International Journal of
Advance and Innovative Research
(Conference Special)
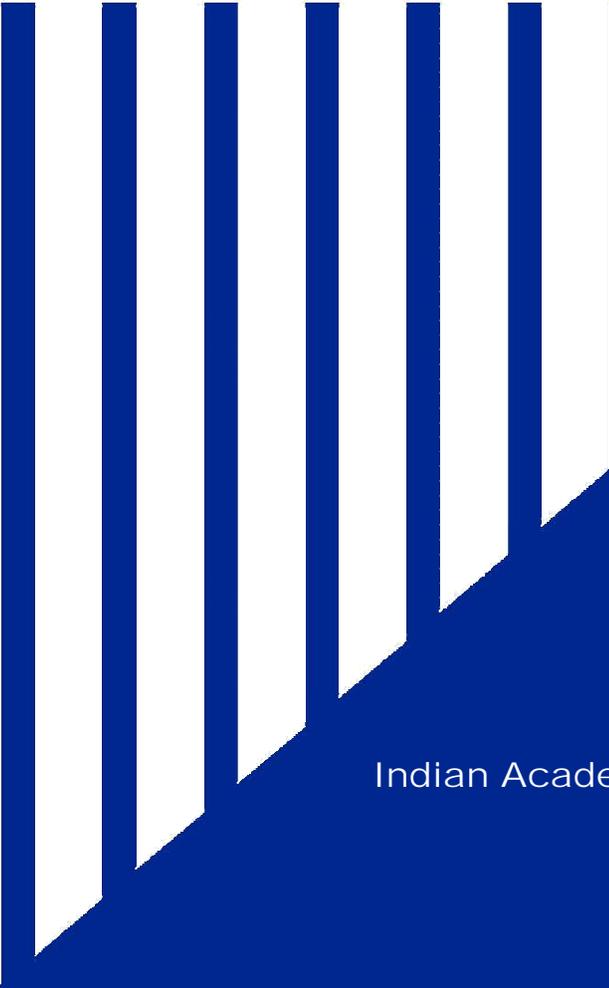
NATIONAL CONFERENCE
On
INDIA
THE FUTURE SUPERPOWER

Organized by
B.Com. (B&I), B.Com. (A&F) & B.M.S.
Chikitsak Samuha's Sir Sitaram And Lady Shantabai Patkar College of Arts and
Science and V. P. Varde College of Commerce and Economics
S. V. Road, Goregaon (West), Mumbai

On
Saturday, 11th January, 2020

Publication Partner

Indian Academicians and Researcher's Association

Chikitsak Samuha's

Sir Sitaram & Lady Shantabai Patkar College of Arts & Science AND V.P.Varde College of Commerce & Economics

Reaccredited with 'A+ Grade' by NAAC (3rd Cycle) , with an score of 3.53

ISO 9001-2015

Best College 2016-17

Approved For DBT STAR College Scheme

Affiliated by University of Mumbai

Guest Editors of Special Issue

Dr. Mala Kharkar
CEO
Patkar Varde College, Mumbai

Dr. Sharmishtha Matkar
Principal
Patkar Varde College, Mumbai

Dr. B. M. Rai
Chief Coordinator

About The College

Patkar - Varde College (affiliated to University of Mumbai & Re-accredited A+ grade by NACC) was established in 1964. The college was founded by Chikitshak Samuha's an association formed by like - minded individuals who keenly interested in education.

The college of Arts & Science started functioning from the academic year 1964-65 & Commerce was started in 1980. To provide career based education, the college started degree level Self-financed courses since 2000-2001.

The college gives emphasis on inculcating important values, groom students, developing skills & potentials of student to face the world challenges in the field of commercial trade, industries management & media.

About IARA

Indian Academicians and Researchers Association (IARA)   is an educational and scientific research organization of Academicians, Research Scholars and practitioners responsible for sharing information about research activities, projects, conferences to its members. IARA offers an excellent opportunity for networking with other members and exchange knowledge. It also takes immense pride in its services offerings to undergraduate and graduate students. Students are provided opportunities to develop and clarify their research interests and skills as part of their preparation to become faculty members and researcher. Visit our website www.iaraedu.com for more details.

OBJECTIVES OF THE CONFERENCE

To provide a forum for intellectuals, to discuss and exchange views and ideas on dimensions of state power: Geography, Population, Economy, Resources Defense, Diplomacy & National Identity.

India is poised to be world's next super power with sound & transparent financial system, flourishing it industry and well-regulated stock market.

India is already destined for spiritually, yoga and ayurveda therefore India has the potential to lead the world in mental and physical well being.

A BRIEF ABOUT ORGANIZING COMMITTEES

PATRONS

SHRI. KISHORE V. RANGNEKAR
President, Chikitsak Samuha

SHRI. RAJESH V. DESAI
Vice-President, Chikitsak Samuha

Dr. GURUNATH V. PANDIT
Secretary, Chikitsak Samuha

ADVISORY COMMITTEE

DR. ANUPAMA GAWDE
Assistant Professor of S.N. College, Member of BOS
in Accountancy University of Mumbai, Recognized Ph. D Guide

DR. RUBY OJHA
Professor & Head of P.G. Department of Economics
in SNDT Women's University

DR. RICHA JAIN
Director & Finance Professor at SVKM's Institution of
International Studies

DR. HARSHADA RATHOD
Former Principal SNDT Women's University

CONVENERS

DR. MALA KHARKAR
CEO, Patkar Varde College, Mumbai

DR. SHARMISHTHA MATKAR
Principal, Patkar Varde College, Mumbai

ORGANIZING COMMITTEE

DR. B. M. RAI
Chief Coordinator

Ms. SWATI TAKKAR
B.M.S. Coordinator

Ms. SUJATA MAHAJAN
B.Com. (B&I) Coordinator

Ms. ZEBA KHAN
B.Com. (A&F) Coordinator

President Message

It is with great pleasure that I welcome you to the Emporio Summit a National Conference on "India the Future Super Power" organized by the Departments of B.Com. (B& I), B.Com. (A & F) & B.M.S. on 11th January, 2020.

The College has grown steadily over the last four decades and we have never turned away from challenges. In keeping with the spirit of learning and growing through criticism, we have set up high standards, working continuously towards advanced goals.

Our Conference this year is based on the Theme "India the Future Super Power". It is aimed at seeing India as an eminent power expected to play a prominent role in shaping the global paradigm with regard to international security, trade and commerce, and environmental protection.

India is the world's largest democracy and as a rising economic powerhouse and nuclear-armed state, our country has emerged as an important regional power, but it is also tackling huge, social, economic and environmental challenges. India has a burgeoning media industry, with broadcast, print and digital media experiencing tremendous growth.

I hope the deliberations from various distinguished speakers will benefit the participants to update their knowledge. I extend my best wishes for great success of the conference.

Shri. Kishore Rangnekar
President
Chikitsak Samuha

Joint Secretary Message

Dear Friends and Colleagues!

India's economy is growing strong and at an extremely rapid pace. It is already in the race for becoming the next super power. But the most important aspect of India's infrastructure is its human capital. What makes India's population so valuable is its large pool of working youth, giving the country a strong competitive edge in the coming decades.

To realize the potential of this human capital, the government has launched several initiatives aimed at improving education, retraining rural workers for skilled jobs in other sectors, providing bank accounts to all Indians to teach personal financial planning, offering free life insurance, encouraging the wider use of computers and the Internet, and generally modernizing the workforce for the big professions thriving up in the fast-growing healthcare, information technology, telecom, and retail sectors

This conference will provide great opportunity to all the attendees in publishing their research sharing the knowledge, networking with delegates. The success of the conference is defined by the diligent efforts put by many people who have worked to plan and organize the program. These individuals are giving their best to ensure the realization of the potential for this conference, and I thank them for their dedication and hard work.

Dr. G. V. Pandit
Joint Secretary
Chikitsak Samuha

Chief Education Officer Message

Greetings!

The Republic of India, the second most populous country and one of the fastest growing economies in the world, is considered as a major power and a potential superpower. It is India's growing international influence that gives it a prominent voice in global affairs.

India is making its presence felt in the global market place. Backed by its mind power, India is seen as having a clear claim at being the software capital of the world, the business process outsources for the global corporations, and the centre for cutting edge research information technology and even biotechnology.

The information era has provided India a major opportunity to grow technologically and economically in a short period of time. India has already achieved a high international profile in this area. IT revolution has allowed Indian companies to integrate with the world's leading companies of all kinds, as a supplier of software, software services and IT-enabled services.

This Conference will give participants a forum to exchange ideas, discover practice enhancing good opportunities, reacquaint with colleagues, meet new friends, and broaden their horizon of knowledge.

Dr. Mala Kharkar
Chief Education Officer

Principal Message

On behalf of our College, I am honoured to welcome you to the Emporio Summit – A National Conference on "India the Future Super Power". It is a forum that brings together researchers from academia and professionals involved in varied fields. We are truly honoured to welcome all the renowned faculty members who will encourage Innovation, Educate & Invigorate the attendees.

India has a long history of collaboration with several countries and is considered as a leader of the developing world.It has been a longstanding goal of Indian leadership to achieve great power status for the country in the international system. Such a desire was evident in the pursuit of nonalignment, in the economic development strategy which placed heavy emphasis on the public sector and heavy industry, and in the prominence given to science and technology. The building up of the nuclear and space programmes was also driven largely by the desire to become a great power. India is a rising power by several indicators of capability, although this power is yet to be fully realized or recognized by key actors in the international system.

I hope that the Conference is a fantastic success and would like to take this opportunity to extend my warmest good wishes to all connected with the Conference on "India the Future Super Power"

Dr. Sharmishtha Matkar
Principal

International Journal of Advance and Innovative Research

IJAIR

IMPACT FACTOR

7.36

International Journal of Advance and Innovative Research

ISSN : 2394-7780

Scientific Journal Impact Factor

CERTIFICATE OF INDEXING (SJIF 2018)

This certificate is awarded to

International Journal of Advance & Innovative Research
(ISSN: 2394-7780)

The Journal has been positively evaluated in the SJIF Journals Master List evaluation process
SJIF 2018 = 7.363

SJIF (A division of InnoSpace)

SJIFactor Project Manager
International Advisory Services
INNOSPACE INTERNATIONAL

SJIFactor Project

CONTENTS

Research Papers

LIFELONG LEARNING FOR FARMERS AND SELF HELP GROUP OF WOMEN IN RURAL INDIA

Mr. Anshit Baxi
Assistant Professor, Department of Social Work, SNDT Women's University, Mumbai

ABSTRACT
Lifelong learning for farmers aims to provide knowledge in a sustainable manner for their economic development. It focuses on participatory development with community based interventions. The author aims to discuss lifelong learning interventions for farmers which are based on extension and empowerment services provided by NGOs and government stakeholders to enhance Social Capital by building strong social networks through Self Help Group of women in rural areas. The paper also discusses the role of NGOs in India for building SHGs to address economic distress in rural India by linking with financial agencies like Anik and NABARD. The significance of Village Development Committee oin Hingoli District of Maharashtra and its impact on functioning of SHGs in explained by the author. The paper gives recommendations and concludes that lifelong learning programs for farmers should aim at women empowerment to raise productivity of farmers and consider women as important member in rural development.

Keywords: Lifelong learning, Farmers, Self Help Group, Women, Social Capital, Non governmental organization.

INTRODUCTION
Lifelong learning for farmers is conceptualized to assist low socio-economic rural communities to acquire knowledge in a sustainable manner for economic development. The aim is essentially to eradicate poverty; it also has complementary themes of social, educational and health. Developing the rural economy is significant in achievement of the UN Millennium Development Goals as majority of the world's poor reside in rural areas. The United Nations observes 15th October as International Rural Women's Day to signify contribution of rural women to world's economic development. Following footsteps of UN, Government of India in 2017 declared 15 October as Rashtriya Mahila Kisan Diwas. This was significant as in the context of agricultural collapse in the country which has manifested itself through farm suicides and exclusion of women agricultural labourers from the narrative of agricultural reforms in India (Pachauri, 2018).

Agricultural extension services in India fall short of resources and thus fail to reach marginalized section of the rural community, especially landless women labourers. There is a demonstrable requirement in India for new approaches to knowledge for farmers and other vulnerable population. Lifelong learning for farmers is a community based intervention which focuses on participatory development. Non governmental organization role is of a facilitator to inculcate contemporary approach for self-sustaining programs in rural areas (Bagnall, 2009). Such a perspective identifies participation of various government and civil society stakeholders to work in collaboration for upliftment of people in rural areas.

The objectives of the paper are as follows
1. To discuss lifelong learning interventions for farmers which are based on extension and empowerment services for women in rural India.
2. To understand role of NGOs for strengthening Self Help Group to address economic distress in rural India by linking it with financial agencies.
3. To discuss the significance of Village Development Committee on functioning of SHGs.

LIFELONG LEARNING INTERVENTION FOR FARMERS
The Lifelong learning intervention for farmers is based on the following premises:

1. Extension: It is a facilitation process through which farmers and the rural community are empowered to run agricultural knowledge systems. Social Capital is an important aspect of lifelong learning which is defined as "specific benefits that flow from the trust, reciprocity, information, and cooperation associated with social networks"(Baird, 2009).

Extension takes place in an already established social capital such as cooperatives and self help groups. Farmers and rural community are not a mere consumer of information but partner in information management. In lifelong learning, an extension agency transforms social capital into social learning capital and converts generic information into locale specific knowledge. Facilitating self directing learning is an important dimension of lifelong learning. Social capital offers scope for scale advantage in transactions between primary and secondary

stakeholders. The requirement for a social capital, especially a cognitive social capital is a basic premise of lifelong learning. An NGO is identified as a facilitator for lifelong learning for farmers, which focuses on building women's group with a strong sense of identity. Members of the group are motivated to meet regularly and define interventions for women empowerment in rural community. Such a mobilization helps in creating informal network for tacit knowledge. The representatives of organizations and other stakeholders such as banks are organized into a Project Management Group (PMG) which monitors the progress of the group. PMG codifies knowledge emerging from research institutions and from communities. Group meetings and community lunches are often conducted to strengthen social capital. Social capital is measured with indicators like social network, solidarity, collective action, trust, and cooperation. The ability of the group members to come together and work on issues is a significant indicator of a strong social capital (Bruegel, 2005).

It should be pointed that traditional networks like kinship, ethnicity, and caste contribute to social capital. The social network indicates leadership and membership in social, religious, political, and development institutions (Anderson, et. al. 2008). The perception and practices on learning are influenced by social capital. Lastly, an effective functioning of women self help group is an important aspect for the success of lifelong learning programs to strengthen rural communities.

2. Empowerment: A report by Organization for Economic Co-operation and development in 2007 argued that feminisation of poverty has become an important issue as women get poorer than men due to short-term consequences of social, economic, and political transformation. Women's socio-economic status is related to lack of economic opportunities and right to self determination, no access to resources which includes land ownership, credit and inheritance, not included in decision making process, social discrimination, and unsafe environment. In agriculture where women predominate credit has historically been directed to male of the household which has led to the detriment of women's status in society and of agriculture sector (OECD, 2009).

As per Food and Agriculture Organization (FAO) of World Health Organization (WHO) and International Assessment of Agriculture Knowledge, Science and Technology for Development (IAASTD, 2017) statistic :

Role of Indian women in agriculture are as follows:

78% of India's employed women work in agriculture

70% of farm work is led by women

50% of rural women are agriculture labourers

60% of world food volume is grown by women
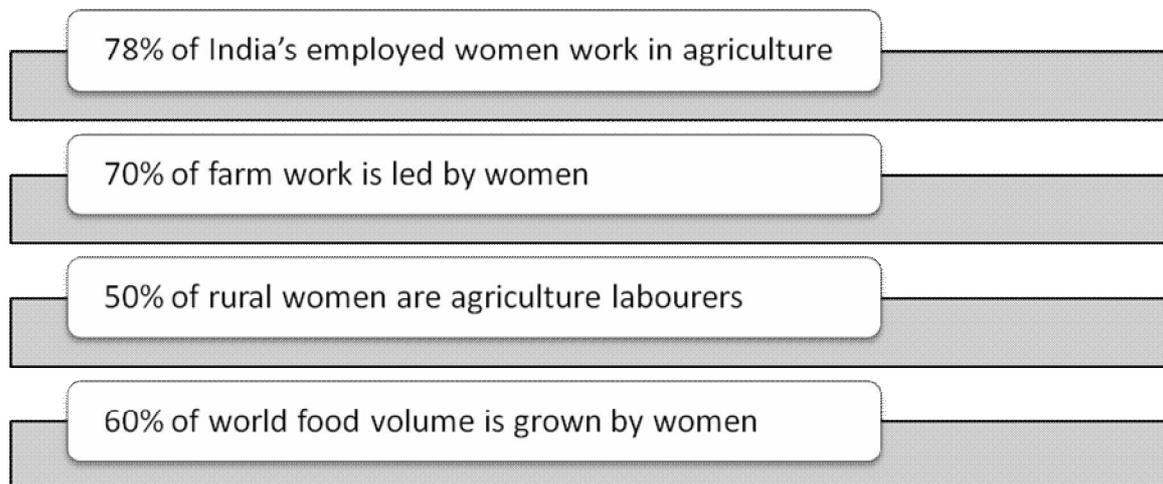
It reveals that farming in India cannot have its productive output without women's participation and thus NGOs focus on women led Self Help Group.

ROLE OF NGOs IN SELF HELP GROUP OF WOMEN
Lifelong learning for farmers is to strengthen and empower rural communities through information and knowledge with an aim to facilitate their development. Women in many parts of rural India are still confined to the four walls of their house and are restrained to carry out domestic work. Due to patriarchal society, women are subjected to violence and their exposure to outer world is limited. NGOs advocating for women empowerment strongly emphasized that economic independence of women is required to address these concerns. Assisting women with an alternative income generation source and not being clutched in the hands of money lenders, NGOs vision focuses on empowering women through micro-finance by forming self help groups (Haring and Muenchhausen, 2012). It is important that agriculture extension services reach out the most vulnerable population in rural areas especially women labourers. A need to execute intervention which assist farmers in building knowledge for their development.

In a Self Help Group (SHG) there are a minimum of 10 and a maximum of 15 to 20 members. The members of the SHG elect a president and a vice president. The president and vice president are responsible to conduct and facilitate all the activities of their SHG. Self Help Groups that are associated with NGOs have monthly meetings wherein they discuss about their financial and issues concerning village people, and plan its intervention as a group. Women of SHG are encouraged to maintain a bank account in which they deposit a monthly sum of Rs.1000/- with Rs.100 collected from each member of the SHG. The President and the Vice President deposits the amount in the bank and if due to any circumstances they are unable to go and deposit the sum, other members of the group contribute and deposit the required amount in the bank. This is only possible because of capacity building of the members by NGOs (MSRLM, 2014).

SHG's women are introduced to concept of saving, credit, and micro-finance. By giving loan SHG members are motivated to initiate alternative income generation avenues such as animal husbandry, tailoring, set up a grocery shop, making and selling bangles, utensils or any other entrepreneur which helps to uplift their and family's economic status. Other purposes for which loan is provided is for educating children or for farming purpose such as building borwell (Kapur, 2019).

Women in Hingoli district of Maharashtra had to approach money lenders or banks for economic requirement. But after connecting with UGAM Gramin Vikas Sanstha (an NGO), SHG women could obtain loan at an affordable price. Before UGAM, the process of repaying the loan was difficult as interest rates of the money lenders were high, but UGAM through financial agencies like Anik and NABARD provides loan at a lower interest rate (MSRLM, 2014).

Role of Finance Agency in Hingoli district of Maharashtra-

ANIK FINANCIAL SERVICES PVT LIMITED

Anik is a non-banking finance company which is supported by Reserve Bank of India. It acts as an intermediary between RBI and the SHG. Previously the SHG had to depend on banks or trusts in order to apply for loans which were limited to 40,000 rupees. Due to existence Anik, the SHGs can now receive loan amount even up to 1,50,000 rupees at the interest of 1%. For understanding the credibility of a loan requirement posed by an SHG, Anik depends on the assessment of the entire federal structure formed by the SHGs ((Haring and Muenchhausen, 2012).

Anik Federal structure of Self Help Group (Lokhande, 2012)

Board of trustee

⇑

Taluka Representatives

⇑

Cluster Members

⇑

Village Development Committee

⇑

Self Help Group
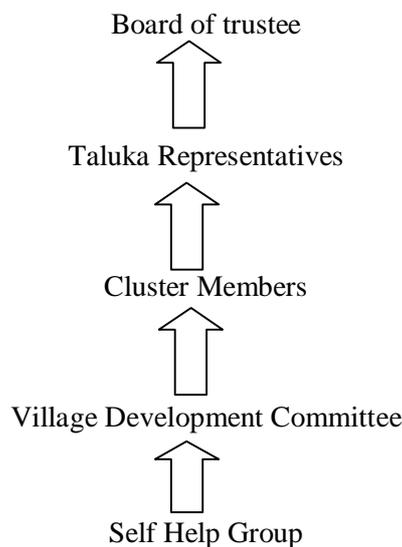
- A SHG is the basic unit of Anik federal structure.
- Village Development Committee (VDC) consists of Presidents and Vice Presidents of all SHGs in a village.
- Two cluster members are chosen by VDC and they represent the entire village.
- Amongst the cluster members two are further chosen and they represent their cluster at Taluka level.
- One member from each Taluka is selected and they form the Board of Trustees (Lokhande, 2012).

NABARD

National Bank for Agriculture and Rural Development is a financial institution that deals with providing economic support for agriculture and other activities in rural areas. It provided loans at an interest rate of 2%. Anik acts as a surety and a loan-sanctioner when NABARD has to provide loan to the SHGs. The money provided by NABARD is directly credited to the accounts of the SHG members and the interest is paid by the cluster members of SHG (NABARD, 2013).

Thus, NGOs along with finance agencies play a pivotal role in capacity building of women lead SHGs which not only empowers them but assist in development of rural community.

Village Development Committee

Village Development Committee (VDC) is an integration of Presidents and Vice Presidents of all SHGs run by UGAM in Hingoli district of Maharashtra. VDC has six committees that looks into timely repayment of the loan received by the SHGs, and also focuses on how members appropriately use the given loan to earn their livelihood (OECD, 2009).

Following are six committees under VDC

1. Samajik Jan Jagruti Samiti

The committee was formed in order to focus on social aspects apart from economic upliftment. Committee brings together women of the entire village during festivities and other cultural activities. It tries to develop awareness amongst the villagers regarding social issues surrounding them. It thus enhancing social learning capital among women in villages. This committee follows the objective of 'Dhan vyavahar, Mann vyavahar', which implies that members get an opportunity to share their day to day challenges. It helps member build rapport with each other and also work together on improving their socio-economic status (Goswami, et. al. 2008).

2. Saha Niyantran Samiti

The committee was formed in order to give an overall understanding of book keeping practices of SHGs within a village. It focuses on details related to book keeping which includes entry of savings and interests being paid by members, details of the last meeting, and regularity of entries in the book (Karmakar, 2003).

3. Shifaras Samiti

This committee is the first level which is approached by SHGs when they are in need of loans. The committee decides whether an SHG is eligible for a loan by looking at the records maintained by them (Karmakar, 2003). The record will contain details about loans acquired and repaid by the SHG. Based upon regularity of repayment the committee takes a decision about their fresh application and if the criteria's are met, the application is passed on to district level.

4. Upajeevika Samiti

There was a need to fill the gap between obtaining a loan and repaying it, which is the livelihood that the members undertake in order to increase their income and repay the loans (Goswami, et. al. 2008). This committee focuses on capacity building of its members by providing need based skill training that assist in their livelihood.

5. Pathpurava Samiti

The committee assesses whether the loan amount sanctioned and received by the members are utilized in developing their livelihood. Also, the committee sees whether capacity building trainings provided by Upajeevika Samiti is helping SGH members to enhance their skills, and accordingly recommends any changes in training module if required Karmakar, 2003).

6. Paratfed Samiti

Every SHG has a specific date in a month on which they are expected to repay their interests. In case an SHG fails to do so, the committee enquires into the reason behind the same. If the reason is found valid, it allows the SHG to repay double the interest in the next month (Goswami, et. al. 2008).

Successful case studies of women led SHGs help us understand that an empowered women not only empowers her family but also community at large. NGOs facilitation along with other stakeholders have over a period of time help Indian rural communities uplift their socio-economic status with women SHGs being the centre point (Moses, 2011).

RECOMMENDATIONS

1. A gender analysis is critical for development programs directed at agriculture and rural development. An urgent requirement for 'inclusive transformative agricultural policy' with gender-specific interventions is needed.

2. Government in collaboration with NGOs should ensure access to secure land and property rights to rural women by using SHGs as a medium. A formal access to land for rural women will help increase productivity and ensure household food security and nutrition.

3. Project Management Group (PMG) should be empowered to help sustain lifelong learning initiatives for farmers. Provision of credit without collateral under the micro-finance initiative of Anik Financial Services Pvt Limited and NABARD should be encouraged

4. A focus on enhancing Social Capital that can assist in training rural women to adopt modern agricultural techniques in accordance with local conditions which utilizes natural resources in a sustainable manner. Krishi Vigyan Kendras along NGOs in every district can educate and train women farmers about innovative technology along with extension services.

5. Women should be made aware to help them secure equal wages and women organizations can play a significant role in availing their rights. International Labor Organisation (ILO) has developed a program called Training for Rural Economic Empowerment (TREE) with an objective of increasing empowerment of rural women in Tamil Nadu and Madhya Pradesh. It is important to have overall women empowerment through education, awareness and challenging gender biases. Such measures in collaboration with various stakeholders can have an impact on development of agriculture in rural India.

CONCLUSION

With women predominant at all levels of the agricultural value chain from production to pre and post-harvest processing, packaging and marketing; it becomes imperative to adopt gender specific interventions to increase productivity in agriculture in rural India. Lifelong learning programs for farmers 'should aim at gender equity to raise productivity of small farm holdings and integrate women as active agents in rural transformation.

REFERENCES

- Anderson, M., Appleby, M., Lefort, M., Lutman, P.J.W. and Stone J., (2008): International Assessment of Agricultural Knowledge, Science and Technology for Development (IAASTD): North America and Europe (NAE): Summary for Decision Makers [www document]. http://www.agassessment.org/docs/nae_sdm_080508_fi nal.htm (accessed 28 December, 2019).

- Bagnall, R G (2009) 'Lifelong learning as an idea for our times: an extended review' in International Journal of Lifelong Education, 28, 2, pp.277-285.

- Bruegel, I.(2005). Social Capital and Feminist Critique in Franklin, J. (Ed.) Women and Social Capita. (pp 4□17) Retrieved on December 14, 2019 from http://www1.lsbu.ac.uk/families/workingpapers/familieswp12.pd

- Goswami, Indrajit & Dsilva, Nigel & Chaudhary, Vijeta. (2018). The Role Of Self Help Groups In Women Empowerment In Maharashtra: An Empirical Analysis.

- Haring, A. M., and Muenchhausen, S., (2012) Lifelong learning for farmers: enhancing competitiveness, knowledge transfer and innovation in the eastern German state of Brandenburg. Studies in Agricultural Economics 114 (2012) 86-92. http://dx.doi.org/10.7896/j.1217.

- (AASTD, 2017. International Assessment of Agricultural Knowledge, Science and Technology for Development statistic. Retrieved on 8th December, 2019 from https://www.civilsdaily.com/burning-issue-feminisation-of-agriculture-sector/amp/

- OECD-Organization for Economic Co-operation and Development (2009).African development: The role of climate change, investment, security and gender empowerment', Vol 1.

- Otala, L. (1993): Lifelong learning based on industry-university cooperation. Lifelong Learning Series 1/93. Espoo, Finland: Helsinki University of Technology.

- Kapur, R. (2019). "Adult Education in Rural Communities in India". Acta Scientific Agriculture 3.6 : 74-81.

- Karmakar, K. (2003), "Rural credit and self help groups - Microfinance needs and concepts in India", New Delhi, Sage Publication India Pvt. Ltd., p. 231.

- Lokhande, M. A. (2012). Micro financing through women self-help groups and its socio-economic impact- a case study of Konkan region of Maharastra. ArthPrabandh: A Journal of Economics and Management, 1(9), 16-27.

