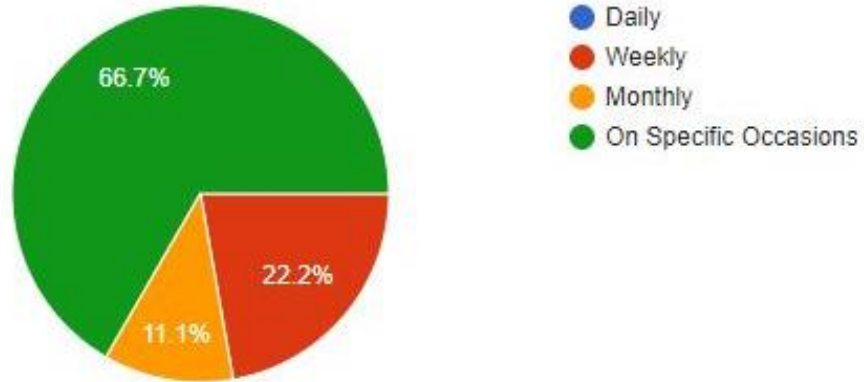
36 responses



Most of the respondent's in the survey belonged to the student and the employed category.

How often do you order food online?

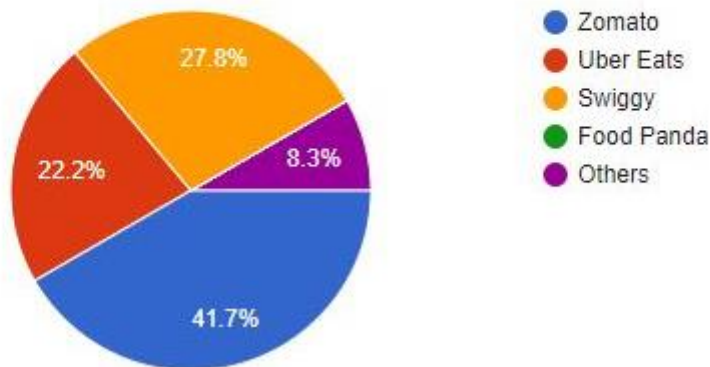
36 responses



The food is generally ordered on a weekly basis or on specific occasions by the respondents.

Which Applications is used to order food online?

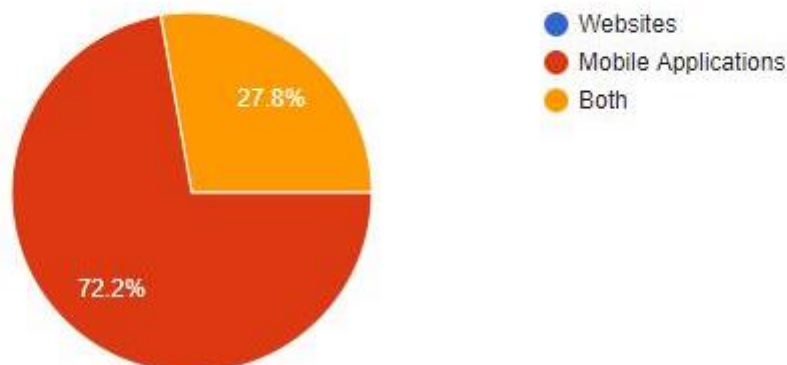
36 responses



Zomato is the application which is used by most of the respondents, followed by Swiggy and Uber Eats.

Which channel do you use to order food using Electronic Food Ordering?

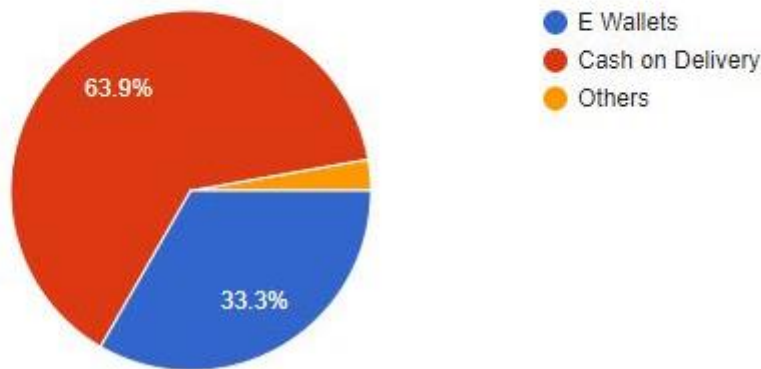
36 responses



Most of the respondents use the smartphones i.e. mobile applications to order food from the electronic food ordering.

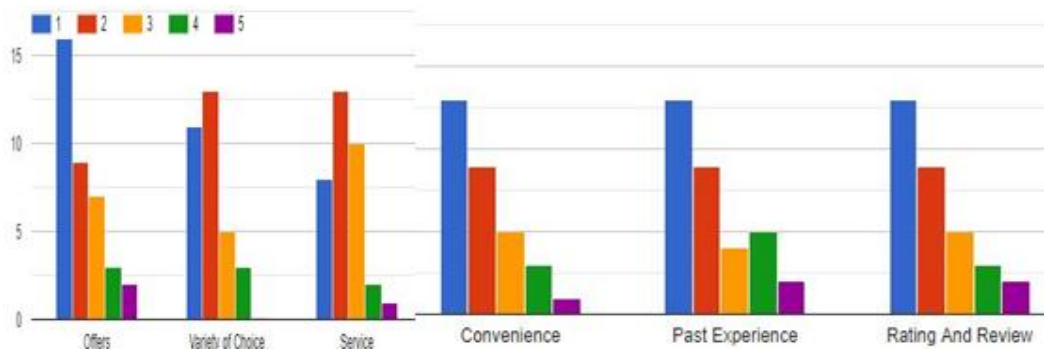
What Mode of Payment is preferred the most for this transactions?

36 responses



Cash on Delivery is generally the mode of payment preferred by the respondents as compared to the system of E Wallets.

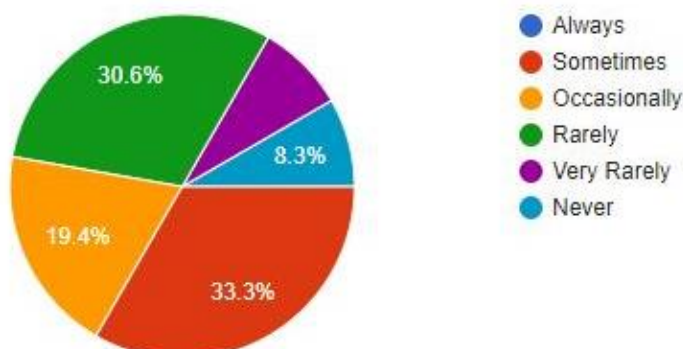
What attracts you to order food online? (1 being the most and 5 being the least) ?



Most of the respondents uses the mobile applications because of the varous offers available by the companies. Some consider their own past experience with the restaurants, while few of them check the ratings and reviews given by the service provider along with convenience also a major factor.

Do you face challenges while ordering food online?

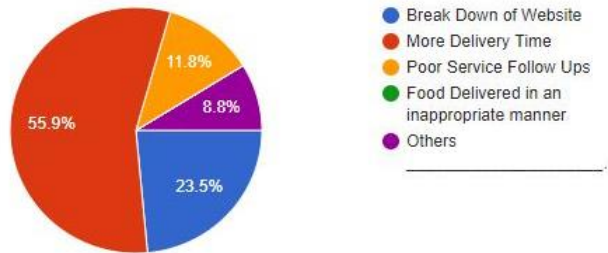
36 responses



Some of the respondents sometimes face the problem while ordering food online whereas some of them rarely or occasionally face challenges in it.

What challenges you face in ordering food electronically?

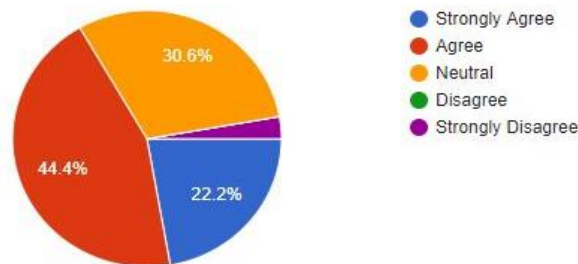
34 responses



The respondents generally face the issue of more delivery time or even breakdown i.e. crash of the websites.

Do you feel that food delivery applications will transform the hotel business to a great extent in future?

36 responses



Most of the respondents feel that hotel business will transform in the future with the help of the mobile applications.

SUGGESTIONS

Few of the areas or suggestion on the basis of the findings are as under

- The time period taken to deliver the food to the customers should be reduced.
- A review on a regular basis from the customers should be taken to improve the service and to provide service as per their needs.
- The Customers should be made aware of the digital payment and encouraged to make them on a regular basis.
- The infrastructure, the user interface like the website or the application should be properly present in order to have smooth business.
- The quality of the food or service should not be affected in the competition among the food delivery companies in the time to come.

CONCLUSIONS

After analyzing the responses, it can be concluded that each process has some strengths and weakness. The main attribute of people using these applications is the convenience aspect but they are not happy with the part that they have to wait for ordering food online, most of them are using cash on delivery as an option on payment as they feel safe in it.

Food delivery apps are used by the customers, but these food delivery companies must consider its issues, take review of its customers on a regular basis, make the necessary changes and then try to overcome them to cater these customers and make business for a long term period.

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- http://www.iaeme.com/MasterAdmin/uploadfolder/JOM_05_05_015/JOM_05_05_015.pdf

AN ANALYSIS OF THE USAGE OF PLASTIC MONEY WITH SPECIAL REFERENCE TO SOUTH MUMBAI

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Research Scholar², K .P. B. Hinduja College of Research Centre, Mumbai

ABSTRACT

Over the past few decades, a small fragment of plastic has revolutionized the way consumers pay. Rise in disposable income, introduction of new products and services, increased travel and growth of the entertainment sector has had an impact on the use of plastic money. The present paper makes an attempt to understand the consumer preferences and attitude towards the use of plastic money. The paper is an exploratory-cum-descriptive research that is primarily based on the data collected from 100 respondents and duly investigates the acceptability of the cards among the Indian consumers with special reference to south Mumbai and the factors affecting it.

Keywords: Consumer Attitude, Plastic Money

I. INTRODUCTION

In India, as in other countries around the globe, an organized mode of payment has emerged over time from the barter system to the more convoluted forms of monetary arrangements. The prevalent mode of settlement across India in the 20th century has been coins, cash and cheques. As we move ahead into the 21st century, payment through cash and cheques itself has encountered a transfiguration. It has moved from being a physical paper-based transfer of value to a virtual electronic one. Usage of plastic money has come as a form of amenity to financial institution customers. Electronic service is becoming a feasible option for dealings between financial service providers and their clients. In the study, we are typically focusing only on credit cards and debit cards in order to find out the effectiveness of such cards in real life and factors affecting the consumer perception towards the plastic money are discussed. A research design has been used based on the collected data to predict the consumer's acceptance behavior. Finally, the outcomes are analyzed and presented.

II. OBJECTIVES OF THE STUDY

1. To assess the level of adoption and use of plastic money as payment system.
2. To analyze the factors for adoption of plastic money that replaces the paper or cash money.
3. To find problems of using plastic money.

III. REVIEW OF LITERATURE

P Manivannan (2013) in his research paper "Plastic money means less payment of cash checking system "that any use of plastic money the measure of a luxury credit card, and has the need. These plastic money and the electronic payments and used by higher only Income category. The extension of this facility not only for Customers in urban areas or cities, but also for Customers who reside in rural areas. However, today, with the development of banking and commercial activity, Fixed income group or groups are paid Also begins the use of plastic and electronic money Payment systems and especially credit cards.

Subhani in 2011 conducted a study on the "plastic money / credit cards for prestige between now and then." The study was based on knowledge of the charisma of plastic and ease of use and affordability and its impact on the preference for the use of money. The research found that the preference for the use of plastic money / credit card has pros and cons with ease of use and affordability. According to consumer behavior, and plastic money is a form of conditioning and motivation, which qualifies as a consumer to spend. The study suggests that the preference to go plastic money to have a positive relationship with the ease of use of plastic money because the principle of a credit card linked to usability with psychological phenomena that are likely to spend less with a credit card and spend more people with the same amount of cash on hand in the same budget and this principle is also associated with consumer psychology rest, any comfort and ease of use that delves into the spending.

Santomero (1996) analysis of various alternative funds such as prepaid cards, cash cards Electronic portfolio, smart cards, etc., and their demand for media of exchange with the help of Baumol -Tobin model. It was found that the use of a set of assets decreases with household income Fall, and patterns of use of the media of exchange vary and families with the same income, but A different allocation of income between consumer goods and families tend to use Higher average interest rate of exchange for the purchase of the good that constitute the bulk of the for Income etc.

IV. RESEARCH METHODOLOGY

The research study is Exploratory in nature. The Study is been carried out by taking a survey of 100 respondents by Stratified Random Sampling Method from a south Mumbai by using structured questionnaire and interview technique. Secondary data is collected through reference books, research papers, articles, and websites.

V. ANALYSIS

Table No-1: Type of Card Possessed by the Respondents

Sr. No.	Parameters	Percentage
1	Debit Card	60%
2	Credit Card	15%
3	Both	22%
4	None	3%

Source: Primary Data

From Table No. 1 it can be seen that majority of respondents use plastic money in the form of debit card. However, some use both debit and credit cards. The preference of the specified card makes a great amount of impact on the spending patterns of various consumers. The preference of debit cards over credit card marks a strong sense of favoritism among the respondents. According to table majority of respondents prefer using Debit card over Credit card as they feel that the use of Debit card is more beneficial than Credit card in terms of cash back policy, control over spending and security. However some of are the opinion that both Debit and Credit cards have their own benefits.

Table No-2: Benefits of the Debit/Credit Cards According to the Respondents (Figures in percentages)

Sr. No.	Parameters	Strongly Agree	Agree	Satisfactory	Disagree	Strongly Agree
1	Convenience	54	12	20	7	7
2	Security	17	3	23	46	11
3	No Transaction Cost	9	6	12	21	52
4	Accessibility	32	31	20	8	9
5	Portability	46	31	3	15	5

Source: Primary Data

From Table No. 2 it can be seen that majority of respondents strongly agree to the fact that plastic money is convenient, easily accessible and very portable. However around some of the respondents completely disagree to the secure and no transaction cost nature of the Debit/ Credit cards. The major preference of debit card is mainly due to the convenience and easy portability. However the high transaction or charges of using the plastic money leads to more of cash payments. Some banks have a cost as high as up to 10%. Such high rates when billed with the transaction amount spend leads to a big hole in the pockets of consumers thus their preference of debit card is justified completely.

Table No-3: Purpose of Usage of Card According to Respondents

Sr. No.	Particulars	Percentage
1.	Apparel	20
2.	Electricity bills/Phone bills	16
3.	Banking	13
4.	Consumer Durables	11
5.	Electronics	13
6.	Investments	5
7.	Jewelry	6
8.	Online transactions	16

Source: Primary Data

From Table No.3 It can be seen that majority of respondents prefer using plastic money for buying apparels, paying electricity bills/phone bills and for online transactions. These are all day to day transactions that require more than the average cash payments. Use of Debit cards is convenient as they can be swiped anywhere with ease and the deduction from respective bank account happens immediately unlike the credit cards where a swipe generates a future liability of payment for the customer. The easy access to internet and site like Jabong, Mynta and Amazon has led to the rise in apparel online shopping of the card users. However, they do not use plastic

money much for investment purposes which includes trading of securities on stock exchanges, purchase of bonds/ debentures, purchase of jewelry etc.

Table No-4: Problems Perceived By the Respondents on Possession of Plastic Money

1. Insecurity	2. Fear of losing the card
3. Unnecessary formalities	4. High processing fees
5. Shops Using Other Vendors	6. Less Global Availability
7. Worn out Magnetic Strip	8. Increased Debt and High Interest Rates
9. Frauds:	

From Table No.4 here are certain problems faced by the respondents while using their respective cards. On analysis it was found that the respondents find these unnecessary formalities used by banks in order to issue a card a big demotivating factor. The lack of many security measures to ensure safety of respondent’s bank account also acts as a stimulus to the demotivation.

VI. FINDINGS

- The use of Plastic cards is more and more increasing for online payment.
- Around 50% of payments of the customers are done through credit/Debit cards. Sample survey shows Debit cards are preferred over credit cards.
- The main reason for the increase in plastic money is that the customers are not a victim of a fraud.
- The customers have rated that the telephonic payment option is average due to long timeliness and security concern for CCV/PIN number.
- Frequency of customers to visit the banks have become less.
- The use of plastic cards has also been increased because banking industries has also provided the 24x7 customer service for their customers.
- The factors for adoption of plastic money over the cash and paper money are Non- Discounts while shopping,

No hassles of carrying cash, Security of money, Hassle free EMI’s, Easy to use, Personal Loan on Credit Card.

VII. CONCLUSION

The study has clearly highlighted the advantage of instant transaction as one of the major factors favoring the use of plastic money over real money by the population today. It has already been highlighted by the study that convenience of not carrying cash and ease of transaction is one of the major psychologically influencing factors that encourage the use of plastic money instead of real money. Additionally, the results of the study have also stressed upon the convenience and ease of use while paying or shopping by plastic money. The saving of time and the fact that the plastic money seems to be more portable also seems to further the cause of a possible change in the scenario of money usage in the economy. On the other hand, Security comes forward as a major cause for concern for the population using plastic money. Therefore, it is easy to conclude that the population is ready as ever to use plastic money at a greater level due to its high levels of ease and convenience.

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IMPACT OF DIGITALIZATION ON HOSPITALITY INDUSTRY WITH SPECIAL REFERENCE TO OYO

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ABSTRACT

Accommodation service provider applications are designed to save time from waiting in hotels or in front of the hotel counters. Increased digitalization along with cheaper internet and mobile phones have facilitated efficient sharing of goods, services and information on one end and an effective internationalization of firms due to reduced transaction cost on the other end.

This research paper has analysed the various techniques which are used by OYO to attract the travellers. The study aims to showcase the power of applications in the modern world: Special reference to OYO Rooms. The research also lays down certain recommendations for these companies that could help them to understand the consumer behaviour better. So also it addresses the need to spot business opportunities and market demand as the key to commercial viability. However, this poses a threat to OYO Rooms for long term sustainability. The case details the startup's growth story, its business model, and the issues and challenges faced by OYO. This case also focuses on exploring the sustainable competitive strategies adopted by OYO.

Keywords: B2B, OYO Rooms, Budget hotels; Business model; Standardized hospitality experience; Sustainable competitive strategy

INTRODUCTION

An estimated 415 million Indians undertake trips each year, and for most of the finding affordable hotels with decent quality services and amenities can be a challenge. Now imagine getting an offer which focuses on delighting the guests and improving the equilibrium across comfort, location and price....hard to resist, right? Welcome aboard to OYO Rooms.

‘Create Quality living spaces’ being the motto of OYO (On Your Own) is driven by technology, which has been successful in establishing itself as India's largest hospitality company, within a short span of five years. Serving its customers through OYO Rooms in the budget space, it also serves its affluent clients via OYO Townhouse, OYO Home and OYO SilverKey.

Digitisation means ‘Doing digital’ while Digitalisation means ‘Being digital’. Forrester’s Nigel Fenwick asserts that all organization will either be a digital predator or digital prey by 2020. Hence participating in the digital economy is no longer optional, it’s essential. OYO started with its operation knowing the fact that “hospitality based mobile apps are the 7th most downloaded apps and almost 60% smartphone users regularly use such apps while planning trips” Standing tall with 4.5 Star rating in Google Play store (as per April, 2019), surely OYO is globetrotter’s best friend.

RESEARCH METHODOLOGY

The present research is descriptive type and purely based on secondary data collection from various internet readings, different articles, newsletters, related research in journals.

How Mobile Technology Is Changing the Hospitality Industry?

Hotels or resorts are leveraging mobile platforms for branding, guest loyalty, marketing, advertising and cross-selling. Technology in hospitality industry is creating new parameters for service industries by creating personalized seamless experiences for clients. As the customer experience has to be top of the line, hotel are taking support of the mobile apps. Therefore, having a strong mobile app for hospitality industry is a *must* for hotels and hospitality brands in general. Hence apps make hospitality fast and mobile.

Features of OYO Apps for Hotel Industry

- Mobile-friendly Websites and Apps
- Live and Up-to-date Information Sharing
- Better Trend Predictions Based on Customer Behavior
- Leveraging the Loyalty Program Feature
- Encouraging Self-service

- Maintaining Long-term Relationships and Connecting with Customers via ongoing dialogue with customers, and act as a tool for maintaining relationships without using newsletters and email.

POS Systems

When point-of-sale systems operate as apps on mobile devices, they make the entire transaction mobile and scalable to any size business. Here are some three mobile POS apps used by OYO:

- TouchBistro: This tablet-based software is designed to be easy for the staff to learn. Tableside transactions make payment immediate, even when a group splits the bill.
- Revel Systems: Revel is a system designed to switch seamlessly from cloud-based interaction to offline functionality.
- AccuPOS: AccuPOS is designed to handle not only on-site transactions, but delivery, takeout and even food truck operations.

Streamlining Hotel Service

OYO apps integrate with your POS systems. It also links with the mobile devices of guests and customers. Users can send push notifications to specific people to disseminate targeted information. If a customer looked at the spa but didn't make a reservation, for example, you can use OYO app to send them a reminder.

Defining the 'Sharing Economy' and its Problems

Indian landscape shows high adoption of sharing economy in transportation and hospitality though yet in the nascent stage. It has several benefits but its rapid growth are difficult to be disregarded even by the toughest critics, as these digital platforms facilitate efficient use of the asset, convenience, information symmetry and better pricing among others.

Trust and Reputation are the integral elements of B 2 B business which imposes need for regulation because there is currently no adequate way to ensure genuine players entry into this market and prohibit others.

OYO has not imitated Airbnb model as apart from facilitating affordable accommodation search it also pledges to provide quality experience through standardization on 30 measures including free wi-fi, breakfast, clean bed sheets, toiletries, etc. OYO rooms support asset owners by providing quality standardized supplies and service training. OYO rooms currently operate in over 200 Indian cities and in countries like Nepal, China, Singapore, England, Malaysia, Philippines, UAE, Japan, Sri Lanka, Saudi Arabia and Vietnam.

Strategies used by OYO

The hotel industry has been one of the most competitive industries especially in the 21st century. For this reason, enhancing customer loyalty with disruptive and continuous innovation is the key aspects of enhancing competitiveness in the industry as well as ensuring business continuity.

In the event that customers are satisfied with products or brands, they most likely become loyal customers and keep spreading good word of the hotel. In that manner, in the event that they are disappointed, they will probably switch off brands and talk bad of the brand to different customers about the hotel. The brand of the hotel is an essential factor that emphatically or contrarily influences advertising exercises and the image is the main thing that creates a good impression of the hotel.

A successful employee evaluation project will ensure that the hotel management streamlines the conduct of employees while serving customers. Therefore, in OYO managers use the feedback from customers to assess the competency of the employees. Moreover, such information is used to define the elements of an ideal employee. This great ecosystem of happy partners and happy customers is the USP for OYO.

OYO business Model

Created by Ritesh Agarwal, in his early 20's, OYO Rooms brought a totally new business model to the space of hotel. What he brought to the party was true thought leadership- Pitching to small hotel owners and operators the advantages of branding and standardization. Since its inception in 2013, OYO has closely worked with its asset partners through multiple operating formats including franchise, manchise and leased, currently over 95 percent of its business is being driven by exclusive full inventory partnerships.



Fig 2. As of end of 2018, OYO has also seen global stayed room nights (Annualised based on December run-rate) increase from **6m** in December 2016 to **13m** in December 2017 to **75m (99m based on December 2018 peak) in December 2018 (with a growth of 5.7x on y-o-y basis).**

FINDINGS

Following is my take going through the financial statement 2018 of OYO (as per business made in Indian land)

- Revenue as per consolidated financial statements increased from INR 120 cr to INR 416 cr, **which is a 3.5X growth in FY 2017-18.** Revenue for FY 2018-19 is trending at **INR 1,481 cr with a 3.5X increase.**
- Realized value (net off cancellations) **trending at INR 4,921 cr for FY 2018-19.**
- Margin expansion and high degree of operating leverage in the business model has resulted in, losses as a percentage of total realized value (net of cancellations) coming down from 44.5% in FY 2016-17 to 20.3% in FY 2017-18 and is **trending at 10.4% in FY 2018-19.** The robust business model with limited marketing spend generates double-digit positive contribution margins. OYO continues to invest in technology and to build long term capabilities while getting on-board, the top talent in the country.
- **Majority of their demand is repeat with word of mouth customers accounting for 93% of revenues in Q4 2018 (Oct-Dec) and hence ensuring lower marketing spends.**
- So also OYO's score in Booking.com – which is one of the largest hotel OTAs in the world – our customer experience score reached a high of 8, averaging across several parameters. This score considers location, value, comfort, cleanliness, service, and staff — a clear indication of our strong focus on the end-to-end customer experience

Revenue and distribution capability is spread across online and offline channels to address the complete market. 29.3% customers repeat in the next quarter after their stay, bringing in a world leading hospitality metric.

- OYO Hotels & Homes is the **largest selling brand on almost all major 3rd Party Online Travel Agents (OTAs).**
- Unlike our look-alikes, who continue to rely on 3rd party agents, OYO continues to build capabilities to allow our guests to have great direct brand booking experience, while ensuring win-win relationships with OTAs.
- OTA partners: Guests can have a direct booking experience for OYO on all major OTAs such as Booking.com, MMT, Go-Ibibo and Expedia.
- OYO's seamless apps and web site continue to be their strong suite with more than 18m travellers being shown personalized and localized content on the OYO App. **They clocked close to 1.3m new installs in Dec18.**
- **Customer cohorts:** Their India Customer (Android) cohorts indicate that **29.3% of customers of July-September 2018 returned to stay at OYO spaces between October-December 2018.** These are industry best repeat metrics. It is heartening to note that **we also had 10.4% of customers from as early as April-June 2016** coming back to stay with us.

The challenge of sustainability

'Sustainability' not size is the new mantra for investors of startup ecosystem. When a consumer-Internet company can reap more revenue from a user than the money it spent on acquiring that person as a customer, that's positive unit economics — that metric investors are counting on to shine a more realistic light on a company's business performance than sales fed by discounts. All investors are now looking for businesses that have sustainable unit economics. Any new online start up is highly sustainable and profitable, but cheating leads you to insolvency.

While OYO was quite successful till 2015 or so for consumer value proposition (Imagine getting rooms in metro cities below Rs 999), the same is not true in their expansion phase and I think they are in risk of decay. Some examples:

- Good Quality Hotels now going as OYO Premium and charging on average Rs 1500/day. For this rate, places like Treebo are better in my view.
- OYO hotel rating does not have comments so one cannot view qualitative aspects of the reviews. Tripadvisor integration is missing
- OYO Clubhouse model iffy success-my mother used it in Kolkata on my suggestion, and was not impressed with the decor or the service
- 12–12 checkout model works pan India BUT not for South India or temple towns (Madurai/Tanjore) where 24hr checkout is best. But hotels give this for DIRECT bookings and not for online bookings. This is something where OYO could innovate better(its issue with all OTA)

CONCLUSION

Innovators and entrepreneurs will form the next billionaires club in India by 2020, its people like them who will perhaps script the next chapter of India's entrepreneurial journey. The internet has brought about a lot of changes in hospitality industry specially on the marketing sector. Continuously changing technology and applications are playing very vital role in this field. Majority of the OYO related party service providers of rural places are more benefited out of their applications and updated information systems. With minor problems like internet speed being slow at times, they are thinking of making their application light weight. This will make it convenient for users to use their application seamlessly.

So the next time you are planning a holiday, stay at one of the homes by OYO. And if you have a locked second home, trust OYO with your home to safely monetize your dormant asset.

You'll soon be reading more about OYO and how they will continue to utilize their capabilities for transforming every piece of real estate so you can 'OYO' your way across the world! Stay tuned, while they successfully change the way people stay away from home.

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m-HEALTH (MOBILE HEALTH)-AN ACCESSIBLE HEALTHCARE DELIVERY SYSTEM

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ABSTRACT

Big data analytics offers promise in many business sectors, and healthcare is looking at big data to provide answers to many issues with respect to healthcare. It has the potential for positive impact and global implications but must overcome some legitimate obstacles. The purpose is to summarize the challenges faced by big data analytics and the opportunities that big data opens in healthcare. Mobile health has been receiving a lot of attention from patients, healthcare professionals, application developers, network service providers and researchers. Mobile health is not only just some healthcare applications on a mobile phone but also involves sensors and wireless networks in monitoring various conditions, mobile devices to access various services in healthcare, healthcare professionals to make decisions and provide emergency care, and for the elderly to manage their daily activities in independent living. Relying on qualitative and quantitative data collected in 2008 to 2018 from over 5000 people aged between 8 years and 25 years in India. The paper may provide platform for further research relating to patients, healthcare professionals, applications, and infrastructure. The decisions significantly impact the mobile health services will be designed, developed, evaluated, and adopted globally near future.

Keywords: m-Health, Big data analytics, Healthcare, Mobile Health.

INTRODUCTION

Big data analytics refers to the study of a large amount of data sets, broken down by computer systems that can detect trends. Researchers collect high-frequency physiological data, like heart rate and respiration rate, to create algorithms that can predict when a baby is at risk of infection and other health complications. Big data analytics offers promise in many business sectors, and healthcare is looking at big data to provide answers to many age-related issues, particularly dementia and chronic disease management. This systematic review explores the depth of big data analytics since 2010 and identifies both challenges and opportunities associated with big data in healthcare. Big data is defined through the 4 Vs, i.e., volume, velocity, variety, and veracity. The first 3 Vs are found in most literature, and the fourth V is a goal. There are several large sources for big data in healthcare: genomics, EHR (Electronic Health Record), medical monitoring devices, wearable video devices, and health-related mobile phone applications.

Mobile health is defined as healthcare provided to anyone, anytime, and anywhere by removing locational and temporal constraints while increasing both the coverage and the quality of healthcare. Mobile health is much more than just accessing healthcare applications on a mobile phone as m-Health can involve sensors and wireless networks in monitoring various conditions, mobile devices to access a variety of healthcare services, healthcare professionals to make decisions and provide emergency care, and the elderly to manage their daily activities for independent living among other things. Thus mobile health can include numerous sophisticated applications that deal with disease prevention & wellness, monitoring and remote care, mobile decision making, and emergency interventions. In addition, several applications on horizon include highly personalized health monitoring, mobile healthcare data access, and sophisticated mobile tele-medicine (Arshad et al., 2003).

m-Health specifically results in huge advances in providing suitable healthcare in emergencies, expanding healthcare coverage, managing chronic conditions and improving decision making. The challenges are categorized in to 4 (four) relating to patients, healthcare professionals, IT and application. Mobile health can truly change the way healthcare services are delivered: from the current healthcare professionals-controlled to healthcare professionals-managed. One of the major effects of m-Health is empowering patients with information to help them make suitable healthcare decisions, follow advice and medical regimen, and in general have better control of their healthcare (Han et al, 2006). Extensive work evaluate the effectiveness of mobile health in terms of quality of decision making, quality of care, efficiencies of healthcare processes, outcomes of patients, and reduction of overall cost needs to be done.

Table-1: m-Health - Developed Countries versus Developing Countries

S. No.	Dimensions	Developed Countries	Developing Countries	Remarks
1	Infrastructure	Completely developed.	Developed to some extent and reliability challenges.	The interoperability of infrastructure still needs to be sorted out.
2	Apt applications	Mobile applications for managing healthcare.	Reminders for remote care, information with respect to diseases.	Revolutionary in developing countries, evolutionary in developed countries.
3	Barriers	Lack of clear policies, accessibility cost, reliability & security.	Lack of infrastructure, lack of education, cultural and social barriers, role of alternate medicine.	Study in adapting m-Health in developing countries and developed countries.
4	Regulatory state of affairs	Upcoming.	Upcoming.	Biggest challenges.
5	m-Health's future	Secondary.	Potential for primary healthcare role in rural areas.	Need to overcome many challenges.

Table 1: m-Health - Developed Countries versus Developing Countries Source: Compiled

m-Health can reach to places where little or no healthcare is available such as rural areas especially in developing countries and can also allow people in urban areas and developed countries to access some healthcare services while being mobile/away from their places. m-Health is likely to be incremental in the developed countries as it plays an adjunct role to what is already supported by e-health. One of the major advances fueling the growth of m-Health is the worldwide availability of mobile technologies, such as mobile phones of 3rd and 4th generation (3G and 4G), that are usable almost anywhere anytime. The decline in price of access, improved portability and comfort of people in using mobile technologies have all helped m-Health moving forward at a rapid pace. m-Health is likely to be revolutionary in developing countries, where little infrastructure is available and presence of mobile phones can lead to rapid adoption of mobile health, especially in rural and remote areas. m-Health in developing countries will play a major role in health interventions, prevention of communicable diseases and in improving health literacy. A comparison of m-Health in developed and developing countries is shown in Table 1.

REVIEW OF LITERATURE

According to Clausan, Elrod, Fox, Hajar, and Dzenowagis (2013), mobile health (m-Health) is defined as the use of mobile devices and global network to deliver health services and information. Devices most commonly used are cell phones, smart phones and tablets (Clausan et al. 2013). There exists a widespread optimism that mobile phones can help overcome infrastructural constraints and provide routes out of poverty, particularly in rural areas (Donner, 2008; Porter, 2012). The potential for mobile phones to bridge healthcare gaps in low-resource settings has been grasped enthusiastically by the global health community, with significant investment in mobile health (m-Health) initiatives (Bloomfield et al., 2014; Aranda-Jan et al., 2014). Much less well-documented are the many informal ways in which young people in particular are using mobile phones for health-related purposes. Young people across the world also face significant health challenges and barriers to care (WHO, 2012; Sawyer et al., 2012).The uninsured e disproportionately rural populations and those in the lower wealth are reliant on public provision that continues to be patchy and under-resourced and/or incurring considerable out-of-pocket expenditure at private facilities (Nyonator et al., 2014; Ataguba et al., 2014; Abihiro et al., 2014; Mills et al., 2012).Where access to formal-sector services is limited, young people may resort disproportionately to a vast and highly eclectic ‘informal sector’ of unregulated healers (Hampshire et al., 2011, Van der Geest and Geissler, 2003). Baxerres and Le Hesran (2011) notes the potential risks where states lack the capacity to control and regulate pharmaceutical markets, allowing medicines and other therapeutic technologies to circulate freely (Baxerres and Le Hesran, 2011). The rise of sub-standard and counterfeit drugs adds to the uncertainty and potential risks (Caudron et al., 2008), as does media coverage of fraudulent healers (Shipley, 2009).

m-Health is an evolution of eHealth. m-Health applications include the use of mobile devices in collecting community and clinical health record, delivery of healthcare information to practitioners, researchers, and patients.

1) Lack of physician support: The development of the mobile health industry has been driven by mobile network operators, application developers and device makers, with less buy-in by the medical fraternity.

2) Lack of existing technology: Public sector doctors and payers cited lack of existing technology as the biggest barrier to greater use of m-Health.

3) Regulation concerns and efficacy of applications: Smartphone applications may hold a great promise, but evidence based research diminish behind technological innovation and their efficiency is yet to be determined.

4) Security of Data: Data security within the healthcare sector is of immense importance as it holds data of millions of patients. This is crucial and highly confidential information.

5) Difficult to understand the technology: Some consumers especially the elderly may find it difficult to use mobile technology.

6) Mobile is not only mobile: Mobile technology does not only mean having a mobile applications interface but it should adopt the technology correctly.

7) User-friendly

8) Human appeal

9) No support: None will adopt any new form or new way of working without sufficient and experienced support being in place.

10) Connectivity

The healthcare delivery model will evolve from the current healthcare professional-controlled care to healthcare professional-managed care. For some cases, such as for patients in poor conditions, the healthcare professionals will still play a major role, while patients in better conditions would benefit more from the healthcare professional-managed model of care.

Mobile technologies can lead to efficiency improvements such as decreased time for task completion and accessing history. By collecting and delivering vital information at the point of care, hospitals can improve efficiency and safety. It has been shown that the use of mobile systems reduced the task completion time significantly. The average time on monitoring patients was reduced about 40%, while the total time on indirect tasks was reduced about 30%. Many healthcare processes are very complex and involve people, technologies and rules. Good understanding of healthcare processes and how people interact with technologies in unpredictable situations, how physicians use technologies, how medical decisions are made, how people take medications, and how the elderly live alone will help towards achieving this goal. By improving various healthcare processes, mobile technologies can also improve the outcomes of various healthcare activities. Mobile technologies can play a very important, but assistive, role in decision making by supporting the needed information anytime anywhere to anyone authorized. This could include mobile access to expert systems and evidence-based medicine tools. Healthcare professionals are trained to perform these decisions under extreme circumstances with little or no advance notice some-times. Healthcare professionals consider symptoms, medical history, lab results and diagnostic tests among others in reaching to medical decisions. Many times, additional alternatives or choices become available as the decision making process moves forward.

The speed vs. accuracy of decision making should be studied in different scenarios of preventive care, urgent care, emergency care, home health, and long-term care. Although, mobile technologies can lead to improvements in some steps of decision making, certainly more work is needed towards evaluating the impact on overall decision making. Mobile technologies can support faster access to healthcare professionals and health information and that could lead to faster decision making such as those needed for emergency cases. Mobile technologies, by improving information access and tracking of patients, supplies and medications, can help to reduce information-related medical errors. More work is needed to evaluate the impact of mobile technologies on other errors, including process errors and knowledge/skill errors, such as wrong treatment with right diagnosis. Many medical errors occur due to the lack of correct and complete information at the location and time it is needed, potentially resulting in wrong diagnosis and drug interaction problems.

Health 2.0

The term Health 2.0 is derived from the Web 2.0 applications which apply healthcare related information in it. It enables collaboration between health professionals, patients, caregivers and medical researchers. Examples of Health 2.0 applications include SugarStats.com, PatientsLikeMe.com, and SERMO. Issues and barriers in implementation of Health 2.0 include:

- 1) **No search precision** :An elderly heart patient might read and follow advice only appropriate for younger patients, and a patient reading a warning about a medication on a discussion board might stop using it.
- 2) **Huge health information**: Require high level of reading ability and it is compounded by the large amount of advertisements disguised as independent medical advice to.
- 3) **Centered on the Western society**: English is the universal language, there is a huge population of consumers that do not converse in or understand English.
- 4) **No patient motivation**: Many heart patients do not fully understand the relationship between their disease, symptoms, medication and lifestyle choices.
- 5) **Novel system**: Unwillingness to change to use Medical 2.0 among the skilled professionals and patients is one of the barriers which make them unable to leverage these technologies.

Table-2: Barriers of Consumer Health Informatics (CHI) Applications -Classification

S. No.	Consumer Health Informatics (CHI) Applications	Type of Barrier	Barriers
1	Personal Health Records (PHR)	Consumer issue-Individual level barrier	Access to Computer, Physical Disabilities, Privacy, Access to PHR, Usability, Cognitive Disabilities, Low Literacy in Computer, Familiarity, Low Health Literacy Terminology and Comfort, Ensuring Accurate Data.
2	Tele-health	Technical barrier-System level barrier Clinician issue-Individual level barrier	Legal Barriers Resistance to Change, Cost
3	m-Health	healthcare system barrier-System level barrier Technical barrier-System level barrier Consumer and Clinician issue-Individual level barrier healthcare system barrier-System level barrier	Reimbursement and accountable care organizations, Security and Privacy Concerns Lack of Support, Human Appeal, Remote Places Lack of physician support, User-Friendly Security, Mobile Does Not Mean Only Mobile, Difficulty Understanding the Technology, Concerns about regulation and efficacy of applications
4	Games for Health	Consumer and Clinician issue-Individual level barrier Technical barrier-System level barrier	Lack of interest by consumers, Lack of expertise/ knowledge in practical application, Limited consumer acceptance Production cost, Low familiarity with the technology, Game design literacy, Unknown practical application, Low availability, Reliability of the technology
5	Health 2.0	Consumer and Clinician issue-Individual level barrier Technical barrier-System level barrier	Lack of patient motivation Extensive health information, Lack of search precision, Centered on the Western society.

Table-2: Barriers of Consumer Health Informatics (CHI) Applications -Classification
Source: Compiled

m-Health INTERVENTIONS-DOMAINS

Partnerships between healthcare and telecom providers have made the substitution of traditional care and expansion of existing accessibility of healthcare feasible. Interventions such as tele-consultation, video consultation over 3G, appointment scheduling, triaging and SMS prescription services are among the widely prevalent spectra of healthcare service provision (Labrique AB et al., 2013). Other common application domains for m-Health are client education and behavior change, registries and vital events tracking, data collection and reporting, electronic health record, electronic decision support like algorithms, information, protocols, checklists, provider-provider communication like patient-provider communication, user groups consultation, provider training and education, provider work planning and scheduling, sensors and point of care diagnostics, human resource management, supply chain management, financial transaction and incentives (Sean Lunde,2016; Labrique AB et al., 2013;Edward Boyer et al., 2012). Partnerships between healthcare and telecom providers have made the substitution of traditional care and expansion of existing accessibility of healthcare feasible (Sean Lunde,2016).The goals of implementing various m-Health applications are to enhance the efficiency and the accessibility of healthcare systems and to reduce the mortality in developing countries (Albertain AF et al.,2014).

m-Health SCENARIO-WORLDWIDE

A 2016 global survey of 114 nations by WHO found that m-Health initiatives have been established in many countries but there is variation in adoption levels. Africa had the lowest rate of m-Health adoption while North America, South America and Southeast Asia showed highest adoption level (Ryu S., 2012). The most frequently reported types of m-Health initiatives globally were health call centers/ healthcare telephone help lines (59%), emergency toll-free telephone services (55%), emergencies (54%), and mobile telemedicine (49%). The least frequently reported initiatives were health surveys (26%), surveillance (26%), awareness rising (23%), and decision support systems (19%) (Ryu S., 2012). A study by United Nations Foundation and Vodafone Foundation has listed 51 m-Health programs that are operating in 26 developing countries all over the world. The projects and programs focus mainly on treatment and support service, disease surveillance and drug adherence services, data collection and remote monitoring services, point of care services, emergency medical services and health information systems (Albertain AF et al., 2014).

m-Health INITIATIVES-GLOBALLY

The application used for infant registration mTikka is used by vaccine workers in Bangladesh. This application enabled enhanced accessibility of infants' vaccination status through database all over the country (Press brief. International Centre for Diarrheal Disease Research, Bangladesh, 2016). m-Health application has been in use in rural province of Indonesia where mobile phones are used by midwives to transmit health statistics, contact peers for advice, to communicate with doctors and to receive health updates (Inthiran A., 2016). The initiative started in Senegal, mRamadan is based on mobile technology to improve access to support for people with diabetes. The aim of the programme was to send SMS tips and advice to enrolled diabetics during Ramadan to promote good health behaviors during and between fasting periods and had drastically reduced emergencies arising in Ramadan period (Global report on diabetes, 2016). m-Health applications such as Text4Baby (how to handle various stages of pregnancy and problems that arise), Gluco Phones have been implemented in the United States (monitor and transmit blood glucose levels), and Heal the Trax (virtual health assistant) (Inthiran A., 2015).

SCOPE OF m-Health IN INDIA

Since the inception of Universal immunization programme, immunization coverage with DPT-3 in Indian children still stands at 75%, though more than three decades have passed. Alternate mechanisms through increased awareness and timely reminders as in mTikka interventions could enhance the coverage of immunization in the nation. India is the 2nd largest mobile phone user country having more than 900 million users in the world. As per TRAI (Telecom Regulatory Authority of India) press release, on 30th November, 2015, there are almost 1009 million (577.84 million urban and 431.61 million rural) telephone subscribers. The high penetration of mobile technology in India, therefore offers a positive promising scope for m-Health utilization in healthcare provision. The advancements in technology and communications in healthcare scenario are also evident in India. An effort to discuss few existing m-Health interventions in India is made henceforth.

Via SMS services, the NOTO (National Organ Transplant Organization) spreads awareness with respect to organ donation among the people. The government of India had introduced a mobile-based intervention called NIKSHAY in 2012 (Annual report 2014-2015, Ministry of Health and Family Welfare. Government of India).Most m-Health projects in India started their journey in 2008. Maternal and child tracking system is a system where messages are sent to Janani Suraksha Yojana (Mother security scheme) beneficiaries and

accredited social health activist workers. This innovation helped in improving service delivery, and meeting the service needs of healthcare providers (Garai A et al., 2010). As a part of Digital India program, Government of India has launched various m-Health initiatives nationwide on 15th January 2016. The intent of the program was to enhance access, make healthcare services cost effective and to make the system more robust (Mobile Health Services– Mobile Academy,2016).M-Cessation targets the population who are willing to quit tobacco usage and support them towards successful quitting through text messages sent via mobile phones. Kilkari freely delivers weekly, time bound 72 audio messages about pregnancy, child birth and child care directly to families’ mobile phones starting from the second trimester of pregnancy until the child is one-year old. TB missed call initiative is a helpline with a toll free number which will provide information, counseling and treatment support services for TB patients. A free audio training course by the name Mobile academy is designed to expand and refresh the knowledge base of accredited social health activists and improve their communication skills.

SOCIO-ECONOMIC IMPACT OF m-Health

In countries where few births are attended by skilled personnel, 49% in India and 39% in Pakistan and Bangladesh, m-Health could fill the gap through SMS campaigns and providing prenatal advice at every stage of their gestation, increasing the flow of information to pregnant women. Moreover, mobile-assisted education and awareness rising become even more powerful tools when delivered to traditional birth attendants. Evidence shows that education and increased referral can reduce prenatal and maternal mortality by 30%. In regional trials in Pakistan, for example, maternal mortality was found to be cut by 26 percent though the use of m-Health education and information dissemination. When it comes to communicable diseases, the projections for m-Health-driven improvements are equally striking. Part of the reason is that for a disease such as tuberculosis, contact from front line workers is critical in minimizing the risk of the disease being spread by those infected and in ensuring that patients complete their treatment and manage the side effects of the drugs they are taking. In the absence of sufficient numbers of front line healthcare workers, mobile phones play a critical role as a supplementary support system. Evidence shows that SMS-based reminders can improve patients’ drug compliance by between 30% and 70% and when it comes to tuberculosis, 90% of those infected can be cured with proper medication compliance. The death rate for active TB sufferers is more than 50%, if left untreated. For countries such as Bangladesh, India, and Pakistan, taking healthcare the last mile is a particular challenge, since many citizens live in remote rural areas. Here, mobile technology provides a compelling solution, since it can connect local health workers and patients with large hospitals and health centers to deliver remote diagnostics and telemedicine. Point-of-Care Testing such as X-rays, CT scans, and ultrasounds taken locally can be electronically transferred to specialists for assessment through eDiagnostics or eHealth Diagnostic Devices. For example, in India, 115 consulting centers across the country have performed 69,000 patient consultations. In India, a two-year increase in life expectancy would increase annual GDP approximately 1 percent by 2025. A 3-year increase in life expectancy would achieve the same GDP growth in Pakistan. As a result, by 2025, use of mobile healthcare techniques could lead to the cure of 250,000 tuberculosis sufferers in Bangladesh, with this figure rising even higher, to some 1.1 million, in India and Pakistan.

Table-3: m-Health at various levels – impact

S. No.	Level	Issues & Challenges - Impact	Remarks
1	Individual level (patient)	Major impact such as adherence, how the care is received, information on healthcare.	A majority of work in m-Health is focusing on the patients.
2	Team level e.g. care giver, healthcare professionals	Major impact such as efficiency, quality and speed of delivery of care, reduction in cost.	Some work in m-Health is focusing on healthcare professionals.
3	Organizational level e.g. healthcare providers, employers, insurance, government	Some impact such as security, billing, cost, incentives, outcomes, wellness and prevention, disaster care.	Little work is being done to address organizational level impact of m-Health.
4	Inter-organizational level e.g. regulator to device manufacturer	Less impact such as security and privacy of communications and information exchange, partnerships for m-Health, regulatory changes.	Little work is being done to address inter-organizational level impact of m-Health.

Table 3: m-Health at various levels – impact

Source: Compiled

FINDINGS

The survey data were analyzed using SPSS v.20.

Table-4: Socio-demographic characteristics & variation in phone ownership and use-patterns

N = 5,000

(a) Current phone ownership	
Gender	
Male	41.9%
Female	35.2%
Age group	
8-13 years	13.3%
14-18 years	41.2%
19-25 years	63.8%
Settlement type	
Urban	50.2%
Semi-Urban	43.5%
Rural	33.4%
(b) Mobile phone use in the last 4 weeks	
Gender	
Male	75.9%
Female	69.3%
Age group	
8-13 years	56.8%
14-18 years	79.9%
19-25 years	84.4%
Settlement type	
Urban	81.5%
Semi-Urban	88.6%
Rural	57.9%

Except phone ownership and gender, all differences statistically significant (p<0.005).

Older respondents and those living in urban and semi-urban areas were more likely to own and use a mobile phone than rural-dwelling and younger respondents.

Table-5: Usage of mobile phone in the last 12 months due to illness

N = 5,000

No. (%) using mobile phone for self	2900 (58.0%)
No. (%) using mobile phone for others	1800 (36.0%)
For self	
Called whom? (%)	
Member of the house	15.5%
Local friend	11.5%
Neighbor	9.8%

Relative	5.9%
Colleague	3.6%
Doctor	2.8%
Ambulance or any other transport	0.5%
Other	0.5%
Reason for calling (%)	
Information only	18.9%
To bring/buy medicines	3.9%
For advice	2.0%
To provide care	9.5%
Request money (for treatment/transport	8.6%
Take arrange healthcare visit/transport	9.6%
Arrange childcare	0.5%
Report absence from school/work	5.6%

Mobile phones can enable communication with people who might be able to help in the event of sickness or other health crisis. Altogether, just over a third (58.0%) of survey respondents reported having used a mobile phone in the last 12 months because they were unwell, while 36% had done so in connection with someone else's illness.

Table-6: Using phone to seek or receive information related to health in the last 12 months

	N = 5,000
Using phone to seek or receive information related to health - Number (%)	1150 (23%)
Information Source	
Contact personally	195 (3.9%)
Searching Internet	495 (9.9%)
Healthcare professional	125 (2.5%)
TV show	140 (2.8%)
Helpline	45 (0.9%)
Solicited SMS	145 (2.9%)
Unsolicited SMS	35 (0.7%)
Health-related radio show	90 (1.8%)
Healthcare providers	
Seeking Health information	
Healthcare providers	90 (1.8%)
Medicines	275 (5.5%)
Family planning	45 (0.9%)
Specific conditions	325 (6.5%)
HIV/AIDS	245 (4.9%)
Pregnancy	85 (1.7%)
Other STIs	95 (1.9%)
Abortion	30 (0.6%)

SMS messages both solicited and unsolicited are common source of health ‘information’. Some network providers offer regular ‘health tips’ for subscribers. However, more often, young people received unsolicited messages and advertisements. Phones breaking down are a big issue, especially in resource-poor settlements where cheap second-hand and black-market phones circulate widely.

IMPLEMENTING m-Health IN INDIA -CHALLENGES

Rural India faces the biggest shortage of health manpower. m-Health though has the potential to supply cost-effective care to rural India has many challenges (36). Increased self-care and self-monitoring by m-Health

innovations, though beneficial might invite risk as judicial interventions by healthcare professionals is inevitable in some instances. The growing number of self-testing devices is also a concern regarding ethical, psychological and social aspects of individuals. Some of the issues that may hinder successful implementation of m-Health technology include poor phone access in rural households (58%), lack of reliable power supply to charge phones, poor smart phone user rates, and low literacy rates. Main limitation of m-Health service is lack of two-way interaction between service provider and the consumer limiting their credibility and sense of personalized care (Sean Lunde, 2016). The other challenges for ground implementation of m-Health are developing an adequately strong infrastructure, education and training targeting towards new technology in orthodox professionals and healthcare personnel, lack of adequate research and development into major thrust areas of healthcare where m-Health would be worthiest. Sustainable scaling up of successful m-Health interventions demands necessary knowledge and undivided attention from policy-makers. As many of the m-Health applications handle a lot of sensitive and private information appropriate secure handling to protect privacy is mandatory. Though revolutionary technological advancements are made in the area of m-Health, demand driven and need based investment are the impending factors for further progress in this field. Enhanced use of m-Health interventions also raises concern over individual privacy and data security (Darrell West, 2012).

Mobile health is not likely to play a primary role in cities in developed countries, where both “wire line” network infrastructure as well healthcare facilities are readily available. Certainly much more work is needed to evaluate most suitable m-Health services in developed as well as developing countries. m-Health cannot, and should not, completely automate the delivery of healthcare services. There are many m-Health applications that must have human involvement due to their potential for damage or injury to the patient's health. In general, if an application is providing healthcare information and is not connected to any healthcare delivery device. m-Health cannot solve all problems of healthcare as it is highly dependent on sensors, mobile devices and wireless infrastructure. In places where there is no wireless coverage or when mobile devices have battery or access problems, mobile health is simply not possible.

WAY FORWARD

For economic and social development, the well-being of an individual and also the community is a must. Using mobile technology to improve health offers a tremendous opportunity for developing countries and communities to advance in healthcare delivery and effectively utilize scarce resources by making health systems more efficient. m-Health provides immense opportunity to mitigate the problem of healthcare personnel absenteeism and become alternative of telemedicine. The propensity to pay for healthcare in poorer countries is higher as the cost of care exceeds the income earned by the individuals. The vastly under-served healthcare market combined with high mobile phone penetration and rapidly growing smart phone adoption creates enabling environment condition for m-Health adoption in India. Tailored messages based on individuals would have a high acceptance by the community as their health needs would be met. m-Health, being user friendly and cost effective, would be an interesting initiative in developing world. Customized application and sustainable financial models which could suit the existing local healthcare delivery networks would yield beneficial outcomes (de Jongh T et al., 2012).

In the present scenario, mobile technology has gained substantial effects on health outcomes in quite areas and there is a scope to excel with strategic interventions by policymakers and funders. m-Health has a great potential to deliver life-saving information even in the most remote and resource constraint settings in developing countries and can serve as an access point of national surveillance systems (Gurol-Urganci I, 2012). Cost-effective monitoring through m-Health interventions could pave a way for increased quality and accessibility to a wider array of healthcare services. Telephone based appointment scheduling, SMS prescription refill services, consultation via 3G video are to name a few interventions. m-Health interventions would effectively tackle the rising burden of chronic diseases as demonstrated by few studies (Darrell West, 2012). Increased compliance can be ensured through reminders over mobile phone and hence can increase the quality of life of chronic disease sufferers. Communicating results of medical investigations via m-Health technology would save much time for the patients. In India, mobile phones, computers, tablets enhance healthcare delivery while lowering the operating costs. m-Health is reducing readmission rates in chronic patients through better monitoring and higher compliance rates for prescribed care. Through remote monitoring, regular check-ups can be interpreted by data analytics at the health clinics. m-Health in India could be used to substitute a portion of future physical infrastructure of hospitals and clinics through remote diagnosis, monitoring and care. Healthcare practitioners need to be encouraged, trained and ultimately mandated to adopt m-Health as a part of their methods for diagnosis, and staying connected with the patients.

CONCLUSION

The use of advanced analytics and the Big data have the potential to advance the way in which providers leverage technology to make informed clinical decisions. However, the vast amounts of information generated annually within healthcare must be organized and compartmentalized to enable universal accessibility and transparency between healthcare organizations. Mobile health can be implemented in two variations: automated and human-assisted to support the informational and direct healthcare applications, respectively. One of the challenges is to classify numerous mobile health applications to help patients decide which applications are similar and which ones are different in what ways. This would also help in developing new applications as identified by the classification scheme (Horvath T, 2012). India is currently facing shortage of health manpower. Vast coverage of mobile services in India and success of m-Health worldwide opens a new window in healthcare delivery in India. Honorable Prime Minister has also envisaged for a digital India where m-Health might be the most promising domain to explore in health sector. Further research into the existing m-Health interventions and their scope in Indian context needs a focus. It will be a prudent decision to invest in further research in m-Health which has all potentiality to be a cost-effective alternative of long reared dream to introduce information communication technology in public health (Garai A et al., 2010).

Mobile health can further lead to many important advances in healthcare and information technologies. These are proactive health and wellness management, where chronic conditions can be detected and managed much before any major complications, design and use of medications that are most suited to individual patients, healthcare systems that are context aware to provide necessary interventions as needed for health and medications, smart technologies that can sense and support the needs of the elderly in independent living. Personalized and intelligent monitoring of patients can lead to better health out-comes at a lower healthcare cost. It is our hope that this paper leads to more research in identified areas and, the proposed framework and high-level solutions are useful in furthering progress in this important and emerging area (Barton AJ, 2012).

Mobile health is an emerging area of research and has attracted some attention from different segments of healthcare, technology and management research. One of the goals of this paper is to integrate many of these advances and also identify some important research problems. We presented a framework for mobile health with four categories of patients, healthcare professionals, IT and m-Health applications. Then we presented a research framework to discuss many important and emerging research problems in m-Health. As much as we are tempted, we do not label our framework as comprehensive and the final word in mobile health which is still an emerging area of research and can evolve in many different directions. There are some limitations of the proposed framework including its limited focus on four categories. A highly desirable extension of the framework could include additional categories of (a) regulatory environment and security and (b) adoption of mobile health. We expect that other researchers will expand the proposed framework to include these additional categories while identifying numerous research problems.

Moreover, although 'communicative ecologies' continue to be shaped by structural inequalities that are both reproduced and re-configured, the situation is more complex, contingent and shifting than that implied by the term 'digital divide'. Instead, it might be more useful to think in terms of differential access to 'digital capital', which includes not just the technology itself but also the wherewithal (personal networks, skills, resources, etc.) needed to optimize its use. The concept of digital capital is apt because of its convertibility to other forms of capital (Bourdieu, 1986): economic, cultural, and symbolic and e in relation to healthcare e bodily capital. Mobile phones also require having both 'technical know-how' and 'technical know-who' (Whyte, 2014): the right contacts (extensive, well-resourced and well-positioned) and skills to access relevant information and help. All of these are unevenly distributed, with those in rural areas of resource-poor countries most disadvantaged. Second, the unregulated nature of the digital world presents difficulties and risks, even to those with reasonable technical know-how/who. While some young people reported positive experiences, many others struggled to navigate a potential minefield of misinformation and were unsure and anxious about what/whom to trust, particularly where the volume of unsolicited health information is greatest. Ironically, it is in impoverished rural areas, where the need to overcome healthcare barriers is greatest, that the reach of 'informal m-Health' has (so far) been most limited. Digital technologies tend to map onto existing (often deeply-rooted) social inequalities which become re-configured but not erased. However, this process is neither socially nor technologically deterministic.

Mobile phones have the potential to be an important therapeutic resource, and are already being used creatively by young people in our study to research and secure healthcare. However, their efforts may be compromised by limited access to the technology, lack of 'digital capital', uncertainty and poor health service provision, all of which are experienced most intensely by those in impoverished rural settlements. The potential for m-Health to

transform formal healthcare provision, especially in geographically- remote areas, is huge. But, for now at least, this is far less significant for many young people than the informal, ‘do-it-yourself’, m-Health practices described here. We therefore need to think urgently about how young people might be facilitated to use mobile phones effectively and safely in relation to healthcare. An obvious pre-requisite is improved access to digital technology, particularly in rural areas without reliable network coverage or electricity. Over the course of our study, solar chargers were becoming much more widespread in the rural sites. However, access alone is not enough: young people also need to be facilitated to build appropriate digital capital to use mobile phones to best (therapeutic) effect.

The systematic literature review revealed both challenges and opportunities that big data offers to the healthcare industry. The literature also mentioned the opportunities of increased quality, better management of population health, early detection of disease, and data quality structure and accessibility in at least 50% of the articles reviewed. These findings identify foci for future research. Both the digital and medical worlds are changing rapidly in ways that are hard to predict. It is crucially important to work in partnership with young people, who are often at the forefront of emerging practices and who know better than anyone else what these might mean for them. Engaging with adolescents and young people as responsible therapeutic citizens, with legitimate rights and responsibilities commensurate with their cognitive abilities and social situations, is an absolute pre-requisite to facilitating safer and more effective (digitally-mediated) health-seeking practices.

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PUBLIC HEALTH CARE IN GREATER MUMBAI: CHALLENGES AND OPPORTUNITIES FOR THE MUNICIPAL CORPORATION OF GREATER MUMBAI (MCGM)

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ABSTRACT

Health is a fundamental human right and also a social goal globally. A sound and efficient health care system helps in improving a nation's wealth by ensuring a speedier economic growth and development. India as the second most populous nation in the world has access to one of the largest natural resources – its population. Yet, one of the persistent challenges faced by India at present is improving access to basic health care facilities. Mumbai is the most populous city in India and the state capital of Maharashtra, the second most populous state and India's richest state. Such a high population density brings in its wake the resultant problems of overcrowding and limited resources to cater to the health needs of the ever-burgeoning population. This study looks at public health care challenges faced by the citizens in Greater Mumbai which includes the Island City and Suburbs as well as the opportunities for improving the public health system and making it world class.

Keywords: Public Health Care Expenditure, Municipal Health Expenditure, Mumbai, MCGM

INTRODUCTION

Health is an essential human right and is necessary for achieving basic human needs and for improving the quality of human life. In 1977, under the aegis of the World Health Organization (WHO), the 30th World Health Assembly, decided that the focal social target of governments and World Health Organization (WHO) in the coming decades should be “the attainment by all the citizens of the world by the year 2000 of a level of health that will permit them to lead a socially and economically productive life”. (WHO 1979)

SIGNIFICANCE OF THE STUDY

India, the second most populous nation in the world can utilize its population- largest natural resources – to make makes a huge difference in the country's growth potential. A sound and efficient health care system helps in improving a nation's wealth, as a healthy population means highly productive workforce ensures a speedier economic growth and more economic advancements.

This paper focus on the public health system of Mumbai, the state capital of Maharashtra which is India's second most populous state in India. Mumbai, the commercial capital of India —with only 0.19% of the state's land area, holds 12% of its population (and 1.03% of India's population). The population in Mumbai according to the 2011 census was 12,442,373 and the population density is estimated to be about 20,482 persons per square kilometer. The estimated Mid-Year Population 2016 for Mumbai was around 1,26,89,644 persons. Mumbai's healthcare is fairly representative of the urban India's healthcare challenges. No Indian city can match Mumbai's spread of healthcare facilities.

Mumbai's health infrastructure is provided by the Brihanmumbai Municipal Corporation (BMC) or the Municipal Corporation of Greater Mumbai (MCGM), the civic body responsible for the governance of the city of Mumbai and is India's richest municipal organization. Mumbai has India's best public-health infrastructures—by far—yet it needs to at least double its medical personnel and health facilities to be able to serve its underserved citizens.

The MCGM, the largest Municipal Corporation in India runs primary, secondary and tertiary levels through health posts, dispensaries and post-partum centers. It is the major provider of public health care services in Mumbai and has a network of 4 teaching hospitals, 5 specialized hospitals, 16 peripheral hospitals, 30 municipal maternity homes and 14 maternity wards connected to municipal hospitals. Each of the city's peripheral hospitals is attached to one of the four tertiary specialty hospitals. The various health posts and the dispensaries are connected to the peripheral hospitals in their respective Municipal Wards. Significantly, Mumbai needs to concern itself with the health of its population because more than half the city's population live in slums, in invisible urban poverty – where poor incomes, consequent malnutrition, and unhygienic living conditions have adverse impact on health. The city continues to see population increases despite it stretched almost exhausted resources like – drinking water, sanitation, and transportation or other basic services.

ANALYZING PUBLIC HEALTH SECTOR CHALLENGES IN MUMBAI

The healthcare sector of Mumbai has many noteworthy developments since Independence. Yet, public healthcare delivery in Mumbai faces many significant challenges and it still lags ominously behind vis-à-vis its

international counterparts. Low levels of investments have affected the quality of services and infrastructure provided by the public health care sector.

a. Demographics and its Impact

Mumbai's existing health infrastructure was planned between 1950 and 1980 to cater to 5.2 and 7 million people, while the facilities are currently used by about 13 million people. Mumbai does boast of India's best public-health infrastructures and even with hospitals under Trusts having a prerequisite for providing 10 per cent of the capacity to the disadvantaged and BPL patients these facilities do not provide satisfactory solution for the ever growing masses. This problem gets further heightened by the specialty healthcare needs of migrants and citizens from other parts of India.

b. Human Capital Crisis

The central and state governments do offer universal healthcare services and free treatment and essential drugs at government hospitals, however, these facilities are understaffed and under-financed. The public health care infrastructure is pressurized due to overcrowding, severe lack of manpower and other medical amenities. Most of the peripheral hospitals, though busy, are mostly under-utilized, due to the dearth of full-time specialist doctors and honorary specialists.

c. Public vs. Private Sector

An increasing number of people choose private healthcare facilities over the government ones due to availability of specialist doctors, hygiene, convenience, convenient timings, diagnostic services and drugs thereby incurring more expenses leading to adverse financial implications and mounting the affordability challenge. Lack of public care facilities in their near vicinity often many patients visiting the main tertiary hospitals directly which resulted in overcrowding and long queues.

d. Health Insurance Awareness

India has one of the lowest per capita healthcare expenditures in the world. The high out-of-pocket expenses (which lead to catastrophic health expenditure forced reduction in household expenditure on other necessities and impoverishment) stem from the fact that many of Indians do not have health insurance, according to data from the Insurance Regulatory and Development Authority. Many needy patients are unaware of the various government insurance schemes meant to provide free health care like Rajiv Gandhi Jeevandayee Arogya Yojana (RGJAY) run by the Government of Maharashtra for the poor people of the state.

e. Public Health Infrastructure

Despite being the economic and financial centre of the country, there is shortage of qualified healthcare professionals alongside the shortfalls of infrastructural facilities in Mumbai. Along with a widespread mismatch of infrastructure/equipments and human resources, there are shortfalls in hospital beds, also of healthcare professionals, equipment and infrastructure needed at various levels in the healthcare delivery supply chain, leading to under-utilization of resources and sub-optimal outcomes.

In fact, even in specialty hospitals, there is lack of lifesaving equipment like ventilators, and specialized doctors. In certain instances, although lifesaving equipment procured at great cost is locked up and not installed or made functional. New healthcare infrastructure development in Mumbai has been constrained because of high cost of real estate.

According to figures through *RTI*, from the Municipal Corporation of Greater Mumbai's public health department, the city's civic hospitals have around 11,218 beds, which is grossly inadequate for the population of 12.4 million which shows an average bed to population ratio of 1: 1,109. In other words, there is one bed for 1,109 citizens at the various MCGM hospitals of Mumbai. The World Health Organization recommends five hospital beds per thousand of population.

f. Island City-Suburbs disparity

The distribution of hospital beds in the City, Eastern and Western Suburbs is also highly skewed and disproportionate to the population as shown in the following table. The figures given in the tables above highlight the fact that 75.21 per cent of Greater Mumbai's population staying in the Suburban District (which has also high number of slum population) has only access to limited health care facilities, whereas 24.29 per cent of Greater Mumbai's population staying in the Island City has access to more health care facilities.

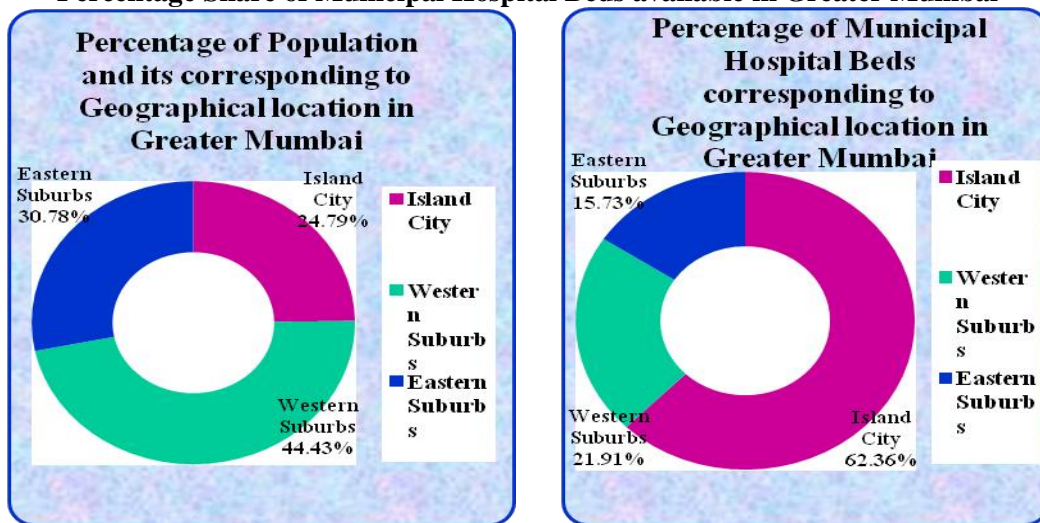
There is a skewed distribution of health care facilities in relation to the population, as majority of the city's population as per the latest Census reports are in the western and eastern suburbs but the bulk of the secondary and tertiary health care facilities are concentrated in the Island City, especially the tertiary care facilities. This puts a pressure on the health care system as people flock to these facilities which are already overburdened.

Table No-1: Population and Existing Municipal Hospital Beds in Mumbai

Geographical location	Municipal Hospitals				
	Population	No. of Beds	Population per Bed	Percentage of population	Percentage of Municipal beds
Island City	3085000	6995	441	24.79	62.36
Western Suburbs	5528000	2458	2249	44.43	21.91
Eastern Suburbs	3830000	1765	2170	30.78	15.73
Greater Mumbai	12443000	11218	1109	100	100

Source: RTI

Figure No-1: Percentage Share of Population in each Geographical Location and its corresponding Percentage Share of Municipal Hospital Beds available in Greater Mumbai



Strategies to overcome the Challenges faced by Mumbai Health Care sector

A combination of innovation and regulatory reforms in order to address the challenges by the public health care system as well to strengthen it and make healthcare available to the masses. Public health care authorities in Mumbai need to address the issues around the four pillars of availability, affordability, accessibility and acceptability of healthcare factors are the key words in public health care to provide access to larger population.

a. Increase funds allocation to the health budget at the Municipal level:

Mumbai, the financial capital of India invested of only ` 4151.15crores out of the total MCGM budget of ` 30692.59crores in 2019-20. This is just a meager 13.52 per cent of the total expenditure of the MCGM, which has increased over the years, and is particularly insufficient and meager considering the growing population needs. In order to meet the escalating demands on its public health system due to the growing needs of its population, as well as to fill up the vacancies for doctors and nurses and to provide quality health care at reasonable costs to patients from all classes, a substantial increase in the health expenditure level allocation of at least 15 per cent of the MCGM budget is required.

b. Invest in Capital Infrastructure to Modernize the Equipment at the Public Hospitals:

The municipal body has to allocate necessary funds to the public health care sector for investing in capital infrastructure for constructing more hospitals, acquiring advanced machinery, such as MRI machines, and increasing the bed strength, these are yet to become a reality.

c. Increase Fund Allocations to the Peripheral Hospitals to Bring Equity in the Distribution of Health Care Services throughout the City:

Most of the city's existing health care infrastructure, especially the advanced health care facilities like the specialty hospitals and tertiary hospitals is inadequate and highly skewed in distribution as they are concentrated in the Island City and not in the Suburbs of Mumbai. At present, the municipal hospital bed strength under the MCGM is around 11,218 beds in various municipal hospitals for a population of 12.4 million.

d. Effectively Manage the Existing Infrastructure through Optimal Utilization of Peripheral Hospitals:

Many of the city's peripheral hospitals are under-utilized for lack of requisite amenities like diagnostic facilities as well as doctors. This leads to a less than optimal utilization of peripheral hospitals and this has a direct impact on the city's major tertiary hospitals. Therefore, to decongest and to reduce the patient inflow to the main

civic tertiary care hospitals, the MCGM must make the optimal utilization of the peripheral hospitals through a linkage programme, where super-specialists visit peripheral hospitals for medical procedures. MCGM budgets have to increase fund allocations to enhance the infrastructure of the various peripheral hospitals and also increase the number of new hospital beds in Western suburbs and Central Suburbs.

e. Increase Allocation of Funds in the Health Budget to Fight Communicable Diseases as well as Non-Communicable, Life Style Diseases:

In the overcrowded megalopolis of Mumbai, due to its complexities, thick population density, slums, inadequate sanitation and congested living conditions have contributed to the spread of many preventable communicable diseases like pneumonia, malaria, Hansen's disease/Leprosy, tuberculosis especially of drug sensitive TB and drug resistant TB. There is an increase in the numbers of patients with Non-Communicable Diseases (NCDs) like atherosclerosis, stroke, diabetes, cardiac diseases which equally affect the rich and the poor. Increased funds need to be allocated under the MCGM's health budget to fight these types of communicable diseases and non-communicable diseases as well as run public health campaigns to educate the population on preventative measures and prompt clinical care for those already infected to prevent its spread.

f. Increased Stress on Hygiene and Sanitation to ensure Cleanliness within Hospital Premises:

Most of the hospitals under the MCGM show a lack of cleanliness and hygiene in wards and lavatories, hospital interiors, etc. often impact the patients' health at the hospitals. The MCGM hospitals need to put increased stress on hygiene as well as cleanliness and should plan to keep the hospitals spick and span by employment of additional staff or outsourcing of the jobs to private agencies for cleaning can help to maintain better cleanliness and hygiene within the hospital premises.

g. Allocation of Funds for Computerization of Database:

Funds are to be allocated for creating a centralized medical database as well as to update the existing databases by complete computerization of hospitals, dispensaries, maternity homes and medical colleges. The civic body has to improve the management information systems to ensure that data is available at all times to the health professionals.

CONCLUSION

Healthy citizens are the greatest asset any country can have.

~ Winston Churchill (**Former Prime Minister of the United Kingdom**)

Investment in social sectors is not just a social necessity but also an economic essentiality and requires the political will to make it happen. The government's expenditure on health has to increase and along with the reallocation of funds to the health sector. Hence, it is time for the municipal authorities of Mumbai to devise new pioneering strategies to use the available resources for construction of a technically sound, financially viable, health care delivery system which can provide maximum benefits to the population.

Healthcare in Mumbai requires a multi-pronged approach to address the five different facets: infrastructure capacity, accessibility, resources and productivity, disease focus and preventive measures - in the healthcare value chain to make a paradigm shift in delivery of healthcare services to the citizens of Mumbai. Affordability of healthcare solutions to economically backward sections of the City through social health insurance schemes for weaker sections of the society. Increased accessibility by improving efficiency and productivity of existing resources and use of Public Private Partnerships models to support infrastructure capacity addition in hospitals and primary care facilities. Developing a sanitation and sewerage infrastructure to manage and combat the incidence of infectious diseases like TB, malaria, dengue etc. and combating the burden of non-communicable diseases through information dissemination and promoting sports and recreational facilities.

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A STUDY ON AWARENESS ABOUT FINANCIAL INVESTMENT SERVICES OF POST OFFICE AMONG COLLEGE GOING STUDENTS PURSUING BCA FROM SOUTH MUMBAI**Dr. Mehul C. Chhatbar¹ and Arun Maurya²**Assistant Professor¹, and Research Scholar, Department of Accountancy, K. P. B. Hinduja College of Commerce, MumbaiAssistant Professor², and Research Scholar, Department of B. Sc. I.T., K. P. B. Hinduja College of Commerce, Mumbai

ABSTRACT

India Post is one of the essential services in existence since long back in India, falling under the Ministry of Communication, providing services ranging from delivery of letters, parcel, newspapers, documents, banking, insurance, various financial investment services and many more. With the changing times, India post has also entered in this competitive market by providing Financial Investment schemes/services to its large base of customer and wide coverage through every Pin Code of India. The objective of the study was to analyze the awareness among college going students pursuing BCA from South Mumbai towards various Financial Investment schemes provided by the Post Offices. In order to achieve the objective, primary data was collected from 186 respondents through well-structured questionnaire. In order to conclude the study, descriptive analysis were used. For inferential analysis for the study, chi square was used. The study concluded that college going students from South Mumbai who are pursuing BCA are more aware about Mutual funds service out of many financial investment schemes of Post office.

Keywords: Post Office, Financial Investment Schemes, College going students pursuing BCA

1. INTRODUCTION

The Department of Posts, with its network of 1,54,965 Post Offices (as on 31-3-2017), is the largest postal network in the world. The beginnings of this vast postal network can be traced back to the year 1727 when the first Post Office was set up in Kolkata. As on today, on an average, 7753 people are served by a Post Office in the country. In rural areas, a Post Office serves 5995 people where as in urban areas, a Post Office serves 23720 people. Thus, Density of users is too high.

India Post is one of the essential services in existence since long back in India, falling under the Ministry of Communication, providing services ranging from delivery of letters, parcel, newspapers, documents, banking, insurance, various financial investment schemes and many more. With the changing times, India post has also entered in this competitive market by providing Financial Investment schemes/services to its large base of customer with wide coverage through every Pin Code of India.

2. PROBLEM OF THE STUDY

With the advent of various modern financial investment schemes and service providers, India post is losing the market to others. Despite being cheap and traditional along with modern service provider with widest coverage, India Post has vast number of post offices as network (154965 post offices as on 31-3-2017) across India serving every pin code of India ranging from Jammu and Kashmir in North upto Kanyakumari in south providing many services under one roof which are unnoticeable by the young and upcoming generations. Thus present academic research study attempt to analyse the awareness about Financial Investment schemes provided by the Post Offices among college going students pursuing BCA from South Mumbai.

3. OBJECTIVES OF THE STUDY

- To analyze the awareness among college going students from South Mumbai pursuing BCA towards various Financial Investment schemes provided by the Post Offices.

4. RESEARCH METHODOLOGY

The present research is both exploratory and enlightening in nature and depends on both essential and optional information. Secondary information was gathered from the accessible sources like Yearly Reports, diaries, articles and site. Primary data, from 186 undergraduate college going students pursuing BCA from South Mumbai, was led for the present study to gather essential information. A well-structured questionnaire/survey was prepared and controlled to dissect attention towards postal administrations of Post Office among college going students pursuing BCA from South Mumbai. For estimating different marvels and breaking down the gathered information proficiently, expressive factual methods such as percentage and frequency were utilized to investigate the information and chi square test was used to find any association between variables under study.

5. REVIEW OF LITERATURE

Dr. Mehul Chhatbar and Dr. Shrawan Kumar Mishra (2019) studied “A Study on Awareness about E-Commerce facility of India Post among undergraduate college going students from South Mumbai” with an objective of the study was to analyse the level of awareness about E-commerce facility/services of India Post among undergraduate college going students from south Mumbai. In order to achieve the objective, primary data was collected from 190 respondents through well-structured questionnaire. In order to conclude the study, descriptive analysis were used. The study concluded that undergraduate college going students from South Mumbai are not much aware about E-commerce facility/services of India Post.

Dr. Mehul Chhatbar (2019) studied “A Study on awareness about Postal Services of India Post among college going students from South Mumbai” with an objective of the study was to analyse the level of awareness about postal services of India Post among college going students from south Mumbai. In order to achieve the objective, primary data was collected from 100 respondents through well-structured questionnaire. In order to conclude the study, descriptive analysis were used. The study concluded that college going students of south Mumbai are more aware about domestic postal services of India post as compared to International and Premium services.

Ms. Samira Sayed and Mr. Arun Maurya (2019) studied “A Study on awareness about Postal Services of India Post among college going students from South Mumbai” with an aim to study and analyse the level of awareness about banking and financial services of India Post among students pursuing BCA from YCMOU in South Mumbai. In order to achieve the objective, primary data was collected from 105 respondents through well-structured questionnaire. In order to conclude the study, descriptive analysis were used. The study concluded that 55 percent students pursuing BCA from YCMOU in south Mumbai are aware about selected banking and financial services provided by India post.

6. SIGNIFICANCE OF THE STUDY

The present study will seek to understand awareness of undergraduate college going students from South Mumbai pursuing BCA towards various financial investment scheme/services of Post Offices. It will help to identify the need of marketing, advertising, promoting, branding and providing improved services by Post Office. Academicians will also find the study useful as it will provide research inputs for further probe with respect to need of creating awareness through improved advertising for gaining momentum among youth especially college going students.

7. LIMITATIONS OF THE STUDY

The present study has limitation with respect to number of respondents (186), areas selected (only south Mumbai), class of respondents (only undergraduate college going students pursuing BCA) and with respect to profile of respondents only gender, age, class studying and awareness about various financial investment scheme/services of Post Office among respondents.

8. FINDINGS AND DISCUSSION OF THE STUDY:

Department of Posts operates Small Savings Schemes on behalf of Ministry of Finance, Government of India. The Post Office Savings Bank operates with respect to financial services of Investment along with basic banking services such as National Savings Certificate (NSC), Kisan Vikas Patra (KVP), Mutual Funds, Postal Life Insurance, Rural Postal Life Insurance Scheme and Jan Suraksha Scheme. Some details of such services are as follows:

- The outstanding balance under all National Savings Schemes and Saving Certificates in Post Office is over ` 680078.70 Crore as on 31.03.2017.
- Kisan Vikas Patra (KVP) which was discontinued with effect from 1st December, 2011, was launched on 18th November, 2014. A Total of 4883849 KVPs were sold during 2016-17 with a deposit of ` 16022.94 crores and 2536891 KVPs were sold during 2017-18 upto November, 2017 with an investment of ` 16695.43 crores. Physical certificates have been discontinued by introducing e-mode certificates w.e.f. 1st July, 2016.
- The post office is playing an important role in extending the reach of the capital market of the country and also provides the common man an easy access to market based investment options. Presently, Mutual Funds of UTI MF are being retailed through selected Post Offices.
- Jan Suraksha Schemes viz. Pradhan Mantri Suraksha Bima Yojna (PMSBY) and Pradhan Mantri Jeevan Jyoti Bima Yojna (PMJJBY) were launched w.e.f. 7th September, 2015 in all CBS Post Offices. Since inception,

3206724 PMSBY, 187729 PMJBY and 229902 APY enrolments have been made in Post offices till November, 2017.

- Postal Life Insurance (PLI), introduced in 1884, is the oldest life insurance scheme for the benefit of the Government and semi Government employees.
- Rural Postal Life Insurance (RPLI) scheme was introduced in 1995 for the benefit of rural populace to extend insurance cover to the people living in rural areas with special emphasis on weaker sections and women workers.

8.1. DESCRIPTIVE ANALYSIS

Table No. 01 describes the profile of respondents with respect to Gender, Age and Class of year of studying. With respect to age groups, respondents are reported as 16 to 21 years and 22 to 25 years. With respect to class or year of studying, respondents were studying at undergraduate level from first year to third year.

Table No. 01: Distribution of respondents with respect to Gender, Age wise and Class Year of studying			
Sub Heads	Male	Female	Total
Age			
16 Years to 21 Years	130	35	165
22 Years to 25 Years	16	5	21
Total	146	40	186
Year of Study			
First year of Undergraduate Course	57	12	69
Second year of Undergraduate Course	54	13	67
Third year of Undergraduate Course	35	15	50
Total	146	40	186

Source: Compiled from Primary data

Table No. 01 depicted that out of 186 respondents, 146 were male and 40 were females. With respect to age, there were 165 respondents from the age group of 16 to 21 years and 21 respondents were from the age group of 22 to 25 years. Out of 165, 130 were male and 35 were females. With respect to year of studying, 69 respondents were studying in first year of BCA, 67 were studying in second year of BCA and 50 were studying in third year of BCA. Out of 69 respondents of first year BCA, 57 were males and 12 were females. Out of 67 respondents of second year BCA, 54 were males and 13 were females and Out of 50 respondents of third year BCA, 35 were males and 15 were females. Thus, sample represents the population in every aspect of profile considered for the study.

Table No-02: Indicate use of services of Post Office as per gender of respondents.

Table No. 02: Gender and Use of Services of Post Offices respondents			
Using/Use of Post office service	Gender		Total
	Male	Female	
Yes	75	17	92
No	71	23	94
Total	146	40	186

Source: Compiled from Primary data

Table No. 02 depicted that out of 186 respondents, 92 use services of Post Office and 94 do not use. Thus, almost 50 percent of respondents prefer to use the services of Post Office. Out of 92 using the services of India Post, 75 were male and 17 were females.

Table No. 03 indicate the frequency of using services of Post Office by the respondents as per gender. The frequency of using post office is rated by the respondents from never to always.

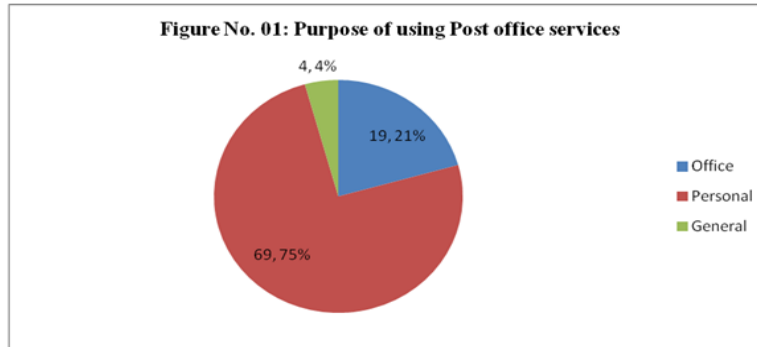
Table No. 03: Gender and Frequency of using Services of Post Offices by the respondents			
Frequency of Using Post Office Services	Gender		Total
	Male	Female	
Always	1	0	1
Often	4	1	5
Sometimes	37	7	44

Rarely	44	12	56
Never	60	20	80
Total	146	40	186

Source: Compiled from Primary data

As per table no. 03, out of 186 respondents, 80 (43 percent) never uses services of post offices, 56 (30 percent) uses rarely, 44 (24 percent) uses sometimes, 5 (3 percent) uses often and only 1 (less than 1 percent) uses always. Out of 80 using never the services of Post Offices, 60 were males and 20 were females. Out of 56 using rarely, 44 were male sand 12 were females. Out of 44 using sometimes, 37 were males and 7 were females. Out of 5 using often, 4 were males and only 1 were female. Only one male respondent prefer to use services of Post Offices always. Thus, Majority of the respondents prefer to use services of Post Offices, rarely and sometimes.

Figure No-01: Indicate the reason of using services of Post Offices by the respondents.



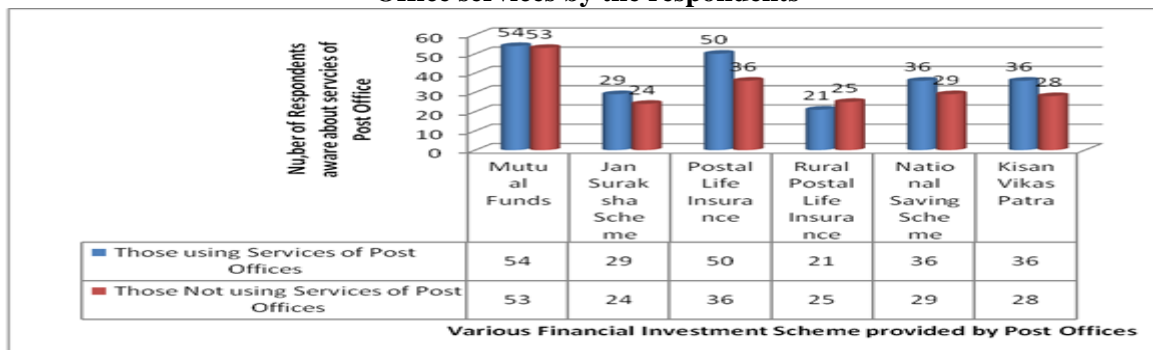
Source: Compiled from Primary data

As per Figure No. 01, Out of 92 respondents using services of Post Offices, 69 respondents (75 percent) are using for personal reasons. 19 respondents (21 percent) are using services of Post Offices for office use and only 4 respondents (4 percent) are using for general use. Thus, sample Population prefer to use post office services for personal reasons.

Figure No. 02 indicate the awareness about various Financial Investment schemes provided by the Post Offices among the respondents using services of Post Office. For the present study, various financial investment schemes considered for awareness were Mutual Funds, Jan Suraksha Schemes, Postal Life Insurance Schemes, Rural Postal Life Insurance Scheme, National Saving Certificate and Kisan Vikas Patra.

As per figure no. 02, 107 (58 percent) respondents are aware about Mutual Funds services of Post Office, 53 respondents (29 percent) are aware about Jan Suraksha Scheme provided by Post Office, 86 respondents (46 percent) are aware about Postal Life Insurance scheme provided by Post Office, 46 respondents (25 percent) are aware about Rural Postal Life Insurance scheme provided by Post Office, 65 respondents (35 percent) are aware about national saving certificate scheme provided by Post Office and only 64 respondents (35 percent) are aware about scheme of Kisan Vikas Patra provided by Post Office. Majority of the respondents are aware about Mutual Fund services of Post Office. It may be because respondents are more aware about modern investment options as compared to traditional mode of investment such as NSC and KVP.

Figure No-02: Awareness of Financial Scheme for Investment provided by Post Office and use of Post Office services by the respondents



Source: Compiled from Primary data

8.2. INFERENCE ANALYSIS

H0: There is no association between use of services of Post Office and Reasons to use service of Post Office.

H1: There is an association between use of services of Post Office and Reasons to use service of Post Office.

In order to test the hypothesis for any association between variables under study, Chi-Square test is used. As per table No. 04, as p-value is less than 0.05 i.e. 0.000, H0 is failed to be accepted. Thus, H1 is accepted indicating that there is an association between use of services of Post Office and Reasons to use service of Post Office. It has been further analysed that there is a **strong association** between **use of Post Office services** and **Reasons for using Post Office services** as Phi and Cramer’s V value is 0.812. It further indicates that there is relation of dependent and independent variable. Thus, use of services of Post Office depends on Reasons to use of services of Post Office.

Table No.04: Results of Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	122.600 ^a	2	.000
Symmetric Measures			
	Value	Approx. Sig.	
Nominal by Nominal	Phi	.812	.000
	Cramer's V	.812	.000
N of Valid Cases		186	

Source: Calculated from primary data.

H0: There is no awareness about financial investment services of Post Office.

H1: There is awareness about financial investment services of Post Office.

In order to test the hypothesis one sample test of non-parametric test, Kolmogorov-Smirnov Test is used. As per table No. 05, as p-value is less than 0.05 i.e. 0.000 for every financial investment schemes provided by Post Office, H0 is failed to be accepted. Thus, H1 is accepted indicating that there is awareness about various financial investment service of Post Office.

Table No. 05: Results of One-Sample Kolmogorov-Smirnov Test							
		Mutual Funds	Jan Suraksha Scheme	Postal Life Insurance	Rural Postal Life Insurance	National Saving Scheme	Kisan Vikas Patra
Normal Parameters	Mean	1.42	1.72	1.54	1.75	1.65	1.66
	Std. Deviation	.496	.453	.500	.433	.478	.476
Kolmogorov-Smirnov Z		5.176	6.145	4.911	6.395	5.703	5.740
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.000	.000

Source: Calculated from primary data.

It has been concluded from the above hypothesis that there is more awareness about Mutual funds services of Post Offices as compared to other services of financial investment.

9. CONCLUSION OF THE STUDY

With respect to awareness about Financial Investment services of Post Office among students pursuing BCA from south Mumbai. It has been concluded inferentially that use of services of Post Office depends on reasons to use of services of Post Office. With respect to awareness, there is awareness about financial investment services of Post office. With respect to awareness, Population is more aware about Mutual funds service of Post office for investment schemes provided by Post Office as compared to other options.

10. SUGGESTIONS AND RECOMMENDATIONS

Post Office should spend more on commercial to create and develop more market among younger generation which could be prospective users in future. With the changing trend and preference of customer especially youth, Post Office should device various marketing strategy that appeal more to younger generations to attract more users for using investment schemes.

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 - www.indiapost.gov.in

TO STUDY THE PROS AND CONS OF DIGITALIZATION IN DEVELOPING NATION LIKE INDIA**Sabina Ashfaque Shaikh**

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ABSTRACT

As we are aware that there is a wave of technology that has emerged in our generation now we feel helpless if we don't have Internet, laptop mobiles etc. Digitization is a process of in which there is a conversion various forms of information such as sounds, text image in to digitalized format The digitalization has proved to be best for reducing unemployment, improving quality of life and easy access to information and, knowledge and other public services of cost effectiveness to cut the cost that incurred in various knowledge practices related to the production, distribution, communication helps on long term economic growth and stability The process of digitalization helps to preserve, access all the important document to the people all over the world wherein earlier it was sent in physical form. A number of measures are taking to promote digitalization for the present and upcoming generations. Along with huge benefits of digitalization there are few disadvantages also which is highlighted in this paper This paper highlights the concept of digitization along with the social economic and ecological benefits and few disadvantages of digitization of knowledge and information.

Keyword: Digitization, Economical impact, Ecological benefits, digital infrastructure

1. INTRODUCTION

Digitalization is an very important and effective initiative taken by the Government of India to ensure that all the necessary Government services are made available to citizens electronically by improving online transaction and infrastructure and by increasing Internet connectivity all over. It was launched on 1 July 2015 by Prime Minister Narendra Modi.

There are many initiatives taken by the government which includes plans to connect rural and urban areas with high speed internet networks

It includes features such as

- Digital Literacy among people
- Digital transactions
- Creating digital infrastructure

However along with loads of benefits there are few disadvantages as well which we will come across like

- Unethical hacking
- Rural people might not be able to make maximum use of it

But we must accept that digitalization has change the whole scenario of information world

2. DIGITALISATION

Digitalization is transforming all the manual, traditional ways in to modern and electronic form

"The internet has upended how consumers engage with brands. It is transforming the economics of marketing and making obsolete many of the function's traditional strategies and structures. For marketers, the old way of doing business is unsustainable (Edelman, 2010)."

Digital India is a complete renewed, modified and expanded version of the national e-governance plan. It aims to deliver all government services digitally and electronically

- It will help to address the issues of public accountability and transparency through a . Complete online delivery will help a lot in transactions . It will be a great help in reducing corruption. It benefits sectors like IT/ITeS, Power sector, Education sector, Telecom sector, Electronics manufacturing, Banking and Financial sector, etc
- It will support in connecting the entire India and bring in front all the hidden talent and entrepreneurs that will contribute to our nations success
- It will help us to achieve the universal digital literacy.

BENEFITS OF DIGITALIZATION

Developing a digital substitute of various documents, transaction, process will bring about a lot if desired change and it will be helpful for the economic growth and development. Following are the certain benefits of digitalization

- It will definitely create a lot of jobs. It will be a boost to industry; both large and small scale industries
- It will reduce will help in decreasing crime if applied on whole.
- It will help in getting things done accurately and easily
- It will reduce documentation work.
- Few of the services which will be boosted by the great efforts of digitalization are Digital Locker, e-education, e-health, e-sign and nationwide scholarship programme
- It will help in Creation of Digital Infrastructure and Electronic Manufacturing in India.
- Delivery of all Government Services electronically (E-Governance).
- Digital Empowerment of Native Indian People.
- It will help in getting things done easily and quickly

INITIATIVES UNDER DIGITAL INDIA AND THEIR ADVANTAGES

There are various initiatives under Digitalization below are few initiatives taken by the government

Broadband Highways – Helps in High speed connectivity and high speed internet

Universal Access for Mobile Connectivity – To reach uncovered and inaccessible areas

Public Internet Access Programme – Connect India to the world and innovative ideas. It is supposed to be a National Rural Internet Mission.

E-Governance Improving governance by using technology. This is to improve the government and to help the citizens

E-Kranti – Deliver services electronically and thus in a faster systematic and time bound and accurate manner. This is helpful in education, healthcare, planning, security, financial institution, justice, farmers, etc.

Information for all - This will bring in transparency and accountability by easy and open access to documents files and information to all the citizens.

Electronics manufacturing – This will lead to encourage manufacturing of electronics in India and reduce the electronics import and help in job creation. This will help in achieving the desired goals of 'Make in India' initiative also.

IT jobs – Employment opportunities will be increasing and this will lead to a training aspect will be focused on under 'Skill India' program. Focus will be more on IT training.

Early Harvest program– This has a number of programs under it which are to be implemented within a very short period. They help on overall development in various sectors like sectors like education, weather forecast, telecommunication, social problems like misplaced children etc.

- Cloud facility will be available. Thus all government documents/certificates will be available on the Cloud.
- All the digital services will be available in Indian languages.
- 'MyGov: A Platform for Citizen Engagement towards Good Governance in India' will help in participative governance.
- Financial transactions will become cashless
- Safe and secure cyber space would be provided.
- Many other minor and major initiatives and services will be provided by the government by adapting digitalization. It has already started providing many good services.
- All the above initiatives relating to digitalization have opened up opportunities to Indian retailers, manufacturers and entrepreneurs, thus helping employment in many ways.

ECONOMIC IMPACT OF DIGITALIZATION

Digital India is a very commendable project and deserves full support, if we talk about economic impact of digitalization it has shown a positive imoact anf it ahs made India at par with other developed nation we give a tough competition to many nation due to digitalization the transaction are made easier fast and accurate, the consequences of digitalization has made our economy grow and help to move to a sustainable development

OBECTIVES OF THE STUDY

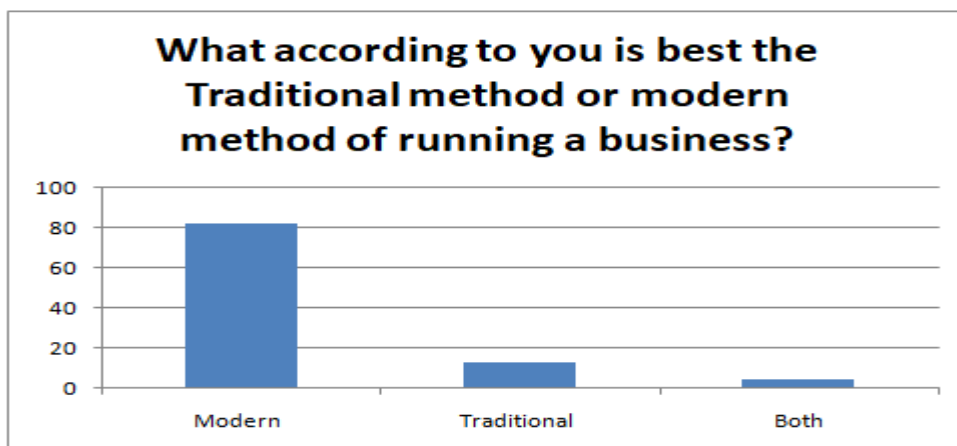
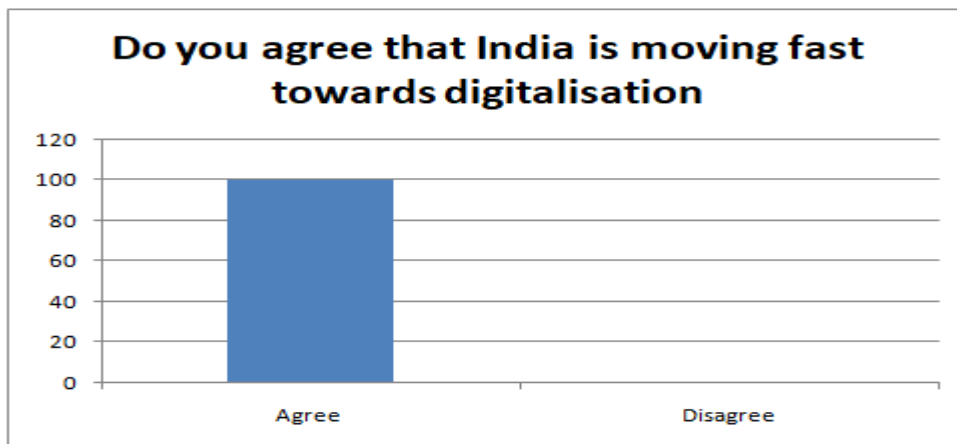
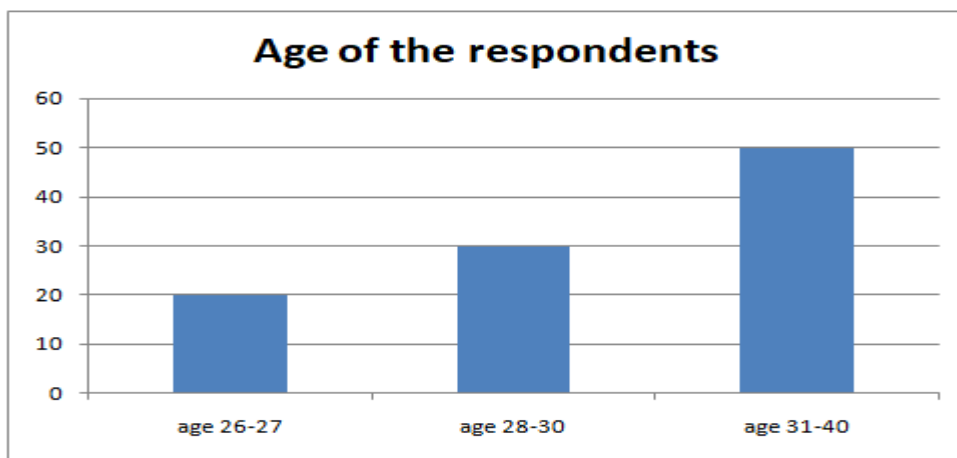
- 1. To illuminate the concept of digitalization
- 2. To assert the importance of digitalization for developing country like India
- 3. To study the various advantages and disadvantages of digitalization

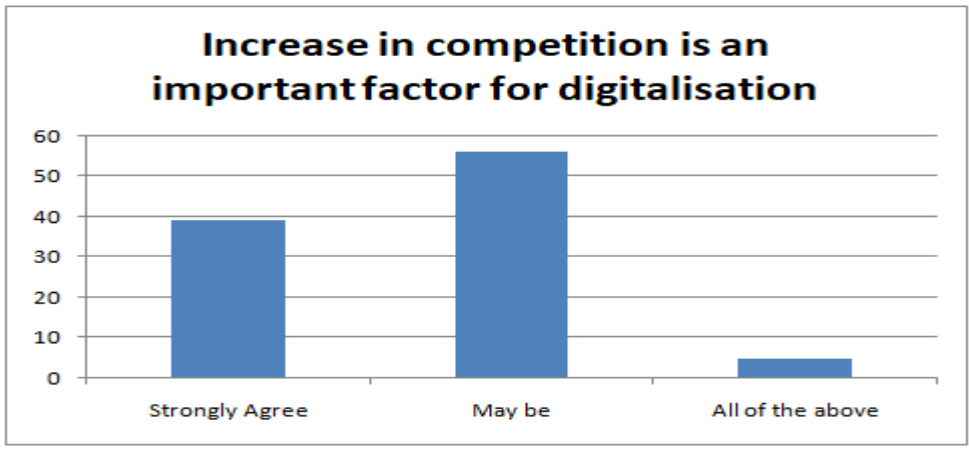
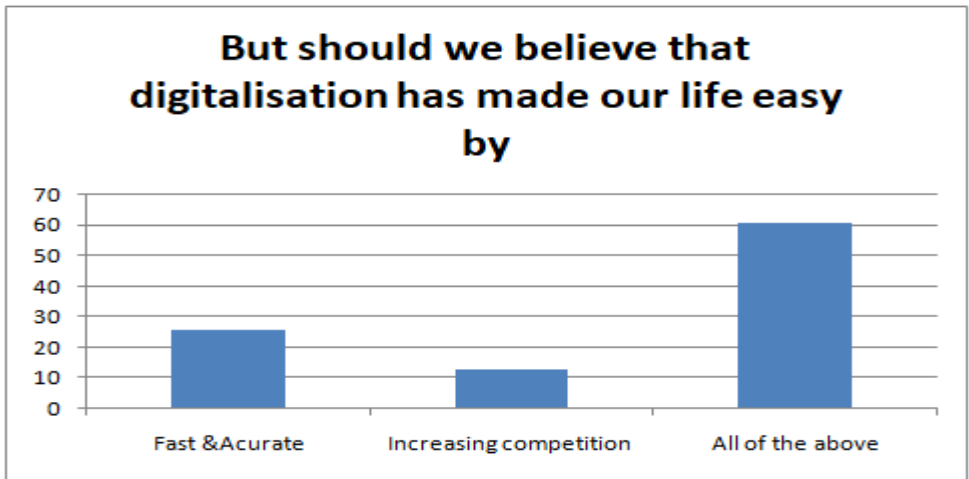
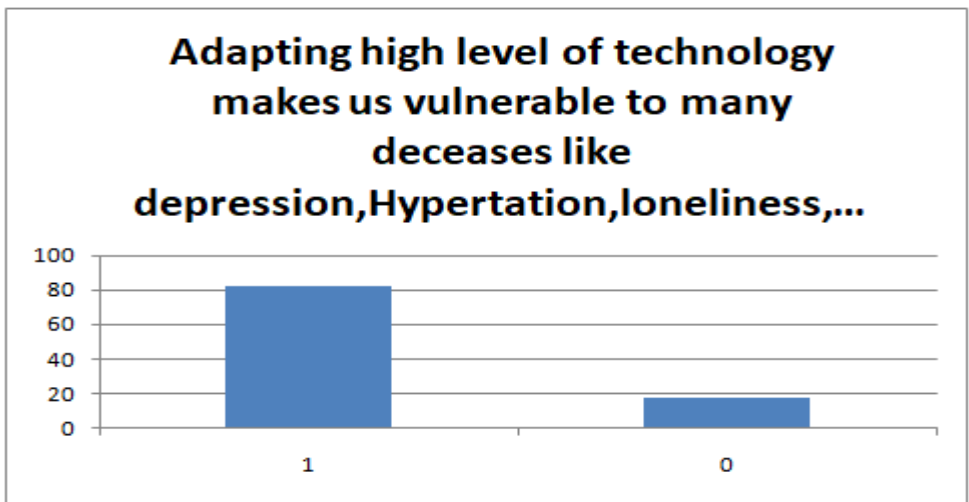
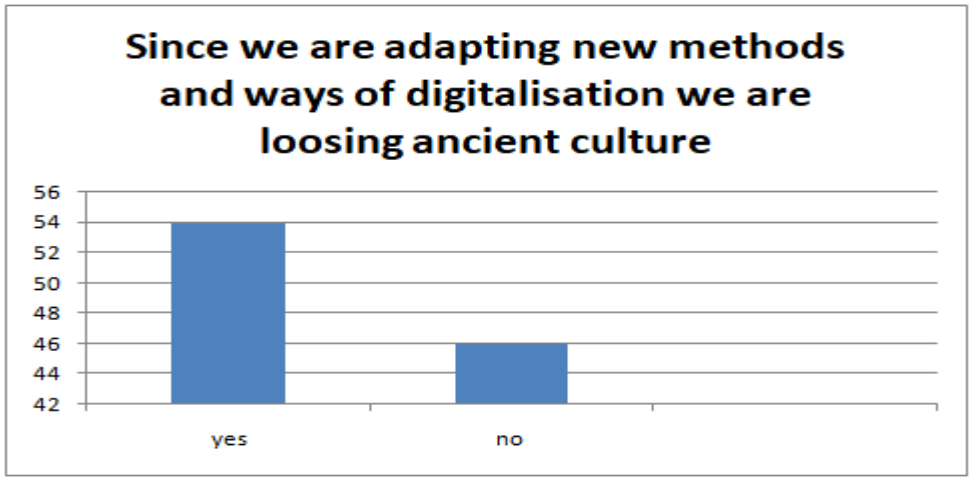
HYPOTHESIS OF THE STUDY

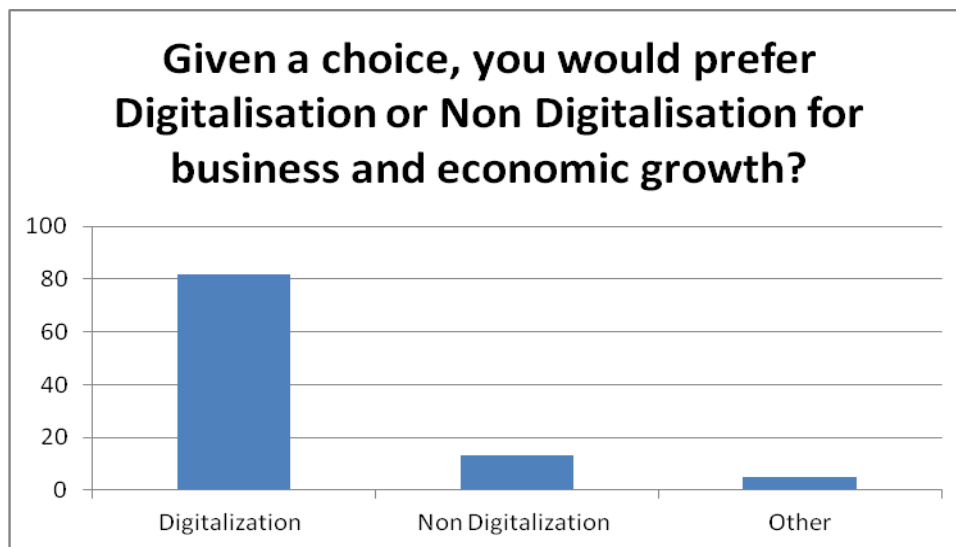
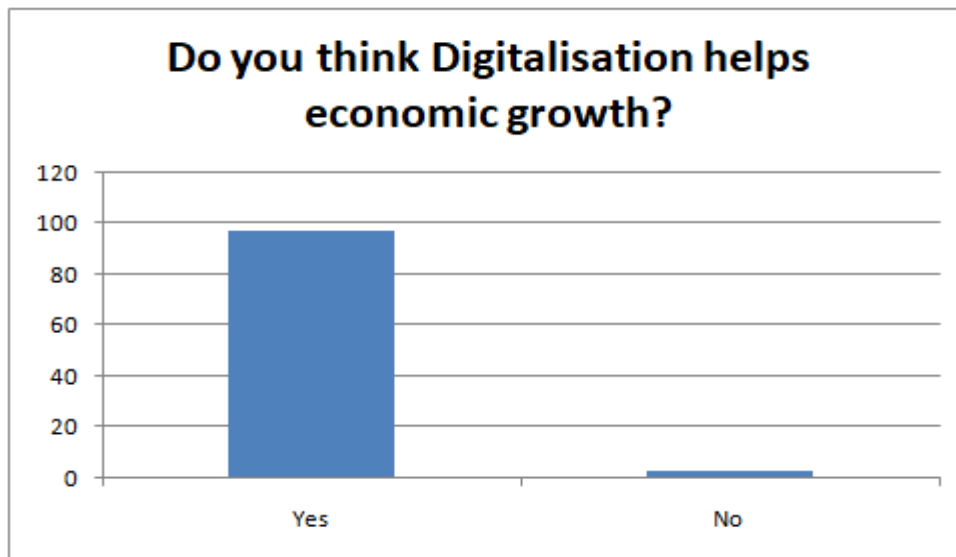
H₀: There is no impact of digitalization in developing nation like India.

H₁: There is impact of digitalization in developing nation like India.

THE ANALYSIS OF THE ABOVE MENTION SYRVEY ARE AS FOLLOWS







RESEARCH METHODOLOGY

Primary Data: A sample size of 23 was selected using Google forms out of which 23 response were retrieved in usable form. This represents a response of maximum number of people The samples include literate population since they are the ones who give their views on introduction of digitalization

Secondary Data: The descriptive methodology has been used collect the data the data collected mostly from secondary sources from various, journals, book articles and website of different government agencies

HYPOTHESIS TESTING

- First the general information was taken by the respondents about their name age and occupation
- The next questions was about the view if the country is moving towards digitalization 100% of the respondent agree to this
- Then the question was if they prefer traditional or modern method for running the business in this 80% of respondent agree of using modern method and 10% would like to used traditional method
- The question was if we are losing our ancient culture 52% of people agreed to this
- When ask to the respondent if using digital modes will make us prey to the diseases like hypertension, depression, loneliness etc 70% of people do not agree to this
- Over to the next question it was asked that of increase in competition has given rise to digitalization 39% of the people agreed
- The important question was asked about will Digitalization help for economic growth 90% of answer was yes and in the last question 90% of the people prefer for digitalization

FINDINGS

- It has been observed that maximum people are satisfied with the digitalization but there are few hurdles.
- People are moving towards digitalization and so is the nation
- It has also been seen that small traders are not happy with digitalization and our country will definitely benefit
- It has also been observed that digitalization is required and this is the time to implement all the schemes and techniques and moved positively towards digitalization for economic and personal development

SUGGESTIONS

- Government should conduct various programmers' and seminars especially for illiterate and small traders to create awareness among them regarding benefits digitalization
- The website and mobile apps for Business is one of the most important aspects of Digital India. Every Business needs a Websites and Apps for today because your website is like your employer which is work for you 24hour.
- Affordable, always on and location independent digital connectivity would be good place to start. Internet connectivity should be independent of a person's economic or social status, who one knows and the location
- To implement digital india government should be open and governance is transparent with us.
- Digitalization is where quality education reaches most inaccessible areas and is driven by digital learning.
- Students can use the internet facilities to browse the best lectures online, and make the best use of it in the furtherance of studies.

CONCLUSION

It can be concluded that digitalization is an important factor in today's growing economy we need to focus on all the positive aspect and educate each one about the benefits related to digitalization so that we are at par with the other developed nation by adapting digitalization we can assure good growth and development

However, there are few hurdles to adapt and initiate digitalization but we can very well overcome it by various means like education, positive attributes, encouragement etc It is intended to for social, economical and overall development.

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ROLE OF ICT AND ITS IMPACT ON EDUCATION PILLARS

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ABSTRACT

The objective of this article is reached up to the main role of ICT and Teachers entire education system. The Study belongs to Teachers - Students attitude, behavior and Psychological constructs relevant to understanding and predicting the infusion of technology into teaching-learning in education.

This Article highlights various impacts of ICT on Education in the current era and also elaborate on the role of teachers with innovative practices in education.

Keywords: Information Communication Technology, Colleges SSR, Teachers Students, Millennium Development Goal, Royal Society, United Nation Organization, Environment.

MEANING

Information Communication Technology (ICT) is an extensional term for information technology (IT) that stresses the role of unified communication.

The integration of telecommunication (telephone lines and wireless signals), Computers as well as necessary enterprise software, middleware, storage and audio-visual system which enable users to access, store, transmit and manipulate information.

INTRODUCTION

ICT can contribute to universal access to education, equity in education, the delivery of quality learning and teaching, Teachers professional development and more efficient education management, governance and administration.

UNESCO takes a holistic and comprehensive approach to promote ICT in education. Access, inclusion and quality are among the main challenges they can address.

According to the Resolution 56/183 (on 21st Dec 2001, The United Nation General Assembly) related the summit to the "United Nation Millennium Declaration" Goal of implementing ICT to achieve "Millennium Development Goals.

LITERATURE REVIEW**Prof. Supriya Dhanwani, 2013**

ICT plays role in education with the help of a laptop, personal computers, smart phones (mobile, Tablet) familiar with teacher and students. With the help of above things both teachers and students sharing information. ICT has used in the various phase of the learning cycle viz.

The admission phase, the learning phase, the evaluation phase and finally the certification phase.

The Royal Society's Report

Upuntil 2012, the use of ICT in many schools in the UK is highly unsatisfactory.

There was a shortage of teachers who are not able to teach beyond basic digital literacy. There was a lack of continuing professional development for teachers of computing.

Michal Klichowski, Caterina Patricio

The Human brain rather dislikes ICT tools. Intensive use of ICT tools negatively affects the information processing capacity and reorganizes the human brain in a negative way, the consequence of which can be for example the development of chronic pain.

Media multi-tasking has a particularly negative impact on the human brain. what is more, the cognitive neuroscience perspective shows that ICT tools can be an attractive learning tool only for a narrow group of people who are cognitively playful.

NEED FOR THE STUDY

Information & communication technology in education is a core part of teaching, Learning and evaluation.

The entire educational system is following the structure of ICT in daily work. All are affecting positively as well as negatively

THE OBJECTIVE OF THE STUDY

This research article tries to convey the following objectives.

- A. To Find the impact of ICT on Students, Teachers and Parents.
- B. To Find impact on Environment.

METHODOLOGY

This article is based on secondary sources like books, Articles, Journals, Experts Opinion, Website and Reports of UNO.

ANALYSIS OF SECONDARY DATA**1. Technological Gap between Parents and Students/Ward**

These issues need explicitly stating as there may be a "Technological Generation Gap between parents and children (and may be even a gap between children and some teachers)

Everyone involved with the contemporary technological issues needs to be both educated in Computer, Laptop, Smart Phone, Projector and Internet.

2. Reduced the habit of Physical Book (Hard Copy) Reading

If Students and Teachers are addicted to ICT then they are neglect the Physical book reading and as well as they loosed habit of reading (Physical Material likewise News Paper, journals, Magazines, textbook) and they missed the best knowledge despite the only addiction of ICT.

3. Loss of Writing Practices

Whole life Teachers are only the source of information, Teachers are collecting the data and serve the students with the help of ICT. Whenever teachers practiced such things at that time students only forwarding information via smart phone, computer, laptop and all instruments and it is a big cause of reduces writing habit of students. Impact of less writing result will be decline.

4. Impact on Mind of Excess use of ICT in Education

There is no clear commanding body of Evidence that children sustained the use of ICT has only impact on Academic Achievement.

The technological addiction is a subset of behavioral addiction e.g. salience mood, modification, tolerance, withdrawal at conflict and relapse.

5. Effect on Health:

Neck and Head pain: Constantly looking down at devices can cause neck pain and over time will cause the neck to lose its natural curve.

Eyestrain can also cause headache , Blurred vision and migraines.

6. Effects on the Environment

With the rapidly changing world of ICT, the turnover rate for upgrades is staggering. This constant stream of out with old, in with the new is adding to the level of toxicity in our air and land.

E-waste is not always disposed of properly, causing dealing chemicals to leach into the ground.

CONCLUSION

- * ICT provide innovative tools for learning.
- * Provide elements of Interactivity which can stimulate learning.
- * Provide elements of curiosity and challenge with can be crucial to learning.
- * Eliminate Gender imbalance.
- * Teachers should be aware of ICT and its Limitations and need to put safeguards in place to protect children from addiction of ICT.
- * Teachers should always use the tools of Writing and Reading Practices which is useful in their examination.
- * Teacher and Students and Parents upgrade themselves at current ICT Era.
- * Some Physical and Psychological impact can occur with excessive use of ICT.

SUGGESTION

To re-iterate and expand on above, there needs to be integration between lots of different activities (not Just ICT) and for these to be a balance between ITC and Tradition education so that they can combine to form a richer experience for the children of tomorrow.

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ROLE OF ICT IN EDUCATION**Pooja Sonar**KPB Hinduja College of Commerce And Arts.

ABSTRACT

The learning takes place when there is an interaction between two knowledgeable persons. The impact of learning is powerfully imbibed in students when the flow of information is in innovative or in interesting way. The above reasons make the education system to introduce the Information Communication Technology in the field of Education. As world is moving rapidly towards digital information, the role of ICTs in education becoming more and more important and this importance will continue to grow and develop in 21st century. This paper emphasizes on the analysis of the integration, about the use of Information Communication Technology, also to check what can improve the status of education sector by using ICT and helpful in stress reduction in various aspect among students and teachers. The contribution of ICT for the improvement of teaching learning process is higher in school those who have integrated ICT as an innovative factor. This paper further focuses on the acceptance and place of ICT in Education and Role of ICT in Education.

INTRODUCTION

ICT is an acronym that stands for “Information Communication Technologies”. Information and communication technologies are an umbrella term that includes all technologies for the manipulation and communication of information. ICT considers all the uses of digital technology that already exists to help individuals, business and organization. It is difficult to define ICT because it is difficult to keep up the changes they happen so fast.

ICT is concern with the storage, retrieval, manipulation, transmission or receipt of digital data. The definition taken from the guidance in the QCA schemes of work for ICT is

“ICTs are the computing and communication facilities and features that variously support teaching, learning and a range of activities in education.”

OBJECTIVE OF THE STUDY**1. Expanding access to all levels of education**

Full-time study in classroom is possible only for few; for many who wish to study, learning will have to take place at a time and location of their choice. Barriers such as time, distance, and social and cultural constraints must be conquer. At the same time, continuously changing workplace will require training to be delivered quickly. Such training must be high-speed, low-cost. As a policy consideration, the approach of ICTs to enhance access to learning must receive top priority. Various form of ICTs have been applied in a variety of contexts, including:

- a) Reaching Learners in Remote Communities
- b) Taking Education to Girls
- c) Providing Learning Opportunities for Individuals in Challenged Circumstances
- d) Providing Education for Out-of-School Youth

2. Improving the quality of education

Many would say as well that the quality and effectiveness of learning is enhanced many times through the use of ICTs. The technologies allow faculty to integrate new information and update learning materials, and they enable immediate and rapid transfer of information related to the administration of a course or program of study.

- a) Curriculum Enrichment
- b) Flexibility
- c) Transformation in the Teaching/Learning Process
- d) Professional Development of Teachers
- e) Resource Sharing

3. Enhancing Lifelong Learning

Lifelong learning is a necessity in a world that deviates and reintroduces itself so rapidly. Such dynamism makes demands on individuals to update themselves continuously in the context of their workplace, social life, and participation in healthy and vibrant democracies

1. Continuous Education of the Workforce
2. Just-in-Time Training

4. Facilitating Nonformal Education

ICTs are being used to make information and knowledge available in nonformal contexts. The demand for enrichment learning is on the rise, particularly in countries experiencing an increase in aging populations and in populations with more leisure time who want to use it in intellectual pursuits.

SIGNIFICANCE OF THE STUDY

'Nowadays the role of Information and Communication Technology (ICT), in the education sector plays an important role, especially in the process of empowering the technology into the educational activities. Education sector can be the most effective sector to anticipate and eliminate the negative impact of ICT. Technology in another side can be the most effective way to increase the student's knowledge.

The use of ICT in education adds value to teaching and learning, by enhancing the effectiveness of learning. It added a dimension to learning that was not previously available. After the inception of ICT in schools, students found learning in a technology enhanced environment more stimulating and engaging than in a traditional classroom environment

Talking about the presence of ICT in Education, Ashok Mehta, President- ICT and Skills, Smart class Educational services Pvt Ltd, stretched out his views on the industry," I am trying to work on relevant solutions particularly by integrating ICT.

He further added," Looking at Pratham report highlighting the challenges in education, ICT has a pivotal role to play to address the issue of quality content and quality of teachers. Globally role of ICT has been acknowledged and appreciated. It's successful once teachers have appreciated. MHRD has already emphasised on the importance of ICT in education and there are some schemes already floated by the government where companies like Smart class have made a huge contribution.

"ICT plays a important role in enhancing learning in classroom and beyond. One needs to do a due diligence before a content provider is selected as content is the fulcrum", said the President of Smart class Educational Pvt Ltd.

The main concern here is to bridge the differences amongst the students, parents and teachers leading to an effective interaction and a transparency between the three. Same importance should also be given to promote the culture of learning at school and to support schools in sharing experience and information with others.

LIMITATION OF THE STUDY

1. "Training teachers for the use of ever evolving technologies, upgrading their skills continuously and keeping them abreast of the latest developments and best practices is a herculean task," said Dr Swami.
2. Maintaining and availability of efficient usage of technology involves a lot of financial investments.
3. Teachers struggle in classrooms with technology, Seiter (2008, p. 36) notes that 'the hours of trial-and-error that many digital skills require and the freedom to develop a deep understanding of software that includes programming are nearly impossible to practice in a public school computer lab.'
4. A other problem is intriguing – not only schools must change but so too must the home. Visions of learning 'anywhere, anytime', schools without boundaries, peer-based learning, the home-school link and building 'whole school communities' all depend not only on state policy and provision regarding schools but also on individual decisions by parents to provide internet access for their children at home
5. Although ICT has been promoted as means of improving basic skills of reading, writing, maths and science, both enhancing exam results and reducing disadvantage in traditional assessment processes, critics have rejected the lack of imagination in this agenda. They see it as wedded to a twentieth, even a nineteenth century conception of drill-and-skill education, with scholastic aptitude testing as the only legitimate outcome measure (e.g. Smith & Curtin, 1998).

6. There is also a negative facets of new technologies used in education. Many ethical questions and issues arise with this use of the latest technologies in education.
7. The Copy and paste syndrome– Schools and universities have more and more problems with students who prepare essays/ project/ presentation by using material from websites or blogs. Often, students just copy pieces of information that look relevant and paste them together, without sometimes even understanding them, let alone citing them.
8. Distortion of reality – When students are looking for some information on the website, they usually employ a search engine. This will give them a ranked list of often incredibly many search results. There is the real danger that their view of reality is distorted by the website, by the fact that someone with enough money can influence what is written or ranked.
9. Too much trust in the information found – When searching for some information on the website students tend to accept what they have found as true information, often without looking at other sources and hence having no justification to accept the information at face value.

FEW INSTANCES OF ICT IN EDUCATION

ITfc develops student ICT textbook and teacher hand book based on National ICT Curriculum :-

IT for change helped Telangana Department of school Education to develop the ICT syllabus and textbook for high school and higher primary school students, and the corresponding teacher handbook, with support from CIET(NCERT) and CEMCA. This is the first such effort based on the National ICT curriculum,2013. The textbook emphasis collaboration and creation for learning, in a free and open technology environment. Apart from the development of textbook and the handbook, ITfc is also supporting the development of mathematics and science teachers as master resource persons, who will build ‘professional learning communities’, on the lines of the subject teacher forum- Karnataka open educational resources (STF-KOER) program

• Using digital tools to animate the classroom

ICT tools, when used effectively in schools, give opportunities for teachers to self- learn and build on their subject knowledge. Eventually it provides the students a new context for engaging with these subjects. Bindu Thirumalai, in her PIECE IN THE HINDU, explains how innovations in technology have helped educators explore possibilities of using simulations for science and graphic calculators for mathematics, to bring alive and animate certain phenomenon or concepts.

• Teachers’ Community of learning (TCOL) in government High Schools (2014-17) :-

Our “teachers Community of learning” is an intensive program focusing on developing classroom strategies and teacher development programmes through ICT integration at the class, school and block levels, that can result in a meaningful and empowering educational experiences for teachers and students.

Our TCOL field projects with government high schools, have been in yadgir and in south Bengaluru. These sites of work represent two different kinds of impoverished environments;

The first is a socially and educationally backward district and the second is an inner- city context, where students come very marginalised sections of society.

FINDINGS / CONCLUSION

ICT should be introduced in the education system, as the acceptance rate of ICT by the students and teachers is high. This is definitely going to bring revolution in teaching learning process by increasing the literacy rate up to 100%. In the present time the teacher’s role in teaching is facilitator. The teacher has to facilitate the learning by providing students with access to technology. The teachers can find the means to engage students more easily in learning and to cater to the various needs of different students. It also seems that we are witnessing some genuinely new learning opportunities, centering on possibilities of child-oriented digital creativity and on collaborative communication with those who share similarly specialist or niche forms of interest and expertise. It will provide equal opportunities to education and information for expansion of provisions of basic education and training in other essential skills required by youth and adults.

FUTURE SCOPE OF THE STUDY

To enable technology in India, computer based learning system must be introduced from the junior level so that the students become computer savvy from very young age and are not afraid of using Education Technology when actually needed.

The potential of these technologies must be exploited in order to broaden the reach of basic education, particularly in the direction of the excluded and underprivileged groups; and to enhance and improve classroom teaching.

To replace costly, rigid and culturally alienating educational structures with less expensive delivery systems that are more flexible, more diversified and universally affordable, without ever sacrificing quality.

To develop basic education services accessible to all, including the poorest, illiterate adults, children outside the school system – whether at work, in the street or refugees – through a strategy involving both the formal education system and all the alternatives offered by the non-formal sector. Basic education must become a field which is free of all forms of exclusion and discrimination.

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CAN TECHNICAL ANALYSIS HELP IN PREDICTING CRYPTOCURRENCY PRICES IN INDIA**Dr. Rajitha R**Associate Professor, Presidency College, Bengaluru

ABSTRACT

Cryptocurrency is considered as one of the important form of investment if every investor is advised to have enough knowledge about the stock market before making any investment decisions an analysis of various cryptocurrency can be done with the fundamental analysis This paper aims to understand the outreach of cryptocurrency market and growth of the industry. Technical analysis is an analysis for predicting the performance of a company's stock which looks for peaks, bottom, trends, patterns and other factors affecting a currency's stock movement and helps in making buy and sell decision based on those factors. Cryptocurrency is a modern method where there are huge investments being done as a technical analysis looks for pattern and indicators on charts to determine future performance. This paper looks into the Technical analysis as an attempts to forecast future prices by the study of past prices and a few other related summary statistics about security trading. A technical analyst is always concerned with the direction of price movements. The aim of this study is to evaluate technical analysis from Indian perspective and to find out its usefulness in crypto currency

Keywords: Technical analysis, Cryptocurrency, Bitcoins, trends,

1 INTRODUCTION**1.1 CRYPTOCURRENCY**

Cryptocurrency have become a global phenomena known to most people. Money is all about a verified entry in some kind of database of accounts, balances and transactions. Cryptocurrency are fast and global transactions are propagated nearly instantly in the network and are confirmed in a couple of times. Cryptocurrencies are secure but permission less though cryptocurrency are locked in a public key cryptography system and the magic of big numbers make

Cryptocurrencies are digital gold. Sound money that is secure from political influence. Money that promises to preserve and increase its value over time. Cryptocurrencies are also a fast and comfortable means of payment with a worldwide scope, and they are private and anonymous enough to serve as a means of payment for black markets and any other outlawed economic activity.

1.2 Technical analysis

Technical analysis is the process of identifying trend reversal at an early stage and to ride the trend until the weight of evidence suggests that the trend has reversed the directions. The first task of a technical analyst is to ascertain the change in the direction of trend. Trend or direction of price movement is studied with the help of historic price and volume of data. Majority of the technical analysts monitor the price movement on either a daily, weekly or monthly basis.

Basic Principles of Technical Analysis

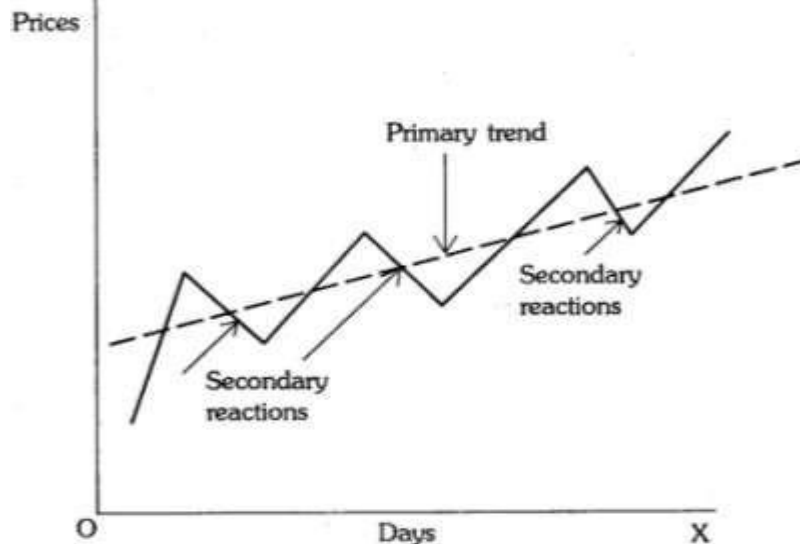
- a) The most important principle and assumption of technical analysis is that the market discounts everything. It signifies that the price at which the security is quoted represents the hopes, fear, inside information and all other fundamental factors.
- b) The market moves in trends and the trends when established, has a tendency to continue further for some time and then reverse at some other point of time.
- c) History keeps repeating itself over and again.
- d) The market value of a security is related to demand and supply factors operating in the market.
- e) Trends in stock prices have been seen to change when there is a shift in the demand and supply factors.
- f) Action and reaction resulting from buying and selling pressures lead to corrections and rallies to the major up trends and downtrends respectively.

Technical analysis can be very well applied to various markets. The same approach can be adopted in trading in the commodity market, currency market and others of similar type. However one has to understand that there is nothing in the whole world which can be perfectly predicted.

1.2.1 Dow Theory

The primary movement has a long cycle which carries the entire market up or down. Secondary reactions are opposite reactions to the primary movement and it is quoted as the restraining force on the primary movement. This is expected to be present in the market only for a short while. Minor movements are nothing but the day today fluctuations in the market. These three movements have been compared to the tides, the waves and the ripples in the ocean.

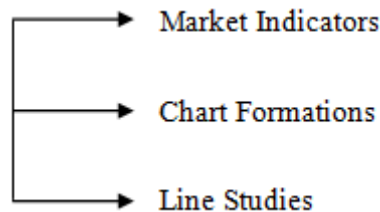
Fig: 1.2.1: Primary trend and secondary reactions



Source: Kevin. S, Portfolio Management, Prentice-Hall of India Pvt Ltd, New Delhi, 2000, P 23

Tools of Technical Analysis

Major tool of technical analysis can be broadly classified as



Since this form of analysis predict the future price movements of assets to detect and analyse the trends if is common for analysts to apply these indicators to charts. According to the study popular technical indicators used by technical analysis include potentially familiar terms.

1.2..2 Technical Indicators

Technical indicators are tools used to measure and interpret market behaviour which are used by investors and traders to assist with trade timing or to alert them to new trends whether prices will be going up down or sideways. Technical indiators are created using mathematical calculations of historical prices and trading volume of the particular asset in a bid to predict to the market trend.

Technical indicators are used for the following functions

Prediction : it helps in predicting the direction of future prices

Confirmation : indicators are a great way to confirm ad complement your technical analysis

Alert : Indicators are used to alert investors/ traders are designed to evaluvate short term price movements

2 REVIEW OF LITERATURE

Crawley Patrick (2018), has considered as technical analysis on Bitcoin is still a mix between various human emotions and algorithms driving the pricing movements, as is the case in the stock market. Its not an esoteric mystery, at least in this sense.

Mikeharris (2018) in his article has given an opinion that usage of technical analysis is effective but trading in cryptocurrencies involves substantial risks and there is a high probability of total loss so technical analysis might not give the desired result

3.1 STATEMENT OF THE PROBLEM

The study will help to know what strategies the investor can adopt while trading in cryptocurrency with the help of technical analysis. Technical analysis involves the development of trading rules based on past price and volume data for bitcoins and the overall cryptocurrency market which will help in finding the correct prices as quickly as possible.

3.2 OBJECTIVES OF THE STUDY

The following are the objectives of the study:

- To study the relevance of technical analysis in cryptocurrency trading
- To understand the recitation of cryptocurrency in selected currencies

3.3 RESEARCH METHODOLOGY

The study aims at analyzing the price movements of selected cryptocurrencies. The study describes facts and figures given in various financial statements, the research design following analytical in nature.

3.4 DATA COLLECTION.

It is fully based on secondary data with weekly cryptocurrency prices in various cryptocurrencies and hence the data is being collected from trading view and other cryptocurrency exchanges. Period of the study is restricted to 15 days with a selected 10 cryptocurrencies which were based on the trading transactions

- 1.Bitcoin,
2. Ethereum,
3. Ripple,
4. Bitcoin cash,
5. Cardano

3.5 LIMITATIONS OF THE STUDY

1. The study can be used only for short run decision making
2. Technical analysis of a short duration
3. Results of the analysis is limited to selected cryptocurrencies

4 CHART ANALYSIS AND INTERPRETATION

4.1 BITCOIN (BTC)

The king of the crypto world, Bitcoin is now a household name; to many, it is synonymous with “cryptocurrency.” Its purpose is to provide a peer-to-peer electronic version of cash to allow payments to be sent online without the need for a third party (such as Mastercard). The rapid rise in Bitcoin’s price has brought about an explosion of new Bitcoin investors. With the huge increase in interest has come a rise in merchants accepting Bitcoin as a legitimate form of payment. Bitcoin is fast moving towards its goal of becoming a currency accepted worldwide.

Chart-4.1: Bitcoin(Btc) Technical Chart



Source: Investing.Com

BTC is weak bull trend and can be predicted to increase by 3477 levels marked . Short and medium term bullish.

4.2 ETHEREUM: (ETH)

Ethereum has the ability to process transactions quickly and cheaply over the blockchain similar to Bitcoin, but also has the ability to run smart contracts. For future reading on smart contracts, see :

Chart-4.2.2: Ethereum (Eth) Technical Chart



Source: Investing.Com

Etherum/ USD are worth buying even if it is dipping and can be a best buy if it falls \$ 150 but a cautious and responsible hedging of price can be a best buy.

4.3 RIPPLE (XPR)

Ripple aims to improve the speed of financial transactions, specifically international banking transactions. Anyone who has ever sent money internationally knows that today it currently takes anywhere from 3-5 business days for a transaction to clear. It is faster to withdraw money, get on a plane, and fly it to your destination than it is to send it electronically

Chart-4.3: Ripple (Xpr) Technical Chart



Source: Investing.Com

Chart shows that Ripple (XPR) occurs on lower than average volume though a low volume pull back.

4.4 BITCOIN CASH (BCH)

For years, a debate has been raging in the Bitcoin community on whether to increase the block size in the hope of alleviating some of the network bottleneck which has plagued Bitcoin due to its increased popularity. Those opposed to Bitcoin Cash argue that increasing the block size will increase the storage and bandwidth requirement, and in effect will price out normal users. This could lead to increased centralization, the exact thing Bitcoin set out to avoid.

Chart-4.4: Bitcoin Cash (Bch) Technical Chart

Published on Investing.com, 5/Apr/2019 - 17:07:14 GMT, Powered by TradingView.
 BCH/USD, Huobi:BCH/USD, 15



While the price is above support is above 290 resumption fo uptrend is expected but if it is broken as a short term forecast will be invalid, the probability of downtrend continuation is decreased

4.5 CARDANO (ADA)

It is a smart contract-focused blockchain and is trying to fix some of the largest problems the cryptocurrency world which have been causing ongoing issues for years such as scalability issues and democratized voting. They have the potential to challenge Ethereum’s dominance in the smart contract world. Cardano is developing their own programming language similar to Ethereum; however, they are focusing more heavily on being interoperable between other cryptocurrencies.

Chart-4.5: Ripple (Xpr) Technical Chart

Published on Investing.com, 5/Apr/2019 - 17:30:46 GMT, Powered by TradingView.
 ADA/BTC, Binance:ADA/BTC, 15



ADA analysis shows an uptrend in future forecast and can be invested in future with good RSP

5 CONCLUSION

Since technical analysis doesn’t analyse the fundamentals of an asset it is centred around charting and using technical indicators to better predict the like hood of short term, medium term and long term trends based on historic and current prices and volume data. As an good analyst method they simply plot out what could happen based on data and then consider the likelihood that each possible set of events has of occurring.

Technical analysis are all part of the process of analysing assets, market sectors or markets as a whole to better understand, using one or more of those analysis can help them to offer insights into a coin that wouldn't be immediately apparent. Past trends may not predict future results and a single analyst may be wrong, but technical analysis is a powerful in crypto trading. The reality of crypto is so many traders and bots trade based on technical that it is predictable which is the most important aspect of trading crypto. To manage risk traders can combine fundamental and technical analysis

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THE STUDY OF GOODS AND SERVICE TAX (GST) AND ITS IMPACT ON LEATHER AND FOOTWEAR INDUSTRY

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ABSTRACT

The Government had implemented Goods and Service Tax (GST) effective from 1st July,2017. GST slogan 'ONE NATION-ONE TAX-ONE MARKET' has helped the country in multiple ways to become a unified market under a single roof. GST being a destination based Tax is levied where Goods/Services are consumed. The National Manufacturing Policy identifies leather as a special focus sector, for growth and employment generation. From the data available for interpretation, it is very clear that in post GST era, the industrial growth did take place, the Exports and the Domestic Revenue increased, the profits of the companies did not disturb much as expected. This study aims to explain the effects of GST on Leather and Footwear Industry, hence this research paper focuses on data from Pre GST implementation era and Post GST Era. For this analysis, Primary Data has been used.

OBJECTIVES OF THE STUDY

- 1) To understand the concept of Goods and Services Tax (GST).
- 2) To analyze the impact of GST on Leather and Footwear Industry.
- 3) To find out the measures on problems of GST.
- 4) To know the benefit of Goods and Services Tax to the economy.

HYPOTHESIS.

1. H1- Preventive and Directive controls are incorporated for successful implementation of GST across nation.
2. H2- Leather and Footwear Industry has showed favorable growth post implementation of GST.

RESEARCH METHODOLOGY

Exploratory research methodology has been utilized in the preparation of research paper.

INTRODUCTION

Leather industry occupies a very important place in the economy of India. It accounts of its substantial export earnings, potential employment and scope for economic growth. It is estimated that nearly 205 million people are presently employed both directly and indirectly in the leather sector. Presently this industry occupies a prominent role in the Indian Economy in view of employment generation and production growth, GDP rise and source of earning foreign exchange (Exports).

The Goods and Services Tax was introduced on 1 July, 2017, and is about to complete two years in operation. It is a uniform indirect tax which has replaced many of existing laws relating to VAT, CST, Luxury Tax, Octroi and Entry Tax, Excise duty, Service Tax, Custom duty etc. GST is a tax on consumption of Goods and Services, i.e. Tax is borne by the consumer in the state where goods and/or services are finally consumed. GST being a destination based tax is levied where goods/services is consumed. GST aims to eliminate the cascading effect of taxes (tax on tax) in the supply chain between producer/manufacturer and end consumer. One positive impact of GST on the organized sector has been in the form of partial formalization of the MSME companies.

STATEMENT OF THE PROBLEM

Every coin have two sides, so does GST. It can affect SMEs positively and negatively too. Post implementation of GST, rich will become richer and poor will become poorer was a matter of concern. Here an attempt is being made to study leather industry to the wider economic process and bringing out minute effects of GST implementation on Leather and Footwear industry in particular. Hence this study is an attempt to evaluate the GST implication on Leather and Footwear Industry. This can add to existing literature on leather industry in India.

DATA INTERPRETATION

1. Export Performance of Leather and Leather Products during April-Jan 2017-18 vis-a-vis April-Jan 2018-19.

(Value in Million Rs)

Category	Apr-Jan 2017-18	Apr-Jan 2018-19	% Variation
Finished Leather	47376.86	44084.67	-6.95%
Leather Footwear	116911.87	127969.91	9.46%
Footwear Components	18062.86	19003.09	5.21%
Leather Garments	29232.36	28907.12	-1.11%
Leather Goods	73281.89	82428.11	12.48%
Saddlery And Harness	8261.84	9334.20	12.98%
Non-Leather Footwear	16255.73	20044.16	23.31%
Total	309383.41	331771.26	7.24%

Source : Directorate General of Commercial Intelligence and Statistics (DGCI &S)

2. Growth Rates of Index of Industrial Production

(Base: 2011-12=100) (Year on year %)

Description	2016-17	2017-18	2018-19 (Apr- Jan)
Manufacture of leather and related products	-1.10%	1.30%	0.60%

3. Net Sales

(2016-17 as Base year) (Rs. In Lakh)

Name of the Company	2016-17	2017-18	April 18 - Dec-18	% Variance in 2017-18	% Variance 2018-19(Annual Estimation)
	(Rs.)	(Rs.)	(Rs.)	(Rs.)	(Rs.)
Liberty Shoes Ltd	49,590.84	54,328.58	45,847.13	9.55	23.27
Sreeleathers Limited	9,958.53	14,096.27	12,965.75	41.55	73.60
BATA India Ltd	2,49,724.10	2,63,631.80	2,24,905.40	5.57	20.08
RelaxoFootwears Limited	1,73,984.00	1,94,857.00	1,39,822.00	12.00	7.15
Khadim India Ltd	61,059.80	74,870.60	61,059.80	22.62	33.33
Mirza International(VKC)	93,651.00	97,208.89	86,473.62	3.80	23.11

4. Net Profit Before Tax

(Rs. In Lakh)

Name of the Company	2016-17	2017-18	Dec-18
Liberty Shoes Ltd	1,089.66	1,015.68	1,001.90
Sreeleathers Limited	2,053.91	3,254.67	3,778.45
BATA India Ltd	23,357.50	34,001.40	37,305.10
RelaxoFootwears Limited	18,136.00	24,362.00	18,928.00
Khadim India Ltd	4,053.40	5,696.10	3,104.20
Mirza International (VKC)	10,694.00	11,783.62	6,506.81

5. Net Profit Percentage

(2016-17 as Base year)

Name of the Company	2016-17 (%)	2017-18 (%)	Dec-18 (%)	% Variance 2017-18	% Variance 2018-19
Liberty Shoes Ltd	2.20	1.87	2.19	-14.92	-0.55
Sreeleathers Limited	20.62	23.09	29.14	11.95	41.30
BATA India Ltd	9.35	12.90	16.59	37.89	77.34
RelaxoFootwears Limited	10.42	12.50	13.54	19.94	29.87
Khadim India Ltd	6.64	7.61	5.08	14.60	-23.42
Mirza International (VKC)	11.42	12.12	7.52	6.16	-34.10

6. Share Price

(2016-17 as Base year) (Rs.)

Name of the Company	Apr-16	Apr-17	Apr-18	Apr-19
Liberty Shoes Ltd	175.60	192.80	222.15	151.00
Sreeleathers Limited	131.20	124.10	225.00	229.45
BATA India Ltd	504.55	561.40	753.65	1,388.20
RelaxoFootwears Limited	368.45	498.25	662.65	814.35
Khadim India Ltd	Not Available	688.50	738.50	474.85
Mirza International (VKC)	104.25	88.70	129.95	56.46

LIMITATIONS OF THE STUDY

1. The above study is limited to only data of listed companies; therefore the universalities cannot be the same for other unlisted entities of the industry.
2. Scope of the study remains limited only to six listed companies.

FINDINGS

1. As per Serial No. 1 above, Export of Leather and Leather Products from India during April- Jan 2017-18 vis-à-vis April-Jan 2018-19 have registered a positive growth of 7.24%.
2. As per Serial No. 2 above, Growth Rates of Index of Industrial Production has showed a upward trend in post GST era, showing that the Manufacturing sector has not at all effected with change in tax regime.
3. As per Serial No. 3 above, Turnover in Leather industry has shown a increasing trend post GST Implementation. The Revenue from Sale of Leather and Footwear has increased in 2017-18 & 2018-19 as compared pre GST era.
4. Also as per Serial No. 5, the profits of the company in leather industry has increased in GST era evident from the above data.
5. As per Serial No. 6 above, Investors have also believed that GST is a significant move and has a huge positive economic impact on India. The Share Price of the Leather and Footwear companies listed in Stock Exchange has shown an bullish trend as compared Pre GST Implementation period.

CONCLUSION

- From the above study it is cleared that the GST regime is a attempt to rationalize indirect tax structure. More than 150 countries have implemented GST. The Government of India has studied the GST regime set up by various countries before implementing it. It is now time for the Government to stabilise the system, remove uncertainty, facilitate compliance by easing processes and expand the tax base to make the GST a real success for India. GST council is ready to solve many of the days to day problems after well-integrated analysis of issues that crop up from time to time after the implementation of GST.

Thus, GST has benefited to the Industry at large as it has ;

- Simplified existing indirect tax system and has helped to remove inefficiencies created by the old heterogeneous taxation system.
- Balanced out the equation between offline and online market taxation and has eliminated the tax differential among states paving the way for one nation and one tax.

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TO COMPARE THE LEG STRENGTH AND SELECTED PHYSIOLOGICAL PARAMETERS OF SPRINTERS AND LONG DISTANCE RUNNERS

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ABSTRACT

The primary aim of the study was to determine the comparison of the leg strength and vital capacity of Sprinter and Long distance runner, twelve each male and female athletes from inter collegiate of SGBAU, Amravati were selected as subjects. The statistical technique i.e. F-ratio and LSD Post-hoc test were used to analysis the data and level of significance to test the hypothesis was kept at 0.05. On the basis of finding it was concluded that there are significant mean difference in between Distance Runner (Male) and Long Distance Runner (Female), Long Distance Runner (Male) and Sprinters (Male), Distance Runner (Female) and Sprinters (Male), Distance Runner (Female) and Sprinters (Female), Sprinters (Male) and Sprinters (Female) as they obtained mean difference value 39.51, 21.33, 60.84, 24.01, 36.83 respectively, is greater than the critical value of 19.98. It is also observed that there are no significant mean difference in sprinters (female) and long distance runner (Male) because they obtained mean difference value 15.5 respectively are less than the critical difference value of 19.98. Explosive power of legs, all the groups were found significantly different. There are significant mean difference in vital capacity between Distance Runner (Male) and Long Distance Runner (Female), Long Distance Runner (Male) and Sprinters (Male), Long Distance Runner (Male) and Sprinters (Female), Distance Runner (Female) and Sprinters (Female), Sprinters (Male) and Sprinters (Female) as they obtained mean difference value 229.18, 201.67, 320, 90.82, 118.33 is greater than the critical value of 75.07. It is also observed that there are no significant mean difference in Distance Runner (Female) and Sprinters (Male) because they obtained mean difference value 27.51 respectively are less than the critical difference value of 75.07.

INTRODUCTION

Athletic since existed since the earliest time in the human history. Track and field event athletics is a sporting discipline, which include many events that are themselves separates sports like jumping, running, throwing, walking. The objectives are to run fastest, to throw farthest, and to jump highest or farther. The character of these events has changed over the centuries.

“Athletic or Athlesia” originally meant any type of ancient Greek sports, struggle with special reference to combat sports. It is an individual sports. The term “athletic” is derived from the Greece word “Athlon” which mean a contest and the word “athlete” denote a person who take parts in such contest which involve physical activity. “Athletics” are the oldest form of organized sports, contested between individuals and or a team. Athletics is enjoying global popularity. Athletics require different combination of sports fitness (i.e., endurance, strength, speed and flexibility) and motor skills for the athlete to be successful in the events.

The foot racing events, which include sprints, middle- and long-distance events, race walking and hurdling, are won by the athlete with the fastest time. The athlete who achieves the greatest distance or height wins the jumping and throwing events.

In the sport of track and field, two major categories of athletic event are there, sprint and distance running. As they compete in their respective events, there are many differences between the two groups. Sprinting is not simply running fast, just as distance running is not simply running long. There are distinct variations in technique and form that separate the two styles of running. Sprinting is associated primarily with power and speed, whereas distance running is focused on efficiency and smoothness of movement. This major difference is easily observed at a track meet or practice where both groups are competing. As the distance team runs lap after lap, their ease of movement and smoothness of stride is apparent. They appear collected and controlled in their actions, delaying the onset of fatigue with their methods of minimizing the energy expenditure. The sprinters, on the other hand, demonstrate high speed and explosive movement. They highlight their power with quick, forceful motion as they speed down the track.

Vital capacity and total lung capacity related to body size and vary approximately as the cube of linear dimensions such as body height, up to age of twenty-five. The individual dimensions are however, not exclusively decreased for the size of the lung volumes. The lung volumes are about 10% smaller in women than in men of same age and size. Training during adolescence will eventually increase the vital capacity and the total lung capacity. After the age of about 30, the residual volume and functioning residual capacity increase and the vital capacity usually decreased (Astrand and Kaare Rodahl, 1986).

HYPOTHESIS

There is significant difference in the performance of the leg strength and vital capacity between sprinter and long distance runner in male and female.

PROCEDURE

12 sprinters and 12 long distance runner’s male and female athlete those who had selected for inter-collegiate tournament as S.G.B Amravati University were chosen as the subjects by Simple Random Sampling method. The age of subject was ranged from 18-28 years. Standing Broad Jump was applied to measure the explosive strength of the leg, the score was recorded in cm. , Vital capacity by Spiro meter measure in liter to determine the severity of respiratory muscle involvement.

ANALYSIS AND INTERPRETATION OF DATA

The data pertaining to each of the selected physical variables were examined by One Way Analysis of Variables in order to determine the difference and, the LSD Post- hoc test was applied to assess the significant among the group’s means. The level of significance at 0.05The results are presented in the following tables.

Table No-1 Summery of one way analysis of variancefor the data on leg strength of sprinters and long distance runner

source of variance	degree of freedom	sum of square	mean sum of square	f-ratio
Between the Group	r – 1 4 - 1 = 3	11,833.51	3,944.5	14.24*
within the group	N – r 24 - 4 = 20	5,538.32	276.91	

*Significant at 0.05 level. Tabulated $F_{0.05(3, 20)} = 3.10$

As the calculated F value of 14.24* was found to be significant, the LSD Post Hoc test was applied to find out the paired means difference among the group.

Table-2: Paired Mean Difference for Leg Strength Performance

Mean of				Mean Difference (MD)	Critical Difference (CD)
Long Distance Runner (Male)	Long Distance Runner (Female)	Sprinters (Male)	Sprinters (Female)		
236.34	196.83			39.51*	19.98
236.34		257.67		21.33*	19.98
236.34			220.84	15.5	19.98
	196.83	257.67		60.84*	19.98
	196.83		220.84	24.01*	19.98
		257.67	220.84	36.83*	19.98

*significant at 0.05 level

It is learnt from Table-2 that there are significant mean difference in between Distance Runner (Male) and Long Distance Runner (Female), Long Distance Runner (Male) and Sprinters (Male), Distance Runne (Female) and Sprinters (Male), Distance Runner (Female) and Sprinters (Female), Sprinters (Male) and Sprinters (Female) as they obtained mean difference value 39.51, 21.33, 60.84, 24.01, 36.83 is greater than the critical value of 19.98. It is also observed from the table-2 that there are no significant mean difference in sprinters (female) and long distance runner (Male) because they obtained mean difference value 15.5 respectively are less than the critical difference value of 19.98.

TABLE-3: Summery of one way analysis of variance for the data on vital capacity of sprinters and long distance runner

Source Of Variance	Degree Of Freedom	Sum Of Square	Mean Sum Of Square	F-Ratio
Between The Group	4 - 1 = 3	398,928.14	132,976.05	34.02*
Within The Group	24 - 4 =20	78,170.83	3,908.54	

*Significant at 0.05 level .

Tabulated $F_{0.05(3, 20)} = 3.10$

As the calculated F value of 34.02* was found to be significant, the LSD Post Hoc test was applied to find out the paired means difference among the group.

Table-4: Paired Mean Difference for Vital Capacity Performance

Mean Of				Mean Difference (MD)	Critical Difference (CD)
Long Distance Runner (Male)	Long Distance Runner (Female)	Sprinters (Male)	Sprinters (Female)		
633.34	404.16			229.18*	75.07
633.34		431.67		201.67*	75.07
633.34			313.34	320*	75.07
	404.16	431.67		27.51	75.07
	404.16		313.34	90.82*	75.07
		431.67	313.34	118.33*	75.07

*significant at 0.05 level

It is learnt from Table-4, that there are significant mean difference in between Distance Runner (Male) and Long Distance Runner (Female), Long Distance Runner(Male) and Sprinters (Male), Long Distance Runner(Male) and Sprinters (Female), Distance Runner (Female) and Sprinters (Female), Sprinters (Male) and Sprinters (Female) as they obtained mean difference value 229.18, 201.67, 320, 90.82, 118.33 is greater than the critical value of 75.07. It is also observed from the table-4 that there are no significant mean difference in Distance Runner (Female) and Sprinters (Male) because they obtained mean difference value 27.51 respectively are less than the critical difference value of 75.07.

DISCUSSION OF FINDINGS

This study was done to compare the selected Physical Variables among the Sprinters and Distance Runners. The variables selected was, Explosive leg Strength and vital capacity. The ANOVA table shows that there was a significant difference in the, Explosive leg Strength among the Sprinters and Distance Runners.

In case of explosive power of legs, all the groups were found significantly different. The Sprinters were found best (with mean performance 2.74 meters) followed by the long distance runners (with mean performance 2.18 meters). Sprinters are having better explosive power in legs as because of its demand in their game. But in case of long distance run it is not of that much importance. The vital capacity of sprinters was found significantly lower than the long distance runners. The long distance runners used to run continuously for a long period. The workout of sprinters in terms of intensity and volume is approximately same. Long distance continuous running helps the long distance runners in improving their lung functions and vital capacity. But in case of sprinters the lung functions does not play dominant role. There the anaerobic capacity, muscle strength, reaction time and speed play an important role. That’s why these differences were found in vital capacity of the groups.

CONCLUSION

With the limitation of the present study and on the basis of findings the following conclusion are drawn- It may be concluded that the sprinters are best in explosive power of legs as compared to the long distance runners. In case of Vital Capacity long distance runners have shown better performance than sprinters.

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A STUDY ON THE NET GENERATION STUDENTS' PERCEPTION TOWARDS ICT BASED TEACHING- LEARNING IN HIGHER EDUCATION INSTITUTIONS AT COIMBATORE CITY

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ABSTRACT

Don Tapscott coined the word "Net Generation", which referred to young people who had grown up surrounded by digital media. This study is an attempt to find the expectations of Millennials or Net Generation students in the use of ICT in Classrooms. Since they have grown up with digital media, internet, computer and other electronic gadgets, their expectations from traditional classrooms may be higher and it is necessary to know their needs to satisfy their learning expectations. Thus this study was carried out to find their perception on ICT usage which is very much imperative in today's education scenario. We found that students use internet extensively for their assignments and seminars. Net Geners felt that ICT tools are not a perfect substitute to face-face teaching. Learning motivation is given by teachers not by technology. But Net Geners were very positive on the potential of ICT for better outcomes.

Keywords: Learning expectations, ICT, Millennials, Net Geners.

INTRODUCTION

The Net Generation is the cohort of teens born between 1982 and 1991 who have grown up in an environment in which they are perpetually exposed to computer-based technology². It has been said that their methods of learning are different from those of previous generations. In a survey of first-year undergraduate students, we found that almost all of them have an experience of using online systems and their perception to the possible use of ICT tools in teaching-learning was positive. The Net Generation is a challenge to the way that all Higher Education Institutions provide teaching and learning pedagogies. Individuals raised with computers deal with information differently compared to previous cohorts. Among other differences are their:

Ability to read visual images – they are intuitive visual communicators

Visual-spatial skills – because of their expertise with games they are able to integrate virtual and physical.

Inductive discovery – learn better by discovery than by being told

Attentional deployment – shift attention rapidly from one task to another.

Fast response time – respond quickly and in return expect quick response

We suggest that all academicians need to be aware of incoming students' skills and experience technology enabled learning and do more to promote their use in their curriculum.

Attributes of Net Geners that have impact on Higher education

1. Digitally literate – able to use IT devices with ease.
2. Connected – they are always connected
3. Immediate – they multi-task and have fast response time
4. Experiential – prefer to learn by doing
5. Achievement oriented
6. Social – they are prolific communicators
7. Teams - they exhibit a tendency to work in teams both physical and virtual
8. Non-traditional learners
9. Interaction – they crave for interaction
10. Multi media literacy.

We suggest that all academicians need to be aware of incoming students' skills and experience technology enabled learning and do more to promote their use in their curriculum.

OBJECTIVES OF THE STUDY

1. To know the nature of Net Generation students
-

2. To know the perception of Net Generation students from ICT enabled teaching pedagogies in Coimbatore City.

METHODOLOGY

A convenient random sample of 250 students were selected from various disciplines namely Engineering, Management, Arts and Science and Social sciences and a structured questionnaire was administered to them to know the expectations of students from ICT enabled teaching pedagogies. The results are based on the responses from the Net Geners for the questionnaire and casual interview made for the study. The results are given below:

UNDERSTANDING NET GENERATION STUDENTS

Today's students have grown up with computers, mobile phones, internet and social media. Present day college students would have born at the time personal computers gained momentum and they would have started using PCs by the time they were between the age of 5 and 8. Teenagers today are capable of using more than one medium at a time. They are multi-taskers in the sense that they watch TV while being online and talk over phone or listen to FM on mobile. They are more digitally literate than the ones who were born few years before them.

When college students were asked why ICT is essential to their education, they said

- IT has become a part of their world
- IT is embedded in our society. So hereafter it would be difficult if they donot have the ability to use it.
- Theoretical concepts are easier to understand when ICT is used effectively
- Some students felt their performance improved by the use of ICT. Thanks to the learning apps.

Students use internet extensively for their assignments and seminars (94 percent). Though online means are used extensively, their perspective on teachers is as follows:

- ICT tools are good, but it is not a perfect substitute to face-face teaching.
- Computers can never replace humans
- Learning is based on motivation and that motivation is given by teachers not by technology

When asked the college students what they want from the internet, the most common response was "to get new information" and next reason was, "to learn more or learn better". Students are often informal learners, seeking information on a variety of topics, participating in online communities and showing others of what they do or voicing their opinions.