- Maharastra State Rural Livelihood Mission (MSRLM) (2014). Study on SHGs, Federations and Livelihood Collectives, Mumbai.

- Moses, E. (2011), "Women empowerment through SHGs : A micro study", International Referred Research Journal, Vol. II, Issue 16, p. 25.

- NABARD (2013). Status of micro finance in India. Report by National Bank for Agriculture and Rural Development, Mumbai.

- Pachauri (2018). Defiminisation of Indian Agriculture. Retrieved on 30 December 2019 from https://www.downtoearth.org.in/news/agriculture/defeminisation-of-indian-agriculture-59834

- Maharastra State Rural Livelihood Mission (MSRLM) (2014). Study on SHGs, Federations and Livelihood Collectives, Mumbai.

- Maharastra State Rural Livelihood Mission (MSRLM) (2014). Study on SHGs, Federations and Livelihood Collectives, Mumbai.

- Maharastra State Rural Livelihood Mission (MSRLM) (2014). Study on SHGs, Federations and Livelihood Collectives, Mumbai.

INDIA WILL BECOME THE NEXT SUPERPOWER?

Ms. Vishwakarma Tina Sunil
Department (Bachelor of Accounts & Finance), Patkar Varde College, Goregaon west, Mumbai

ABSTRACT

According to my point of you India will be become the next superpower when there is no poverty all people are educated whether a child or adult. Woman is able to work in 24 hours society. When all people live in unity where the word cast does not exist in person's minds

In India the population is 1.2 billion where 73 million are under extreme poverty 287 are illiterate and 31 million are jobless and the remaining are under employed and 50% of population involve under corruption and crimes when we talk about poverty and illiteracy there is strong bond between illiteracy and poverty literacy is defined as the ability to read and write thus an illiterate person who cannot read as write is unable to get a skilled job and is forced to take up unskilled job this has an impact on his wages, standard of living and ultimately his ability to provide proper education to his children. This would also mean that his children will not be able to improve this skills and get a betel job and eventually wire out of poverty an unlettered person is unable to access proper health care understand their fundamental rights and demand for the same according to recent reports from 100 student only 26% student complete graduation others 74% left their education in middle because of money, family condition as least interest in education families pushed their children interest into obtaining a job for securing their life and future where student gets obsessed with job obsession even graduate does not get appropriate jobs due to lack of skills based technique used in business our education system should change the syllabus for overall growth of children. When we talk about corruption and crimes these activities are increased because of poverty, inadequate of facilities in day to day life. When people are free of poverty, education than there are less chance of health issues which country are facing due to lack of knowledge about its cure

Well government had included lots of changes in all above sector but continuous. Reservation should be removed from all sectors and equal chance should be given to all. All government policy should be introduces with proper information to all.

Keywords: Education, Poverty, Unemployment, Health, Corruption and Crimes.

INTRODUCTION
India is diverse country with full of different caste, creeds, religion and cultures but still live together. It is known for its heritage, spices and of course for people who live here. It is known as the land of spirituality, philosophy, science and technology. Since after independence we had made lots of progress. We have 7th largest economy in the world and 3rd most powerful country in purchasing capability in the globe. We are building friendly relations with other countries. Bravely fighting with terrorism with huge number of military power. Indian women's are showing there tremendous talent in all fields. India has become dependent for off-shoring services in banking finance, health, insurance and it due to technically skilled Indians and most of all the cost advantage the list of our achievements are endless but from above is it possible to say India the next superpower. Where still there is illiteracy, poverty, underemployment, health issues, corruption and crimes etc.

OBJECTIVES
1] To find out the reason why India will not become superpower.

2] To analyses or suggest some measures to resolve it.

Hypothesis: India as emerging superpower

A] Null hypothesis: there is deficit growth of development in india.in poverty education, unemployment, health issue, crimes & corruption etc. The entire sector.

B] Alternate hypothesis: there is tremendous growth of development in India. In missile product smart cities project growth in infrastructure of villages.

LITERATURE REVIEW
Dr Nicholas kitchen (March 2012)
India's rise has certainly been impressive, and warrants the attention that it has commanded. India has been one of the world's best-performing economies for a quarter of a century, lifting millions out of poverty and becoming the world's third-largest economy in purchasing power parity terms. India has tripled its defense

expenditure over the last decade to become one of the top-ten military spenders. And in stark contrast to Asia's other billion-person emerging power, India has simultaneously cultivated an attractive global image of social and cultural dynamism.

Moreover, India has pressing security preoccupations. Domestically, insurgent violence affects large parts of India, creating risks and imposing additional costs on investment and economic development. Longstanding disputes necessitate that India focus its security concerns on its immediate borders and near-abroad, stymying efforts to define its strategic interests in a broader regional or global context. India's military capabilities, though growing, reflect the consequentially narrow bureaucratic concerns which India's institutional structures struggle to transcend.

Jack Neenan (January 2018)

At least one obvious candidate has emerged. Although it would be premature to categories china as a global superpower, it is quickly developing into the us most plausible challenger. But in discussions of globally important matters – Syria, financial crisis, the NSA fallout and so on – one name is curiously absent: India.

When the dust settles on a rearranged global system, might India also become a global superpower? My answer is no.

To understand why, we need to look at what it means for a state to have power. Some international relations scholars, known as neorealist, suggest that nations are able to enhance their power by building up a range of demographic, economic, and military capabilities. John Mearsheimer, a leading theorist in this school, has identified two types of power: military and latent.

If we borrow mearsheimer's framework, military power can therefore be measured using existing armed forces and supporting naval and air forces. In his view, dominance over land is essential because success is defined by the ability to conquer and control territory.

Over the past two decades, India has demonstrated its ability to carry out underground nuclear tests and its capability to deliver nuclear warheads using intermediate ballistic missiles. However, it has not yet utilized these newly acquired capabilities to project power effectively. Regionally, a large percentage of India's armed forces are stationed along the country's extensive border areas with Pakistan and china. This inefficient allocation of military resources has limited India's power projection beyond its borders.

Dr M Matheswaran (March 2012)

India is clearly an emerging power not only in Asia, but will be important in its global role. As rises to take up its role and responsibilities, the challenges it faces are enormous. As the only democracy and a secular nation in its immediate Neighborhood, India Faces Its Acute! Challenges In Managing Its Neighbored India's requirements of addressing its developments are equally daunting. The past experiences, the best way to deal with its challenges is to follow a firm Path with Clearly Articulated Policies And! Its National Interests. In Effect, India Must Not Shy Away From Articulating Its National! Interests unambiguously and evolve her appropriate strategies.

Soutik Biswas (March 2012)

India will not become a superpower, says Ramachandra Guha, renowned historian and author   of India

Taking the lead in a special report by the London school of economics, Mr. Guha outlines seven reasons to support his thesis.

The challenges which will hold India back, he writes, are the Maoist Insurgency, the "insidious presence" of the Hindu right wing, degradation of the "once liberal and upright" Centre, the increasing gap between the rich and the poor, Trivialization of media, the sustainability of "present patterns of resource consumption" and the instability and policy incoherence caused by multi-party governments.

More importantly, Mr. Guha believes that India should not even attempt to become a superpower. "In my view, international relations cannot be made analogous to a competitive examination. The question is not who comes first or second or third, whether judged in terms of gross national product, number of billionaires in the Forbes or fortune lists, number of Olympic gold medals won, size of largest aircraft carrier operated, or power of most deadly nuclear weapon owned," he writes.

"We should judge ourselves not against the achievements, real or imagined, of other countries, but in the light of our own norms and ideals... We are a unique nation, unique for refusing to reduce Indian-ness to a single

language, religion, or ideology, unique in affirming and celebrating the staggering diversity found within our borders (and beyond them)."

Vijay Sharma (December 2016)

India must think big. It must consider the possibility that it will have to leapfrog over the industrialization process itself. It must imagine itself becoming the epicenter of the robotics and world, much like japan become the hub for electronics, Germany for automobiles, and china for manufacturing everything at a tenth of the cost.

To prosper in a world that is suffering from the absence of growth and the disruption of old models, India must strive to become the principal stakeholder of the digital revolution—and ensure that its teeming millions partake in it gainfully, even if informally.

3. According to your point of view why India is behind due to ?

Corruption and Politics

4. Do you think Education System should be change so why?

Yes

5. According to your point of view does college is providing equivalent knowledge about corporate work and its systems?

Yes

6. If the above answer is no then what change would you prefer in college campus

No Answer

7. How can poverty be reduced?

No Answer

8. According to your point of view which crimes in India are more

Rape and Murder

9. What kind of imprisonment should be given to rapist ?

Death sentence

10. According to your point of view why Unemployment is there in India today ?

lack of knowledge about job opportunities

11. How can unemployment can be reduced please suggest one of the way to improve it

No Answer

12. In which sector Corruption is the most ?

others

13. Do you think Pime Minister of India is doing well to improve India

Yes

14. which is the thing you want to change in India

No Answer

PIE CHART

- 18-25 - 22
- 26-50 - 0
- 51-70 - 0

0.0 %

100.0 %

LIMITATIONS

When Google form was made i tired get huge responses from each and every where i forwarded the Google form but i only got 22 responses through which i cant

Get a clear picture of my research and after this when hardly 10 -15 people replied to my questions. When this kind of ignorance was seen through my research this actual mindset of people they want nothing

To contribute but want everything at their table and today people are least bother about their situation let be what we can do? Let be the way it.

CONCLUSION

Dr. APJ Abdul Kalama said ―your best teacher is your last mistake‖. Since We are making mistakes from the right from the beginning of our journey from developing to being developed. We are doing lots of achievements in different sector but what about the base of our development. Which are illiteracy, poverty, unemployment, health issues, corruption and crimes? What is achievement in literacy rate that in Pisa programmer international student assessment among 74 countries we secured s e c o n d l a s t Position in test. To improve these statics our education minister had introduce some of around 15 Programs from that some point I would like to discuss such as international exposure of Pisa test its 2 hour computer based exam were the student who completed 15 years of education will be eligible to give the test.in this test students reading, math's, science and collaborative problem solving efficiency is been tested. In this test which going to held in 2021 need equal chance to all students rather than to those students who are considered as toppers? Quality education should include happiness curriculum, entrepreneur leadership curriculum, and national integrity curriculum. School should inoculate some of techniques such as TBS [task based learning] because one picture is better than thousand words and this method is that picture. [TTT test tech test], STT student talking time.

Students should be given free access to all e- learning material.

For college campus we should do lots of case studies of different firms or success plant of business this would higher efficiency in students which would help them to secure job at ease we should apply the formula of college campus +corporate campus – one entity

For financial literacy of adults for that student should give the responsibility of adult's literacy campaign. Rather than given projects of 100 pages this would help them to generate managerial and leadership skills due to this none of student live under pressure and indulge in gaming or criminal activity.

Unemployment and underemployment for this problem Govt. are coming with lots of new initiative such as ‗made in India, startup India', and lots of other of program which give loan up to 2 cr. And till it had provided 18 lakh loans to entrepreneurships development .as per new reports there 28% reduction in jobs due to artificial intelligence now it's up to our role to generate all round development to reduce this unemployment. We should choose our own career as per our perspective of others. Equally opportunities should be given to women entrepreneurships. The gender inequality should be reducing because the saying ladies first should be actually meant in actions'.

According to Swami Vivekananda says if the poor can't come to education, education must reach them at the plough, bakery,

Factory elsewhere. When there will be equal made proper education system , end number of employment opportunities to all were there is no reservation of seats than half of poverty will be reduce and further government should work continuously upon this because till today 73 million leave in poverty.

Health issues and pollution can be tactful at one time because pollution causes lots of problems ones 'health likewise corruption and crimes are interrelated it can't be solved without strict laws and punishments. All above problems can't be solved without self-change of taught minds because change is the need of current situation the we think about our family if i will not earn how would my family will survive thus we need to focus on nation development responsibility is been not given its taken by one's own self'. Let's be responsible citizen for India.

Let's come together to prove that India will again name as golden bird but this time because of People unity national integrity for the country.

REFERENCES

- https://www.soas.ac.uk/blogs/study/will-india-become-superpower/

- http://www.lse.ac.uk/study-at-lse/international-students/country-pages/india

- https://www.bbc.com/news/world-asia-india-17350650

EMPLOYMENT OF LGBT IN INDIA

Ms. Shruti Kamble, Ms. Darshani Babar and Ms. Isha Gupta
Department (Bachelor of Accounts & Finance), Patkar Varde College

ABSTRACT

This topic is based on Employment of LGBT in India .The most valuable asset of any country is the population or manpower of that country. Each and every person is equal for the development of that country.

So, the LGBT population also plays an important role in increasing the economic development of India. But in reality not only illiterate people but also some literate people even really don't know about them. What is LGBT? Who are they and how they contribute in the Indian economy, the answer of all these questions is included in this research paper.The objective of this research paper is to increase social awareness among the people and to analyse the employment and contribution percentage of LGBT in India.LGBT played a huge role in Mughal era. So, the second objective is to analyse the position of LGBT regarding to Employment in the medieval history and the present position of them.It is clear from the cultural and legal context described in the previous section, that LGBT individuals in India face a number of challenges-both in the wider community and in the workplace. This research paper begin with the brief introduction of LGBT, the meaning of LGBT, some current examples of employment of LGBT, positive and negative impact of employment on LGBT in India. The government has introduced various policies for the LGBT. Therefore the position of LGBT is growing as well as society is accepting them. The Bright future of India is dependent on the manpower and not on the gender of an individual. The important thing is the social economic status of the transgender community is growing. The government should be eradicated the stigma, human rights violations and discrimination for the betterment of transgender community, if all these are brought in their day to day life, it would enlarge the more growth of LGBT in India.

Keywords
- *LGBT*

- *Role in medieval history of LGBT*

- *Growing LGBT.*

INTRODUCTION

The word LGBT is a code word stands for Lesbian, Gay, Bisexual and Transgender. This community initially was called a gay community. But some scholar said that it was not sufficient to include the ones who are different from normal human beings altogether in the Gay community as gay refers only to men. Therefore the word LGBT was introduced in the mid1980's. LGBT people are not like a normal per son, these people have different sexual orientation. Now, the sexual orientation generally includes sexual fantasies, sexual attraction, sexual behavior, self-identification and social and lifestyle preferences.

The term Gay was used to refer to the people attracted to the people of the same gender. They make relationship with same gender people. For example, man make relationship with   man. Therefore the Lesbians, Bisexual and Transgender are not included in the Gay community.

A Lesbian refers to the woman who are sexually attracted to woman only, they are not at all attracted to opposite gender. Such woman are called Lesbian.

A Bisexual person is that type of person who is sexually, emotionally and romantically attracted to both the sexes. They finds a connection in both the genders not only one.

Transgender is called as transsexual, transvestite or another gender identity, it is on umbrella term to portray those whose gender identify differ from that usually associated with their birth son, many transgender people live part-time or full-time in another gender.

1.1 HISTORY
Hijras (transgender) played a huge and famous role in the royal court of Mughals, particularly in the ottoman empires and the Mughal rule in the medieval India. They was working on the well-known positions as political advisors, generals as well as guardians of the harems and administrators. It was consider that Hijras were clever, fiercely loyal and trustworthy and had free access to all spaces and sections of whole population, hence playing a crucial role in the politics of empire building in the Islamic religious institutions. They were especially in

guarding the holy places of mecca and medina the person of trust. They also received large amount of money to have been closest to king and queens.

In the British era the position of the transgender was following; the benefits incorporated the provision of the land rights of food, smaller amount of money from agricultural households in exact area which were removed through British legislation because the land was not inherited through blood relations.

1.2 PRESENT

Now, India has been changing .The violence against LGBT, social discrimination, inequality at workplace, harassment and threat of violence due to their sexual orientation and their unique behaviour, day by day it's decreasing. The government of India has introduced so many welfare policies and schemes to reduce discrimination and to increase equality among people such as census, documentation, issuing of the citizenship ID card, issuing passports, socio-economic development as well as constitutional safeguard for the LGBT people. The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is an important and major initiative of the 11th five year plan period which brought employment opportunities for transgender people. It's improving social and economic development of India. In civil and corporate sectors LGBT employees are increasing. Multinational companies are also introducing various policies for their LGBT employees with a purpose to increase their status and equality and to reduce possible negative outcomes. Having LGBT supportive policies in the work place is associated with reduce incidence of discrimination and less discrimination is associated with better psychological health and increase job satisfaction among LGBT employees. It helps to increase their productivity. With this greater knowledge of the presence of LGBT workers in the workplace can also affect economic outcomes of India.

According to 2011 censes, In India there are 4.88 lakh transgender from total population 44.3% transgender are self-employed 19% are wage/ salary earner, 4.7% are contract workers and 31.5% are casual labour . Following is the example of transgender who is the senior HR of MNC'S and having responsibility of 13 countries and 65 members of MNC are working under her, the name of that transgender is Zara Shekha . The example tell us that India is growing now.

REVIEW OF LITERATURE

2.1 Michelraj.M (2015)

This paper explores the historical growth of transgender community in India. The historical evolution of the transgender community in Mughal period, British period, post-independence and contemporary period. In the Mughal period the transgender were in high positions and they were political advisor and administered in empire. In the British era the transgender were benefited by the provision of land and rights of food. In contemporary period, the government of India implemented new policy and schemes of transgender community.

2.2 Ananya Das (2018)

This topic "Analysis of LGBT rights in India" has been a debate for many years. Before going over to LGBT rights, there should be an introduction as to who LGBT are and who comprises this community. The word 'LGBT' stands for Lesbian, Gay, Bisexual, and Transgender. Earlier, these LGBT were referred as Gay community but later to include other types of homosexual people also, this was changed to LGBT. The research paper starts with a brief introduction as to what is LGBT and who are they. This is followed by the composition of them and their difficulties nowadays. The main issue then comes as to how did this issue become a concern in India along with 2009, 2013 and 2016 judgment given by Delhi High Court and Supreme Court and their analysis.

2.3 M.V.Lee Budgett, Andrew Park, Andrew Flores (2018)

This study provides new evidence that inclusion of lesbian, gay, bisexual and transgender (LGBT) people is linked to economic performance. A large and growing body of research documents the violence, discrimination, and social stigma experienced by LGBT people in every country that has been studied. These experiences at the individual level limit LGBT people's access to jobs, to schooling, to health care services, to political participation, and to participation in their families, for example. All of those effects create barriers to full participation in the economy for LGBT people, which could also reduce economic output more generally. We test the link between LGBT inclusion and Gross Domestic Product (GDP) per capita at the macroeconomic level. We predict that countries with more inclusion will have GDP per capita. To assess this prediction, we study more than 120 countries between 1990 and 2014. To measure inclusion, we draw on three new measures (1) a Legal Count Index (LCI) that counts the number of LGBT supportive laws (2) a Legal Environment Index (LEI) that measures patterns of adoption of laws in countries, and (3) a Global Acceptance Index (GAI) that is

estimated from public opinion data. We combine these measures with economic data from the Penn World Tables and run regressions that control for country-level fixed effects and year effects.

RESEARCH METHODOLOGY
3.1 Objective
To analyse the position of LGBT regarding to their employment in the history (At the time of Mughal and British) and the present situation of LGBT.

To increase awareness among the people and to analyse the employment and contribution percentage of LGBT in India

3.2 Hypothesis
H_1 = people are aware and they wants to know about employment of LGBT India

H_2 = Employment of LGBT is increasing in India.

H_0 = People have no idea about LGBT people

3.3 Data collection
The data for this research has been collected from the people. The data for the security of this study were collected. Through a survey from the people between the age group of 15-60.

For this research work is survey pays on important role and the international journal has been used. Thus, the nature of the data is primary as well as secondary. The data collected from the study were analysed through pie charts. Few questions were formed to find out what the people know about LGBT. Total response received are 134

3.4 Data analysis
The questions asked to the people and the anaylsis are as follow :

Do you know about LGBT ?
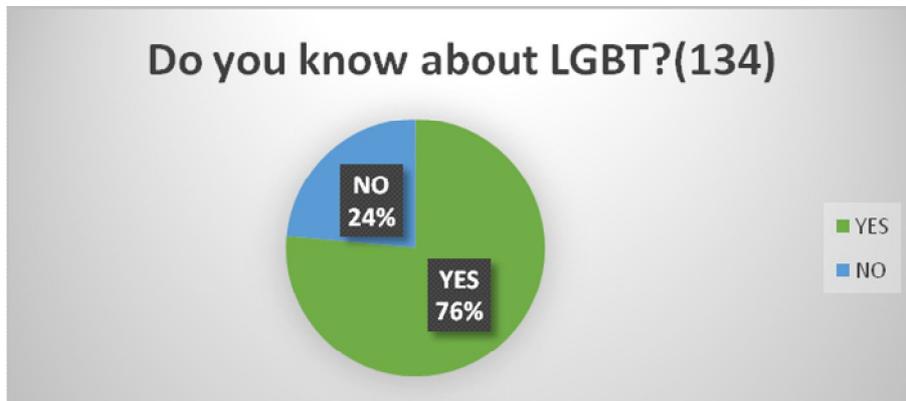
The above pie diagram shows that how many people are know about LGBT people. From the survey we got following data that is 76% people are aware that who are LGBT people and 24% people are not unaware from this LGBT community.

What do you thing what is empolyment off LGBT ?
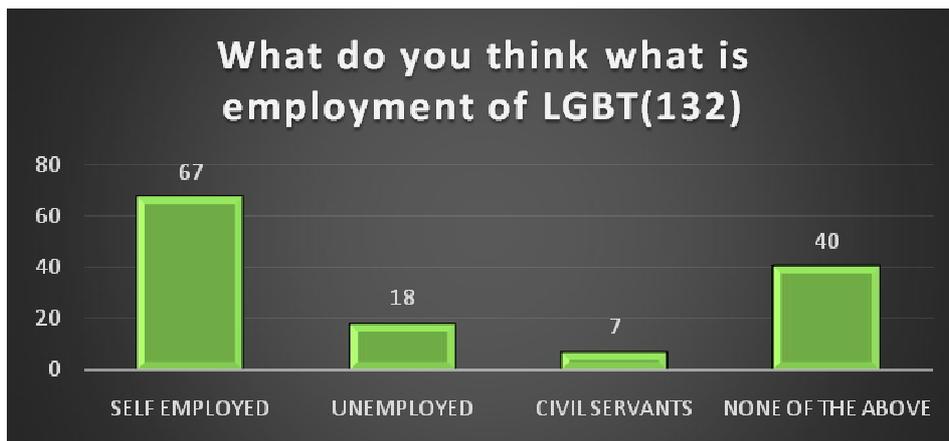
In the above graph, the data shows that the survey was responded by how many of them have different views about LGBT empolyment. Out of 132 people,67% of them says they are selfempolyed,18% of them says they are unempolyed,7% people says they are civil servants and 40% of them says they are not at all involved.

Do you think LGBT have job opportunities like us ?

The above illustration shows how many of the people have a job opportunities like normal people. In the context there are 53% are saying yes that they have job opportunities. But are the ubsequent percentile that is 47% people are not agree that they have job opportunities like normal people.

What do you thing the employment of LGBT is growing or not ?
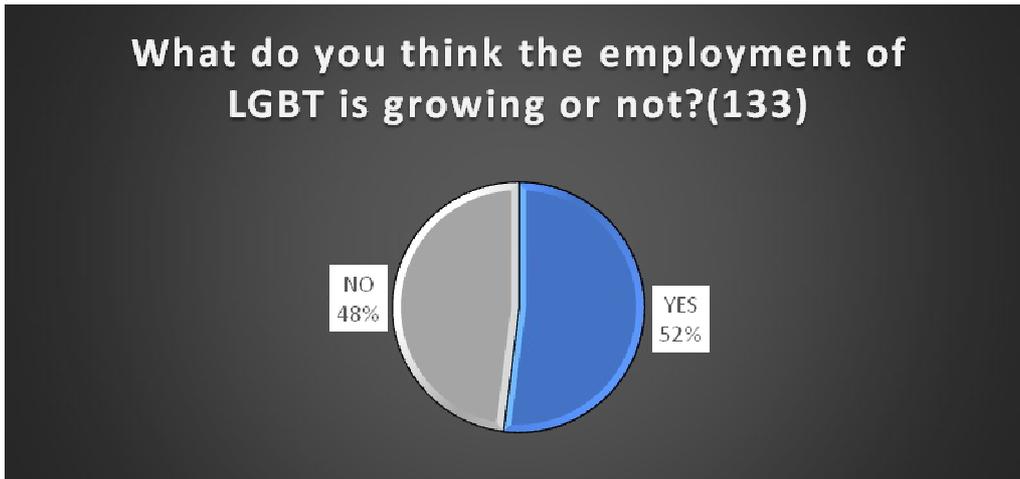
The above pie chart depiers the responses received by people that the employment of LGBT is growing or not. This states that 52% pepole says no that the employment of LGBT is not growing and 48% says yes it is growing.

Would you like to have a LGBT person as your office colleagues ?
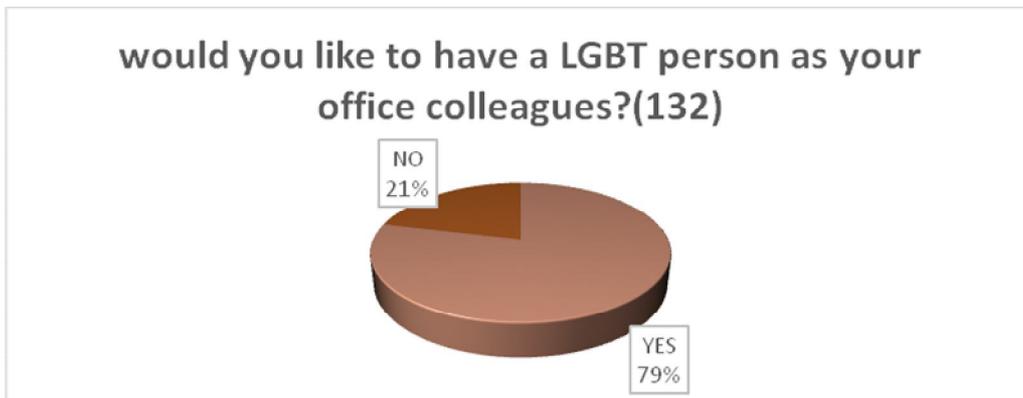
From the above data, it depicts that how many people would like to have a LGBT person as a colleague. So, 79% people says yes that they would like to have a LGBT person as colleague and 21% says no they disagree.

CONCLUSION

The transgender community was given high position in mughal period and facing many obstacles in British colonial rules. But now to safeguard the LGBT community there are many policy and schemes implemented by the government of India. Many MNC Multi National Companies are also providing various schemes for LGBT people at workplace. Through this social economical status of the LGBT people will be developed. Therefore, employment of LGBT is increasing. The position of LGBT is growing as well as society is accepting them. The bright future of India is dependent of the manpower and not on the gender of an individual.

REFERENCES

- www.lgbt.ie/about/what-is-lgbt

- Preeti sharma,"Historical Background and Legal status of third gender in India Society"

- URESS, Vol.ED-2(12),December,2012.

- WWW.IJERND.COM

- WWW.ISRJ.IN

- WWW.IJIMS.COM

- www.globalreserach.co.in

- Budgett.m.v.l(2014) The Economic Cost of Stigma and the Conclusion of LGBT peoples a case study of india

INDIA – THE NEXT SUPERPOWER

Ms. Sujata Mahajan

B.Com (B&I) Coordinator, Patkar Varde College

ABSTRACT

India is considered one of the emerging superpowers of the world. In 2015, India became the world's fastest growing economy with an 7.5% estimated GDP rate (mid year terms). The people of India have often dreamt that their country will become future superpower. Their belief is based on the fact that for the past few years, there are great changes social, economic, scientific and military aspects of the country. Political experts have also considered India as one of the possible emerging superpowers of the world along with China, Brazil, Russia and European Union. The objectives of India is to overcome many economic, social, and political problems before it can be considered a superpower. Its core institutions from independent judiciary and free press to military are secured by its more than half century old roots. India is on the verge of becoming a permanent member of the United Nations Security Council. Its scientists are planning to launch a moon probe. By putting all these aspects together, one may be amazed that India is already in the race for becoming the next super power. When a country is strong in all of these factors- viz military, international relations, technology, economy and culture, that's when it is deemed a superpower.

Keywords: Politics, unemployment, poverty, inflation, tourism

1.   INTRODUCTION

According to Wikipedia "A superpower is a state with a dominant position characterized by its extensive ability to exert influence or project power on a global scale." This is done through the combined-means of economic, military, technological and cultural strength as well as diplomatic and soft power . For example, in the ancient times, the British Empire, the Empire of Alexander the Great, the Ottoman Empire, the Roman Empire and even the Maurya Empire were considered superpowers. In the modern age, the United States of America, China, Russia, Japan and the United Kingdom are considered to be superpowers.

More than sixty years ago, in the summer of 1948, the Indian nation, then newly-born, was struggling for its very survival. It was pierced from the left by the Communists, and pinched from the right by Hindu extremists. And there were other problems aplenty. Eight million refugees had to be resettled; provided with land, homes, employment and a sense of citizenship. Five hundred princely states had to be integrated, one by one, a process that involved much massaging of egos (for the Maharajas tended to think very highly of themselves), and just a little coercion. Few Indians now alive know how uncertain our future looked in the summer of 1948. The question then being asked everywhere was :Will India Survive?" Now fearful query has been replaced by a far more hopeful one :Will India Become next Superpower?"

Let us know whether country is doing well is different fields unemployment, health,literacy,tourism.The country must overcome many economic, social ,political problems before it can be a super power. More than 20 years back finance Minister Madhu Dandavate estimated that black money in India was to tune of half the National Budget. It may even exceed it.In most top countries competition is there ,but it is the exception while in India it is the rule.It is said that India would surpass China 's growth rate in 2019 but this is not just enough for India to be tagged an economic power. Our objective is to sustain this for long period of time & ensure that we are able to catch up with GDP of top 5 countries in list. Not only this we must provide economic aid to LDC's & help them grow. According to World bank to achieve sustainable economic development, India must focus on public sector reform - infrastructure, agricultural & rural development, removal of land & labor regulations, financial Inclusion ,spur private investment,exports,education& public health.

According to Lord Curzon of the British Empire: The central position of India, its magnificent resources, its teeming multitude of men, its great trading harbors, its reserve of military strength, supplying an army always in a high state of efficiency and capable of being hurled at a moment's notice upon any point either of Asia or Africa--all these are assets of precious value.The current scenario shows India will become superpower by 2030.here we will study How India can face challenges & grab opportunities to become superpower .

2. RESEARCH OBJECTIVES

a) To understand Political obstacles which hinders the growth of India as a country.

b) To understand Economic obstacles which hinders the growth of India as a country.

c) To understand Social issues which hinders the growth of India as a country.

d) To understand other factors which hinders the growth of India as a country.

In order to attain these objectives, the methodology uses descriptive research design. Data collected from secondary sources provides necessary theoretical backup to study which is provided from published or unpublished sources.

3. RESEARCH METHODOLOGY

The study is exclusively based on secondary data sourced out from various research publications, news articles& web.Research Methodology is based on finding out *challenges & opportunities* of Indian economy which will enable it to become next superpower.

4. LITERATURE REVIEW

i. **Sanjay Peters- "Risks And Opportunities For Emerging Markets: The Cases Of India And China", ISSN 2013-035X, 2010 -**

The paper differentiates between India & China and their individual ways towards economic growth. This article enumerates and explores the main economic, political, environmental and social challenges that must be dealt with in each case, thus presenting a panoramic view of each country's impending economic and political agenda& also tackles the most important challenges and opportunities for investment in the two countries.

ii. **Satish Karad, India's Major Power Status And Its Impact On The Relations With The Neighbors, ISSN 2454-1362, 2016, Vol.2, Issue 3**

The paper states that with the increasing influence and accession of important role in international politics consequently, India has poised a Challenge for the regional dynamics and stable bilateral relations with the neighbors. It also points towards the unchaning fundamental balance where Pakistan is overwhelming and anxious by the growing military power of India. It concludes by stating China to be a matching rival for India having strong military capabilities as well as nuclear weapons whereby the evenly conventional, diplomatic and nuclear forces are ensuring the relative regional stability.

iii. **Manpreet Sethi - "India's Disarmament Initiative1988" , ISSN 2038-5250, Nov 2012, Vol.01, Issue 5 -**

The paper throws light on the questions that were raised by an Informal Group when they presented a report on nuclear disarmament to the Indian Prime Minister in August 2011. Some of the prime questions were - Were there any specific elements of that plan that were worth pursuing in the new security environment? What role could and should India play as a state with nuclear weapons in the pursuit of disarmament? Should India make the drive towards universal nuclear disarmament a priority in its diplomatic initiatives? Did India have the moral standing to do so after she herself had acquired the weapon? Has anything changed in the international climate to suggest that the Indian lead would attract like-minded nations? How should India approach other nations on this issue? The run up to the NPT Review Conference in 2010 brought nuclear disarmament into focus.

iv. **Atul Bhardwaj – "Sino-Indian Relationship New Paradigm", ISSN 2349-8846, 2013**

This paper reveals that India has trapped itself into an anti-Chinese matrix & suggests that unless India abandons its aspirations to great power status and pursues a foreign policy which builds on Asian strengths and cooperation, it will continue to become cannon-fodder for Western strategic aims

v. **Debasish Nandy, " New Diplomatic Ties Between The World Largest And Oldest Democracies ", ISSN 2332-0761, 2014, Vol.2, Issue 4 -**

This paper focuses on the reasons for decline in the diplomatic importance of India in Moscow's perception, and its diplomatic value to the US. It also describes the socio-cultural ties between the two countries in post Cold War period. It sheds light on the U.S.A.'s relations with Pakistan and China and their importance as factors in IndoUS relations.

vi. **Ryan Clarke, "Sino-Indian Strategic Relations", ISBN 978-981-08-9795-6, Aug 2011**

The document believes that China is actively pursuing an encirclement policy of India and that India has begun to respond in the same fashion, albeit not as effectively. It views the simultaneous rise of China and India as a major challenge to regional and global stability that will require more sophisticated diplomacy

Challenges &Opportunities

1. **Tourism :.**But because of political ,communal issues places like Jammu & kashmir,Vaishnodevi,Leh Ladakh are in danger which affect our tourism.Due to environmental problem the weather of Kedarnath is unpredictable for tourists.If we overcome these problems we have great opportunities to earn good income. According to the council's well researched data, the travel and tourism sector added around Indian Rupees

14.1 trillion to the country's GDP in the year 2016. That is around 9.6% of India's GDP thus putting it on the 7th rank.

In addition to this, the tourism sector also created around 40.3 million jobs in the year 2016; this makes the sector as well as the country rank 2nd in the world in terms of total employment generated& also fastest growing amongst the G20 countries in 2016.Indian metros have emerged as leading destination of medical tourism. Last year an estimated 2,50,000 foreigners visited India for medical proceedings& number is increasing at rate of 15% a year. This also leads to economic growthwhich help India to become superpower

2. **Poverty:** Approximately 21.9% of India's population lived below poverty line. Various schemes have been implemented by Modi government for people under BPL, which have helped in reducing its share of poverty. This helps to improve standard of living which leads to economic development.

3. **Infrastructure** :Basic infrastrucure in India such as roads ,powergrid,water ,communicatiom infrastructure ,housing & education are often below standards & not catching up with tune of economic development.The Government is however improving infrastructure by expanding freeway & highwaysystem ,mono rail ,metro & bullet trains bringing it upto global standards.It will definitely give opportunity to increase reach globally.

4. **Unemployment :** India fails to generate jobs; its population of unemployed youths could be a reason for instability. India's growth in the service and IT sector has not been matched by growth in manufacturing which can provide more jobs. Modi Government's rural infrastructure drive leads to fall in rate of unemployment percentage.

5. **Inflation:** Despite India's growth spurt of 87% p.a . in recent years, its sustainable pace is still much lower than China, which put its economy more at risk of overheating. The Indian Government has said that much of rise in inflation recently can be attributed to short term supplyconstraints, such as shortage of key foodstuffs because of an erratic summer monsoon.

6. **Energy Dependence And Costs**: India heavily depends on foreign oil - a phenomenon likely to continue until non-fossil/renewable energy technology becomes economically viable in the country The rise in prices of diesel, petrol leads to rise in transport expenses which increase the prices of food items & in turn cost of living. India is definitely seeking alternate means of energy.

7. **Health:** According to a report of United Nations Development Programme, India has the highest population living with AIDS/HIV and its economy might suffer a setback if it does not solve issue of environmental changes. Health issues like cholera & others are on rise It is estimated that India's economic growth will decline by 0.86 percentage annually if the AIDS problem is not properly dealt with. Health problem also affects economic growth of country.

8. **Low Literacy:** Literacy In India is a key for socio-economic progress & the Indian literacy rate has grown to 79.31% (2011 census). One of the main factors contributing to this relatively low literacy rate is usefulness of education and availability of schools in vicinity in rural areas. There is a shortage of classrooms in Government schools to accommodate all the students, no proper sanitation, drinking water facility in most schools.The *Total Literacy Campaign* is principal strategy OF Government for the eradication of illiteracy which includes -National Literacy Mission &Sarva Shiksha Abhiyan.

9. **Social Issues :** India has a diverse mix of various religions and races. Though most religions in India have been practicing religious tolerance in their histories, the partition and subsequent terrorism had created some degree of uneasiness among some which affected economic growth

10. **Politics:** The Political elite which has transformed India's political parties into family organisations.Because of this public institutions such as universities, the police & judiciary have deteriorated which leads to corruption .The increasing gap between rich & poorThe media is influenced by Political parties. Therefore, it becomes difficult to form stable long-term policy.

11. **Disorganization:** India's continual economic prosperity is also hindered by bad governance and ubiquitous red tape. Retrogressive government regulations affect many areas. For example, in some states, black outs and power rationing are common due to underinvestment, differing state and local regulations, etc.

12. **Climate And Environmental Problems:** The majority of India lies in the tropical climate zone, which may have a negative impact on its agricultural and overall economic development. Tropical areas generally average enough rainfall, but the timing is often irregular and unpredictable.

13. **Disputes:** India's growth is impeded by disputes with its neighboring China and Pakistan (over historical border and ideological issues) and disputes with Bangladesh (over water availability).

5. SNAPSHOT OF INDIA'S GROWTH RATE
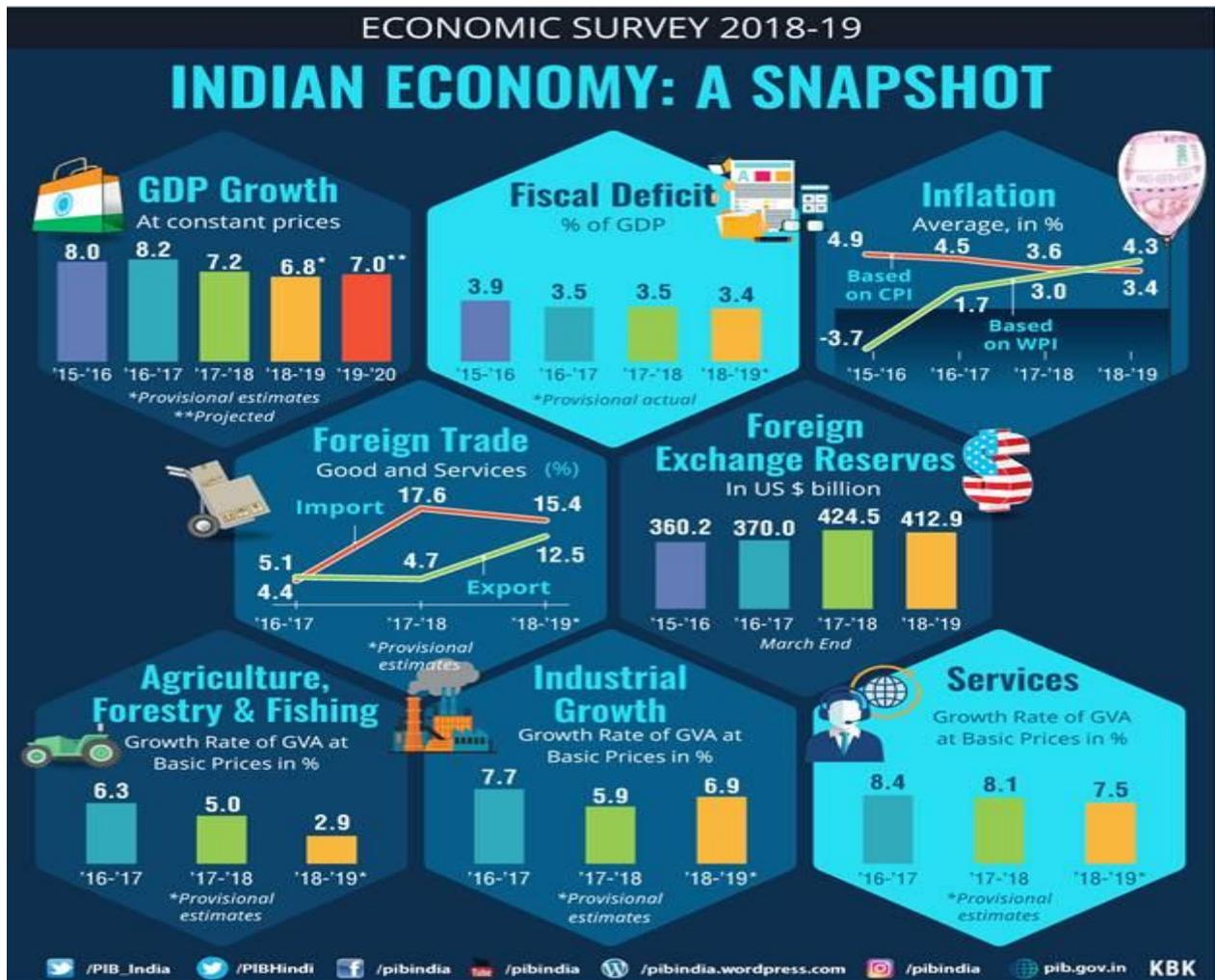
6. SUGGESTIONS

India must get its own house in order. One-fifth of humanity is a market and a productive base in and of itself. But for the country to take advantage of its size, it must sign a free trade deal with itself. India's states and union territories often have sharply different regulations and incompatible tax systems. As a result, trading across state boundaries is a nightmare and India really needs to focus on creating a trade association among these regions.As a single tax, the GST is the first step in the right direction as it will allow new manufacturing units set up under the "Make in India" programme to have access to multiple markets."Digital India" knits markets together, allowing for vast e-commerce and business-to-business opportunities, and "Start-up India" gives new entrepreneurs access to the finance and incubation required for them to take advantage of these opportunities.

7. CONCLUSION

International relations cannot be made analogous to a competitive examination. The question is not who comes first or second or third, whether judged in terms of Gross National Product, number of billionaires in the Forbes or Fortune lists, number of Olympic gold medals won, size of largest aircraft carrier operated, or power of most deadly nuclear weapon owned," he writes.

"We should judge ourselves not against the achievements, real or imagined, of other countries, but in the light of our own norms and ideals... We are a unique nation, unique for refusing to reduce Indian-ness to a single

language, religion, or ideology, unique in affirming and celebrating the staggering diversity found within our borders (and beyond them)."

In fact, as Mr Guha's teacher, the late historian Dharma Kumar, once said, Indians should applaud the lack of homogeneity.

Unless we wake up and take collective responsibility for the burdens facing our country, India's attempt to become a superpower will be met with no success.

Political parties need to unite instead of bickering so that the best solutions can be found. Businessmen have to develop a social conscience and not just focus solely on commercial interests.

India must think big. It must consider the possibility that it will have to leapfrog over the industrialization process itself. It must imagine itself becoming the epicenter of the robotics and AI world, much like Japan become the hub for electronics, Germany for automobiles, and China for manufacturing everything at a tenth of the cost.

To prosper in a world that is suffering from the absence of growth and the disruption of old models, India must strive to become the principal stakeholder of the digital revolution—and ensure that its teeming millions partake in it gainfully, even if informally.

REFERENCES

- https://www.mbauniverse.com/group-discussion/topic/current-affairs/will-india-become-a-superpower-in-coming-decades

- http://quora.com

- http://untoldstory.com

- https:/shodhgangotri.inflibnet.ac.in

THE TECHNOLOGICAL GENERATION

Ms. Hetal Ramesh Jain and Ms. Pooja Malekar
Department (Bachelor of Accounts & Finance), Patkar Varde College

INTRODUCTION
The technological generation is all about the changes that occurs and are adopted with development in technologies.As we talk about the technologies in the past 20-30 years they usually used radio, television and fax machines which are still developing and now they are using computers ,cell phones , internet, and other various technologies .However the technology have great impact over new generation to effectively manage there workforce to develop their skills ,to encourage their creativity level.The new generation is two steps ahead as compare to there parent just due to access of new invention .Each generation has a unique characteristics ,talent and skills not everyone is exactly the same in the new generation but everyone have unique talent which could give them a perfect platform to enhance the creativity level .The whole world is in the hands of new generation .

But if that is indeed how you would think about kids and technology .how would you avoid them using such? Do you could keep them separate fromtechnology?how would you manage ?if you try your best for such separation don't you think such separation would stop there entertainment and fun and more importantly personal growth, building skill , and the chance to land a lucrative job down the road .so here we conclude that we don't even want to stick the child to technology whereas cant keep such away out of it .so here the one should balance the life and technology .therfore"ensuring keep soak up all that is considered good and shielding them from what could easily turn bad with them.so here are search goes with that the childrens technological access have not only the bad effect towards their life but can even turn to the brightest future of INDIA which is eventually considered as "THE FUTURE POWER OF INDIA".

RESEARCH METHDOLOGY
2.1 OBJECTVES
1.To know technological impact on childrens

2. To know technological difference between generation i.e parents and childrens

2.2 SCOPE
1. Critical evaluation of childrens behaviour.

2. Analysing the uses of application

3. Evaluating the skills and talent of different age group.

4. To study the link between technology and student's personality developmemt

5. To compare the acquiring ability of the childrens and their parnets

6. To analyse the perception of parents towards technology .

7. To study the probability of creativity of this generation who would contribut towards the future

2.3 LIMITATIONS
1. Difficulty in communicating with small childrens

2. To analyse and evaluate whether the information is accurate

3. To obtain information of parents .

4. To visit to particular children.

5. To analyse the duplication of data .

6. Ignorance of respondent

7. To make understand those parents who were unable to fill the survey form.

2.4 SAMPLE SIZE
We have collected primary data so that we could survey the behavioral growth of childrens and perception of parents toward technology. So for collection of such data we have to choose the method of sample questionnaire from the western suburban area of mumbai ,where 102 children and parents data regarding the research where asked .Some where personally visited and some where sent messages link to fill the survey form.

3. REVIEW OF LITERATURE

Technology is everywhere, and is fully integrated into the daily lives of the average student, giving that student connection to an immense amount of information (Egbert, 2009) . The use of this technology in the classroom in the proper manner has the benefit of helping to raise academic achievement from the studens as well as from the teachers from all levels of skill (courvile, 2011) . The need for technology integration is there, but many schools have not been meeting this necessary intervention (Bolkan, 2012) . However, until the current status of technology integration and perception of it's usefulness has been changed.

In an article published by herold (2016), researchers describe a general shift in thought by many school leaders. School staff are no longer debating whether social networking should be used, but rather which one to use. Websites such as facebook can be used for a variety of reasons, from school events to class projects. Online learning is on the rise across the country in all levels of education, from primary, to secondary, to post - secondary education.

A recent article in the Hartford Courant described technology in the connecticut public schools. It was noted that in New Haven, many schools have begun teaching keyboarding skills to children as early as six years old, and in Glastonbury, incoming high school students are given ipads to use. (Frahm, 2014) . The university of connecticut hosts an annual conference for a variety of educators who would like to use ipads in the classroos, and each year, it is sold out.

Today's generation of students are growing up in the information age. Access to a variety of technology and the internet is not only accessible, but necessary. To be most effective, students must be taught in a manner in which they learn best. When put into a technology - supported environment that is more conducive to their students ' learning style, teachers can utilize a variety of technologies that have the potential to engage students and support constructivist approaches to learning, for example, google Docs, SMART Boards, clicker based response systems, and other types of interactive technology. The goal of educators is integration of existing technologies for productive learning.

_ "James Francis "

When talking about the benefits of technology for children's, does being a summer tech camp make us biased?

Well, I wouldn't say biased. If anything, it makes us informed.

So, let's clear the air.

Are there cons to exposing kids to technology? Of course. Like all things, there has to be a good and a bad. But remember this _ the bad usually stems from abuse and extremes. Eating pizza is good. Eating a whole pizza is bad. Sleeping. Also good. Sleeping all day? Typically bad

Sure , you can make the argument that such abuse would not even be an option is the thing being abused was never introduced in the first place.

But if that is indeed how you are thinking about kids and technology, I ask you, how do you avoid it? Do you go the other extreme and keep kids from technology altogether? How could you manage?

Even if you were successful in maintaining such separation, doing so would be to strip kids of fun and entertainment, and more importantly, personal growth, skill _ building and the chance to land a lucrative job down the road. So, then, we land in the middle ; BALANCING TECHNOLOGY AND LIFE _ ensuring kids soak up all that is considered good, and shielding them from what could easily turn bad with exces

Let's look at the good .

_ "Ryan

"

4. DATA ANALYSIS AND INTERPRETATION

1. Technology provide creativity and freedom
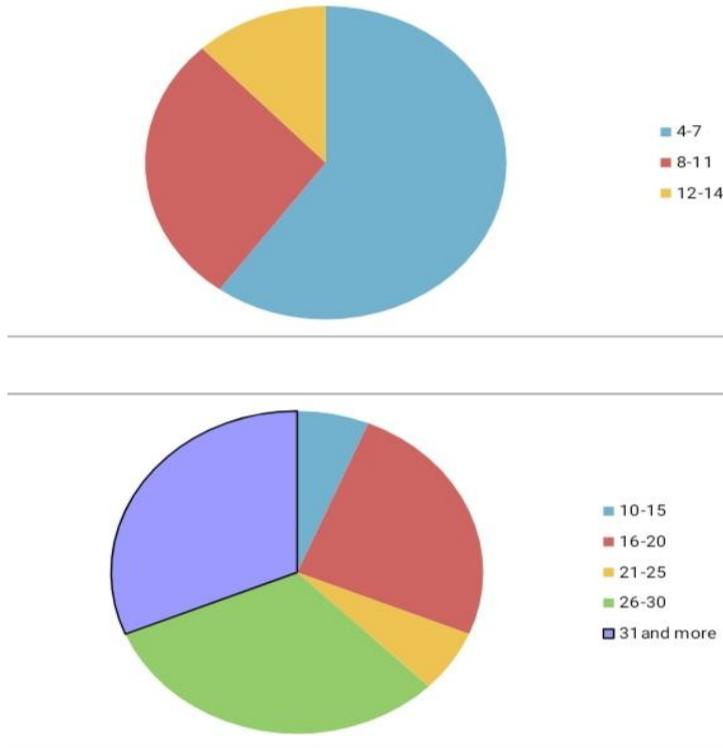
According to the survey it was clearly observed the age in which the chidren in picture 1 and parents in picture 2 started improving their skilks and talent that the childrens group from 4-14 I.e the first picture shows that the students in majority started their skills polishing followed by the one in 8-11 age group and lastly the age.group of 12-14 . And when survyed from parents they mentioned their skills were not much furnished in the early age only fewer started at the early age and majority started at the age of 31 and more

2. Technology allows for independence and empowerment
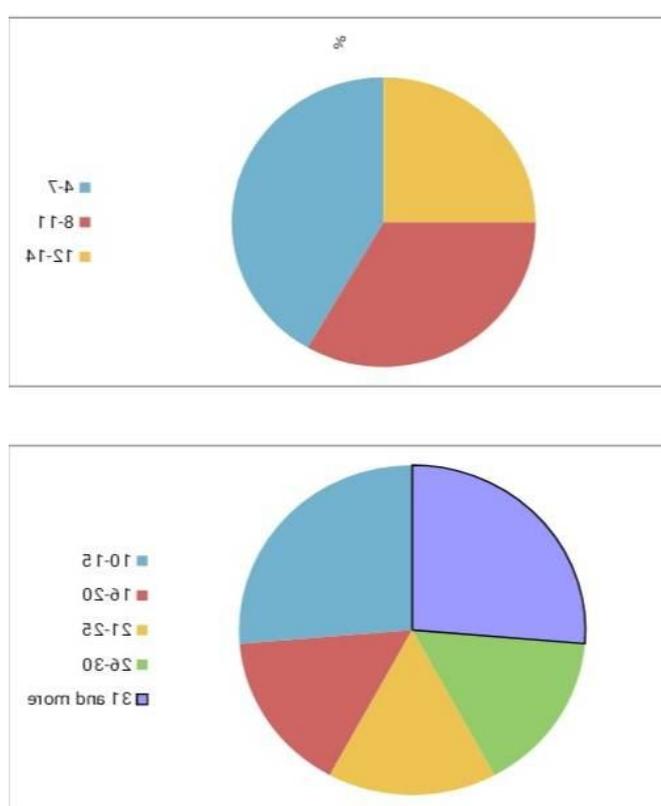
These questioned was well answered when the empowerment was compared to study.the picture 1 is the data collected from childrens and the other from their parents . The student from the age group 4-14 started their ease in studying at the initial age from various study app followed by 8-11 and 12-14 as said such technology was not such invented before .and the criteria among parent age is quiet unsatisfied seem they didnt found their scope of learning at their age and hence when compared to question 1 it state these might be the reason they started polishing their skills to late .

3. Technology improves problem solving and perseverance
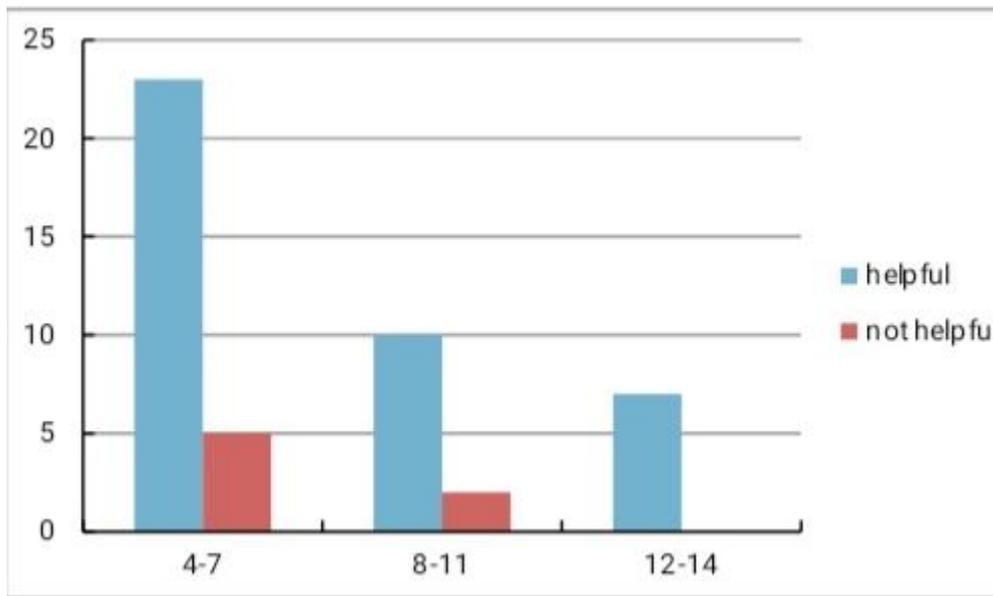
According to the information collected the age group of 4-7 82% of the parents said that they found a huge difference among their child and is helpful in their overall.personality whereas 18% think these is quiet not helpful .when observed to age 8-11 the 78%thinks its helpful whereas 22 % thinks its not helpful and the last 12- 14 age group the not heloful section is nil as many thinks that they are of big importance .

4. Technology enhance learning

What items actually includes in learning?year ago it was only books library ,schools than the learning was boosted with the help of new introduction of mobile and computers .students rather than study the one merely written in the book and printed normal pictures are now able to visualise the same knowledge and even in deep sense on all the required informations They enhance the learning ability and raise interest in futher studies apart from the only bookish knowledge .