ICT for Net Generation

Though many observations can be made about Net Generation, few things need mention in terms of higher education

11. They are digitally literate – able to use IT devices with ease.
12. Connected – they are always connected
13. Social networks – they exhibit a tendency to work in teams.

To understand what Net Generation students expect from ICT in support of learning. First we should know their interpretation of ICT. In their words,

- ICT is not confined to computers alone. ICT is viewed as any technology or application or an equipment that meets a need for access to information or communication.
- Customisation is one important feature that Net Geners expect in ICT. It should be something that adapts to their needs, not something that requires them to change.

Learning expectations of the Net Generation

The following views of students represent the general perspective of students interviewed for this purpose

- I love to listen to a professor, whose knowledge in a particular field is astonishing.
- It's great when the faculty is passionate about his/her subject. The knowledge and passion makes an ideal classroom environment.

➤ The success in a classroom depends on the teacher. A committed teacher is the key ingredient for learning success.

The students were asked to rate their preference for the level of interactivity in the classroom with ICT tools. The options given were:

1. 100 percent lecturing
2. 75 percent lecturing and 25 percent interactive
3. 50 percent lecturing and 50 percent interactive
4. 100 percent interactive

All the students gave a high rating for 50-50 learning environment.

The proper use of Power Point is a commonly cited component of ICT used by faculty from the students’ perspective. They said Power Point adds power to a particular point. None of the students denied the significance of black board as important contributor of successful learning. They also expressed frustration when Power Point slides contain simple lecture notes.

Lack of attention: Reaching the Millennials in a Conventional Class-room

Many Net Geners often leave the computer screen looking for actual conversation with their peers. The faculty can use this need and interact with them and emphasise on group activity. The following table shows the students use of technology including classroom and related activities and surfing the net for pleasure like listening to audio, video and so on.

Students use of ICT

There is an inexorable trend in the students use, mobility and access to technology.

Activity	Mean
Classroom activity and studying using PC/ Mobile / Tablet etc	4.01
Creating Word documents, spreadsheets, charts(EXCEL)	3.76
Creating presentations (Power Point)	3.47
Surfing the net for pleasure	3.47
Using library resources for submitting assignments	2.46
Creating graphics, video, audio (Photoshop, iDirector, iMovie)	1.34
Online courses	1.48
Checking mails	2.47
Playing games	2.39
Shopping	2.06
Listening to music/ video	3.15

(Scale 1= Do not use, 2 = less than an hour, 3 = 1-2 hours, 4 = 3-5 hours, 5 = more than 5 hours)

We found that highest use of ICT was for classroom activity and related activities like searching topics for assignments preparing power point slides and writing of articles for seminars and Journals. Surfing internet for pleasure also seemed to be higher. Least was for online courses and creating graphics, movies and videos. Online shopping and playing games during leisure time have gained momentum. Listening to music and watching videos are done while commuting to college and back home.

Students preference for use of ICT in classes

Preference	Percentage
Prefer classes with no ICT	2.9
Prefer classes with limited ICT	22.7
Prefer classes with moderate ICT	41.2
Prefer classes with extensive ICT	30.8
Prefer online classes	2.2

Most of the respondents preferred moderate use of ICT in classroom than extensive use of ICT.

Preference of ICT by Discipline

Discipline	Prefer no ICT	Prefer limited ICT	Prefer extensive ICT
Engineering	4.8	24.4	67.8
Management	1.3	28.8	64.3
Social sciences	7.9	44.4	44.2
Arts and Science	7.7	47.9	40.2

Students with engineering and Management programmes preferred extensive use of ICT than the students in Arts and Science streams. Students from Arts and Science and social sciences preferred limited use of ICT.

Perception towards the effect of ICT on Class Activities

Effect	Mean
Helped me to better communicate with the faculty	3.85
Has resulted in prompt feedback from the faculty	3.84
My presentation has improved	3.64
Gives more opportunities to practice and reinforcement	3.61
Improved my class performance	3.58
Helped me to better understand abstract concepts and theories	3.45
Use of ICT by faculty has increased my interest in the subject	3.38
Increased my focus on real world tasks and examples	3.25
Engage myself more in course activities that require more use of IT	3.23
I get better grades in courses in which more ICT tools are used	3.19
More in-class training should be given by faculty that require more use of ICT/online tools	3.04
Team work or group performance has improved	3.01

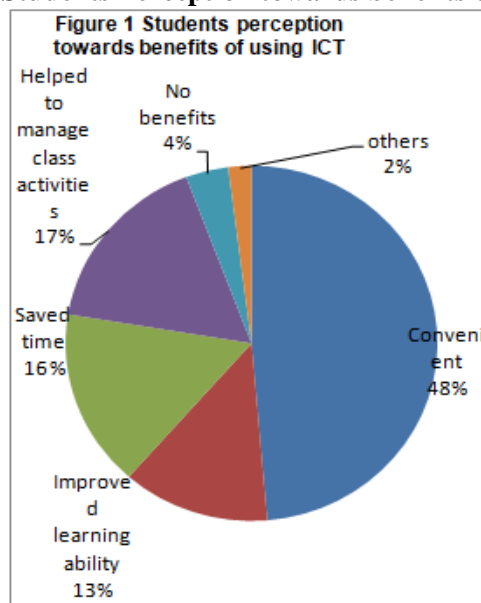
(Scale 1 = strongly agree to 5 = strongly disagree)

Interestingly students do not feel that use ICT in classes increases their time engaged with course activities (3.23 mean)

Perception towards benefits of using ICT

The following benefits were listed and preference of students was sought. No benefits, Improved learning ability, Saved time, helped to manage class activities, improved communication, improved performance, convenient. The results are given in the figure 1.

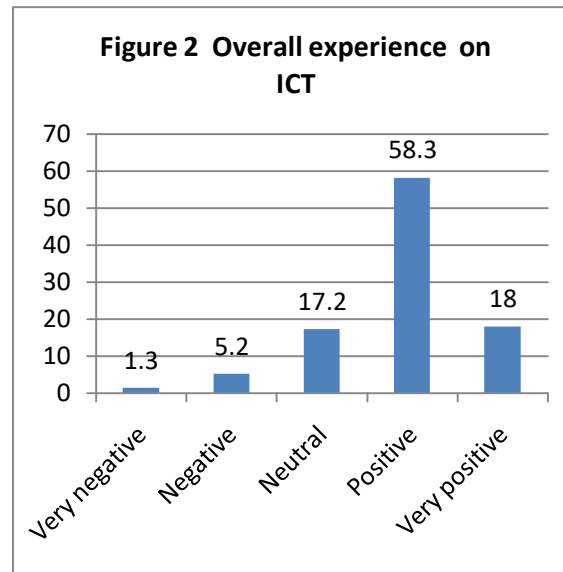
Figure-1: Students Perception towards benefits of using ICT



Most of the respondents felt that ICT facilities were convenient to use and it helped in classroom activities followed by saved their time and improved their learning ability.

Overall experience of Net Geners with ICT enabled teaching – learning

Of the students who have experienced any one of the ICT enabled teaching – learning sessions, 76.3 percent were positive or very positive, 17.2 percent were neutral and 6.5 percent were negative or very negative.

**FINDINGS**

- We expected to find that Net Generation students would demand greater use of ICT in teaching learning in the classroom. but what we found was moderate preference for ICT.
- We expected that it would be increasingly necessary for faculty to use ICT in order to appeal to this generation of students. but we found the students skilled in the use of IT had mixed feelings about ICT in classroom
- Students' access to online learning resources is increasing.
- Net Geners felt it was convenient to use ICT tools.
- Students and faculty use of ICT is limited than is portrayed

CONCLUSION

Our findings provide an early picture of the great potential of ICT support for teaching- learning process. There are favourable and positive comments from the students to know that the potential of ICT in the classrooms is enormous. But they did not deny that fact that technology cannot replace human and proper use of ICT can help accomplish better outcomes in the teaching-learning process.

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APPROACH OF UNDERGRADUATES TOWARDS USE OF ICT IN EDUCATION

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ABSTRACT

Blended learning is the new approach towards the most efficient learning environment. This is a combination of classroom teaching along with the learning over internet. With the help of World Wide Web, Lifelong learning can be possible. No age bars and sky is the limit to learn over it. Today 5 year old kids are able to use mobiles and computers very easily. The young generation is too much technosavvy. This technology helps to enhance learning skills in students, but if it is not used in constructive ways then may give bad impacts on students. Purpose of this study is to find the students approach towards use of Information and Communication Technology as a tool in there day to day life for education purpose. The main focus of the study is on examining the impact of ICT on Learning and skill development in undergraduate students.

Keywords: Multimedia, internet, Learning Skills, Blended Learning, ICT, Education, undergraduates.

INTRODUCTION

Information and communication Technology is nothing but a collaboration of multimedia and many other tools together to create, store, retrieve and transfer the information to and from any place any time with the help of appropriate network. Web- based learning is also a sub part of e-learning which uses information network, sometimes known as online learning. While Blended-learning is combination of classroom our traditional learning approach plus e-learning, where students expected to attend classroom sessions and interact with faculty and afterwards refer e-contents on internets for same topic to understand the concept in depth or as per students pace and time.

In old days our parents use to say food, clothes and shelter are the three basic needs of human beings, but as on today Internet is fourth essential need of ours.

The objective of this paper is to find whether undergraduates uses this ICT for their educational purpose and if yes then how, like how frequently they are using ICT techniques and which tools they are using for it. It's an attempt to find impact on learning and skills development in undergraduates because of use of ICT in their daily life as one of the need. The questionnaire is designed base on these five categories ICT base activities performed by students, Purpose behind learning activities with ICT tools, Types of ICT resources and tools used by students, Impact on Learning process, Impact on different Skills. Analysis on data base on this questionnaire will definitely help us to come towards a final conclusion.

The paper organized in VII sections. Section II gives literature review, where glimpse of previously done work are present. This section gives a base for further study in this topic. Section III clears the objective of the study. Section IV talks about research methods used in study. Numbers always helps us to come with a conclusion, Section V presents outcomes as Results in numeric form. Conclusion on results and scope for further study is mentioned in section VI. Section VII gives us references.

I. LITERATURE REVIEW

Information Communication Technology can enable students to manage and monitor their studies and promote lifelong learning. "Learn While Earn" is a stage may come in someone life where ICT tool and MHRD Projects like "swayam" comes to help them to go ahead and achieve their dreams. This gives a great flexibility to Learn in your own pace and with your own style. These courses help students to develop soft skills, such as creativity, discipline, decision-making, and cognitive flexibility. This definitely helps them for jobs in the era of automation and artificial intelligence. [1].

Undergraduate students are of age 16 to 18, the crucial age period where industry oriented education is required to put one step ahead in this fast forwarding world. Students are able to gain this kind of knowledge with ICT resources and different tools. NPTL, Swayam are the portals where students are able to access vast variety of information and are able to gain content related knowledge. Multimedia is a combination of text, video, sound, pictures and animation. This always attracts human being of all age group. 10 years back android operating system came in market and gave birth to Mobile Apps and Games. Nowadays Smart TV and Mobile Apps/Games are boosting the multimedia contents. Today they work like main sources to gain knowledge and explore the world. Due to ease of access of Internet in recent times, more and more educational apps have flooded the market. [3]

Internet is the knowledge base from which student can retrieve the information related to study. They can download, upload or browse material. Sending or reading study material, assignments etc. on emails, use of WhatsApp, instant messaging systems for exchange of knowledge with others, online chat groups, communities or forums, training sessions, video conferences related to the subject of study will definitely enhance knowledge of that subject. The e-books, computer simulators will definitely help students to learn without investing much money since the contents are available in offline or online mode. These things enable students to learn anywhere at any time, at home or during travel wherever they want. Online Test, Quizzes or mock Test Drives helps them to judge their subject knowledge prior to their final examination, which reduces their exam pressure and fear.[4]

There are two ways to learn with multimedia, Learn “From” Multimedia and Learn “With” Multimedia. Multimedia production tools such as power-point, video editing, digital recording are useful to complete online assignments and create your own digital contents which may help others to gain knowledge or understand concept in more better and easy way. Multimedia learning material has more cognitive connections available, which helps in deeper understanding and improve problem solving skills. [2]

Since last two decades we are witnessing a revolution due to onset of technology. The rapid development in e-learning sector offers new ways in which learning can take place at home. Learning at home represents an educational opportunity with the potential to improve learning. Learning with multimedia is a big success because it engages one of the five human senses for information reception “sight and sound”. Due to motion and sound multimedia contents can capture student’s attention, generate interest and motivate them for learning process. Multimedia makes them feel more independent in the learning process. Multimedia contents enables students to go over the work or contents again and again and even able to find out more about the things they are interested in. [6]

The teaching process becomes effective if it generate interest in students for learning. Implementing science lessons with use of multimedia can lead towards making a difference, which produce in students a long term memories about the concept. [7]

e-learning environments designed using multimedia can give different effects basing on difference in students characteristics. If learning environment is not designed in line with the learner’s cognitive style then cognitive overload can lead to the negative impact on the learning outcomes. [5]

II. OBJECTIVE OF THE STUDY

Objective of the study is to understand how undergraduate students engage themselves, communicate with others, gather information, collaborate with other students and increase their efficiency with ICT tools for study purpose.

1. To analyse approach (Positive / Negative) of undergraduate students towards ICT for education purpose.
2. To find how frequently students are using ICT techniques for educational purpose.
3. To find the impact on learning skills of the students.

III. RESEARCH METHODS

Questionnaire was prepared on five aspects:

- 1) ICT base activities performed by students
- 2) Purpose behind learning activities with ICT tools
- 3) Types of ICT resources and tools used by students
- 4) Impact on learning process
- 5) Skills and Confidence achieved due to use of ICT in education.

The data for this research study was collected from one questionnaire, consisting of 25 questions which cover the above mentioned five aspects. This questionnaire was distributed to the undergraduate students of Art, Commerce and Science Stream. Data was collected from first, second and third year students. 175 Students responded to the Questionnaire. Excel was used in this study for analysis of variables. Simple bar charts are used to represent data in graphical format.

IV. RESULTS AND DISCUSSION

1. Table-I indicates that among the 175 students more than 96% of students use either Computer or Mobile as a tool to perform activities like sending or reading emails, contents sharing on WhatsApp, chat, Online

Communities, downloading or browsing e-contents for learning activities. Students preferring to attend video conferences are 71% while 88% opt instant messaging and only 63% students' uses online training sessions. Results show that ICT has become an integrated part of student's life.

TABLE-I: HOW OFTEN DO YOU USE A COMPUTER/MOBILE FOR THE FOLLOWING LEARNING ACTIVITIES?

	Never	At least Once a week	Several Times	Every Day	% use Comp / Mobile
Instant messaging	21	31	66	57	88%
Send or Read Email	3	41	79	52	98%
WhatsApp	2	8	71	93	99%
Online Chat	6	23	93	53	97%
Download/ upload/ browse material	3	27	91	54	98%
Online Communities/ Forums	54	50	56	15	96%
Online Training sessions	56	62	37	11	63%
Video Conferencing	50	51	50	24	71%

2. Data from Table-II says a lot about how frequently students uses ICT tools. Multimedia production tools like power point for presentation creation, video editing and digital recording are mostly preferable ICT tools among students 89% compare to the e-book 71%. Whereas 81% students uses Computer Simulations for learning concepts and 78% prefers online quizzes and test to judge them self before final examination.

Fig. 1, shows that undergraduate students are well aware of different ICT tools and use them very frequently in their day to day life.

TABLE-III: HOW OFTEN DO YOU USE THE FOLLOWING ICT TOOLS?

	Never	At least Once a week	Several Times	Every Day	% uses
e-books	50	40	60	25	71%
online quizzes and test	39	62	54	20	78%
Multimedia production tools(powerpoint, video editing , digital recording)	20	55	57	43	89%
Computer simulations	33	51	57	34	81%

How often do you use the following ICT resources and Tools ?

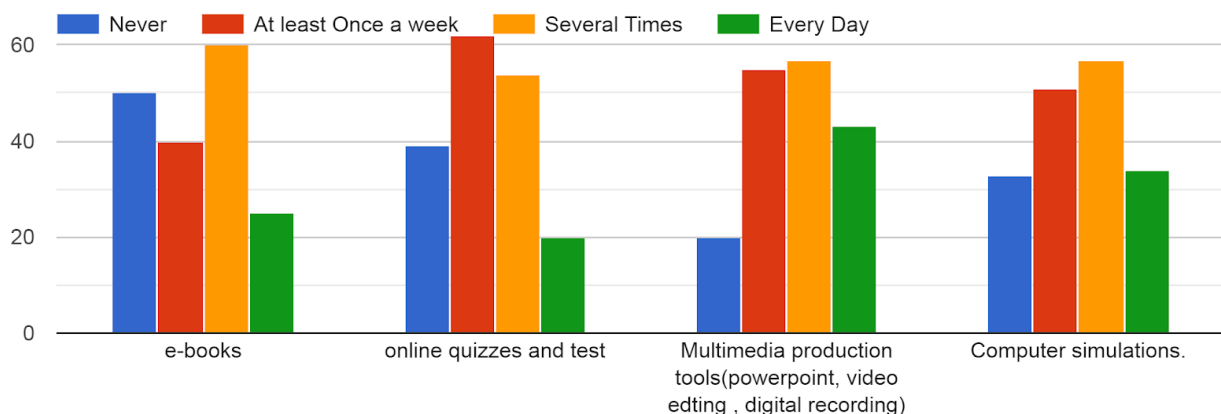


Fig-1: Frequency of Uses ICT Tools in Education

3. Fig. 2, shows the impact of ICT Tools in education. The bar chart itself says a lot. In all four cases the graph is increasing in order indicates positive impact of ICT in education. Figures from the Table-III says that students are able to concentrate on what they are learning, learning process can be take place at home or even while travelling. Students feel more independent and able to understand the concept easily with the aid of ICT.

TABLE-III: DO YOU CONSIDER USING ICT (COMPUTERS, MOBILE APP, MOOCs, INTERACTIVE WHITE BOARDS) HAS A POSITIVE IMPACT ON THE FOLLOWING?

	Not At All	A little	Some what	A Lot
You concentrate more on what you are learning	5	38	64	68
You underatand more easily what you have learnt	6	36	51	82
You feel more independent in your learning	5	36	48	86
You can learn at home or during travel, where ever you want	7	33	40	95

Do you consider using ICT (Computers, mobile App, MOOCs, interactive white boards) has a positive impact on the following?

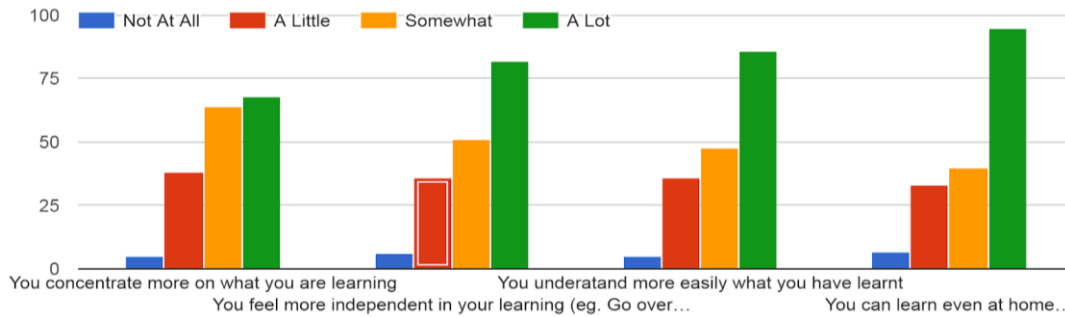


Fig-2: Postive Impact of ICT Tools in Education

4. Table-IV data shows different task like create, edit, install and judge. In all four scenarios numbers in the last column “A Lot” indicates that how confident students are to perform those tasks. The highest number 102 students are a lot confidant to install software/App on device indicates how friendly they are with devices in the digital era. While 73 students show a lot confidence to judge reliability of information found on the internet. Max 59 students are easily able to edit digital photographs or other graphic images. Min 20 students are not at all able to create a multimedia presentation out of 175, which is only 11%

Table-IVV: How confident are you doing the following task?

	Not At All	A little	Somewhat	A Lot
Crate a multimedia presentation	20	54	56	45
Edit digital photographs /other graphic images	21	43	52	59
Install software/ App on device.	3	30	40	102
Judge reliability of information found on the internet.	12	45	45	73

How confident are you doing the following task?

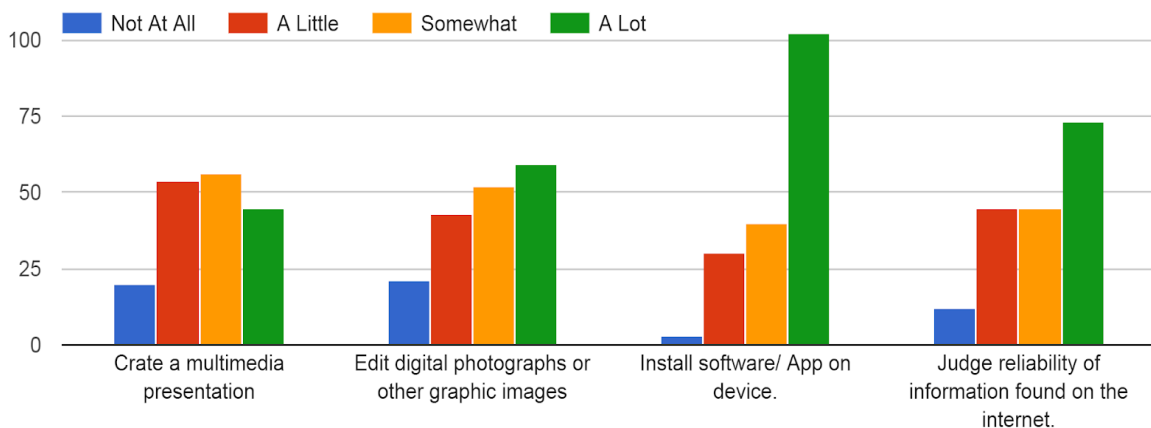


Fig-3: Increased Confidance due use of ICT Tools

5. This study will definitely help teachers of degree colleges and undergraduate students, since the outcomes says that student in all disciplines Arts, Commerce, Science are love to go ahead with technology. Many of them are already using a lot of ICT resources and different tools to enhance their knowledge with the help of internet and a handy device like mobile. Since the approach towards use of ICT is found positive more and more Learning Apps, Moodles and Portals can help this new generation to deal with more challenges and overcome Learning difficulties.

V. CONCLUSIONS

According to the outcome of the study and survey it can be concluded that:

1. Undergraduate students have positive attitude towards the use of ICT for education purpose.
2. Very frequently students are using ICT Techniques for education in everyday life.
3. Significantly positive impact observed on Learning Skills of the students.

VI. ACKNOWLEDGMENT

The author acknowledges Kirti M Doongursee College, Dadar and Students of the degree college for providing authentic data.

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COMPARATIVE ANALYSIS OF PERFORMANCE OF TAX SAVING MUTUAL FUND WITH REFERENCE TO SELECTED ASSET MANAGEMENT COMPANIES

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ABSTRACT

Investment was identified as the source & means to satisfy the various wants. Mutual funds are an integral part of the financial market, which have become an investment avenue for a large number of investors in recent years. There are a number of investment opportunities available to an investor. Each of these investments has its own risk and return features. Mutual fund refers to a fund managed by an investment company with the financial objective of generating high rate of returns. Before investing, investment management companies carry out a detailed research and analysis on the market condition & market trends of stock and bond prices. These things help the fund managers to speculate properly in the right direction. The mutual fund industry started in India as a small division with the UTI Act, 1963 under RBI. Over a period of 40 years, the industry has shown high growth and success with stupendous returns. The most important trend in the mutual fund industry is the aggressive expansion of foreign owned mutual fund companies which were subsequently regulated by SEBI. The present study has focused on performance evolution of ELSS mutual funds in India. Data gathered from secondary sources, and analyzed with the help of statistical tool moving averages on respective returns of asset management companies' (AMC's). It gives a magnificent opportunity for investors to make investments in various categories of large cap (or) sector funds. In India, there are various companies' offering diversified schemes to investors for making viable investments with stupendous returns in long run.

Keywords: Net assets value, Assets Management Company, Tax, ELSS, SEBI

INTRODUCTION

A mutual fund may be a professionally-managed investment scheme, sometimes run by an asset management company that brings along a bunch of individuals and invests their money in stocks, bonds and different securities.

As an capitalist, you can obtain investment trust 'units', that primarily represent your share of holdings during a specific scheme. These units will be purchased or redeemed as required at the fund's current net asset value (NAV). These NAVs keep fluctuating, in step with the fund's holdings. So, every capitalist participates proportionately in the gain or loss of the fund. All the mutual funds are registered with SEBI. They function within the provisions of strict regulation created to safeguard the interests of the investor.

The biggest advantage of investment through a mutual fund is that it offers tiny investors access to professionally-managed, diversified portfolios of equities, bonds and alternative securities, which might be quite tough to form with a little amount of capital.

Mutual funds provide how for a bunch of investors to effectively pool their money in order that they will invest in a wider form of investment vehicles and cash in of skilled cash management through the acquisition of 1 investment trust share. Mutual fund companies essentially collect the cash from their investors, or shareholders, and invest that pooled cash into individual investment vehicles according to some risk profile, cash management philosophy, or financial goal.

The mutual fund then passes on the profits (and losses) of these investments to its shareholders.

ELSS MUTUAL FUNDS

ELSS may be a variety of mutual fund. Going by its name ELSS invests a majority of its corpus in equity and equity related product, an investment in ELSS comes with a lock in amount and has tax advantages attached to that. It's suitable for investors having a high risk profile as returns in ELSS fluctuate relying upon the equity market and there are no fixed returns. ELSS schemes are unit open terminated, that is, investors will subscribe the fund at any day. NAV or the worth of the fund is declared on each business day.

Mutual funds Vs ELSS (difference between ELSS and Mutual fund)

a. Tax Free: - there's no ceiling for investments in ELSS but investments in ELSS qualify for tax deductions below sec 80C of the taxation act subject to a most of Rs one hundred thousand during a year's whereas investments below normal mutual fund don't qualify for taxation deductions. Any dividend received or long run financial gain attained by the capitalist is tax free. long run financial gain arises on marketing units of mutual fund once one year of purchase. Since there's a lock in amount of three years each capitalist can notice long

term capital gain/loss on marketing their holdings

b. Lock – In: - ELSS contains a lock in amount of three years not like other kinds of mutual funds.

1) OBJECTIVE OF THE STUDY

- The objective of this analysis is to find investment behaviour of individual taxpayers.
- To investigate the performance of assorted tax saving mutual funds schemes and suggests the simplest one.
- To assemble in descending order by high to low tax saving mutual funds schemes

2) LITERATURE REVIEW

- 1) Martin (1951) discussed the question that how the effects of taxes on economic behavior are important for revenue estimation, for calculating efficiency effects, and for understanding short-term macro-economic consequences. The primary focus in this paper was on taxes on labour income but some attention was also given to taxes on income from saving also.
- 2) Feldstein (1976) concluded that the effect of the personal income tax on portfolio composition is very powerful. Within each income class the pattern of asset holdings have dependence on relative net yields.
- 3) Thaler and Johnson (1990) also proposed that individuals edit their choices according to various rules, often in a manner that would make their choices most pleasant or least pleasant.
- 4) Kalyani (1991) conducted a study on tax planning for the financial year 1988-89 and found that tax-saving investments increase along with the income and employees prefer to invest in Life insurance, Provident Fund and National Saving Certificates.
- 5) Minarik (2003) in his paper answered critically the question: how tax policy should purposefully deviate from efficiency in order to encourage taxpayers to pursue positive economic objectives (such as saving).
- 6) Poterba (2004) suggested that income tax rates are significant determinants of household portfolio decisions. It was found that those with higher marginal tax rates are more likely to hold tax-exempt assets, either by investing in tax-exempt bonds or by channelling a high fraction of assets into tax-deferred accounts. Evans.
- 7) Carlon and Massey (2005) conducted a study on record keeping practices and tax compliance of SMEs. This paper explored the relationship between the record keeping practices of small businesses and their potential exposure to tax and related business compliance problems.
- 8) Natarajan (2008) conducted a study on factors influencing investment in tax-saving schemes. The study was undertaken among salaried assesses in Erode District of Tamil Nadu to provide a valid solution, both to the assesses and to the government as the government is also interested to know which tax-saving scheme is mostly preferred by the salaried assesses for investment.

4) RESEARCH METHODOLOGY

Research methodology is a systematic way to solve a problem. It is a science of Studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining and predicting phenomena are called research Methodology. It is also defined as the study of methods by which knowledge is gained. Its Aim is to give the work plan of research.

Target population

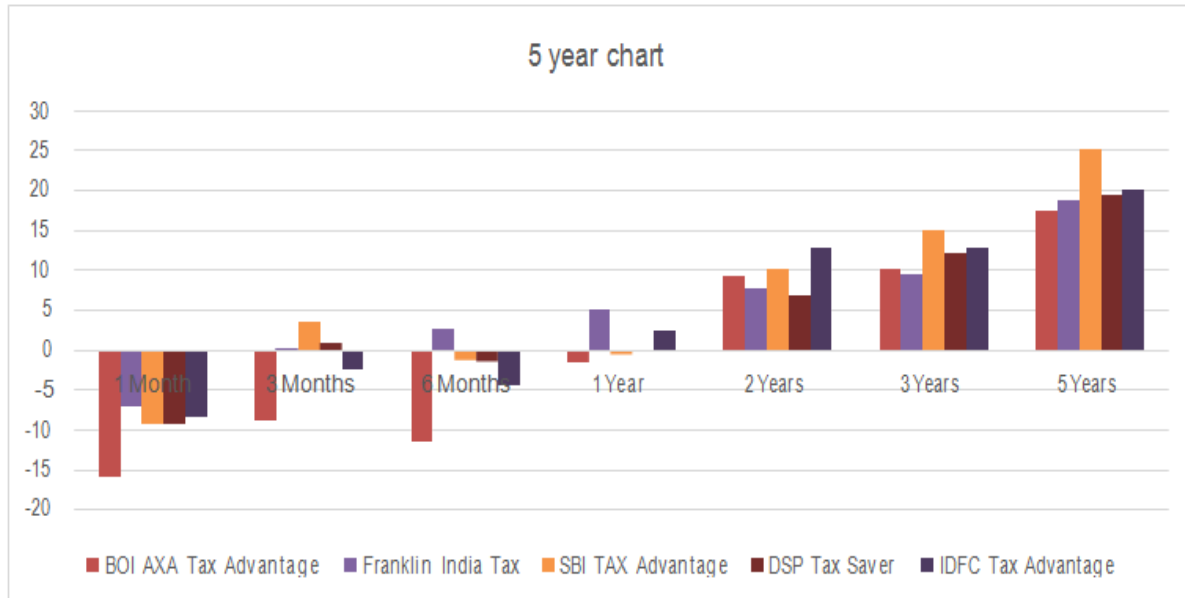
- 1) DSP Black rock Taxable fund
- 2) IDFC Tax advantage ELSS fund direct plan
- 3) SBI Tax advantage series 2 growth
- 4) Franklin India Tax shield plan (regular growth)
- 5) Bank of India AXA Tax advantage fund direct plan

DATA ANALYSIS AND INTERPRETATION

COMPARITIVE ANALYSIS OF ALL FIVE COMPANY

Period	BOI AXA Tax Advantage	Franklin India Tax	SBI TAX Advantage	DSP Tax Saver	IDFC Tax Advantage
1 Month	-15.9	-7.1	-9.2	-9.3	-8.3
3 Months	-8.9	0.1	3.6	0.9	-2.4

6 Months	-11.5	2.7	-1.2	-1.4	-4.5
1 Year	-1.5	5.1	-0.5	-0.1	2.5
2 Years	9.3	7.7	10.2	6.8	12.8
3 Years	10.2	9.5	15	12.2	12.7
5 Years	17.4	18.7	25.1	19.5	20



As this graph shows that the every company has given the negative in the 1month period because of Several micro and macro factors like rising interest rates, increasing oil prices, unexpected Karnataka election results, 2019 elections and high-valued midcaps caused the fall in market and thus negative returns. Mutual fund advisors believe that the negative sentiment is also due to churning of mutual fund portfolios because of Sebi’s re-categorisation and rationalisation directive. Several mutual fund schemes were also hit by wrong bets in certain sectors:

Underweight in technology, overweight in PSU banks and metals. This is the main reason why every mutual fund is giving negative returns.

But as we can see that the returns after one year are quite good as ELSS mutual funds have lock down for the period of three years so every mutual fund is giving around 10-15 % return. As the investment is always for the long term so it is advice to keep money for some time in the mutual funds to get better return. Mutual funds are not for day to day trading.

1) FINDINGS OF THE STUDY

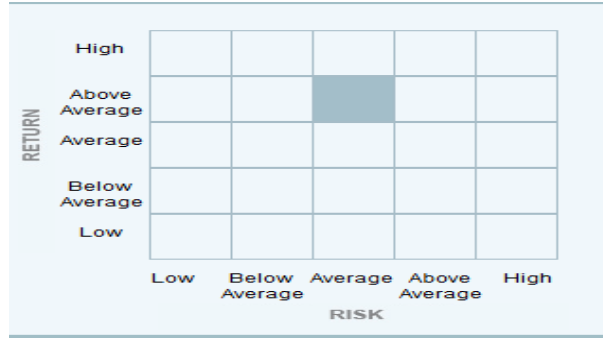
The present study examines the regulatory framework governing mutual funds, growth and performance of mutual fund schemes and investors’ perception regarding mutual funds. For the purpose of study, a sample of five elss mutual funds “BOI AXA Tax Advantage Fund - Direct Plan (G)”, “Franklin India Tax Shield (G)”, ” SBI TAX Advantage Fund - Series II (G)”, ” DSP Tax Saver Fund - Regular (G)”, “IDFC Tax Advantage (ELSS) Fund - Regular Plan (G)” has been taken. All the ELSS mutual fund schemes of the selected mutual funds have been studied for five years. The study used secondary. Secondary data for the study has been compiled from Capital Market, Chartered Financial Analyst, Outlook, SEBI annual reports, RBI Reports on Currency and Finance, RBI Bulletin, Management Accountant, Portfolio Organizer, Economic and Political Weekly, Finance India and mutual funds related websites etc.

SBI Tax Advantage fund

- As we can see in the analysis that the SBI Tax Advantage fund has shown the highest rate of return as compare to the other selected mutual fund as they have successfully diversified their portfolio in various sector. They have kept little bit more in the financing sector and around equal percentage in rest of the sector and as we can see that in the other selected mutual funds most of them have only concentrated on banking sector so they are not generating that much return as compared to the SBI Tax Advantage fund
- If we see the variations we can see that it shows the more variation according to others the return for one year is -0.5 which is negative but after that it shows the extreme growth.

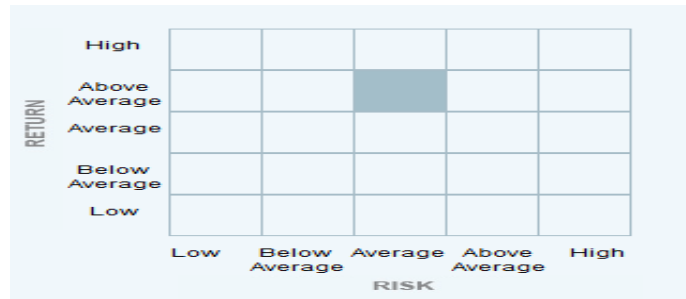
IDFC Tax Advantage (ELSS) Fund - Regular Plan (G)

- It has given the second highest return after the SBI fund so in their portfolio we can see that the ratio banks shares are more then any other sector so if there is downward trend in banking sector the return of the IDFC fund will also go down. They are more dependent on banking sector which is clearly seen in the top 10 holdings of the fund. About 4 companies out of 10 are banking and finance.
- If we see the risk factor we can see that there is moderate risk but the return are good as compare to risk.



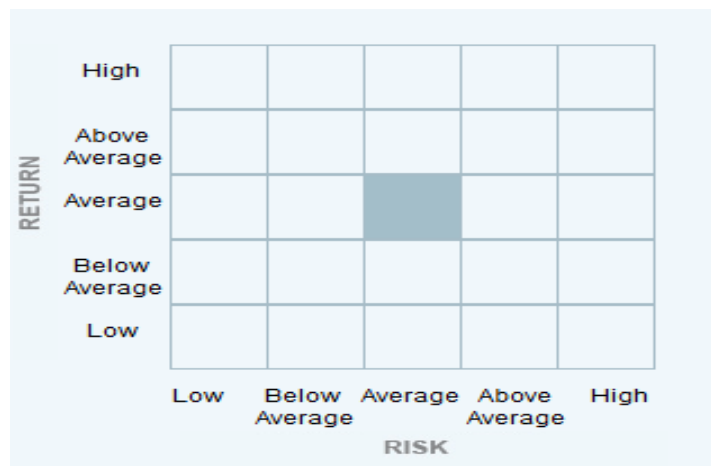
DSP Tax Saver Fund - Regular (G)

- In this fund we can see that the most of the funds are invested in the banking sector about 50% which is very high they mainly depend upon banking sector. And the returns are quit good according to their portfolio it gives around 20% of return.
- If we see the mean value of the return is 5.72 which is lower as compare to others (note we have taken 5 years data to compute the mean value)
- The risk is average but the return are just above average



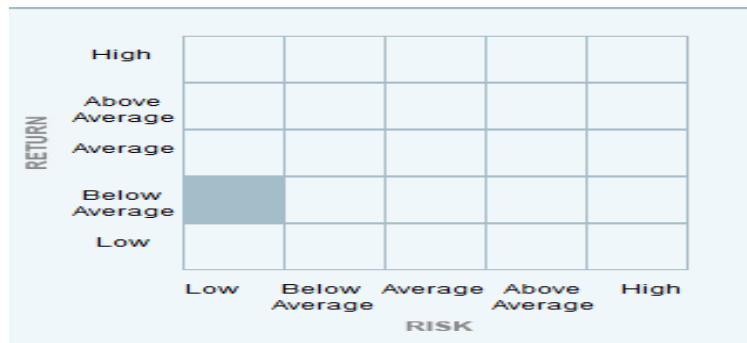
Franklin India Tax Shield (G)

- It is the only fund who has given the positive return in the initial time period else every other selected mutual funds has given negative return in the first year but they cannot give as high returns as compared to SBI or IDFC.
- Even after providing the positive return in the one year time period they are not able to provide the best returns as compare to others.
- If we talk about the risk factor and return both are average, the returns are equal to the research.



BOI AXA Tax Advantage Fund - Direct Plan (G)

- This fund has given the least return as compared to the other selected funds they are able to providing only 17% of return in the 5 years.
- If we see the risk factor the risk is low as well as the returns are low as compare to the other funds.



SUGGESTIONS

ELSS is good investment of investor because under this a investor can save a tax and lock money for a particular time.

Under elsss a investor has so many scheme like they can invest in small caps, mid caps and large caps and the investor has clear about the investment goals and expected return for a particular period.

At last after analysing all the aspects like risk , return their portfolio and time period. We can say that from the selected five companies

1. BOI AXA Tax Advantage Fund - Direct Plan (G)
2. Franklin India Tax Shield (G)
3. SBI TAX Advantage Fund - Series II (G)
4. DSP Tax Saver Fund - Regular (G)
5. IDFC Tax Advantage (ELSS) Fund - Regular Plan (G)

The SBI elss mutual fund is giving the best rate of return as compared with selected 5 companies. This the only fund which is giving 25 percent of return and rest are giving around 20 percent of the return . if we take the risk factor this fund has diversified their portfolio well so the chances of loss is minimum and the return good according to the risk. So at last we can suggest that the SBI mutual fund is best out of the 5 selected companies. In all the aspects

CONCLUSION

I order to study the concept of ELSS mutual fund we should note that a mutual fund is a Trust that pools the money of several investors and manages investments on behalf. The Fund collects this money from investors through various schemes. Each schemes is Differentiated by its objectives of investments or in other words a broadly defined Purpose of how the collected money is going to be involved. Investors invest in ELSS mutual fund due to following advantages: they have Professional management, diversification, Tax advantage, convenient administration, return potential, Low cost, liquidity. By comparing the above mentioned schemes I came to know the risk and return Relation between the specified schemes. Therefore investors before investing in ELSS Mutual Fund schemes they should study the risk and return relation, and if the risk and Returns is been matched with their planning, then only the investors should go for ELSS Mutual Fund schemes.

After the analysis made on the performance of ELSS Schemes of Mutual Fund I can conclude that ELSS schemes are most preferred by Investors and overall Vision Fund and Growth scheme are doing extremely well in the market satisfying the customer wants of high returns and also through analysis we have found that the performance of SBI Tax Advantage Fund among the selected companies provide best return.

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**TO STUDY THE PERFORMANCE AND WORKING CAPITAL FINANCE OF HDFC BANK
COMPARED TO SBI BANK**

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ABSTRACT

The purpose of the study is to find the relationship between working capital management and performance of HDFC bank compared to SBI through ratio analysis. In addition to the above study includes the impact of financial constraints on working capital and performance relation. The study is based on secondary financial data from companies financial reports avail on the company's websites. This study might also enlighten the different ways and techniques of working capital and performance to develop the sound financial base of the company.

Keywords: Inventory, Performance, Liquidity, Market ratios, Working Capital, Relationship, Profit

INTRODUCTION

The company has to operate and monitor its managerial accounting, to which the working capital management has been introduced which has its two component, current assets and current liabilities. It ensures the most financially efficient operations of the company & also makes sure that company has sufficient cash inflow which can meet its short term debt commitment The advisable working capital ratio is 1.2 – 2.0, where more than 2.0 are considered to be as the company is not effectively using its assets to increase revenues and below 1.0 is assumed as company having trouble meeting its short-term obligations.

HDFC Bank being the leading and second largest private bank in Asia and India, and one of the top five banks in the country. It has begun its operation in the year 1955 having missioned as 'to be a world class Indian Bank'. It has around 4,963 branches across 2,727 cities in India. It offers various services like Banking, Private Banking, Different types of loans, loan, Phone banking, Mobile banking, etc.

State Bank of India being the leading public sector bank founded in the year 1806 and is actively involved from 1973 as community services banking. All its branches & offices throughout the country supporter & involve in large nos. of welfare activities & social causes. It provides services like merchant banking, fund management, factoring, investment banking, etc. by indulging through wholesale banking, retail banking, etc. it has 43,000 ATMs & more than 22,000 branches in India.

SIGNIFICANCE

The purpose of this study is to examine the concepts of working capital and conclude the feasibility of the concept of in the better planning and control of working capital. The basic problem of the working capital is to identify and manage the optimum level of amount to be invest, planning, and controlling each of the component part of working capital i.e. inventory, receivables, cash, and short term investment (if). Studying this can help to suggest better planning & controlling the investment and other components of working management and increase the earning power subject to the existence of operating margin of the firm.

OBJECTIVES

- To know the working capital of the above two selected banks
- To find the financial performance of the selected bank.
- To study the ratios of respective above banks.
- To offer suggestions for better utilization of resources.

LIMITATIONS OF THE STUDY

The study is limited to the period of last five years i.e. from 2014-15 till 2018-19, performance of the above selected banks. The financial information has been taken from published annual report from the respective banks websites. For the study, only few ratios and other statistical tool like mean and growth rate applied to watch performance of the banks.

RESEARCH METHODOLOGY

To complete the above research paper topic, sample selected is SBI bank and HDFC bank. The study covers last 5 year financial data i.e. 2014-15 till 2018-19 from the respective websites. The study is based on secondary data, collected from annual reports of the respective bank & has been put up into the tabular form, analyzed and

interpreted with the help of various financial ratios so that the financial performance of the respective firms can be drawn.

DATA ANALYSIS

(Amount in Rs. Cr)

	Current Ratios	Quick Ratio	Total Assets Turnover	Earnings Per Share (Basic) {Rs.}	Earnings Per Share (Diluted) {Rs.}	Dividend per share	Return on Net Worth	Total debts to Owners fund	Net Profit
2014-15									
HDFC	0.06	8.6	0.09	36.58	36.31	0	19.78	9.43	12,296.21
SBI	0.03	15.79	0.08	189.85	189.85	3	9.2	13.34	-6,547.45
2015-16									
HDFC	0.04	12.66	0.09	44.1	43.6	0	16.92	8.07	14,549.64
SBI	0.06	15.08	0.08	22.76	22.76	3.5	10.2	13.87	-6,547.45
2016-17									
HDFC	0.07	14.58	0.09	50.85	50.24	0	17.22	8.31	14,549.64
SBI	0.07	14.24	0.07	15.95	15.95	2.6	6.89	14.24	10,484.10
2017-18									
HDFC	0.06	11.35	0.09	59.95	59.16	-	16.61	8.08	17,486.73
SBI	0.07	13.87	0.07	0.31	0.31	2.6	6.69	15.08	10,484.10
2018-19									
HDFC	0.05	17.4	0.09	71.73	70.76	-	16.88	8.62	17,486.73
SBI	0.08	13.83	0.07	-5.34	-5.34	-	-3.37	15.79	9,950.65

Source: Dion Global Solutions Limited

MEAN

Formula:

$$\text{Mean} = \sum X / N$$

where,

X = Net Profit for all five years ; N = Total No. of years

HDFC Bank

$$= \frac{17,486.73 + 17,486.73 + 14,549.64 + 14,549.64 + 12,296.21}{5} = \text{Rs. } \underline{\underline{15,273.79 \text{ Cr.}}}$$

State Bank of India

$$= \frac{(6,547.45) + (6,547.45) + 10 + 484.10 + 10 + 484.10 + 9 + 950.65}{5} = \text{Rs. } \underline{\underline{-1,119.36 \text{ Cr.}}}$$

Interpretation

1. a) The Current ratio of HDFC bank has been seen fluctuating & at the end of the fifth year i.e. 2018-19 has been drop down to 0.05 whereas the current ratio of SBI bank has shown continuous increment from 0.03 till 0.08 i.e. from 2014-15 till 2018-19 respectively.

b) The Mean of current ratio of HDFC bank is 0.056 whereas of SBI bank is 0.062. This means the mean rate of SBI bank is better than HDFC bank as it can meet the current short term obligations.

c) The Growth rate of both the banks are as follows as:



Growth Rate		
	HDFC	SBI
2015-16	-33.33	100.00
2016-17	75.00	16.67
2017-18	-14.29	0.00
2018-19	-16.67	14.29

The growth rate of SBI bank has better current ratio compared to HDFC Bank.

2. a) The Quick Ratio of HDFC bank from 2014-15 has been studied that it has been growing till 2016-17 but in the year 2017-18 it has decreased & again in the year 2018-19 increased whereas the quick ratio of SBI bank from 2014-15 it has been seen decreasing continuously for all five years.

b) The mean rate of quick ratio of both the banks for last five years is 12.918 for HDFC bank and 14.562 from SBI bank. Thus, the mean rate of SBI bank is better than HDFC bank.

c) The five years growth rate of HDFC and SBI banks are as follows:



Growth Rate		
	HDFC	SBI
2015-16	47.21	-4.50
2016-17	15.17	-5.57
2017-18	-22.15	-2.60
2018-19	53.30	-0.29

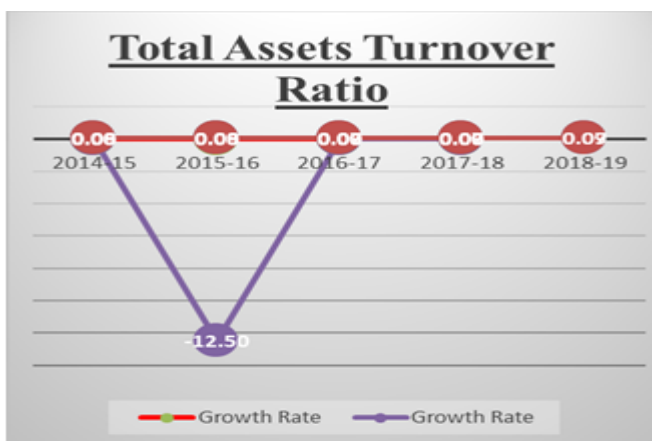
Thus, the growth rate of HDFC bank shows increasing growth rate for 1st three years but falls down in the year 2017-18 at -22.15 rate and again took up at the rate 53.30, whereas SBI bank shows continuous decrease in the growth rate for all the years. Therefore, HDFC Bank has overall better quick ratio as it can borrow money on short- notes and can be fulfill its current financial obligations.

3. a) HDFC bank has maintained appropriate total asset turnover ratio for all the five years constantly whereas public sector bank i.e. SBI has maintained constant rate for first two years but from 2016-17 till 2018-19 the rate has been fallen & has constant for all the remaining three years.

b) The total assets turnover mean rate of HDFC and SBI banks are 0.108 and 0.074 respectively.

Here, this means HDFC bank has better TATO ratio then SBI bank.

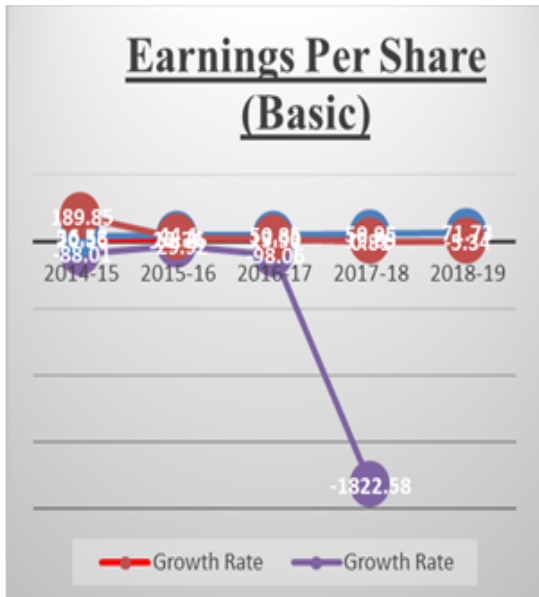
c) The growth rate of above two mentioned banks are as follows as :-



Growth Rate		
	HDFC	SBI
2015-16	0.00	0.00
2016-17	0.00	12.50
2017-18	0.00	0.00
2018-19	0.00	0.00

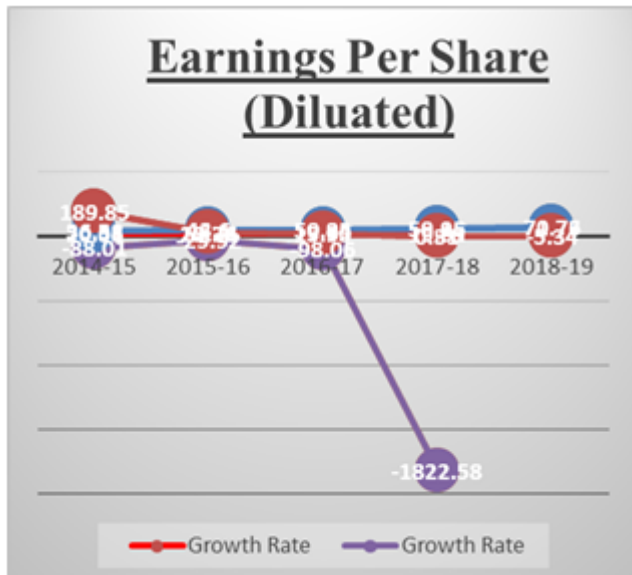
The growth rate of HDFC bank is constant rate for all five years whereas SBI bank has fluctuating growth rate. But compared to HDFC bank; SBI bank has good total assets turnover ratio means SBI bank has maintained the balance between its turnover and total assets as compared to HDFC Bank.

4. a) The Earning per share (Basics and Diluted) of HDFC bank shows tremendously growing rate whereas State bank of India shows downfall rate for all the five years.
- b) Mean rate of both the mention banks are 52.642 and 46.842 of HDFC bank and SBI bank. Here, on the basis of this ratio HDFC bank is paying more returns than SBI banks.
- c) The growth rate of both the public and private above mention banks are:



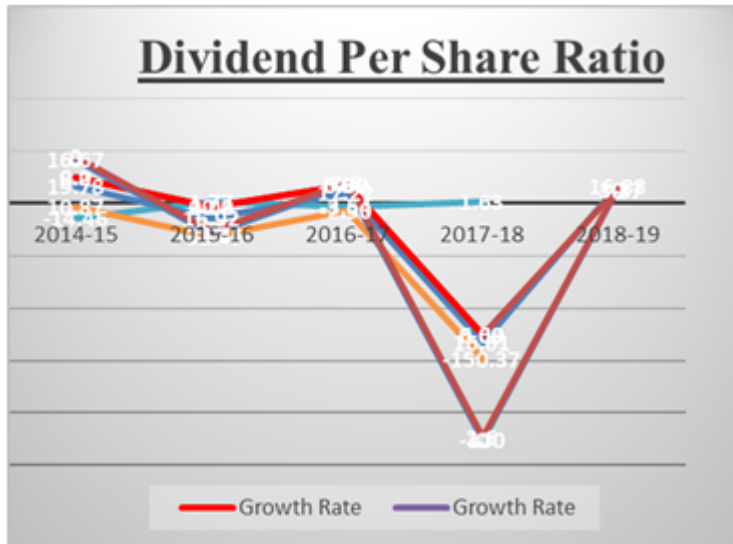
	Growth Rate	
	HDFC	SBI
2015-16	20.08	-88.01
2016-17	15.23	-29.92
2017-18	17.75	-98.06
2018-19	19.61	-1822.58

Thus the growth rate of HDFC bank shows fluctuation growth rate for 1st four years but in the last year i.e. 2018-19 it shows increasing rate, whereas of SBI bank it showed negative growth rate of EPS (Basic) throughout all five years.



	Growth Rate	
	HDFC	SBI
2015-16	0.0	16.67
2016-17	0.00	-25.71
2017-18	0.00	0.00
2018-19	0.00	-100

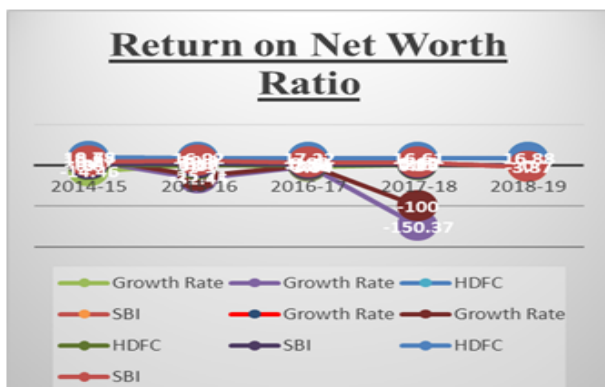
5. a) Dividend per share of HDFC bank shows nil results for all five years as it might not have announce the dividend to its shareholders or & nor its shareholders might have asked for the dividend. SBI bank initially has given dividend for 1st two years but for 3rd and 4th year it ghave same dividend rate i.e. Rs. 2.60 & at 5th year they didn't gave dividend to its shareholders as the bank was at loss making in that year 2018-19.
- b) The mean rate is zero and 2.34 HDFC bank and SBI bank respectively. Out here SBI bank is giving better returns compared to HDFC bank to its shareholders.
- c) Growth rate for last five years:



Growth Rate		
	HDFC	SBI
2015-16	-14.46	10.87
2016-17	1.77	-32.45
2017-18	-3.54	-2.90
2018-19	1.63	-150.37

Thus, SBI bank compared to HDFC bank initially gave positive dividend to their shareholders; whereas HDFC bank has better DPS as it is paying regular dividend to its shareholders.

- 6. a) Both the banks have fluctuating Return on Net Worth for all the five years i.e. 2014-15 till 2018-19. But there is a drastic change of SBI bank for 2018-19 year as it gave negative returns on net worth.
- b) The mean rate is 17.482 & 5.922 for last five years of HDFC and SBI banks respectively.
- In this rate, HDFC bank is giving better returns son net worth compared to SBI bank.
- c) Growth rate are as follows:



Growth Rate		
	HDFC	SBI
2015-16	-14.46	10.87
2016-17	1.77	-32.45
2017-18	-3.54	-2.90
2018-19	1.63	-150.37

Thus, the growth rate of HDFC bank has negative return on net worth except 3rd and 5th year whereas SBI bank has positive for 1st two years and rest it showed negative growth rate. Both the banks has not enough of positive net worth for returns purpose.

- 7. a) Total debts to owners fund ratio have seen decreasing from 2nd year & being constant till next 4 years of HDFC bank whereas SBI bank has shown growth.
- b) The HDFC bank has 8.502 & SBI has 14.464 mean rates. It means SBI bank depends more on outside money rather using its own whereas HDFC uses its own capital rather than taking money from outside.
- c) Growth rate:



Growth Rate		
	HDFC	SBI
2015-16	-14.42	3.97
2016-17	2.97	2.67
2017-18	-2.77	5.90
2018-19	6.68	4.71

The HDFC bank has negative values for 1st two and 4th year whereas SBI bank showed positive and fluctuating growth rate on total debts to owners fund ratio. Thus it means HDFC bank uses owns funds rather than depending upon outside money. SBI bank uses outside money rather than owns funds.

SUGGESTIONS

- The current ratio of both the banks is low. The above two mentioned banks can face serious issues while paying its current liabilities. Thus both the banks need to maintain the appropriate current ratio and amount so that they can pay, if so, the liabilities when required to pay in the near future.
- The total turnover assets of both the banks are very low during the studied period. So both HDFC as well as SBI bank need to increase its turnover by optimum utilization of working capital resources.
- State Bank of India has many low returns on net worth compared to HDFC Bank. It means SBI is depending more on outside money or load & advances. Thus it should reduce the amount of debt & increase the use of internal sources of funds.
- The total debt to owners fund ratio of SBI bank is depending more on outside loans & or advances. Thus, it should reduce the amount taken as debts & increase the use of internal sources of funds.

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BANKING, INSURANCE AND FINANCE: P2P LENDING – A DETAILED ANALYSIS AMONG THE SENIOR COLLEGE COMMERCE AND MANAGEMENT FACULTY ACROSS MUMBAI

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ABSTRACT

Finance is the main concern for everyone be it an individual, an entrepreneur, an artist or a small and medium size enterprise. A majority of Indians rely on their friends, family members, acquaintances, money lenders, and business associates for borrowing money even today. The largest offline crowdfunding market of the world is now also evolving to be a giant online P2P lending marketplace. P2P loans have the same hassle free access, reliability, and speed, for resolving a number of domestic and business financial anxieties, which the earlier offline financial loans provided. India has more than 30 Peer to Peer lending startups and is counting. A small survey was conducted among the degree college commerce faculty across Mumbai to find out whether they are aware about Online Lending Platforms, and how much trust they have on P2P lending. Faculty members who are aware of P2P lending platforms are still hesitating to do online lending and borrowing. If RBI has proper control on the activities of online lending platforms and if people are made aware of the alternate financial services most of the Indians will start moving to these Online platform of borrowing and lending in the coming future. Peer to peer lending in India is expected to grow to a whopping \$5 billion industry by 2023.

Keywords: P2P, Online platforms

INTRODUCTION

Apart from the usual non-traditional sources, friends & family, angels, angel networks, accelerators and seed funds, India is now witnessing the rise of crowd-funding platforms. Crowd funding began as an online extension of traditional financing by friends and family: communities pool money to fund members with business ideas. One of the ways of Crowd -funding is Peer-to-Peer (P2P) Lending. In P2P lending the money can be lent or borrowed.

People can borrow for Personal reasons, Medical Treatment, Destination Weddings, Educational Loans etc. P2P lending has gained traction in a number of developed economies, including Australia, The United Kingdom, The Netherlands, Italy and the United States. This exciting phenomenon is spreading across the developed world and is now attracting considerable interest in the developing world as well.^(iv)

P2P lending helps individuals borrow and lend money without any financial intermediaries in between. A person who wants to invest his money can lend it to another person looking for cash. And this is where peer to peer lending platforms comes to play. If we talk about how safe P2P lending platforms are then I would say, Safety depends on various factors including transparency in the process, creditworthiness of the borrower and risk diversification. Some P2P lending platforms enable risk diversification by lending your money to more than 1 borrower instead of a single one to reduce the recovery risks.

Some P2P finance companies share with you the complete credit check process to help you better understand the borrower and make better decisions.⁽⁸⁾

BACKGROUND OF THE STUDY

1. Most of the borrowers come to P2P lending when they are credit poor or a new to credit.
2. One factor that has played a huge role in the rise of alternative lending industry in India, was the slowdown in lending by banks during 2016-17. Loans to businesses slowed down forcing many businesses to seek other methods of financing.
3. P2P is at the nascent stage, in senior college we have faculties who get hefty amt. of salary and on the other side we have younger faculties who have less salary and are tech savvy, as it is a new concept I thought let us find out are the commerce and management faculties aware about P2P and would they be interested in using it either for borrowing or lending.

LITERATURE REVIEW

Like crowd funding and microfinance, the emergence of peer-to-peer lending has its origin in what is sometimes called —collaborative finance. Fueled by the —growth of mass collaboration via the Internet, its advocates argue that collaborative finance is characterized by —transparency, openness, and sharing horizontally among peers. P2P is indeed a disintermediation of consumer finance using a social marketplace. The disintermediation

facet is that, investors wanting diversified exposure to a fixed income asset class of consumer loans need not go through asset-backed security (ABS) markets, removing layers of intermediation and opening the asset class to smaller investors.

Peer-to-peer lending platforms today with a promise of disintermediation are sustained by a wide array of intermediaries, including banks, secondary markets facilitated by note trading platforms, third party investing tools that analyze loan data and automate the investing process, wealth advisory firms that help large investors manage portfolios of loans, and marketplace platforms that match lenders and borrowers within a larger pool of peer-to-peer loan originators^(v)

These loans are not completely secure as they involve substantial risk of default and hence require added effort to identify and determine a borrower from a pool of unknown users. Identifying potential credit defaults is mandatory in peer-to-peer lending platforms, but determining the good credits and financing them has higher priority, as the P2P revenue model is dependent on the number of loans, volume of credit etc., but incurring losses on account of defaults will make the business unviable. The processing of borrower's loan application involves collection of user data like annual income, credit history, bank balance, other loans, etc. The foremost priority is to identify the subset of these attributes that is capable of classifying the loan application as one with potential default risk or not^(vii)

Some platforms connect lenders and borrowers directly while others connect them via a third instance (usually a bank). Online P2P lending platforms differ in the way the borrower's interest rate is set. Sites, like prosper.com use an auction process where borrowers are able to set a maximum interest rate, they are willing to pay. For a limited amount of time (at prosper the auction lasts 14 days) lenders can then place their bids by naming the amount of money they are willing to fund and the minimum interest rate they are willing to accept. Even after the loan has been fully funded, lenders can still place their bids and undercut other lenders by offering funding for lower minimum interest rates. In this case, where more bids have been placed than needed to fund the loan, those bids with the lowest minimum interest rates are selected.

All lenders then receive the interest rate of the highest bid that has been included into the loan for their investments, even if the minimum interest rates of their bids have been smaller. Other sites, like the German platform smava.de, calculate the interest rates for a loan request, based on the borrowers' characteristics (financial and demographic). The bidding process ends after the loan has been fully funded, since further bids would not have an effect on the resulting interest rate.⁽ⁱⁱ⁾ If the lending process leads to a fully funded loan-request, some platforms like prosper.com have implemented another verification of the borrower's ability to pay, including the verification of a steady income. The loan is then granted to the borrower,

who will eventually start the repayment process^{(iii) (i)}

HISTORY OF P2P LENDING IN INDIA

While the UK was the first country to have a P2P lending online platform by the name Zopa, P2P Lending started taking shape in the year 2012. With the expansion of the internet, Indians got access to P2P loans that were devoid of documentation hassles, and the long loan processing time intervals. P2P loans can also be availed by those who have a bad credit/Cibil score. Hence those who were denied loan by banks, because of a bad credit history, also have an easily available source of the loan. Many businesses in India are asset-light, the country being primarily a services-driven economy. As banks required businesses to have a heavy asset strength for getting a loan, many businessmen could not get the loans for business purposes easily. P2P loans are also quite popular among businessmen today, with 30% of all loans being taken at reputed Peer-to-peer lending websites like LenDenClub, for business purposes. Peer to Peer borrowing is always good at rescuing individuals out of their financial dilemma.

As of now, more than 30 online startups are being accessed by millions of borrowers and lenders, for fast personal loans, business loans, festival loans and other kinds of loans in India. The best amongst them, including LenDenClub, derive their popularity out of the customer friendly services, and by offering online lending services at least of the fee Lenders can browse through the different interest rates for the borrowers based upon the credit score they get for investing on the loans and they can divide their net investment into any number of fragments, all having different interest rates, thereby building awesome and alluring portfolios. Online lending has tremendous popularity in India today, much in line with the rest of the world.

By the year 2020, India will have more than 1 billion internet users, each having 24/7/365 access to the online loaning facility. P2P lending will also get regulated soon, but RBI will refrain from doing anything that could disrupt the innovation⁽⁹⁾

2018 was a landmark year for the peer-to-peer (P2P) industry. As many as 11 P2P players received the RBI licence to operate as an NBFC-P2P company. There were over 30 P2P platforms in India in 2016 but only a handful of them succeeded in obtaining the RBI licence so far. Faircent was the first P2P company to receive the RBI licence.

OMLP2P, Cashkumar, Monexo, i2i Funding, Finzy, Peerlend, LenDenClub, Paisadukaan, LiquiLoans and AnyTimeLoan.in were the other 10 platforms that got their P2P Licences. Recently RupeeCircle and India Money Mart got the RBI licence.

RBI regulations regarding P2P⁽¹¹⁾

Registration

Eligibility Criteria

(i) No non-banking institution other than a company shall undertake the business of Peer to Peer Lending Platform.

(ii) No NBFC-P2P shall commence or carry on the business of a Peer to Peer Lending Platform without obtaining a Certificate of Registration (hereinafter referred to as “CoR”) from the Bank.

(iii) Every company seeking registration with the Bank as an NBFC-P2P shall have a net owned fund of not less than rupees twenty million or such higher amount as the Bank may specify.

Prudential Norms

(1) NBFC-P2P shall maintain a Leverage Ratio not exceeding 2.

(2) The aggregate exposure of a lender to all borrowers at any point of time, across all P2Ps, shall be subject to a cap of ₹ 10,00,000/-.

(3) The aggregate loans taken by a borrower at any point of time, across all P2Ps, shall be subject to a cap of ₹ 10,00,000/-.

(4) The exposure of a single lender to the same borrower, across all P2Ps, shall not exceed ₹ 50,000/-.

(5) The maturity of the loans shall not exceed 36 months.

(6) P2Ps shall obtain a certificate from the borrower or lender, as applicable, that the limits prescribed above are being adhered to. ⁽¹¹⁾

D) SIGNIFICANCE OF THE STUDY

1. The study will help to find out the problems involved in traditional methods of lending and borrowing funds.
2. The study will also help to know the growing importance of Online lending Platforms.

E) OBJECTIVES OF THE STUDY

- To study whether senior college commerce and management faculty in Mumbai is aware of online Lending Platforms.
- To find out whether senior college commerce and management faculty across Mumbai will be interested in P2P lending.

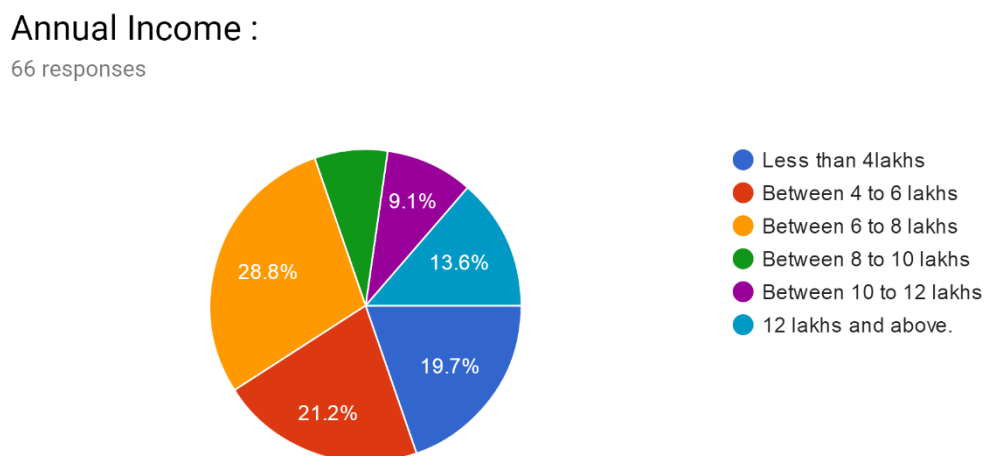
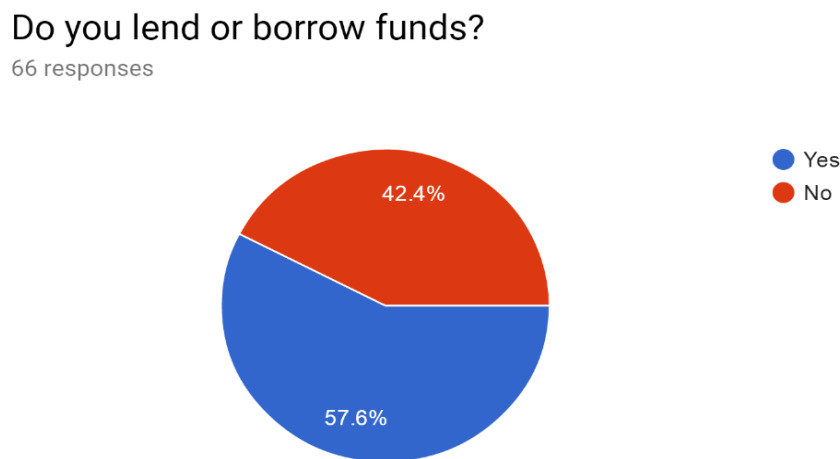
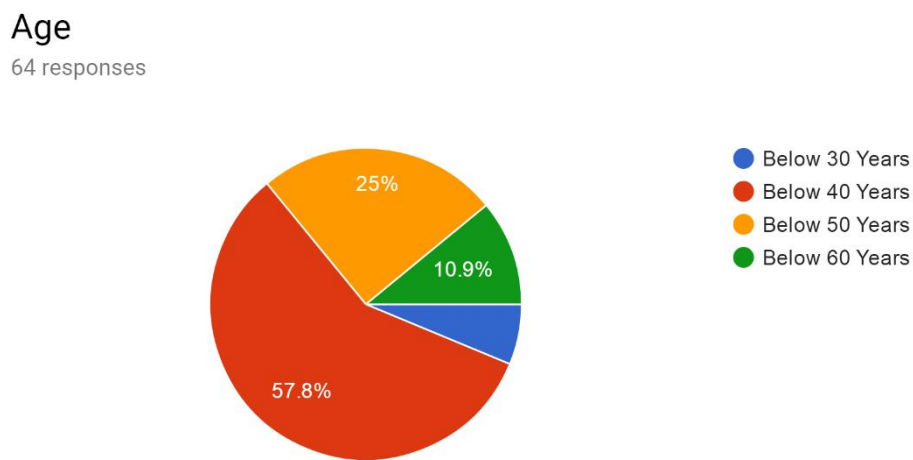
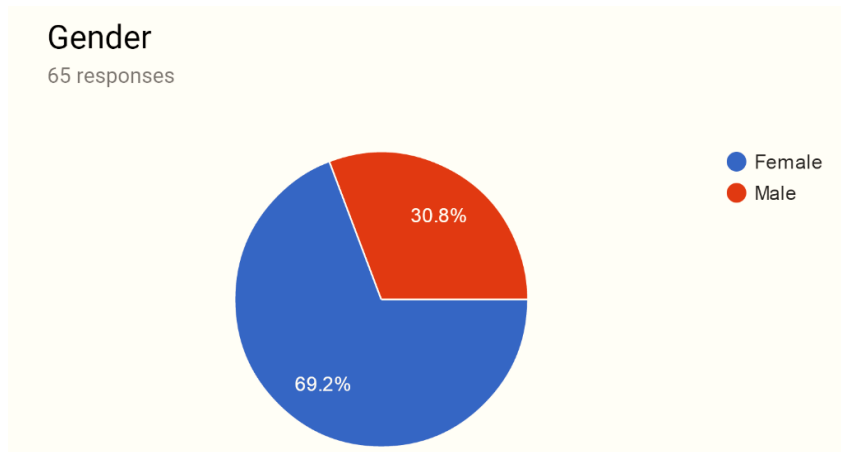
F) METHODOLOGY

- i) To collect primary data via google forms from the senior college commerce and management faculty across Mumbai, regarding the awareness and usage of Online Platform for borrowing and lending.
- ii) Collecting Secondary information on P2P lending with the help of reference books and internet.

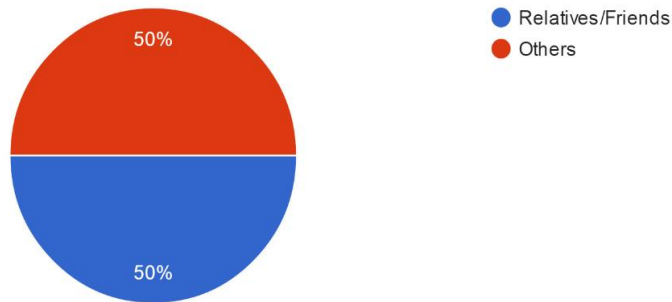
RESEARCH FINDINGS

A survey was conducted regarding the awareness and usage of Online Platforms i.e. P2P lending among the commerce degree college teachers across Mumbai via Google forms. The link was sent to 97 faculty members 67 faculty members responded which means around 65%. The results of the survey, question wise are as follows:

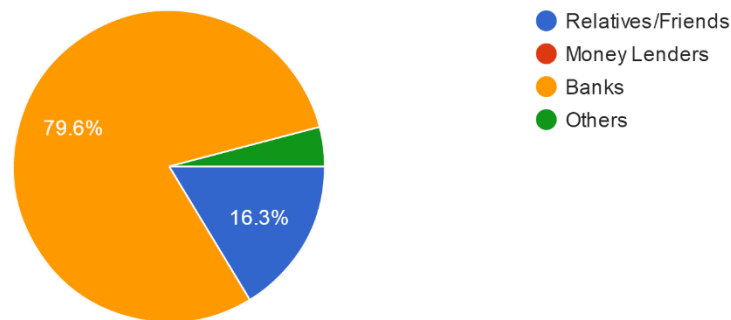
RESULTS & REPORT ON EMPIRICAL FINDINGS



If Yes, whom do you lend your money?

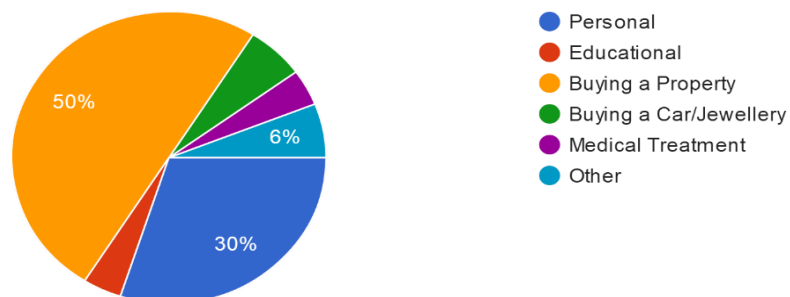


From whom do you borrow?



What is the Purpose of Borrowing Money?

50 responses



SUMMARY OF THE SURVEY

The survey shows that buying the Property is the main aim of borrowing funds and traditionally Banks are the preferred source. The 2nd objective of borrowing is for Personal usage for which Relatives and Friends are preferable. 56% of the faculty have heard about Online lending Platforms and are ready to use it only if it is regulated by RBI. 44% of them are not aware of the online platforms and given a chance only 4%(44-39) would like to use the online platform for borrowing and lending money.

CONCLUSION

Crowdfunded lending is largely an evolution of the peer-to-peer model of lending. Every individual every firm, no matter the size, needs funding. Whatever the amount, and whatever the idea, you need to reach out to get the funds. With the help of the internet and the tech savvy generation raising fund is no longer a problem. While borrowing the funds from Online Platforms you only need to have a good credit rating in your social media groups, you are suppose to disclose the need for the fund if there are investors who are interested to invest the funds in those needs with the good returns and lower payback period it’s easy to get funds. All those who are interested in borrowing or lending on online platforms should only see that the NBFC offering P2P services is registered with RBI. As the teachers it is our duty to make the society literate about the new trends in finances, but that will only be possible if we have faith on these platforms and if we start using them. As the survey shows that most of the faculty members are aware but still hesitant to use the online platform for lending and borrowing funds.

As it is said that unless you do not jump into the pool you will not be able to know what swimming is, so let us first start experiencing this alternate way of lending and borrowing on Online Platforms with least amount that we can afford to lose.

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DIGITAL HRM– THE NEW ERA IN HUMAN RESOURCES

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ABSTRACT

Technology has altered all walks of life. Any business process, function or strategy cannot be thought without the inclusion of a “Digital Element” in their operations. In today’s era of modernization it has become very essential to remove redundancy and adopt new age technology to collaborate with business function for their sustainable development. Hence it is very vital to keep up the pace to learn and adopt technological developments so that we can modify the function to gain competitive advantage. This automatically leads us to the concepts of “Digital HRM” which simply means integration of Human resource function with technology. It can also be viewed as performing the HR function with the help of technology which was traditionally not used. This paper focuses on the concept of “Digitization” in Human Resources function and how new technologies are helping various HR functions and its service delivery agents (employees) to achieve their business objective. The main objective of this research paper is to highlight changing role of digitization in organizations that has modified the methods and processes of working in the organization with reference to its functional specification. Citing few examples like Reliance Jio and Bank of Baroda the paper enumerates the working of organizations by using digital tools in their various HR practices.

Keywords: Digital HRM, Digitization, Human Resources

RESEARCH METHODOLOGY

This is a research is descriptive in nature on basis of secondary data sources. The secondary sources of data include websites containing company reports, blogs of experts, research papers, surveys conducted by global research organization, thoughts and writings of various researchers in the stream of academic and corporate industry. This also includes references from various books, national and international articles and business magazines to support the stated objectives.

RESEARCH OBJECTIVES

1. To gain a conceptual understanding of Digital HRM.
2. To study digital transformation in Human Resource Management context.
3. To gain insight on integration of digitization and various HR function and practices.
4. To understand the working and successful implementation of digital tools with the help of Industry examples.

INTRODUCTION

Digital HRM is a way by which strategies, policies and practices can be effectively implemented. “An umbrella term covering all possible integration mechanism and contents between HRM & IT aiming at creating value within and across organisation for targeted employees and management” (Bondarouk & Ruel, 2009 P.507).

According to Ingrid Jenkins, Director, Human Resources, at Microsoft Australia, “Transformation underpinned by a digital mindset that is a unique interplay of technology, people, and process, and technology can also be used to vastly improve HR processes for employees and managers, resulting in a snowball effect of positivity and paving the way for even greater digital transformation within a business.”

Digital HRM means the addition of elements like use of Big Data, inclusion of Artificial Intelligence and mass usage of advanced analytics throughout the organization. Addition of these elements is used as a tool to enhance productivity and to add competitive advantage to the function.

The new composition of our future workforce will be essentially made up of Millennial. According to, Digitization of Human Resources: Challenges and Opportunities - Veronika Mazour - Millennial represent the majority of the workforce today, and will compose around 75% of the workforce by 2030.

In the view of the same, this generation are more technology driven and hence will have similar expectations with their job profile. The expectations or imagination about their workplace is quite different; where they would welcome the concept such as: mobility, remote access to work, flexi working hours etc. Hence with the influx of Digital HRM or Digitization, the concept of Digital community will be more prevalent in future; making it essential for any business organization to integrate digitization.

INTEGRATION OF HR FUNCTIONS AND DIGITIZATION

To discuss few functional transformations with reference to Digital HRM is listed as follows:

Recruitment and selection

According to Jon Bischke, CEO of Entelo, “Digital profiles can provide far more insight into a candidate than a traditional résumé can, and many recruiters have realized that. Twenty years ago, the résumé was a piece of paper; now, it’s a collection of all [candidate] data that can be found online, like participation in online communities, conferences, and meet-ups. Recruiters can assess whether a person will fit, and learn if he/she has the right skills for a job.”

When we view R&S as a continuous process right from the first activity of calling for application, screening of resume, short listing of resume, making up of interview set up, the actual interview process, etc can completely go online. To name the company which has converted this into reality is LinkedIn. A professional interaction platform which enables the entire Recruitment & Selection process to be digital.

On boarding programmes

Virtual on boarding is when the employer is able to guide the employees from any remote location without having the limitation of the reach. Virtual on boarding provides the employer or boss to ease of functioning irrespective of his/her present location by engaging in more interactive multimedia tool.

Self-service Kiosk/ Tools

Self-service tools helps an employee to be more self dependent instead of waiting for the information or data to flow from “up to down” hierarchy. This ensures active participation of employees even when they are remotely or virtually connected to the organization. It is very obvious that and self service access system helps the employee to perform their task efficiently and accomplish their job responsibilities. Organizations with offices in multiple locations across geographical locations can easily understand the importance of self-service tools. These self-service access system also tools keeps the employees informed about changes in work plans, work schedules, work flow, project plans etc. since these are system driven and easily accessible.

Payroll

Although the term excites all the employees, for HR professionals it is a cumbersome job to do. To process payrolls, HR managers should take various aspects into consideration such as employee attendance, work hours, time off and project billing. All these details can be easily recorded by using HR software.

Apart from describing few functions mentioned above the difference between current HR service delivery models followed by many companies and the proposed digital HR modification is illustrated in figure 2, to understand how radical and profound the digital HR transformation is explicitly given by Deloitte

Current HR delivery	Digital HR
Transactions and processes	Integrated HR platform (policy, process, systems, operations)
Systems with web browser access	Mobile-first apps
Paper-based forms moved to web forms	Digital design
Process-based design	Human-centered, experience-driven design
SLAs (service level agreements)	Real-time (once and done)
HR (and shared) service centers	Operations centers
Periodic reports	Real-time interactive dashboards
Analytics add-ons	Integrated analytics platform and dashboards

(Deloitte Insights- Digital HR - By Michael Stephan, Shinichiro Uzawa, Erica Volini, Brett Walsh, Roberta Yoshida)

INDUSTRY EXAMPLE

Reliance Jio, the 4G telecommunications and digital services company owned by Reliance Industries is one of the largest start-ups in the world. Jio’s leadership crafted a strategy that aimed to achieve business’s growth, scale, and the current state of HR technology by designing a mobile-first, cloud-first, digital-powered approach to Jio’s HR strategy and launch. The business goals for Jio are to build a national 4G network across 18,000 cities and towns in India and correspondingly complying them to hire and manage a workforce of 50,000.

Their HR strategy was to create an employee value proposition to support candidates, employees, and business managers with an experience that would be easy to use, quick, and safe. Hence to give and digital access to all the stakeholders inter or external

Their HR program “digital-first” allowed recruiters, candidates, employees, business managers, and HR staff to complete HR tasks and reporting by leveraging real-time apps and secure, cloud-based services using mobile devices.

The core activities were automated and streamlined and the HR platform run by HR operations center tasked with clearing all inquiries on the day they are received while working with HR centers of excellence and HR IT to continuously improve the platform. This was an agile approach innovative at that time that has enabled the HR process, policy, HR IT, and business teams to learn and build capabilities in the new digital HR environment. (Deloitte Insights- Digital HR - By Michael Stephan, Shinichiro Uzawa, Erica Volini, Brett Walsh, Roberta Yoshida)

Digitalization in Bank of Baroda (E Performance Management)

Bank of Baroda has started the Human Resource Network Services for employees. It covers the entire range of HRM function to be performed within the bank. The HR processing work is covered by the Oracle Core HR which is software that helps the employees to undergo with various learning courses. The Performance Management System was implemented for all officers from 2009 onwards. The PMS starts from performance planning and goal setting and takes it forward into review, discussions and feedback. This system gave every employee an opportunity to see their performance review activity objectively and to ensure that the entire process is transparent since it was driven by employees themselves as the owners of the system. “Baroda sujhav” and “ideaonline@bank” on company intranet are the idea channels where new employees can share their ideas. This was just like “Online Suggestion Box” where the employees can easily access and post their suggestion and ideas. This was further accompanied by structured rewards provisions for the best ideas. (Digitalisation- An Emerging Trend in Human Resource Practices)

CONCLUSION

The main purpose of this paper was to find out the meaning of Digital HR and how Human Resource functions are taking advantage or can take of it. In recent years, digitization has deeply transformed the way companies operate. But in all digital transformation projects, the human component is the key to success. From this point of view, digitalization represents a unique opportunity for the HR function to reinvent itself in a more strategic role.

Artificial intelligence, Big Data, Cloud solution, Virtual Interface, Real time interactions etc are some of the tools that companies are using in making their HR functions and employees, stronger, faster and smarter. Not only and integration at operational level but also strategic use of technology is enabled through “Digital HR”.

As HR is at the forefront of the fourth digital revolution it’s important to facilitate this advancement without impeding the human element. In India also Reliance Jio, Bank of Baroda and many more companies have successfully implemented the digital input in various aspects of Human Resources. It can be concluded that Human resource management is all about human touch and that touch will gain more power with the aid of technology in the dynamics of changing era.

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STANDARD OF PROFESSIONAL EXCELLENCE: A COMPARISON BETWEEN DIFFERENT LEVELS OF MANAGEMENT OF EMPLOYEES IN JINDAL STAINLESS LTD, KALINGANAGAR INDUSTRIAL COMPLEX, ODISHA**Mitthi Jyoti Sharma¹ and Dr. D. Raja Jebasingh²**Assistant Professor¹, Mount Carmel College (Autonomous), BengaluruAssistant Professor & Research Supervisor², PG & Research, Department of Commerce, St. Joseph's College of Commerce (Autonomous) Bengaluru

ABSTRACT

In this age of technical competency, new job profiles and professions are coming up at a faster rate than ever. Examples of new professions exist in every field like App developers, social media managers, private cab drivers, driverless car engineers, cloud computing specialist, millennial generational expert, big data analysts, genetic counsellors and so on. Such new professionals not only aim at achieving targets in the quickest ways but also at earning money with least investment. This new generation of professionals are defining their own professional ethical boundaries. This study compared the standard of professional excellence of employees at different levels of management and concluded that there is no statistical difference between the different groups of employees.

Keywords: Professional, Professional Excellence, levels of management

INTRODUCTION

Professional excellence embodies in its meaning the qualities that make a true professional. A Professional is basically any person who earns their living from a particular professional activity. To qualify as a professional, he/she takes a specific educational degree and undergoes training in their respective field. Additionally, they abide by strict codes of conduct enshrined with ethical and moral obligations.

Professionals are generally expected to have intellectual excellence and are seen as occupations with powers and prestige. They enjoy certain autonomy with regards to their professions. They can make independent judgement about their work. Such autonomy also includes a critical evaluation of ethics and procedures from within the profession itself. A critical characteristic of a profession is the need to cultivate and exercise professional discretion - that is, the ability to make case by case judgements that cannot be determined by an absolute rule or instruction. Such attributes reflect in the work of professionals. A professional becomes excellent in his work by following such professional ethics in practical situations of his work-life. Hence, it can be understood that the standards of excellence differ for different professionals.

Inside an organisation, professional excellence can differ for different levels of management. It is because every level of manager has different functions. Top level managers like directors and CEOs, control and oversee the entire organization. They are directly accountable to stakeholders of the company. Similarly, middle level managers, like branch and department managers, are accountable to the top management for their department's function. They execute the strategies and plans made by top management and communicate the results. They design and implement effective group and intergroup work and information systems; reward systems supporting cooperative behaviour. Lower level managers are supervisors, section leads, and foremen. They have the responsibility of assigning employee's tasks, guiding and supervising employees on day-to-day activities, ensuring the quality and quantity of production and making recommendations and suggestions.

This study compares the excellence of employees of the three managerial levels on the basis of 19 criteria identified by the researchers in a previous research paper. These 19 criteria were segregated into two categories, namely, the professional criteria and the unprofessional criteria.

REVIEW OF LITERATURE

Dawn Rosenberg McKay (2017), in the article 'Professionalism in the workplace', defines professionalism as an individual's conduct at work. In spite of the word's root, this quality is not restricted to what we describe as "the professions," which are typically careers that require a lot of education and have high earnings associated with them. Many cashiers, maintenance workers, and waitresses can demonstrate a high level of this trait, although these occupations require minimal training and employees have modest earnings. An equal number of doctors, lawyers, and engineers—often called professionals—can display very little. It is highlighted that unprofessional behaviour doesn't go un-noticed at workplace. Professional excellence, however, is a relative concept. One cannot apply the same set of standards to every profession. They can be set according to the kind of work, can be based on the expectations of the organization, and can be based on industry standards. Subroto

Bagchi (2011), in his book titled, "The Professional, defining the new standard of excellence at work", explains that we live amongst the scores of qualified engineers, doctors, nurses, architects, lawyers, journalists, sportsperson and accountants who believe that being a professional is merely a means of earning livelihood, a means to get ahead in life by attaining increments and promotions, by gaining more material comfort and eventually enjoying retirement. However, it's not enough for someone to just be able to do a work and qualify for the title. There have been many cases of people who had the qualities necessary to do their jobs well, but instead they chose to abuse and corrupt their professions for their own personal gain. A professional must acknowledge the fact that his knowledge, skills and attitude can make a difference to others. This sense of appreciation needs to exist in every existing and new line of professions. Sudhakar Prabhu (2012), in his article 'how to achieve professional excellence', elucidates that performance need to be measurement based on standards, personal and organizational goals, and how effective an executive is in meeting those standards and goals.

STATEMENT OF THE PROBLEM

It is understood through various literature review that professional excellence can differ for different levels of management. The validity of this can only be confirmed by comparing the professionalism of employees on common grounds.

OBJECTIVE OF THE STUDY

The objective of this study is to compare the professional excellence of employees on the basis of the selected criteria at different levels of management.

SCOPE OF THE STUDY

The study is carried out in Jindal Stainless Limited, Kalinganagar, Odisha, India. It is one of the largest manufacturers of stainless steel in India with a capacity of 1 million tons per annum. The state-of-the-art unit of Jindal Stainless is located in the eastern part of India in the state of Odisha. The plant comprises of 250,000 tons per annum of Ferro Alloy's facilities and is scalable up to 3.2 million tons per annum of stainless steel making.

RESEARCH METHODOLOGY

The nature of this study is descriptive analysis and case study analysis. Primary data was collected from employees of the company. Secondary data was collected from research articles, books and journals, website of the company, official documents and other e-resources. Preliminary discussion was carried with the employees of the company and a well structured questionnaire was designed to collect data from employees. Purposive sampling is used for collection of data from employees. The sample size is 64. Mann-Whitney U test is used for hypothesis testing. The main hypothesis statements are:

H0: Standard of professional excellence is equal in different levels of management. H1: Standard of professional excellence is different for all the levels of management.

Variable Plan: Totally Nineteen (19) independent criteria were considered for the study. All the criteria were divided into two categories. Category I represents the criteria of a professional. Category II represents the criteria of an Unprofessional. The respondents are segregated into lower level employees, middle level employees and top level employees. The criteria selected are categorised into two sets. Category I, called the Professional traits, consists of 11 traits such as, integrity in work life, commitment towards work, action orientation and goal seeking, continuous learning, professional knowledge and skills, communication, planning-organizing-punctuality, quality of work, positive attitude- approachability-responsiveness, being an inspiring reference to others and taken care of your personal hygiene and professional appearance. Category II, called the unprofessional traits, consists of eight traits such as, missed a deadline during work, failed to be straight forward and clear cut, with held important information from clients, violated privacy of dealings with others, taken someone else's idea and passed off as your own, when things go wrong passed the blame on associates, overstated qualifications and experience, and frequently changed jobs.

LIMITATION OF THE STUDY

- The responses from top level managers were low in number.
- Personal interviews and observation could not be done due to time constraints.

ANALYSIS AND INTERPRETATION

In order to test the main hypothesis, the respondents are segregated into lower, middle and top level employees. Mann-Whitney u test is done to compare the standards of professional excellence of employees. The test results for the 19 selected criteria are shown in the table 1, table 2 and table 3.

Table-1: Test results of lower and middle level employees

Selected Criteria	Z Value	Sig Value
Category I		
Integrity in work-life	-.273	.785
Commitment towards work	-.166	.868
Action orientation and Goal seeking	-.246	.805
Continuous Learning	-.155	.877
Professional Knowledge and skills	-.523	.601
Communication	-.490	.624
Planning organizing and punctuality	-.105	.916
Quality of work	-.405	.686
Positive attitude approachability responsiveness	-.228	.820
Being an inspiring reference to others	-.555	.579
Taken care of your own personal hygiene and professional appearance	-1.376	.169
Category II		
Missed a deadline during work	-.402	.688
Failed to be straight forward and clear-cut	-.554	.580
With held important information from clients	-.915	.360
Violated privacy of confidential dealings with others	-.377	.706
Taken someone else’s idea and passed off as your own	-.136	.892
When things go wrong passed blame on associates	-.750	.453
Overstated Qualifications and Experience	-.298	.766
Frequently Changed Jobs	-1.023	.306

Source: Primary Data

Table-2: Test results of middle and top level employees

Selected Criteria	Z Value	Sig Value
Category I		
Integrity in work-life	-1.243	.214
Commitment towards work	-.134	.894
Action orientation and Goal seeking	-.322	.747
Continuous Learning	-.166	.868
Professional Knowledge and skills	-.824	.410
Communication	-.192	.848
Planning organizing and punctuality	-.124	.901
Quality of work	-.233	.815
Positive attitude approachability responsiveness	-.041	.967
Being an inspiring reference to others	-.788	.430
Taken care of your own personal hygiene and professional appearance	-1.375	.169
Category II		
Missed a deadline during work	-.763	.446
Failed to be straight forward and clear-cut	-.394	.693
With held important information from clients	-.134	.894
Violated privacy of confidential dealings with others	-.222	.824
Taken someone else’s idea and passed off as your own	-.799	.424
When things go wrong passed blame on associates	-.891	.373
Overstated Qualifications and Experience	-.603	.547
Frequently Changed Jobs	-.537	.591

Source: Primary Data

Table-3: Test results of lower and top level employees

Selected Criteria	Z Value	Sig Value
Category I		
Integrity in work-life	-1.213	.225
Commitment towards work	-.070	.945
Action orientation and Goal seeking	-.230	.818
Continuous Learning	-.262	.793
Professional Knowledge and skills	-1.075	.283
Communication	-.064	.949
Planning organizing and punctuality	-.168	.867
Quality of work	-.035	.972
Positive attitude approachability responsiveness	-.236	.814
Being an inspiring reference to others	-.588	.557
Taken care of your own personal hygiene and professional appearance	-1.243	.214
Category II		
Missed a deadline during work	-.981	.326
Failed to be straight forward and clear-cut	-.177	.860
With held important information from clients	-.613	.540
Violated privacy of confidential dealings with others	-.576	.565
Taken someone else's idea and passed off as your own	-.857	.391
When things go wrong passed blame on associates	-1.213	.225
Overstated Qualifications and Experience	-.571	.568
Frequently Changed Jobs	-.168	.867

Source: Primary data

From the above tables, it is clear that there is no significant group difference between any levels of management as the significant p-values for each of the criterion in the above three tables is greater than 0.05. Hence it is concluded that the standard of professional excellence is similar for all the levels of management irrespective of their job profile.

CONCLUSION

It can be concluded that the employees follow a common professional code of conduct irrespective of their job profile. They are goal-oriented and achieve performance targets within ethical boundaries. The researcher concludes common standards can be set for employees to measure their professional excellence. However, further detailed research needs to be done to understand the organisation's contribution towards maintenance of professionalism in the workplace. This is because organisation culture plays a very important role in defining the standards of excellence expected from the employees.

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INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) IN EDUCATION, ENERGY AND EFFICIENCY MANAGEMENT

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ABSTRACT

Right to Education Act, is an act by Parliament of India came into force on 4th August 2009, it has the features of free and compulsory education for the children up to 14 years of age in India, according to the constitution under article no.21a of the Indian constituency. The main aim of running a school is to increase the literacy rate. There are many rural schools in India where education needs to be raised to at least the basic level. The government started with some set ups in schools of rural and urban areas to promote education using ICT approach. The fee structure is taken into consideration by the government for rural people. This paper talks about the Information and Communication (ICT) Technology and courses used in schools to attract and enhance the education system

Keywords: ICT, Education, Digitization, Government, Initiatives, Energy.

OBJECTIVES

1. To identify the basic building blocks in education system this will enhance the rural development education system.
2. To study different initiatives and approach under the ICT techniques and courses taken by the government.

INTRODUCTION

After understanding the importance of information and communication technology (ICT) the Indian government the Ministry of Human Resource Development (MHRD) has introduced ICT as a basic tool in education and to enhance the increase in the rate of higher education. The department has launched various projects; one of the projects is “SAKSHAT” a one stop education portal. Samagra Shiksha Abhiyan (SSA) was one of the major ICT approach in schools of urban and semi-urban areas. The ICT was introduced from 2005 -2006. The schools that come under ICT approach has various installations and set up with state of the art computer lab facilities like – air conditioners for the computer labs, computers, projectors, printers, web cameras, mike set up, speakers including the basic infrastructure tables, chairs etc. A survey in world economic forum found out that ICT plays a vital role in nurturing the young minds of the students, providing employment to citizens and increasing the growth economy. The Ministry of Skill Development and Enterprises (MSDE) launched the skill India mission on 15th July 2015 by the Hon’ble Prime Minister. The mission is to enhance the basic and advance skill training and certifications.

They have courses like “Industrial Training Institute” (ITI) which provides skill trainings in the field of – Artificial Intelligence, virtual reality, robotics, internet of things, big data –hadoop, networking, virtual and cloud computing etc. This certification will help students to get placed in reputed industries and increasing the job opportunity. Maharashtra Knowledge Corporation Limited (MKCL) is introduced by the ministry of department of higher and technical education, government of Maharashtra, India in 1956. MSC-IT certification course is compulsory for the employees of BMC, teachers, Mumbai Police etc. for the requirement to meet the technical knowledge and updates.

RESEARCH METHODOLOGY

This paper research work is based on secondary data.

GOVERNMENT INITIATIVES ON ICT**1. Saransh**

It is an initiative by the Central Board of Secondary Education (CBSE) to enhance the interaction between school children and their parents which help the parents to know the results, area of improvement in the areas like – curriculum, results, high level examinations and take necessary measures to be implemented and future career. Saransh is considered as a decision support system for the parents. It’s a mobile app which was launched by our very own hon’ble minister at the National Conference on ICT initiatives.

PROPOSED FRAMEWORK

1. Flipped Class Room

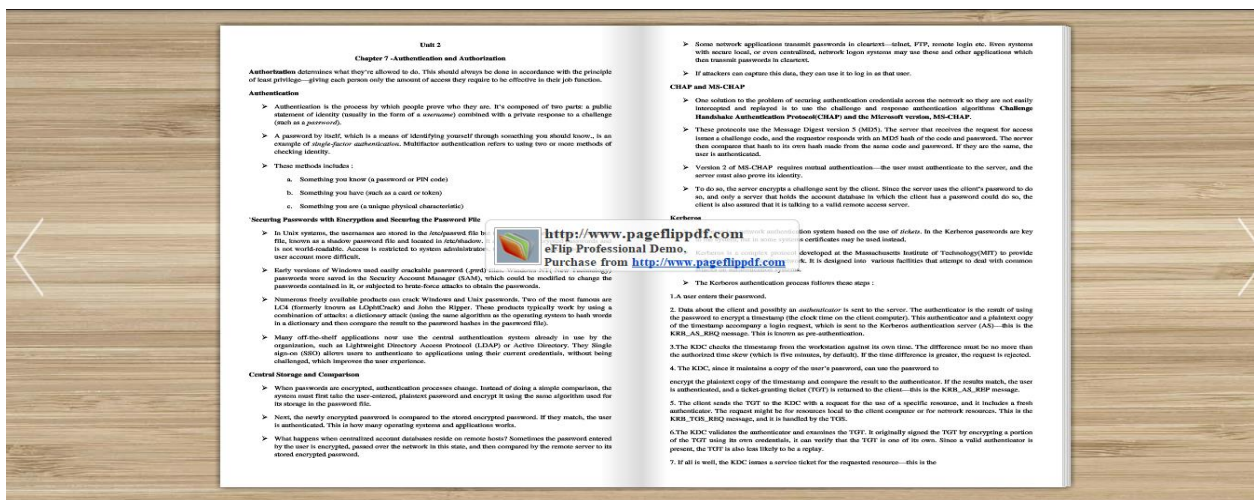
In this technique, the content delivery takes a different form. In this technique the students watch online video lectures, collaborate in online discussions and carry out research work of the learned topics from the video lecture under the guidance of a mentor. It shifts from the traditional way of learning where the teacher is only centre of teaching. The online video lectures are taken into depth and helps in meaningful learning. The max size of the video lecture is 10 to 15 minutes having some of the activities. Activities include: laboratory demonstration experiments, debate, presentation teaching techniques, work on real life project, skill development etc. Because of such more activities students are finding it easy to learn and it attracts them to be in the classroom for watching videos like short films.

2. Green School: Building schools with various infrastructure and ICT techniques is considered to be highly expensive in terms of electricity where in large amount of electricity needs to be used at each and every step. Green and sustainable school programmed is about maintaining green in the context of ecological balance. Solar energy is renewable source of energy. Solar panels can be placed on roof top of the schools so that the large amount of sunlight is getting converted into electricity. This electricity can be utilized in class rooms for charging various ICT devices. Solar panels are having small sized cells known as photovoltaic cells.

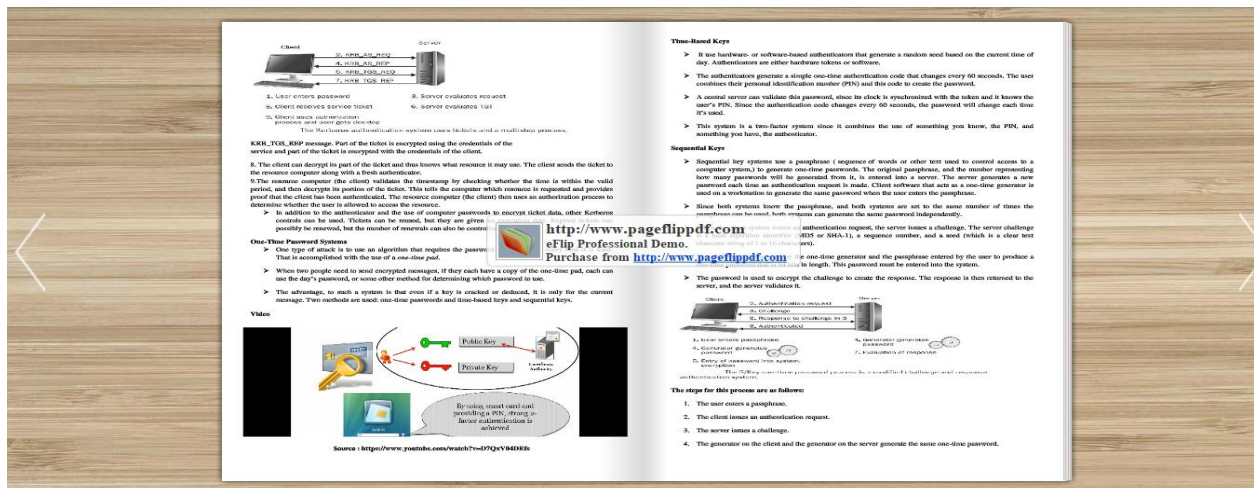
When sunlight strikes the solar panel onto the photovoltaic cell, electrons are emitted. These electrons travel towards the surface of the photovoltaic cell they creates random charge by colliding with each other from opposite directions. This creates a potential voltage in the opposite side of the batteries and when they are connected by the load the electricity is generated. Solar panels directly convert the sunlight into electrical energy. Large no of solar panels may reduce the

3. Electronic Notes–This is a new initiative wherein the notes are converted into the digital flipped notebook using the software known as e-flip. This would contain the videos embedded into it.

First Page of the Electronic Notes



Playing Video in the Electronic Notes



Video Embedded into the Electronic Notes

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The following steps are used to authenticate the client:

1. The user inserts the smart card into the reader.
2. The computer and/or application requests by prompting the user for their unique PIN.
3. The user enters their PIN.
4. If the PIN is correct, the computer application can communicate with the smart card. The private key is used to encrypt some data. This data may be a challenge, or it may be the timestamp of the client computer. The encryption occurs on the smart card.
5. The encrypted data is transferred to the computer and possibly to a server on the network.
6. The public key is used to decrypt the data. Since only the possessor of the smart card has the private key, and because a valid PIN must be entered to start the process, successfully decrypting the data means the user is authenticated.

The use of smart cards to store the private key and certificate solves the problem of protecting the keys.

User training must be provided so that users do not tape a written copy of their PIN to their smart card, or otherwise make it known.

Smart cards are also inherently resistant to brute-force and dictionary attacks, since a small number of failed attempts will usually result in the smart card locking for authentication.

Smart cards are usually expressed in terms of management issues, issuing smart cards, dealing with lost cards, and the like are all problems.

It is important to ensure that systems can be configured to require the use of a

Smart Cards and Other Hardware-Based Devices

- Smart cards, used for authentication look like a credit card but contain a computer chip that is used to store the private key and a copy of the certificate, as well as to provide processing.
- Smart cards require special smart card readers to provide communication between the smart cards and the computer system.

Video

Source : <https://www.youtube.com/watch?v=GTvstYtJd8>

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Showing Question Bank

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There's another benefit to implementing auditing: when users know that certain actions are being tracked, they might be less likely to attempt to misuse around your database. Thus, this technique can serve as a deterrent.

Most relational databases provide you with the ability to track specific actions based on user roles or to track actions on specific database objects.

Adding too much information can decrease system performance. Also, audit logs can take up significant disk space.

At a minimum, most database administrators should configure logging of both successful and failed database login attempts.

Reviewing Audit Logs

- In order for auditing to be truly useful, systems and database administrators should regularly review the data that has been collected.
- The challenge with reviewing audit logs is in determining what information is useful.
- Review access to particularly sensitive data or review the actions that have been taken by a specific user.
- You may want to even have triggers set on auditing tables to automatically alert someone when some threshold of a known event has happened, such as multiple user account password changes happening at the same time.

Database Monitoring

- Databases provide easy methods for viewing this information through:
- Will be able to get a quick snapshot of current database activity or are currently in process.
- You can also configure alerts that can be used to notify when performance or other statistics are "out of bounds" based on normal activity. All of these mechanisms can be helpful in monitoring the usage of your database systems.

Graded Questions

1. What is meant by Authentication? Explain single factor and multi factor authentication
2. Discuss each of the following types of systems:
 - a. Local storage and comparison
 - b. Central storage and comparison
 - c. Challenge and response
 - d. Kerberos
 - e. One-time password (OTP)
3. How is Certificate based Authentication carried out?
4. How does SSL/TLS provide authentication?
5. List the steps to authenticate using a smart card.
6. Discuss the Extensible Authentication Protocol (EAP)
7. Explain how authentication is implemented using RADIUS
8. State the additional uses of Authentication
9. What is authentication? How is it different from Authorization?
10. Explain the following types of Authentication:
 - a. User rights
 - b. Role-based authorization
 - c. Access Control Lists (ACLs)
 - d. Rule-based authorization
11. Give a few examples of easy and modern codes (in Cryptology).
12. Explain Key Exchange in Symmetric Key Cryptography
13. What is Public Key Cryptography? Explain key exchange in it.
14. Explain the following terms:
 - a. Certificate Revocation List (CRL)
 - b. Directory Services
 - c. Directory Services
 - d. Directory Services
15. How has storage security evolved over the years?
16. Explain the three primary categories of storage infrastructure
17. Discuss the two types of Risks to data.
18. Explain any four types of Confidentiality Risks
19. What are Integrity Risks? Explain any two.
20. What are Availability Risks? Explain any two.
21. Which practices provide the best available mitigation? Explain in brief.
22. State in brief the various signatures in which databases can be used.
23. Explain the following database security levels:
 - a. Server level security
 - b. Network level security
 - c. Operating system security
24. Discuss in brief:
 - a. Database Administration Security
 - b. Object level security
25. State how other database objects are used for security
26. What is application level security? Why is it used?
27. State the limitations of application level security.
28. Write a short note on Database Backup and Recovery
29. Discuss the various types of database backup
30. How can database servers be kept up to date?
31. Write a short note on Database Auditing and Monitoring.

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Multiple Choice Questions are added

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Multiple Choice Questions

1. A _____ issues, catalogs, renews, and revokes certificates under the management of a policy and administrative control.
 - a. Certification Authority
 - b. General Authority
 - c. Secure Authority
 - d. Access Authority
2. The trust between the hierarchies is regained or if you need to establish trust between two hierarchies belonging to different organizations this is known as:
 - a. Self-Certification
 - b. Cross-Certification
 - c. Replicate Certification
 - d. List Certification
3. An example of Stream Cipher is:
 - a. RC4
 - b. AES
 - c. DES
 - d. AKA
4. An example of block cipher is:
 - a. DH
 - b. RC4
 - c. RC2
 - d. RC1
5. NAS stands for:
 - a. Network Attached Storage
 - b. Net Attack Security
 - c. Network Attack Security
 - d. Network Attached Server
6. The characteristic of _____ is that the accessibility of the host to the LUNs is defined by the evict port.
 - a. Intention
 - b. Detection
 - c. Post Zoning
 - d. Masking
7. This refers to the unauthorized interception of network traffic for the purpose of gaining information intentionally.
 - a. Keylogging
 - b. Post Zoning
 - c. LUN
 - d. Access Control List
8. They are designed to automatically be "fired" whenever specification actions take place within a database.
 - a. Triggers
 - b. Views
 - c. Stored Procedures
 - d. Tables
9. This specifies that a particular user or role will have access to perform a specific action.
 - a. Grant
 - b. Revoke
 - c. Select
 - d. Where
10. A _____ is a logical relational database object that actually refers to one or more underlying database tables.
 - a. Tables
 - b. Rows
 - c. View
 - d. Row
11. It is the process by which people prove who they are.
 - a. Authentication
 - b. Authorization
 - c. Single Sign On
 - d. Security Server On
12. Kerberos is a network authentication system based on the use of _____.
 - a. Domain
 - b. Security
 - c. Server
 - d. Tickets
14. A plaintext copy of the timestamp accompany a login request, which is sent to the Kerberos authorization server (AS)—this is the KRB_AS_REQ message. This is known as.
 - a. Pre-authentication
 - b. Post-authentication
 - c. Single Factor authentication
 - d. Four factor authentication
15. This system uses a passphrase (a sequence of words or other text used to control access to a computer system,) to generate one-time passwords.
 - a. Hash Keys
 - b. Symmetric keys
 - c. Asymmetric Keys
 - d. Sequential keys

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4. E-Meter System-This system would help to give the meter reading of the computer labs where electricity is being utilized by the solar panels. It will be set with the threshold value for the electricity consumption. If the electricity meter reading exceeds the threshold value a beep sound would be alarmed with a sensor and that sensor would be highlighted.

CASE STUDY

Many private and public governments undertaking School of urban and rural areas are still not having the ICT techniques due to lack of funding. To overcome this problem government can ask many private companies to sponsor the funds for ICT set up and lab and other equipment etc in order to get the tax benefits/exemption to such organization those who are providing the funds. For many private companies like Infosys are sponsoring for the ICT education. Many Governments undertaking NGO's also now providing ICT professional job oriented computer courses training to needy students. For Example 1927: The Hindu Women's Welfare Society's "Shraddhanand Mahila ashram" established in 1927 situated in Matunga, Mumbai. The sulzer pumps has sponsored the fund for computer lab setup and for IT courses. For orphan girls in ashram

Summary: With joint collaboration of government and private firms this ICT can be reached at rural and urban areas where maximum students and young college going students who are belonging from economically backward class people can be trained for professional job oriented computer government certified courses so they can get good job. Private sectors like telecom industries and other computer accessories supplier industries will get business opportunities they will get tax benefits for sponsoring the funds. And government will get adequate fund for smooth running of this ICT and other training courses. And many qualified IT professional will get trainer teachers job.

ADVANTAGES

1. Technology enhancement in education.
2. Promote ease of learning by various videos.
3. Free online tutorials and videos are made and available which helps in learning better.
4. Making teachers up to date about the new education technologies and courses available in the market and its usage.

DISADVANTAGES

1. With the help of government initiatives various courses on ICT are available which will increase the skills and will train the students for employment but the private industries are not satisfied with the skill training program and hence the salary is not up to the mark for the young generation.

CONCLUSION

This paper has taken an initiative to talks about the various ICT techniques that can be used in schools for educating the young minds. The overall objective is to get access to the basic technologies in schools by improving the connectivity in the field of education such as – use of digital contents, e-meter system and generation of electricity using solar panels so that large amount of energy is getting saved and efficiency can be managed. Using ICT approach the skills can be improved and students will be given the opportunity to work in skill field environment. To integrate various governments self employment training institute to work for the ICT education programmed. To provide employment related education for school students of 12th standard and above students. Create awareness for effective utilization of resources in efficient and effective manner using ecological balance

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IMPACT OF FOREIGN INSTITUTIONAL INVESTOR'S FLOWS ON INDEX

Khan Rameeza¹ and Dr. V. Aditya Srinivas²Assistant Professor¹, C. J. S College of Arts and Commerce for Women, Mumbai²Chief Operating Officer and Chief Economist, Bombay Stock Exchange Brokers Forum, Mumbai**ABSTRACT**

Foreign Institutional Investor's (FIIs) reinforce and sustain the stock exchanges and provide a better price for the scripts. The World Bank and the IMF have predicted that Indian Economy will grow at 7.5 % in 2019 and 7.3 % GDP in 2020. Various events occurred in Indian economy as well as at global level after 2015. The demonetization prompted the financial technology revolution in the country. Therefore it is important to analyze the impact of FII flow on index in this duration. The present study analyses the relationship between FII and index. It is found that there is weak but positive correlation between FII flow and index value and the t- test revealed that there is significant relationship between FII flows and the Index. Using regression, the forecast shows that if FII flows are \$1000 million then the index value comes to 30758 and if FII flows increase to \$2000 million then the value of index increase to 30842. This shows that more the FII flows, the higher would be the value of index.

Keywords: Foreign institutional investor, FII, Index value, India

1. INTRODUCTION

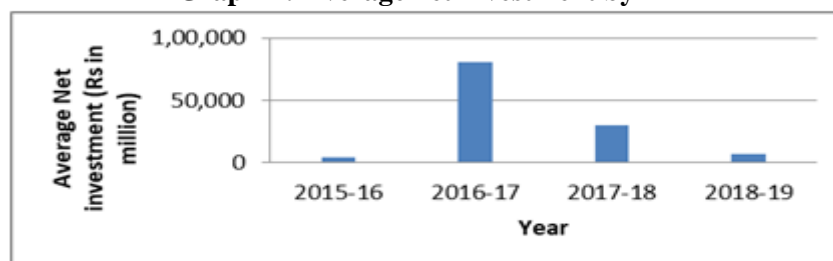
The major revolutionary acts have been notice in India since 2015, Government of India had launched Digital India campaign on 1st July, 2015 and later Demonitisation of Indian currency notes of Rs.500 and Rs.1000 on 8th November, 2016. The period after Demonitisation is very crucial for Indian economy. India is an important destination for investors in emerging markets. Foreign Institutional Investor (FII) means an institution established or incorporated outside India which intends to make investment in securities including shares, debentures and warrants of companies in India. These institutions are commonly trust, investment companies, mutual funds, pension funds and insurance houses.

With the globalization of capital markets and liberalization the capital account, investors would be anticipated to diversify their portfolios across currencies and national stock markets. FIIs inflows and outflows have a straight impact on the stock market. Consistent developments in the world economy have become increasingly intricate and global in their implications. FIIs reinforce and sustain the stock exchanges and provide a better price for the scripts but at the same time, heavy withdrawal of FIIs will make an adverse effect in the share price and in the Indian rupee. The Average net investment by foreign institutional investors in India is shown in the below table 1

Table-1: Average net investment by FII

Year	Average net investment (Rs.in million)
2015-16	4,344
2016-17	80,367
2017-18	29,785
2018-19	6,768

Source: <https://www.equitymaster.com/india-markets/fiis/index>.

Graph-1: Average net investment by FII

Source: Derived from the table 1

The above table 1 and graph 1 represents that India had observed a FIIs flow Rs.4, 344 million in the year 2015-16 and which increased rapidly in 2016-17 to Rs.80, 367 million. Again started dropping in the year 2017-18 and very fluctuating in nature. While in 2018-19 large amount of withdrawal took place during September and October 2018.

Digital India campaign 2015

Due to the launch of digital India sharp enhancement has been noticed in digital infrastructure improvement of the country. Availability internet facility brought reform in banking sector where manually transactions were handed over to improved digital technology. Improved telecom and internet facility in all areas of services and government acceptance in all its operation enable the ICT a significant aspect of the economy. Digitization assists enterprises to streamline their practices by slowly eliminating their reliance on paperwork.

Demonetization 2016

On 8th November 2016, the demonetization of Rs.500 and Rs.1, 000 notes resulted in an immediate decline in transactions in cash. The demonetization prompted the financial technology (fintech) revolution in the country. Before demonetization also companies were spending capital for fintech business but due to demonetization there is increase in adoption of these services by consumers had enhanced at rapid pace.

Tax

The Government imposed long-term capital gains tax on equities with effect from April 1 in budget of the year 2018-19. The imposition of LTCG dealt a big setback to the funding plans of FIIs into the Indian market. The Indian Securities market is the only market in the world which has the Short term capital gains tax (15 %), Long term capital gains tax (10%) and Securities transaction Tax (both buyer and sellers have to pay irrespective of the profit or loss in the trade). This makes the cost of transaction of the Indian equities market one of the highest in the world.

GDP

According to World Bank report India's GDP rate was 8.2% in 2015-16 which fall to 7.1% in 2016-17. Average growth rate from 2013-17 is estimated at 7.149%, that is 9th highest. After demonetization early 2017 observed protracted effect with ongoing structural reforms. In 2017-18 it fall to 6.7% and again expected to grow to 7.3% in 2018-19. The World Bank and the IMF have predicted that Indian Economy will grow at 7.5 % in 2019 and 7.3 % GDP in 2020 while China will grow at 6.3 % and 6.1 % in 2019 and 2020. This means that the Indian Economy will be again the fastest growing economy in the world.

Global trade

Global trade bounces back in 2017. In the first eight months of the year, world merchandise trade grew at its fastest speed in the post-crisis period. Recently United Kingdom of Great Britain and Northern Ireland's took decision to withdraw from the European Union and the United States of

America's decisions to renegotiate the North American Free Trade Agreement and to reassess the terms of its other existing trade agreements, have raised concerns over a potential escalation in trade barriers and disputes.

2. LITERATURE REVIEW

V. Aditya Srinivas (2016) revealed that the FII are having significant impact on the Indian stock market. They are actually controlling the movement of the Indian stock market. They had invested \$ 16.5 billion⁶ in 2014 and the index gave return of 32 %. The study shows that there is significant relationship between the FII flows and the index.

Vijay Gondaliya (2016) found that there is Causal relationships with BSE Sensex and FII have either direction affect at different lags but there it unidirectional relationship with FII and CNX Nifty. The movement of Inflow of FIIs in Indian market is influence on Indian stock market movement and vice versa.

Saba Abid and Neelam Jhawar (2017) in their study found that there was rise in total foreign investment in the year 2012-2013 and therefore a rise in FIIs is noticed. The rise was almost 12% from the previous year. However, in the year 2013-2014 total investments fell and so as FIIs. And further reveals that the good amount of evidence representing significant amount of share of FIIs in Indian capital Market, confirming the dominance of FIIs. Markets have become more competent and efficient with the existence of institutional investors.

Karamvir Sheokand, Neha Gupta(2017) found that Digitalization improves effectiveness and efficiency of work being done. It increases speed and reduces time duration requirements for performing various activities and functions. Cutting of costs and increased market span enhances profit margins and hence can accentuate returns in the sectors. Manufacturing indigenous technology is important to appeal investment in the sector. Decent prospects for the sector will lead to upsurge in investment.

3. STATEMENT OF PROBLEM

Capital inflows are vital for macroeconomic stability as capital inflows impact on various macroeconomic variables viz. exchange rates, interest rates, foreign exchange reserves, domestic monetary conditions as well as

saving and investments. After the demonetization move, foreign institutional investors were major sellers of equities because they feared an economic crash, as well as higher US interest rates, causing in the initial slump in the stock market. Various events occurred in Indian economy as well as at global level after 2015. Therefore it is important to analyze the impact of FII flow in this duration on Index.

4. SCOPE OF THE STUDY

The study attempts to analyze the FII (Foreign Institutional investor) flows and its impact on the index from April 2015 to March 2019. Where, Focus is on period after digitization.

5. OBJECTIVE OF THE STUDY

1. To study the relationship between FII and index.
2. To suggest measures in order to make Indian stock market stable.

6. HYPOTHESES

Ho:- There is no significant relationship between FII flows and the Index.

H1:- There is significant relationship between FII flows and the Index.

7 RESEARCH METHODOLOGIES

7.1 Type of research: Conclusive research has been used in the study.

7.2 Sources of data: the data is collected from the secondary sources. Secondary sources consist of journal, books, Magazines, Internet, World Bank report and UN report etc.

7.3 Sample size: Sample size consist of 96 observation for the purpose of analysis

7.4 statistical tools: The researchers have used t-test, correlation, regression analysis to identify the relation between FII and Indian stock market. Where, the Index is dependent variable while the FII flows are independent.

8. TESTING OF HYPOTHESES

8.1 Correlation

The correlation between dependent variable index value and independent variable foreign institutional investors flow shown in table 1 is 0.039. The value represent that there is weak but positive correlation between index value and FII flow shown in table 3.

8.2 t -test

The t-test computed value is 1.833 which is greater than 0.10 levels of significance where table value is 1.645. Hence, Null hypothesis is rejected and alternate hypothesis accepted. It is concluded that there is significant relationship between FII flows and the Index.

8.3 Forecast value

The forecast is shown in table 3 indicates that if FII flows are \$1000 million then the index value comes to 30758 and if FII flows increase to \$2000 million then the value of index increase to 30842. This shows that more the FII flows the higher would be the value of index.

8.4 Intercept

The intercept value of index comes to 30674 which mean that if there is no Investment by Foreign institutional investors then index value would be 30674.

9. CONCLUSION

FIIs had pulled out money from the Indian stock market in 2011 and again capital market notice the same situation in 2018 where rate hikes in the US and the reshuffling of portfolio money across the globe, rupee depreciation and crude rise led the FII to withdraw their money. In the year 2019 the FII have invested Rs.60,000 crore from mid-February to current date as a result the key indices like SENSEX and NIFTY have given 10 % return which clearly shows that the FII have significant effect on the market. On the other hand the Mutual funds have been net sellers in the year 2019 so far to the tune of Rs.2100 crore which also shows that even though MF are net sellers, the FII have been net buyers and the Indexes have gone up. The Indian Regulator has to understand that the market will go for a free fall once these FII flows reverse. Hence, the need of the hour is to have scheme like Rajiv Gandhi Equity Savings Scheme (RGESS) in which when an individual invest money, then the entire money is gets income tax deduction. This will lead to huge of amount of long term investment from the retail investors. The lock in period could be 3 years. This will also create opportunity for wealth creation in the long term for the retail investors and also add stability to the stock market.

10. SUGGESTION

1. There is Need to inform investors to do investment in domestic market so that it will help in lowering the impact of sudden withdrawal so that market price and index will assist in revival of capital market. This will also save the domestic economy from harsh effect of withdrawals of FII.
2. Stabilize the currency rate can also shield the economy and will help in fascinating foreign institutional investors to make investment in India.
3. Development of scheme which gives tax deduction completely.

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APPENDIX

Table-2

MONTH ENDED	NET INV. (US\$ m)	MONTH END INDEX
Apr - 2015	3764	27440
May - 2015	-597	27849
Jun - 2015	861	28421
Jul - 2015	823	28187
Aug - 2015	-1827	25696
Sep - 2015	-714	26221
Oct - 2015	781	26559
Nov - 2015	-999	26169
Dec - 2015	35	26161
Jan - 2016	-1358	24825
Feb - 2016	-1236	23779
Mar - 2016	3206	25342
Apr - 2016	1336	25607
May - 2016	146	26654
Jun - 2016	694	27000
Jul - 2016	2317	28052
Aug - 2016	1294	28452
Sep - 2016	1510	27866
Oct - 2016	-694	27890
Nov - 2016	-2378	26653
Dec - 2016	-1202	26626
Jan - 2017	5345	27656
Feb - 2017	1477	28813
Mar - 2017	4741	29621
Apr - 2017	422	29918

May - 2017	1198	31105
Jun - 2017	368	30922
Jul - 2017	982	32515
Aug - 2017	-2009	31730
Sep - 2017	-1753	31284
Oct - 2017	473	33266
Nov - 2017	3973	33149
Dec - 2017	-195	34057
Jan - 2018	1996	35965
Feb - 2018	-1174	34184
Mar - 2018	1715	32969
Apr - 2018	1312	35160
May - 2018	-1748	35322
Jun - 2018	-629	35423
Jul - 2018	322	37607
Aug - 2018	267	38645
Sep - 2018	-1306	36227
Oct - 2018	-3922	34442
Nov - 2018	843	36194
Dec - 2018	188	36068
Jan - 2019	-668	36257
Feb - 2019	2049	35867
Mar - 2019	4899	38673

Table-3 Result of statistical test

Correlation	0.038651592	
t test	1.83312E-40	
Forecast	\$ 1000million	30758.79
Forecast	\$ 2000million	30842.63
Intercept		30674.96

THE CHANGING TRENDS IN MODE OF PAYMENTS IN INDIA

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ABSTRACT

From a cash based economy to digital payment story of India is new but exciting. Indian payment system is transforming due to digital India program and increased use of Computer, Laptop and mobile internet. We are witness of new way of movement of money in Indian economy. The present time is time to entering into a new pace of payment system by using digital mode of payment system. The Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. Paperless and Cashless is the main objective of Digital India. The benefits of digital India are transparency in transactions, improving the ease of business and scope for curtailing parallel economy. So many changes noted with reference to digital payment in India during recent past, which includes launch of various digital wallets like - Paytm, Paypal, Mobiwik, etc. along with that government also launched efficient UPI(United Payment Interface) solutions and BHIM app is unique app introduced by Government for smooth digital payments. This paper highlighted various modes of payments, benefits of paper less and cashless economy. The study found that, tremendous success achieved toward cashless economy through the payment system initiatives introduced by the government with the help of RBI.

Keywords: Digital India, Digital Payment System, Digital wallets, Paytm

I. INTRODUCTION

For economic and social development of the country payment system plays an important role. Digital payments system in India started to pick up due to growth of digital wallet and e-commerce companies during last five years. To attract the consumers, the digital wallets companies floated various lucrative offers and offering cash backs. This attractive offers and ease to use of smart phones are playing an important role in growth of digital payments in India. One more important factor that affected digital payment system in India are the online ticketing by IRCTS and private players like make my trip, yatra.com etc, which contribute largely in quantum of digital payments in India. Further digital payment system includes transaction made at point of sale (POS) for products and services either through debit/credit card, mobile banking or internet banking.

II. OBJECTIVES OF THE STUDY

1. To study the various modes of payments.
2. To study usage of digital payment system in India.

III. RESEARCH METHODOLOGY

The study is based on secondary data. The required data has been extracted from various sources, which includes Reference books, research journals, government publications periodicals, magazines, articles of newspapers and the authenticated websites.

IV. PAYMENT MODES**TRADITIONAL PAYMENT**

For long period of time Indian payment system popularly knowing only two mode of payments i.e Cash and Cheque. This system involves a considerable cost to the society, in the form of printing of cash currency/cheques, transporting this printed notes, clearing of cheques etc and biggest drawback of this system is creation of black money.

Cash – Cash still remains the predominant mode of payment in India. The value of coins and banknotes are in circulation is very high in India in terms of percentage of GDP. India's Cash GDP ratio is very much high among BRICS countries. Prime Minister Mr. Narender Modi strongly believes in digital payment method for growth and development of country and for reducing dependence on cash he introduced demonetization of high value currency of Rs. 500 and 1000. Demonetization was a unique effort made for adoption of digital payment, as an alternative to cash for Indian consumers.

❖ **Cheque** - The cheque was the only option after cash for a long period of time in India. The Government and RBI taken various initiatives to improve cheque payment system in country. Cheque clearing system has been migrated to imafe-based cheque system. The better quality of operation and management experienced by introducing CTS.

ELECTRONIC PAYMENT MODE

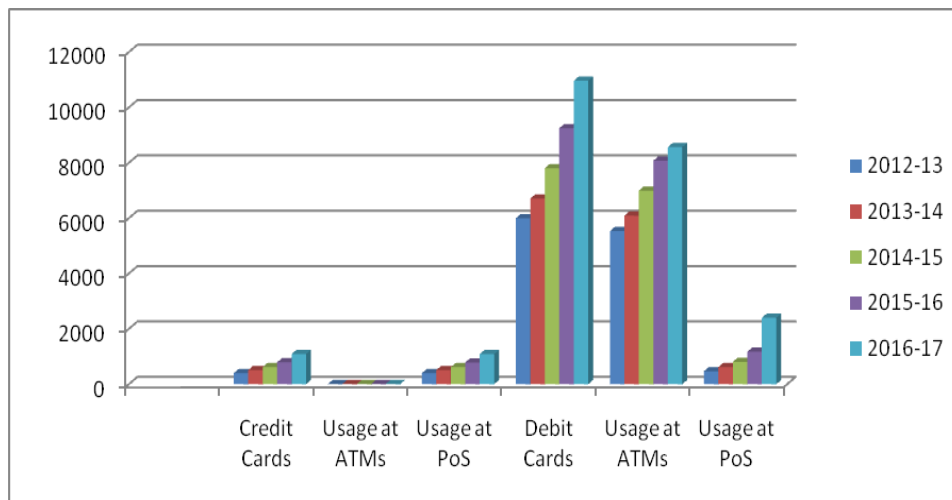
❖ **Cards** - Card payment refers to payments made through credit cards, debit cards, or prepaid cards. Card payments generally made at POS (Point of Service) or for online transactions.

Table-1: Usage of Credit and Debit Cards
Volume in Million

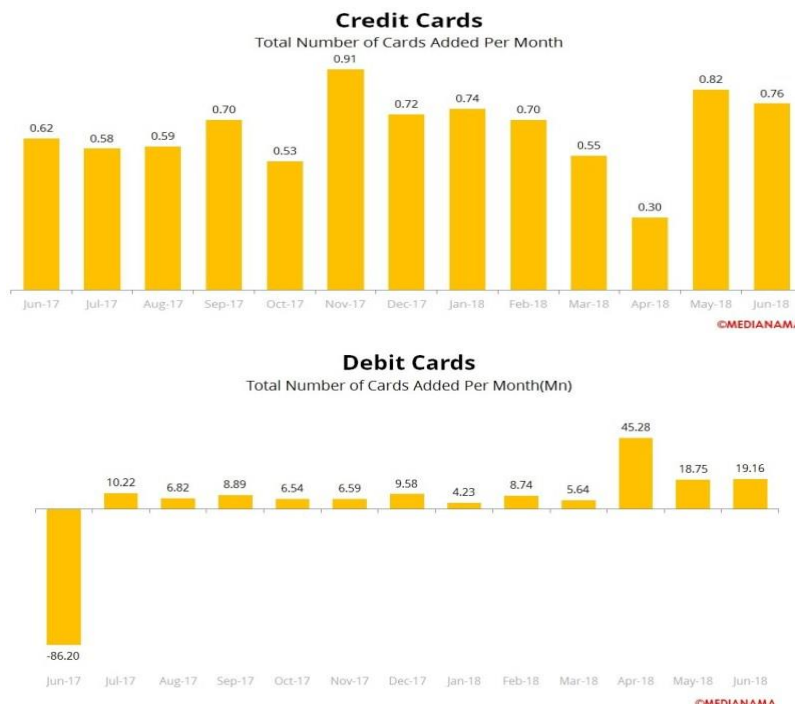
Particulars	2012-13	2013-14	2014-15	2015-16	2016-17
Credit Cards	399.13	512.03	619.41	791.67	1,093.51
Usage at ATMs	2.52	2.96	4.29	6.00	6.37
Usage at PoS	396.61	509.08	615.12	785.67	1,087.13
Debit Cards	5,999.21	6,707.10	7,804.57	9,247.00	10,962.36
Usage at ATMs	5,530.16	6,088.02	6,996.48	8,073.39	8,563.06
Usage at PoS	469.05	619.08	808.09	1,173.61	2,399.30
Total Credit and Debit Cards	6,398.35	7,219.13	8,423.99	10,038.67	12,055.87

Source: RBI website

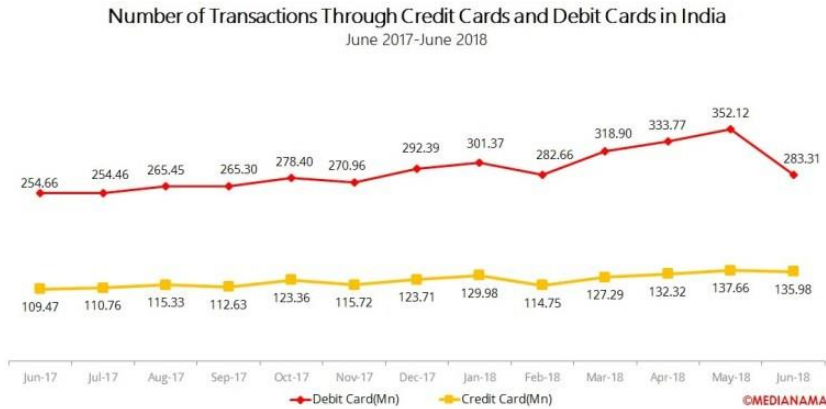
The above table shows that, debit cards are majorly used to withdraw cash from ATMs and not much at PoS. Its usage improved in 2016-17 due to shortage of cash.



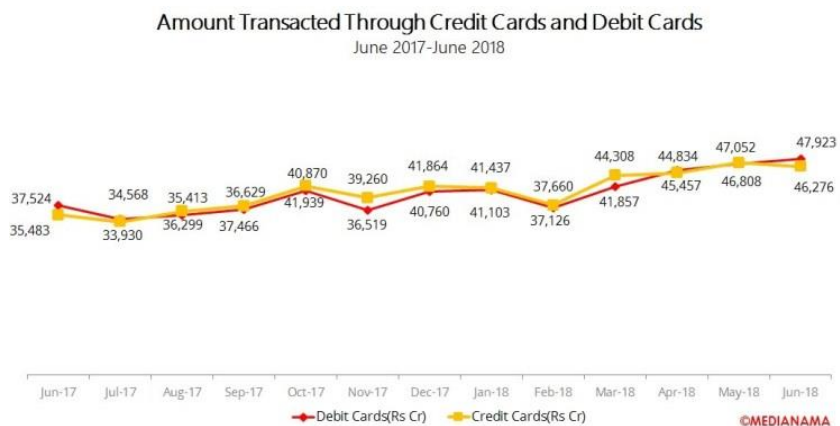
with 19.2 million new cardholders, the number of debit cards increased to 944.3 million in June 2018, and According to RBI there were total 39.37 million credit cards were in operation. Between June 2017 and June 2018, India added some 7.89 million credit cards and 150.45 million debit cards.



Card usage tremendously increased during the months of November 2016, December 2016 and January 2017, this is mainly because of demonetization of Rs 500 and Rs 1000 notes. The shortage of cash compelled cardholders to use cards. But since February 2017, both debit card and credit card usage have been range-bound. In June 2017, debit cards were down by 86.2 million to 793.83 million, shaving off most of the increase that demonetization brought in.



Base on year-to-year the number of transactions by swiping credit card on machines or making payment at POS terminals increased by 24%, and for debit card it increased by 11% for the period of 12 month ending in June 2018.



Total amount transacted through credit cards at POS terminals increased by 30% in the 12 months period ending June 2018 and recorded Rs 46,276 crore in June 2018 and for debit card Amount transacted using POS terminals increased by 28% for the same duration of time. Rs 47,923 crore were transacted through debit cards at POS terminals In June 2018.

V. THE TOP FIVE MOBILE PAYMENT WALLET OF INDIA

- **Paytm:** PayTM is the largest popular digital wallet in India, Launched in 2010, In this wallet customer can transfer money and make payments to anyone who is tie-ups with the company. Apart from making e-commerce transactions, PayTM wallet can also be used to make bill payments, transfer money and avail services from merchants from travel, entertainment and retail industry. Capitalizing on the scope and growth of India’s education market segment, they recently partnered with premium educational institutions in India to introduce cashless payments for fees, bills and other expenses.
- **Amazon Pay :** Amazon Pay is an online payments processing service that is owned by Amazon. Launched in 2007 globally and in India in 2017, Amazon Pay uses the consumer base of Amazon and focuses on giving users the option to pay with their Amazon accounts on external merchant websites, including apps like BigBazaar etc. You also get to Shop on Amazon using Amazon Pay.
- **Google Pay :** As its part of the Google ecosystem they have scaled up their user base really quickly, inspite of being a late entrant. With Google Pay you can send money to friends, pay bills and buy online, recharge your phone. Since Google Pay works with your existing bank account, which means your money is safe with your bank. There's no need to worry about reloading wallets and you don't need to do additional KYC - which is required for all the other apps.

- **PhonePe** : PhonePe started in 2015 and in just 4 years it has been able to cross the 100 million download mark. From UPI payments to recharges, money transfers to online bill payments, you can do it all on PhonePe. Its got a very good user interface and is one of the safest and fastest online payment experience in India.
- **Mobikwik**: Introduction of M-Wallet for easy storing and transaction of money. Instant recharge without sign-up. Encrypted and highly secured transactions. User friendly mobile application.

VI. FINDINGS OF THE STUDY

1. The digital payment system initiatives taken by the Govt. and RBI to make India economy cash less have largely accepted by Indians.
2. Improving technology, launching of various digital wallets, better infrastructure of banks and telecommunication facilities have given fillip to alternative electronic payment system.
3. The traditional mod of payment by Cheque has lost its importance in modern era of digitalization.
4. Government's initiatives like digital India, demonetization, E-Governance are largely responsible for increasing use digital payment system in India.

VII. CONCLUSIONS

Demonetization, Digital India, E-Governance, launch of various digital wallets are the major factors responsible for increasing use of digital payment system in India. Today in India people need not required to carry cash or even to visit an ATM, they can pay anytime, any amount from anywhere with the help of mobile banking, net banking, E- wallets or cards. On the other hand there are some challenges involved with digital payment system; they are Low literacy rate, cyber fraud, attitude of people, lack of transparency & efficiency in digital payment system. The study concludes that the India is on right direction to achieve objective of cashless economy in near future. Digital payment system remarkably contributes in economic growth and development of India.

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A STUDY OF PEOPLE'S MINDSET TOWARDS EASY PAYMENT OPTIONS

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ABSTRACT

The dynamics of the market today has undergone a paradigm shift. From mere buying and selling of goods and services for value that used to be the conventional way of transacting, the trend today is to buy products and avail of services with alternative easy, simple yet quick and secure methods of payment options. Especially, post the demonetisation exercise, customers are more than ready, learned and informed about the various alternatives to cash as the means of exchange like paytm, UPI BHIM etc have penetrated deep into the e-wallets of the end user.

Despite cyber security concerns, a large section seems to have adopted this convenient and speedy digital platforms which is quite evident from its popularity and growth. Ironically, the other side is also that psychologically, there still remains an element of discomfort amongst many customers which is restricting the use of these options. The question that hence remains is whether these alternative means of payment can completely substitute cash transactions given the Indian mindset. The researcher aims to study the mindset of the middle class customer towards easy payment options. Also the author aims to analyse the relationship between penetration of smart cell phones and the ease of downloading the apps on the usage rate of digital transactions.

Keywords: Paradigm shift, easy payment options.

➤ INTRODUCTION

There exists a wide arena for making digital payments that a customer can opt or choose from. They are:-

1. Credit / Debit cards.
2. E-wallets such as Paytm, UPI, IMPS, USSD, RTGS, NEFT.

On one hand, the middle class audience seems to use either one or the combination of the above mentioned options, but ironically a huge chunk of this segment is equally alarmed by the security concerns of the digital space. According to a survey conducted by PWC, cyber crime has gone up by 350%. While punchline like 'Paytm Karo' and attractive cashbacks appeal to this segment, a lot of advertisements are today focussing on the campaign of the themes of how not to share your PIN/ PASSWORDS with anyone.

Penetration of smart phones and increased use of internet have taken online transactions to a all new height, more so in case of customers in the age group of 18-35 and 35-50.

➤ OBJECTIVES OF THE STUDY

- To study the acceptance of easy payment options as an alternative to cash.
- To understand the popularity of usage of e-wallets.
- To analyse the behaviour of the user in switching over to easy payment options.
- To examine the security concerns of the middle class customers towards e-wallet.

✓ HYPOTHESIS

HO:- People have not accepted digital payment as an alternative to cash.

H1:- People have accepted digital payment as an alternative to cash.

HO:- e-wallets is not a very popular form of choice of payment.

H1:- e-wallets is a very popular form of choice of payment.

HO:- The middle class customers still prefer conventional way of transactions.

H1:- The middle class customers are gradually switching over to digital modes of payment.

HO:- People have security concerns with digital platforms.

H1:- People are secured of their transactions using digital platforms.

➤ LITERATURE REVIEW

1. The book titled " Handbook on Digital India: Initiatives & Programmes" by Ramaswamy B presents the analysis of National e-governance plans and initiatives taken by the Government. It focuses on the various

Digital India schemes of the various sectors. The book gives a detailed analysis of several projects and job opportunities created by digital platforms. The author highlights the various campaigns in major Institutions involved in the ‘Digital India Campaign’ and a brief overview of digitalisation focusing on e- challan, e-Dhara Kendra, e-stamping etc. The book gives valuable insights on digital literacy.

2. In his book titled “ Demonetisation, Digital India & Governance” by Sahoo Niranjana, the author signifies the reasons of demonetisation. He emphasises on the use of digital technology and improved governance. Calling digitalisation as an agent of change, the author focuses on digitalisation as a key to shape the future of our country. Further, he highlights the Government initiatives to boost the economy and places special emphasis on agriculture and Rural Development through digitalisation. The author also highlights the growth of cashless transactions and the opportunities created thereby followed by the Government policies and measures to promote the digital transactions.
3. In his book “ e-commerce and digital economy, the author Shaw Michael J highlights the advantages of the merger of the two namely e-commerce & digital economy. He provides a framework for understanding the business trends and the emerging opportunities and barriers to overcome rapid developments in e- business. It also focuses on the future of digitalisation & e-commerce in India. The author further highlights the fundamentals of issues of IT standards and transformation, Mobile and IT infrastructure , Trust, Security and legal issues of e-commerce initiative in India.
4. The book on “Higher education; Panoramic vision of digital competition” by Nandi Sukhdev highlights the amalgamation of higher education and technology. It describes the changing patterns of higher education focusing on the positives and negatives of merging higher education, technology and education. It also author emphasises the role of digitalisation and technological competencies in changing the future of the country.

➤ RESEARCH METHODOLOGY

I. Data Collection

1. Primary Data

Primary Data was conducted using survey/ interview method with the help of different sets of structured questionnaire.

2. Secondary Data

Secondary Data shall be gathered from Census Reports, books & publications, magazines, newspapers, internet, journals & periodicals.

II. Research Design

Descriptive research is the exploration of the existing phenomena therefore, the present research applies a **descriptive quantitative research design** as it aims to evaluate the impact of easy payment options on middle class customers.

III. Sampling Type

The data was collected from the following groups belonging to the middle class families:-

1. Office goers.
2. Students
3. Vendors.

Systematic random sampling Convenience sampling was used for collecting data.

IV. Sampling Frame

Total sampling units: 100.

V. Analysis of Data:

Analysis will be done on the basis of the data gathered with the help of both primary and secondary sources.

VI. Research Area:

The primary research was conducted through collection of primary data from Goregaon & Wadala.

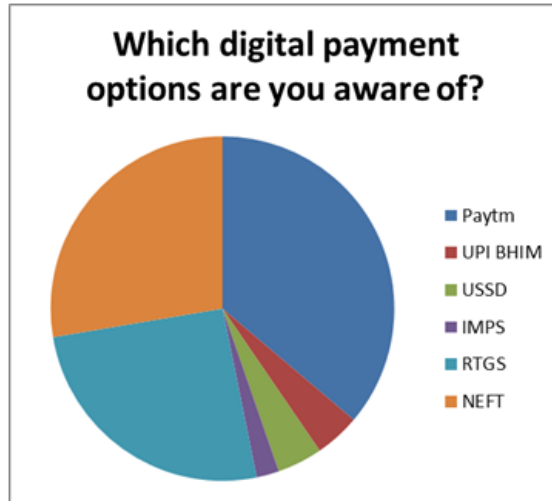
➤ Limitations of the Study

Besides distance and time, biasness of the respondent could be one of the major limitations of the research.

➤ Analysis & Interpretation

1. Which digital payment options are you aware of?

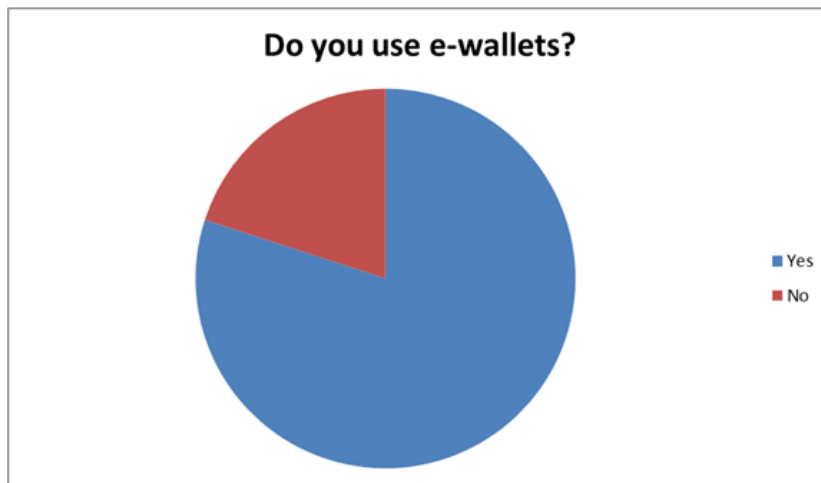
- 1. Credit card/ Debit card
- 2. UPI
- 3. IMPS
- 4. RTGS
- 5. NEFT
- 6. USSD



The most popular digital payment option is Paytm with an awareness level of 45% followed followed by RTGS/NEFT.

2. Do you use e-wallets?

- 1. Yes
- 2. No



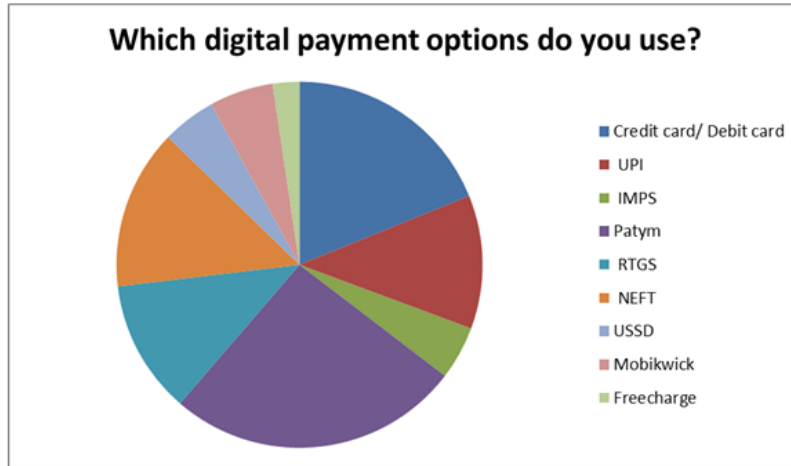
80% -Yes 20%- No

2. Which digital payment options do you use?

Credit card/ Debit card

- 1. UPI
- 2.IMPS
- 3.Patym
- 4.RTGS

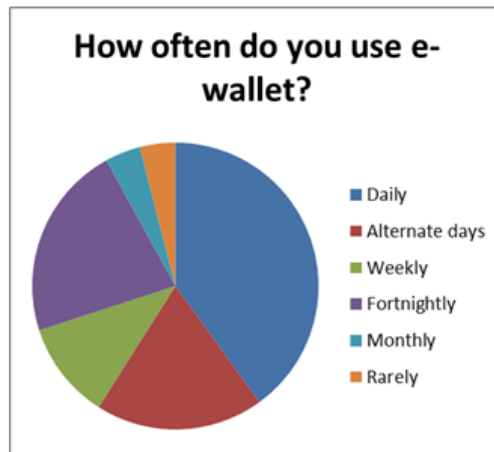
- 5. NEFT
- 6. USSD
- 7. Mobikwick
- 8. Freecharge



Around 35% of the respondents use Paytm followed by NEFT and UPI.

3. How often do you use e-wallet?

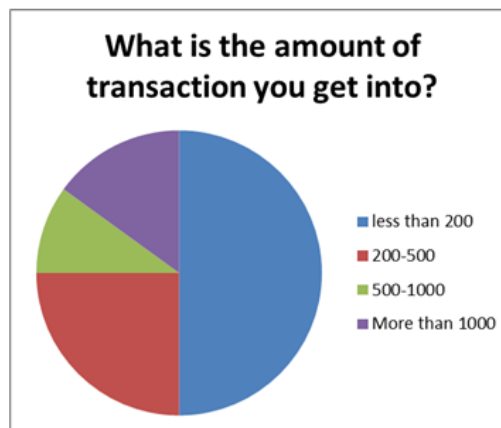
- 1. Daily
- 2. Alternate days
- 3. Weekly
- 4. Fortnightly
- 5. Monthly
- 6. Rarely



About 40% people use e-wallets in their day-to day-transactions, followed by 22% on alternate days.

4. What is the amount of transaction that you get into?

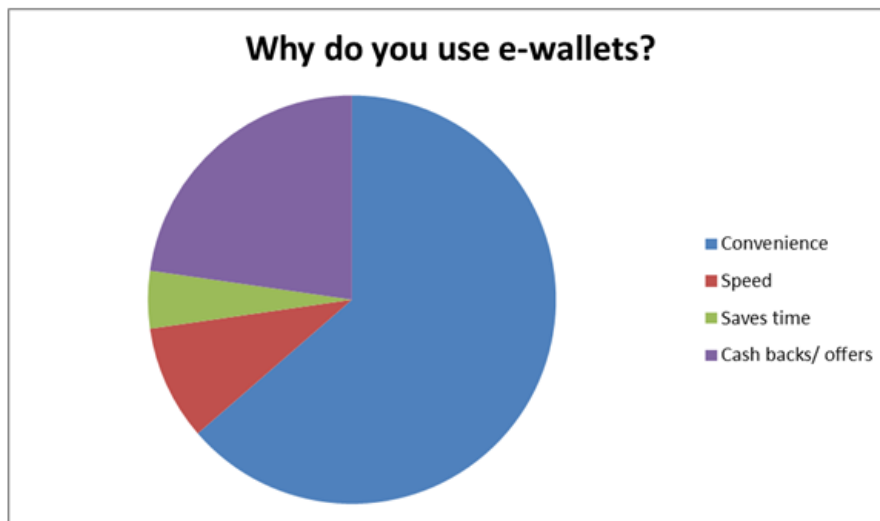
- 1. Less than 200
- 2. 200-500
- 3. 500-1000
- 4. More than 1000



Maximum number of people (around 49%) use digital payment options for an amount less Rs.200/-.

5. Why do you use e-wallets?

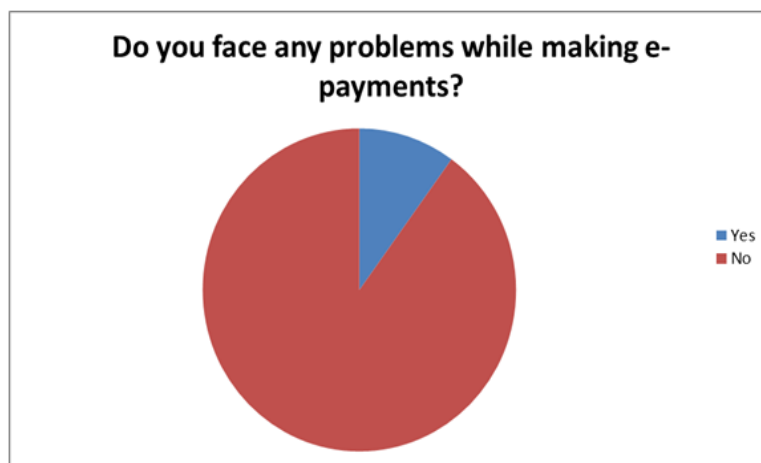
1. Convenience 2. Speed 3. Saves time 4. Cash backs/ offers



70% people opt for digital transactions for ease and convenience

6. Do you face any problems while making e-payments? If 'yes' please specify.

1. Yes 2. No



Some of the problems were improper pause terminals and connectivity issues.

7. How secure do you feel transacting on digital platforms?

1. Very secure 2. Secure 3. Moderately Secure 4. Insecure

More than 30% of the people were moderately secure about their transactions, while 25% were very sure with the security, 40% had major security concerns and 5% were completely insecure.

➤ **SUGGESTIONS & RECOMMENDATIONS**

- ✓ Post demonetisation, the platform and the base for the ways to make payments in alternatives other than cash have become not only possible but quick and hence welcoming by a broad segment. Though advertisements and publicity are just starting to catch up, word of mouth publicity has performed outrageously in this space. A lot of scope exists for conducting workshops and seminars for increasing financial literacy and awareness amongst customers.
- ✓ Attractive cashbacks seem to pull the attention and download digital payment apps. There still seems to be a considerable amount of confusion with respect to selecting from a wide variety of available options.
- ✓ There is a huge back-up from the Government that acts as a motivational factor for these players to outperform.
- ✓ There seems to be immense competition amongst players in the digital space.

➤ CONCLUSION

Fintech still seems to be in its inception or introductory stage. There seems to be a huge market untapped that provides a huge opportunity for payment gateways/ payment options to expand their market base or horizon. Alongside ease and convenience, 'Trust' as a key to all the transactions especially for the middleclass customer will increase the usage of going cashless. However, there seems to be a good amount of popularity of these payment gateways and pause terminals that can be encashed on.

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**A STUDY ON THE IMPACT OF DIGITALIZATION AND TAXATION ON HOTEL INDUSTRIES
WITH RESPECT TO ORGANIZED HOTELS IN MUMBAI**

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INTRODUCTION

Digitalization and Taxation are the two important concept which has become the talk of the town in case of Hotel Industries. Digitalization has become the lifeline of any type of Hotel Industries. Hotel industries are the source of recreations. Hotel industry provides you the accommodations and food. Today the concept of hotel has completely changed as compared to yesteryears. Hospitality is the friendly and generous business of entertaining ,clients , conference delegates , guest , visitors and strangers. Hospitality includes hotel business. Mainly hotel industries can be divided into organized and unorganized hotel for our studies. Hotel is a place where a guest or the stranger or the traveler or the delegates or any other person who comes to stay for a day or two or more has to be entertained with food , drinks etc for consideration. During the olden days , hotels mean a place where you will be served food , drinks and place to rest. Organized hotels are those which are graded or having star rating like the five star or four star etc. Unorganized hotels are those hotels which are not graded but still they provide food , serve drinks and provide place to rest. Normally organized hotels are large in size and number of rooms are large.

Digitalization has been stressed upon by every Economy in the world. It is the use of digital technologies in the business to change the face of the business. Thinking of Digitalization mean the advancement in thinking of business. Thinking something different for your business. Your business becomes more efficient , more productive and more profitable with less stress. It is the process of converting the information into a understandable digital format. The information will be suitably organized into bits of information.

Taxation is the process of charging an organization for the service received through a government body. It is the process of imposition of compulsory levies on individuals or entities. No institution like to pay tax. This is with the purpose to raise revenue to the government of every country. So taxation is a liability or the expenses to the hotel owner and he will pass it on the customers and this will increase the customer's bill

RATIONALE OF THE STUDY

Today there is cut throat competition in the market. Every hotel owner tries his level best to get best part of his business. Even though they use different tricks , sometimes they don't succeed. There may be several reasons for their failure but Taxation can be one of the reasons. Digitalization can be one option for their success .

It has been observed that there are millions of hotels which are still traditional .They struggle to survive in this cut throat competitive world. They use different tricks but could not succeed. They do not work according to the needs of the customers. There not in sync with the need of the modern customers. Today's customers need wi-fi system in the hotel rooms. They use digital mode to book their rooms and travel plans. When they arrive they don't want to waste their time is checking in instead they would opt for digital methods of checking in .They feel that they should have such a room where so many things are digitalized. Customer needs to use laptops , and many gadgets which are digital in nature such as Bluetooth products , they need good internet network. Today digital world has played a very vibrant role. Today every customer goes to internet to find the best deals in the hotel rooms. They opt for best rooms in terms of services and prices. So the hotel owner should make the best use of digital media to attract the customers by placing the smart advertisement in the internet. Today only those hotel are successful which make research in advertising smartly their hotel. Different offers should be displayed to attract customers. They talk about the room service , food service , the price concept etc

Talking about the taxation , the hotel owner are disturbed about it because they have to charge taxes to the customers which the customers will not like it. Many a times customers try to search such a hotel which charge less tax. So the hotel owner should use smart way to tackle this problem. Their pricing should be such a way that the taxation part should form the part of the price but it should be hidden and emphasis on provision of services should be made.

OBJECTIVE OF THE STUDY

1. To study the impact of digitalization in hotel industries on customers
2. To study the impact of taxation on organized hotels on customers

3. To study and suggest the best means to hotel owners how to effectively use digitalization and taxation as a tool of customer attraction

HYPOTHESIS

H0 : Introduction of Digitalisation will increase the customer census

H1 : Digitalization is a costly affairs , hence limited customers will be attracted

H0 : Taxation reduces the frequency of customers toward the hotel industries

H1: Taxation if tackled very well can be very useful in attracting the customers

RESEARCH METHODOLOGY

Primary data has been collected from 100 customers visiting organized hotels and 30 hotel owners and managers in Mumbai. The questionnaire methods have been used . Secondary data also has been collected through newspaper and internet

FINDINGS

Sample size consist of 70 male customers and 30 female customers.

Following information has been found

- Every customer is very much interested in those hotels which is digitalized
- Every customer was interested in wi-fi since they were having mobile phones and laptops
- Customers were of the opinion that their check ins should be easy. There should be quick and easy booking of hotel rooms with least procedures
- Every hotel owners are of the opinion that after digitalization , most of the rooms are easily sold out and during certain seasons the rooms are overbooked
- Most of the hotel owners adjusted or even they do not charge GST to their customers and they have adopted specific methods of billing to their customers so that they do not have to worry about the taxation and this have proved that taxation if properly tackled would solve all the problems of customers attraction
- Some of the customers were the executives from different organizations who have come to stay in the hotels and they were satisfied with the conferencing facility , they could talk to their counter parts in other countries
- Some hotels provided mobile phones in the hotels so that they can take and use anywhere within the hotel area
- Some hotels provided Robots to answer all the queries regarding the hotel and there by save time

RECOMMENDATIONS

- Every Hotel should be digitalized so that they can attract more customers and provide different services
- Digitalization will be one of the best method for customer retention
- Managing the taxes will be the priority of all the hotel owners which will lead to more customers
- Every customer needs easy ways and time and money saving and so according the hotel owner should act and customers should take away the memories from the hotel

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CONSUMERS' FEEDBACK ON THE FIRST EVER RAILWAY STATION CAFETERIA WITH FULLY DIGITIZED COOKING: FOOD FOR THOUGHT

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ABSTRACT

Digital is no longer a purview of only Banking, Insurance, Healthcare or Retail. The Restaurant industry is transforming and competition is more intense than ever before. This study aims at understanding how the customers dining experiences are affected by digitalization. This study investigates different aspects of digitalization and its influence on dining experience. More exactly the study examines a digital system for a restaurant at the Mumbai Central railway station, where railway has installed a food vending machine to serve foods like pizzas, french-fries and fresh fruit juice. The paper presents unique case of the first ever fully digitized railway station cafeteria. Data was collected using a semi-structured interview schedule, administered on consumers, while they were in this cafeteria. The paper presents early findings (since this restaurant has opened very recently, ie. November 2018), on consumers' feedback on the following aspects: the quality of service, quality of food, process of digitized cooking and pricing of the food served at this cafeteria. It appears worth investigating, if the new digitized system complements the already existing system, or otherwise.