5. Willthese generation be the future power of india ????

Yes !!! The one i.e theElder generation when started their contribution toward.the growth of economy at the late age 25-30 after polishing of their skills they resulted in thebetter current status of india which is reformed to under develop to developing where the growth rate is 6.6%,fifth among the whole world in GDP. where now compared to these generation they started using technological application At age of 4 itself which would produce the high skilled contributors towards economy And will again reform the india from developing to developed country

5. CONCLUSION

As by this research we conclude that the technological generation gap is vital one. It shows differences between two generations It shows differences in there learning ability, capicity, aptitude , skills, talents, etc

As we studied that today's generation have something unique, today's generations analyse there unique qualities with the help of technology. The technology helps our generations to develop new skill. So the children's with developed skills will become the future power of India.

6. SUGGESTIONS

As we know that today's generation is growing up with the technology. So technology plays very crucial role in our life. The technology would not help your child if you sets a limits or any other over restrictions over your child .

Parents should discuss with there kids about the benefits of the technology. They should also provide them proper guidelines regarding how to use it with proper care .

We should teach our childrens that the technology is not a toy to play it is a one kind of responsibility so children's should handle it with protection care.

If children's find any difficulties while using it parents should help them.

There should be a technology in government school. There should be a digital boards. The digital boards are the interactive boards & also known as smart boards so it will help children's to understand the things in better & in a positive way .

7. REFERENCES

1. https://dune.une.edu/theses

2. https://www.idtech.com/blog/benefitsoftechnologyforchildren

3. google

4. quesstionaire

HUMAN CAPITAL DEVELOPMENT IN INDIA: INVESTMENT IN HRD VIA EDUCATION AND HEALTH (*INDIA- A FUTURE SUPERPOWER*)

Ms. Jahnavi Harkawat
Department (Bachelor of Managemnt Studies), Patkar Varde College, S. V. Road, Goregaon West

ABSTRACT
The Indian demographic dividend seems to be a perpetual paradox. On one side, it gives an advantage to India over several major economies of the world and on the other side, it is a puzzle we are grappling with. With the population touching 1.3 billion, half of which is around 25 years of age, India is set to be among one of the top countries for human capital in the next two decades. While the country has been making rapid progress economically, human capital additions may remain marginal and may not keep up with the pace of economic growth unless accompanied by planned development of manpower. While some economists believe that India's younger population will be an advantage over China's aging one, much will depend on future investments in education and health and thus human capital.

Education, employment and employability in our country run akin to parallel lines which need to converge at a point of inflection to yield the desired results. While several government departments are working towards fulfilling their objectives, a nodal ministry is needed which can aim at positively impacting the troika of education, employment and employability by leveraging their strengths. From a concerted effort to address the issue of school dropouts to strengthening the apprenticeship and skill development programs, it's imperative to focus on the softer aspects of personality-building with a view to making our youth scalable and productively employable.

India ranked 102nd out of 117 countries on the Global Hunger Index in 2019. This is particularly ironic considering the heavy dependence on the young demographic for economic growth. Expenditure on health and food security improves the health status of individuals, improving their productivity and therefore employment, further resulting in economic growth.

The purpose of the methodology conducted in this paper is to highlight the importance of human capital to economic growth and development, considering education and health as the two components. On the basis of preliminary literature survey, India must nurture its human capital by investing in food and health security and focus on skill-based education to fully utilise its abundantly available human capital.

Keywords: India- A future superpower, Human Capital Development, Health and Education, Demographic Dividend, Economics of Human Capital

INTRODUCTION
In a world of rapid economic transition, where global economic growth is increasingly dependent on technology, growth of human capital is crucial for stimulating local and national economies. Human capital as a measure of education and health level is a powerful factor in influencing aggregate economic outcomes; however, despite several initiatives taken, human capital growth in India has been disappointing.

In an international ranking of human capital compiled by the World Bank, India ranks 115 in a list of 157 countries and scores lower than the average score of South Asian Countries. In terms of both educational quality and functional health, Indian children are expected to be only 44% as productive as they could be if they enjoyed complete education and full health. Probability of survival to age 5 is 96 out of 100. Further, 38 out of 100 children are stunted and therefore at a risk of cognitive and physical limitations that can last lifetime. The index also shows total expected years of schooling at 10 years while almost 76 countries in the list exceeded 12 years of schooling. The current statistics on the status of human capital -the key to achieving the Sustainable Development Goals (SDGs) are far from satisfactory.

The effects of poor health and poor education on a work force and therefore overall economic growth is significant. World Bank estimates shows 1% loss in adult height due to childhood stunting is associated with 1.4% loss in economic productivity. Several studies found significant positive effects of human capital on income levels (Mankiw, Romer, and Weil, 1992, Benhabib and Spiegel,1994). However, economic growth may not necessarily lead to growth in human capital. Comparative analysis of per capita income growth in last 5 years with the relative performance of states in terms of education and health outcome shown below illustrates the gap in converting the state's growth to education and health outcome. Point in case is Madhya Pradesh. The state with an annual growth of 14% per capita GDP in the last 5 years is also amongst the lowest in terms of

sustainable goals. On the other hand, Karnataka, Gujarat and Telangana are examples of high growth leading to high relative performance of sustainability goals. Moreover, it is also noteworthy that Madhya Pradesh, despite high growth in per capita GDP is also low in terms of level of per capita income. Whereas, Karnataka, Gujarat and Telangana along with high growth states are also high in terms of per capita income level.

Thus, one can see a stronger association with the level of economic development and relative performance of states in terms of education and health outcomes. With a given level of economic development, a higher initial stock of human capital signifies higher ratio of human to physical capital. This higher ratio tends to generate higher economic growth. However, economic growth unless associated with similar levels of growth in human capital will fail to achieve the desired and sustainable level of economic development.

This paper will delve into the two most important measures of human capital, **Education** and **Health**.
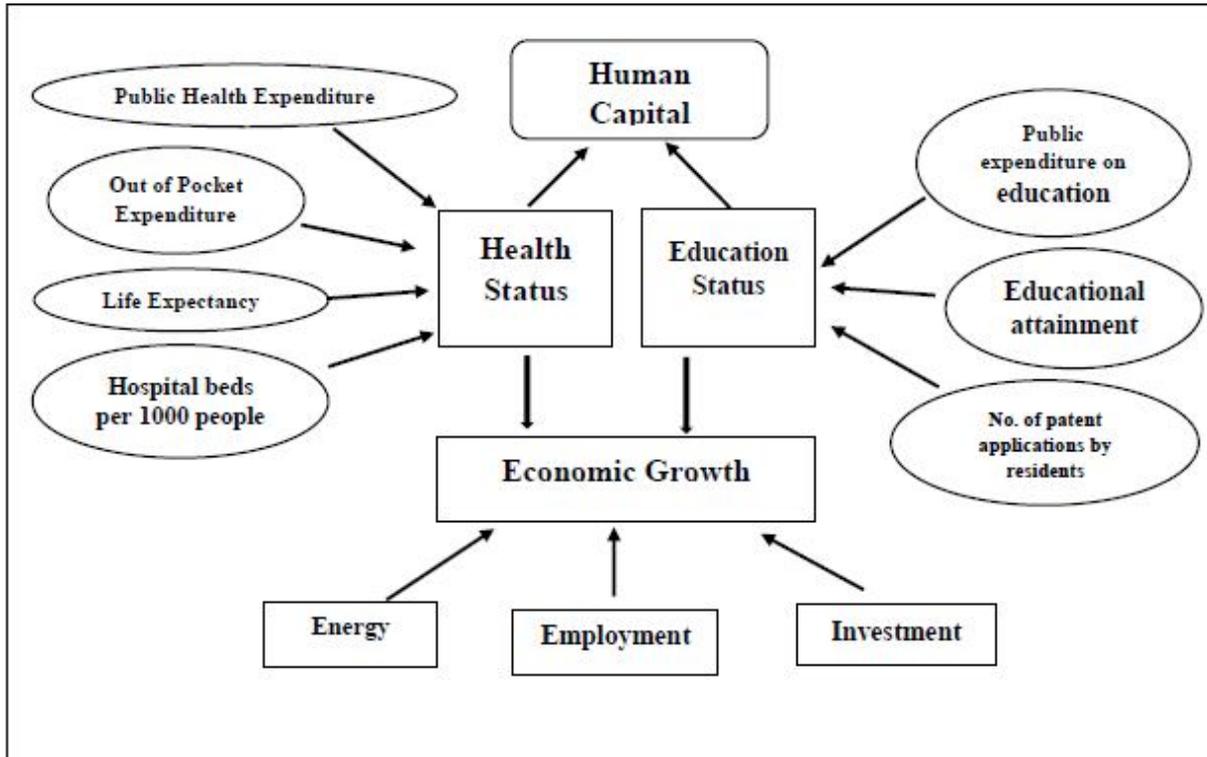
Diagram: Schematic Representation of factors affecting economic growth
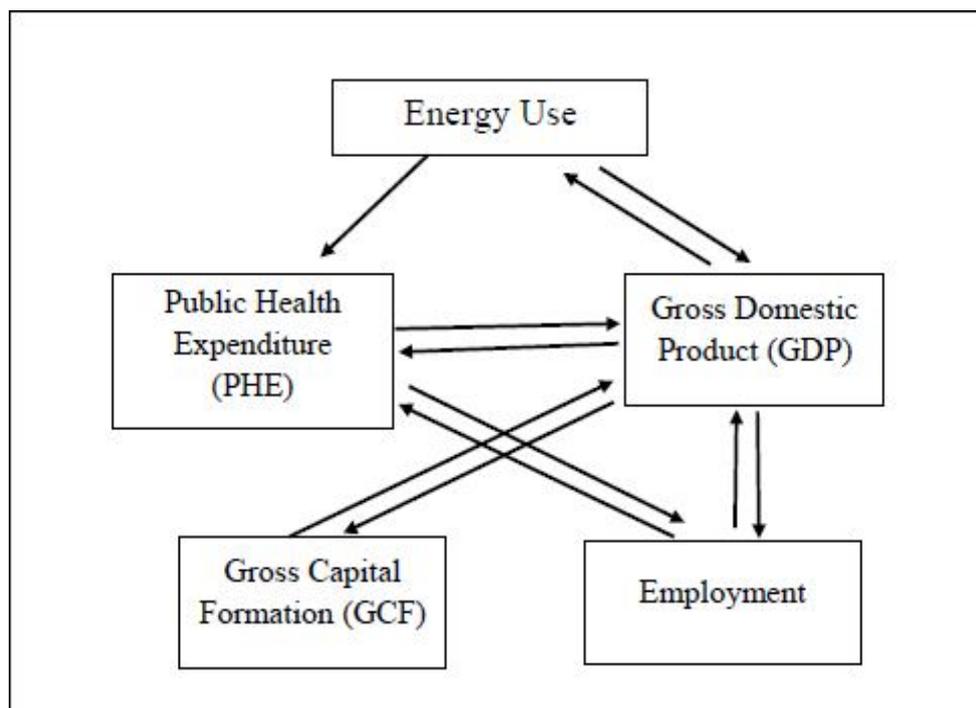
Diagram: Interlinkages between Public health expenditure, GCF, employment, energy use and GDP

EDUCATION

The troika of education, employability and employment is yet to manifest a cumulative result to demonstrate the widely believed idiom that India is at a fair advantage by its demographic dividend in relation to the economies which are ageing faster US, Germany, Japan, France, and even China.

Let's delve deeper on the interdependencies of the relationship between education, employment and employability:

Post-independence, India embarked upon the journey of educating its young population with the objective of making the nation self-reliant. In an eagerness to enable students to do well in the examination, the teachers restricted their pedagogy to mere textbooks, leaving little room for the students to look beyond the obvious – the classroom, textbooks, class note thereby subtly embedding the culture of memorization and cramming to score well. The competitive examinations medical, civil services too depend a great deal on verbatim reproduction of the classroom teachings.

Despite undergoing many subsequent changes, the superstructure on which our educational framework is based continues to be academic learning which goes against the principle of aiding students imbibe the nuances of putting-to-practical-use the application of what is taught in the classroom. Out of the six million graduates passing out every year, 93% of the MBA graduates, 80% of the Engineering graduates, 97% of the accounting graduates and 89% of the hotel management graduates in India are unemployable. This alarming statistic casts a poor aspersion on our overall educational system which is driven by the sole aim of become a graduate instead of focusing on the qualities which sustain employment till the age of superannuation.

The National Association of College and Employers (NACE) has listed down the following 20 skills (in order) 3 needed to become employable:

Sl. No	Skills
1	Analytical skills
2	Communication skills
3	Computer skills
4	Creativity
5	Detail-oriented
6	Risk-taker
7	Flexibility
8	Friendly
9	Integrity
10	Interpersonal skills
11	Leadership skills
12	Motivation
13	Organizational and time management skills
14	Real-life experiences
15	Self-confidence
16	Strong work-ethic
17	Tact
18	Team-work skills
19	Technical skills
20	Well-mannered & Polite

These skills mentioned above need to be inculcated at the level of school to ensure it becomes a way of life, embedded in one's personality and grooming. Except public schools, it's seldom the objective of educational institutions. When these students acquire degrees, and try to enter skill-based jobs, the biggest impediment they face is absence of some of these skills.

Our latest unemployment % of fewer than 5 doesn't reflect in the actual functioning of the ecosystem fuelling education and employment. A cohesive approach of relevant curriculum, trained, skilled manpower, robust apprentice training mechanism, strong career-oriented placement cell in the form of employment exchange is the answer.

Let's evaluate them briefly:

School Education and Vision Beyond RTE

Indian political system sometimes takes policy decisions wherein the spirit of the legislation is ideal but execution leaves much to be desired. This gives an impression of the country being in a state of perpetual paradox. Once such decision pertains to the 'Right to education' which has failed to meet its desired objective. In its effort to include 25% of needy students in private schools, it has excluded a vast majority from the ambit of education by prohibiting unrecognized schools. The purpose of education is not to differentiate but provide a common opportunity without any discrimination. In India, education has become a privilege as the government, which ideally should provide free, quality education to all, has failed in its constitutional duty to the benefit of private enterprise. Besides, basic written and spoken communication is not considered important enough while that forms the basis of interpersonal skills which is at the core of people and organizational dynamics. Need of the hour is to strengthen access of under-privileged to education; stem the ever-rising rot of school drop-outs.

The latest available DISE data suggests that the average dropout rate at primary school level was 4.34 % in 2013-14 as compared to 4.67% in 2012– 13. The percentage for upper primary level went up from 3.13% in 2012-13 to 3.77% in 2013-14. At the secondary level the average dropout rate in 2012- 2013 was 14.54% which went up to 17.86% in 2013-2014. The intangible loss of human intellect and capability is an opportunity cost which has added to manpower in the unorganized sector to the detriment of adversely impacting the growth of employment in the organized sector.

Since skill-based employment needs a robust base of workforce, ready-to-deliver, on-the-job apprenticeship becomes imperative to aid enhanced productivity of business processes and human resources. This easy-to-implement initiative needs consistent push from all state governments. Sadly, few state governments have shown thought leadership in implementing the apprenticeship act based on their core competencies. For example, Goa and Kerala can prepare a blueprint for training its skilled manpower in tourism and fishery related apprenticeship.

Easy Access to Education Loan in Skilled Education Sector

Presently, bank loans are available for those professional courses like MBA and BE which guarantee post qualification repayment. This excludes a large section of needy students from skill-based courses who are deprived of any financial support. Financing of loans to complete their skill education will boost chances of employment, hence, enhancing employability.

Multiple Ministries in Union Government Defeat Purpose of Cohesion

Had there been a nodal ministry of education, skill development and employment, it would have cut red tape and framed a more cohesive policy to address the inter-linkages of education, employability and employment as vital inputs to one another. A simple solution is to link these departments within an umbrella ministry responsible to drive the entire people chain of education to employment and training, thus, helping the workforce to remain relevant. A missing link in the existing set-up is the lack of a co-ordinated placement organization. The existing network of employment exchanges need to be reinvigorated in tune with contemporary times to provide a strong support system to place the qualified skilled workforce in suitable employment, working in close tandem with the industry and private sector. It is time we evaluate the consolidation of labour, skill development and education into a single entity HRD Ministry with a clear objective to help seamlessly manage the end-to-end imperatives from education to employment.

Technological and Career Support

Educational institutions, potential employees and employers need to be brought under a common platform to broaden the exposure and visibility of students. Revamping employment exchanges might be a solution given their current reach and registration base. In the last few years, employment exchanges in India have managed to help just 0.57% of the overall students registered with them which is abysmal and perhaps needs no effort to reach this figure. In today's continuously evolving business context, reskilling and keeping oneself updated is necessary to remain gainfully employed and meaningfully engaged.

Education, in isolation, however, will not be able to create socio-economic impact unless it becomes a vital catalyst in generating employment by producing employable human resources. Optimum health is also an important catalyst in making available human resources as productive human capital.

Health

The relationship between health and economic growth is dynamic, complex, and under-appreciated. As one of the components of human capital (along with education), health may be viewed as an integral input to productivity, like other conventional inputs such as labour and physical capital (Weil 2007).

Health affects growth by augmenting worker productivity, by increasing average life expectancy and subsequent human capital accumulation, and by reducing the burden of disease. In the Indian context, the main source of increases in worker productivity has come from improving nutrition. While the link between longevity and economic growth is muted because of the mediating impact of population growth, reducing the incidence of diseases such as tuberculosis in India would undoubtedly liberate significant resources currently spent on treatment.

First, improvements in health drive increase in worker productivity. Hence for example, reductions in general levels of anaemia across countries improve overall worker output levels, and where the adult survival rate is used as a proxy for general health, increases in this measure contribute to rising economic growth. Moving beyond measures of disease and survival, the main source of improvements in worker productivity has come from increasing nutrition. For instance, overall caloric intake was found to have a highly significant beneficial impact on worker productivity.

The second channel by which health affects economic growth is by increasing longevity and subsequent human capital accumulation. The insight underlying this pathway is that reductions in mortality can potentially increase returns to human capital investments which, in turn, boosts schooling. Moreover, people have the incentive to save more for retirement as mortality declines, thus spurring investment and augmenting physical capital per worker. Using cross-country data that spans developed countries like the United Kingdom, United States and European countries, and developing countries in Sub-Saharan Africa and Latin America, it can be demonstrated that variations in the adult survival rate for men are an important medium to explain cross-country differences in gross domestic product (GDP).

The third channel by which health is hypothesized to affect economic growth is by reducing the burden of disease. The intuition here is that sick individuals are not able to function at their peak physical or mental capacities thus limiting the extent to which they can contribute effectively. Although evidence for this pathway is somewhat less compelling, using data from Africa Weil (2010) finds that diseases such as HIV, malaria, diarrheal and childhood diseases, and tuberculosis have had an impact on growth by affecting productivity and levels of educational attainment.

Characteristics of the disease burden in India are also influenced by the lack of adequate sanitation and waste disposal facilities. Lack of sanitary facilities has been tied to the high rate of stunting among children in India, and an evaluation of India's Total Sanitation Campaign shows that by reducing the prevalence of illnesses such as diarrhoea and other gastro-intestinal diseases, this initiative increased cognitive scores among children.

Thus, it is illustrated that health's impact on economic growth across the world and in India is clearly defined in terms of characterizing and augmenting individual productivity. Hence strategies for enhancing growth should recognize that health is an integral component, and health improvements are critical inputs in the overall set of tools used to increment per capita income in the long run.

These studies shed light on the economic consequences in adult and child populations of inadequate nourishment, and underscore the fact that both the quality and quantity of consumption are features that policy makers need to be cognizant of while thinking about influencing broad measures like adult labour supply (which decides wages) and cognitive development at very young ages. Moreover, the overall environment in which workers operate is a complementary aspect that also needs to be taken into consideration. That is, even well-nourished workers will not be able to function effectively in circumstances that severely limit their capacity to operate due to excess heat or ambient pollution.

Macroeconomic research from cross-country studies suggests that health can impact growth by increasing physical capital. The intuition is that an increase in labour provided by a healthy productive workforce augments the marginal product of capital, thus spurring further investments in capital inputs. Hence labour and capital are complementary in the growth process, and initiatives that increase the health of the labour force would reap additional returns through their supplementary effects on physical capital.

CONCLUSION
In India, economic growth and the resultant positive impact have been seen in select industries limited only to a few cities and clusters around them. Lack of growth beyond these cities has resulted in painful migration coupled with lopsided urbanization putting pressure on existing and in many cases non-existent urban infrastructure. The wheel of development depends upon the seamless functioning of several cogs infrastructure (roads, ports), power, minimal governmental interference, readily available and productive skilled manpower, health and education.

India has, what we call an abundant amount of human resources. It has a population growth rate (PGR) of 1.1. However, India will move towards being a superpower only if this abundant human resource is converted to productive and profitable human capital.

India faces inadequate, inefficient and inequitable health and education system. Industry bodies FICCI, NASSCOM have been vocal in raising their voice and concern on the lack of employable human resources, the government till now has been primarily focusing on skill development instead of the equally important employability.

The analyses of literature reveal that for India both health and education components contribute significantly to its per capita national income. As a result, India must continue spending on health and education as these are social good and they will eventually contribute to economic growth. More productive policies and strategies must be adopted under a new development framework resulting in inclusive growth.

Industry – specific skill development reflecting current demands in the economy and preparing the future generation for changing labour market must be done. An efficient public-sector delivery system in both health and education sector must be set up. Accessibility indicator of human capital should be addressed seriously by making provisions and policies not only in case of health aspect but also in terms of education. The demographic dividend, would then, reap rich benefits for the present generation and lead India towards its goal to become a global superpower.

REFERENCES

- 6 EC report published by the Ministry of Statistics and Program Implementation

- Almond, Douglas and Janet Currie. 2010. "Human Capital Development before Age Five," Handbook of Labor Economics. Edited by David Card and Orley Ashenfelter. 4(B): 1315-1486.

- Ashraf, Quamrul, Lester, Ashley and David Weil. 2008. "When Does Improving Health Raise GDP?" NBER Macroeconomics Annual 2008, University of Chicago Press.

- Ashraf, Quamrul, Weil, David and Joshua Wilde. 2013. "The Effect of Fertility Reduction on Economic Growth," Population and Development Review 39(1): 97-130.

- DISE(District Information System for Education) report (2014-2015) India, Table 3.19, page 61

- Education, Employability, Employment, and Entrepreneurship: Meeting the Challenge of the 4Es by Manish Sabharwal, Chairman & Co-founder, Teamlease

- Future population and human capital in heterogeneous India Samir KCa,b,1, Marcus Wurzerb, Markus Speringerb, and Wolfgang Lutzb,1

- Health policy and economic growth in India: Lessons from International Growth Centre projects

- Human capital is the key: If government can address India's shortfalls in this area, economic growth will follow- Ali Mehdi- TOI Edit Page

- Joint study on the Future of Jobs and its implications on Indian higher education by EY & FICCI

- Ministry of Labour and Employment report on unemployment (2016)

- Ministry for Skill Development and Entrepreneurship, Government of India in a press release dated 27 Jan 2017

- Madhu Sehrawat & Sanjay Kumar Singh (2019): Human capital and income inequality in India: is there a non-linear and asymmetric relationship? Applied Economics, DOI: 10.1080/00036846.2019.1591605

- NACE report (2007) on skills

- Next two decades belong to India, if we can tap its abundant human capital by getting education right- Sachin Jain in TOI Edit Page

- T. V. Rao & Sumeet Varghese (2009): Trends and challenges of developing human capital in India, Human Resource Development International, 12:1, 15-34

INDIA THE FUTURE SUPER POWER AND RAJAYOGA

Dr. Bhujanga Manku Rai

Chief Co-ordinator, Sir Sitaram & Lady Shantabai Patkar College of Arts and Science & V.P. Varde College of Commerce & Economics, Goregaon (W), Mumbai

ABSTRACT

Prime Minister Shri Narendra Modi while addressing the Nation on the 73rd Independence Day Celebrations at Red Fort, Delhi on August 15, 2019 revealed the government's future plans to make India a super power in the world in the coming years. The BJP led NDA government returned to power for a second term with a massive majority in the Lok Sabha elections held in April/May this year. In his usual style, Mr. Narendra Modi spoke with authority and a clear vision on contentious issues ranging from Article 370 to Triple Talaq.

Besides, the National Intelligence Council (NIC) in its report (Global Trends 2030: Alternative Worlds') of 2016 had predicted that by the year 2030, India could be the rising economic super powerhouse of the world and that it would continue to consolidate its position vis-à-vis China and Pakistan. In 2030, India could be the rising economic powerhouse that China is seen to be today. India's rate of economic growth would gradually overtake China. Further, the Chinese working-age population would decline from 994 million to about 961 million in 2030. In contrast, India's working-age population would continue to grow until about 2050. India would also consolidate its power advantage vis-a-vis Pakistan.

Frauds & corruption: The Indian government and the political class ruling the states wish to make India a class-one country by way of economy and infrastructure. The industry leaders also through various summits and conferences are enthusiastic about emerging as a super power. However, the quantum of corruption is increasing on a large scale resulting in white-collar crimes.

The purpose of this study is in order to realize the dream of India as a super power; we have to nip the bud of corruption immediately. Therefore, there is a cross fire of greed and desire for growth. For this we need to change our outlook as citizens and leaders of industry where we observe that the preaching of trusteeship by Mahatma Gandhi has great relevance. It's practical implementation however seems to be difficult. But this obstacle can be overcome by adopting the practice of "Rajayoga". Rajayoga teaches us to inculcate the philosophy of treating every human being as a SOUL who has taken a body form to perform certain pre-determined duties in this corporeal world. When one realizes that he or she is purely a soul in this body, then our approach towards each other can change to that of brotherhood and one can easily adopt the concept of trusteeship in managing ourselves and as well leaders in industry and the society. Therefore, today, there is a growing need to integrate Rajayoga with statesmanship and management in order to realize the dream of Mahatma Gandhi of making India a Super-economy based on the concept of "Ram Rajya".

Keywords: Super-power, Trusteeship, Ram-Rajya, Raja-Yoga

I. INTRODUCTION

India is being projected as the future Superpower both by the Indian government and as well as the international think-tank NIC. However, the impeding factors which have been limiting this vision are the frauds, scams and nepotism. **In India, the Frauds/scams post independence** is clearly depicted in the following schedule which sends a clear message that frauds/scandals are on the increase. A brief tabulate of major frauds and scams since independence till date are given below:

Table: 01. Scams/Frauds in India

Scams/Frauds	Year	(Rupees-₹)
Jeep Purchase scam	1948	80 lakhs
BHU Funds scam	1956	50 lakhs
Mundhra scandal	1957	1.25 crores
Teja Loans scam	1960	22 crores
Kuo Oil Deal Scam (Indian Oil Corporation)	1976	2.2 crores
HDW Commissions scam	1987	20 crores
Bofors kickbacks scandal	1987	65 crores
St Kitts Forgery scam	1989	9.45 crores
Airbus scam	1990	2.5 crores (Per Week)

Securities scam (Harshad Mehta)	1992	5000 crores
Indian Bank scandal	1992	1300 crores
Sugar Import scam	1994	650 crores
JMM Bribes scam	1995	1.2 crores
Telecom scam	1996	1.6 crores
Fodder scam	1996	950 crores
Urea Deal scam	1996	133 crores
C. R. Bhansali scam	1997	1000 crores
Vanishing-Companies scandal	1998	330.78 crores
Plantation Companies scam	1999	2563 crores
Ketan Parekh scam	2001	137 Crores
Stock Market scam	2001	1,15,000 crores
Home Trade scam	2002	600 crores
Stamp Paper scam (Telgi)	2003	30,000 crores
IPO and Demat scam	2005	146 crores
Bihar's Relief for Floods scam	2005	17 crores
Scorpene-make-Submarine scam	2005	18,978 crores
Punjab City Center Project scam,	2006	1,500 crores
Taj Corridor scam	2006	175 crores
Kingfisher credit card fraud	2006	17 crores
'Hasan Ali Khan' tax default (Pune billionaire)	2008	50,000 crores
The Satyam Computers scam	2008	10,000 crores
Army Ration Pilferage scam	2008	5,000 crores
2G Spectrum scam	2008	1,76,000 crores
State Bank of Saurastra scam	2008	95 crores
The Jharkhand's Medical-Equipment scam	2009	130 crores
Exports of Rice scam	2009	2,500 crores
Orissa Mine scam	2009	7,000 crores
Madhu Koda Mining scam	2009	4,000 crores
Common-Wealth Games Scam (CWG)	2010	40,000 crores
Coal block allocation scam	2012	186000 crores
Vyapam scam (M.P. recruitment in STF)	2013	Details not available
Sharada scam (involving the government of W.B.)	2013	30000crores
NSEL scam	2014	5600crores
Delhi Jal Board Tanker	2015	400 crores
Winsome Diamonds & Jewellery	2017	1530 crores
PNB –Nirav Modi scam	2018	11600 crores
DHFL	2019	31000 crores

(Source: Fraud Survey -Ernst & Young)

Unethical and corrupt practices has become the norm of the day in spite of development efforts by state agencies. This is evident from growing cases such as the unceremonious removal of ICICI Bank's chairperson, the Nirav Modi case and recently the diversion of funds by Air Deccan and the PMC Bank fiancé to HDIL.

II. HISTORICAL BACKGROUND
India has been the birthplace of ethics, religion and philosophy. The ancient Indian philosophy is known for the administrative thesis contained in the scriptures and Vedas. State administration has been mentioned in the *Bhagwat Gita* and as well as in *Chanakya Nith*i. One of postulates is the use of the concept of Yoga in state and corporate administration. The word 'Yoga' means connection or communion. The love-link between the soul and the Supreme Soul is Yoga in the real sense of the word.

III. OBJECTIVES

The study is to understand the concept, nature and importance of Raja Yoga in making the national leaders and management more receptive and people oriented and managing business as a trustee where the objective is not personal but for the benefit of mankind. Thus, with this deep understanding the menace of corruption, nepotism and unethical practices can be gradually eradicated in business and social administration leading to a cleaner and peaceful coexistence of man with man and nature and realizing the dream of India as the future ***SUPER-POWER.***

IV. HYPOTHESIS

The present study attempts to validate that *Raja Yoga* practice will enable managers including the political class to work as trustees and fulfill the dream of the father of the nation to bring in the era of corrupt-free and powerful nation to lead the world, similar to *Ram-Rajya* (H_o). The alternative hypothesis is that the practice of Raja Yoga is only a myth (H_1).

V. RESEARCH METHODOLOGY

This research is exploratory in nature and is based on secondary data sourced from various research publications, news articles and the web.

VI. LITERATURE REVIEW

1) **Ramachandra Guha (2012) Will India Become a Superpower?** –Over seventy years ago, India was struggling for its very survival with communists forces on one side and the Hindu extremists on the other side. Eight million refugees had to be resettled with land, homes, employment & citizenship. All this has been a herculean task (obstacles) for India to realize it's dream of becoming a Superpower.

2) **D. Rajeev Sibal (2012) The Untold Story of India's Economy** - As India intends to become a Superpower, the state needs to first prepare its economic institutions by re-orienting them from managing the economy to regulating the economy. Without an enhancement of regulatory capacity, increased liberalization will simply perpetuate corruption and further inequality. Therefore, by improving regulatory capacity, India can better focus on the socio-economic aspects of governance that will be so important for India's future.

3) **Iskander Rehman (2012) The Military Dimensions of India's Rise** -Power is a deceptive concept. Economic power depends on the military capabilities of a nation and therefore, for a nation to become a the first, and most immediately identifiable form of power is a nation's military strength.

4) **Andrew Sanchez (2012) Corruption in India**- India growth and progression has been limited because of corruption. The democratic ideals with which the Indian state was formed in 1947 have been often subverted by the self-interest of public servants. The two primary effects of corruption are that it allows the wealthier citizens to access resources and preferential state treatment to which they are not entitled and secondly corruption constitutes a drain on the coffers of the Indian citizens in the form of demands for bribes by state functionaries, without which their services cannot necessarily be procured.

VII. RAJA YOGA in handling CORRUPTION to achieve the goal of SUPERPOWER:

Yoga, as it is practiced today, wrongly lays stress on *Pranayama* and certain physical postures. Therefore, people who are infirm, old or ailing, find it difficult to practice. Raj yoga as is believed to be taught by God himself is easy; it lays stress on the spiritual practices. It is a matter of relationships between father and son, i.e. between the Supreme soul and us children souls. All are only a point of light. The only difference is that the Supreme soul does not come in the cycle of life and death but we soul come into this cycle of life and deathThe Brahmakumaris' University at Mount Abu, Rajasthan has been playing a pivotal role in spreading the concept and teachings of Raja Yoga to individuals especially the political leaders and the business class.

Ernst & Young conducted survey to find for the last one decade and observed that today nearly 68% corporate are conducting due diligence on ethics and integrity This strengthens the concept that personal ethics and integrity is the foundation for success of any business, industry or nation. Further, as per research conducted by Ramesh and others in 2013 concluded that happiness is associated with multiple benefits, including better health. Rajyoga meditation helps in significantly increasing self-satisfaction and happiness in life by enhancing positive thinking. Irrespective of age and years of short-term or long-term meditation practice, enhanced positive thinking increases self-satisfaction and happiness in life. Hence, when a person is satisfied and happy, the possibility of a corrupt mind recedes.

VIII. CONCLUSION & RECOMMENDATION:

Today, statesmanship and management studies should include the philosophy of Raja Yoga. In the Bhagawat Gita, which is considered by many as the Supreme Scripture, the term 'Yoga' has been used to denote union of one's soul with God or the Supreme Father or the intellectual linkage of a seeker with the Creator. It guides one's mental attitude, one's social behavior, one's moral outlook, and cleanliness of one's thought-process so to attain the state of equanimity and bliss which comes to one who forges a mental link or love-full connection with God. Such a realization and understanding is of prime importance in overcoming social unrest, terrorism and corruption which will definitely accelerate the progression of India as a Superpower.

BIBLIOGRAPHY

1) C. Gopinath (2003), Trusteeship as a moral foundation to business, Bombay Sarvodaya Mandal & Gandhi Research Foundation, ISBN-*13: 978-1-259-14980*-1

2) Govind Sankaranarayanan (2011), Trusteeship – The New Management Mantra, Tata Review, ISBN-10: 0670091758*;* ISBN-13: 978-0670091751

3) Swami Vivekanand (2013), Raja Yoga, Ram Dass Publications, ISBN-10: 9780517543054; ISBN-13: 978-0517543054

4) BK Jagdish Chander Hasija (1974) – Rajyoga, BK University, Mt. Abu, Rajasthan.

5) M.G. Ramesh et.al.(2013)-Efficacy of Rajayoga Meditation on Positive Thinking: An Index for Self-Satisfaction and Happiness in Life. Journal of Clinical and Diagnostics Research (ISSN-0973-709X)

6) IDEAS Report (March 2012 edition)

INDIA'S SCIENTIFIC ADVANCEMENT AIDED BY INDIAN SPACE RESEARCH ORGANIZATION (ISRO)

Ms. Ruchi Mali

Lecturer B.Com (A&F), Patkar-Varde College, Mumbai

ABSTRACT

This Research is based on studying Indian Space Research Organizations work contributing the advancement of India by making it the 6th largest space agency in the world. Research focuses on Studying about the different communication satellites and remote sensing satellites which can help in coping the highly increasing need for quick and trustworthy communication system. Along with Space researches ISRO has also set a platform for education in the field of space science in India. Research also focuses on studying successfully launched satellites namely Rohini Technology Payload (RTP), SROSS-1, SROSS-2, IRS-1E,INSAT-4C,GSAT-4, GSAT-5P,IRNSS-1H.This study also focuses on studying the first Satellite Aryabhata and ISRO's 2 own Lunar Satellites Chandrayaan-1 and Chandrayaan-2.ISRO's Chandrayaan-2 is one of the most challenging mission which has tried to take a technological crossover compared to its previous satellite missions. Chandrayaan-2 launched by ISRO was also developed to deeply study about the Water Molecules that were earlier discovered on the Lunar surface. ISRO has developed various research centre's, institutes for remote sensing, atmospheric science, astrophysics and astronomy as a support to Department of Space.. ISRO has also developed application based satellite tools useful for obtaining forecasts about weather, navigation Cartography, broadcasts, and even a product very important for Distance Education.

Keywords: Indian Space Research Organization, Remote Sensing Satellites, Space Research Centre's, Communication Satellite, Application Based Satellite, Chandrayaan.

INTRODUCTION

Advancement of Nations has become a must in the highly competitive world. India is also making lot of effort so as to become technologically advance in a similar pace as compared to developed countries. India is now being counted amongst one of the fastest developing countries around the world, In which Indian Space Research Organization's contribution playing a vital role.

Research activities related to Space had already started in India during the 1960's.

Indian Space Research Organization also known as ISRO was founded by India's First Independent Prime Minister Pandit Jawaharlal Nehru and Dr. Vikram Sarabhai as known as Founding Father of space programmes on 15th of August 1969. ISRO replenished its predecessor INCOSPAR which was established in 1962

ISRO has also made development in the field of space science and science education and simultaneously has developed Space Research Centres and Autonomous Institutes in the field of astronomy, astrophysics, atmospheric sciences and space sciences so that India has its own Scientists for a Bright India.

Various Satellites launched by ISRO is ensuring India's Self dependency in the field of space research as well as making India Compete in the Race of being a Scientifically Advanced Country.

ISRO is developing new launchers, reusable launch vehicles, robotic landers, single and 2 stage orbit vehicles marking the presence of India in Scienfic Space Missions

India due to the advancements and support of ISRO has 3 of its own Satellite Launch Stations. Namely Vikram Sarabhai Space centre named after the father founder of space studies, which is located at Thiruvananthapuram in Kerala. Satish Dhawan Space Centre named after the former chairman Mr Satish Dhawan which is located at Sriharikota in Andhra Pradesh and Abdul Kalam Island which named after our late President Dr. A.P.J Abdul Kalam which is located in Balasore Odisha. Abdul Kalam Island apart from the other two launch stations is set up for range missile testing facility by the Indian Military.

OBJECTIVES OF THE STUDY

1. The main objective of this research is to Study the Contribution of ISRO in the field of space science.

2. To Study in detail about a Few Successfully launched Satellites, ISRO's own Lunar Satellites and Application based Satellites.

RESEARCH METHODOLOGY

The data and information for the research is collected from articles, various websites like Face book, Instagram, YouTube and Twitter and various research websites. The information collected was processed taking into consideration the various advancements made by ISRO The results taken into consideration was based on the success of various spacecrafts launched by ISRO for better satellite based communication and better performance of Indian Space Research Missions. The research included the history and advancement of ISRO related to the near future.

REVIEW OF LITERATURE

ISRO has launched number of remote sensing and communication satellites in the past trying to catering to the fast growing need of maintaining application based satellites. ISRO has developed application specific satellites which helps in broadcasting, weather forcasting, disaster management tools, navigation, distance education and satellites useful for stydying space in depth. ISRO is to a great extent throught various series of satellites marking its place in the world in relevance to the Space Research Missions.Various Institutes and Research Centres developed by Indian Space research organization is providing a platform to students of India who are interested in Space Science field and by doing so it is making Indian population stand amongst the scientifically advanced countries. Aryabhata the 1st satellite launched in space by ISRO was with the help of Russian launcher but soon India developed its Own Satellite launching vehicles and polar satellite launch vehicles making India fully Independent in Space Missions. ISRO faced many hardships many of its spacecrafts could not enter its orbital region of failed in the lauch process itself, but sooner after the failure of such satellites it replaced it with a better and modified satellite which finally was successful in its mission. The Recently launched Satellite Chandrayaan-2 had a robotic lander called Vikram which was designed for the study of various substances like water and ice molecules present on the surface of Moon. Indian is Becoming A scientifically developed nation due to the various numbers of research activities and missions carried out by ISRO.

LIST OF VARIOUS RESEARCH CENTRES BY ISRO THROUGHOUT INDIA

- Vikram Sarabhai Space Centre (VSSC)
- Liquid Propulsion Systems Centre (LPSC)
- Satish Dhawan Space Centre (SDSC) SHAR
- U R Rao Satellite Centre (URSC)
- ISRO Propulsion Complex (IPRC)
- Space Applications Centre (SAC)
- National Remote Sensing Centre (NRSC)
- ISRO Telemetry, Tracking and Command Network (ISTRAC)
- ISRO Inertial Systems Unit (IISU)
- Laboratory for Electro-Optics Systems (LEOS)
- Development and Educational Communication Unit (DECU)
- Indian Institute of Remote Sensing (IIRS)
- Master Control Facility (MCF)
- Department of Space and ISRO HQ
- Antrix Corporation Limited

LIST OF SOME SUCCESSFUL SATELLITES LAUNCHED BY ISRO

Aryabhatt

Aryabhata was namely India's 1st experimental satellite constructed by ISRO. It was named after the 5th century famous astronomer and mathematician. It was launched on 19th April in the year 1975 from Russian rocket launch and development site by Kosmos-3M launch vehicle. This spacecraft was developed for conducting experiments in solar physics, aeronomics and X-ray astronomy.

Rohini Technology Payroll (RTP)

Isro introduced one of its 1st series of experimental spin stabilized satellites during the period from 1979 to 1983 naming it as Rohini which consisted of 4 different satellites namely Rohini, RS-1, RS-D1, RS-D2. Three out of these satellites successfully landed into their orbit. These satellites were launched with the help of Satellite

Launch Vehicles also known as SLV. This series of satellites were one of the lightest weighing satellites amongst all the satellites launched by various countries trying to do experiments in different space regions. Amongst the 4 different satellites RS-D2 had a great success as it was in operation for around 14 months and its smart sensor camera had clicked 2500 pictures which consisted normally as well as infrared visible bands and on 19th April 1990 it also re-entered in Earth's Atmosphere after completing its 7 years of Orbital life.

SROSS Series

Isro as a follow on to Rohini series satellites introduced the next series which was called as The Stretched Rohini Satellite Series also called SROSS for studying the Astronomy and cosmology sciences of space. This series was launched with the help of Augmented Satellite Launch Vehicle (ASLV). This series consisted of SROSS A, SROSS B, SROSS C and SROSS C2. The satellites in SROSS carried gamma ray burst experiments for intensification of the on board memory performance and measurement of the background spectra after each burst experiment ,and Retarded Potential Analyzer (RPA) experiments which was used for monitoring the upper atmospheric elements. Interplanetary Network mission was also achieved by SROSS C2 spacecraft.

IRS-1E

Indian Remote Sensing Satellite was an Indian earth observatory satellite which was redesigned using the model engineered for the previous satellite in this series IRS-1A which incorporated Monocular Electro-Optical Stereo Scanner which was developed by Germany carrying cameras for clicking images of Earth from the Polar Sun-synchronous orbit. This satellite was a part of the first Development flight carried by the Polar Satellite Launch Vehicle.

INSAT-4C

Indian National Satellites were launched by ISRO for the purpose of enabling India's rapid expansion of TV and Telecommunication facilities even in the islands and remote areas. INSAT series had satellites which were specially developed for geostationary purposes. INSAT satellites proved helpful for telecommunications, broadcasting purpose, study of weather forecasting system, and even more for search and rescue missions in situations of distress in the Oceanic Regions of South Asia as well as the Indian Ocean..

GSAT-4

Geosynchronous Satellites are Indian earliest developed communication Satellites. These satellites were developed for digital transmissions of data, digital audio, video broadcasting, weather forecasting, disaster warning signals and ease in search and rescue operations. 14 satellites in the GSAT series are still in operation. These satellites were developed to make India Self Independent in Broadcasting Events.

GSAT-5P

GSAT-5P was launched from thr Satish Dhawan Space Centre. It had several new advancements as compared to the previous GSAT satellites. It was the 5th Satellite in the GSAT series which was an addition to the Present Communication Services that were provided by INSAT system. GSAT 5P was a Replacement to the INSAT 3E which was innovated for a High speed communication experience. It served as an Important event in the Space Research Missions.

IRNSS-1H

Isro Introduced Independent Regional Navigation satellite system series amongst which IRNSS-1H was the first satellite which was tested integrated and constructed by private organizations in ISRO's Supervision. IRNSS Satellites were named as 'NAVIC' which has the meaning Navigation and Indian Constellation which provides Independent Regional navigation that helps in actual positioning and timing services upto the limit of 1500 kms.

Chandrayaan-1

This was the 1st Lunar flight launched in the lunar orbit. This mission provided a major uplift for India's Space Research Programs as India independently innovated this orbiter using its self developed technology.

It was launched for the in-depth study of the chemical substances present on the surface of Moon.

Chandrayaan-2

Chandrayaan-2 spacecraft was launched by ISRO for maping and studying the differences in the surface, location and the extent of water molecules present on the surface of Moon. It Had a Robotically operated lander known as Vikram Lander named after Dr Vikram Sarabhai which was scheduled to launch in the South Polar region of Moon. Main scientific aims of the launch included lunar topography, mineralogy, elemental abundance, the lunar exosphere, and signatures of hydroxyl and water ice.

CONCLUSION

Dr Vikram Sarabhai the father founder of Space Programs understood the need of India's self dependence in the field of Space Sciences and Missions and Hence Established ISRO which is Fully and Independently carrying all satellite mission into space. Space research centre's and Institutes set up by ISRO have given a chance to the youth of India for their contribution in Space Sciences. Various Satellite launching stations set up by India has made India a fully self-dependent space mission carrying Nation.

REFERENCES

- https://en.wikipedia.org/wiki/Rohini_(satellite)

- https://www.isro.gov.in/Spacecraft/rtp-1

- https://www.isro.gov.in/list-of-spacecrafts

- https://en.wikipedia.org/wiki/Stretched_Rohini_Satellite_Series

- http://www.astronautix.com/s/sross.html

- https://en.wikipedia.org/wiki/IRS-1C

- https://www.vssc.gov.in/VSSC/index.php/irs-1c

- https://en.wikipedia.org/wiki/INSAT-4C

- https://en.wikipedia.org/wiki/Aryabhata_(satellite)

INDIA'S TOURISM INDUSTRY

Ms. Duhita Vartak, Ms. Sanyukta Raut and Mr. Aditya Save
Department (Bachelor of Accounts & Finance), Patkar-Varde College, Mumbai

ABSTRACT

Tourism belongs to the part of the service sector and has a significant contribution towards the economy. Tourism is about travelling for various purposes such as recreational, leisure, educational, spiritual, wellness etc. and is the treasure-house of various economic resources and is vital for many countries. There will be income and employment generation if tourism is developed and it also provides ample of job opportunities for youths and working age population in the country. Maldives, an island nation in the Indian Ocean depends upon the tourism sector. Approximately 41.5% of its economy is made up of tourism sector. This example implies the importance of tourism on the development of the country. It gives boost to Indian as well as the global economy. Tourism can be promoted in India by allowing corporate sponsorship for heritage building and to create experiences and not just sightseeing but also by having aggressive tourism marketing strategies and promote conservation and preservation of heritage and has a huge potential to generate employment to people and revenue to the government. People travel to various places and learn about various cultures, cuisines, and whereabouts about a particular place and hence tourism can have an impact on the culture spread worldwide. It is one of the largest and fastest growing industries and also provides opportunity for interacting with the host community and learning different cultures. This study shows the current scenario of the Indian tourism sector and analyse its strengths and weaknesses.

Keywords: Income generation, Culture motivation and awareness, Infrastructure.

INTRODUCTION

There are so many factors that play a decisive role in making any nation a superpower. The economy is one of the important factors in it. The nation with a strong economy having a good potential can become a superpower in the future. The tourism is one of the factors that can boost the economy so that the nation can become a superpower.

Tourism is the activities of persons travelling and staying in the places outside their usual environment for not more than a consecutive year for business, leisure and other purposes. There are various kinds of tourism such as the Domestic tourism that involves the residents of the given country travelling within the country only, Inbound tourism involves the residents travelling in the given country, Outbound tourism refers to residents travelling in another country, and International tourism consists of both Inbound as well as Outbound tourism. In India people come for different reasons for tourism such as Adventure tourism, Wellness tourism, Wildlife tourism, Pilgrimage tourism, Eco tourism, Film tourism.

In India, the tourism development started in the early sixties. India is also a centre to two ancient civilizations of the world called the Indus valley Civilization and the Aryan Civilization. The Indian tourism industry has recorded a phenomenal growth especially from the 1990s in terms of International and Domestic tourist arrivals. The ministry of the Indian tourism has launched a new programme called as 'Athithi Devo Bhava' which means guest is God. The best way to introduce India to foreigners as a tourist destination is that India is the country of all seasons and all reasons.

Tourism is the third largest foreign exchange earner in India. Many studies have shown the outcome about tourism and state that India is a best country which is suited for all kinds of tourism such as cultural, spiritual, adventures, religious. The major phenomenon of economic growth in major parts of the world is tourism. For the development of Indian tourism the government has initiated schemes. The Indian ministry of tourism and the cabinet ministry launched a **"Swadesh Darshan Scheme"**in 2014-15 and its aim is to develop the theme based tourism in the country. **"PRASHAD Scheme"** is launched by Union Ministry of Tourism in 2014-15 and its main focus is on the development and beautification of the identified pilgrimage and spiritual destination. Government is creating new tourism attraction such as **"statue of unity"**in Gujarat, **"Jatayu Earth's Center"** inkerela, **and "National War Memorial"** in Delhi which helps to attract more tourists in India.

RESEARCH METHODOLOGY

For the purpose of our research we are using both primary data and secondary data. To understand the contribution of tourism towards Indian economy we are using secondary data from various sources. To understand the habits and viewpoint of Indian society towards tourism we are using primary data collected through survey conducted by using Google forms.

OBJECTIVE
- To understand the contribution of tourism in the Indian economy.
- To understand the viewpoint and habits of the Indian society regarding to tourism.
- To provide appropriate suggestion for the benefit of Indian tourism.
- To understand the current situation of Indian tourism.

HYPOTHESIS

H_1 The tourism sector have a positive impact on Indian economy.

H_0 The tourism sector have a negative or no impact on Indian economy.

H_2 The current situation of Indian economy and society is useful for growth of tourism.

H_0 The current situation of Indian economy and society is not useful for growth of tourism.

SCOPE

Tourism in India will have a good scope in future. Our research will be useful for future studies. It will be used as a reference by students, researchers. This research data indicates that there will be chances of growth for non-cash economy and also the development of Indian economy.

LIMITATIONS
- Technical problem- Due to some technical glitch some of our respondents were unable to access the Google forms.
- No response- Some of the respondents did not respond to the Google forms sent to them.
- Lack of information- While collecting the secondary data we were unable to get the needed information for example: Customs data.

DATA COLLECTION

We conducted the survey through Google forms and our sample size consists of 65 responses. Our sample size consists of responses from the youth, employees and professionals.

REVIEW OF LITERATURE

Following are some of the references from the studies conducted.

1. **Dr. Subas T. (2015):** In his research paper titled "Tourism in India: Potentials, Challenges and Opportunities" the travel and tourism industry has come up as one of the fastest growing economic sector globally. The contribution of travel and tourism industry to the Gross Domestic Product and Employment has increased significantly. The Indian tourism industry has turn up as a key driver of growth among the service sector in India.

2. **Mir, Lateef Ahmed (2014):** In his research paper titled "An Economic Evaluation of Indian Tourism Industry" finds out that tourism industry has emerged as an important factor in the economic development of Indian economy. Due to its strong backward and forward links it is useful to generate employment in different profiles and thus increases standard of living of the people who are directly and indirectly linked with this activity.

3. **Kaur, Mandeep, Dr and Sharma, Nitasha(2011):** In his research paper titled "Growth and Development of Indian Tourism Industry" the importance of tourism to economic development has been recognized widely due to its contribution to the balance of payments, GDP and employment. Since the last few years Indian Tourism Industry has been growing rapidly and it has a good amount of potential for generating employment and earning a large amount of foreign exchange.

4. **Singh (2002):** In his study he gave brief information about tourism policies in India. He highlighted that traditional tourism policies in India were not elaborated and properly executed. These policies were domestic tourism oriented rather than International tourism oriented. This study concludes that India has a huge potential to develop tourism but due to absence of appropriate process of policy formulation and its implementation seems to be difficult in tourism management.

5. **Gupta (1999):** In his study he studied about the Indian Religious Tourism that grew for many years without causing any negative impacts. He viewed that pilgrimage has less burden on the environment and benefited the local communities it was seasonal and provided economic benefits to the local community.

He also recommended developing modern tourism which will benefit local communities without harming the natural environment.

DATA ANALYSIS AND INTERPRETATION:

SECONDARY DATA

Performance of a key indicator of tourism

Particulars	2017-18	2018-19	Increase in %
FEE	1,80,379	1,94,892	9.6%
FTA	10.18 million	10.56 million	5.2%
IND	23.94 million	26.30 million	9.8%

(Source: Tourism.gov.in annual report 2017-18 and 2018-19)

FEE - Foreign Exchange Earnings

FTA - Foreign Tourist Arrivals

IND – Indian National Departures

Estimated contribution of tourism in GDP

Particulars	2013-14	2014-15	2015-16
Share in GDP (in %)	5.68	5.81	5.20
Direct (in %)	3.06	3.14	2.70
Indirect (in %)	2.62	2.67	2.50

(Source: Tourism.gov.in annual report 2018-19)

Note: As per travel and tourism council (WTTC) report 2018 India is expected to become third largest tourism economy in 10 years in terms of direct and total GDP. Tourism is also contributing close to 250 billion or 10% of the country's gross domestic product in year 2018.

Tourism satellite Account (TSA)

Particulars	2013-14	2014-15	2015-16	2016-17	2017-18
Share in employment (in %)	11.90	12.09	12.38	12.19	12.38
Direct (in %)	5.19	5.27	5.40	5.32	5.40
Indirect (in %)	6.71	6.82	6.98	6.87	6.38
Employment (million)	67.2	69.6	72.3	75.9	81.1

(Source: Tourism.gov.in annual report 2017-18 and 2018-19)

The National Accounts are prepared every year by the Ministry of Statistics and PI which measure the growth and contribution of various sectors such as manufacturing, agricultural, services as banking and insurance, transport, etc. According to the 3rd TSA, the estimates of jobs that are generated in the economy due to tourism during the year 2013-14, 2014-15, 2015-16, 2016-17 and 2017-18 is provided above in the following table.