Keywords: Automatic vending machine, Artificial intelligence, Robotics, Food Processing, Digitally Programmed

INTRODUCTION

Digital is no longer a purview of only Banking, Insurance, Healthcare or Retail. The Restaurant industry is transforming and competition is more intense than ever before. This study aims at understanding how the customers dining experiences are affected by digitalization.

This study investigates different aspects of digitalization and its influence on dining experience. More exactly the study examines a digital system for a restaurant at the Mumbai Central railway station, where railway has installed a food vending machine to serve foods like pizzas, french-fries and fresh fruit juice.

The paper presents unique case of the first ever fully digitized railway station cafeteria.

So far, restaurants have been slow to adapt to digital technology in cooking processes. Some of the high-end restaurants and multinational fast food chains are well adapted to use digitized back-end food processing as well as technologically aided mechanized final cooking of ordered food. It appears that the Indian railways, under its umbrella of IRCTC, is breaking new ground by introducing railway station cafeteria which uses digitized final cooking of food in the cafeteria.

OBJECTIVES

- To understand the functioning of a restaurant serving food cooked by a digitally programmed machine.
- To examine the challenges and opportunities of digitalization of a restaurant.

METHODOLOGY

This paper presents findings of the consumers' survey taken at Mumbai's first ever; railway station cafeteria which provides food cooked using fully digitized processes. The paper shall describe the process of organising this business activity, nature of outsourcing of food processing, final stage cooking and delivery and billing.

Responses of the consumers are sought to find what consumers think about the nature, quality and price of the service provided in this first ever digital cafeteria, located at Mumbai's Mumbai Central Railway Station's Mail-Express station zone.

Data has been collected in phases. 1st phase took place in January 2019, during which a four investigators use a semi-structured interview schedule to collect data, by visiting the location in person. In phase two, one researcher used the same schedule, to conduct the interviews of customers, in person in the restaurant during April 3-9, 2019. This paper is based on interviews of 15 consumers who visited and ordered any of the items on menu of this fully digitized cafeteria. Consumers were interviewed during this visit, sometimes while they were waiting For the delivery of ordered food or while they were about to depart after eating.

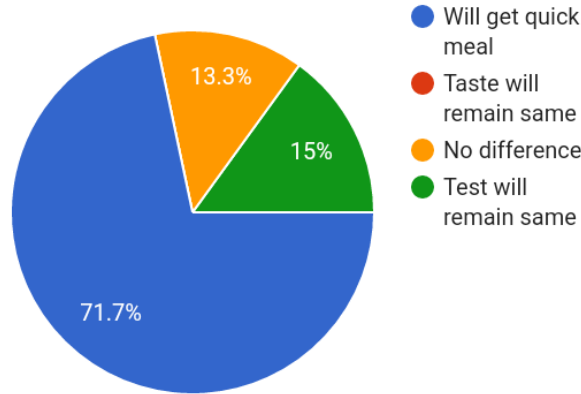
Statistical data analysis has been done by using Microsoft excel or google sheet spreadsheet solution programmes. Some of the factors of consumer feedback have been presented in the form of simple frequency

distribution and for some others cross-tables have been used. Appropriate diagrams have been presented where the data indicates any interesting information on consumers' feedback.

DATA ANALYSIS

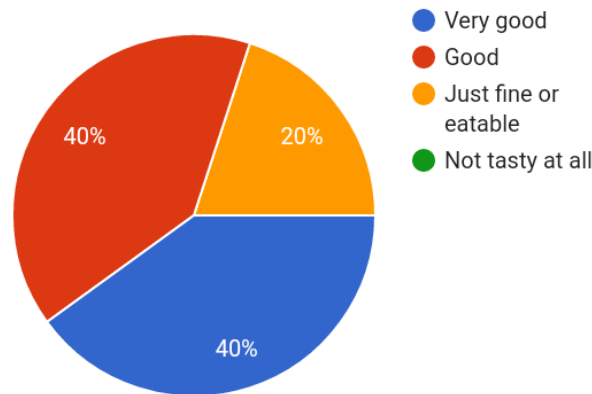
Tables and diagrams from excel file

1. What kind of difference does this new technology make to you?



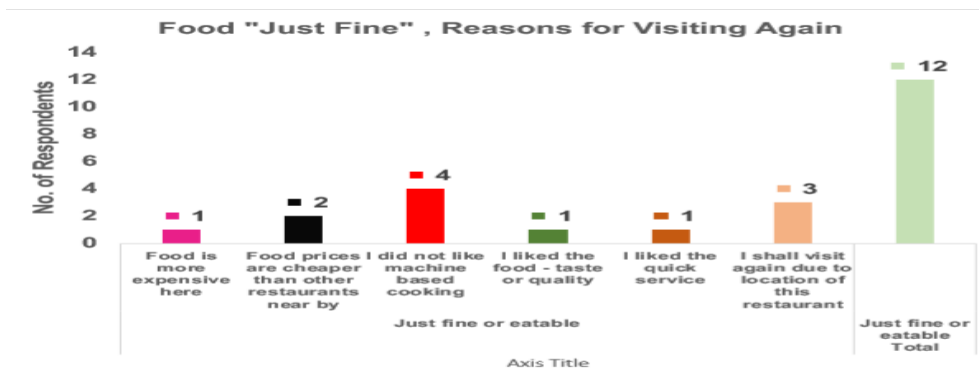
Analysis: Out of 60, 39 customers were happy with fast service. Restaurant can serve food quickly because vending machines are convenient and time saving. As it is situated at the busy railway station at Mumbai central, most of the travellers are in a hurry, since entire process of mixing the dough and making of pizza is under five minutes which is not only a customers' experience improvement, but also frees up capacity more quickly at busy time. According to 13% of population digital technology in a restaurant will not make any difference to them and taste will remain as it is.

Q. How do you like that of the food made using automatic machine, which you order in this restaurant?



Analysis. While studying the dining experience of the customers at a restaurant it was found that 16 customers like the food very much. Only 5 people found the food just fine or eatable. One of the reasons of liking of food is fresh toppings used by the restaurant. Restaurant order only 40 toppings a day so that fresh pizzas can be serve to customers. The orange juice is widely welcome by the customers. Juice was completely fresh without any water, sugar and preservatives. Some of the customers found pizzas little bit salty.

What are the things which you like and don't like?

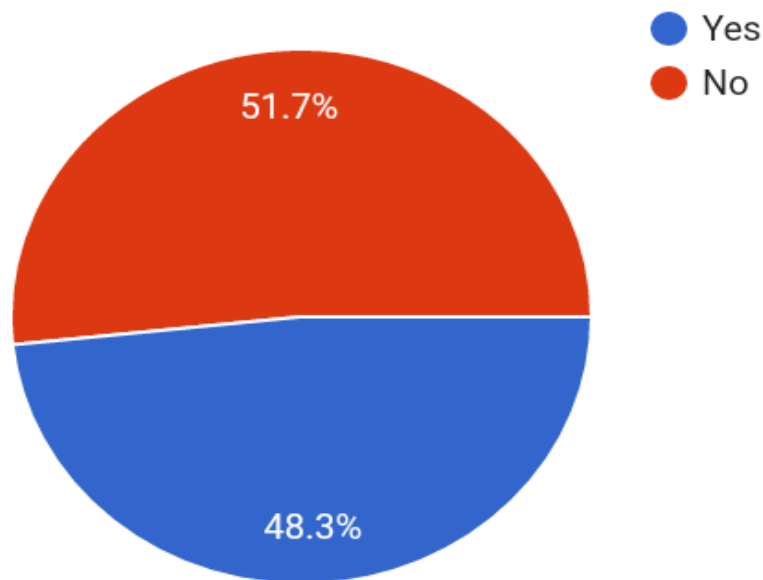


Analysis: All the respondents from the conducted interviews have described a good first interaction with the restaurants' employees. Most thought that this initial introduction to the system, although short, was sufficient for their understanding of how things worked at the restaurant.

As millennials are all about the uniqueness of an experience and product, personalization becomes key. Respondents expressed in the interviews that they have less opportunity to personalize and make special customizations to their orderings at the restaurant.

A few respondents also expressed positive remarks regarding the interior design of the restaurant and the design of the application contributed to a positive dining experience. Similarly, some respondents noted that the unique style of distinguished it from other restaurants, which amounted to a memorable visit. Respondents indicated that the atmosphere at the restaurant was more relaxed than at a traditional restaurant as an effect of the digital system.

Did you think about Automatic food vending court use of a digital system prior to your visit?



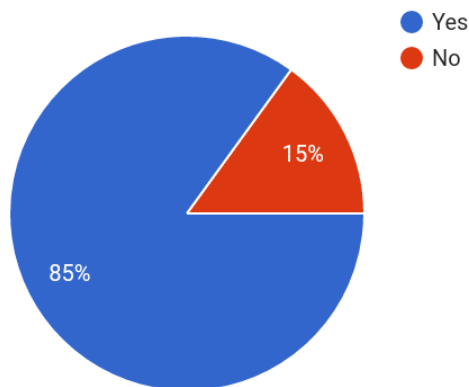
Analysis. Around 51% customers who visited the restaurant were unaware about the automatic food prior to their visit and most of them felt that they were trying something new and different when ordering through the digital system. Respondents argued system made it more fun to order mainly because of the novelty of a digital system. Some customers said that they were very excited about ordering food and they felt that it gave them unique experience. More people were interested to operate the machine themselves to get the food. One of the respondent mentions that he is feeling proud that some pioneers have tried to implement latest technological advancements in restaurants. Some customers were curious to see how the system works though they did not order anything.

Q. If every restaurant adopt this idea, how according to you will digitisation influence the consumer?

If every restaurant adopt this idea, how according to you digitisation influence the consumers?	
Easy to cook fast	28
It has no difference	4
It will save time	14
It will take less human effort	14
Grand total	60

Analysis: When asked about their opinion if every restaurant adopting this idea 14 respondents said that it will help them to save their time. 23% felt that it will take less human effort in cooking and food quality will generally improve because they will be sure that food they are getting is hygienic. However for 4 respondents said that it will not make any difference and they are fine with both. When asked about whether they believed that the digital system would be appropriate in all types of restaurants, some expressed doubt that it would be suitable only in a restaurants serving fast food. 50% of respondent to the survey said it is important for restaurants to start using these technologies and they expect to use technology more often in the coming years. Most tech savvy diners expect elegant solutions that work.

Did the digital system gave you a different dining experience than visit to a regular restaurant?



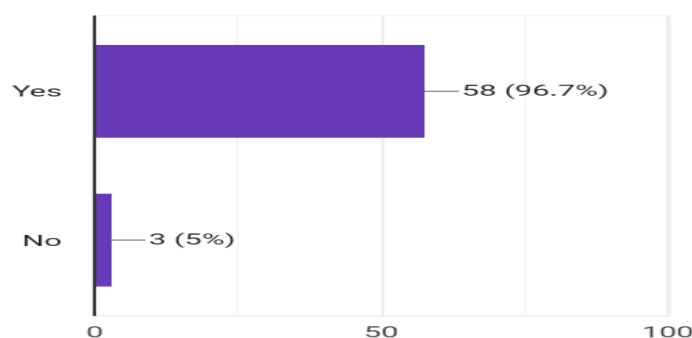
Analysis. 85% customers felt that digital system provided them with a different dining experience than a traditional restaurant visit. All the customers believed that the experience will stay with them longer because of the digital system and they would definitely like to share their experience with their friends. Some customers said that they already share this on social media with their friends.

Q.Are you satisfied with the toppings or spices on the dish you ordered?

Are you satisfied with the toppings or spices on the dish you ordered?	Good	Just fine	Very good	Grand Total
No	5	8	2	15
Yes	23	11	11	45
Grand Total	28	19	13	60

Analysis. 45 respondents out of 60 were satisfied with the choice of toppings and spices. But remaining 15 respondents felt that there should be more varieties in toppings as there was only 4 types available in a restaurant. Many customers were disappointed because of unavailability of their choice of toppings, as toppings gets over the restaurant is unable to provide it because it is difficult to produce toppings again. One respondent also points out that there should be options for different sizes of pizzas. Pizzas were available only in thin crust. When we enquired manager about this he replied that as entire process of mixing the dough and making of pizza is under 5 minutes and it takes at least an hour for pizza dough to rise. If we compare the data in above table it shows that likeability and price are not related to each other because equal numbers of people who like and dislike pizza toppings are just fine with the prices. Customers said that they would like to order again if more varieties are available.

Q. Would you like to visit again?



Analysis: Out of 60 respondents 58 believed that digital restaurant met their expectations and they said they would like to revisit with their family and friends. It shows that customers are satisfied with the dining experience and they are willing to visit the restaurant.

OPPORTUNITIES AND CHALLENGES REGARDING AUTOMATIC FOOD VENDING COURT

Opportunities

As consumers expect Apple to come up with a new iPhone every year that makes the earlier model obsolete, similarly they want fresh ways of serving food with fantastic dining experience which is made possible by Digital disruption. Digital disruption is omnipresent, get on board or get thrown off the track. So it has lots of opportunities.

- Vending machine is automated, So, you can use it when the transaction is done according to how the machine is programmed.
- The operating vending machines have not overhead costs because you eliminate the need for the employees who prepare the food, and there's no need for you to rent any extra space for proper kitchen.
- Vending Machines save the time, No precious time will be wasted preparing the pizza, juice and fries as the vending machine can dispense a food in around minutes, saving the loads of time.
- Vending machines are stationed at railway station which make it convenient and time saving for travellers because they are in a hurry.
- The machine can always be moved to other areas if need arises and it will continue delivering the services as usual.
- Vending Machines are Low Maintenance cost. There is no need to maintain fire safety measures.
- It promotes healthy eating, as vending machine provide juice without any preservatives and sugar.
- It is energy efficient as it consumes less electricity

Challenges

The data shows, there are a lot of positive aspects emanating from the digitally programmed machine that could not be found in a restaurant without this digital system. Thereby it is clear that digitalization can have positive effects. However, it is not clear if these positive effects outweigh the negative effects attributable to the digitalization.

- There will be no variety in food because all restaurant will prepare similar kind of food.
- There will be standard taste of the food everywhere because chefs make difference.
- There will be absence of innovation in food and culinary skills will go down.
- As all restaurant will use similar machines so there will be absent of competition among the restaurants.
- Local taste will be missed because of standard taste.
- Limited choice of toppings, juice and sauces will be there.
- New technology requires specific skills vocational education and training.
- Because of already programmed machines it become increasingly feasible to replace labour with technology. It increases the unemployment and poverty in developing country like India.
- Restaurant also lacks features allowing the customers to customize this food such as extra toppings, cheese, sauces etc due to digital system being less flexible than humans.

Possible limitations of this study

Since this cafeteria is newly opened and has no other competition in Mumbai, it will not be possible to arrive at any conclusive statements on the quality of services provided. The findings are therefore indicative of the newly emerging business organisation of a railway station cafeteria.

CONCLUDING REMARKS AND FINDINGS

- The findings of this study indicate that digitalization might best be implemented as a supplement to the service and not as an outright substitution for human-to-human interaction.
- Digitalization offers a different, faster, better approach, but there are both positive and negative elements of the digital system.
- The digitalization program must be implemented in a strategic, holistic manner, for success.

Still, even if pizza vending machines gain in popularity, there's no way this will be a "the robots are taking over!!" situation. Fresh pizza from the pizzeria of your choice with endless topping combinations will always prevail.

ECONOMIC GROWTH AND CLIMATE CHANGE IN SELECTED COUNTRIES: AN ANALYSIS OF ENVIRONMENTAL PERFORMANCE

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ABSTRACT

This study examines the relationship between share of global GDP and share of global emissions of the greenhouse gas carbon dioxide (CO₂) in order to observe the possible influence of economic growth on environmental degradation and climate change. CO₂ emissions can affect the climate change and may pose additional stresses and threats on the sustainability of ecosystem and bio-diversity that already face tremendous pressures from rapid urbanisation, industrialisation and economic development. Factors like population and economic growth can increase greenhouse gas emissions, contributing to climate change, while technological advances may reduce these factors. The potential consequences of climate change as well as the risks associated with it may be useful to the policy makers at the community, regional and national levels. By examining these environmental stresses and effects, policy measures can be taken based on future climate change trend prediction.

Keywords: Economic Growth, Environmental Performance Index, Climate Change, Climate Risk Index, Environmental Degradation.

INTRODUCTION

Economic growth ensuing from various productive activities creates stress on natural resources and environment through its incessant utilisation. It also affects the stock of natural resources as well as polluting the environment making it unsustainable for our future generations. The relationship between economic growth and environment is intricate. Economic growth is important for the prosperity of the economy and its citizens, in both advanced and developing economies.

Even though economic growth has produced several benefits like raising the standard of living and improving quality of life across the world, it has also resulted in the depletion of natural resources and the degradation of ecosystems. There has been much debate over whether it is possible to achieve economic growth without unsustainably degrading the environment or not. It has been widely accepted at the various conferences on climate change and sustainable development conducted by international agencies that in order to achieve higher economic growth, countries should not ignore the environmental aspect. Rather, they should minimise the depletion and degradation of environment and at the same time should concentrate on the judicious use of resources, making it sustainable for the future generations.

PURPOSE AND SCOPE OF THE STUDY

Countries especially the developing ones, have to be concerned about the adverse impact of climate change on its economy since a large part of its population depends on climate sensitive sectors for livelihoods. Climate change can have serious impact on its crops, forests, coastal regions, etc. which in turn can affect the accomplishment of its important developmental goals. It can also have adverse impact on economic growth of a country. With the increasing industrialization and growth of manufacturing sectors, Green House Gas (GHG) emissions are expected to grow, aggravating the climate change problems. In this wake, it becomes essential to identify the economic growth- environmental linkage and the resultant climate change so that appropriate measures can be taken by countries while pursuing its growth objective.

STATEMENT OF THE PROBLEM

The conflict between economic growth and environment is intense particularly in developing countries like India with fast growing population and mass poverty. The developing countries are constantly making vigorous efforts to bring out a balance between their need for rapid economic growth without degrading the environment. But at the same time economic growth has led to extensive changes in the environment and ecosystem, contributing to several problems with potential consequences. Climate change is one of the most widely identified aftermaths due to human activity, which can off-balance the ecosystem (IPCC, 2007)¹. The present study is an attempt to find out the risk associated with climate change as well to understand the measures taken by countries to reduce the climate change repercussions and improving their performance.

¹ Intergovernmental Panel on Climate Change 2007

OBJECTIVES OF THE STUDY

- 1) To understand the climate change problem and its effects on selected countries.
- 2) To identify the extent of risk associated with weather related events.
- 3) To recognize the climate protection performance of countries using climate change performance index.
- 4) To comprehend the effect of policy measures on environmental performance.

METHODOLOGY

The present study has chosen countries for analysis on the basis of classification made by the World Bank in 2017¹. Certain Asian countries belonging to different economic groups ranging from low income, lower middle income, upper middle income and high income economies such as Nepal, India, China and Japan respectively as well as developed countries like USA, UK, Norway and Sweden are selected. Norway and Sweden are chosen on the basis of their very high Human Development Index (HDI). The Global Climate Risk Index is used to investigate the extent at which countries and regions have been affected by impacts of weather-related events. Climate Change Performance Index has been used to compare the climate protection performance of countries and Environmental Performance Index has been used to understand the policy measures taken by countries to deal with the consequences of climate related problems.

LIMITATIONS

The various secondary data collected is not comprehensive, the limitations of it can be reflected in the findings of the study. Further, the present study has considered only selective countries which can be limiting the findings of the study.

Economic Growth and Environmental Degradation via Greenhouse Gas Emissions

Economic growth is often pointed out to be the cause of environmental issues based on the notion that increased production equals increased pollution. However, the relationship between economic growth and environmental degradation is more complex. Some even argue that economic growth could improve the environment (Dinda, 2004). In a world where economies continue to grow, it is important to understand the relationship between economic status and environmental degradation. The objective of this study is to investigate the relationship among economic growth, environmental degradation and climate change resulting from carbon dioxide (CO₂) emissions.

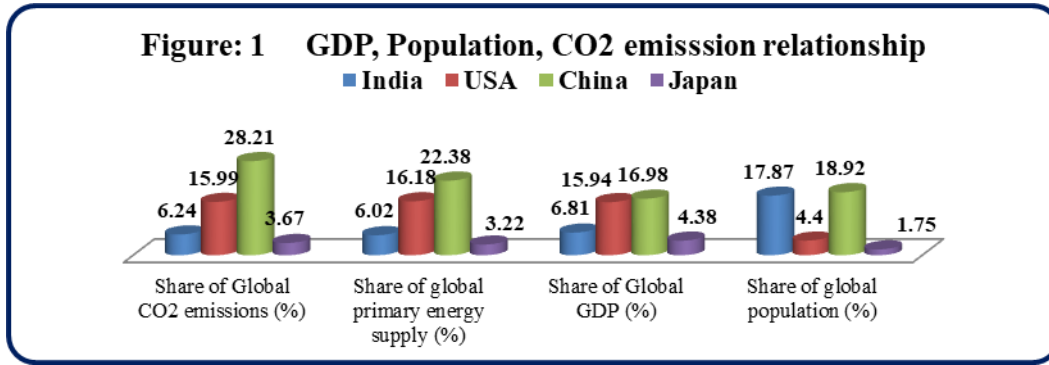
The level of environmental degradation is quantified as share of global CO₂ emissions. It is well known that CO₂ is one of the worst pollutants contributing to environmental issues (Houghton, 1996). Economic growth of a country is normally measured using share of global gross domestic product (GDP) as is the case in this study. GDP is defined as the market value of all final goods and services produced in one period (Lequiller & Blades, 2006). Climate change impact is shown using Climate Risk Index (CRI) and Climate Change Performance Index (CCPI) and the measures adopted to deal with environmental degradation and climate change is shown using Climate Change Performance Index.

Climate Change, Population and Economic Growth

Climate change is affected by population and economic growth and hence these two variables have a significant impact on the degree of climate change. However, India's economic growth arising from industrial progress, energy sector development and so forth without proper precautionary measures for environmental protection can result in environmental contamination, climate change and other harmful impacts through GHGs. Any restraints on such outflows by nations, regardless of whether planned or unplanned, diminish growth rates. Therefore global awareness should be generated about the threat posed by climate change for which human activities need to be altered to put a control on the unleashing of greenhouse gases, fuelling global warming and the consequent climate change. Atmospheric carbon dioxide is the biggest climate control button. Therefore, to address the climate change issue, sustained efforts should be taken to reduce greenhouse gas emissions. Figure: 1 shows the relationship among economic growth, population and CO₂ emissions.

¹ Low-Income Economies (\$995 OR LESS), Lower-Middle-Income Economies (\$996 TO \$3,895), Upper-Middle-Income Economies (\$3,896 TO \$12,055), High-Income Economies (\$12,056 OR MORE)

[https://en.wikipedia.org/wiki/List_of_countries_by_GNI_\(PPP\)_per_capita](https://en.wikipedia.org/wiki/List_of_countries_by_GNI_(PPP)_per_capita)



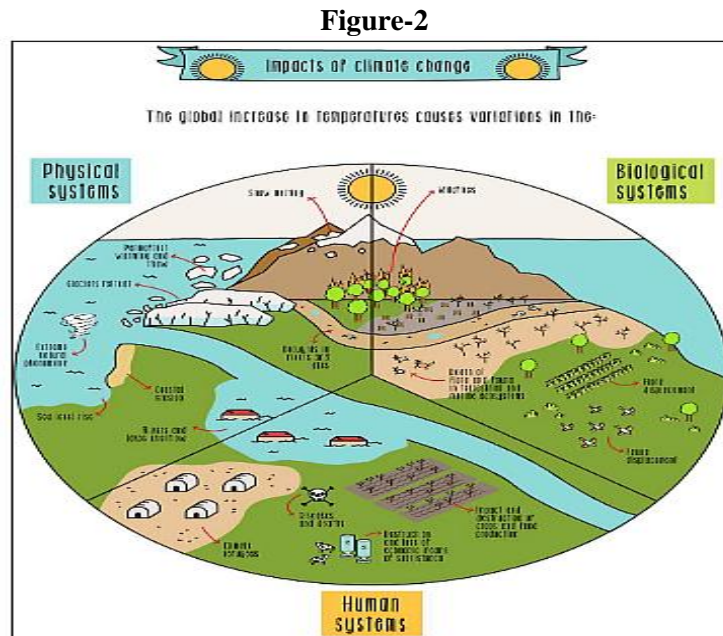
Source: Greenwatch

Note: Countries which are the major contributors of CO2 emissions have been taken

GDP and CO2 emissions are directly related as is evident from the above figure. Share of GDP and CO2 emissions are highest in China followed by USA, India and Japan respectively. India’s CO2 emissions are one of the lowest if we consider the share of population in India. It can also be because India resorts to more renewable sources of energy which contribute to lesser CO2 emissions and also India’s GDP share is lowest after that of Japan. Countries like China and India should adopt better policy measures to reduce the GHG emissions. Comparison of the share of GDP and population clearly indicates that China, USA and Japan have a better per capita share compared to India. This can be attributed to the fact that these countries are already developed or are on the path to achieve growth. India still has to go a long way to achieve higher per-capita GDP growth.

Climate change and its effects

The variation in climate caused by the global increase in temperatures activates multiple negative outcomes on our planet. These effects interrelate with each other and become dreadful risking the lives of various species including humans that inhabit the Earth. Rise in temperature resulting from greenhouse gas can influence the physical, biological and human systems. See Figure: 2.

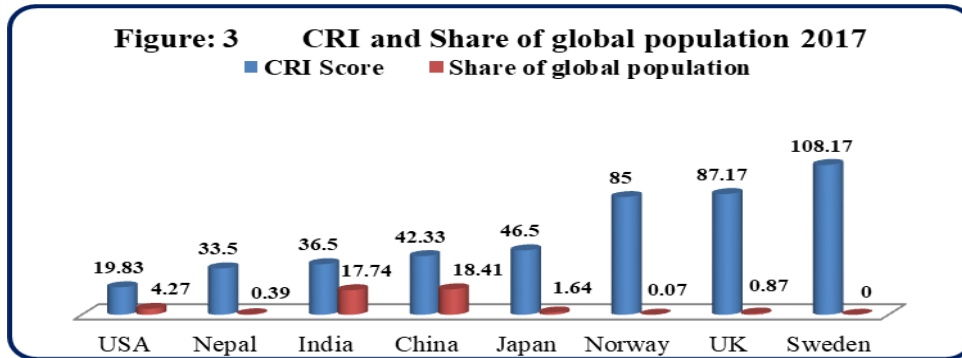


Source: IPCC (2012)

Variations in the physical systems of the planet can be observed in the melting of the poles, which at the same time cause glacial regression, snow melting, flooding in rivers and lakes, droughts in rivers and lakes, coastal erosion, sea level rise and extreme natural phenomena. In the biological systems, there is death of flora and fauna in terrestrial and marine ecosystems, wildfires and flora and fauna displacement searching for better life conditions. In human systems, climate change affects and destroys crops and food production, causes disease and death, destruction and loss of economic livelihoods and migrations of people. The various risk emanating from climate change and its effects on different countries needs to be analysed. This can be identified with the help of Climate Risk Index.

The Global Climate Risk Index¹

The Climate Risk Index (CRI) generated by Germanwatch demonstrates the dimension of exposure and vulnerability to climate related dangers, which nations ought to comprehend as alert signals alerts so as to be prepared for unanticipated extreme events later on. The investigation reconfirms prior belief that the less developed nations are worst affected by the climate change compared to the developed nations. One of the significant explanations for this is the huge population in former in contrast to the latter. See Figure: 3.



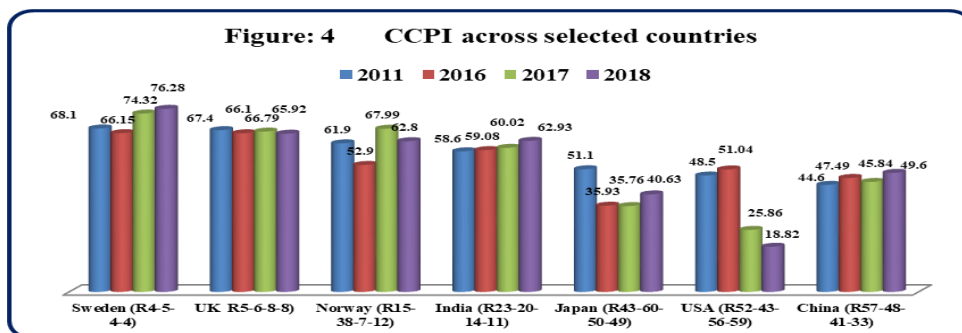
Source: Germanwatch, 2018

Higher CRI scores and climate risk are inversely related. Countries with lower CRI score are the ones who are higher risk and ranked first whereas countries having higher score are the least affected by climate related risk. Highly climate risk is associated with higher population, the exception being Nepal, which is a mountainous country and hence climate related risk will be higher and may be one of the reasons behind a low population. China and India which constitute almost half of the global share of population are at a higher climate related risk. In spite of comparatively lesser population than China and India, USA faces maximum risk. This can be associated with certain extreme climatic events like cyclones which affected the country.

Climate change is a worldwide test which requires a worldwide arrangement and GHG emissions contribute to it irrespective of where it originates. Thus, activity by a single nation to lessen emanations will be of almost no impact to reduce worldwide temperature alteration except if nations join to resolve the issue. Eventually, a successful technique will require commitments and solidarity in real life by all the major producing nations. The impact of the different strategies embraced by chosen nations can be comprehended from the Climate Change Performance Index (CCPI) developed by the Germanwatch.

Climate Change Performance Index²

The index evaluates and compares the climate protection performance of countries and tries to put efforts on them to adopt positive measures aimed at improving the climate change performance. This can be mainly achieved to adopting policy measure to reduce GHG emissions via reduction in CO2 emissions and other greenhouse gases. India improved its CCPI Rank from 14th Rank in 2017 to 11th Rank in 2019. This has been due to India’s improved performance in the Renewable Energy category. Comparatively low levels of per capita GHG emissions and a positive policy towards reducing the emission target by 2030 enabled India an overall high rating in the emissions category (Germanwatch). See Figure: 4.



Source: Yale Centre for Environmental Law & Policy

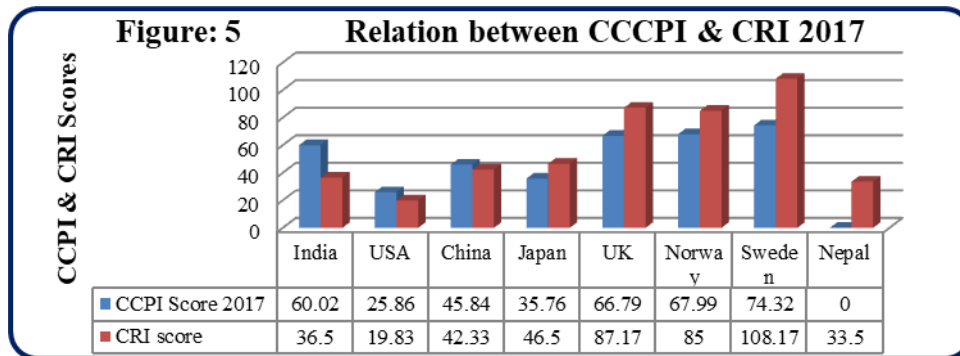
¹ <https://www.germanwatch.org/sites/germanwatch.org/files/Global%20Climate%20Risk%20Index>

<https://germanwatch.org/sites/germanwatch.org/files/publication/16411.pdf>

² <https://epi.envirocenter.yale.edu/about-epi>

Note: ‘R’ shows the EPI ranking of countries

Higher CCPI score shows better performance of countries. Sweden has the highest CCPI score followed by UK, Norway and India respectively whereas USA has the lowest score followed by Japan and China as per the 2018 data. Over the years, USA’s performance is the worst and continuously declining followed by Japan and China, reason can be USA being one of the largest global CO2 emitters. Further it is one of the worst affected in terms of Climate Risk as well. See figure: The direct relationship between CPRI and CRI is clearly visible form the Figure: 5.



Source: Yale Centre for Environmental Law & Policy & Germanwatch

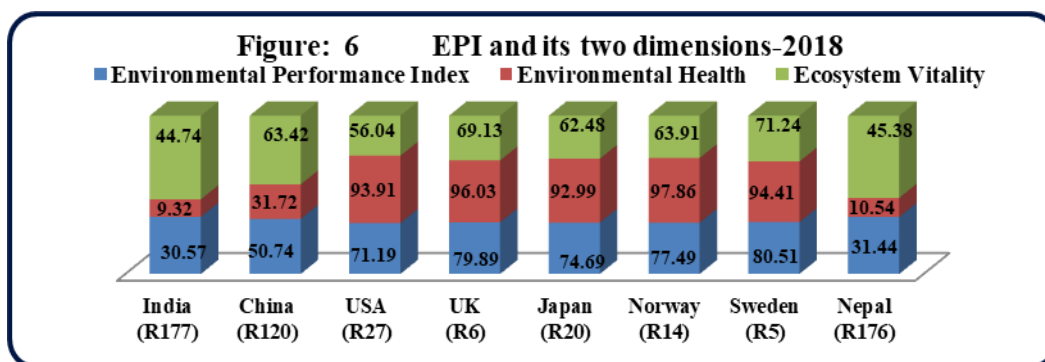
Countries have adopted several policy measures to deal with the ever increasing CO2 emissions and the consequent environmental repercussions. The influence of these policy measures can have a clear effect on the environmental performance of countries and thereby sustainable development which can be understood from the Environmental Performance Index.

Environmental Performance Index¹

The Environmental Performance Index (EPI) is a biennial ranking of how well nations perform on high priority ecological issues, including air quality, environmental change and vitality, timberlands and fisheries. This index helps to provide the ranking of countries on the basis of accomplishment of environmental policy goals.

Two Dimensions of Environmental Performance

EPI exposes a two way relation between two principal dimensions of sustainable development: (1) environmental health, which ascends with economic growth and prosperity, and (2) ecosystem vitality, which goes under strain from industrialization and urbanization. Good governance emerges as the critical factor required for balancing these distinct dimensions of sustainability. See Figure: 6.



Source: Yale Centre for Environmental Law & Policy

Note: ‘R’ shows the EPI ranking of countries

Environmental Health measures threats to human health whereas Ecosystem Vitality measures natural resources and ecosystem services. These objectives reflect the dominant policy domains within which policymakers and their constituents generally deal with environmental problems. Air Quality, Water & Sanitation and Heavy Metals constitute Environmental health whereas Biodiversity & Habitat, Forests, Fisheries, Climate & Energy, Air Pollution, Water Resources and Agriculture form Environmental Vitality.

¹ The EPI is produced jointly by Yale University and Columbia University in collaboration with the World Economic Forum. The 2018 EPI was produced with generous support from the McCall MacBain Foundation and Mark T. DeAngelis. www.epi.yale.edu

SUGGESTIONS

India and other countries need to chalk out a roadmap to deal with the ever increasing greenhouse gas emission and other environmental problems leading to climate change. Climate change can be alleviated in multiple ways, such as improving the efficiency of energy - intensive devices, vehicles and buildings, all of which causes direct and indirect gas emissions. Developing countries like India must adopt new energy - efficient technologies and should shift to renewable sources of energy like wind, solar etc. Fuel - efficient vehicles, hybrid vehicles, and affordable and safe public transport system need to be popularised and supported by the Government in the form of lower taxes and promotion of usage. The government can mandate that buildings to incorporate green technologies like solar panels, which are particularly relevant in a country with plentiful sunlight.

CONCLUSION

Climate change affects the entire globe; its impacts are more pronounced in the developing world than in the developed world. In fact, although most of the human activity that produces climate change occurs in the developed world, many of climate changes' effects will actually be adversely affecting the developing countries. Countries should pursue smart development measures. They should reduce the CHG emission by adopting renewable sources of energy in various sectors like power, energy, manufacturing etc. Non- polluting technologies should be adopted and stress should be given to the development of high quality public transport system by restricting the use of private vehicles by imposing heavy taxes. Energy efficient and environmental friendly buildings should be constructed.

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ISSUING ELECTRONIC MARK SHEETS WITH THE HELP OF DIGITAL LOCKERS – A STEP TOWARDS PAPERLESS ECONOMY

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ABSTRACT

This paper proposes to eliminate traditional method of issuing printed paper marksheets by Indian Universities and replace it with marksheets in Electronic form or E-Marksheets to the students. Study also explains the benefits of electronic mark sheets to be generated and given to students directly into their Digital lockers by implementing cloud computing technology.

For the purpose of research, primary data has been collected by administering a questionnaire on students and staff members of colleges; to gauge the awareness about digilockers and to analyze level of acceptance, benefits and challenges of issuing E-Marsheets.

Keywords: Digi Lockers, Electronic Mark Sheets, Cloud Computing

INTRODUCTION

India is witnessing a digital wave. Digital technologies are used in almost all the sectors whether it is education, communication, medicine etc. The increasing usage of digital technologies led the Indian government to think and provide services such as Digital locker or Digilockers. Digilocker is one of the key initiatives of Digital India programme. The initiative was taken to promote paperless economy and to provide an easy platform to the people for issuing, verifying and storing their documents electronically, thus eliminating the usage of physical documents.

As India is inching towards paperless economy; the study proposes that government universities across India should descent from traditional way of issuing paper marksheet to students and move towards a more contemporary paperless system of issuing marksheets electronically.

The elimination of printed mark sheets is possible with the help of technology called as cloud computing in combination with the usage of Digi lockers. Cloud computing has positive impact on the education system across the country. It provides better portability, accessibility and availability of data, content and information. It also provides collaborative environment for easy sharing or exchange of information. It enables Indian citizens to store their official documents on the cloud.

Right from the 10th standard, government can provide each student with the facility of a Digital locker which will be encrypted and password protected. Since every citizen/student is provided with the aadhar number (unique identification number), it can be used to open and access the Digi locker; where they can view their current electronic mark sheets and even store their other official documents. At every next level of higher studies, student requires to submit the encrypted details of his/her digilocker to the college. When college issues electronic marksheets, students can simply store them in their digilockers and access them whenever and wherever needed. So if universities adapt cloud technology with Digi lockers, this gives hassle-free movement of student's documents and also provides safe and secured environment to both the parties

However issue of authentication of such electronic marksheets needs to be addressed by the university. Since the universities are going to be the issuing authority, a digital signature on behalf of university head is essential to validate the electronic document. Some standard guidelines will be required to be followed by all the universities to maintain uniformity in the process. . It will also solve the problem of attesting the marksheets and documents.

Only if necessary, a copy of electronic marksheet can be printed from computers for documentation. However it should be strictly avoided to promote paperless economy. Even at the time of interview, companies can verify such E-marksheets on their computers along with the other stored documents. Individuals will be saved from physically carrying around or travelling with their important documents. Interviewer will be saved from collecting and storing employees' documents physically for a longer period of time. Paper, physical space along with the other vital resources can be saved because of this concept.

STATEMENT OF PROBLEM

Every 6 months, all the colleges across India issue traditional paper marksheets to thousands of students. This involves a huge amount of money, time and efforts. Twice a year; Indian universities face this challenge of issuing hard copy of student marksheet on time with limited manpower and financial resources.

Second issue is confronted by the individuals in obtaining and preserving paper marksheets. Since many of the Indian institutes and industries run on merit basis, Marksheets become a vital evidence of proving one’s merit. Hence students face this critical task of preserving the paper marksheets for lifetime.

The question that arises here is how the traditional system of issuing and preserving paper mark sheets can be made more efficient and effective? Can Indian universities issue Electronic Mark sheets (instead of paper mark sheets) to students with some digital help?

OBJECTIVES OF THE STUDY

1. To analyze the acceptance of Electronic mark sheets concept by students and college staff members.
2. To identify the potential benefits of issuing E-mark sheets to different stakeholders.
3. To analyze the probable challenges in issuing E-mark sheets.
4. To find out the present level of awareness regarding Digital Lockers.

METHODOLOGY OF THE STUDY

- Primary information has been collected through questionnaire administered on respondents: students, staff members and non-teaching staff across colleges affiliated to University of Mumbai.
- Random sampling technique is adopted to collect information from 90 respondents
- Secondary data has been collected from e-journals and websites.

PROFILE OF THE RESPONDENTS

Respondent class comprises of students, staff members and non-teaching staff members. Student’s response is of paramount importance because mainly they are going to be directly affected by such a change. Non-teaching staff members’ response is sought since they are the ones who will actually work towards converting this idea into reality. Response of other staff members is taken as they are on the stakeholders; and also being parents their opinion is important.

FINDINGS AND ANALYSIS OF THE STUDY

1. Acceptance regarding issuing of Electronic mark sheets by Indian Universities instead of printing hard copies.

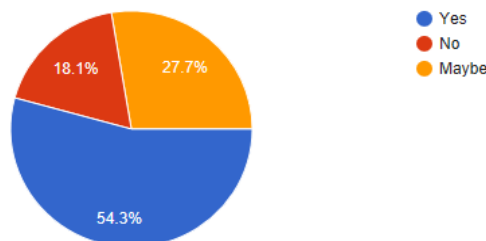


Figure-1.1: Acceptance of E-mark sheets

Response analysis: 54.3% respondents believe that Indian Universities can issue E-marksheets instead of hard copy. Most of the respondents are techno-savvy. They are open to the notion of eliminating traditional hard copy marksheet and replacing it with an electronic one.

2. Benefits of issuing Electronic Marksheets.

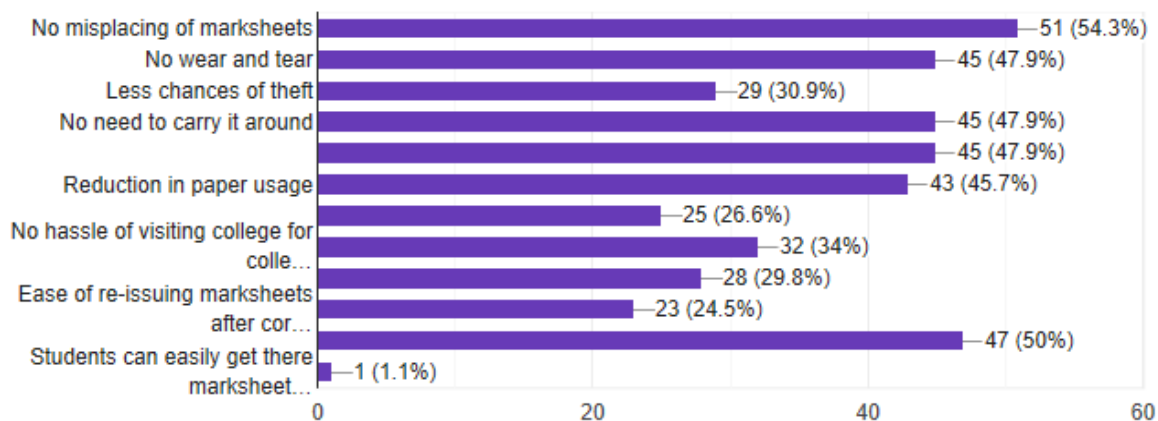


Figure-2.1: Benefits of E-marksheets

Response analysis: As per respondents’ preference order, following are the benefits:

- Respondents say that the most prominent advantage of E-Marksheets is ‘no fear of misplacing hard copy of marksheet’. Since E-Marksheet can always be present in electronic form, it can always be retrieved.
- Respondents believe that problem of wear and tear of marksheets in paper form can be avoided.
- Respondents agree that need of carrying around that marksheets for interview and admission purpose will be eliminated. Marksheets in electronic form will be available anywhere and anytime. It will be a convenience to both interviewer and interviewee.
- Main advantage of E-marksheets for whole society will be minimum usage of paper. E-marksheet can save a lot of resources.
- A major advantage for students will be easy procurement of Marksheet after leaving their college post completion of studies. Often out stationed students have to come back to the college just to collect the Marksheet. E-marksheets will eliminate this hassle for students.
- Another benefit of E-marksheets is less chance of theft. So security of marksheet can be better guaranteed.
- For non-teaching staff, there will be relief from the official work that they carry out for issuing marksheets to students. In electronic form, a lot of their time, energy and cost be saved in the long run.
- Likewise for students; process of procurement of Marksheet will be really quick.
- Last but not the least, there will again be ease and efficiency in reissuing marksheets to students after the corrections (if any).

3. Challenges in implementing Electronic mark sheets concept.

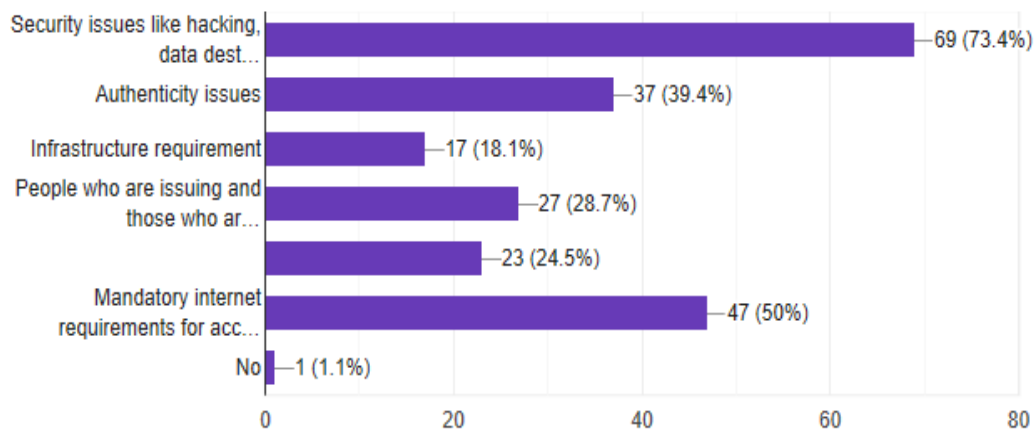


Figure-3.1: Challenges of E-marksheets

Response analysis: As per respondents’ answers, following are the challenges:

- 73.4% respondents are concerned with security issues like hacking and data destructions. Basically educational marksheets hold a prime significance for one’s career. Any threat of hacking and forging to such data poses a problem.
- After security issues, 50% respondents believe that another main problem will be mandatory requirement of internet for assessing e-marksheets online.
- As per respondents, there is a challenge regarding the authentication of electronic marksheets. A system needs to be established to validate the authenticity of electronic marksheets.
- A major requirement is of technical expertise in making this concept feasible. Generation and safe dissemination of E-marksheets at national level requires expertise in software programming.
- Some software is essential to make availability of E-marksheets possible. Respondents say that a training/awareness program is needed for the users (like students) of such software. Training program will impart knowledge about the software’s functionality and security.
- Also a sound infrastructure is required by the college to adopt this system efficiently. This may prove to be a real challenge for colleges with fewer resources.

4. Awareness about Digital-Lockers

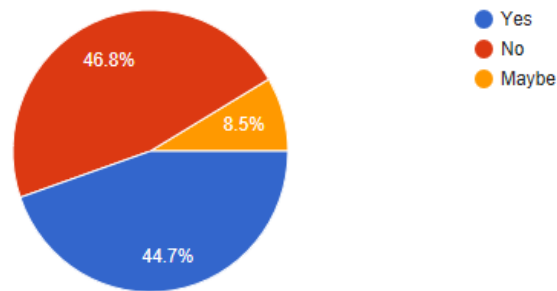


Figure-4.1: Awareness about Digital-Lockers

Response analysis: 44.7% respondents say that they are aware of the concept of digital lockers. And an equal percentage of respondents have never heard of it. This suggests that even though respondents are techno-savvy, still there is a scope of creating digital literacy. It can also be analyzed that since half of the respondent class is already aware of it, the concept of e-marksheets can be easily propagated in collaboration with the digital lockers (addressing security issues).

5. Increased Safety and efficiency of E-marksheets with the help of Digital-lockers.

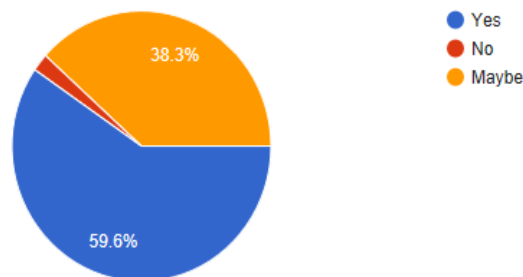


Figure-5.1: E-marksheets with Digital-Lockers

Response analysis: Since electronic security of marksheets seems to be a critical challenge in implementing this concept, 59.6% respondents agree that if digital lockers are provided to individuals, concept of e-marksheets can be easily implemented. However 38.3% respondents are yet not sure; but their opinion can be changed by giving them training sessions.

CONCLUSION AND SUGGESTIONS:

- It can be established that there are numerous benefits of issuing E-marksheets instead of hardcopies. Techno-savvy stakeholders are also ready to adapt this concept.
- In the initial phase, the digital process will involve huge cost, technical expertise and time at both university and college level. But once established and implemented, it will save enormous efforts and resources of the government and other stakeholders.
- If the concept of E-Marksheets is cordially accepted by the stakeholders, then it can also be extended to issuing of Electronic Degrees and other relevant documents by the Indian Universities.

LIMITATIONS OF THE STUDY:

- Sample size for the purpose of this study is small. Sample size can be extended
- Data has been collected from the respondents of different colleges affiliated to Mumbai University only. Other Indian Universities need to be taken into account.
- Respondents' colleges are situated in Mumbai only which is a Tier I city. Hence the study takes into account the opinion of respondents belonging to tier I city. Opinions regarding digital awareness might change for colleges situated in Tier II and Tier III cities.

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THE ROLE OF DIGITIZATION IN THE RISING POPULARITY OF ONLINE SHOWS: AN EXPLORATORY ANALYSIS

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ABSTRACT

Digitization is an important aspect in the field of technology. It has changed the entertainment scenario with providing enumerable opportunities to the viewers to watch their shows as per their convenience. The study is associated with two important aspects of the technology and online shows. The current study is associated with the changing entertainment spaces which is giving tough competition to the traditional modes of entertainment. The research study comprised collection of data through primary as well as secondary sources of data collection. The primary data was collected from 193 respondents across the demographics, so as to analyze their online watching behaviour and the large number of advantages associated with it. The secondary data collection was mainly associated with journals, research articles and books on consumer behaviour.

Keywords: Online Shows, Traditional Modes of Entertainment, Digitization, Flexibility, E-payment etc.

INTRODUCTION**I. REVIEW OF LITERATURE**

Review of Literature, is an important foundation and a roadmap for any research. It lays broad guidelines for further research. Review of literature also depicts the most important aspect of any research known as research gap. Secondary data comprised review of literature incorporating books, journals and research articles.

(Featherstone, 2007) emphasized that the changing preferences of the consumers are visible and evident in their new lifestyles. The consumers of today have been adapting to the different number of changing taking place in the marketing environment.

(Bijapurkar, 2009) explored the changing habits of the Indian consumers. The Indian mass market is the ever growing market for the consumers, providing enumerable opportunities. The changing consumers, lifestyles and the increasing purchasing power is giving rise to the increase in the opportunities for the marketers.

(Barden, 2013) mentioned the scientific reasons behind the buying decisions. The technical reasons which convince the buyers to buy the products are based on the flexibility and number of other technicalities.

II. RATIONALE OF THE STUDY

Digitization has brought the world to a new platform. The innovative trend of new media platforms has defined the new gateway to entertainment. The traditional avenues of entertainment are no more popular. The new trends of advertisement as well as entertainment have led to the birth of Amazon Prime, Netflix and many such entertainment hubs. The consumers of today consider these as flexible as well convenient options.

III. OBJECTIVES OF THE STUDY

- To understand and explore the role and impact of digitization on the entertainment avenues.
- To assess the association between digitization and entertainment.
- To analyze the association between digitization and its impact on the popularity of online shows.
- To infer and draw conclusions on digitization and its impact on online shows.

IV. HYPOTHESES

- **H₀**: There is no significant association between digitization and entertainment.
- **H₁**: There is a significant association between digitization and entertainment.
- **H₀**: There is no significant association between digitization and its impact on the popularity of online shows.
- **H₂**: There is a significant association between digitization and its impact on the popularity of online shows.

V. SIGNIFICANCE OF THE STUDY

The study analyzed the two important attributes comprising digitization and its impact on the popularity of online shows. The study is an important aspect as it depicts the comparison between the online shows and the traditional modes of entertainment. The online shows come along with lots of flexibility and convenience which is a strong strength in increasing its popularity in the minds of the consumers.

VI. RESEARCH DESIGN

The important planning stage of the research involves outlaying the research plan. Research plan comprises defining the population, selecting the sampling method, deciding the sample size, sampling design, methodology, data collection techniques, data analysis tools and statistical tools. The study was conducted through personally administered questionnaires as well as through Google forms. The data was collected from 193 respondents through random sampling method from the population of Mumbai. The sampling area was chosen so as to identify the role of online shows as compared to the traditional modes of entertainment. The study also involved collection of data from secondary sources. The secondary sources were books, journals and research articles. The data collected was analyzed through, Advanced Excel techniques by the usage of frequency distribution method and Chi-Square method.

VII. DATA ANALYSIS AND INTERPRETATION

Data analysis helps to simplify data by bringing the quantitative analysis of the data, thus providing a clear picture about the associations and relationships. To understand the role of popularity of the online shows, the data was collected across the demographics.

Table-1.1: Demographic Profiles of the Respondents

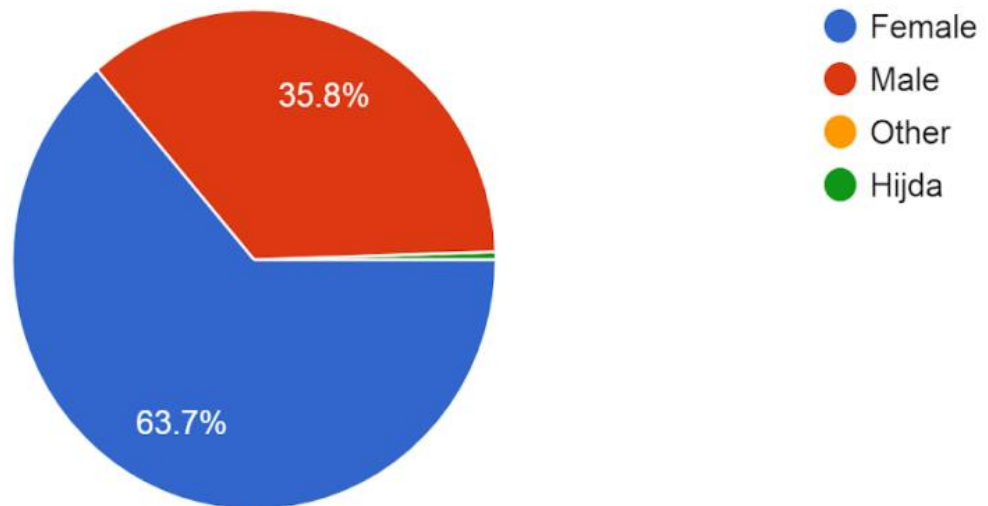
Gender	%Age
Females	63.7%
Males	35.8%
Prefer not to say	1.1%

Source: Primary Data

Figure-1.1: Age of the Respondents

Gender

193 responses



Out of the total 225 respondents, the table and the diagram revealed that 33.8% were females as compared to 64.4% of males.

Table0-1.2: Demographic Profiles of the Respondents

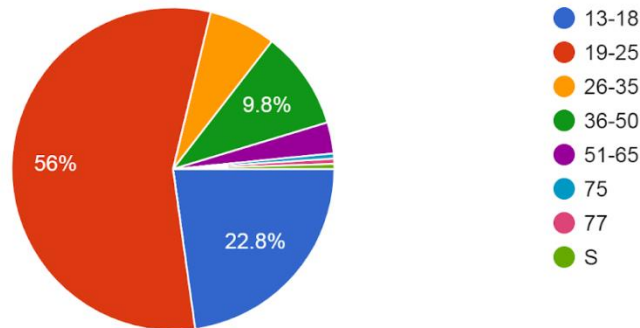
Age	%Age
13-18	22.8%
19-25	56%
26-35	4.8%
36-50	9.8%
51-65	1.6%
65 and above	7.4%

Source: Primary Data

Figure-1.2: Demographic Profile of the Respondents

Age

193 responses

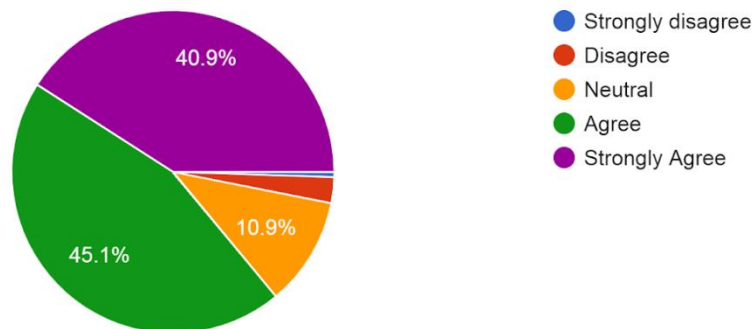


It is inferred from the above table and the diagram that 22.8% of the respondents belonged to the 13-18 age group, 56% of the respondents belonged to 19-25 age group, 4.8% of the respondents were from 26-35, 9.7% from 36-50, 1.6% from 51-65 and lastly 7.4% of the respondents from above 65 age group.

Figure-1.3: Online Shows and Flexibility

I feel online shows give me flexibility of watching as per my convenience

193 responses

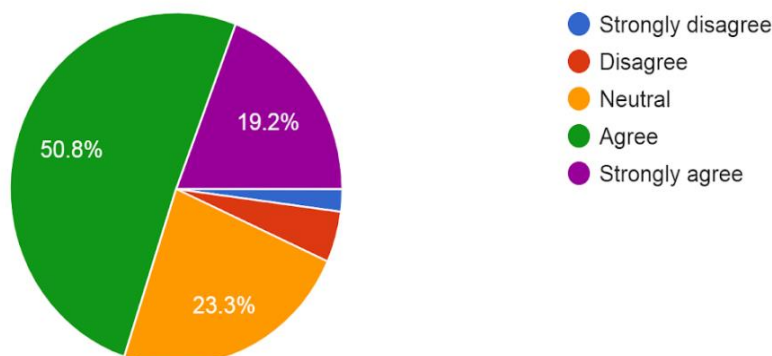


It can be seen from the above pie diagram that 86% of the respondents agreed that online shows provide a lot of flexibility as compared to the traditional modes of entertainment. Whereas only 4% respondents feel that there is no association between online shows and flexibility.

Figure 1.4: Online Shows and Positive Relationship

I feel that the bond amongst peer increases who watch same online shows

193 responses

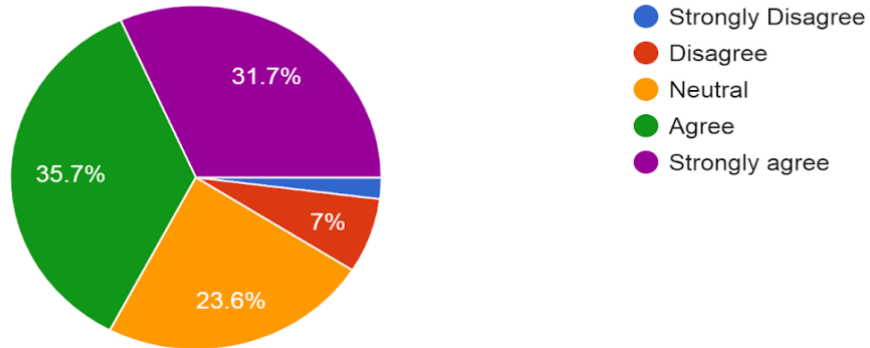


On the other hand 70% of the respondents also agreed that online shows creates strong bond among the peers, as compared to 5% of the respondents disagreed that online shows build any bonds among the peers.

Figure 1.5: Online Shows and Content

I feel online shows have better content than T.V

193 responses



The figure 1.5 depicts that 66% of the respondent’s agreed that online shows have a better content as compared to TV, as compared to 8% of the respondents who feel that there is no much difference in the content quality of online shows as compared to TV.

Figure 1.6: Online Shows and Advertisements

I don't prefer TV as it has too many advertisements.

193 responses

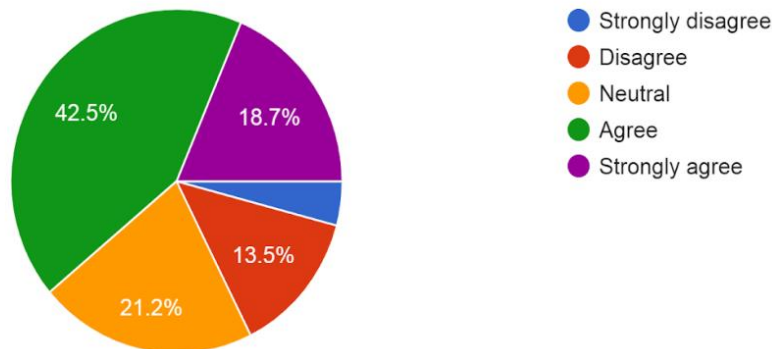
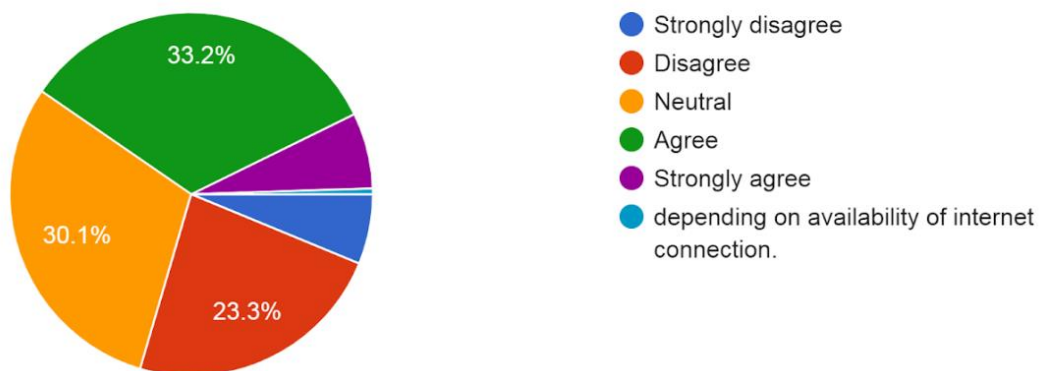


Figure 1.7: Mobile and Online Shows

I switched to online shows cause I spend more time using cellphone.

193 responses



The above figure 1.7 reflects that 49% of the respondents agreed that they have switched to online shows due to more usage of mobile phones, as compared to 33.3% of the respondents who agreed that mobile phones are not the reason for switching to online shows.

Figure 1.8: Online Shows and TV

I feel it's good to have subscription for both online shows and TV
193 responses

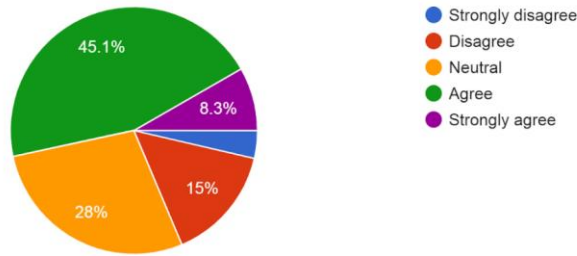


Figure 1.9: Online Shows and Flexibility

I feel online shows are better as you can binge watch the season and see the conclusion quickly.
193 responses

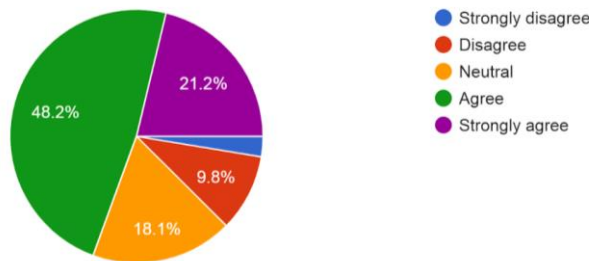
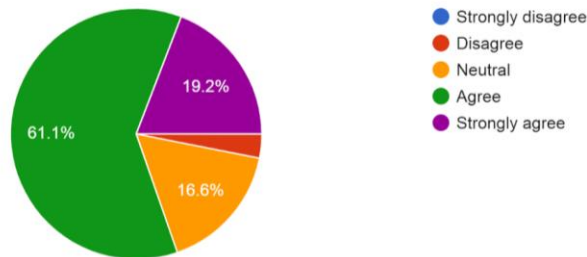


Figure 1.10: Online Shows and Repetitive Viewing

I feel online shows provide us with facility of watching same shows on repeat.
193 responses



It can be inferred from the above diagram that 82.4% of the respondents agreed that they prefer online shows as they watch the shows repetitively as compared to the traditional modes of entertainment.

Table-1.3: Statistical Analysis: Chi Square Technique

	Pearson Chi Square	DF	P Value
Online Shows	222.20	3	<.0001
Traditional	910.10	3	<.0001

As it can be seen from the table 1.2 that Chi Square value is greater than the critical value, there is a significant between online shows and there popularity. Therefore, we reject H_0 , and accept the alternate hypothesis that there is a significant association between online shows and there popularity.

VIII. CONCLUSIONS

The data analysis results revealed that there is a strong association between the popularity of online shows as compared to Traditional shows. It can be concluded that the researcher fails to accept null hypotheses and accepts alternative hypotheses. There is an association between online shows and their popularity and the respondents agreed that there are a number of reasons responsible for the popularity of the online shows comprising convenience, ease of payment, time saving, repetition, no advertisements, flexibility and continuous viewing without any disturbance.

IX. FUTURE SCOPE OF THE STUDY

Digitization has brought a number of changes in the business environment and changed the landscape of business processes. The new era of entertainment has devised innovative norms as well as provided a large amount of flexibility to the users as compared to the traditional modes of entertainment. The research is a foundation for further research which could be undertaken to explore the popularity of online shows across the demographics of population.

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A FRAMEWORK FOR TOURISM AND TOURIST DESTINATION FOR SUSTAINABLE GROWTH

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ABSTRACT

There is currently no widely accepted definition of the term tourist destination. A Tourist destination is a place of interest where tourists visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement.

Tourism is not merely a business for providing pleasure and rest. It has now grown into a big industry. Every year thousands of tourists visit a destination or region as to get that pleasure or to get that experience of visiting a new place as a result we earn lot of revenue,

Tourism is the act of going for joy and roaming particularly in an unknown destination. Moreover, it is a sorted out adventure amid which a few spots are visited. However, tourism is not just confined to humans traveling to new locations; Tourism isn't just a business for giving joy and rest. It has now developed into a major industry these tourists are distinguished based on some evaluation, such as how frequently a tourist visits, how many days a tourist stays over and over again; this paper here gives a glimpse of tourist's types and types of tourism which are ongoing in present world.

Keywords: tourists, visitors, destinations, tourism and travelers

INTRODUCTION

The big complication of tourism is managing tourism and tourist's sustainable tourism has to be based on local resources and capacities. These local resources include assets directly linked to tourism, such as accommodation or tourism offers as well as natural and cultural assets, agriculture, infrastructure and human resources that are indirectly related. The coordination of these factors is not an easy task.

Tourism is a social cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business or professional purposes, these people have various names as visitors, and many other names such as tourists or excursionists.

Tourism is the practice of travelling for pleasure, thrills, or an experience of visiting a place especially on one's holidays. It is an organized journey during which several places are visited. The main dimensions of tourism are vision, common goals, and active development strategies, made applicable by compilation into a tourism program. Such a program details the possible opportunities to develop tourism in a region within the destination. Based on detailed information about the local environmental, social, cultural, political and legal aspects, it helps the local authorized personnel to identify a common vision for tourism development which covers a certain kind of tourists and describes him as to attract similar tourists to the destination.

Tours and holidays are the necessities of modern busy life. Gone are our peaceful and leisurely ways of life. Instead we have now to lead a busy and hurried life. In our daily life, we have to work very hard while discharging our duties and responsibilities. We also have to respond to various calls coming from home and outside.

Fast transportation and technological advancement has led tourism a major sector to earn revenue whether international and domestic. Improvements in land transportation, especially high speed road and rail systems, also took place in many countries. Along with transportation improvements, other factors giving impetus to travel were: increased incomes of a substantial number of people resulting from the economic development, raising educational levels, provision of vacation periods and lengthening of vacations for a large number of workers, the increasing popularity of holiday travel, and the rapid growth of international business travel. Further stimulus was provided for the growth of long distance tourism with development.

BACKGROUND OF THE STUDY**TOURIST DESTINATIONS, SERVICES AND INDUSTRY**

Tourist destinations can be defined by their geographical location, scope for tourism activity and different characteristics of their sites a tourism destination caters the basic amenities of tourists with the base attraction of the place. However, few tourist destinations are multifunctional in nature providing a wide range of tourism aspects in their surroundings. Tourist services are concerned with providing various levels of services to the

tourist! Traveler in the course of his/her journey. These services are provided by the service providers like travel agents, tour operators, agencies etc.

Understanding tourism as an industry facilitates various segments of tourism services which are interlinked to each other, creating a platform for this fast-growing industry.

- **NATURAL INTEREST AREAS**

Nature has developed a number of areas almost in every part of the world attracting people to enjoy the gift of nature through the phenomena of tourism. Besides mountain and hill resorts, beaches and river-side resorts, the natural interest areas also include various adventure spots where a variety of adventure sports like mountain trekking, snow sporting, paragliding and water sporting can be done.

These natural interest areas are developed by utilizing the suitable geographical location for nature tourism and providing the resources to these areas for promoting tourism.

These natural interest areas are developed by utilizing the suitable geographical location for nature tourism and providing the resources to these areas for promoting tourism. Himalayas in the northern part, Nilgiris in the south, Arawallis in the Western Ghats and the exotic high hills in the north-east are beautiful examples best known for nature ' tourism.

- **WILDLIFE TOURISM DESTINATIONS**

Biological diversity has played a vital role in the development of wildlife tourism in the form of sanctuaries, wet land, all types of national parks and wildlife reserves and an unlimited range of flora and fauna around the world.

India is one of the top wildlife tourist destinations providing a wide variety of wilderness tourism destination. The wildlife tourism destination in India has a range starting from the Kashmir valley in the north to Periyar and Bandipur National Parks in the south and Kaziranga National Park of Assam to Ranthambore and Girr in western part of India.

The likes of Bandhavgarh, Corbett, Kanha, Betla and Sunderban add variety to the wildlife tourism throughout the country. People from all parts of the world enjoy the beauty of nature along with the rare and diminishing species; of the animals and the birds.

- **HERITAGE CULTURE AS TOURISM DESTINATION**

Heritage cultural centres are the backbone of the Indian tourism industry. Tourists across the world visit India every month to enjoy the unity and diversity of Indian culture. Festivals in India are celebrated at the pace of almost every day of the year, as India has a great diversity in the culture, customs and tradition offering tourists the choice of various locations and time schedule as per their fondness. The heritage culture destinations lie into the likes of havelis, royal palaces and forts and the exotic old-era historical monuments blending with the colorful Indian culture providing eye-catching memory to the visitor. Historical symbols like Taj Mahal, Qutub Minar ajanta and Ellora caves, India Gate, Sanchi Stupa and celebrations like holi diwali eid, pongal, baisakhi show the depth in Indian Heritage and culture promoting its to a tourist destination.

TYPES OF TOURISTS

A tourist is a person who travels to a country other than his/her country of origin or moves to a place within the country of origin but outside his/her normal environment for a minimum of 24 hours and not exceeding one year. Table 2.4 lists the differences between the various types of tourists. A tourist can be classified as follows:

- 1) **Visitor:** A visitor is a person visiting another country or his/her own country for less than one year without any purpose of work being paid for. A visitor can further be divided into external visitor who travels to a country other than his/ her origin country where he/she resides, whereas the second type of visitor, i.e. internal visitor travels within the vicinity of the origin country or the country of residence.
- 2) **Traveler:** A traveler is a person who moves from one location to other; in other words, it refers to a person on any tour or trip between two or more places. A traveler could be a tourist; but all travelers cannot be considered as tourists as the purpose and time duration of the trip cannot allow them to be put into the tourist category. The examples of these travelers include diplomats, workers, nomads, etc.
- 3) **Excursionist:** An excursionist refers to a temporary visitor who visits a place for less than 24 hours; so as per the definition of a tourist, excursionist cannot be considered as a tourist as they are the same-day visitors to a place. The examples for these kinds of visitors may include: a one-day (less than 24 hours) excursion tour of a school or college students.

Table showing Differences between Various Types of Tourists

Basis	Visitor	Traveler	Excursionist
Visits	Visiting to another country or his own country	Visiting between two or more places	Visiting any place from the normal place of origin
Time duration	Less than one year	No limits	Less than 24 hours
Purpose	Any exercise other than the purpose of being paid for	Any purpose	Outing or hanging out or pleasure trip

Table 1

TYPES OF TOURISMS

There are various types of tourisms, which are discussed below in detail

1. INTRA-REGIONAL TOURISM

This is the type of tourism in which the tourist traffic flows to and from countries of the same region of the globe. So, in other words, we can say that intra-regional tourism is an important component of international tourism as the flow of the tourist goes internationally between two or more nations of the same region. This type of tourism is highly adopted or significantly seen in the developed countries/regions of the world, while developing nations are comparatively less influenced by this form of tourism. However, it is observed that the importance of intra-regional tourism may vary from region to region or country to country.

2. INTER REGIONAL TOURISM

Inter-regional tourism refers to the tourism practice where the flow of tourist goes from one region to another region internationally. This is also a kind of international tourism as the movement occurs between two or more different regions of the world. Moreover, this type of tourism focuses on integrated development and equitable distribution of income.

3. INBOUND TOURISM

This type of tourism refers to the condition where a tourist is entering into a country. Here, a person is entering into a country other than the origin country, making him inbound for this new tourism environment.

4. OUTBOUND TOURISM

This situation belongs to a tourist who is leaving his/her country of origin for another country. Here, the person leaves the country of origin for other country/destination, becoming outbound.

5. INTERNATIONAL TOURISM

This kind of tourism is the movement of inbound and outbound tourists across the borders, where tourists are exploring a new tourism environment, entering into a new country (inbound) or by leaving their country of origin for experiencing new destinations (outbound). In both the cases, the borders of nations have been crossed by the tourists calling it 'international tourism'. This type of tourism requires various kinds of legal and financial formalities like of having a valid passport and visa with the tourist. Currency exchange is another formality that needs to be met by the tourist. There are several other barriers in this tourism, as the tourist moves into an unusual environment where he/she faces language culture, social and political changes.

6. DOMESTIC TOURISM

This type of tourism activity refers to the condition where the tourist of a given country, moves within the boundary of his/her origin country. In this type of tourism activity, borders of nations are not crossed by the traveler, he/she moves within the country of origin; or in other words, we can say that it is the tourism of resident visitors within the economic territory of the country. In fact, it is easy to explore tourism activity in domestic tourism, as there is no change of currency and language. It also does not require any documentation formalities like visa and passport and immigration.

7. ALTERNATIVE TOURISM

This type of tourism can be define as 'tourism which allows both guest and host to enjoy positive and worthwhile interaction through natural, social and community values'. Butler has observed that this tourism is developed among the local people who travel to relatively remote, undisturbed areas with the objective of admiring, studying and enjoying the scenery and its wild plants and animal and various cultural attributes. This tourism also involves the conservation of environment and its sustainability and well-being of the locale. Such tourism is spread at a very small scale, and accommodation for the tourist is locally arranged with very limited facilities. The phenomenon of tourism under this category is totally different from all other forms and types of tourism. The travelers/ tourists performing alternative tourism like to do things differently They do not prefer

the usual mode of tourist accommodation, food and catering services, transport facilities and various other services. Alternative tourism is explored with local friends and people knowing the social, cultural, political and religious tourism environment of the area. With a wide range of variety in Indian geographical, social, religious and traditional outline, it is becoming one of the major alternative tourism destinations.

CONCLUSION

Tourism creates opportunities to develop new amenities and recreation facilities that would not otherwise be viable in a community. Tourist expectations can upgrade service by local shops, restaurants, and other commerce operators. Tourist traffic in a community creates an opportunity for upgraded fire, police, and medical protection that also benefits residents.

Directing tourism growth toward local needs, interests, and limits can greatly enhance tourism's value to the community and help create a sustainable industry. Many small regions have the resources for successful tourism development. Creating a local tourism industry is not a discouraging task, but making tourism really on top form the local authority requires work. Creating a successful and sustainable tourism industry is like creating any successful and sustainable economic activity

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A COMPARATIVE STUDY ON FINANCIAL PERFORMANCE OF BANKING SECTOR WITH SPECIAL REFERENCE TO SBI & AXIS BANK

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ABSTRACT

Financial institutions were considered as important player to the nation. The rural India need more support from banking sector. The organized banking sector contributes a lot to the economic development of the nation. The economic development of the economy is mainly correlated with mobilization of the economic resources and its proper investment. For the last couple of years the Indian banking sector has been facing various challenges in terms of bad loans, assets quality and revenue declining. The present research is to analyze and compare the financial soundness of State Bank of India and Axis bank with reference to selected financial indicators. The research is carried on the basis of secondary sources of data. The research covers two financial years i.e. from 2016-17 to 2017-18. Two-way ANOVA, mean, Standard deviation are used to analyze the data.

Keywords: Financial performance, Operating profit, Gross non-performing assets.

1. INTRODUCTION

The financial sector especially banks play a vital role in financial and social uplifting of the economy. Through a sound banking system we can promote financial inclusion. The developing economies like India need more support from the banks for promoting and extending financial inclusion to the needy people. The government announced recapitalization of Rs. 2.1 trillion in October 2017 due to bad loans and low assets quality. Until November 2018, all the public sector banks have been recapitalized with an amount of Rs.1.29 trillion. Hence the banking sector could gradually lose its share of household savings intermediation to the capital market.

2. LITERATURE REVIEW

Anurag & Priyanka (2012) has examined the financial position of SBI and ICICI Bank and the researcher analyzed the secondary data with descriptive nature. The study has calculated some ratios from 2007 to 2011. The researcher concluded that SBI was better than ICICI bank and ICICI bank accurately administrating their deposit and overheads in their banks.

Cheenu and Rekhi (2013) had compared the 3 public sector and 3 private sector banks from 2009 to 2012 for find out the financial position by ratios and correlation analysis. The study concluded that SBI have provided better association with deposits and profitability was also positive in the present study.

Aspal and Malhotra (2013) had evaluated the financial recital of selected public sector banks fora period of 2007-11 except State Bank Group. The study resulted that Bank of Baroda stood first place followed by Andhra Bank efficiently maintaining capital and asset quality in their banks.

Muiruri & Ngari (2014) has premeditated about the effects of inventive products on the financial soundness of banks in Kenya. This study has taken 16 foreign commercial banks from 44 banks functioning in Kenya. The study concluded that commercial banks have tough contest and providing aggressive banking products in Kenya

3. STATEMENT OF THE PROBLEM

In India, banking industry has been developed and enlarged through their operations, deposits and income. NPAs of public sector banks shot up from Rs. 2.17 trillion at end March 2014 to Rs. 8.45 trillion at end-March 2018. But NPAs of PSBs started falling after March 2018, and stood at Rs.8.26 trillion at end September 2018. However in the recent years it has been observed that the Indian banking sector has been facing serious challenges of raising bad loans, capital and assets quality.

4. SCOPE OF THE STUDY

The research work determines the financial performance and operational efficiency of SBI and Axis Banks relatively in India. It facilitates that to understand the comparative financial performance by examining the selected financial indicators.

5. OBJECTIVES OF THE STUDY

1. To study the comparative financial soundness of the SBI and Axis bank.
2. To investigate the changes in the financial indicators of selected banks in the study period.

6. RESEARCH METHODOLOGY

Sources of data collection

The present study “A Comparative Study on Financial Performance of Banking Sector with Special Reference to SBI & Axis Bank” is purely based on secondary sources of data; the data required for the study has been collected from Business Standard-Banking annual February 2019, Journals and magazines.

PERIOD OF THE STUDY

The present research work confined to a period of two financial years i.e. 2016-17 to 2017-18 financial years.

JUSTIFICATION OF SAMPLE SELECTION

There are 21 public and Private sector banks are operating in India. The current research work was conducted on two selected banks namely State Bank of India (Public sector) and Axis bank (Private Sector) based on convenience sampling.

TOOLS FOR DATA ANALYSIS

Data collected from different sources is analyzed by applying both descriptive and inferential statistics like Mean, Standard Deviation and Two-way ANOVA without replication.

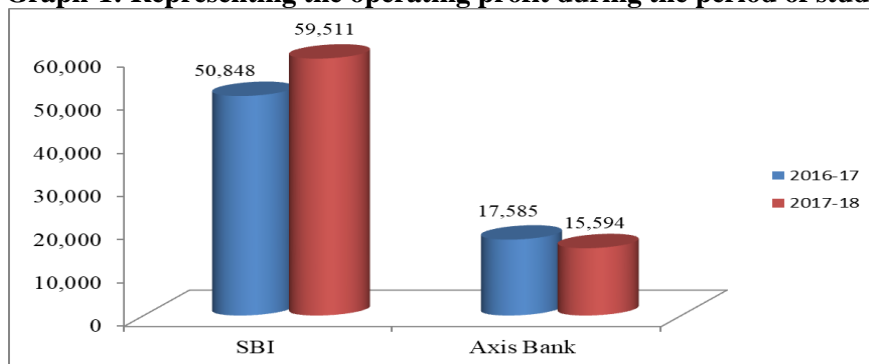
7. ANALYSIS AND INFERENCES

Table -1: operating profit and gross non-performing assets of selected banks
(In Rs crores)

Year	Financial Indicator	State Bank of India	Axis Bank
2016-17	Operating Profit	50,848	17,585
2017-18		59,511	15,594
2016-17	Gross non-performing assets	1,12,343	21,280
2017-18		2,23,427	34,249

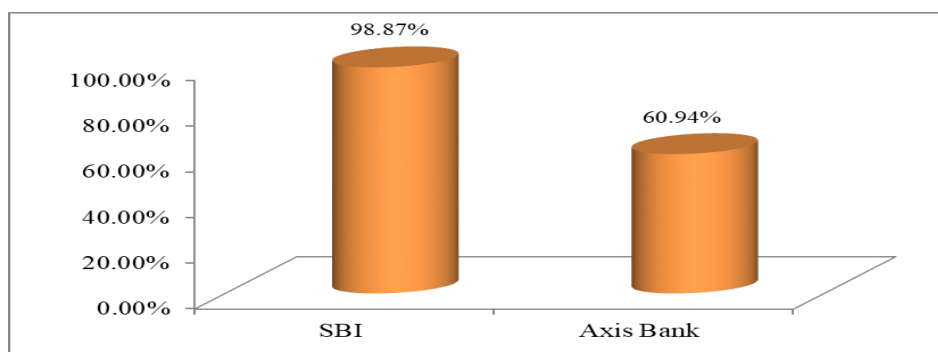
Source: Business Standard-Banking Annual, February 2019.

Graph-1: Representing the operating profit during the period of study



The above table and graph represent the fact that the operating profit of State Bank of India has been increased by Rs. 8,663 crores with a growth rate of 17.03% from 2016-17 to 2017-18; operating profit of Axis bank has been decreased by Rs. 1,991 crores with a negative growth rate of 11.32%.

Graph-2: Representing the % Increase of Gross non-performing assets



From the above graph it is observed that the Gross non-performing assets were increased with a percentage of 98.87 in State Bank of India from 2016-17 to 2017-18, in Axis bank the gross non-performing assets were increased with a percentage of 60.94 from 2016-17 to 2017-18.

Table-2: ANOVA test for Operating Profit of SBI & Axis Bank

Source of Variation	Sum of squares	Degree of freedom	Mean square	F- ratio	P-value	F-Critical Value
Between Bank	1.48	1	1.49	52.47	0.09	161.45
Between Years	11128896	1	11128896	0.39	0.64	161.45
Error	28376929	1	28376929			
Total	1.52	3				

HYPOTHESES**Null Hypotheses**

H_0 = Operating profit do not differ significantly between the banks and between the years.

ALTERNATIVE HYPOTHESES

H_A = Operating profit differ significantly between the banks and between the years

INFERENCE

Since the calculated value of F statistic is less than the critical value. Hence we accept H_0 at 5% level of significance. It can be concluded that operating profit do not differ significantly between the banks and between the years.

Table -3: ANOVA test for gross non-performing assets of SBI & Axis Bank

Source of variation	Sum of squares	Degree of freedom	Mean square	F-ratio	P-value	F-Critical Value
Between Bank	1.96	1	1.96	8.19	0.214396	161.45
Between Years	3.85	1	3.85	1.60	0.42601	161.45
Error	2.41	1	2.41			
Total	2.59	3				

HYPOTHESES**NULL HYPOTHESES**

H_0 = Gross non-performing assets do not differ significantly between the banks and between the years.

ALTERNATIVE HYPOTHESES

H_A = Gross non-performing assets differ significantly between the banks and between the years.

INFERENCE

From study it is clear that the calculated value of F statistic is less than the critical value. Hence we accept H_0 at 5% level of significance. It can be concluded that gross non-performing assets do not differ significantly between the banks and between the years.

8. FINDINGS AND CONCLUSION

The present study has tremendous result about the State Bank of India and Axis banks comparatively from 2016-17 to 2017-18. The researcher has compared the operating profit and gross non-performing assets. In terms of operating profit the State Bank of India is dominating Axis bank with a growth rate of 17.03%. In terms of operating profit SBI is good compare with Axis bank during the period of study. From the analysis it is clear that the SBI gross bad loans were increased by 98.87 percentages, where as the Axis bank gross non-performing assets were increased by 60.94 percentages. Hence the non-performing assets growth was low in Axis bank compare with State Bank of India. Hence it can be concluded that operating profit do not differ significantly between the banks and between the years, gross non-performing assets also do not differ significantly between the banks and between the years.

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A STUDY ON INFLUENCE OF SOCIAL MEDIA ON CONSUMER BUYING BEHAVIOR

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ABSTRACT

Social media plays a very important role in influencing consumer behavior towards purchasing a particular product. Now a days people spent most of their leisure time on different social media platforms, such as Facebook, Twitter, Instagram, WhatsApp, etc through which their thinking towards a particular product is highly influenced by the reviews posted by other customers, recommendations or comments of influencers, etc. Thus social media can be serve as a great platform for the companies to sell their products/services effectively.

Keywords: Social media, influence, consumer behavior, influencers, platforms.

INTRODUCTION

Social media is a term which is not new to anyone anymore. These days, people are constantly on their phones; and perhaps uses social media applications. It is an incredible way which is not restricted by time or place and is very inexpensive. It is also very easy to use, has a massive reach, beyond boundaries. It can have multiple benefits, such as to communicate easily, obtain information quickly, share knowledge and content, gather people having similar interests, interact with lot of people, and in today's times, even for carrying out marketing activities of products or services. This is how it relates to consumers, and their buying patterns. Social media is a tool which helps in all of this, and many more. Social media is an effective method of reach as most of the people have changed their routine ways to seek information and they have modernized themselves by having active accounts on various social media platforms. Mobile phones have significantly replaced various traditional means of communication, between firms & consumers, or people in general. Rather than looking at hoardings, people are occupied in their phones, watching digital advertisements. Instead of reading newspapers, people are preferring news apps or news updates on social media applications, instead of watching television, people are busy watching video content on apps like YouTube, Facebook & Instagram. The word social comes from the Latin 'socius' meaning "friend." Humans are described as social beings — ones that tend to move or live in groups together. Media is defined as " the means or channels of general communication, information, or entertainment."

Social media refers to websites & applications that enable users to create and share content or to participate in social networking. In other words, it relates to different forms of electronic communication such as websites through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Through social media, the content can easily spread and it has the ability to make people act in very specific ways as far as their buying decisions are concerned. As this aspect of the virtual world is real time, quick & two-way, it's easier to get to know different insights about one particular subject, for e.g. a particular product or service from a multitude of people or users. It has the make or break deal for businesses as the stakes are very high due to the speedy reach of data, in a very short span of time. The fact that markets have become so consumer oriented & that there is little to no control over the users, is also very crucial.

This is how there is a direct relation between social media & consumer buying behavior. Social media has lot of advantages such as, instant feedback, improved sales, customer service, competitive analysis, brand awareness, new opportunities, reviews of influencer or opinion leaders etc. But it has some disadvantages also, such as negative feedback, resources, ineffective use, time constraint, embarrassment, etc.

Following are the trending platforms consisting a part of social media:

Facebook

Twitter

Instagram

LinkedIn

Snapchat, etc.

REVIEW OF LITERATURE

Kasey Lobaugh, Jeff Simpson, Lokesh Ohri.(2015) in their journal “Navigating the New Digital Divide” say that, Social media works well, especially with the generation of people reaching young adulthood (millennials) and they are getting highly influenced by social media environment in terms of making their purchase decisions compare to the people belonging to other age groups. The Deloitte report found that 47 percent of millennials are influenced in their purchases by social media, compared to 19 percent for all other age groups.

Curtis Foreman, in his blog entitled as “10 Types of Social Media and how each can affect your business” (June 20,2017) on Hootsuite, highlighted that exploring new potential markets for a business or a brand or for new channels to connect with its customers, many types of social media can be used.

Masroor Ahmed, in his article “Is Social media the biggest influencer of buying decisions?” (May 28, 2015), says that: There is an unbelievable evidence that social media, can be the best place where companies can increase brand awareness and influence buying decisions of the customers. Social media is an influencer when it comes to making buying decisions, as 71% of consumers are likely to purchase an item based on social media referrals.

Sanjukta Pookulangara & Kristian Koesler (2011) in the article entitled as “Cultural influence on consumers' usage of social networks and its' impact on online purchase intentions” explains that IT has created an innovative way through which people can communicate and interact. Social networking sites have become a popular virtual meeting place for consumers to share information. Social networks allow consumers to voluntarily post personal information, upload photographs, send and receive messages, join groups, and blog at their comfort. Consumers now have the means to communicate their opinions about products and companies to other consumers.

Jumin Lee, Do-Hyung Par & Ingoo Han (2011) in the article entitled as, “The different effects of online consumer reviews on consumers' explains with the increasing influence of online consumer reviews (OCRs) on a consumer's decision making, online sellers have started using these OCRs in their advertisements. When the trust in online shopping malls is high, consumers' purchase intentions influenced by OCRs are more favourable than those influenced by OEAs.

GAP ANALYSIS: Many researches have been made on impact of social media marketing on consumer buying behavior, but no research has been done specifically on the Ulhasnagar region.

METHODOLOGY**(a) Objectives**

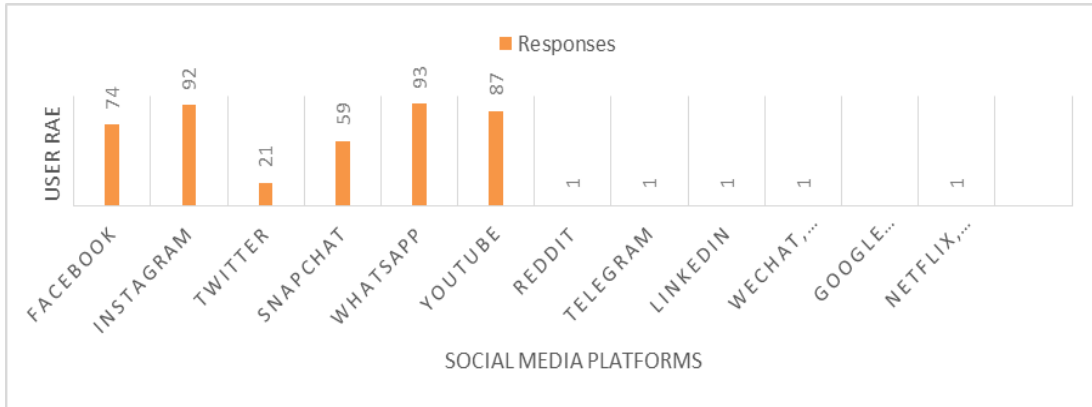
1. To study the relationship between social media and consumer behavior in general.
2. To analyze the user engagement with different social media platforms.
3. To find out the awareness and role of social media influencers in terms of purchase decisions.
4. To study the influence of social media environment on the buying behavior of a consumer.

b) Sample Design, Methodology And Data Collection

The data is collected from 100 persons with the use of online questionnaire and it is based on random sampling belonging to the region of Ulhasnagar.

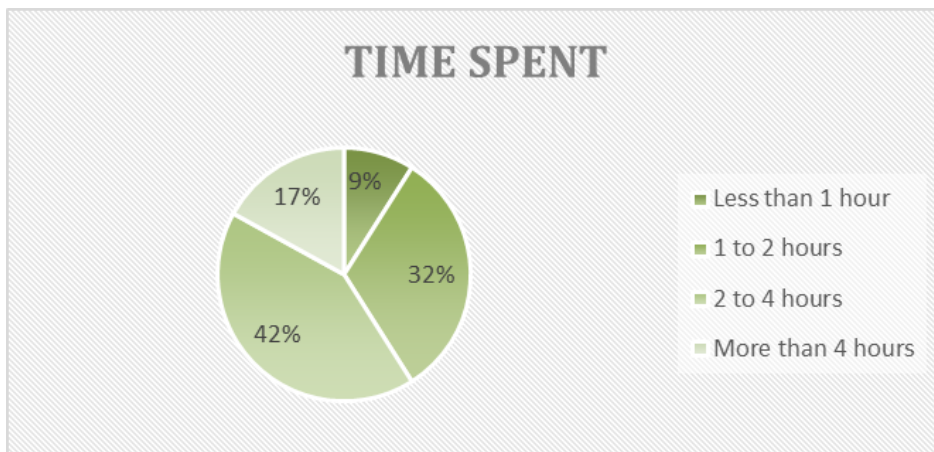
ANALYSIS AND INTERPRETATION OF DATA

- (i) Classification on the basis of different Social Media Platforms used by the respondents?



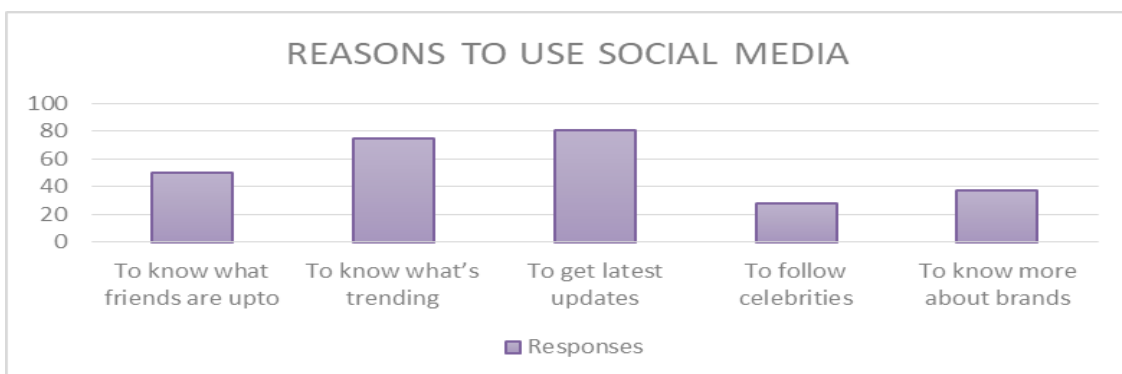
It is observed that 93% of respondents use WhatsApp, 92% use Instagram, 87% use YouTube, and 74% of respondents use Facebook. The users of SnapChat & Twitter are 59% and 21% respectively. Some have mentioned certain other platforms they use, such as: Reddit, Telegram, LinkedIn, WeChat, Skype, Google Duo, Netflix, Amazon Prime.

(ii) Classification on the basis of Time spent on social media platforms by the respondents?



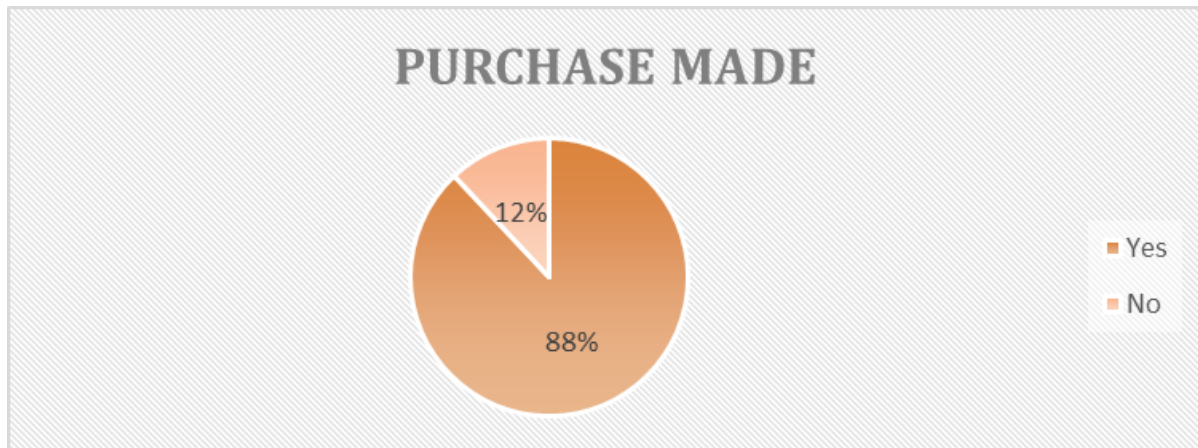
It is observed that about 42% of respondents use social media apps for about 2 to 4 hours. Then, 32% of respondents use these for 1 to 2 hours. About 17% claim to use for more than 4 hours, and lastly, 9% of respondents use these for less than 1 hour.

(iii) Classification on the basis of reasons for which social media is used?



81 responses use it for the reason 'to get latest updates on various topics'. 75 people use it to know 'what's trending'. 50 responses were for 'knowing what friends are up to'. The reasons give the least responses to, are 'to know more about brands' and 'to follow celebrities' with 37 & 28 responses respectively.

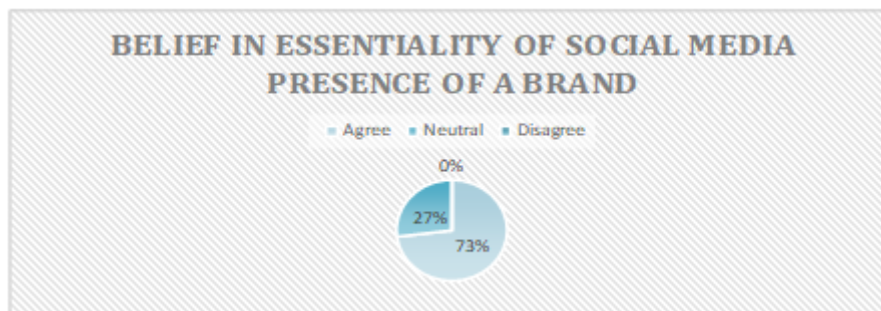
(iv) Classification on the basis of purchasing a product seen on social media platform?



It is observed that 88% of respondents have purchased a product or service that caught their attention on social media. Whereas 12% of respondents have not purchased any product or service that they saw on social media.

(v) Classification on the basis of Respondents' Belief in Essentiality Of Social Media Presence Brand?

It is observed that 73% of respondents agree with the statement 'A strong social media presence is essential for a brand in today's times.' And the rest 27% of respondents are neutral about this very statement. 0% disagree with the same.



SUGGESTIONS

1. The findings of the study ascertain the relationship between social media and consumer behavior in general; however, efforts should be made by the businesses in order to strengthen this link so as to maximize returns.
2. The businesses should be bent upon targeting and exploiting leading sites such as WhatsApp, Instagram, Facebook and YouTube.
3. Since a majority of people spend about 2-4 hours in a day, on social media, marketers should take efforts to make full use of this limited time.
4. A specialized team should be hired to completely focus on the social media handles, as a brand's official content & overall presence on the web is vital to its success, in today's times.
5. Since social media is not only about official content, as it is of, by and, for the people. There must be sufficient scrutiny on what hash tags, trends and competitors are being followed. A well designed structure to form leads must be incorporated at various levels.
6. The huge fan followings of different internet celebs create a huge opportunity of exposure, and act as incentives for viewers, to go ahead and actually make inspired purchases. So, such celebs should be splurged on, with free goodies and trial packs that they can promote on their pages or channels.
7. As the youth is the among the top users, and naturally, the role model for the next generations, it is vital for brands to cater to the need of the hour and be flexible, and creative with its content: both, deliberate and not.

CONCLUSION

The responses obtained for the most used sites, lead to the conclusion that businesses have a massive opportunity to target various customers on leading platforms such as WhatsApp, Instagram, Facebook, Snapchat

and Twitter (highest rated). This is because most of the audiences are engaged on these sites and it is a valuable space for a firm to invest in, in order to facilitate customer acquisition and retention. Also, the fact that entertainment sources such as Netflix, Amazon Prime and Hotstar, etc have also been considered by respondents under social media, this highlights that the current strategies of marketers to provide content universally seems to work well, as the content that is watched through any of the mediums (smartphones or television) is successful enough to conduct direct or indirect marketing of goods or services.

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DIGITALISATION IN DOMESTIC WORK SECTOR**Dr. Chitra Natarajan¹ and Seema Rawat²**Ph.D. Guide¹, Mumbai University & Principal, NKES College of Arts, Commerce & Science
Research Scholar², Mumbai University & Vice Principal, MVM College of Commerce & Science**INTRODUCTION**

Employment in unorganized sector is dominating in Indian economy. Majority of labour force is engaged in unorganized sector. Domestic workers especially women domestic workers are growing section of workers under unorganized sector. There is more demand for domestic workers in urban areas in recent years.

Digital economy is one of the new industrial branches and its typical characteristic is a frequent usage of digital technologies. In India, after Modi government's initiative towards digital India, digitalization is expanding in every sector. Digital economics is still developing in India. With growing digitalization, domestic workers are not away from the digital world. Today domestic workers are using mobile, internet and even they are active on social networking sites. In this research paper attempt has been made to study the ICT use by domestic workers in their daily life.

1. LITERATURE REVIEW

Martin Oelz and Uma Rani (2015) suggested some form of monitoring or inspection to ensure visibility and transparency in this sector through contract registration, time record pay slips or electronic payments, also training and skills development of domestic workers will help them to fetch higher pay for their work in labour market.

S. Lalitha (1990) suggested measures for improvement in low economic status of the servant maids like increasing the literacy rate, providing training in various skills through ICT, encouraging them to open bank accounts, take loans from the co-operative banks, etc

Lim, Sun Sun. (2011). This paper explores ICT use by Indian and Filipino female migrant workers who are employed as live-in maids in Singapore through ethnographic interviews with twenty women. Findings show that these women employ a variety of technologies for everyday communication, including letters, the mobile phone and the Internet, with the mobile phone being the most crucial communication device for most of them. Mobile communications enable them to foster emotional links with their friends and family, grow their social networks and afford them greater autonomy in seeking better job opportunities and the management of their personal matters.

Humanitarian Organisation for Migration Economics (Home) (2015), A poll of 670 maids in Singapore by the Humanitarian Organisation for Migration Economics (Home) showed that at least 70 per cent of them experienced communication restrictions, with more than 100 saying they have had their phones taken away. Mobile phones are increasingly causing rifts between domestic helpers and employers here. There are many families who do not want the housemaid to have a mobile phone. Also, it is dangerous if housemaids share information of what is going on in the employer's house

2. OBJECTIVES OF THE STUDY

1. To study awareness of digital India campaign among domestic workers.
2. To analyse the use of ICT for social networking by domestic workers.
3. To analyse the use of ICT for digital payment by domestic workers.
4. To study the impact of ICT use by domestic workers on their work.

3. RESEARCH METHODOLOGY

The population of the study covers the domestic workers in Powai area of Mumbai city. The study involved both primary and secondary data. The primary data was collected from 20 women domestic workers by having a structured questionnaire. The secondary data includes the publications in the form of books and journals. The relevant web-sites and unpublished information is used for the study.

4. LIMITATIONS OF THE STUDY

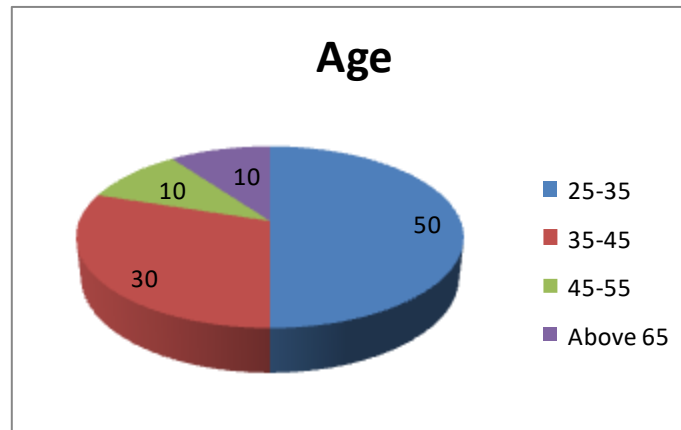
1. The area covered under the study is Powai in Mumbai city.
2. The sampling method of data collection is followed. Thus limitations of the same are present in the study.

5. DATA ANALYSIS AND INTRPRETATION:

Table-1: Age of respondents

Age	Frequency	Percent
25-35	10	50.0
35-45	6	30.0
45-55	2	10.0
Above 65	2	10.0
Total	20	100.0

Graph 1: Age of respondents



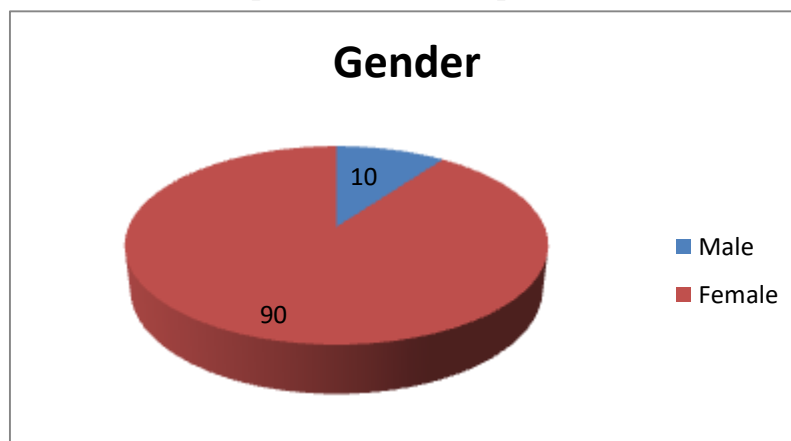
Interpretation

50 % of respondents are between age group of 25-35 and 30% of respondents are between age group of 35-45. It show that majority of respondents are young.

Table 2: Gender of respondents

Age	Frequency	Percent
Male	2	10.0
Female	18	90.0
Total	20	100.0

Graph-2: Gender of respondents



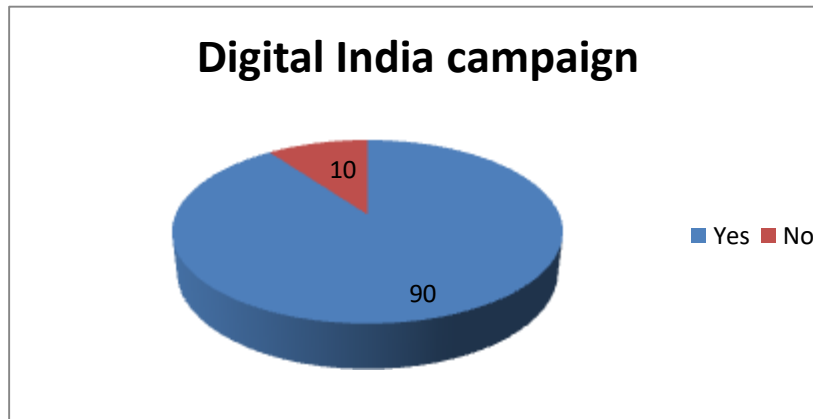
Interpretation

90% of respondents were female and only 10% respondents were male. This indicates that majority of female workers are engaged in domestic work and Domestic work is predominantly female sector.

Table 3: Awareness on Digital India campaign

	Frequency	Percent
Yes	18	90.0
No	2	10.0
Total	20	100.0

Graph-3: Awareness on Digital India campaign



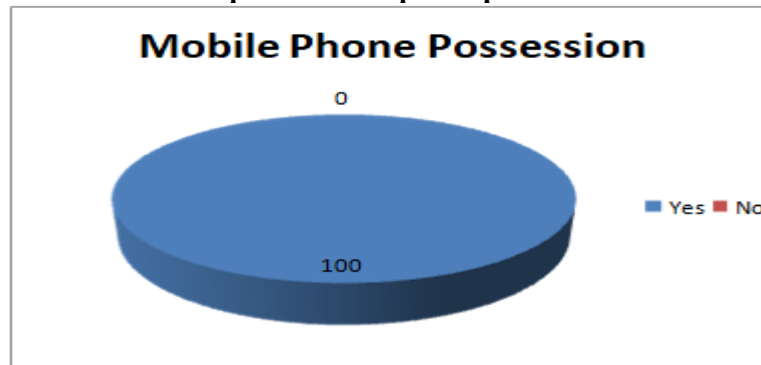
Interpretation

90% of respondents are not aware of Digital India campaign by Government of India. 10% said that they are aware of this campaign by government through news channels and local newspapers.

Table-4: Mobile phone possession

	Frequency	Percent
Yes	19	90.0
No	0	10.0
Total	20	100.0

Graph-4: Mobile phone possession



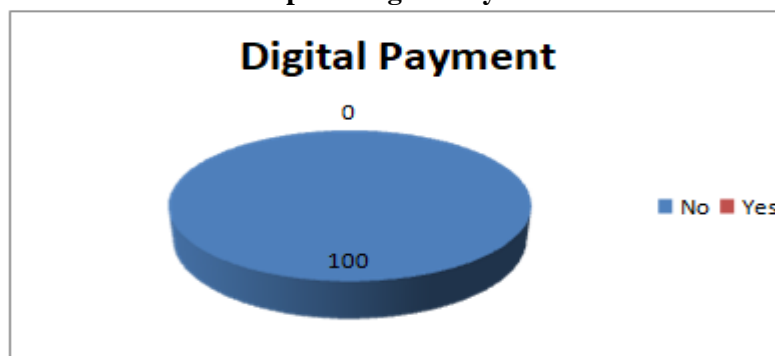
Interpretation

All respondents possess mobile phones. Since India is a huge market for mobile phone and mobile phones are available in cheaper rates, it is affordable to low income domestic workers.

Table 5: Digital Payment

	Frequency	Percent
Yes	0	0.0
No	20	100.0
Total	20	100.0

Graph 5: Digital Payment

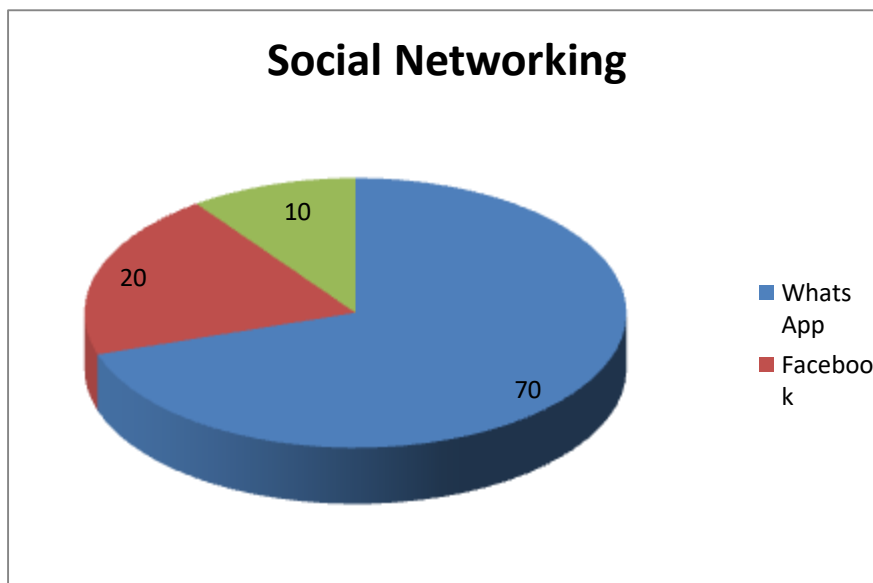


Interpretation

None of the respondents use mobile phone for digital payment. It indicates no awareness among domestic workers towards digital payment system. Also due to lack of knowledge and training for its use, they are not using mobile phones for digital payments.

Table-6: Social Networking

	Frequency	Percent
Whats App	14	70.0
Facebook	4	20.0
Instagram	2	10.0
Twitter	0	0.0
Total	20	100.0



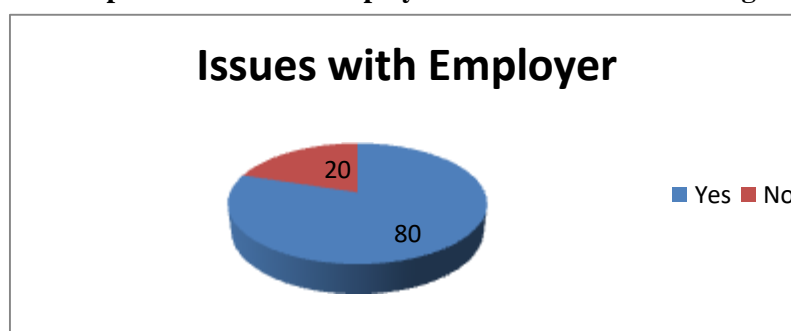
Interpretation

70% of respondents are frequently using what’s app , whereas 20% are on Facebook and 10% also have Instagram account. It indicates that domestic workers though less educated, are able to use mobile phones for social networking.

Table-7: Issues with employer due to social networking

	Frequency	Percent
Yes	16	80.0
No	4	20.0
Total	20	100.0

Graph-7: Issues with employer due to social networking



Interpretation

80% of respondents agreed that they are facing issue at workplace due to frequent use of mobile phones. Their employer do not like them using mobile phones during working hours.

6. FINDINGS

- 90% workers are female domestic workers and 50% of them are young between age group of 25 to 35.
- 90% respondents agreed that they are aware of Digital India campaign by Government of India.
- 100% of respondents possess their personal mobile phone.
- 70% respondents are using mobile phones for social networking , which include 70% for What's app, 20% Facebook and 10% Instagram.
- None of the respondents used their mobile phones for digital payments like paytm etc.
- 80% of respondents agreed that their employer do not like use of mobile phones during working hours and they faced issues with their employer due to this many times.

7. RECOMMENDATIONS

1. All Domestic workers should be educated about the access, use and cost of different communication devices and services available to them.
2. Contracts between employers and domestic workers should have clear provisions for the employees' rights to communication and specifically, mobile communications.
3. Governments, nongovernmental organizations and the private sector should actively involve in creating awareness and provide education and training for digital payments, internet banking etc. in this sector.
4. Government should have customize portal for domestic workers, which will provide social networking for domestic workers, help them to have a common platform to share their views, opinions, issues etc.

8. CONCLUSION

Today, it is accepted that digitization is a global priority. The rapid development of digital technologies, in particular of Information and Communications Technologies (ICT) worldwide, creates major challenges for smart, sustainable and inclusive growth. . It is therefore expected that governments in India as well as all over the world, design and implement programs and initiatives for the adoption of ICT and strategies for digital development in all sectors.

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A STUDY ON ARTIFICIAL INTELLIGENCE AND THE CHANGING ROLE OF THE HUMAN RESOURCES MANAGER

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ABSTRACT

Artificial Intelligence wave is taking the corporate industry by storm. It is changing the way people work and is deciding factor in what work they do and what will be done by machines. AI is also changing the way of work of human resources managers across industries. Increasing automation leading to dwindling number of labourers/ lower level employees means that the industrial relations paradigm has to shift. This study focuses on this very shift. Another area explored in this study is how AI techniques are reducing the burden on HR managers.

Keywords: AI, HR, Paradigm shift, Employees, Automation

INTRODUCTION

- The enigma of human intelligence and ability to learn has brought humankind to a juncture where we are trying to unravel it by recreating intelligence and learning ability in machines. AI is being looked upon by experts from varying viewpoints. Some believe it to be a boon while others call it a curse. Machines have and will replace human beings in many routine and mundane tasks. As AI is taking over slowly non-mundane tasks which require higher skill set and creative intellect will also be performed by AI machines.
- Traditional functions of a HR manager of managing human employees and labourers are about to change as number of employees and labourers is dwindling with increase in automation. The composition of workforce is about to change with more of highly educated and executive level employees and less of unskilled and skilled labourers and lower level employees.
- In this age of Artificial intelligence skills and characteristics which are unique to humans and which cannot be easily imbibed into machines will gain importance. Also AI will create new jobs like AI trainers, Data science experts, Chatbot coaches etc.

REVIEW OF LITERATURE

- Stefan Strohmeier and Franca Piazza in their 2015 book titled “Intelligent Techniques in Engineering Management” in the chapter ‘Artificial Intelligence Techniques in Human Resource Management—A Conceptual Exploration’ discuss how human resources can benefit from use of Artificial Intelligence in areas of turnover prediction , candidate search, staff rostering , HR sentiment analysis , résumé data acquisition and employee self-service.
- Iryna Buzko et al in their 2016 study found that Artificial Intelligence systems can be used in human resources development wherein complex algorithm can be used to determine investment in training and development activities from previous years revenues.
- A PwC study of the labor market in the United Kingdom found artificial intelligence (AI) and related technologies will generate as many jobs in the U.K. as they displace over the next 20 years. The research states that while AI could displace roughly 7 million jobs in the country, it could also create 7.2 million jobs, resulting in a modest net boost of around 200,000 jobs.

OBJECTIVES OF THE STUDY

- To exemplify the changing roles of human resources manager in the age of Artificial Intelligence.
- To elaborate on how AI facilitates HR processes.

RESEARCH METHODOLOGY

This study is based on secondary data from Magazines, Journals and Government and Non-government publications. Further this data is analysed to reach conclusions.

ANALYSIS AND INTERPRETATION

According to a new report by The Economist, these are the 25 evaluated countries, in order of preparedness for the coming changes of automation and robotics-

- 1 South Korea
- 2 Germany

- 3 Singapore
- 4 Japan
- 5 Canada
- 6 Estonia
- 7 France
- 8 UK
- 9 US
- 10 Australia
- 11 Italy
- 12 China
- 13 UAE
- 14 Malaysia
- 15 Turkey
- 16 Russia
- 17 Argentina
- 18 India
- 19 Brazil
- 20 Colombia
- 21 Saudi Arabia
- 22 South Africa
- 23 Mexico
- 24 Vietnam
- 25 Indonesia

The countries which are richest and have lowest unemployment rates are also the ones which are most prepared for automation and AI. Thus, AI and automation wouldn't cause unemployment but rather change the composition of workforce. The job titles and specifications are going to be different in the future. The HR Manager's role will change as their will be no longer the traditional problems of labour unionism but problems relevant to highly qualified employees.

According to Expert Panel, Forbes Human Resources Council, these are some of the changes that HR field is witnessing with the entry of AI—

- **Increased Accuracy in Candidate Matching**

Complex Algorithms can help in sorting through large data bases of resumes to identify those which match the job profile with high accuracy.

- **Increasingly Inclusive Workforce**

Machines don't have cultural bias in them unless we program them so. This means using them for recruitment and selection could reduce biases and increase workforce diversity.

- **Reduced Administrative work**

Routine and Mundane tasks can easily be automated to save time and human labour.

- **Accelerated Times-To-Hire**

Time taken to hire or screen and select per person is drastically reduced. This saves time and money in the recruitment and selection process.

CONCLUSION

In the age of AI the role of a Human Resources Manager changes from that of mainly industrial relations functions to human resource development functions wherein the manager equips and trains the workforce to shift from routine works to works that requires uniquely human skills and higher order creativity.

AI will also ease the burden on HR by eliminating unnecessary paper work and automating day to day activities.

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A STUDY ON THE ROLE OF E-WALLETS IN DIGITIZING ECONOMY WITH REFERENCE TO THANE

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ABSTRACT

The new era is inflowing into a new pace of payment system by making use of digital wallets packed with deals, coupons and offers. The Digital India programme is a flagship programme by Government of India with an idea to change India into a digitally sanctioned society and a knowledgeable economy. Cashless, Paperless, Faceless is one of the declared roles of Digital India. Since the benefits like transparency in business, scope for restricting black money and raising the ease of business, it is very important to make transformation in the direction of digital payments. Many changes took place in the recent past years to step in digital world like introduction of many e-wallets like - Paytm, Phone Pe, Google Pay, etc. The paper highlights on the role of e-wallets in digitizing the economy among the users of the Thane city.

Keywords: Mobile wallet, e-wallet, Digitization, Digital payments, PPI

INTRODUCTION

The growth of technology and technological advancement has made smartphones to become crucial part of our daily lifecycle. Smartphones now act as a necessity of our life as it performs several functions like communication, internet, entertainment, payment tool and it is also a socialized tool which connect individual with the entire world. Mobile wallet came up with the assistance of mobile technology as allowed the owners of smartphone to implement identification first and then carry out many financial transactions. The identification implements consist of name, type and other important details of the holder which improves the security for entire data's on the mobile wallet and these data's are encoded and misplaced data's can be recovered by using a backup.

A mobile wallet which is also called as e-wallet is a form of virtual wallet service that is used to receive and pay the money digitally via a mobile app. It is one of the most preferable modes of digital payment by people in the retail sector. An e-wallet is a system that firmly keeps an individual's payment information. It stores the cards of the user's for making digital payments. The payments can be made online throughout an electronic gadget. An e-wallet saves bank account details or debit/credit card details in an encrypted format to allow the individual for doing secure payments. This e-wallet performs exactly like a physical one where one can purchase goods and services and also an individual can add money to make payments. An e-wallet purpose is to reduce the necessity of carrying a physical wallet. It is also very tough to steal an E-wallet than a physical one. Many banks in India are providing e-wallet services beside with some private players, some of them are Paytm, GooglePay, Phonepe, etc. Different services offered by e-wallets include sending and receiving money, transferring money, making payments to dealers, online purchases, mobile recharge, making payment of bills, etc.

The commencement of mobile wallet market in India undoubtedly started with demonetization. In November 2016, a national banknote 500 and 1,000-rupee notes were removed from circulation, overnight because of demonetization. This accounted for overall 86% of currency in India. The government intended to make use of demonetisation as active tool to promote digital payments, foster financial inclusion and encourage transparency. It is clear that demonetization has given a huge shot in the hands of Indian mobile wallet providers. For example, Paytm doubled its customers in a year, increasing from 140 million in October 2016 to 270 million in November 2017. According to Global Data, a leading data and analytics company, India is one of the top universal markets regarding mobile wallet acceptance with 55.4% survey respondents showing that they have a mobile wallet and make use of it.

TYPES OF DIGITAL WALLETS

According to the Reserve Bank of India, there are three types of e-wallets presently used in India. These are:

i. Open Wallets: Open wallets are part of Open System Payment Instruments and it can be used for buying goods and services which includes financial services as well and it also allow customers to take away cash from ATMs. Such wallets can only be launched jointly with a bank. M-pesa by Vodafone is an example of Open digital wallets.

ii. Semi-closed Wallets: Semi-closed wallets are part of payment instruments which can be used for buying goods and services only from particular dealers. Cash withdrawal or recovery cannot be done by using semi-closed wallets. Examples are-Paytm wallet, SBI Buddy, Citrus wallet etc.

iii. Closed wallets: Closed wallets are the part of Closed System Payment Instruments and which can be used for shopping items online, recharging mobiles and paying bills. It can be used for purchasing goods and services from the company which delivered that payment channel. Big Basket wallet, Make MyTrip wallet are some examples of Closed digital wallets.

OBJECTIVES

- 1) To study the role of e-wallets in digitizing the economy.
- 2) To analyze the factors that influence the users in adoption of e-wallet.
- 3) To examine the problems faced by customers while using e-wallet.

NEED OF THE STUDY

E-wallets are replacing the traditional methods of making and receiving payments, paying bills, doing shopping, etc. The 21st century's generation wants fast food, fast fuel, fast delivery, Facebook and many more. This generation has been raised in a world with technology which is linked with social media networks by using their smart phones and tablets. Although a lot of research work has been led on the usage of e-wallet. This study aims to analyze the role of e-wallets in economy and also to examine consumers' satisfaction towards e-wallets.

RESEARCH METHODOLOGY

For the study, the data has been collected from primary as well as secondary sources. The primary data was collected through questionnaires. A link of an online questionnaire was forwarded to the respondents through mails, WhatsApp groups and Facebook groups. The secondary data has been extracted from various sources like research journals, government publications, magazines, newspapers articles and the authenticated websites. The sample size is of 62 respondents which have been collected through convenient sampling method. The study is confined particularly to the respondents of Thane.

LIMITATIONS OF THE STUDY

- 1) The area of study is restricted to the respondents of Thane city only; hence the outcomes may not be true for other geographical areas.
- 2) The respondents were not able to provide the answers because of their busy schedule.

REVIEW OF LITERATURE

Dr. Hem Shweta Rathore in her findings "Adoption of Digital wallet by consumers" have analysed about the variables that inspire customers in acceptance of digital wallet and also examined the risk and challenges faced by customers while using digital wallet and she came to the conclusion that consumers are making use of digital wallet mostly due to ease and accessibility and in the future digital wallet will be used by the people with more widespread acceptance.

Rajesh Krishna Balan, Narayan Ramasubhu, Giri Kumar Tayi (2006) in their research study "Digital wallet: Requirement and challenges" have acknowledged about Singapore's use of digital wallet and evaluated the major challenges in assembling and installing a digital wallet.

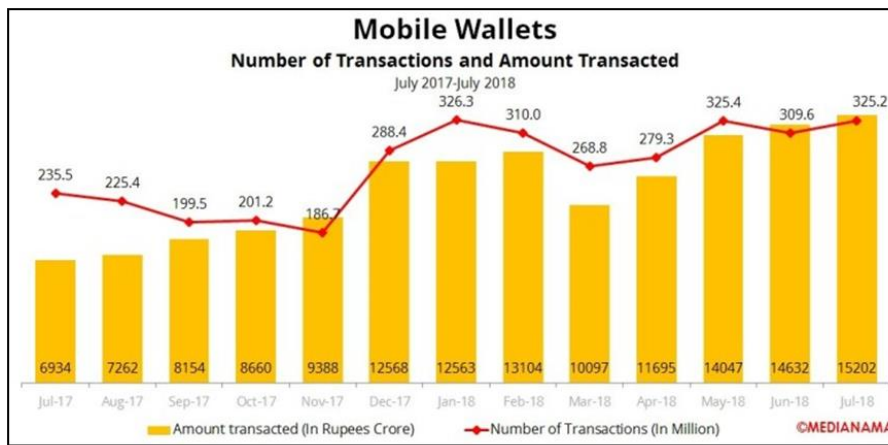
Singh & Gupta (2016) conducted an analysis to discover several factors that influence the customers to adopt mobile wallet payments. They took into account various variables for the study are Convenience, Trust, Security, and Adaptability which have a major impact on the satisfaction and usage of mobile wallet. The study was led in the Kurali city, District of Punjab. Pearson's Correlation Analysis method was used to investigate the relationship among the different basic variables of the study. The conclusions of the study display that mobile wallets are believed to be futures of cash.

MOBILE WALLET TRANSACTIONS: A SCENARIO

From the last 5 years, the use of mobile banking, smart cards, e-wallets, prepaid cards etc. has increased rapidly in India. Such instruments are called Prepaid Payment Instruments (PPI), The PPI are governed by the Payment & Settlement Systems Act, 2007 (PSS Act) and the Reserve Bank of India (RBI) Guidelines on PPI.

As per the statistics of Reserve bank of India by the month ending July 31, 2018, the number of transactions made by using Prepaid Payment Instruments which includes both Mobile Wallets and PPI Cards increased by 6% to 351.8 million as compared to 333 million in June 2018, and went up 30% compared to 270.2 million in July 2017.

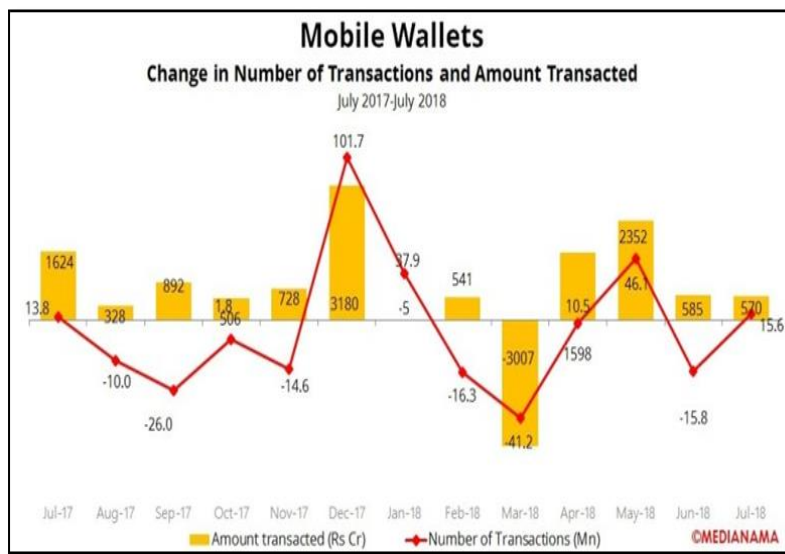
Chart-1



Source: RBI.

In the total number of PPI transactions, the number of transactions done by mobile wallets declined many times but afterwards it increased by 5% month on month to 325.2 million transactions from 309.6 million, and upto 38% year by year from 235.5 million transactions in July 2017. Amount transacted using Mobile Wallets increased 4% to Rs 15,202 crores from Rs 14,632 crores and raised 119% year on year from Rs 6,934 crores in July 2017.

Chart-2



Source: RBI

This chart shows that the number of transactions for Mobile Wallets raised by 15.6 million in July 2018, while the total amount transacted was up by Rs 570 crore. Majority of Indians have a habit to save money so that is the reason why people are getting attracted towards e-wallets due to the cashbacks, discounts, offers and coupons they provide to their users which can be available at online as well as offline stores. For example, Phone pe app is giving a cash back to Rs.1000 on recharge, payment of bills, etc. till April 2019. Everyone specially youth simply gets attracted with such different types of offers and thus it results in such a vast market for e-wallet and the merchants connected with them which results in the role of e-wallets digitizing the economy.

Top 5 Trending E-Wallets in India
Paytm

Paytm was launched in 2010 and now it is one of the largest e-wallet app in India. Payments done via Paytm is accepted nearly everywhere; it is very hard for an individual not to simply switch to it totally. Pay TM is one of the finest e-wallets for making payments. From paying bills to purchasing movie tickets, there’s almost nothing which can’t be done with Paytm. It allows the customers to add their Credit or Debit cards and link their bank account with the app. It makes use of QR code to send and receive payments simply.

Amazon Pay

Amazon Pay was launched in India in 2017, is an online payments service app. Amazon Pay offer the various options to buy goods and services from websites and mobile apps by making the use of the addresses and payment ways stored in the Amazon account, such as credit cards or a direct debit bank account.

Phone Pe

PhonePe launched in 2015 and within 4 years it has crossed the 100 million download mark. Starting from UPI payments to recharges, transfer of money to online bill payments. It has got a very good user interface and it provides one of the securest and fastest online payment experience in India. PhonePe is a revolutionary technique to make mobile payments in India.

Google Pay

As it is a part of the Google bionetwork they have mounted up their users really quickly, instead of being a late comer in the market. With Google Pay you can pay bills, send money to friends, buy online and recharge your cell. Since Google Pay works with your current bank account, which assures that your money is safe with your bank. There's no requisite to worry about refilling wallets and you don't have to do any additional KYC - which is essential for all the other apps.

MobiKwik

Mobikwik wallet is an online payment e-wallet where an individual after signing in, can add money via his debit or credit card. After adding the money to the wallet he or she can make deals on mobile, DTH, pay electricity bills and many more. An individual can make on all these transactions without any hard cash.

DATA ANALYSIS AND INTERPRETATION

Table-1: Demographic Analysis

Basics	Category	Frequency	Percentage
Age	20 years -30 years	39	62.9
	31 years -40 years	13	21.0
	41 years -50 years	9	14.5
	51 years and above	1	1.6
Gender	Female	22	35.5
	Male	40	64.5
Education	Matriculation or below	1	1.6
	Junior College	4	6.5
	Graduation	38	61.3
	Post-Graduation	19	30.6
Profession	Private Sector Employee	35	56.5
	Public Sector Employee	4	6.5
	Self Employed	9	14.5
	Student	11	17.7
	Others	3	4.8
	Annual Income	Up to Rs. 2 lakhs	5
	Rs. 2 lakhs- Rs. 5 lakhs	20	32.3
	Rs. 5 lakhs -7 Rs. lakhs	9	14.5
	Rs. 7 lakhs -Rs.10 lakhs	7	11.3
	Rs. 10 lakhs and above	20	32.3

Source: Primary Data

It is inferred from the Table 1 that out of the total respondents taken for the study 62.9 % of the respondents are in the age group of 20-30 years and 21% of the respondents are in the age of 31-40 years. About 35.5% of the respondents are female and 64.5% of the respondents are male. Out of the total respondents 61.3% of the respondents are graduates and 30.6% of the respondents are post graduate. When occupational status is concerned 56.5% of the respondents are private employees and 17.7% are students. About 32.3% of the respondents belong to the annual income ranging from Rs.2-5 lakhs and 8.1% of them belong to up to 2 lakhs as their income level per year.

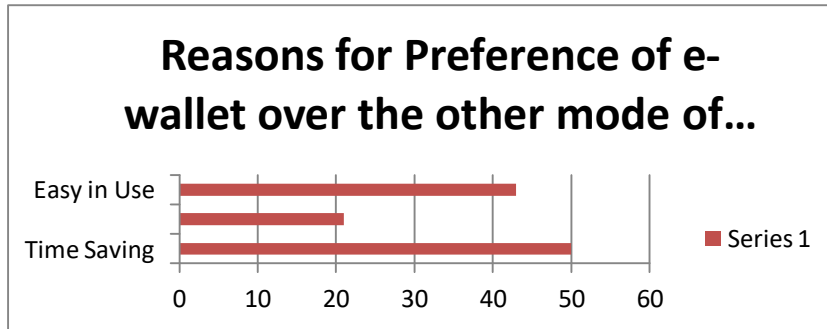
Table 2: Preference of e-wallets

	Preferred e-wallet	Frequency	Percent
1.	Yes	61	98.4
2.	No	1	1.6
	Total	62	100.0

Source: Primary Data

Table 2 indicates that 98.4 percent of sample respondents prefer to use e-wallets while about 1.6% of sample respondents don't use e-wallets.

Chart 3: Reasons for Preference of E- Wallet



Source: Primary Data

The above findings indicate that most of the sample respondents prefer to use e-wallets because it saves time and the others make more use of it as it is easy to use. The usage of e-wallets for making payments, shopping, paying bills, etc. has reduced the burden of public to visit the stores. The least ones not prefer to use e-wallets because they have a major concern of safety.

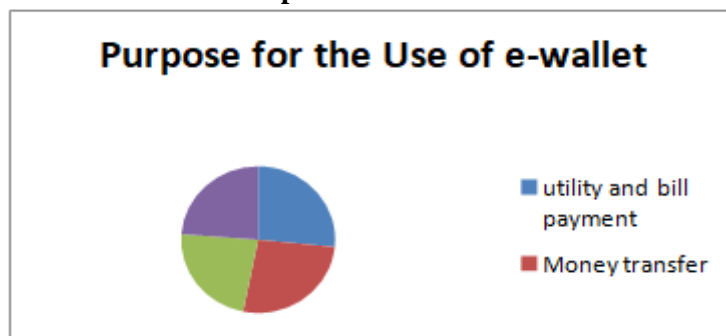
Table 3: E-wallet

	E-wallet	Frequency	Percent
1.	Amazon Pay	4	6.5
2.	Google Pay	18	29.0
3.	MobikWik	1	1.6
4.	Paytm	21	33.9
5.	Phone Pe	18	29.0
	Total	62	100.0

Source: Primary Data

Table 3 indicates that 33.9% of the sample respondents make of Paytm e-wallet for their transactions, shopping, payment of bills, recharge, etc. 29% of the respondents prefer to use both Google Pay and Phone Pe e-wallet whereas only 1.6% of the respondent use MobikWik e-wallet.

Chart 4: Purpose for the Use of e Wallet



Source: Primary Data

The results of the study show that most of the sample respondents use e-wallet to transfer money from one to other account. As there are end number of work can be done by e-wallets, maximum numbers of respondents use e-wallet for making payments of electricity bills and also for other utility. Some respondents are using e-wallet for shopping as they get more discounts on transactions whereas minimal numbers of respondents are choosing it for mobile recharge.

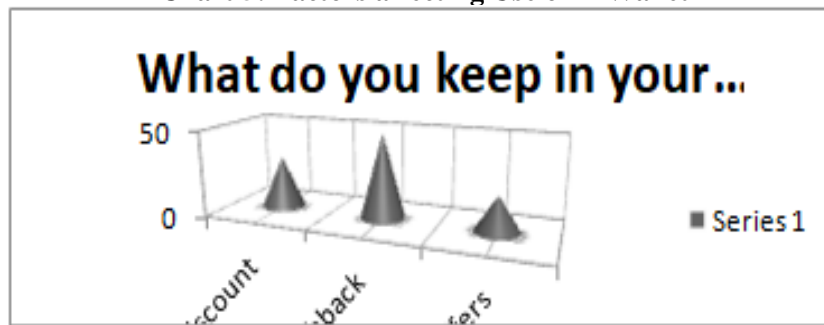
Table 4: Usage

	Use	Frequency	Percent
1.	Daily	13	21.0
2.	Monthly	23	37.1
3.	Weekly	23	37.1
4.	Sometimes	3	4.8
	Total	62	100.0

Source: Primary Data

Findings of the study showed that 37.1% of the total respondents use e-wallets weekly and also the same number of respondents uses e-wallets monthly. 21% of respondents use e-wallets daily while only 4.8% of people make use of e-wallet rarely.

Chart 5: Factors affecting Use of E-Wallet



Source: Primary Data

The above table display out the major points which respondents keep in mind while using e-wallet. As everyone wants to save money or want some offers in every deal so they prefer to use e-wallet. The findings show that utmost respondents think of cash back while using e-wallet. Some choose to use it because of the highly available discount on transactions. Selective people think of premium offers while using e-wallet.

Table 6: Obstacles

	Obstacle	Frequency	Percent
1.	Yes	20	32.3
2.	No	39	62.9
3.	Cannot Say	3	4.8
	Total	62	100.0

Source: Primary Data

Customers are using e-wallets frequently for many purpose but there are some who are facing difficulties while using e-wallet. The results of the research showed that 62.9% respondents do not face obstacles while using e-wallet whereas 32.3% of respondents face obstacles while doing transactions and other deals.

Table 7: Obstacles Faced by the Respondents while using e-wallets

Characteristic/ Attributes	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Security	11 (17.7%)	21 (33.9%)	18 (29%)	9 (14.6%)	3 (4.8%)
Time Consumption	3 (4.8%)	7 (11.3%)	30 (48.4%)	19 (30.6%)	3 (4.8%)
Loosing Money	6 (9.7%)	19 (30.6%)	23 (37.1%)	11 (17.7%)	3 (4.8%)
International Transaction	10 (16.1%)	18 (29%)	27 (43.5%)	6 (9.7%)	1 (1.6%)

Source: Primary Data

Analysis of Table 7 showed that 4.8% respondents strongly agree that using e-wallet is time consuming process although 30.6% of the respondents totally disagree to the statistics that using e-wallets consume more time. 37.1% of the respondents neither agree nor disagree on the fact that using e-wallet involves danger of losing money. But 33.9% of the respondents have a fear of using e-wallet because of the security concerns for mobile payments whereas 17.7% of the respondents strongly disagree with the security problems. Yet 16.1% of the users think that barrier for using e-wallet is that it cannot be used for international transactions.

Table 8: Rating the Service

	Rate Service	Frequency	Percent
1.	Very Satisfied	22	35.5
2.	Satisfied	30	48.4
3.	Neutral	5	8.1
4.	Unsatisfied	2	3.2
5.	Not at all Satisfied	3	4.8
	Total	62	100.0

Source: Primary Data

Analysis of Table 7 indicates the services rated by the respondent which shows their opinions on the matter that e-wallets are useful mode of payment or not. About 48.4% sample of respondents is satisfied by the services whereas 35.5% samples of respondents are very satisfied by the services provided by e-wallet companies. Only 4.8% respondents said they are not at all satisfied by the services.

CONCLUSION

Demonetization has offered a unique stage for adoption of digital payment, as a substitute to cash for Indian customers. Digital payments or cashless transactions can bring almost a great deal of alteration in the financial status of India and the way we survive in our daily life. Being cashless is stress-free, burden-free and confirms 'white' dealings with digital evidence. With development in technology, things all around us have converted significantly. With the help of mobile, we can do anything at any time like whether it is ordering food or groceries, booking a cab or movie tickets, etc. In this study, the concept of mobile wallet is examined in detail and full efforts are also placed to identify how it plays a role of digitizing the economy. On the basis of the study, it can be concluded that the acceptance of e-wallet by the people in India is very rapid which results in cashless and a digitized economy.

SUGGESTIONS

For smooth implementation of cash less system in India, the following measures are recommended.

1. Effective measures should be taken by the RBI to tighten the security issues related to e-wallets.
2. Measures to discourage use of cash, by introducing more convenient ways of using e-wallet should be organized.
3. Companies should take effective measures in creating awareness towards the effective usage of e-wallets in the left areas as well.
4. E-wallets companies should also provide ability to use banking services over mobile.

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REVOLUTIONARY BEGINNING OF DIGITIZATION IN CORPORATE DATABASE

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INTRODUCTION

As an initiative of updating records by MCA, KYC updation drive of Directors using online e-form DIR-3 KYC to be filled by Directors and ACTIVE form to be filled by Companies have brought Revolutionary start in digitizing database of the Corporates. To reflect regulatory compliance norm, Rule 12 A was added in Companies (Appointment & Qualification of Directors) Rules, 2014 to make Directors KYC mandatory process annually using digitisation. Rule 25 A was recently inserted under Companies Incorporation Rules 2014 and Companies (Registration Offices & Fees) rules 2014 under Companies (Incorporation) Amendment Rules 2019 which mandated filing of ACTIVE form duly digitized reflecting active companies linked to their details of Registered Office. New steps taken by MCA is an attempt to initiate transparency and restrict unauthorised activities carried out under the shield of Companies.

NEED OF THE STUDY

Ministry of Corporate Affairs has recently through issued notification (dated on 5.7.2018) effective from July 10, 2018 under Companies (Appointment & Qualification of Directors) Fourth Amendment Rules, 2018 to bring about online verification up to August 31, 2018 of all Directors with DIN approved status (as on March 31, 2018) mandatorily. According to records of MCA, 50 Lakh directors (approx.) of Public and Private Companies were issued Directors Identification Number (DIN) as on that date. The directors with approved status DIN were required to file e-form DIR-3 KYC to get their verification done certified duly by Professional-namely CMA, C.S. or a C.A. on or before August 31,2018. E-form DIR-3 KYC will be processed in Straight Through Processing mode (STP) by MCA to approve and update its Corporate database.

Recently, Ministry of Corporate Affairs (MCA) has also issued a notification on February 21, 2019 (effective from February 25, 2019) which requires Companies to file E-Form ACTIVE (INC-22A) in its transit to reflect active companies and get verification of Registered Office.

LITERATURE REVIEW

1. Lange (2019) in her study insisted on implementing business plan for a new member with updating of database system and areas to have Global opportunities in Investments. She also reflected her appreciation of Global development from already established one in Media space.
2. Gupta, Owusu & Zou (2019) in their research on Network of Directors taking a sample of 20 largest companies observed that network of directors reflects significant connectivity at multiplex network layers.
3. Shaw, Cordeiro & Saravanan (2016) in their study on 651 large Indian companies for a period from 2006 to 2012, stated that Independent directors play a beneficial role in providing resources for their companies.
4. Styven & Wallstrom (2019) in their analytical study using sample of small tourism companies at Swedish Lapland on Benefits and Barriers of digital channel usage found that time constraints had a significant positive correlation for usage of digital channels. The study concluded stating digitization saved time and assisted in increasing online communications among tourists.
5. Sulisty-Basuki, L. (2004) examined collections of Indonesian universities with reference to its digitization of collections in academic libraries. The study included coverage of digitizing Software- DOCUSHARE and its usage by Universities in Indonesia. The findings broadened advantages and challenges faced due to Digitization.

OBJECTIVE OF THE STUDY

To study forms issued by MCA to update its records.

- a. To analyze Modus operandi by MCA to initiate transparency in Corporate Database.
- b. To critically evaluate steps taken by MCA in its initiative to digitize Corporate Database.

SCOPE OF THE STUDY

1. The study covers digitization of Corporate database with reference to Companies in India and at International levels.

2. The study focuses on mode in which Digital technology has begun to streamline Directors and Companies information in a database.
3. The period coverage for the study includes financial year 2018-19 and 2019-20.

RESEARCH PLAN FOR DATA COLLECTION

- Secondary Data has been collected from published sources like Reports, books and websites to arrive at descriptive and analytical study.

FINDINGS

1. Ministry of Corporate Affairs (MCA) has taken an initiative to update its records by Digitizing the Corporate Database through mandatory KYC of Directors of Private and Public companies and Verification of Active companies drive.

2. E-form DIR-3 KYC

- a. Every Indian Company is required to get themselves registered on its incorporation and avail DIN for all its directors.
- b. MCA issued a notification directing every Director (with DIN approved as on 31 March 2018) to submit online E Form DIR3- KYC [as per Rule 12A, Rule 11(2) & 11(3) of Companies (Appointment & Qualification of Directors) 4th Amendment Rules 2018] on or before 31.8.2018 for record verification on an annual basis.
- c. MCA then further extended the deadline by 15 days. Late filing (after 15.9. 2018) of the E-form DIR-3 KYC will attract a fee of Rs. 500 upto 5.10.2018 and penalty of Rs. 5,000 with reason for delayed filing (from October 6, 2018) as stated under Companies Rules 2014.
- d. Disqualified Directors or Directors with Deactivated DIN are also required to mandatorily file the above form online to get their names updated in ROC records.
- e. The uniqueness of the form covers verified Personal details of Director w.r.t. Mobile Number, Email ID, Pan Card, Photograph, Bank details along Declaration of Digital Signature certificate, Aadhar card and Passport duly certified by Professional.
- f. Any incorrect information by directors while filing E-form DIR-3 KYC will also attract penalty according to Sec 448 of the Companies Act 2013.

3. E-Form ACTIVE (INC 22A)

- a. The Companies as specified under Sec 2(20) of the Companies Act 2013 are required to file E-Form ACTIVE- Active Company Tagging Identities & Verification on or before April 25, 2019 to MCA.
- b. Any Company having Disqualified director, have pending financial statements or annual returns will not be allowed to file the above form.
- c. Details along with Latitude and Longitude of Registered office using geo-location tagging along with images of building (external section) , name plate and atleast one KMP increases disclosure and supplementary data with regulatory bodies in its transit towards digitization.
- d. Non-compliant companies attract penalty of Rs. 10,000 according to Companies (Registration Offices & Fees) Amendment Rules 2019.

4. Digitization of Corporate Database outside India

- Hongkong is trying to arrive at sector wise eKYC service across its financial service industry.
- Corporate database of Australian Securities & Investments Commission covers details of Directors and associated companies in Australia. However, they are yet to implement EKYC for their Directors.

5. Steps taken by MCA

- a. It was asserted by MCA officers that about 12 lakh Directors (33.36% approx.) completed their eKYC as on due date as against 33 lakh Directors of Public Companies.
- b. Considering the issues related to Digitization and online procedure, Deadline for eKYC filing was extended by 15 days. Also, fees for late filing (in form of fine) up to the extended date reduced from Rs. 5,000 to Rs. 500 per Director for their eKYC.
- c. Deactivated DIN of directors can be reactivated after filing E-form DIR-3 KYC.

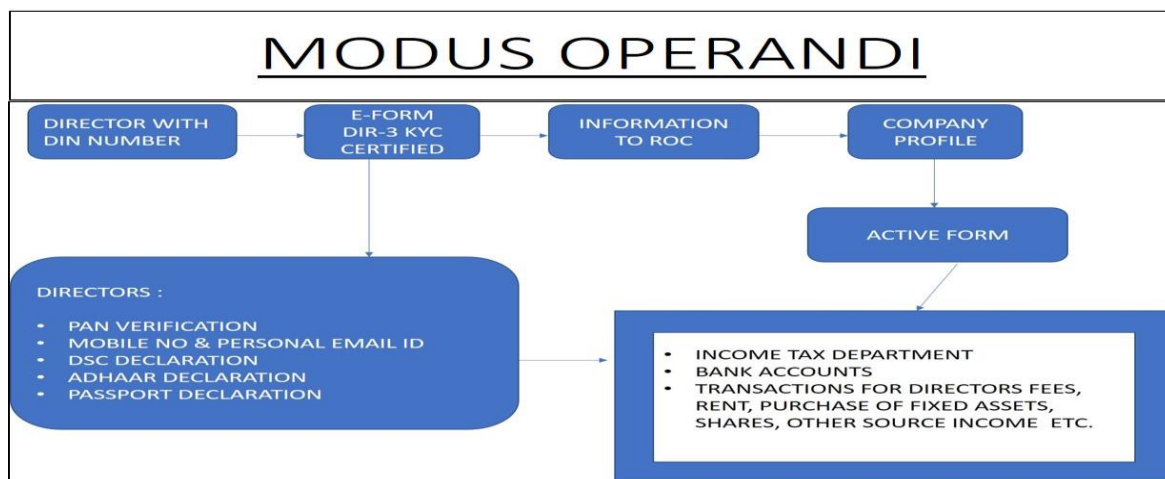
d. Public Companies were mandated to list their securities in Demat form.

6. Critical Evaluation

- a. Digitization of DIR3-KYC gave only breathing space of 60 days to the Corporate Directors to complete KYC process. Hence Time frame provided was not sufficient considering website issues.
- b. One of the requirements during filling of Form required physical verification of Directors through Video Conferencing which was a widely objected to by the Foreign Nationals.
- c. Cases had been brought into light where Directors were unaware about their Companies being Active or name of the respective companies were altered. Also, there were queries where Directors were unaware about their appointment in Companies.
- d. The companies also reported to function without presence of Directors on their Boards.
- e. Directors of Private Companies faced a challenge of changing compliance since they were accustomed to be self-compliant as against Professional being appointed for DIR 3- KYC.

7. Modus Operandi

- a. MCA officials have issued notices to Companies with non-compliant directors.
- b. The database assisted in digitized system whereby non-compliant DIN's are in the process of getting DEACTIVATED by Central Government, their authorized officer or Regional Director.
- c. Mandatory Listing of Securities in Demat form led to reflect bogus trading of Companies.
- d. Directors whose DIN is deactivated will not be able to file any documents on MCA 21 portal.
- e. Companies with non-compliant Directors will not avail GST number. Such companies were not allowed to file/ get verification of their Annual returns.
- f. Directors who did not complete E KYC, shall not be able to resign from their post as director of the company.



LIMITATIONS

- 1. The study only considers digitization of Corporate database.
- 2. The Digital technology method to form Corporate Database during the period of study is only covered.

CONCLUSION

As per the Companies registration process, every Director files Form DIR-3 to arrive at his/her Director Identification Number. From the findings can be summarised as introducing Digitisation in Corporate Boards using DIR3- KYC has eliminated Ghost directors from the boards, also any fictional/ deceased directors whose details were continued in this list will bring about withdrawing their name from the list. Since the database of Directors is linked with their PAN details, Aadhar, Passport, DSC declaration is received, also verification of Mobile number and Email Id is recorded, it makes readily available data for regulatory authorities like MCA, SEBI and ROC. Online filing of e-form DIR3- KYC on an annual basis as a part of compliance assists in striking out of defaulting or non-existent companies from MCA database. Due to these compliance procedures issued as notification, fake Directors and Corporates were weeded out of the Corporate Database.

Hence the study concludes that in its regular attempt to move towards compliance, most recent step of Digitization in Corporate database assisted in curbing creation and restricting threats by shell companies.

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IMPACT OF ONLINE PROMOTIONAL OFFERS ON E-BUYING: FROM A YOUTH PERSPECTIVE**Krishnan Ramchandran and Dr. Ramraj T. Nadar**

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ABSTRACT

E-Commerce has been making a noteworthy contribution to the success of business in the modern era. Factors directly and indirectly related to it, have made this feat possible. E-vendors have constantly been dynamic in the process of setting and implementing business strategies so as to make their products and service valuable to the final consumer. But it's certainly, the E-buyer who is to apply his taste and preference in making a happy and successful buying. Indeed, elements such as brand, website popularity, varied range of products, customization, independent product selection, favourable return policy, free home delivery, online reviews, favourable mode of payment, etc. have been the key factors for boosting commerce via internet. But there also seems to be a high stake of dynamic online promotional schemes and offers such as cash back, try and buy, free shipping, promo codes, flash sales, free initial subscriptions, etc. that has been inducing e-buyers to settle for a deal irrespective of the key elements mentioned above.

This paper attempts to identify the power of e-promotion on e-marketing for e-vendors in converting their targeted online viewers into final customers and thereafter, retaining them. Such a study will help e-vendors to determine the need and extent of investment in e-promotion and settlement options in a highly competitive e-business environment. Primary data will be collected from consumers of the age group 18 to 30 with the help of a self-styled questionnaire. The responses will be subject to suitable analysis to draw conclusions about the influence of e-promotion offers mentioned above on purchase decision. Further, purchase decisions by e-buyers will be examined for happiness, satisfaction on savings, value for money and intent to continue with the brand.

INTRODUCTION

E-Commerce in India has been mounting to a great extent. With the steady invasion of technology, it has clearly experienced an increase in the availability and usage of such resources. It has provided a strong platform for users all across the globe to interact with e-vendors professionally, from business context. India, as on January 2019 has recorded 560 Mn^[1] internet users from various sectors of the society and age groups. Their purpose for dependence on e-commerce has been due to numerous factors such as easy availability of goods, absence of travelling, exposure to varied range of products, no cash handling, flexibility in placing transactions, etc. E-vendors over a period of time, have been constantly spreading wings in providing maximum services to final consumers. This has been with respect to timely delivery of goods, with appropriate focus on packaging, quality, and creating value for money to the buyers.

In recent times, it's been noticed that one of the main factors influencing e-sales is level of online schemes and offers offered by e-vendors to their customers. E-buying has now become easy, friendly and cost effective because of such offers extended by e-vendors. Somewhere, these offers have been playing a big role in persuading people to think about the product before buying.

It's believed that factors such as product features, brand, popularity of website, mode of payment options, delivery, etc. play a crucial role in turning people's mind towards buying a product online. But there's a major stake eaten by promotion strategies adopted by respective portals. Promotion offers and schemes along with suitable payment mode play a vital role in influencing people's mind towards crafting a buying motive. Besides, it also influences their buying habits irrespective of variability in income. This paper has attempted to study the impact of such online promotional schemes and strategies on the buying habits of the youth. Focus is to measure the ability of such strategies that convince young minds with respect to brand awareness, brand equity and continued purchases.

RESEARCH OBJECTIVES

The study is prepared based on the following objectives:

- To understand online marketplace selection by the youth audience.
- To evaluate the significance of promotional offers in e-buying.
- To understand the most widely used payment option by the youth audience.
- To understand customer satisfaction vis-a-vis promotional offers.

HYPOTHESIS

The following facts have been hypothetically drawn:

- There is a significant relationship between promotional offers and buying behaviour of the respondents.
- Most of the online promotional schemes induce respondents to buy.
- E-promotional offers satisfy respondents with respect to savings.

RESEARCH STATEMENT

E-Commerce has its roots all over the globe where a major portion of the urban India has inherited it. This has developed a huge platform for various marketers and sponsors to gain competitive advantage in the area of sales and customer retention which is possible mainly because of the promotional offers offered to customers while making payment.

LITERATURE REVIEW

The Board of Directors of the American Marketing Association state that ^[2], “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing also “includes anticipating demand, managing demand, and satisfying demand” ^[3].

According to Philip Kotler ^[4], “Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

According to Philip Kotler ^[5], “Promotion compasses all the tools in the marketing mix whose major role is persuasive communications.” Sales promotion is a short term strategy to derive demand and also an especial marketing offer which provides more profit than what consumers receive from the sale position of a product and also has sharper influence on sales ^[6].

Brassington and Pettitt ^[7] release a revised definition for sales promotions being “a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the normal offering in order to achieve specific sales and marketing objectives. This extra value may be a short-term tactical in nature or it may be part of a longer-term franchise-building program.”

Yang Wenjing, in his research paper titled “Analysis on Online Payment System of E-Commerce” concluded that ^[8] Debit card (Visa or Master Card) and Net Bank to be the most popular online payment systems in Europe and China and other countries. Next is third-party online payment system. PayPal is more popular in Europe. By contrast in China, AliPay is mostly used online payment system. Also, his respondents believe that convenience and fast transaction speed are two main factors why respondents choose online payment. Technical problems and vulnerability to cybercriminals are main pros of online payment.

RESEARCH METHODOLOGY**Research Design**

This study has depended on surveyed research allowing the use of questionnaires to pull data from the respondents.

Study Population

The population targeted for the study are Mumbai city based youth ranging from the age group of 18 to 30 years. This includes undergraduate students, post graduate students from various fields like Commerce, Science, Arts, IT along with working professionals and entrepreneurs.

Sample

A sample of 135 respondents was randomly sent questionnaire through communication means like e-mail, sms, Whatsapp, etc. out of which 101 promptly responded and the task was reported to be completed efficiently by them.

SOURCE OF DATA

There has been a use of both, Primary and Secondary source of data. Primary source for effectively obtaining information from the respondents and Secondary source, for analysing latest uphill in the promotional techniques and reviewing conceptual and technical literature.

METHODS OF DATA ANALYSIS

Data was analysed using frequency table, pie charts, for multiple choice answers, bar graphs and histograms for preferential order based answers and Likert scale, highly supporting respondent’s opinion and in measuring their attitude with respect to effectiveness.

Data Presentation and Analysis

Sex	Frequency	Percentage
Male	44	43.6
Female	57	56.4
Total	101	100

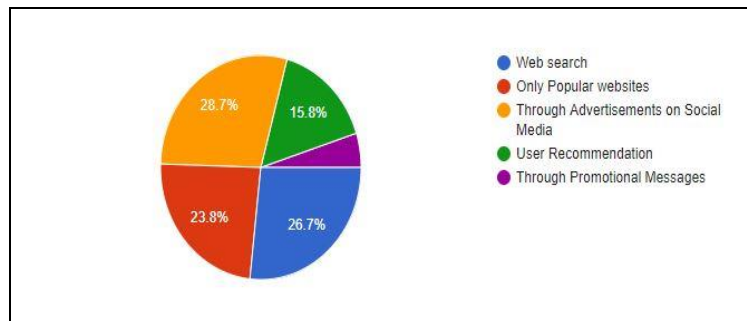
Age group	Frequency	Percentage
18-20	36	35.6
21-23	38	37.6
24-27	15	14.9
28-30	12	11.9
Total	101	100

Employment Status	Frequency	Percentage
Employed	41	41.1
Not Employed	60	58.9
Total	101	101

FINDINGS

The following findings have been drawn from the interaction with the target respondents.

1. Market Identification



The above analysis is about sources on which the respondents have highly been dependent for identifying their market to place orders. The pie chart shows that majority of the respondents depend on advertisements on social media. India has 326.1 Mn users who are connected to social media^[8] as on 2018. Social media sites like Facebook, Twitter, Instagram, LinkedIn, YouTube, Pinterest, Google Plus, Tumblr, Flickr, etc. have created a huge space to accommodate its potential users so as to grow network and connectivity among them. This has been a strong stage for the Indian youth to share and express what they have, thereby being approachable to marketing strategists. Marketing campaigns on this media to a great extent has proven to be successful for e-sellers as there is more exposure of this media to the potential crowd. Many people also depend on organic web search (26.7%) and certain set of crowd (23.8%) transact only through popular websites. On inquiry, Amazon, Flipkart, Paytm, Snapdeal were on the top.