PRIMARY DATA
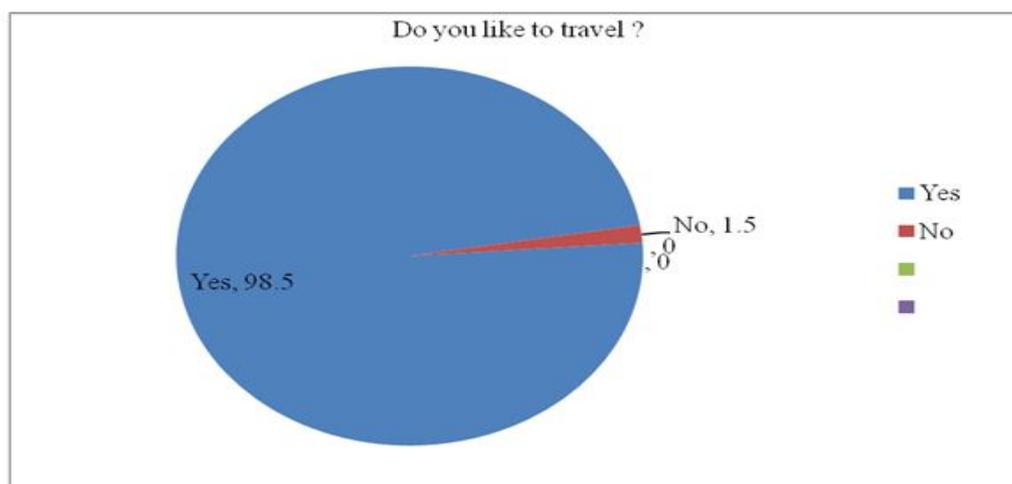
(Source: Primary Data)

65 Respondents

1. The response to the first question indicate that almost all sample respondents like tourism as 98.5% respondents accept that they like to travel. Only 1.5% respondents accept that they do not like to travel for the purpose of tourism.
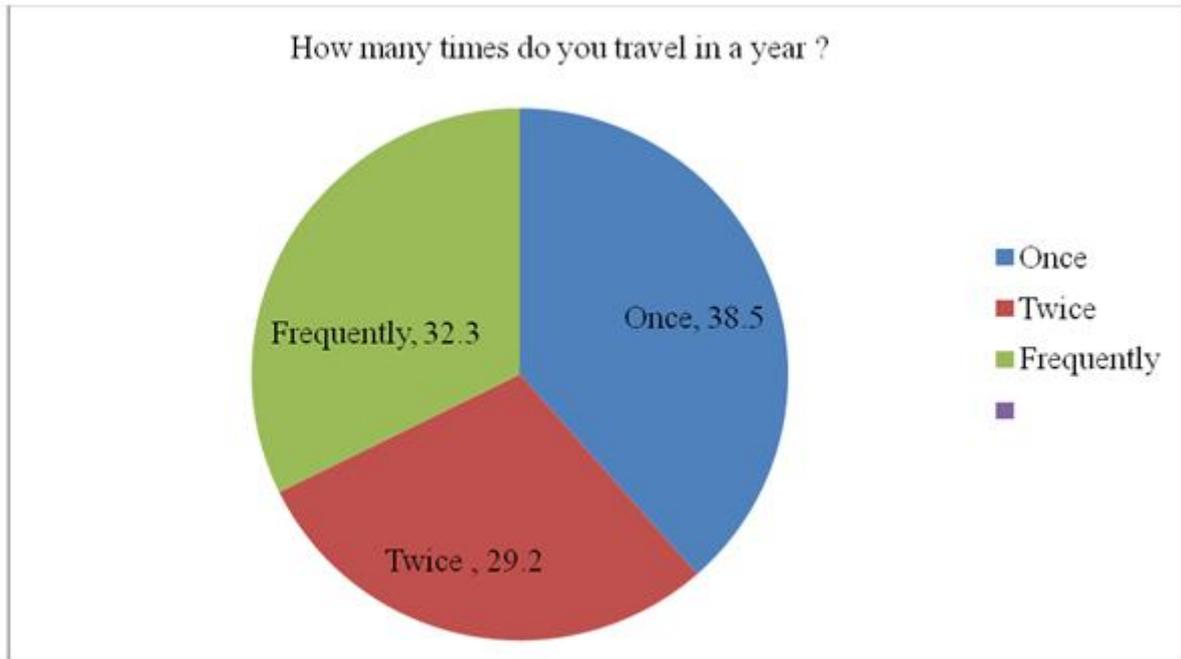
(Source: Primary Data)

65 Respondents

2. 38.5% and 29.2% respondents like to travel once or twice in a year for the purpose of tourism respectively and 32.3% respondents travel frequently for tourism purpose which Indicate most of the people travel more than once in a year for tourism.
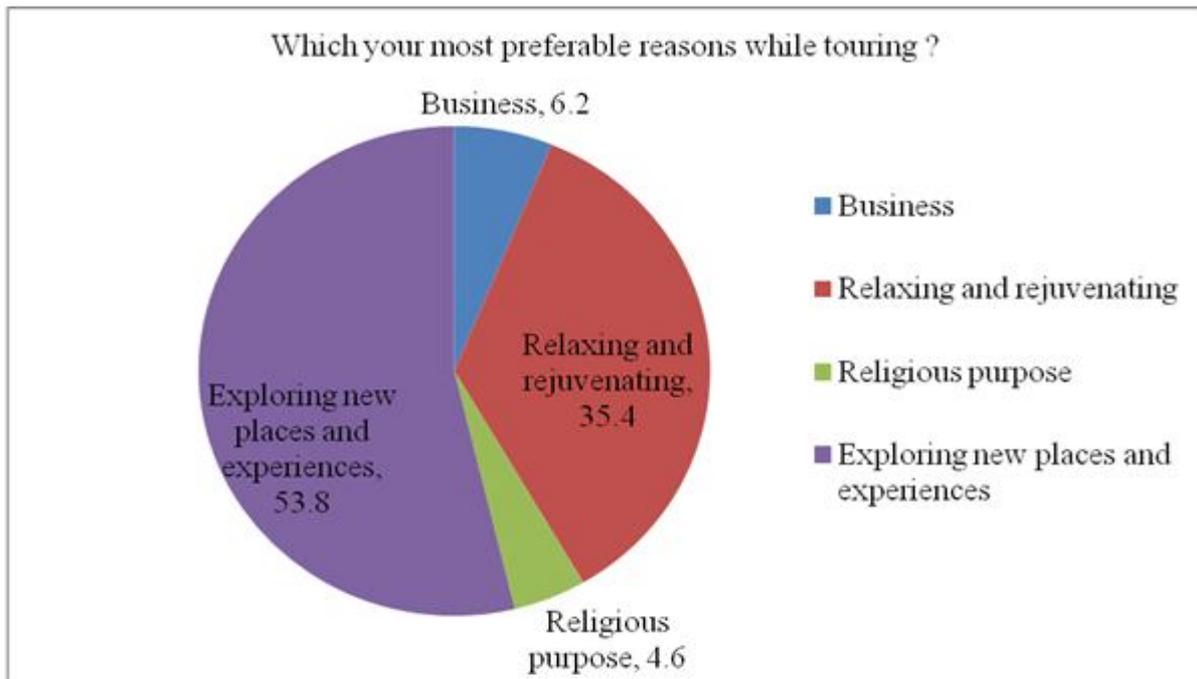
(Source: Primary Data)

65 Respondents

3. 53.8% respondents prefer to go for tourism for the purpose of exploring new places and experiences while 35.4% and 6.2% respondents prefer to go for tourism for the purpose of relaxing and rejuvenating and business purpose. Only 4.6% respondents prefer tourism for religious purpose, which indicate that people like to go to new places and experience new things.
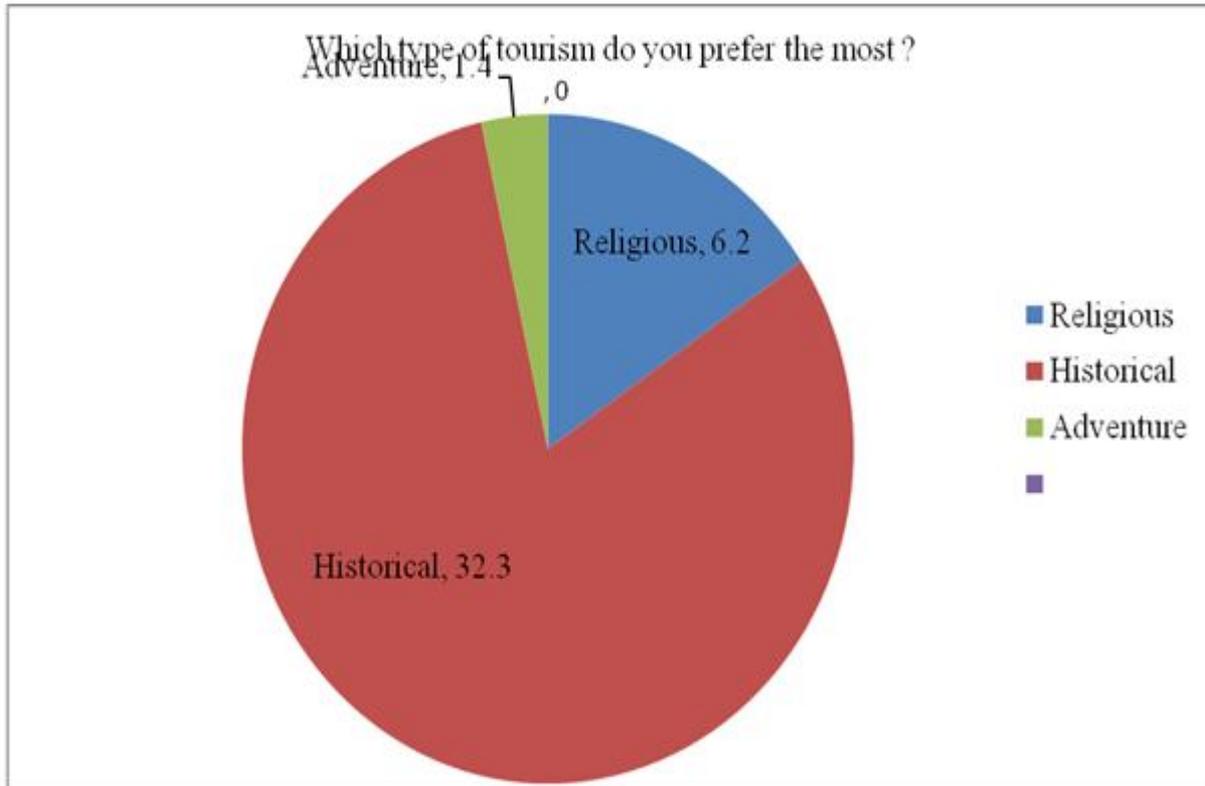
(Source: Primary Data)

65 Respondents

4. 61.5% respondents prefer going on adventure tourism, while 32.3% respondents prefer going for historical tourism and 6.2% respondents like to go on religious tourism. This indicates that majority of the population opt for adventure tourism.
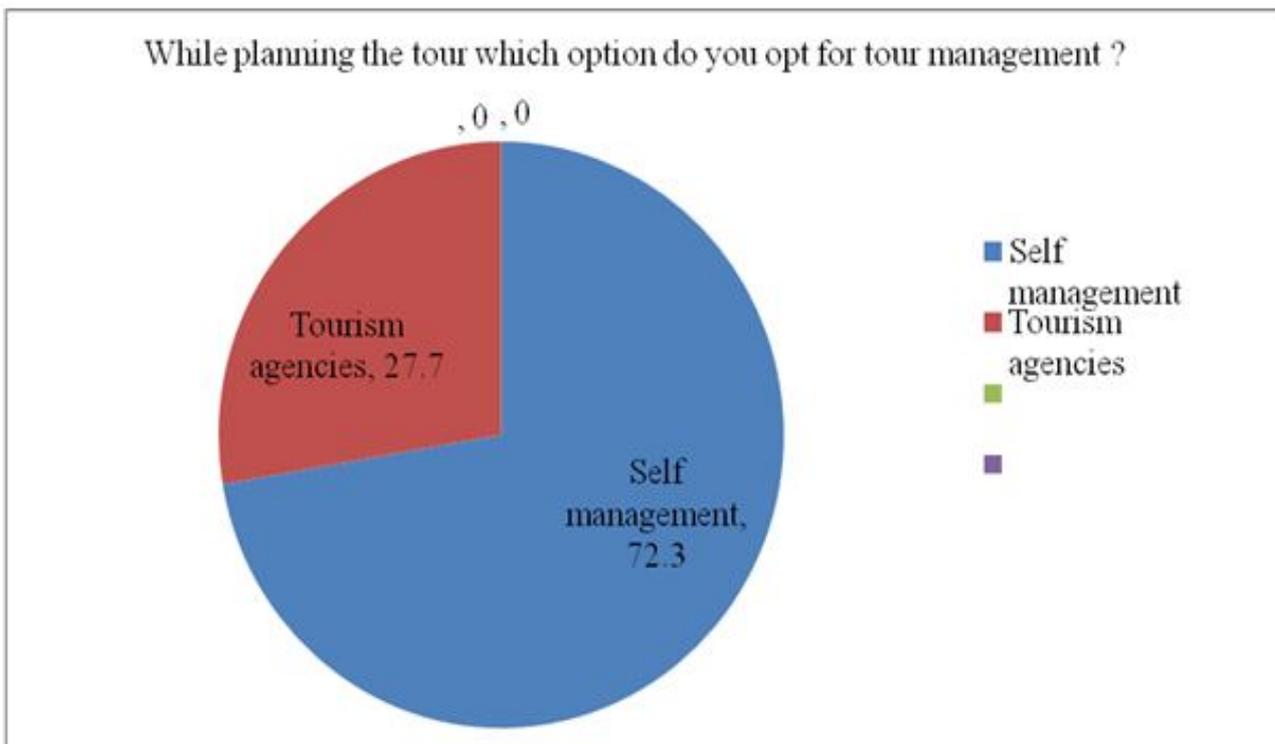
(Source: Primary Data)

65 Respondents

5. 72.3% respondents prefer doing self- management of their tours rather than going through agencies in which this option is only preferred by 27.7%. This indicates people like to plan their tours by themselves so that they can plan a cost effective tour and as per their convenience.

Would you prefer to enjoy the local speciality of the place you visit?
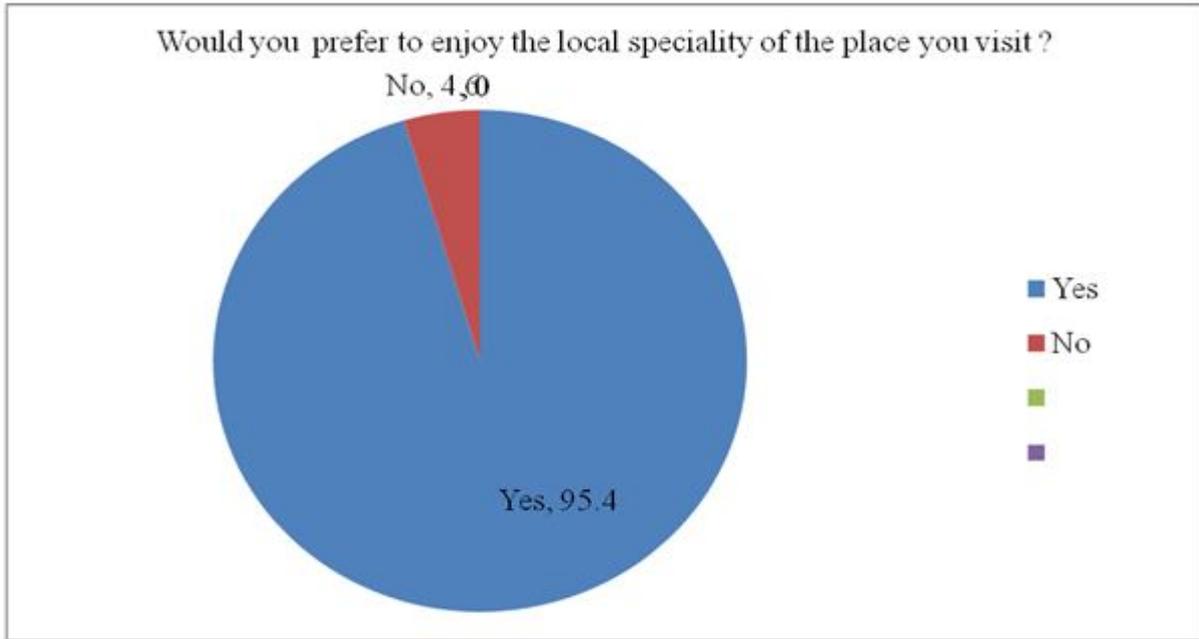
(Source: Primary Data)

65 Respondents

6. 95.4% people prefer to enjoy the local speciality of the place they visit, while only 4.6% respondents does not prefer to enjoy the local speciality of the visited place. With the majority people enjoying the local speciality it is useful for the development of local economy.

Which mode of payment do you prefer?
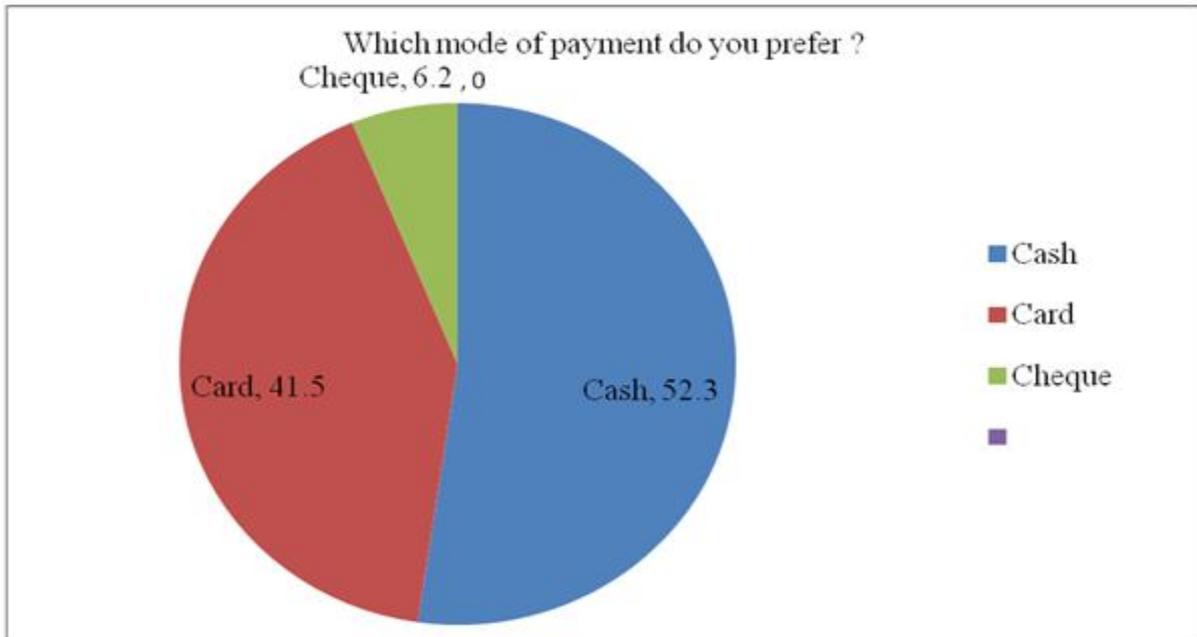
(Source: Primary Data)

65 Respondents

7. Around 52.3% respondents prefer to pay in cash while travelling for tourism. Around 41.5% respondents use plastic money to make payments. For example; Debit card, Credit card, etc. 6.2% respondents prefer to make payments through cheque. Although majority of respondents pay in cash but the increasing percentage of card payment indicates that people of our country are adopting more non cash payment options.

CONCLUSION

By analysing the secondary data our findings are as follows:

➢ By analysing the data of keyindicator relating to tourism we conclude that the tourism sector in India is indicating good amount of growth.

➢ By analysing the data of the survey conducted by TSA we conclude that tourism has a direct impact on the economy and also it plays an important role in the economic development by the way of contribution in GDP and creating employment opportunities.

➢ The contribution of tourism in GDP is fluctuating and in employment the contribution of tourism is continuously increasing.

By analysing the primary data our findings are as follows

➢ Indian people like to travel for the purpose of tourism and majority of people travel more than once in a year for tourism. This indicates that India have a good potential for development of tourism sector.

➢ India has a good scope for adventure tourism as most of the people prefer to go to new places and explore new experiences.

➢ Most of the people prefer self-management rather than management through tourism agencies so that they can plan their tours as per their budget and their convenience.

➢ Most of the people prefer to enjoy the local specialities of that place which is good for growth and development of the local economy. Although majority of people prefer to pay in cash but the percentage of people who prefer card payment indicate that people are trying to adopt the habit of non-cash payment.

SUGGESTION

➢ For the purpose of short tourism the option of self management is convenient at some point but at the time of long term tour it is preferable to approach tourism agencies as they have expertise for planning this type of tour.

➢ The government should emphasize on to develop infrastructure for easy access of various remote tourist places.

➢ Government should emphasize on adventure tourism so that it will not attract only foreign tourist but also helpful to increase domestic tourism.

REFERENCES

• Tourism.gov.in

• Moneycontrol.com

• https://docs.google.com/forms

• www.ukessays.com

• incredibleindia.org

PROBLEMS FACED BY WORKING WOMEN IN INDIA

Ms. Sonam Tiwari
Lecturer, B.Com (A&F), Patkar Varde College, Goregaon, Mumbai

ABSTRACT

India is a fastest developing country in the world. It is a developing country but not a developed country, the reason behind this is that there are many issues which India is facing like corruption, unemployment, population, poverty, religious conflicts, safety & security problems, social issues etc…

A social issue is a major problem faced by our nation. I would like to talk more about in detail.

What is a social issue? A social issue is a problem that influences many people in our society. It is the general factors that affect & damage the society. Social issues have many categories like – child abuse, hygiene & sanitation, dowry cases, violence against women, gender discrimination, problems faced by working women's etc…

The main objective of the study was to understand the problems faced by working women in today's world. Working Indian women are facing through a lot more problems over men's. In India, men do not share on most of the household chores, it's a women who have to cook, clean the house, do the dishes, get their children ready. Men's just take care of few, as they do their office or business work. It's alright to handle all household chores to women if they are a home maker but in today's world, many women choose to do job along with their daily household chores.

Due to both the work i.e. Job & household chores, women's face many problems such as pressure of both the things, mental stress, health issues etc... In this study i have tried to explain the real problem of Indian working women. The study is based on secondary data sources.

Keywords: Indian Working Women, Mental Stress, Health Issues, Job & Household Chores

1. INTRODUCTION
"Nature has given women too much power, the law gives them too little."

As stated by Muhammad Ali Jinnah in 1944 that "No nation can rise to the height of glory unless your women are side by side with you". The changing roles of women in India have led to their greater contribution in the employment sector and changes in many aspects of Indian life.

Women are the forerunner of society and play an important role in society, in all fields of life, without their contribution no society can nurture properly. Clearly, without the active participation of women in national activities, the social, economic or political progress of a country will become worst & inactive. But in today's world, women employees are not taken very seriously due to the their superiors, colleagues or society.

There are many reasons and problems that forced Indian's women to work. The financial demands on the Indian families are increasing day by day. Cost of living, expenses on education of children, and cost of housing properties in India raised and these reasons force every family in India to look for ways and means of increasing the household income. Therefore, the women's in India were famous by homemakers are now forced to go for jobs & asked to take up their careers into consideration.

Apart from the above issues, women's are also facing physical & mental problems in their daily life. Physical problems occur due to lack of sleep, continues duty at their home & work place, no time for their self & negligence towards their health. Mental problems come thru the society by putting them the pressure of time constraints towards their job, they have to be at home on time to give the equal time to their family. Also, they receive the pressure from all sides like – pressure from work place, family, society etc…

2. OBJECTIVES OF THE STUDY
- To study the problems faced by working women in India

- To study about how working women, balance their work and family.

3. REVIEW OF LITERATURE

- **(Dr. Kamini B. Dashora, August 2013) --** Problems faced by working women in India –. It was found in this study that women face various problems related to safety, stress and family support while working.

Women find it difficult to balance between paid work and family and also face high stress due to work overload and other issues.

- **(Azadeh Barati Research Scholar in Commerce , Rooh Ollah Arab Research Scholar in Commerce, Seyed Saadat Masoumi Research Scholar in Commerce-2015)** -- Conducted a study to know the Challenges and Problems faced by Women Workers in India. The study analysed that the problems like mental harassment, sexual harassment, discrimination at workplace, no safety of Women while travelling etc. exists which causes occupational stress.

- **(Mr G.Shiva Assistant Professor Department of Commerce Rathinam college of Arts and science Coimbatore Tamilnadu INDIA (Nov. - Dec. 2013))** -- A Study on Work Family Balance and Challenges Faced By Working Women- the study reveals that working women are generally involved in many tasks like balancing between the family and work life which is a reason for stress and reduced performance. They are not able to give quality time to their family and hence face hurdles to maintain a balance between work life and family.

- **(Prof. Priyanka Panchal, Prof. Sonal Belani, Prof. Mittal Darji-- 2016)--** The Challenges Faced by Indian Working Women to Balance Professional and Social Life In 21st century- This study focuses on the problems faced by women to balance between their job in the office and household duties. Women are not able to give quality time to their family & friends and hence face problems to maintain a balance between work life and social life.

- **(Dr. Shambunath Dept of Women's Studies Gulbarga University, Kalaburagi-- 3 September 2017)** --- Problems And Challenges Faced By Urban Working Women In India- In this study it was observed that urban working women issues like sexual and mental harassment, promotion issues, family care issues, discrimination based on gender, workplace discrimination and prejudices, safety and security issues etc.

- **Seema Verma and Taruna - School for Management Studies (DRM), BBAU (Central University), Lucknow (October-December, 2016)** -- Challenges Faced by Working Women for Work Life Balance- .Women face several challenges like Discrimination at Workplace, Job insecurity, Workplace Adjustment safety & security issues at workplaces.

4. METHODOLOGY
Secondary data

- Reviews 's were collected from various journals, magazines like International Journal of Advanced Research Management and Social Sciences, Journal of Human Resources Management, Journal of Business and Management, Indian Journal of Technical Education (IJTE), International Journal of Creative Research Thoughts (IJCRT), Advances in Economics and Business Management (AEBM). The model used for study is conceptual model.

5. SCOPE OF THE STUDY
The study is theoretical in nature and seeks to identify the problems faced by working women in India in different private and public sector like banks, schools and colleges, hospitals, commercial organizations etc. This research helps to understand the problems faced by working women in India.

6. MAJOR PROBLEMS FACED BY WORKING WOMEN IN INDIA
Below are the following problems

1. **Mentally Disturbed**: Since ages women are compared with men's in terms of equality, household chores, in careers etc… The true equality has not been achieved even after 61 years of Independence. Due to this unfair situation with women's, they tend to take mental stress. They start thinking that they are less capable and insufficient in working as compared to men. But in today's world women are handling both household chores & office work due to this dual thing they are mentally disturbed and they start taking stress about family, about work etc..

2. **Sexual Harassment:** This is one of the worst problems which women face in today's world. Almost all working women are suffering from sexual harassment irrespective of their status, personal character & types of their employment. They face this problem everywhere like working places, educational institutions, hospitals, at home etc... They also go to police stations to file the complaints against them but it is shocking that the law protectors are failed to solve the case.

3. **Responsibility Towards family & Job:** Managing both the family and job responsibility on the part of the women today are quite tough and challenging. It is very difficult for them to carry dual responsibilities at

home and the workplace. It creates psycho-socio problems both in the family and professional field; despite the fact that it provides economic security. Thereby it had done more harm than good for which women are experiencing stress and frustration in life.

4. **Lack of Family Support:** Lack of proper family support is another issue that working women suffers from. At times, the family doesn't support women to leave the household work and go to office. They also resist for women working till late in office which also affects the performance of the women and this also creates the problem at their promotion.

5. **Job Insecurity:** Unrealistic expectations, especially in today's time of private sectors, which sometimes put unhealthy and unnecessary pressure on the employee, can be a highly source of stress and suffering. Also, there is an increase of workload, long working hours and extreme pressure of work at peak levels all the time for the same pay, can actually leave an employee physically and emotionally drained. Too much travel and too much time away from family also contribute to an employee's stress.

6. **Safety & Security Issues:** Usually, the orthodox mind set in the Indian society makes it difficult for a working woman to balance her Household work and working life. In some families, it is not allowed to work after six o'clock. There are also few families who do accept these working hours but may experience the anxiety every day about a woman's safety while traveling.

7. **Stress Issues:** Working women takes lot of stress. They take stress of everything like their families, society, colleagues etc… This stress occurs due to the responsibility which she carries on her shoulder on a day to day basis in her life. When they are at work place they always think about their kids, husband & elderly and cause of this overthinking they start taking stress for them & they are unable to give their 100 % at their work place.

8. **No Self-Time:** This is another major issue which women are facing in today's life. Due to their busy schedule, they have forgotten their selves, as they have completely devoted themselves into their families & work life. Their life is super busy with their families & professional life.

9. **Less Social Life:** As stated in above point, that women don't give time to their selves. Likewise, they are unable to give proper time to their friends & loved ones. Due to this they are giving very less time to them.

10. **Other Reasons:** It includes age, level of education, marital status, number of children, personal income and number of jobs, Maternity leaves and Domestic Violence etc…

7. CONCLUSION

In Today's scenario everyone's mind-set is like men are the bread-winners and women are the house-keepers of the family. But it's time to change the attitude or thinking point of view of Society. Her tasks and challenges have enlarged and toughened multifold now when she is super multi-tasking; struggling between career, work-family life, travelling, kitchen, personal health, husband, society, passion, kids, desires, house, relationship, personal and social life. Balancing between so many duties and obligations Indian working woman faces various challenges and problems every day, every time, and may be every second minute or second. From this research, we have learnt that women are facing lot of problems between work & family. Upbringing of a person plays a very vital role to form his attitude towards woman. Every male child should be taught to respect females and treat them as equal. Indian men need to understand that women have dreams and mottos just like them. Partners can be more sensitive to women's needs, and counter tradition by helping their wives perform daily tasks and take care of children.

This also helps us to study the value of working women by their responsibility towards personal & professional life. It teaches us how to tackle all the situations around us. The best part of women is that they handle everything with a care, there's always a smile on their face.