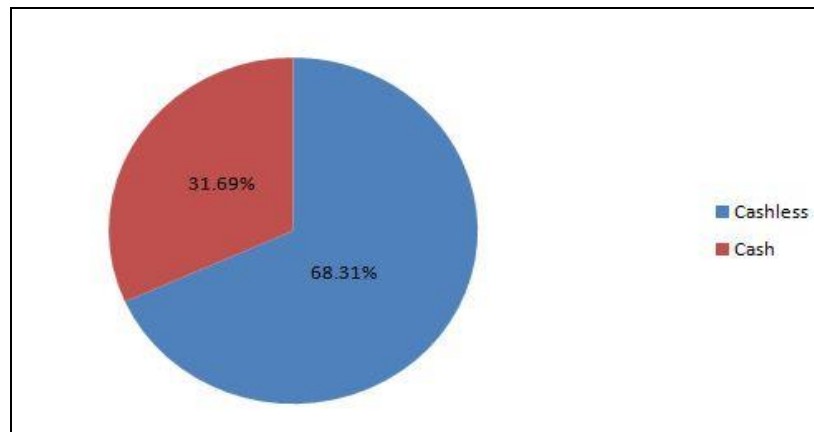
Analysis states that very few respondents prefer selecting their market through promotional messages on e-mail and personal contact.

2. Preferential factors

Factors such as market/brand, product return policy, free shipping, promotional offers, product pricing, etc. are the initial factors that play an engine role for the customer to choose his/her market and the product. It has been seen that maximum responses were towards brand and price of the product. Other factors aren’t considered to be a priority for shoppers before online shopping. This shows that customers are brand focused at an initial level, but on exploring, they tend to consider factors like pricing, free shipping and even promotional schemes.

3. Mode of payment

Undoubtedly, the mode of payment plays a very crucial role in any transaction. Besides cash, there are numerous ways of making payment which are secured and at times cost – effective too. In recent times, mobile applications like Paytm, Mobikwik, Amazon Pay, Paypal, Google Pay, Phone Pay, etc have taken a lead among today's youth. These applications are not only friendly to use, but are double authenticated, thereby leading to high end security. Another major cause for the respondents to choose the above mode is the promotional/sponsored benefits provided by them. Somewhere, this has been inducing a lot of respondents to buy online even when they don't want to. This shows the sensitivity of the respondents with respect to saving penny and also having security and traceability of their wallet money. This is indeed one step towards Digital India.



The study showed astonishing facts where 68.31% of respondents opted for cashless mode of payment where major factors inducing them were promotional offers, discounts, cash-backs, super-cash, reward points, etc. Though the actual application differs from transaction to transaction, but the widely used one stood to be Paytm among the age group of respondents up to 23. Whereas, most of the employed respondents prefer using debit/credit cards, Google Pay, BHIM for high value transactions along with Paytm for small local purchases.

4. Dependency on Online Offers

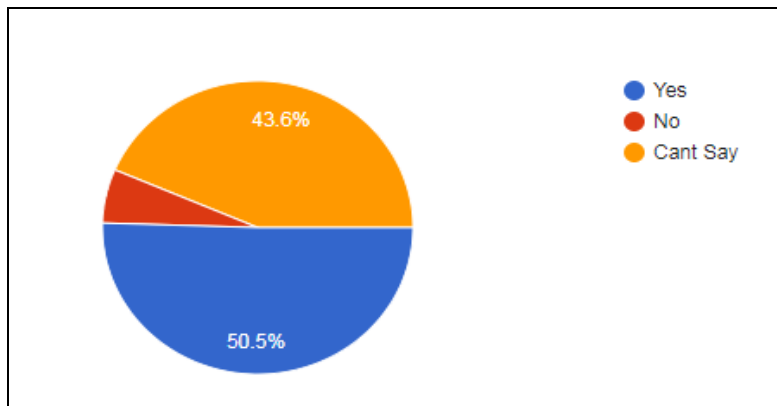
It's been noticed that respondents consider online offers and schemes to a great extent. The thought here can be to obtain any maximum benefits at minimum expense. The study however, gave expected results where 0% of the sample never check for online offers and have been directly buying goods. These are definitely brand oriented customers who are super loyal to the brand they have been using. The study claims 6.9% respondents rarely look for such offers, compared to 65.4% respondents who often and always look for offers. This throws positive light on the fact that majority of the respondents have been depending on offers before cracking their deal. This proves that there is a high dependency on promotional offers by the consumers before buying.

5. Convincing power of online promotional schemes

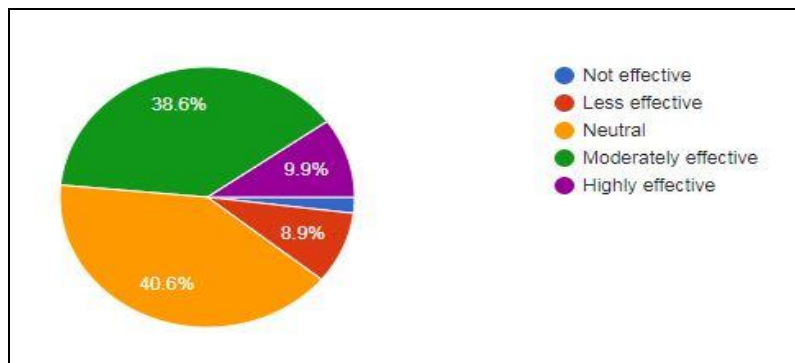
There could be certain consumers in their ride of exploring market and just surfing through availability of things which are available in the electronic market. Promotional offers at times can be so powerful that it may induce a person to buy, even without a clear buying motive. It creates a point of benefit by way of savings and thus stimulates a person to end up buying. The study shows that promotional offers have been no and less effective to 2% and 8.9% respectively. This shows that there are very few people not convincing to promotional offers offered to them by the sellers. On the other hand, it's been highly and moderately effective to 9.9% and 38.6% respondents respectively, thereby claiming a high share of positivity. This clearly shows that maximum people get convinced to buy when catchy offers are made. About 40% of the respondents gave a neutral review where they might get convinced or might not. Factors such as fear of getting cheated or stereotype of getting bad quality products make people back out from availing such benefits. So indeed, online promotional creates a buying motive among the urban youth.

6. Promotional Offers and Brand Image

Can promotional offers impact brand image among youth? This study says 50.5% of the youth sample develops a better image of the brand in their minds after availing promotional offers. 6% respondents do not feel the elevation of brand image in their eyes. However, 43.6% respondents are of no view. This somewhere can be valid as not all promotional offers are continuous and available to everyone. And even if there happens to be an attractive offer, they have numerous clauses attached to it. This de-popularizes the brand in the minds of the youth and can prove to be harmful for the brand.



7. Satisfaction and Happiness (with respect to savings)



Responsibility of every business concern is to satisfy their customers and make them happy. Promotional offers here, has been linked to happiness and satisfaction level derived by the customers after availing such benefits. Happiness is defined both as a state of mind and an emotion whereas satisfaction is a state where desires are met.^[9] This study has tried to explore the level of happiness and satisfaction among consumers vis-à-vis promotional offer benefits. It shows that 50% of the crowd is happy but not satisfied. 40% of the audience is happy and satisfied as well whereas, 10% are neither happy nor satisfied.

Even a little benefit brings happiness to the customers but the same should be more desirous so as to practically satisfy them. That means, promotional offers aren't so effective in satisfying consumer expectation. No company can simply give away lump of discounts just for the sake of obtaining highest market share. This may not prove true in the long run. But vendors should come up with offers stuck into schemes that stretch for a long period of time, where existing consumers can be retained and brand equity can be earned.

8. Promotional offers and savings

Promotional offers should be designed in such manner that it facilitates savings to the buyers. With flat discount offers, buy two for the price of one, apply coupon code and get cash back, buy and earn reward points and claim reward points for benefits in future, buy, promote and earn scheme, etc. facilitates immensely towards saving. These offers are not only attractive to see and execute but it also gives pleasure to the youth crowd for discussing, promoting and defending their brand. It gives them a sensitive feel of being web savvy and pride of availing such a benefit. The study however shows that promotional offers have been ineffective for only 2% respondents and less effective for 12.9% respondents. It's been moderately and highly effective on 43.6% and 7.9% respondents, which shows that majority of the respondents experience savings through promotional schemes. However, 33.7% respondents gave a neutral review, which could be due to false offer claims or dissatisfaction.

CONCLUSION

This study has evaluated the significance of online promotional offers in relation to increasing sales, brand image and customer satisfaction. For this, analysis of influence of promotional activities in the buying habits of the youth crowd was done, with the help of a questionnaire as well as inquiry and observation.

The research paper concludes that social media takes a lead in pulling customers. Online promotional offers offered during payment have positive significant impact on buying among the respondents. This has also facilitated small savings for them, thereby boosting the level of satisfaction and happiness. Also, most of the respondents prefer online mode of making payments due to its authenticity, convenience and traceability.

RECOMMENDATIONS

- Keeping the result of the study in mind, it would be highly beneficial for any online seller if he takes up the art of continuous promotional schemes. The customers here shouldn't be given a chance to switch brands. There should be an attractive offer at the beginning, with a commitment to offer them more as they keep on transacting. Customers should be given referral point or cash backs for getting the brand referred to others, through any evident media. This pursuit will boost customers and give them positive actions about the brand through its offers. This will not only popularize the brand but will also induce the non-buyers to buy. Only continuous offers can satisfy and retain customers over a long period of time.
- Approach should be made more on social networking sites and apps so as to explore the youth world and directly target them with attractive promotion offer which could create a strong relationship between the customer and the brand.
- Vendors must also focus on informing the customers about the real money that could be saved over a period of time by availing such schemes. This might give a vision of benefit to the buyers and their current thoughts about availing the offer could be strengthened.

LIMITATIONS OF THE STUDY

1. Responses are only of urban population and rural population has not been considered, though it holds a great potential for further study.
2. Only one aspect of promotion i.e. sales promotion has been considered. Other aspects such as advertising, direct sales, Public Relations, Direct Marketing have not been considered in the study.

FUTURE ASPECTS

- ✓ E-sellers can tie up with youth based web applications for eg. Tinder, Instagram, Facebook, Paytm, etc. and promote their offers through advertisements only to selected audience through the use of analytics.
- ✓ E-sellers should bear promotional losses initially and treat it as an investment so as build customers for the present and retain customers for the future.

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THE CHALLENGES OF CAR DEALERSHIP: A CASE STUDY OF DEALERS OF MARUTI SUZUKI AND HYUNDAI

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ABSTRACT

*A mighty tie between the automaker and dealers is like a strong fortress which can ward off competition and ensure survival. The success of a car brand relies on the association between automakers and dealers. A trusted dealer support can strengthen customer relations and multiply car sales. Dealers have to be innovative to remain competitive today. Remodelling their services and approaches, the dealers have to understand their customers and car-buying attitudes. In this backdrop the paper is an attempt to understand the changing role of automobile dealers. The study evaluates the various after sale services provided by dealers of **selected companies** in order to pull the customers and retain the existing ones.*

Keywords: Automobile Dealers, Automakers, Customer Retention, Technology

INTRODUCTION

Today an automobile customer has set high bench mark for satisfaction. They expect customised and effective handling. Customer outlook and requirements are mounting. Digitally upsetting rivals pose a serious threat to traditional business retail models. Automakers and dealers should deliberate on remoulding customer service and customer experience. The by-product of enhanced customer experience will be customer loyalty which will eventually culminate in higher sales and profits. Feeding customer trust can convert a customer from a purchaser of the brand to staunch promoter of the brand.

OBJECTIVES

The objectives of the study are as outlined below: -

1. To understand the changing role of automobile dealer
2. To evaluate the after sales services offered by the dealers of Maruti Suzuki India Limited and Hyundai Motors India Limited.

LITERATURE REVIEW

Fraser (2013) studied the quality aspect encompassing automobile dealership. The author examined the quality climate being developed within the automobile dealership in South Australia. The authors findings testified a high proportion of engagement of quality standards by automobile dealers. The success rate and commitment to TQM was also reasonably high.

Gerdes (2017) in his study highlights the list of problems at traditional dealers to push electric vehicles in United states. Dealers were unprepared to sell electric vehicles. There were discrepancies in detail of EVs, knowledge required to sell the vehicles and eagerness to help the customers varied from dealers to dealers and also within the same family of brand dealers. The author discovers that electric vehicle test drive is not offered by many dealers which dims the chances of customers to go electric. The author concludes that low sale of electric vehicle was due to less response and initiative from the dealers.

Caicedo, Mitchke and Ark (2007) concludes that automobile makers and their dealers should make attempts to collaborate with each other more to enhance their performance and harvest better profits together. Dealers should concentrate on enriching their services to retain customers, enhance profit and reduce customer procurement expenses for automakers as well as for themselves.

Wheeler (1999) points out the fact that the remarkable growth in internet has resulted in more informed consumer who is aware precisely what to draw from the dealers. The author emphasises that in spite of the robust growth in internet, automobile dealers will be essential. The author highlights that the dealers have to explore enormous development prospects in addition to the conventional roles.

RESEARCH METHODOLOGY**Coverage of Study**

The paper focuses on the significance of car dealers and their changing roles in the present turbulent times. The paper studies the working of Maruti Suzuki limited and Hyundai Motors India limited car dealers and their attempts to add value.

Sources of Data

Primary data was collected to understand the role played by car dealers. 10 car dealers each of both the companies from MMR region were given a structured questionnaire. Secondary data and information were gathered from secondary published sources viz. books, journals, research studies, websites and newspapers

Data Analysis

Analysis of the data and information collected from primary data were made keeping the objectives of the study in mind.

UNSETTLING BOUTS FOR AUTOMOBILE DEALERS

The future of car dealership in more mature market like US is gloomy. US consumers find role of car dealers irrelevant. A recent study conducted by J.D power and Associates found that 87 percent of Americans do not like few aspects of car dealership, 61 percent found that dealers take advantage of consumers. The way consumers view car dealership had undergone a drastic change. Tesla company is demonstrating the future of car dealership to the world by selling directly to the consumers. Deleting the needless car dealership, it has proved the world that consumers still strike a deal and thus make sensible to delete car dealership.

In the era of internet and mobile, consumers research online to decide about the brand and model before visiting the dealers. Even though the journey of car purchase begin online, Indian consumers decision of car purchase is not completely digital. Dealers are an important part of the equation but in these changing times their role is altering manifold. Dealers have to find creative ways to be an important link between automakers and consumers.

MARUTI SUZUKI - SEASONING ITS DEALERS

Maruti suzuki recognises the fact that that dealerships are important liaison between the company and customers. The car company launched its activity of training two managers from its dealership at one of the top most business school like Gurgaon's Management Development Institute and Ghaziabad Institute of Management Technology. The company is sustaining intense remodelling at dealership. Managers are seasoned for strategy, turnover management, tactics for decision making and also customer relationship management. The company is shedding its old look and revamping a new look at its dealers' channel. All dealers were rechristened a new name Maruti Suzuki Arena which was decked with warmth and friendly atmosphere. It intends customisation of cars, making it customer friendly and enhancing and bettering customer experience.

HMIL - SKILL OLYMPICS

HMIL conducts Hyundai Technician national skill Olympics to notice the best talents amongst dealer technicians through inter-dealership competition. The company invests in sets of training and development to progress and recharge dealer's skills. Such programmes are designed to impart and familiarise dealers with latest upgradation in technology. HMIL has partnered with Automotive Skill Development Council (ASDC) to impart training to unskilled manpower above 18 years of age. After completion of training programme, this trained manpower is employed by the company at Hyundai workshops for after sale services jobs.

FADA - DEALERS SAFETY HARNESS

Federation of Automobile Dealers Association (FADA) was formed in 1964. It is the apex body at national level of automobile retail industry. FADA has been spokesperson for Indian automotive retail for more than 50 years and has collaborated with Society of Indian Automobile Manufacturers (SIAM) and Automobile Component Manufacturers Association of India (ACMA) to form Automotive Skill Development Council (ASDC). It has rightly detected that the automobile industry has grown stunningly but there is a paucity of skilled manpower for automobile dealership. It has started FADA Academy to impart training to dealers to survive acute competition and fill the gap of skilled manpower.

DATA INTERPRETATION

The study was undertaken to understand the after sales services offered by the dealers of Maruti Suzuki India Limited and Hyundai Motors India Limited.

Dealers of Maruti Suzuki

Table No-1: An Analysis of services offered by dealers of passenger car (Maruti Suzuki)

Maruti Suzuki	Spares Availability	Home Maintenance Service	Pick-up & Drop of Car for Service	Drop Facility for Customer after putting Car for Service	Reminder about Service due	Reminder about Renewal of Car Insurance
Always	100%	70%	80%	0%	100%	100%
Mostly	0%	30%	20%	20%	0%	0%
Sometimes	0%	0%	0%	70%	0%	0%
Rarely	0%	0%	0%	10%	0%	0%
Never	0%	0%	0%	0%	0%	0%
TOTAL	100%	100%	100%	100%	100%	100%

Source: Compiled by researcher through analysis of structured questionnaire

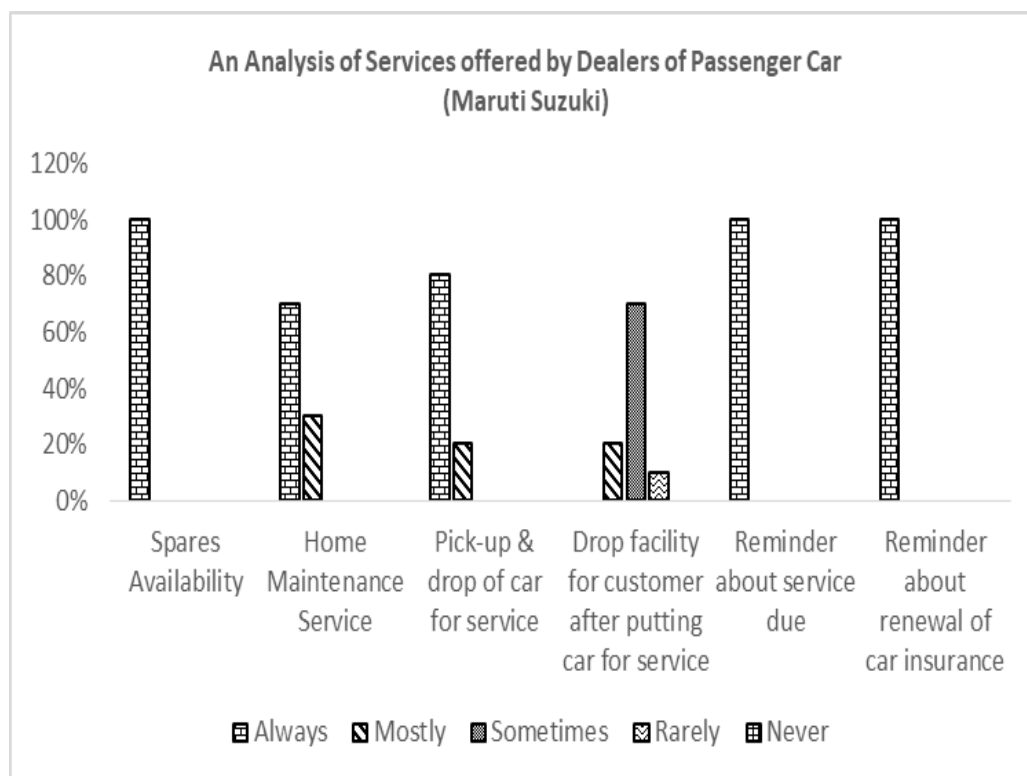
Interpretation

From the above Table no.1 and Figure No.1 related to An Analysis of services offered by Dealers of Maruti Suzuki,

It is observed that:

1. 100% of the dealers always makes their car spares available, reminds the customers about services due and also about renewal of car insurance.
2. 70%-80% of the dealers always offers home maintenance and pick up and drop of car service to their customer.
3. 20%-30% of the dealers mostly offers home maintenance and pick up and drop of car service to their customer.
4. 70% of the dealers sometimes offers drop facility for customer after putting car for service.

An Analysis of services offered by dealers of passenger car (Maruti Suzuki)



Source: Compiled by researcher through analysis of structured questionnaire

Dealers of Hyundai

Table No-2: An Analysis of services offered by dealers of Hyundai

Hyundai	Spares Availability	Home Maintenance Service	Pick-up & drop of car for service	Drop facility for customer after putting car for service	Reminder about service due	Reminder about renewal of car insurance
Always	60%	30%	40%	0%	80%	70%
Mostly	40%	40%	60%	10%	20%	30%
Sometimes	0%	30%	0%	60%	0%	0%
Rarely	0%	0%	0%	30%	0%	0%
Never	0%	0%	0%	0%	0%	0%
TOTAL	100%	100%	100%	100%	100%	100%

Source: Compiled by researcher through analysis of structured questionnaire

Interpretation

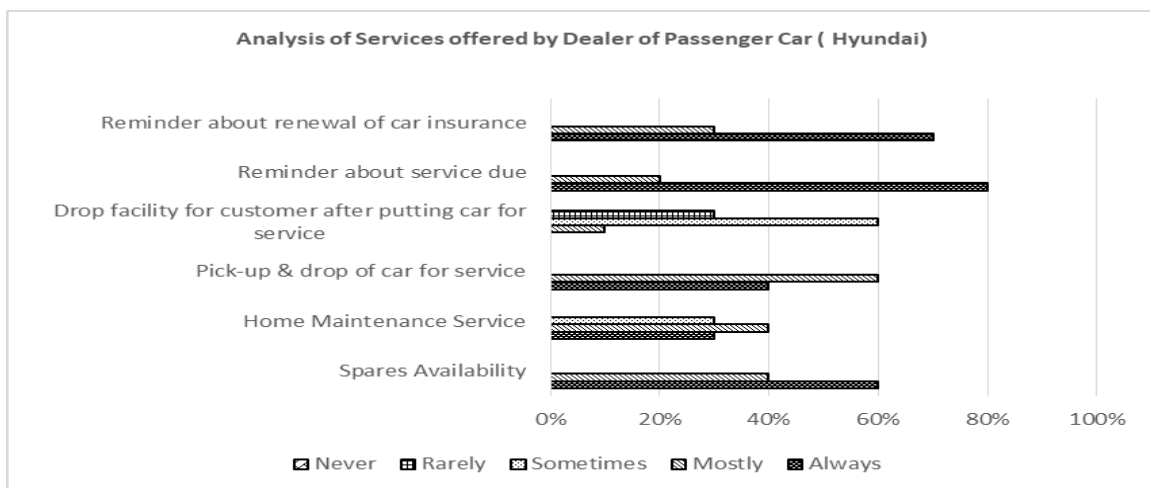
From the above Table no.2 and Figure No.2 related to An Analysis of services offered by dealers of Hyundai,

It is observed that:

1. 30% of the dealers rarely offers drop facility for customer after putting car for service.
2. 80% of the dealers always offers reminder about service due whereas only 30%-40% offers home maintenance and pick up and drop of car service to their customer.
3. 30%-40% of the dealers mostly spares facility, home maintenance and reminder about renewal of car insurance
4. 60% of the dealers sometimes offers drop facility for customer after putting car for service.

Figure No.2

An Analysis of services offered by dealers of passenger car (Hyundai)



Source: Compiled by researcher through analysis of structured questionnaire

CONCLUSIONS

The automobile industry in India is witnessing a transitional phase and customer expectations are transforming and progressing. To remain relevant, automobile dealerships have to find innovative ways. Remaining conventional can prove to be fatal for the survival of dealers. The countless changes in this sector are making the conventional working redundant. The study reveals unsatisfactory services provided by dealers of Maruti Suzuki India Limited and Hyundai motors India Limited. Home maintenance services for minor problems and drop facility to customers after their car is kept for maintenance can be improved by both car company dealers. Hyundai Motors dealers also need to concentrate on spare part availability which can avoid unnecessary delays

and improve their service reminders. Collaboration of dealers and automakers is essential to cut a new model of working which can steer the future role which will be a blend of virtual as well as physical interaction.

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IMPACT OF DIGITALIZATION IN E-MARKETING

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ABSTRACT

Increasingly use of Computers, laptop, mobile, tablets and introduction of various application software for marketing sector brought new revolution in the world of business. Increasing Digital literacy also responsible for revolution in the sector of marketing. Internet is the new mantra of success in global market. With the help of internet it is easy to trap targeted market around the world. The increased usage and demand for network information and connectivity is reflected in the internet penetration rates among the whole world. This penetration has brought fast development for the country due to adaptation of digital resources. Marketers use full colour advertising that appeal similar to both young and old to attract people all over the world. It is fast and flexible means of marketing. The study attempts to focus on relevance of digital literacy and its impact on digital marketing. The study is based on secondary data.

Keywords: Digital Marketing, Digital Literacy, E- Marketing,

I. INTRODUCTION

“Digital” comes from the Latin digitalis, digitus, or “digit” in English, making reference by extension to the use of tools for humans. (Definition from Larousse dictionary). Digital has a particular resonance in the marketing sector. Internet marketing has become the new era in E-commerce with petty variable cost per customer, Internet grew in only few years and there are no barriers for time or location. The increased usage and demand for network information and connectivity is reflected in the internet penetration rates among the whole world. Electronic and digital literacy indicate the ability to use electronic and digital technology while electronic and digital marketing means process of marketing accomplished or facilitated through the use of electronic devices, application, tools, technologies, platform, system and management and execution of marketing specifically using digital electronics and channels (e.g. web, email, digital TV, wireless media,, and digital data about user/customer characteristics and behaviour) to reach market in a timely, relevant, personal, interactive, and cost effective manner. Digital literacy brings traditional marketing as gone days in the future. Due to a very fast extension of the digital literacy major portion of traditional marketing will replace by internet marketing. However, the history of traditional marketing is much older. Digital literacy brings revolution in the marketing sector. Media literacy helps in realizing the boundary between real and the world created by the media. Digitalisation changes the behavior of consumer from traditional consumer to digital media. In this new era, to success in this global world internet is a new way of marketing a product/service globally to the targeted market around the world. Marketers use full color advertising that appeal similar to both young and old to attract people all over the world. It is fast and flexible means of marketing. Marketers should also refer to the AIDA model- Attention, Interest, Desire and Action to successfully attract customers by introducing the right advertising on Internet.

The negative impact of the internet marketing cannot be denied, the incident of e-payment frauds and not providing the reasonable and correct commodity as per the specification shown in the advertisement is also continues to rise. Furthermore, it is generally come into light that new fraudulent and sophisticated techniques are being developed by the fraudster. To minimize the fraud in e-payment and commodity transactions, it is necessary to be cautious by the merchants and the consumers and take preventive measure. This digital trend is changing the way of marketing. Internet marketing is a step towards digital empowerment for the society.

II OBJECTIVE OF STUDY

- To study the relevance of digital literacy
 - Identifying the factor influencing digital literacy.
 - To identify impact of digital literacy and digitalisation on E-marketing.

III RESEARCH METHODOLOGY

The data has been collected from secondary sources from websites, journals, magazines, newspaper, thesis etc.

Digital Literacy in India

As ‘Digital Tsunami’ is hitting the world. Indian Government started digital India program aiming to provide internet connectivity to all. In this context 1 Jul, 2015 to 7 Jul, 2015 declared digital India week. In these respect

India's top industrialists including Cyrus Mistry chairman of Tata group, Reliance Industries Chairman Mukesh Ambani, Reliance Group Chairman Anil Ambani, Kumar Mangalam Birla, Sunil Bharti Mittal chairman of Bharti Enterprises, Vedanta Resources Chairman Anil Agarwal, All top CEOs in the unveiling of the Digital India Week by Prime Minister Narendra Modi on 1 Jul, 2015. These India's top billionaires pledged around Rs 4.5 lakh crore to projects related to Digital India, for Digital India programme. All the top industrialist contributed to fund transformational initiatives across the cloud, digital and telecom space. Digital India project aimed at broadening digital access for all Indians and making sure that government functions and services are available online to citizens. These will boost to the various marketing sectors and also improve the digital literacy.

Marketing acts a support system to the sales team by propagating the message and information to the target audience. Marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand. The marketing is done to increase sales of the product and profits of the company. Internet penetration significantly increased all over the world, connection speed and quality have improved, interactivity and Visual aesthetics of user interfaces have been significantly enhanced and the industry has accumulated tremendous experience and knowhow regarding online consumer behaviour. These developments lead to radical changes not only on location-centric concepts but on the entire context of marketing. Furthermore, the proliferation of mobile technology started to create unprecedented opportunities for marketers to reach existing and potential customers anytime anywhere with a great precision. The impact of the Internet on the traditional time cycles of marketing, segmentation and targeting, and the creation of totally personalized marketing mixes create an entirely new environment for competition.

Social Need For Digital Empowerment

Developing countries still face several challenges in order to keep up with this sort of technological progress, they are women and girls, physically disabled person, People living in poor rural and underserved areas, the Ageing Society (above 60 years), unemployed youth and indigenous people. There are over 1.8 billion young people in the world today, 90 per cent of whom live in developing countries, where they tend to make up a large proportion of the population. According to the ILO report, Global Employment Trends for Youth 2012, there are 75 million unemployed worldwide and youth unemployment rates are forecast to rise in all regions in the coming years (e.g. from 9.5% in 2012 to 10.4% in 2017 in East Asia, from 9.6% to 9.8% in South Asia and from 13.1% to 14.2% in South East Asia and the Pacific). Therefore, it is necessary to take youth issues into consideration in the development agenda and policies of each country. In terms of internet usage, ITU estimates that 2/3 of the world's population and 3/4 of people in developing countries are still not using the internet.

Majority of these people are living in poor rural and underserved areas. The Asia-Pacific region (at 32 percent) is at fourth place in terms penetration compared to those of the other regions i.e. America, Arab country Africa, Europe, common wealth of independent states.

Some of the barriers faced by developing countries in improving ICT/internet access and usage particularly in poor rural and underserved areas include the cost of devices and connections, the low speed and quality of internet connections, the limited availability of ICT services outside major urban areas and more generally, inherent development challenges related to poverty and literacy levels.

Baines, Cris fill, and Kelly page describe the structural properties of digital resources in his book marketing; these are internet marketing, internet advertising, search marketing, e-mail marketing, mobile marketing, viral marketing, online retailing adver- gaming and social web marketing.

World Bank Assisted- India: e-Delivery of Public Services DPL Project

The Government of India received a loan from the World Bank towards programme management and financial support for the National e-Governance Plan (NeGP), for an amount of US\$ 150 million (about Rs.700 crore) The loan is referred to as "India: e- Delivery of Public Services Development Policy Loan" and is envisaged to support NeGP's countrywide plans of increasing online services for citizens in their locality, to improve the quality of basic governance in areas of concern to the common man. Indicative Target to fulfil National e-Governance Plan consists improving access to services by using the mobile platform while increasing the pace of internet penetration.

- National IT Policy Implementation Support.
- E-Literacy: Pilot projects on different models for e- Literacy; Mandatory Delivery and Affordable Access.
- Urban CSCs – project preparation and implementation support;

- ICT for Education, Health, Rural Development, RD and Financial Services (pilots)

The Advantages and Disadvantages of Internet Marketing

Advantages of Internet Marketing

- Its available 24X7 i.e. 24 hours a day, 7 days a week.
- It offers more product and choices.
- Cost-effective, in the long run.
- Internet is used a tool of promotion of products.
- It can effectively reach the target customer.
- Faster and less expensive to conduct direct marketing campaigns.
- Internet is used to study internet consumer behaviour.
- It saves money as it saves storage cost, space rental, eliminate huge inventories etc.
- It fuels growth of Consumers in nonmetropolitan areas.
- For customer it provides product of latest trend that are unavailable at local stores.

Disadvantages of Internet Marketing

- No face to face communication involved in internet marketing.
- It increased worldwide competition.
- Marketing on internet depend on technology.
- Retail marketing is suffering.
- Threats for new entrepreneurs in the open market.
- Internet marketing is less appropriate for a product that require personal relationship.
- Internet marketing is intangible form of marketing as it not allows prospective buyers to touch, or smell or taste or 'try on' the products.

IV CONCLUSION AND LIMITATIONS

Digitalisation is for social transformation. Digital empowerment is essential for extending the benefits of ICTs to all strata of the society, with special focus on people with special needs, in order that they will be able to fully, if not equally participate in all aspects of life, exercise their duties, contribute to and enjoy the rights and benefits as members of the society. However, majority of the developed economies have become broadband-based information societies and are using the internet not only to connect people, but also things, in what has been called the Internet of Things. The digital economy that is driven by information technology and e-commerce is being developed worldwide. Digitization provides an opportunity to collect information in real time and to collect information more effectively related to the needs of consumers. Business world fully utilise the advantages of digitalisation to successfully grow in this competitive environment.

However, several challenges like keeping up technological progress, among women and girls, physically disabled person, people living in poor rural and underserved areas, the ageing Society (above 60 years), unemployed youth and indigenous people came in way for fully digital literacy. Poorest among the poor not come under digital empowerment. So the further research will helpful to employ method for complete digital empowerment and E-marketing.

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TO STUDY THE RENTAL CLOTHING BUSINESS AND EFFECT OF DIGITALISATION ON THIS BUSINESS IN CONTEXT TO MUMBAI

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1. ABSTRACT

The Rental clothing business in Mumbai has recorded a growth in recent times. This has encourage a lot of new start-up in the Mumbai. This study has been taken up to find out the growth of rental clothing business from brick and mortar to e-commerce platform in India. Mumbai based start-up has been around for over a decade pioneering the concept of a shared economy, reducing the need for expensive purchases and making high fashion affordable, liked by the celebrities and fashionistas the brand continues to expand into B2C consumer segment. Focusing on building its digital presence. This paper show the presence of rental clothing business and type of services provided by them. It also study the future scope of rental clothing in Mumbai.

2. INTRODUCTION

The topic “Rental clothing business online” have a great potential in India and hence have selected this topic. Rentals online is a new concept. It is about providing access and comfort to consumers. The rental clothing business online in India have ted growing. This is because of the growing use of the internet. The traditional rental clothing business use to be offline that is through brick and mortal model but in recent time this business realised the importance of their presence online and have started growing their business online. They give you access to designer wear at a fraction of the cost and also provide complimentary services such as pick-up and drop besides doing the necessary fittings and handing over a dry-cleaned garment. It have also realised the importance of digital marketing and have started marketing their products and services online. Even they have started with their own online websites, app etc. Their target user is someone who wants a good lifestyle with surplus disposable income. Customers don’t think of rental as a taboo anymore. This business is all about renting clothes for various occasions such as wedding, party, photo-shoot, etc. Traditionally, Indians have a preference for owning. Be it a house, a car, expensive jewellery or good clothes. This mind-set is also changing now, albeit slowly.

3. OBJECTIVES

Objectives are the aim of the work and purpose of the study that are been kept in mind while performing the research. And following are the objectives with which the study was conducted:

1. To gain background information about the present business model in Mumbai.
2. Analysis the future scope of this business.
3. Use of internet in this type of business
4. Effect of digitalisation on this business.
5. To find out the acceptance of this concept in Mumbai.

4. SIGNIFICANCE

Ease of use of online retail, rapid advancement in internet penetration, growing popularity of online shopping portals, and advancement in mobile internet technology drive the growth of the global online clothing rental market. Women are the biggest consumers of this market and expected to remain a dominant consumer base through 2023. The western wear segment would showcase the fastest growth through the study period. The Asia-Pacific market is expected to grow at the highest CAGR during the forecast period. Asia Pacific online clothing rental market stood second and is expected to attain a CAGR (Compound annual growth rate) of 3.1% during 2015-2023 to reach notable revenue by 2023. In Asia Pacific region emerging economies such as China and India and positive GDP figures are believed to foster the growth of online clothing rental market.

5. BENEFITS

The rental clothing business have seen growth in the last few years. This growth have transform from brick and mortar model to ecommerce. The rental clothing have started operating from through their online portals and have also launched various apps. Following are the benefits that are available to the customers if the go for online rental clothing business:

- **Save time**

The online rental clothing have enable the customers to save their time of travelling to the stores and use that same time for exploring the products online.

- **Save money**

Rental clothing business have given an option of taking clothes on rent at a very minimum cost rather than buying it for more price as compared to the rent charged for it.

- **Feel confident**

Rental clothing have provided an option to have a new variety of clothes for every occasion which brings a different kind of confident in an individual.

- **Freedom to try new Brand**

This business have given option of trying new brands to the customers at a minimum price at your doorstep without even visiting the market.

- **Test new styles and trend**

Renting clothes gives the freedom to try new styles of clothes that one might not have otherwise. It provide various type of new style clothes. The collection available here is changed as per the new trends in the fashion.

- **Reduce closet clutter**

It reduce the clutter in the wardrobe and save the space in the house.

6. LIMITATIONS

Limitations are the shortcomings, conditions or influences that cannot be controlled by the researcher that place restrictions on methodology and conclusions. No study cannot be done without limitation even this study have some limitation. Following are the limitation of this study:

- This study is limited to the time constraint.
- Limited to few sample space.
- Lack of previous studies in the research area. (literature review)

7. SOURCE OF DATA:

i. Primary Data

ii. Secondary Data

The type of data used in this study are secondary data and primary data. Secondary data is been used to find out about the basic information of the presents model of Rental clothing business in Mumbai. Primary data is collected by survey method.

ADVANTAGE

- Primary data collected are more reliable then the secondary data.
- This collect the information which is required for the research.
- There is no waste of resources while collecting Primary Data.
- It gives original research quality, and does not carry bias or opinions of third parties.

DISADVANTAGE

- The process is very time consuming.
- The present study is constrained by the limitation of time and cost.
- The outcome from research audience may not be always feasible.

8. METHODOLOGY

In the following study the sample taken from population is especially based on the individuals. It is a survey conducted to find out the interested customers. In this sample perception of people those who are interested in taking clothes on rent is been recorded. Their future acceptance from this business is been find out. The sample is further divided as per Gender, Age, Marital status, Annual income, their style, Choice, willingness to pay, influencing factors, based on the occasion they want to rent clothes, factors affecting their renting decision, preference.

The sample population will be judge on the basis of their demand, willingness to pay, new tends, acceptance, gender and also some expected changes in near future in this business depending upon the ongoing business model in Mumbai.

• **Nature of study**

In this study we are going to do basic research about the rental clothing business in Mumbai. Also qualitative approach to study the perception to the people in Mumbai. The data collected will be primary data based upon a small sample taken from the masses. The secondary data will be used for analysing the present model of the business and to find out the solutions for the growth of this business. It involves Descriptive research surveys conducted to find out the perception of the masses. It aims to identify the facts involved and the limitation in this type of model. To study the present model of this business and try to find out its scope in the near future. To find out the factors for its sustainability.

• **Sampling design & frame**

In the following study the sample taken from population is especially based on the individuals. It is a survey conducted to find out the interested customers. In this sample perception of people those who are interested in taking clothes on rent is been recorded. Their future acceptance from this business is been find out. The sample is further divided as per Gender, Age, Marital status, Annual income, their style, Choice, willingness to pay, influencing factors, based on the occasion they want to rent clothes, factors affecting their renting decision, preference.

The sample population will be judge on the basis of their demand, willingness to pay, new tends, acceptance, gender and also some expected changes in near future in this business depending upon the ongoing business model in Mumbai.

• **Sampling technique**

For the following research study we are going to use a simple random sampling from a population of a specific city (Mumbai). Mumbai, the commercial capital of India, is the largest city in the country carrying a population of 12.5 million people. As there are few players in the market doing similar type of business. Hence random sampling is done by taking no. of people as sample from the above population. Sample population is selected at random.

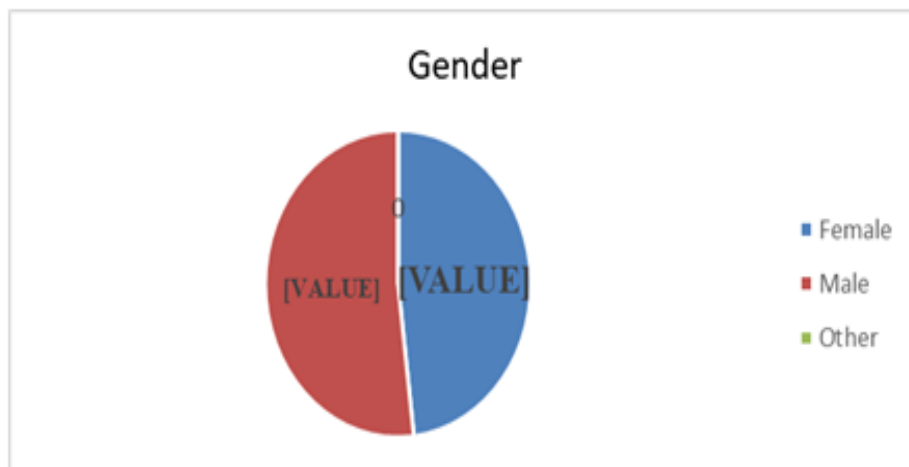
• **Tools for data collection**

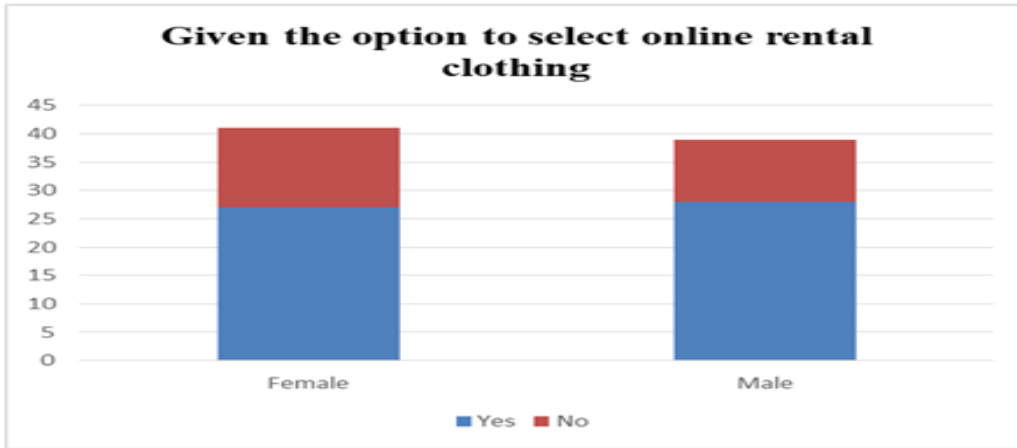
Survey method was used to collect primary data from some respondents to know their perception. Secondary data was been collected through various source like internet, newspaper articles on rental clothing business.

9. ANALYSIS

For this study 80 of the sample has been collected from Mumbai through survey to find out the perception of masses in Mumbai about the rental clothing. Out of the total data collected 51.90% were Male and 48.10% were female.

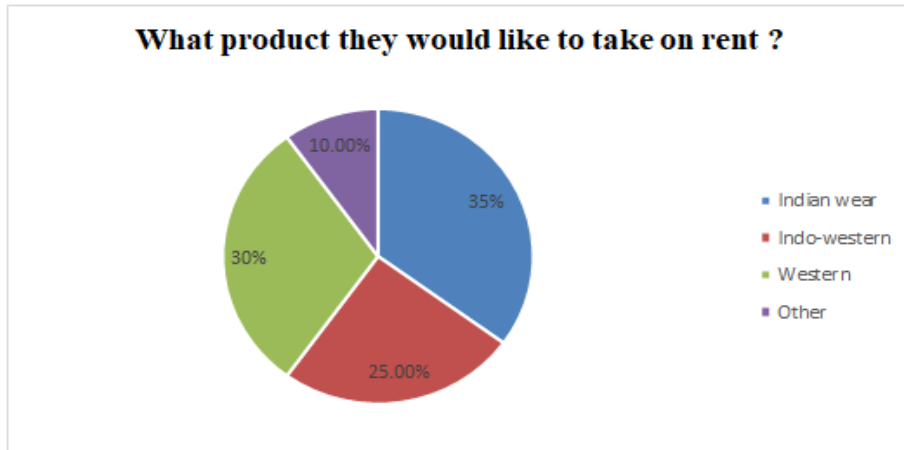
Interpretation



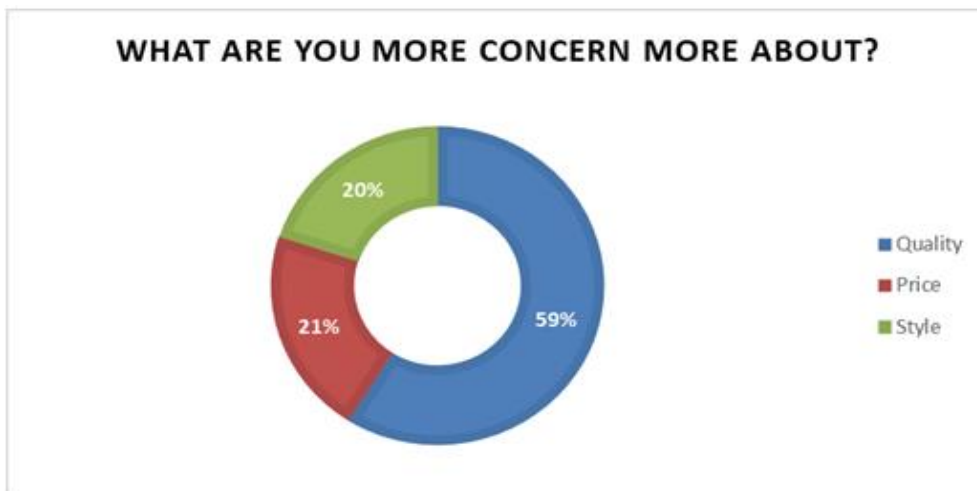


Female responds towards the rental clothing business was more positive than compared to the male response. There is more positive response from female than the male.

Taking about the kind of product they need are Indian wear, Western wear, Indo-western, party wear. Indian wear are more in demand as compared to the other products. The next product after Indian wear is western wear which is then followed by indo-western wear.



The survey also was made to find out what are the masses more concerned about, when taking clothes on rent. It is find out that masses are more concern about the quality of the product and thwn comes the price and least comes style..



10. CONCLUSIONS

Rental clothing business has not remained same as the old traditional rental clothing. It has changed completely from product range to its price. Now they provide clothes for weeding, parties, festivals for brides, groom and their family. It still don't have that strong presence on internet. It need to develop a lot in terms of their presence online.

11. RECOMMENDATION

There has to be more of development of this business, as it has not been able to reach out to the maximum market targeted. Its digitalisation is also limited a very small platform. This business has to grow more on digital platform as there is more scope of getting more of customers from there as today people spend a lot of time on internet, social media like Facebook, Instagram. The promotion need to be done on this platform using digital marketing. More emphasise has to be given to digitalisation in this business as there has been increase in the ecommerce business.

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ONLINE SHOPPING BEHAVIOUR AMONG THE STUDENTS - A STUDY WITH REFERENCE TO MUMBAI REGION

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ABSTRACT

Online shopping offers the customer a wide range of products and services, wherein he is able to compare the price quoted by different suppliers and choose the best deal from it. Internet marketing is conceptually different from other marketing channels and internet promotes a one to one communication between the seller and the end user with round the clock customer service. In addition, the internet can also facilitate the shopping of consumers with reduced mobility. The consumer, in case of online shopping can buy the selected product rapidly by doing some clicks from home. Students have been the majority online shoppers, so this study finds out the attitude of students towards online shopping. This paper attempted to find out the impact of factors like easy payment, wide variety of products, educational qualification on online shopping. A total of 166 under-graduation and post-graduation students were selected from Mumbai region. Students were asked their level of agreement on 16 aspects related to online shopping.

Keywords: Online shopping, internet marketing, students' attitude

INTRODUCTION

The world of internet practically can be considered as an endless market, where a consumer living in any country of the world can get into a contractual relation with a trader operating in any other country of the world. From this aspect a cross-border purchase is when the consumer buys goods from any web trader settled anywhere in the world outside his/her country of residence. Due to the differences in language and legislation environment, furthermore sometimes in commercial traditions it is particularly essential to consider whether to buy the selected product from a web store operated by a foreign trader.

The consumer, in case of online shopping can buy the selected product rapidly by doing some clicks from home or work saving time and energy in spite of the larger distance arising from the endless and unlimited market offered by the internet. In addition, the internet can also facilitate the shopping of consumers with reduced mobility. Since the consumer does not have to go to the premises of the trader, and is not limited by the opening hours, he/she can place an order at all times. Such items can also be purchased that are not available in the surroundings of the consumer, thus the choice of goods is significantly broader, and furthermore the delivery can be requested not only to the place of residence but to the workplace, as well. The offers on the internet can be easily compared, therefore the consumer can buy the product with the most favorable conditions (price, quality, other discounts) tailored to the individual's needs.

Besides the advantages however, it is good to know that there may also be risks connecting to online shopping, since the conclusion of the contract is done without personal interaction, and the consumer sitting in front of a computer/screen tends not to think over or consider his/her intention of buying. The consumer being as a layman not a professional player of the deal is in a more defenseless situation. This is manifested in a twofold information deficit concerning on the one hand the product to be bought and on the other hand concerning the identity of the trader.

REVIEW OF LITERATURE

Tulsi Raval (2014) stated that today the demand of e-commerce market is increasing in India. Use of smartphone and desktop has increased in India and due to this, the tendency of online shopping increase in Indians. It is noticeable that the world's leading e-commerce companies are competing to capture the Indian e-commerce market. The behaviour of the Indian online shoppers is the main noticeable factor in Indian e-commerce market. The demands of the Indian shoppers are different from other nations of the world. In India, a shopper is always looking for a cheap rate product and that is why almost one third of the total sale is made during the sales season. The discount offered by the companies affects not only offline market but also affects the e-commerce market.

Mutaz M. Al- Debei , Maroon N. Akroush , Mohamed Ibrahiem Ashour (2015), findings of this study indicate that consumer attitudes toward online shopping is determined by trust and perceived benefits. Perceived web quality was found to be a direct predictor of trust, and the former positively and significantly influences perceived benefits.

Nidhi Vishnoi Sharma, Varsha Khattri (2013), their study concluded that the deals and discount websites must concentrate their marketing effort towards building trust in the consumer, mostly about the financial transactions. Also, a variety of payment options must be provided to the consumer in this case and technically the payment gateways must be strong enough to avoid any security breach.

Lan Xia, Kent B. Monroe, (2009) the purpose of this paper is to study the effects of consumers' pre-purchase goals on their responses to price promotions. Consumers with a pre-purchase goal were found to be more attracted to the promotion than those without a goal. More importantly, pre-purchase goals interact with promotion characteristics and produce differential effects on willingness to buy. Consumers with a pre-purchase goal are more attracted to promotions emphasizing reduced losses while those without a goal responded more favorably toward promotions emphasizing gains. Moreover, consumers with and without a pre-purchase goal respond differently to various discount levels. Existing research on price promotions has not examined the influence of consumers' pre-purchase goals. This paper brings a new dimension to price promotion research. Understanding these variations in pre-purchase goals across consumers will help sellers design more effective promotion programs.

NEED FOR THE STUDY

Because of the numerous advantages and benefits, more and more people say they prefer online shopping over conventional shopping these days. The buyer’s decision-making process has changed dramatically in recent years. Buyers are conducting extensive research online before ever speaking to a sales person. Buyers are also making more direct purchases online and via their smartphone, never stepping foot into traditional brick-and-mortar locations. The internet makes doing business much easier and faster. It’s led to changes in the way people do business with a rapidly growing worldwide trend towards online shopping or e-commerce. This study made an attempt to find out the factors that motivate online shopping.

OBJECTIVES OF THE STUDY

1. To know the attitude of students’ towards online shopping.
2. To identify the key factors that influence on selecting of online retailers.
3. To find out the perception of respondent towards personal security and transaction security.

HYPOTHESES OF THE STUDY

1. **H₀**: There is no significant relation between educational qualification and buying behaviour of the respondents.
H₁: There is a significant relation between educational qualification and buying behaviour of the respondents.
2. **H₀**: Students’ never compare prices with other shopping apps or sites before buying from online stores
H₁: Students’ compare prices with other shopping apps or sites before buying from online stores.

RESEARCH METHODOLOGY

Universe	Mumbai
Method of data collection	Primary and Secondary
Method of Primary Data Collection	Questionnaire by online sites (Open and close ended)
Method of sampling	Random Sampling / Convenience Sampling
No. Of Sample Respondents	166
Method of Data Analysis	Chi-square test, Likert’s Scale

ANALYSIS AND INTERPRETATION OF DATA:

Table-1: Division of sample respondents

	Male	Female	Total
Graduates	76	51	127
Post Graduates	27	12	39
Total	103	63	166

(Source: By Primary Data)

A set of preliminary questionnaires consisting of 16 questions were randomly distributed to 166 undergraduate and postgraduate students of Mumbai region. Responses from male are more comparing to female.

Table-2: Amount spent on Online Shopping

Amount (Rs.)	Frequency	Percentage (%)
500-1,000	64	38.55%
1,001-2,000	55	33.13%
2,001-5,000	30	18.07%
Above 5,000	17	10.25%

When respondents were asked how much amount they spend on online shopping, 64 of the respondents representing 38.55 % indicated that they spend less than 1,000 rupees, only 17 respondents representing 10.25% indicated that they spend more than 5,000 rupees.

Chart-1: Best thing in online shopping

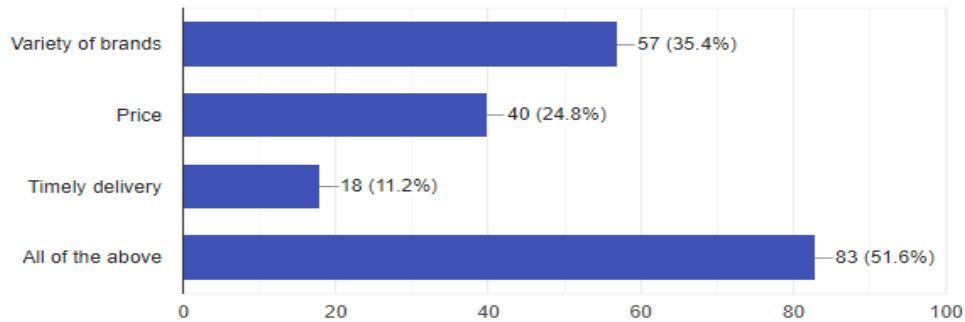
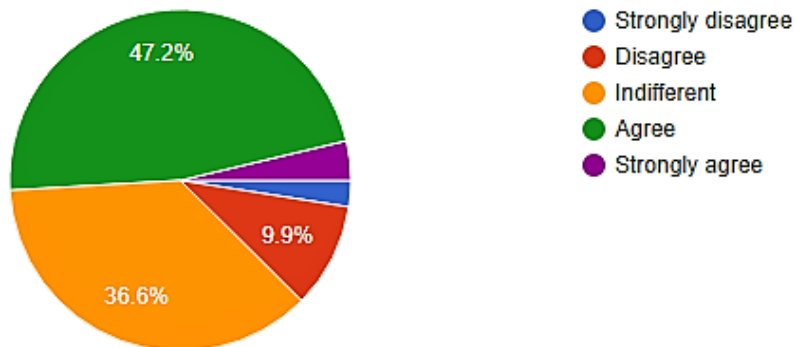


Table-3: Comparison of prices with other shopping app or sites before buying from online stores

Comparison of prices	Frequency	Percentage (%)
Always	71	42.77%
Sometimes	83	50%
Never	12	7.23%

92.77% of students compare prices with other shopping app or sites before buying from online stores.

Chart-2: Perception of people towards transaction security



Tool used for data collection

The tool used for data collection was a 16 item questionnaire developed by the researchers. The questionnaire included student’s personal information, Online Shopping Behaviour among the Students - A study with reference to Mumbai Region.

The Likert’s method of summated ratings was used and the weightings on the five point scale were Strongly Agree (SA) = 1, Agree (A) =2, Neutral (N) =3, Disagree (D) = 4, Strongly Disagree (SD) = 5 for positive statements.

Table-4: Perception of people towards personal security

Particulars	Frequency	Percentage (%)
Strongly Agree	11	6.63%
Agree	76	45.78%
Neutral	59	35.54%
Disagree	16	9.64%
Strongly Disagree	04	2.41%

(Source: By Primary Data)

DATA ANALYSIS

The null hypothesis for sub samples was tested by employing Chi-Square at 5% level of significance.

1. **H₀**: There is no significant relation between educational qualification and buying behaviour of the respondents.

H₁: There is a significant relation between educational qualification and buying behaviour of the respondents.

calculated value (p-value)	0.03455	cal. Value < Table Value We reject H ₀
Table Value	0.05	
Here in our observation 0.03455 < 0.05	hence we will reject H₀	

H₁: There is a significant relation between educational qualification and buying behaviour of the respondents.

FINDINGS & RECOMMENDATIONS

1. 40.9% of the respondents shop only during offers/sale.
2. 39.8% students spend 500-1000 rupees in a single shot shopping. There is a great demand for the products in this range that is economical as well as qualitative to them.
3. Amazon website is preferred by most of the respondents.
4. Price plays an important role. Offers, discounts as well as Festive seasons are a big hit which has maximum footfalls.
5. Clothing and gadgets are the highest buying products online.
6. Most of the respondents make cash payment on delivery of the goods.
7. The respondents face major problems on theft of credit card/debit card information, and lack of security on online payments. Implementing precautionary steps to solve these problems shall create consumer confidence on online shopping.

CONCLUSIONS

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. Factor analysis results reveal that Experimental Uniqueness, Customer Service and Convenience tend to be three significant dimensions as to why customers prefer internet shopping. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment. Thus, a consumer being the king of the market needs a treatment like king. Even though the internet is often referred to as a borderless market, there are still some barriers to overcome.

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ONLINE WHISTLEBLOWER SYSTEM – A STUDY OF CONSTITUENT COMPANIES OF S&P BSE SENSEX

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ABSTRACT*“Our lives begin to end the day we become silent about things that matter.”**- Martin Luther King, Jr.*

Whistleblowing is fast taking momentum in the country. The whistleblowers often suffer because of improper reporting system and their revealing their identity. So, a proper whistleblower policy is the required which enables proper reporting system and protection of whistleblower. The present study is an attempt to find the adoption of online whistleblowing system among companies listed in BSE Sensex. The findings of the study highlight the fact that still companies follow the old pen paper system for disclosure in this digitised world. The study recommends that companies should go online for reporting system of disclosures made by the whistleblowers.

Keywords: whistleblower policy, online whistleblower system, anonymous whistleblowing.

INTRODUCTION

The number of fraud cases is increasing day by day and more and more frauds are uncovering and being reported because different policies and platforms being provided for raising the issue or ‘BLOWING THE WHISTLE’. A whistleblower is a person who ‘blows the whistle’, i.e. someone who starts on his or her own will, an open disclosure about wrongdoing that is perceived directly by him/her in a particular occupational role, to an individual or agency which is capable of investigating the complaint and to facilitate the correction of wrongdoing. There are different types of whistleblower like internal whistleblower, external whistleblower, current whistleblower, alumni whistleblower, open whistleblower, anonymous whistleblower. Since a whistleblower is a person which discloses a wrongdoing, a policy/mechanism is required for proper disclosure and protection of the whistleblower. Such policy is called the whistleblower policy. A whistleblower policy would normally contain points related to proper disclosure, procedure to disclose, reporting, protection of whistleblower and the procedure followed to take the decision.

REVIEW OF LITERATURE

Nimisha, Mani (2015) in her paper “An Overview of Whistle Blowing: Indian Perspective” examined the whistle blowing process in India, its consequences, need for building a whistle blower policy, recommendations for India to encourage whistle blowing. The authors further discussed various episodes of whistle blowers in India. These episodes highlight the odds that whistle blowers face in India. Shikha (2015) in her paper “System of Whistle Blowing in India” highlighted the term whistle blower as someone who draws public attention to a foul in a game by blowing of the whistle. In conclusion the author emphasised the need to strengthen the provisions of whistle blower protection Act and see to it that the Act does not become a paper tiger. . Priyanka Biswas (2015) in her paper “Role of Employees in Corporate Governance with Reference to Whistle Blowing Policy” deals with whistle blowers policy of various corporate and the legal protection afforded to such actions in countries like USA, UK and India under their legal framework. The paper suggests to restore back the mandatory requirement of including a whistle blowing structure of the company which is now made as non-mandatory requirement. The author concludes that for effective whistle blower policy to be in place, the judicial system must give proper space to whistle blowers so that their spirits are lifted. The survey by PWC (2011) makes it evident that India has a long way to go before potential of whistle blowing is completely realized.

OBJECTIVES

1. To understand the meaning of whistleblower policy.
2. To study the recent development about whistleblower policy in India.
3. To study the whistleblower policy and their online reporting system amongst the companies of S&P BSE Sensex.

HYPOTHESIS

H1 – Anonymous disclosures are allowed by all the companies of the S&P BSE Sensex (as on 5th April, 2019)

H2 – All the 30 companies of the S&P BSE Sensex (as on 5th April, 2019) have adopted online system for disclosure by whistleblower.

RESEARCH METHODOLOGY

The study is primarily based on secondary data collected from website, journals and whistleblower policy published on the websites by the top 30 companies of S&P BSE Sensex, as on 5th April, 2019. Following thirty companies are considered: Asian Paints Ltd, Axis Bank Ltd, Bajaj Auto Ltd, Bajaj Finance Ltd, Bharti Airtel Ltd, Coal India Ltd, HCL Technologies Ltd, HDFC Bank Ltd, Hero MotoCorp Ltd, Hindustan Unilever Ltd, Housing Development Finance Corp, ICICI Bank Ltd, IndusInd Bank Ltd, Infosys Ltd, ITC Ltd, Kotak Mahindra Bank Ltd, Larsen & Toubro Ltd, Mahindra & Mahindra Ltd, Maruti Suzuki India Ltd, NTPC Ltd, Oil & Natural Gas Corp Ltd, Power Grid Corp of India Ltd, Reliance Industries Ltd, State Bank of India, Sun Pharmaceutical Industries Ltd, Tata Consultancy Services Ltd, Tata Motors Ltd, Tata Steel Ltd, Vedanta Ltd and Yes Bank Ltd

WHISTLEBLOWER POLICY IN INDIA:**Provisions/guidelines related to whistleblower policy**

Companies Act, 2013: [Section 177(9) & (10)] States that "Every listed company or such class or classes of companies, as may be prescribed shall establish a vigil mechanism for directors and employees to report genuine concerns in such manner as may be prescribed." **Listing Regulations: [Regulation 22 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations)]** Provides as a mandatory requirement for all listed companies to establish a Whistle Blower Policy for Directors and employees to report genuine concerns. **Whistle Blower Protection Act, 2011** - The said Act envisages a mechanism to receive complaints related to disclosure on any allegation of corruption or willful misuse of power or willful use of discretion against any public servant and to inquire or cause an inquiry into such disclosure and to provide adequate safeguard against victimization of the person making such complaints and for latters connected therewith and incidental thereto. The Rules of Whistle Blower Protection Act are yet to be notified.

RESULTS & DISCUSSION:

SR. NO	COMPANY	ONLINE DISCLOSURE	ANONYMOUS DISCLOSURE	WHO CAN DISCLOSE?	IDENTITY OF WHISTLE-BLOWER
1	Asian Paints Ltd	Email, Intranet website	Allowed	Employees, Business associates	Confidential
2	Axis Bank Ltd	Website *	Allowed	Stakeholders	Confidential
3	Bajaj Auto Ltd	No	Not allowed	Directors /Employees	Protected
4	Bajaj Finance Ltd	No	Not allowed	Directors /Employees	Protected
5	Bharti Airtel Ltd	Email	Allowed	Stakeholders	Confidential
6	Coal India Ltd	No	Not allowed	Directors /Employees	Confidential
7	HCL Technologies Ltd	Email	Allowed	directors, employees third party vendors, consultants and customers	Confidential
8	HDFC Bank Ltd	**	**	**	**
9	Hero MotoCorp Ltd	Email, website*	Allowed	Employee, Director, Vendor, Supplier, Dealer and Consultant, including Auditors and Advocates of HMCL	Confidential
10	Hindustan Unilever Ltd	Email	Allowed	Director / Employee	Confidential
11	Housing Development Finance Corp	Email, website*	Allowed	Stakeholders	Confidential

12	ICICI Bank Ltd	Email	Allowed	Directors /Employees	Confidential
13	IndusInd Bank Ltd	Email	Allowed	Stakeholders	Confidential
14	Infosys Ltd	Email, website	Allowed	Directors /Employees	Confidential
15	ITC Ltd	No	Not allowed	Directors and employees	Protected
16	Kotak Mahindra Bank Ltd	Web portal*	Allowed	Employees, directors, suppliers, vendors, service provider	Confidential
17	Larsen & Toubro Ltd	Email	Allowed	Directors and employees	Confidential
18	Mahindra & Mahindra Ltd	Email, web portal	Not allowed	Stakeholders	Confidential
19	Maruti Suzuki India Ltd	NOT DISCLOSED IN THE POLICY	Not allowed	Directors and employees	Confidential
20	NTPC Ltd	No	Not allowed	Directors and employees	Confidential
21	Oil & Natural Gas Corp Ltd	Email	Not allowed	Directors and employees	Confidential
22	Power Grid Corp of India Ltd	Email	Not allowed	Directors and employees	Confidential
23	Reliance Industries Ltd	Email	Allowed	Directors and employees	Confidential
24	State Bank of India	**	**	**	**
25	Sun Pharmaceutical Industries Ltd	Email and web portal	Allowed	Directors and employees	Confidential
26	Tata Consultancy Services Ltd	No	Allowed	Directors and employees	Confidential
27	Tata Motors Ltd	Email, third party web portal	Allowed	Stakeholders	Confidential
28	Tata Steel Ltd	Email	Not allowed	Directors and employees	Confidential
29	Vedanta Ltd	Email, web portal	Allowed	Stakeholders	Confidential
30	Yes Bank Ltd	Website *	Allowed	employee, director, customer, vendor/third- party intermediary	Confidential

* handled by third party managed web application – “Corporate Whistleblower Initiative”, “KPMG”

**detailed policy not available online.

From the 30 companies, the detailed whistleblower policy of HDFC Bank ltd. And State Bank of India is not available online. In some cases, the whistleblower mechanism is handled by a third party managed web application like ‘Corporate Whistleblower Initiative (CWI) and KPMG.

CONCLUSION AND RECOMMENDATIONS

The results of the study indicate that 60% of the companies in BSE Sensex allow anonymous disclosure by the whistleblower. Thus, in case of first hypothesis, null hypothesis is proved right i.e. Anonymous disclosures are not allowed by all the companies of the S&P BSE Sensex (as on 5th April, 2019). Also, it can be observed that 33.33% of the companies have at least digitised the system by enabling the disclosure to be made via email. 33.33% companies have enabled the disclosure through both email as well as website/web portal. The

whistleblower policy of 16.67% companies is managed by third party managed web portals. Thus, in case of second hypothesis, again null hypothesis is proved right i.e. not all the 30 companies of the S&P BSE Sensex (as on 5th April, 2019) have adopted online system for disclosure by whistleblower.

With the ethical standards in business dropping, a properly formulated and implemented whistleblower policy is the need of the hour. The following recommendations are made from the study:

- Proper framework should be provided for framing of whistleblower policy.
- Proper regulations should be there for Third party managed web portals looking after the whistleblower system.
- Going online would help in better reporting of the disclosures, so companies should go online for reporting the disclosures.
- Also, online system would also help in easy recording, retaining and retrieving the date when required and thus should be implemented by the companies.

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CONSUMER PERCEPTION OF ONLINE - ADVERTISING: A CASE STUDY OF MUMBAI**Dr. Chitra Natarajan¹ and Vanshika Vanjani²**Principal¹, NKES College of Arts, Commerce and Science, Wadala (West), MumbaiAssistant Professor², K. C College of Arts, Science and Commerce, Churchgate, Mumbai**1. ABSTRACT**

This research paper tries to summarize the important concepts related to the online advertisement. Reseracher tries to focus on the important aspects of online advertisement like evaluation of online advertising, E-advertising formats, impact of online advertising on consumers and internet penetration in India and in Mumbai is discussed and further questionnaire survey is done to collect data regarding the perception of consumers towards online advertising in Mumbai. Systematic approach is followed to draw appropriate conclusion. Sample design, method of analysis and tools used are discussed in this research study.

Keywords: Consumer Perception, Internet Penetration, Online Advertising.

2. INTRODUCTION

The word "advertising" is derived from the Latin word "advertere", which means "to turn the mind to". Advertising does turn the attention of the public to a product, a service, or an idea. Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea. Sponsors of advertising are typically businesses wishing to promote their products or services. It introduces a product; reinforces its familiarity and also convinces the customers to finally buy the product. Advertising is the most visible and a very powerful marketing tool, it serves as an important link between the marketer and the prospect and its success strongly depends on how consumers perceive it.

"Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor" (American Marketing Association, 1963)

Advertising is differentiated from public relations in that an advertiser pays for and has control over the message. It differs from personal selling in that the message is non-personal, i.e., not directed to a particular individual.

Advertising is communicated through various media, traditional media such as newspaper, magazines, television, radio, outdoor advertising or direct main and new media such as online advertising, such as blogs, social media, websites or text messages.

In the year 1836, a French newspaper name the La Presse was the first to print paid advertisements. Thomas J. Barratt "the father of modern advertising" emphasized the significance of re-evaluating the market on a continuous basis through one of his statement that "tastes change, fashions change, and the advertiser has to change with them"

The psychological theories were applied to the field of advertising by psychologists John Watson and Walter Scott in the beginning of the 20th century. Some psychologist applied the concept of behaviourism to advertising. It focused on applying emotional appeals of love, hate, and fear in advertisements

The introduction of television in the 1950s dramatically broadened the arena for advertising. Late 1980s witnessed the launch of cable TV and specialty TV channels appeared, including channels exclusively devoted to advertising. The dot-com boom of the 1990s opened new frontiers for the advertisers. From 21st century, a large number of e-advertisers started using behavioural advertising based on user's browsing interests

Today advertising is moving heavily towards the smart phone, leaving television behind Advertising is a huge business and it is not restricted to business firms, but it is also used by different non profit organizations, professionals, and social agencies to advertise their causes to their target publics

2.1 Internet landscape in India and in Mumbai

With over 460 million internet users, India is the second largest online market, ranked only behind China. By 2021, there will be about 635.8 million internet users in India. In Mumbai 16.4 million people access to internet daily followed by Delhi that is 12.15 millions and Kolkata makes it to the third place after Mumbai and Delhi .The figures come courtesy of the latest report from (IAMAI) Internet and Mobile Association of India, a non profit industry body which has taken up promoting the digital economy as one of its main objective.

2.2 E -advertising formats and consumer perception

Applications	Type of advertising format	Explanation
E mail	Sponsoring discussion list or email newsletter.	Businesses can sponsor a discussion group or an e-mail discussion lists and newsletter for reaching specific targeted consumers. The e-mail newsletter is an inexpensive and effective online advertising way for reaching a niche market.
Email	Direct Email	Email Advertising offers advantages such as Massive reach, remarkably educated and affluent audience, Unparalleled targeting, Real-time tracking, Rich media branding, Rich media branding, Lead generation and direct sales.
Web	Banner ad	Banner ad is an item on the webpage. It provides a hyperlink to the advertiser's website, Banner ad allows the users to open the advertiser's website as and when they click them, it provides information and simultaneously influences the shopper to procure the product
Web	Pop-up Ad	Pop-up ad visible in its own window, when the user opens or closes a web page. Generally, pop-up-ads are considered very frustrating and nauseating. The default internal settings can block such ads which disrupts the flow of work
Web	Interstitial Ad	Interstitial ads are full-screen ads that wrap the interface of their host app. They're normally displayed at natural switch points in the course of an app, such as among activities or during the pause between levels in a game
Web	Coupons	Some companies propose their members discount coupons which they can print and use for both online and offline retainers. Coupons encourage customer to save money and enjoy discounts while shopping. When a customer clicks on certain coupons, it is easy for marketer to know the type of products the customers is interested in purchasing
Web	Reward Programme	When consumers purchase product on internet, they get reward points. Once the reward points get accumulated, it is used for the purchase of products in future. The idea behind offering reward points is to encourage customers to make large purchases and earn more reward points to get more benefits.
Web	Paid per advertising view	Companies pay prospects to view their advertisements. Example: Cyber Gold.
Web	Banner Swapping	It involves a direct exchange of links between websites. "A" company may agree to display the banner of company "B", which in turn will display the banner of company "A" in the form of a link
Web	Social media	Facebook,Linkedin,Snapchat,Pinterest,Twitter,Instagram,Whatsapp
Web	Sky scrapper	Sky scrapers are very long skinny ads. It runs down the left or right side of a website

Source: Zeff, Robbin & Aronson, Brad. (1999)

3. REVIEW OF LITERATURE

Dr.M.Saravanan1, Sajitha. (2016), in their research paper titled "Consumer Perception towards Online Advertisement" mentioned that, most company's target audience includes people with money to spend the internet is the perfect place for any advertisement. Even if the audience does not go to the advertisement site immediately, the audience will remember having seen advertisement and hopefully visit another time.

Scott McCoy, Andrea Everard, Dennis Galletta, Peter Polak (2004) in their research paper titled, "A Study of the Effects of Online advertising: A Focus on Pop-Up and In-Line Ads" suggested that, the ads do have significant effects on retention of the on-line experience. The mere existence of ads decreases retention of both site and ad content. Pop-up ads reduce a person's retention of both site and ad content more severely than in-line ads.

4. OBJECTIVES OF THE STUDY

- To study the concept and evaluation of online advertising.
- To understand the different types of E-advertising formats.
- To study the internet penetration in India and in Mumbai
- To study the consumer perception towards online advertising in Mumbai.

5. HYPOTHESIS OF THE STUDY

Hypothesis means a supposition or proposed explanation made on the basis of limited evidence. Hypothesis of the research study is as follows.

- H₀: Online advertisements doesn't influences consumers to buy products from the advertisers
- H₁: Online advertisement influences consumers to buy products from the advertisers.

6. RESEARCH METHODOLOGY

Research methodology is a systematic methods applied to the field of research .Under this study researcher collected data through structured questionnaires and secondary data is collected through various research papers ,books internet websites etc

Sampling method – Convenience sampling, **Sampling technique**-Random, **Sample size** -50

LIMITATIONS OF STUDY

- 1) Survey is limited to small sample size.
- 2) Survey is limited to the city of Mumbai.
- 3) Time, Cost and physical ability constraint.
- 4) The accuracy of responses based on the questionnaire may vary among respondents.

7. DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation is the process of systematically applying logical techniques to describe and evaluate data. It basically ensures an integrity and appropriateness of research findings.

Following tools are used to analysed and interpret the research data.

Data collection tool- questionnaire, **Data analysis tools**- percentage analysis, **data presentation tool**- table

Following questions were asked to respondents and the detailed information of the data collected is presented through following tables

Table no-1: Personal features of respondents

Question no	Question or the statement	No of respondents	Percentage %
1	Age		
	18-25	19	38
	25-35	23	46
	35-50	6	12
	50 and above	2	4
2	Gender		
	Male	17	34
	Female	33	66
	others	Nil	Nil
3	Occupation		
	Student	20	40
	Service	15	30
	Business	9	18
	Any other	6	12

Source: Compiled from the primary data

Interpretation

- a) According to the survey most of the respondents belongs to 25--35 age group which accounts for 46% followed by the age group of 18-25 which accounts for 38% further followed by 35-50 which accounts for 12% and the rest are above 50 years which is only 4%.
- b) Most of respondents to survey are females which accounts for 66% and rest 44% are males
- c) 40% respondents to questionnaire are students and followed by people in service which accounts for 30% further 18% of respondents followed by business class and rest 12% falls under any other category, any other category in this survey were housewives and freelancers.

Table no-2: Awareness about online advertising

Question no.	Question or the statement	No of respondents	Percentage%
4	Awareness about online advertising		
	Yes	47	94
	NO	03	6
5	Awareness about adverggame		
	Yes	27	54
	No	23	46

Source: Compiled from the primary data

Interpretation

- a) Online advertising is one of the modern methods of advertisements as this research study focuses on this subject, so relevant questions regarding the awareness were asked to respondents wherein 94% respondents said yes they are aware about online advertisement and 06 % were not aware about online advertisement concept only.
- b) To have more clear idea about the topic further one more question was asked regarding online advertisement games wherein only 54% respondents were aware about adverggames and rest 46% were not known about the concept of online games

Table no-3: Perception of consumers about online advertising in respect of their purchase decisions

Question no	Question or the statement	No of respondents	Percentage%
6	Respondents avoid online advertisement		
	Always	20	40
	Sometime	22	34
	Never	8	16
7	Respondents are attracted towards online advertisements		
	Yes	34	68
	No	16	32
8	Type of product purchased		
	Electronics	32	64
	Household	1	2
	Cosmetics	2	4
	Grocery	2	4
	Any other	13	26
9	Online advertisement influences consumer decisions to buy the product		
	Yes	36	72
	No	14	28
10	Reliability of online advertising		
	Reliable	38	76
	Non reliable	10	20
	Can't say	2	4

Interpretation

Consumers are considered as the king of the market, this research tries to record consumer's views about the modern methods of advertisements and especially online advertisements.

- a) According to the survey almost 40% respondents always tries to avoid online advertisements wherein 34% avoid sometimes and rest 16% respondents never avoid online advertisements.
- b) According to the questionnaire survey 68% respondents said they normally get attracted towards online advertisements and 32% respondents were of views that online advertisement doesn't attract them much.
- c) 64% respondents said they buy electronics products through online advertisements further followed by 26% respondent's falls under any other category buy kids clothes normally followed by cosmetics, grocery and household.
- d) 72% respondents perceived that the online advertisements influence them to purchase particular product and the rest 28% respondents perceived that online advertisements doesn't influence them to buy products .
- e) 76% respondents said yes online advertisements are reliable wherein rest 20 said they don't rely on online advertisement and left 4% had no comment attitude.

8. CONCLUSION

This paper provides in-depth comprehensive picture on consumer perception on online advertisements. Through the percentage tool of data analysis researcher analysed data and **concluded by accepting alternate hypothesis that online advertisement influences consumers to buy products from the advertisers**. As Indian internet penetration is increasing day by day, online advertisement are estimated to be a very popular advertisement media and internet is the perfect place for any advertisement .Even if audience does not go through the advertisement site but audience will have recall value of the advertisement .

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A STUDY OF RELATIONSHIP BETWEEN EARNINGS AND STOCK MARKET VALUE

Dr. Ashok H. Dhote¹ and Kailash H. Chandak²¹Taywade College, Koradi, Nagpur²K C College, Churchgate, Mumbai**ABSTRACT**

Earnings per share (EPS) refer to that part of company's profit which is allocated among the equity shareholders. Ind-AS 33 governs all aspects related to calculation of EPS – Basic and Diluted. However EPS, as a metric of shareholder value, has its own set of limitations. Since market players including investors greatly rely on EPS, the management of the company knowing this, attempts to increase EPS by manipulating accounting figures in a way so that they succeed in showing higher profits and consequently higher EPS. The result- investors get attracted and lured to invest in the stocks of the company. The management make decisions to maximise the EPS figure in the short term, which ultimately may damage the entity's prospects in the long term. At the same time P/E ratio of a company does not remain constant at all times. Thus historical P/E may not always stand as a barometer of prospective market price based on earnings as market price is governed by numerous other factors too which play a vital role in price fixation. In the existing paper author makes an attempt to study the relationship between earnings and the market price of five top companies based on market capitalisation.

Keywords: EPS, Cash EPS, Book value, P/E Ratio, Market price

INTRODUCTION

EPS is based on the accounting profits. The financial statements are prepared by following mercantile or accrual system of accounting wherein any income earned but not received or any expenditure incurred but not paid are also considered. So far as expense is concerned if accrued but not paid, may hamper company's cash flow negatively. This state is not highlighted by EPS. As far as income accrued but not received is concerned, may not bother investors as it doesn't affect cash flows negatively. However, reporting of cash EPS overcomes this limitation.

The conventional measures which are usually considered by the market such as ROI, ROE, and EPS are completely based on the accounting profits, which suffer from numerous drawbacks. They do not reflect the true profit as some variables can be manipulated to present the better picture such as depreciation, inventory valuation etc. These parameters influence the market price to a large extent, which means manipulating and falsifying of accounting numbers can trigger the price to rise or to fall. EPS is less susceptible to stock market movements. Thus mere reliance on EPS or P/E ratio may not necessarily yield handsome returns. In times of higher inflation P/E tends to be lower and vice versa if inflation is low, providing a misleading picture. On the other hand, diluted EPS by taking into consideration potential dilutive effect of other instruments presents a realistic picture of the earnings for the shareholders and potential investors.

LITERATURE REVIEW

Johnson & Shirer (1930) found that the belief that price-earnings ratios are a trustworthy measure of equity valuation was given a rude jolt in the great bull movement of 1924 to 1929 in America. The stocks which were selling at what seemed to be the most outrageous P/E ratios did not perform well in the market.

Nicholas Molodovsky (1953) studied the theory of P/E ratio, which primarily depends upon EPS and its impact on the market price of the stock. He opined that the hypothetical P/E is practically a "pure" capitalization multiplier. It is based on the relation between current earnings and their ten- year moving average. The numerous other factors, entirely unrelated to capitalization of earnings, frequently find an expression in the formation of stock prices.

Stephen (1996) suggested that the P/E description contrasts with that of the Gordon growth model. P/E is never a sufficient indicator of future return on equity under any accounting principles.

Chen and Dodd (1997) extended their previous research (1996) and examined the explanatory power of EPS, ROA, ROE, RI, and four Economic Value Added (EVA) related measures. He examined the performance of 566 US companies and compared the usefulness of EVA with the variables mentioned above. Their study concluded that though improving EVA performance is associated with improved returns but it is not as strong as claimed by EVA proponents. In view of their outcome of study they concluded that companies should not completely replace traditional measures with EVA. They should continue monitoring the traditional measures of

accounting profits such as EPS, ROA and ROE besides EVA. And they found that RI provided almost identical results to that of EVA, without the need of accounting adjustments as advocated by Stern Stewart & Co.

Bardia S C (2002) made an attempt to examine the financial performance of Infosys Technologies Ltd. on the basis of traditional parameters like Return on Capital Employed (ROCE), Return on Equity (ROE), EPS, etc. and the new performance measure EVA by using Chi square test and regression analysis. He found that the traditional performance indicators were showing quite high values of ROCE, ROE and EPS growth as compared to Economic Value Added-Capital Employed (EVA-CE). Both ROCE and EVA-CE were found to be positively correlated. Thus he found that traditional measures have inflated the values thereby gave misleading picture of financial performance.

G. Mujtaba Mian and Srinivasan Sankaraguruswamy (2012) analysed the investor’s sentiments and stock market response to news of earnings. According to them emotions of the investors play a significant role in deciding the market price. In a state of euphoria prevailing in the market response to good earnings news is higher whereas during depression response to bad earnings news is higher.

Shalini H.S. and Preethi V.S. (2012) made a critical analysis of published annual reports of BHEL - Electro Porcelains Division (EPD) for the 5 year period ranging from 2006-07 to 2010-11 with an objective to evaluate effectiveness of EVA over traditional performance measures like ROCE and ROE. They found that the investors prefer readily available measures or the measures which can be easily and conveniently computed. Therefore they preferred EPS than EVA. EVA requires a lot of adjustments and calculations, unlike other measures which can be easily calculated from the financial statements or are readily available. Nonetheless study concluded that EVA was indeed an effective performance measure than traditional ones and the company has been successful in creating wealth for their shareholders.

Burlacu Oana (2014) in the paper titled – ‘Indicators used for measuring shareholders value’ – attempted to compare a series of indicators used for measuring shareholder value such as Economic Value Added (EVA), Earning per Share (EPS), Market Value Added (MVA), Return on Equity (ROE), Earnings before interest and tax (EBIT), etc. of various companies listed in Finland capital market. The study found lack of strong evidence to establish supremacy of EVA, in association with MVA, over traditional performance measures.

OBJECTIVES OF STUDY

1. To ascertain the degree of relationship between EPS & the market price.
2. To ascertain the degree of relationship between Cash EPS & the market price.
3. To ascertain the degree of relationship between Book Value & the market price.

RESEARCH METHODOLOGY

The research has been conducted on five top leading companies based on their market capitalisation as on 31st March 2019. The research data have been extracted from the website of ICICI Securities in addition to annual reports of these companies. For this purpose EPS, Cash EPS, Book Values and Market Price for the last five years ending 31st March 2018 were considered. The market price (MPS) has been worked out on the basis of average price of the stock during the year, which in turn was computed on the basis of average of high and low of the respective months. To establish the degree of relationship, correlation between the two variables was computed and was examined by applying Pearson’s P value test at significance level of 5%.

ANALYSIS & INTERPRETATION

On analysing the results of Table 1 and Table 2 the researcher has observed that the positive correlation of 0.94, & 0.95 and corresponding P value at 0.05 significance level of HDFC Bank & HUL respectively explains that EPS and MPS are significantly positively correlated. At the same time Cash EPS and MPS relationship too reveal the same result. On the other hand P value of RIL , TCS and ITC being greater than 0.05 indicates that the correlation of EPS and MPS is non- significant. In cases of RIL and ITC these are negatively correlated but in case of TCS it is positively correlated.

Table-1: Correlation between EPS & MPS

	Companies	Cor (r)	P Value	Result
1	Reliance Industries	-0.569	0.317	Not Significant Negative
2	Tata Consultancy	0.747	0.147	Not Significant Positive
3	HDFC Bank	0.937	0.019	Significant Positive
4	Hindustan Unilever.	0.952	0.013	Significant Positive
5	ITC	-0.702	0.186	Not Significant Negative

Table-2: Correlation between Cash EPS & MPS

	Companies	Cor (r)	P Value	Result
1	Reliance Industries	-0.709	0.180	Not Significant Negative
2	Tata Consultancy	0.764	0.133	Not Significant Positive
3	HDFC Bank	0.942	0.017	Significant Positive
4	Hindustan Unilever.	0.959	0.001	Significant Positive
5	ITC	-0.706	0.183	Not Significant Negative

So far as correlation between Book value and MPS is concerned, in all the cases it is not significant as shown in Table 3, as P value is greater than 0.05. Except for RIL, in all the cases the relationship between the two is positive.

Table-3: Correlation between Book Value & MPS

	Companies	Cor (r)	P Value	Result
1	Reliance Industries	-0.538	0.350	Not Significant Negative
2	Tata Consultancy	0.653	0.232	Not Significant Positive
3	HDFC Bank	0.858	0.063	Not Significant Positive
4	Hindustan Unilever.	0.858	0.063	Not Significant Positive
5	ITC	0.535	0.353	Not Significant Positive

FINDINGS & CONCLUSION

This paper makes an attempt to analyse the relationship between market price of the stock with respect to its EPS, Cash EPS and Book Value. Out of the five observations, only in two cases market price was found to be significantly positively related with EPS as well as Cash EPS. This also indicates that EPS is quite close to cash EPS in case of HDFC Bank and HUL, which in turn indicates the high degree of management's operating efficiency. In other cases, the relationship is not significant. One of the reason could be inconsistency of P/E. Do not rely only on EPS or P/E ratio to invest in stock. It is advisable to consider average P/E ratio rather than P/E ratio prevailing at the time of investment as that could be a temporary indicator influenced by other market governed factors. Since EPS and P/E both are derived from accounting figures, may not reflect true value as accounting figures are subject to several manipulations and distortion. It does not take into consideration ignores the quality of earnings. It ignores risk associated with the stock. The interpretation of P/E is subjective. The utility of high or low P/E varies from circumstances to circumstances the implications of which may be beyond the understanding of a common investor. The volatility of the market is crucial factor in correctly interpreting the P/E. Besides, each company has different accounting policies; this makes it harder to compare individual companies on a like for like basis. One should not neglect the crucial factors such as investors' sentiments etc. which drive the price in the market that are different from fundamentals. Fluctuations are ingredient in the market, which means equity holder's money is at risk.

The study further shows that book value and MPS are not significantly correlated. As the computation of book value is restricted well within the four walls of financial statements whereas market value goes beyond financial statements. The book value more or less is the indicator of liquidating value. If a company is liquidated on a particular date; its book value more or less shows the amount which shareholders would get except for the adjustment in values of land, intangibles and contingent liabilities. Market value, on the other hand, reflects the value of a company as a going concern and does not show its liquidating value.

To conclude, one should not simply rely on accounting parameters such as EPS, P/E Ratio, Book Value alone to assess the performance of the companies and take impulse decisions of buying, selling or holding. Price in the market is triggered by various other technical factors also besides fundamentals.

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A COMPARATIVE STUDY OF USE OF ICT AND USE OF LIBRARY FOR THE TEACHING AND RESEARCH BY THE PARTICIPANTS OF 42ND ORIENTATION PROGRAM AT LNIPE, GWALIOR, MADHYA PRADESH, INDIA**Dr. Shaitan Singh Rajput¹ and Dr. Rajkumar Sharma²**Assistant Professor¹, Department of Mathematics, Veerbhumi Government PG College, MahobaAssistant Professor², UGC-HRDC, LNIPE, Gwalior**ABSTRACT**

The most important need of society is education, which enables to nourish and nurture knowledgeable and responsible citizens. The economic wellbeing of the society depends on technological developments brought about by the researchers and teachers providing ample of information for using it for betterment of life. A library means an organized collection of books, reading and audio visual, non-book materials, services of staff which is able to provide and interpret such materials as required to meet the informational need of users and various stakeholders. Information and communication is often seen as a means for enabling, supporting and reinforcing educational reforms that advocates using those pedagogical practices in reality. The present study was taken-up with an objective to analyze the behavior of participants of 42nd Orientation Programme organized by UGC-HRDC at Laxmibai National Institute of Physical Education, Gwalior, Madhya Pradesh, India, towards use of library and ICT for teaching and research activities. The study was conducted with the help of primary and secondary sources. Necessary information was collected from the sample size of 31 respondents out of population of 31 participants through well-structured questionnaire. Data collected through survey was analyzed using descriptive methods using frequency and percentage methods. The study concluded that participants of 42nd Orientation Programme at LNIPE are more inclined towards use of library for teaching and research along with being efficient in use of ICT for the same. The study also concluded that time spent in using ICT for teaching is a dependent variable as use of ICT for teaching is an independent variable. Time spent in using ICT for research is a dependent variable as use of ICT for research is an independent variable

Keywords: ICT, Library, Teaching, Research

1. INTRODUCTION

The most important need of society is education, which enables to nourish and nurture knowledgeable and responsible citizens. The economic wellbeing of the society depends on technological developments brought about by the teachers and research scholars providing ample necessary information to use it. Along with various needs, there is also necessity of recreation, and it is said that proper recreational activities divert the negative and destructive attitudes. In order to fulfill all those needs different libraries play an important role.

A library means an organized collection of books and other reading and audiovisual and non-book materials, and the services of a staff able to provide and interpret such material as are required to meet the informational, needs of its end users and various stakeholders.¹

With respect to education and research, Information and communication technology (ICT) is often seen as a means for enabling, supporting, and reinforcing educational and research reform that advocates using those pedagogical practices in reality.

2. PROBLEM OF STUDY

With the advent of ICT and its incorporation in daily use has made a shift in use of library physically for various means. The use of library may or may not be replaced by use of ICT completely but it may have a severe impact on use of library by the stakeholders. Stakeholders such as teacher's uses library effectively the most for the various reasons such as reading newspapers, referring books for subject's knowledge and for research purpose. Thus, present study attempts to study, analyze and compare the behavior of participants towards use of library and use of ICT for teaching/working and for research activities.

3. OBJECTIVES OF THE STUDY

- To study the profile of participants of 42nd Orientation Program at LNIPE, Gwalior, Madhya Pradesh.
- To compare and analyze the behavior of participants of 42nd Orientation Program at LNIPE, Gwalior, Madhya Pradesh towards use of library and ICT for teaching and research activities.

¹ http://shodhganga.inflibnet.ac.in/jspui/bitstream/10603/155108/9/09_chapter%202.pdf

4. RESEARCH METHODOLOGY

For the present study, data has been collected through primary and secondary data. Primary data has been collected through well-structured questionnaire which were filled by sample size of 31 respondents out of population of 40 respondents, who were participants at 42nd Orientation Programme organized at LNIPE (Laxmibai National Institute of Physical Education), Gwalior, Madhya Pradesh, India, which were selected on Random Convenient Non-probability Sampling Method. Secondary data were collected through review of articles, research papers, government documents, online blogs, dissertations, thesis and working papers.

5. REVIEW OF LITERATURE

Mubashrah Jamil, Riaz-ul-Haq and Tariq Shazia Jamil (August 2013) undertook the study “Library Resources: Utilization by Teachers and Students” The aim of the study was to investigate the availability and utilizations of existing resources of the libraries by the students and teachers from universities where associate degree in education (two years) and B.Ed. (four years) programs were conducted. In order to achieve objectives of the study, primary data was collected by the researchers through well-structured questionnaire from the 66 (26 male and 40 female) respondents (teachers). The study concluded that majority of teacher respondents visit library once in a week which was followed by daily visits. Furthermore female teachers visit library for various reasons more frequently as compared to male teachers.¹

Chong Chee Keong, Sharaf Horani & Jacob Daniel (December 2005) studied “A Study on the use of ICT in Mathematics Teaching” with an objective to integrate ICT in teaching and related barriers towards it. In order to carry out study, primary data was collected from 111 teachers teaching mathematics through well-structured questionnaire. It was found and reported by the researcher that 71 percent of teachers regularly used computers on daily basis but only 28 percent respondents were using ICT efficiently in classrooms.²

Dr. Rubina Bhatti Rao Tariq Mahmood Shakeel Ahmad Khan (2014), studied “Information Searching & use of College Libraries by Subject Specialist (College Teachers) Teaching in Government Colleges for Elementary Teachers at Bahawalpur Division Bahawalpur” with an objectives to study the purpose of using library and materials available for teaching needs. In order to achieve the objectives of the study, researchers collected necessary information form 60 teachers through well-structured questionnaire. Findings of the study stated that books available in the library were relevant to their information needs, Teachers were engaged in research and intellectual activities as they reported that they frequently use the library for conducting research and to remain update in their area of interest and Teachers were using library on daily basis for learning and research.³

6. LIMITATIONS OF THE STUDY

The present study has limitation with respect to number of respondents (31), class of respondents (participants of 42nd Orientation Programme at LNIPE) and with respect to profile of respondents only age, working at and their status, stage of working, areas of teaching/working and research were collected for the study and use of ICT for teaching and research.

7. SIGNIFICANCE OF THE STUDY

The present study signifies the use of library resources by the respondents for teaching/working and research purpose. It may also signify the adaptive-ness of ICT in teaching/working and research due to various reasons which can help researcher to identify the changing pattern (if any) and difference in use of ICT and Library for teaching and research by the participants.

¹ Mubashrah Jamil, Riaz-ul-Haq and Tariq Shazia Jamil, “Library Resources: Utilization by Teachers and Students”, Bulletin of Education and Research, August 2013, Vol. 35, No. 2 (Special Issue), pp.19-35.

² Chong Chee Keong, Sharaf Horani & Jacob Daniel “A Study on the Use of ICT in Mathematics Teaching”, Malaysian Online Journal of Instructional Technology (MOJIT), December 2005, Vol. 2, No. 3, ISSN 1823-1144, pp 43-51

³ Dr. Rubina Bhatti Rao Tariq Mahmood Shakeel Ahmad Khan, “Information Searching & use of College Libraries by Subject Sepcialist (College Teachers) Teaching in Government Colleges for Elementary Teachers at Bahawalpur Division Bahawalpur”, Peer Reviewd Periodical - Library Philosophy and Practice (e-Journal), June 2014.

8. DISCUSSION AND FINDINGS

For a teacher of present times with all the modern amenities available for use with ease, teaching and research goes hand in hand with an active and catalytic role of library and ICT. Teaching and research are able to sustain and survive strongly because of use of library and with the recent development and easy use of ICT and its implementations in varied ways. Effective blend of using ICT and library for teaching and research shall keep teacher abreast with latest knowledge of subject and linking research with teaching to keep learners intact in class.¹

8.1. DESCRIPTIVE ANALYSIS

Table No. 01 describes or informs about the profile of respondents. The details includes such as gender, various age groups (less than 40 years, 41 to 45 years, 46 to 50 years and 51 to 55 years), highest educational qualifications achieved (Masters, M.Phil., Ph.D., and Professional degree), Working at University or College level, Stage of Service with respect to AGP and Area/Stream of working/teaching.

Heads	Sub-heads	Gender		
		Female	Male	Total
Age groups	Less than or equal to 40	7	19	26
	41-45	1	0	1
	46 to 50	0	3	3
	51 to 55	1	0	1
	Total	9	22	31
Educational Qualification	Masters	6	8	14
	M.Phil.	1	2	3
	Ph.D.	2	12	14
	Professional Degree	0	0	0
	Total	9	22	31
Working at	College	2	4	6
	University	7	18	25
	Total	9	22	31
Stage of Service	AGP 6000	9	22	31
	Total	9	22	31
Area/Stream of Working/Teaching	Arts	8	14	22
	Science	0	4	4
	Commerce	1	3	4
	Administrative Post	0	1	1
	Total	9	22	31

Source: Compiled from Primary Data

As per Table No. 01, Out of 31 participants at 42nd Orientation Program organized by UGC-HRDC, LNIPE, Gwalior, Madhya Pradesh, 9 were females and 22 were males. With respect to age brackets, 26 participants (83.87 percent) were from the age-groups of below 40 years as all the participants were from their first stage of service i.e. AGP 6,000 and it is mandatory for them to undergo Orientation program for requirement of Promotion. As per their highest educational qualification attained, 14 respondents were having Ph.D. in their respective subjects, 14 were having their Masters and only 3 participants were having M.Phil. Thus, despite being in first stage of their service, 45 percent of the participants are having Ph.D. degree which can be quite useful for individual and institution and society at large. With respect to working at, 25 participants were working at University level and only 6 were working at College level. Majority of the respondents being at University level gets better exposure for research, teaching-learning, better and modern infrastructure (including ICT) and huge library facility with ocean of books, journal and other reading and non-reading materials for references. With respect to stream such as Arts, Science, Commerce or any Administrative Post, 22 respondents (71 percent) were working in Arts stream, 4 each were working in Commerce and Science and only 1 was

¹ Karel Kreijns, Marjan Vermeulen, Paul A. Kirschner, Hans van Buuren and Frederik Van Acker, "Adopting the Integrative Model of Behaviour Prediction to explain teachers' willingness to use ICT: a perspective for research on teachers' ICT usage in pedagogical practices", Technology, Pedagogy and Education, 2013, Vol. 22, No. 1, pg. 55-71

working at administrative post. Thus, overall there was huge variation among the respondents with respect to various variables under study giving wide scope to research.

Table No-02: depicts the involvement of respondents in research activities as per their educational qualification.

Table No. 02: Involvement in Research Activities as per Educational Qualification					
Involvement in Research	Educational Qualification				Total
	Masters	M.Phil.	Ph.D.	Professional Degree	
No	4	1	0	0	5
Yes	10	2	14	0	26
Total	14	3	14	0	31

Source: Compiled from Primary Data

Table No.02 provides information that out of 31 respondents for the study, 83.87 percent (26) respondents were involved in research activities. With respect to educational qualification, all (100 percent) respondents with Ph.D. degree were involved in research, 67.67 percent of respondents holding M.Phil. degree was involved in research and 71.42 percent (10) of respondents holding Master’s degree were involved in research activities. It has been concluded that majority of the teachers (respondents) are involved in research activities which could be beneficial for the society at large in long run.

Table No-03: indicates or compare the number of years of teaching and number of years in research activities by the respondents.

Table No. 03: Comparison of Number of Years in Teaching and in Research							
<i>Number of Years in Teaching</i>				<i>Number of Years in Research</i>			
Years	Male	Female	Total	Years	Male	Female	Total
Below 15 Years	8	21	29	No Experience	3	2	5
15 to 20 Years	1	0	1	1 to 5 Years	5	9	14
21 to 25 Years	0	1	1	More than 5 Years	1	11	12
Total	9	22	31	Total	9	22	31

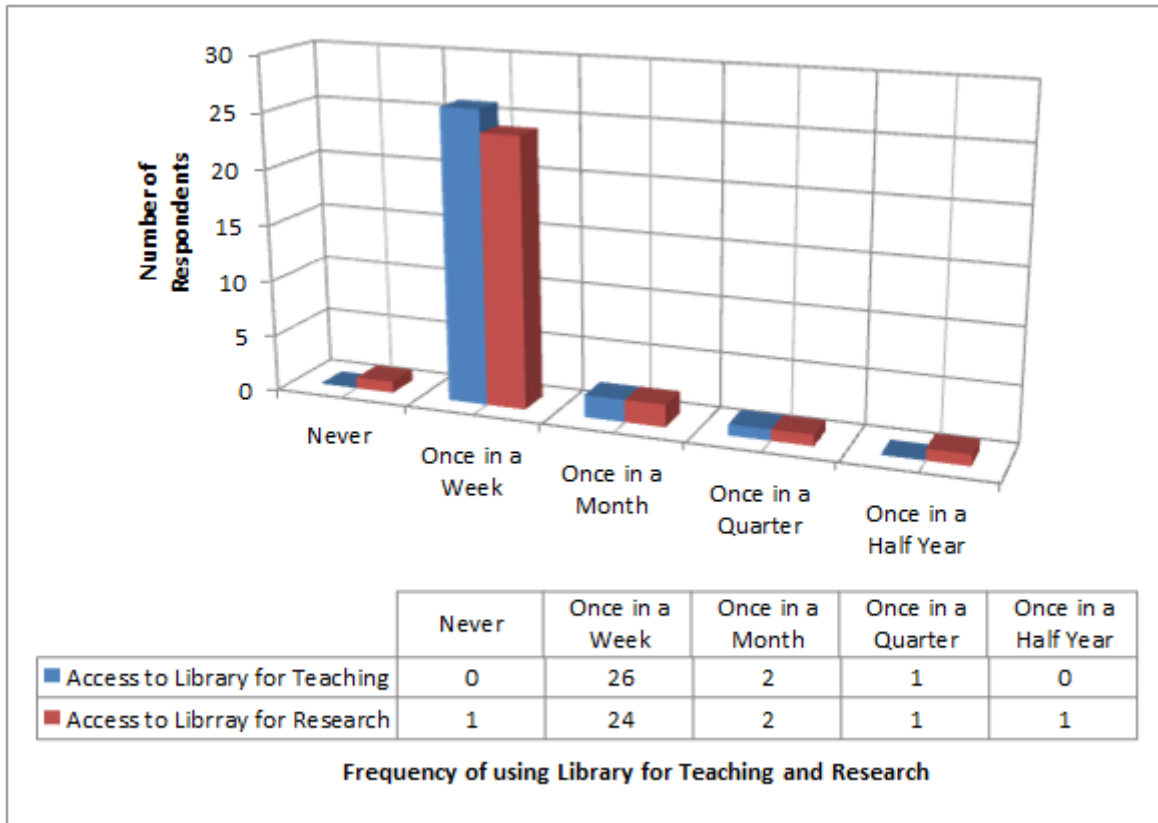
Source: Compiled from Primary Data

Table No. 03 depicts major difference in the number of years of experience in teaching and research activities by the respondents (teachers). With respect to number of years of experience in teaching, 29 (93.54 percent) respondents are having experience of below 15 years which is not less and with respect to number of years of experience in research 14 (45.16 percent) respondents were having experience of 1 to 5 years and 12 (38.71 percent) respondents were having experience of more than 5 years. Thus, respondents were rich in teaching experience with respect to number of years in teaching and also having good research undertaking attitude as per their experience of number of years in research. Respondents (Teachers) may have less experience in research in terms of years as they are at their initial stage of services and also it could be due to requirement of API for their CAS only after being in permanent service.

Figure No. 01 indicate the comparison of frequency of using library, ranging from never up to once in a half year, for collecting materials or information by the respondents for teaching work and research work.

Figure No. 01 clearly depicts that respondents (teachers at their first stage of their service) are using or accessing library atleast once in a week in order to refer or to borrow books for collecting information or materials for their teaching and for their research work. In order to gather information or to refer books for teaching 26 respondents and for research 24 respondents access library regularly i.e. once in a week for various reasons. Thus, respondents are well customary to access library for both teaching and research.

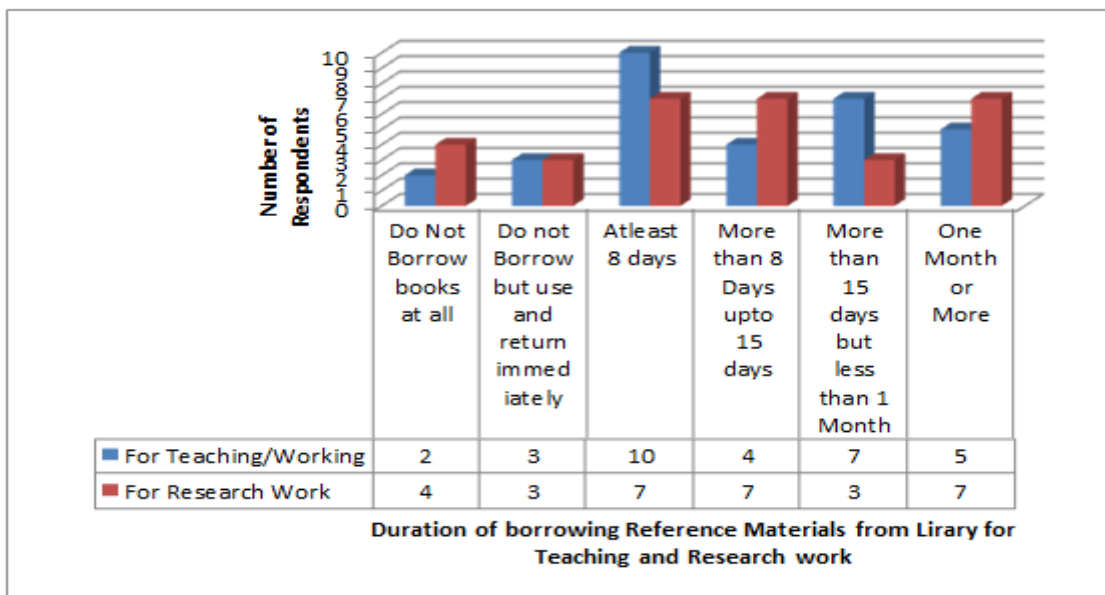
Figure No. 01: Comparison of Frequency of using Library for Research and Teaching



Source: Compiled from Primary Data

Figure No. 02 indicates the comparison of duration of borrowing reference materials, from using and returning immediately up to borrowing for more than a month, from the library by the respondents for teaching work and research work.

Figure No. 02: Comparison of duration of borrowing reference materials from the library for teaching work and research work.



Source: Compiled from Primary Data

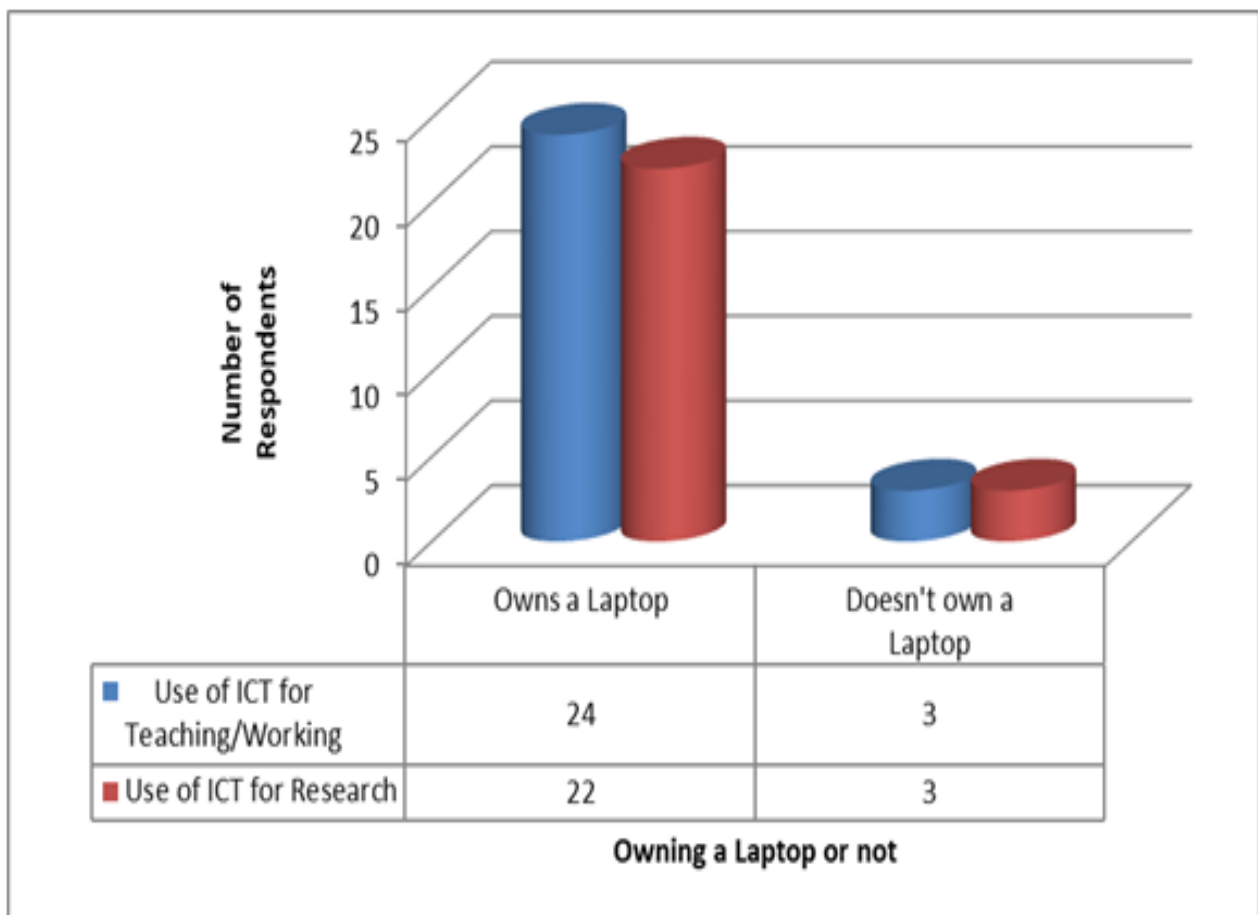
Figure No. 02 depicts a comparison of duration of borrowing books/reference materials from library for gathering information for teaching work and research work. It has been observed from the figure no. 02, that 10 respondents (32 percent) borrow materials from library for atleast 8 days for teaching and 7 respondents (22 percent) borrow materials from library for research work. Thus, respondents (teachers) prefer to borrow more for teaching when they borrow for atleast 8 days.

When it comes to teaching and borrowing books/materials from library, respondents prefer to borrow for atleast 8 days or somewhere between 15 days to one month but when it comes for research, respondents prefer to borrow books/materials ranging from atleast eight days to more than one month. This clearly indicates that borrowing of books/materials for the research purpose by the respondents is for the longer period as compared to borrowing for teaching purpose.

Figure No. 03 depicts a comparison of use of ICT for teaching/working and for research by the respondents with respect to owning a laptop or not.

With respect to owning a laptop, 26 respondents (83.87 percent) owns a laptop and only 5 respondents do not own a laptop. It can be found from the figure no. 03, out of 26 respondents owing a laptop, 24 uses ICT for teaching and 22 uses ICT for their research work. Thus, respondents are utilizing efficiently their laptop and ICT for teaching and research. Out of 5 respondent who doesn't own a laptop, 3 respondent uses ICT for teaching

Figure No-03: Comparison of use of ICT for teaching/working and for research with respect to owning a laptop or not



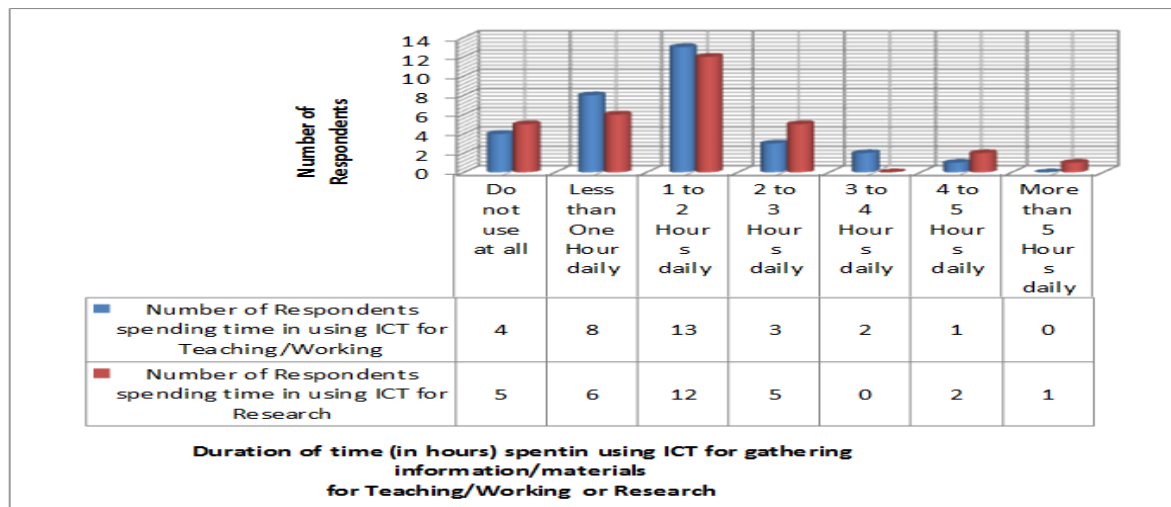
Source: Compiled from Primary Data

and research work. It has been concluded that 27 respondents (87 percent) uses ICT for teaching and 25 respondents (80.64 percent) uses ICT for research work.

Figure No. 04 indicate the comparison of time (in hours) spent in a day while using ICT for collecting materials or information by the respondents for teaching work and research work.

As per figure No. 04, It has been found that out of 31 respondents, 27 (87 percent) respondents spare time in a day for using ICT for teaching/working and 26 (84 percent) respondents spare time in a day for using ICT for research. Thus, 85 percent of respondents prefer to use ICT daily for either teaching or research work. Further adding to analysis, Out of respondents using ICT for teaching work, 48 percent uses ICT 1 to 2 hour daily, 29 percent uses ICT for less than one hour daily and 22 percent uses ICT for more than 2 hours daily. Out of respondents using ICT for research work, 46 percent uses ICT 1 to 2 hour daily, 23 percent uses ICT for less than one hour daily and 31 percent uses ICT for more than 2 hours daily. It has been concluded that respondents (teachers) are efficient in using ICT for teaching and research work on daily basis.

Figure No. 04: Comparison of time (in hours) spent in using ICT by the respondents for teaching work and research work.

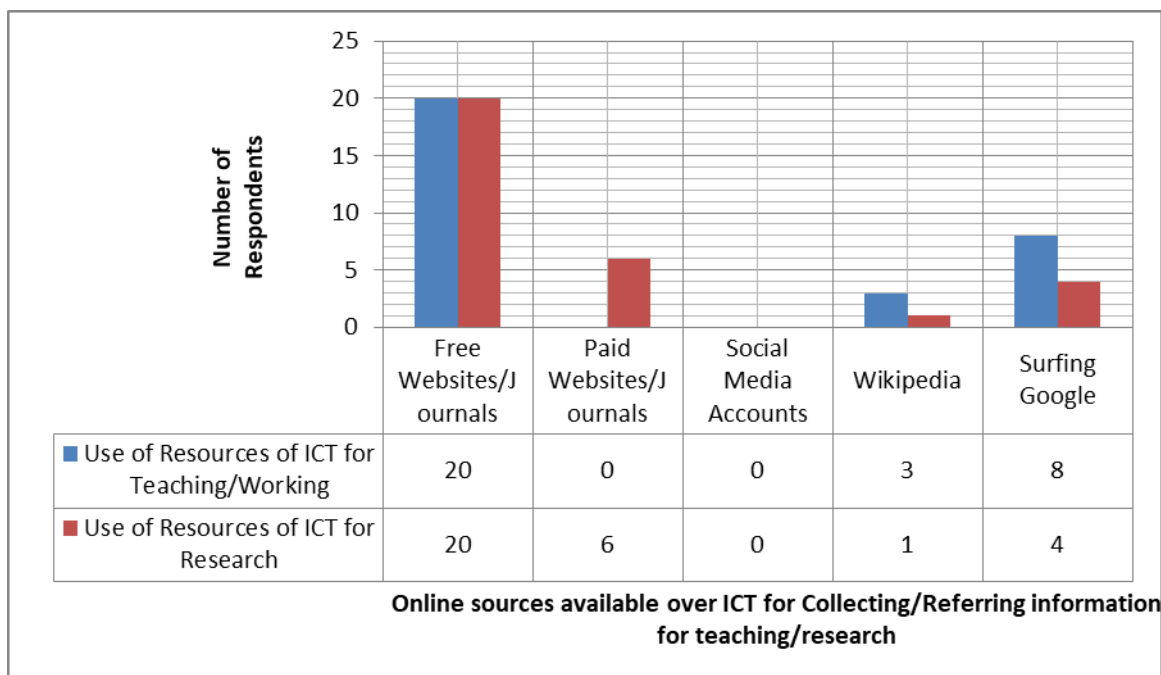


Source: Compiled from Primary Data

Figure No. 05 indicate the comparison of use of various online sources available through use of ICT for collecting materials or information by the respondents for teaching work and research work. Various sources considered under study were free websites/free journals, paid websites/paid journals, surfing Google, Wikipedia and various social media accounts.

As per figure no. 05, respondents (teachers) use various online sources available through use of ICT for gathering or referring information for teaching or research. 20 respondents (64.52 percent) uses free websites and free journals for collecting necessary information or materials for the teaching and research both. Paid journals and paid websites are used by only 6 respondents for collecting necessary information or materials for the research work. 8 respondents prefer to surf Google for teaching materials and 4 respondents surf Google for research materials. 3 respondent uses Wikipedia for referring materials or gathering materials for teaching and only 1 respondents uses it for research work. Thus, majority of the respondents prefer to use free online sources for referring or collecting information or materials for teaching and research work.

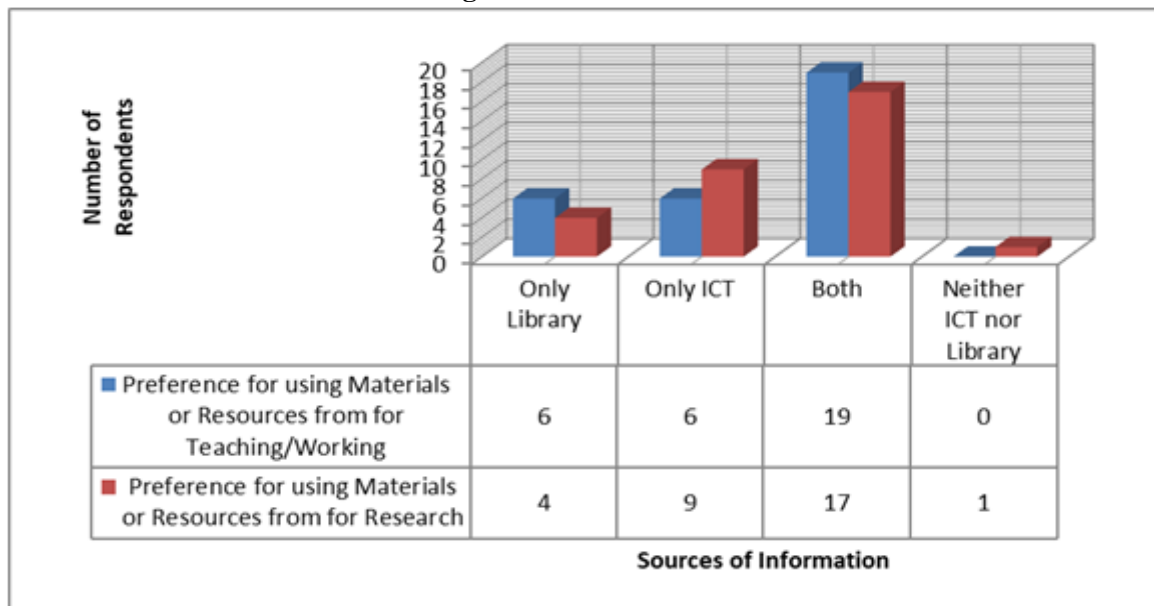
Figure No. 05: Comparison of use of various online sources available through use of ICT for collecting materials or information by the respondents for teaching work and research work.



Source: Compiled from Primary Data

Figure No. 06 indicate the comparison of use of Library or ICT or both or either of as a source of information by the respondents for teaching work and research work.

Figure No. 06: Comparison of use of Library or ICT or both or either of as a source of information for teaching work and research work.



Source: Compiled from Primary Data

Figure No. 06 clearly depicts that respondents (teachers) efficiently blend the use of ICT and Library as a source of information for teaching or research work. Out of 31 respondents, 19 respondents (61 percent) uses both ICT and Library for collecting necessary information for teaching work while 17 respondents (55 percent) uses both ICT and Library for collecting necessary information for research work. Thus, respondents (teachers) efficiently use combination of both to gather wide range of information for various reasons. With respect to use of only ICT for gathering necessary information or materials, 6 respondent uses for teaching and 9 respondent uses for research work. Thus, use of ICT is preferred more by the respondents for research work. With respect to use of only library for gathering necessary information or materials, 6 respondent uses for teaching and 4 respondent uses for research work. Thus, use of library is preferred more by the respondents for teaching work.

8.2. INFERENCE ANALYSIS

H0: There is no association between Use of ICT and Time Spent in Using Laptop/Desktop for Teaching/Working.

H1: There is an association between Use of ICT and Time Spent in Using Laptop/Desktop for Teaching/Working.

Table No. 04: Results of Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.113 ^a	5	.007
Symmetric Measures			
	Value	Approx. Sig.	
Nominal by Nominal	Phi	.721	.007
	Cramer's V	.721	.007

In order to test the hypothesis for any association between variables under study, Chi-Square test is used. As per table No. 04, as p-value is less than 0.05 i.e. 0.007, H0 is failed to be accepted. So, there is an association between Use of ICT and Time Spent in Using Laptop/Desktop for Teaching/Working. Thus, there is a **strong association** between **use of ICT** and **Time Spent in Using Laptop/Desktop for Teaching/Working** for gathering information for Research as Phi and Cramer's V value is 0.721. It further indicates that there is relation of dependent and independent variable. Time spent in using ICT for teaching is dependent on use of ICT for teaching.

H0: There is no association between Use of ICT for research and Time Spent in Using Laptop/Desktop for Research.

H1: There is an association between Use of ICT for research and Time Spent in Using Laptop/Desktop for Research.

Table No. 05: Results of Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.663 ^a	5	.012
Symmetric Measures			
	Value	Approx. Sig.	
Nominal by Nominal	Phi	.688	.012
	Cramer's V	.688	.012

In order to test the hypothesis for any association between variables under study, Chi-Square test is used. As per table No. 05, as p-value is less than 0.05 i.e. 0.012, H₀ is failed to be accepted. Thus, there is a **moderate association** between **use of ICT for research** and **Time Spent in Using Laptop/Desktop for research** for gathering information for Research as Phi and Cramer's V value is 0.688. It further indicates that there is relation of dependent and independent variable. Thus, Time spent in using ICT for research depends on use of ICT for research by the participants.

9. CONCLUSION OF THE STUDY

The Study concluded the followings about the participants of 42nd Orientation Programme at LNIPE:

- Frequency of using library or accessing library in present time by the participants is mostly once in a week for teaching and research, despite extensive use of ICT in teaching and research.
- With respect to borrowing of books/materials for teaching and research is at most for 8 days for teaching and more than 8 days for research work.
- Majority of the participants owns a laptop and prefer to use ICT for teaching and research work.
- Majority of the participants prefer to use atmost two hours a day for their research and teaching work.
- With respect to collecting information for teaching and research work through use of ICT, participants prefer to use free websites/journals
- Participants are well aware to blend and are efficiently using mixture of ICT and library resources for effective teaching and for meaningful research.
- Time spent in using ICT for teaching is a dependent variable as use of ICT for teaching is an independent variable.
- Time spent in using ICT for research is a dependent variable as use of ICT for research is an independent variable.

Thus, Participants of 42nd Orientation Program at LNIPE are more inclined towards use of library for teaching and research along with being efficient in use of ICT for the same.

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**AN ANALYTICAL STUDY OF PERCEPTION OF TAX CONSULTANT FROM MUMBAI
TOWARDS BENEFITS OF GST FOR OVERALL ECONOMY**

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ABSTRACT

An Indirect tax (such as sales tax, per unit tax, value added tax (VAT), or goods and services tax (GST)) is a tax collected by an intermediary (such as a retail store) from the person who bears the ultimate economic burden of the tax (such as the consumer). GST was introduced on 1.7.2017 replacing many Indirect taxes in India. Under the GST regime, there are 3 kinds of Goods and Services Taxes such as IGST, CGST and SGST. The present study aimed to study the profile of tax consultants in Mumbai and to Study and analyze the Tax Consultant's Perception towards benefits of GST towards overall economy. The study was under taken by referring various secondary sources and primary data about perception of tax consultant was collected through well-structured questionnaire. The data was collected from, the sample size of 52 respondents. In order to analyse the study, frequency, percentage and weighted average method is used to draw conclusion of the study. The study concluded that Overall, the perception of tax consultants from Mumbai towards benefits of GST towards overall economy is positive.

Keywords: GST, Tax Consultant, Perception, Benefits.

1. INTRODUCTION**1.1. TAX LAWS UNDER GST**

Goods and Services Tax popularly known as GST, a single tax on the supply of goods and services, right from the manufacturer to the consumer. Credits of input taxes paid at each stage will be available in the subsequent stage of value addition, which makes GST essentially a tax only on value addition at each stage.

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

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

The notion/opinion/perception of having one merged indirect tax (One Nation, One Tax) in place of several previously existing indirect taxes is to beneficial to the Indian economy in a number of ways:

- It will help the country's businesses to gain a level in various sectors.
- It will put India at par with foreign nations at global level to face competition.
- It will also translate into gains/benefits for the end consumer who will not have to shell out/pay cascading taxes any more

2. RESEARCH PROBLEM

With respect to various review of literature undertaken, it has been observed that GST regime may or may not be beneficial as per all the stakeholders of the system. Various studies has been undertaken to identify the effects of GST on indirect taxation regimes but not on individual stakeholder group or as per perception of professionals. Thus, present research study is an academic attempt to study and analyze the Tax Consultant's Perception towards benefits of GST to overall economy.

3. OBJECTIVES OF THE STUDY

- To Study the profile of tax consultants in Mumbai
- To Study and Analyze the Tax Consultant's (from Mumbai) Perception towards benefits of GST towards overall economy.

4. RESEARCH METHODOLOGY

For the present study, data has been collected through primary and secondary data. Primary data has been collected through well-structured questionnaire which were filled by sample size of 52 respondents from Mumbai who are working as Tax Consultant, which were selected on Random Convenient Non-probability Sampling Method. Secondary data were collected through review of articles, research papers, government documents, online blogs, dissertations, thesis and working papers.

5. REVIEW OF LITERATURE

A Dash (2017) studied “Positive and Negative impact of GST on Indian Economy” with an aim to study the concept of GST, structure and its impact on Indian Economy. This paper has studied and reported various features such as the positive and negative effect of the GST in the Indian Tax Assessment Framework. Positive effect incorporate single market, diminishing cascading impact, positive expansion and all inclusive simplicity in working together. While negative effect incorporates loss of income to state government, increment in cost of merchandise, and so on.

Pranesh Debnath (2016) studied “Implementation of Goods and Service Tax (GST) in India and its Control over the Tax Collection” with an aim to study the reasons for GST model to introduce, collection mechanism and various opportunities and challenges to implement GST in India. The examination depended on secondary information and presumed that GST will make a solitary, bound together Indian roundabout taxation assessment showcase subsuming all types of tax charges and it will improve charge accumulations and lift India's monetary advancement by breaking charge boundaries among States and incorporating India through a uniform expense rate.

Ahmad¹, M. A. R., Ismail, Z., & Halim, H. A. (2016) studied “Awareness and perception of taxpayers towards goods and services tax (GST) implementation” with an aim to study awareness and perception of taxpayers towards GST implementation in Malaysia. The examination was directed utilizing essential and secondary information. The investigation inferred that the dimension of familiarity with the GST was not achieved a palatable dimension around then and because of the absence of data on GST, the respondents had a high negative observation.

6. SCOPE OF THE STUDY

The present study will cover the profile of tax consultants in Mumbai and to analyse the Tax Consultant's Perception towards benefits of GST towards overall economy.

7. SIGNIFICANCE OF THE STUDY

The present study has its significance with respect to benefits of GST towards the profession of tax consultants as they contribute to development of economy. This academic research study will highlight the benefits of GST towards overall economy and to other stakeholders in the system.

8. LIMITATION OF THE STUDY:

The present study has limitation with respect to number of respondents (52 only), with respect to place which is only in Mumbai and with respect to perception of respondents towards only benefits of GST as per tax consultant's perception towards overall economy.

9. FINDINGS AND DISCUSSIONS

9.1. DESCRIPTIVE ANALYSIS

Tax consultants who may or may not be professionals with respect to having specified degrees to practice as one as they guide their client in tax planning and paying tax on time. They guide or look after the taxation requirement of clients may be it is Direct taxation, Indirect taxation or GST. The present study is making an attempt to study the profile of Tax consultants in Mumbai and also their perception towards benefits of GST to their profession.

Table No. 01 describe the profile of tax consultants in Mumbai. The profile includes Gender, having professional degree to practice as Tax Consultants, working as a Tax consultant specifically for GST and number of client served as tax consultant for GST.

Table No. 01 depicts that out of 52 respondents, 44 were males (85 percent) and 08 (15 percent) were females. Thus, majority of tax consultants in Mumbai are male as respondents for the study. With respect to having professional degree to practice as Tax consultants, 49 respondents (94 percent) are having professional degree to practice as tax consultants. Thus, Majority of the respondents are well qualified to be tax consultant. Out of 52 respondents, 29 respondents (56 percent) specifically work as tax consultant for GST while rest i.e. 23

respondents (44 percent) of them work for other tax work also. With respect to number of clients served, there are 7 respondents (13 percent) who serve zero clients specially for GST,

Table No:- 01: Profile of Respondents

Heads	Sub heads	Frequency	Percentage
Gender	Male	44	85
	Female	8	15
	Total	52	100
Professional Degree	Yes	49	94
	No	3	06
	Total	52	100
Tax consultant specifically for GST	Yes	29	56
	No	23	44
	Total	52	100
Number of Clients Served	Nil	7	13
	Less than 25	22	42
	26 to 50	9	17
	51 and above	14	28
	Total	52	100

Source: Compiled from primary data

22 respondents (42 percent) serves less than 25 clients for GST, 9 respondents (17 percent) serves 26 to 50 clients and 14 respondents (28 percent) serves more than 51 clients especially for GST. Thus, majority of the respondents serves many clients especially for GST work.

Table No. 02 and Figure No. 02 indicates various factors on the basis of which perception of respondents towards benefits of GST to overall economy is studied and analysed. In order to analyse the perception, factors were to be rated at five point likert scale ranging from Strongly Agree to Strongly Disagree. The factors that were considered for the study are GST is the ultimate solution for collecting indirect taxes effectively, GST has streamlined the indirect tax structure in India, Online system for GST is technically well equipped to collect taxes effectively and timely without complications, GST has brought major tax reform in India with respect to structure, GST has minimizes tax evasion and avoidance by the Businessman, GST has improved the tax revenue to the government, GST is flawless at every aspect of its implementation, GST is better option for Excise duty, Service tax, CST and VAT for collecting revenues, GST as ‘One Nation, One Tax’ beneficial for the growth of Economy at a large, GST avoids cascading effects in real terms, GST council recommendations are implemented by government immediately to ease the businesses, GST is complicated with respect to compliance and GST needs to be streamlined more effectively.

Thus, the above mentioned factors considered to map the perception of tax consultants towards benefits of GST to the profession are concluded to be beneficial overall.

Table No:- 02: Perception of respondents towards benefits of GST to Overall Economy

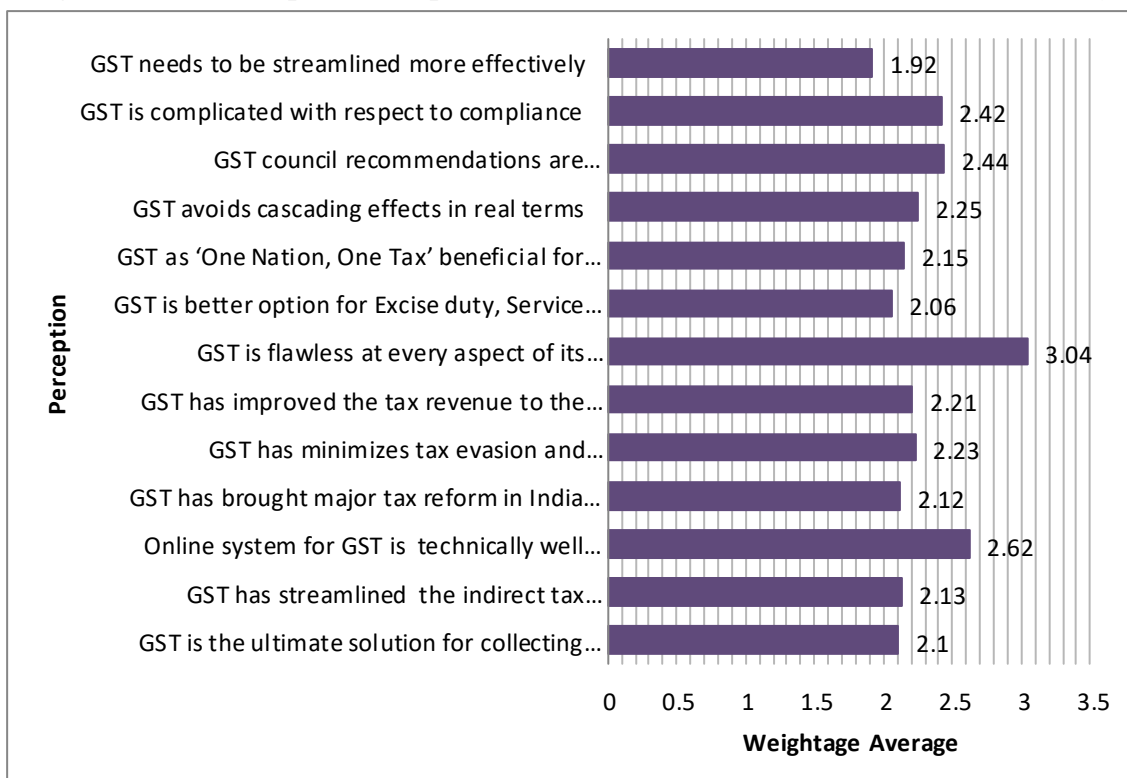
Factors for perception	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Average
GST is the ultimate solution for collecting indirect taxes effectively	14	24	11	1	2	2.10
GST has streamlined the indirect tax structure in India	12	26	10	3	1	2.13
Online system for GST is technically well equipped to collect taxes effectively and timely without complications	9	17	14	9	3	2.62
GST has brought major tax reform in India with respect to structure	14	25	7	5	1	2.12
GST has minimizes tax evasion and avoidance by the Businessman	13	22	11	4	2	2.23
GST has improved the tax revenue to the government	10	27	11	2	2	2.21
GST is flawless at every aspect of	3	14	19	10	6	3.04

its implementation						
GST is better option for Excise duty, Service tax, CST and VAT for collecting revenues	13	27	8	4	0	2.06
GST as 'One Nation, One Tax' beneficial for the growth of Economy at a large	13	25	9	3	2	2.15
GST avoids cascading effects in real terms	11	26	7	7	1	2.25
GST council recommendations are implemented by government immediately to ease the businesses	10	18	17	5	2	2.44
GST is complicated with respect to compliance	7	22	17	6	0	2.42
GST needs to be streamlined more effectively	15	27	9	1	0	1.92
Grand Average						2.28

Source: Compiled from primary data

With respect to Table No. 02 and Figure No. 02, the perception of respondents (tax consultants) towards benefits of GST to their perception towards overall economy is positive. As per their perception, 38 respondents agreed including strongly agreed that GST is the ultimate solution for collecting indirect taxes effectively as compared to earlier indirect taxation system and also agreed that GST has streamlined the indirect tax structure in India. 26 respondents agreed including strongly agreed that online system for GST is technically well equipped to collect taxes effectively and timely without complications. 39 respondents agreed including strongly agreed that GST has brought major tax reform in India with respect to structure. 35 respondents agreed including strongly agreed that GST has minimizes tax evasion and avoidance by the Businessman. 37 respondents agreed including strongly agreed that GST has improved the tax revenue to the government. Only 17 respondents agreed including strongly agreed that GST is flawless at every aspect of its implementation. 40 respondents agreed including strongly agreed that GST is better option for Excise duty, Service tax, CST and VAT for collecting revenues.

Figure No. 01: Perception of respondents towards benefits of GST to Overall Economy



Source: Compiled from primary data

38 respondents agreed including strongly agreed that GST as 'One Nation, One Tax' beneficial for the growth of Economy at a large. 37 respondents agreed including strongly agreed that GST avoids cascading effects in real terms. 28 respondents agreed including strongly agreed that GST council recommendations are implemented by government immediately to ease the businesses. 29 respondents agreed including strongly agreed that GST is complicated with respect to compliance and 42 respondents agreed including strongly agreed that GST needs to be streamlined more effectively. Thus overall, 34 respondents (Tax Consultants from Mumbai) out of 52 (65 percent) agrees including strongly agree that GST is beneficial to Overall economy.

8.1. INFERENCE ANALYSIS

H0: GST is not beneficial to overall economy as per the perception of Tax Consultants in Mumbai. (Weightage average score is not less than 3)

H1: GST is beneficial to overall economy as per the perception of Tax Consultants in Mumbai. (Weightage average score is less than 3)

In order to test the above hypothesis, as per one sample and one variable under study i.e. perception, weighted average method is used. With respect to Table No. 02 and Figure No. 02, the perception of respondents (tax consultants from Mumbai) towards benefits of GST to overall economy is positive.

As per respondent's perception which is mapped on the scale of 1 to 5, GST is the ultimate solution for collecting indirect taxes effectively as per their weightage average rating is 2.10. GST has streamlined the indirect tax structure in India as per their weightage average rating is 2.13. GST has brought major tax reform in India with respect to structure as per their weightage average rating is 2.12. GST has minimizes tax evasion and avoidance by the Businessman as per their weightage average rating is 2.23. GST has improved the tax revenue to the government as per their weightage average rating is 2.21. GST is better option for Excise duty, Service tax, CST and VAT for collecting revenues as per their weightage average rating is 2.06. GST as 'One Nation, One Tax' beneficial for the growth of Economy at a large as per their weightage average rating is 2.15. GST avoids cascading effects in real terms as per their weightage average rating is 2.25. GST council recommendations are implemented by government immediately to ease the businesses as per their weightage average rating is 2.44. GST is complicated with respect to compliance as per their weightage average rating is 2.42. GST needs to be streamlined more effectively as per their weightage average rating is 1.92.

All the above benefits have scored less than 2.50 (which is away from 3 i.e. neutral), and overall grand weightage average for all the factors considered is 2.19, thus H0 is failed to be accepted. Thus, GST is beneficial to overall economy as per the perception of Tax consultants in Mumbai.

Online system for GST is technically well equipped to collect taxes effectively and timely without complications as per their weightage average rating is 2.62. GST is flawless at every aspect of its implementation as per their weightage average rating is 3.04. Above two factors has mixed perception towards benefits of GST to overall economy i.e. it may be beneficial or may not be as their weightage average score is near to 3 i.e. neutral. Thus the above mentioned are not considered as much beneficial factors of GST to overall economy as per their perception Tax Consultants.

10. CONCLUSION OF THE STUDY

As per the respondent's perception towards various benefits of GST to overall economy, it has been concluded and generalized for the population of Tax Consultants in Mumbai as follows:

- GST is the ultimate solution for collecting indirect taxes effectively as it has streamlined the indirect tax structure in India and brought a major tax reform in India with respect to structure.
- GST has minimizes tax evasion and avoidance by the Businessman and GST will lead to avoid cascading effects in real terms so it has improved the tax revenue to the government.
- GST is better option for Excise duty, Service tax, CST and VAT for collecting revenues because of 'One Nation, One Tax' which will be overall beneficial for the growth of Economy at a large.
- GST council recommendations are implemented by government immediately to ease the businesses and it may need to be streamlined more effectively procedures in order to ease the compliance procedures.

Overall, the perception of tax consultants in Mumbai towards benefits of GST to their perception is positive.

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A STUDY ON COUNTERFEIT PRODUCTS PEDDLED ON E-COMMERCE PLATFORM IN INDIA

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ABSTRACT

The awareness of online shopping had increased many folds due to various factors. It is considered as a prestige symbol to use the branded products, but when it comes to price, the consumer takes one step back and they go for wait and watch strategy towards price or promotional offers. Some sellers try to sell their counterfeit goods to target consumers. sometime premium customers who are price / promotion insensitive also fall prey towards these scams. This reduce the trust and goodwill towards online platform organization. Which further leads to consumer to switch the shopping preference from pure click modern shopping to traditional brick and mortar.

One in three Indian consumers receive fake products by e-tailing business. It affects the new entrants and existing leading players. This study can help the various stakeholders involved in this operation and bring some solution for the same.

Keywords: e-tailing, Counterfeit, scams, branded products, online shopping

INTRODUCTION**Introduction to E-Commerce in India**

India being the 2nd largest populated country, where for the first-time internet usage in the county exceeded half a billion, pegged at 566 million, driven by rural internet growth and usage. It clearly portrays that people are now more accustomed to shop online over traditional bricks and mortar store.

COUNTERFEIT CONSUMER GOODS

The counterfeit goods are leading in the Indian market due to lenient rules and regulation. The demand for branded goods at a cheaper price is also one of the reasons for manufacturing and supplying where the manufacturer or trader take this as an opportunity to continue the same at a very large scale. The counterfeit goods violate all IPR (Intellectual Property Rights), as per OECD survey United States hit hard by trade in fake goods and China from where most of fake goods originate. (*OECD is a global policy forum that promotes policies to improve the economic and social well-being of people around the world*)

E-TAILING IN INDIA

According to IBEF (India Brand Equity Foundation) there are 1.2 million transactions per day in e-railing. When it comes to sectoral composition 48% in Electronics followed, 29% Apparels, 9% Home and Furnishing, 8% Baby, Beauty and Personal care and 3% on e-books.

BUYING BEHAVIOR

26% of the consumer prefer to shop online due to many factors one of the main reasons is being price. As physical inspection of goods is one of the limitations of e-tailing organization where the consumer blindly trusts the fake reviews on the respective portals.

Research Objectives

- To study the factors which influence the consumer to go for online purchase.
- To Study the e-commerce portal selling maximum fake goods
- To study the categories of goods which is counterfeited

RESEARCH METHODOLOGY**Research Design**

This study purely depends on the secondary data as topic cannot be restrict to the small region like area in district so to give a clear picture the research survey conducted at national level by **Local Circles** had been used and

Study Population & Sample size

Local Circles conducted polls where over 50,000 responses were received from 27,000+ unique citizens located in 200+ districts of India. Approximately 39% of the respondents were women while 61% were men. 48% of the participants were from Metro/Tier 1 cities, 30% from Tier 2 cities and 22% were from Tier 3 and rural locations. Dated **1st November 2018** (Image 1.1 to Image 1.7)

Velocity MR, a Mumbai-based market research and analytics company. The survey polled 3,000 respondents from across Mumbai, Delhi, Bengaluru, Kolkata, Hyderabad, Chennai, Ahmedabad, and Pune, and was conducted in the first week of April 2018. (Image 2.1 to 2.5)

DATA INTERPRETATION

Have you received a counterfeit or fake product from eCommerce sites in the last 6 months?

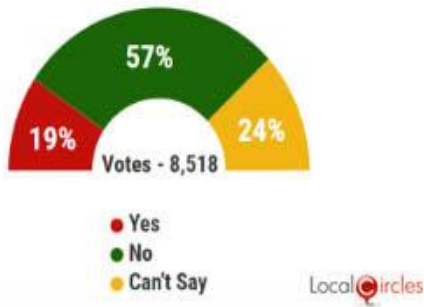


Image 1.1 : 19% of respondents have encountered of counterfeited goods.

In the last 6 months what was the category where you received most counterfeit or fake products from eCommerce sites?

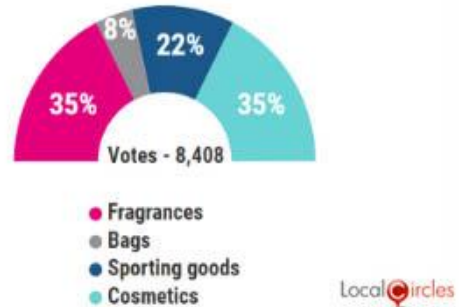


Image 1.2 : fake Fragrances products are mostly sold via online from the given options.

In your recent experience, which eCommerce site is shipping the highest percentage of counterfeit or fake products to consumers?

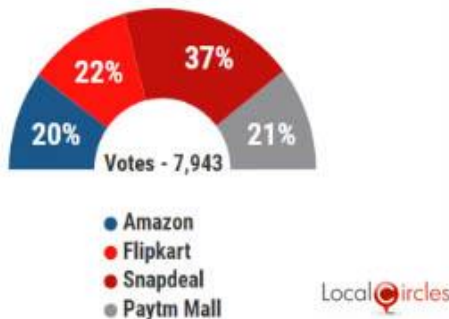


Image 1.3 : Snapdeal has been rated as one of the portal selling maximum fake goods.

Do you know how to identify a counterfeit or fake product?

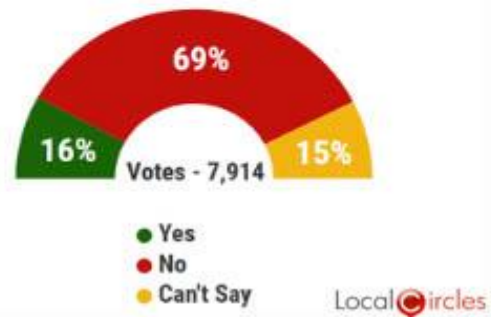


Image 1.4 : Majority (69%) are unable to identify the fake products.

If a product received from an eCommerce site is found to be counterfeit, what should the eCommerce site be required to do by law?



Image 1.5 : Majority (49%) prefer to accept return and issue full refund plus a penalty based on product value.

If seller entity details (company name, address, GSTIN, email, phone number) are disclosed on eCommerce sites, will it help in minimizing sale of counterfeit/fake products?

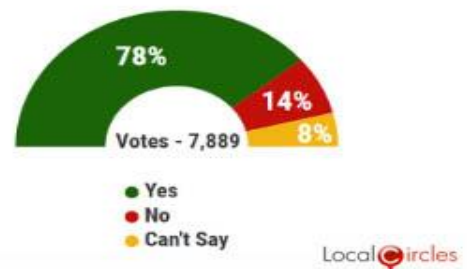


Image 1.6: 78% respondents felt that GSTIN number will help to crack down the selling of fake goods.

Should the eCommerce platforms be required to identify authorised and unauthorised sellers of a product and provide this info to the consumer?

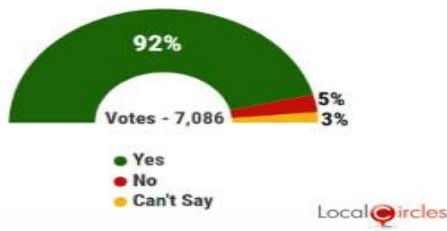


Image 1.7 : 92% consumer feels that eCommerce platform should identify the authorized and unauthorized sellers.

Many Indian shoppers receive counterfeit products



Image 2.1 : 45% shoppers have received the counterfeit mobile and computer products.

Top ways shoppers identify counterfeit products across portals of 3,000 Indian respondents

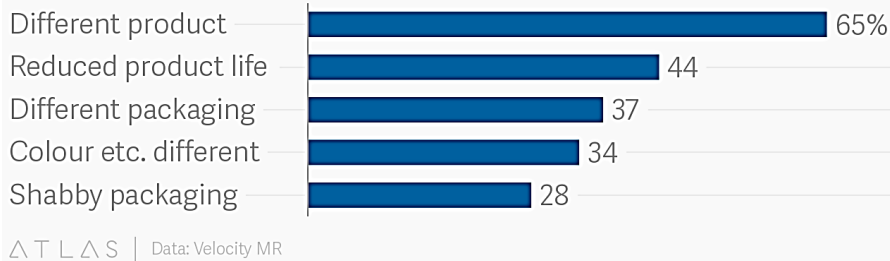


Image 2.2 : The consumer identify counterfeit when its product is different.

Action taken upon receiving a counterfeit product

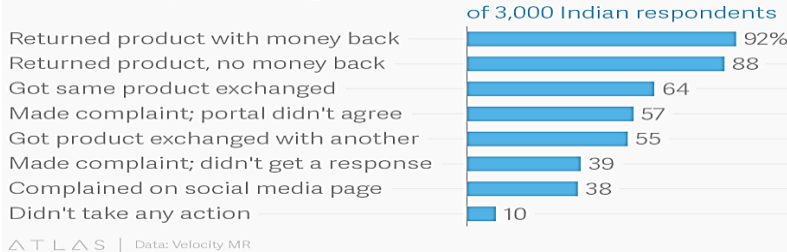


Image 2.3 : Most of the consumer had returned product and got money back.

When people would consider buying counterfeit products

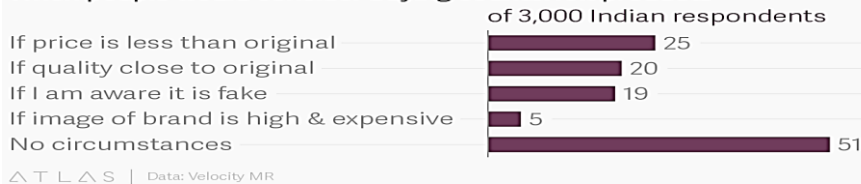


Image 2.4 : Still 25% people prefer to buy counterfeit goods if it's priced less than original product.

Bad experiences have not dampened the shopping spirit

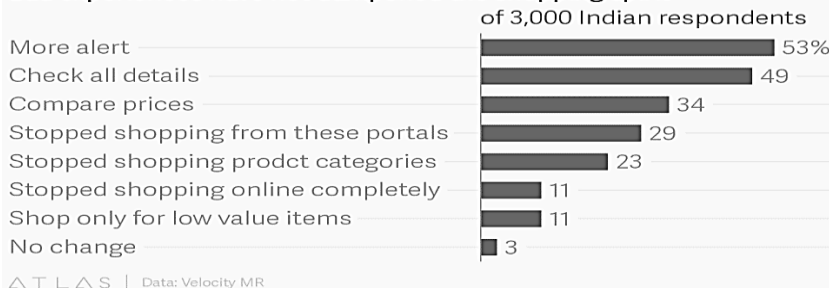


Image 2.5: Majority of the consumer are now more alert to check the goods once they receive the goods where 11% of consumer completely stopped online shopping.

CONCLUSION

Thus, to conclude the counterfeit had made all the online consumer more alert where they inspect the goods once they receive the consignment. In order to sustain in this competitive market the e-commerce organisation also took many initiatives like 'zero tolerance' when they receive goods from their respective vendor.

The fake product seller also target those consumer who are very price sensitive which make them to fall prey to this kind of unfair trade practices.

RECOMMENDATIONS

- ✓ The law governing unfair trade practices should be applied for e-commerce.
- ✓ The stringent punishment or penalty should be imposed on counterfeit seller or manufacturer.
- ✓ The consumer should also should not buy the goods if they find some new website / portal.
- ✓ The Government of India should regularize these vendor and their information should be displayed on the web portal.

LIMITATIONS OF THE STUDY

- ❖ The survey was only conducted from consumer perspective where the web portal organization could be covered.
- ❖ The study is purely relied on the secondary data from the research agency

FUTURE ASPECTS

- ✓ The study could help the government to frame a stringent policy under IT Act, 2000
- ✓ The study can have more detailed study which can help the e trailer.

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6. <https://scroll.in/article/877483/one-in-three-indians-has-received-fake-products-from-e-commerce-websites-finds-a-survey>
7. <https://velocitymr.com/coverage/1-in-3-customers-shopping-online-received-fake-or-counterfeit-product/>

A STUDY ON IMPACT OF DIGITALISATION IN TRAVEL & TOURISM INDUSTRY

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ABSTRACT

The paper deals with the topic on impact of digitization in the travel & tourism industry. The aim of this study is to find out how far the digitization has changed the travel & tourism industry and what is still going to change in order to find potential benefits of digitization in the travel & tourism industry. The results of digitalisation shows six main driver (sales increase, classic booking, sharing economy, personalized offers, social media and customer reviews) that have a significant impact of digitalisation in the travel & tourism industry.

INTRODUCTION

Travel industry runs more on reviews or better say reputation. No matter your company is new or quite an old one, if you are visible in search engines and hold good reviews on sites like Tripadvisor, Make my Trip, Quora, Facebook and even Google Map, then you will be able to attract good customers. Reputation management in this regard is considered very important as you need to see your positioning is not affected by your competitors.

As of 31 March 2018, they have 14 company-owned travel stores in 14 cities, over 30 franchisee-owned travel stores in 28 cities, and counters in four major airports in India. Make My Trip has offices in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai.

The proposed knowledge paper would focus on the digitalization of Travel, Tourism & industry through digital adaption and the role of new technologies and automation in streamlining the business processes across value chain, highlighting the speed and convenience of the business in this industry from an end-user perspective. The report would emphasize on adaption of big data analytics and the influence of social media on service providers and aggregators to address the challenges such as intensive competition and the need of the consumers.

Further to the advantages of digital transformation, the knowledge paper would also help to understand how technology will help in improving efficiency for stakeholders and personalization (content customization) for the consumer at the overall level and facilitating ease of process implementation. This study would also have a detailed suggestion for the ministry and tourism boards, which will focus on different areas such as the coverage of safety on digital payment platforms, cloud services for documentation for enhancing speed and convenience of transaction, emerging role of augmented and virtual reality in tourism marketing including virtual tour guides, ease of data capturing and integration for enabling seamless transaction, and need for offering personalized services using Internet of Things and big data, among others.

This paper provides an introduction to digitalisation in travel & tourism industry. Tourism is a rich and varied socio-economic activity.

REVIEW OF LITERATURE**1. Rahul Chakravarty, Director & Head – Tourism, FICCI**

“We are in a digital phase and Travel & Hospitality is not an exception. The rampant penetration of smartphone has transformed the Travel consumption pattern of the end user. The FICCI -Avalon Knowledge report will highlight all these with pointers to the future of travel in India

2. Chris Silcock EVP & CCO, Hilton

Consumers are becoming accustomed to controlling their life from the palm of their hand, from their smartphone. The hope of being able to do that in other parts of their life should carry through to travel, either on business or for leisure.

OBJECTIVES

1. To understand the digital impact on travel & tourism industry
2. To Understand the best digital practices in travel & tourism industry (mobile application, social media, website, paper advertisement ...)
3. To make awareness in the society that digitalisation will increase the accessibility.
4. To understand that the digital tourism is the digital support of the tourist experience.

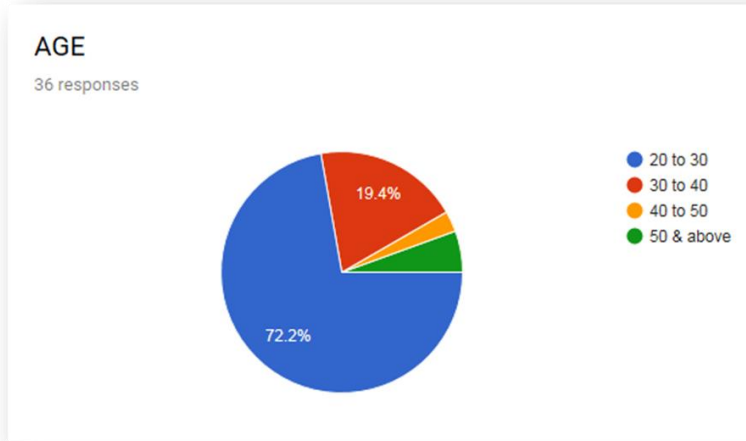
RESEARCH METHODOLOGY

Primary Data: The research is done through observation and collection of data through questionnaires.

Secondary Data: Secondary data is collected from various websites, mobile app, books etc.

Sample Size: The sample size is determined as 39 respondent’s opinion from the different section of society who presently access the travel & tourism product with a help of digitalisation.

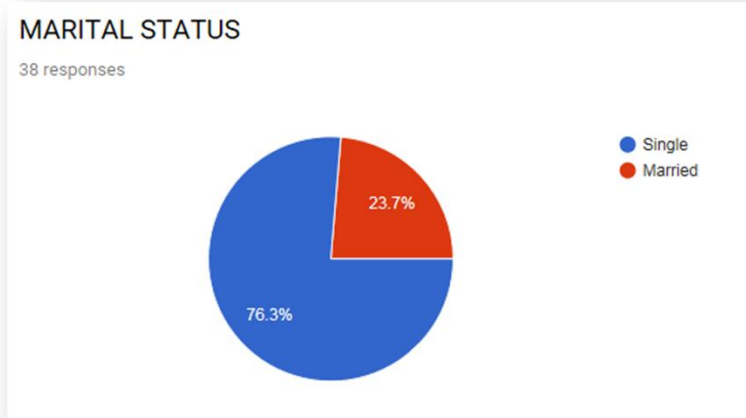
FINDINGS



INTERPRETATION

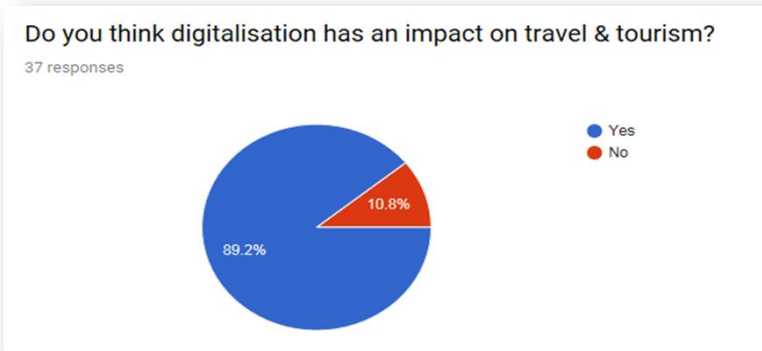
Total no of respondents: 39

Respondents from age group 20-30 are 28 that shows young generation are more aware



INTERPRETATION

There are 76.3% unmarried respondents are interested in Digitalization in travel and tourism industry. From these we conclude that majority of young & unmarried are the consumer of digital travel and tourism industry.



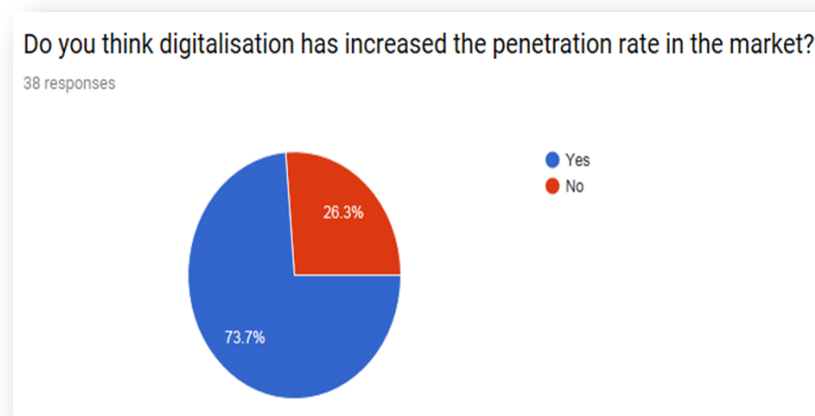
INTERPRETATION

There are 89.2% respondent who are aware of digitalisation in tour & travel industry. From these we conclude that majority of us are aware of of digitalisation in tour & travel industry.