8. REFERENCES

1. https://shodhganga.inflibnet.ac.in/bitstream/10603/24421/16/16_chapter7.pdf

2. https://www.krishisanskriti.org/vol_image/08Aug201809085914%20%20%20%20%20%20%20%20%20%20Seema%20Verma%20%20%20%20%20%20%20820-823.pdf

3. https://blogs.siliconindia.com/munmungarg/Problems-faced-by-Working-Women-bid-6o9R741r50475322.html

4. http://www.garph.co.uk/IJARMSS/Aug2013/7.pdf

5.   http://www.nevillewadia.com/images/Cronicle2015/Azadeh-Barati15.pdf

6.   http://iosrjournals.org/iosr-jbm/papers/Vol14-issue5/A01450104.pdf

7.   https://www.researchgate.net/publication/308747968_THE_CHALLENGES_FACED_BY_INDIAN_WORKING_WOMEN_TO_BALANCE_PROFESSIONAL_AND_SOCIAL_LIFE_IN_21_ST_CENTURY

8.   http://ijcrt.org/papers/IJCRT1703087.pdf

MEDIA AND ENTERTAINMENT- A PARAMOUNT PILLAR OF INDIA

Ms. Janhavee Acharekar, Ms. Shreya Mallick and Ms. Yashvi Ghosalkar

Department (Bachelor of Management Studies),Patkar Varde College

ABSTRACT

The Media & Entertainment sector has shown a gargantuan growth in the last two decades, making it one of the fastest growing industries in India. Media and Entertainment industry of India includes an extensive range of components, viz. film, print, radio and television, music, etc. This industry is predominantly dependent on its consumers. Indian media and entertainment (M&E) industry is anticipated to touch $ 39.68 billion by 2023, this demonstrates its contribution to the economy. The rapid evolution of Media and Entertainment sector is generating employment and hence ameliorating the pressing issue of unemployment. Great expedite in digitalization has prominently catered media. Political parties play a subsidiary role, since majority of them own news channels. Although this sector is booming it is being affected due to taxation policies of the nation. Consumers demands are perpetually changing, they are inclined towards alternatives rather than confining to a single medium. Developing a multi-platform experience is compelling on the media and entertainment industry to retain the consumer market. As a result, numerous brands are discovering the power of multi-channel in contemplation of consumer engagement. Looking at the current scenario Indian media and entertainment is unquestionably leading India's way to become a 'Future Superpower'.

Keywords: Media, Entertainment, Consumers, Economy, Employment, Superpower, Development.

INTRODUCTION

Media and Entertainment industry is in a state of the art, as both new and old co-exist. Media and Entertainment industry comprises of an array of components viz. print, television, radio, film, music, etc. Media comprises of communication channels which disseminates News, Entertainment, Education, Data or Promotional messages. There are various sub-industries devoted to entertainment within the Entertainment industry. Indian media industry is creating opportunities for growth in all the segments due to rising incomes and evolving lifestyles. Entertainment industry never fails to grab attention of the consumer market in order to engage them. Live Entertainment, Music Industry, Film Industry, Mass Media Industry, etc are all part of Entertainment industry. Also, Animation, Multiplexes, New Distribution channels, use of Internet are playing a prominent role in redefining the Entertainment industry. Indian Media and Entertainment industry has surpassed the GDP growth rate. Indian Advertising Industry is estimated to be the second rapidly growing industry in Asia followed by China. The Media and Entertainment industry in India is predicted to reach Rs307 Lakh Crore by the year 2024.

Past, Present and Future

The Media and Entertainment industry is one of the most rapidly evolving industry in the country. It haswitnessed prodigious development in last two decades.

Media and Entertainment has developed due to rise in technology such as creation of photography, telephone, cinematography, phonography, and advertising agencies.

ROLE OF DIFFERENT ASPECTS IN MEDIA
➤ SOCIAL AWARENESS

Until and unless, there is awareness among the masses about a policy, program or actionstaken up by the authority to ameliorate a problem, public participation in the process of socio-economic developments will remain unattainable.Media makes various digital touch points accessible both to the doers as well as the receivers of such actions. Persuasive media is essential toaccomplish and guarantee public participation in order to eradicate the social issues like communism, terrorism, violence against women, etc prevailing in our society. Citizens are able to acquire plethora of information, through numerous digital mediums like news channels, internet, television and so on, at their fingertips which are available 24*7.

➤ EDUCATION

Education makes people more creative, active and efficient, be it any field. Earlier, Media and Entertainment as a profession was something which was not accepted by the Indian population. But now the scenario has completely changed. Universities and colleges nowadays do offer Degrees and Diplomas.This industry easily reaches groups, allow repeated use, give more of reality, influence attitudes which promotes education and lifestyle directly and indirectly both.

> ### EMPLOYMENT

In Media and Entertainment Industry jobs are quite unique, interesting and promising. Most of the job profiles in this industry require visionary and unconventional strategies and alsodirection in advertising and marketing material and campaigns. Thus, Indian Media and Entertainment industry, which is also called as 'creative industry' is driving the present revolution, and according to the statistics it will continue to do the same expeditiously in the future.

> ### GOVERNMENT

The Media and Entertainment industry is an exhilarating yet challenging. Although, the Constitution guarantees freedom to the press but within the Government rules and regulations. This Industry caters Political parties topromote their ideology and acts as a bridge between the government and the citizens. Most of the political parties do own news channels. The diversity of content disseminated by new media in collaboration with Political parties has created golden opportunities such as the abilities for more voices to be heard.

> ### INVESTMENT

India's Media and Entertainment industry is anticipated to touch $39.68 Billion by 2023.

Foreign Direct Investment up to 100% is permitted in sectors such as;

For Film Industry – 100%

For Radio Industry – 20%

For Print Media-

-74% publishing scientific/technical and specialty magazines/periodicals/journals.

- 26% publishing newspapers and periodicals dealing in news.

> ### DIGITIZATION

These days audience crave maximum possible engagement, even participation in the content they enjoy. Entertainment has drastically shifted from traditional mediums like television, radio, billboards, print media to virtually intelligent, internet platforms. In India the 'digital media' paradigm is all set to deliver an exceptionally functional yet emotionally intelligent experience to its audience through various gadgets utilizing artificial intelligence. With the help of artificial intelligence, the consumers are able to discover the content broadcasted by the media and entertainment industry which is based on their personal preference. According to our analysis, number of Indian people putting internet to service will reach up to a billion, by 2030. Consequently, leading to growth of numerous digital platforms to fulfil the consumer demands. India will evidently be an efficient competitor globally. Moreover, Digitization indisputably plays a paramount role in the expansion of Indian Media and Entertainment industry.

> ### GLOBALIZATION

Most communication media have become progressively global, extending their reach beyond the nation state to conquer audiences worldwide. Nowadays, people have tons of options to choose from, as a result the competition amongst the producers and the distributors has increased. Globalisation has enabled Indian Entertainment industry to expand in the global market, it is due to globalization Indian films are gaining international exposure. Globalisation is making it feasible for Indian films to create blockbusters which have gained up to$2.71 billion.

LIMITATIONSOF MEDIA AND ENTERTAINMENT INDUSTRTY

To have a front foot in this era of disruptive innovation, media and entertainment companies need to innovate business models that are coherent and agilein order to pivot with dynamic consumerbehaviourwhich changes in a holistic manner; be it emotionally, psychologically or Mentally. Undoubtedly, Media and Entertainment industry offers some of the most sensational jobs in the business, though just as a coin, there are two sides to everything. The Indian Media and Entertainment industry has encouraged nepotism for years now, for one to take a quantum leap into the industryby demolishing this practice without anynetwork or acquaintance in the industry takes endeavour and determination.   Time and again, all the talents and efforts go in vain and doesn'tlet one succeed in one's career in this field. Hence our youth is drawn to conventional jobs which assure individual's growth and income.

Furthermore, the algorithmic complexity in terms of administrations and functions in this industry createsbewilderment and ambivalence among the citizens which substantially affects economic development of the country as a whole. Although, the Media and Entertainment is making content accessible on multiple

platforms 24 hours a day, protection of copyrights and intellectual property is more challenging under such circumstances. There have been instances of cyber theft,plagiarism, cyber bullying which puta huge question mark on the security prevailing in this industry. The copyright, and protection of one's rights needs to be adequately regulated innear future. Moreover, the media sometimes counteracts the governmentby covering unethical news from a political viewpoint and manipulate the audiencesto think in certain way or shape their perspectives in a detrimental manner. They don't consistently convey facts and abide by truth and practicality.However, Indian media is predominantly influenced and controlled by political parties and administration, this adversely affects the opinion of general public leading to conflicts, confusions and riots amongst multiple religious groups in our nation.

SOLUTIONS

In media and entertainment industry there is a constant desideratum to develop innovative solutions to challenges and setbacks. The existing business models are being transformed at rapid rate by fresh competitors. 'Leading edge technology' can ease the shift, establishing experimental mediums and efficient techniques of distribution will ameliorate the problems. Gargantuan reduction in lead time i.e. between time of order placement and delivery will lead to delightment of the consumer market. This study and statistic data present the following, Media and Entertainment solutions if implemented accurately will lead this industry to a better future, not only this industry but all other sectors, for that matter; as media and entertainment is the base of every industry nowadays. Forcing strict regulations on breaking the code of conduct and keeping a track of licenses, having adequate knowledge whether you have the rights to use certain content is absolutely essential. This will protect the authenticity and rights of individuals and legal entities. But it's not easily evitable. Getting this wrong, however, can leave you or an organization facing hefty fines for copyright infringement, so it's vitally to have best updated knowledge you can have, to avoid accidental misuse. Similarly, in this context, there have been cases in India where Multi-national companies fell in trouble for the legal infringements. However, these companies have coped up with the difficulties and now are leading the market but it might not always turn in your favour. With the implementation of these solutions we could curb these issues to a certain extent.

CONCLUSION

In summation, Media and Entertainment industry is of supreme importance,since it presents great scope for the development of India. In the absence of this industry, all other industries will face massive amounts of disruptions. Indian Media and Entertainment industry is the driving force of all other sectors. It provides a platform to all other sectors for promoting their activities. The main motive of every sector which is profit making or revenue generation will not take place at a rapid pace if there is an inadequacy or inefficiency in the Media and Entertainment sector, not only in India but also worldwide. As a consequence, the growth of GDP will be hindered which in turn will create interruptions in the economic development of India. Taking the social issues into consideration, media is of paramount importance which is going to gradually generate participation of citizens owning to their eradication at a faster pace.

Though, government aid is one of the backbones, it is important for Indian Media to channel these financial and moral resources provided to them. This will result in ethical promotion and dissemination of factual data and information among the public and cater the citizens in taking an appropriate decision while electing the government, which is ultimately going to lead India to become a future Superpower.

REFERENCES

➢ **WEBSITES**
- https://www.zyxware.com/articles/5414/digitization-fueling-the-growth-of-media-entertainment-industry-in-2016

- https://www.livemint.com/Politics/2YEturleGNhvqo6RiFqGcN/The-answer-to-media-and-entertainment-challenges-lies-in-dig.html

- https://zenodo.org/record/160562#.XhV5IrlX40M

- https://www.kelltontech.com/industries/media-entertainment-lifestyle

- https://www.digitaltonto.com/2010/5-problems-digital-media-needs-to-solve/

- www.makeinindia.com

TOURISM IN LADAKH: BOON OR BANE?

Ms. Sarah Vanhoff, Ms. Sanduni Ranasinghe and Ms. Vidisha Mapuskar

Department (Bachelor of Managemnt Studies), Patkar Varde College, Mumbai

ABSTRACT

The research paper approaches the sustainable tourism topic , which is discussed at local level and has a significant impact upon the environmental issues faced during the process of exploring some of the hidden gems of India specifically Ladakh in this case. Its objectives are to minimize the negative effects on the environment , to protect the natural significance of the place and also to offer learning opportunities for the tourist without disturbing the nature's balance along with benefiting the local economy and contributing to the structural development of local communities. The case study is focused on the emerging tourist spot of India ,LADAKH. The research method used is secondary data analysis. It aims at promoting sustainable tourism along with some moral responsibilities as a tourist and locals point of view regarding the tourism. The research results show that how local administrators are trying to provide the blissful experience along with the comforts of modernity without sacrificing planet for it. In this regards the aim of administrators is focused on managing the huge number of visitors every year without affecting the economic development along with the environment.

Keywords: Ladakh, local administrator , responsible tourism , environment , quality tourist.

I. INTRODUCTION

World tourism is considered as a significant factor in the economy of manynations.Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts.

India is a great country with a heaven of tourism delights like wealth of sights, culture , exuberance and diversity of terrain. It is no doubt a place of wonders with creative burst of cultures, races and religions over a billion people. It's diversity is out of all bounds.

One such region which was the part of the state of Jammu and Kashmir has now been declared as union territory on 31st of October 2019 by parliament of India. Since Ladakh is a part of the strategically important Kashmir region, the Indian military maintains a strong presence in the region.

II. OBJECTIVESOFTHESTUDY

➢ To overview the tourism industry of India in general and Ladakh in particular.

➢ To study the emerging trends and it's impact in the tourism sector.

➢ To assess the future prospectus of tourism industry in Ladakh.

➢ To identify the problems of tourism industry in India and suggest remedies.

III. ACADEMIC SIGNIFICANCE OF THE STUDY

The tourism industry of the has shown in potential in terms of income generation as foreign currency. This industry is having a great future but is still ignored by the government. By undertaking this study it will bring in to light the problems and will also spread awareness about the responsibilities as a tourist. This study will also help to mould the perspective towards tourism as not only the responsibility of locals but also the visitors to maintain environmental balance. It will help to think of creative ways in which both sustainable tourism as well as environmental balance is maintained.

IV. RESEARCH METHODOLOGY

This paper discusses some of the results of the search undertaken using secondary data. By treating different statistics, guides , brochures, specialized sites, comparisons, analogies and syntheses , as well as viewing the interviews of local officials in the area of LEH , the city in Ladakh.

V. HYPOTHESIS

The hypothesis framed for study are given below :

➢ Tourism industry has brought the socio-economic change in and around the cities of Ladakh.

➢ Tourism in Ladakh has influenced the development of other cities leading to less crowding in a particular city.

VI. RESULTS AND DISCUSSION

➢ Ladakh, the wanderlust for most of the youngsters today is situated just below the Himalayas at 3500 m.

➢ *ShantiStupa* is a Buddhist white – domed stupa (chorten) on the hilltop in Chanspa, Leh district. It was built in 1991 by Japanese BuddhistBhikshu , Gyomyo Nakamura and part of peace pagoda mission.
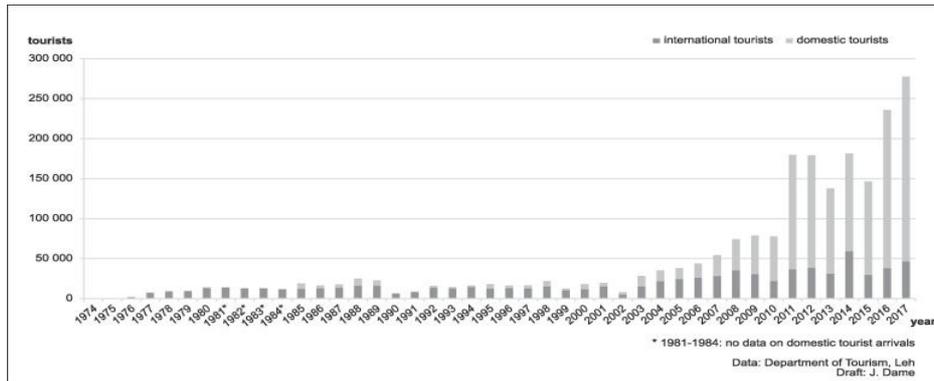
➢ Paranomic view, peace and solitude is something expected to experience but instead of that you get to experience people clicking bunch of selfies and a lot of chaos all around.

➢ From 500 tourists in 1974, when it was first opened for tourism to 2,50,00 last year, Ladakh has seen an exponential rise in the number of visitors specifically in last decade.

➢ **WHY THE LAST DECADE?**

Release of a film which broke box-office records in India and won 16 out of 27 awards " **3 IDIOTS** ".

➢ According to Mr. Mehboob Ali (Ex. Director of tourism department) Ladakh went from Agro- based economy also dependent on defence to one dependent on tourism economy post the release of a film.

➢ Tourism contributes to approximately 50% of the local GDP.

➢ Last decade bought about thousands of jobs and around 2000 crores in revenue.

VII. PROBLEMS OF TOURISM IN LADAKH

➢ Ladakh is a cold desert in the rain shadows of Himalayas, monsoon does not make it, barely 100 mm in most of the valleys.

➢ 2,00,000 tourists descend on 5 sq. km city in 5 months.

➢ Unavailability of native industries leads virtually everything to be trucked in from outside region.

- ➤ *Nubra valley* – It is situated at 160 km North east of Leh. Famous for spectacular sand dunes and majestic double humped Bactrian camels.

- ➤ Again, the spectacular view is missed and more of camel rides are enjoyed here.

- ➤ *Pangong lake* – 134 km long and stretched between India and China is the highest salt water lake in the world.

- • **WHAT MADE IT FAMOUS?**
Nothing but the epic KAREENA KAPOOR KHAN'S scene of riding a yellow scooter dressed as bride.

- • According to the local vender 200 to 300 tourist per day started visiting after the movie got released

- ➤ In the interview with Tsewang Dolma , an environmentalist in the city, tourists usually visit the place for short duration of 10 to 12 days and expect to explore as much as possible.

- ➤ In the very process of discovering they stop caring about the environment.

- ➤ Packaged food products, plastic water bottles etc. tend to cause garbage issues. In the peak seasons approximately 30,000 bottles are being dumped in the *Bombgarden*.

➢ Well usage of bottles not only contributes in increase of waste but also leads to pollution while importing. Each bottle is imported from as farby tourist there was twice or thrice of what was consumed in other hill stations.

➢ Lower supply of oxygen at higher altitudes ensures that the biodegradable waste, decomposes slower than usual also the recyclables that do get segregated again being trucked out of region resulting in more pollution.

VIII. SUGGESTIONS

➢ Government should put a limit on the visitors to Ladakh for instance only 70,000 tourists would be allowed to visit Ladakh that too on first come first serve bases.

Wouldn't that be discriminatory?
Nepal, like Ladakh has been receiving and allowing tourists to visit in any number but that isn't same with Bhutan; they levy heavy environmental fee on the tourists and only quality tourists who want to see and explore nature visit.

➢ **LIVELYHOOD OR 50 YEARS DOWN THE LINE TOWARDS SUSTAINABLE FUTURE?**
KEY – solve water problems. At the height of 11000 feet, Ladakh receives close to a 100 mm of rainfall every year, $1/7^{th}$ of Delhi, dependent on its own.

➢ Rise in temperature leads to melting of glaciers at faster rate than usual leading to flash floods.

➢ Another reason for melting of glaciers is due to pollution caused by local cars, trucks, cabs, diesel engines in particular.

➢ Diesel should be banned and all combustion engines too in fragile place like Ladakh.

➢ Its is should be replaced with electricity. India has no oil in its earth but it is blessed with 300 sunny days which can be utilized for solar charging stations.

➢ Overcrowding of THE ONLY city LEH can be managed by developing alternating cities where not only the pressure is released but also where everything is so well planned by greening it with new methods like *ice stupa – artificial glaciers.*

IX. CONCLUSION

➢ The development in the tourism sector has tremendously helped Ladakh to develop an independent economy but has also hammered the environment to greater extend.

➢ Many of the locals are employed now gaining huge amount of revenue but the natural phenomenon of the place is ignored in the process.

➢ We, together as a human race should maintain the modernity without affecting the planet.

➢ This research did not aim on banning things but managing them.

X. REFERENCES

➢ https://dreamdth.com/community/threads/introduction-to-tourism-in-india.2074/

➢ https://shodhganga.inflibnet.ac.in/bitstream/10603/6703/6/06_chapter%201.pdf

➢ https://www.youtube.com/watch?v=BRcMHxz0Hfg

➢ https://www.lonelyplanet.com/india/jammu-and-kashmir/ladakh

➢ http://www.sideproject.org.nz/blog/2013/8/28/nubra-valley-and-some-history-of-ladakh

➢ https://kushachopra.com/visiting-pangong-lake-ladakh-f0dc64a1e19d/

➢ https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwibxp69iPHmAhWEX3wKHUy3
CgUQjRx6BAgBEAQ&url=https%3A%2F%2Fwww.buzzfeed.com%2Farielbardi%2Fwhat-has-3-idiots-
done-to-ladakh&psig=AOvVaw2ZbTkfOBkzIirFCqVV7B2h&ust=1578471965752572

ONLINE GROCERY SHOPPING

Ms. Rashi Raut, Mr. Prathamesh Tandel and Mr. Akshay Waghre
Department (Bachelor of Accounts & Finance), Patkar Varde College, Mumbai

ABSTRACT

"One click shopping to one percent growth". Globalization has brought a need of an internet for various purposes, online marketing of groceries has become a part of it. The main objective of online grocery marketing is for people with hectic schedules, less time, interested in one click shopping, etc. Online marketing is helping the country to get a great step towards increasing GDP. Traditional marketing gives the feel but online marketing is that which creates trust among the customers. As businesses are expanding its brick to click, so as to understand the consumers perception. Due to inflation people shift towards online grocery shopping so as to get more benefits .It has been observed that more than 50% of one's income in India is spend on groceries. Online grocery in India still has a small start but has a great potential capacity. Online marketing emphasizes the need of customers and study their behavior accordingly. This shopping has covered a wide range of globe. Online grocery marketing has brought a stress on the shift of kirana stores to online web stores. Online grocery marketing has not only attracted the youngsters but also 60% of the elder generation. It has made various doors open for opportunities like employment, good cash flow, variety of groceries etc. Grocery is all about health, freshness, wellness, quality, Indians important aspect etc. There are many online groceries marketing application like Grofers, Big basket, etc. which are started to spread the importance of one click affordable, free delivery, multiple options shopping. "SAVE TIME SAVE MONEY".

Keywords: Employment opportunities, Consumer perception, One click Shopping, Online services, Retail business

INTRODUCTION

"**It's Easy to Go Online and See What Catches My Eye**". Grocery is all about basic necessities of human being. Grocery shopping all started from early ages of our mom's and pop's and grandparents, where there were street vendor, hawkers from whom shopping of food, grocery, clothes etc. took place. Firstly it was unorganized form of market as the product had a price but due to bargaining it would go again high to low.

We went on with market then supermarket, hypermarkets and then here we are entering the new era of online grocery shopping. Online shopping was first started by Michael Aldrich in 1979 which is now known as e-commerce which enables the customers and business to have transaction base on currency. It started increasing day by day in various forms. Slowly then it started and gave rise to many application first commodity and now into the world of grocery shopping. It's application in this era have famous brands name like Big basket, Amazon and many more which are now entering this high potential B2C market. Online shopping is creating an access for all products just on click. It is trying to create comfort and changes according to the consumers. Most of the people of young generation and also the elder are trying to move towards online shopping due to busy work schedule, the chaos, less variety available etc.

Online store is a next opportunity in e-commerce space. There came a time when there was a closure for online grocery shopping application but Grofers one of the application has finally taken off and raised $45 million in funding, just this year. India is the fourth largest grocery market in world. Consumer has many choices while purchasing any item. He/ she can compare prices with other application. Online grocery has many types of payment mode like cash on delivery, online payment, Debit or Credit card etc. Groceries are different from all products, a person can live without watching a movie, spending on luxuries can be avoidable but still in any of the above cases a person cannot live without having groceries each month. Due to its increasing demand, many business men, retailors, wholesalers, etc. are trying to get in such business so that more selling, more profit can take place. Most of these business have failed but still few are upcoming and creating a firm base in the market.

The upcoming most used applications in India are Big-basket and Grofers. These are few most prominent applications in the market. The current daily sales of Big-basket and Grofers are 100000 and 40000 orders a day respectively. It is expected that India might have a growth of about 62% between 2016- 2022. The sales are rising day by day and expected to reach 2% of overall sales creating the market size of around Rs 60000crores. Employment opportunities are at a boost due to online grocery shopping. Various job opportunities are provided by the online stores like Product management, Translator, Account management, Digital content, etc. This type of shopping is creating all access according to customer's choice.

Top 9 online grocery shopping applications:

- Big-basket

- Grofers

- Zopnow

- Amazon Groceries

- Nature's basket

- Reliance fresh

- Aaramshop

- Naturally yours

- Bazaar Cart

OBJECTIVE

❖ To understand the growth of online grocery market in India and how it has change consumer buying pattern with traditional retail, distributor and wholesale approach which is still dominating the space.

Hypothesis

H0: Online grocery shopping might not be favorable for each consumer

H1: Online grocery shopping will prove to be best according to upcoming technologies and generation.

SCOPE OF STUDY

The upcoming generation might provide a great scope towards online grocery shopping. There will come up a situation where in quick access for all products will be taken. The growth is seen in people's standard of living.

LIMITATIONS

- It was quite difficult for making the people understand the questions.

- Most of the women were unaware about online grocery shopping

- It had main constraints only on the customers and not on retailers, wholesalers, etc.

- Few women take help of their children's to do online grocery shopping, so were unaware of online grocery shopping.

SELECTION OF PROBLEM

➢ The above problem is selected by us as to make the people more aware about the online grocery shopping, to go digital according to the technology.

LITERATURE REVIEW

1) M. Punakivi and J. Saranen, (2001)

Achievement or disappointment of e-basic food item business depends much on auspicious home conveyance transportation. So as to maintain the matter of e-basic food item into benefits, the e-merchants necessities to put the endeavors to comprehend the factors that influence the cost structure of different help ideas. The reproduction results show that e-basic food item home conveyance administration can really be as much as 43 percent less expensive contrasted with the present expenses of clients visiting the store utilizing their very own vehicle and extra time. Therefor it is a firm contention for forecast that expresses the quick development of e-basic food item business. India is encountering an extraordinary accomplishment of web use from a decade ago which prompts generally progress in business utilization.

2) K. V. Pandya, J. Vallabhaneni and C. Seow, (2012)

Research has been attempted in numerous parts of e-business and e-following yet not in how a creating nation hopes to create e-basic food item. The fundamental point of the examination is to find the expectation of shopper for shopping of basic food item items on the web. In India ladies holds over 25% of salaried occupations in different parts.

3) L. Zhou, L. Dai and D. Zhang, (2007)

Presently day"s proficient ladies are persevering and those days are no more where ladies go to commercial center to purchase some goods. With the developing pattern of web use web based shopping has gotten

increasingly advantageous for particularly those ladies who can't extra their opportunity to go to buy every day need things by and by.

4) C. Hand, F. Dall"Olmo Riley, P. Harris, J. Singh and R. Rettie, (2009)

Find factors that impact the selection of purchasing on the web basic food item by two-advance process. In initial step exploratory subjective research is led so as to pick up the top to bottom information on purchasing conduct of food supplies online by customers. Also, huge scale quantitative was done to affirm the job of situational factors in disturbing the start of online basic food item purchasing. Both subjective and quantitative outcomes set up the significance of situational factors, for example in the event that there is child or if there is wellbeing issues that can trigger to purchase food supplies on the web. Numerous customers will in general stop online shopping for food when the main trigger has gotten wiped out or they have any issue with administration. While situational factors are past the marketer"s control, they could be utilized as an establishment for showcasing correspondences substance and target publicizing. The significance of situational factors as triggers for the reception of on the web shopping for food recommends unpredictable selection process for example conveyed by circumstances rather than by a subjective elaboration and choice. The selection of internet shopping appears to be unexpected and might be ceased when the starting conditions change.

5) Z. M. M. Zaini, N. Ramli, F. A. Ghani, A. Samsudin, M. Hamid, K. Jusoff and M. (2014)

Musa, Analyzed the observations and inclinations of Malaysian purchasers towards on the web shopping for food. It is additionally looks at three significant factors in online staple shopping; cost and charges, time accessibility and comfort of internet shopping, which will add to the effect of online shopping for food. Test of populace for this examination were purchasers who had some involvement with online nourishment retailing, especially online shopping for food and furthermore the individuals who have not yet to utilize web to buy staple items. Consequence of the examination demonstrated that Malaysian buyers were differing on the additional expense and charges of online shopping for food charged by the online food merchants. A similar inclination they communicated on the time accessibility that they have and furthermore the time used to explore the online pages.