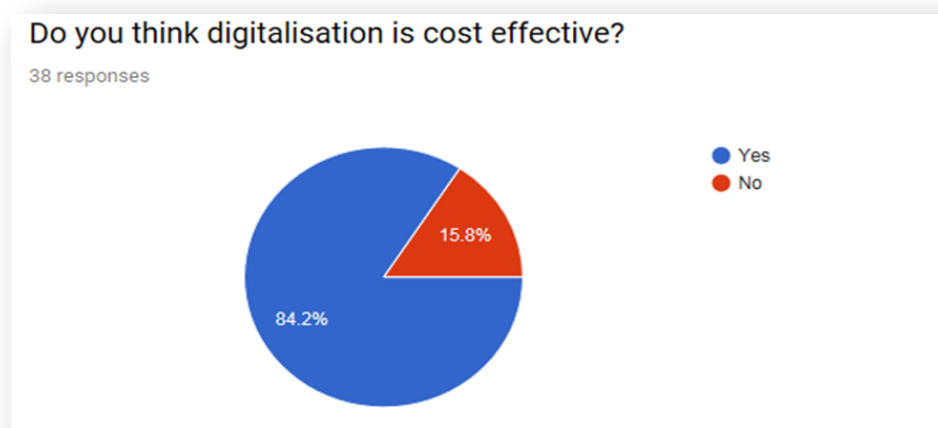
INTERPRETATION

There are 35.1% respondents who are aware of digitalisation in tour & travel industry and they use website. Among the respondents 27% rely upon advertisements. Whereas majority rely upon the mobile application from these we conclude that majority of us are interested in digital travel & tour industry.



INTERPRETATION

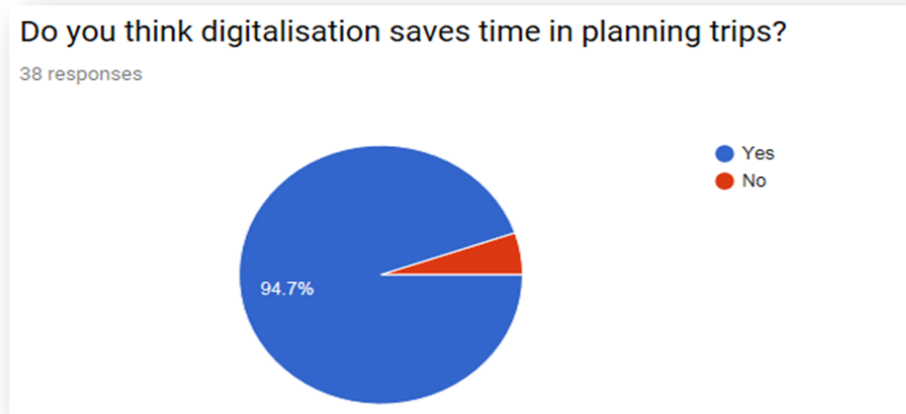
Now a day's digitalization plays important role and has increased the business reach among people. 73.7% respondents are benefitted from digitalization.



INTERPRETATION

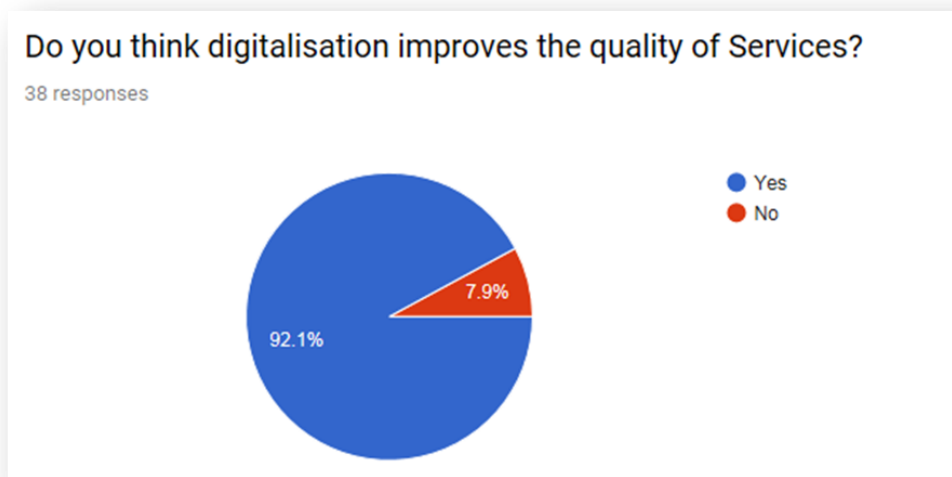
Digitalisation has solved the complexities in most of the field. Thus it is clear that digitalisation in travel & tourism industry has reduce multi-process and make it cost saving.

84.2% of respondents are agreed that digitalisation is cost effective.



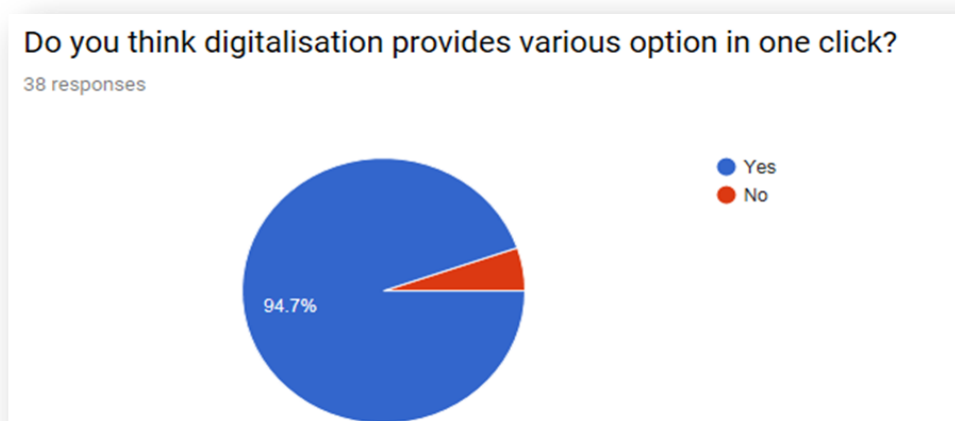
INTERPRETATION

It is clear from the answers of the respondents that digitalisation saves the time and 94.7% are agree with it.



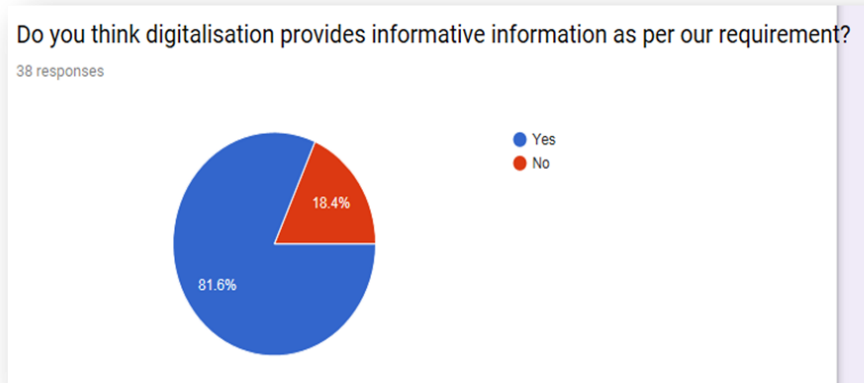
INTERPRETATION

The 92.1% of the respondents found that digitalisation has improved the quality of services in travel & tourism industry



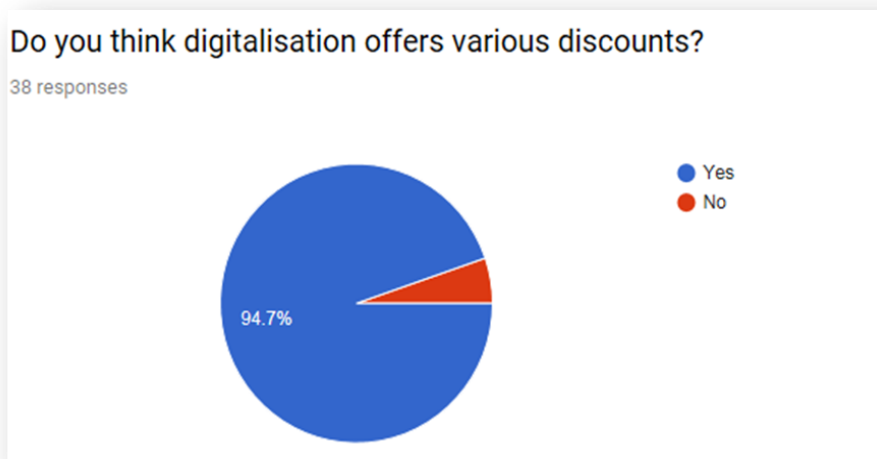
INTERPRETATION

There are 94.7% respondents said that digitalisation provides various option in one click.



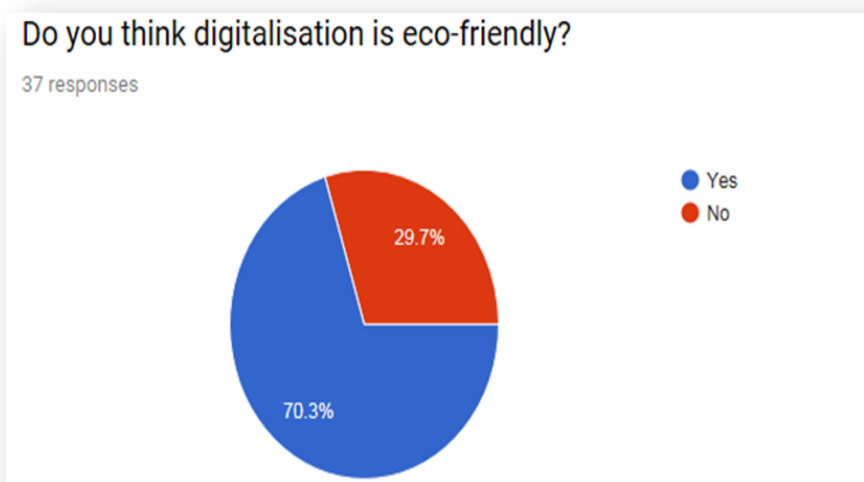
INTERPRETATION

The digitalisation in travel & tourism industry has provided authenticated information. 81% Of the respondents found it true.



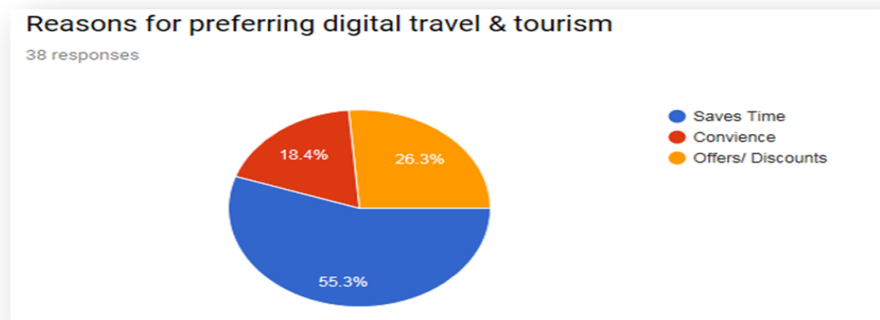
INTERPRETATION

There are 94.7% respondents said that digitalisation travel and tourism industry provides various discount offer. Thus it is clear that digitalisation attracts more people and increase the scale of economy.



INTERPRETATION

As we know that digitalisation reduces the paper work. Hence it is clear that digitalisation is eco friendly.

**INTERPRETATION**

The digitalisation in travel & tourism industry saves the time of consumer and it is more convenient as well as offer more discount. 18.4% of the respondents find digitalisation as time saving. 26.3% of the respondents find digitalisation as convenient. 55.3% of the respondents agreed that it provide more discount.

CONCLUSION

- 1) First, all the smart-phone manufacturers got profit as many mobiles are in demand due to increase in the awareness of digitalization.
- 2) All the Telecom companies got benefitted due to increase in the 3G/4G internet connectivity demand with beneficial plans
- 3) Apps and websites which gives details about the tourist destination and packages got their presence in front of the people looking for them.
- 4) The people can notices the hotel which are booked online.
- 5) Railway and Air travel departments made ticket booking process simple to book the tickets online within minutes
- 6) Payment Gateways are made secured and are integrated with the large number of banks, credit and debit card companies.
- 7) All the Private and Public sector banks allowed the online accounts accessible so it made people moving to digital banking
- 8) E-Commerce stores are in high demand as the delivery time of the ordered are quick.
- 9) Ordered foods are being directly delivered at the desired place by single click such as Food Apps. Restaurants available in the Google maps are also helpful to guide the people reach their destination.
- 10) Even there is no difficulty roaming in the new areas as the cabs are readily available everywhere. Thus cab apps are also in high demand.

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MOBILE MARKETING: STUDENT PERSPECTIVE TOWARDS THE USE OF SMARTPHONE DEVICE IN LEARNING

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ABSTRACT

The current scenario in educational industry has observed phenomenal increase in use of computerized studies, electronic studies. Information through communication technology is the motto of every educational institution these days. The enhancement in technology has encouraged educational institutions with the use of Smartphone device in teaching learning process. The promotion of educational learning through the use of Smartphone technology is introduced worldwide. Along with the traditional way of teaching and learning process the educational industry has inculcate the techniques of using Smartphone device while educating a child. This paper will highlight the areas relating the use of digital learning, from student's perspective with the use of smartphone device.

Keywords: Mobile Marketing, Smartphone, Student, Digital Learning.

INTRODUCTION

Learning is a lifelong process, an ongoing activity which is continuous in nature. Learning can take place anywhere, anytime, irrespective of age gender, caste, and even language that one is use to with. Home is the first place where every child absorbs the art of learning. Initially learning takes place through those people with whom we are surrounded with.

Educational institutions provide education, wherein a child develops theoretical knowledge, through varied study materials. Initially educational institutions were depended more on textbook studies, content which were there in the textbook were given due importance, study use to take place depending on paper pencil. Its due to the enhancement in the field of technology, in varied areas, one can say that today even education has shifted their path from traditional to what is known as modern way of teaching learning process. Started with the use of over head projectors where transparent sheets were used instead of textbook, to power point projectors, where educators use to prepare power point slides and the same slides were presented with the help of projectors. This day we can say that almost every education institution is making use of such an electronic device during teaching and learning process.

OBJECTIVES OF THE STUDY

- 1) To study the concept of digital learning, the use of smartphone in learning process
- 2) To study students perspective towards inculcating smartphone technology in learning process

HYPOTHESIS OF THE STUDY

1. Null (H_0): There is no significance difference between students learning traditionally with that of students learning through smartphone.
1. Alternate (H_1): There is significant difference between students learning traditionally with that of students learning through smartphone.
2. Null (H_0): There is no significant relation between students and learning through smartphone device.
2. Alternate (H_1): There is significant relation between students and learning through smartphone device.

SCOPE OF THE STUDY

This specific paper will cover areas related to education, and the enhancement that took place in the process of teaching and learning. How educational institutions have started inculcating digital learning, making use of smartphone technology for providing quality education to students.

CONCEPT OF DIGITAL LEARNING

Any type of learning that takes place with the help of technology can be termed as digital learning. Digital learning is a concept of interactive study where software is been adapted in such a way that learners can learn and understand the concept in their own style, software learning makes the learners personally get engaged due to its advanced features. Digital learning can be used as personalized learning.

THE USE OF SMARTPHONE FOR STUDENTS

Getting familiar with theoretical knowledge does not suffice the need of a child, along with theory practical knowledge, as well as knowledge gain by experimenting and observing things. There is a need for students to get in touch with real life situations as well. The use of smartphone can help a student in varied areas in learning and understand a concept in depth.

- **A student can prepare notes:** Through applications like notepad, Microsoft word and many as such, student can easily prepare their notes.
- **Make use of calendar:** An application which working as a reminder, deadline of assignment submission, projects, tests, viva and areas similar to that. Student can always set a date which will alert its users.
- **Record lectures:** Lectures can be recorded; a student in absentia can always make use of such an application. Student through such an application can learn, understand the concept at one's own pace.
- **Download files, videos, and audio:** Documents in adobe file, Microsoft word, excel file, video and audio clips can not only be seen but can be downloaded and can be stored in smartphone memory. As and when required a student can make use of this stored data for reference.
- **Make power point presentations:** Assignments, projects, presentations, smartphone technology allows a student to prepare one's own slide. Student gets a chance in developing and designing a power point presentation.
- **Interactive sessions with tutors:** Smartphone technology is not limited to offline study, instead this device allows its use to conduct an online interactive session, with the use of internet access a student and educator can have a live and interactive session. A group from varies areas can come together online and learning can take place.
- **Online avail of study materials:** There are books and applications related to educational field, download of dictionary, online books or browsing through browsers. Availability of applications like Byjus, Kindle, effective teaching can take place.
- **Educational and Language games:** Through Google play store, varied applications related to language, grammar, and many more can be downloaded, what else a student requires learning through playing.

LIMITATION OF THE STUDY

Time as a major constrain the study was restricted on various factors. Geographically the study was conducted within the boundaries of Mumbai region, specifically Central and Western Cluster. Primary data was collected from the students of Degree Colleges (First, Second and Third year students, inclusive of Arts, Science and Commerce students). Data from any other course was not included.

RESEARCH DESIGN

The specific study was a Descriptive one, the facts and the characteristics of the respondents were concerned to achieve the basic objective of the study.

SAMPLE DESIGN AND METHODS OF SAMPLING

Mumbai region was selected as the sample area to be specific the student of western cluster colleges were taken into consideration. Students from Central and Western cluster colleges were

Probability method of sampling was opted, wherein each element of the population was given due importance and equal opportunity to be a part of the study. Simple Random Sampling method under Probability technique of sampling was opted.

SOURCES OF DATA COLLECTION

Primary and Secondary sources of data collection were given due importance. Well designed and structured questionnaire was designed to collect primary data. Secondary data was collected from online journals, and online avail information.

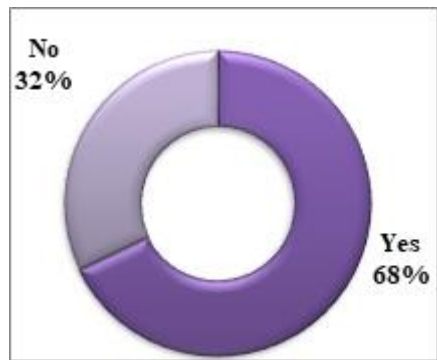
METHODS OF DATA COLLECTION

Primary data was collected through well defined and structured questionnaire, a survey of 280 college going students was conducted, questionnaire were designed on google form and the link was shared with the students.

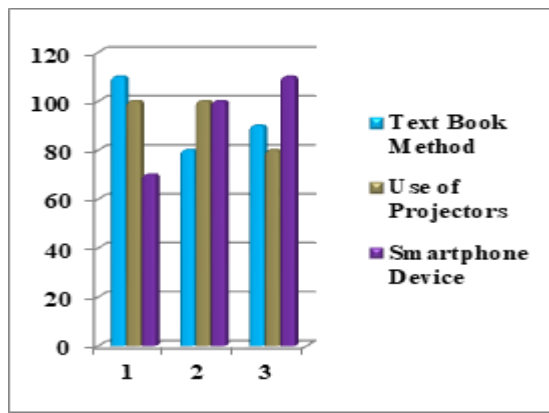
DATA ANALYSIS AND INTERPRETATION

This study has been undertaken wherein primary data was collected from 280 respondents, and their response is here under:

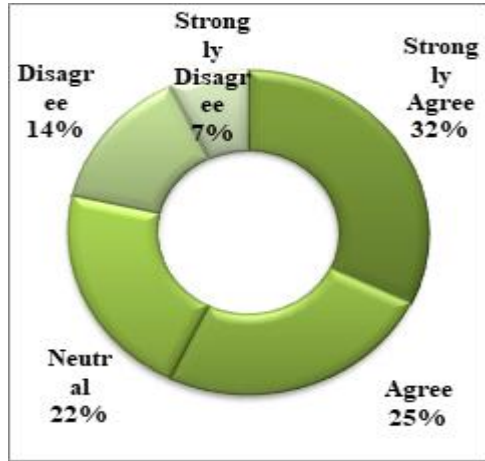
Total of 280 respondents, it was analyzed 190 of the respondents that is 68% of the total respondent gave a positive reply acknowledging that their educational institution does make use of digital learning, whereas 90 out of 280 that is 32% stated that their educational institution is still making use of traditional method of teaching learning.



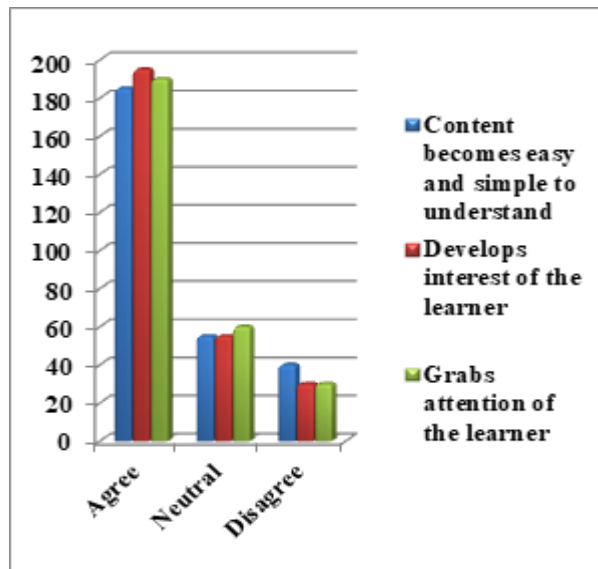
Various methods of teaching are opted by educational institutions, respondents were asked to rank 1 to 3 on options such as: text book method, use of projectors smartphone device. Respondents were asked to rank the following as 1 being the highest followed by 3 as the lowest. Out of 280 respondents, for text books 110 respondents ranked 1, 80 as 2 and 90 as 3. For the use of projectors 100 ranked 1, 100 ranked 2 and there were 80 who ranked the use of projectors as 3. There were 70 who ranked smartphone as 1, 100 for 2 and 110 for three.



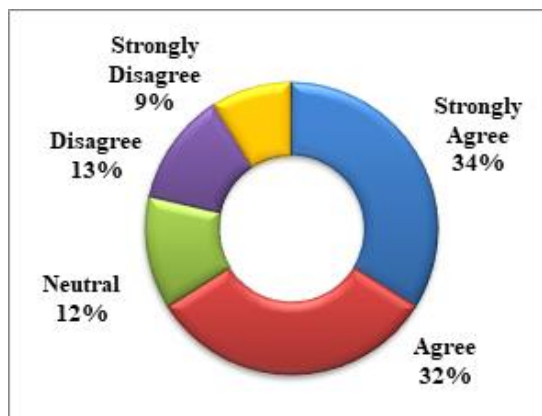
On asking a question whether every educational institution should inculcate digital way of learning, the responses were as such: 90 of the respondents that is 32% strongly agree on such a statement, 70 of the respondents had an agreement, there were 60 that is 22% of the total respondent who had a neutral response, 40 had disagreed for the statement, there were 20 that is 7% showed strongly disagreement on such a question. More that 50% had a positive reply towards the use of inculcating the concept of digital learning.



Through digital learning its 185 out of 280 students agreed that the concept becomes simple to understand 55 replied as neutral whereas 40 respondents disagreed on the statement. 195 respondents agreed that learning conducted in digitalized form will develop the interest of the learner, 55 replied as neutral and 30 disagreed. 190 students agreed that digitalization learning grabs the attention of the students, 60 as neutral and 30 disagreed. According to the reply it can be analyzed as maximum students have positive response towards the use of digitalization.

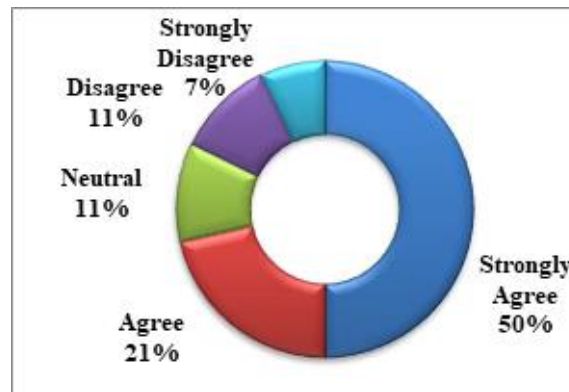


95 and 90 of the total respondents has strongly agree and agree by positively replying that teaching learning process is more effective in comparison to traditional method of teaching, however 35 of the respondents were neutral in their response, whereas 35 and 25 of the respondent disagreed and strongly disagreed on the statement.



In near future the use of smartphone technology in teaching learning process should be used in every educational institution, on this question the reply was as such: 140 students strongly agree, 60 agree, 30 replied

neutral 30 disagree and 20 strongly disagree. It was analyzed that almost 71% of the total respondent supports that in future smartphone technology should be used for teaching learning process.



TESTING OF HYPOTHESIS

From the data collected and analyzed it has been observed:

There is significant difference between students learning traditionally with that of students learning through smartphone and with this the first null hypothesis gets rejected and so the alternate hypothesis is been accepted.

It has also been analyzed that:

There is significant relation between students and learning through smartphone device, and with this the null hypothesis gets rejected and with the alternated hypothesis is been accepted.

CONCLUSION

The use of smartphone for learning will actually make a difference, students who make use of smartphone device develops more interest cause of its creative applications. Smartphone use has made learning easy, interactive and interesting. It is beneficial for both the students as well as the educators, with its multi function use. Students gets comfortable with the use of device, through this teaching is not restricted instead, they can search anything they want, students develops their imagination skills they are curios to learn more. An application which is suitable for all age bars, even for those who have not been a part of educational institution can learn and enhance one own self through the use of smartphone technology.

Smartphone technology can be considered as the latest tool in teaching and learning process. Learning that can take place anytime, anywhere.

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THE RELATIONSHIP BETWEEN THE USAGE OF INTERNET BANKING AND MOBILE BANKING AND THE OPERATING PROFITS OF SELECTED PRIVATE SECTOR BANKS IN INDIA

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INTRODUCTION

The Government of India has always envisioned that India becomes a developed nation and a powerful economy in the world. One of the initiative's therefore taken were through the E-Governance in the 1990's which mainly aimed to provide services to its citizens using the ICT¹, this included the computerisation of the Railways and few other areas. Later in 2006 the National e-governance plan was launched which was then merged into e-Kranti². Accordingly, to achieve this vision, get Digitally transformed and become a powerful Digitally empowered society in the world the Government launched the 'Digital India Programme'³ as one of the leading initiatives. The Digital India is seen as "Faceless, Paperless and Cashless". The 'Cashless India' being one of the role stated in the Digital India program aims to achieve the state of economy wherein the financial transactions are not done with actual cash but using the electronic way, also referred to as the Digital mode of transactions or the Digital payments /electronic payment (E-Payments).

There are various ways of electronic payment system available for the banks and its customers to do the financial transactions, Internet Banking and Mobile Banking are some ways which are commonly used in India. In a survey⁴ it was found out that **51%** of Indians use online banking channels and **26%** of the customers show a preference to do the banking services using the bank website, and they would also prefer using a mobile app instead of taking to a human agent. 'With the ongoing digital drive in India, the number of users opting for online banking is expected to double to reach 150 million mark by 2020, from the current 45 million active urban online banking users in India.'⁵.

This paper aims to study the relationship between the Usage of Internet Banking and Mobile Banking as a part of Electronic Payments system in selected private sector Banks in India and its operating profits.

There have been several research papers presented on the internet banking and the consumer behaviour, the satisfaction of the e-banking and the consumers amongst the public and private sector banks. However, in the context of the private sector banks in India which show an increasing usage of various Electronic payment systems and Mobile Banking, there is a need to study the impact on its profits.

This paper will help the private sector banks to know whether the usage of Internet banking and Mobile banking by the bank and its customers is related to its operating profits and if it leads to cost savings and improved efficiency and thereby lead to increasing profits, whether these banks should further invest on the such digital initiatives for the enhancement of services to its customers and reach a top position in the banking industry

LIMITATIONS OF THE STUDY

This Research paper will have several limitations

- There are mainly 10 modes of digital payments out of which only 2 modes have been taken into study viz. Internet Banking and Mobile Banking.
- In the Internet banking there are 4 major types of online financial transactions out of which only 2 types are considered (NEFT and RTGS).

¹ Information and Communication Technology

² <https://digitalindia.gov.in/content/introduction>

³ Digital India was launched by the Prime Minister of India Narendra Modi on 1 July 2015

⁴ The Avaya Banking Survey 2017 covered 5,004 panellists in the UAE, Australia, the UK and India

⁵ According to a report drafted by Facebook and The Boston Consulting Group (BCG), titled "ENCASHING ON DIGITAL: Financial Services in 2020". in June 2017

- Currently there are 22 Private Banks in the Indian banking industry out of which 3 major banks Axis Bank, HDFC Bank and ICICI Bank are considered based on the volume ,value and the share in the total transactions.
- The time period under study is spread over 3 Financial years i.e. 2015-16,
- 2016-17 and 2017-18

METHODOLOGY

The research paper is primarily based on the secondary data available on the Reserve Bank of India website ,Financial Statements of the Banks and its Annual Reports published on the bank websites and the IBA website and it is a descriptive and quantitative research and simple statistical tools and techniques have been used to analyse the data .

LITERATURE REVIEW

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INTERNET BANKING AND MOBILE BANKING AND ITS USAGE AMONGST THE BANKS AND ITS CUSTOMERS

The Government has been encouraging the cashless transactions to make India into less-cash and finally a cashless society. These transactions are possible by the usage of the several modes¹ of digital payments like: Banking Cards-VISA/Master /RuPay .USSD- Unstructured Supplementary Service Data, AEPS- Aadhaar Enabled Payment System,UPI-Unified Payments Interface, Mobile Wallets-Paytm,Jio Money, POS -Point of Sale, Internet Banking(NEFT,RTGS,ECS),Mobile Banking. Micro ATM's

Electronic Payments are those financial transactions which are undertaken using the electronic modes and media which include the computers ,smart phones ,tablets etc. Electronic Payment or often referred to as the Digital Payment is not a single tool of doing a financial transaction in fact it means the usage of many such tools in different ways.so as to complete the transactions .Internet Banking is one of the ways of the payment system which the customer prefers. 'In the present scenario, internet banking is becoming the need of hour for all banks to reduce their operational costs.'²and so the banks also are promoting it.

Internet Banking is also referred to as e-banking, virtual banking or online banking which allows the bank customer to carry out his financial transactions through the website of the respective bank. Internet Banking comprises primarily of 4 types of transactions viz...

- **NATIONAL ELECTRONIC FUND TRANSFER (NEFT)**

The individuals, firms and corporates can electronically transfer funds and carry out the financial transaction from any bank branch to any individual, such individuals who do not have a bank account (walk-in customers) funds using NEFT

- **REAL TIME GROSS SETTLEMENT (RTGS)**

It is defined a real-time settlement of funds transfers individually on an order by order basis (without netting, on an instruction by instruction basis). This option is primarily suitable in case where the value transactions are high.

- **ELECTRONIC CLEARING SYSTEM (ECS)**

It is an alternative way to complete the financial transaction generally in relation to the utility bills viz..telephone/mobiles, electricity, card payments , loan repayments etc

- **IMMEDIATE PAYMENT SERVICE (IMPS)**

It is meant for any interbank electronic fund transfer money instantly with banks across India and it can be used throughout 24 hrs using the mobile phones.

¹ http://cashlessindia.gov.in/digital_payment_methods.html

² An Exploratory Study of Internet Banking Customer Behaviour Sanjay1* & Lekh Raj2 1 & 2 School of Commerce and Management Studies, Career Point University Hamirpur, (H.P.) INDIA

Mobile Banking is done using a mobile phone and such service is provided by the financial institution to its customers to undertake the financial transactions from anywhere anytime. It is software based and is accessed by the customers over the different applications (commonly known as apps) provided by the financial institutions.

Operating Profits means the profit from business operations before deduction of interest and taxes. However the term **Gross Profit, Operating Profit and Net Profit**, may sound similar but they are not the same. The Operating Profit Margins is very often used as a primary indicator of the profitability of any organisation by the investors. It depicts the efficiency of the company to manage its expenses as it shows the revenue retained by the company after it covers its total costs (Fixed Cost and Variable costs). Thus it is good indicator to the owners of the business and its investors that how efficiently the company can turn around Re.1 of revenue received into Re.1 of profits after meeting all its expenses incurred to operate the business.

The Operating Profit Margin can be calculated as
$$\frac{\text{Operating Income} \times 100}{\text{Revenue}}$$

The Private sector banks are doing a good business in the banking industry as against the other public sector banks in the terms of profits earned. In these 3 major banks are selected for the study as they show a higher usage of the Internet Banking facility and the Mobile Banking¹

- **Axis Bank**²

Axis Bank is one of the first new generation private sector banks to have begun operations in 1994 and it the third largest private sector bank in India. The Bank has 3,964 domestic branches (including extension counters) with 12,705 ATMs & 3,548 cash recyclers spread across the country The overseas operations of the Bank are spread over ten international offices.

- **HDFC Bank**³

The Housing Development Finance Corporation Limited (HDFC) was amongst the first to receive an 'in principle' approval from the Reserve Bank of India (RBI) to set up a bank in the private sector, as part of RBI's liberalisation of the Indian Banking Industry in 1994.

- **ICICI Bank**⁴

ICICI Bank was originally promoted in 1994 by ICICI Limited, an Indian financial institution, and was its wholly-owned subsidiary. It offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its group companies. It is one of India's largest private sector bank currently having a network of 4,867 Branches and 14,367 ATMs across India.

These 3 banks are amongst the largest banks in the Private sector banks and they have been having a huge share of internet banking and mobile banking transactions amongst all the private banks put together. Since the usage of internet banking as well as Mobile banking has been on an increasing scale, this paper tries to establish a relationship between the volume, and value of these transactions and the operating profits of these banks.

The data is a secondary data obtained from the Financial Statements published by the Banks and the data published by the Reserve Bank of India. The Data has been analysed for the 3 financial years 2015-16, 2016-2017 and 2017-18. Bank wise Analysis⁵ is tabulated as

¹ As per the monthly data published by the Reserve Bank of India on 'BANKWISE VOLUMES IN ECS/NEFT/RTGS/MOBILE TRANSACTIONS' on its website under the Database on Indian Economy on monthly Data Series page. accessed the website <https://rbi.org.in/scripts/NEFTView.aspx> on 24.03.2019 at 13.35

² As available on the official website of the Axis Bank www.axisbank.com.

³ As available on the official website of the HDFC Bank www.hdfcbank.com

⁴ As available on the official website of the ICICI Bank www.icicibank.com

⁵ The Data is taken from the Financial Statements as published on the Official website of each of these banks.

Table-1: Trend Analysis of NEFT,RTGS and Mobile Banking transactions in value and volume for 3 years for Axis Bank

AXIS Bank							
		Amount			Percentage Increase/Decrease		
NEFT	Year	2015-16	2016-17	2017-18	2015-16	2016-17	2017-18
TOTAL OUTWARD DEBITS	Volume	91739623.00	144806550.00	167086274.00	100	157.85	182.13
	Value (Rs. Million)	5276341.16	8262326.03	11981891.45	100	156.59	227.09
RECEIVED INWARD CREDITS	Volume	52402001.00	71177134.00	88551874.00	100	135.83	168.99
	Value (Rs. Million)	4769391.70	6958055.01	9879582.54	100	145.89	207.15
		Amount			Percentage Increase/Decrease		
RTGS	Year	2015-16	2016-17	2017-18	2015-16	2016-17	2017-18
INWARD	Volume	6129733.00	6801004.00	8392936.00	100	110.95	136.92
	Value (in Rupees Billions)	55223.30	64687.22	83654.21	100	117.14	151.48
OUTWARD	Volume	5465672.00	5949051.00	6743327.00	100	108.84	123.38
	Value (in Rupees Billions)	57436.32	67811.74	86850.51	100	118.06	151.21
		Amount			Percentage Increase/Decrease		
Mobile Banking	Year	2015-16	2016-17	2017-18	2015-16	2016-17	2017-18
	Volume (Actual)	56194332.00	114417733.00	255612622.00	100.00	203.61	454.87
	Value (In Rs'000)	553211647.14	1118738694.06	1927348004.60	100.00	202.23	348.39

Table-2: Trend Analysis of NEFT, RTGS and Mobile Banking transactions in value and volume for 3 years for HDFC Bank

HDFC BANK							
		Amount			Percentage Increase/Decrease		
NEFT	Year	2015-16	2016-17	2017-18	2015-16	2016-17	2017-18
TOTAL OUTWARD DEBITS	Volume	144582665	212972315	287063721	100	147.30	198.55
	Value (Rs. Million)	10361833.28	15987762.56	26078555.17	100	154.29	251.68
RECEIVED INWARD CREDITS	Volume	96697752	126878012	151596362	100	131.21	156.77
	Value (Rs. Million)	11235567.76	16190376.49	23700668.43	100	144.10	210.94
		Amount			Percentage Increase/Decrease		
RTGS	Year	2015-16	2016-17	2017-18	2015-16	2016-17	2017-18
INWARD	Volume	15445158.00	16972835.00	19988089.00	100.00	109.89	129.41
	Value (in Rupees Billions)	155701.26	203967.74	253486.16	100.00	131.00	162.80
OUTWARD	Volume	13383077.00	15324390.00	18109864.00	100.00	114.51	135.32
	Value (in Rupees Billions)	159549.50	208818.47	258706.59	100.00	130.88	162.15
		Amount			Percentage Increase/Decrease		
Mobile Banking	Year	2015-16	2016-17	2017-18	2015-16	2016-17	2017-18
	Volume (Actual)	41545403.00	259447381.00	235159796.00	100.00	624.49	566.03
	Value (In Rs'000)	903384733.69	1644568049.91	1380091173.63	100.00	182.05	152.77

Table-3: Trend Analysis of NEFT,RTGS and Mobile Banking transactions in value and volume for 3 years for ICICI Bank

ICICI BANK							
		Amount			Percentage Increase/Decrease		
NEFT	Year	2015-16	2016-17	2017-18	2015-16	2016-17	2017-18
TOTAL OUTWARD DEBITS	Volume	96098585	132427838	170549756	100	137.80	177.47
	Value (Rs. Million)	6127175.769	8267367.157	11821354.51	100	134.93	192.93
RECEIVED INWARD CREDITS	Volume	82685698	103126675	121212910	100	124.72	146.59
	Value (Rs. Million)	6300078.006	9106981.788	13933543.37	100	144.55	221.16

		Amount			Percentage Increase/Decrease		
RTGS	Year	2015-16	2016-17	2017-18	2015-16	2016-17	2017-18
INWARD	Volume	5945916.00	6943482.00	8629989.00	100	116.78	145.14
	Value (in Rupees Billions)	52720.72	75922.02	95729.37	100	144.01	181.58
OUTWARD	Volume	5673272.00	6610989.00	8293997.00	100	116.53	146.19
	Value (in Rupees Billions)	52434.47	75330.33	96100.80	100	143.67	183.28

		Amount			Percentage Increase/Decrease		
Mobile Banking	Year	2015-16	2016-17	2017-18	2015-16	2016-17	2017-18
	Volume (Actual)	71348052.00	143047274.00	227733661.00	100.00	200.49	319.19
	Value (In Rs'000)	985585952.80	2640035513.88	4096815221.91	100.00	267.86	415.67

The Trend Analysis of the 3 banks for the 3 years shows an overall increasing trend.

Then an analysis was made to establish whether any kind of relationship would exist mainly between the volume of the NEFT and RTGS transactions in case of Internet banking and volume of transactions in case of Mobile Banking and the operating profits of these banks.

For this purpose, the Quarterly Operating Profits¹ of each bank and the quarterly usage² of the Internet Banking and Mobile Banking data in terms of volume and value was taken into consideration to find out whether there is any relationship between them. The Statistical technique of Correlation³ (Karl Pearson’s coefficient of correlation)was used to find out the same between the volume and operating profits

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

The results are tabulated as follows

Table-4: showing the coefficient of correlation between operating profits and volume of transactions of the 3 Banks

E-Transaction type	Variable-1	Variable-1	Value of Coefficient of Correlation
NEFT	Operating Profits	Total volume of transactions inward and outward done by bank and ist customers	-0.017575535
RTGS	Operating Profits	Total volume of transactions inward and outward done by bank and ist customers	0.060749961
mobile Banking	Operating Profits	Total volume of transactions	0.02079951

¹ As available on the Bank official website and www.iba.org.in (Indian Bank’s Association)

² As published by RBI on its website <https://rbi.org.in/scripts/Statistics.aspx>, Bank wise Volumes in ECS/NEFT/RTGS/Mobile Transactions (usage includes actual number of transactions in inward and out ward transactions taken together)

³ **Correlation** is a statistical technique that can show whether and how strongly pairs of variables are related.

Table-5: Showing the coefficient of correlation between operating profits and value of transactions of the 3 Banks

E-Transaction type	Variable-1	Variable-1	Value of Coefficient of Correlation
NEFT	Operating Profits	Total value of transactions inward and outward done by bank and ist customers	0.060055293
RTGS	Operating Profits	Total value of transactions inward and outward done by bank and ist customers	0.020673264
mobile Banking	Operating Profits	Total value of transactions	-0.078728341

From the above we can see that the coefficient of correlation is very much near to zero normally it is said that the **Correlation coefficient** is a number between -1 and 1 if the closer it is to 1, the stronger positive linear relationship will be shown by the two variables and closer it is to -1, the stronger negative linear relationship will be established.

We can say that there seems to exist no correlation between the operating profits and the value and volume of Internet Banking and Mobile Banking transactions.

However, if any specific statistical

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A SKILL GAP STUDY OF HOSPITALITY INDUSTRY IN MAHARASHTRA– A REVIEW

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ABSTRACT

Maharashtra state is situated in the western and central region of India. It has a long coastline stretching about 720 km along the Arabian Sea. Maharashtra is one of the most industrialised and wealthiest states in India. It has numerous tourist attractions which are ranging from ancient cave, temples, beaches, forts and monuments, forests and wildlife, hill stations, pilgrimage centres. It has a rich tradition of festivals, art and culture. Maharashtra Tourism Development Corporation (MTDC) is for implementation of tourism policy in the State and its slogan is – ‘Maharashtra Unlimited’.

Maharashtra has 79 hotel management colleges. Industry manpower is classified as minimally skilled, Semi-skilled and Skilled. Most branded hotels have been started from house training e.g. Taj Hotels, Oberoi Hotels, Park Hotels, etc. and small hotels believe in the model of ‘on-the-job’ learning. For bridging skill gap industrial training and research project need to be a part of curriculum, adoption of vocational colleges, partnering in community colleges, providing company office / manager in colleges and Universities that offer job related training and planning of up-skilling of employees are most important.

Keywords: Skill, Hospitality Industry, Tourism, Maharashtra.

INTRODUCTION

- Maharashtra is stretching 720 km along with the Arabian Sea and towards western and central region of India. It is one of the most industrialised and wealthiest states divided into six revenue divisions such as Konkan, Pune, Nashik, Aurangabad, Amravati and Nagpur and further divided into 35 districts. Mumbai is the capital of Maharashtra and is also known as the financial capital of India. It had headquarters of most of the major corporate and financial institutions. [1]
- The various tourist attractive places in Maharashtra; such as ancient cave, temples, beaches, forts and monuments, forests and wildlife, hill stations, and pilgrimage centres, etc. It has a rich tradition of festivals, art and culture. Maharashtra Tourism Development Corporation (MTDC) is for implementation of tourism policy in the State and its slogan is – ‘Maharashtra Unlimited’. The Government also announces its Tourism Policy time to time. Incentives are provided under the scheme for promotion of tourism in the State. [1]
- The Government has started skill development program and developed infrastructure till district level. Maharashtra Government is very proactive in following the skill development program. As a contribution to the Government of India’s plan, it has planned to equip 4.5 crore people with employable skills by 2022. To achieve this objective, the State has constituted the State Apex Council and an Executive Committee for Skill Development. The Skill Development Executive Committees have been formed at the regional and district levels as well.[2]
- Apart from this, the State Government has established Sectoral Skill Development Committees with industry participation for the 11 sectors; these are Hospitality, Construction, Banking, Finance & Insurance, Production and Manufacturing, Retail, Textiles, Pharmaceuticals & Chemicals, Automobile, IT & ITES, Agro Processing and Healthcare.
- According to NSSO 66th round on ‘Employment and Self- Employment’ conducted in 2009-10, majority of the workers in Maharashtra are from rural areas at 79% in agriculture and allied activities. While in urban areas, majority of the workers are in ‘manufacturing’ at 23% and also in ‘trade, hotels and restaurants’ at 23%. [2]
- The growing importance of skill development in Industry and Government interest in it, led to the Study for the State of Maharashtra. So, study is based on following objectives – 1. To review a skill gap of Hospitality Industry in Maharashtra. 2. To review the past, current and future (From 2011 to 2022) skills and manpower requirement by industry and 3. Review the skill gap that exists.

A SKILL GAP STUDY OF HOSPITALITY INDUSTRY IN MAHARASHTRA

Hospitality industry is based on critical management, as it requires certain skills. Although academics trend is to promote general management skills in the curriculum. Such results prove that skills determined as important change and are not clear and obvious anymore. Expectations also vary according to the area of the hospitality industry respondents work in but there are some universal skills like ‘ethics, leadership, etc. The traditional technical, operating and craft skills will always be of prime importance, but both the industry and the educators agree on the fact that more emphasis should be given to critical thinking, problem solving, strategic planning and visionary leadership skills as part of the program. In terms of career success, the higher ranked skills are communication, using initiative, human relations, food and beverage management skills, the ability to prepare budgets and to delegate. These skills should be supported by appropriate staff development programs such as: • technical skills: those required to perform the routine tasks associated with the position, • interpersonal skills: how the employee interacts with staff members and guests on either a written or oral basis, and • supervisory or self-management skills: how well the employee organises his or her time, acts responsibly and/or leads others. The academy is advancing for the development of higher order skills such as critical thinking, management and strategy development and the industry, in contrast, places a higher emphasis on technical skills, front line supervisory skills and interpersonal skills. [5]

- During the period of 1st July 2009 to 30th June 2010, total number of tourist / visitor arrivals in the Maharashtra was 11,47,76,687, out of which 11,24,81,153 (98%) tourists was domestic tourist and remaining were foreign tourists.[2]
- As of 2011-12, service sector contributes to about 60% of GSDP in Maharashtra. The second biggest contributor to services is (24%) hotels and restaurants. [2]
- The State is placing very high focus on skill development so private training providers have many opportunities. There is demand for private training. In addition, in 2012, Government provide tax benefits to the vocational courses/training providers. This further acts as an incentive for private training providers. Approx. 3 times growth is observed in Hotel Management Institutions and their intake capacity in higher education in Maharashtra.

Stream	Year	No. of institutions	Intake capacity
Hotel Management & Catering Technology (Diploma, Degree, PG)	2012-13	27	1,554
	2018-19	79	4740 approx.

Source: [2], [3]

- Training Institutes should focus on - training in English as well as local languages, Communication skills and soft skills, Industry exposure, Proper placement linkages, Collaboration with Government Departments and Collaboration with industry.
- Government is very keen on skill development and key skill development initiatives taken by the government by forming -• Sectoral Skill Development Committees, • Maharashtra State Skill Development Society, • Knowledge Management Centre, • Directorate of Establishment & Self Employment has set up a dynamic Labour Market Information System (LMIS). Apart from committees, various skill development programmes are run by many government departments. Some of these are as follows:
- Employment Promotion Programme (EPP), Apprenticeship Training Programme, Entrepreneurial Development & Training Programme, etc.[2]
- Maharashtra is the one of the biggest economies in India, so it attracts a lot of migrants. It is facing a problem of intra-district and inter-district migration. It also witnesses net immigration of human resources. Other state migrants are coming from Uttar Pradesh, Bihar, Karnataka and Gujarat. In state migration from interior regions i.e. villages to 2 Tier cities like Nashik, Nagpur, Aurangabad, etc. and skilled workforce from interior regions and 2 Tier cities migrating to Pune and Mumbai.

MAPPING OF TOURISM & HOSPITALITY SECTOR

Tourism & Hospitality sectors will be one of the employments and developments generating industry in the next ten years. The training requirements could be for the newly recruited manpower or up-skilling of the existing manpower.

Incremental demand of human resources in Tourism, Travel, Hospitality & Trade [2], [4] -

District	2012-17	2018-22	2012-22
Ahmednagar	33,361	48,576	81,937
Akola	377	510	887
Amravati	2,903	4,226	7,129
Aurangabad	19,925	29,012	48,937
Beed	1,186	1,927	3,114
Bhandara	1,071	1,536	2,606
Buldhana	4,710	6,858	11,567
Chandrapur	5,606	8,163	13,769
Dhule	550	663	1,213
Gadchiroli	254	371	625
Gondia	3,339	4,862	8,202
Hingoli	2,252	2,917	5,168
Jalgaon	7,848	11,427	19,274
Jalna	3,396	4,944	8,340
Kohlapur	14,558	21,198	35,757
Latur	1,672	2,643	4,313
Mumbai and Mumbai Suburban	78,347	114,080	192,427
Nagpur	10,380	15,114	25,494
Nanded	5,861	8,534	14,395
Nandurbar	296	408	704
Nashik	8,698	12,665	21,364
Osmanabad	10,665	15,529	26,193
Parbhani	2,117	3,082	5,198
Pune	23,394	34,064	57,458
Raigad	4,524	6,587	11,110
Ratnagiri	2,037	2,966	5,003
Sangli	1,381	2,011	3,393
Satara	4,014	5,845	9,859
Sindhudurg	2,368	3,449	5,817
Solapur	10,613	15,453	26,066
Thane	4,153	6,047	10,199
Wardha	897	1,334	2,231
Washim	976	1,483	2,459
Yavatmal	3,875	5,642	9,517

Definitions published by the Government are [2] -

Skill in formal sectors: Skill levels for formal sectors have been assessed based on the level of education attainment in combination with experience, as follows:

- Minimally-skilled workforce: Literate but below Xth standard
- Semi-skilled workforce: Xth +2 years of education
- Skilled workforce: Xth + 5 years of education

Skill in informal sectors: Skill levels for informal sectors have been assessed mainly based on the experience and number of years spent in a trade. Number of years for which experience is counted varies from sector to sector.

Skill wise incremental demand in Maharashtra, 2012 to 2022 [2] –

Sectors	Minimally skilled	Semi skilled	Skilled
Tourism, travel and Hospitality	1,49,377	3,27,316	2,50,677

Each year, local people from different educational institution join the workforce at different skill levels. However, Maharashtra being a major employment generator, it attracts migrant from other States as well. When the supply of net migrant from other States is added, it surplus the manpower.

RECOMMENDATIONS

State is on the path of development and has also been taking several initiatives for skill development; there are certain recommendations which need attention-

1. Govt. and private sector partnering in colleges / community colleges.
2. Providing guest faculty in colleges and Universities by industry.
3. Accessibility to students for industry exposure.
4. Continuous on-the-job training and recognition & up-skilling of employees.
5. Skill development can be made a compulsory part of the Corporate Social Responsibility (CSR) for the companies
6. Proper plan for handling Naxalism.
7. Infrastructure - Water scarcity, inadequate infrastructure development, etc.
8. Education - Mismatch between curriculum and industry requirements, Inadequate focus on soft skills and personality development of students, etc.
9. Workforce related issues - preference for white collared jobs, low motivation levels and attitudinal issues, lack of skilled manpower in backward districts, low inclination for self-employment, unionism, etc.

CONCLUSION

- Today Industry is demanding job ready people i.e. who have academic competency with experience. A big percentage of the people passing out from the educational institution are considered unemployable due to less skill level. Therefore, several large hotels have started in house training e.g. Taj Hotels, Oberoi Hotels, Park Hotels, etc. and small hotels believe in the model of 'on-the-job' learning.
- Skill gaps in Hospitality, Travel and Tourism in Maharashtra is inadequate knowledge of English speaking, inadequate soft skills and communication skills, lack of knowledge of new concepts such as adventure tourism, religious tourism, experiential tourism etc., lack of professionally trained teachers, inadequate knowledge of local attractions and tour planning, Insufficient understanding of business plans, Insufficient knowledge on client etiquette, Inadequate customer relationship management.
- Proper planning by considering these factors and training can be used as an effective tool for eliminating all skill gaps that the State is facing or is likely to face in future.
- In this light, bridging the gap between industry and academic, industrial training and research project need to be a part of curriculum, adoption of vocational colleges, partnering in community colleges, providing company office / manager in colleges and Universities that offer job related training and planning of up-skilling of employees are suggested.

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A STUDY ON IMPACT OF DIGITALIZATION ON INFORMATION OF GOVERNMENT PROJECTS WITH SPECIAL REFERENCE TO INDIA INVESTMENT GRID

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ABSTRACT

Purpose: This paper will examine the impact on business with reference to digitalization of the information on Government projects as a part of the initiative taken by the Ministry of Commerce and Industry under "Invest India".

Invest India has created a special portal named as India Investment Grid (IIG) whereby its main aim is to upload all information regarding the ongoing projects within State and Central Governments, so as to create interest amongst various investors, developers and contractors. This will enable the government to source funds, technology, developers and contractors for their numerous projects.

India Investment Grid (IIG) is a portal having more than 4800 ongoing projects, with multiple opportunities for domestic as well as foreign investment. This has affected the way of procurement and doing business.

Keywords: Invest India, India Investment Grid (IIG), Government Projects, Digitalization, E-procurement

INTRODUCTION

Invest India was established in 2009 as a joint venture between the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry and Federation of Indian Chambers of Commerce and Industry (FICCI). It is a non-profit organization specially dedicated to investment promotion and facilitation. It was set up with the objective to attract investment from prospective overseas investors in Indian Governmental projects.

India Investment Grid (IIG) is a portal created by Invest India which has over 4800 governmental projects. It was created with the purpose of making all project related information online so as to facilitate investment from Indian as well as foreign investors. There are various requirements for projects such as Requirement for developers, contractors, civil engineers, consultants, funds, technology, etc. People interested can view the projects online and apply for e-procurement. This has facilitated increase in Foreign Direct Investment (FDI) and has led to ease whereby the project details can be viewed online without physically going to any government office.

OBJECTIVES OF THE STUDY

- To examine the pros and cons of such digitalization of Project information with special reference to Government projects.
- To evaluate the impact on the way e-procurement is done for various requirements for the governmental projects.

SIGNIFICANCE OF THE STUDY

This paper will be beneficial to know the impact of India Investment Grid (IIG) portal has on increase in investment and ready availability of all project related information on a digital platform.

LIMITATIONS OF THE STUDY

- Owing to time constraint only secondary sources are used for collecting the data.

RESEARCH METHODOLOGY

Secondary Sources are used for collecting data which include Research Papers, Thesis, Government Handbooks, Circulars, Websites and blogs.

REVIEW OF LITERATURE

V. Seetha Maha Lakshmi, Rao Srinivasa K. S. (2016), state that despite all the digitalization, government is far from reaping the benefits, profits and welfare from digitalization. There is a requirement to take such digital transformations into the e-governmental portals so as to have a broader sense of business. Government of India is now adopting a platform to digitize all kinds of physical project records and we cannot talk about Digitalization if we still survive in physical environment.

Ahluwalia S. S. states that such a platform has ensured Digital Inclusion by providing all access of such digital infrastructure and helps us connect with the rest of the world showcasing investment opportunities in India and enhancing our image in foreign markets.

Shamim (2016), evaluates that initiative undertaken provides major part of the information through a portal where all government projects details along with their digital documents are uploaded and accessed by people all over the world. But also such efforts are not properly coordinated and maintained or updated on regular basis. He suggests creating a plan for digitalization which is tracked and monitored with senior government officials taking its accountability. In a study undertaken by **Government of India and McKinsey & Company** it showcased the progress India has made on digital adoption of the project information and also to identify the gaps to be filled to envision the potential size and drivers of India's digital economy and what needs to be ensured that the progress is maintained. As government is one of the largest buyer of services, technology can be used to e-procurement of such services and create digital innovators.

Divay Pranay (2019), states that the main aim of creating India Investment Grid (IIG) portal is to have a Single Window Portal whereby all project related information is readily available and has empowered time bound decisions which leads to improving transparency and predictability of business.

ANALYSIS

The India Investment Grid (IIG) is an interactive and dynamic web portal showcasing information on various projects in India in need of investment or technology. It provides a menu of investment options across India on a single interactive platform. It is an initiative undertaken by Invest India to enhance the ease of doing business and helps connect potential investors to Governmental project promoters across India.

A few features of the IIG Portal include

- All projects across Pan India can be searched which are organized by 25 sectors and 69 sub-sectors.
- Various filters are provided to find projects for specific investment opportunity.
- It is a free platform to help Indian promoters connect with foreign investors.
- A real time access is available to track the status of the ongoing projects.
- To compare and evaluate projects across various states, sectors and sub-sectors.

The main objective of IIG is that it is a first point of contact for investors from around the world, boost investment and streamline project discovery and promotion.

Pros of Digitalization of Project information

- All information is readily available on the portal where the potential investor can view it easily.
- Increase in Foreign Direct Investment (FDI) as projects are viewed by foreign potential investors.
- Help in funding by various international organizations such as World Bank, Asian Development Bank, Universal Service Obligation Fund, etc.
- All the data can be electronically updated without any physical work.
- All necessary information is available on the portal, so no need to visit government offices to collect data or for any updation.

Cons of Digitalization of Project information

- Needs regular and constant updation and maintenance of all project information.
- Many a times Government official may decline to share information due to confidentiality issues.
- Not all Indian investors may be equipped with digital literacy.
- There is no proper awareness on how to use the portal and no workshops are conducted for the same.

Impact of E-Procurement of services

Electronic procurement or E-procurement process provides information support to take business decisions. It performs the regular activities but by using internet based automation which helps to improve transparency, reduces overheads, creates ethical competition between suppliers. E-procurement has affected the way government issues work order for projects. All the necessary Tender or Request for Proposal (RPFs) related documents are available on portal and the entire procedure is done online. The tender documents are received

online and the payment for same is done electronically, without physically visiting any government office. All the project related details can be viewed online by the potential supplier and decision can be taken on the same. The process has simplified and become transparent.

FINDINGS, CONCLUSION AND RECOMMENDATIONS

After undertaking the study it is founded that there are various pros as well as cons for digitalization of Project information on the IIG portal. There are multiple pros but a few cons which is impacting and creating a hindrance in achieving its aim and objectives. There may be inconsistency in continuous updating and maintaining such a large amount of data online.

In conclusion, it can be mentioned that there needs to be more steps needed to be taken to make this initiative even more impactful. Government officials need to be made aware of such a platform and encourage them to share the updates on the on-going projects on the portal. They need to be trained and made a part of this Digital Inclusion. Also there is a need to create a technology to make sure that there is proper maintenance and regular updations on the portal so that it piques the interest of both the domestic and foreign potential investors. Workshops need to be organized so as to spread awareness of this initiative and opportunity at a large scale in Government based offices.

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A STUDY ON MARKETING STRATEGIES OF INTERNET ENTERTAINMENT SERVICE PROVIDERS IN INDIA

Chaudhary Umair Ahmed Abdul Qayum Sahibunnisa

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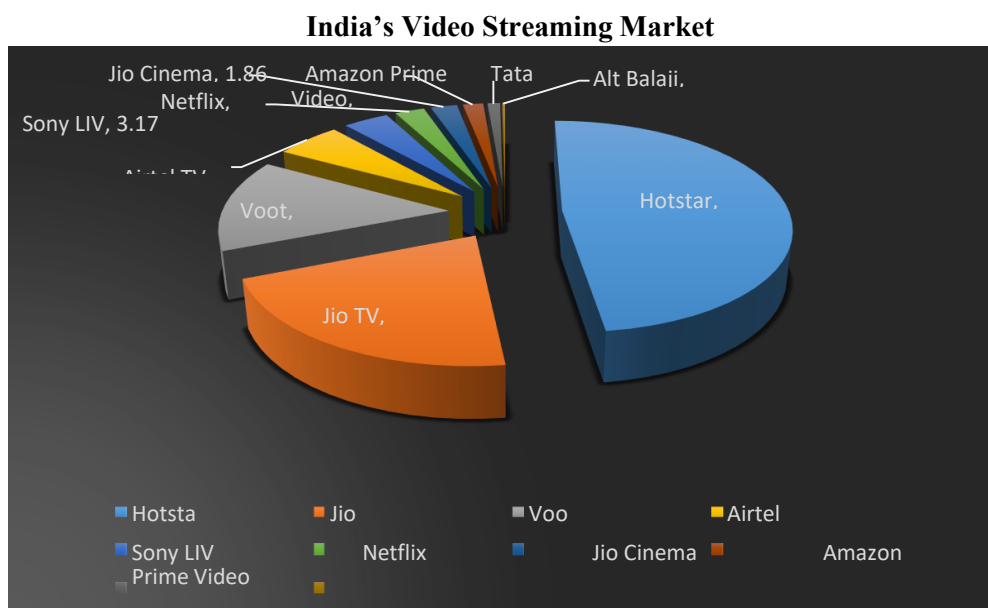
ABSTRACT

Video streaming is becoming part of our modern daily lives, which means no domination of TV networks. Subscribers can watch anytime, anywhere, on all smart devices connected to internet. Amazon Prime Video and Netflix are the two major players in the global online streaming market while Hotstar Sony Liv and Voot are domestic Players. Netflix has been world’s leading this industry since 1997 while Amazon prime video was launched in 2006 in the US. Both the players made their entry in India in year 2016. To grow in the competition, each player has introduced a number of exclusive content deals to differentiate its service. This report presents a study on marketing strategies used by service providers to grow in the Indian market.

INTRODUCTION

A video streaming service is an on demand online (VoD) entertainment source for TV shows, movies and other streaming media. These services provide an alternative to conventional services, often at a lower cost. Use of online streaming services often requires fees, either advertisement or subscription. The videos are directed via a network that is typically cloud-based. The availability, content and price of services may vary from one service provider to another. Examples of pay video streaming services include Netflix, iTunes, YouTube, Voot, Amazon Prime Video, Hotstar, and Sony LIV etc.

Indians has a huge presence across almost every major digital platform. There are millions of Indians on YouTube, making it the second most used digital platform in India. According to a survey by Statcounter, Indians use their smartphones to access the internet almost 80 percent of the time. This means that brands should be producing content specifically designed for mobile phones if they want to engage with consumers. There are two main reasons for development of this market: the availability of low cost smartphones and, the launch of Reliance Jio which offered data at economical price to customers. This sudden easy access to the internet led to India having the high amount of data consumption. This study discusses the marketing strategy adopted by internet entrainment services in India, to promote their content streaming service. The study explores the Video-On-Demand (VoD) market scenario in India along with the different marketing strategies used by service providers to differentiate them-self from competitors. In order to create content that consumers will actually find valuable, brands need to know who they’re speaking to. While the number of English-speaking internet users in India is largely static, the number of regional language users is growing at a high pace. Having an intimate understanding of audiences can help brands create content which consumers will more valuable, this is a crucial step in building a long term relationship with consumers.



Source: Business Standard

OBJECTIVES

- To study marketing strategies implemented by internet entertainment service providers. To find out awareness of Video on Demand (VoD) & Over the Top (OTT) among people. To find out most popular internet entertainment service provider.
- To find out content consumption pattern from internet entertainment services. To identify type of content people prefer to watch.
- To compare demand of exclusive content v/s TV content aired on platforms. To compare demand of regional content v/s international content.
- To find out consumption of content through different devices.

LIMITATIONS

- This study is limited to only particular locality in Mumbai and small sample size.
- There is no proper balance between individual selected for survey (e.g. Age group, gender, income level, education level etc.)
- Data collected through primary research is limited as information available from survey is very limited.

SIGNIFICANCE

This study explores the marketing strategies used by different companies and media & entertainment industry's current trends and form basis to forecast future development based on the different future scenarios and marketing conditions they have to face.

METHODOLOGY

Developing this report has required some research into internet entertainment service market, consumer behaviour and business model of different players in market. In order to prepare a report on marketing strategies employed by different players to differentiate them self from each other we developed better understanding of this industry all other factors related to them.

SOURCE OF DATA**Primary Research**

A survey was conducted to collect the real time data of consumers regarding internet entertainment services in the market. A series of different questions were asked to respondent to identify their perception towards these internet entertainment services.

Secondary research

Secondary research has been into various sources. The research focused on developing a better understanding of Indian media & entertainment industry. Online research is done on recent trends in industry. After understanding industry and recent trends the research on different marketing strategies was started. Sources of information were research papers, magazines articles and websites.

Marketing Strategies**1. Original regional content**

All companies have done research on India's demographic status and realized that by focusing only on international content it is very difficult to grow in Indian market, because India is a very divers country in many aspects, now they are focusing creating content in regional language to expand their customer base. Many players already have a huge library of local content and they are focusing more on bringing their content on digital platforms and creating exclusive content to attract more consumers on their platforms.

2. Creating brand image using different Ethos Amazon Prime Video-“India ka Naya Primetime”

Amazon Prime Video portrays itself as 'India ka Naya Primetime' (India's new Primetime) in its latest ad, which showcases that people don't have to be slaves to TV anymore. Amazon is promising anytime and anywhere and positioning customers at the centre of campaign. They are trying to detach consumers from conventional alternatives of consuming content. They are conveying that Amazon Prime Video sets you free, letting you decide where to watch and when to watch.

- Hotstar-“Go Solo”
- Hotstar was first to enter in the Indian internet entertainment service industry and they came up with this slogan. They identified a problem and grab that opportunity to become market leader. The problem with

conventional television was show time was fixed and only one person can watch at a time what they like and hostar positioned it as freedom to choose and “Go Solo”.

- Netflix-“Netflix & Chill”
- It is a shortened from “Would you like to watch Netflix and chill out?” this is an innocent invitation to come over and watch movies. Netflix is the pioneer and leader in internet entrainment industry but it focus on premium class and focus on exclusive digital content.
- SonyLIV-“We LIV to Entertain”
- The youth already know where to get their content from and there is no longer a need to tell them that they can watch content whenever they want, hence SonyLIV is positioning them as all-rounder and always available for entertainment Keeping in mind the vibrancy of the youth.
- Voot-“Whynot”
- The new Brand campaign is designed for new age user, seeking entertainment on their own terms. The brand ideology comes to life through a powerful encore of #WHYNOT. #WHYNOT is much more than just an expression. It’s a war cry from the content hungry fans in this new digital-first India. VOOT intends to inspire a change through this campaign, having users challenge the status quo, question the existing habits of consuming media.

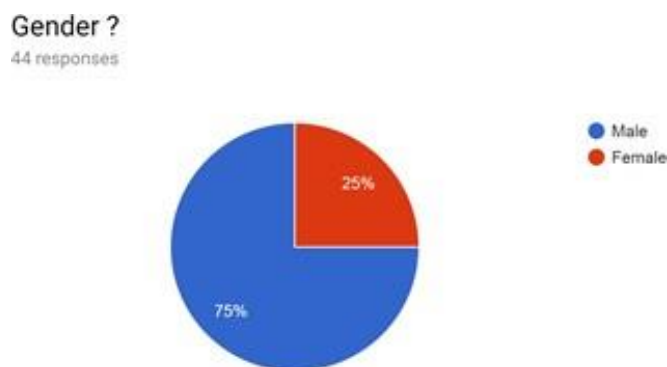
3. Tapping into growing smart phone market

As smartphone market is growing rapidly in country because of high penetration of chines players at very low price, every industry is trying to get maximum benefits out of it telecom industry has gone through many major changes after entry of JIO in the market hence data rate are reduced at very economical rate affecting consumption pattern of consumers. Internet entertainment service are using this opportunity to market their platforms specifically for smartphone users.

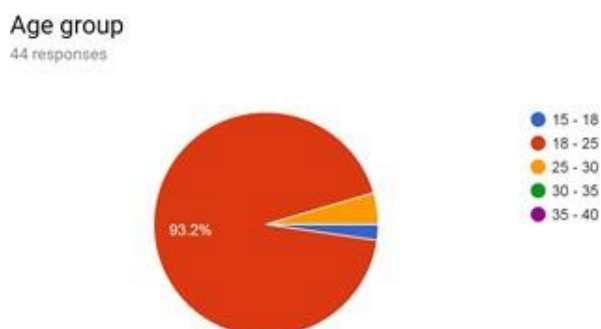
4. Differentiating on price

- India is a very price sensitive market and keeping this in consideration every company is pricing for their services and following different pricing and business model, like
- Amazon Prime Video: Subscription Hotstar: Freemium
- Netflix: Subscription SonyLIV: Advertising Voot: Advertising

Data Analysis



Out of 44 people participated in the survey 75% are men & 25% are women, it is because this survey was conducted outdoor and men showed more interest in this survey when they were asked to fill the survey.



People who participated in the survey are mostly of 18-25 age group, it is a clear indication that Internet Entertainment Services are more popular among young people of locality where survey was conducted.

Do you know about Video On Demand(Vod) & Over The Top(OTT) Services ? (E.g. Hotstar, Netflix, etc.)

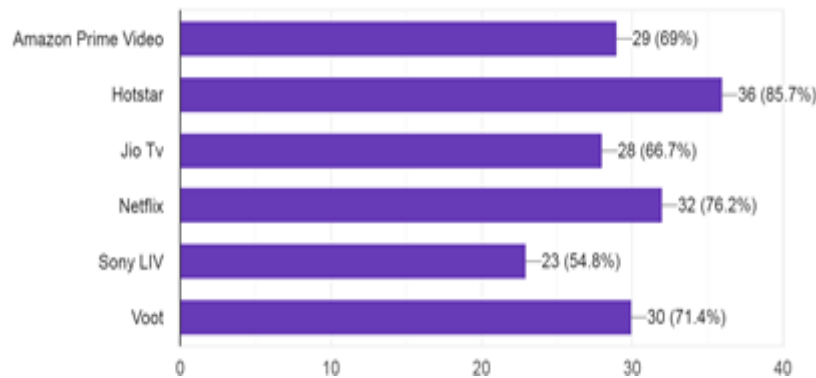
44 responses



Among all the participants 95.5% are well informed about these kind of services available in the market, only 4.5% are unaware about the services.

List the services you know ?

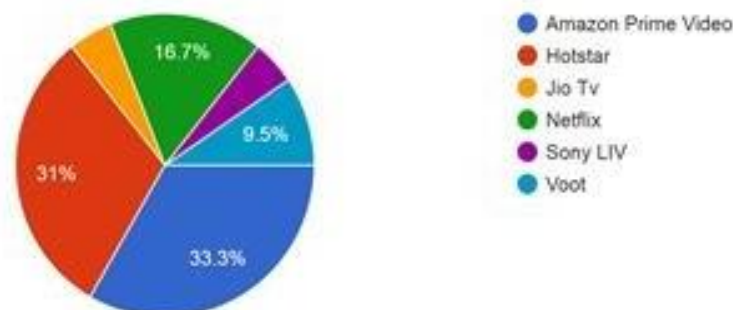
42 responses



Above data shows that more or less all service providers have made their strong presence in the market and people are well informed about their presence in the market by implementing different marketing strategies and advertisements.

Which one do you use ?

42 responses

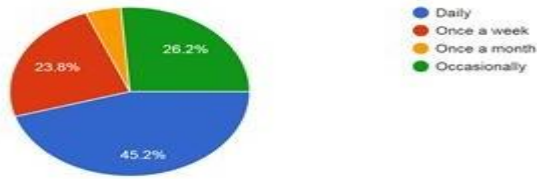


Among all different services available Amazon Prime Video is most consumed at 33.3% because of the fact that it comes bundled Amazon India's Prime subscription which has many different add-ons to boost shopping experience of customers at economical price followed by Hotstar at 31% which is a freemium service & offers huge library of local content without charging anything to its consumers.

Netflix has a share of 16.7% and is preferred by upper class of society because of its premium price and exclusive international content. Voot has a share of 9.5% as its operated by Viacom 18 which has a huge library of local content & and its business model is totally based on advertising.

How often do you use ?

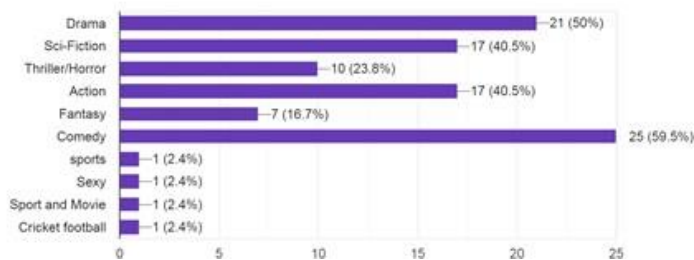
42 responses



Above data shows consumption pattern of VoD & OTT services of individuals, 45.2% individuals use it on daily basis 26.2% individuals use it occasionally and 23.8% use it on weekly basis. Number of daily users are highest and are increasing, this is because of availability of data and more & more of content going digital which increase potential of VoD and OTT services.

What kind of content do you watch ?

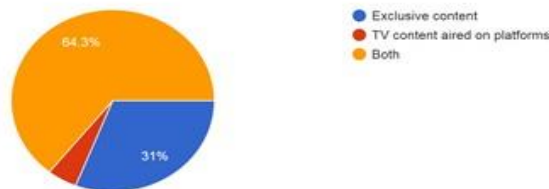
42 responses



To differentiate themselves from traditional content providers Vod & OTT services providers are trying hard to get more of content which are not available on traditional media and contents which are more popular among young people which is evident from the data that stand-up & solo comedy is most preferred content followed by drama, sci- fiction and action.

What do you watch ?

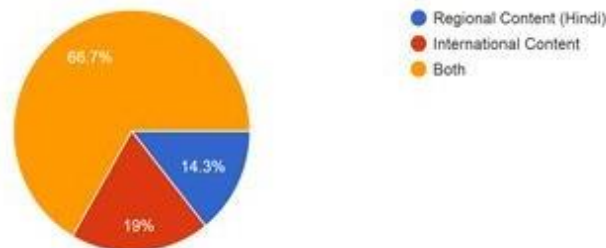
42 responses



VoD & OTT service providers are focusing more on their exclusive content and streaming TV content to bring more customer base on their platforms and gradually build their long- term & exclusive customer base. User only using Vod & OTT services to watch only TV content aired on are very less as compare to users of exclusive content and both.

Which type of content do you prefer to watch ?

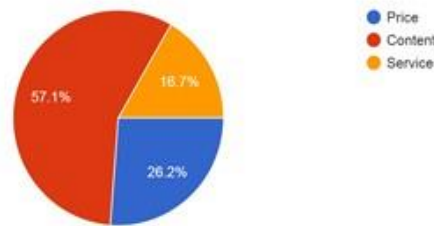
42 responses



To increase reach of the services and increase market share each services provider is diversifying content available on their streaming platforms, in order to cater different consumers they are coming with content in regional language and not only sticking to only international content.

What is deciding factor while choosing any VoD & OTT service ?

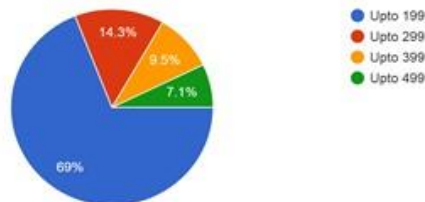
42 responses



India is considered as a price sensitive market, when question was asked to find out the same for VoD & OTT services adding other important parameters it was found that users are giving more importance to content than price of the service, for 57.1% users content is deciding factor, 26.2% user will decide on the bases of price of the service and 16.7% users are giving preference to kind of service they get from VoD & OTT service provider.

What would be the investment per month for such VoD & OTT services ?

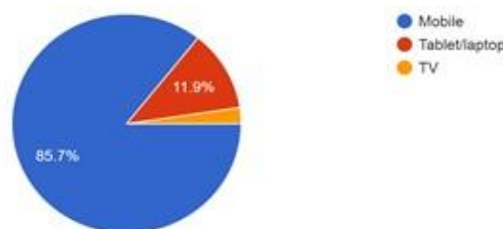
42 responses



Although many consumers were giving more importance to content rather than price but above data show that 69% users are willing to invest minimum amount out of options given to them which indicates price sensitivity of consumers.

On which device do you watch ?

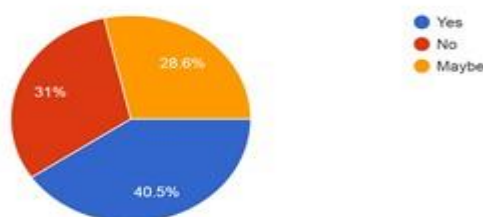
42 responses



Internet entertainment services became more popular after revolutionary move of Reliance JIO because of which price of high speed data went down at the same time availability of low cost 4G handset by chines players was also important factor which had given boost to growth of industry and this is clearly evident because 85.7% consumers were using VoD & OTT services on their mobile phones.

Does launch of JIO has affected the use ?

42 responses



Launch of reliance JIO is considered as a tweak point for internet entertainment service industry to check credibility of statement a question was asked, 40.5% consumers agreed to this and 31% did not agreed to this &

28.5% consumers were confused whether it has affected the use of VoD & OTT services or not. According to above data to some extent it is evident that launch of Reliance JIO has effect on VoD & OTT services.

CONCLUSION

In 2015 Star India launched its digital video streaming platform which was first of its kind in India and it had opportunity of first free which gave him many advantages and today it is a leader in terms of market share with 40.18%. As the smartphone market started growing rapidly in the country and high speed data availability at economical rate different players saw opportunity and entered in the industry with their different digital platform.

As competition increased due to new players in the market each company started marketing their service to differentiate them self from its competitor. Study of Indian market was done and specifically services were modified according to the need of Indian consumers to increase market share and grow in the business, most important of all is creating content in regional language and revising their promotional pricing to attract more consumers on digital platform.

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ARTIFICIAL INTELLIGENCE AND APPAREL INDUSTRY

Puja Ahuja

ABSTRACT

'Clothes make the man' said Mark Twain. This work represents how machine can help people working in apparel industry. 'Can an AI machine be a fashion stylist?' of course, yes. Style-me is a machine learning app that learns through the customer customized style looks based on changing fashion trends and his style history. In apparel industry same kinds of functions need to be done again and again. AI can be a helpful tool for that. It can help in aligning supply and demand, scaling personal computer service and assisting designs.

Keywords: Artificial Intelligence, Apparel Industry, Fashion, Consumer, Machine learning

INTRODUCTION

Currently, retailers and the people working in apparel industry use a limited amount of data to predict the future requirement, trends and styles liked by most of the people and the colours in a particular design. After going through this much data they get a rough estimate of discount they should give on a particular design or when to replenish them. If their estimation goes wrong then it will result in loss of income. AI can be helpful here. It can analyse a huge amount of data. Machine can learn from consumer choices and can know his history of purchasing and depending on his taste and fashion trends can feed him the same kind of data. In that case it will save consumer time and effort also. As human beings learn from past experience, machines can be taught to learn from previous data .

Retail is very inefficient business and in spite of various methods it's not able to understand the consumer and their everchanging needs. For success of every business, it's very important to provide the right product, at right time, at right place, at right price to target consumer. The traditional methods provide only the past trend and buying behaviour to forecast but it doesn't provide solution for changing behaviour, lost opportunities and new trends.

Artificial Intelligence can help Retail industry in various ways right from saving costs, increase productivity, automation of processes, innovation and ability to experiment and increase knowledge of employees.

It would be very interesting to study, understand & contribute to the role and its positive impact in retail business which is part of everyone's day to day life. - Artificial Intelligence- Hence its topic of my Research.

OBJECTIVES

1. To study the effect the artificial intelligence on the apparel industry.
2. AI can help people in purchasing and offering them other options available. Hence saving their time and effort.
3. Machine can be trained to do many things again and again and hence reducing labour.

REVIEW OF LITERATURE

Suppose I go to buy a t shirt in a mall. There is a big screen in store like the size of a poster which can read the sensor fixed on the cloth and can show me the other options which can be paired up with that piece of cloth like what pant will match with that shirt ,shoes which can be worn ,hair accessories, purse, sun glasses and bracelet etc. There is a button on the screen after pressing that I can ask for the things I need with that shirt. So, in this way this technique helps the customer in checking all the available options in the store and saves his time and effort. On the other hand, brand can advertise all the products available to the customer and can increase its sale. It saves labour work also. In apparels, people need to do same work again and again. For example, same design will be made in different colours and different sizes .AI can help the industry in this by learning the pattern they need to repeat. If a staff member can not remember the personal shopping of each and every customer, AI can do it. Fashion AI allows the brand to overlook the full picture of customer journey. For instance, the frequency of picking up each item or cloth or jewellery piece can be recorded. It learns from customer 's taste and shows him the same kind of data. As in the case of You tube and Facebook apps, the kind of videos you watch the machine learns and shows you the same kind of videos. This is also called Machine learning which is a subfield of Artificial Intelligence. The difference is in machine learning the machine can learn on its own without being explicitly programmed and Artificial Intelligence gives the machine the ability to do it.

AI HELPS IN TEXTILE INDUSTRIES**Here I m explaining how AI helps in various works for making garments ready**

At an apparel manufacturing firm, cutting room is the most advanced department. There is a software in cutting room that schedule jobs to production, selects raw material that is optimal, generate cut plans, track production activities and provides management reports for analysis and future planning. There are automatic machines to spread the cloth which reduces the work load of the spreading operator and increases the production. There are automated marking methods available that match the material pattern. Fully automated knife cutting methods are the most effective means of cutting the fabrics. These all methods ensure accuracy and a very high productivity. By the help of automated advanced fusion process the shrinkage of the cloth can be avoided and best quality cloth can be made ready.

Material handling

Textile industry has to meet the growing demands of the market. Automated handling is very useful in that. Textiles are the flexible materials. They have special properties which deviate a lot from material used in mechanical engineering. And there are large deviations among the different materials available. So, the steps of process such as separation, handling and forming different grippers have been developed. The focus is damage free manipulation of the textiles. However, new transport technologies are giving far better solutions for that. And digital tracking will improve the overall efficiency of material flow in production.

Robotics in garment manufacturing

As the demand of clothes is increasing, the big problem that arises is the labour cost. Automation in the sewing industry has solved this problem also. In the beginning, when sewing automation started the focus was on the technical problems. It has been proved that robots can handle the textile flexibly during the sewing process. Semiautomated sewing units had taken over some steps of the sewing processes like the sewing of the trousers pocket. New techniques have been developed to achieve high quality seam less designs with low machine investment.

Automation in sewing technology

Sewing automat are the kind of machines which have the option of automatic bobbin changer and proved as a stepping stone in automation. These automats are then further classified into different categories like gent's shirt, lady's shirt, formal pant, casual wear, party wear etc.

3-d body scanning

While selecting a cloth a person goes for its looks, style, colour, cost and the fit. In older days, the clothes were sold in a retail shop but with the changing time the garments are purchased over the internet. And it makes the physical fitting impossible. So, the technology of 3-Dbody scanning became very important. 3-D scanners are easy to use devices. There is a process called virtual fitting through which 3D scans the outer part of the body and interfaces it with the selected cloth. The actual fit can be visualized with the help of colour maps which represent the distance between the gap between the body and the skin. You can easily find out whether the cloth is loose fit or the tight fit for you.

Designing of the garment and pattern making

Technology is changing every day. Consumers needs are growing fast. Competition in the market is increasing at a very fast speed. An industry has to update itself in every aspect and use latest technology to match with the demands of the market and satisfy the clients. Textile industry has shown a tremendous growth in its field. And this has been possible because of use of computers at each stage. CAD finds its utility in textile, apparel and fashion industry right from design initiation, production stage to spreading, patternmaking, cutting and finally sewing. 3 D scanning, mapping, customized avatars in accordance with facial features are some innovative and exciting things available with CAD software.

Advancements in production planning and control

The changes which are happening very rapidly in the fashion industry has given rise to the need of shortening the time at the production level. And this in turn had given rise to the need of automation in the garment industry. As the demand for quality clothes is increasing, automation is the approach that offers the potential and the interesting possibilities for the production of high-quality garments with low cost and in quick response of the customer. The number of companies are increasing day by day who are going to follow automation and the cost of automation is also reducing to accommodate more customers.

Use of advanced tools in textile industry

Clothing industry is labour intensive and time consuming. To ensure the efficiency is a great task here both in terms of work productivity and to set the use of operational time database. MTM(methods time measurement) are the basis of some software applications which are developed to design the work methods.

Automation in quality monitoring of garments and seams

With the introduction of automation, it is also important to implement the capable quality monitoring system. Use of cameras and proper lighting conditions must be provided. Whenever defect occurs, extra cost incurs due to efforts and time used in the production of these products. Therefore, it is the aim of the manufacturer to minimize these costs by detecting the defects before they happen. And to achieve this automated detection system is used.

Recent developments in the supply chain

Many new technologies have been inserted into the different stages of the garment supply chain right from manufacturing to distribution and to retail. This is the way to small retailers and to supply right material at right time, the right quantity at the right place. Speed is the key to modern garment supply chain. It like is used by retailers Zara and H&M .

So ,this all brings us the concept of fast fashion in which garments are offered at reasonable price and reaching the customer quickly and keeping the inventory to a minimum.

RESEARCH METHODOLOGIES

- 1 The gathering of data from various studies online, understanding the role and innovations which Artificial Intelligence can bring on the table.
- 2 Gathering of practical data from the industry players and their challenges
- 3 Understanding of practical usage of AI in their business and challenges henceforth
- 4 Understanding of execution
- 5 consumer research to understand the changing behaviour and analyse how AI can provide a solution to the same.

SUGGESTIONS

- My Recommendations to the industry on usage of AI for right cause in right way for better results.
- As artificial Intelligence is the new emerging topic and it's trying to provide solutions in every industry. My in-depth study and research in the retail industry and its challenges, understanding consumer's expectation provide a clear way to apply it for a positive impact.
- My study provides easy and clear solutions to the relevant problems of industry.

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3. www.newgenapps.com

These are the websites I had referred.

RANGE VOLATILITY IN COMMODITY FUTURE PRICE INDEX: EVIDENCES FROM INDIAN MULTI-COMMODITY EXCHANGE (MCX)

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ABSTRACT

Classical volatility model or return based close-to-close volatility model ignores lots of information, while modern advance volatility model such as range based volatility model incorporates all information belongs to price range. Using daily historical OHLC data from May 13, 2006 to April 1, 2019, an attempt has been made to study whether return based or range based volatility model performs better for four commodity future price index from Multi-Commodity Exchange (MCX), India. The broad objective of this paper is to check which volatility model performs better to explain fluctuations of four commodity future price index. Time series econometrics methods like unit root test, breakpoint unit root test and several volatility models like GARCH (1,1), RGARCH (1,1) and Combined GARCH (1,1) have been carried out and compare estimated coefficients to arrive at the best fitted model to explain the spillover in price of four commodity future price index. Empirical evidences suggest that returns of all four commodity future price index are stationary at their level. It is found that RGARCH (1, 1) outperform standard GARCH (1,1). Combined GARCH (1, 1) also confirms the same. We conclude that range based volatility model performs better than the return based volatility models for all four commodity future price index.

Keywords: Return, Range, Volatility, GARCH, RGARCH, Future JEL Classification: C58, C22, G13

I. INTRODUCTION

Volatility plays a pivotal role in measuring associated risk during movement of asset prices like stock price, currency, commodity spot and future price, commodity derivatives, interest rate derivatives. Volatility clustering and autocorrelation among the error terms of a financial time series data can be modelled into two types: (a) spillover in price which deals with the movement of price over a sample fixed time interval [known as first generation model/univariate model of volatility] and (b) spillover in volatility which transmitted from one market to another [also known as second generation model/multivariate model of volatility]. Volatility is a latent variable which cannot observe but can only be estimated only after its occurrence. In order to estimate and model time varying conditional financial volatility, we could use either return based (using close-to-close price) or range based (using the full price range) volatility model.

II. LITERATURE REVIEW**Return based Volatility models**

The first generation models developed so far are based on classical school of thought as follows: ARCH/GARCH family of models [Engle (1982, 2002, 2004), Bollerslev (1986), Bollerslev, Chou, Kroner (1992); GJR-GARCH (1993)] and Stochastic Volatility (SV) models. The second generation models consists of multivariate ARCH/GARCH model on conditional variance and covariance [VECH model by Bollerslev, Engle and Wooldridge (1990), BEKK model by Engle and Kroner (1995), CCC- GARCH by Bollerslev (1990) extended by Jeantheau (1998), DCC- GARCH by Engle (2002) and VC – GARCH by Tse & Tsui (2002), Threshold Approach (Kwan, Li & Ng, 2005), Regime Switching Approach (Pelletier, 2006) and Smooth Transition Approach (Silvennoinen and Terasvirta, 2005, 2007) i.e. STCC- GARCH model and DSTCC- GARCH model]. However, modern school of thought criticised that return based volatility models which are based on only closing price and not utilizing full price range information leads to inaccurate and inefficient result and advocated in favour of utilizing price range as a better proxy as compared to return.

Range Based Volatility Model

Range volatility models are based on full price range information like Open, High, Low and Close price of an asset, popularly known as OHLC data. The difference between the extreme prices i.e. highest and lowest market prices over a fixed sampling interval is known as price range. Empirical evidences suggest that using the high/low range data of asset prices to do estimation can acquire more efficient results than the return data based on close prices (Chou et al, 2009, 2009, 2010; Ding and Xia, 2005 and Molner, 2012, 2016). The first generation models include Mandelbrot (1971), Parkinson (1980), Garman and Klass (1980), Wiggins (1991), Rogers and Satchell (1991), Andersen and Bollerslev (1997), Galant, Hsu, and Tauchen (1999), Yang and Zhang (2000), Alizadeh, Brandt, and Diebold (2002), Brandt and Jones (2006), Chou (2005, 2006), Molnar (2016). The second generation models consists of Chou (2005), Zhang (2007), Chou and Cai (2009), Chou, Wu and Liu (2009).

The paper is restricted to first generation model only and an attempt has been made to carry different volatility models subject to satisfying all pre-requisite conditions and compare their estimated parameters in order to arrive at the best fitted model.

III. OBJECTIVE OF THIS PAPER

The objectives of this paper are as follows:

- To Check The Pattern Of Price Movement Of Four Commodity Future Index,
- To Check Their Level Of Stationarity And Identify The Breakpoint, If Any,
- To Estimate Coefficients Of Different Volatility Measures And
- To Identify the best fitted volatility model to explain price movement for four time series.

IV. RESEARCH METHODOLOGY

This research is purely based on secondary data retrieved from the MCX website during the period from May 13, 2006 to April 1, 2019. Four commodity future index viz. MCXAGRI, MCXCOMDEX, MCXENERGY and MCXMETAL have been selected. We consider daily historical data which consists of Open, High, Low and Close price i.e. the OHLC data as an unit of analysis. First of all, graphical representation of all 4 series has been made in order to understand the basic movement or to identify volatility cluster of each series. Since price follows a random walk process, hence at the next level we calculate both close-to-close return and open-to-close return and presented graphically. Time series econometrics methods like unit root test, breakpoint unit root test and several volatility models like GARCH (1,1) based on both close-to-close return and open-to-close return, RGARCH (1,1) and Combined GARCH (1,1) have been carried out and comparison of estimated coefficients have been made in order to arrive at the best fitted model to explain the spillover in price of selected 4 commodity future price index.

V. EMPIRICAL FINDINGS

Brief empirical findings are summarised under this section as follows: descriptive statistics (Table 1), graphical representation of four commodity future price movement (at the level) (Graph 1) and for both close-to-close return and open-to-close return (Graph 2), results of Unit root test and breakpoint unit root test and finally, comparison of estimated parameters of different volatility models (Table 2) .

Descriptive Statistics

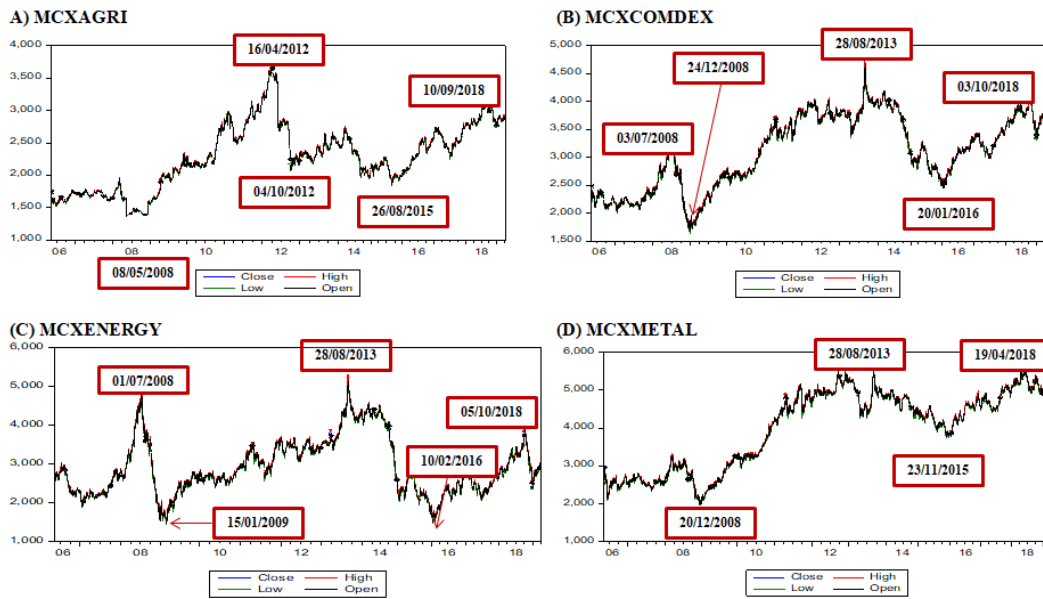
As expected both close-to-close return and open-to-close return for all four times series depict a negatively skewed along with high kurtosis. This result is confirmed by rejecting null hypothesis of J-B test which states that joint hypothesis of the skewness being zero and excess kurtosis being zero. (Table 1)

Table-1: Descriptive statistics of selected 4 commodity future price index

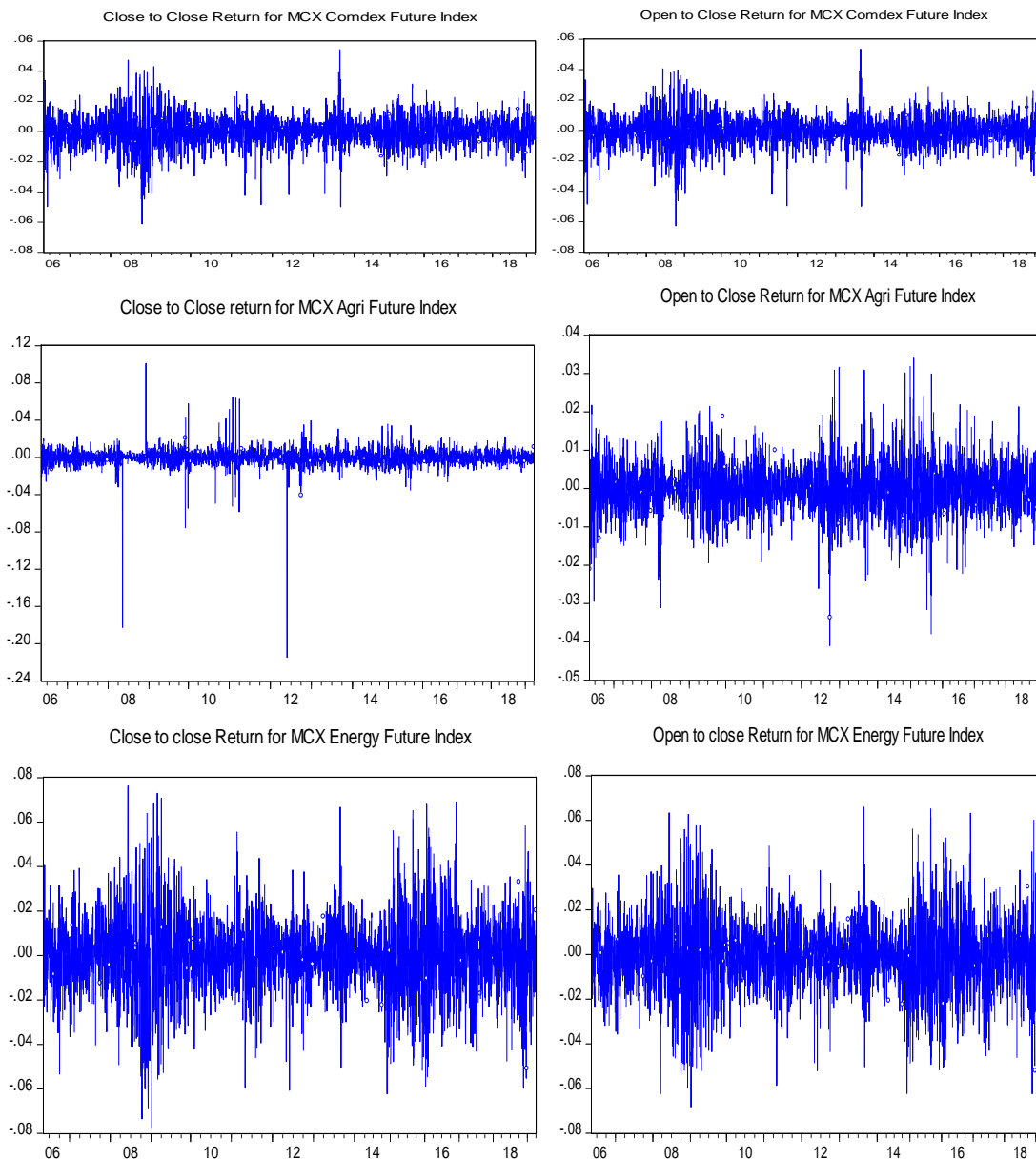
	MCX Agri Future Index		MCX Comdex Future Index		MCX Energy Future Index		MCX Metal Future Index	
	Close to Close Return	Open To Close Return	Close to Close Return	Open To Close Return	Close to Close Return	Open To Close Return	Close to Close Return	Open To Close Return
Mean	0.000144	6.02E-06	0.000114	-0.000277	2.71E-05	-0.000631	0.000158	-0.000119
Median	7.92E-05	0.000000	0.000412	0.000154	0.000641	0.000000	0.000542	0.000227
Maximum	0.100981	0.034043	0.054383	0.053499	0.076225	0.065947	0.055493	0.054535
Minimum	-0.214791	-0.040970	-0.061197	-0.062746	-0.078006	-0.068300	-0.105156	-0.101420
Std. Dev.	0.009367	0.006624	0.009323	0.008961	0.016340	0.015214	0.010286	0.009976
Skewness	-4.939634	-0.044234	-0.344320	-0.366055	-0.055899	-0.084318	-0.900158	-0.905103
Kurtosis	125.2919	5.702419	6.660952	6.822024	5.153257	5.069062	11.18939	11.39429
Jarque-Bera	2315640	1124.964	2134.713	2330.261	715.1735	663.1178	10815.59	11346.88
Probability	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000	0.000000
Sum	0.532969	0.022234	0.422480	-1.021501	0.100014	-2.328499	0.584789	-0.440327
Sum Sq. Dev.	0.323885	0.161994	0.320815	0.296495	0.985480	0.854616	0.390543	0.367452
Observations	3692	3693	3692	3693	3692	3693	3692	3693

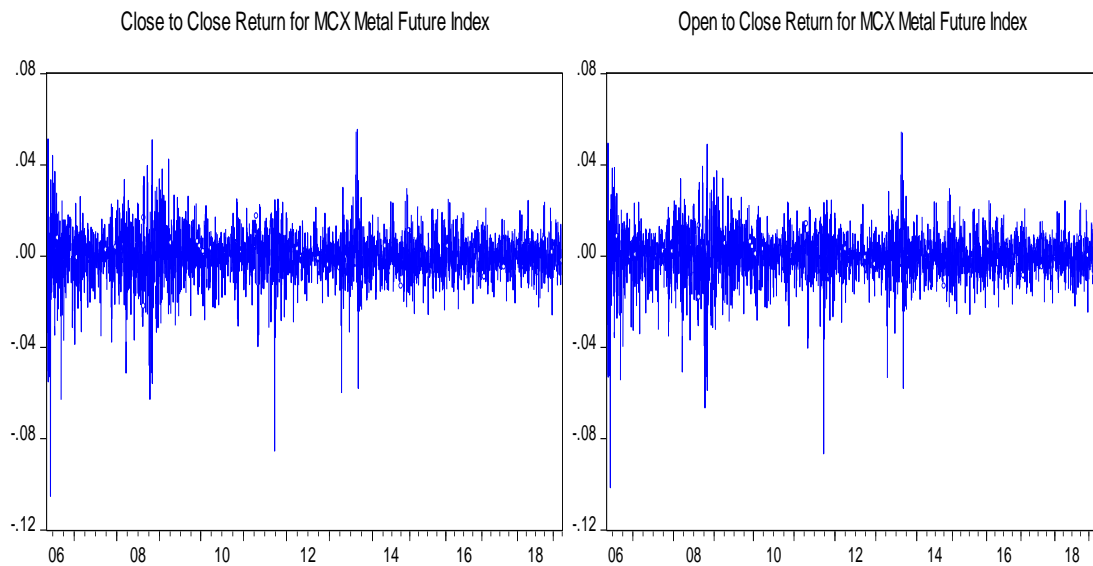
Source: Authors calculation based on MCX dataset

Graph-1: Fluctuations of four commodity future index



Graph-2: Return series of selected 4 commodity future price index





Unit root test and breakpoint unit root test

Normally price fluctuation follows a random walk process or non-stationary properties of time series (Graph 1). However, close to close return and open to close return both are the first difference of price level (Graph 2). Using Augmented Dickey- Fuller (ADF) test under the null hypothesis that return series has a unit root, we found that all four return series are stationary at level both at “intercept” as well as “trend ad intercept”. In addition, we also carry out Dickey-Fuller Min t test to carry out breakpoint unit root test and confirm that there is no change in any regime during study timeframe.

Comparison of volatility parameters of GARCH (1,1), RGARCH (1,1) and CGARCH(1,1)

Estimated coefficients of GARCH(1,1), Range GARCH(1,1) and Combined GARCH(1,1) along with model selection criteria such as Akaike information criterion (AIC), Bayesian information criterion (BIC) or Schwarz information criterion (SIC) and Hannan–Quinn information criterion (HNC) are presented in table 2 for comparison purpose.

Table-2: Comparison of estimated coefficients and model selection criteria

		MCX Comdex Future Index	MCX Agri Future Index	MCX Energy Future Index	MCX Metal Future Index
GARCH (1,1) when close to close return = dlog(close)	CONSTANT	0.162174	0.112484	0.366768	0.070921
	RETURN(-1)^2	0.024019	0.025344	0.042708	-0.002623
	GARCH (-1)	0.813772	0.862135	0.590522	0.931670
	AIC	2.839892	2.839804	2.840041	2.839804
	BIC/SIC	2.846624	2.846536	2.846773	2.846536
	HQC	2.842288	2.842200	2.842437	2.842200
GARCH (1,1) when open to close return =log(close/open)	CONSTANT	0.076840	0.359531	0.033455	0.059597
	RETURN(-1)^2	0.013920	0.050150	0.010627	-0.000982
	GARCH (-1)	0.909186	0.590317	0.955864	0.941386
	AIC	2.839084	2.840042	2.838321	2.839899
	BIC/SIC	2.845814	2.846773	2.845052	2.846630
	HQC	2.841479	2.842438	2.840717	2.842294
RGARCH (1,1)	CONSTANT	1.05E-06***	3.59E-07***	1.79E-07***	1.51E-06***
	PARK(-1)	0.109794***	0.131342***	0.074291***	0.099516***
	GARCH (-1)	0.890111***	0.872188***	0.923332***	0.895086***
	AIC	-6.790438	-7.381640	-5.721266	-6.598981
	BIC/SIC	-6.785389	-7.376591	-5.716216	-6.593932
	HQC	-6.788641	-7.379843	-5.719469	-6.597184
CGARCH (1,1)	CONSTANT	1.07E-06***	3.64E-07***	1.82E-06***	1.51E-06***
	RETURN(-1)^2	0.004985	-0.012438	-0.004918	0.003239
	PARK(-1)	0.103429***	0.147779***	0.80521***	0.095144***
	GARCH (-1)	0.890587***	0.869196***	0.922285***	0.895703***
	AIC	-6.789944	-7.381325	-5.720788	-6.598462

	SIC	-6.783212	-7.374593	-5.714056	-6.591730
	HQC	-6.787548	-7.378929	-5.718392	-6.596066

Source: Authors calculation based on respective MCX Future Index OHLC database.

***Significant at 1% level; ** Significant at 5% level; * Significant at 10% level

It is quite evident that for close-to-close return as well as for open-to-close return used to estimate GARCH (1,1) model, estimated coefficients are insignificant, while estimated coefficient for Range GARCH(1,1) and Combined GARCH (1,1) such as Parkinson Range volatility proxy PARK(-1) and GARCH (-1) are significant for all four commodity future price index. Parkinson (1980) volatility proxy measure considers difference between high price and low price following a geometric Brownian motion. This establishes the fact that range based volatility model outperform return based volatility models for all four commodity future price index. On the other hand, irrespective of any specific model selection criteria, for all four cases, for RGARCH as well as CGARCH experienced lower value as compared to the corresponding value of model selection criteria used for standard GARCH (1,1).

VI. CONCLUSION

Commodity future is an emerging derivative instrument which is increasing over time in the market. The main motto of this paper is to examine the performance of different volatility models using historical price range data for four commodity future price index. Existing literatures mainly concentrated on volatility from return point of view. However, we carry out both returns as well as range volatility models and based on their performance, we can conclude that range volatility model outperforms than its return based counterpart for all four commodity future price index. These findings will definitely fill the research gap in the academic literature. Even during the crisis period when markets become more volatile, close-to-close return based volatility model neither excludes opening jumps (with or without drift) nor able to capture the intraday fluctuation and as a result gives us insignificant results. Whereas for range based volatility model, we use open-to-close return which considers intraday fluctuation and could be able to exclude opening jumps (with or without drift). Finally range volatility proxy such as Parkinson (1980) helps us to capture daily fluctuations of extreme prices as a true volatility proxy.

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FANTASY SPORTS- THE NEW BUZZ IN SPORTS IN INDIA

Rohan Mehra

ABSTRACT

The title of my research rotates around the latest trend to catch on to the sports loving Indian i.e. Fantasy Sports. India is a vast nation with the second highest population in the world and let's not forget that majority of this population is the youth. Majority of this population eats, sleeps and drinks Cricket and now even other sports. Majority of this population is tech- savvy and has access to the latest gadgets. Majority of this population has access to one of the cheapest Internet in the world. They are aware of what's happening across the globe. More so they have an opinion on everything be it sports or politics. Social Media has made them more outspoken and they express their views more freely. The society in our country has moved from single wage-earning families to dual earning families and this has led to the increase in the spending Power and standard of Living of an average Indian. So, what if their urge to opinionate couples with their passion for sports. The icing on the cake would be if they could earn a quick buck out of this too. This is where Fantasy Sports fits in.

INTRODUCTION

There is a very famous saying in India that only two things sell in India, Cricket and Bollywood movies. But things are changing today and more so the horizon is expanding. Regional and International Content are also getting their due in movies. Language is no longer a barrier. Its no longer odd to see your neighbourhood watchman watching the latest English flick dubbed in his regional language and loving it. The same is the case with sports. India is a vast country with a huge amalgamation of cultures. Cricket surely holds its strong position, but other sports also are slowly catching steam. With the huge success of the money-spinning cricket league "IPL", other sports too have followed suit with leagues in football and Kabaddi being big promoters for the sport. This has really helped these sports to grow beyond their catchment areas like Football in West Bengal. Also, today's Indian youth surely knows more than a bit of the English Premier League and the F1 car racing thanks to the tremendous growth in multimedia and easy access to information.

Today sports is a hot topic of discussion, other than politics. Everybody is a coach; everybody is a player. Discussions range from they should have picked x player in the team to they should have attacked that way; the list is endless. Betting on Sports except horse racing is illegal in India but unofficial bets have been there since ages may it be among friends to colleagues. People are very superstitious too when it comes to sport which adds to the fun. The only element missing till now was to make this passive enthusiasm active; make sports lovers more involved, more participative and if this comes with an incentive than even better. That is where fantasy sports takes the cake.

FANTASY SPORTS**What is it?**

In Fantasy sports, users can create their own teams in various sports by choosing players across participating teams in that match and compete with others forming their own teams. It is unlike any other game. It's not just about the performance of the player or playing teams but it's a game of knowledge and strategy of the user. He /she should be aware of each individual player and his/her traits along with following the team's performance, the ground, history and multiple other factors. He/she needs to be updated of the regular happenings and manage budgets while choosing his/her team. He/she needs to be at it everyday or whenever the matches are played as one miss may drop his/her ranking in the table amongst other users.

Fantasy Sports Industry in India

Fantasy sports industry in India is at a very nascent stage but progressing in the right direction. The number of users has increased over the years, but the revenue has not increased at the same pace. It will yet take a long time before it becomes a profitable model. It is already a very profitable business proposition globally.

It is perhaps the best way to keep the users actively hooked on to the sport. It is a unique experience for the Indian sports fan. Indians today have access to cheap and fast data today thanks to companies like Jio. An average Indian is today migrating to a smart phone very fast. This has boosted growth of Fantasy Sports in India. Dual income households leading to more spendable income and people looking at secondary sources of income has also provided tremendous boost to this industry. The emergence of super successful leagues like I.P.L (Cricket), leagues in Kabaddi, Badminton and Football to name a few, have increased the interest of people towards a variety of sports. Today leagues are considering Fantasy sports as a brilliant method to cross

promote the sport or league. This has led to the development of many official fantasy leagues related to sports events and is a win-win situation for all the parties, the sports organisers, the fantasy sports creators and the sports fans which makeup the target base for both.

Fantasy sports are making the unofficial bets and predictions official. Also, they keep coming up with innovative formats and methods to enhance the user experience and increase his/her involvement. The user enjoys the game or sport even more as he/she is competing with real users and there is a lot at stake.

Another factor to keep in mind is that in team sports, minor tournaments have a cascading effect on the major tournaments. So, to get a complete idea about the player or teams' performance, form, the user ends up playing fantasy sports even during the smaller tournaments leading to the major ones. They help the user to understand the nuances of the sport, teams and game better.

Monetizing the Model

Monetizing has always been an issue in online gaming industry in India. Internationally users are open to spending on apps, games and technology. But India is a very price conscious market. The users are not that open for spending on games. Also, if there are no monetary benefits for the user then he/she will also lose interest very fast. Therefore, companies have started using a different business model. In the freemium model, trial or initial practice games are offered free of charge to consumers but if they want to participate in important matches and reap big benefits then they are offered more benefits at a cost. The initial freebies are used to train people in terms of how to play the game and gives first timers time to hone their skills. Credits earned in the trial sections can also be used to gain discounts and offers in the paid ones.

Majority of fantasy players enjoy the game for free. More than half of users have played cash games at least once in a year. Major of the spends are re-investments that came from previous winnings, cash bonus or periodical promotions given on these platforms. It is a safe and structured investment medium. Increased availability of spendable income and higher standard of living have also contributed to the same.

Another method of monetizing the model is in app purchases. In this model, the game is offered free but major amounts are earned by in app purchases which sets the ball rolling. A very successful model in the west but may not be completely successful in the Indian market.

The third method of monetizing the fantasy sports is by introducing advertisements and offers in the online fantasy game leagues. In this method, the game is free but there are advertisements at the beginning, during and/or after the game. There are many advantages for advertisers in this medium. Firstly, advertisers can get a niche, focussed, captive target audience unlike Television and OOH. Secondly as the user base increases, it becomes more and more profitable medium for the advertisers. Thirdly it acts as a direct of shoot of the game unlike other mediums which gives them access to active users during the game.

Social media has played a major role in pushing this growth as it has led to people discussing about various sports and being aware of the happenings even when they are busy at work. So many are following the game on digital platforms.

Flipside

Fantasy sports are not all rosy. They have their set of issues too. Fantasy sports are played on top of real games, so when live real matches are not on so the user is not interested in the fantasy games. This creates the issue of seasonality. All sports are not played throughout the year and major events in sports take place once in a year or once in 2-4 years which again adds on to the problem of seasonality. Also, when India is playing a sport, the fans are fully behind their team but when India is not playing or for sports where India does not play, the interest is limited. The interest towards mock games is very low.

CONCLUSION

Fantasy Sports are here to stay. Its yet early days in India but looking at the way it has caught the user's fantasy, it surely has a bright future. The biggest challenge for all online gaming companies is how to monetize the model as India is a very complicated and cost sensitive market. Another challenge for them is to keep the users hooked for long times and all around the year. But with more and more sports leagues coming up in India and each one of them turning out to be a money spinner, fantasy sports played on top of those games are bound to be successful. Innovation, creativity and incentives are going to be the keys for this industry in the days to come.

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EVOLUTION OF THE FOOD SERVICE INDUSTRY IN LIGHT OF THE DIGITAL WORLD

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ABSTRACT

Indians have always been known for being food lovers and food is a core part of the rich diversity. The changing demographics and an increase in the disposable incomes are a few of the reasons for the growth of this sector. But one of the important reasons behind this growth is the digital world. With smart phones, data connections & an ever increasing growth of digital platform users, the evolution of this business is remarkable. This report provides a perspective on the impact of the digital platforms on the evolution of the food industry. We shall study the business model of restaurants, take away & eateries and the influence of the digital world on the food consumption habits & choices of the consumers. This has been done by surveying consumers with a questionnaire asking them about their habits & how they look at the change in their food consumption patterns which was drastically different compared to five years back. Perceptions & opinion of restaurant owners & managers are considered & evaluated for an insight on the working of the current business. Business owners and managers have been asked to give their take on how tie up with a digital app has helped influence their consumer's habits and behaviours. How often they go out to eat compared to ordering food for consumption in the comfort of their home. An effort has been made to quantify this data and also to find how the digital world has been instrumental in bringing about this extreme growth in the business. The use of digital media as a major marketing tool had also been studied. The study uses secondary data available from various sources & primary data has been collected through survey method & interview method.

Keywords: Food service industry, Digital world, Change in food consumption habits.

INTRODUCTION

“The Food & beverage industry is one of the most vibrant industries that has seen unprecedented growth in the recent past & continues to expand rapidly. The Gross Value Added (GVA) by hotels & restaurants has witnessed an annual increase in both absolute & relative terms. It grew from INR 1,084.2 billion to INR 1217.7 billion.

The restaurant industry is expected to contribute to about 2.1 % to the total GDP of India by 2021.” (Singh, 2016) (Dr. A. Didar Singh -FICCI India's Food Service Industry: Growth Recipe-KPMG November 2016). The reason to be considered is high internet penetration & growth of E-commerce sector in the country.

“A decade back eating out was not a prominent practice in an Indian's life, but over the years due to changing consumption pattern, eating out has gained momentum. This changing pattern has ensured constant growth for the Indian Food Service market. The size of the Indian Food Service Market in India(organised & unorganised) is estimated at INR 3,37,500 crore in 2017 and is projected to grow at a CAGR of 10% over the next 5 years to reach INR 5,52,000 crore by 2022.” (FICCI, 2017) (Indian Food Services Industry: Engine for Economic Growth & Employment-FICCI Technopak 2017 report)

FOOD SERVICE INDUSTRY

The industry comprises of thousands of businesses that include the restaurants, street hawkers, dhabas, small eateries & take away outlets being currently in trend where even those who can't afford to buy a place big enough for customers to sit, open up such outlets & deliver parcels. These play a very vital socio-economic role in India and this sector has a great growth potential because of two reasons.

- 1) They provide much needed convenience
- 2) They give consumers a chance to experiment with different types of food

ROLE OF DIGITAL PLATFORMS

The government initiatives of 'Digital India' are a major boost to the use of the platforms & E-commerce business. Many food delivery aggregators like Food panda, Zomato, Swiggy, Uber eats and their apps available on smart phones have made it convenient for consumers to order-in food from the restaurants of their choice.

The digital platform potential is so high in the food service industry, that transport companies like Uber & Ola have also got into the delivery business on digital platforms with names like 'Uber eats' & 'Ola Cafe'. Besides these many brands like Dominoes, Mc Donalds, etc have started the online platforms too.

FOOD CONSUMPTION HABITS

Due to shift in lifestyle & changing demographics there is a direct effect on the consumption habits of the consumers. With an increase women in the ratio of working & children staying back home there is an increase in demand for food ordering. Also the change in the psychographic profile of being more of liberal & progressive has been a reason.

The Indian culture always believed in celebrating special events & festivals where women of the house cook food in large quantities and in variety which is now drastically changing with dinner-out options. Also increase in exposure of Indians travelling abroad & enjoying international cuisines adds up to the demand.

OBJECTIVES OF RESEARCH

68. To study consumers perception on their changing food consumption patterns.
69. To observe restaurant owners & managers using digital platform as a marketing tool & understand its effect on the growth of their businesses.
70. To understand discounts & promotions that lure customers to eat out more often.
71. To study effect on social media on consumer's choice of food.

RESEARCH METHODOLOGY

The research output is the outcome of an overview of studies conducted on the evolution of food service industry with use of digital platforms influencing consumer's choices & habits. The data is collected to learn the change in consumer's eating habits..

It uses secondary data as well as primary data collection method. Interview method & Survey method of primary data collection is used where 100 people are given a questionnaire, where a combination of open ended and closed ended questions are asked and also 'Likert Scale' is used. Also 20 owners & managers of different restaurants and small eateries are interviewed to understand their take on the growth of the individual business because of the effect of social media.

OBSERVATIONS & INTERPRETATIONS

- 100 people belonging to different locality and cities have been surveyed so that a generalized judgement of the country's food business scenario can be made.
- When people were asked, How often do they eat outside food? & How often do they order in? Majority of the consumers said 'Once a week', which was never a case a few years ago. As eating out would only be on special occasions probably once a month or once in two. Hence, when asked, if they consume more outside food compared to what they use to 5 years back? 70% agreed.
- Then a question was asked
- How do you select a place to visit for lunch or dinner? 57% of the respondents answered, "with the help of Discount apps". And we asked if discounts offered by apps lure them to eat out more often? To rate from 1-5 on the Likert Scale, approx. 60 respondents rated 3,4 & 5. Also one of the observations was that on an average people have approx. 3-4 apps on their phones. Which means utilizing digital platforms as a marketing tool works just right for food businesses.
- "In the Food Services industry, marketing spends constituted 4-6% of the total revenue for majority of the players for FY 2016-17. With the number of people accessible through smart devices on the rise, digital media has become quite indispensable, and the use of the medium for marketing initiatives has been on the rise. The trend reflects that the percentage share of marketing budgets spent through digital initiatives is only going to increase over the years, given the cost effectiveness and efficacy of the medium.
- Platforms like Foodpanda pioneered the food ordering industry in 2012, with the idea of providing an end to end food ordering and delivery solution to urban consumers from the neighbourhood restaurants, which now stands at a revenue of INR 37 crore (FY 2015-16) and reaching over 15 million users per month. In 2014, Swiggy entered the market and now has a revenue of INR 24 crore." (FICCI, 2017) (Indian Food Services Industry: Engine for Economic Growth & Employment-FICCI Technopak 2017 report)
- Then an open ended question was asked, if they felt digital media has changed the eating habits/ trends? And if they felt the change was for better or worse? They all believe the change is for worse but they still supported the idea as they said it's convenient and gives them variety of options to try out.

- Interviewing the Owners & Managers in the food businesses; they were asked if they notice an increase in the no. of customers (walking in or ordering out) in the past 5 years. Almost all of them agreed and they also responded that majority of them these days walking with either app memberships or discount codes. A few said that tie up with a food app has helped them increase their revenues and the tie up is therefore worthwhile. They prefer third party logistic providers like Swiggy and many more because it saves their expenses on hiring more employees.

LIMITATIONS

Research Limitations through the study has a vivid outlook on the issues of Indian Education System

They should be taken in to consideration keeping in mind the following:

- The study covers a wider view of the Evolution of the Food Service Industry.
- It does not discuss the other reasons for the growth of the food industry. It only highlights the digital platforms as a reason.
- The researcher has not intended to compare Indian Food Service Industry with that of other countries.
- The solutions are derived largely based on the consumers’ answers and owners and managers observations and opinions.

CONCLUSION

- The study clearly outlined the growth of the Indian food service industry in light of the revolutionary growth of digital media.
- The digital platform has led to awareness of the different types of foods available. There is constant visual stimulation with regards to food. People can see what others are eating and where, which leads to a desire to go to the same or similar eatery.
- The sheer convenience of online food delivery apps is important factor that has led to the increase of business in this sector.
- Digital marketing, food blogs and the discounts offered by food apps is another reason for the phenomenal growth observed in this sector.

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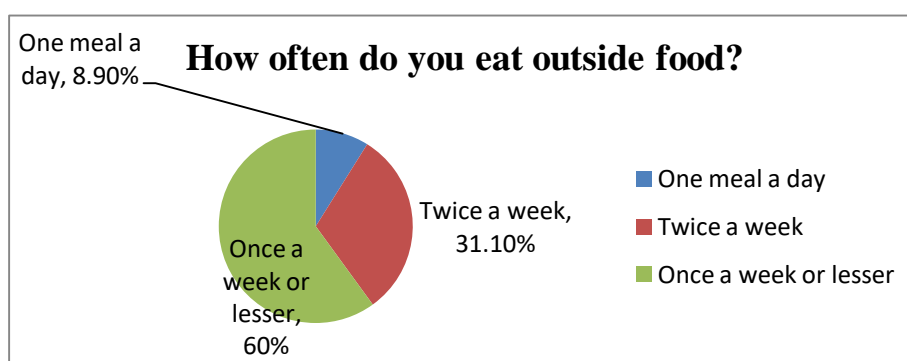
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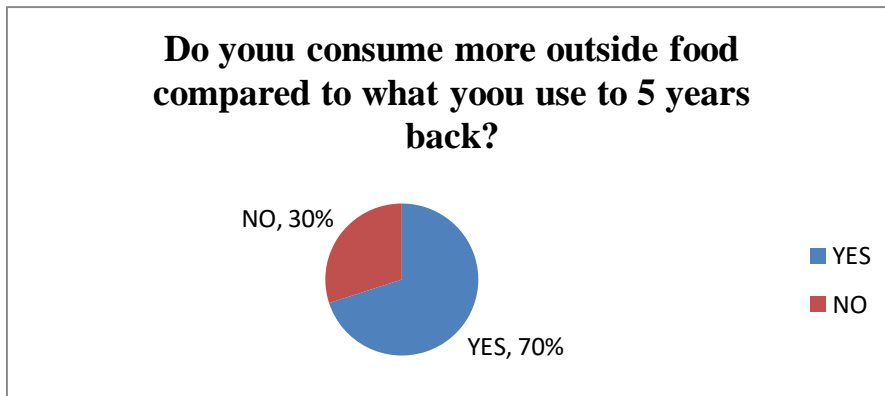
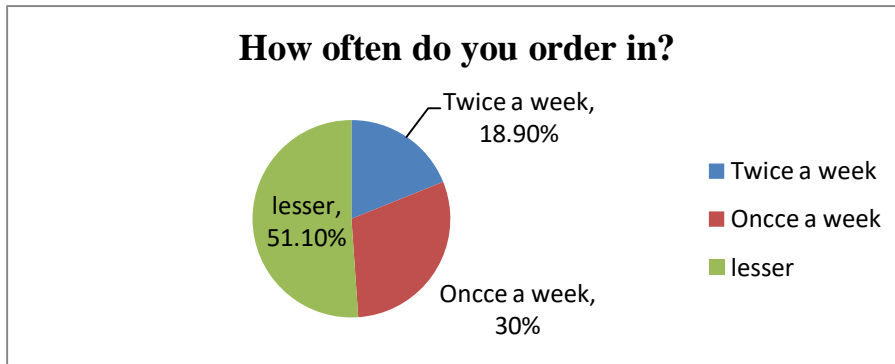
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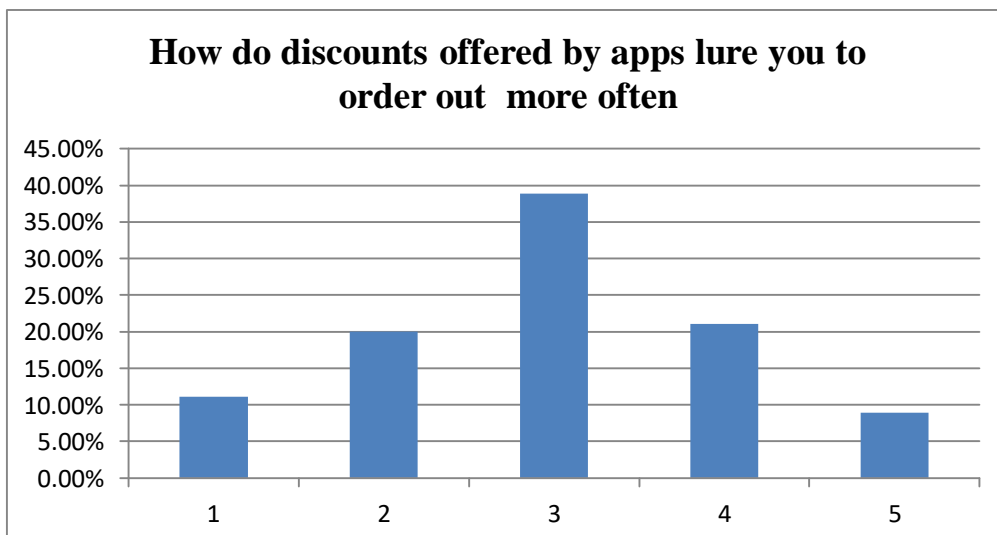
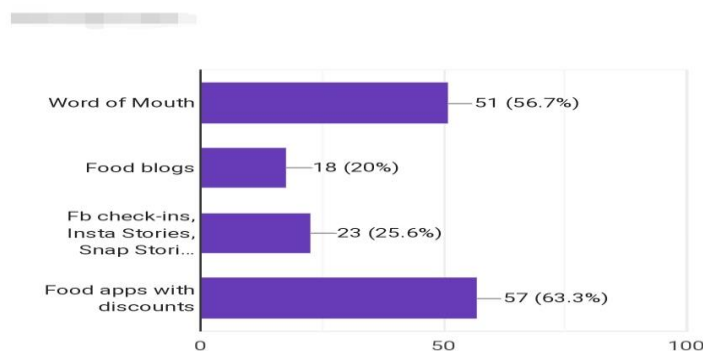
GRAPHICAL REPRESENTATION

Following are the questions & analysis of the questionnaire designed for students.





How do you select a place to visit for lunch or dinner?



TO STUDY RECRUITMENT AND SELECTION PROCESS AT OM SAI RAM INVESTMENT

Anjali Gupta

Sir Visvesvaraya Institute of Management Research and Studies

ABSTRACT OF THE PAPER

Through the survey with the help questionnaire (i. e. Google form) it became very much easy for me to analyse and understand the view of the people towards Recruitment and selection at Om Sai Ram Investment. Selection is the process that an organization uses to determine which job applicant will be the most successful in meeting the demands of the job or will fit well with the existing work groups and the culture of the organization. Poor selection procedures and processes lead to various unnecessary costs in the organization. In the recruitment process, an organization hires the most suitable and qualified candidate - whether he is internal or external to the organization - to fill a job vacancy. Orientation deals with new employees assimilating into the organization. It helps in various factors :

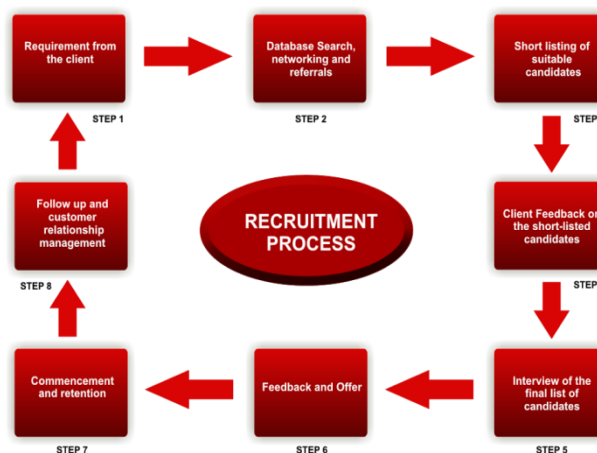
- Reduce applicants no.,
- Access Behavior,
- It ensures transparency in hiring,
- It paves the way merit-based hires,
- It provides consistency,
- It lends creditability to an Organization.

INTRODUCTION OF THE TOPIC

OM SAI RAM INVESTMENT is incorporated in 2016, committed towards helping and providing you with best investment solutions for your financial success. They have well diversified financial services firms offering a range of financial products and services such as Share Market Training, Share Market Books Library, Stock Broking (Equity, Derivations, Currency, Commodity), Life & Non-Life Insurance, Corporate FD's, Bonds, IPO's .

Today, in every organization personnel planning as an activity is necessary. It is an important part of an organization. Human Resource Planning is a vital ingredient for the success of the organization in the long run. There are certain ways that are to be followed by every organization, which ensures that it has right number and kind of people, at the right place and right time, so that organization can achieve its planned objective.

PROCESS OF RECRUITMENT



NEED OF THE STUDY

The significance for recruitment may be due to the following reasons / situations :

- 1) Vacancies: due to promotions, transfers, retirement, termination, permanent disability, death and labor turnover.
- 2) Creation of new vacancies: due to growth, expansion and diversification of business activities of an enterprise. In addition, new vacancies are possible due to job specification .

OBJECTIVES OF STUDY

- 1) To study current Recruitment & Selection process followed in OM SAI RAM INVESTMENT .
- 2) To study whether any improvements or changes are required in current Recruitment & Selection process.

RESEARCH METHODOLOGY

This project is systematic presentation consisting of the enunciated problem, formulated hypothesis, collected facts of the data, analyzed facts and proposed conclusions in form of recommendations. And type of research is Exploratory Research has primary objective of development of insights into the problem. It studies the main area where the problem lies and also tries to evaluate some appropriate courses of action.

DATA COLLECTION

The data has been collected from both sources primary and secondary sources.

- 1) Primary Data - Primary data was collected through survey method (Google Forms) by sending the questionnaire by link to the employees. And questionnaire were carefully designed by taking into account the parameters of my study.
- 2) Secondary Data- Data was collected from ex-employees of the company and past records is also included of the Organization etc., Secondary data is the data used previously for the analysis and the results are undertaken for the next process.

FINDINGS AND DATA INTERPRETATION

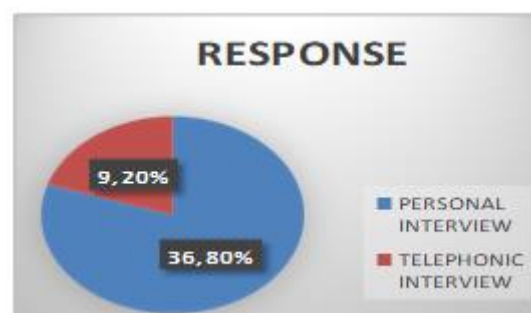
- 1) According to primary research it depends on the company how long to take recruitment process.
- 2) Recruitment and selection process involves many stages by which candidate is selected.
- 3) Optimum sources are undertaken place for recruitment and selection process.
- 4) General Criteria for filtering of the candidate pool that the company requires is qualification and work experience .
- 5) Posting of Jobs Online is cost saving activity instead of of advertising in newspapers

BENEFITS

- 1) It helps the organization ability to source employees to improve the quality of its human capital and stand in the competition.
- 2) It helps to analyze applicant candidate and short list them.
- 3) It is the process exists the organization hire new people, who re aligned with the expectations and they can fit into the organization quickly.
- 4) It helps to define, understand client's and its culture.
- 5) Its quite better possibility of finding and identify a fresher candidate who is capable of delivering new skills and inputs for the betterment of the company.
- 6) It helps to meet new competency in the market.

LIMITATIONS

- 1) The study is based on the data is provided by the company statements so, limitation of the company's employees remaining are equally applicable.
- 2) In some cases data is collected from the companies past records.
- 3) Time limit is other limitation.



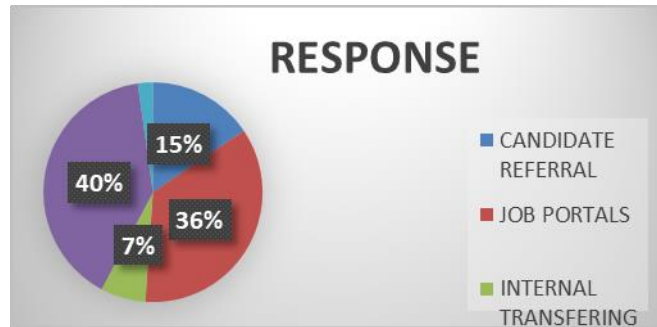
ANALYSIS

Q1) What form of interview do you prefer ?

INTERPRETATION

36% of the employees prefer Personal Interview , 9% prefer to take telephonic interview .

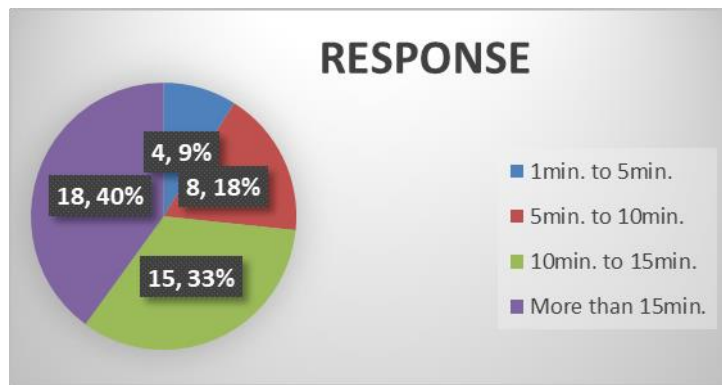
Q2) What sources do you adapt to source candidate ?



INTERPRETATION

This analysis indicates that most of the respondents I.e., for Job Portal 36% , responded for Candidate referral 15% , and 40% are from Advertising.

Q3) What is the average time spend by executives during recruitment (each candidate) ?



INTERPRETATION

This analysis indicates that most of the respondent from More than 15min I.e., 18% , 15% responded for 10min. To 15min. , where as 8% fro 5min. To 10min. , 4% for 1min. To 5min .

CONCLUSION

- 1) According to the survey , Recruitment differs from company to company for each category .
- 2) According to survey , the company do utilize internet sites for the recruitment process and for finding the talent candidates .
- 3) Recruitment is lengthy process more efficient .
- 4) The best source for the recruitment of candidate is Job Portal, Newspaper and Employee Referrals .
- 5) Posting of Jobs online is cost saving activity instead of of advertising .

SUGGESTIONS

- 1) Time management is very essential and it should not be ignored at any level of the process .
- 2) Recruitment policy is satisfactory in Om Sai Ram Investment but periodically of recruitment is being more which needs to be more.
- 3) Communication, personal and technical skills need to be tested for employees
- 4) Elongated Candidate screening for avoiding further errors .
- 5) Floating of requirements across recruitment team with proper mail communication, keeping reporting authority in loop .

-
- 6) Minimal leakage of information shared with candidates (which is supposed to be shared by client HR).
 - 7) Quick allocation of roles and responsibilities resulting in quick and healthy reports.

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A STUDY ON AWARENESS AND USAGE OF DIGITAL APPLICATIONS AMONGST TEACHING FRATERNITY IN MUMBAI SUBURB

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ABSTRACT

The Digital India is a leading program launched by the Indian Government to transform India in digitally empowered knowledge economy. This project's success is depends on awareness among people. This research paper tries to analyse the awareness among educators about digital apps of the governments in the society. As an educator deals with the students, parents and the community. They can create consciousness among society.

Keywords: Digital apps, educators, awareness

INTRODUCTION

Good governance requires better communication platform to communicate with the people. Our main aim of the Digital India campaign is to make sure the government services to citizens electronically by increasing internet connectivity. Digital infrastructure should aim at providing high-speed secure internet. Governance and services on demand will more stress on integrating services across departments and jurisdiction and making services available saves in real-time for both online and mobile platform. Digital empowerment includes availability of digital services in Indian languages. This initiative will make sure that all government services and information are available on your fingertips at one click on any device that are user-friendly and secured. This change possible when every citizen will take part in this program.

Our current Prime Minister of India N.Modi have started with Digital India concept on 1st July 2015 with a goal of connecting rural areas with high-speed internet networks and improving digital literacy. The vision the digital India Initiative consists of growth in

areas of electronic services, products, manufacturing and job opportunities. Following are the key project of digital India program. With the launch of Digital India Initiative, the government is taking a crucial step forward to transform the country into a digitally empowered knowledge economy. It includes various schemes like Digital Locker, e- education, e-health, e-sign and national scholarship portal. Bharat Net in 11 states and Next Generation Network (NGN), are also a part of Digital India initiative.

Key Projects of Digital India program

1. Digital Locker System aims to lower the wastage of paper and usage of physical documents and enable sharing of e-documents across agencies.

Deadlocked is aim at facilitating the electronic storage and sharing of documents across agencies. It allows user to upload their electronic documents, digitally sign them using the e-sign facility and access them anytime anywhere with complete security. Digi Locker provides each user with a free 10Mb personal storage space. This is made to link to the Aadhar number of each user to make sure secure storage of e-documents. Such e-documents can also be accessed directly from the repositories as Digi Locker also allows for storage of URL links of such e-documents.

Progress: Currently Digi Locker has 4943245 registered users who have uploaded nearly 7411935 e-documents. Digi Locker so far has witnessed amazing success with strictly increasing trend in the number of registrations during May 2016 - April 2017.

Technological Intervention: Use of high-end encryption technology and data compartmentalization will be crucial to cut risk of theft or misuse.

2. Mygov.in has been given an opportunity to citizens involvement in governance, through a "Discuss", "Do" and "Disseminate" approach. Form this Mygov app people can get these features on their mobile phones.
3. The Swachh Bharat Mission (SBM) Mobile app would be used by people and Government organizations in realizing the goals of the Swachh Bharat Mission
4. E-sign framework would allow citizens to digitally sign a document online using Aadhar authentication.

E-Sign framework allows the users to sign documents digitally via an online service while using Aadhar e-KYC services for authentication of user applying the digital signature. The E- Sign Framework is expecting to make it

easier and time-saving to sign the requested data and issue digital signature certificate. However, to be able to avail this facility, the person must have Aadhaar ID.

Progress: Many agencies (for instance those in the banking sector) are still apprehensive about using Aadhar's e-sign, for it awaits RBI approval and there still aren't any explicit directions from Reserve Bank of India

5. The Online Registration System (ORS) under the E-Hospital application has been introduced. Through this application online registration, payment of fees and appointment, online diagnostic reports, enquiring availability of blood online etc. services can be provided.
6. National Scholarships Portal has scholarship process from submission of student application, verification, and sanction and dispersal end beneficiary for all the scholarships provided by the Government of India.
7. The DeitY has started an initiative, namely Digitize India Platform (DIP) for large-scale digitization of records in the country that would help effective delivery of services to the residents.
8. Bharat Net a high-speed digital highway to connect all 2.5 Lakh Gram Panchayats of the country. Optical fiber is used for rural broadband connectivity project which is one of the largest projects in the world.
9. BSNL has undertaken large-scale deployment of Wi-Fi hotspots throughout the country. The user can latch on to the BSNL Wi-Fi network through their mobile devices.
10. The government also realizes this need as reflected by including 'broadband highways' as one of the pillars of Digital India. This will improve the connectivity citizen and authorities.

REVIEW OF LITERATURE

- According to Jani Jinal, Tere Girish (2015) Digital delineates to electronic technology that generates, stores and processes data, so that it is stored in a virtual central repository and is easy to reach anytime, anywhere, through established protocols which create a transparent environment. Digital Technologies, which include Cloud Computing and Mobile Applications, happen as catalysts for shaping our world. The Digital India drive is a dream project of the Indian Government to remodel India into a knowledgeable economy and digitally empowered society, with good governance for citizens by bringing together and coordination in public responsibility, digitally connecting and delivering the government programs and services to mobilize the ability information technology across government departments.
- Sudhir Kumar Sharma, Vandana Lama and Nidhi Goyal proposed the goal to have vision of the Digital India campaign where technologies and connectivity will come together to make a positive effect on all aspects of governance and improve the standard of living of citizens. The authors aim at providing 1) Digital infrastructure as a utility to every citizen, i.e. to deliver high-speed communication technologies 2) Governance and Services on Demand i.e. every government services or information is available online and on mobile platforms with a single touch and 3) Digital Empowerment of Citizens.
- Suman Rani through this paper has discussed about the various Government services provided by the Government of India for the people living in the rural areas of the nation. This paper also focuses on the nine pillars of Digital India, economic, environmental and social impact of Digital India. The author has also discussed about the challenges brewing because an establishment Digital India.

OBJECTIVES

- 1) To know whether teachers are aware about digital apps.
- 2) To suggest measures to improve awareness on digital apps.
- 3) To analyse the future prospects of the project.

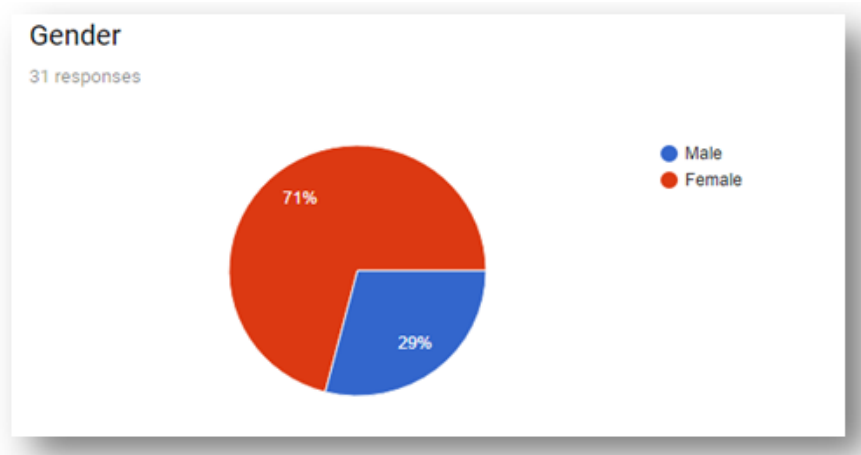
HYPOTHESIS:

- 1) There is 50% awareness among teachers about digital apps.
- 2) Higher educators are more aware compare to primary teachers.

RESEARCH METHOD

Our research is based on primary as well as secondary data. The sample size of the research has been 30 teachers from the city Mumbai suburb. Data collected with the help of questionnaire to understand the need for awareness among teacher about digital apps and analysis is complete.

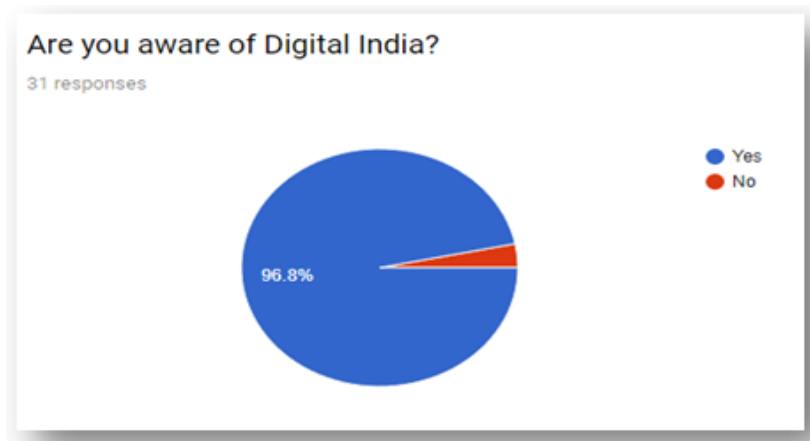
FINDINGS



Interpretation

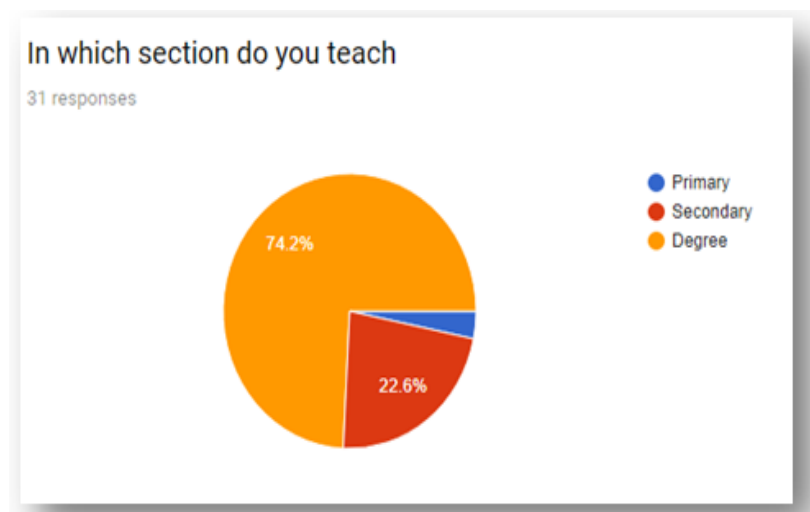
Total nos. of male respondents: 11 total nos. of female respondents: 20

Out of which male and female respondents were not aware about the Digital India initiative. Maximum respondents are aware about the digital India initiative.



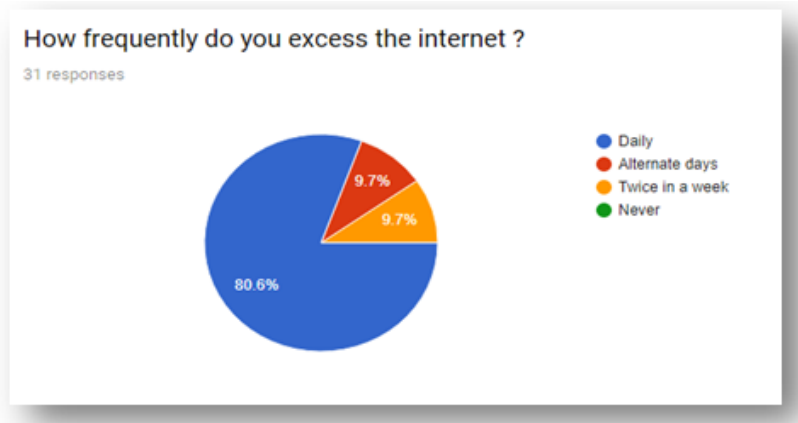
Interpretation

There is 96.8% respondent who is aware of Digital India Initiative. From this we end that majority of people are aware of Digital India.



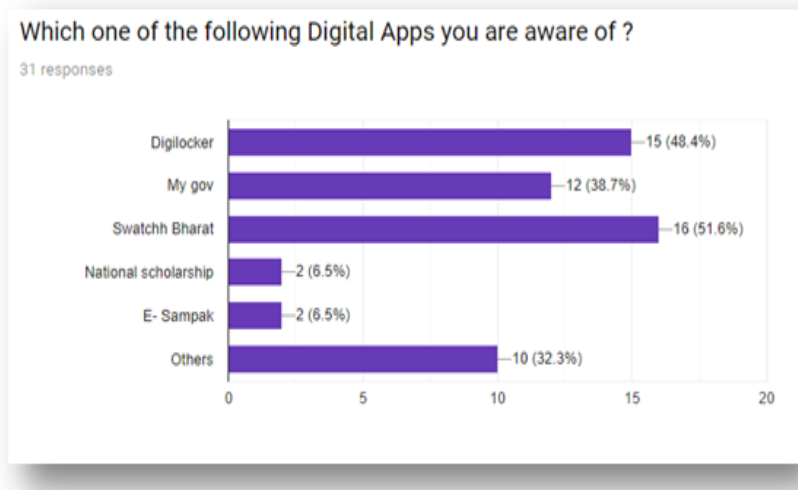
Interpretation

According to our survey, there are 74.2% teachers teaching in degree section; 22.6% are in Secondary section and 3.2% are in the primary section. From this we end that degree teachers are comparatively more aware than other sections.



Interpretation

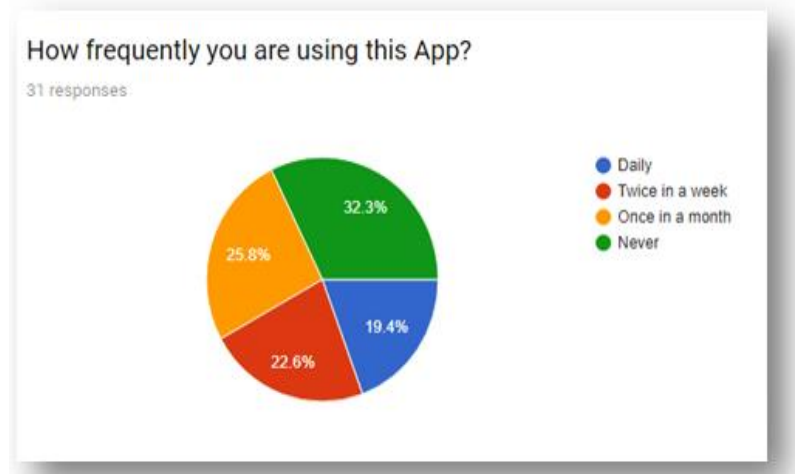
From the given responses, 80.6% people are using internet every day and 9.7% alternate day or twice a week. In Mumbai suburban area has good internet connectivity.



Interpretation

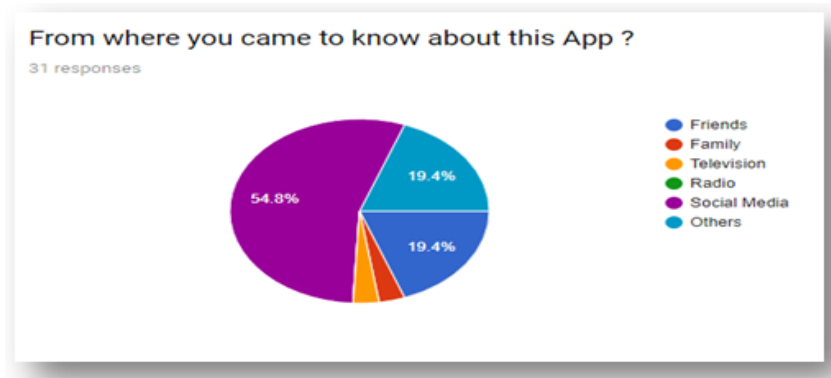
From the above given apps of governments more than half of the respondents i.e. 51.6% are aware about the swatchh bharat app. As this is India’s largest cleanliness campaign majority of respondents are aware about this app. Digilocker is also one of the successful

apps where we can store and share our important documents in need. Being a teaching faculty fewer respondents is aware about the national scholarship portal.



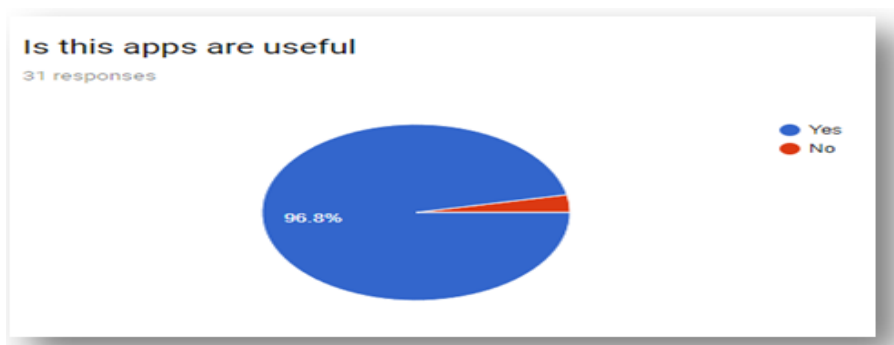
Interpretation

In spite of doing lots of publicity 32.3% respondents never used these apps and 67.8% people are using these apps.



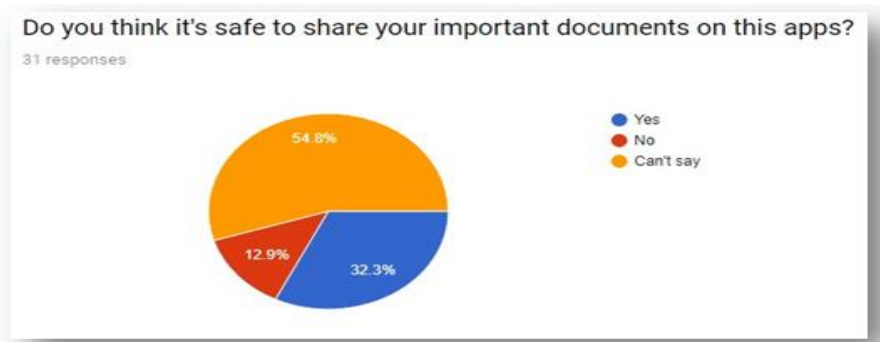
Interpretation

Now a day’s Social media are playing an important role in creating awareness among people. 54.8% respondents were aware of social media.



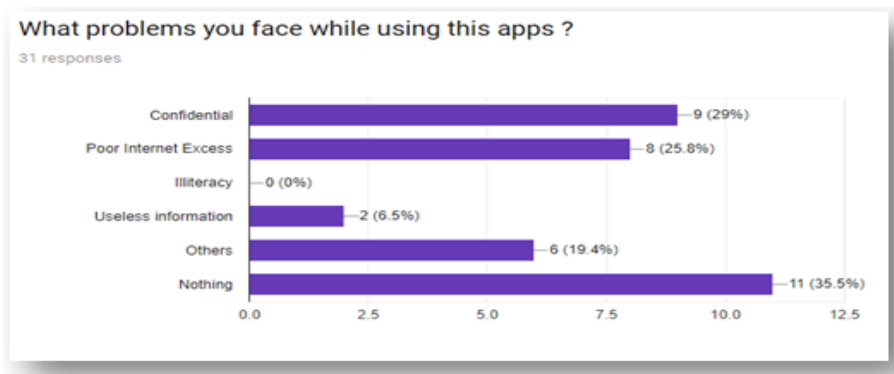
Interpretation

There are 96.8% respondents you thinks that these apps are useful.



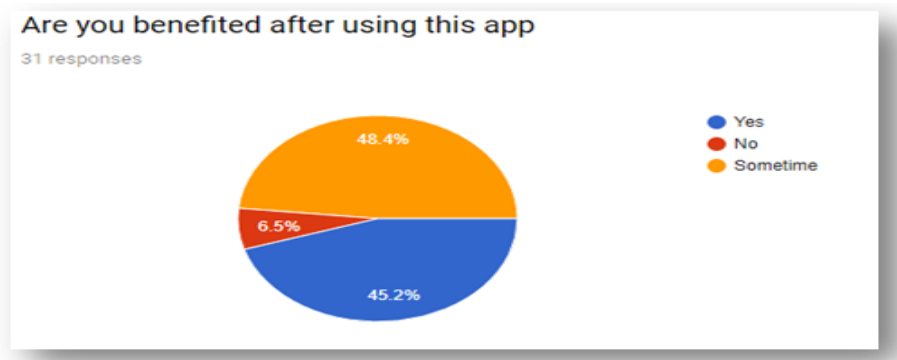
Interpretation

There are only 32.3% who say that it is safe to upload your document on these apps. 54.8% still say that it’s not safe to upload the documents on these apps. Hence, security of this must improve.



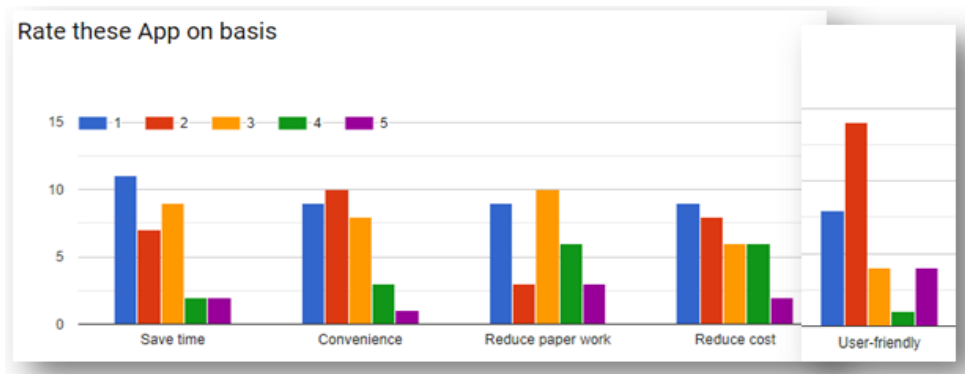
Interpretation

Majority of respondent said that they don’t face any problem while using this apps, but few respondents says that they feel lack of confidential information, poor internet access etc.



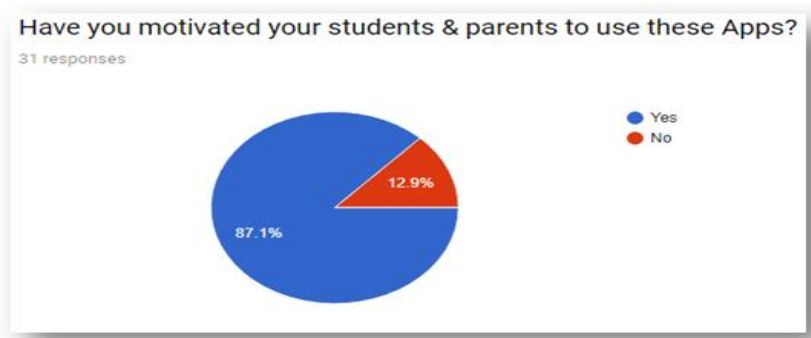
Interpretation

93.6% respondents are benefited after using these apps. Hence, it concludes that digital India initiatives have positive response.



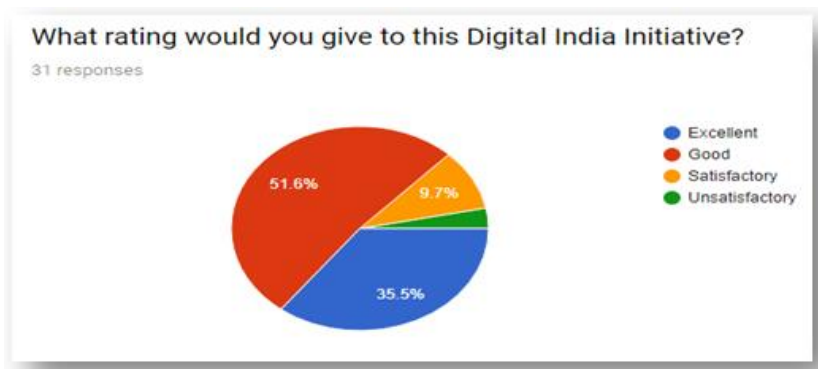
Interpretation

while rating these apps respondents have given 1st rank to Save Time, 2nd to User Friendly, 3rd to Reduce Paper Work, 4th to Reduce Cost and last i.e 5th to Convenience.



Interpretation

87.1% of the teachers have motivated their students about this app. Therefore, this concludes the majorities of the teachers are aware and has motivated their students and parents about Digital India Initiative.



Interpretation

96.8% of respondent are satisfied with Digital India Imitative. Only 3.2% are not satisfied with this project.

LIMITATION OF THE STUDIES

The present study is confined to a minimal sample size and may not say an opinion of response of the entire population. There were only 31 respondents taken from the survey. Due to lack of time we have studied a few apps in our research.

CONCLUSION

Technology is changing fast. What is good today may become obsolete later. It is true that private telecom players in India are doing great, but they cannot be fully depended to fulfill social commitments especially in areas where revenue potential is low. All teachers must be mentally prepared for the changes and challenges in implementing the policy, only then it would be possible to make the goals of Digital India program. Most of the teachers are aware about digital apps or government projects, but do not know the details of it therefore fail to convey to the student.

Following are the suggestions to improve Digital India Initiative:-

- 1) Teachers are the backbone of our society; if they are aware then automatically the students and their parents will be aware. Hence, the entire society would get benefit.
- 2) Internet Infrastructure should develop up to the mark throughout the country to make it more successful.
- 3) Improved Internet Access by providing more spectrums to telecom service provider will help in awareness.
- 4) Digital application needs more user-friendly and more versatile.
- 5) It creates more awareness among youth by organizing awareness sessions in school, colleges on such apps.
- 6) The service provider needs to maintain confidentiality.
- 7) Everyone should educate themselves about duplicate fake apps. There are possibilities of misuse of all the information.
- 8) It's very easy to work on digital apps but it's very difficult for illiterate people.
- 9) The Government should have exclusive own communication network for disaster/crisis management, administration, and security purposes.
- 10) People should use it to make the goals of digital India.

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A STUDY ON USAGE & USEFULNESS OF ONLINE SHOPPING SITES WITH SPECIAL REFERENCE TO KALACHOWKI AREA**Komal Balkrishna Mondkar**Assistant Professor, B. M. Ruia Girls' College

ABSTRACT

Shopping which is done with the help of an electronic gadget and internet is known as online shopping. Online shopping many times proves to be very helpful to those people who can hardly take out time from their busy schedules to actually go out and do shopping from stores. Online shopping sites came into existence to enable people to do online shopping. The usage of online shopping sites differ from person to person. Some people make use of it occasionally while some people use it more frequently. Also some people may find using online shopping sites useful while the others may not feel or experience the same. The study is done with special reference to Kalachowki area, so the outcomes might differ if the same study is conducted with special reference to a different area or a comparatively larger or smaller area. This paper sheds light on the frequency of usage of online shopping sites among the respondents. This paper also highlights whether the respondents find online shopping sites useful or not.

Keywords : Online Shopping , Usage, Usefulness And Websites

INTRODUCTION

The forms of online shopping sites are improving day by day. Initially the online shopping sites were only selling a wide range of products of clothes, electronic gadgets etc. But with the emergence of new websites and advancement in technology, one can shop furniture, medicines and even groceries with the help of online shopping sites like Pepperfry, Medlife and Bigbasket. Initially people were reluctant to make use of online shopping websites, prominently because of the mode of payment. As only card payment or online payment option was available for making payment of the products which were purchased online. Thus to overcome this barrier, now cash on delivery option is available to the consumers ,so that the customers will not be worried about their bank or card details being misused while making online payment. Hence, it is clear that online shopping sites are improvising day by day so that their usage and usefulness among people increases.

KEY ADVANTAGES OF ONLINE SHOPPING CONVENIENCE

Many people find online shopping more convenient than traditional way of shopping where the buyer has to actually go to the store to purchase the required product. Online shopping saves time as the customer can just sit at home ,view the variety of products, compare the prices, take a decision and can actually proceed to purchase the desired product online.

PRICE

Low price is the most popular feature of online shopping sites. Many websites offer free shipping facilities to their customers. Besides this, most of the websites waive some type of taxes such as sales tax while selling products in a particular state. Thus non application of some kind of taxes ultimately lowers the price of the products.

VARIETY

Customers can find a huge variety of products while searching them on various online shopping sites. If a customer would have gone in a store to purchase a product, he / she would get only a limited amount of variety, but shopping online would help customers to go through each and every kind of variety of product which is in existence.

EASY PRICE COMPARISONS

One can compare price of the desired product from different online shopping sites with just one click. The customer, thus can place order of the desired product from that website on which the price of the product is the lowest.

NO CROWDS

Online shopping is free from crowds. One can view the products and shop for it without any crowd or noise through online shopping sites. Thus Online shopping sites are the best options for those people who do not like to shop from crowded places like stores or malls.

NEED OF THE STUDY

Online shopping sites are gaining popularity these days. This study is needed to find out the frequency of usage of online shopping sites amongst the residents of Kalachowki area. Also this study is required to find out whether the people living in Kalachowki area find the online shopping sites useful or not.

OBJECTIVES

- To find out how often the respondents shop online
- To know whether the respondents prefer online shopping or shopping from stores.
- To get an idea which type of products do customers buy online the most.
- To find out whether respondents find the online shopping sites useful or not?
- To know which problems stops majority of the respondents from making use of the online shopping sites.

REVIEW OF LITERATURE

Prof. Pritam P. Kothari & Prof. Shivganga S. Maindargi in their Research Paper titled "A Study on Customers Attitude towards Online Shopping in India and its Impact: With Special Reference to Solapur City" published in IJARIT (ISSN: 2454-132X) studied present status of online shopping in India. They also analyzed the factors which affect customers attitude towards online shopping in India. Along with that they also studied factors which motivates customers attitude towards online shopping in India and potential for development of online shopping in India.

HYPOTHESIS

H11 : Majority of the people frequently use online shopping sites.

H10 : Majority of the people do not frequently use online shopping sites.

H22 : Many of the people find online shopping sites useful.

H20 : Many of the people do not find online shopping sites useful.

RESEARCH METHODOLOGY

The study is based on primary data collected with the help of a questionnaire & secondary data collected from numerous websites. The questionnaire was sent to a number of respondents residing in Kalachowki area.

DATA COLLECTION & ANALYSIS**✚ Out of the total number of respondents,**

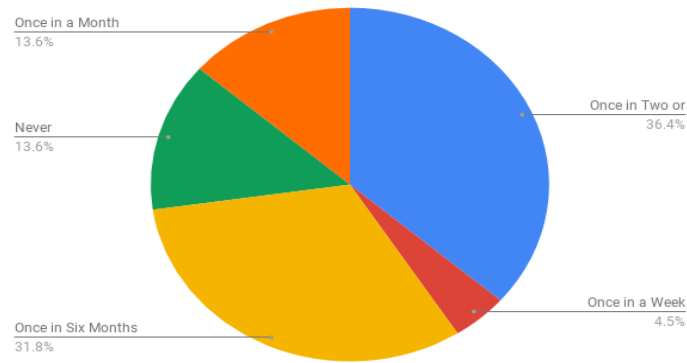
- 63.6% belonged to the age group of 18 to 24 years.
- 18.2% belonged to the age group of 25 to 34 years.
- 9.1% belonged to the age group of 35 to 44 years.
- 9.1% belonged to the age group which was above 55 years.

✚ Out of the total number of respondents,

- 18.2% were Male & 81.8% were Female.

✚ Out of the total number of respondents,

- 4.6% Shop Online once in a week.
- 13.6% Never Shop Online.
- 13.6% Shop Online once in a Month.
- 31.8% Shop Online once in a Six Months.
- 36.4% Shop Online once in Two or Three Months.



✚ Out of the total number of respondents,

- 36.4% Prefer online shopping rather than shopping from stores.
- 63.6% Prefer shopping from stores rather than online shopping.



✚ Out of the total number of respondents,

- Majority of people buy clothing products online.
- Least number of people buy services online

✚ Out of the total number of respondents,

- Approximately 91% only sometimes are able to find the exactly same products online which they were searching for.
- 4.5% are always able to find the exactly same products online which they were searching for.
- 4.5% are never able to find the exactly same products online which they were searching for.

✚ Out of the total number of respondents,

- 22.7% find online shopping sites Useful.
- 77.3% do not find online shopping sites Useful



✚ Out of the total number of respondents,

- Majority of the people find product quality as the main problem /concern which stops them from making use of online shopping sites .
- Least number of the people find delay in product delivery as the main problem /concern which stops them from making use of online shopping sites .

TESTING OF HYPOTHESIS

❖ Only 4.5% of the people shop online once in a week & only 13.6% of the people shop online daily. Thus the hypothesis which says that majority of the people frequently use online shopping sites is not True.

❖ About 77.3% people find online shopping sites useful. Thus the hypothesis which says that many of the people find online shopping sites useful is True.

FINDINGS & INTERPRETATIONS

The study found that : -

- Majority of the of the people shop online only once in two or three months.
- More number of people prefer shopping from stores rather than shopping online.
- People buy prominently clothes online than any other products.
- Only sometimes people are able to find the exactly same products online which they were searching for.
- Majority of the people find online shopping sites useful.
- Quality of the product is the main concern which restricts majority of the people from making use of online shopping sites.

CONCLUSION & SUGGESTIONS

The study shows that majority of the people shop online only once in two or three months. So the online shopping sites should introduce specific offers to increase their sales like a certain percentage of discount to be given to those consumers who shop online ever month through their website. Also, very few number of people are interested in purchasing services online, so the sites must pay attention to convince and attract customers to shop services online. Product quality is the main issue which the customer faces which ultimately restricts him /her from shopping online. Thus online shopping sites must also take care of the quality of the product which is sold to the customers through their websites.

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AN ANALYTICAL STUDY OF USE AND EFFECTS OF FITNESS TRACKER ON HUMANS

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ABSTRACT

Activity Tracker or Fitness Tracker is outcome of research and development in area of information and technology to analyse health related issues. Fitness Trackers is technological device or mobile application which monitors and tracks our daily fitness related activities in data. These data is useful for us to know our daily physical activity such as daily run or walk, calories burn, heart rate and few other health related activities. Few Fitness Trackers are wearable where as there are many computer and mobile applications which are available online and can be used on mobile phones or tablets.

Use of fitness tracker in recent days has shown increasing trends. People are using this for their physical fitness analysis. There could be many motto or aim behind the use of fitness tackers such as to improve general fitness level, to reduce weight, to check heart rate, etc.

In the present paper researcher has tried to analyse the use and effects of fitness trackers on humans. The paper has objectives to understand that what motivates the people to buy these gadgets or use these applications. Researcher has also focused on its effects on the objectives and goals set by the individuals. The present paper analyses that whether the fitness trackers really works in increasing the fitness level among its users. The results also analyse that whether the use of these gadgets and tools has any impact on reduction of weight loss. Thus the relevance of this paper lies in the significant use of these applications and gadgets and its effects on humans.

Keyword: Fitness Apps, Fitness Gadgets, Fitness Trackers, Physical Activity, Weight Loss, General Health, Etc.

INTRODUCTION

Fitness Trackers is technological device or mobile application which monitors and tracks our daily fitness related activities in data. These data is useful for us to know our daily physical activity such as daily run or walk, calories burn, heart rate and few other health related activities. Few Fitness Trackers are wearable where as there are many computer and mobile applications which are available online and can be used on mobile phones or tablets.

In the era of technology physical activity of people are going down. In this mechanical world due to lack of physical activity people are suffering from various health issues. Increasing obesity, lack of good quality sleep, increasing stress level are very few outcome of our mechanical environment. Social media have taken us away from meeting our friends physically and online platform of buying and selling the goods has stopped us even going into the market. In other words our physical activities which is required to have good health has gone down tremendously.

Humans are now finding the ways to improve their health and that to with the help of technical device like fitness tracking devices. Does this devices really helpful for us? Well, few research has been conducted earlier by few researchers also by the companies who have produces these devices.

Fitness tracking devices comes up with various features which helps its users to know various parameters of their health. Some of these features are related to count of daily foot-steps, hearth rate, oxygen level in body, pulse rate, our daily intake of food, water intake and few devices are also helpful in analysing quality sleep. Users can set the target they can also analyses their daily performances.

In the present paper researcher has tried to analyse the use and effects of fitness trackers on humans. The paper has objectives to understand that what motivates the people to buy these gadgets or use these applications. Researcher has also focused on its effects on the objectives and goals set by the individuals. The present paper analyses that whether the fitness trackers really works in increasing the fitness level among its users. The results also analyse that whether the use of these gadgets and tools has any impact on reduction of weight loss. Thus the relevance of this paper lies in the significant use of these applications and gadgets and its effects on humans.

NEED FOR THE STUDY

Use of fitness tracker in recent days has shown increasing trends. People are using this for their physical fitness analysis. There could be many motto or aim behind the use of fitness tackers such as to improve general fitness

level, to reduce weight, to check heart rate, etc. Thus the relevance of this paper lies in the significant use of these applications and gadgets and its effects on humans.

FOCUS AREA

- In the present paper researcher has tried to analyse the use and effects of fitness trackers on humans.
- The paper has objectives to understand that what motivates the people to buy these gadgets or use these applications. Researcher has also focused on its effects on the objectives and goals set by the individuals.
- The present paper will analyse that whether the fitness trackers really works in increasing the fitness level among its users.
- The result will also analyse that whether the use of these gadgets and tools has any impact on reduction of weight loss.

OBJECTIVES OF THE STUDY

- To study the use of fitness trackers on humans.
- To analyze the effects of fitness trackers on fitness level on its users.

RESEARCH HYPOTHESIS

- H_0 : Fitness trackers have no significant effect on fitness level of its users.
- H_1 : Fitness trackers have significant effect on fitness level of its users.

RESEARCH METHODOLOGY

- The present study is based on primary data. The relevant primary data has been collected with the help of well-structured online questionnaire. Data was collected from a sample size from 31 respondents from different age group.
- Necessary secondary data was collected through various articles, journals, research papers, working papers, various online publications etc.

DATA PROFILE

Primary Data is collected through Google form. Google form formulated keeping in mind the objectives of the study. Relevant information is collected through the questionnaire method. Data is collected from 31 respondents from different age group. Around two third of the population was male and one third was female. Maximum population belongs to below age 30 and therefore most of them were students. 100% respondents have minimum qualification 12th pass out of which 13 were graduates and 6 were post graduates. Table 1.1 consists of data profile.

DATA PROFILE			
Total Respondents = 31			
Age:	Below 20	20-30	Above 30
No. Of Respondent	9	15	7
Sex	Male	Female	
No. Of Respondent	20	11	
Occupation	Service	Business	Students
No. Of Respondent	8	1	22
Highest Education	12 th	Graduation	Post-Graduation
No. Of Respondent	12	13	6

Table 1.1 Data Profile

DISCUSSIONS AND FINDINGS

1. Out of total data collected 45% uses Fitness band as a Fitness Tracker device whereas 55% are using mobile phones. That means mobile phones with different fitness app are more popular.

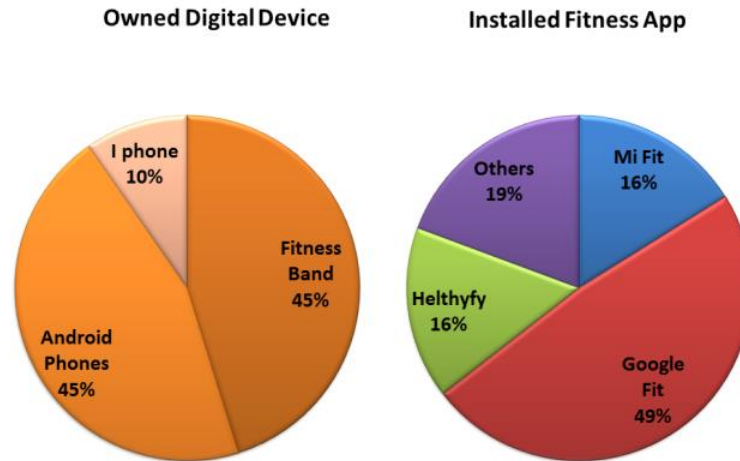


Figure-1

Google fit (49%) is most installed fitness app followed by Helthyfy and Mi Fit (16% each) and others includes Fit Bit, Jefit, Intex Fitrist Etc.,

2. Out of total respondents 71% respondent uses fitness app or band for more than 3 months and remaining have recently started. All those who uses this tracking device 68% of them set goals for tracking their daily fitness and to achieve their set goals. We can observe positive impact of this device as 52% respondents says that they have started following proper diet in order to achieve their goals. As, this device helps the user to understand their daily food intake and calories burn.

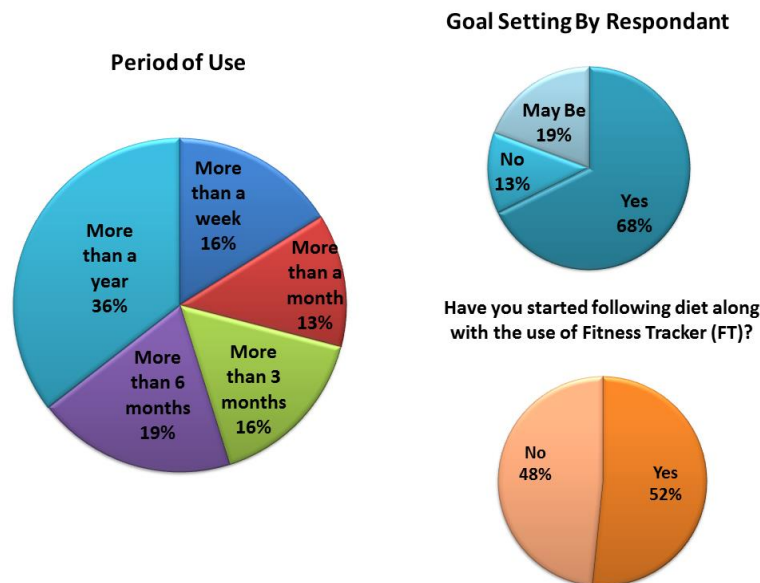


Figure-2

3. Fitness tracker is found to be a stress buster. The results shows that 10% respondents are strongly agree and 71% agree on the fact that fitness trackers has reduced their stress level related to health. This shows the reliability of people on fitness tracker devices.

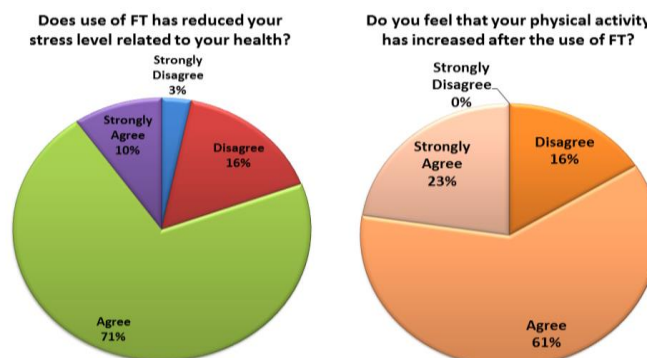


Figure-3

Finding also shows that 23% are strongly agree and 61% agrees that their physical activity has increased after the use of fitness tracker device. This results also because it helps the users to know their regular requirement of physical activity and its helps in tracking their daily activity.

4. Users of fitness trackers also agree that this device is also useful in improving their overall general fitness level. Out of total respondents 32% are strongly agree and 58% are agree that this device help them to improve their general fitness level. The level of enjoyment are also very high among its users as 36% are strongly agree and 55% are agree that they enjoy using this gadgets.

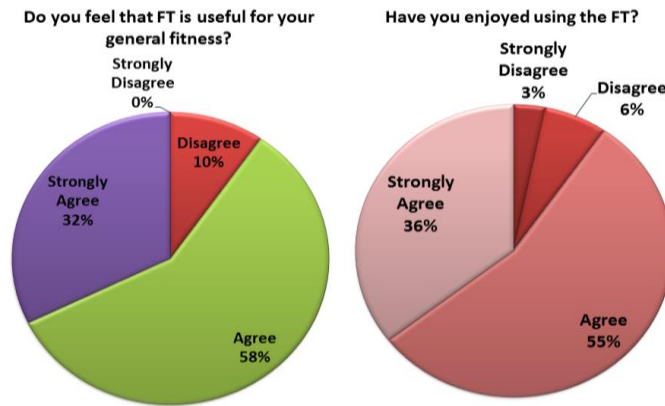


Figure-4

5. Longer use of any device is based on its reliability. Finding of the study shows that 16% are strongly agree and 71% are agree on the fact that these fitness tracker devices are reliable and gives good results regarding their health. They also find this device simple to use.

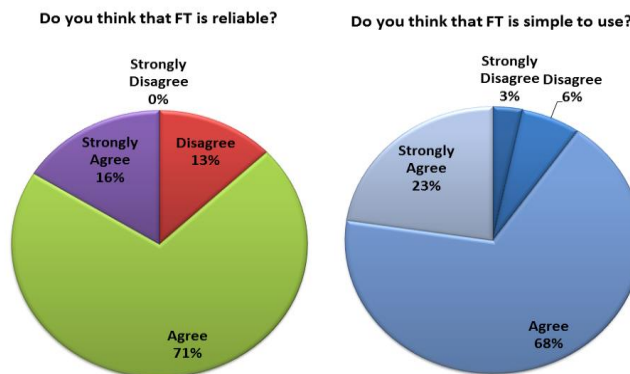


Figure-5

6. The use of the fitness tracker device is depends on its need for the users. Results shows that 19% are strongly agree and 65% agree that fitness tracker devices are meeting the need of its users. There is always a question that how come digital device will be helpful in maintaining fitness level. The answer lies in researchers finding. Results shows that out of total respondents 29% strongly agree and 58% are agree that they think that fitness tracker has helped them in maintaining their motivation for physical activity.

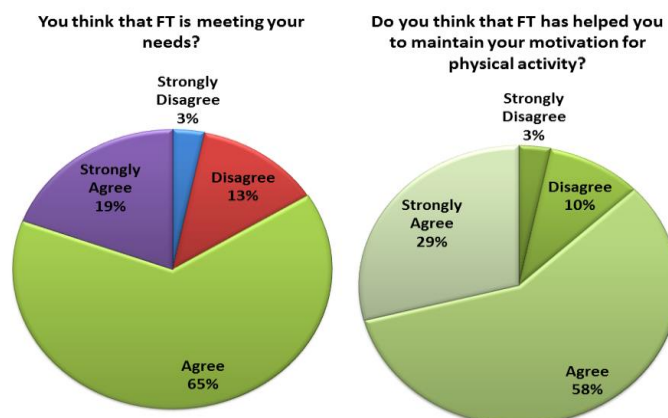


Figure-6

7. Obesity is major problem in reaching good health. Does this fitness trackers I also useful in losing weight? Answer is yes. Findings shows that 13% are strongly agree and 55% are agreed that fitness tracker device has helped them in reducing their weight.

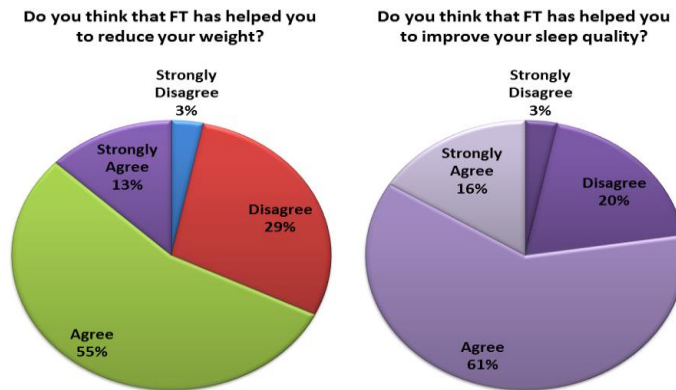


Figure-7

In changing environment good quality sleep is necessary. Fitness tracker device helps us to analyse our quality sleep, but does this device also help us in better quality sleep? Finding shows that 16% of respondents are strongly agree and 61% are agree that fitness tracker has helped in improving their quality sleep.

8. Results findings also analyses that maximum users think that fitness trackers has helped them to change their eating habits. And results also reflects that fitness trackers helps them to check their health regularly.

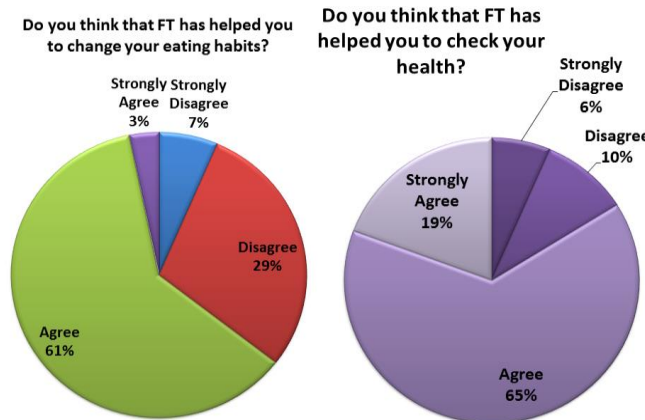


Figure-8

9. The outcome of the findings are lies in the satisfaction level of its users. Results shows that 26% are strongly agree and 65% are agree that they are satisfies with fitness tracking devices, either fitness bad or fitness app. Similarly, findings also shows that they are so satisfied that they want to recommend the use of fitness tracking devices to other people.

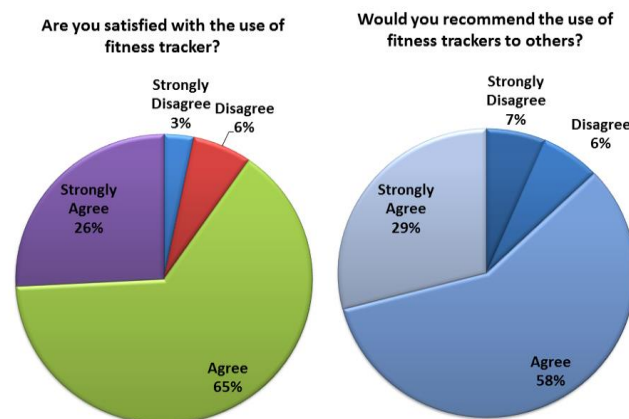


Figure-9

Thus the overall findings points out that fitness tracking devices are not only helpful for the tracking of the fitness and health level of its users but it has various uses to the people related to general health. Fitness tracker is useful in reducing weight, it improves quality sleep moreover it gives motivation to the users to improve their general fitness level. It is simple and easy to use and most of its users are satisfies with these fitness tracking devices. Thus, we can conclude that fitness trackers are useful and effective in maintain human health.

HYPOTHESIS TESTING

Hypothesis testing is done on the basis of psychometric test. Primary data is collected from different strata and information is collected based on questionnaire set. Most of the questions were based on four Likert scale. Coding was done on four scale Strongly Disagree, Disagree, Agree and Strongly Agree. Weightage average mean is taken for all the relevant questions and based on that researcher has tested the hypothesis.

Sr. No	Research Questions	Weightage Average Mean
1	Does use of FT has reduced your stress level related to your health?	2.87097
2	Do you feel that your physical activity has increased after the use of FT?	3.06452
3	Do you feel that FT is useful for your general fitness?	3.22581
4	Have you enjoyed using the FT?	3.22581
5	Do you think that FT is reliable?	3.03226
6	Do you think that FT is simple to use?	3.09677
7	You think that FT is meeting your needs?	3.00000
8	Do you think that FT has helped you to maintain your motivation for physical activity?	3.12903
9	Do you think that FT has helped you to reduce your weight?	2.77419
10	Do you think that FT has helped you to improve your sleep quality?	2.90323
11	Do you think that FT has helped you to change your eating habits?	2.61290
12	Do you think that FT has helped you to check your health?	2.96774
13	Are you satisfied with the use of fitness tracker?	3.12903
14	Would you recommend the use of fitness trackers to others?	3.09677
	Overall Weightage Mean	3.0092

Table-1.2: Testing of Hypothesis

RESULTS

- H_0 : Fitness trackers have no significant effect on fitness level of its users.
- H_1 : Fitness trackers have a significant effect on fitness level of its users.

Hypothesis was tested using weightage mean. Each statements signifies that respondents agrees that fitness trackers have significant impact on fitness level of its users as overall weightage average mean is 3.

Therefore alternative hypothesis has been accepted.

i.e. Fitness trackers have a significant effect on fitness level of its users.

CONCLUSIONS

- Use of fitness tracker in recent days has shown increasing trends.
- People are using this for their physical fitness analysis.
- There are many aims behind the use of fitness trackers such as to improve general fitness level, to reduce weight, to check heart rate, etc.
- A person becomes cautious about their health.
- Thus, fitness trackers help in improvement of general fitness level of the people.

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IMPACT OF ENTERTAINMENT ON TOURISM

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1.1 ABSTRACT

The impact of entertainment on tourism, even if subdued or unnoticed, has been present since a long time. An unexplored area, Entertainment Tourism has a large potential of increasing tourism at locations related to the entertainment sector, such as movie filming locations, reality show locations, native areas of famous music genres, tourist attractions suggested by famous celebrities, etc. This research project discusses the various types of entertainment tourism and studies the impact created by various sources of entertainment on the choice of tourism amongst the public. It was observed that Entertainment Tourism is a very lesser known and chosen type of tourism and hence is a part of the Niche Tourism sector. The major finding was that there is a lack of awareness regarding this type of tourism, although there is a scope for it. Adequate and correct promotion of Entertainment Tourism in India can garner positive results for the tourism industry and the economy as more tourism will result in higher GDP.

1.2 INTRODUCTION

“Tourism are the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.” – the World Tourism Organization (WTO).

Tourism can be of various types: Leisure tourism, Adventure tourism, Religious tourism, Business tourism, Medical tourism, etc.

A new variation of tourism has caught tourist’s interest in the recent times: Niche Tourism.

Niche tourism refers to a type of specialty tourism that focuses on a specific concept or topic, typically unexplored and suitable for a small amount of people.

This project focuses on one of the types of niche tourism- Entertainment Tourism. Entertainment Tourism refers to the tourism generated due to the entertainment sources, such as movies, TV shows and dramas, music and music videos, travel shows and vlogs, reality shows, etc. It focuses on the perception of the sample population towards entertainment tourism.

1.3 OBJECTIVES OF THE STUDY

- To study the types of entertainment tourism
- To study about the awareness regarding Entertainment induced tourism in India and its citizens
- To study how tourism choices of individuals are impacted by the entertainment sector (movies, dramas, reality shows, music, etc.)

1.4 SCOPE OF THE STUDY

The finding of this study can be used in:

- Tourism Industry
- Entertainment Industry
- Hospitality Industry
- Transport Industry

1.5 RESEARCH METHODOLOGY

- Primary data: A structured questionnaire was prepared for the collection of primary data, which was filled by 120 respondents.
- Secondary data: Information for this study was collected through various secondary sources such as websites, blogs and textbooks.

1.6 LIMITATIONS OF THE STUDY

- The size of sample is relatively small
- Research is performed only with respect to India

- The availability of secondary data is limited
- The secondary data found can be unreliable
- Lack of information due to being a comparatively unexplored sector of tourism

1.7 NICHE TOURISM

A 'niche' tourism strategy is one that appeals to a small number of people who are especially interested in something. Another way to describe 'niche' tourism is 'specialised' tourism.

Examples of niche tourism are:

- Adventure tourism
- Movie location tourism
- Culinary tourism
- Creative tourism
- Dark tourism, etc.

1.8 ENTERTAINMENT TOURISM

Entertainment Tourism has a large potential of increasing tourism at locations related to the entertainment sector, such as movie filming locations, reality show locations, native areas of famous music genres, tourist attractions suggested by famous celebrities, etc. For example, Hollywood is a tourist attraction made famous due it being the home of the U.S. film industry. St. Paul's School in Darjeeling is a famous tourist attraction due to being filming location for various movies such as *Mera Naam Joker*, *Main Hoon Na*, *Barfi*, etc.

The residences of famous stars have also become famous tourist attractions. Music genre of Kpop's (Korean pop) increasing popularity has resulted in increased tourism in South Korea.

Recent times have seen a rise in the number of tourists wanting to visit the locations where their favourite TV shows or dramas were filmed. The filming locations of the TV series "*Game of Thrones*" are amongst the most sought-after tourist attractions. The Mumbai is known for being filming location for various TV serials and dramas.

Some types of entertainment tourism are:

- **FILM TOURISM**

Film induced tourism explores the effects that film and TV-productions have on the travel decisions made when potential tourists plan their upcoming holiday or visit to a destination.

- **MUSIC TOURISM**

Some people travel to the native place of a certain genre of music to learn more about the culture and origin of that genre. Another way music influences tourism is through concerts or Music Festivals. Music workshops are also a get factor pulling crowds to certain destinations.

- **TV SHOW INDUCED TOURISM**

TV shows too play an important role in attracting tourists to its filming locations.

- **FILM CITIES**

Essentially a Film City tourism is an integrated film studio complex tour of various shooting locations and other facilities such as recording rooms, gardens, lakes, theatres and grounds that serve as the venue of many Bollywood film and TV show shootings.

- **CELEBRITY ENDORSEMENT INDUCED TOURISM**

Celebrity endorsements be done through either direct endorsements or destinations having celebrity ambassadors, or a simple suggestion or even just a social media post of a celebrity travelling to a certain destination. Further, tourist places can be promoted through another subtle method- Covert Advertisements. This refers to indirect endorsements.

1.9 DATA ANALYSIS & INTERPRETATION

1. AGE : Out of the 120 respondents, majority (79.2%) were of the age group 18-30. 18.3% were below 18, while only 2.5% belonged to the age bracket of 31-50. None belonged to the age group 51 and above. Majority of the respondents were from the youth.

2. Gender: 84.2% of the 120 respondents were female while 15.8% were male.

3. Occupation: 90.8% of the respondents were student. 4.2% were self-employed, and same was the percentage for the category “others”. 0.8% were unemployed. None were Entrepreneur or government employee.

4. Annual income: 77.5% of the respondents are not earning yet. 12.5% chose their annual income as “below ₹ 1,20,000”. 4.2% earn between ₹1,20,000 and ₹3,00,000. 3.3% earn between the bracket of ₹3,00,000 and ₹5,00,000. 2.5% earn above ₹5,00,000.

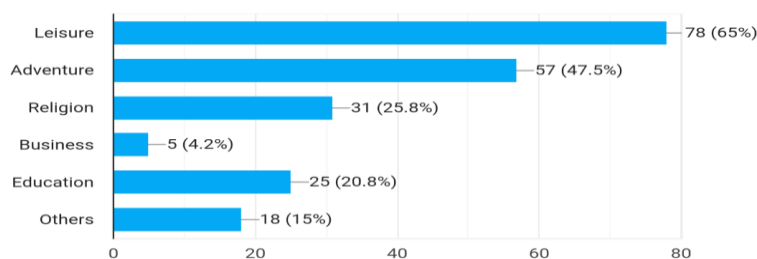
5. “how often do you travel?: 23.3% said they travel once a year, while 20% said they travel twice a year. 18.3% chose “very often” as an answer. 38.3% said they travel rarely. Most of the respondents were either who don’t travel at all or aren’t much interested.

6. “do you travel internationally?”

Out of the 120 respondents, 25% said they travel internationally while the rest of the 75% said no. Most of the respondents are domestic travellers or don’t travel at all.

Why do you travel?

120 responses



7.

65% of the respondents said they travel for Leisure. 47.5% said they travel for Adventure, while 25.8% travel for Religious reasons. A minority of 4.2% travel for business reasons. 20.8% travel for education purposes. 15% said they travel for “other” reasons, which weren’t specified. Leisure Tourism seems to be the most popular type of tourism, mostly owing to the hectic life people lead in these times.

8. “do entertainment sources influence your travel choices?”

77.5% of the respondents accepted that entertainment sources influence their travel choices while 22.5% said no. This shows how much people are impacted by the entertainment sector.

9. “would you travel to a place solely based on what you’ve seen in a movie?”

Half of the respondents said they would travel to a place based on what they’ve seen in a movie while the other half disagreed. There is an equal distribution amongst people interested in film location tourism and those who aren’t intrigued by it.

10. “would you go to a place because your favourite celebrity suggested it?”

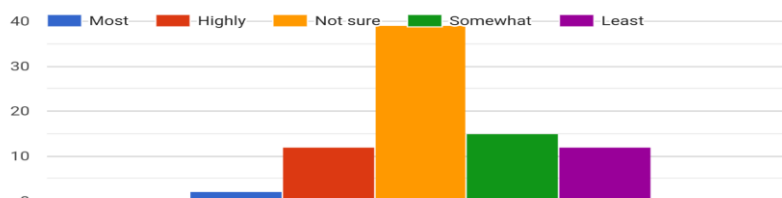
42.5% agreed that they would go to a place because of celebrity endorsements while 57.5% denied it. It shows that tourism choices aren’t influenced by celebrities for the majority.

11. “would you travel to a remote place because a movie/show you liked was filmed there?”

45.8% said they would travel to a place because of it being a movie location even if remote, while 54.2% said they wouldn’t do so. People seem apprehensive of travelling to remote areas, besides being uninterested/lacking knowledge regarding film tourism.

Question 12

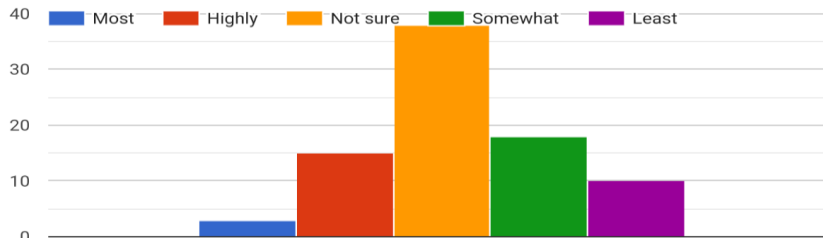
How likely are you to visit a place due to it being a movie/show filming location?



Majority of the people seemed unsure if they'd visit a shooting location. Positive answers were low while negative answers were higher. It shows most of the people don't indulge in film location tourism.

Question 13

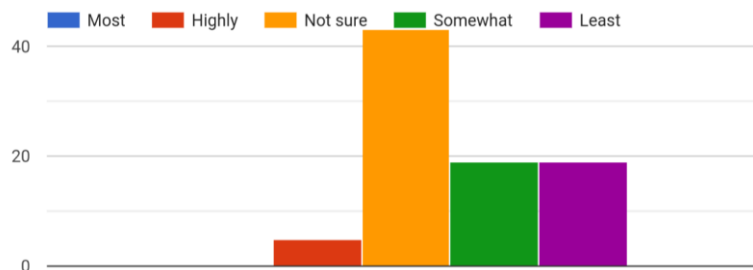
How likely are you to visit a place after listening to it's local music?



Majority were unsure if they'd go to a place based on its local music but there was a small margin of difference between a positive and negative answer. Although, most of the people said their choice isn't influenced by music.

Question 14

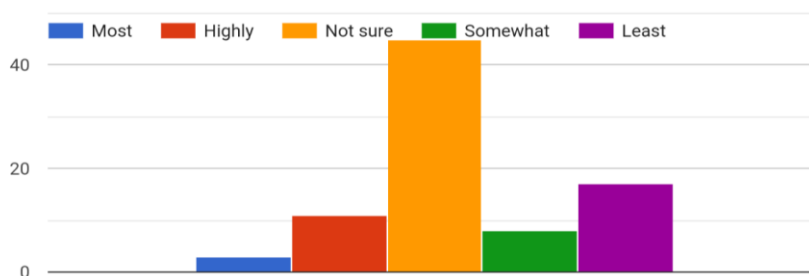
How likely are you to visit places only if they have celebrity ambassadors?



Majority of the answers were negative, with "not sure" getting the highest votes. It shows that the respondents' travel choices aren't influenced by the place's celebrity ambassador or the lack of it.

Question 15

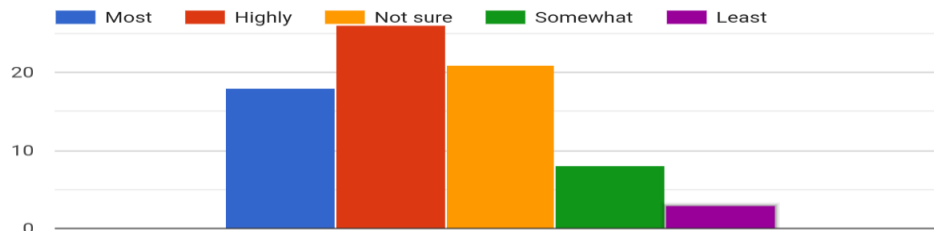
How likely are you to suggest introduction of special tours in filming locations in accordance to the storyline of the movies filmed there?



Most of the respondents chose "Not Sure". "Least" getting the second highest votes shows that people aren't much interested in movie based tourism. The fraction of affirmative response is very low, exhibiting in lack of interest or knowledge towards this area of tourism.

Question 16

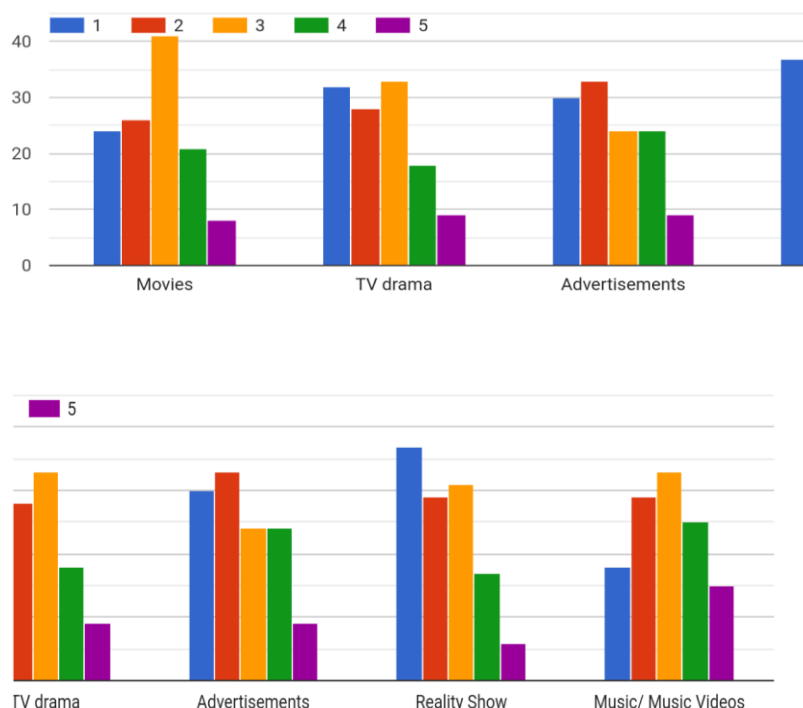
How likely are you to do your own research in addition to what you've seen of the place in movies/shows/advertisements etc.?



Majority of the people said they're likely to do their own research besides what they find in an entertainment source regarding a tourist attraction. This shows that people prefer to know about the locations instead of blindly believing the sources.

Question 17

Rate how much these sources influence your travel choices: (1 being the lowest and 5 being the highest)



1. Movies- Majority of the respondents said that movies somewhat influence their travel choices.
2. TV drama- This source hardly influences travel choices as people chose very low scales.
3. Advertisements- They play a small role in the tourism choices of the respondents as most chose a negative scale.
4. Reality Show- These impact the tourism choices the least.
5. Music/ Music Videos- Most of the respondents said music mildly influence their tourism choices.

18. "what type of tourism attracts you the most after watching a movie?"

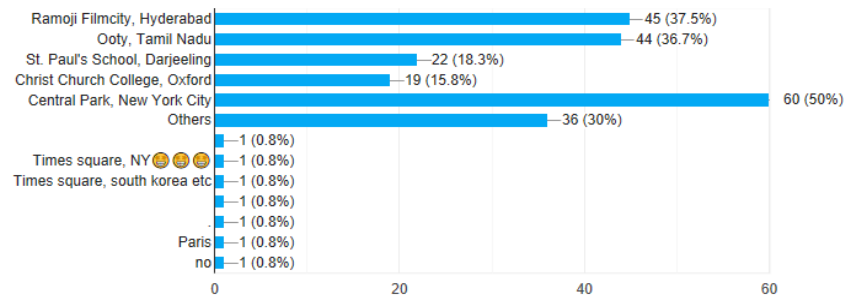
55% said they are attracted to Adventure tourism after watching a movie, while 35.8% chose Leisure tourism. Other minor types included Paranormal (2.5%), Religious (4.2%), "others" (0.8%), both leisure and religious

(0.8%) and cultural (0.8%). Adventure tourism seems to be the most alluring option due to the way they are exhibited in movies.

Question 19

Have you been to/ want to go to any of the following places famous as filming locations?

120 responses



50% of the respondents said they'd like to travel to Central Park, New York City, which is famous for various shows and movies filmed in the vicinity. Ramoji Filmcity was the second most chosen and the first amongst Indian locations. It was very closely followed by Ooty. "Others" option too got a significant amount of selection. St. Paul's School and Christ Church were the next two options most selected respectively.

20. "do celebrities' residences serve as a tourist attraction to you?"

Out of the 120 respondents, majority of 85% said that celebrity residences aren't tourist attractions to them while 15% said yes. People don't deem celebrity residences as a place to visit and it doesn't attract them as a tourist.

1.9 FINDINGS

The study found that:

- Most of the respondents were youngsters- belonging from the age bracket of 30 years old and below.
- Most of the respondents were either those don't travel at all or very rarely. The number of actively travelling respondents was low.
- Majority of the respondents said they travel for leisure purpose, adventure being the second most chosen reason.
- Majority of the people said entertainment sources influence their tourism choices.
- Majority chose negative answer when individual sources were referred to in the questions, such as celebrity endorsements, choosing film shooting locations as travel location, considering celebrity residences as tourist attractions, etc.
- Most of the respondents chose "Not Sure" as an answer when asked to chose from a scale of "highly likely" to "least likely" regarding several factors affecting travel choices.
- Majority of the respondents chose a middle value when asked how much certain entertainment sources impact their travel choices.
- Most of the respondents said adventure tourism interests them the most after watching a movie, leisure tourism being the second.
- Half of the respondents were interested in travelling Central Park in New York City, USA due to it being a famous filming location for various movies and shows.

The major finding of this study is that majority of people aren't well aware regarding the Entertainment Tourism in India. Most of the questions saw the respondents being unsure about this type of tourism.

1.10 SUGGESTIONS

Some suggestions I'd like to make are:

- Entertainment tourism as a sub section of niche tourism should receive more focus as India is a hub of entertainment sources and has a lot of scope for its development.
- Entertainment tourism in India should be promoted well.
- Proper promotion can result in good outcome as the entertainment sector contains a wide target audience, which can yield better results.
- There should be various other attractions and services being provided the Entertainment Tourism service to attract more consumers.
- Proper tours should be introduced in accordance to movie storylines at the filming locations.
- Special tours specifically designed according to the movies/ shows filmed there should be introduced to attract the fans, besides just promoting the locations.
- The facilities and amenities available at such places should be improved and expanded to fit the tourists' inflow and preferences.
- The focus is more on Film Tourism compared to other types of Entertainment Tourism in India. The other types should be promoted equally.
- The places should be maintained properly for an enjoyable and pleasant experience of the tourists.
- The process of getting permissions to film in a location should be made easier and less time consuming for more shooting within the country and more promotion of local areas.
- The tourism industry, hospitality industry, transportation industry and culinary industry should work closely to create a delightful experience for the tourists in such places.

1.11 CONCLUSION

By the end of this research project, I aimed to study the various types of Entertainment Tourism, its types, its scope in India and how the Entertainment Sector influences the sample populations' travel choices. I have observed that Entertainment Tourism is a very lesser known and chosen type of tourism and hence is a part of the Niche Tourism sector. Although there are several variations of Entertainment Tourism, one of it gets more recognition than the rest- Film Tourism. Film Tourism is more known and promoted in our country, and the Government acknowledges and promotes this tourism. Through my primary data, I've found that the sample population wasn't much aware regarding Entertainment Tourism, though they did accept that their tourism choices are influenced by entertainment sources. The major finding was that there is a lack of awareness regarding this type of tourism, although there is a scope for it. Adequate and correct promotion of Entertainment Tourism in India can garner positive results for the tourism industry and the economy as more tourism will result in higher GDP.

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A LINEAR REGRESSION APPROACH TO ESTIMATE THE TREND BETWEEN THE NUMBER OF SAVING ACCOUNTS AGAINST NUMBER OF LOANS

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ABSTRACT

In economics, saving is defined as post-tax income minus consumption. In finance, a loan is the lending of money by one or more individuals, organizations, or other entities to other individuals, organizations etc. Present study aim to study the relation between number of saving accounts and number of loans, to estimate the trend of the number of saving accounts against number of loans, to predict the future behavior of these two variables and the attitude of the banks towards loans in future. To analyzed the relationship and to estimate the trend between study variables Statistical tools like Tabulation, Diagrammatic representation, Correlation, Linear Regression, Student-t test and ANOVA is applied to the 5year data (2014-2018) of number of saving accounts and number of loans of customers of sahakari sastha limited bank, Yawatmal. The results obtained are discussed in detail in this paper.

Keywords: Number of saving, Number of loans, Tabulation, Diagrammatic representation, Correlation, Linear Regression, Student-t test, ANOVA.

INTRODUCTION

In economics, saving is defined as post-tax income minus consumption. The fraction of income saved is called the average propensity to save, while the fraction of an increment to income that is saved is called the marginal propensity to save. The rate of saving is directly affected by the general level of interest rates. The capital markets equilibrate the sum of (personal) saving, government surpluses, and net exports to physical investment.

SAVING

Depositing change in a piggy bank is a frequently used savings strategy. Saving is income not spent, or deferred consumption. Methods of saving include putting money aside in, for example, a deposit account, a pension account, an investment fund, or as cash. Saving also involves reducing expenditures, such as recurring costs. In terms of personal finance, saving generally specifies low-risk preservation of money, as in a deposit account, versus investment, wherein risk is a lot higher; in economics more broadly, it refers to any income not used for immediate consumption.

LOAN

In finance, a loan is the lending of money by one or more individuals, organizations, or other entities to other individuals, organizations etc. The recipient (i.e. the borrower) incurs a debt, and is usually liable to pay interest on that debt until it is repaid, and also to repay the principal amount borrowed. The document evidencing the debt, e.g. a promissory note, will normally specify, among other things, the principal amount of money borrowed, the interest rate the lender is charging, and date of repayment. A loan entails the reallocation of the subject asset(s) for a period of time, between the lender and the borrower.

OBJECTIVE

The present study aims the following objectives,

1. To study the relation between two variables number of saving accounts and number of loans.
2. To estimate the trend of the number of saving accounts against number of loans.
3. To predict the future behavior of these two variables and the attitude of the banks towards loans in future.
4. To design an hypothesis to test the significance/reliability of the Regression coefficient.
5. To apply all necessary statistical tools in order to explain the variables to how savings affects loans and loans affecting savings.

DATA AND METHODS

Data: Five year data (2014-2018) of customers of Sahakari Sastha Limited Bank, Yawatmal having loans against savings was collected through secondary sources from corresponding bank.

Methods: Collected data was analyzed using following 'Statistical Tools'.

1. Tabulation
2. Diagrammatic Representation

3. Correlation
4. Regression
5. Test Of Hypothesis (ANOVA, Student-t test)

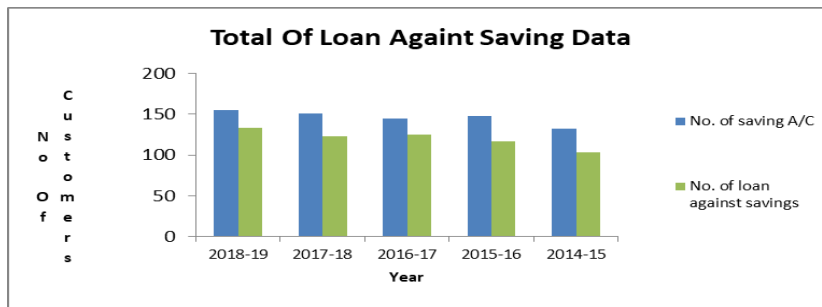
DATA ANALYSIS

Five year data (2014-2018) of customers of Sahakari Sastha Limited Bank, Yawatmal was analyzed by applying Tabulation, Diagrammatic Representation, Correlation, Regression, Test Of Hypothesis (ANOVA, Student-t test) and results obtained as follows,

A. Tabulation & Diagrammatic Representation -

Year	No. of saving A/C	No. of loan against savings
2018-19	155	133
2017-18	151	123
2016-17	145	125
2015-16	148	117
2014-15	132	103

Table-1: No. of loan against savings data
(Source – Data Collected from Sahakari Sastha Limited Bank, Yawatmal)



Graph-1: No. of loan against savings data
(Source – Compiled by Researcher)

Result- From graph no-1 is observed that no. of savings is more than no. of loans.

B. Correlation Analysis

To estimate the trend of the number of saving accounts against number of loans Correlation approach is applied and the results obtained as follows,

Year	No. of saving A/C(X)	No. of loan against savings(Y)
2018-19	155	133
2017-18	151	123
2016-17	145	125
2015-16	148	117
2014-15	132	103

Table 2 - No. of loan against savings data
(Source – Data Collected from Sahakari Sastha Limited Bank, Yawatmal)

Correlation Coefficient (r) = 0.92

Result:- Positive correlation is observed in Table-2.

C. Regression Analysis

To predict the future behavior of these two variables and the attitude of the banks towards loans in future Regression approach is applied and the results given as follows,

Year	No. of saving A/C(X)	No. of loan against savings(Y)
2018-19	155	133
2017-18	151	123
2016-17	145	125

2015-16	148	117
2014-15	132	103

Table 3 - No. of loan against savings data
(Source – Data Collected from Sahakari Sashta Limited Bank, Yawatmal)

Regression Equation

The Linear regression equation of table-3 is given as,

$$\hat{y} = 1.16949X - 50.77966 \dots\dots\dots (1)$$

Regression Statistics	
Multiple R	0.87
R Square	0.76
Adjusted R Square	0.65
Standard Error	5.90
Observations	4

Table 4- Regression Statistics
(Source – Compiled by researcher)

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	226.3047619	226.3048	6.494124	0.125618439
Residual	2	69.6952381	34.84762		
Total	3	296			

Table 5- ANOVA
(Source – Compiled by researcher)

	Coefficients	Standard Error	t Stat	P-value
Intercept	-32.48571429	58.73385203	-0.5531	0.635765
155	1.038095238	0.407358617	2.548357	0.125618

Table 6- Student - t test
(Source – Compiled by researcher)

RESULT

Regression analysis shows that equation (1) is used to predict the value of variable Y i.e. No. of loan against savings.

CONCLUSION

Acting as a provider of loans is one of the main activities of financial institutions such as banks and credit card companies. For other institutions, issuing of debt contracts such as bonds is a typical source of funding. In the present study from the Tabulation and Diagrammatic Representation of data we conclude that the proportion of savings is more than the no of loan intake. Correlation analysis shows the positive correlation between study variables, so we conclude that if no of savings are increased then no of loan intake is also increase and vice-versa. Linear Regression model(1) is used to predict the No. of loan against savings in study area.

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INTRODUCTION OF POPULAR STATISTICAL SOFTWARE USED TO MANAGE, ANALYZE AND FORECAST ECONOMICAL DATA

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ABSTRACT

The increase in the amount of Statistical data generated daily in both public and private sectors has necessitated the need for more efficient processes, methods and tools for analyzing the huge datasets. These problems cut across many fields ranging from the natural sciences to finance, production operations and economics. As a result, there is a widespread need for efficient Statistical software to manage and analyze these data in efficient ways. This paper focus on the analysis of the most widely used tools for managing, analyzing, visualizing and forecasting Statistical data. A total of four tools were discussed in detail to enable the reader know the tools currently available for Statistical data management and analysis. The tools that are included in this paper have been chosen on the basis of their popularity and user-base from various fields and analyzed on the basis of their support for management, transformation, analysis and visualization of Statistical data.

Keywords: Statistical software, management, transformation, analysis and visualization of Statistical data.

INTRODUCTION

The increase in the amount of Statistical data generated daily in both public and private sectors has necessitated the need for more efficient processes, methods and tools for analyzing the huge datasets. While much progress has been made in the development of Statistical tools but analysis and forecasting of data are still among the most important problems that analysts face across many fields today. These problems cut across many fields ranging from the natural sciences to finance, production operations and economics.

As a result, there is a widespread need for efficient Statistical software to manage and analyze these data in efficient ways. Many software applications have thus evolved in the recent years to meet up the challenge of analysis and forecasting. Another main challenge that is prevalent in the tasks of Statistical analysis is the skill-level required of an end-user in using the available tools. In most cases, a skilled analyst is needed to perform basic operations like processing of raw data, plotting of data and the analysis of data. In effect, there is the need for large groups of people in a variety of fields who understands the advanced concepts of analysis and forecasting. This poses a great challenge since Statistical information is widely used in many establishments (like governmental agencies, fashion shops etc.) where end-users with little or no data analysis skills are found. It is thus essential to develop Statistical analysis software which are interactive and well suited for non-skilled end-users.

In this paper, the most widely used ICT tools for managing, analyzing, visualizing and forecasting Statistical data were analyzed. A total of four tools were discussed in detail to enable the reader know the tools currently available for Statistical data management and analysis. The tools that are included in this paper have been chosen on the basis of their popularity and user-base from various fields and analyzed on the basis of their support for management, transformation, analysis and visualization of Statistical data.

DESCRIPTION OF TOOLS

In this study a brief description of one domain-specific web-based and one general purpose Statistical tools is given. These descriptions are not only based on resources from tool developers but also include discussions and criticisms by end-users from various forums and social media. Emphasis is laid on the strengths and weaknesses of these tools in relation to how they support Statistical data management and analysis.

This paper presents the summarized descriptions the following tools:

- Microsoft Excel
- MATLAB
- SAS/ Econometrics and Time series Software (ETS)
- R Language

1. MICROSOFT EXCEL

Microsoft Excel (MS Excel) is a spreadsheet application developed by Microsoft for Microsoft Windows, Mac OS, and iOS. It features calculation, graphing tools, pivot tables, and a macro programming language called

Visual Basic for Applications. MS Excel can perform basic statistics, regression, correlation, ANOVA, and other statistical functionalities. The application has been a very widely applied spreadsheet application in almost every field as the industry standard for spreadsheets. Excel is part of Microsoft Office.

SUPPORT FOR ANALYSIS

MS Excel provides lots of features that are used for Statistical analysis. These features are amplified by add-in applications developed by third-party developers. Some of the add-ins developed for Microsoft Excel are discussed below.

- **ForecastX Wizard** by John Galt Solutions, Inc.: It is designed for non-statisticians but offers a full range of features for advanced users. It can perform statistical forecasting (seasonal, non-seasonal, growth, slow-moving items, event modeling); calculate safety stock; build inventory plans etc.
- **PEERForecaster** by Delphus: An Excel Add-in with all the horsepower of a full-fledged forecast modeling tool without the overhead commonly associated with many forecasting solutions. The models include all the well-known techniques from simple smoothing, holt-trending, holt-winters seasonal models, and damped trend exponential smoothing models to the Box Jenkins ARIMA models⁸.
- **XL Miner** by Cytel Software Corporation: All versions of XLMiner offer options for modeling, smoothing, special functions for partitioning Statistical data. The tool provides ARIMA, ACF (autocorrelations), PACF (partial autocorrelations) for modeling Statistical data. For smoothing data, XLMiner offers: Exponential, Double exponential, Moving average, Holt Winter, Hold Winter - no trend.
- **EZ Forecaster** by ParkerSoft.: Designed for users who needs to create business forecasts, ezForecaster is a powerful, yet remarkably easy-to-use forecasting add-in for Microsoft Excel. ezForecaster can automatically choose a suitable forecasting method using a wide variety of Statistical techniques, but also allows users to select a method manually.
- **NumXL** by Spider Financial. NumXL is an Excel Add-in that provides users an intuitive and powerful solution for analysis and forecasting. NumXL wraps common mundane calculations such as auto-correlation, log-likelihood, model fitting/calibration, residuals diagnosis, forecasting and much more, and into a simple extension of MS Excel. Users can use NumXL functions via Excel menus, entering them directly into workbook cells, or by using the Excel function wizard.

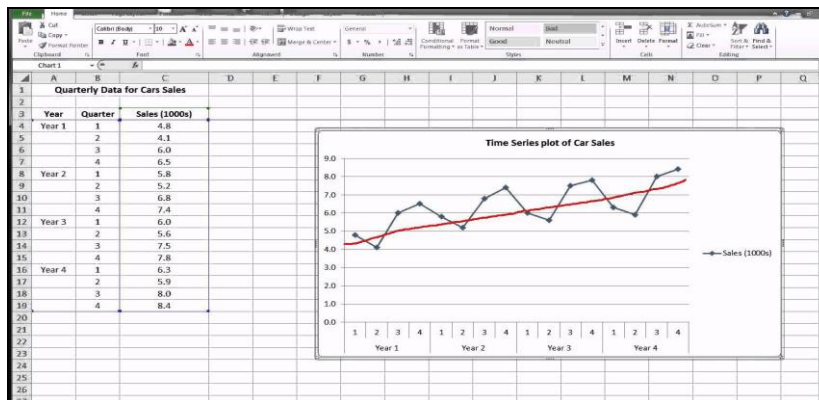


Figure 1: Microsoft Excel Statistical analysis tool

(Source- <http://brenocon.com/blog/2009/02/comparison-of-data-analysis-packages-r-matlab-scipy-excel-sas-spss-stata/>)

2. MATLAB

MATLAB is a numerical computing environment and programming language. Maintained by the MathWorks, MATLAB allows easy matrix manipulation, plotting of functions and data, implementation of algorithms, creation of user interfaces, and interfacing with programs in other languages (MATLAB, 2015). MATLAB is not a dedicated time series tool; it only offers specific classes and functions for managing, analyzing and forecasting time series.

The MATLAB application is built around the MATLAB language, and most use of MATLAB involves typing MATLAB code into the Command Window (as an interactive mathematical shell), or executing text files containing MATLAB code, including scripts and/or functions. This therefore makes MATLAB unsuited for end users with little or no programming skills. However, the tool provides good visualizations of time series data and has large set of advanced functionalities for data analysis, data management and forecasting.

• SUPPORT FOR TIME SERIES ANALYSIS

MATLAB supports time series manipulations, plotting of functions and data, implementation of time series algorithms and models, creation of user interfaces, and interfacing with programs written in other languages, including C, C++, Java, Fortran and Python. MATLAB have support for implementing almost many time series model. It provides specific functions for:

- Adding or deleting time series
- Manipulating time series objects
- Performing descriptive statistics for time series objects
- Querying and setting time series collection object properties
- Plotting time series collection objects, etc.

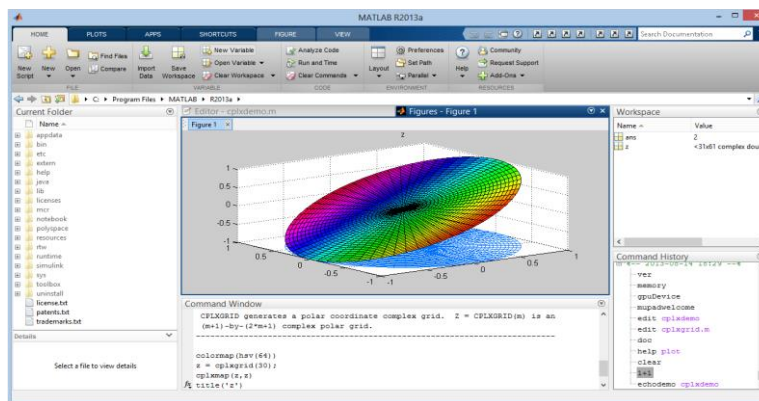


Figure-2: MATLAB – Statistical analysis tool

(Source- <http://brenocon.com/blog/2009/02/comparison-of-data-analysis-packages-r-matlab-scipy-excel-sas-spss-stata/>)

3. SAS / Econometrics and Time series Software (ETS)

The Econometrics and Time series Software is a software suite developed by Statistical Analysis System (SAS) Institute for advanced analytics, data management, and predictive analytics of time series data. It is high-performance econometrics software which supports simple to advanced implementation of time series models. The software can perform simple to complex analysis of huge sets of time series data. It also provides support for time series forecasting (SAS Institute Inc., SAS/ETS Software, 2014).

Although the SAS/ETS software offers advanced support for time series data, it is expensive and not easily accessible to students or small-scale establishments who are valid end users of the software. Users have also reported that the desktop-based software is not user friendly and could be difficult to operate.

SUPPORT FOR TIME SERIES ANALYSIS

SAS/ETS software provides extensive facilities for analyzing time series and performing forecasts. SAS/ETS software includes a wide range of tools for analyzing time series data. One can estimate relationships and produce forecasts that make use of information in past values, independent or explanatory variables, and indicator or dummy variables. In addition, users can model and predict the autoregressive conditional heteroscedastic (ARCH) model or its generalizations (GARCH)⁷. Additional tools provide regression analysis for linear models with distributed lags and time series cross-sectional regression analysis for panel data.

Users can also perform multiple regression in the presence of serially correlated error terms, fit models that allow for an error term generated by an autoregressive integrated moving-average (ARIMA) process, or use spectral analysis to decompose a series into cyclical components or to perform frequency domain tests (SAS Institute Inc., SAS/ETS Software, 2014).

The software includes a point-and-click application for exploring and analyzing univariate time series data. Users can use the automatic model selection facility to select the best-fitting model for each time series, or use the system's diagnostic features and time series modeling tools interactively to develop forecasting models customized to best predict your time series. The system provides both graphical and statistical features to help users choose the best forecasting method for each series. More so, many of the SAS/ETS procedures have options that facilitate the forecasting of time series variables.

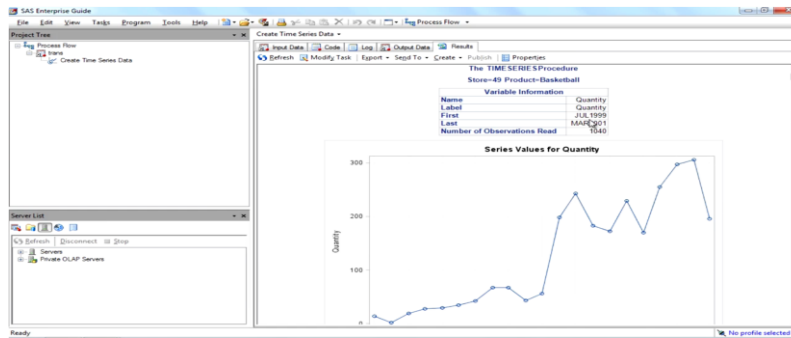


Figure-3 : SAS/ETS Statistical analysis tool

(Source- <http://brenocon.com/blog/2009/02/comparison-of-data-analysis-packages-r-matlab-scipy-excel-sas-spss-stata/>)

4. R LANGUAGE

R is a free software environment for statistical computing and graphics. R supports many statistical analysis methods and functions for analyzing and forecasting data, and has good graphical display. It is open source. R is a whole language with its working bundled application as specially the "de facto" standard for data analysis and data mining. However, it is better suited for advanced users with programming skills and good understand of data analysis models.

• SUPPORT FOR ANALYSIS

R provides a wide variety of statistical (linear and nonlinear modeling, classical statistical tests, time series analysis, classification, clustering...) and graphical techniques, and is highly extensible. Base R ships with a lot of functionality useful for time series, in particular in the stats package. Base R contains substantial infrastructure for representing and analyzing time series data. The fundamental class is "ts" that can represent regularly spaced time series (using numeric time stamps). Hence, it is particularly well-suited for annual, monthly, quarterly data, etc.

Time series plots are obtained with plot() applied to ts objects. (Partial) autocorrelation functions plots are implemented in acf() and pacf(). Seasonal displays are obtained using monthplot() in stats and seasonplot in forecast. A few other time series classes include:

- As mentioned above, "ts" is the basic class for regularly spaced time series using numeric time stamps.
- The package xts is based on zoo and provides uniform handling of R's different time-based data classes.
- The class "timeSeries" implements time series with "timeDate" time stamps.
- The forecast package provides a class and methods for univariate time series forecasts, and provides many functions implementing different forecasting models including all those in the stats package.

R Language also supports frequency analysis of time series, decomposition and filtering, analysis of seasonality, analysis of nonlinear time series, dynamic regression models and other time series operations. Even though R Language offers a lot of support for time series analysis, it requires medium-level to high-level programming skills for users to comfortably perform analysis and forecasting of Statistical data. The tool is therefore not well suited for end users without sound programming skills.

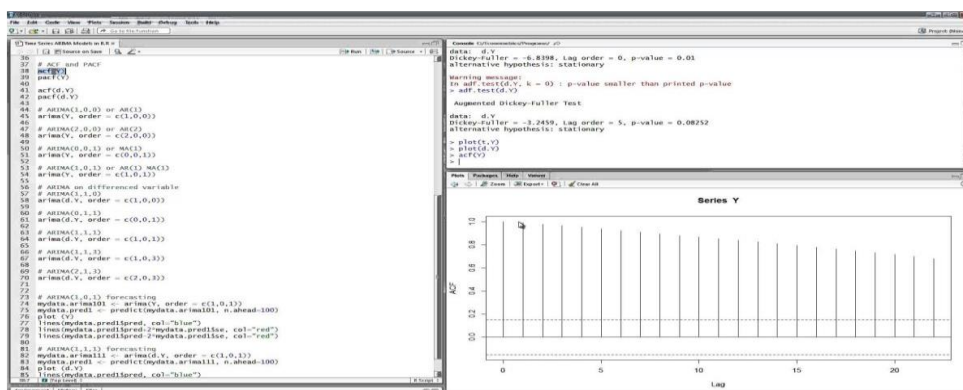


Figure 4 : R Language – Statistical analysis tool

(Source- <http://brenocon.com/blog/2009/02/comparison-of-data-analysis-packages-r-matlab-scipy-excel-sas-spss-stata/>)

CONCLUSION

Most of the tools are only moderately user-friendly and others are essentially difficult. Most of the software only provides support for implementing analysis and prediction models of Statistical data. Very few provide support for all standard models for analysis, predictions and transformations for univariate and multivariate Statistical data. These include: MATLAB, SAS/ETS, and R Language. It is also interesting to discuss the cost and availability of these software to end users. The open source software R Language is free, while most of the other software are expensive.

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A STUDY ON IMPACT OF CELLPHONES BRANDING ON CONSUMER BUYING BEHAVIOR

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ABSTRACT

Branding is one of the most significant factor in consumer buying behavior. The paper consist about how branding impact on consumer buying behavior. Now a days cellphone industry in its boom stage there are many brands available for mobile phones & each brand has its own competitive advantage the paper also focus on which factors considered while purchasing particular brand. From last 18-19 years there was tremendous change in cell phone industry earlier use cell phones was only restricted to making & receiving calls but now days use of cell phones is beyond human neseecites. This paper also consist of investors perception towards different cell phones brands.

INTRODUCTION

Branding and Brand based differentiation are powerful means for creating and sustaining competitive advantage. Corporations for years are devising the Branding strategy to achieve the highest return from investment in brands. Companies have a wide variety of options available with respect to branding strategy. In spite of well devised branding strategy, the brand varies in the amount of power and values in the market place, at one extreme some brands are unknown to most of the buyer then there are brands that had a fairly high degree of brand awareness, brand acceptability, and brand preference and some commands high degree of brand loyalty.

In case of mobile phones, to understand consumer buying behavior for brands of the companies employing diverse branding strategy would be very crucial. As mobile phones are becoming one of the basic necessity, it is important to study the consumer buying behavior to understand the consumer preferences and reasons for those preferences. Smartphone has formed new dimensions for business in Indian market. It is not only the smartphone sellers who are enjoying the business but it also created a new area for mobile application developing companies in India. Internet services providers and other sectors of life to utilize the smartphone to gain competitive advantages. As much as mobile market is concerned, India has already proven to be a giant in the sector in terms of both a producer and a consumer. Since 2016, India has the fastest growing smartphone market in the world. And from the February of 2015 report has confirmed that India’s mobile market has already surpassed the USA, establishing itself as the second largest in the world, behind China in the top spot.

By India’s increased production capacity and reduced dependence on importing smartphones, the emphasis for trading partners and external supplier from the global economy has shifted toward servicing the infrastructure and software environment needs of the mobile market in India.

OBJECTIVE OF THE STUDY

- To study the brand preference for mobile phones among the consumers.
- To study the reasons of particular brand preference.
- To study the factor influencing consumer buying behavior
- To find out an impact of brands on consumer behavior.

LIMITATION OF THE STUDY

The research will have the some limitations. They are as follows:

- The research is based on the sample size of 117 and mainly quantitative measure was taken to measure the consumer buying behavior towards different mobile phone brands.
- Opinion of respondents have been taken as true sense which may not be correct.
- This study is limited to the western suburb only.

Data Analysis & Interpretation Demographic data of respondents [Table no.1]

Factors	No of Respondents	% of Respondents
Gender`		
Male	75	64.1
Female	42	35.9

Age		
Below 20 years	18	15.4
20-30 years	66	56.4
30-40 years	16	13.7
Above years	17	14.5
Qualifications		
Under Graduate	61	52.1
Graduate	37	31.6
Post Graduate	10	8.5
Professionals	06	5.1
Others	03	2.6
Occupation		
Student	66	56.4
Self employed	13	11.1
Salaried	18	15.4
Professionals	09	7.7
Others	11	9.4

Consumer brand preference [Table no.2]

Brands	Frequency	Percentage(%)
One +	36	30.8
Vivo	6	5.1
Xiaomi	22	18.8
iPhone	25	21.4
Samsung	20	17.1
Others	8	6.8
Total	117	

From the above table, it can be seen that 30.8% (36) respondents’ favorite brand is One+. And 21.4% (25) respondents, 18.8% (22) respondents, 17.1% (20) respondents’ favorite brand is iPhone, Xiaomi and Samsung respectively. And only 6.8% (8) respondents have other brands as favorite and 5.1% (6) respondents’ favorite brand is Vivo.

Reason of particular brand preference [Table no.3]

	Better Outlook		Reasonable price		Catchy Advertisment		Better Feature		Peer/Family Usage Satisfaction		Others	
	F	%	F	%	F	%	F	%	F	%	F	%
Sam Sung	27	23.1	26	22.2	19	16.2	18	15.4	40	34.2	32	27.4

One +	34	29.1	22	18.8	25	21.4	49	41.9	20	17.1	25	21.4
iPhone	39	33.3	11	9.4	32	27.4	23	19.6	17	14.5	29	24.8
Xiaomi	11	9.4	45	38.5	13	11.1	22	18.8	34	29.1	19	16.2
Vivo	6	5.1	13	11.1	28	23.9	5	4.3	6	5.1	12	10.2

Where, F: Frequency

From the above table, we can observe that out of 117 respondents, 39 (33.3%) respondents feel that iPhone provides better outlook and 34 (29.1%) respondents feel that One+ gives better outlook out of five brands that is Samsung, One+, iPhone, Xiaomi and Vivo. And 45 (38.5%) respondents feel that Xiaomi brand gives reasonable price and 26 (22.2%) respondents feel Samsung provides reasonable price. While 32 (27.4%) respondents and 28 (23.9%) respondents feel that iPhone and Vivo respectively has catchy advertisement. Whereas 49 (41.9%) respondents and 23 (19.6%) respondents prefer One+ and iPhone because it provides better feature. Out of 117 respondents, 40 (34.2%) respondents and 34 (29.1%) respondents chose Samsung and Xiaomi respectively because of Peer/ Family usage satisfaction. While 32 (27.4%) respondents and 29 (24.8%) respondents chose Samsung and iPhone due to some other reason.

Motivation for selecting current mobile phone brand [Table no.4]

	Frequency	Percentage(%)
Advertisement	13	11.1
Suggestions from friends and relatives	49	41.9
Attractive display	16	13.7
Brand Ambassador	4	3.4
Others	35	29.9
Total	117	

From the above table, we can observe that out of 117 respondents, 49 (41.9%) respondents are motivated by friends and family to prefer for the current brand. Whereas 35 (29.9%) respondents are motivated by others. While 16 (13.7%) respondents are motivated by attractive display of mobile phone brand and 13 (11.1%) respondents are motivated by advertisement of mobile phone brand. However 4 (3.4%) respondents are motivated by the brand Ambassador.

Importance of brand while purchasing a mobile phone [Table no.5]

	Frequency	Percentage(%)
Fair	20	17.1
Important	44	37.6
Very important	50	42.7

Not important	3	2.6
Total	117	

From the above diagram, it can be seen that out of 117 respondents, 42.7%

(50) respondents think that brand is very important while purchasing a mobile phone and 37.6% (44) respondents agree that brand is important while purchasing a mobile phone. And 17.1% (20) respondents think that brand is less important while purchasing a mobile phone. Only 2.6% (3) respondents think that brand is not important while purchasing a mobile phone.

CONCLUSION

- In this modern era, a Smartphone is just not only the want but also a need if you know how to make proper use of it. Obviously, Smartphone have changed the ways that we used to live, communicate and connect with people all over the world.
- The craze for mobile services in India is increasing substantially. This study reveals the consumer’s purchasing behavior towards mobile phones. Most of the consumers having one mobile phone and also android operating system is most popular among the mobile phone users.
- The study shows that Samsung was the top manufacturer of smartphones worldwide in 2018 where as Xiaomi became the leading smartphone brand in India in 2018 because of its better feature and reasonable price. However, One+ is also one of the most preferred brands of Smartphones as per this study.
- Also, the research shows that Quality is the most influencing factor while purchasing the mobile phone. The majority respondents are undergraduates i.e., students and therefore Family and Friends have played important role in their life for setting up an image of a particular smartphone brand.

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A STUDY ON AWARENESS AND USAGE OF DIGITAL MOBILE WALLETS AMONG COLLEGE GOING STUDENTS OF SOUTH MUMBAI

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ABSTRACT

In order to get the payment facility on mobile, one has to download application and install it; such application is called as Digital Mobile Wallet or electronic wallet or mobile wallet. The study was conducted with an aim to study awareness and usage of digital mobile wallets and its frequency by the college going students of south Mumbai. In order to achieve the objectives, primary and secondary data was collected through different sources. Primary data was collected from 85 respondents from college going students of south Mumbai. The data was analysed using frequency and percentage method. It was concluded from the study that college going students are aware of the Digital mobile payments and most of them are using it for making small payments.

Keywords: Digital Mobile Wallets, College Going Students, South Mumbai.

1. INTRODUCTION

Smart phones are becoming the important part of everyday life. According to report of TRAI [Telecom Regularity authority of India] more than 300 million mobile users are in India. Smart phones provide many facilities like socialization, entertainment and online payment facility, besides basic facility of communication. Due to its affordability and competition among many mobile manufacturers every time new technology is introduced in mobiles so the demand for the smart phones are high especially among college going students

To get the payment facility on mobile one has to download application and install it, this application is called as Digital wallet or electronic wallet or mobile wallet. The function of this mobile wallet is same as leather wallet. to enable the mobile payment one has to register with the mobile wallet and preload sum amount in the wallet or register his debit card through which he can make payment for shopping, recharges etc. in online mode.

2. STATEMENT OF PROBLEM OF THE STUDY

Today's young generation is living up with the technology and among the college going students, use of smart phone is very high so this paper aims to study and analyse about the awareness and use of payment digital mobile wallets among the college going students of South Mumbai.

3. OBJECTIVES OF THE STUDY

- To study the profile of respondents.
- To study the awareness of mobile payment wallets among the college going students of south Mumbai.
- To study the use of digital mobile wallets by the college going students of south Mumbai
- To study the preferences of using digital mobile wallets by the college going students of south Mumbai
- To study the frequency of using digital mobile wallets by the college going students of south Mumbai

4. RESEARCH METHODOLOGY

The study was based on primary data and secondary data primary data was collected from 85 respondents (college going students from South Mumbai) through well-structured questionnaire. Secondary data was collected through websites, journals, Newspapers, articles etc.

5. REVIEW OF LITERATURE

K.Suma vally , Dr K.Hema Divya [2018] in their research paper titled " A study on Digital payments in India with perspective of consumer adoption" studied the adoption of digital payment system by customers, for this they had collected response of 183 respondents through questionnaire, The data was analysed through chi square technique and they concluded that digital payment system was positively adopted by the customers and bank should take more efforts to create awareness.

Prof Pushpa S Abbigeri, 2] Dr. Rajeshwari M.Shettar [2018] in their researcher paper titled "The Changing Trending In Payment: An Overview", In this paper the researchers analysed the trends of payment methods from traditional to modern technique like digital wallet payment their study was based on secondary data. The data was collected from government publication magazines etc., they concluded that non cash payment initiatives taken by government and RBI has great acceptance.

Shailendra Singh Rana, [2017] titled "A Study Of Preference Towards The Mobile Wallets Among The University Students In Lucknow City" in this paper researcher analysed the 1] preference of payment through digital mobile wallets 2] to find out impact of various demographic variables 3] factors influencing adoption of mobile wallets 4] factors refraining adoption of mobile wallets was given by university students in Lucknow for his research primary data was in Questionnaire form was collected from 100 respondents and data was analysed by using SPSS, chi square method. The researcher found that mobile payments mostly used for recharges, paying bills and transferring money. demographic variables had negative as well as positive impact, saving of time was the main factor for using mobile payment wallet and security concerns was the factor which refrains from adopting mobile payment wallet.

Ngoc Doan [2014] Titled "Consumer Adoption in Mobile Wallet a Study of Consumers in Finland", in this research paper researcher studied the factors influencing the adoption of mobile wallet in Finland and usage of mobile wallets in Finland, the research is based on primary data the researcher adopted questionnaire method. The data was analysed through basic statistical techniques likes bar diagram pie chart. The researcher concluded that the adoption of mobile wallet in Finland was very low which is just 9% and 34% does not know and remaining just aware of mobile wallets but did not used it. Security and privacy was the main factors influencing use of mobile wallets.

Dr Chhavi Jian [2018] In her research paper "Digital Payments And Demonetisation" has studies 1] the impact on payment methods before and after demonetisation 2] impact of Digital payment on different age groups 3] choosing payment modes in buying FMCG products by consumers of different age group. The researcher used primary data such as questionnaire method. Researcher had collected data from 50 respondents from Ajmer city. Researcher used chi-square method for analysing the data. researcher concluded that, age group between 25 - 45 years are using digital mobile payment wallets age group from 45-70 years group is hesitant to use it but after demonetisation they are using it. Suggestion was made that bank should promote digital payment wallets.

6. LIMITATION OF THE STUDY

The study was limited to 85 respondents of college going students from South Mumbai.

7. FINDINGS AND DISCUSSION

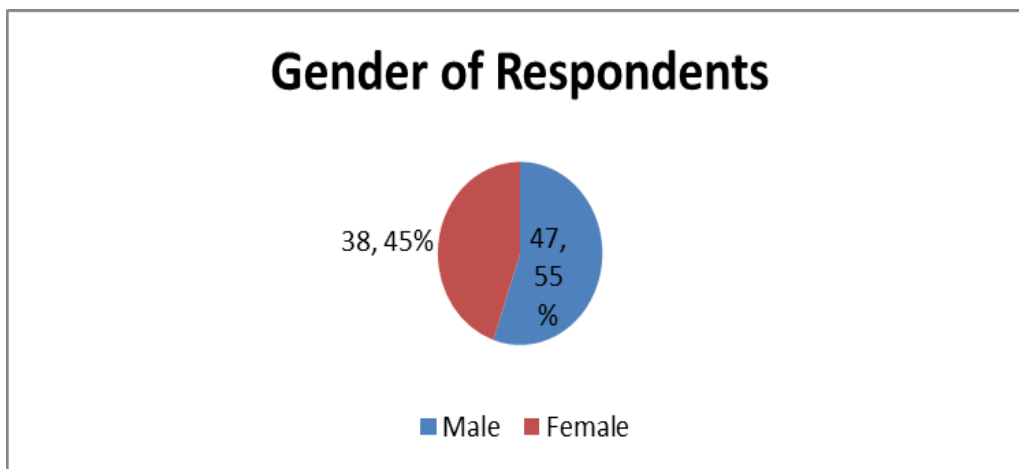
Table no. 01 and figure no. 01 shows the gender-wise distribution of respondents for the study.

Table no: 1: Gender wise distribution of respondents

Gender	N	Percentage
Male	47	55
Female	38	45
Total	85	100

Source: - compiled from primary data

Figure no: 1 Gender wise distribution of respondents



Source: - compiled from primary data

As per table No. 01 and Figure No. 01 indicate that out of total 85 respondents, 47 are male and which 55 percent is and 38 are girls which constitutes 45 percent respondents. Thus, male respondents are high in percentage as compared to females.

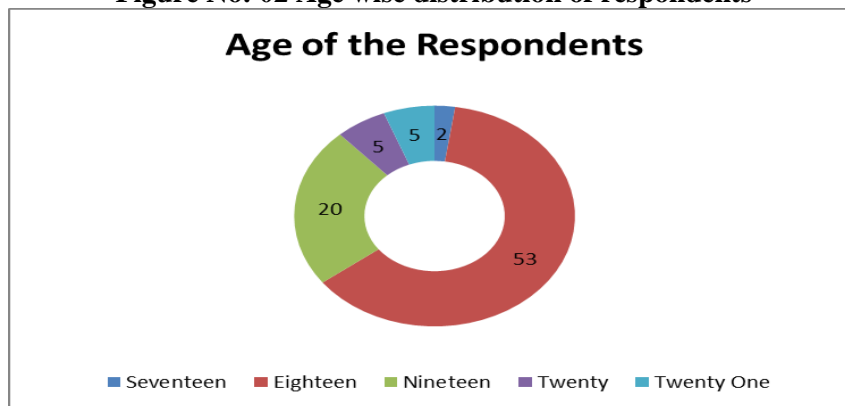
Table No. 02nd Figure No. 02 shows the Age wise distribution of respondents for the study.

Table No: 02: Age wise distribution of respondents

Age	N	Percentage
Seventeen	2	2
Eighteen	53	62
Nineteen	20	24
Twenty	5	6
Twenty One	5	6
Total	85	100

Source: - compiled from primary data

Figure No: 02 Age wise distribution of respondents



Source: - compiled from primary data

As per table No. 02 and Figure No. 02 indicate that out of total 85 respondents the age of the respondents are between 17 to 21 of age which consist from F.Y.J.C to T.Y.B,Com, amongst them majority of respondents are of 18years of age and 19 years of age which consist of 62% and 24% respectively

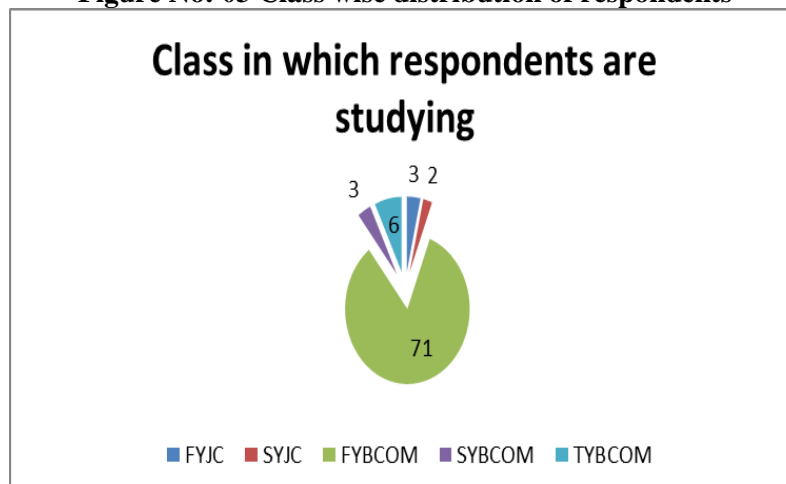
Table No. 03 and Figure No. 03 shows the Class wise distribution of respondents for the study.

Table No: 03: Class wise distribution of respondents

Class in which respondents are studying	N	Percentage
FYJC	3	4
SYJC	2	2
FYBCOM	71	84
SYBCOM	3	4
TYBCOM	6	7
Total	85	100

Source: - compiled from primary data

Figure No: 03 Class wise distribution of respondents



Source: - compiled from primary data

As per table No. 03 and Figure No. 03 indicate that out of total 85 respondents the Class of the respondents are from F.Y.J.C to T.Y.B,Com , amongst them majority of respondents are from F.Y.B,Com class which 84%

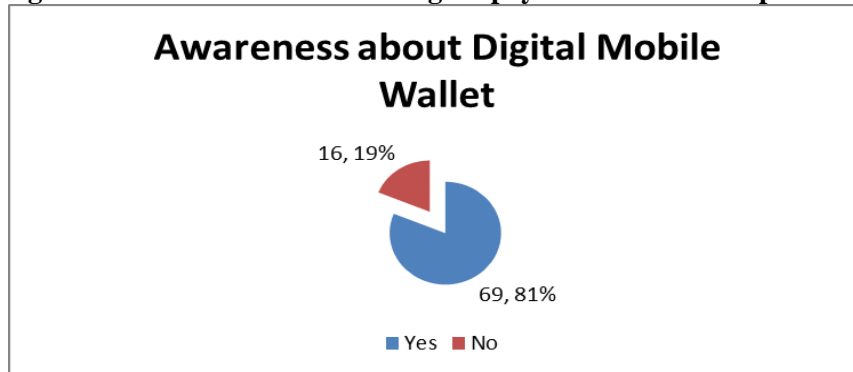
Table No. 04 and Figure No. 04 shows the Awareness of Digital mobile wallet amongst respondents for the study.

Table No: 04: Awareness about the Digital wallet payment of respondents

Awareness about Digital Mobile Wallet	N	Percentage
Yes	69	81
No	16	19
Total	85	100

Source: - compiled from primary data

Figure No: 04 Awareness about digital payment wallet of respondents



Source: - compiled from primary data

As per table No. 04 and Figure No. 04 indicate that out of total 85 respondents Out of total 85 respondents 69 i.e 69.19% respondents are aware of the digital payment wallet and 19 i.e 16.19% are not aware of it. So it can be concluded that majority of respondents are aware of digital mobile wallet.

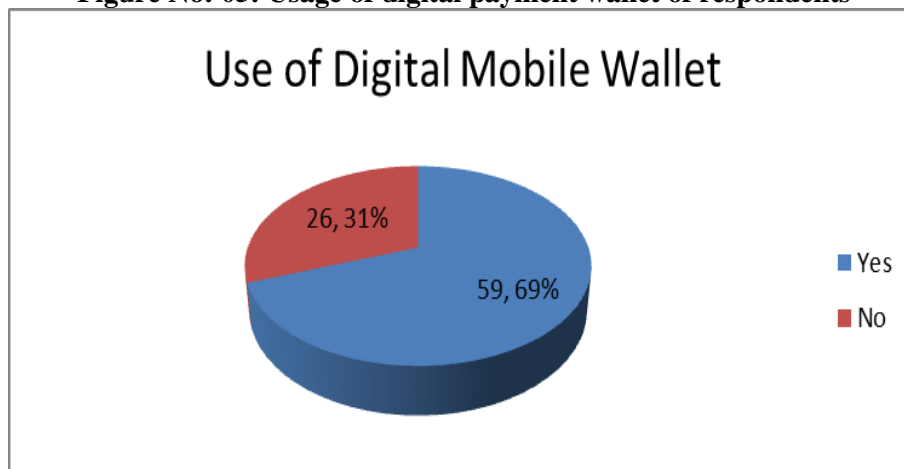
Table No. 05 and Figure No. 05 shows the use of Digital mobile wallet by the respondents for the study.

Table No: 05: usage of the Digital wallet payment of respondents

Use of Digital Mobile Wallet	N	Percentage
Yes	59	69
No	26	31
Total	85	100

Source: - compiled from primary data

Figure No: 05: Usage of digital payment wallet of respondents

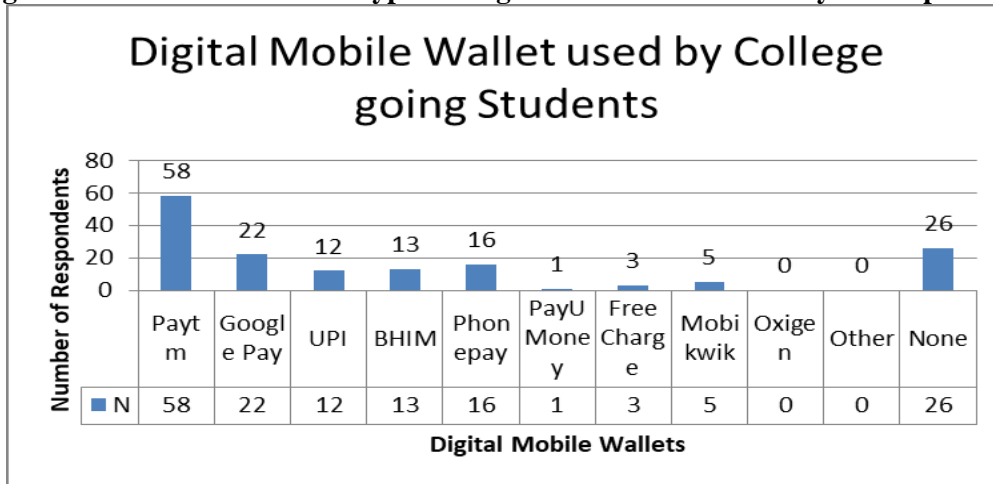


Source: - compiled from primary data

As per table No. 05 and Figure No. 05 indicate that out of total 85 respondents 69 i.e. 59.19% respondents are using of the digital payment wallet and 26 i.e 26.31% are not using it. So it can be concluded that majority of respondents are using digital mobile wallet.

Figure No. 06 shows the different types of Digital mobile wallet used by the respondents for the study.

Figure No: 06: use of different types of Digital Mobile wallet used by the respondents



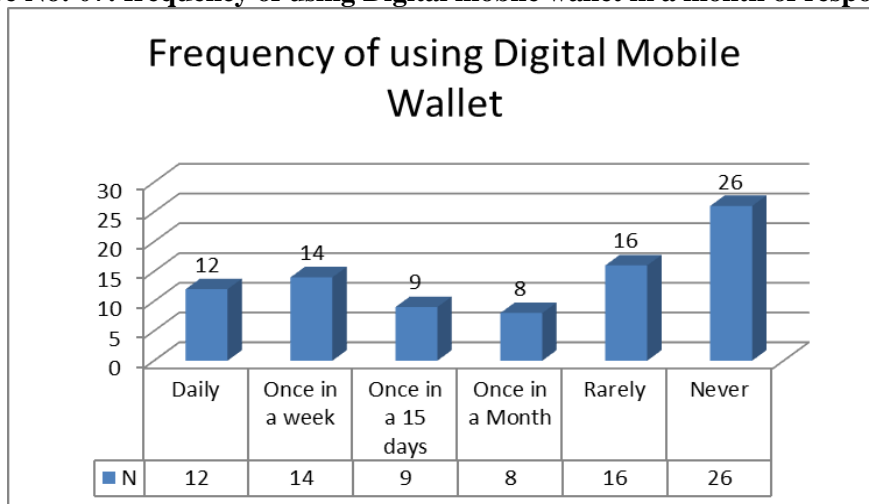
Source: - compiled from primary data

As per Figure No. 06 indicate that from the different list of mobile payment wallets Out of total 85 respondents 58 respondents gives preference to Paytm and 22 respondents gave preference to Google pay and accordingly preferences are given to different mobile wallets. So it can be concluded that Paytm is used by majority of respondents.

Figure No. 07 shows the frequency of using Digital mobile wallet in a month by the respondents for the study.

As per Figure No. 07 indicates the frequency of using of mobile wallet amongst total respondents 16 respondents are rarely use it and 14 respondents once in a week .and 12 respondents are using it daily so it can be concluded that use of mobile payment wallet is high among respondent’s.

Figure No: 07: frequency of using Digital mobile wallet in a month of respondents



Source: - compiled from primary data

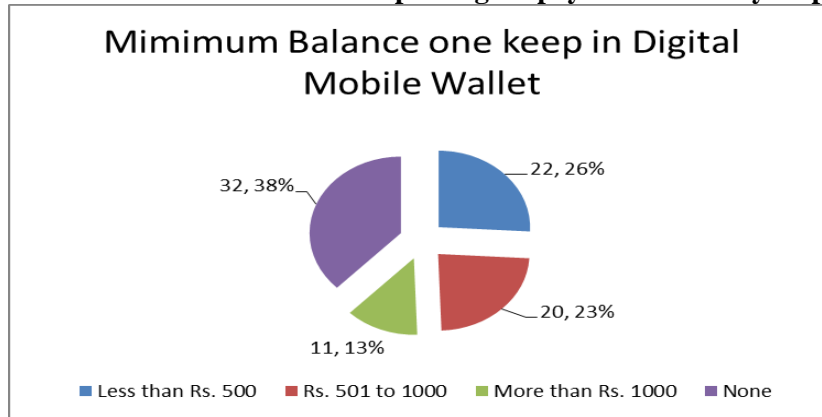
Table No. 06 and Figure No. 08 shows the minimum balance kept in Digital mobile wallet by the respondents for the study.

Table no: 06 The minimum balance kept in Digital mobile wallet by the respondents

Minimum Balance kept in Digital Mobile Wallet	N	Percentage
Less than Rs. 500	22	26
Rs. 501 to 1000	20	24
More than Rs. 1000	11	13
None	32	38
Total	85	100

Source: - compiled from primary data

Figure No: 08: Minimum balance keep in digital payment wallet by respondents



Source: - compiled from primary data

As per table No. 06 and Figure No. 08 indicates that ,Out of total 85 respondents 38 % don't keep balance in mobile wallet 26% keep less than 500 24% upto Rs 1000 and just 13% keep more than Rs 1000 it shows that majority of respondents are not keen of keeping any balance in mobile payment wallet.

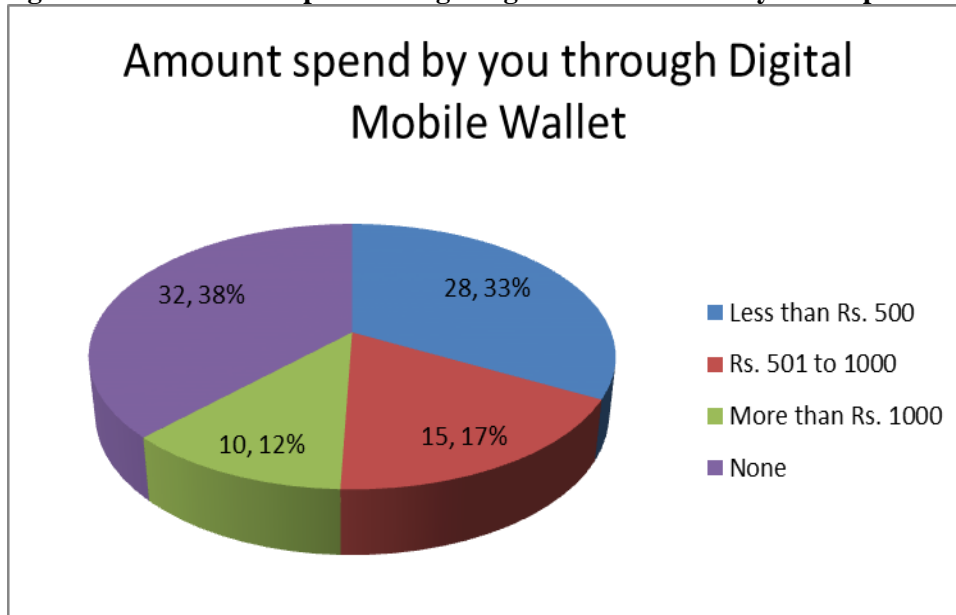
Table No. 07 and Figure No. 09 shows the Amount spent through digital mobile wallet by the respondents for the study.

Table No: 07: Amount spent through Digital mobile wallet by the respondents.

Amount spend through Digital Mobile Wallet in a month	N	Percentage
Less than Rs. 500	28	33
Rs. 501 to 1000	15	18
More than Rs. 1000	10	12
None	32	38
Total	85	100

Source: - compiled from primary data

Figure No: 09 Amount spent through Digital mobile wallet by the respondents



Source: - compiled from primary data

As per table No. 09 and Figure No. 09 indicates that ,Out of total 85 respondents 38 % respondents don't use digital mobile wallet for payment 33% of use for paying less than Rs 500 and very less goes for more than Rs 1000 so it can be concluded that digital mobile wallet is use for making small payments.

8. CONCLUSION OF THE STUDY

It has been concluded from the study that college going students from south Mumbai are well aware of the Digital mobile payments and majority of them are using it for making small payments.

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FUNDAMENTAL FEATURES OF TOURISM TO ATTRACT TOURISTS

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ABSTRACT

Promoting tourism of a region requires its own essentials and a territory has its own constituents to catch the attention of tourist its needs sensible management of natural or build, and socio cultural assets (resources) in destination areas. Keep in mind that Resources created mainly in support of tourism are used at this time by the residing population also. A lot of other public are collectively share in common with neighborhood people in their day to day life. This paper breakdowns the key players of tourism to identify the essentials of tourism and the constituents of tourism destination what attracts a tourists to promote a tourist destination what properties need to improved every part of it has conferred in this paper.

Keywords: tourists, destinations, historical places, culture, travelers and tourism.

INTRODUCTION

Terms tourism and travel are sometimes used interchangeably in this context, travel have a similar meaning headed for tourism, but implies a more purposeful journey. The terms tourism and tourist are sometimes used as a criticism, to imply a one-dimensional interest in the cultures/locations visited. To distinguish, traveler is often used as a sign of distinction. The sociology of tourism has studied the civilized values underpinning these distinctions and their implications for class relations

Tourism is travel for joy, the trade of catching the attention of tourists, facilitating cooperating, in addition to entertaining tourist, and the business of in service tours. Tourism may be worldwide, or inside the traveler's nation. The world tourism Organization defines tourism generally, in terms which go beyond the common awareness of sightseeing while being limited for holiday deeds only, while people traveling in addition to staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, dealing of business related and further reasons.

In the year 1936, the definition said by the League of Nations says a foreign tourist as "someone traveling abroad for at least twenty-four hours". Its successor, the United Nations, amended this definition in 1945, with a maximum stay of six months.

The tourism of today is the outcome of combined efforts of its various constituents. There are potential of additional constituents being attached to future. The fact what we may define as tourism industry is a mix of the result and operations of special industries.

As world's major financial part, travel & tourism creates employment, drives exports, and creates prosperity across the globe. Our annual breakdown of the global financial affect of Travel & Tourism, it Relates to the activity of travelers on trips outside their usual environment with duration of less than one year.

FUNDAMENTALS OF TOURISM

Every process has some fundamentals in its compositions, whether it is a tangible process or an intangible process. Similarly, tourism also has certain ingredients or elements they are its fundamental components to attract tourists. These elements are discussed as follows:

1. Pleasing Weather: This plays a vital role in making holiday or tours a pleasant or unpleasant experience. That is why fine weather with warm sunshine attracts tourist very much and tourist plan to get pleasure from holidays in a pleasing tourism spot. These tourist spots attract the people of countryside's of extreme weather conditions like Africa, Australia and Canada.

In Europe, countries like Italy, Spain 'and Greece have developed Beautiful seaside's and resorts. Apart from these, many such resorts along the coast which are shared by Mediterranean Sea can be seen in Mexico, California, Florida and Hawaiian Islands in the United States. These offer a pleasing weather and sunshine to draw attention billions of people from around the world.

Asian countries like Thailand Indonesia, Malaysia and Sri Lanka also attract the tourists through their beautiful seaside's & pleasant weather. Goa a state of India considered as the best instance of such a tourist attraction. The kinds in resorts over there are as well suitable for winter sports. In several nations, hill stations have been developed to cater as to fulfill the requirements of the tourists. For example, Shimla a city of Himachal Pradesh can be the best example in India which is a beautiful hill station.

2. Scenic Attraction: Sceneries consist of mountains, lakes, waterfalls, glaciers, forests, deserts etc. These scenic attractions are again a extremely essential factor of tourism for persuading tourists. Thousands and many more tourists were attracted with various tourist destinations like North slopes of Alps In Switzerland and Austria; Himalayan mountain slope in India and Nepal & southern slope of Italy. Besides these, other scenic to pull tourist are Grand Canyon in United States, the Giant Causeway of Northern Ireland and the Niagara Falls.

3. Historical and Cultural Factors: Historical and cultural inheritance plays a vital role in influencing the travelers. A large amount of tourist is attracted towards the historical palaces & forts. Tourists are attracted to this kind of spots meant for the reason for knowing history, architecture, civilization, & cultural legacy of the ancient prominent people.

People of every country visit the city of Agra which is a city of India because of its famous Taj Mahal; similarly, Pisa in Italy is famous for its Leaning Tower. Large number of tourists of America and Canada visit Europe because of its long historical heritage. Another example of this kind of is world famous Ajanta & Ellora caves of India these are visited by tourists for the reason that of their architecture & painting.

4. Accessibility: tourism and sightseeing phenomenon will be incomplete without proper accessibility to the visitor destination. So this was as well a vital element of tourism & every tourist destination should easily accessible by the visitor or tourist. It's an important element to provide all kinds of transport or commutation facilities to all tourist destinations without which slight significance about the tourist place. Distance factor also plays an important role in determining a tourist's choice of a destination. Longer Distance tourist places cost much more than shorter distance places. Time factor is also involved long distance destination, but nowadays, with the enormous use of technical and mode of transport for better accessibility facilities, it has a very little sense.

5. Amenities/Facilities: Tourist centres cannot work without essential amenities. As these are the elements which fulfill the basic needs of a tourist for example it's extremely significant to get swimming, boating & surfing facilities at seaside resort & other amenities like dancing, recreation & amusement are also an important feature.

Basic amenities can be classified into two categories:

- Natural amenities: Facilities like beaches, sea bathing, fishing, climbing, trekking and viewing.
- Man-made amenities: Various types of entertainment and amusement facilities provided to the tourists like dancing, cultural events, and camel safari.

Other Elements

Besides above mentioned essentials of the actions of sightseeing and tourism, requires various other factors, hospitality being one of them. A hospitable country has always an advantage to grow and promote the tourism. Another component in the category can be establishment of information/reception bureaux. Guides & escorts help the tourists understand the tourist atmosphere of nation, adding one more main constituent meant for the reason of tourism. Time and occasions are also key essentials of tourism as most of the tourists prefer to visit countries or places during a peak season of events, fairs and festivals.

Major Constituents of tourism industry

As discussed earlier, tourism is a shared effort of a variety of services acts as constituents of this industry. The constituents of tourism industry are varied-ranging from small scale businesses operating at local levels to multinationals. For example a fast food counter at an airport is a factor contributes for tourism business and it's an airline or a hotel for it has its own serving purpose for the tourist. Moreover, these diverse works are closely linked to each other. This linkage is there in spite of the competition within one set of constituents. It is a blend of the outcome and services different businesses. Tourism business works on different levels, so the constituents of these industries range from a low-level local business operation to multinational services. But at each level, the services are interlinked; dividing the constituents into primary, secondary and tertiary constituents.

Primary Constituents

Primary constituents refer to all those base level tourism services which are essentially required as to serve the purpose of tourism. Without these fact of tourism cannot be completed. A primary constituent of tourism industry includes:

- **Mode of Transport:** is the mainly necessary condition for a tourist/traveler. In today's competitive business, the mode of transportation have increased in support of latest technologies where the distance connecting two countries can be covered in hours, but due to the growing population, we are dependent on tour and

travel agencies service suppliers for the available seats the mode of transport has a wide range given that air road and water and rail transportation facilities. Today, the tour and travel industry has touched new heights by on condition that luxurious travel facilities of the travelers ('palace on wheel', luxurious flight services).

- **Accommodation Facilities:** Besides travelling, the second most significant constituent of tourism business is somewhere to stay facility for tourists/travelers. Lodging has again a wide range of facilities meant for travelers starting from inn's and cottages at the lower point to a five star hotel/luxury hotel stay in higher rank. The changing needs of the tourist have been the prime reason for growth of hotel business, where not only lodging & boarding services but as well wide variety of luxury services are being offered to the tourists defining as a guest in today's friendly culture.
- **Food and Catering Services:** Moving to next stage a tour cannot be considered complete without good food. The saying 'The shortest way to win a man's heart is through his stomach' describes the necessity & importance of good food in tourism business. Food with again a range of forms as per locality of area right as of short munches/snacks to a lavish lunch or dinner meal. A traveler has a choice at every stage of tour to obtain foodstuff and catering services from a range of foodstuff joints such as road side Dhabas, restaurants, motels on highways, fast food outlets, drive through and various other catering outlets. By the evolution of various preservation techniques, the concept of convenience/packaged food is in a good requirement can be easily carried by the tourists during their journey.
- **Intermediary Services:** These services comprise of travel agency, tour operators & tourist guide services. These work to connecting a tourist & tourism environment, purpose of this intermediary just to provide the basic services at every level of a tour. The success of a tour is totally dependent on the performance of these intermediaries. Any failure in the intermediary service at any stage of the tour may ruin the tour with the note of bad experiences for the tourists. The functions of intermediaries based upon the scope of tourist activities.

The essential purpose of intermediary services may include the following:

- a) Preparing itineraries
 - b) Providing information to the tourists/travelers
 - c) Coordinating with service suppliers
 - d) Calculating financial implication of the travel.
 - e) Arranging tickets
 - f) Managing overseas barter (foreign exchange)
 - g) Insurance
- **Tourism Organization/Tourist Information and Reception Centre's/Allied Government Departments:** Such organizations work in coordination With government departments providing information to the visitor. Major functions perform these groups are concerned to tourist policy formation, planning, promotion, foreign exchange safety insurance of the tourist and coordinating connecting public & private sectors.

SECONDARY CONSTITUENTS

These are the constituents providing aid to a variety of tourism services openly or in some way. These are the intangible in nature interlinked with the tourism and travel. The list may include the following:

1. Handicrafts
2. Shops and emporiums
3. Local taxis/transportation (auto rickshaw, Tanga, etc.)
4. Touts and brokers
5. Advertisement agencies
6. Reservation systems
7. Maps and travel books
8. Museums

9. Historical places
10. National park
11. Banking services
12. Cameras & films
13. Artists, performer and musicians

TERTIARY CONSTITUENTS

These constituents of tourism industry do not play a direct or face-to-face task but are equally significant when comes to societal & economical progress of the country through tourism industry. The fundamentals of these constituents:

1. Construction/real estate
2. Clothing manufacturers
3. Communication network
4. Education and training
5. Recreation/sports goods
6. Bottlers/brewers/distillers
7. Locomotives' manufacturers

OTHER FACILITATIONS

Besides the normal required facilities, a tourist must also be provided by means of amenities by the travel agency to facilitate travel. It's a key services provided which offered by travel agency as a courtesy service at a nominal fee/charge. The following may be noted in its regard:

- **Passport:** This is an important legal document used for travelling abroad. The agency helps the tourist with obtaining a proper legal form and submits it to the government passport office on behalf of tourist as to receive it from the passport office.
- **Visa:** After receiving the passport, a visa is arranged from each country of visit, submission and collection of visa documents is done through a tour and travel agency itself in several exceptional cases, the nations wish to take interviews with the travelers.
- **Health:** Travel agency facilitates the traveler to take proper health check-ups and also make him/her aware about various health guidelines. Health insurance is also advised.
- **Insurance:** Travel insurance specifically for health is available in India for travelling overseas. In Germany, it is mandatory to have health insurance for stay during the tour.
- **Customs:** Travel agency informs the traveler about various civilization regulations & restricted quantities to get back or taken along with personal baggage.
- **Immigration** it's a final procedure to leave /enter the country in the immigration process, check and endorsement on passport is done.
- **Permit:** There are some restricted areas where the tourist/traveler might be visiting. It is the responsibility of travel and tourist agency to look for special permission intended for that region.
- **Baggage:** Tourists must be advised about the quantity of baggage (how much baggage is allowed) that can be carried free and charges as well and also about the a variety of check-in processes in the company of all the luggage's.
- **Airport:** tourists have to be there told about by the travel and tourist agency that from which terminal the flight will take off and on which it will land because many airports have three to four terminals or may be more than that.

CONCLUSION

foundation of tourism is based on a number of genuine multiple factors, most notably those related to its rich civilizing ethics, natural diversity, history and legacy, in addition to the absolute faith that tourism will lead to

active movement towards openness, which led the countries to promote tourism culture in a nation and strengthening financial system through it, while being committed to a basic fundamentals of the nation and social rules. Every country or region is gifted with profound cultural, historical, religious financial dimensions. Knowing, recognizing them is not enough improving these essentials elements as per the requirements of tourism & upgrading in mean time is vital at the same moment improving constituents of tourism and sightseeing is also equally important.

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HUMAN RESOURCE ACCOUNTING AND DISCLOSURE PRACTICES IN HEALTHCARE INDUSTRY WITH SPECIAL REFERENCE TO TATA MEMORIAL HOSPITAL AND APOLLO HOSPITALS

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ABSTRACT

Human Resource is the vital part of the organization, and the ability to attract and retain them is the key driver of our future success. Human Resource is one of the five essential resources available to any organization. Human resource accounting is highly essential for improving the quality of financial decision relating to human resource management.

Healthcare is a blooming service sector in today's world. Basically in India, healthcare sector tremendously growing due to its traditional and oldest medicinal treatment culture. Saint Sushruta was an ancient Indian physician known as for His marvelous contribution in surgical treatment. In India, after LGP, the healthcare sector reformed due to technology advancement and training & development activities.

It is been said that healthcare sector is an organization where human capital is the most valuable assets because the treatment and nourishment is provided only by human being. Personal care, sympathy, love and cure are the soft skills which cannot be provided through machines. No doubt that advanced clinical machines are the main necessity in healthcare units but again these machines are operated by humans. So, the importance of Human Resource in healthcare units is not ignorable. As the main element of healthcare unit, human assets are to be considered as the performance driver for the betterment of the healthcare organization. And for such an important element Human Resource Accounting should be considered as a real need of the hour.

A huge amount is spent on training, development, enhancement of latest technological knowledge for the staffs of a healthcare unit. So, the need of HRA in healthcare unit is a considerable factor.

The very purpose of this study is to bring fore the growing significance and relevance of HR and HRA in healthcare industry with special reference to TATA Memorial Hospital and Apollo Hospitals.

Keywords: HR, HRA, Healthcare units, soft skills.

1. INTRODUCTION

In the knowledge driven economy, Human Resources are the most important assets. Human Resource is a vital ingredient of the social system. Human Resource is one of the five essential resources available to any organization. The importance of Human Resources associated with an organization has been well recognized now days. Economic reforms all over the world have given an added impetus to globalization. These developments have changed the accounting information, requirements in the present day times. Human Resource is the vital part of the organization, and the ability to attract and retain them is the key driver of our future success. Unfortunately, the numbers of organization in the country which are giving appending note regarding human resource very few. Healthcare is a blooming service sector in today's world. Basically in India, healthcare sector tremendously growing due to its traditional and oldest medicinal treatment culture. Saint Sushruta was an ancient Indian physician known as for His marvelous contribution in surgical treatment. In India, after LGP, the healthcare sector reformed due to technology advancement and training & development activities. Due care, latest technology, ancient Indian medicinal culture and different natural therapy system made Indian Healthcare sector very attractive and effective. On behalf of hospitals, initiatives are made by human resources professionals to improve the overall standard of care in the hospital. This department examines and shapes the organization's corporate culture among the public and private hospitals operating in India.

In this study, the two renowned hospitals of capital city of India i.e. Mumbai has taken. One is Tata Memorial Hospital (Dadar) and Apollo Hospital (Navi Mumbai). Both the hospitals are very famous for their treatment and services. Efficient staff, latest machines and experienced doctors made both the hospitals in top listed hospitals. Both the hospitals expense a huge part of its capital in Human resource management. Comparative study is taken between both the hospitals in regard to Human Resource Accounting applicability and disclosure in annual report.

For Tata Memorial Hospital all the employee benefits which are payable with a year is considered as short term employees benefit but defined benefit plans like gratuity, leave encashment and pension schemes is determined based on actuarial valuation using the Projected Unit Credit Method. The obligation is measured using at the

present value of the estimated future cash flows. The discounting rate is applicable based on market yields on Government securities.

For Apollo Hospital The cost of defined benefit plans are determined using actuarial valuations. The actuarial valuation involves making assumptions about discount rates, expected rates of return on assets, future salary increases, mortality rates and future pension increases.

Annual expenses on staff members for Tata Memorial Hospital and Apollo Hospital for last five years are as below:

Employees Benefit Expenses of Tata Memorial Hospital					
Year	2018	2017	2016	2015	2014
Amount in CR	472.71	421.96	330.13	285.13	252.01
Employees Benefit Expenses of Apollo Hospital					
Year	2018	2017	2016	2015	2014
Amount in CR	1118.81	941.78	845.52	720.96	610.22

Though both the hospitals mentioned the expenses towards the employees but nowhere the hospitals is shown any amount of training and development as investment. No calculation is given for ROI for the investment on employees. So, there is a need of implementation of Human Resource Accounting in Healthcare organization for betterment of their decision making regarding Human Resource of the organization.

2. OBJECTIVES OF THE STUDY

- a. To examine the human resources valuation practices in Indian Healthcare Sector.
- b. To investigate disclosure practices of HRA in the annual reports of selected healthcare organization.
- c. To understand the disclosure of amount spent for employees benefit.
- d. To suggest appropriate changes/ improvements for making the HRA practice effective.

3. LITERATURE REVIEW

- a) According to the present research findings, it is concluded that the present level of investment in human capital in the form of training in Hospitality industry Kerala is sufficient to enhance the productivity of the work force in a satisfactory level which is essential for tourism growth and hence for the economic development of Kerala state, India. (Mathew, 2005)
- b) The monthly management reports of the group showed that employees are used as source base for value extraction, through funding received from the government for off-the-job training. Further, the owner-directors keep a close eye on salaries, wages costs and employee numbers, ensuring that these are kept to a minimum, often at the expense of the long-term growth of the firm. (Abeysekera, 2006)
- c) Traditional accounts which records all the tangible assets and to some extent intangible assets like goodwill, patent etc but altogether ignore to show the value of human resources in the balance sheet. Due to this insufficient reflection in the annual accounts the shareholders do not get the real picture regarding contribution made by the human resources for the success of the company. Time has come when more and more researches are required in this field otherwise the true value of human assets remains unearthed. (Juhi Chatterjee, 2018)
- d) HR issues are receiving increasingly greater attention from the hospitals. The trend is likely to continue as hospitals grapple to develop a better understanding of strategic HR issues involved in healthcare. (Khatri, February 2006)

4. HYPOTHESIS

Ho1: There is significant reporting system in disclosure practices adopted by selected Healthcare organization.

Ho2: The selected healthcare units do not adopt any valuation method of their human assets.

Ho3: There is no significant disclosure of expenditure towards human resource.

Ho4: HRA disclosure practices need not to be changed/ improved in both the healthcare organization.

5. RESEARCH METHODOLOGY

The paper is based on secondary data. Secondary data is collected through annual reports of both the hospitals, websites and different journals.

6. CONCLUSIONS

For better understanding the conclusion is given as per each hypothesis as below:

Ho1: There is no significant reporting system in disclosure practices adopted by selected Healthcare organization.

This hypothesis is not accepted as there is a reporting system in the annual report of both the organization under notes to accounts in details. The elements of calculation of employee's benefits are mentioned in annual report. (Tata Memorial Hospital, 2014-2018) (Appolo Hospital, 2014-2018)

Ho2: The selected healthcare units do not adopt any valuation method of their human assets.

This hypothesis is accepted as the HRA valuation model is not mentioned in both the healthcare organization.

Ho3: There is no significant disclosure of expenditure towards human resource.

This hypothesis is rejected as the disclosure of expenditure is done in the annual reports of both the organization.

Ho4: HRA disclosure practices need not to be changed/ improved in both the healthcare organization.

This hypothesis is rejected as there is a need of change in disclosure system for HRA so that the long term expenses and short term expenses can be segregated and the ROI can be calculated for improvement in decision making.

So, overall it can be said that though the HRA practices is the need of the hour but there is no significant method of valuation for Human Resource. Healthcare unit only discloses the expenditure done on their employees. But the ROI is not calculated with regard to capital invested for Human Resource. Though the traditional methods of accounting do not consider 'Human' as an asset so, it does not consider the investment on Human assets. Therefore a true and fair view of financial statement still is questionable. There is a need of providing a standard of HRA valuation and reporting system.

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IMPACT OF DIGITAL MARKETING ON YOGA IN PHYSICAL EDUCATION

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ABSTRACT

Aim of the study is role of some yoga elements in physical education yoga is one of the indian philosophical system that emphasize the importance of the work with the body to develop healthy behaviour and thoughts. Among all the physical posture, called asanas in Sanskrit, are the one that got.

In our modern society the term physical education has been understood different ways. Some says it is the "education of the body" which is educating the body to achieve some skill and abilities as it is done other think it is "education to the body" which is working out only to improve one looks. This is the main reason why people join gym

In fact, the expression physical education originally means "education through the body", it is using the work with the body as a strategy to reach the noblest goal of education. Both yoga and physical education in their origin use the body as a tool for developing attitudes and abilities that are important to achieve physical and mental health.

INTRODUCTION

The word "yoga" means to "join or yoke together" it bring body and mind together to become a harmonious experience. Men is the physical mental and spiritual being yoga help promote a balanced development of all the three. Several people all over the world are facing widespread discrimination and intolerance based on caste, creed and religious affiliations amongst other issues which is leading to international strife. However the global community is now realizing the importance of yoga as a sure-shot remedial measure in preventing such atrocities from recurring. This has become amply evident by the fact that 177 countries signed the proposal to declare 21 June as the international day of yoga at the United Nations. Digital marketing for all its amazing opportunities and its potential customer reach 24 hour a day a week, does have one significant challenge that is also based on its greatest potential content marketing work best as much as lower cost than paid advertising in digital media, but it need to be compelling content.

SUCCESS FOR YOGA STUDIO THROUGH DIGITAL MARKETING

Each marketing media or channel used to service online provides a different values and proposition and we have to analysis which media we should invest time and money. For target local people yoga studio do search engine advertising that is an effective way for start ups. Yoga is fun way to fit be fit and relax in some social enviornement. Social media in this case is best strategy for digital marketing and we can target local people based on profile and interests. This is most cost effective than paid advertising in search engines.

For instance most yoga student are also interested in healthy living, nutritious diet, fitness, active lifestyle, emotional and spiritual connection and are very general compensate and open minded with lots of energy and curiosity. By this information we can run social media campaign that target need and wants, better and more effectively.

We can design social media post, images, and video that attract target audience to our yoga studio,at a very low budget.

WHY VIDEO MARKETING WORKS FOR YOGA

In the last few years, online video marketing become the most significant and cost effective marketing method and hence most vital part of marketing mix, before start any social media marketing the one should have a website they does not have to be expensive website with features and options that we don't need.

Inbound campaigning website refer to website designed to be part of, and integrated with and effective marketing strategy. For instance inbound camping would include the creation of video for promoting yoga classes. such video can include meditation, morning ritual, spine routing heartbeat vinyasa or other programme for individual who wants to relax, meditate, start their moring with burst of energy.

In fact you tube the top 100 yoga videos anywhere from 5000000 to 18 million views, each the top 1000 yoga video in you tube have a minimum of 5000 views each and many of them have anywhere from 25000 to 250000 views that lot of potential customer views.

SOCIAL MEDIA INVOLVEMENT TO PROMOTE YOGA

Instagram ranks among top 10 leading social networks worldwide. Yoga studio marketer or their outsourced marketing agencies use it every day to reach follower to boost interactions and promote video and classes. Now instagram is little more involved and more time consuming to use for marketing, but the per followers engagement on instagram is substantially higher then face book and twitter.

WHICH PLATFORM IS BETTER INSTAGRAM OR FACE BOOK

Instagram is great for images used for branding and engagement and face book is better for video marketing, while instagram offers much higher engagement per-follower, face book allows yoga video to get high number of views.

If you have to choose one or the other if we can produce lots of videos, then face book is better options. If we have lots of images with the good content then stay with the instagram which is great for local based small business marketing

The fact that both instagram and face book are needed as a part of smart and cost effective social media marketing for yoga business to connect with our community online.

Instagram has about 150 million active member

Face book has about 200 million active member

Instagram has about 1 million advertisers

Facebook better for visiblity , while instagram better for engagement

Facebook is better for reaching 30-50 year old,instagram 20-40 year

Instagram highly engaged users for niche products and services

OBJECTIVES

- To find out how digital marketing helps to grow yoga in physical education
- Different strategy used by yoga studio or marketers digitally
- Social impact on yoga
- Understand trends related to yoga in physical education socially and digitally.

LIMITATION

The time is provide on research is limited

Still 50% of the world does not have the access to the internet and there are many such area where people are not even literate enough to access internet.

Myths of yoga is it can be learn through books

Research done only 30 people with my class mate due to time limit

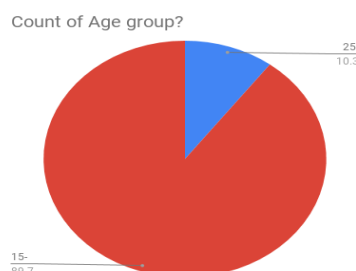
SOURCE OF DATA

- primary data
- secondary data

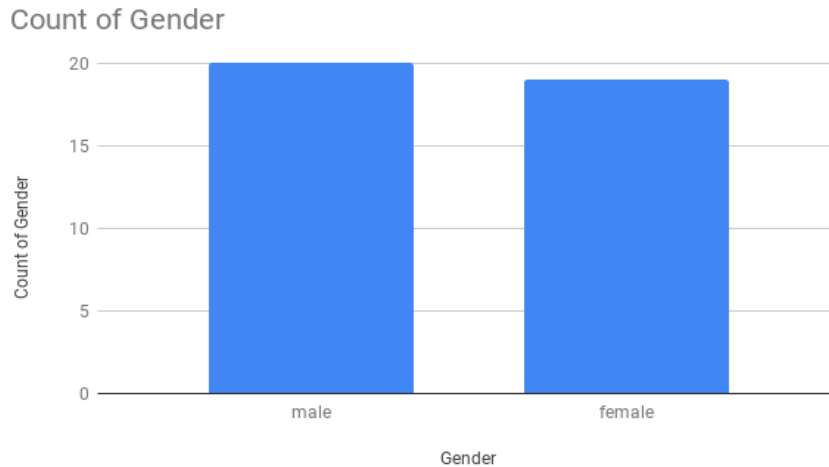
METHODOLOGY

Did survey with my classmate and analysis data.

ANALYSIS OF DATA

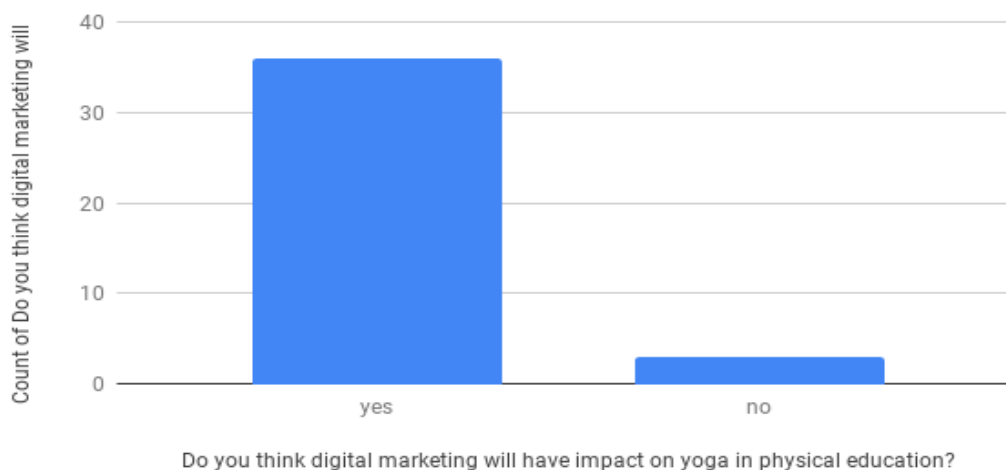


Conclusion; The highest age group revert I got is between 15-25 with 89%



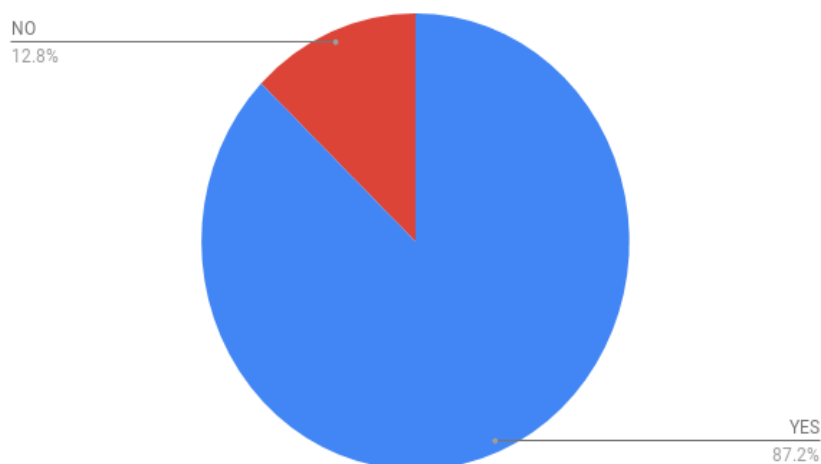
Conclusion: survey was conducted almost equal gender.

Count of Do you think digital marketing will have impact on yoga in physical education?



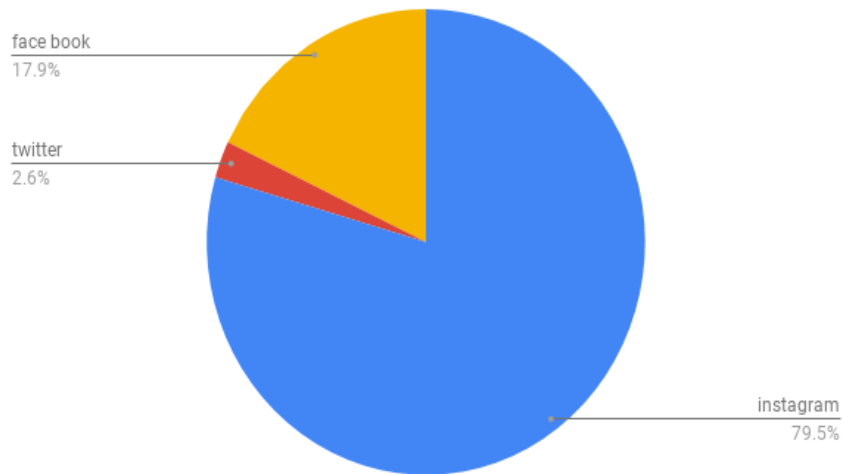
Conclusion: Research find that almost 90% of people prefer digital market to promote yoga.

Count of Does video marketing influence you to do yoga?



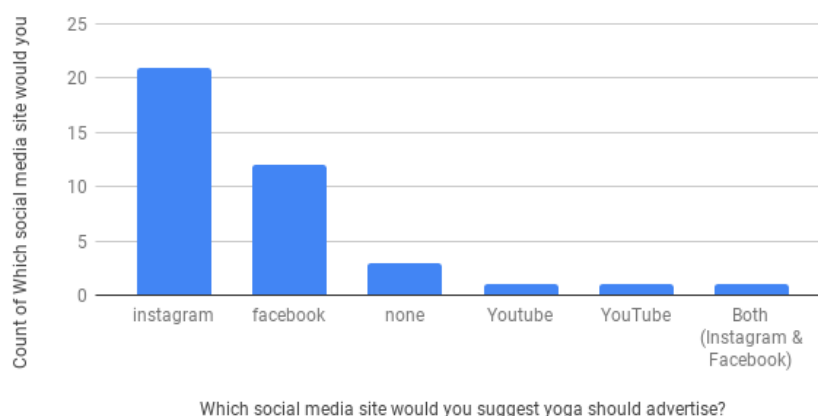
Conclusion: survey find that video marketing is so important to show them live demo and educate them about yoga, with 87% of result shows us how it has impacted to customer.

Count of Which social media do you use more actively?



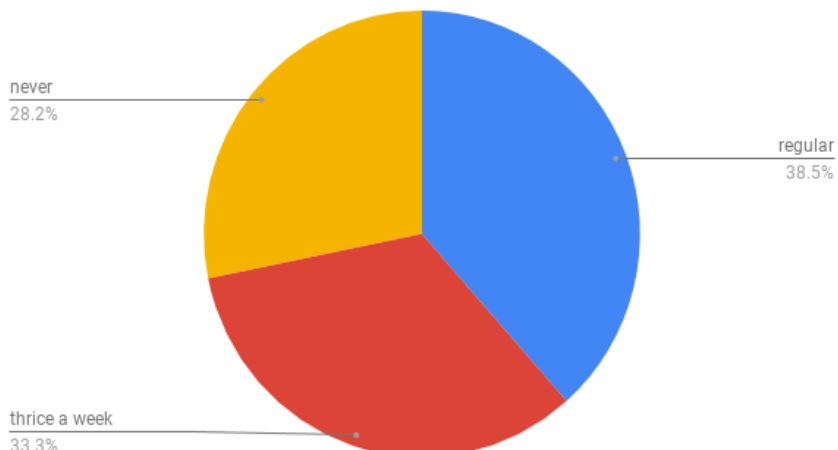
Conclusion: Today's world is so much socially active, so this research was the reason to find out which social media should we target more.

Count of Which social media site would you suggest yoga should advertise?



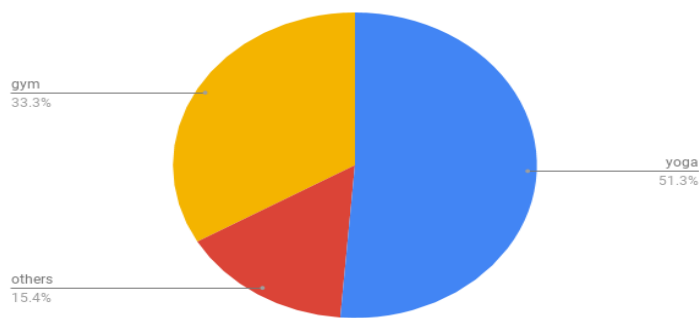
Conclusion: Almost every social media is important and every media has their own qualities, research finds that Instagram is the proper medium to promote yoga with the proper content.

Count of How often you train yourself to be fit?



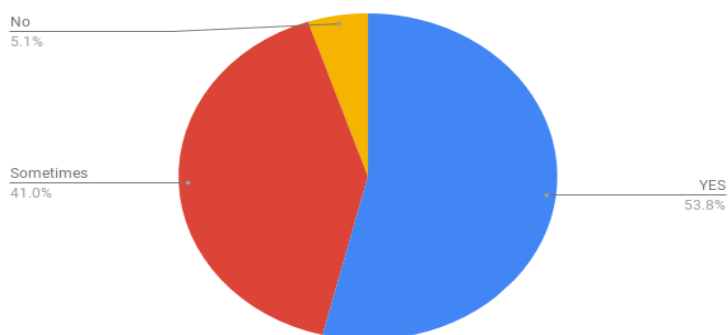
Conclusion: This survey finds out actual reasons how people are regular and more active regarding their health.

Count of What kind of work out, you feel is good for health?



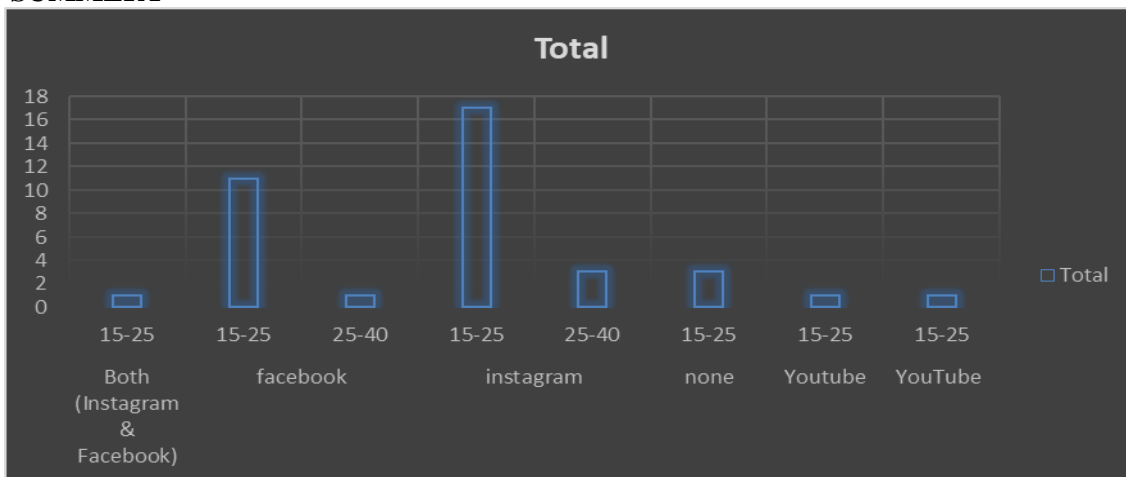
Conclusion: survey was balance but as compare to gym, yoga is the best practice to do so

Count of Will advertising have an impact you to prefer yoga?



Conclusion: The survey shows us that how advertising of yoga has impact them.

PIVOT SUMMERY



Count of Which social media site would you suggest yoga should advertise?	Column Labels		
Row Labels	NO	YES	Grand Total
15-25 (AGE GROUP)	4	30	34
Both (Instagram & Facebook)		1	1
facebook	1	10	11
instagram	1	16	17
none	1	2	3
Youtube	1		1
YouTube		1	1
25-40 (AGE GROUP)	1	3	4
facebook		1	1
instagram	1	2	3
Grand Total	5	33	38

CONCLUSION

The overall research shows us that how digital has impact on yoga in education and consumer preference towards social media and how it benefits and adds value to yoga classes. Also it is important to know that which social media has the highest weightage so that media planners can choose correct medium to target more leads. This survey was done mostly by the age group of 15-25 years of people and most of their preference is instagram as the correct medium to advertise yoga class with proper content, images, videos and feedback.

RECOMMENDATION

Today industries are more concern about new customer and every customer they want them to give repeat business so it is very important to know every concept of digital marketing and which business suit to which social media as it can give them more reachability, flexibility ,cost saving less time consuming etc.

Today's generation is more into fitness and health conscious. Yoga provide them best education related to health and fitness. By mean of digital marketing it is creating more leads towards trending world.

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IMPACT OF DIGITIZATION ON CULTURE AND CONSUMER BEHAVIOUR: AN EXPLORATORY ANALYSIS

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ABSTRACT

Culture and consumer behaviour are interrelated. Culture influences consumer behaviour and thus is reflected in majority of the buying decisions taken by the consumers. The study is associated with two important aspects of the consumer behaviour and the influence of culture. The current study was concerned with food and travel and exploring the influence of culture in the buying habits. The research study comprised collection of data through primary as well as secondary sources of data collection. The primary data was collected from 225 respondents across the demographics, so as to analyze their consumer buying behaviour with respect to food and the travel habits. The secondary data collection was mainly associated with journals, research articles and books on consumer behaviour.

Keywords: Socio-economic, Digitization, Consumer Behaviour, Culture etc.

INTRODUCTION**X. Review of Literature**

Review of Literature, is a base for any research study, it presents the studies and the research conducted by other researchers in different parts of the world. Review of literature also depicts the most important aspect of any research known as research gap. Secondary data comprised review of literature incorporating books, journals and research articles.

(Featherstone, 2007) stated the various preferences of the consumers are reflected in their lifestyles. The consumer's choices of the goods and services are shown in their buying behaviour either the household goods, luxury items, health and fitness decisions and many more.

XI. Rationale of the Study

Digitisation has brought numerous changes in the world, comprising business, social, political, economic and most importantly the cultural environment. The cultural landscape has witnessed a number of changes in the past many years. India being a culturally rich nation, with traditional heritage and values inherent in the generations, imitates culture as a dominant criterion in the consumption habits of the consumers.

XII. Objectives of the Study

- To understand and explore the role and impact of digitization on the cultural environment.
- To assess the association between culture and consumer behaviour.
- To analyze the association between digitization and its impact on the consumer behaviour.
- To infer and draw conclusions on digitisation and its impact on consumer behaviour.

XIII. Hypotheses

H₀: There is no significant association between culture and consumer behaviour.

H₁: There is a significant association between culture and consumer behaviour.

H₀: There is no significant association between digitization and its impact on the consumer behaviour.

H₂: There is a significant association between digitization and its impact on the consumer behaviour.

XIV. Significance of the Study

The study will explore the information related to different aspects consisting of number of women owing savings bank accounts, making use of mobile phones, or using digital services such as debit cards or credit cards and applied for loan or any other form of financial credit. The data collection aspects also encompasses their education, literacy, primary ownership in property as well insurance. The information will help in inferring whether women area actively participating in the financial framework. It will reciprocate the success of financial inclusion and social inclusion initiatives in the country.

XV. Research Design

Research design is combination of population, sample size, sampling design, methodology, data collection techniques, data analysis tools and statistical tools. The study was conducted among the males and females in

Panvel, Navi Mumbai to get the first hand information. The data was collected from 123 respondents through random sampling method from the population of Panvel. Panvel has a total population of 5.1 Lakhs, comprising 2, 65, 516 males and 2, 45, 484 females. The reason for choosing Panvel as Sample area was that it is a semi-urban and less developed as compared to the city of Mumbai, though being located few kilometers away connected by Vashi creek and the Freeway. The primary data was collected through personally administered questionnaires from the respondents in Mumbai. Since the study was planned to be a comprehensive analysis, therefore secondary sources of data were also analysed. The secondary sources were books, journals and the government statistical reports from NABARD, RBI, Ministry of Finance and the other statistical surveys. After collection of data, it was analyzed through, Advanced Excel techniques by the usage of frequency distribution method and Chi-Square method.

XVI. Data Analysis and Interpretation

Data analysis is the crux of any study, presenting the core of the research in the form of results. It is a combination of tables and graphical figures so as to simplify data. To understand the digital participation of women the question was administered on ownership of mobile phones, 72% of males own mobile phones as compared to only 28% females.

Table-1.1 Demographic Profile of the Respondents

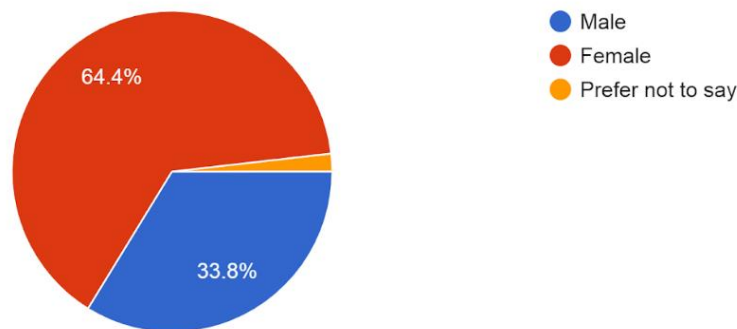
Gender	%Age
Females	33.8%
Males	64.4%
Prefer not to say	1.8%

Source: Primary Data

Figure 1.1 Digital Participation of Women

gender

222 responses



The data was collected from secondary source to compare the usage of debit cards globally among Indian women, with other developing countries and finally the global debit card usage among women. The usage of debit cards among Indian women is lowest as compared to other developing countries as well as the global representation.

Table 1.1 Demographic Profile of the Respondents

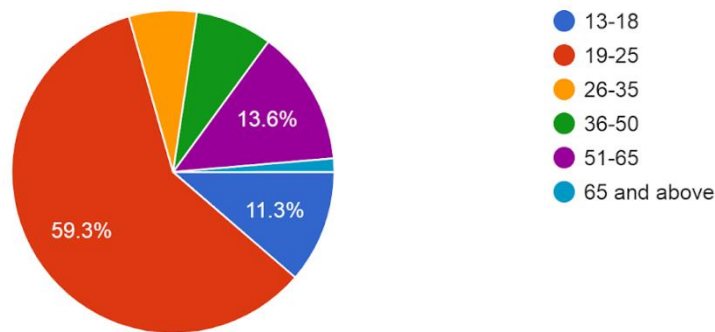
Age	%Age
13-18	11.3%
19-25	59.3%
26-35	6.8%
36-50	7.7%
51-65	13.6%
65 and above	1.4%

Source: Primary Data

Figure 1.2: Demographic Profile of the Respondents

Age

221 responses

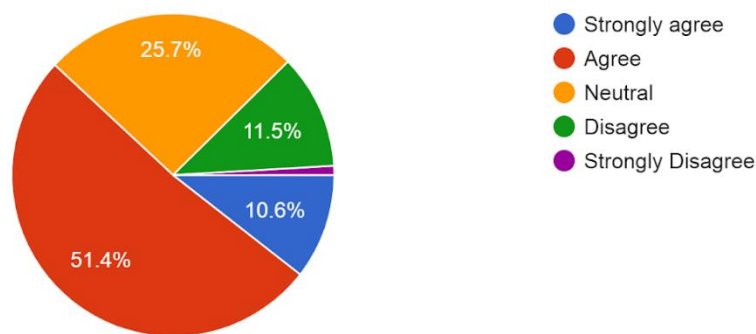


It is inferred that when it comes to different forms of financial credit, the difference is largely present, as women are not comfortable in suing different forms of financial credit offered by formal financial framework. The data was compared on the information gathered across two years.

Figure 1.3: Cultural Association

Cultural association is important in buying decisions.

218 responses

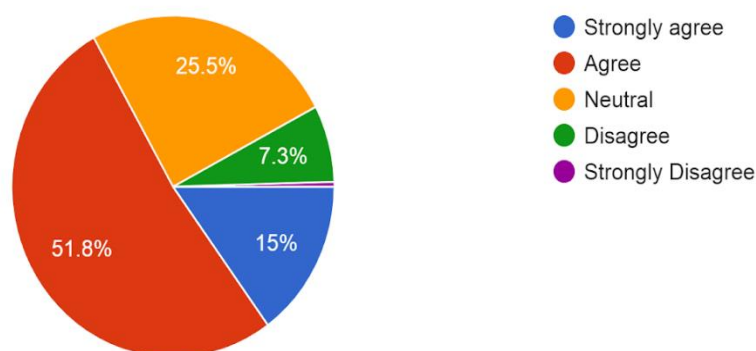


The loan participation of women globally is compared across Indian women with 5%, Chinese women 11% and globally at 14%. It can be concluded that compared to Chinese women as well as globally, the ratio of taking loans by Indian women is still much lesser.

Figure 1.4: Adapting to different Cultures

I am comfortable in adapting different cultures

220 responses

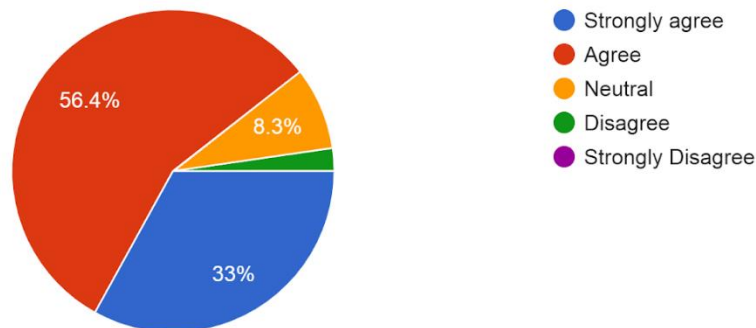


In terms of primary ownership in property, women have only 22% primary ownership as compared to 78% of the men as depicted in the table 1.5. Either their ownership was secondary or it wasn't there, as the men would only own properties.

Figure 1.5: Culture and Consumer Behaviour

Places like Rajasthan are popular travel destinations because of its culture

218 responses

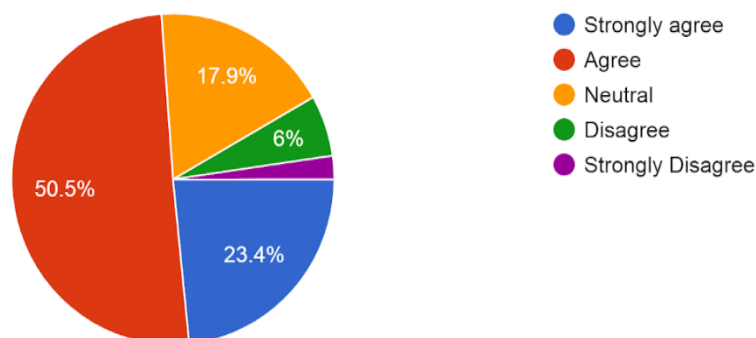


The table 1.6 depicts that the gross enrolment ratio as given by Ministry of Human Resource Development, 68.7% of the females have enrolled as compared to 67.60% of the males, reflecting that the participation of females is higher as compared to the males.

Figure 1.6: Gross Enrolment Ratio in Higher Secondary Education

I travel to explore culture of new places

218 responses

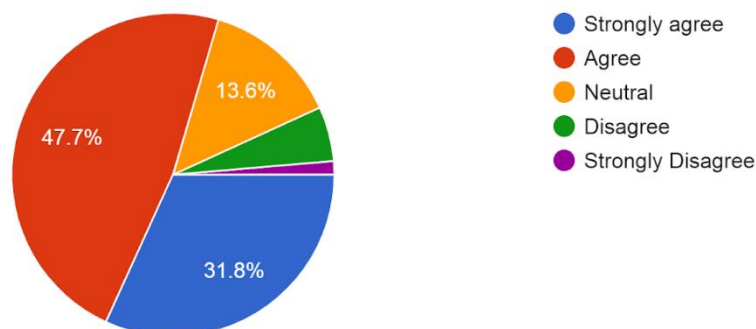


The educational statistics as given by MHRD depicts that literacy rate is higher among males with 75.70% as compared to females with 62.00%. The female literacy should be worked upon so as to improve the status of women in the country.

Figure 1.7: Food, Culture and Consumer Behaviour

I like to try different cuisines.

220 responses

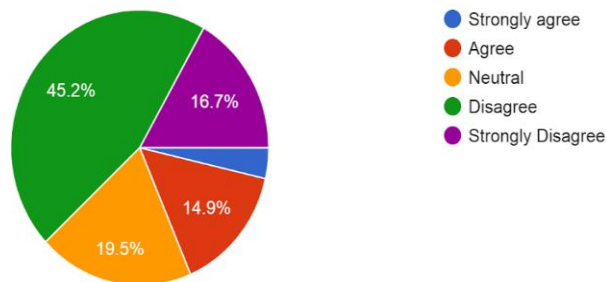


The above table 1.8 reflects the employment ratio as given by the Ministry of Labour and Employment depicting that 72.8% of the females are employed as compared to 28.20% of the males, showing a vast difference in the employment numbers.

Figure 1.8: Instant Food, Culture and Consumer Behaviour

I consume a lot of instant/ready-to-make food

221 responses



The table 1.9 shows the figures given by Employee’s State Insurance Corporation (ESIC), about the number of women insured as compared to total number of insurance policies issues by ESIC during the year 2016-17. It depicts that only 12% of the women have insurance policies as compared to the total numbers.

Figure 1.9: Culture and Consumer Behaviour

I prefer eating out at the same place on regular basis

221 responses

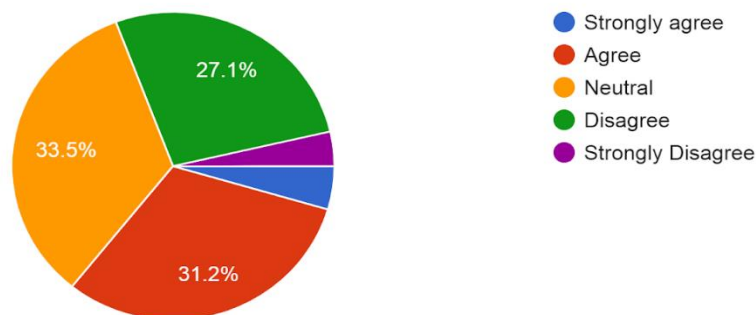
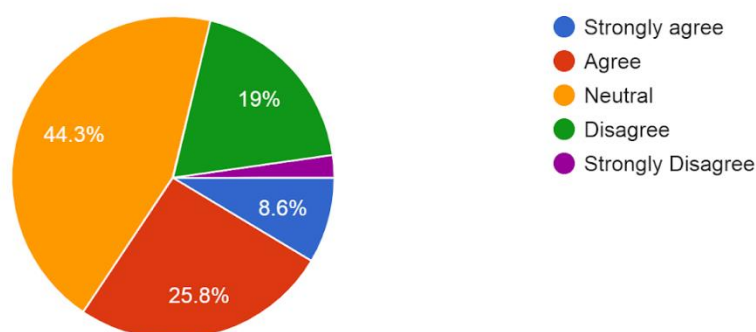


Figure 1.9: Culture and Consumer Behaviour

I prefer eating Indian food than western food

221 responses



It can be inferred from the above diagram that 34.4% of the respondents agreed that they prefer Indian food as compared to western food, as compared to only 10% of the respondents who disagreed on preferring Indian food as compared to western food.

Table 1.11: Statistical Analysis: Chi Square Technique

	Pearson Chi Square	DF	P Value
Category I	222.20	3	<.0001
Category II	910.10	3	<.0001

As it can be seen from the table 1.10 and table 1.11 that Chi Square value is greater than the critical value, there is a significant difference in the usage of financial services among males and females. Therefore, we reject H_0 and accept the alternate hypothesis that there is a significant difference among males and females in the representation in terms of bank accounts or using the formal financial services.

XVII. CONCLUSIONS

The research results are based on the percentage analysis, frequency distribution tests and Chi-square analysis. It can be concluded that the researcher fails to accept null hypotheses and accepts alternative hypotheses. There is an association between culture and consumer behaviour and the respondents agreed that there are a number of buying decisions whether associated with food or travel which are considered based on the cultural values. Culture is a dominant facet which is reflected in consumers buying habits.

XVIII. FUTURE SCOPE OF THE STUDY

Digitization has brought enormous change in the business structures and spaces. It is pertinent for the marketers to adopt the constant changes taking place in the internal as well as external business environment so as to move ahead at a faster pace. The business environment also needs to imbibe and inculcate these values, traditions, culture, background as well as languages in the functioning of the business. Especially with reference to context of a country like India, wherein culture and values play a larger role in defining consumer behaviour. Therefore, the current business scenario tends to imitate culture in every aspect of product promotion.

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THE DIGITAL TRANSFORMATION OF THE FMCG INDUSTRY: A GLIMPSE

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ABSTRACT

India is transforming digitally, as it affects other industries then how the FMCG business in India left behind. Here, we can say this is a midst of a digital revolution. As per the estimation of 40% of FMCG purchase in some select categories will be on-line and as a FMCG distribution channel through E-commerce will grow by US \$6 Bn. During the festive seasons on-line shopping spirit is at an all time high among the brand crazy consumers and different brands are launching new products in the market offline as well as online. Last year in the month of October and November, online retailers in the country sold goods worth US \$ 4.3 billion approx. 29,947 crore and during the same period Indian shoppers spent a Rs. 15,300 crore (US \$ billion) during discount events hosted by e-commerce giant Amazon, Flipkart, Paytm Mall and others. In the present paper the researcher has tried to find out how many internet users are doing online purchasing which leads a digital transformation of FMCG industry, amount spent on digital advertisement.

Keywords: OOH (Out-of-Home), ADEX (Award for Design Excellent product design)

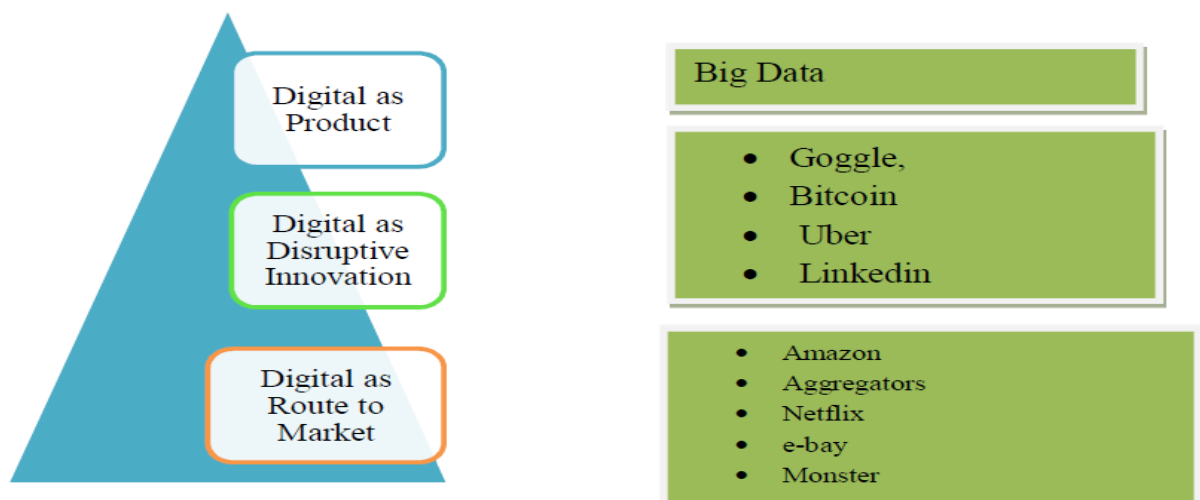
“Digital Marketers need to make the business case to convince those who control the budgets that we require to implement our digital plans. Otherwise change won’t be fast enough and the effectiveness of our marketing activity is likely to decline as consumers or business customers switch to new platforms; we risk ‘missing the boat’”. Mike Berry (Berry and Chaffey, 2012)

INTRODUCTION

When the applications of the Internet for marketing were first explored in the 1990s, some advocates urged adoption of Internet marketing since it was ‘quick, cheap and easy’. May be this was true at the time, in a relative sense; it was possible to get an edge over slower moving competitors. Today, few would argue that e-marketing is ‘quick, cheap and easy’ since the popularity of digital technologies with consumers and business has made it such a medium which is highly competitive. Digital technology has changed both the business and operating models and many leaders need to revise their understanding whilst trying to run a business in change, often in a market that is transforming much faster than their business.

To be involved in e-marketing is certainly increasing since there are constant changes in features and functionality from all the major platforms such as Facebook, Google+ and Twitter. New platforms are rapidly adopted like; Foursquare, Instagram and Pinterest, new e-commerce websites like Amazon.in, Snapdeal, Flipkart, LimeRoad, eBay, Alibaba.com etc. have all become popular since the emergence of the internet networks. The growth of mobile internet usage through smart phones and tablets has further changed our options for marketing.

In a broader way there are two ways of thinking about the impact of digital on business. First, in terms of how it manifests itself, and second in terms of competitive opportunity. The following figure sets out a hierarchical model of digital business that defines the activity in one of three groups.



Source: Good Growth Ltd. 2014.

- Digital as a Product in itself: This part is dominated by professional service and some digital services businesses who can manipulate billions of data points on behalf of very large organizations such banks, retailers and governments.
- Digital as Disruptive innovation: This part is dominated to entrepreneurial part where new products and services come into being that either impossible or commercially unviable in the pre- digital age. Whilst this is where fortunes can be made for the founders and early investors, over time these business will establish and sustain themselves through the tools and techniques required to manage a digital route to market.
- Digital as a route to market: This part is dominated to transformation of existing products and services or allowing the development of new products and services within established markets.

There are two most crucial point for FMCG industry; 1) Digital Influence 2) E- Commerce

- Digital influence means use of the internet during the purchase journey i.e. Pre Purchase, Purchase and Post Purchase.
- E-Commerce defines the use of the internet for the actual purchasing activity.

It is difficult to find a person who have never buy single product online. Many of us are buying our daily groceries online. There are different modes of digitalization are;

- Social Media
- Digital Branding
- Company Websites
- Blogging
- Online PR (public relation) and Blogger
- SEO (Search Engine Optimization)
- Email Marketing
- Affiliate Marketing
- Digital Advertising
- Video Marketing

Present E-Commerce industry in India: As we all know India is a developing in all the terms then how left behind in E-Commerce. India is the fastest growing market with 525 Mn digitally influenced users at present in the E-Commerce sector. Revenue generated from the sector is expected to increase from US\$ 39 Bn in 2017 to US \$ 120 billion in 2020, growing at an annual rate of 51%, the highest in the world and E-Commerce industry in India witnessed 21 private equity and venture capital deals worth US \$ 2.1 Bn in 2017 and 40 deals worth US \$ 1.129 million in the first half of 2018, as per the report of IBEF updated last year 2018

Internet Users in India

The figure showing the data of numbers of internet users in million. Due to increasing use of internet users had tank up the FMCG sector's online sales.

Figure-10: Numbers of internet users in millions Source: www.statista.com



As per the report of the consulting firm The Boston Consulting Group and Google titled “Decoding Digital Impact: A \$45 Billion Opportunity in FMCG”, estimated that by 2020, 40% of all fast moving consumer goods (FMCG) purchases in India will go online and will make a business of \$5-6 billion business.

Presently consumers are purchasing any product by comparing it with different e-commerce website. They look for things to buy online and majority of brands are advertised on-line, sales in certain fast moving consumer goods are expected to be high i.e. “digitally influenced”. The most preferred items for online shopping are baby care, fragrances, over 50% of sales are expected to be influenced by online marketing, 45% are in apparel, and 60% are in consumer electronics but for routine need products like laundry and toiletries the sales are expected to come less than 25% through online or digital advertising.

The big FMCG firms in India disbursed only about 10% of their advertising budgets on digital advertising, according to the report which can rise up to 25-30% and be worth \$1.1 billion by 2020 and even it may reach 50-70% for select/selected premium brands, the report said. Here the researcher has tried to find out the exact expenditure done by different FMCG companies on digital marketing and probable ROI but no data has been found. The following chart represent the amount spends on advertising it includes Indian Media.



Figure 11 Growth of Advertising Market

Source: Pitch Medison Advertising Report 2019

As per the report of Pitch Medison Advertising report 2019, it is predicted that the advertising market will grow 16.4 % during present financial year. It is also stated in the report that “the Indian media & advertising industry is on a high growth path, and appears to be finally reaping the benefits of demonetization and the Goods & Services Tax (GST), that had hit the growth of Adex in 2016-17, highlighting last year’s achievement, the advertising industry grew by 14.6% in 2018; surpassing their estimate of 12.03%”. They also said that FMCG automobiles, retail and e-commerce were the largest contributors to the ADEX, digital advertising to grow 33%, Cinema advertising b 30%, and radio by 12 % and outdoor by 11%.

There is a change in the searching of product in this digitally influenced market. Consumers are searching for the “problem solution” space instead of conventional usage space; for example, searches for problems like hair fall are significantly higher than the category ‘Shampoo’ or ‘stain remover’ rather than ‘Vanish’ or other related products , it is reported in the BCG report that, this type of searches is 7times higher.

This is important to note, that brands of FMCG industry need to invest in different category depending upon the penetration of the products. E.g. there is a higher share of consumption in perfumes and baby care is digitally influenced, whilst in other, such as Laundry and other toilet care it is less than 25% of the consumption digitally influenced.

CONCLUSION

“Mera desh badal raha he” when the 50% of all e-commerce sales in India done through Smartphone’s, when people have a wider range of FMCG products available online, then it is a tuff period for offline retailers. Digital transformation is accepted but at the same time how we could neglect the small traders and retailers who are struggling to sell their products. IN the race of Brands and online business they could not be omitted that’s why Ministry of Commerce had framed a new e-commerce policy which could provide oxygen to the dry retail market.

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TO STUDY THE CUSTOMER RELATIONSHIP MANAGEMENT OF HDFC BANK

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➤ ABSTRACT

Customer relationship management (CRM) is a foreseeable practice in the banking sector. For an organization to undertake a CRM program. It needs to consider a multitude of requirements like database for containing customers information, sales force automation, proper sales and marketing strategy etc. the main focus of jmliterature in CRM has been customer centric. A CRM system brings together lots of pieces of information about customers, customer characteristics, sales transactions, marketing effectiveness, responsiveness and market trends for the purpose of enhancing customer service, improving customer satisfaction, increasing customers referrals, ensuring customer retention by aligning business processes with technology integration.

The finding derived from the research survey is good for the authorization of CRM in Banks. From research survey it is found that Level of CRM is in semi or moderate level with full capabilities of IT support.

Banks are doing their utmost for retaining the customers by valuing them proper method. So, they are putting more emphasis on deposit criteria to measure customer valuation for the bank. They are doing same strategy almost for retaining and in valuation of customers. But their some strategies are different from each other.

➤ INTRODUCTION

Customer Relationship Management is a process or methodology used to learn more about customer's needs and behaviors in order to develop stronger relationships with them. There are many technological components to CRM, but thinking about CRM in primarily technological terms is a mistake. HDFC Bank uses CRM to achieve its "One Bank" vision, for boosting profit and customer satisfaction.

➤ CRM IN INDIA

The concept of maintaining one to one relationship with customers was formally introduced in early 90's when financial services, airlines & other institutions stated to 'reward to retain' the existing customer by introducing loyalty programs. CRM was introduced in late nineties. Now a day's many financial organizations have been pioneers in developing customer retention strategies.

Banks have relationship managers for select customers, airlines have frequently flyer program to reward loyal customers, credit card offers redeemable bonus points for increase card usages, telecom services operators provides customized services to their heavy users, and hotels have personalized services for their regular guests.

➤ OBJECTIVES

The main objective of the study is to examine the importance of CRM in HDFC bank, and its impact on the 'Customer Satisfaction'. The other specific objectives of the study are:

- iii) To review the literature on the concept and use of CRM in bank.
- iv) To identify the various ways of ensuring customer satisfaction adopted by HDFC bank.
- v) To portray the origin, need of CRM in bank.
- vi) Receiving the customer feedback that leads to new and improved services.

➤ BENEFITS

1. CRM will improve a bank's success levels in meeting its sales, marketing, and customer objectives goals.
2. It benefits customers by giving up to date customer information, banks can offer more personalized and optimum services to customers.
3. It helps in maximizing the value of customers and businesses.
4. It helps in improved customer retention.

➤ SCOPE OF THE STUDY

1. The scope of the project was quiet wide because in this project an attempt was made to Analysis of CRM in HDFC bank.
2. CRM is heart of every business success with CRM, you will easily understand customer requirements, meet those needs effectively, and predict market trends and condition.

3. The customer’s satisfaction is also know why they preferred HDFC Bank and factor influencing there satisfaction level.

➤ **LIMITATIONS**

The limitations which I faced during conducting this research are as follows:-

1. The survey is conducted only for some areas in Mumbai so the outcome of this project is not applicable to whole population of India.
2. The selection of customers to cover the various strata of society was tedious and time consuming.
3. Getting accurate responses from customers is not possible due to their inherent problem.
4. It is difficult to find the customers to whom we conduct our research because many of them are not interested.

➤ **SOURCES OF DATA**

There are two types of data:

1. Primary Data

2. Secondary Data

- Primary data was collected through Survey method from some respondents which have knowledge about the bank and some were the people who have account in bank.

Data collected from primary sources have been analyzed through proper statistical tools. For interpretation of data, graphs and bar diagrams have been used. To understand the response from the customer tools like pie charts, bar diagrams, histogram, etc. Have been used.

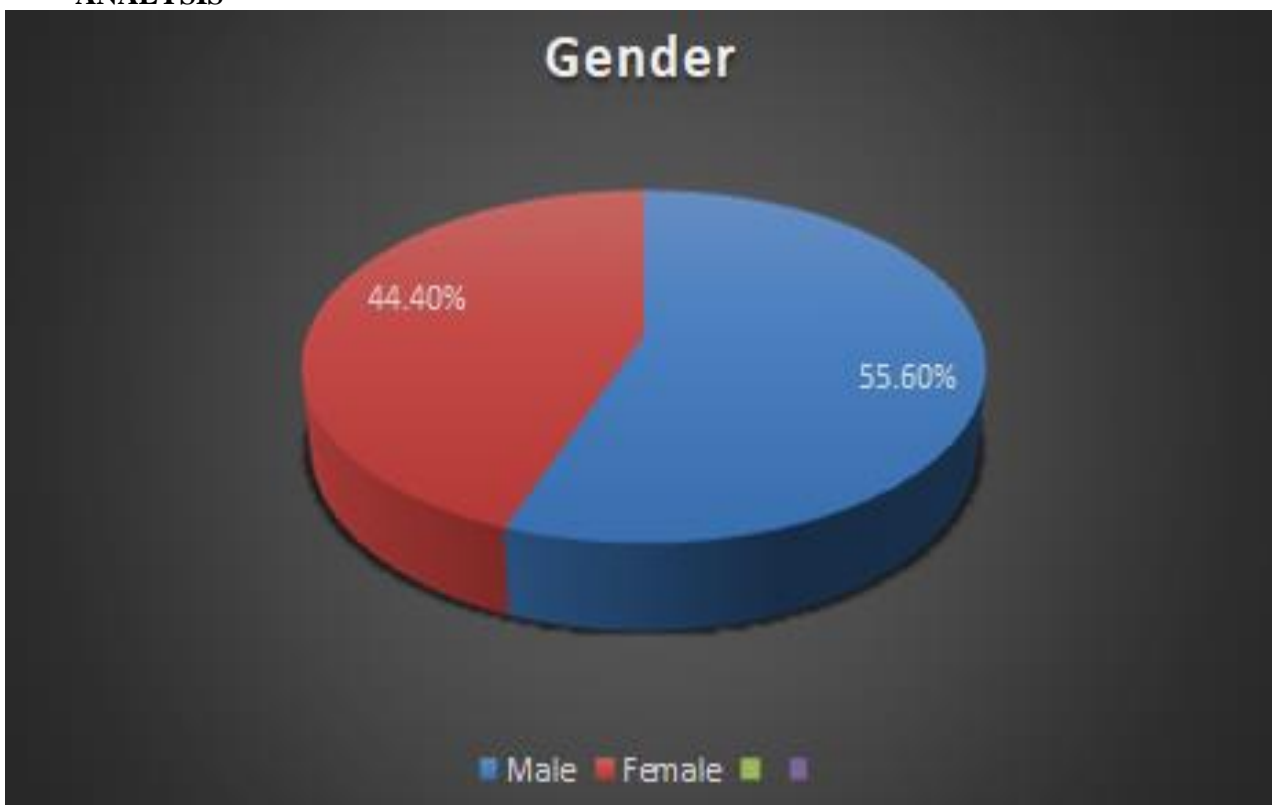
- The secondary data is collected through various journals, websites, encyclopedia, research papers, etc.

➤ **METHODOLOGY**

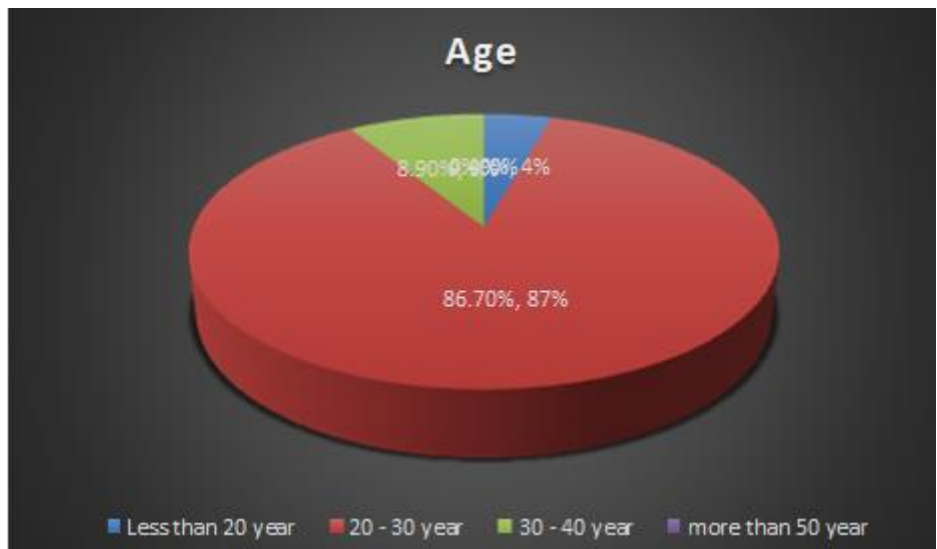
In this study I have used qualitative and descriptive approach to study the customer’s satisfaction towards the bank. The data collected is primary and secondary data.

Survey was done through the help of Questionnaire.

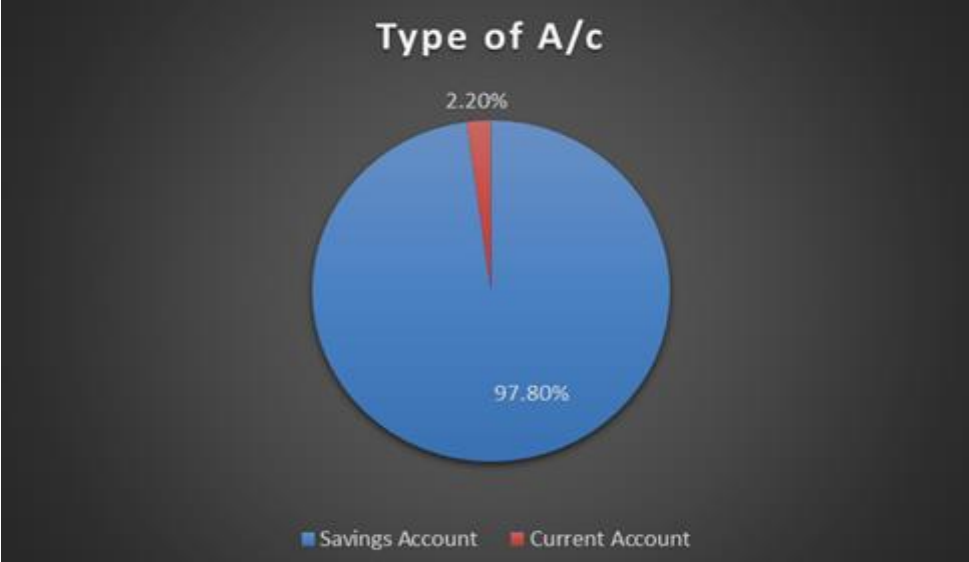
➤ **ANALYSIS**



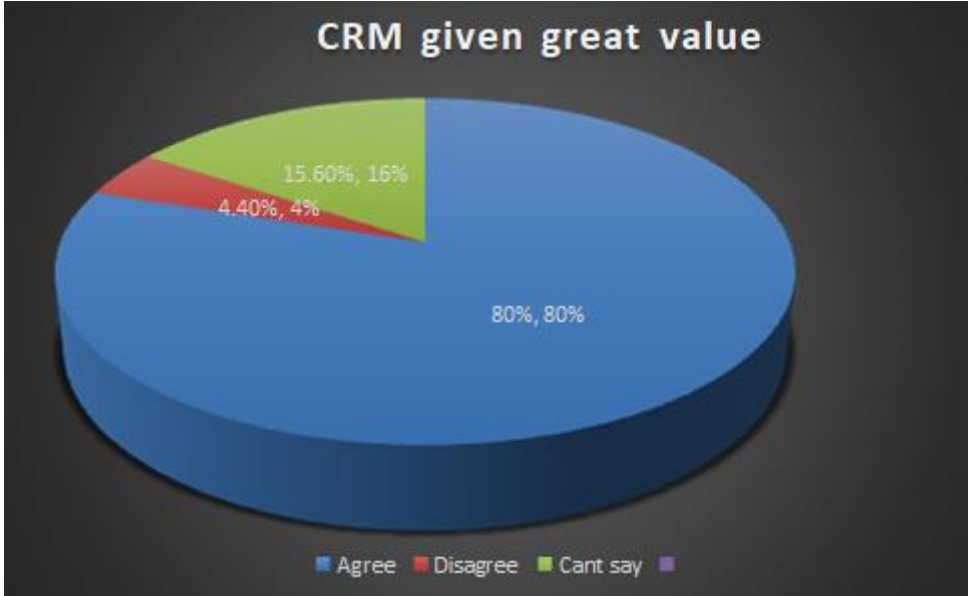
56% of the population is male and 44% is females who have responded to the response.



There are 86.7% of people with age of 20 – 30 year, 8.9% people of 30 – 40 year age and 4.4% people of less than 20 year.



97.8% of respondents have savings account and 2.2% have current account.



In bank CRM is given great value 80% has agreed, 16% said can't say and 4.4% said disagree.

➤ CONCLUSION

New technologies emerged more frequently, disrupting the stability of entire markets. Customers became more mobile, informed and demanding. And competitors became more adept at quickly improving their improving their operations. As a result, companies watched as processes and technologies that once provided competitive advantage became baseline capabilities. With the standard of excellence continually rising, companies have been forced to outdo themselves with each successive customer initiative.

Customer relationship marketing (CRM) is not a new concept. It is just people do not want to initiate the concept and to some extent are ignore about the benefits.

Finally, some among the respondents are just plain ignoring CRM. Yet this may be as much a matter of the discourse surrounding CRM rather than a comment on CRM itself. CRM's organizing vision currently has a very customer centric focus, evidenced in the buzzword title for the innovation- customer relationship management. CRM is mainly about handling the relationship with those whom you serve, be they customers in traditional sense, or in the sense of providing services. Thus, as the organizing vision of CRM matures, perhaps it will broaden its focus toward more inclusive and representative relationship management, so that those who are currently ignoring CRM will see its value to them.

➤ RECOMMENDATION

Below here, the recommendation is given based on the research findings of HDFC Bank performance in CRM practice through they are not applying CRM fully in the branches.

1. Full automated system should be applied in the bank.
2. Employee engagement needs to be properly designed in order to feed a large number of customers retaining satisfaction at the same time.
3. Customer satisfaction survey must be made before applying CRM.
4. Training scheme should be build up for employee management.
5. Only not to employee but also to customers to introduce those to the new technology and system and services to acquire profit easily.
6. Educational institutes especially business departments should include CRM in their academic curriculum.

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A STUDY OF ENVIRONMENTAL IMPACT OF SEWAGE GENERATIONS IN INDIA

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ABSTRACT

In this paper we study the impact of sewage with respect to environment health. Water is regarded as contaminated when it is changed its composition or quality, directly or indirectly as an outcome of human activities. The maximum period of government sewage treatment plants are closed due to poor plan or improper maintenance and insufficient electricity supply to run the plants, absence of employees and poor organization. The uncollected wastewaters build up in the cities cause insanitary and releasing contaminants that leach into ground and surface waters. The main objectives of this study is to find out the status of sewage generation and treatment capacity in India and the health impact due to contamination in the potable water supply. In order to obtain the objectives of this study, we used secondary data for the periods of 1988 - 2017. This study is descriptive type in nature regression tables and diagrams were used for analysis purpose.

Keywords: Sewage, Sewage Generation & Treatment Capacity and Health

INTRODUCTION

Water is a very valuable and one of the beneficial resources of human as well as animals. Groundwater is the very significant supply of water of the world. The insufficient of water availability and pollution is increasing in day by day. According to 2001 census, 1,816 cubic meter per capita water availability in India, in 2011 census 1, 514 cm and 2015 only 1,474 cm per capita water to be in India. We need water for special functions like drinking, industries, irrigation, fishing and swimming, etc., approximately 80% of the water bodies in India are contaminated because of the release of untreated domestic sewage and partially treated effluents into the water resources. Sewage is well known as wastewater that frequently incorporates faces laundry and urine waste. It additionally carried in solution or suspension this is intended to be eliminated from a system. As well known as industrial and domestic waste water, it is more than 99.9% liquid waste and just 0.1% solid waste is constructing by volume or flow rate, chemical and poisonous (toxic) elements, and its bacteriologic reputation. It is composed by and large of grey water, black water, toilet paper, soaps, and detergents as well consist of surface runoff the sewer channel. It is generated by means of residential, institutional, commercial and industrial establishments. It includes household waste liquid from rest room, baths, showers, kitchens and sinks draining into sewers. In lots of areas, sewage also includes liquid waste from industry and industrial places. Sewage consists of many materials which are broken down into general areas.

Water is regarded as contaminated when it is changed in its quality or composition, directly or indirectly as an effect of human activities. So that it turn into useless or unfit for drinking, domestic, agricultural, fisheries or other purposes for which it would otherwise be quite suitable in its natural or unpolluted state. The groundwater infection occurs in particular due to households and industrial activities along with disposal of sewage water, septic tanks and commercial wastes. Pollutants bring about physical and chemical changes no longer most effective in the surface water, however also in the ground water.

IMPACT OF SEWAGE GENERATIONS

A water contaminant has appeared as a worldwide problem now a day's ongoing assessment of water resource policy is required to counter this problem. Both developed and developing nations are facing water Contamination problems. Water quality is flexible with the many segments like precipitation, soil type, climate, vegetation, ground water, flow conditions, and human activities. The greatest hazard to water quality is posed by point sources of industries and municipality's activities like mining, city development and agriculture also change the water quality. Non-point source pollution also consists of vitamins, sediments and toxic contaminants.

Contaminant is bringing into any water body; it leads in a scenario regarded as water contamination or pollution. It's far created by means of commercial and industrial wastes, agricultural activities and regular human usages. Maximum of this sewage comes from defecation at river area, the usage of streams for bathing, washing garments, dumping of domestic wastewater into streams and rivers as well as farmlands. It leads to be the available water resource in surrounding areas in the terms quality less should attract human health via water-borne disease. Approximately 1.4 million infant mortality from diarrhea and 8,60,000 baby deaths from malnutrition annually at globally. Diarrhea is normally linked to water and sanitation. Around 4 billion cases annually report for 5.7% of the worldwide burden of diarrheal disease. Water pollution causes about 14,000

deaths per day, mostly because of contamination in drinking water by means of untreated sewage in many of the developing countries.

A predicted seven-hundred million Indians no access to a proper toilet and 1,000 Indians children's die per day due to diarrhea and so many other nations also. Now in these days about 2.3 billion humans suffer from water borne diseases worldwide. Contaminated drinking water causes various diseases like cholera, typhoid, dysentery, and other intestinal diseases. Water pollution includes sewage waste water, industrial wastes, oil pollution, atmospheric deposition, global warming etc.

A study found that most of the disposable of untreated sewage water is main cause of contaminants both ground and surface water in India. There is a big gap between treatment and generation of domestic waste. This problem is created by not only sewage generation and inadequate STPs capacity but also that improper maintenance, unskilled operator and lack of electricity facilities.

STATEMENT OF THE PROBLEM

Contaminated water reduces the quality of water freshness and purity, it is necessary to treat drinking water before we consume. Water is basic needs for multi purposes such as drinking, preparation of food, washing, swimming and fishing. The water contamination that affects water comes mainly from domestic sewage it is estimated that 75 to 80% of water pollution by volume. The remaining is industrial wastewater, which could be more toxic. The sources of water being contaminated by the following reasons such as sewage overflow, leaking sewer connection line, septic tanks, untreated or partially treated of waste water and sludge discharge by the industries. Sewage itself is a complex mixture and it can hold many kinds of contaminants such as bacteria, heavy metals, salts, nitrates and other toxic materials which is the greatest threat to human health.

OBJECTIVE OF THE STUDY

The aim of the study is to overcome the issues in sewage channels in the study area.

- To find out the status of sewage generation and treatment capacity in India.
- To examine the health impact due to contamination in the potable water supply.
- To trace the problems and give remedial measures to enhance waste water treatment capacity.

RESEARCH METHODOLOGY

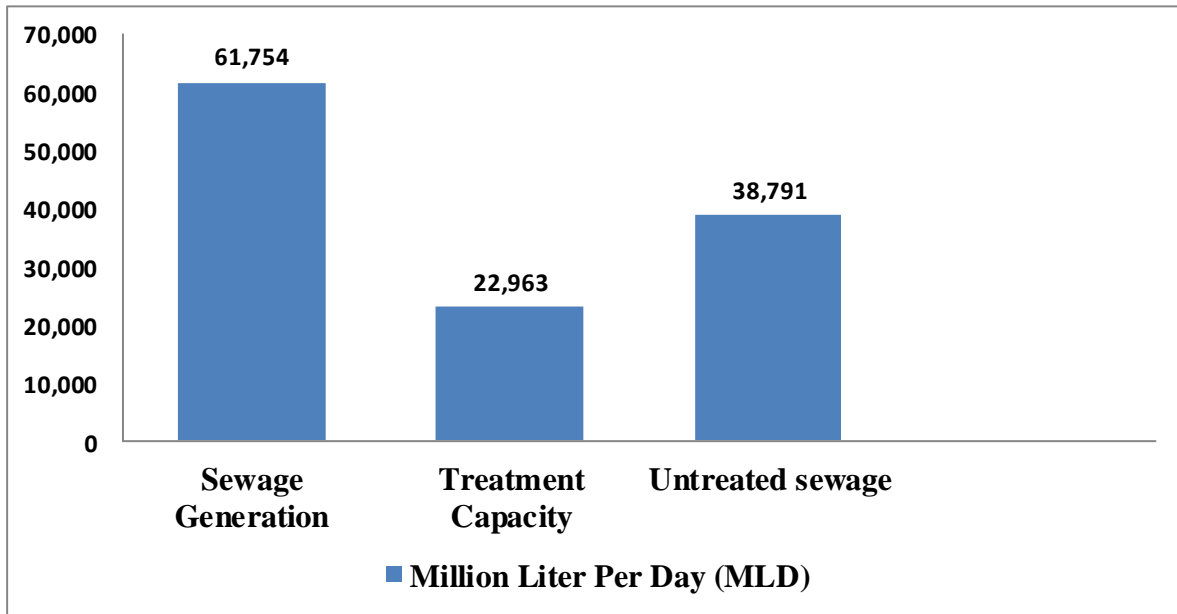
This study is based on secondary data. Secondary source of data were collected from various sources i.e. journal, newspaper, books, electronic sources, WHO, CPCB, TNPCB, GWCB, etc. The data which is relevant to the study have been collected. Statistical Tools like Regression analysis and diagrammatic representation have been used for analysis purpose.

REVIEW OF LITERATURE

Dr. Pullaiah Cheepi (2012), in his study the contaminated water loses its monetary and price. Over the years, water pollutants has emerged as critical issues in India as most of the rivers are polluted, which can be having massive bad effect on human health and aquatic life. The varieties of fish grown in a sewage pond could need to alternate if the quality get worse and fishing might should be stopped completely if the water quality deteriorated significantly. Health problems can happen for agricultural workers because of pathogenic bacteria, parasites and viruses present in the wastewater. **World Health Organization (1992)**, reported that the India about 3,119 cities and towns, only 209 have partial treatment facilities and just 8 have full treatment facilities of STPs. Majority of the rivers in India has polluted, this polluted river water used for drinking, washing, bathing and cooking purposes. **Eckhard Siggel and Pradeep Agrawal (2009)**, and **WHO (1995)**, report claimed 114 Indian cities were dumping untreated sewage and partially treated into the Ganga River. **Raghunath (2017)**, he pointed insufficient of sanitations and lack of toilets causes open defecation in many urban and rural areas in India and many developing countries, it leads to surface water contamination. Disposal of Sewage from urban and rural areas is the main cause of water contamination in India. Investment is required to reduce the gap between sewage generation and treatment capacity in India per day. About 38,354 million litres per day (MLD) of sewage produced by major cities in India, but treatment capacity is just only 11,786 MLD rest of the sewage water discharge by without treatment.

ANALYSIS OF THE DATA

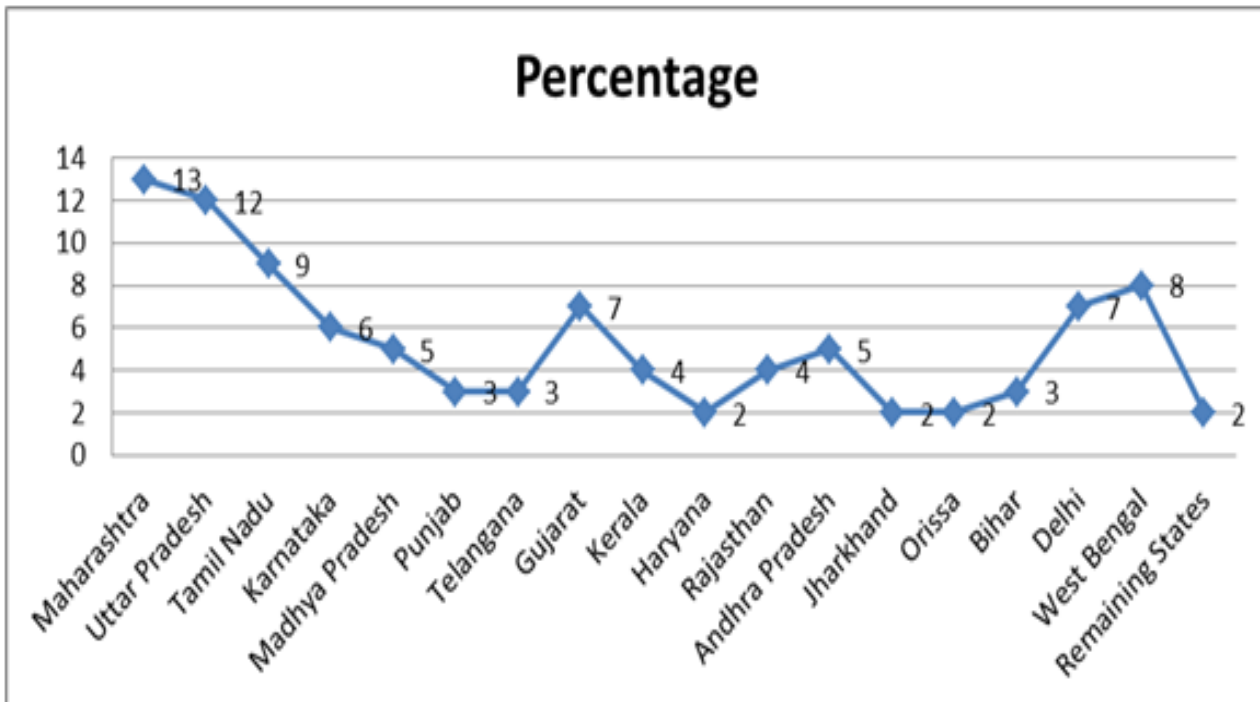
Figure No.1 Title: Status of Sewage Generation and Treatment Capacity in India (2015)



Source: CPCB, Bulletin, vol.1, July 2016

From figure No.1, it is clearly shown that during 2015, the predictable sewage generation in the country was 61,754 MLD, but India has only 22,963 MLD sewage treatment capacities. The population of each city / town has been increasing exponentially. At the same time the water consumption in residential and commercial activities has increasing day by day as a result the wastewater generation also increased but the wastewater treatment plants have not installed accordingly. The total wastewater generation will be much more than the existing wastewater treatment capacity of the STPs. Hence 38,791 MLD of sewage water (62%) is discharged without or partial treatment into the water bodies.

Figure No.2 Title: State-wise Percentage Generation of Sewage in India (2015)



Source: CPCB, Bulletin, vol.1, July 2016

From Figure No.2, it is shown that the majority of six states like Maharashtra, Uttar Pradesh, Tamil Nadu, West Bengal, Gujarat and Delhi report around 50% of the total sewage generated in the country. Followed by Karnataka, Madhya Pradesh, Andhra Pradesh, Rajasthan, Kerala, etc., states account remaining 50% sewage generated in the country.

Table No-1: Title: Status of Sewage generation and treatment capacity in Metropolitan Cities in India (2008)

S. No.	Name of the city	Sewage generation (in MLD)	Sewage Treatment Capacity (in MLD)	Percent of treatment capacity
1	Hyderabad	426.21	593	100
2	Vishakhapatnam	134.99	-	-
3	Vijayawada	128.39	-	-
4	Patna	279.14	105	37
5	Delhi	3,800	2,330	61
6	Ahmadabad	472	488	96
7	Surat	432	202	46
8	Rajkot	108.8	44.5	40
9	Vadodara	180	206	100
10	Bangalore	771.75	-	-
11	Indore	204	78	38
12	Bhopal	334.75	22	6
13	Jabalpur	143.34	-	-
14	Mumbai	2671	2130	80
15	Pune	474	305	64
16	Nagpur	380	100	26
17	Nasik	227.84	107.5	47
18	Ludhiana	235.2	311	100
19	Amritsar	192	-	-
20	Jaipur	451.71	54	11
21	Chennai	158	264	100
22	Kanpur	417.35	171	41
23	Lucknow	363.81	42	11
24	Agra	260.36	88	33
25	Kolkata	705.86	172	24
26	Faridabad	164	65	39
27	Jamshedpur	199.43	-	-
28	Asansol	147	-	-
29	Coimbatore	120	-	-
30	Madurai	97.93	-	-
31	Meerut	177.05	-	-
32	Varanasi	230.17	102	44
33	Allahabad	176	60	34
34	Kochi	188.4	-	-
35	Dhanbad	192	-	-
Total		15644	8040	51

Source: Status of sewage treatment in India - Central Pollution Control Board

From Table No.1 it is clearly shown that the majority 3,800 MLD of sewage generation in Delhi city which have only 2,330 MLD (61%) of Sewage Treatment Capacity. Cities have inadequate sewerage system to collect total sewage due to no proper sewage collection system. It leads to major part of wastewater has been untreated and discharged directly or indirectly into open drains and water bodies.

Table No-2: Title: Trend of water supply, wastewater generation, treatment and its disposal in cities and towns located in the coastal areas 1988-2028

	Year				
	1988	1998	2008	2018 (R)	2028 (R)
Total Water Supply	4970.82	6954.78	8782.19	10713.99	12619.68

(in MLD)					
Per Capita Water Supply (in LPCD)	160.22	144.39	184.79	187.7	199.98
Sewage Generation (in MLD)	3979.64	5560.99	6431.87	7776.39	9002.51
Treatment Capacity (in MLD)	193.9	521.51	3025.14	4078.09	5493.71

Source: cpcb.nic.in

Note: Litres per Capita per Day (LPCD), Million litres per day (MLD), Regression (R)

From Table No.2, it is clearly understood that the increasing of water supply accounted from 4,970 MLD to 8,782 MLD in the 1988 to 2008, but the sewage generation as a result 38% improved. Treatment capacity of sewage in compare to 1998 to 2018 it is almost 8 times increased now. There is lot of gap between the wastewater generation and treatment. The treated /untreated wastewater mixing in to the water bodies which in turn causes ground/ surface water contamination.

Figure No-3: Title: Trend of water supply, wastewater generation, treatment and its disposal in cities and towns located in the coastal areas 1988-2028

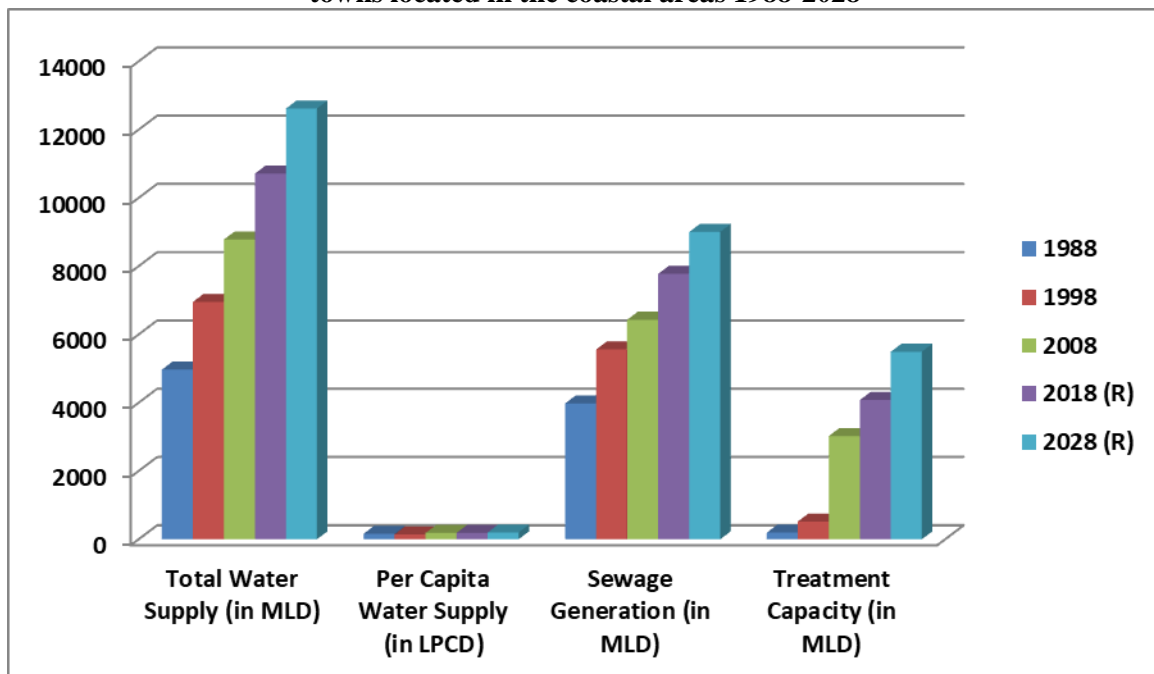


Table No-3: Title: Status of Water Borne Disease and Deaths per year

Year	Acute Diarrheal Diseases			Cholera		
	Cases	Deaths	CFR	Cases	Deaths	CFR
1997	78,025	520	0.67	2,261	2	0.09
1998	77,677	368	0.47	1,807	0	0.00
1999	74,583	266	0.36	1,807	1	0.06
2000	64,130	195	0.30	1,328	1	0.05
2001	59,511	159	0.27	1,110	1	0.09
2002	69,889	199	0.28	1,591	3	0.19
2003	58,784	66	0.11	390	1	0.26
2004	77,333	119	0.15	1,500	2	0.13
2005	70,465	65	0.09	777	1	0.13
2006	52,555	22	0.04	152	1	0.66
2007	37,556	19	0.05	212	0	0.00

2008	57,463	62	0.11	994	0	0.00
2009	87,207	21	0.02	826	0	0.00
2010	60,314	45	0.07	932	1	0.1
2011	2,06,669	24	0.01	580	0	0.00
2012	1,98,317	17	0.01	516	0	0.00
2013	1,89,288	24	0.01	146	0	0.00
2014	1,76,795	6	0.00	18	0	0.00
2015	1,83,868	0	0.00	26	0	0.00
2016	1,84,952	0	0.00	4	0	0.00
2017	1,50,429	1	0.00	0	0	0.00

Source: tnhealth.org, Health & family welfare department, Govt. of India

Note: Case Fatality Rate (CFR)

From Table No.3 it is shown that the case register and death of diarrheal as well as cholera diseases from the period of 1997 to 2017. The data show that there is large fluctuation in the pattern of case register and deaths. In the year 1997 to 2001, there is a decrease in the level of case register as well as deaths and after that period there was increasing trends with fluctuation in terms of diarrheal and cholera disease. The majority 2,06,669 of cases register in diarrheal disease in the year 2011 and 2,261 of cases register in cholera disease in the year 1997. Large number of people is affected with diarrheal and cholera disease through contamination in the potable water. Contamination water plays a major role in spreading water-borne disease.

Table No.4 Title: Public Expenditure in Health by States & Union Territories (Rs. In 000)

A- States	2015-16 (Actual)	2016-17 (RE)	2017-18 (BE)
Andhra Pradesh	53470483	61550039	74299271
Arunachal Pradesh	5357577	7762079	11199034
Assam	28643237	49576860	53770407
Bihar	46528287	79080770	66685781
Chhattisgarh	27543544	42005179	44871975
Delhi	37594067	45961230	59027640
Goa	5750373	8338680	9601472
Gujarat	71993325	80404487	88164653
Haryana	27058044	37957112	43849236
Himachal Pradesh	15330549	22722310	20544690
Jammu & Kashmir	19539174	29804690	35454949
Jharkhand	21822461	29922341	31292593
Karnataka	60153923	70717466	72295591
Kerala	47715032	58979697	68824749
Madhya Pradesh	55229521	63731378	80651222
Maharashtra	100521782	127807762	122250772
Manipur	4856580	6743438	6045568
Meghalaya	6438624	7679394	7639627
Mizoram	4506119	6810560	5558640
Nagaland	4649643	6495454	6164974
Odisha	37435595	49095011	57514627
Puducherry	4876530	5119388	5269367
Punjab	28005392	33596066	36378787
Rajasthan	78183293	103367837	98143384
Sikkim	2618237	3143926	3636621
Tamil Nadu	85248545	90412777	99761913
Telungana	39476048	59863964	63914252
Tripura	6104618	9785895	7364735
Uttar Pradesh	137962248	172280920	189671521

Uttarakhand	14962656	15373472	22471783
West Bengal	79762114	84846308	79211955
TOTAL A	1159337621	1470936490	1571531789
B- Union Territories (UTs)			
Andaman & Nicobar Islands	3151506	3334318	3407106
Chandigarh	3744305	4162884	4225950
Dadra & Nagar Haveli	1005015	1219985	1349973
Daman & Diu	637255	577190	643050
Lakshadweep	581140	682660	791300
TOTAL B	9119221	9977037	10417379
Total of States & UTs (A+B)	1168456842	1480913527	1581949168

Source: Health Sector Financing by Centre and States/ Uts in India [2015-16 to 2017-18]

Note: Revised Estimate (RE), Budget Estimate (BE)

Table No.5 Title: Correlation between Sewage Generations and Human Health

Correlations			
		Sewage Generations	Human Health
Sewage Generations	Pearson Correlation	1	.939**
	Sig. (2-tailed)		.000
	N	5	5
Human Health	Pearson Correlation	.939**	1
	Sig. (2-tailed)	.000	
	N	5	5

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

From the above table it can be interpreted that there exists high positive correlation of (0.939**) at 1 per cent level of significant between the sewage generations and human health in the study area, it is clearly understood that the sewage generations is affected to the human health at around 94 per cent in the study.

SUGGESTIONS

- The state government must plan for establishment of new STPs in the areas which have not covered in existing STPs.
- The sewage collection system and sewage pumping arrangement should be upgraded /strengthened for collection and treatment of sewage in entire city.
- Proper records should be maintained for inlet and outlet flow, installation of flow measuring devices/ arrangement.
- State government should make adequate budget provision for recurring costs such as running & maintenance of STPs.
- The skilled manpower should be engaged for operation of STPs and quality of raw and treated sewage should be analyzed for controlling parameters on regular basis.
- To handle the peak hour flow, it requires the high capacity plant, so govt. must construct a holding tank of adequate capacity.

CONCLUSION

This study deals with the elimination of sewage by the effective methodology and increasing capacity of sewage treatment plants (STPs). This study helps to reduce the problems of untreated or partially treated sewage discharges into water bodies. The benefit of the project, not only improvement of water quality but it is also protecting local environment in the housing areas by remove the human illness.

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E-COMMERCE -A WAY OF DIGITAL MARKETING

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ABSTRACT

The term commerce references to the exchange of goods and services, usually for money. We see commerce all round us in millions of different forms. If you examine the elements of commerce, you will realize that one needs to have a product or products to sell, a place to sell those products, a way to let people know about you and your products a way to accept orders a way to accept payment for the sold products and a way to accept returned goods. In short the five P's viz. products, price, place, promotion and people are essential. Unless you have people to buy, the first four P's would be meaningless.

Keywords: E-Commerce, Internet, Global business.

OBJECTIVE OF STUDY

- a. To explain the importance of E-Commerce in global scenario.
- b. To highlight the usability of E-Commerce to develop business world.
- c. To underline best features of E-Commerce to develop business world.

INTRODUCTION

The basic principles of electronic commerce (E-Commerce) are the same as described above. E-Commerce is the latest revolution sweeping through the world changing the traditional ways of conducting business. The use of Internet as a way to bring electronic commerce to individual consumer has really caused the revolution. E-Commerce is a way of concocting, managing and executing business transaction using computer and telecommunications networks. It is essential that architecture, data formats and communication protocols are compatible for successful dialog between any two computers connected to the internet. The tacit assumption is that computers co-operate efficiently for seamless information sharing.

WORK PROCESS OF E-COMMERCE

To understand process of E-Commerce, it is necessary to understand the role of Internet is a network of worldwide computer networks. It enables us to communicate with anybody on the globe having the Internet connectivity. The growth of the Internet has been phenomenal. Today, the Internet spans more than 136 countries and more than 65 million computers are connected to the Internet. Internet is the largest network accessible around the globe. Also, the widest variety of computers can access it. Because of its global nature and the ability to quickly interchange information, the Internet is becoming an important vehicle for introducing products and conducting business. ARPANET was designed primarily for academic research. However, today largely individuals outside the universities as well as large number of commercial enterprises populate the Internet. One of the greatest benefits of the Internet and E-commerce is its ability to reach consumers on an individualized basis. Understanding selective requirements of buyers and meeting them effectively has therefore become relatively easier.

WWW is a term that people use while talking about Internet World Wide Web a way of arranging information into individual pages that can be hyperlink. Each page have content the information in different formats like graphical images, animation, sound clips or video clips embedded together with colour and text formatting. Just by clicking on the hyper-link, one can select the desired page. In order to see these pages you need a web browser. The web browser runs on your machine and decodes the HTML instructions from the web page to display the information in it. Web browser have the capability to display not only text but image but also audio and video clips.

With the above mentioned features, products can be advertised on web sites with all their features. This facilities worldwide dissemination of information at a unique method of accessing information. E-Commerce has become a reality because of the immense flexibility provided by the Web.

ROLE OF INTERNET IN E-COMMERCE

Let us understand how shopping is done on the Internet. Let us take an example of 'Amazon.com' which is a bookseller based in U.S. It sells books via Internet. It coordinates deliveries directly with publishers so that they do not have to maintain any inventory. Stores such as amazon.com are known as Virtual Stores as it is not a physical stores.

The Internet has given boost to 'Business-to-Business' (B2B) transaction also. These transaction take place between two business organizations. TISCO buying cement from L&T or L&T buying for TISCO is an example of a B2B transaction. These transaction are of higher value as compared to B2B transactions. In India, B2B transactions are settled only by cheque and or by credit card or cash. In many advanced countries nowadays, corporate payments are handled by a technology called Electronic Funds Transfer (EFT). The formal definition of EFT is "Any transfer of funds initiated through electronic terminal, telephonic instruments, computer, or magnetic tape so as to order, instruct, or authorized a financial institution to debit or credit an account." The emerging electronic marketplace is expected to support all business services, which currently depend on paper-based transactions. Thus, all transactions will become paperless.

Organizations have been using a technology called Electronic Data Interchange (EDI) for exchanging business document in B2B transactions since 1970. EDI sends business documents such as invoices, purchase order, customs, documents, shipping notices etc. in a standardized format with trading partners over proprietary communication networks. These networks are restricted only to business partners. For communicating with a trading partner, you need to be on the same network than you trading partners are using. Also, they must use the same EDI standard. EDI therefore cannot be undertaken unilaterally. It requires active participation and co-operation from trading partners. Using the internet for transmitting EDI documents is less expensive than using proprietary network. The automatic transfer of information from computer to computer reduces the need for re-typing data and reduces costly errors to almost zero.

A companywide Internet is called intranet, where the access to the net is given only to the company employee. An intranet can be run as a completely internal network and is connected to the organization's server. When the access to Intranets is extended to business partners such as customers, suppliers, distributors etc. we call it extranet.

ADVANTAGES OF E-BUSINESS

1. Direct customer interaction and elimination of intermediaries reduces the price of the product. As per NASSCOM report, Internet transactions cost only one third as compared to a telephonic transactions. Cost benefits thus obtained can be passed on to the customer. The web site 'amazon. Com' offers around 30% discount over normal retail price.
2. Because of the Internet facility, vendors can communicate efficiently, effectively and faster at no additional cost. This is because the vendor has already paid for his existing Internet connection. At each stage the customer can get confirmation by e-mail. For example, when the order is received or confirmed or shipped, the message can go to the customer at each stage by e-mail. Thus, the customer can get the latest update on his order. A happy and satisfied customer is likely to bring the repeat business.
3. FedEx, a well- known Courier Company has introduced an on-line package tacking. One can actually track where the package is at a given instance and when it is likely to reach destination. Customer thus has access to the latest information.
4. A company can build larger electronic catalogues on web. Amazon sells 3,000,000 books. Imagine a printed catalogue containing the details of 3 million books and the difficulty in searching for a specific book.
5. One can tap previously untapped markets segments and increase revenue through a new and growing global customer base.
6. You can reach out the world any time you want because the marketplace is open for 24 hours a day and 7 day a week.
7. Distance does not matter in carrying out trade.
8. Improved service quality.

LEGAL ISSUES

Security is mandatory for e-commerce to exist. In business transactions, we are used to signed paper documents. With the advent of e-commerce people want to make sure that the electronic world is at least as safe as the paper document world. Frauds and forgeries do take place in the paper world; however the legal experts know how to handle those issues. That is not the case with the e-commerce world. The concept of e-commerce is new and it has opened up new issues, which were unknown to us so far. This issue has emerged because of the electronic documents and their transmission over the Internet. When the trading partners exchange document, they want to be sure that the documents that they have revived is authentic and it has not been tampered on it way. To handle issues in this areas.

FUTURE OF E-COMMERCE

One of the surveys conducted in India reveals that 92% of users use the Internet only for e-mail. This is true worldwide, through the percentage could differ from country to country. This survey also shows us that on an average the Internet sales today are 1% the total retail sales.

It shows that e-commerce is still in its infancy. Will e-commerce completely replace the traditional retail business over a period of time? This is a very common question that many people ask. All we can say is that people have rapidly accepted the internet as a medium for communication and e-commerce and therefore e-commerce has immense potential to grow.

CONCLUSION

E-commerce is a significant competitor to traditional retail channel, many people throughout the world still like going to physical retail shops. You meet different peoples to shopping over the Internet to participate in e-commerce, we have implicate assume that people are computer literature and have general awareness of how to negative on web site. Sulfuring the net without knowledge it is frustrating experience. In the absence of good security measures and the cyber loss and their implementation people will not have confidence in e-commerce. E-commerce across cities and towns of India is a distant reality.

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CUSTOMER SATISFACTION TOWARDS ONLINE FOOD ORDERING SYSTEM

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1 - INTRODUCTION

Online Food ordering system is a process in which one can order various foods and beverages from some local restaurant and hotels through the use of internet, just by sitting at home or any place. And the order is delivered to the told location.

Nowadays everyone is having busy schedule whether it is urban area or rural. But talking specifically about the urban areas and deeply about the big cities, people out there are so busy in their life that they don't get enough of time to have their meals properly.

As these days women are no less than men, in any field. So in big cities even wives are working women, therefore mostly the small families manage to have their food ordered from somewhere, as they lack time.

Not only this is the case, if we talk about the children in the modern era they like only fast food or something from the outside. But they ignore eating homemade meals.

So food ordering system these days has one of the fastest growing market, though being a new idea. In this project we have developed something like the same to earn from and serve the `nation in a much better way possible.

The payment can be made online or pay-on-delivery system. The user's details are maintained confidential because it maintains a separate account for each user. An id and password is provided for each user.

And several encryption techniques have also been used on the server side to protect the card details. Therefore it provides a more secured and safe ordering system.

2 - OBJECTIVES OF STUDY

- ❖ To study how online food ordering system works.
- ❖ To provide an overview of online food ordering system
- ❖ To understand the changes in food industry during recent year
- ❖ To study the problems faced by restaurants due to online food ordering system.
- ❖ To study and understand views of common people about online food ordering system.
- ❖ To improve the ways of operations of online food ordering system

3 - SCOPE OF THE STUDY

This project aimed at developing an online food ordering system which can be used in small places, and medium cities firstly and then on a large scale.

It is developed to help restaurants to simplify their daily operational and managerial task as well as improve the dining experience of customers. And also helps restaurant develop healthy customer relationships by providing good services.

The system enables staff to let update and make changes to their food and beverage list information based on the orders placed and the orders completed.

4 - RESEARCH METHODOLOGY**❖ Primary Data**

The Primary Data is collected with the help of questionnaire of general public and personal opinions are considered for better understanding .

❖ Secondary Data

The Secondary Data is collected from the information available by various websites , journals and books .

5- LIMITATIONS OF ONLINE FOOD ORDERING SYSTEM

- ❖ The data collected through questionnaires is time consuming.
- ❖ The collection of data through questionnaires might not be accurate as respondents won't provide accurate information .

❖ The data collected might be incorrect or inaccurate .

❖ The study might not be useful for the people

6 ONLINE FOOD ORDERING SYSTEM

The Online Ordering System can be defined as a simple and convenient way for customers to purchase food online, without having to go to the restaurant.

This system is enabled by the internet – it is the internet that connects the restaurant or the food company on one hand, and the customer on other hand.

Therefore, as per this system, the customer visits the restaurant's app or website, browses through the various food items, combos and cuisines available there and goes ahead and selects and purchases the items he or she needs.

These items will then be delivered to the customer at his or her doorstep at the time they choose by a delivery person.

Payments for such online orders can be made through debit cards, credit cards, cash or card on delivery, or even through digital wallets.

HISTORY OF ONLINE FOOD ORDERING SYSTEM

The first online food order was a pizza from Pizza Hut in 1994.

The first online food ordering service, World Wide Waiter (now known as Waiter.com), was founded in 1995. The site originally serviced only northern California, later expanding to several additional cities in the United States.

During the dotcomboom, startups like Webvan, HomeGrocer, and Kozmo started online grocery delivery, but ended up closing in 2001 after the dotcom crash. Seamless was also founded during this time.

GrubHub was founded in 2004. By the late 2000s, major pizza chains had created their own mobile applications and started doing 20-30% of their business online.

ADVANTAGES OF ONLINE FOOD ORDERING SYSTEM

Online ordering system, one of the trending technologies in the present food industry will certainly build an online presence for your restaurant or an existing food business A few major **advantages of food ordering system** that can merely boost your business sales are –

- **Customer's satisfaction:** Since the customers need not to take risks of going outside, stand in queues, one could order from Nearby Indian, Chinese, Thai Takeaway Delivery, by sitting anywhere on the earth. This also tends the customers to fit their budget while ordering, by reducing the travelling expenses and other unnecessary taxes.
- **Effortless Maintenance:** With the ready posts of Chinese, Indian, Thai Food Restaurant Menu Online, there is no need to get printouts in case of updating the price, additional Items and other cases. Also, customers can compare the price and services offered by the different food points
- **Services are 24/ 7** Customers will be happy for the services catered by the Restaurant people at all time. Nowadays, Pizza, Sushi Delivery Online Orders are more, which are expected to have fast transference.
- **It's just one click away** In fact, this Today, more than ever, people can easily order online thanks to the smartphones and tablets. Studies conducted by the Interactive Advertising Bureau and Viggle show that about 69% of customers order food online using a mobile device.

DISADVANTAGES OF ONLINE FOOD ORDERING SYSTEM

One of the largest disadvantages to food delivery systems is the price. When the food is ordered for more than one person, the expense is typically equal to eating out at a nice restaurant every night. Many food delivery systems cost upwards of \$20 per day per person. Some systems cost even more. For individuals who have a limited food budget, food delivery systems are often too expensive to make their benefits worth the cost.

Foodquality can be compromised Due to the constant never ending requirement of online orders questions of food quality always exists. Despite careful packing, one cannot see the quality of the food packed inside. To make things complicated some restaurants don't offer the same quality food mentioned in their menus.
Expensive Delivery Charges Most of the restaurants favor differential pricing due to the additional costs

incurred due to the delivery of food to your doorstep. Certain restaurants have set a minimum price order for home deliveries which may or may not be favorable with the customer’s budgets

TOP 10 OF ONLINE FOOD ORDERING APPS

Here we look at the top 10 most popular mobile apps for food delivery in India that are helping to serve tastier lives at home.

- ❖ Swiggy
- ❖ Zomato Order
- ❖ Uber Eats
- ❖ Foodpanda
- ❖ Domino’s
- ❖ Pizza Hut
- ❖ Just Eat
- ❖ Faasc’s
- ❖ TastyKhana
- ❖ FoodMingo

7 DATA ANALYSIS AND INTERPRETATION

A survey was conducted on various types of individuals of India to know about the problems faced by them while they order food from online food ordering system and 25 core people were personally as well as online interviewed in this survey .

Q1. Age group

- Majority of people comes under the age slab of 18-30 (71%)

Q2. Gender

Both the gender male and female uses online food ordering system equally.

Q3. Occupation

The self employed people are more user of online food ordering system

Q4. Qualification

The online food ordering system is mostly used by educated people .

Q5. What kind of mobile phone do you have ?

There are greater number of people who uses smartphones as compared to iphones and standard phones.

Q6. Do you use food apps ?

74% people uses online food ordering apps.

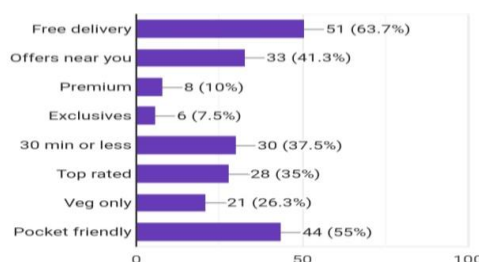
Q7. Does food apps interest you?

69% people have interest in food apps.

Q8. What kind of restaurant’s with offers you choose while ordering online ?

What kind of restaurant's with offers you choose while ordering online ?

80 responses

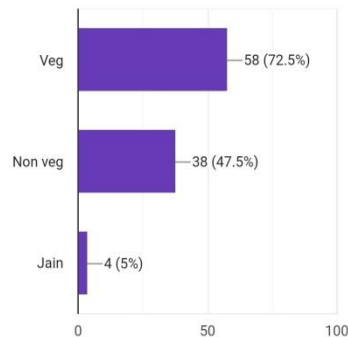


From the above chart we can conclude that most of the people prefer Free Delivery .

Q9. What kind of food do you order ?

What kind of food do you order?

80 responses



58% of people prefer ordering vegetarian food .

Q10. Have you always received the type of food you have ordered ?

We can conclude that 70% of people have always received the type of food they have ordered.

Q11. How often do you think you would use this food apps ?

We can conclude that 41% of people uses the food app once a month.

Q12. What days of week do you most likely use the food app?

We can conclude that 74% of people uses food apps on weekends.

Q13. Would you like to pay extra charges for faster delivery?

We can conclude that 46% of people won't like to pay extra charges for faster delivery.

Q14. Do you cancel your orders due to extra delivery charges?

We can conclude that 54% of people do cancel their orders due to extra delivery charges.

Q15. Do you like the option to book food in advance for a scheduled time?

We can conclude that 50% of people would like to book food in advance for a scheduled time.

Q16. Are food apps easy to operate?

We can conclude that 88% of people find food apps easy to operate

Q17. Have you ever faced network connectivity issues while ordering food online?

We can conclude that 35% of people sometimes faced network connectivity issues while ordering food online.

8 FINDINGS, CONCLUSION AND SUGGESTIONS

➤ FINDINGS

- Majority of people comes under the age slab of 18-30 (71%).
- Occupation of respondents is 5% are Entrepreneur, 7.5% are Unemployed, 16.3% are self employed and 71% are students.
- 63.8% of respondent would choose free delivery offer while ordering food online. 55% of respondent would chose pocket friendly offer while ordering food ordering. 41.3 % of respondent would choose offers near you while ordering food online. 37.8 % of respondent would choose 30 min or less offer option while ordering food online. 35% of respondent would choose top rated restaurant while ordering food online.
- 73% of respondent orders vegetarian food while 48 % of respondent prefer non vegetarian food whereas 5% of respondent prefer Jain food.
- 70% of respondent have always received the type of food they have ordered whereas 25 % of respondent sometimes didn't received the type of food they have ordered.
- 41.2 % of respondent uses food app once in a month while 20 % of respondent uses food app once in a week whereas 16.3% of respondent uses food app twice or thrice times a week and 9% of respondent uses food apps in every 15 days for ordering the food online.

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- 36.3 % of respondent would sometimes like to pay an extra charges for faster delivery whereas 18 % of respondent would like to pay an extra charges for faster delivery and 46.3 % of respondent wouldn't like to pay an extra charges for faster delivery.
 - 50% of respondent would like to book food in advance for a scheduled time whereas 36.3% of respondent would sometimes book food in advance and 13.7 % of respondent wouldn't like to book food in advance for scheduled time.
 - 31.3% of respondent have faced network connectivity issues while ordering food online whereas 34 % of respondent have never faced network connectivity issues while ordering food online and 35% of respondent have sometimes faced network connectivity issues while ordering food online

➤ **CONCLUSION**

Whole survey base is to find problems faced by the general public while ordering food online through online food ordering system in India. In this survey, we found that most of general public have similar problems .General public is neither satisfied nor dissatisfied by the working of online food ordering system.

➤ **SUGGESTIONS**

- The online food ordering system should improve its network connectivity.
- The online food ordering system should increase its delivery area.
- The online food ordering system should increase its variety of food.
- The online food ordering system should expand its delivery area.

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A STUDY POSITIVE EFFECTS OF YOGA ON PHYSIOLOGICAL AND PHYSICAL HEALTH

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ABSTRACT

Yoga and Meditation has the origins from the ancient Indian Philosophy. The application of Yoga mainly focuses on the Holistic development of the individuals connecting Mind, Body and Soul. The postures and the pranayama ,the breathing techniques culminates to relaxation , creating self awareness of your self with consciousness. The positive benefit of the yoga acts as a therapeutic intervention, physical flexibility, coordination , Muscle, strength, protects spine Health, increases the blood circulation, boosts the immunity, regulates the blood pressure – the list goes endless. Yoga has to be propagated more rigorously among the public to avail the benefits for all the people. The Yoga is not very popular as it should be and awareness should be created and propagated for its immense benefits and relatively with less expenditure. The vast benefits compels me to explore the possibility of taking this magical Yoga to the masses and enhance the quality of our lives in terms of physical, emotional, psychological and holistic development.

Keywords: Pranayama, Health Benefits, Ancient Yoga, Yogic postures and practices, Meditation, Yogic philosophy

INTRODUCTION

The introduction of yoga were developed by the Indus-Sarasvati civilisation in northern India over 5000 years ago. The word yoga was first mentioned in the oldest sacred texts Rig Veda. The Yoga sutra is believed to be a 2000 year old treatise on yogic philosophy by the Indian saint Patanjali that throws light on the postures, Breathing techniques and spirituality. There are mainly eight types of yoga practices as guided by the saint Patanjali.

Patanjali defines yoga as having eight components (saṣṭāṅga, "eight limbs"): "The eight limbs of yoga are yama (abstinences), niyama (observances), asana. Yoga keeps the body filled with energy all through the day even in stressful situations. So, here we discuss the physical and mental health benefits of yoga over body and mind on different levels. Perhaps, the best thing you would find in yoga is that individuals of any age can easily do yoga and avail its benefits. You can do yoga either early in the morning or at evening. All you need is an open space, a mat and physical and mental presence to grasp the benefits of Yoga. The yoga can be learnt and practiced by the young and old alike. The government has taken positive steps to introduce yoga as a subject for the budding minds. Still we need to go a long way to reap in the benefits for the holistic development of an individual. The physical education aspect and yoga should be entwined together to achieve good toning and physical endurance and flexibility.

The Benefits of Yoga	
<u>Increases</u>	<u>Decreases</u>
Physical Wellness	Anxiety
Energy Levels	Stress
Flexibility	Tension
Range of Motion	Depression
Long Lean Muscle	Weight
Stamina	Muscle wastage
Mental Abilities	Blood pressure
Memory	Blood sugar
Concentration	Cholesterol
Self-Esteem	Arthritis pain
Balance	Joint Stiffness
Strength	Cell death
Pride in one's efforts	Cell mutation
Weight loss	Thyroid issues
Cell rejuvenation	Muscle pain
Immune system	Loneliness
Social Skills	Mind fog

All these benefits can be gained in as little as fifteen minutes per day of yoga. If you have been struggling with any of the issues in the gray column, or long to increase any of the elements in the orange column, take up the 21-day yoga challenge starting TODAY.

NEED OF THE STUDY

The overall concept of yoga is not in great prevalence as it should be because of its less knowledge and publicity. A lot number of studios are opened up in various forms tailor made to suit individual needs. The concept is being commercialised and made a lucrative business to make profits. Yogic practices are a simple set of Asanas, breathing techniques and meditation. One just requires a mat and a peaceful atmosphere to reap its rich benefits. So an attempt has been made to educate the masses in general about our own Indian yogic practices and meditation which can be followed with the help of the master or a teacher who has been trained.

OBJECTIVES OF THE STUDY

1. To connect with common people and masses to spread the positive aspects of yoga
2. To study the impact of practising yoga as a form of regular physical exercise
3. To highlight the advantages of different types of yoga

HYPOTHESIS

- Practising yoga improves overall health
- Practising yoga does not improve overall health

RESEARCH METHODOLOGY

Primary Sources are collected from the yoga teachers and practitioners with a questionnaire and face to face interviews.

Secondary Sources are collected from reviewed published articles, Journals, news papers, health magazines and websites

DATA COLLECTION AND ANALYSIS

Questionnaires, surveys and observations and interviews

Testing of hypothesis

Qualitative method is used to derive the hypothesis

TYPES OF YOGA**1.HathaYoga**

Hatha yoga is a comprehensive term that includes all kinds of yoga that is based in physical practice. So that includes styles like Ashtanga and Iyengar but not Kriya, Raja, or Karma yoga that are not based on physical yoga practice. Hatha yoga is best if you are just starting out as the pace is far slower than the other styles. The practice involves having to hold a pose Hatha classes for a few breaths and focuses a lot of meditation and correct breathing and postures. You will also learn some essential relaxation techniques.

2. Iyengar yoga

Founded by B.K.S. Iyengar, this form of yoga is great for those who want to work on injuries and joint problems. It focuses on correct alignment of the body and very precise moves. These postures are held while holding your breath and the duration of each pose increases with expertise. The perfect pose is achieved with the help of props like traps, blocks, and blankets. This practice improves stability, mobility, strength and flexibility.

3. Kundalini yoga

Kundalini yoga is one of those mysterious yoga practices that is as spiritual as it is physical. This form is physically demanding and mentally challenging and involves a lot of meditation, chanting, mudras and breathing exercises. The whole point of this style is to release the kundalini energy that is coiled in the lower spine. You have to do a lot of fast moving postures with periods of relaxation where you will be taught to pay attention to internal sensations and the flow of creative energy so that you can tap into your kundalini-shakti. This style is for those who are looking for more than a workout.

4. Ashtanga yoga

Popularised by celebrities worldwide, Ashtanga or the "eight limb path" is very physically demanding so you should not do this if you are a beginner or not in great physical shape. It involves doing multiple surynamaskars followed by standing and floor postures. There are six series of postures that have to be repeated in every class. This kind of yoga is also called Power Yoga and in this style you start with the primary series and then graduate to the next level when you have mastered it. It takes years of practice to master this form.

5. Vinyasa yoga

This is an offshoot of Ashtanga and also involves a number of athletic yoga postures and each movement is coordinated with one's breath. This is also a very physically demanding practice. The pace is quick and you will not have to hold any one pose for too long. The key is to flow from one pose to the next so your heart rate gets pumping. Both Ashtanga and Vinyasa are great if your aim is to tone your body. It also works your core and upper body and gives you a cardio workout. This practice does not have a set structure and often depends on the teacher who might include some meditation and chanting.

6. Bikram yoga

Created by yoga guru Bikram Choudhury, the key feature of this practice is to do a set of poses in a room heated to 41 degrees centigrade and 40 percent humidity. In a 90-minute sequence there are 26 basic postures that are done twice and two breathing exercises. The heat makes you sweat excessively thereby getting your body rid of toxins while the postures work every part of your body and bring oxygenated blood to all your internal organs. Drink plenty of fluids to rehydrate.

7. Hot Yoga

The hot yoga style is very similar to that of Bikram yoga. Here too, postures are held in a heated room, however, it is not restricted to the 26-pose sequence. If you like a sweaty workout, this one is for you.

8. Kripalu yoga

If you are seeking spirituality through yoga then you should explore Kripalu yoga. The focus of the practice is less on hectic asanas but on self-reflection, pranayama, deep relaxation, and meditation. The aim is to destress the mind and body for better health and self-awareness. Not as rigid as the other practices, this one requires you to modify poses according to your body's needs.

9. Jivamukti Yoga

Yoga is not just a workout but a deeply spiritual experience and if you want to know this practice in its totality then you should try the Jivamukti style. Founded in 1984 by Sharon Gannon and David Life, Jivamukti incorporates Vinyasa style postures and sequences accompanied with chanting, meditation, deep relaxation and pranayama. There is also some emphasis on philosophy, poetry and music. Jivamukti centres also offer courses in Hindu scriptures, Sanskrit and kirtans. Jivamukti proponents are also expected to be vegetarian.

10. Yin yoga

If you are not into too much hectic activity, then Yin yoga is just the practice for you. This slow-paced style lets you hold poses for a longer time—from 45 seconds to two minutes. There are also a lot of seated postures and a focus on spirituality, inner peace and relaxation. By holding poses for a longer time, you stretch your connective tissue and make it more elastic. You also improve blood circulation and the qi energy in your body. This style is often practiced in a heated room to help your muscles become more elastic.

11. Restorative yoga

If you are in stressful job, this is just the yoga practice for you. As the name suggests, restorative yoga postures are meant to relax and rejuvenate. Many of the classic yoga poses have been modified so that they are easier to do and are more relaxing. This practice helps you tap your parasympathetic nervous system so that you can truly relax your mind and body deeply. Like Iyengar yoga this style too takes the help of props like blankets, bolsters and yoga blocks to help you perfect each yoga pose without straining yourself too much. If you are struggling with insomnia, anxiety, stress-related illnesses, then you should definitely try restorative yoga.

12. Prenatal yoga

Prenatal yoga is a workout that pregnant moms can safely practice without putting the foetus at risk. It is specifically tailored for pregnant women in all trimesters. This kind of yoga works your pelvic floor muscles and teaches you breathing exercises that ease labour and delivery.

13. Anusara yoga

In this version of Hatha yoga, Anusara yoga has postures that are used in a Vinyasa practice and here too there is a lot of focus on alignment. However, in Anusara the mind-body-heart connection is key and you will be encouraged to uplift yourself, find inner peace and the "light within yourself." This style uses props to help you reach the perfect pose.

FINDINGS AND INTERPRETATION

Yoga has a significant effect on anxiety, depression, chronic pain and stress. At a time when technology and drugs dominate the way we live our lives, it is refreshing that yoga still persists and studies are exploring the benefits. Yoga if practised regularly will reduce hypertension, regulating heart rhythm, the improvement of core

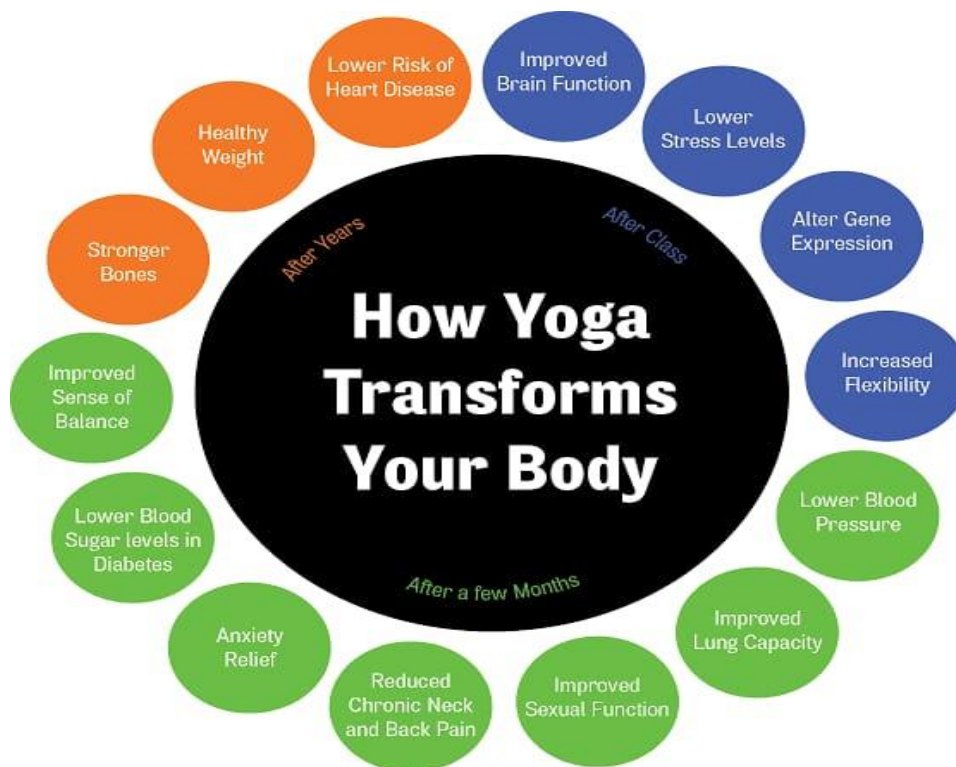
stability and balance. Yoga is also practised to maintain health benefits for the mind and body and enhancing emotional wellbeing. Yoga also detoxifies the system, teaches to maintain inner peace and solitude , weight management. Maintain better posture and fitness levels.

IMPLICATIONS

Yoga offers reconnecting ourselves, learning to see ourselves, to watch our reactions to the world around us from a different perspective. It takes emotional and spiritual strength to reflect inwardly and directly address personal conflicts, anxieties, hopes and fears and how we respond to them outwardly.

Conclusions and suggestions

Yoga relieves our stress , lowers the levels of hormone cortisol, improves digestion and immune system . it induces better sleep , relieves chronic pain such as joint pains, multiple sclerosis. Auto immune diseases and gain muscle strength.



FINDINGS AND SUGGESTIONS

Physical & Mental Health Benefits of Yoga

Yoga which originated in India 5000 years back has become a renowned name all over the globe. Yoga is a form of exercise that helps in rejuvenating the body and mind. Yoga also helps in soothing broken and tarnished souls, heals mental ailments and has a very scintillating experience over the body. The combination of yoga exercise involves stretching of muscles, muscle toning, controlled slow breathing along with meditation.

Stress-relief: Stress is one of the biggest killers of our times and leads to a range of lifestyle and metabolic diseases. Yoga helps you manage stress and anxiety and thereby reduces their harmful effects on your body. The relaxation induced by yoga lowers the levels of the stress hormone cortisol, your blood pressure and heart rate. It also improves digestion and the immune system.

Better sleep: Yoga will make you less stressed and thereby help you sleep better. Research too has shown that yoga is a boon for people struggling with insomnia.

Relieves chronic pain: Studies have shown that doing yoga on a regular basis helps manage chronic pain in people suffering from cancer, multiple sclerosis, autoimmune diseases, such as arthritis and joint pains.

More strength: Yoga gives a full workout to all the muscles of your body so, over time, you gain a lot of all-over strength.

Flexibility and mobility: Yoga makes you more flexible and that helps increase your mobility as well. Therefore you are able to do everyday movements like kneeling, bending or reaching out for something with much ease.

Detoxifies: The kind of physical activity that yoga involves, helps your internal organs perform better and do their function of detoxifying your body at optimum levels. Deep yogic breathing improves lung function, while the sweat that is produced while doing yoga rids the body of toxins

Inner peace: Is the daily grind and the constant commotion that you live in driving you crazy? Get back your inner calm by doing yoga. In fact, according to the Yoga Sutras of Patanjali, Sutra Yoga chitta vrtti nirodha, or “Yoga is the stilling (regulation, quieting) of the turnings of the mind.”

Better breathing technique: Yoga teaches us how to breathe in the correct manner by making us aware of our breaths. It helps us identify our breathing patterns and shows us how our emotions affect it. Taming our breathing can help calm us down. Deep yogic breathing is also very good for health and studies have shown that it is beneficial for the heart, brain, digestion and immune system.

Weight management: Even though yoga is a spiritual practice, it is also a kind of exercise that can help you lose weight and maintain it in the long run. While yoga makes you burn calories, it also helps you lose weight by curtailing the production of the stress hormone cortisol that makes you put on kilos. A yoga practice strengthens your core and results in better posture and upped general fitness levels.

BLOOD PRESSURE AND HYPERTENSION

A study reported on 37 studies investigating the effects of yoga on blood pressure and hypertension, among them 12 RCTs, 12 nonrandomized clinical trials, 11 uncontrolled studies, 1 cross-sectional study, and 1 single yoga session examination. Most reported a reduction of systolic and/or diastolic pressure. However, there were several noted potential biases in the studies reviewed (i.e., confounding by lifestyle or other factors) and limitations in several of the studies which makes it “difficult to detect an effect specific to yoga.

Three systematic reviews examined the effects of yoga on risk indices associated with insulin resistance syndrome, risk profiles in adults with type 2 diabetes mellitus and the management of type 2 diabetes mellitus, identified several studies on the effects of yoga on insulin resistance syndrome-associated variables, that is, 2 RCTs, 2 non-RCTs, and 8 uncontrolled clinical trials. These studies reported postintervention improvement in various indices in adults. However, the results varied by population (healthy adults, adults at cardiovascular disease risk, adults with type 2 diabetes, etc.) and study design.

MENTAL BENEFITS OF YOGA:

1. Yoga improves concentration, flexibility focus and mental clarity.
2. Yoga Reduces stress Depression and anxiety
3. Yoga Stabilises the Mood enhances the feeling of Personal Well being.

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A STUDY ON PROBLEMS FACED BY WOMEN IN THE SOCIETY

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ABSTRACT

Women today, play an all important role in the development of the society. They hold all those important post and portfolios that they were one deprived off, for various reasons. This paper attempts to analyze the problems faced by women in the society which they should overcome, if they have to focus on the empowerment of women. How the status of women is upgrading, how today's women are growing and going ahead in their life, and putting themselves up, their life, their career ahead should be given utmost importance.

Keywords: Empowerment, Infanticide, Initiatives.

INTRODUCTION

Women empowerment is the **empowerment** of **women** which helps them to take their own decisions by breaking all personal limitations of the society and family And to live their own life on their own terms conditions.

The law provides so many women rights but half of the women population are not aware about it, mainly in the rural area (backward area) and are suffering since many years and are still suffering the humiliation, the discrimination, and all this is because we suffer fear of the society.

Lack of courage prevents them from taking an initiative for a bold step, to take decisions for their own life.

In the present day world, the women have actually reached upto a level of empowerment where they have their own status in the society and are more aware of their rights.

PROBLEMS FACED BY WOMEN

Taking birth as a woman in the Indian society can be said as curse for the women. Women in India face lots of social issues and problems all through the life which are big struggle for them right from their beginning of life. Women in India are considered as burden for their parents and husband as they think that women are here only to consume money whole life without earning a little bit.

The other problem faced by women is sex discrimination and gender bias which is a very common problem especially in India.

Many of the barriers to women's empowerment and equity lie ingrained in cultural norms. Many women feel these pressures, while others have become accustomed to being treated inferior to men. Even if legislators, NGOs, etc. are aware of the benefits women's empowerment and participation can have, many are scared of disrupting the status of the women and continue to let societal norms get in the way of development.

PROBLEMS FACED BY WOMEN**1) Selective abortion and female infanticide**

It is the act of aborting a fetus because it is female. Fetal sex determination and sex selective abortion by medical professionals has today grown into a Rs. 1,000 crore industry (US\$ 244 million). Social discrimination against women and a preference for sons have been promoted. According to the decennial Indian census, the sex ratio in the 0-6 age group in India went from 104.0 males per 100 females in 1981, to 105.8 in 1991, to 107.8 in 2001, to 109.4 in 2011. The ratio is significantly higher in certain states such as Punjab and Haryana (126.1 and 122.0, as of 2001).

2) Dowry and Bride burning

Marriage very often is a financial transaction in India. With economic prosperity our greed has only grown. Rich and poor alike expect to make a small fortune when they get their sons married. Demands are often made on the bride's family with not the least amount of compunction. It is no surprise then that this is one of the main reasons why families prefer to put girls to sleep in the womb. The cavernous greed of the groom's family is sometimes not even satiated with the booty it acquires on marriage and iterative demands are made thereafter. The worst casualty in this is the dignity of the young woman as well as her family. Non fulfillment of demands sometimes spells death for the woman. According to the Indian National Crime Bureau reports there were about 6787 dowry death cases registered in India in 2005, a 46% jump over 1995 level of 4,648, which was 10-fold more than the figure of 400 deaths a year in the 80s.

3) Domestic violence

It is endemic and widespread. Around 70% of women in India are victims to domestic violence according to Renuka Chowdhury junior minister for women and child development. National Crime Records Bureau reveal that a crime against a women is committed every three minutes, a women is raped every 29 minutes, a dowry death occurs every 77 minutes and one case of cruelty committed by either the husband or relative of the victim.

4) Disparity in education

Girl education is another area that is languishing in our country. According to last census held in 2001, female literacy in the country stood at 54.16%, the highest ever. However the figure is still a good 20 percentage points less than that of their male counterpart. The disparity is even higher in rural areas where over 63% or more women remain unlettered.

5) Child Marriages

Many people marry their daughters off as children to escape dowry. In rural India, 70% girls are married before 18 and 56% of those married bear children before 19.

6) Inadequate Nutrition

One of most understated problems facing the Indian girl child is that of poor nutrition. Girls belonging to the lower middle class and poor families suffer the most. Because of limited incomes it is an unsaid rule that while the male siblings are provided with milk, fruit and eggs, the girl but has to make do with the regular rice and lentil or sometimes even less. It is for this reason that girls are more susceptible to poor health and disease.

Various surveys indicate that women's caloric content is about 100 calories (per women per day) less than they spend, whereas men show an 800 caloric surplus intake. Women expend a great deal of energy working inside and outside the house, whereas they often have insufficient food. It has also lead to many cases of Death During Childbirth.

7) Sexual harassment

Among the worst countries in crime, India has an abhorrent track record in all forms of sexual exploitation. In homes, on streets, in public transports, at offices, even on vacations. No place is safe. And the most terrible fall out of this is the lack of self worth and feeling of degradation following the emotional and physical trauma that constant harassment creates. Such is the recurrence of these incidents that Delhi has earned the ignoble nickname of the 'Rape Capital'. While most cases go unreported as it is considered an act that puts one to shame, only 20% of the registered cases for sexual harassment reach actual conviction.

A study conducted in 2004 across spectrum showed that 60-80% women face some sort of abuse or violence in marriage. Worse still, over half the women in India feel this to be perfectly normal. Physical abuse immediately relegates a wife to an inferior status where her main purpose is to serve than to be a partner.

A paper published in International Journal of Criminology and Sociological Theory shows that in 2007 there were 20,737 reported case of rape, 8,093 cases of death due to dowry, 10,950 cases of sexual harassment with total crime of 185312. A U.N. Population Fund report claimed that up to 70 percent of married women aged 15-49 in India are victims of beatings or coerced sex.

8) Status of widows

The genesis of the problem lies in the culture of our country where a widow is considered worthless and inauspicious. While the practice is on the decline, women who have lost their husbands are still forced to don only white garments and shave their heads etc. They are treated poorly, hardly given proper food and sometimes altogether abandoned as one can witness in the streets of Vrindavan and Varanasi.

9) Property rights

While the law of the land enshrines equal property distribution to the family of the deceased in the absence of a will irrespective of the sex, this is again normally just on paper. In practice most families leave daughters out of property rights and payment or dowry is symbolic of the girl's disinheritance vis-à-vis finance. Besides different religions have different takes on the matter.

CONCLUSION

So hereby, we conclude that women empowerment has reached a very high level and women are not only empowering themselves but each other. women are the backbone of the society and no society can progress without considering women as equal partners rather than beneficiaries.

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A REVIEW ON SAFETY AND SECURITY IN TRANSPORT

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ABSTRACT

We are in a world where moving from place to another for any purpose is common and extremely important for survival. We move in search of food, jobs, a living or even if it is just to roam around and see new places. Transportation of good from one place to another is a huge business in itself. One very important factor of traveling or transporting is the safety and security of humans and goods or cargoes. All governments of all countries have the root set of regulations for this purpose.

In this research study, we shall study about the existing safety and security of passengers and goods in transport.

1.1 INTRODUCTION

The invention of transportation is one of the best gifts to the mankind. It has made life so easy that it is possible for one person to travel from one place to another within a reasonable amount of time.

It started with invention of wheel, and then it didn't stop until humans could fly and even go to space. In the ancient times, people owned livestock which they would attach with the wooden cart and use it as a vehicle. Later with time came the buses and cars, followed by the first railways in Mumbai. The railways India was introduced by the Britishers for their ease but it turned out to be a boon for the Indian economy itself.

The introduction of airlines was initially considered as a luxury. But considering the current economic situations, it is accessible to the middle-class sections too. The services are accessible to and used by all classes of the Indian society now.

With the inventions and introduction of such facilities and luxuries, the measures for safety and security had to be included in the law and order of the country. The government has included various laws just for the safety and security of the people, their luggage and cargoes too. We shall read about them in the following chapters.

1.2 OBJECTIVES OF STUDY

- To study governments initiatives for safety and security in transports of passengers
- To know the recent trends in safety and security in transports.
- To determine public review on their safety and security while travelling.
- To study about the best policies from different countries.

1.3 SCOPE OF STUDY

- The study was conducted in various states and not just Mumbai city.
- The study reveals how people react to new safety and security policies by the government and private institutes.
- It shows their regular preferences of modes and means of transport on the basis of safety and security.

1.4 RESEARCH METHODOLOGY

Data is collected from primary and secondary sources. Collection of the data is of primary importance in the research process. The data source, which is very important in the collection of data, is primary data and secondary data. Both primary and secondary data are taken into consideration for the study by the strategies followed by various governments for the safety and security of men and material.

Primary Data: This consists of original information gathered for specific purpose. The normal procedure is by interacting with the people individually and/ or in a group, to get the required data with a set of questionnaires. In this research primary data is collected through observation and survey.

Secondary Data: This consists of the information that already exists somewhere, either in some Annual Records or Magazines etc. In this research secondary data is collected through internet basis and articles.

Survey Approach: The questionnaire was administered by circulating an online form link through social media. The sample size for the survey was 100.

1.5 SCOPE OF THE STUDY

The study provides an insight into futuristic methods of improving safety and security in transport. Every study is bound with some limitations, few are mentioned below:

- Lack of availability of ample secondary data about government policies.
- The sample size was restricted to 100 respondents only.
- The study might have not been taken very seriously by the respondents, so the answers by them could be vague.

1.6 IMPORTANCE OF TRANSPORT SAFETY AND SECURITY

Public transport has more risk as there is more than one person under the same vehicle. The aim of this research is to explore the perception of safety and security problems on the part of those parties involved in the operation of public transportation. The research was conducted with the help of a questionnaire survey to collect the perception data. Analysis showed that the user is the most important player of the research. The understanding and awareness of the user (including the driver) is the most important variable to improve the condition.

The most common security class consists of two aspects, namely:

Crime

Accidents

COMPOSITION OF DISTRIBUTION IN PUBLIC TRANSPORT (ROAD AND RAIL)**WOMEN SAFETY**

Women's Safety in Public Transport is one of the key challenges across the globe. The authorities are taking various measures to make Public Transport safe and comfortable for women. It is very important to be able to discern and understand that the travel needs of both men and women are very different. To address the situation scrupulously is must. In developing countries, lots of women forced to remain at home owing to lack of safe transportation option. Women are more likely to travel shorter distances and to stop more frequently than men during their journey.

PEOPLE WITH DISABILITIES

Transportation is an extremely important policy issue for those with disabilities. People with disabilities have consistently described how transportation itself is an impediment; a barrier that affects their lives in various ways. In the last survey, undertaken in 2004, just under a third of those with disabilities reported that inadequate transportation was a problem for them; of those individuals, over half said it was a major problem. The more severe the disability of the respondent was the more serious were the reported transportation problems.

KIDS

Families that live in large metropolitan areas often have access to buses, trains, or the subway system. It's important to help your kids become wise to the ways of public transportation before they use it. We must teach our children safety rules for taking mass transit, using escalators, and walking in busy traffic areas. This is especially important because, as kids grow older, they may take public transportation on their own -- even to get to school.

SAFETY OF LIFE AT SEA**(MARITIME SAFETY)**

Shipping is the most international of all the world's great industries - and one of the most dangerous. Developing international standards for safety is one of the best ways to improve the safety of life at life. IMO's first task was initiated in the year 1959 was to adopt a new version of the International Convention for the Safety of Life at Sea (SOLAS), the most important of all treaties., regulations and policies dealing with maritime safety.

IMO has also developed and adopted international collision regulations and global standards for seafarers, as well as international conventions and codes relating to search and rescue, the facilitation of international maritime traffic, load lines, the carriage of dangerous goods and tonnage measurement. The Maritime Safety Committee is IMO's senior technical body on safety-related matters. It is aided in its work by a number of Sub-Committees:

Carriage of Cargoes and Containers (CCC)

Ship Design and Construction (SDC)

Implementation of IMO Instruments (III)

Pollution Prevention and Response (PPR)

AVIATION SAFETY OF HUMANS

Aviation safety means the state of an aviation system or organization in which risks associated with aviation activities, related to, or in direct support of the operation of aircraft, are reduced and controlled to an acceptable level. It encompasses the theory, practice, investigation, and categorization of flight failures, and the prevention of such failures through regulation, education, and training. It can also be applied in the context of campaigns that inform the public as to the safety of air travel. Aviation safety means the state of an aviation system or organization in which risks associated with aviation activities.

The safety improvement initiatives are aviation safety partnerships between regulators, manufacturers, operators, professional unions, research organisations, and international aviation organisations to further enhance safety. Some major safety initiatives worldwide are:

- **Commercial Aviation Safety Team (CAST)** in the US. The Commercial Aviation Safety Team (CAST) was founded in 1998 with a goal to reduce the commercial aviation fatality rate in the United States by 80 percent by 2007.
- **European Strategic Safety Initiative (ESSI)** . The European Strategic Safety Initiative (ESSI) is an aviation safety partnership between EASA, other regulators and the industry. The initiative objective is to further enhance safety for citizens in Europe and worldwide through safety analysis, implementation of cost-effective action plans, and coordination with other safety initiatives worldwide.

After the disappearance of Malaysia Airlines Flight 370, in June 2014, the International Air Transport Association said it was working on implementing new measures to track aircraft in flight in real time. A special panel was considering a range of options including the production of equipment especially designed to ensure real-time tracking.

1.7 DATA ANALYSIS AND INTERPRETATION

AGE: Out of the 100 respondents, 45% were 15 – 20 years age group, 45% was 21 – 40 age group, 9% was 41 – 60 and just 1 respondent from the age of 60 and above.

GENDER: 54% women took part in the survey and the rest were men.

TYPE OF TRANSPORT USED MORE FREQUENTLY: 64% commuters use public vehicles; the rest depend on private modes of transportation.

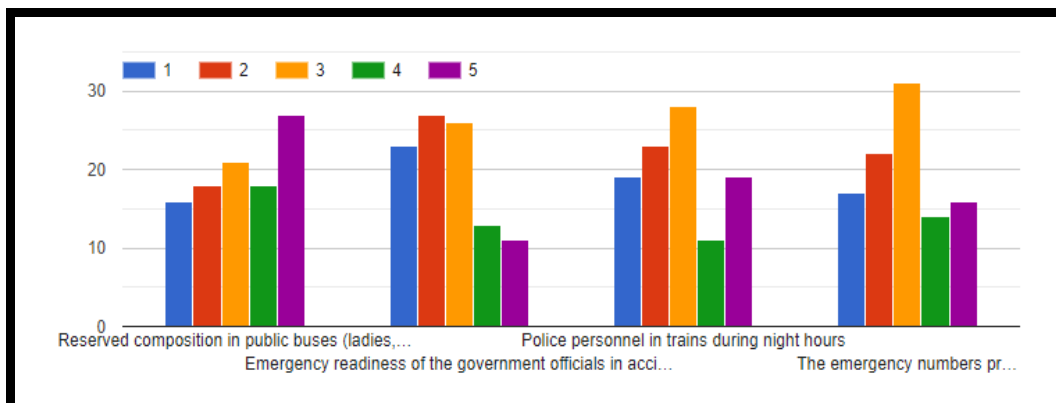
TRUST FOR PERSONAL SAFETY: People consider private modes of vehicles safer than the public vehicles.

AWARENESS ABOUT THE RULES AND THEIR RIGHTS: 40% people agree that they are aware about the rules and their rights, 37% are not sure if they know the laws.

SATISFACTION LEVEL

- **Reserved composition in public buses (ladies, pregnant women, handicaps, etc.)**
- **Emergency readiness of the government officials in accident prone areas**
- **Police personnel in trains during night hours**
- **The emergency numbers provided on bus stations or railway stations**

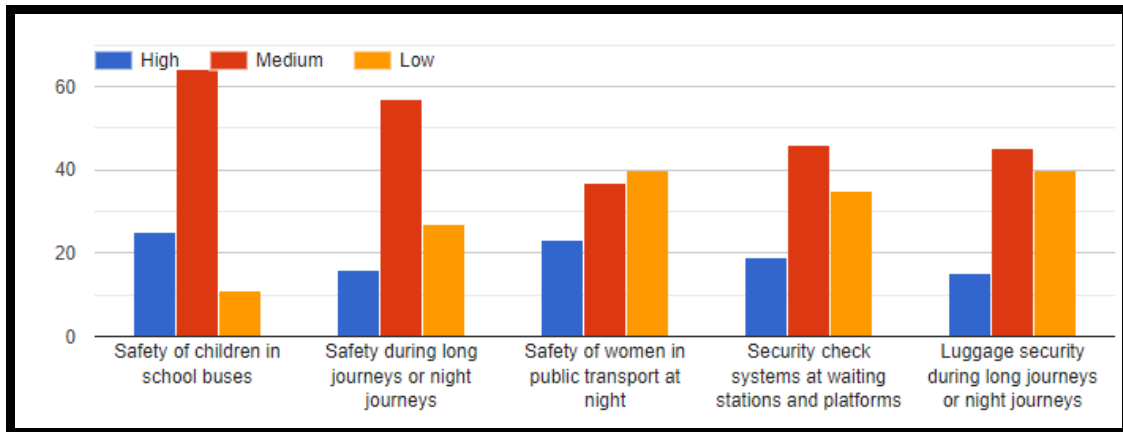
INTERPRETATION: This graph represents the level of satisfaction of the users on several grounds mentioned above. People had a mixed reaction to this question which is reflected on the results.



ON THE BASIS OF EXPERIENCE OF SAFETY AND SECURITY

- **Safety of children in school buses**
- **Safety during long journeys or night journeys**
- **Safety of women in public transport at night**
- **Security check systems at waiting stations and platforms**
- **Luggage security during long journeys or night journey**

INTERPRETATION: This graph is a clear representation of the rating by users on the basis of their experience of safety and security.



FINDINGS

With the help of the primary data collected and the secondary data available, the following were determined:

- India has shown some great improvement in the field of transportation and trade, it has kept with the pace of the developed countries.
- Various new technologies for safety and security were developed and accepted by the society.
- The people are satisfied with the government services but more satisfied by the private service providers.
- The users are not fully acquainted with their rights as a passenger
- Due to an open-ended question it was determined that the general public has some wonderful suggestions for the government.
- A lot has to be done to achieve perfection in safety and security of men and material in transportation.

CONCLUSION

There is much to achieve. From the study, it was determined that India is making every possible effort to become as efficient as the developed nations. Stricter laws and more awareness have to be brought in place which will only boost the safety and security standards in transportation sector. The government needs to come up with many more practical policies for this purpose.

SUGGESTIONS

An optional question was set in the questionnaire for providing some suggestions to the government by the general public; some respondents even took out the time to express their views about it. The following are few of the best suggestions by the general public to the government:

“India is a developing country. Day by day the numbers of individuals travelling by public transport are increasing. Crucial steps have to be taken by government to increase the safety of individual while travelling. Governments should act as conveners to increase collaboration within and between governments and the private sector, which will enable a System to operate across transport types, geographies and functionalities. Governments should reduce institutional complexity and create more focused governance models, to facilitate agile coordination with the private sector and other governments.”

“Some of the areas that can be more focused on are the hygiene, on the security, in terms of implementation as well. The officials concerned with the job can be more stringent with their commands.”

“The government works on all the aspects you mentioned in questionnaire. But only the installation of all the things you mentioned in this is not the objective. Maintainable is also the most important things. And one more

thing I want to add that we have seen the metropolitan cities only but we can't see the small towns and villages where none of the facility you mention is given to the public.”

In few places the government has shown efforts but there are more practical policies to be included, for example for safety of women an emergency number is not all that is required, the same goes for safety of children when travelling alone.

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A STUDY OF E-COMMERCE IN INDIA- ITS PRESENT AND FUTURE DEVELOPMENT

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ABSTRACT

E-Commerce is a fast and comfortable way of buying and selling through network technologies which gains most powerful response in the present competitive trend. Based on the growth in demand for online shopping, this paper provides an analytical framework about the history of E-Commerce, its opportunities, challenges, and its Future. Also, the current Increase/Decrease in online shopping is also briefly outlined. The Scope of E-Commerce has spread its root wide and depth in all parts of the world varies from country to country. This paper focuses on E-Commerce in India and its present and future development in India.

Keywords: E-Commerce, Flip Kart, Air Deccan, IRCTC, Government initiatives

1. INTRODUCTION

40% of the India’s population are using the Internet as of July 2018, out of 1.37 billion population. Regardless of being the second-largest user base in the world, only after China (48% of population uses Internet), the use of E-Commerce is low as compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an extraordinary rate, adding around 6 million new entrants every month. The industry consent is that growth is at an inflection point. Almost every company wants to enter into India, as India is a very big market for all Multinational and Conglomerate companies operating all over the world like Amazon, Alibaba, eBay and many other E-commerce companies. These companies want to sell products and also services to a large population who all are already addicted of using internet. This part of the population of India is attracted towards online shopping due to the factors like growth in Income, educated and working women, nuclear families etc.

Meaning of E-Commerce

E-commerce involves buying or selling of products and online services over the Internet. Electronic commerce draws on technologies such as mobile commerce, ETF [electronic funds transfer], supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

Modern electronic commerce typically uses the World Wide Web invented by Tim Burner Lee for at least one part of the transaction's life cycle, although it may also use other technologies such as email. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store). The necessity for electronic commerce developed from the need to use computers more efficiently in banks and corporations. With the increasing demand there was a need among the organizations to increase customer satisfaction and information exchange. Earlier only electronic funds transfer (EFT) was done by banks with the invent of Electronic Commerce, in addition to, many variants of EFTs within banks were introduced like debit cards, credit cards and direct deposits.

2. Conceptual framework of history of e-commerce (world)

YEAR	ADVANCEMENTS
1971/1972	• The ARPANET is used to arrange a cannabis sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, later described as "the seminal act of e-commerce" in John Markoff's book <i>What the Dormouse Said</i> .
1979	• Michael Aldrich demonstrates the first online shopping system.
1981	• Thomson Holidays UK is the first business-to-business online shopping system to be installed.
1983	• California State Assembly holds first hearing on "electronic commerce" in Volcano, California. Testifying are CPUC, MCI Mail, Prodigy, CompuServe, Volcano Telephone, and Pacific Telesis. (Not permitted to testify is Quantum Technology, later to become AOL.)
1984	• Gateshead SIS/Tesco is first B2C online shopping system and Mrs.Snowball, 72, is the first online home shopper. • In April 1984, CompuServe launches the Electronic Mall in the USA and Canada. It is the first comprehensive electronic commerce service.

1989	<ul style="list-style-type: none"> In May 1989, Sequoia Data Corp. Introduced Compumarket, the first internet based system for e-commerce. Sellers and buyers could post items for sale and buyers could search the database and make purchases with a credit card.
1990	<ul style="list-style-type: none"> Tim Berners-Lee writes the first web browser, WorldWideWeb, using a NeXT computer.
1992	<ul style="list-style-type: none"> Book Stacks Unlimited in Cleveland opens a commercial sales website (www.books.com) selling books online with credit card processing.
1993	<ul style="list-style-type: none"> Paget Press releases edition No. 3 of the first app store, The Electronic AppWrapper.
1994	<ul style="list-style-type: none"> Netscape releases the Navigator browser in October under the code name Mozilla. Netscape 1.0 is introduced in late 1994 with SSL encryption that made transactions secure. Ipswitch IMail Server becomes the first software available online for sale and immediate download via a partnership between Ipswitch, Inc. and OpenMarket. "Ten Summoner's Tales" by Sting becomes the first secure online purchase through NetMarket.
1995	<ul style="list-style-type: none"> The US National Science Foundation lifts its former strict prohibition of commercial enterprise on the Internet. Thursday 27 April 1995, the purchase of a book by Paul Stanfield, Product Manager for CompuServe UK, from W H Smith's shop within CompuServe's UK Shopping Centre is the UK's first national online shopping service secure transaction. The shopping service at launch featured W H Smith, Tesco, Virgin Megastores/Our Price, Great Universal Stores (GUS), Interflora, Dixons Retail, Past Times, PC World (retailer) and Innovations.
	<ul style="list-style-type: none"> Jeff Bezos launches Amazon.com and the first commercial-free 24-hour, internet-only radio stations, Radio HK and NetRadio start broadcasting. eBay is founded by computer programmer Pierre Omidyar as AuctionWeb.
1996	<ul style="list-style-type: none"> The use of Excalibur BBS with replicated "Storefronts" was an early implementation of electronic commerce started by a group of SysOps in Australia and replicated to global partner sites.
1998	<ul style="list-style-type: none"> Electronic postal stamps can be purchased and downloaded for printing from the Web.
1999	<ul style="list-style-type: none"> Alibaba Group is established in China. Business.com sold for US \$7.5 million to eCompanies, which was purchased in 1997 for US \$149,000. The peer-to-peer file sharing software Napster launches. ATG Stores launches to sell decorative items for the home online. Global e-commerce reaches \$150 billion.
2000	<ul style="list-style-type: none"> The dot-com bust.
2001	<ul style="list-style-type: none"> Alibaba.com achieved profitability in December 2001.
2002	<ul style="list-style-type: none"> eBay acquires PayPal for \$1.5 billion. Niche retail companies Wayfair and NetShops are founded with the concept of selling products through several targeted domains, rather than a central portal.
2003	<ul style="list-style-type: none"> Amazon.com posts first yearly profit.
2004	<ul style="list-style-type: none"> DHgate.com, China's first online b2b transaction platform, is established, forcing other b2b sites to move away from the "yellow pages" model.
2007	<ul style="list-style-type: none"> Business.com acquired by R.H. Donnelley for \$345 million.
2014	<ul style="list-style-type: none"> US e-commerce and Online Retail sales projected to reach \$294 billion, an increase of 12 percent over 2013 and 9% of all retail sales. Alibaba Group has the largest Initial public offering ever, worth \$25 billion.
2015	<ul style="list-style-type: none"> Amazon.com accounts for more than half of all e-commerce growth, selling almost 500 Million SKU's in the US.
2017	<ul style="list-style-type: none"> Retail E-commerce sales across the world reached \$2.304 trillion, which was a 24.8 percent increase than previous year.

3. OBJECTIVES OF STUDY

- a) To study the concept of online shopping on E-commerce sites.
- b) To analyze the history of E-commerce around the world.
- c) To identify the drivers of E-commerce.
- d) To determine the opportunities and challenges of E-commerce.

- e) To find out the History of E-commerce in India
- f) To determine the Government initiatives for promoting E-commerce in India

4. REVIEW OF THE LITERATURE

The e-commerce has undergone many changes and the growth and development is tremendous in the short duration of time. Technology enhancement has made the e-commerce simpler and provides more choice to the users. This paper discuss of the perception of users, the evolution of e-commerce in different stages, Its Opportunities and Challenges and Its Current and Future Scenario.

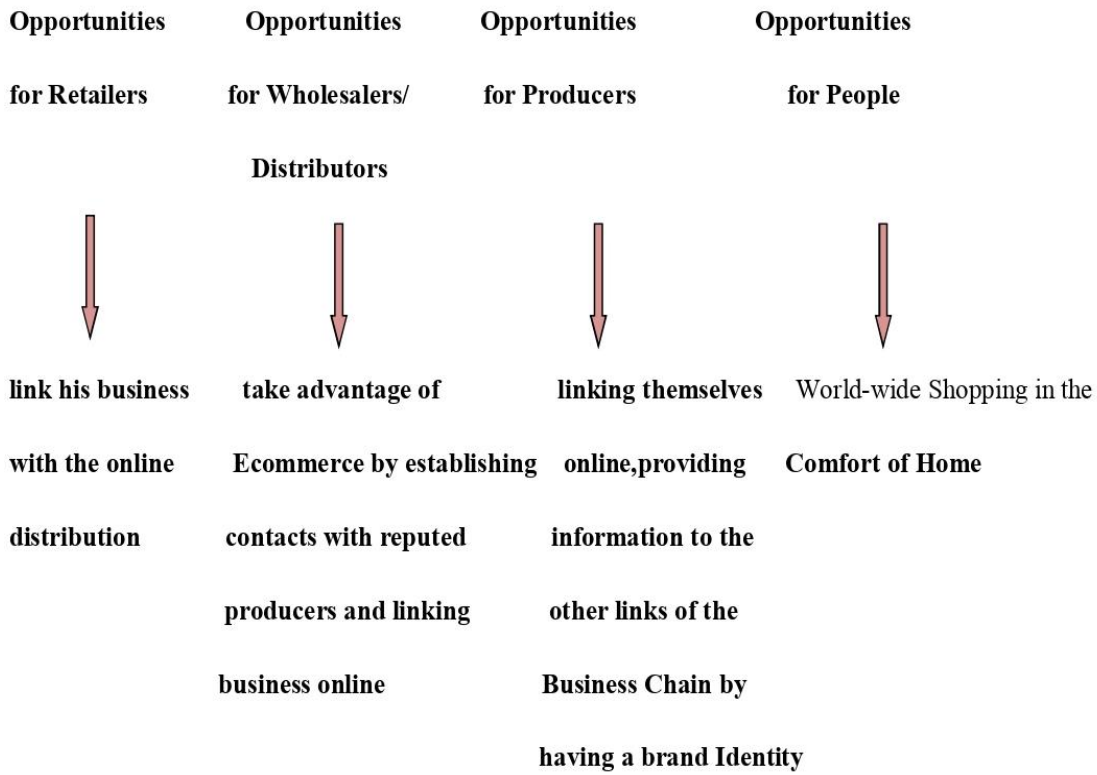
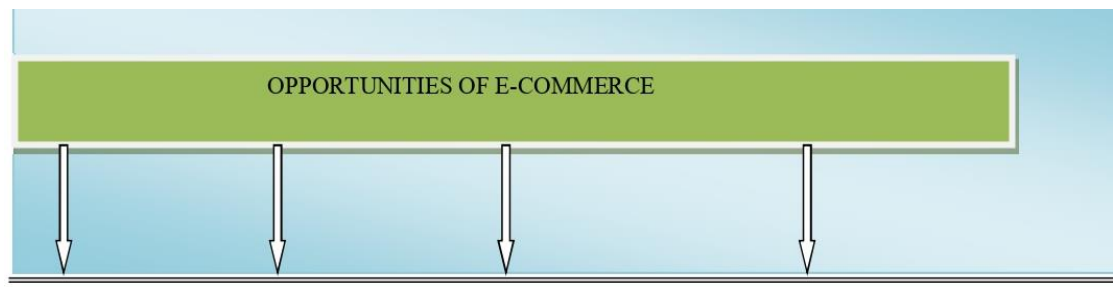
Information technology is vital for a modern firm' s optimal performance today, as it augments the firm' s capability to coordinate business transactions within the firm, but also among firms such as between buyers and suppliers. In this context, Malone et al. (1987) identified three effects of information technology, to which Wigand (1996a) added a fourth one. All four effects may lead to reduced transaction and coordination costs:

1. The communication effect Advances in information technology allow for more information to be communicated in the same unit of time, thus reducing transaction costs (Malone et al., 1987).
2. The electronic integration effect. A tighter electronic linkage between buyer and seller is enabled (Maloneetal 1987).
3. The electronic brokerage effect. An electronic marketplace where buyers and sellers come together to compare offerings (Malone et al., 1987).
4. The electronic strategic networking effect Information technology (including net-works) enables the design and deliberate strategic deployment of linkages and net-works among cooperating firms intended to achieve joint, strategic goals to gain competitive advantage

5. Drivers Of E-Commerce

- Cheaper broadband Internet and 4G integration.
- Increase in Standard of Living.
- Availability of much wider choices.
- Busy life and lack of time for physical shopping.
- Increased usage of online websites.
- Evolution of the online marketplace model with websites like Amazon, Snapdeal, Shopclue etc

6. (1996a). Drivers of E- Commerce



7. Challenges Of E-Commerce



8. History Of E- Commerce (In India)

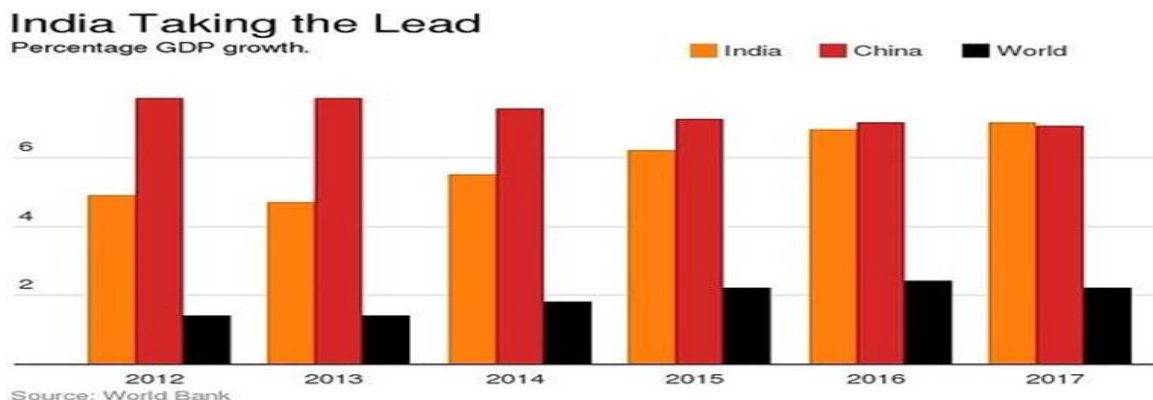
YEAR	ADVANCEMENTS
1991	• Introduction to e-commerce
2002	• IRCTC teaches India to book tickets online.
2003	• Introduction of Low Cost Airline with AirDeccan.
2007	• The deep discounted model of Flipkart.
2014	• Commendable increase in the E-commerce industry in the last couple of years, thereby hitting the market with a boom.
Today	• The addition of discounts, coupons, offers, referral systems, 30days return guarantee, 1-7 days delivery time, etc. to the online shopping and the E-Market have added new flavours to the industry.

GOVERNMENT INITIATIVES

- Since 2014, the Government of India has announced various initiatives namely, Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and efficient carrying out of such programmes will likely defend the e-commerce growth in the country. Some of the major initiatives taken by the government to promote the e-commerce sector in India are as follows:
- The Indian Government hiked the limit of foreign direct investment (FDI) in the E-commerce marketplace model for up to 100 per cent (in B2B models) thereby increasing the participation of foreign players in the e-commerce field,
- In the Union Budget of 2018-19, government has allocated a whopping Rs. 8,000 crore (US\$ 1.24 billion) to Bharat Net Project, to provide broadband services to 150,000 gram Panchayats.
- As of August 2018, the government is working on the second draft of e-commerce policy, incorporating input from various industry stakeholders.

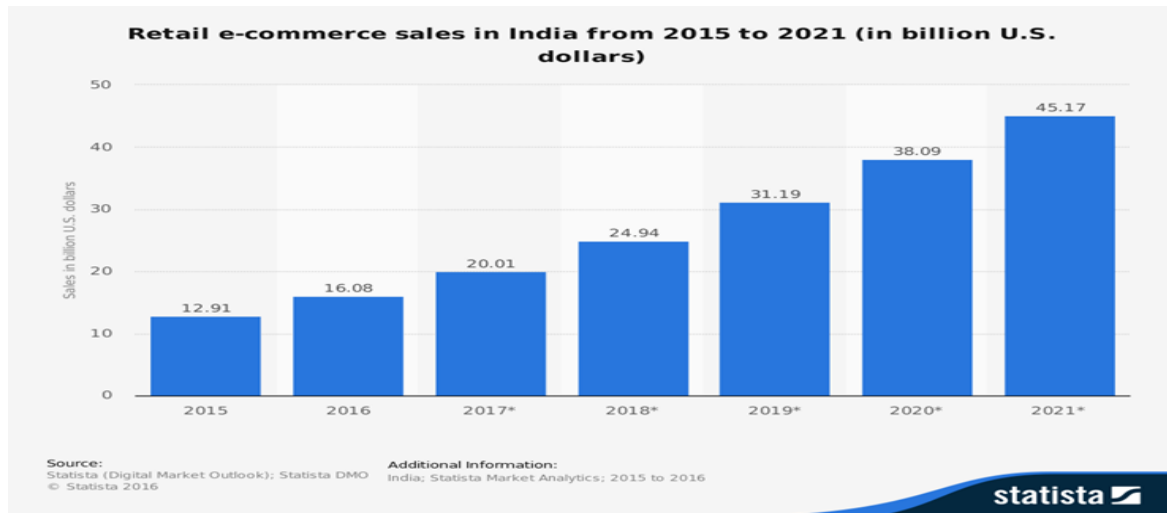
5 SHOPPING ONLINE TODAY

- Due to larger disposable incomes and the convenience provided by online shopping are the two main factors working for E-commerce in India. E-commerce has also brought about a silent social revolution of sorts and Indians are seeing a boom in e commerce entrepreneurship.
- This has been facilitated by the emergence of some really good e-commerce platforms that offer comprehensive one stop E-Commerce solutions. Launching an e-commerce site using such an advanced platform hardly takes a few hours and along with pre integrated payment gateway and logistics solutions. Using a mobile ready e-commerce platform has also enabled the Merchants to take advantage of omni channel sales.
- The most trending items in e-commerce verticals are lifestyle products, although we witness a niche being created ever so often. E commerce has arrived in India and is here to stay.



6 OUTCOME/RESULT(FUTURE OF E-COMMERCE)

The Indian e-commerce market is set to overtake the US and become the second largest in the world in less than two decades, going head-to-head with China for the number one position, according to a report by global payments firm Worldpay. The report said the e-commerce market is expected to grow exponentially with emerging markets leading the charge –particularly India, where the segment is predicted to mature by 28 per cent per year from 2016 to 2020.



As per the above report from Statista(Digital Market Outlook] Retail E-commerce sales in India [in billion US. Dollars] are almost going to increase 350% from the base year 2015. It is evident that E-commerce companies have very bright and shiny future. However, it is predicted wrong going online means you have to sacrifice your physical store location (s). Your new online business should be a complementary extension of your existing brand. As many companies are doing who were engaged offline and now have opened online stores through E-commerce.

CONCLUSION

An emerging economy may well challenge to be modernized if it introduces e-commerce effectively and efficiently. The research works on e-commerce propose a good number of variables to be taken care of if businessmen need to be successful in this new business model. The factors like web site design replacement guarantee m-commerce services consistency of promotions consistency of in-stock indications consistency of product variety location-based service multiple payment option right content shipment option the legal requirement of generating invoices for online transactions quick service should be clear, realistic the product quality should be the same as shown on the portal will significantly contribute to the success of the e-commerce. Now, due to the omni channel strategy adopted by the companies. The consumers are allowed to shop online and collect the product in person, thereby incorporating offline and online shopping. The Social networking sites and medium is boon for wholesalers who want to sell their brands and wanting to reach to the target buyers without increasing cost on traditional media but luxurious products with good brands have found a big issues as unauthorized merchants are attracting consumers, who requires getting discounts of upto 60 to 70% have come up using platforms like whatsapp, facebook, Instagram, Twitter etc. Firms must closely monitor such accounts and spend money on legal checks controls, actually, e-commerce only provides the platform for the sellers to sell their products and services online. Almost all e-commerce companies have a support system through call centers for consumers as well as sellers to deal exclusively for them. The only need is the call centers should provide service 24/7. The governments should offer a level field to its e-commerce firms to allow the country's noteworthy development. The drive on e-commerce should be to offer legal support so that while domestic and international trade is allowed to expand their horizons basic rights such as consumer protection privacy intellectual property prevention of fraud etc. are highly protected. Based on the consumer desires for wanting everything in hand at the comfort of their home e-commerce will be the ever blooming and ever-growing sector in India as well as in the world. e-commerce is a boon for any country- if given the right impetus and good environmental framework to prosper can significantly lead to a country's progress and development.

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A STUDY ON THE CONSUMERS' PERCEPTION TOWARDS ONLINE SHOPPING

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ABSTRACT

This research paper tends to understand the consumers' perception towards shopping on the internet. According to the survey of respondents from South Mumbai, the researcher concluded that ease in operating, variety of products available, efficient and time-saving, deals and discounts, prompt-confirmation through e-mail, better price comparison and on-time delivery are the major attributes constituting to shoppers' positive perception towards the same. The researcher also analysed the data on the basis of gender perspective.

Keywords: Consumer Perception, Online Shopping Attributes, Internet.

INTRODUCTION

Digital has been a driving force of change throughout the world; and the transformation is accelerating. One can measure the pace of digital disruption in months while it takes years for some to fully embrace such fundamental changes in the way they operate. Change management is by far the most enduring bottleneck to digital transformation. The digital age is moving at such a fast pace that it is fundamentally transforming the way individuals behave. Now, we all are living in the age of e-commerce and digital marketing where people prefer to shop more on the internet rather than visiting any physical stores to purchase their preferred products. And with the rising popularity of e-commerce websites, this trend is increasing at a booming pace. The reason behind this massive online shopping trend are the great deals with wide variety of products made available to the consumers with fast, sometimes even free shipping with simple cost comparisons and different paying options resulting in people shifting to online shopping stores from the traditional retail market. This also facilitates the buyers to compare prices, product features and after sales service facilities.

REVIEW OF LITERATURE

As per **Rajesh and Purushothaman (2013)**, price of the product and delivery item are the most influential elements compelling the consumers to shop online. The customers' purchase decision depends upon the information provided by the online shopping sites preceding their purchase.

Vaghela (2014) in his article studied the perception of purchasers towards shopping online thereby discriminating the same on the basis of gender. The results depicted that males were more satisfied as compared to that of females. As males were more worried when it comes to sharing credit card number, females were unhappy with not having the option of seeing the products in personal before purchase. Moreover, males face more problems while making online purchase with that of the females.

Shanthi and Kannaiah (2015) in their article studied the customers' perception towards browsing the products online along with identifying the factors that influences the shoppers to purchase over internet. The researchers indicated that price of the product was the most important influencing factor whereas security, guarantees and warranties, delivery time, reputation of the company, privacy of the customers and proper description of products were amongst the others.

Thakur and Aurora (2015) studied the attitude of customers towards online purchasing indicating that price worthiness is its most important attribute. Therefore, the customers are willing to pay more and more price for the premium quality products they receive. On the other hand, online shopping sites provide various offers and discounts which is also an advantage of using the same. However, tangibility of product is a major issue in online shopping.

Raunaque, Zeeshan, Imam (2016) studied the perception of consumers towards online shopping which reveals that the basic factor is it reduces their time and energy. Moreover, the website offers search box and product categories to make the products easily accessible to the customers. Also, delivery is done in a stipulated time. While shopping online, customers generally have trust issues which include the fear of losing money and expecting a product of substandard quality.

NEED AND SCOPE OF THE STUDY

With a rapid growth in online shopping, it is necessary for the E-Marketers to know the factors affecting the consumers' perception towards the same which will further help them develop the marketing strategies to convert potential buyers into active buyers while retaining its original customer base. This study highlights the

various attributes which buyers takes into consideration while shopping online. Also, the researcher investigates whether there is any difference between the male and females’ perception towards online shopping.

OBJECTIVES OF THE STUDY

1. To study the consumers’ perception towards online shopping with respect to gender.
2. To identify the attributes influencing the consumers to shop online.

HYPOTHESIS OF THE STUDY

- H₀: There is no significant difference between the male and females’ perception towards online shopping.
- H₁: There is a significant difference between the male and females’ perception towards online shopping.

DATA COLLECTION

- Primary data was collected with the help of detailed questionnaire, whereas secondary sources include collecting information through older research work, journals and various theories available on the topic.
- The dependent variable includes the consumers’ perception towards online shopping whereas gender represents the independent variable.
- The sample size was 100 and the data was collected from South Mumbai context. Convenience sampling (i.e. Non-Probability Sampling method) was used to collect the data.

METHODOLOGY

Data was analysed through SPSS. Mann-Whitney test was used to test the hypothesis. The level of significance at probability level of 5% was used.

Data Analysis and Interpretation

(1) Gender Vs Consumer Perception

Mann – Whitney Test: Test of Significance between consumers’ perception towards online shopping and gender of the respondents

Ranks				
	sex of the respondent	N	Mean Rank	Sum of Ranks
consumer perception	Female	56	52.02	2913.00
	Male	44	48.57	2137.00
	Total	100		
Test Statistics ^a				
	consumer perception			
Mann-Whitney U	1147.000			
Wilcoxon W	2137.000			
Z	-.592			
Asymp. Sig. (2-tailed)	.554			
a. Grouping Variable: sex of the respondent				

The above table indicates that the significant value is 0.554 which is greater than the p value (i.e. p > 0.05), hence, the null hypothesis is accepted and the researcher concludes that there is no significant difference between the perception of male and female towards online shopping.

Attributes influencing consumers’ perception

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
On-time delivery	100	1	4	1.98	.864
Error-free transactions	100	1	5	2.27	1.024
Online payment security	100	1	5	2.24	1.016
Prompt confirmation through email	100	1	5	1.76	.911
Convenient returning options	100	1	5	2.34	1.139
Solving problem promptly	100	1	5	2.30	.927
Variety of products available	100	1	4	1.59	.637
Easy to operate	100	1	3	1.56	.671
Time saving and efficient	100	1	4	1.59	.668

Trust online store	100	1	5	2.49	1.124
Attractive deals and discount	100	1	4	1.85	.845
Better price comparison	100	1	4	1.96	.852
Valid N (listwise)	100				

- From the above table, it is clearly indicated that ease in operating the shopping sites is the most influencing attribute when it comes to purchasing the products online with a mean score of 1.56. Availability of variety of products along with time-saving and efficient way to shop are the second most influencing attributes that contributes to consumers’ preferences towards online shopping with a mean score of 1.59 each.
- Consumers also prefer getting prompt confirmation through emails making it the third most influencing attribute followed by attractive deals and discount provided by the shopping websites. As the consumers always consider price before any purchase, shopping sites provide them with a better price comparison making it an influential attribute with a mean score of 1.96. Delivery time also plays an important role when it comes to preference as late deliveries usually end up with consumers switching to other alternatives. Hence, on-time delivery has a mean score of 1.98.
- Online payment security and error free transactions are more on the neutral side, indicating the consumer’s lacking confidence towards the online shopping websites as its mean scores are 2.24 and 2.27 respectively.
- Queries and problems related to the products and purchases are not so promptly solved with the respondents being more on the neutral side rather than completely agreeing or disagreeing to it and having a mean score of 2.30 followed by providing convenient product returning options to the consumers with a mean score of 2.34.
- Lastly and most importantly, users are losing trust in the internet, at least when it comes to online shopping and e-commerce. When asked about whether online store will misuse their personal information, respondents responded with a mean score of 2.49 thereby indicating their concern towards privacy online.

LIMITATION OF THE STUDY

Although, the researcher has identified the attributes that associates with consumers’ perception towards shopping online, however this study was performed only in the South Mumbai context. Therefore, it is limited in terms of generalization of results to another region. Besides, the sample size considered is too small i.e. 100 in order to draw reliable results.

CONCLUSION

The growing use of Internet in India provides varied opportunities to the consumers for shopping online. The researcher found out that ease in operating is its most influential attribute followed by wide variety of products and being time saving and efficient way to shop. Therefore, by working on all those attributes that shapes the consumers while shopping online will help marketers to gain competitive edge over others. It was also proven that males and females are not having any significant difference between their perceptions towards online shopping, i.e. males have same percipience as compared to that of females.

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A STUDY ON IMPACT OF E-LEARNING ON KNOWLEDGE LEVEL OF STUDENTS

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(I) ABSTRACT

Many students in our surroundings and neighbourhood face many educational problems and obstacles, that technology can help them in overcoming them and obtaining success. E-Learning is a technique which is used by many of the students to overcome their obstacles and issues. This study is thus carried out to understand the impact of E-Learning on the knowledge level of the students. The impact of E-Learning is also compared with the academic performance of the students. The study is carried out by using a survey method by a form of a questionnaire and then the data is analysed. Further it has been supported with conclusions and recommendations. As now a days the world is becoming digital so this topic plays a very vital role in the upcoming businesses also as now many of the businesses are mostly run on electronic ways and means.

(II) INTRODUCTION

E- Learning is a concept from the ancient times. It has been in existence since the 1990's. Each and every individual in some or the other ways makes use of E-Learning. There is no such individual who can live without using E-Learning. That is the reason for which I have selected this topic. This is because the internet market is also growing rapidly. Now a days e learning solutions are available very easily for the computers as well as for the mobile phones. You just need to identify the right tool and make the utmost use of it. Technology is growing so rapidly that it is now very easy to bridge the gap between the teacher and the student. We can take a feel of the classroom learning by sitting at our home. E-learning has an ability to share and receive content in the form of videos, slideshows, word documents, and PDFs. Conducting webinars (live online classes) and communicating with professors via chat and message forums is the most utilised option now a days. So this topic proves to be of a much more insight towards it.

(III) OBJECTIVES

Objectives are a set of guidelines or say points which we keep in mind while starting any project or an entering into any decision. We must decide in advance what are the things which are actually going to be checked or say found out while doing a particular study. So the objectives of our study are as under:

- To study the various fields and aspects of E-Learning.
- To understand the perception (way of looking at a particular situation) of students towards E-Learning.
- To examine the attitude of students towards E-Learning.
- To try to understand the problems/issues faced by the students.
- To study the impact of E-Learning on their knowledge level.
- To see whether E-Learning helps in improving the academic performance of the students.
- To study the overall future and the scope of E- Learning.

(IV) SIGNIFICANCE

E-learning is an economical and also sometimes a free solution to the problems which are faced by the individuals and provides the learners with the ability to easy and stress free learning around their liking, also allowing even the busiest person to further plan some new career and gain new knowledge and qualifications. Technological advancements in the field of E-Learning have also helped educational establishments reduce the costs of distance learning, this is a benefit for the students as well as it will help to bridge the gap.

Most Common types of E-Learning facilities used by the students are divided into 2 main categories:

(1) SYNCHRONOUS LEARNING

Synchronous events are the events that take in the real time, Synchronous communication is a form of communication wherein both the teacher/professor and the student must be available at the same time. some of the examples of these types of learning are chat, IM, video call , audio call, video and audio conference, live webcasting, virtual classrooms etc.

(2) ASYNCHRONOUS LEARNING

Asynchronous events are such events which do not take time into consideration. Here learning can take place at any time and place suitable to you. Here the students complete their course according to their availability of their time and place. Some of the types of asynchronous learning are as under:

- **SELF STUDY**

Now a days this is the most common method used by all the students to study on their own by using Wikipedia, powerpoint presentations, pdfs and various other ways. Students use this and prepare their content on their own and make use of it.

- **Video/Audio Tape**

This is a form of learning in which students gain knowledge by making use of audios and videos available on the internet and also various other places and gain knowledge from it

- **CBT's and WBT's**

CBT stands for computer based training whereas WBT stands for web based training. Here the courses are made available online or on the computer and the learners use or access it anytime to gain more knowledge about a particular topic and also to learn some new things on their own.

- **Mobile Learning**

Mobile market is also growing rapidly now a days as various mobiles are available in the market and that too at a very economical rate. Mobile phones are also used by the students to gain knowledge and outcome. We can learn through apps, videos, audios and various other ways through our mobile phones.

- **Game based Learning**

Games are usually considered to be a fun and enjoyable moment but it can help for learning and upgrading our knowledge and skills also. Now a days there are various games available wherein you can test your knowledge and also upgrade it.

(V) BENEFITS

E-Learning industry is growing rapidly and is a very useful and knowledgeable platform for the individuals to gain and upgrade their knowledge and skills. Let us see some of the benefits of E-learning:

- **Accommodates everyone's needs**

E-Learning helps to accommodate each and every individual's need and also helps in providing solutions to their needs. This is the most used method of learning now a days.

- **Time Saving**

E-Learning is a time saving activity as learners can learn and upgrade their knowledge any time according to their suitability and need.

- **Cost Saving**

E-Learning is also cost saving as it reduces the cost of travelling up to the institute and then learning there. Here you can access it at any time.

- **Updated Content**

Many a times we can see that the content in the books is not up to date. But while using E-Learning you can gain access to updated content as the content available here is updated frequently.

- **No limit on lectures**

Here the lectures can be taken any number of times as you want. You can see it again and again until and unless you do not understand it properly

(VI) LIMITATIONS

As it is said that every coin has two sides so there are some limitations of the study which we have carried out. Let us see those limitations over here:

- This study is carried out by considering a very small sample size. As the sample size is less, there are more chances of errors.
- Study was based only on primary data.
- The attitude and perception of the respondents can change.
- There is no proper balance between the individuals selected for the survey.

(VII) SOURCES OF DATA

1. Primary Data

Primary Data is a form of data which is collected first hand on our own. Primary data was collected through survey method from the respondents through a form of questionnaire. Questionnaire consisted of both socio demographic information and also questions based on other things to find out the views of respondents towards E-Learning.

2. Secondary Data

Secondary data is a type of data which we can obtain from various other sources such as internet, books, magazines, articles, research paper and various other sources. Here the secondary data was used to collect some insights and also to gain some knowledge for preparation of the questionnaire.

(VIII) METHODOLOGY

1. Nature of the study

In this study we are going focuses on research methodology that was used in the study. It provides a detailed description of the research approach adopted in this study. Research design, target population, research instruments, data collection and analysis methods used were presented in the subsequent sections

2. Sampling Design/Frame

In the following study the sample taken from the population is especially based on the individuals. It is a survey done to find the impact of E-learning on knowledge level of the students. There is a combination of all types of students. The research design was an analytical survey.

3. Sampling Technique

For the following research study we are going to use a simple random sampling from a population of a specific city (Mumbai). Mumbai, the commercial capital of India, is the largest city in the country carrying a population of 12.5 million people. From this population my target population was students of my college and my friends and family who are using this service. They were chosen on random basis.

4. Tools for data collection

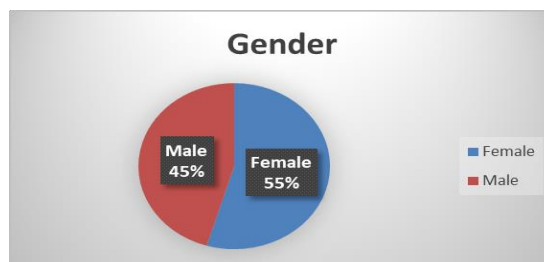
Survey method was used to collect primary data from respondents to know their perception, attitude and to determine the impact of E-Learning on the knowledge level of students.

5. Statistical tools for analysis

For interpretation of data, graphs and simple bar diagrams, pie diagrams have been used. For comparison and analytical study, tabular presentation has been used.

(IX) DATA ANALYSIS

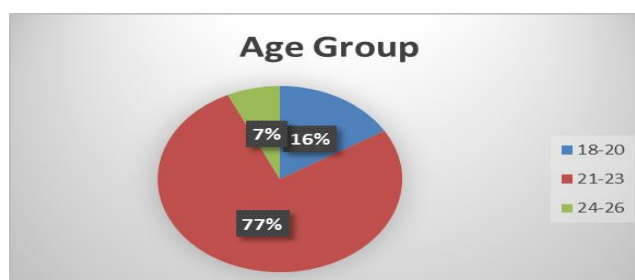
1. Gender Analysis



Interpretation

Data was collected from around 80 respondents. Out of them 55% were females and 45% were males. All of them were mostly the one's which are known.

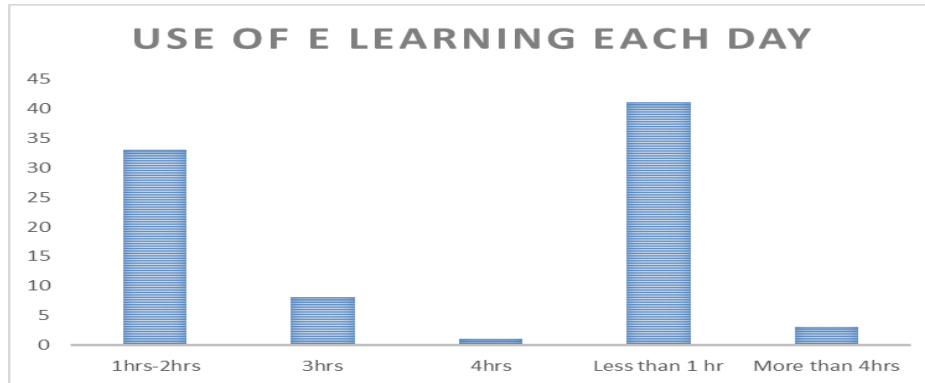
2. Age Group Analysis



Interpretation

As we can see from the above diagram that data was collected from 3 groups of people from the age group of 18-20, 21-23 and 24-26. Maximum respondents were from the age group of 21-23 followed by 18-20 and very few from 24-26

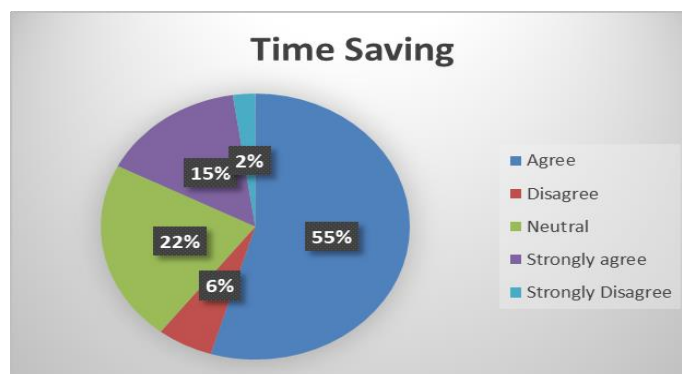
3. No of Hours engaged in E-Learning



Interpretation

As we can see from the above diagram that around 50% of the respondents make use of E-Learning for not even 1 hour followed 40% use it for 1-2 hours. Very few of the respondents use it for more than 2 hours. So it means that the engagement of students in E-Learning is almost in the range of 1 hrs to 2hrs or less than that.

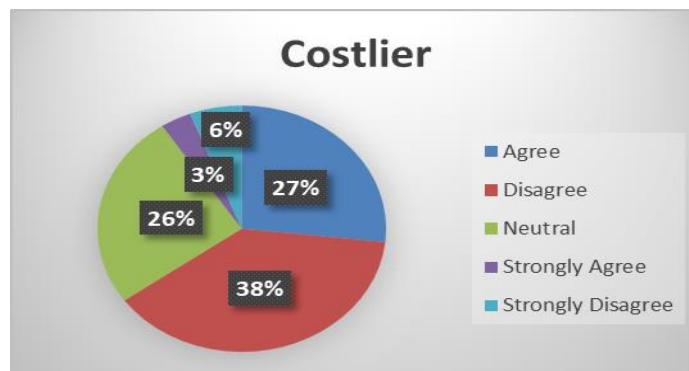
4. E-Learning is more time saving than Traditional Learning



Interpretation

As we can see from the above diagram that around 15% of the respondents strongly agree to the fact that E-Learning is more time saving than traditional learning followed by 55% agree and only around 10% of the respondents do not agree to this fact. So this is a very good fact that almost 70% of the candidates feel that it is a time saving process.

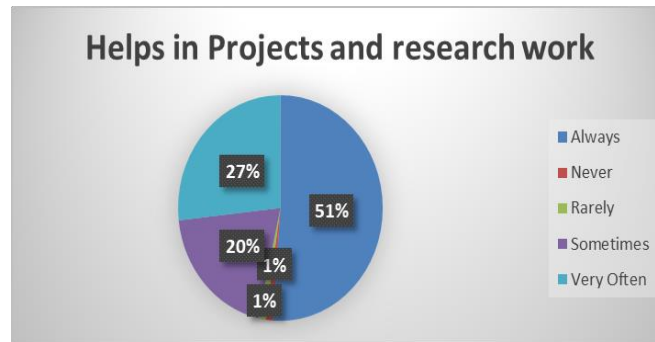
5. E-Learning is Costlier than Traditional Learning



Interpretation

As we can see from the above diagram that around 45% of the respondents do not agree to the fact that E-Learning is costlier than traditional learning. Around 30% of the respondents feel that it is costlier whereas the remaining 25% have mixed feelings regarding the same.

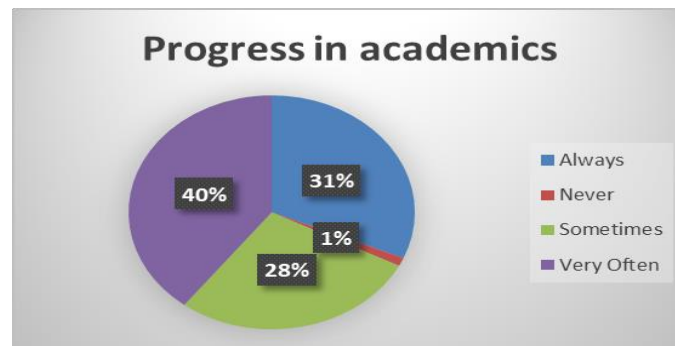
6. E-Learning helps you in doing your projects and research work



Interpretation

As we can see from the pie chart that around 51% of the respondents say that E-Learning has always helped them in their projects and research work which is a very good figure.

7. E-Learning helps you to progress in your academics



Interpretation

This pie chart indicates the percentage of students who feel that E-Learning has helped them to progress in their academics. As we can see that only 1% of the students feel that it has never helped them which is a very negligible figure. Rest all feel that it has helped them somehow or the other way.

(X) CONCLUSION

The present study has great significance. First of all, the study findings provide an idea about the e-learning aspects and academic performance in order to provide key information to further research work in such areas. From the study we can come to know that the youth of this country are somehow or the other way linked to E-Learning to satisfy their needs and wants, upgrade their knowledge and skills and it also helps them to develop in their academics and achieve great success for themselves.

(XI) RECOMMENDATION

- There must be some compulsory courses included for the students which will help them to develop in their academics and also to improve their skillset.
- Students who do not have accurate knowledge must be given knowledge regarding the same.
- E-Learning must be promoted to a greater extent as it is need of the industry.
- Further work must be carried out to determine the long term sustainability of e-learning and how it can adapt to the technological and educational changes in future years.

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IMPACT OF DEMONETIZATION ON TRANSACTION PATTERN OF CONSUMERS WITH SPECIFIC REFERENCE TO WOMEN IN MMR

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ABSTRACT

The main objective of demonetization was to reduce the dependence on cash and pave the way for transition of Indian economy to cashless economy. In western countries, almost 60% of transactions are made with alternative modes of payment. In India, cash has been the most preferred medium of doing any transaction. The present study is an attempt to explore and find out the impact of demonetization on payment methods after November 8, 2016, i.e. after demonetization was announced by the Prime Minister. The findings of the study reveal that though cashless modes have got an impetus after demonetization, still cash is the most widely used method while purchasing groceries, vegetables and to pay for regular travelling expenses. However for shopping for status goods like bags, shoes, apparels, individuals make greater use of digital mediums like credit/ debit cards or mobile wallets. This implies that all the objectives of demonetization have not been successful. But it has laid down a roadmap for transition of the economy to a cashless economy.

Keywords: Demonetization, Digital money, payment methods, Transaction.

INTRODUCTION

Demonetization is the withdrawal of a particular form of currency from circulation. It involves either introducing new notes or coins of the same denomination or completely replacing the old denominations with the new ones. It is usually carried out to curb the activities in the unaccounted money market, which is popularly also called as black money market. It is a proactive measure taken by the finance ministry of the government. When currency of higher denomination is cancelled, it discourages cash transactions over a certain limit.

In India, Government has resorted to demonetization thrice since the country's independence. The first was on 12th January 1946, second on 16th January, 1978 and the third was on 8th November, 2016. In the latest move taken by the government, all 500 and 1000 rupee notes were made invalid. In this initiative 12% of India's then total money supply amounting to 15.44 trillion rupees was cancelled.

Demonetization in India began as a mechanism to curb the black money from our economy but was later addressed as a means to make India, a cashless economy and to give Digital India a boost. On the flip side, it had slowed down the economic progress in various sectors. People were made to face the hardship of standing and waiting in long queues in banks and outside ATMs and were also wary of spending the available cash freely.

The Reserve Bank of India stated that 99% of the currency that had previously been taken out of circulation has now been replaced by the new currency notes. This suggests that the informal economy is vigorously trying to reassert itself. Tax receipts were up by 16.9% in February 2017. There was also a 24 % rise in tax returns filed. The number of suspicious transactions reported in the banking system rose to 4,73,000 in the year 2016-17. This was a significant increase compared to the previous year's 1,06,000 cases. Digital and card payments were up by 46% and 65 % respectively in the year 2016-17. GDP growth had decelerated over the last two quarters of the financial year. In the second quarter it had registered a growth of 7.9% in contrast to 5.7% in the last quarter.

As reported in Business Today, it is pertinent that a country like India should lay down the road map for a transition towards cashless economy. Almost 98 % of the economic transactions are done through cash. It is evident from this that hardly 2% of the transactions in India are cashless transactions. It is to be noted in this context that Singapore tops the list of cashless transactions with 61% followed by Netherlands at 60%. France and Sweden have cashless transactions to the extent of 57 % and USA to the extent of 45%.

Thus there is a huge gap between percentage of cashless transactions made in India and the other countries of the world. From the point of view of business and technology, it is more prudent to have a cashless economy as the transactions are transparent, proactive and efficient. For example, Uber, which has transformed the travel sector and business model in general, is a pioneer of the cashless economy. The present paper is an attempt to explore into the purchasing pattern and payment methods utilized by individuals in the post demonetization period.

REVIEW OF LITERATURE

Samuel and Saxena (2017) studied demonetization and its impact on Indian economy. The study highlighted that demonetization will reduce the illegal activities for quite some time but may not put an end to the flow of black money in the economy. They argued that demonetization will create cash crunch and liquidity crisis causing inconvenience to the general public in short term, but it will prove to be beneficial in the economy in the long run on aspects like government revenue, increase in deposits, low interest rates on loans and decline in inflationary pressure etc.

Ghosh (2017) developed a macro theoretic model to examine the likely impact of demonetization in India. It showed that unorganized sector in India will contract. This will through both, forward and backward linkages, bring about a contraction of the organized sector as well. The contraction in the latter will lead to further contraction in the former and so on. However, remnetization will reverse the process of cumulative contraction. The paper argues that demonetization is a harsh measure. It is particularly harsh on the poor and the weak.

Singhal (2017) in her study found that rural people differ significantly with urban people in their awareness level as well as usage level of e- banking. It was observed that urban male youth have higher awareness and usage of e- banking where as urban women have noticeable awareness about e banking but the level of usage is very low.

RESEARCH METHODOLOGY

Objectives of the study

The present study is aimed to achieve the following objectives

- To understand the concept of demonetization.
- To analyse the impact of demonetization on payment methods used by women in MMR.

The study was conducted in Mumbai Metropolitan Region(MMR). Although Mumbai city has population of 12,442,373; its urban / metropolitan population is 18,394,912 of which 9,872,271 are males and 8,522,641 are females. Since reaching out to all of them was difficult, it was pertinent to devise a suitable sampling technique. For this purpose the sampling techniques applicable to the research topic were studied and their relevance was tested. Out of the different methods of drawing a sample, non probability sampling techniques, purposive or judgemental sampling was used. Data was collected from 150 women.

Source of data collection

For the purpose of this study, data was collected from both primary as well as secondary sources. Primary data was collected by survey method. For this purpose a questionnaire was made and was circulated among the respondents. The questions asked were multiple choice questions with responses to be collected on a likert scale. Secondary data was collected from various sources like books, magazines, journals and websites. The data collected has been analyzed by using various statistical tools like frequency distribution, mean and percentages.

Scope and Limitations of study

This study and its findings are restricted to the population of MMR. Since the sample size is small, its results cannot be generalized. The result of any study done by survey method depends on the responses given by the respondents. Inadvertent, incomplete data always pose a limitation to the data collected.

DATA ANALYSIS

Demographic Profile of the respondents

	Options	No. of respondents	% of respondents
Age	20-30	80	53.33
	30-40	48	32
	40-50	17	11.33
	50-60	5	3.34
	Total	150	100
Educational Qualification	SSC	29	19.33
	HSC	24	16
	Graduate	65	43.33
	Post Graduate/Professional	32	21.34
	Total	150	100
Occupation	Unemployed	28	18.67

	Salaried	70	46.67
	Self Employed	52	34.66
	Total	150	100
Annual Income (Rs)	Less than 1 lakh	37	24.67
	1lakh – 5 lakh	65	43.33
	Above 5 lakhs	48	32
	Total	150	100

From the above table it is clear that majority of the respondents were in the age group 20- 30 years with most of them being graduates.46.67% of those surveyed were salaried and 43.33% of the women surveyed earned salary between Rs.1 Lakh and 5 Lakhs.

Based on the questions asked in the questionnaire following interpretations are made. Majority of the respondents felt that demonetization led to an increase in digital transactions (mean score of 4.16) and has helped in promoting plastic money. (mean score of 3.99). Respondents were also of the opinion that demonetization has helped in curbing black money(mean score of 3.93)and has been instrumental in increasing tax collections (mean score of 3.99).

Analysis of payment method while buying vegetables, groceries, Apparels, Shoes and Accessories and for travelling expenses.

Distribution of respondents on the basis of mode of payment chosen before and after demonetization.

For Vegetables	Before (No. of respondents)	After (No. of respondents)	Before %	After %	Difference
Credit/ Debit Card	5	13	3.33	8.67	8 (6.2%)
e-Wallet, paytm etc	12	19	8	12.67	7(5.43%)
Cash	120	105	80	70	15(11.63%)
Any other	13	13	8.67	8.67	
For Groceries					
Credit/ Debit Card	19	37	12.67	24.67	18(13.95%)
e-Wallet, paytm etc	13	27	8.67	18	14(10.85%)
Cash	106	83	70.66	55.33	23(17.83%)
Any other	12	3	12.67	2	
For Apparels and Accessories	Before (No. of respondents)	After (No. of respondents)	Before %	After %	Difference
Credit/ Debit Card	51	64	34	42.67	13 (10.7%)
e-Wallet, paytm etc	28	50	18.67	33.33	22(17.05%)
Cash	71	36	47.33	24	35(23.33%)
Any other					
Travelling Expenses					
Credit/ Debit Card	29	34	19.33	22.67	5(3.33%)
e-Wallet, paytm etc	23	48	15.33	32	25(16.67%)
Cash	99	68	66	45.33	31(20.66%)
Any other					

From the above table it is evident that though cash has been preferred mode for payment while buying vegetables and groceries, after demonetization people have started exploring other options for making payment. Similarly, additionally 3.33% have started using credit/debit cards for travelling. More number of people have started using plastic money after demonetization for purchasing apparels, shoes and other accessories. 53.49% of the respondents favour that Indian economy should move towards becoming cashless.

CONCLUSION AND RECOMMENDATIONS

Respondents surveyed were of the opinion that demonetization has led to increase in digital transactions . It will help in curbing unaccounted money and will be instrumental in increasing tax collections. Though cash been the most preferred mode of payment for most of the transactions, post- demonetization, people were wary of spending cash and switched alternative modes for payment like e- wallets, paytm and use of plastic money.

Thus it is apparent that payment methods have changed after demonetization and more number of respondents are shifting towards alternatives modes of payment. Though the increase in number of respondents using these payment mechanisms is small, demonetization has laid the foundation for converting Indian economy to cashless economy. It is important for any economy to move towards cashless regime as it formalizes the transactions and helps to curb flow of black money and corruption. This helps in achieving economic growth. In a market like India, where regulations are still evolving, it is imperative that the government and regulators take a long term perspective to building a sustainable digital payments market.

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ECOTEL HOTEL IN MUMBAI – A WAY TO SUSTAINABLE TOURISM

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ABSTRACT

Accommodation industry is one of the leading growth sectors of the global economy bringing in billions of currency annually in developing countries along with an increasing amount of stress on the environment. The growth of Hospitality industry in Mumbai heading for the region representing threat to natural resources and energy. Ecotel are considered to be the best solution to conserve natural resources and energy in the city.

This paper aims to find out the green initiatives that govern the effectiveness of the ecotel in areas related to environmental commitment, water conservation and preservation, energy efficiency and waste management hotels in Mumbai and to understand the awareness about ecotel among the hotel & staff guests. Primary data was collected from hotel staff & guests. Secondary data was gathered by various magazines, journals and websites. This paper is an initiative to make people aware about Environment-friendly programs in hotels which will influence customer's behavior towards tourism activity.

Keywords: Ecotel, Hospitality, Conservation, Waste management, Environment- friendly programme, Customer behavior.

1. INTRODUCTION

Ecotel hotel are defined as “a hotel or accommodation that has made important environmental improvements to its structure in order to minimize its impact on the environment”. These hotels are also termed as eco-friendly hotels. Ecotel is another idea in friendliness that professes to work for condition safeguarding and security. Lodgings must need to pass a point by point examination and fulfill standard criteria structured by ecological experts to move toward becoming eco-confirmed. The Ecotel affirmation depends on five key regions – water protection, vitality preservation, representative natural training, strong waste administration, and ecological duty. Ecotel follow the three R's of environmental conservation- reducing, reusing and recycling.

Sr. no	Hotel category	No of hotels in Mumbai
1	Five star	54
2	Four star	57
3	Three star	409
4	Two star	145
5	One star	191
	Total -	856

Source – Secondary data

The purpose of learning about ecotels is that in this age where global warming has been a cause of concern in the world. This can be solution taken up by hotel industry to come in terms with the environment. Ecotel hotels are also said as hallmark of environment sensitive hotels. It is a new concept in hospitality that claims to work for environment protection and preservation. All eco-certified hotels must pass a detailed inspection and satisfy stringent criteria designed by environmental experts. the ecotel certification process require undercover inspection and staff interviews. The first ecotel certified hotel was hotel New York VISTA in the year 1994. MR VITHAL KAMAT OF KAMAT GROUP OF HOTELS brought the concept of Ecotel to INDIA through his hotel known as hotel Orchid. Hotel orchid was the first Ecotel certified hotel not only in MUMBAI and INDIA but also in ASIA.

2. ECOTEL HOTELS IN MUMBAI**1) Green Initiatives at the Orchid Hotels, Vile Parle -Mumabi**

The Orchid Hotel Mumbai Vile Parle is one of the crown gems of Orchid Hotels, designed with utmost care for the environment; Orchid hotel is the first hotel in Asia to win the Ecotel Certification and has received innumerable awards since the beginning operation. The Orchid – Ecotel Hotel in Mumbai remains one of only six hotels worldwide to maintain this certification. **Rodas An Ecotel Hotel , Powai –Mumbai**

Rodas an Ecotel, 3 Star Ecotel Hotel is located in the heart of Powai, North Mumbai's most up market business and residential hub. Experience the same friendly service with the new decor of soft, earthy tones, wonderfully

expressed in each of 36 rooms, one restaurant and three meeting venues. India's first ECOTEL boutique hotel, at Rodas an Ecotel continues to retain award- winning environmental programme.

2) Meluha The Fern-An Ecotel Hotel, Powai- Mumbai

A 5 star environmentally responsible hotel with 37 awards to its credit, Meluha The Fern An Ecotel Hotel, in Mumbai is the world's only hotel to have an ecotel certification and a LEED Gold rating.

3. CHARACTERISTICS OF ECOTEL HOTEL

- Green hotel follow strict green guidelines to ensure that their guests are staying in a safe, non-toxic and energy-efficient accommodation.
- Housekeeping uses non-toxic cleaning agents and laundry detergent.
- 100% organic cotton sheets, towels and mattresses.
- Non-smoking environment
- Renewable energy sources like solar or wind energy.
- Water recycling, which is the reuse of kitchen, bath and laundry water for garden and landscaping.
- Newspaper recycling program
- Non-disposable dishes.

4. OBJECTIVES

- To build a healthier environment along with profit maximization and customer satisfaction.
- To contemplate the developing idea of Eco-Friendly Hotels in mumbai and to enroll the prerequisites for a Hotel to be confirmed as an Ecotel.
- To examine and dissect the advertising systems received by Ecotels in mumbai.
- To use products that is environment friendly and cause minimal harm to the environment.
- To contemplate natural strategies and procedures.

5. FIVE GLOBES OF ECOTEL

The Ecotel Certification depends on five zones of environmentalism, every one of which is assigned by a Globe grant.

1. Energy conservation

This requires the presence of a formalized system to as a matter of fact decrease the vitality utilization of the inn. For example, regardless of whether the inn has been planned and built remembering greatest vitality protection. Variables like regardless of whether least lighting is being utilized, the degree of contribution of the visitors just as the workers and so forth likewise have any kind of effect to the last score.

2. Water conservation

Evaluate s the effective conservation of water in all department of the hotel, across all levels. The extent to which water is recycled and utilized is also considered an important factor.

3. Solid waste management

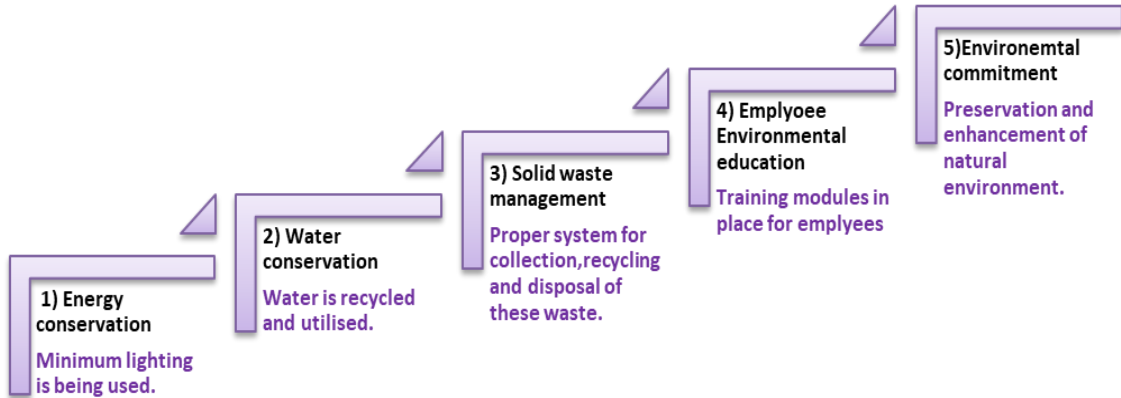
The hotel must effectively recycle and manage waste wherever generated. Proper system for collection, recycling and disposal of these wastes in all department of the hotel are a must for the ecotel certification. Moreover all employees of the hotel must undergo training in the basic solid waste management techniques.

4. Employee environmental education

Evaluates how involved the employees are in the efforts of the hotel to contribute towards the environment. The hotel should have training modules in place for employees at all levels to familiarize them with the eco-friendly initiatives of the hotel.

5. Environmental commitment

The hotel/ resort/inn must demonstrate the existence of a formalized commitment towards the preservation and enhancement of the natural environment. It must, through all operation, activities and written statement.



Five Globes of Ecotel

6. RESEARCH METHODOLOGY

For this research 88 hotel guests & 30 hotel staff responses is taken into consideration from different age group data is collected to analyze. The data is been presented in the form of bar graphs & pie charts.

Data analysis and interpretation

Primary data was collected by hotel staff & guests questionnaires and secondary data was gathered by various magazines, journals and websites. This questionnaire has been done by hotel guests & staff in mumbai.

Table 1 hotel guests in Mumbai

Sr. no	Gender	No. of respondents	Response in %
1	Male	41	48%
2	Female	44	52%

Source: Primary data

Table 1 the above table has been shown the 52% female respondents and 48% male respondent’s hotel guests in mumbai.

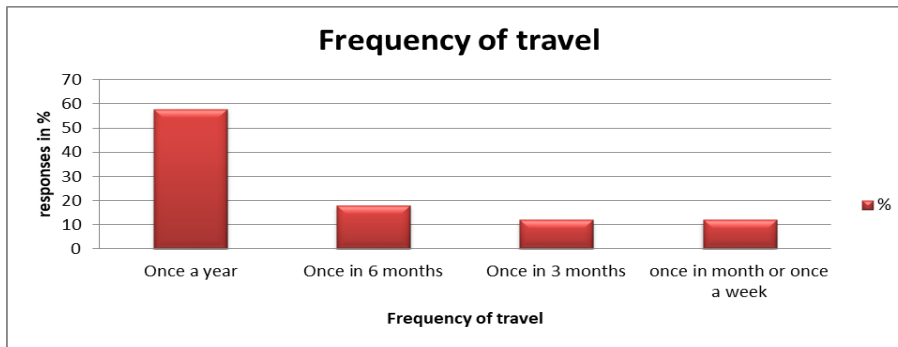


Figure-1: Frequency of travel

Figure 1 the above diagram has been shown the frequency of travel by hotel guests. Total 57.8 % people are going to hotel once a year.18.1 % people are going once in a 6 month and 12% people are going to hotel once in 3 month or once in month or once a week.

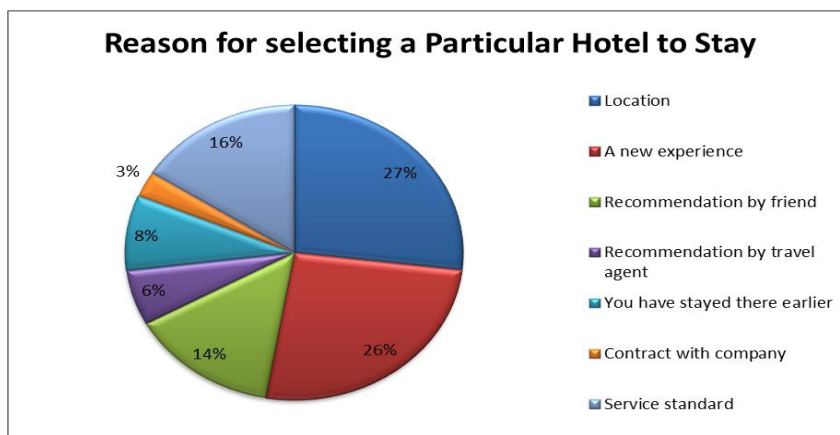


Figure-2: Reason for selecting a particular hotel to stay

Figure 2 has been shown the reason for selecting a particular hotel to stay. Nearly 27% people are selecting a hotel for location. 26% people are selecting a hotel because every time they want a new experience. 14% people are selecting a hotel to recommendation by friend & 6% recommendation by travel agent. 8% people are selecting a hotel because earlier they have stayed in the same hotel and 8% people are trying to choose hotel for good service standard and 3% people have directly contract with company.

**Table 2 Number of hotel guests is aware of Ecotel hotels
(Responses given by hotel guests in mumbai)**

Sr.no	No. of respondents	Responses in %
1	41	49%
2	43	51%

Source: Primary data

Table 2 illustrate number of hotel guest are aware of ecotel hotel. There are total 49% hotel guest are willingly aware of ecotel hotel but 51% hotel guest are not aware of ecotel hotel.

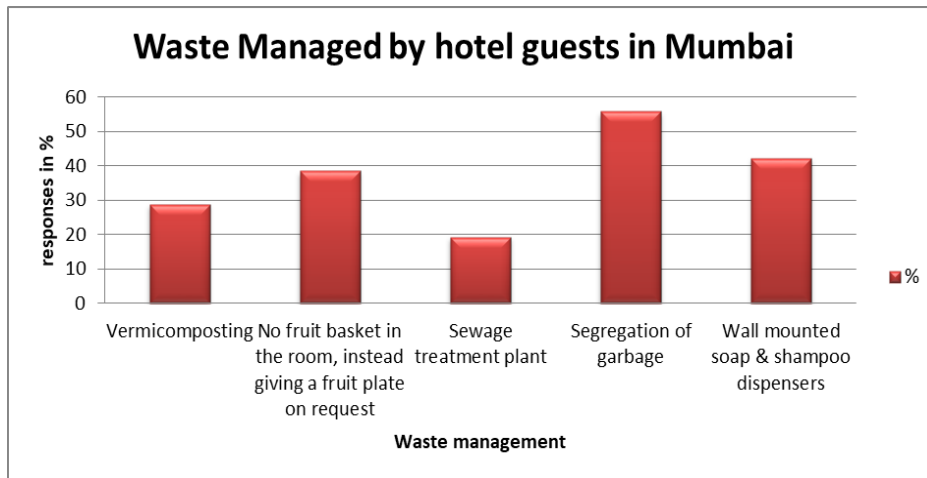


Figure-3: Waste management

Figure 3 the above bar diagram has been shown the waste manage technique observed by hotel guests in mumbai. 55.8% respondents have seen segregation of garbage in hotel. 42.3% respondents have seen wall mounted soap and shampoo dispensers and 38.5% respondents have seen no fruit basket in the room, instead of giving a fruit plate on request. There are only 28.8% respondents have seen hotels are doing vermi-composting & only 19.9% hotels are doing sewage treatment plants.

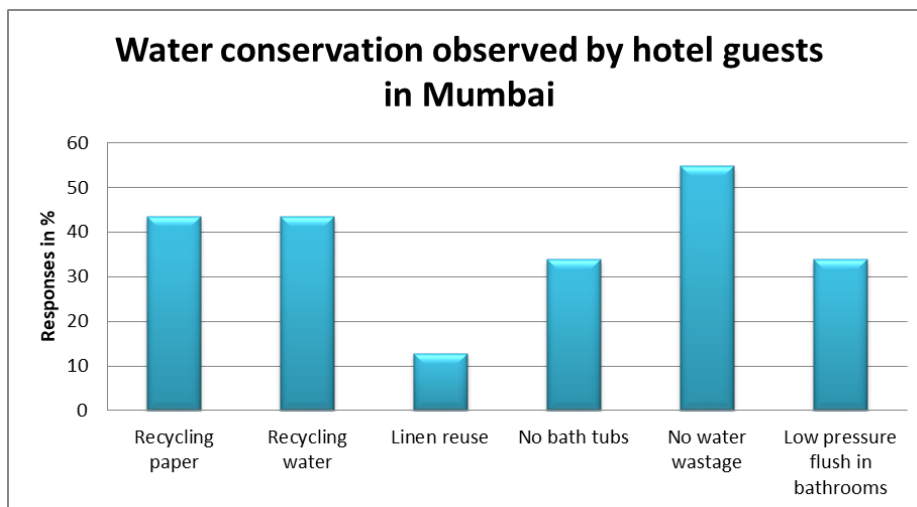


Figure-4: water conservation

Figure 4 the above bar diagram has been shown the water conservation observed by hotel guests in mumbai. Nearly 54.8% respondents have seen hotels are safely using water. 43.5% respondents have seen hotels are using paper & water recycling. 33.9% respondents have seen there is no bath tubs in hotel & low pressure flush in bathrooms and only 12.9 % respondents have seen hotels are using linen reuse. It is observed by hotel guests during they stay in hotel.

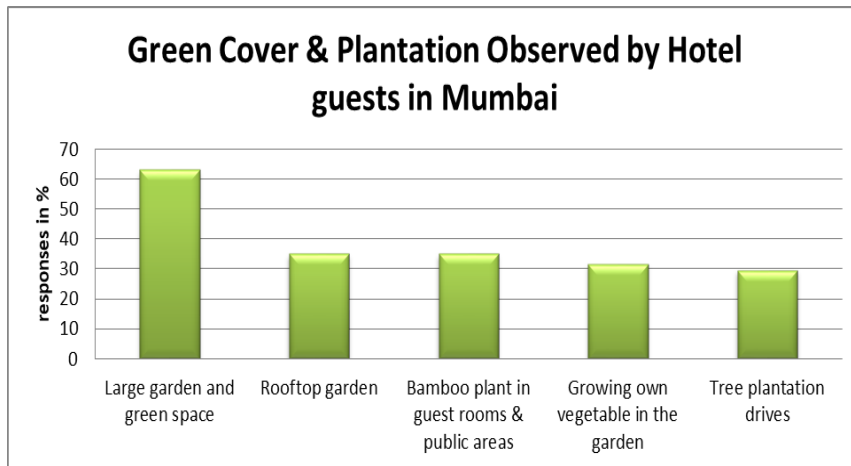


Figure-5: Green cover and plantation

Figure 7 the above bar diagram has been shown the green cover & plantation observed by hotel guests in mumbai. Nearly 63.2% respondents have seen large garden and green space in hotel. 35.1% respondents have seen rooftop garden in hotel and bamboo plant in guest rooms & public areas. 31.6% respondents have seen a very few hotel growing own vegetable in the garden and only 29.6% respondents have seen tree plantation drives in hotel.

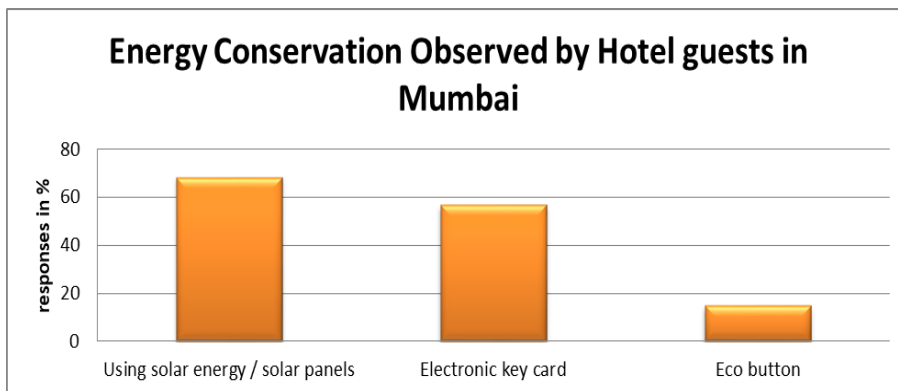


Figure-6: Energy conservation

Figure 6 the above bar diagram has been shown energy saving technique observed by hotel guests in mumbai. 68.3% respondents have seen using solar energy/ solar panels in hotel. 56.7% respondents have seen electronic key card in hotel and only 15% respondents have seen eco button in hotel.

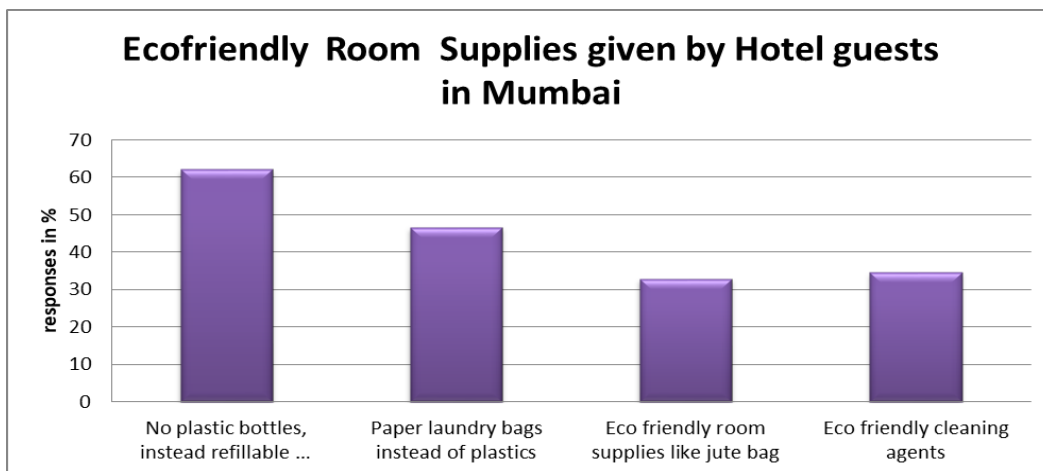


Figure-7: Eco-friendly room supplies

Figure 7 the above bar diagram has been shown eco friendly room supplies data given by hotel guests in mumbai. 62.1% respondents have seen hotels are not using any plastic bottles instead of they are using refillable thermos flasks. 46.6% respondents have seen paper laundry bags instead of plastics. 34.5% respondents have seen eco friendly cleaning agents in hotel and only 32.8% respondents have seen eco friendly room supplies like jute bag.

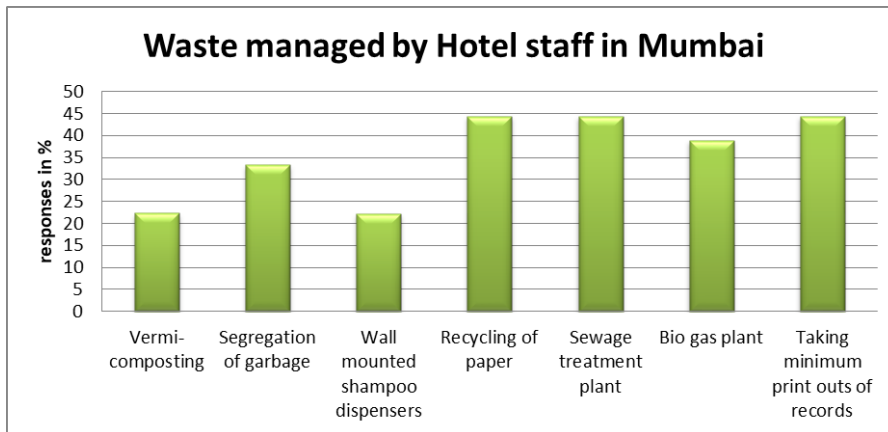


Figure-8: waste managed by hotel staff

Figure 8 the above bar diagram has been shown the waste manage by hotel staff in Mumbai.44.4% staff member said they are doing recycling of paper and sewage treatment plant and taking minimum printout of record.38.9% staff said hotels are doing biogas plant.33.3% respondents said hotels are doing segregation of garbage.22.4% hotels are doing vermicomposting activity.

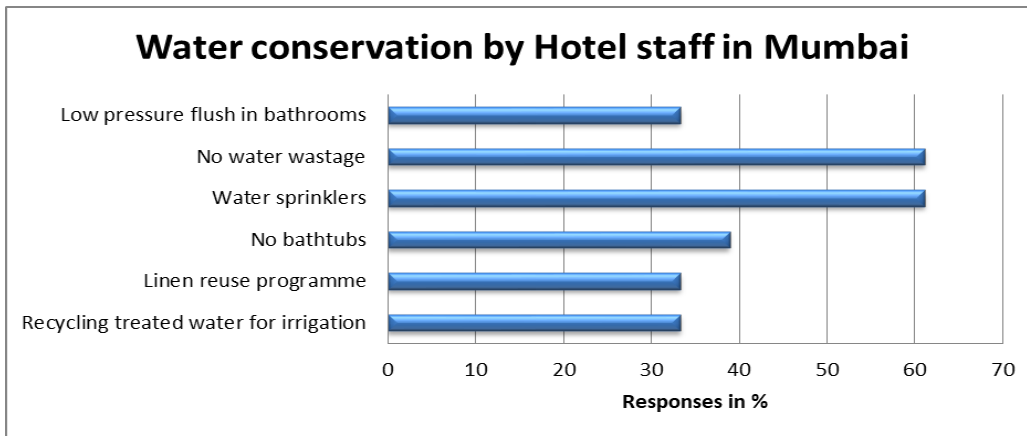


Figure-9: water conservation by hotel staff

Figures 9 the above bar diagram illustrate the water conservation by hotel staff. Nearly 61.1% staff members said they are doing water sprinklers in their hotel and no wastage of water.38.9% members said no bathtubs in our hotel. 33.3% members said they are using low pressure flush in bathrooms and linen reuse programme and recycling treated water for irrigation purpose.



Figure-10: Green cover and tree plantation

Figure 10 the above pie chart has been shown the green cover and tree plantation practices by hotel staff in Mumbai.33% hotels are not cutting a single flowers. 28% staff member are doing tree plantation drives activity in their hotel.20% hotels have large garden and green space.12% hotels have rooftop garden and only 7% hotels are growing herbs and vegetable in own garden.

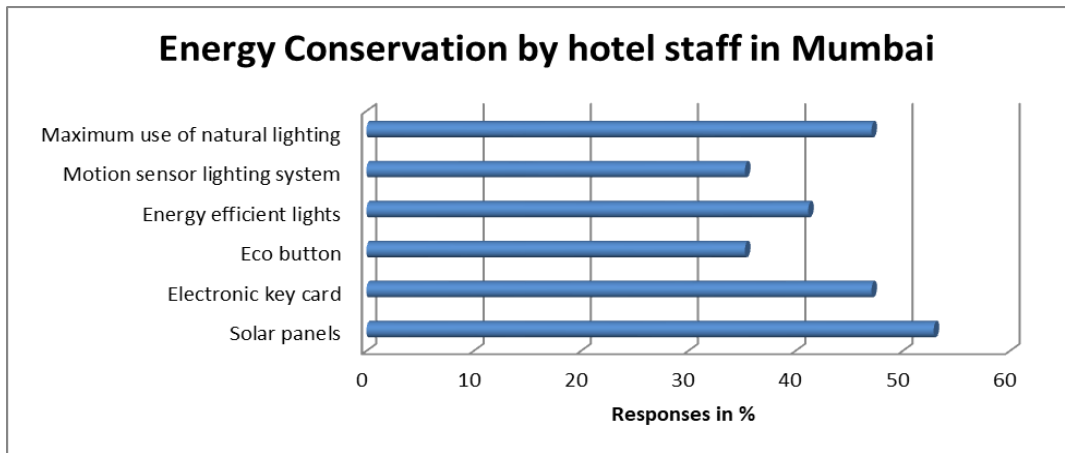


Figure-11: Energy conservation by hotel staff

Figure 11 the above bar diagram has been shown energy saving technique by hotel staff in Mumbai. 52.9 % hotels are using solar panels .47.1% hotels are using natural lighting and electronic key card. 41.2% hotels are using energy efficient lights and only 35.3% hotels are using eco button technique. The above data is given by hotel staff in Mumbai.

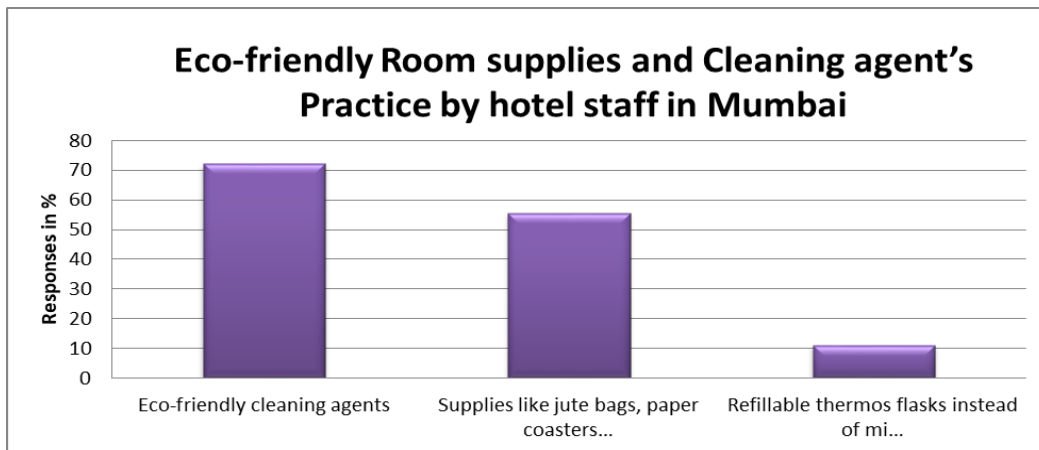


Figure-12: Eco-friendly room supplies and cleaning agents

Figure 12 the above bar diagram has been shown eco-friendly room supplies and cleaning agent's practices by hotel staff member in all department like engineering & maintenance, food production, housekeeping ,front office in Mumbai. 72.2% hotels are having eco-friendly cleaning agents. 55.6% hotels supplies eco-friendly bags like jute bags, paper coasters & laundry bags etc. 11.1% hotels are using refillable thermos flasks instead of mineral water bottles.



Figure-13: Green Practice training

Figure 13 the above bar diagram has been shown the green practice training for hotel staff in Mumbai. 37.5% hotels are provided departmental training for hotel staff to generate eco-friendly environment in our hotel. 31.3% hotels are giving some online training for hotel staff. While 18.8% hotels are giving certification training programed for hotel staff and only 12.5 % hotels are provided orientation training for hotel staff.

7. SUGGESTION

According to this survey I have analyzed the lot of hotel staff and guests are not aware about ecotel hotel. Ecotel is the hallmark of environment friendly. If we stay in ecotel hotel it would not only reduce global warming but also safe environment and sustain the well-being of the future generation. It was very suggestive kind of form & it is also the responsibilities of government to think and build a lowest rate of ecotel hotel then customer only think to stay in ecotel hotel. Ecotel is a property that fills a majority of the following criteria such as dependence on the natural environment, ecological sustainability and proven contribution to conservation, provision of environmental training programs and provision of an economic return to the local community.

8. CONCLUSION

Ecotel is another idea in cordiality that professes to work for condition security and protection. This would alter the eventual fate of lodging industry and give another extension to this industry and would contribute towards natural framework. This point of this investigation is to reveal nature concern, and how lodgings which are going on and quickly developing industry. Furthermore, even inn industry undermining the nature by utilizing regular assets and delivering waste. By making few strides and getting guaranteed as Ecotels would protect the condition and the future age. Urging inns and visitor to pursue few eco cordial propensities and keep up great association with nature.

Lately individuals wherever have understood the need to ensure the earth. Issues like a dangerous atmospheric deviation, exhaustion of the ozone layer, air contamination and decimation of the downpour backwoods presently draw in global consideration. Consequently it is vital to secure the earth by every one of the methods conceivable. Thusly, there is a need to plan an Ecotel.

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BUSINESS EDUCATION IN INDIA - VISION 2030**Dr. Vidya M. Jirage**

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ABSTRACT

The most emerging dimension of the Business and Commerce education in the vision 2030 is the need for Business School to use technology and make it integral part of course contents. The implementation framework suggests the student at the center stage to foster innovation and choice, an ICT architecture that will increase access, equity and quality, and a transparent governance framework that will enable autonomy and self – regulation. In order to realize the goals we envision for 2030, adopting a transformative and innovative approach is critical across all the levers of higher education: from Curricula and Pedagogy to the use of Technology to Partnerships, Governance and Funding. Making rapid progress over the next two decades would require a committed and concerted effort from all stakeholders involved i.e Academia, Industry, and Government.” With the effective use of technology, India has been able to resolve the longstanding tension between excellence and equity. This article is based on secondary data, descriptive in nature. The objective is to analyze the future Higher education in terms of Business Education and necessary steps to be taken to speedup with knowing advanced technological changes.

Keywords: Higher education vision – 2030, Business Education, Stakeholders.

HIGHER EDUCATION SYSTEM IN INDIA.

India ranked 3rd place in terms of higher education in the world. The University Grants Commission is the main governing body which enforces its standards, provides advises to the government, and helps to coordinate between the center and the state. In India some of the institutions like Indian institute of information, the National institute of technology, Indian institute of science, Indian institute of management are reputed research institutes in India and ranked in global level. Nearly 40000 plus colleges affiliated to Universities. Some of them provide under graduation only and some of the colleges provide both under graduation and post graduation with research activities and Ph.D studies. As per the All India Survey on Higher Education report there is increase in universities and colleges and number of enrolment of the students to the colleges and universities. As on 31st March, 2018 there are 44 - Central Universities, 01 – Central Open University, 43 – Public Deemed Universities, 100 – Institute of National Importance, 234 – Private Universities, 79 – Private Deemed Universities, 363 – State Universities, totally there were 864 Universities and 42322 Colleges.

BUSINESS EDUCATION

Business Education involves education of commerce and management which is mainly designed to provide broad knowledge of Industry, company and organisational functional areas. Its main aim is to develop the managerial, business decision making and communication skills among students by inculcating case study, project work, presentation, internships, industrial visits, and special interaction with experienced industrial, entrepreneurial experts which is included in curriculum.

Anao states that business education is an educational process or content which has its primary aim as the preparation of people for roles in business enterprise such as employee, entrepreneur, and employer. In short business education means sum total of knowledge promoted and administering business enterprise.

Business education covers broader knowledge of Accounting, Finance, Human Resource Management, Statistics, Marketing, Economics, Financial services and much more business related activities. Subject specific programs introduced to students which help them to have in-depth knowledge in specific subject area.

Students are opting undergraduate viz B.Com/BBM/B.Comcs and master level post graduate M.Com/M.Comcs/MBA in specific subjects and some of them moving towards Research activities and Ph.D's. They choose their career in professional courses like CA, ICWA, CS ect. With this many more short term certificate courses introduced in the field of accounting, entrepreneurship, finance, human resource management, banking etc. which helps them to get proper knowledge of business education.

HIGHER EDUCATION IN INDIA: VISION 2030

- The present scenario is India is world's second most populous country. It is named for its rich heritage and culture and one of the world's largest provider of business education having largest English speaking population. India is third in scientifically trained manpower. In 1990's India witnessed the liberalisation of business education market there is a rapid growth and mushrooming of business schools.

- By vision 2030 India will be a leading global player in higher education and one of the youngest nations in the world. Nearly 140 million people will be college going age group one in every four graduates in the world will be a product of the Indian higher education system. This is possible only by educating and empowering young youth through a systematic education system with clean and clear vision and a proper planning.
- India has remarkable growth in number of universities and colleges and enrolment of students for higher education is also increasing which results in enhancement in learning outcomes. In order to achieve the vision 2030 require a commitment, concerned efforts, proper planning, hard work and coordination among all the stakeholders which includes Academia, Industry and Government which leads to proper curricula, pedagogy, use of technology to partnerships, governance and funding. It must also undertake to improve faculty –students ratios to make teaching an attractive career path, cultivate research interest among research scholars.

The significance of vision 2030 is as follows

- To introduce multidisciplinary courses
- Industry oriented courses
- Entrepreneurship courses
- Make learner centered paradigm of education
- Skill based courses
- Faculty development and exchange programs
- New revised curricula and pedagogy using blended learning, experiential learning and flipped classroom
- Involvement of faculties and students to words research activities

HIGHLIGHTS OF INDIA'S EDUCATION SECTOR

- India is going to enjoy the global freedom as one among the four graduates will be product of India in the world.
- In India in 20 years 6 Nobel prizes in various field awarded.
- India is in the fourth cycle of its research excellence framework, with at least a 100 of Indian universities competing with the global best
- India's higher education system growing in higher rate which attracts global learners of the world.
- Indian Government providing funds to spend on higher education for students as well as for faculties development.
- Online certificate courses as a part of skill India and digital India helps the students to gain knowledge and skill other than curriculum.
- Indian higher education institutions are governed by the highest standards of ethics and accountability, with every single one of them being peer-reviewed and accredited
- By 2030, India will be ranked as the largest population country in the world and in terms of higher education too. Increasing urbanization and increase in standard of living created more awareness for higher education.
- Indian economy is growing in terms of industrialization which require more skilled workforce which leads to higher education.
- India has the opportunity to become a prominent Research & Development destination.
- As per the expected socio-economic scenario in 2030, India would need a revise higher education system that can highlight on multiple imperatives.
- A system of institutions differs with uncommon objectives and focus areas would be critical for achieving the steted goals.

QUALITY OF OUR BUSINESS EDUCATION

- Top Business Schools & Colleges of Commerce are the role models.
- Many business schools strive to create their own pockets of innovation and attempt to make a difference.
- Creating islands of excellence in a mass of mediocrity. VS small improvements in large numbers of institutions
- Paradox between Excellence & Equity.

SOME UNIVERSAL YARDSTICKS FOR MEASURING QUALITY

- Admission process & quality of students
- Pedagogy tools & methodology
- Placement & Entrepreneurship
- Human Resources development
- Infrastructure resources

EXPERIENTIAL AND OUTCOME BASED LEARNING

- The Bombay Stock Exchange(BSE) Institute recently delivered a 40 hour Practical Certificate Course on 'How to Master the Stock Market'
- A 40 hours Business Process Course by SAP embedded in the curricula
- KPMG Course for Accounting Professionals (KCAP) – 288 hours of classroom teaching and 112 hours of online industry-specific study.
- Digital E-learning - Initiatives taken by Sankalp, Strive, Swayam, Diksha

WHAT IS REQUIRED TODAY TO OVERCOME CRITICISM BUSINESS EDUCATION

- Courses in Communication, Leadership, human resources & psychology, vital skills to manage people effectively and team driven organisations.
- At least 20% of the Core Courses to focus on these topics
- Specific knowledge based sectoral programmes
- Development of critical & analytical reasoning
- Sense of Scientific enquiry
- Observation, problem diagnosis & problem solving
- Extension & Consulting

FUTURE PREDICTIONS

- In 1998, Kodak had 1,70,000 employees & sold 85% of all photo paper world wide.
- Within a few years they went bankrupt.
- What happened to Kodak will happen in a lot of industries in the next 10 years
- Software will disrupt most traditional industries in the next 5-10 years
- Uber - they don't own cars, now the biggest Taxi Company in the world .
- Airbnb is now the biggest hotel Company although they don't own any properties

ARTIFICIAL INTELLIGENCE

- Computers become exponentially better in understanding the world
- Last year, a computer beat the best Go player in the world ,10 years earlier than expected .
- IBM Watson- you can get legal advice within seconds, with 90% accuracy compared with 70% accuracy when done by humans.
- Thus there will be 90% fewer buyers in the future !!
- Watson already helps nurses diagnosing cancer, 4 times more accurate than human nurses

- Face book now has a pattern recognition software that can recognise face better than humans.
- By 2020, there will be apps that can tell by your facial expressions, if you are lying
- By 2030, computers will be more intelligent than humans.

AUTONOMOUS CARS

- In 2020, the first self driving cars will appear for the public.
- Around 2030, the complete industry will start to be disrupted.
- No need to park, you only pay for the driven distance and can be productive while driving.
- It will change the cities because we will need 90-95% fewer cars.
- Former parking space can be transformed into parks !!!
- 1.2 million people die each year in car accidents. One accident for every 1 lac kms.
- With autonomous driving, that will drop to one accident in 10 million kms. That will save a million lives every year.
- Most car companies may become bankrupt while Tech companies like Tesla, Apple, Google will build computer chips on wheels

ECONOMIC ISSUES IN THE RECENT**FDI Retailing**

1. Foreign – Walmart, Metro, Jesco etc with annual turnover of billions of \$
 2. Indian – Big Bazaar, Pizza Hut, Archies, Café Day ---
- Online Marketing – Amazon, Flipcart, Cars, Houses, Furniture---
 - Online Trading - Harshad Mehta, Satyam. Mutual Funds---
 - Demonetisation - Biggest economic measure India has seen post independence.
 - G.S.T- Goods and Service Tax
 - KPMG – C II report India will be the 5th largest banking industry by 2020 and 3rd largest by 2025
 - EMV chips in ATM machines.

What does the future have in store for business Education?

- Continuity with a twist will be the theme
- Artificial intelligence and machine learning
- The Corporate world has an unquenchable thirst for skilled hires who can analyse and translate big data
- Business schools that don't get on board quickly will risk being left behind !!
- More schools will invest in student business
- Starting their own companies or working for new ventures
- Giving them opportunities to test their ideas in a safe place
- Specialised course work, incubators, mentorship & links to funding.
- Immediate hands on testing of proposed businesses with more clear cut financial investments.
- More unity on the campus
- Greater level of mingling with different departments.
- Commercialising technology and discoveries
- Increased levels of collaboration.
- Liberal arts meet business.
- Poets, philosophers will be involved - Philosophy & literature in the curriculum

PREPARING FOR THE FUTURE

- Business education cannot be compared with study of other subjects like Physics, Chemistry or a language.
- Companies of the future will consist of groups of specialists who work together on a specific project and then disband.
- Combination of specialist qualification and business knowledge will become vital
- Yardstick for success – number of new companies and new job creation
- Risk taking and new venture creation – cornerstone of a competitive economy.

CONCLUSION

Existing higher education system has many more short comings but it is very important we have to move towards vision 2030. Business education in India vision 2030 need technology as integral part of course content in business school. Students are center point to implement innovations and use of Information Communication and Technology which increases equity, quality and transparent framework of governance leads to self-regulation and also describes role and responsibility and accountability of the public, private education institutions and government.

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JOB SATISFACTION & JOB EMBEDDEDNESS AMONG UNAIDED COLLEGE TEACHERS IN WESTERN SUBURBS OF MUMBAI

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ABSTRACT

Teaching is considered to be a noble profession but at the same time it is not rewarded equally and increasingly difficult for unaided section of college teachers to satisfy their passion for teaching and fulfilling their financial needs. Discrimination among college teachers has augmented dissatisfaction among Unaided college teachers. This study is an attempt to find the factors responsible for job dissatisfaction amongst unaided college teachers and also to find out the motivators for them to perform more efficiently. This study is based on primary as well as secondary research and various statistical formulas are used to draw conclusions.

Keywords: Job, unaided, teachers, factors and motivators

1. INTRODUCTION

Government educational intuitions are those that are owned and operated by Government whereas the government aided institutions are privately owned intuitions which get financial aid from Government but are owned and operated by private management subject to compliance of Government laid norms. Aided institutions appoint teachers as per the compliance of UGC/government laid norms. Unaided institutions are owned and operated by private management without any aid from government.

Although there is great change in the pay scale of aided teachers but this benefit is not passed to unaided teachers. Aided teachers are those who work in private or government educational institution but their salary is paid by the government/UGC. Also such teachers enjoy job security and are entitled to get yearly increments and promotions as per the guidelines of UGC. However, these options are not available to teachers of unaided section as their salary is determined by management, moreover there is no job security provided to them and scope for promotions are also remote. This is the scenario of teachers working in private sector in unaided section.

Job satisfaction has been defined as the extent to which a staff member has favourable or positive feelings about work or work environment (De Nobile, 2003). There are various factors affecting the job satisfaction of teachers like salary, job security, working conditions, policies and procedure, etc. There is direct relationship between the satisfaction of teacher with that of students. A teacher is expected to provide minute attention to the student's needs and cater to his/her requirements per student's IQ and EQ level. Personal attention will not only help students to achieve their academic goals but also give them proper direction towards building a better society to live. Educational institution should take effort not only in ensuring the satisfaction of teachers but also to retain the teaching staff so that a better relationship of trust, affection, love and respect is developed between teachers and students.

Job embeddedness are those factors which could help an employer to retain the staff. It intends to develop a situation where in an exiting employee not only feels/experience financial loss but also non financial loss on leaving the organization. This will happen only when the management works towards shaping an organization culture where not only compensations are paid according to employee's knowledge and skill but also other factors along with their career prospects are taken care of. In return there will be higher productivity and support from the teachers not only towards the management but towards all the stakeholders.

2. OBJECTIVES OF THE STUDY

- To study the factors affecting the job satisfaction of college teachers working in unaided section of private institution
- To examine the factors that could help to retain the teaching staff
- To study the various variables to motivate them to perform better
- To give suggestions with regards to enhancing the productivity of teachers and better satisfaction of students

3. HYPOTHESIS

- H₀: There is no significant relationship between qualification of a teacher and job security
-

- H1: There is significant relationship between qualification of a teacher and job security
- H0: There is no correlation between years of experience and job security
- H1: There is positive correlation between years of experience and job security

4. RESEARCH METHODOLOGY

- This research is based on primary and secondary data.
- Data Collection : To collect data questionnaire was designed.
- Sampling method : Convenience sampling method was used to select respondents.
- Interpretation : For interpretation various statistical tools and formulas were used.
- Limitations of the study: The study is limited to 100 respondents, because of the paucity of time and resources; the study is limited to Western Suburbs of Mumbai region and hence cannot be replicated to rural and semirural areas. This study is also limited to unaided college teachers of private institutions. The data is collected through online, google form was sent to teachers who were working in colleges in Western suburbs of Mumbai.

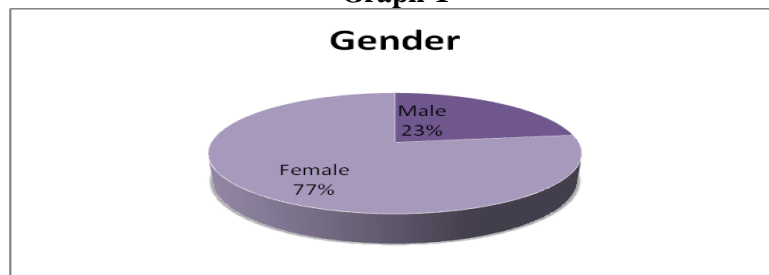
5. ANALYSIS AND INTERPRETATION

Data is collected through questionnaire and its analysis is as follows:

A. The classification of gender is as follows

Table : 1		
Gender		
Male	Female	Total
23	77	100

Graph-1

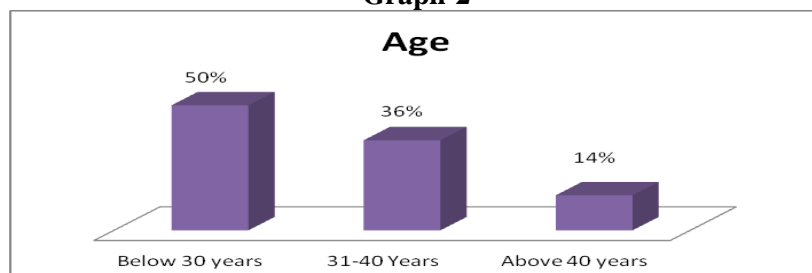


In this study the respondents constitute 77 percent of females and 23 per cent of males. The number of males working as lecturers in colleges were found to be less than females.

B. The classification of respondents according to their age is as below:

Table-2			
Age			
Below 30 years	31-40 years	Above 40 years	Total
50	36	14	100

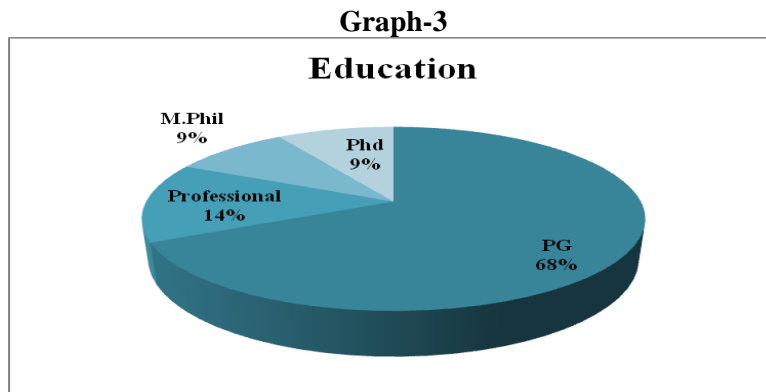
Graph-2



Majority of the respondents i.e. 50 percent respondents in this study were from age group below 30 years, followed by 36 percent from age group 31-40 years.

C. The details of the respondent’s education is as follows:

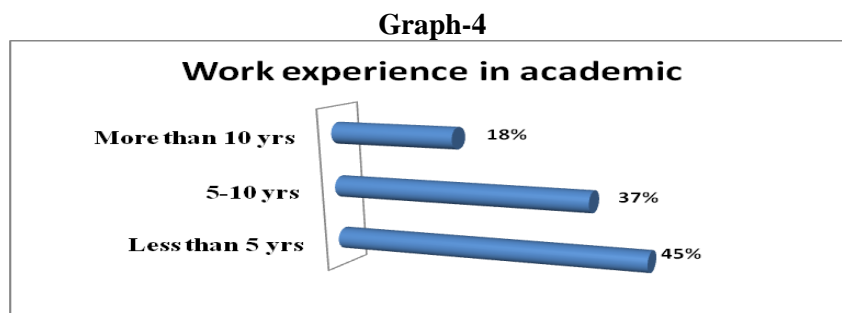
Table-3				
Education				
PG	Professional	M.Phil	Phd	Total
68	14	9	9	100



68 percent of the respondents studied were post graduates and where trying to get admitted for PhD. 14 percent of respondents were professionals like CA, CS, etc and 9 percent each in case of M.Phil and PhD holders.

D. The details of work experience of the respondents are as follows:

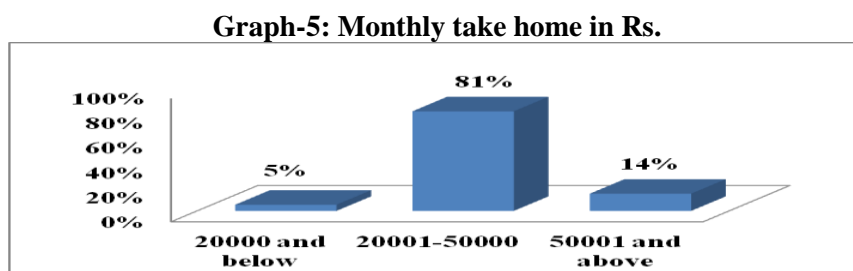
Table-4			
Working experience			
Less than 5 yrs	5-10 yrs	More than 10 yrs	Total
45	37	18	100



In this study 45 percent of respondents were working in academic field since less than 5 years, 27 percent of them had an experience of 5-10 years and only 18 percent of respondents were such that they had been in teaching field for more than 10 years.

E. The respondent’s monthly income details is as below:

Table-5			
Monthly take home in Rs.			
20000 and below	20001-50000	50001 and above	Total
5	81	14	100

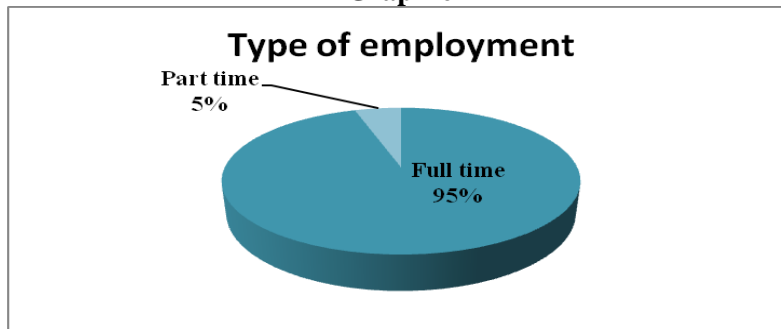


It is observed in this study that 81 percent of respondents had monthly income between Rs. 20,001-50,000/-. 5 percent of respondents were getting monthly income of below Rs. 20,000/- and only 14 percent of them were earning a salary of 50,001 and above.

F. Respondent’s employment type is as below:

Table-6		
Type of employment		
Full time	Part time	Total
95	5	100

Graph-6

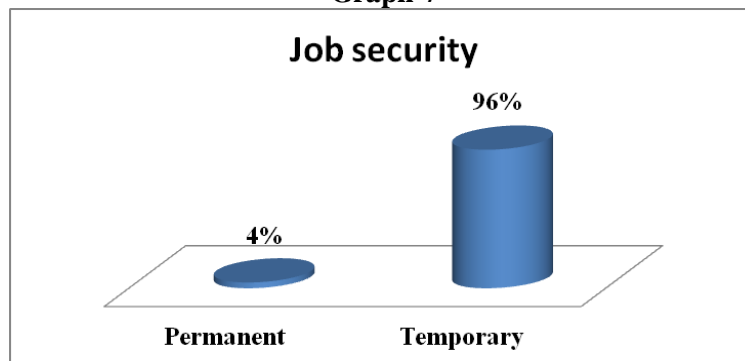


95 percent of the respondents were working as a full time faculty and only 5 percent were working as part time employee.

G. The details of job security availed by respondents is as below:

Table-7		
Job security		
Permanent	Temporary	Total
4	96	100

Graph-7

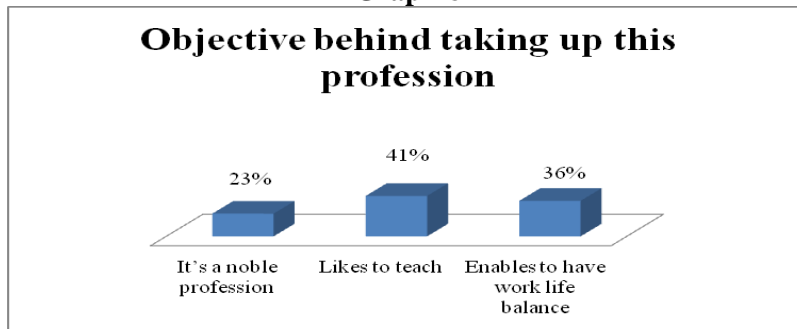


It is found in this study that 96 percent of the employees were working on temporary posts and only 4 percent of them were given the permanent status. In some unaided colleges it is seen that some qualified teachers, who has got their approval from Mumbai University and who has completed certain years of service in the said college has been given permanent position, rest all are considered as temporary. But still they could be sacked at any point of time by the management. Only difference is their job is continued unlike temporary teachers who are not sure about next academic year.

H. The respondent’s purpose of choosing teaching as a profession is described below:

Table: 8	
Objective behind taking up this profession	
Objectives	No of respondents
It’s a noble profession	23
Likes to teach	41
Enables to have work life balance	36
Total	100

Graph-8

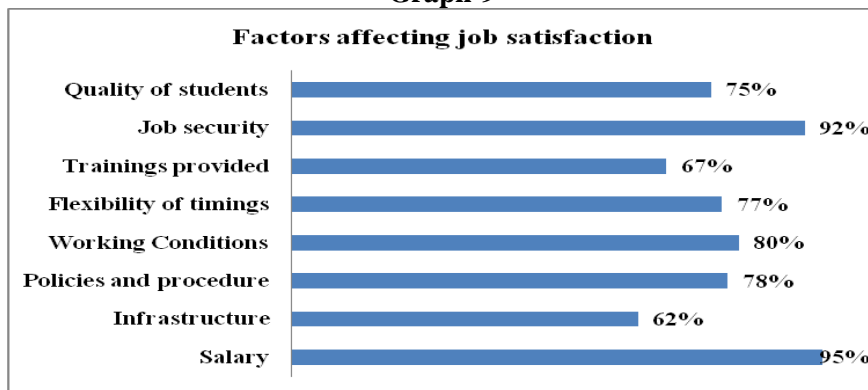


When asked the objective of taking up this profession? 41 percent of the respondents stated the reason to be “they like to teach”, 36 percent of the respondents said that this profession enables them to have work life balance and 23 percent believed it to be a noble profession and hence took up this job.

I. The details of factors affecting job satisfaction according to respondent’s is given below:

Factors	No of respondents	Rank
Salary	95	1
Infrastructure	62	8
Policies and procedure	78	4
Working Conditions	80	3
Flexibility of timings	77	5
Trainings provided	67	7
Job security	92	2
Quality of students	75	6

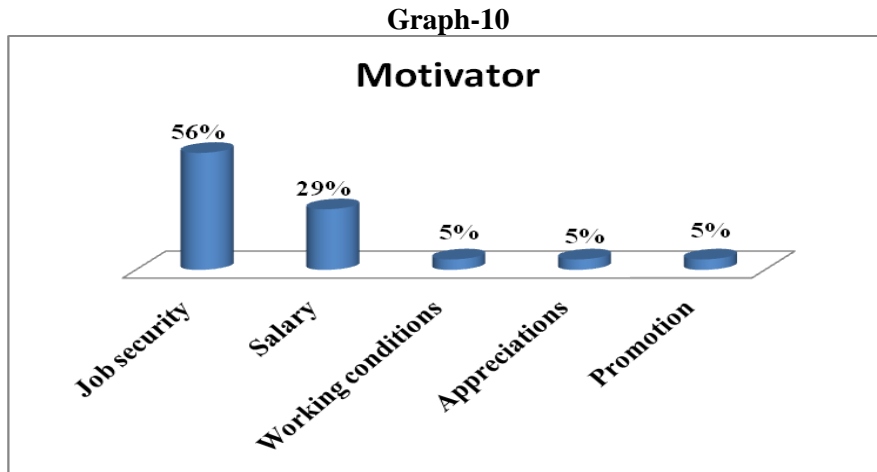
Graph-9



Graph 9 states the importance given to the various factors affecting job satisfaction of the teachers. It is observed that most important factor stated by majority of respondents is Salary followed by job security, working conditions, policies and procedure, flexibility of timings, quality of students, trainings provided and last is the infrastructure.

J. The important motivators to improve the performance of the respondents are as follows:

Motivators	No of respondents
Job security	56
Salary	29
Working conditions	5
Appreciations	5
Promotion	5
Total	100



On asking what could motivate teachers to perform better? 56 percent of the respondents felt its job security, 29 percent of them felt its salary and other factors were given equal weight age i.e. 5 percent each for working conditions, appreciations and promotion.

6. HYPOTHESIS TESTING

- H0: There is no significant relationship between qualification of a teacher and job security
- H1: There is significant relationship between qualification of a teacher and job security

Table-11

Education	Job security		Observed frequency (Fo)	Expected frequency (Fe)	fo-fe	(fo-fe) ² /Fe
	Permanent (X)	Temporary (Y)				
PG	1	67	68	25	43	73.96
Professional	1	13	14	25	-11	4.84
M.Phil	-	9	9	25	-16	10.24
Phd	2	7	9	25	-16	10.24
	4	96	100	Chisquare value X²=		99.28

Source: Primary data

With degree of freedom 3 and at 5 percent level of significance, our Chi-square value is 99.28 which is greater than table value i.e. 7.815. Hence our H0 stands to be rejected and we will accept our H1 hypothesis which states there is significance relationship between education and job security of teachers working in unaided section.

- H0: There is no correlation between years of experience and job security
- H1: There is positive correlation between years of experience and job security

Table-12

Experience	Job security		X ²	Y ²	XY
	Permanent (X)	Temporary (Y)			
Less than 5 yrs	0	45	0	2025	0
5-10 yrs	2	35	4	1225	70
More than 10 yrs	2	16	4	256	32
	4	96	8	3506	102
Source : Primary data					
$r = \frac{\text{cov}(x,y)}{\sigma_x \cdot \sigma_y}$					

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

Here $r = -0.764$. Since r is negative there is negative correlation between temporary and permanent job positions. It could be said that there is inverse correlation between permanent and temporary job security on the basis of experience. In short there is no direct correlation between experience and job security.

7. FINDINGS OF THE STUDY

- 77 percent of the respondents were female; this shows that this sector is dominated by female, since 95 percent of female teachers feel that this profession enables them to have work life balance.
- It is also observed that majority of the respondents were of age group 30 years and below and with an experience of less than 5 years. On interviewing them it was stated by them that they had been constantly changing their jobs for the want of better salary, they were not given the subject of their specialization and people can't survive long years with low salary so initially they may join and moment they get slightly better opportunity they shift. In a way it is loss to the education sector as experienced teacher can bring more quality and understanding about the field.
- Next important aspect to highlight here is that 96 percent of the respondents were working on temporary post. This means that either these teachers were unqualified or have not got their approval from University of Mumbai. It was told by the temporary teachers that they even hesitate to disclose that they are qualified presuming the institute can remove them or won't consider them as potential candidates. Many unaided colleges do not want to pay more and if they appoint qualified teachers, payment should be according to the norms so they prefer unqualified teachers more than qualified teachers. The rest of the four respondents were qualified and approved but still they could be removed by the management at any point of time. In spite of completing 10 years of service there are many teachers who are still working on contractual basis with no job security and getting very less pay. Every year temporary teachers contracts are renewed and in some cases they do not get vacation salary too.
- 82 percent of teachers are earning a salary between Rs. 20,001-50,000/- out of these, the teachers who have an experience of less than 5 years are earning a salary between Rs. 20,000-25,000/- per month. It is also revealed in this study that some teachers, who are qualified, with an experience of above 5 years, are still getting a salary ranging between Rs. 25,000-35,000/- per month. In very few colleges qualified and university approved teachers are appointed although on temporary post but are paid up to Rs. 50,000 and above.
- It is observed in this study that in spite of low salary and poor job security in unaided section, teachers still opt for this job as they are inclined towards teaching and look forward to have work life balance. In this study there are some teachers who have left their attractive corporate job and choose to be a teacher for the above mentioned reasons.
- As far as unaided section is concerned the most important factors affecting the job satisfaction of teachers were salary and job security. It is obvious that if these two things are taken care, retention of teachers would be better and thereby the bonding between teacher and student will also improve. Today every other semester students may find a different teacher and there is very less time with teachers to get connected and understand student's requirements.

8. SUGGESTIONS

1. Job security has to be provided to qualified and experience unaided teachers. There should be equal rules for college teachers irrespective of aided or unaided when duties are same. This will stop the practice of hopping the job for better pay and to find secured place to work. This way the institution can retain good teachers, which will enhance the quality of the education imparted to the students. These way teachers will be loyal towards the institution and their productivity will also improve as they will be more committed towards organization.
2. It is learnt that majority of the teachers resort into dual jobs and they feel what they earn through one college is less and therefore take up part time job to fulfill their monetary requirements. If teachers are paid well then they would be committed to one institution and would provide whole hearted support to students and will also be motivated towards self development and indulging in research oriented works.

3. As per the current study (Table 9) the most important factors affecting job embeddedness, i.e. factors which will help to retain talented teaching staff are salary, job security, working conditions, policies and procedure, flexibility of timings, quality of students, training to teachers and lastly infrastructure. By providing these factors in the order of their preference the employers can retain good teachers in their institution.

9. CONCLUSIONS

From the above study it is obvious that organization can retain talented teachers by providing them job security and salary as per their qualification and experience at par with aided staff, which could not only retain good teachers but also enhance the satisfaction of the students. There will be better relationship and communication between teacher and student. It is seen that only few colleges in Western Suburbs of Mumbai is offering scale to qualified teachers in unaided section, whereas the majority of the unaided colleges, appoint more of unqualified teachers (teachers without clearing NET/SLET examination or PhD degree) so that less salary could be paid to them. As far as job security is concerned it is very difficult to get secured position in private sector but if some changes could be brought in the current system and if some security is provided to the teachers, then there could be a positive change in the current scenario of the academic sector.

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THE EMERGENCE OF E-RETAILING/ E-COMMERCE IN THE INDIAN MARKET

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INTRODUCTION

Eservices through the electronic medium such as internet, mobile or any other computer network. It involves the use of Information and Communication Technology (ICT) and Electronic Funds Transfer (EFT) in making commerce between consumers and organizations, organization and organization or consumer and consumer. With the growing use E-Commerce stands for electronic commerce and caters to trading in goods and of internet worldwide, Electronic Data Interchange (EDI) has also increased in humungous amounts and so has flourished e-commerce with the prolific virtual internet bazaar inside the digital world which is rightly termed as e-malls. E-commerce or E-retailing includes online trading's and also online shopping. Today's world we used online shopping, online food ordering etc. we mostly like to used online transactions because it's save our time. No matter one is educated or illiterate, an urbane or a countryman, in India or in U.K; all you need is an internet connection and a green bank account. With e-commerce then, you can buy almost anything you wish for without actually touching the product physically and inquiring the salesman n number of times before placing the final order. As seen, from pizza and potted plant to pair of shoes, we have everything on sale on the internet available in tempting offers!! Snapdeal.com, Amazon, eBay, Naaptol, Myntra, etc. are some of the most popular e-commerce websites.

BACKGROUND

Very famous and most popular activities on the Web is shopping anytime, literally anyone can have their pages built to display their specific goods and services. . Ecommerce became possible in 1991 when the Internet was opened to commercial use. Since that date thousands of businesses have taken up residence at web sites. At first, the term ecommerce meant the process of execution of commercial transactions electronically with the help of the leading technologies such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT) which gave an opportunity for users to exchange business information and do electronic transactions.

OBJECTIVES

- 1) To find whether e commerce is advantageous over traditional commercial methods?
- 2) Whether eliminating the middleman is helpful for commercial marketing?
- 3) What are challenges for ecommerce in India?

SIGNIFICANCE

The scope of the study also included finding a level of awareness among corporate executives strategy framework; prospective volume of transactions expected to be carried out through E-commerce; opportunity for exports of E-commerce solutions and services .Penetration analysis of online services based on the NASSCOM (1999) study indicated that penetration rates of internet and E-commerce about E-commerce and its benefits; perceived importance of E-commerce as being integral to their corporate transactions in India.

LIMITATIONS

It is not possible for any market study to make it accurate due to many hurdles in the collection and computation of data. Some limitations of the study are listed below

- The sampling frame to conduct the study has been restricted to area near Mumbai.
- Respondents show reluctance towards giving correct information.
- Findings of the study are based on the assumption that respondents have disclosed in the questionnaire.

Time was a major constraint

SOURCE OF DATA

The data I collected formed the pillars to this research of mine. My variables are the true representatives of any telecom Sector's research. This was not easy as they went hand in hand but various ways to analyse the data made it possible to choose variables according to its strength.

- **Primary data**
- **Secondary data**

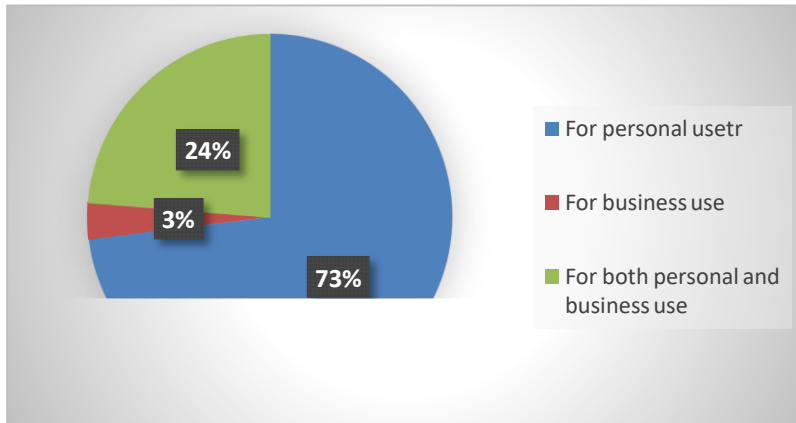
METHODOLOGY

Questionnaire Method

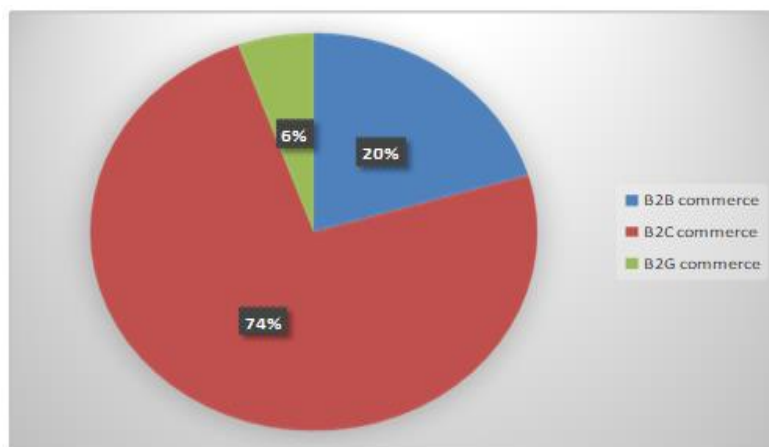
Questionnaire is the most commonly used tool for the collection of specific information about the research question under consideration. Structured questionnaire was divided into different sections as felt suitable. Section one covers personal variables, which are independent based on the assumptions that there were measurable difference amount the levels with regard to the perception of dependant variables. Secondary sections of questionnaire covers the factors of study dependent variables like price, place, promotion, product line strategy, in market value added services.

ANALYSIS

1. For what purpose do you use e-commerce?



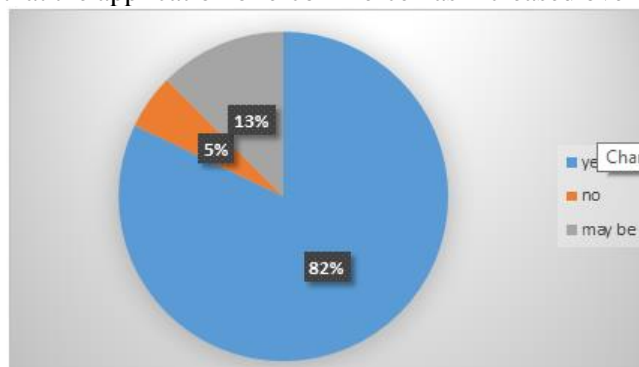
Interpret: 73% of peoples use e commerce for personal use and only 3% are used for business purpose.



2. From the various types of e-commerce, what according to you has the largest market shares?

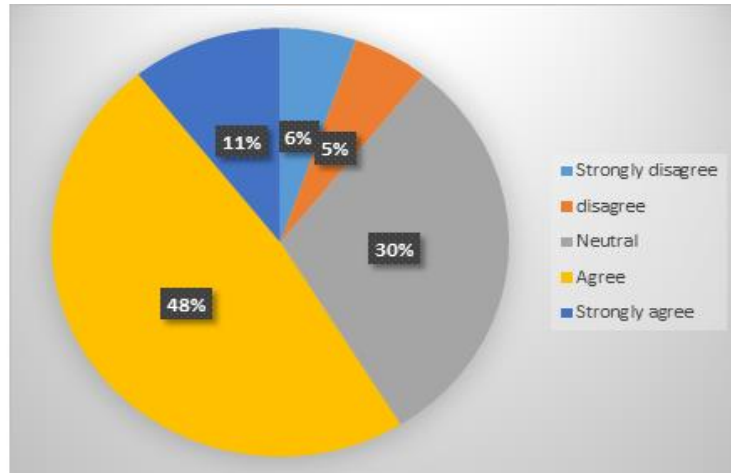
Interpret: 74% B2C is market largest shares and then B2B which is having 20% market share B2G is only having 6% market shares.

3. Do you think that the application of e-commerce has increased over the year in India?



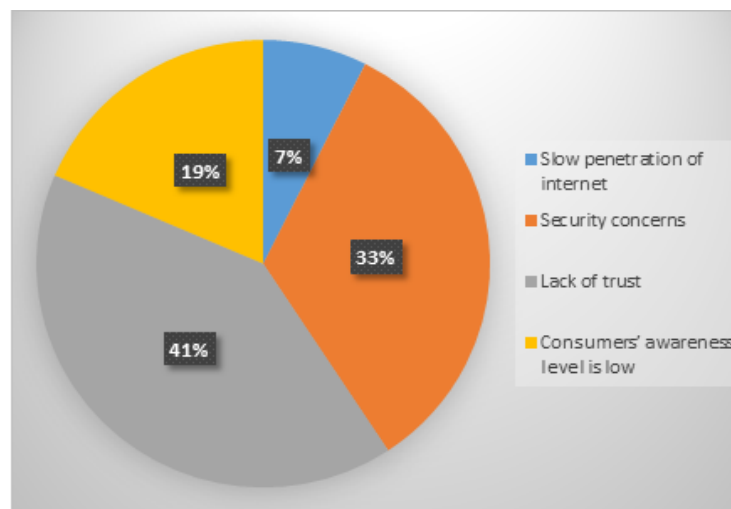
Interpret: 82% peoples think that yes, 13% people said no rest of them still confused.

4. Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods?



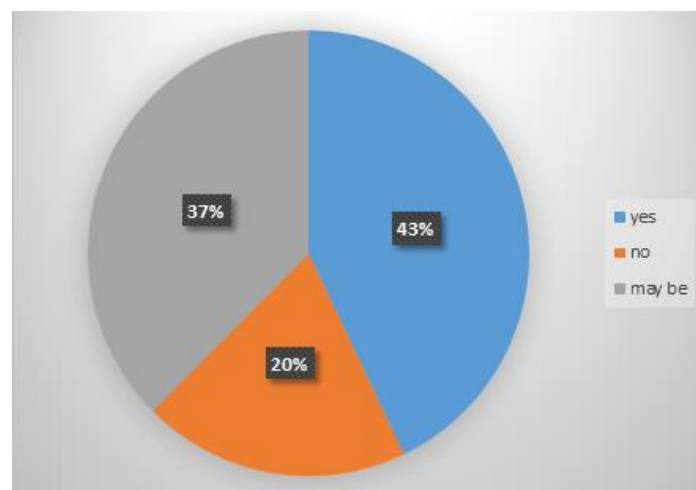
Interpret: as per my study shows that 48% are agree for this, 11% are strongly agree 30% think neutral rest of them disagree.

5. What are the challenges to the implementation of e-commerce in India?



Interpret: big challenge for e-commerce is lack of trust among peoples 41% people are in this category 33% are having security concern 19% are not that much aware 7% are having slow internet.

6. Do you think that the Govt. of India is doing its enough to promote e-commerce in India?



Interpret: 43% peoples said yes, 20% are said no and rest of them i.e. 37% peoples are still don't know they are confused.

CONCLUSION

From the above study, I conclude that most of the people are not aware of e-commerce. They are still don't know what actually e-commerce is. They preferred to go offline for shopping. They think that if they go for online trade like shopping paying bill etc. they will run in any kind of fraud. But the rest of them are like to do online shopping because it's saving time and money. Most of the peoples are doing jobs so they cannot go in the market physically but they can access the market through online.

RECOMMENDATION

For everyone who shops from any online websites must be aware of frauds which take place online like hacking, and from fraud calls. Whenever you shopping or doing online transactions be aware and don't give your personal detail to any 3rd party applications and don't respond that type of calls.

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INFLUENCE OF ICT ADOPTION ON HIGHER EDUCATION – A STUDY WITH REFERENCE TO MUMBAI REGION

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ABSTRACT

The increasing use of information and communication technologies (ICTs) has brought significant changes in teaching and learning at Higher Education System in all levels which is finally leading to enhancement of quality of entire education system. The traditional form of teaching like chalk and board has been already replaced by PPT presentations and use of many Online Educational Portals. Even Learners are also easily accessing ICT and most of them are using Smartphone with internet connection. There is 'N' number of possibilities with the integration of ICT in the education system.

The use of ICT has many possible benefits at the same time it is bringing many challenges too. This paper is written to have an overview of influence of ICT in Higher Education system and to know it's reach to the learners and teachers. To know, Whether ICT as a medium of communication brought any significance changes in teacher and student relationship? What measures to be undertaken by the educational institution to impart ICT in their teaching and learning practices? The researcher survey shows that still majority of learners are not aware of the Online Educational Portals like Edmodo, MOOCs etc., and creating awareness about these portals and using these along with conventional educational system, will definitely make successful implementation of ICT in education system. ICT enabled education will ultimately lead to the democratization of education.

Keywords: ICT, Higher Education, Online Educational Portal, Traditional Teaching Method, Blended Learning.

INTRODUCTION

Presently we are in the era of Information and Communication Technology which is making its own impact on our daily life. Without ICT imagining once life is almost impossible. Our day starts with this and ends with this. But, the questions which arise here is, where exactly these technologies taking us? Is it making us stronger or making us more dependent and weak? When we talk about technology, we start thinking about where and all we are using this ICT in our daily life. The list goes longer, for communication, work, study, entertainment etc. the ICT is playing a critical role in students life too. It is making them more knowledgeable by a click of button, in fact now a days it's just a touch of screen, it is making them more addicted with the gaming and special series with Internet becoming more reasonable in terms of cost.

Higher education systems have grown exponentially in the last five decades to meet the demands of quality education for all. This aspect has further gained momentum due to swift advancements in Information and Communication Technology (ICT). Demand for skilled and competent labour is ever increasing in the contemporary globalised society. In this backdrop, access to quality in higher education for all has emerged as determining factor of economic growth and development.

INFORMATION AND COMMUNICATION TECHNOLOGY

- ICT refers to all types of technology which are used to handle telecommunication, broadcast media, audio-visual processing and transmission systems and network based control and monitoring controls.
- The scope of ICT is broader compared to IT, though it is used as a synonym of IT. ICT has been described as confluence of many technologies together and use of some often occurring lines of transmission which carry diverse communication and data formats and types.
- Internet service providers (ISPs) generally provide television, internet and phone services to homes and businesses through a single optical cable. Reduction in the use of telephone networks is providing large benefits in the form of cost reduction in term of laying cables, maintenance expenses, installation costs etc. Although, the digging at roads still continues on Indian Roads, especially in Metropolitan Cities!!

ICT IN EDUACTION

Almost all education institutions and training institutions now following the Blended Learning concept, means, use of Traditional Learning System – class room practices and Modern E- learning technologies. For instance, now the students can be taught with Chalk and Board and then we can ask them to present the contents in the

form of PPT, we can have mentoring sessions online, sharing of resources through online educational portals like Edmodo etc.

ICT adoption in the current study is understood as a gradual switching over to automation of the educational process not only in administrative activities like students admission, registration and evaluation but also developing a customized learning management system (LMS). ICT is empowering teachers and learners and bringing a large change in entire Education system of 21st Century. ICT is transforming teaching and making teachers more techs savvy and even it is transforming learners by making them more creative, improved communication skills. Teachers are now using the reverse approach in the class, where they are first evaluating the student’s skills and grasping ability and accordingly they are modulating their techniques of teaching using ICT.

Various devices/technology in ICT includes

- Access of course materials through remote devices like E-mail, Google class rooms, Blogs, Edmodo etc.
- Online digital repositories for lectures, course materials, and digital library,
- Online/ cloud based academic management systems,
- Employing the flipped classroom concept,
- Making use of handheld computers, tablet computers, audio players, projector devices etc.
- Also, the rising number of Massive Open Online Courses (MOOCs) like the Coursera, Edmodo and edx tells us that there is a huge demand for off-the-classroom learning facilities. The future of our institutions will depend on whether or not they can satisfy those needs.

THE IMPACT OF ICT ON WHAT IS LEARNED

- Traditional teaching methods have emphasised only on contents. Teachers were using only text books with their notes which were not at all upgraded years. Now the traditional method of settings is replaced with curricula that promote competency and performance. Learners are now expecting many things beyond curriculum and beyond text books. If a teacher have only text book knowledge it is not sufficient to attract the Learners to classes. If the teachers go for Blended Teaching, using Chalk and Board, PPT and online portals for teaching, then to some extent learners are attracted towards attending lecture regularly.
- Contemporary ICTs are a strong support for all these requirements and there are many examples of performance based curriculum with the use of modern ICT. For many years, teachers who were having capability to use innovative teaching practices have been limited by their resources and tools but with the expanded and widespread availability of ICTs, many restrictions and hindrances of the past have been removed. Even learners having great scope of using such techniques anywhere and these new technologies will take the learning system to greater heights.
- The modern society to a large extent depends on the everyday use of internet, mobile phones and computer usage which makes the younger generation more adaptive to the greater technology in the digital world. In this context, researcher had tried to do a survey on the selected students of Mumbai Region to find out their financial level, accessibility to modern technologies, use of technologies to education purpose etc.

OBJECTIVES OF THE STUDY

1. To have an overview of use of ICT in Higher education system
2. To analyse the attitude of learners towards technology and its implementation in Education System.
3. To analyse the extent of usage of ICT for Education purpose and other purposes by learners.
4. To review the Challenges and Opportunities involved in implementing ICT based teaching and learning practices.

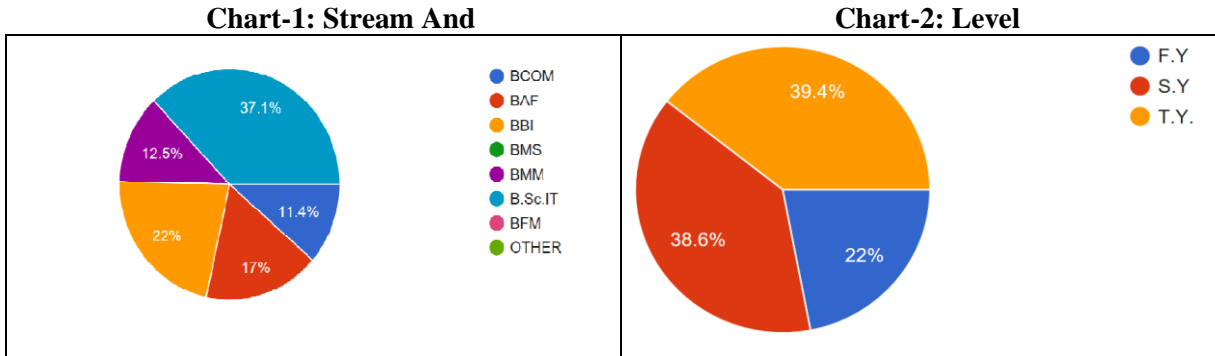
RESEARCH METHODOLOGY

Universe	Mumbai Region – College Students
Method of data collection	Primary and Secondary
Method of Primary Data Collection	Questionnaire by online sites (Open and close ended)
Method of sampling	Random Sampling / Convenience Sampling
No. Of Sample Respondents	267
Method of Data Analysis	Tables and Bar Graphs

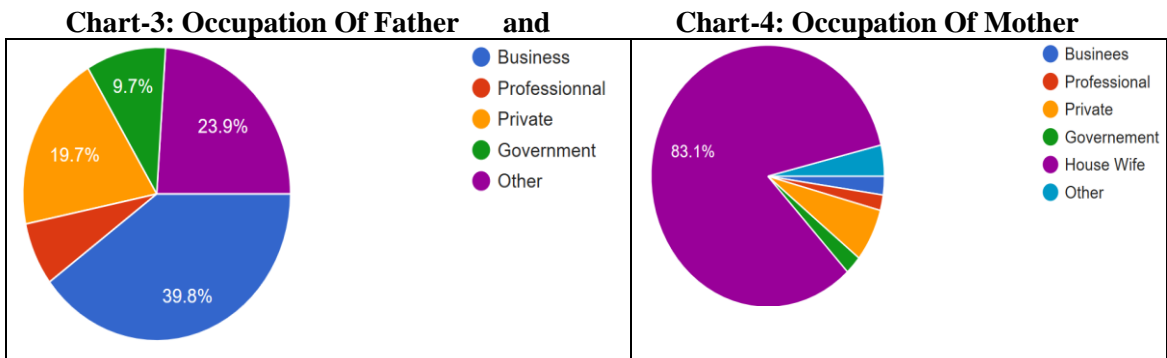
ANALYSIS AND INTERPRETATION OF DATA

The tool used for data collection was a 15 item questionnaire developed by the researcher. The questionnaire included questions about Student’s use of ICT for educational purpose, the level of ICT used in their respective college for educational and administrative work purpose and the use of ICT by students for various other purpose apart from Education.

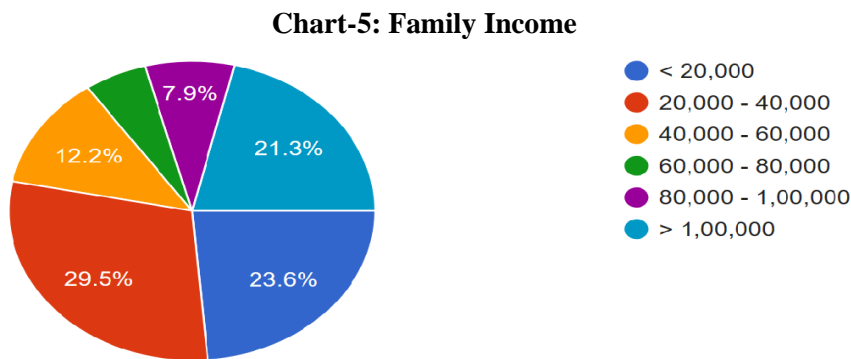
FINDINGS



The researcher had collected information from different programs/ streams in which 37% of respondents belongs to B.Sc. IT stream and rest are from various other stream like BBI (22%), BAF (17%), BMM and B.Com. and majority respondents are either in Second year or in Third Year of their graduation.



The above two charts depicts that of the total respondents majority [83%] of learners Mothers are housewives and majority [40% approx.] of learners Fathers are doing business.



The above chart shows that majority of learners belongs to the income level of Rs. 20,000 – Rs. 40,000 and 24% of respondents family income is below Rs. 20,000. But, at the same time there is a small category (21%) of respondents belongs to an income level of above Rs. 1,00,000.

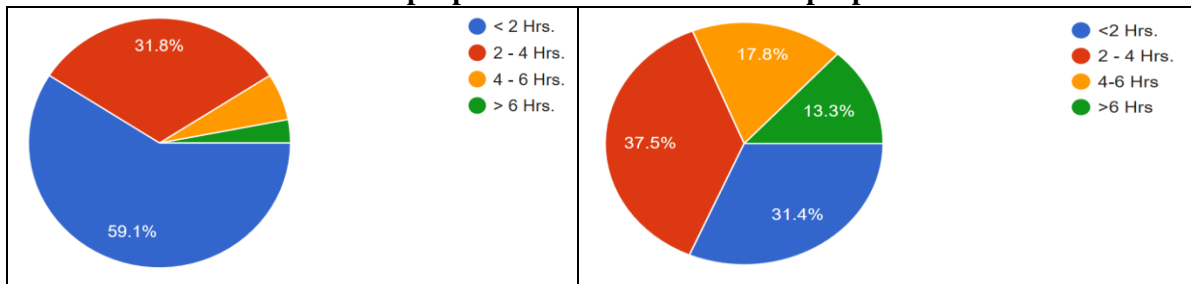
TABLE-1: ATTITUDE TOWARDS TECHNOLOGY

	SA	A	N	D	SD
Integrating ICT (Information Communication Technology) in education is important	174	84	7	2	-
ICT can counter the shortcoming in traditional learning	93	136	35	3	-
ICT has an impact on your daily life	131	118	16	1	1
Technology has changes the way you communicate with your teachers	109	119	33	6	1
Integration of ICT can raise the educational standards	127	118	16	7	-

ICT has enhanced communication among teachers and students	112	122	27	6	1
ICT is a good supplement to Chalk and Board Method of learning, mainly for theory subjects	122	105	29	8	4
Majority of your teachers are using ICT while teaching	77	113	59	11	9

The above table shows that majority of respondents feels that integrating ICT in education system is very much necessary as ICT plays a very important role in daily life of all. Majority respondents feel that there is a change on the way they communicate with their teachers and it has enhanced their communication with their teachers. They even feel that ICT may be play a major supplementary role in place of Chalk and Duster method of learning.

Chart-6: hours spent on browsing for educational purpose: chart 7: hours spent daily on browsing for other purpose other than educational purpose:



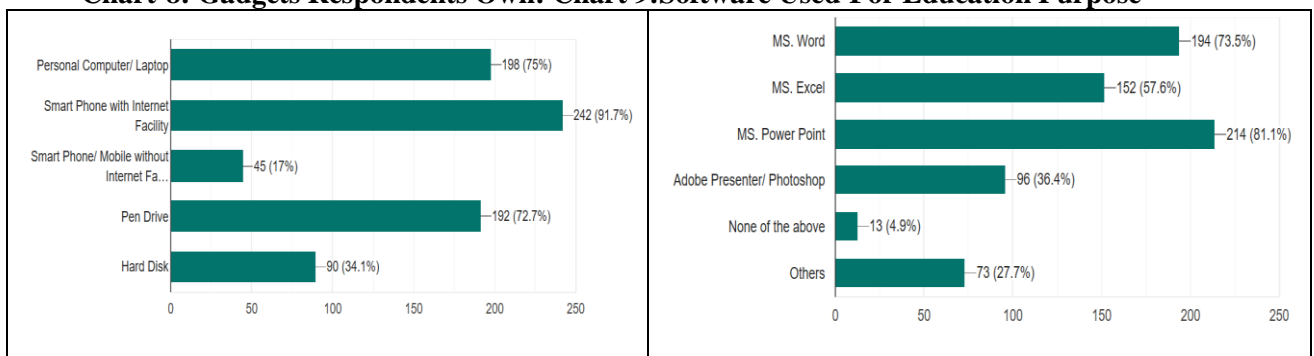
It's very disappointing to see that still the learners are not using ICT for educational purpose compared to the extent they are using it for other purposes like gaming, watching movies etc. The above chart shows that around 60% of the learners spend less than 2 Hrs. but, in turn majority of them spend more than 2 Hrs. for the other purposes.

Table-2: Access to Technology

QUESTIONS	ALWAYS	OFTEN	OCCATION ALLY	NEVER
Do you have access to computers in your institution?	161	60	40	6
Do you have access to smart class system	96	75	63	34
Does your teacher use power point presentations for teaching	123	88	49	8
Does your teacher use video and sound aids for teaching?	77	80	76	35
Do you have Wi-Fi access in your campus?	134	57	43	34
Do you get to access your college computers even after the lab hours?	128	69	41	30

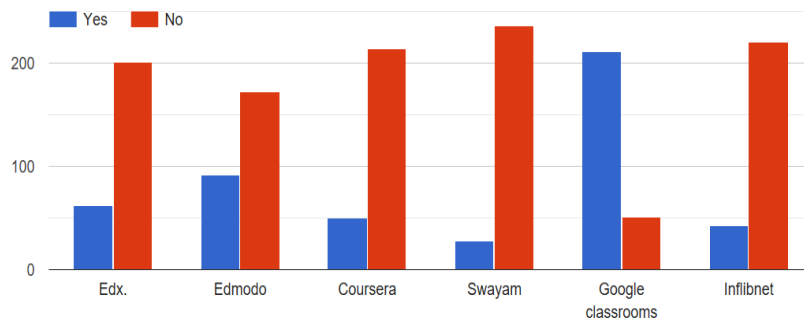
The above table shows that majority of learners are having access to computers in their college not only during college hours, even after college hours. Teachers also often use video and sound aids for teaching purpose and learners have access to Wi-Fi too in their campus.

Chart-8: Gadgets Respondents Own: Chart 9: Software Used For Education Purpose



The above tables' shows that 75% of the respondents own Computers and 92% own a smart phone with internet facility too. 74% learners know Ms. Word and 58% have also used Ms. Excel for their educational purpose. This shows that majority respondents are tech savvy and they have used some basic software for their educational purpose.

Chart-10: Awareness About Educational Portals:



The above graph shows that though learners own smart gadgets and they are tech savvy [As shown in Chart 8 & 9] still majority respondents are not aware of online educational portals like Edmodo, Edx. etc.

CHALLENGES AND OPPORTUNITIES

While using ICTs in education has some obvious benefits, ICTs also bring challenges. First is the high cost of acquiring, installing, operating, maintaining and replacing ICTs and its use to other purposes has increased more than educational purpose. The introduction of ICT in Higher Education is still in infancy stage in India.

The four most common mistakes in introducing ICTs into teaching are,

- i) Installing ICT in education system without evaluating the ability of learners to cope up with the technology;
- ii) Imposing technology into teaching without consulting the teachers and learners
- iii) Using the contents without studying and testing the applicability level and
- iv) Depending entirely on the ICT without an in depth study and learning.

The ICT offers lot of benefits and it has improvised the teaching and learning to a great extent, at the same time it offers many risks which have to be mitigated by using proper mechanism. They are:

- It may divide the students based on their ITC knowledge. Those who are tech savvy will reap more benefit than those who are not ICT user friendly.
- There may be a shift of attention from learning process to developing ICT skills.
- To some extent it may create a dent in bonding between learners and teachers as the face to face communication is reduced and role of a teacher as a mentor may be ignored.
- Since not all teachers, particularly the experienced and teachers who are at the verge of retirement are experts with ICT they may not be able to update their knowledge according to the need of the hour.
- There may be increased level of plagiarism amongst the teachers and learners rather than developing their skills and knowledge.
- Training the faculty and learners on use of knowledge oriented ICT is also an important and difficult task.
- The cost of implementation and maintenance of ICT is also high and all may not be able to afford the same.
- Though majority of Learners are accessing ICT, but, making them to use the same for educational purpose in a productive way is also a great challenge in front of teachers.

CONCLUSION

The increasing use of information and communication technologies (ICTs) has brought changes to teaching and learning at all levels of higher education systems (HES) leading to quality enhancements. Traditional forms of teaching and learning are increasingly being converted to online and virtual environments. Learners are also easily accessing ICT and most of them are using smartphone with internet connection. There is a vast scope for improvement in education system with the use of ICT in education which not only improves classroom teaching

learning process, but also provides the facility of e-learning. ICT has enhanced distance learning, many short term courses can be availed by the students sitting at home and spending their time on the contents of the course. It has been possible for the teaching community to reach the areas which are remote and even it has benefitted learners to access qualitative learning environment from anywhere and at anytime. It is important that teachers or trainers should be made to adopt technology in their teaching styles to provide pedagogical and educational gains to the learners. As the researcher survey shows that still majority of learners are not aware of the Online Educational Portals like Edmodo, MOOCs etc., and creating awareness about these portals and using these along with conventional educational system, will definitely make successful implementation of ICT in education system. ICT enabled education will ultimately lead to the democratization of education.

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SUSTAINABILITY OF NON-BANKING FINANCIAL COMPANIE'S IN EMERGING DIGITAL WORLD**Mandar Varadkar**Master in Management Studies, Sir M. Visvesvarya Institute of Management Studies & Research, Mumbai

INTRODUCTION

A study to predict financial ,social, economic sustainability of NBFC's in India over next 10 years on the basis of attributes related to customer expectations and perceptions with respect to emerging digital world.

A non-banking financial institution (NBFI) or non-bank financial company (NBFC) is a financial institution that does not have a full banking license or is not supervised by a national or international banking regulatory agency. NBFI facilitate bank-related financial services, such as investment, risk pooling, contractual savings, and market brokering.

Examples of these include insurance firms, pawn shops, cashier's check issuers, check cashing locations, payday lending, currency exchanges, and microloan organizations.

Operations of non-bank financial institutions are often still covered under a country's banking regulations.

BACKGROUND

Non-banking financial companies (NBFCs) are fast emerging as an important segment of Indian financial system. They pioneer in their cash deployment, accessibility to the markets and others to count their count.

It is an heterogeneous group of institutions (other than commercial and co-operative banks) performing financial intermediation in a variety of ways, like accepting deposits, making loans and advances, leasing, hire purchase, etc. They raise funds from the public, directly or indirectly, and lend them to ultimate spenders.

Non-bank financial companies (NBFCs) offer most sorts of banking services, such as loans and credit facilities, private education funding, retirement planning, trading in money markets, underwriting stocks and shares.

NBFCs are not providing the cheque book nor saving account and current account. It only takes fixed deposit or time deposits.

The number of non-banking financial companies has expanded greatly in the last several years as venture capital companies, retail and industrial companies have entered the lending business.

Non-bank institutions also frequently support investments in property and prepare feasibility, market or industry studies for companies.

However they are typically not allowed to take deposits from the general public and have to find other means of funding their operations such as issuing debt instruments.

NBFCs are known for their higher risk taking capacity than the banks. Despite being an institution of attraction for the investors, NBFCs have played a significant role in the financial system.

However, the recent financial crisis has highlighted the importance of widening the focus of NBFC regulations to take particular account of risks arising from the regulatory gaps, from arbitrage opportunities and from inter-connectedness of various activities and entities associated with the financial system. The regulatory regime is lighter and different than the banks.

DIFFERENCE BETWEEN NBFCs & COMMERCIAL BANKS

NBFCs perform functions similar to that of banks but there are a few differences-

- Provides Banking services to People without holding a Bank license
- An NBFC cannot accept Demand Deposits,
- An NBFC is not a part of the payment and settlement system and as such,
- An NBFC cannot issue Cheques drawn on itself, and
- Deposit insurance facility of the Deposit Insurance and Credit Guarantee Corporation is not available for NBFC depositors, unlike banks,
- An NBFC is not required to maintain Reserve Ratios (CRR, SLR etc.)

- An NBFC cannot indulge Primarily in Agricultural, Industrial Activity, Sale-Purchase, Construction of Immovable Property
- Foreign Investment allowed up to 100%.

OBJECTIVES

As objective of this study is to predict financial ,social, economic sustainability of NBFC's in India over next 10 years in India based on customer expectations and perceptions with respect to emerging digital world. Hence we are going to find answers for following questions:

- 1) Why are NBFC's preferable over commercial banks in recent years?
- 2) What are the attributes leading to rise in investments in NBFC as compared to commercial banks?
- 3) What are customer expectations and perception for NBFC services leading to growth or decline of NBFC's in emerging digital world?
- 4) How are above factors going to effect NBFC's in next 10 years?

SIGNIFICANCE

- In this study we are going to find the current attributes contributing to growth of NBFC's and they will sustain in future and what could be the assumed changes in this attributes with the help of customer expectations and perceptions leading to growth or decline of NBFC's over next few years as per changing trends in emerging digital era.
- We are going to find customer expectations and perceptions by interrogating a small sample out of big population on basis of price, product, place, promotion, reach to people, use to internet etc and then we are going to assess which are most common attributes customers are focusing while opting for NBFC's over Commercial Banks.
- Also it will be helpful to know which attributes contribute to growth of NBFC's and which factors are lacking to increase the growth.
- Therefore we can also conclude with what are the attributes which can increase the customer base in NBFC's in future years.
- In the present economic system of India, NBFCs (Non-Banking Financial Companies) have assumed a significant role in providing accessible and affordable financial services.
- With the focus of Non-Banking Finance Companies on segments neglected by banks (non-salaried professionals, individuals, traders, transporters and stock brokers), and with the ongoing stress in the public-sector banks due to mounting bad debt, NBFCs have had a lucrative opportunity to expand their presence in the Indian financial story.
- The aggregate balance sheet size of the NBFCs sector expanded by 14.5% during 2017-18. Loans and advances increased by 16.4%. Similar to the trend in recent years, over an extended period of time, NBFC credit grew more rapidly as compared to the banking sector.
- Hence by using this sample study we can determine the attributes which are leading to growth of NBFC's in recent years. Also we are going to determine that whether this attributes will be helpful for sustainable development of this sector and we can also be able to find the new attributes which can contribute to growth of this sector.
- The scope of the present study is restricted to a small sample of the customers and professionals of NBFC sector in Mumbai and the total population of Mumbai city who is the consumer of these services. The study covers the primary data obtained from recent questionnaire and secondary data available till 2018.

LIMITATION

- The present study is constrained by the limitation of time and cost.
- The study is restricted to the customers and professional who are having knowledge and experience in NBFC's market in Mumbai.
- At the same time, individual capacity of researcher in exploring a crucial NBFC sector, i.e. sustainability of NBFC is a challenging task.

- Despite all constraints and limitations, the findings and conclusions derived also suggestions and recommendations given at the end of the study would go a long way in predicting the attributes for current growth of NBFC's and potential attributes which could help to increase the customer base of NBFC and sustainable development for the same depending on customer perception and expectations in emerging digital era.

SOURCE OF DATA

In this study we are going use qualitative approach to study the customer's perceptions regarding growing NBFC's sector to find the attributes for this growth. The data collected will be primary data based upon a small sample taken from a population having awareness about the NBFC's markets. Also secondary data will be used for comparison of this factors. Based upon the data the attributes leading to current growth and future growth or decline will be bifurcated showcasing the areas of improvement in this sector for sustainable development and to improve customer base and market share in the industry which will be based upon customer expectations from NBFC's in future.

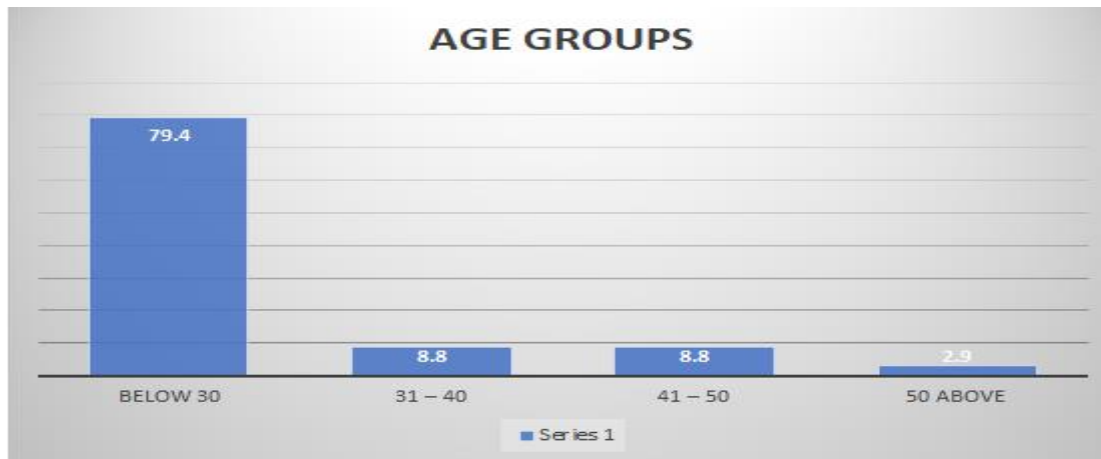
METHODOLOGY

Survey method was used to collect primary data from some respondents, all of them were having knowledge of NBFC's sector. Some were existing customers and some were future potential customers of this sector and some were professionals working in this sector having experience in NBFC's having known about current and changing trends in this market. Considering the nature of respondents, the following tools of collecting primary data were used:

TOOLS	UTILITY	JUSTIFICATION
Questionnaire	Close-ended questionnaire was used to generate specific responses from existing and future potential customers of NBFC's in specific geographical area.	Questionnaire is the most commonly used tool for the collection of specific information about the research question under consideration.
Interview Schedule	Interview schedules have been used to generate expert views from professionals working in NBFC's sector for the research questions under consideration.	Interview schedule helps to derive specific conclusions on the basis of data generated through questionnaire.

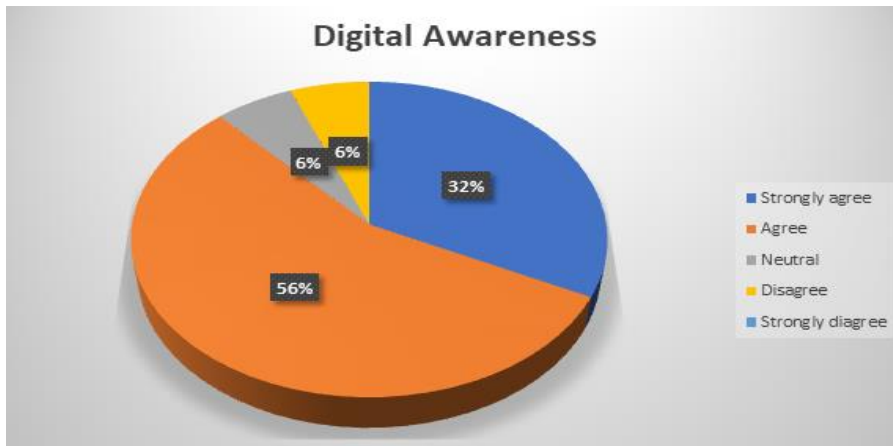
ANALYSIS

- As we go ahead with our analysis, we have selected 35 responses from the data and out of them:
- 58.8% were males and 41.2% were females.
- 60% were married and 40% were unmarried individuals.



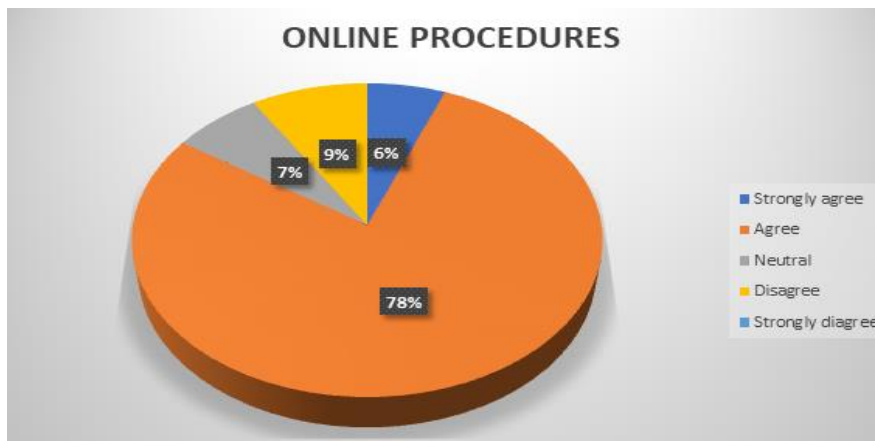
Hence we are having 79.4% of sample who are the pioneers of digital era.

1) Does Increase in digital awareness leading to growth in NBFC’s over a decade?



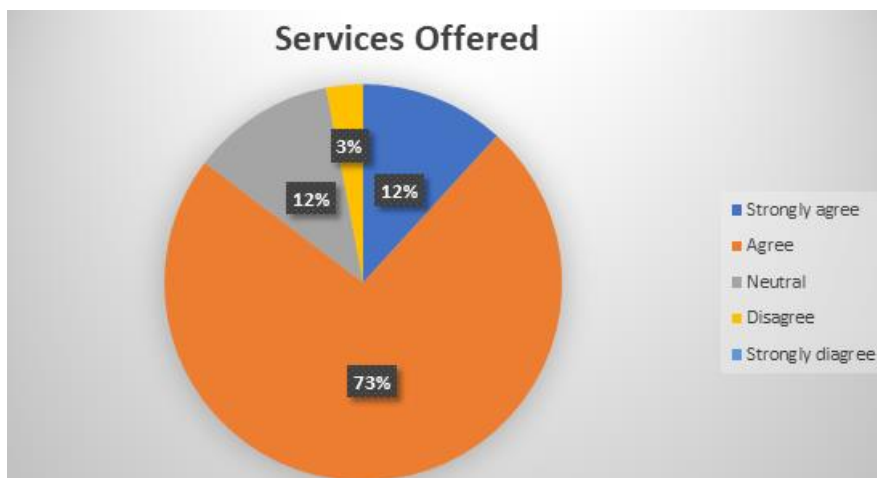
Interpretation: 56% people agrees and 32% people Strongly agrees that increase in digital awareness leading to growth in NBFC’s over a decade hence digital platform is an attribute for growth of NBFC's with respect to emerging digital world.

2) Online procedures of NBFC’s are better than Commercial banks.



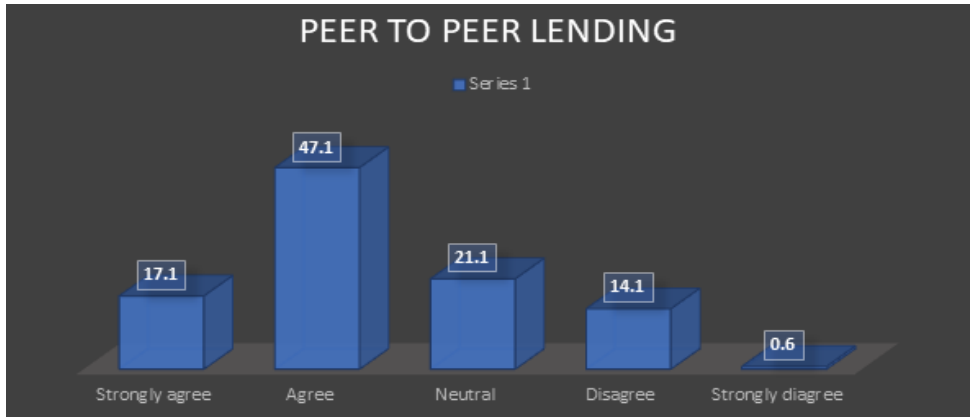
Interpretation: 78% people agrees and 6% people Strongly agrees that online procedures of NBFC’s are better than Commercial banks hence better online procedure’s is an attribute for growth of NBFC's with respect to emerging digital world.

3) NBFC’s have for various services and products offered as compared to commercial banks.



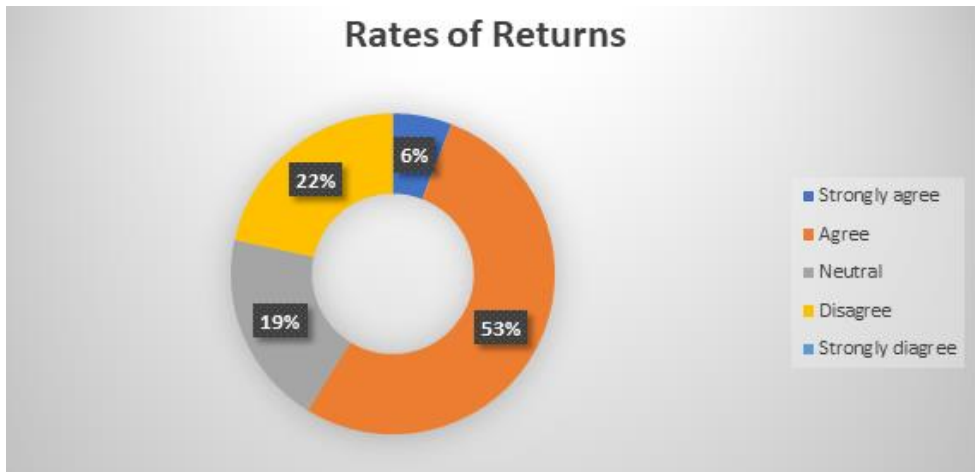
Interpretation
73% people agrees and 12% people Strongly agrees that NBFC’s have simplified procedures for various services offered as compared to commercial banks hence customer satisfaction with service’s is an attribute for growth of NBFC's with respect to emerging digital world.

4) PEER TO PEER LENDING using digital platform is beneficial compared to commercial banks in NBFC's:



Interpretation: 47.1% people agrees and 17.1% people Strongly agrees PEER TO PEER LENDING using digital platform is beneficial compared to commercial banks in NBFC's hence PEER TO PEER LENDING is an attribute for growth of NBFC's with respect to emerging digital world.

5) Attractive rates of return on deposits in NBFC's compared to commercial banks.



Interpretation: 53% people agrees and 6% people Strongly agrees that attractive rates of return on deposits in NBFC's compared to commercial banks hence attractive rates of return is an attribute for growth of NBFC's with respect to emerging digital world.

6) NBFC's have strong risk management capabilities to check and control bad debts:



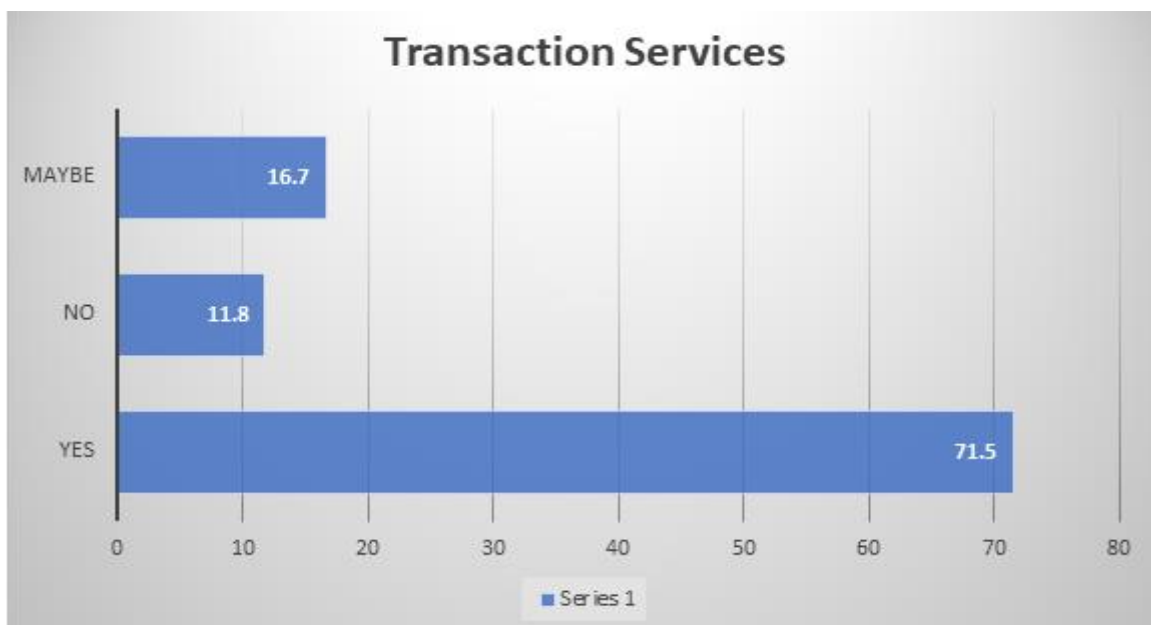
Interpretation: 68% people agrees and 3% people strongly agrees that NBFC's have strong risk management capabilities to check and control bad debts hence strong risk management is an attribute for growth of NBFC's with respect to emerging digital world.

7) NBFC is not involved in the creation of credit facilities. Does it effect on opting for NBFC’s over commercial banks?



Interpretation: 70.6% people agrees and 14.7% people disagrees that NBFC’s are not involved in the creation of credit facilities hence absence of creation of credit facilities is an attribute for decline of NBFC's with respect to emerging digital world.

8) NBFC’s do not provides transaction services as compared to banks. If these services are provided by NBFC’s will they be helpful to increase NBFC’s customer base:



Interpretation: 71.5% people agrees and 11.8% people disagrees that NBFC’s do not provides transaction services as compared to banks and due to this there is less customer base of NBFC’s than banks not providing transaction services is an attribute for growth of NBFC's with respect to emerging digital world.

CONCLUSION

As from the given survey we can find out that the following are attributes which are predicted to be important for sustainability of NBFC's which are related to customer expectations and perceptions with respect to emerging digital world:

- ❖ Digital Awareness
- ❖ Better Online Procedure’s
- ❖ More Number of Services and Products
- ❖ PEER TO PEER LENDING
- ❖ Attractive Rates of Return on Deposits
- ❖ Strong Risk Management Capabilities

Hence we can conclude that using above factors sustainability of NBFC's can be maintained and also boost in future as compared to commercial banks in emerging digital era.

RECOMMENDATION

Similarly following are attributes which are predicted to be important if implemented by NBFC's which can boost the sustainability of NBFC's which are related to customer expectations and perceptions with respect to emerging digital world:

- ❖ Creation of Credit Facilities
- ❖ Transaction Services

Hence by implementing above attributes can help the NBFC's to increase their customer base and boost its operation's for increasing the sustainability in future as compared to commercial banks in emerging digital era.

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CONSUMER PERCEPTION TOWARDS JIO**Ashish Rasal**Student, Sir M Visvesvaraya Institution of Management Studies & Research, Wadala Mumbai

ABSTRACT

Jio from past one year has been in extreme headlines. It has made unexpected moves to concrete itself in the market. It was essential to mark the footsteps of Jio as it was proving to be a twist in the telecommunication industry. As I mentioned earlier Jio is proving to be a hot topic for current time, it enables one to understand what father of Jio "Mukesh Ambani" entails in its future with having special cut in price

INTRODUCTION

Reliance Jio Infocomm Limited, or Jio, is an LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries headquartered in Navi Mumbai, Maharashtra that provides wireless 4GLTE service network (without 2G/3G based services) and is the only 'Volte-only' (Voice over LTE) operator in the country which lacks legacy network support of 2G and 3G, with coverage across all 22 telecom circles in India. The services were first beta-launched to Jio's partners and employees on 27 December 2015 on the eve of 83rd birth anniversary of late Dhirubhai Ambani, founder of Reliance Industries, and later services were commercially launched on 5 September 2016. This thesis investigates about the major impact of Reliance Jio Infocomm limited i.e. Jio not only to its rival telecommunication company but also the general public. The havoc created by Jio is to be closely analyzed and be recorded.

OBJECTIVE

The firsthand objective is to calculate the impact made on the telecom industry by entry of JIO of country & consumer perception towards Jio regarding marketing mix. And the following objectives

1. Study of customer satisfaction level on Reliance JIO products & services.
2. To know consumer Perception towards JIO.
3. Analyze the impact of personality, culture, attributes, benefits & values on customer brand preference.
4. To find the market potential and market penetration of Reliance JIO products & services.

SIGNIFICANCE

This study covers customers Perception about Reliance JIO in the areas of MUMBAI The study makes effort to ascertain the satisfaction level of customer of Reliance JIO. Through survey so that company would be able to come up to the expectation level of its customer. The company can come up to the expectation only by finding out the problem that customer are facing during their purchase of Reliance JIO products. The subject has been taken for the research as it plays key role in the success of Telecom sector. No company can think of selling their product without having satisfied customer. No company can survive in long run without coming up to the satisfaction level of customer. In short it is the level of satisfaction that is link between end-user and company. As long as the company is able to satisfy its customer, customer would remain in the bracket of loyal customer. Hence it is very essential to understand the customer satisfaction and to measure the satisfaction level time to time as there is always scope of improvement. The research will also be beneficial in analysing the overall market position of the company and measures which should be adopted by the Reliance JIO to increase their market share in there region of MUMBAI

BENEFITS

Easy access to the people you need to contact with.

Less effort in using transportation just to meet an individual personally.

Saves time of sending post or fax.

Saves fuel (do not have to drive distance).

More than two people can communicate to one another at the same time.

Next "best thing" to being there.

You can just stay at home and use a telephone or a cellphone if you want to talk ideas or information with someone.

Enable end users to communicate electronically and share hardware, software, and data resources.

Enable a company to process transactions immediately from many remote locations, exchange business documents electronically with customers and suppliers, or remotely monitor and control production processes.

LIMITATION

The following are limitation of study:

1. The sample is selected conveniently and in single phase so as the perception is influenced by time in which data was collected and the context in which the respondents were at the time of data collection.
2. The primary data and methods of research has its own limitations and based on respondent the study is limited to Maharashtra state and Mumbai regions.
3. The study is limited to selected telecom companies and selected revenue centres of the state and there for the findings cannot be generalize to whole industries.
4. The viability of the time and limited knowledge of researcher in their area is also to be considered.

SOURCES OF DATA

The data I collected formed the pillars to this research of mine. My variables are the true representatives of any telecom Sector’s research. This was not easy as they went hand in hand but various ways to analyse the data made it possible to choose variables according to its strength.

- **Primary data**
- **Secondary data**

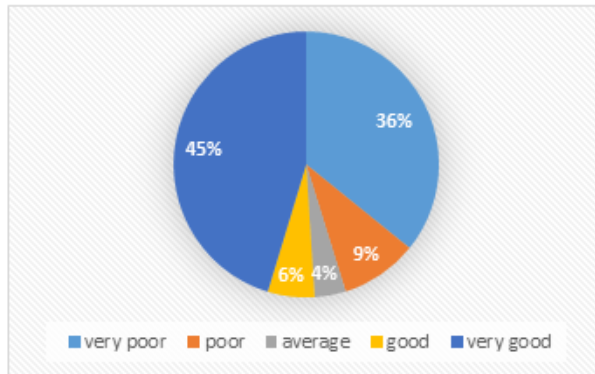
METHODOLOGY

Did survey with the help of Questionnaire

The structured questionnaire was divided into different sections as felt suitable. The first section covers personal variables, which are independent based on the assumption that there were measurable differences amount the levels with regard to the perception of dependent variables. The second to study factors section of questionnaire covers the factors of study with dependent variables Price, Place, Promotion, Product, Product line strategy, in market Value added services.

ANALYSIS

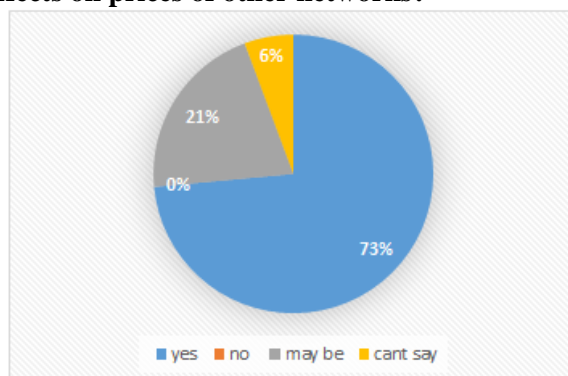
Do you use a Jio sim? How worthy is it in terms of customer satisfaction?



INTERPRETATION

Approx 45% Jio sim is worthy in terms of customer satisfaction.

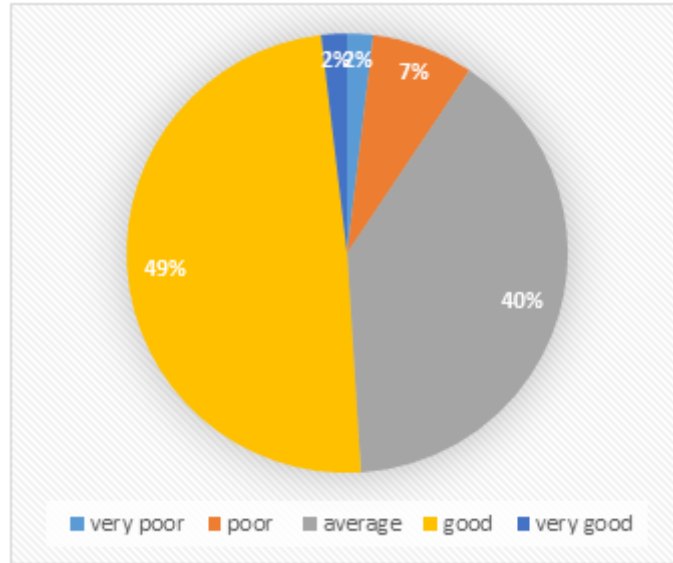
Do you believe Jio has vital effects on prices of other networks?



INTERPRETATION

Nearly 73% people observed that jio has vital effects on prices of other networks.

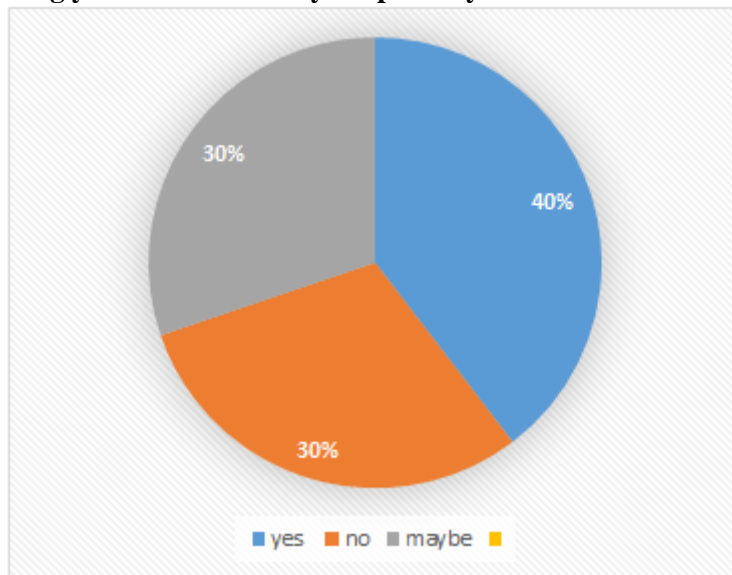
On the scale, how is the service quality of Jio networks?



INTERPRETATION

Nearly 49% people observed jio is quality service provider.

Statement "Jio is something you couldn't make your primary card"?



INTERPRETATION

Approx 40% observed that jio is something you couldn't make your primary card.

CONCLUSION

Jio has put forth great platform in the technology field and now it's time for every such business to pedal themselves and show the world what sets them apart. It would not be hurtful if I say that one must not only take right but also brave decisions in the business line. Finally, I will conclude saying that Jio has been a revolution by not only making economical but also non-monetary changes in Indian telecom sector. As to my strength, it's vital to note that Jio is one of the most successful company of its time. There is no better time for its competitors to come up with new ideas and fight back or else they will have to face the same faith as Reliance communications.

RECOMMENDATION

One cannot provide concrete suggestions to Jio Infocomm but we can make predictions to the other service providers and what steps they may take. We can say the telecommunication industry is shattered by roots in terms of profit gaining and thus must put it into Jio's mind that price cuts up to these extent may disarm the

other service provider and which may somehow lead to unhealthy business activity. DIGITAL INDIA was hyped all over and was revolution to the people. It not only made possible free calling all over globe but even provided internet at 4G speed for the least imaginable prices. VOLTE and HD services were brought into India. Jio's exclusive MY JIO apps made live TV and movie streaming in real time possible without separate membership. Songs, movies, games, everything was bought to the tip of the finger.

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DIGITAL INDIA'S IMPACT ON THE INDIAN ECONOMY

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ABSTRACT

The most popular word in today's era is "Digitalization." Without digitization, development is not possible. We can not achieve our development goals, which we aspire to as long as we do not digitize. In recent years, large-scale adoption of digital services connected by digitization, consumers, enterprises, and governments has emerged as a major inspiration and endowment of socio-economic benefits. On 1 July 2015, the Digital India program was implemented in India under the chairmanship of Prime Minister Narendra Modi. Digital India can play a big role in connecting villages and enabling their development. Throughout the world, the development of digitalization is happening very fast, however, its effects are uneven on different areas. This program is about four years old, it has contributed significantly to improving the Indian economy and strengthening the Indian economy at the global level. In this paper, we will talk about the many advantages and disadvantages of the Digital India program. Also, we will also discuss the challenges of Digital India program.

Keywords: Digital India, Advantages, Disadvantages, Challenges.

REVIEW OF LITERATURE

Biswas, Suprio (2016) ' **Digital India : A Unique Step towards E-learning in India**', This research paper covers e-learning, e-Governance, mobile connectivity, information and communication technology for change in education. Analysis of this paper concluded that digital India programs help in using modern technology in education and also save time and money.

Shafiullah, Shaik (2016) "**Digital India : the Future of India**", This research paper analyzes the role of the Digital India program in India's future creation. In this research, it was found that around 40% of the people living below poverty line are living in rural areas who do not have basic facilities, so the Digital India program will not be successful unless it is focused on these facilities.

Khan, Saima (2015) "**Digitization and its impact on Economy**", in the research paper, has highlighted the impact of digitization on the economy, under which information and communication technology is considered to be the basis of the economy. Through the digitization, social economic change can be done. Increase in employment and improving lifestyle and increasing knowledge can be included.

OBJECTIVES

- To study the concept of Digital India program.
- To study the role of Digital India in Indian economy.
- To study the advantages and disadvantages of Digital India.
- To know the challenges of Digital India.

METHODOLOGY

This research paper is based on secondary data. The secondary data has been collect by various website, articles, journals and reports of various ministries.

What is the digital India program?

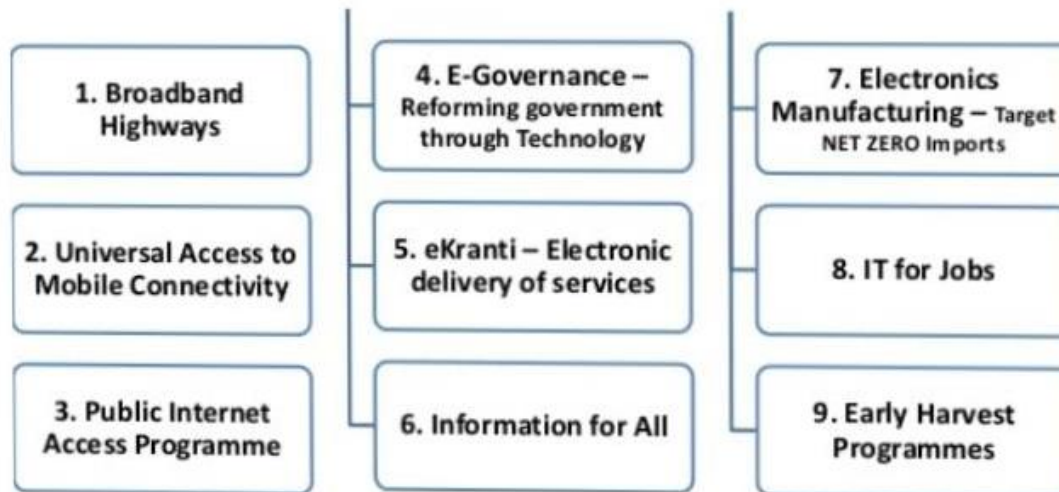
Digital India is a visionary plan of the Indian Government, under which citizens from Kashmir to Kanyakumari will have access to the home through government services online facility. Digital India is actually a platform built by the coordination of the Internet, networking, hardware, mobile, computer, software, which connects the citizens directly to the government, simplifies the use of facilities and gives information about government services. With this facility no part of the country will be missed, the rural areas of the country will be connected to the fast Internet network. Digital India has three main components to make this plan a success.

1. Establishment of an effective digital infrastructure in the country
2. Digital services of services and facilities
3. Digital Literacy

Digital India is changing the nature of the program in which it is arranged to make all government services available to the public in digital form that is people can be directly involved in availing government services.

Under the Digital India program, all government services are ordered to be made available to citizens in digital form. While ensuring the compulsory availability of government services in the digital form, where this program will accelerate public accountability, it will also provide the benefits of the latest information and communication technology to the citizens by providing easy access to government services. For the first time, the Government of India is running an ambitious campaign to bring basic services like education, health, banking and social welfare through door to door through the Digital India program.

Nine Pillars of Digital India



Digital India is a committed program to prepare India for knowledge based change and to provide good governance to the people with the cooperation and coordinated participation of both the Central Government and the local government. Digital India program is mainly based on three key areas, digital services, demand-based administration and service for every citizen and digital empowerment of every citizen. The 9 major pillars of the digital India program are as follows:

ADVANTAGES OF DIGITAL INDIA PROGRAM

- ❖ It will be helpful in dealing with problems like corruption, providing transparent and effective governance.
- ❖ The last 4 years in different areas of the government initiatives that look cast then find what type of India digital revolution has not only social functioning of ways replaced but the country means rich people and the underprivileged of the gap between the party has.
- ❖ Any society in the quality of education society of real composition of the foundations. Education the importance of keeping in mind, digital India initiative of the society education spread to improve a number of digital services with a bring have. Digital initiatives are not only going to improve in the field of education, rather it is reaching education in remote areas.
- ❖ India's specialty is agriculture. The Government's Digital India initiative is proving to be beneficial for many schemes of the farmers. Some of the schemes of the agricultural sector include 'M Kisan', 'Kisan Portal', 'Kisan Suvidha App', 'Pusa Krishi', 'Soyal Health Card App', 'Fasal Bima Mobile App', 'Agri Market App' and 'Fertilizer Monitoring App'.
- ❖ Initiatives under digital India have also been taken for the safety of the upper population i.e. women, in keeping with the safety of women, applications like 'Nirbhaya app' and 'Himmat app' have been introduced which women can use when they fall in distress .
- ❖ The digitization of the system of collection of direct taxes has greatly benefited. The Income Tax Department received 8 million income tax returns in the financial year 2017-18, which means that it increased 26 percent. Also, more than 100,000 new returns were filed, 98.5% returns, and the introduction of the goods and service tax (GST) filed online has resulted in an increase of 50 percent in indirect tax payers (compared to the first round of GST). This resulted in 34 lakh new indirect taxpayers and large-scale people connected to mainstream economy.
- ❖ The distances between rural and urban life has decreased. Due to the acquisition of online information related to Government Offices like Education, Health, Agriculture etc. by Digital India, not only has the information received easier, but also reduces the distinction between corruption and hyper-lowering.

- ❖ Under Digital India, cash is going down in the economy, due to which the economy can be better controlled. This will give the economy momentum for development.

DISADVANTAGES OF DIGITAL INDIA PROGRAM

The advantages and disadvantages are the two aspects of the same coin. If there are benefits of something then there are also losses. The following are the following:

- ❖ Digital India is the possession of foreign companies on the technology of the program. Apart from the indigenous development of technology and the control of foreign companies, the expansion of Digital India will be a devastating threat to the country's security.
- ❖ Activation of children from digital India is growing on the Internet. This will also see other contents of the Internet, which will have adverse effects on them. In the US there is a restriction on social media for children under the age of 13 years, while according to ASSOCHAM survey (The Associated Chambers of Commerce and Industry of India), 73 per cent of children aged 8 to 13 years are active on the Internet.
- ❖ Technology of Digital India will make the work of ordinary people easier, but those who have full knowledge of the Internet. Now if you talk about people living in the village, then even today, internet training is lagging behind.
- ❖ The e-commerce market dominates the country. Apart from the negative aspect of minimum employment in this business model, the country's money is going abroad from the e-commerce platform. Their penetration from digital India has increased to the consumers of India. This is fatal to the Indian economy.

CHALLENGES OF DIGITAL INDIA PROGRAM

There are various challenges in the path of Digital India such as:

- ❖ Big Challenges in the way of Digital India is to invest heavily in digital infrastructure.
- ❖ Digital India is based entirely on the internet. E-India's dream will be fulfilled only when the speed of internet is intense, but we are far behind in the speed of the Internet.
- ❖ The success of the Digital India program is to be of power, whereas in villages there is still no 24 hour power available. This will be the biggest problem in the way of Digital India.
- ❖ Since digital India missions are dependent on smartphones, computers and internet connectivity, ensuring technical literacy and making computers, smartphones, internet etc. accessible to the general public is a big challenge.
- ❖ One challenge is e-governance, i.e. digitizing government offices and connecting the services to the internet. Even after the office is digitized, those working in them are either not able to digitally or they are having practical problems in getting digital.
- ❖ Under Digital India program, the government talks about e-revolution. The country which still has food and water challenge. It is a daunting task to guarantee the availability of digital equipment, even though there is no access to these facilities in many remote areas.
- ❖ Cables will be required throughout the country. Taking cables to every village through mountains, rivers, forests is a difficult task.
- ❖ There are 1600 languages and dialects in India. The unavailability of digital services in local languages is a major obstacle in digital literacy.
- ❖ Fear of cyber crime and breach of confidentiality is a big challenge for the Digital India program.

CONCLUSION

'Digital India program' is a multi-dimensional program of the Government of India, whose aim is to create a strong India. 'Digitization' has become the imperative of the current period to build a strong society and strengthen the infrastructure of the economy. Understanding this essentiality, India is moving forward towards Digital Revolution. Through the Digital India program, the Indians are reaching the digital platform, which is working with full transparency to connect the common people with the government. For the first time, the Government of India is conducting an ambitious campaign to bring basic services like education, health, banking and social welfare to the home and from home. But there are many obstacles in making this program successful. Only by removing these obstacles, the program can be made successful. PPP models should be searched for sustainable development of digital infrastructure. Digital India will have more emphasis on successful making the success of the remote areas.

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EFFECT OF AEROBIC EXERCISES ON CARDIO RESPIRATORY ENDURANCE

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ABSTRACT

Today sports have become inseparable of our social life. It had made it known plane at the apex of human civilization because of its trial competitive events and ever improving nature. The acquisition of new knowledge for betterment of performance of human organism in relation to physical motor and psychology and enlist psychological parameter which do influence sports performance.

Keywords: Aerobics, Cardio respiratory fitness, Mean, Standard Deviation and t-ratio

INTRODUCTION

Aerobics is a form of physical exercise that combines rhythmic aerobic exercise with stretching and strength training routines with the goal of improving all elements of fitness (flexibility, muscular strength, and cardio-vascular fitness). It is usually performed to music and may be practiced in a group setting led by an instructor (fitness professional), although it can be done solo and without musical accompaniment. With the goal of preventing illness and promoting physical fitness, practitioners perform various routines comprising a number of different dance-like exercises. Formal aerobics classes are divided into different levels of intensity and complexity. A well-balanced aerobics class will have five components: warm-up (5–10 minutes), cardio vascular conditioning (25–30 minutes), muscular strength and conditioning (10–15 minutes), cool-down (5–8 minutes) and stretching and flexibility (5–8 minutes). Aerobics classes may allow participants to select their level of participation according to their fitness level. Many gyms offer a variety of aerobic classes.

Cardio respiratory fitness (CRF) refers to the ability of the circulatory and respiratory systems to supply oxygen to skeletal muscles during sustained physical activity. The primary measure of CRF is VO_{2max} . Regular exercise makes these systems more efficient by enlarging the heart muscle, enabling more blood to be pumped with each stroke, and increasing the number of small arteries in trained skeletal muscles, which supply more blood to working muscles. Exercise improves not just the respiratory system but the heart by increasing the amount of oxygen that is inhaled and distributed to body tissue

OBJECTIVE

The main objective of the study is to find out the Effect of Selected Aerobic Exercises on Cardio Respiratory Endurance.

SIGNIFICANCE

The results of this study will provide guidelines to physical education teachers, coaches and trainers in preparing the suitable training schedule to mould or develop optimum level of the players through aerobic exercises. As per the result of the study the training program may be used to improve the cardio respiratory endurance of athletes.

HYPOTHESIS

Researcher hypothesized that there will be significant effects of Aerobic Exercises on Cardio Respiratory Endurance of Athletes.

DELIMITATIONS

The study will be delimited to the following aspects-25 male athletes will be selected from Inter College level competition.

- a. The age of the subject will be ranging between 18-25 year.
- b. The study will be further delimited to male athletes only.
- c. Selected Aerobic Exercises on Cardio Respiratory Endurance will be the criterion variables.

LIMITATIONS

- a. The previous training and coaching background of the athletes will not be considered.
- b. No motivation technique will adopt while collecting data.
- c. Heredity and environmental factor may influence the result but not under the control of the scholar.

DEFINITION OF TERMS

- Aerobic exercise: A type of physical activity that increases the heart rate and promotes increased use of oxygen in order to improve the overall body condition.
- Cardio respiratory: Relating to the action of both heart and lungs.
- Endurance: The ability to continue doing something for a long time.

METHODOLOGY AND PROCEDURE

In the analysis of the gathered data from pre-test and post-test of both the Experimental Group and Control Group of Selected Aerobics Exercise on Cardio Respiratory Endurance for the Athletes have been described as

STATISTICAL TREATMENT

To determine the significant difference in Selected Aerobics Exercise on Cardio Respiratory Endurance for the Athletes, the raw data obtained were treated by using both the independent and dependent t-test respectively.

LEVEL OF SIGNIFICANCE

To test the hypothesis level of significance was set at 0.05.

FINDINGS

Findings pertaining to Selected Aerobics Exercise on Cardio Respiratory Endurance for the male athletes of inter collegiate completion have been presented in the tables given below:

Table:-1 Details of Mean, Standard Deviation and t-ratio for the Pre Test Data on Cardio Respiratory Endurance for the Experimental and Control Group.

Test Group	Mean	Standard Deviation	Mean Difference	Standard Error of Mean Difference	t-ratio
Experimental	2373.8	119.504	1.4	43.537	0.0322 [@]
Control	2372.733	118.957			

@ Insignificant at .05 level Tabulated $t_{.05(28)} = 2.048$ It is evident from the finding of above table-1 that there is no significant difference between the means of Experimental and Control Groups of Athletes in the variables of Cardio Respiratory Endurance as the obtained t- value of 0.0322 is quite lower than the tabulated t-value of 2.048 needed to be significant at .05 level for the 28 degrees of freedom. The mean comparison has been shown graphically in Figure-1.

Graph-1

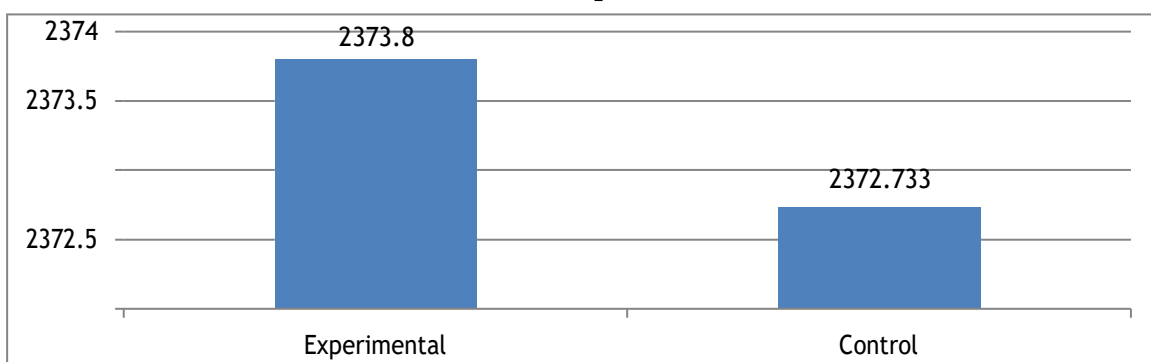


Figure-1: Pre-test Mean Difference in Cardio Respiratory Endurance of Athletes Players between Experimental and Control Group

Table:-2 Details of Mean, Standard Deviation and t-ratio for the Post Test Data on Cardio Respiratory Endurance for the Experimental and Control Group.

Test Group	Mean	Standard Deviation	Mean Difference	Standard Error of Mean Difference	t-ratio
Experimental	2531.333	194.9691	158.9333	58.947	2.6961*
Control	2372.4	118.7842			

* Significant at .05 level Tabulated $t_{.05(28)} = 2.048$

It is evident from the finding of above table-2 that there was significant difference between the means of Experimental and Control Groups of Athletes Players in the variables of Cardio Respiratory Endurance as the obtained t-value of 2.6961 is quite higher than the tabulated t-value of 2.048 needed to be significant at .05 level for the 28 degrees of freedom

DISCUSSION ON FINDINGS

Based on statistical findings the result was justified scientifically and logically. The finding of Table-1 revealed that the pre-test had no significant mean difference on Cardio Respiratory Endurance between the experimental group and control group of athletes. Sports demands a good Cardio Respiratory Endurance and the players of both the groups had almost negligible difference in their Cardio Respiratory Endurance hence in this study insignificant difference might have occurred.

The finding of Table-2 revealed that the post-test had shown significant mean difference on Cardio Respiratory Endurance between the experimental group and control group of athletes. The significant difference may be attributed to the fact that the training program of six weeks of aerobic exercises given to the experimental group might have resulted in the cardio respiratory endurance and increase oxygen supply to the body. Hence the significance difference might have occurred.

TESTING OF HYPOTHESIS

In the beginning of this study hypothesis was formulated and on the basis of statistical findings the formulated hypothesis accepted/rejected is given below:

Hypothesis	Statement	On the basis of statistical analysis	Decision of Hypothesis
H1	There may be significant effect of selected aerobic exercises on cardio respiratory endurance of athletes .	Significant	Hypothesis accepted

5.2 CONCLUSION

With the limitation of the study and on the basis of finding it can be easily concluded that walking, running, stair running, cycling, are highly effective aerobic exercises that can improve cardio respiratory endurance of a athletes.

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A STUDY ON ENTREPRENEURSHIP DEVELOPMENT OF IT GRADUATES UNDER UNIVERSITY OF MUMBAI

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ORIGIN, NEED AND OBJECTIVE OF THE RESEARCH PROPOSAL

Entrepreneurship is defined as the capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new businesses.

Mumbai University offers various professional IT and computer science courses through its departments and affiliated colleges in Mumbai, Thane and Raigarh district and Ratnagiri sub-center. The objective of these courses is to impart professional training to students in the field of Information Technology and computer science. The program is designed and developed with an aim to create a talent pool of IT professionals who can be readily employed. With the growing use of Computers and Information Technology in our day to day life, it is necessary that we have the trained man power to manufacture, maintain and use the Computers as well as write the software required for the effective and efficient use of the computers and IT. Mumbai has the advantage of being the financial hub of India. Here employment opportunities for IT graduates are far better than other part of the country. Those who have completed their education in this field can find a variety of entrepreneurial opportunities in the following sectors: Automobiles, Banking , Business, Communication, Defense, Education, Electronics, Entertainment ,Finance , Information Technology, Manufacturing, Marketing, Police Product Manufacturing ,Railways etc.

The scope for students of IT to become an entrepreneur is on the rise today. Opportunities that offer lucrative options are available to deserving candidates. Entrepreneurship opportunities are available for IT graduates both in India as well as abroad. Once students have completed their studies or even before, they can get try to setup their own enterprise in IT and IT enabled sectors. Because of the use of information technology in all most all fields today, the IT sector has seen a tremendous growth in the past few years. A few services and products types available for in IT are : Application Programming , game design, website development, Enterprise Information system, Graphic Designing, Hardware and Networking services, Information Security consultancy, Cyber law and IPR Specialist , Online Editor, Software Testing services, Strategic IT management, IT training institutes.

KEY OBJECTIVES OF THE PROPOSED RESEARCH WORK ARE

1. To study the current entrepreneurship opportunities of IT graduates.
2. To study the improvement in employability provided by entrepreneurship.
3. To study the scope of integrating entrepreneurship in the academic ecosystem.

It will help to understand need, benefits, facilities, opportunities and challenges in developing entrepreneurship among IT graduates of Mumbai University.

I. RATIONALE AND RELEVANCE

An IT degree opens an ocean of opportunities in front of students. After doing an IT degree, there's no dearth of avenues for entrepreneurship and self -employment.

Despite of these highly lucrative job opportunities available to IT graduates, the statistics (as per NASSCOM survey) paint a grim picture especially with IT/ITES industry. The IT /ITES industry currently employs nearly 2.5 million people and with the pace the industry is growing, the demand for graduate talent is increasing at a rapid pace. IT graduates are absorbed in many different job profiles and sectors in the industry. However these job opportunities are still limited. The aim of this research project is to study various opportunities to set up own small and medium scale enterprise within the IT sector The reasons cited for this study is to study the opportunities for entrepreneurship and self –employment. The study will also focus on integrating entrepreneurship development in college and university ecosystem.

AS PER NATIONAL EMPLOYABILITY REPORT 2016 THE KEY FINDINGS OF THE STUDY ARE

- No significant improvement in employability in the last four years.
- Only 3.84% folks employable for startup software engineering jobs.

The problem undertaken in this research project is to find out the reasons of low employability of IT graduates and formulate a comprehensive, implementable Entrepreneurship Development model.

The Research Project will focus on formulating a model to develop the entrepreneurship in IT graduates to reap the benefit of paradigm shift in self-employment which offer more opportunities to an IT graduates through entrepreneurship. It will help to understand need, benefits, facilities, opportunities and challenges in developing entrepreneurship among IT graduates of Mumbai University.

HYPOTHESIS OF THE STUDY

Hypothesis 1:

H0: Entrepreneurship is a key factor to employment for IT graduates of Mumbai University.

H1: Entrepreneurship is a key factor to employment for IT graduates of Mumbai University.

Hypothesis 2:

H0: Integrating entrepreneurship in academic ecosystem improves employment opportunities for IT graduates.

H1: Integrating entrepreneurship in academic ecosystem does not improves employment opportunities for IT graduates.

II. REVIEW OF RESEARCH AND DEVELOPMENT IN THE FIELD

Many factors have been identified as being associated with entrepreneurship. For, example, entrepreneurial individuals combine many personality traits - innovativeness, risk taking, proactive in the sense of doing what is necessary to realize their ideas combined with shouldering responsibility for success or failure (Covin and Slavin, 1989; Morris and Sexton, 1996). Second, Gardner (1994) emphasizes the central nature of innovativeness in the successful realization and marketing of an idea into a viable product. Stearns and Hill (1996) conclude that innovativeness required varies greatly from one business situation to another (Table 1). Third, as pointed out by Carland et al. (1988) assuming risk is central to entrepreneurial action. However, these authors also state that it is moderated by the ability of many entrepreneurs to take calculated risks. Fourth, the introduction of new goods or services is essential to entrepreneurship. By creating and marketing new goods and services the entrepreneur adds value for the ultimate customers. Fifth, the design and implementation of new methods of production is often indicated by the nature of the new products and services. The novelty of new products or services implies that they have never before been produced and, hence, it is likely that no existing production method exists for production. Sixth, the introduction of new products, new methods of production, and marketing often necessitates new organizational forms. Seven, the realization of unmet customer needs motivates the entrepreneur to action. However, the success of the new product or services critically depends on convincing customers that the need is real. This in turn implies the need for creating and subsequently exploiting new markets (Gardner, 1994). Finally, IT systems affects a firm's products and services, markets, product cost, and product differentiation. Thus, the success of innovative firms critically depends on the implementation and creative use of IT (Deans and Kane, 1992). In conclusion, entrepreneurship is defined as the process of creating value by combining a unique mix of the aforementioned concepts in order to take advantage of an opportunity (Morris and Sexton, 1996). Morris and Sexton (1996) use the aforementioned dimensions to formulate frequency and degree of entrepreneurship which are then combined into entrepreneurial intensity. Entrepreneurial frequency reflects the number of new products or services introduced by the firm, the number of new production processes it started, or the number of new markets which it entered. Degree of entrepreneurship reflects the extent to which the entrepreneurial behavior is innovative, risky, or proactive. Frequency and degree of entrepreneurial behavior lie along a continuum ranging from "low" through "medium" to "high". Of particular interest are three combinations of frequency and degree of entrepreneurial behavior which form the measures of entrepreneurial intensities. An infrequent introduction of a new process, product, or service combined with a low exposure to risk exemplifies the traditional organization which is engaged in entrepreneurial behavior of low intensity. An organization engages in entrepreneurial activities of high intensity when it introduces many new processes, products, or services which are extremely innovative, or risky, and when their introduction represents proactive behavior. Such organizations are termed revolutionary. An organization engages in entrepreneurial activities of medium intensity when it introduces new processes, products, or services which are innovative, risky, but their introduction represents proactive behavior of a moderate sort. Such organizations are termed dynamic. Morris and Sexton's (1996) research suggests that entrepreneurial intensity, i.e., the combined effect of frequency and degree of entrepreneurship, is positively associated with organizational performance measures such as change in sales, profits, customer base size, and employment.

Parthajeet Das of Utkal University, Odisha suggests in his research work [4] that Micro, Small and Medium Enterprises constitute the backbone of an economy in maintaining an appreciable growth rate and in generating employment opportunities. This sector has been regarded as engine of economic growth and social development in many developed and developing countries. Contribution of MSMEs to the Indian economy in terms of employment generation, containing regional disparities, fostering equitable economic growth and enhancing export potential of the country has been quite phenomenal. To be self-employed means finding and retaining work so you don't go broke. It means keeping clients happy. It means you have to deliver. It means you have to use time effectively. There are tax considerations, health insurance costs and other things that complicate the romantic notion of being your own boss. But, even with these risks, I can't help but see it as a worthwhile endeavor [6]. If you see yourself as a product that you need to sell, freelancing is a great way to learn the ropes of entrepreneurship. I need to sell myself, deliver what was promised, run the back-office and essentially do all the parts that a business consists of. Hopefully this will ease the transition to operate a growing business [7].

DATA COLLECTION

1) **Primary data** will be collected from students of IT and computer science program of Mumbai University and its affiliated colleges, both male and females, recruiters and Government agencies by the extensive use of following data gathering techniques and tools.

- Questionnaire.
- Personal interviews
- Observation through personal visits.
- Telephonic and e-mail interviews.

2) **Secondary data** will be collected from various references which already exist such as NASSCOM Report on Employability; IT Industry Surveys conducted by independent agencies, on line Portals, MCA, MSME Portals, books, articles in newspapers like Hindustan times, DNA and Times of India, Indian Express etc. from time to time. The articles in magazines as well as Web and Internet support will also be considered for the purpose of secondary data collection.

EXPECTED RESULTS, CONCLUSION AND FUTURE PLANS

The research will significantly provide a model to improve the employability of IT graduates of university of Mumbai through entrepreneurship and self-employment. The final outcome of this Research Project will be a booster for readers, students, recruiters and the University authorities for planning for entrepreneurship development projects and design and setting up of business incubation center. The benefits of this project can be extended to other programs and other universities of Maharashtra and other states.

The Researcher is conducting study IT graduates of University of Mumbai and its affiliated colleges only.

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A STUDY ON CUSTOMER SATISFACTION OF MI (REDMI) MOBILE USERS

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INTRODUCTION

Customer satisfaction can be understood the level at which a buyer is satisfied with the product, service, company, organisation or institution.

Customer satisfaction is an intangible asset for any organisation. It takes place in a customer mind when he buys the product, from that moment he start comparing its features with what he has thought about product and what he has heard about the product from others with the actual product which he has purchased.

It is mainly seen that customer immediately form an opinion about the product which he has purchased which results in misperceptions.

It is suggested that customer satisfaction should not be measured immediately after the product is purchased but customer should be given some time to understand the functioning of the product especially in case of electronics products.

Customer satisfaction can be defined as “It is a measure of how products and services supplied by a company meet or surpass customer expectation.”

According to Hansemark and Albinsson, “satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfilment of some need, goal or desire”.

“The number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.”

Sources to obtain information on customer satisfaction.

There are various methods to get the information on customer satisfaction, which are classified into two

I DIRECT METHOD

Under this method there is direct communication with the customer to get the feedback. Direct method can be further classified as :

- 1) Outsourcing – appointing outside agencies to get the information
- 2) Direct communication with the customer (unstructured form of questionnaire)- face to face or telephonic.
- 3) Survey method by filling up structured questionnaire.

II INDIRECT METHOD

The major drawback of direct methods is that it turns out to be very costly and requires a lot of pre compiled preparations to implement. For getting the valuable feedbacks the supplier totally depends on the customer due to which they loses options and chances to take corrective measure at correct time. Hence there are other following indirect methods of getting feedback regarding customer satisfaction:

1. **Customer Complaints:** Customer’s complaints are the issues and problems reported by the customer to supplier with regards to any specific product or related service. These complaints can be classified under different segments according to the severity and department. If the complaints under a particular segment go high in a specific period of time then the performance of the organization is degrading in that specific area or segment. But if the complaints diminish in a specific period of time then that means the organization is performing well and customer satisfaction level is also higher.
2. **Customer Loyalty:** It is necessarily required for an organization to interact and communicate with customers on a regular basis to increase customer loyalty. In these interactions and communications it is required to learn and determine all individual customer needs and respond accordingly. A customer is said to be loyal if he revisits supplier on regular basis for purchases. These loyal customers are the satisfied ones and hence they are bounded with a relationship with the supplier. Hence by obtaining the customer loyalty index, suppliers can indirectly measure customer satisfaction.

OBJECTIVES OF RESEARCH

- 1) To understand the meaning of customer satisfaction.
- 2) To study customer perception on quality.
- 3) To know factors influencing their satisfaction level.
- 4) To understand the role played by competitors’ products, on our customer satisfaction level.

RESEARCH METHODOLOGY

Data Source

1. Primary Data:- Structured Questionnaire.
2. Secondary Data:- Journals, Internet, Books and other Research Paper published relating to this area.

Sample Design/ Techniques

Target Population:

The Target populations under this study are Students, Employees, Businessmen, Housewives and Professionals from Mumbai Suburbs. The target population is limited to the **Mumbai Suburbs**. The Sample size was **125 respondents**.

STATISTICAL TOOLS

The main statistical tools used for the collection and analyses of data for this study are:

- Questionnaire
- Pie Diagrams
- Bar Diagrams

DATA ANALYSIS & INTERPRETATION

This section of the paper represents the primary data collected through questionnaire using Google Form.

Table No-1: Showing the Gender of the respondents

Gender	No. of respondents	Percentage (%)
Male	70	56.00
Female	55	44.00
Total	125	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 125 respondents, 70 (56%) respondents are male and 55 (44%) respondents are Female. Majority of the respondents 70 (56%) are Male.

Figure No-1: Showing the Gender of the respondents

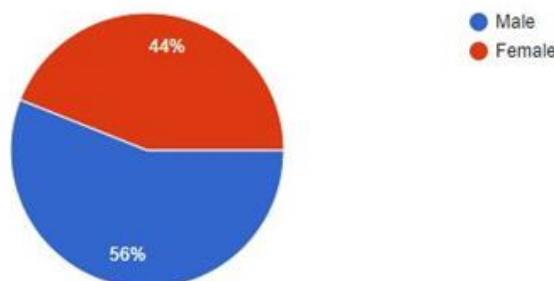


Table No. 2 Showing the Age group of the respondents

Age	No. of respondents	Percentage (%)
Below 20 years	31	24.80
20 years to 30 years	86	68.80
30 years to 40 years	7	5.60
Above 40 years	1	0.80
Total	125	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 125 respondents, 31 (24.80%) respondents belongs to age group of Below 20 years, 86 (68.80%) belongs to age group of 20 years to 30 years, 7 (5.60%) belongs to group of 30 years to 40 years and 1 (0.80%) belongs to age group of Above 40 years.

Figure No-2: Showing the Age group of the respondents

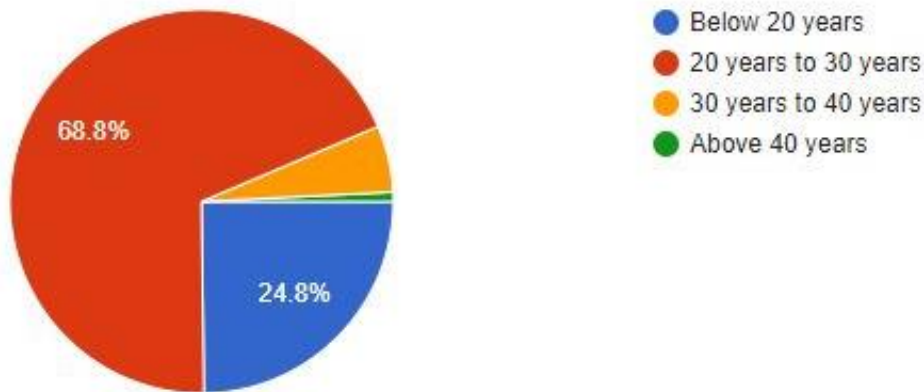


Table No. 3 Showing the Educational Qualification of the respondents

Educational Qualification	No. of respondents	Percentage (%)
School Level	4	3.20
College Level	90	72.00
Professional	21	16.80
Others	10	8.00
Total	125	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 125 respondents, 4 (3.20%) are belongs to School Level, 90 (72.00%) are belongs to College Level, 21 (16.80%) are belongs to Professional Level and 10 (8.00%) are belongs to other qualification.

Figure No. 3 Showing the Educational Qualification of the respondents

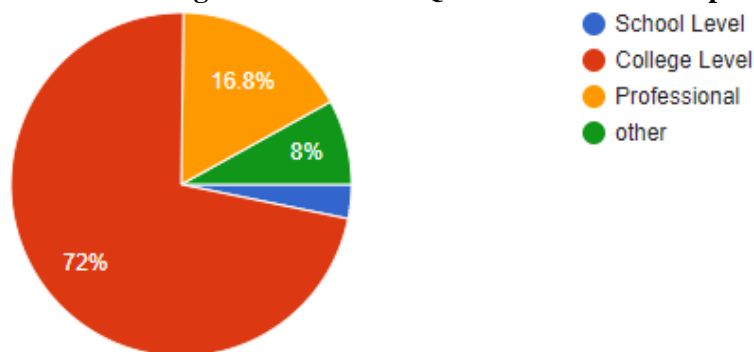


Table No. 4 Showing the Category of the respondents

Occupation	No. of respondents	Percentage (%)
Student	77	61.60
Housewife	4	3.20
Employee	37	29.60
Professional	6	4.80
Businessman	1	0.80
Total	125	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 125 respondents, 77 (61.60%) are students, 4 (3.20%) are Housewives, 37 (29.60%) are Employees, 6 (4.80%) are Professionals and 1 (0.80%) is Businessman.

Figure No. 4 Showing the Category of the respondents

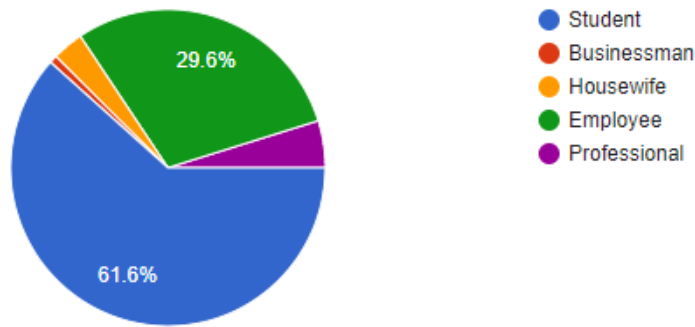


Table No. 5 Showing the Monthly income of the respondents

Monthly Income	No. of respondents	Percentage (%)
Less than Rs.10,000	62	49.60
Rs.10,000 to Rs.20,000	40	32.00
Rs.20,000 to Rs.30,000	14	11.20
Above Rs.30,000	9	7.20
Total	125	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 125 respondents, 62 (49.60%) are earning monthly income up to Rs.10,000, 40 (32%) are earning monthly income between Rs.10,000 to Rs.20,000, 14 (11.20%) are earning monthly income between Rs.20,000 to Rs.30,000 and 9 (7.20%) are earning monthly income above Rs.30,000.

Figure No. 5 Showing the Monthly income of the respondents

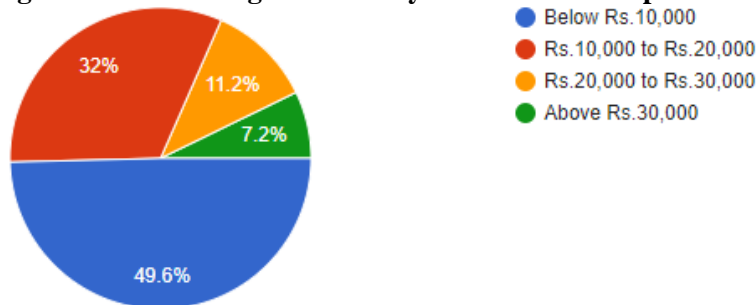


Table No. 6 Having MI Mobile Phone of the respondents

Having MI Mobile Phone	No. of respondents	Percentage (%)
Yes	90	72.00
No	35	28.00
Total	125	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 125 respondents, 90(72%) are currently using MI Mobile Phone while 35(28%) are using other Brand's Phone.

Figure No. 6 Having MI Mobile Phone of the respondents

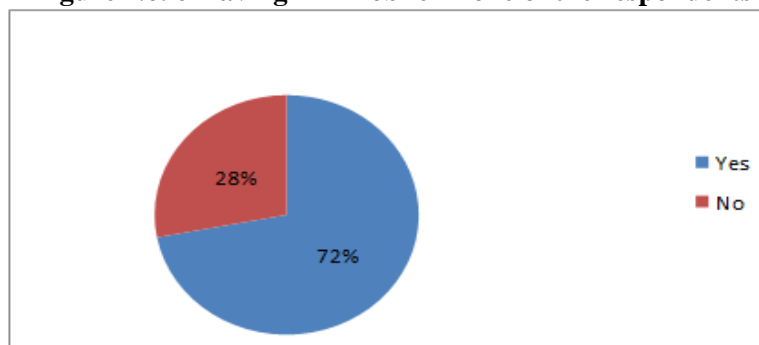


Table No. 7 Showing Model you prefer under MI Mobile of the respondents

Model you prefer under MI	No. of Respondents	Percentage
MI Series	13	14.40
MI Note Series	42	46.40
MI Max Series	3	3.20
MI Mix Series	1	1.60
REDMI Series	31	34.40
Total	90	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 90 respondents, 13(14.40%) are prefer MI Series, 42(46.40%) are prefer MI Note Series, 3 (3.20%) prefer MI MAX Series, 1 (1.60%) prefer MI MIX Series, 31(34.40%) prefer REDMI Series.

Figure No. 7 Showing Model you prefer under MI Mobile of the respondents

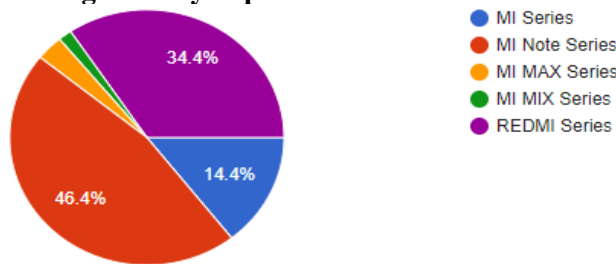


Table No. 8 Showing Price of your MI Mobile of the respondents

Price of your MI Mobile	No. of Respondents	Percentage
Less Than Rs.10,000	24	27.20
Between Rs.10,000 to Rs.20,000	61	67.20
Between Rs. 20,000 to Rs.30,000	3	3.20
Above Rs. 30,000	2	2.40
Total	90	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 90 respondents, 24(27.20%) are having Price Less than Rs.10,000, 61(67.20%) are Between Rs.10,000 to Rs.20,000, 3(3.20%) are Between Rs. 20,000 to Rs.30,000 and 2(2.40%) are having price of Above Rs. 30,000.

Figure No. 8 Showing Price of your MI Mobile of the respondents

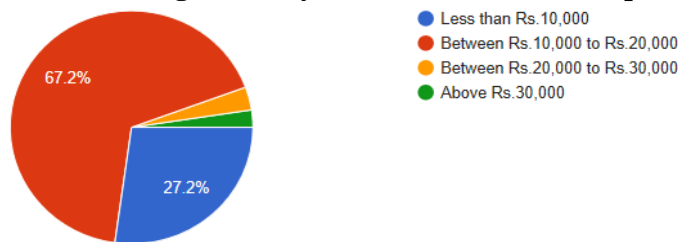


Table No. 9 Showing strength of your MI Mobile of the respondents

Strength of your MI Mobile	No. of Respondents	Percentage
User Friendliness	18	20.00
Price	24	27.20
Sound Effect	12	13.60
Clarity	8	8.80
Camera	9	9.60
Battery Performance	14	15.20
Look	5	5.60
Total	90	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that, Majority of the respondent think price is the Strength of your MI Mobile.

Figure No. 9 Showing strength of your MI Mobile of the respondents

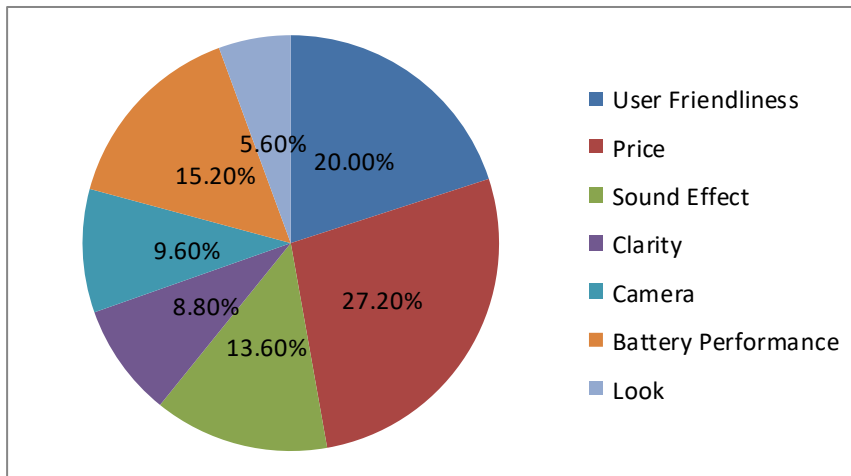


Table No. 10 Showing how long using the MI Mobile phone of the respondents

How long using the MI Mobile phones	No. of Respondents	Percentage
Less than 1 year	40	44.80
1 year to 3 years	42	46.40
Above 3 years	8	8.80
Total	90	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 90 respondents, 40(44.80%) are using MI Phone since less than one year, 42(46.40%) are using since one year to three years and 8(8.80%) are using since more than 3 years.

Figure No. 10 Showing how long using the MI Mobile phone of the respondents

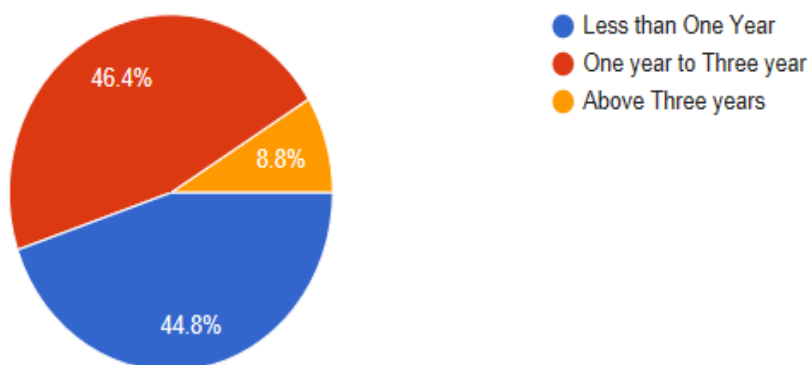


Table No. 11 Showing Factors influenced towards to your MI Mobile of the respondents

Factors influenced towards to your MI Mobile	Frequency
Price	74
Sound Effect	18
Storage Capacity	47
Picture Quality	30
Battery Performance	31
Service	30

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 125 respondents, Majority Price is a Factor which mostly influences respondents towards MI Mobile Phone.

Figure No. 11 Showing Factors influenced towards to your MI Mobile of the respondents

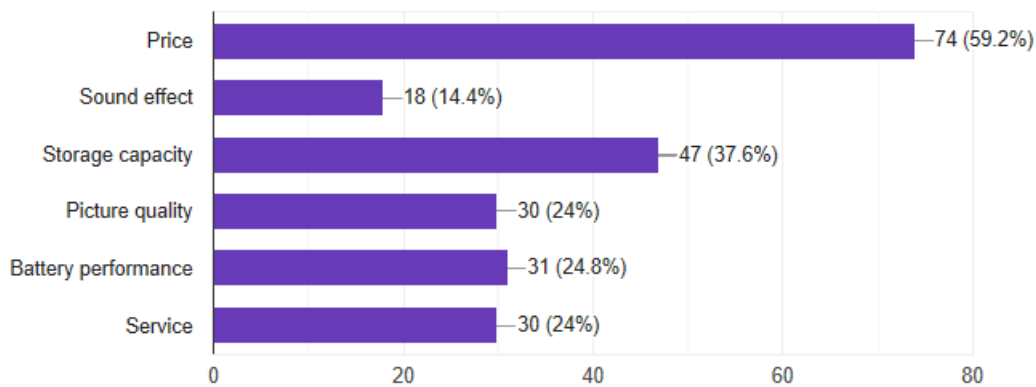


Table No. 12 Showing compared to others, MI Mobile Phone is of the respondents

Comparing of your MI Mobile	No. of Respondents	Percentage
Excellent	24	26.40
Very Good	44	48.80
No Idea	19	20.80
Bad	2	2.40
Very Bad	1	1.60
Total	90	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 90 respondents, 24(26.40%) are Excellent, 44(48.80%) are Very Good, 19 (20.80%) are having No Idea, 2 (2.40%) are Bad, 1(1.60%) are Very Bad.

Figure No. 12 Showing compared to others, MI Mobile Phone is of the respondents

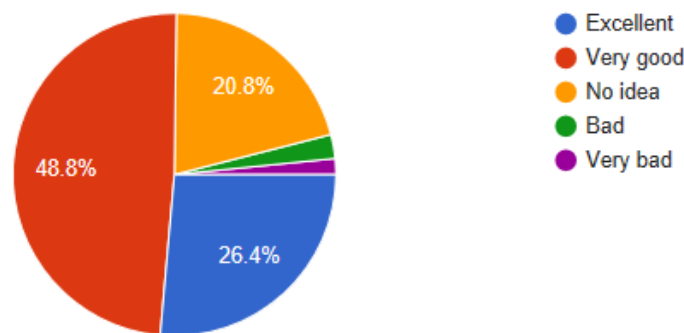


Table No. 13 Showing According to you, who are the sound Competitor to your MI Mobile Phone of the respondents

Who are the sound Competitor to your MI Mobile	No. of Respondents	Percentage
Samsung	30	33.60
Apple	16	17.60
OPPO	19	20.80
HTC	3	3.20
HONOR	6	7.20
Other	16	17.60
Total	90	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 90 respondents, 30 (33.60%) are consider Samsung as sound competitor, 16(17.60%) are Apple, 19(20.80%) are OPPO, 3(3.20%) are HTC, 6(7.20%) are HONOR, 16(17.60%) are others.

Figure No. 13 Showing According to you, who are the sound Competitor to your MI Mobile Phone of the respondents

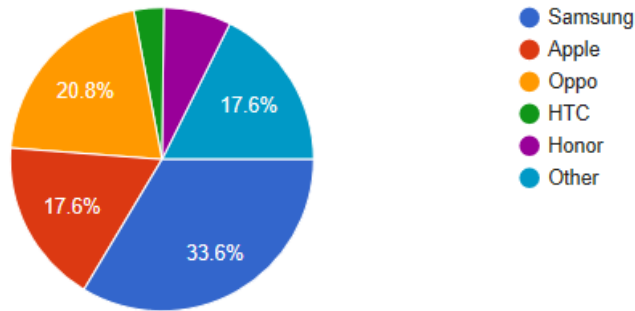


Table No. 14 Showing Would you suggest MI Mobiles to anyone

Would you suggest MI Mobiles to anyone	No. of Respondents	Percentage
Yes	74	82.40
No	16	17.60
Total	90	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 90 respondents, 74(82.40%) respondent will suggest others regarding MI Mobile Phone and 16(17.60%) will not suggest.

Figure No. 14 Showing Would you suggest MI Mobiles to anyone

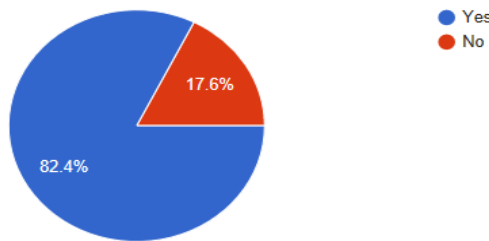


Table No. 15 Showing Overall Satisfactory level towards your MI mobile phone (out of 5)

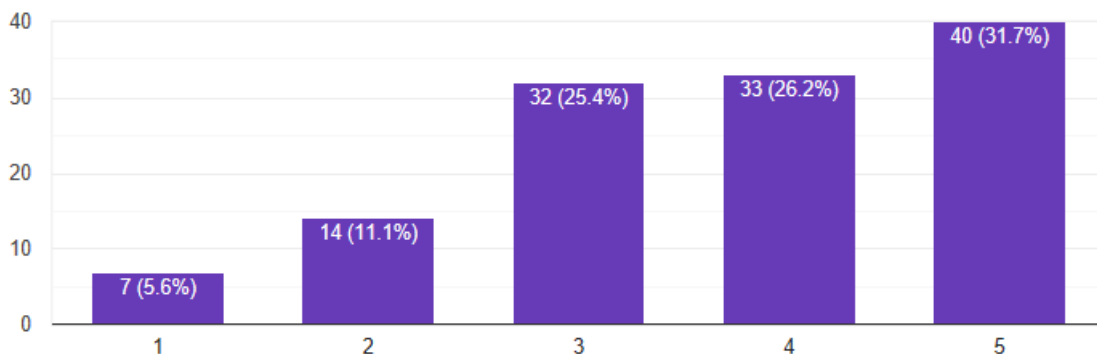
Ranking	No. of Respondents	Percentage
1	5	5.6
2	10	11.2
3	23	25.6
4	24	26.4
5	28	31.2
Total	90	100.00

Source: Based on Primary Data

Interpretation

Above table indicate that out of total 90 respondents, Majority of the respondent are given 5 rating as overall Satisfactory level towards MI mobile phone.

Figure No. 15 Showing Overall Satisfactory level towards your MI mobile phone (out of 5)



LIMITATION OF THE STUDY

- 1) No comparative study is done between different brands of Mobile.
- 2) Respondents are only from Mumbai suburbs.

FUTURE SCOPE OF THE STUDY

Research can be done on methods used by companies for measurement of Customers Satisfaction.

CONCLUSION

There is significant awareness among respondents about type of mobile phones available in the market. Price is not a significant factor which influences the satisfaction level of respondents with regards to selection of mobile phone. It is concluded that if customers get the value of money which they have paid to purchase the mobile phone, they are satisfied.

BIBLIOGRAPHY/REFERENCES**➤ Book**

1. Title of Book:- 'Modern Marketing Research'
 - Name of Publisher:- Himalaya Publishing House
 - Name of Author:- Prof. M.N. Mishra
2. Title of Book:- 'Modern Marketing '
 - Name of Publisher:- S Chand
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➤ Web Sites

1. <http://www.simplynotes.in/mbabba/customer-satisfaction-meaningdefinition-and-methods/>
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Bateson, C. D.,(2006), ‘Doing Business after the Fall: The Virtue of Moral Hypocrisy’, *Journal of Business Ethics*, 66: 321 – 335

• **Multiple author journal article:**

Khan, M. R., Islam, A. F. M. M., & Das, D. (1886). A Factor Analytic Study on the Validity of a Union Commitment Scale. *Journal of Applied Psychology*, 12(1), 129-136.

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S. Neelamegham," Marketing in India, Cases and Reading, Vikas Publishing House Pvt. Ltd, III Edition, 2000.

- **Edited book having one editor:**

Raine, A. (Ed.). (2006). *Crime and schizophrenia: Causes and cures*. New York: Nova Science.

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- **Electronic sources should include the URL of the website at which they may be found, as shown:**

Sillick, T. J., & Schutte, N. S. (2006). Emotional intelligence and self-esteem mediate between perceived early parental love and adult happiness. *E-Journal of Applied Psychology*, 2(2), 38-48. Retrieved from <http://ojs.lib.swin.edu.au/index.php/ejap>

- **Unpublished dissertation/ paper:**

Uddin, K. (2000). A Study of Corporate Governance in a Developing Country: A Case of Bangladesh (Unpublished Dissertation). Lingnan University, Hong Kong.

- **Article in newspaper:**

Yunus, M. (2005, March 23). Micro Credit and Poverty Alleviation in Bangladesh. *The Bangladesh Observer*, p. 9.

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Holloway, M. (2005, August 6). When extinct isn't. *Scientific American*, 293, 22-23.

- **Website of any institution:**

Central Bank of India (2005). *Income Recognition Norms Definition of NPA*. Retrieved August 10, 2005, from <http://www.centralbankofindia.co.in/home/index1.htm>, viewed on

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