DATA ANALYSIS AND INTERPRETATION

Secondary data

Following data specifies the Market share and sales:

Country	2017 Market share	2022 Market share	Sales growth 2017-2022	Increase in online grocery sales 2017-2022 (US $)
India	0.05%	0.6%	87.0%	5.0bn

Source:-https://bestmediainfocom.cdn.ampproject.org/v/s/bestmediainfo.com/lite/2018/08/igd-online-grocery-sales-in-india-to-grow-by-87-cagr-from-2017 2022/?amp_js_v=a2&amp_gsa=1&usqp=mq331AQCKAE%3D#aoh=15772844737061&amp_ct=1577284509201&referrer=https%3A%2F%2Fwww.google.com&amp_tf=From%20%251%24s&ampshare=https%3A%2F%2Fbestmediainfo.com%2Flite%2F2018%2F08%2Figd-online-grocery-sales-in-india-to-grow-by-87-cagr-from-2017-2022%2F%23aoh%3D15772844737061%26amp_ct%3D1577284509201%26referrer%3Dhttps%253A%252F%252Fwww.google.com%26amp_tf%3DFrom%2520%25251%2524s

Primary data

The following questions are being answered by the students, Women's, Men's.

1) What is more preferable according to you?
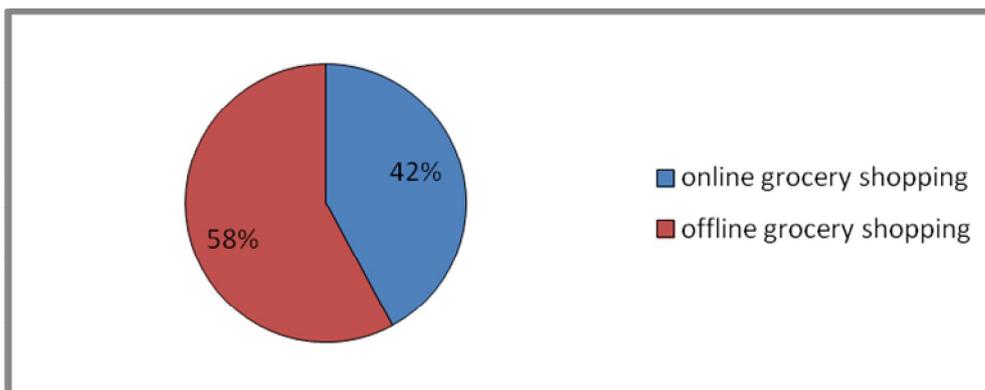
136 among all the respondents answered for offline grocery shopping. Still there is a backlog for demand of online grocery shopping. But growth is expected to increase the sale and help in the people move towards online grocery shopping.

2. What types of problem do you face while doing offline shopping?
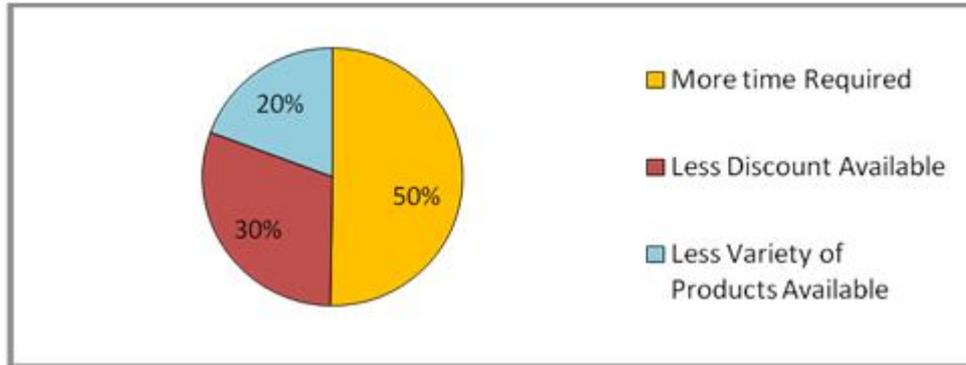
People now-a-days are quiet busy, have hectic schedules and think that it's quiet difficult to waste time doing offline shopping. It is as difficult to go out and then find a place for parking etc. Next, it says that there are fewer discounts available while doing offline shopping. People always tend to prefer a place wherein they get more discounts. Few respondents also feel that a few varieties of products like a foreign product available will not be available in a traditional market.

3. How will you rate for offline?
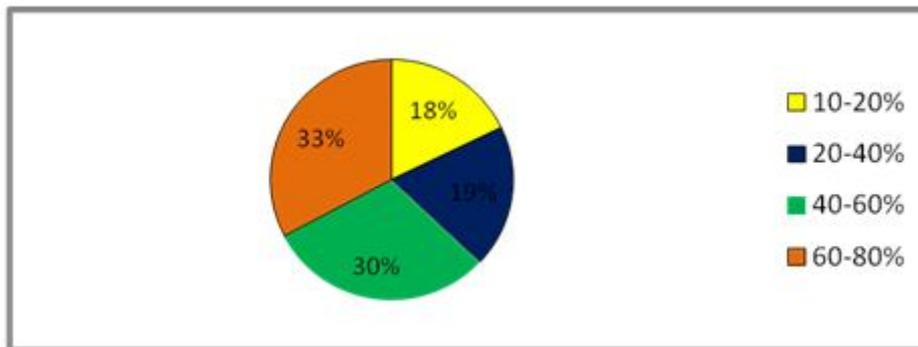
Offline grocery shopping is most preferable according to the nature of respondents. Most people respond the highest as they have a great trust towards offline grocery shopping and also developing trust and slowly moving towards online grocery shopping.

4 .How often do you buy grocery products?
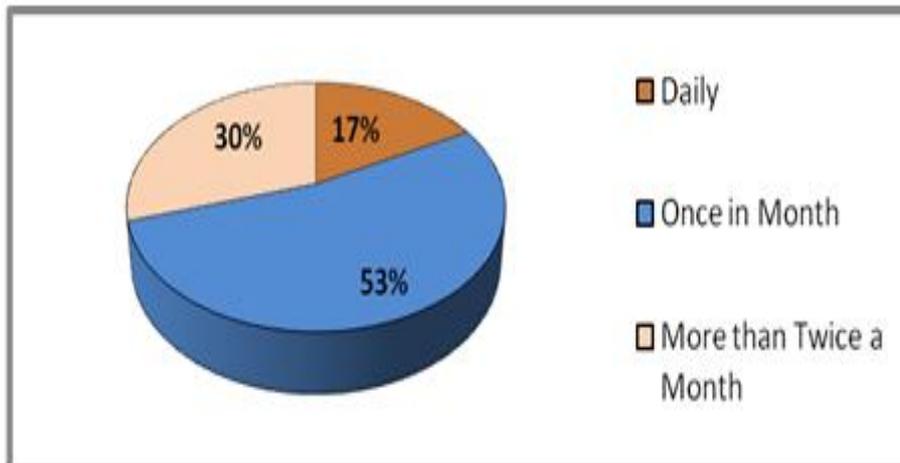
Buying grocery products had a great, response for 'Once a month'. Most people prefer buying only once for the whole month. Few respondents also prefer to buy more than twice a month, i.e. rated by 69 respondents. The option 'Daily' had less respondents as compared, because people thought it useless to shop again and again.

5. What type of problem do you face while online shopping?
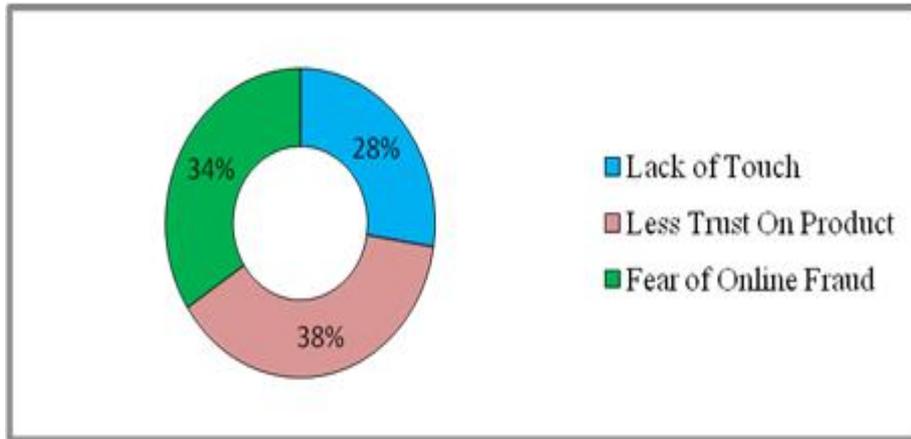
The problem are the main issues which buying a back off in the proportion of sales. 126 amongst the respondents have the major problem of 'Less Trust on the product'. And the very next comes the fear of online fraud. Lack of touch was also a problem as a product without touch is nothing some respondents do face all the problems and fear while doing online grocery shopping as the pie-chart specifies.

6. How will you rate for online?
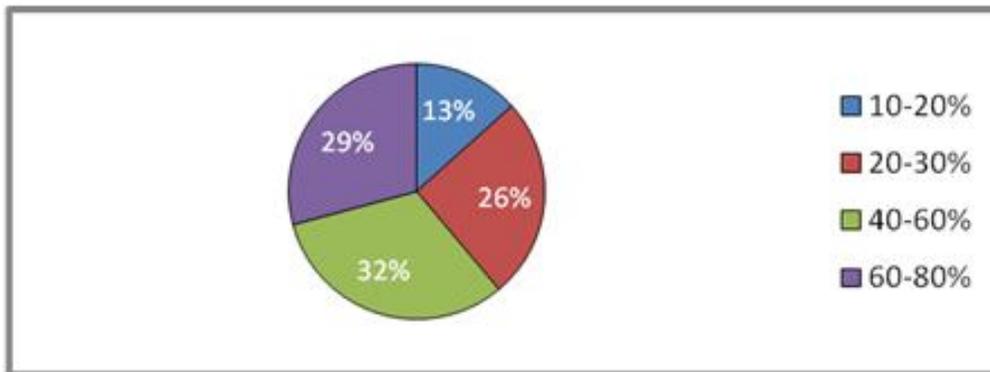
As the respondents were from the local areas, people are still quiet unaware of the online grocery shopping. About 30 respondents are still insecure about online grocery shopping and have rated less. 72 respondents have rated for 40-60% and has a quiet good response

7. From the following which site do you prefer?
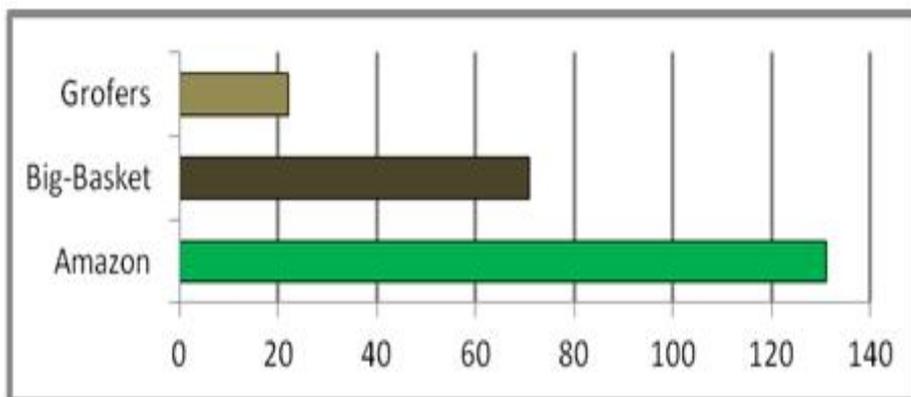
Amazon and Big-basket are most preferable application in the going era. Amazon is the most preferred and trusted as it already exists for different purposes. Grofers are the upcoming ones who are creating a great base in India.

8. REVIEW OF RESPONDENTS
This specifies the review obtained from the respondents about the changes to be brought in online grocery shopping.

CONCLUSION

Online grocery shopping is an upcoming trend. Traditional grocery shopping still has a great demand but slowly still steadily being replaced by online stores. The study proves that online shopping is mostly preferred by working women. Many changes are expected by the consumers who gave responses. The research states that growth of the online grocery stores is in a positive manner. More business opportunities are been discovered by the companies. The online stores have a perception not just about profit maximization but also about prevailing the customer's satisfaction

REFERENCES

1) Himanshu budhiraja and kanav mittal; ''consumer purchase intentions for e-grocery shopping in India'' IOSR journal of business and management (IOSR-JBM)

2) Kavitha R. "a study on consumer acuity towards online" assistant professor, department of commerce Sri. Krishna arts and science college Coimbatore-08,tamilnadu,india

3) Juliet memery Phil megicks jasmine Williams, (2005), "Ethical and social responsibility issues in grocery shopping" a preliminary typology," qualitative market research: an international journal, vol 8 lss 4 pp. http://dx.doi.org/10.1108/13522750510619760

4) Masood h siddhiqui and Shalini n Tripathi ; "Grocery retailing in India: online mode versus retail store purchase, jaipuria institute of management, Vineet khand, gomtinagar, licknow-226010

5) Mrs. Panuganti jayasree; "consumer behaviour- online grocery shopping in India: An overview " assistant professor, department of management studies, bhavan's Vivekananda college, sainikpuri, secunderabad-94.

6) Hhtp://scholar.google.com/scholar?hl=en&as_sdt=0%2c5%q=online+grocery+shopping+research+paper& oq=online+#d=gs_qabs=%23p%3DoR1R1tsfC8ty4J

7) https://bestmediainfo.com/lite/2018/08/igd-online-grocery-sales-in-india-to-grow-by-87-cagr-from-2017-2022/

8) https://www.livemint.com/industry/retail/india-s-online-grocery-retail-market-to-touch-10-5-billion-by-2023-redseer-11572008045038.html

A STUDY ON YOUTH'S PERSPECTIVE TOWARDS THE CURRENT ENTREPRENEURIAL SECTOR

Mr. Vedang Sawant
Tolani College of Commerce, Sher-E-Punjab Society, Andheri (East), Mumbai

ABSTRACT

Since independence, India has changed beyond recognition. The growth and breakthroughs of the country in every sector in the last few decades have been a matter of global accolades. The youth happens to be the face of the nation and the heirs to this virtuous legacy. The undogmatic and positively ambitious attitude of the youngsters has been nothing but a blessing to the nation. This paper attempts to understand the stances of the younger generation on entrepreneurship- their views, opinions and beliefs. Certain factors that constitute as obstacles to entrepreneurship are also evaluated. Furthermore, this paper tries to touch the role of education in regards of this subject. The prime objective of the study, however, is to determine the scope of entrepreneurial sector of the current youth. A contrasting array of questions were posed to young respondents to put together the primary data, moreover the secondary data is accumulated based on reliable statistic and literary works. The results and findings were formed on the analysis and make it evident that the youth is much more eager to dive in the entrepreneurial sector compared to the predecessors. If this pattern continues, a society which thrives zealous entrepreneurs and innovation is not beyond reach.

Keywords: entrepreneurship, youth, role of education, innovation

I. INTRODUCTION

The changing economical situations in a country demand a shift in the working paradigms of its people. Change is the only constant and the way to survival. The progress and advancements in the past decades are no secret but the rising demand and desire for a finer standard of living rises a need for self-sufficiency. Therefore, entrepreneurship in today's world is deemed much more required than it was before. This in-turn raises the question of how interested is youth in entrepreneurial sector. The country needs young minds to come up innovative and economical solutions for present problems. This new level of innovation and revolution will lead the country unto great achievements and in forming a developed, much more progressive society.

IMPORTANCE OF THE STUDY

As the size of the population continues to expand, job opportunities become more and more scarce. Entrepreneurship holds the key to innovation and economic development therefore it is of foremost importance that the young and blooming minds in the society, who are to be the successors of this country, participate and contribute in the entrepreneurial sector so as to upgrade and evolve the paradigms of today's dynamic economy. Consequently, by understanding their view-point on the same, it may be possible to extrapolate how likely or unlikely they are to consider entrepreneurship.

LIMITATIONS OF THE STUDY

The size of the sample may not be adequate to generalize the results.

SCOPE OF THE STUDY

The study is based only on volunteers who are youngsters- secondary students, undergraduates and graduates students. The study has been done through the utilization of questionnaire to the students as a survey and reference. The results of the survey have been collected and examined to come to a conclusion.

OBJECTIVES OF THE STUDY

* To evaluate interest among young individuals towards entrepreneurship.

* To identify the motives to opt for entrepreneurship.

* To recognize the causes for not opting in entrepreneurial sector.

* To convey that entrepreneurship is important for economic development.

II. REVIEW OF LITERATURE

Entrepreneurs and Micro-Enterprises in Rural India, Ajit Kanitkar (1994) This paper examines the results of a study aimed at understanding the emergence of successful entrepreneurs and owners of micro-enterprises in rural India. Based on the case studies of 86 village-based entrepreneurs drawn from different regions of India, it also explores the socio-economic profile of the entrepreneurs, their motivation for switch

from an agriculture-based occupation to a non-farm activity, their approach to gathering resources for their enterprises and the factors that ensured entry of the village-based entrepreneurs into a business.

Role of Make in India as driver of Growth in Manufacturing Sector, Pratiksha Mishra, Dr. Taruna (2016) "Make in India" campaign initiated by Prime Minister Modi in the year 2014 by addressing national and international audiences has been a global talk. The primary objective of the campaign is to accelerate the economic development by honing skills, creating jobs and motivating innovation. The paper seeks to study the campaign as a driver of growth in different sectors. The challenges, opportunities and suggestions to this scheme have also been presented.

III. ANALYSIS OF DATA

- *Primary Data:*

For the purpose of this research, 100 individuals between the age group of 16 to 25 were surveyed. The questionnaire was structured in a Google Form. To secure the reliability of the responses, the volunteers were assured that their responses would remain 100% confidential and anonymous. It must also be noted that the questions were framed in a neutral and unbiased way to avoid influencing respondents.

Following are some of the questions posed in the survey along with their responses:

1) *Would you like to be an Entrepreneur?*

Response	Percentage (%)
Yes	68
No	32

2) *What would be the primary reason for you to be an Entrepreneur?*

Responses	Percentage (%)
Money	19
Job Satisfaction/ Passion	14
Public Service	6
Lifestyle	15
Expressing Creativity	9
Shaping the world	10
Being your own boss	26
Other	1

3) *What would be the primary reason for you to NOT be an entrepreneur?*

Responses	Percentage (%)
Risk	32
Stress	11
Financial Reasons	25
Not your Passion	13
Unsteady/ Unstable Income	8
Unwilling to Compromise	2
Unsupportive Family	7
Other	2

4) *If you were to be an entrepreneur, do you think your current education is preparing you for it? OR If you are one, has your education been helpful?*

Responses	Percentage (%)
Yes	40
No	23
Maybe	37

- *Secondary Data*

Entrepreneurial Ambition

According to a Randstad Work Monitor Survey, 83% of the Indian workforce would like to get in the entrepreneurial sector. Entrepreneurial aspiration among the workforce is highest in India. The workforces are considering leaving their current jobs to start up their own business. But for a stable business environment and

for fostering a new aspiring and inspired Indians, an effective ecosystem and reforms like Make in India, Start-up India, Stand Up India, etc. are the need of the day.

Make in India
Increase in FDI after initiating Make in India Campaign **in 2014**

Year	FDI (US$) Billion
2012	35.12
2013	22.42
2014	24.30
2015	30.93
2016	40.40
2017	43.48

Source: Department of Industrial Policy and Promotion

Start-up India Campaign
Start-up India is an initiative of the Government of India. The campaign was first announced by Indian Prime Minister, Narendra Modi during his 15 August 2015 address from the Red Fort, in New Delhi.

Year	Start-Ups Incorporated
2014-2015	685
2015-2016	1609
2016-2017	2597
2017-2018	2711

Source: GOI, Ministry of Commerce and Industries, Department of Industrial Policy and Promotion

IV. FINDINGS

- By interpreting the responses of the individuals, it is evident that majority of the youngsters are inclined towards entrepreneurship. Data collected by Randstad Work Monitor Survey also supports this judgement.

- According to the responses to the survey, it is implied that most individuals seek entrepreneurship for feeling a sense of independence that other jobs do not offer. Moreover, the risk that comes hand in hand with business is seen to be the most likely grounds for not getting into entrepreneurship.

- Even though not majority, but a significant mass of people is unsure and confused as to how worthwhile their education is to pursue their entrepreneurial ambition.

- The secondary data makes it clear that more and more people are considering entrepreneurship thanks to the various start-up schemes offered by the government. This in-turn has contributed in a rise in Foreign Direct Investment by a significant degree.

V. CONCLUSION
There is no doubt that the youth is ambitious and very much inclined to explore the cosmos of entrepreneurship and business. The schemes and policies offered by the government are seen to be widely accepted. Entrepreneurship is the key to a world full of innovation and possibilities and the youth is determined to tap into it. If this thought pattern and trend continues, an advanced and progressive nation is not unthinkable.

REFERENCES
- Entrepreneurs and Micro-Enterprises in Rural India, Ajit Kanitkar (1994)

- Role of Make in India as driver of Growth in Manufacturing Sector, Pratiksha Mishra, Dr. Taruna (2016)

- Make in India: A Boon to Entrepreneurship, Dr. A.C. Pramila H.R. Arpitha

- Dynamics of Entrepreneurship (2019)

- Department of Industrial Policy and Promotion

- GOI, Ministry of Commerce and Industries, Department of Industrial Policy and Promotion

- Randstad Work Monitor Survey

IS VIOLENCE AGAINST WOMEN AT WORKPLACE BLOCKING PROGRESS OF NATION?

Ms. Deepika Arora
Lecturer in B.Com (A&F), Patkar Varde College, Mumbai

ABSTRACT
Violence itself is understood as a violation of human rights and a form of differences against women. It means all acts of gender-based violence that results in physical, sexual, psychological or economic harm. It can be suffering caused to women, including threat, coercion or arbitrary deprivation of liberty. It violates women's right to life a safety. It causes physical and psychological harm that reduces female's ability to live a normal life, obtain the education they need, earn a living, to be independent in their thoughts, belief in their own life and participate in social life. It increases the power distance between females and males leading to inequality. Lack of bargaining power and labor policies leave millions of workers, particularly women, unprotected and helpless.

Whether violence occurs within the workplace or outside, the effects of gender-based violence at the workplace are substantial. Along with this, awareness has become the need of an hour. My study indicates violence against women at workplace which hinders the growth of a Nation.

Keywords: Violence, women, workplace, Nation

INTRODUCTION
VIOLENCE: - Violence against women (VAW), also known as gender-based violence and sexual and gender-based violence (SGBV), are violent acts the victims of which are primarily or exclusively women or girls. Such violence is often considered a form of hate crime, committed against women or girls specifically because they are female, and can take many forms.

Women In India the status of women in India has been subject to many great changes over the past few centuries. From a largely unknown status in ancient times through the low points of the medieval period, to the promotion of equal rights by many reforms, the history of women in India has been eventful. The current status of women cannot be properly understood without reference to the predecessor form of womanhood from which it evolved and the process by which it grew. So, the status of women has been perceived by dividing into historical phase's Ancient society, Medieval society, and Modern society.

Women in Ancient Society: In ancient India, the women enjoyed equal status with men in all fields of life. Later 500 B.C, the status of women began to decline with the Smritis and with the Islamic invasion of Babur and the Mughal empire and later Christianity curtailing women's freedom and rights. The women enjoyed freedom, Status and prestige in the society but did not last long and women finally settled down to an indoor life.

Women In Medieval Society: The Indian woman's position in the society further began to worsen during the medieval period when sati among some communities, child marriages and a ban on widow remarriages became part of social life among some communities in India.

Situation of the women differs all over the country according to the place, culture and tradition of people. Women in the north-eastern provinces and south have better position than other regions. Because of the practice of female infanticide, the number of girl child has been very less in comparison to the male child (almost 940 women to 1000 men according to the 2011 census). Such a huge decrease in the percentage of female child is because of the sex-selective abortions and negligence of young girls.

OBJECTIVES
1. To study types of violence against women at workplace.

2. to study the types of violence

3. to study the corrective measures taken by government

HYPOTHESIS OF THE STUDY
H0 Violence against women at workplace might hinder growth of Nation.

H1 Violence against women at workplace might not hinder growth of Nation.

RESEARCH METHODOLOGY

Research Methodology is the technique to identify, select, process and analyze information regarding a particular problem or topic. In a research paper, the methodology procedure allows the researcher to critically overview a study's reliability.

The Researcher has used secondary data in the present paper. The data has been collected from various articles, journals, books, websites, etc. and it has been used to study its definitions, types, objectives of violence in the world. All the data included is the secondary base and is a base reference.

LITERATURE REVIEW

1. Meritor v. Vinson (1986), Michele Vinson, in the case analyzed an employee of Meritor Savings Bank, was forced to have sex with her boss between 40 and 50 times; he stroked her publicly, followed her into the women's rest room, and raped her continuously over the time she worked for.

2. Robinson v. Jacksonville Shipyards, 1991, Lois Robinson went to court after officials at the Jacksonville Shipyard ignored complaints that pornographic pictures were frequently displayed in the workplace, including a pinup showing a meat spatula against a woman's pubic area and another featuring a nude woman holding a whip. Crude and sexually explicit scribblings on the walls, and a dart board was decorated with an art of a woman's breast—with the nipple as the bull's eye.

3. U.S. v. Lanier, 1992, A judge in Tennessee was recently convicted of sexually assaulting five women who worked for him, as well as raping a young woman orally during a job interview in his offices.

4. UN Committee on the Elimination of Discrimination Against Women (CEDAW), "CEDAW General Recommendations Nos. 19 and 20, Adopted at the Eleventh Session, 1992

5. Women are more likely to be injured than men during an assault 31.5 percent of female rape victims compared with 16.1 percent of male rape victims reported being injured during their most recent rape,39.0 percent of female physical assault victims compared with 24.8 percent of male physical assault victims reported being injured during their most recent physical assault.

6. National Health and Social Life Survey and the National Women's Study Findings

7. The National Health and Social Life Survey found that 22 percent of surveyed women and 2 percent of surveyed men had been forced to do something sexual at some time in their life The Study also found that 13 percent of surveyed women had been victims of a completed forcible rape.

TYPES OF VIOLENCE

1. Female Genital Mutilation/Genital Cutting

Female Genital Mutilation/Genital Cutting (FGM/C) refers to several types of traditional cutting operations performed on women and girls.

It is estimated that more than 130 million girls and women alive today have undergone FGM/C, mainly in Africa and some Middle Eastern countries.

2. Dowry

Dowry murder is a brutal practice where a woman is killed by her husband or in-laws because her family cannot meet their demands for dowry — a payment made to a woman's in -laws upon her marriage as a gift to her new family members.

3. Honour killing

In many societies, rape victims, women suspected of engaging in premarital sex, and women accused of adultery have been murdered by their relatives because the violation of a woman's chastity is viewed as an affront to the family's honour.

4. Violence during pregnancy

Violence before and during pregnancy has serious health consequences for both mother and child. It leads to high-risk pregnancies and pregnancy-related problems, including miscarriage, pre-term labor and low birth weight.

5. Discrimination and violence

Many women face multiple forms of discrimination and increased risk of violence.

- Women in India are five times more likely than other women of the same age to die as the result of violence.

- In Europe, North America and Australia, over half of women with disabilities have experienced physical abuse, compared to one-third of non-disabled women.

6. Psychological violence

Any act which causes psychological harm to an individual. Psychological violence can take the form of, for example, coercion, defamation, verbal insult or harassment.

7. Rape

One-quarter of the reported rapes involve girls under the age of 16 but the vast majority are never reported. Although the penalty is strict, convictions are rare. Crimes such as rape as a form of sexual violence are reported to be on the increase. Around the world, one in five women have been found to be victims of rape in their lifetime. Many rapes go unreported because of the drama and trauma associated with them and the lack of sympathetic treatment from society. The insecurity outside the household is today the greatest rock in the path of women. In recent years, there has been an alarming rise in atrocities against women in India. Every 26 minutes a woman is molested. Every 34 minutes a rape takes place. Every 42 minutes a sexual harassment incident occurs. Every 43 minutes a woman is kidnapped.

8. Acid attacks

At times, acids such as sulphuric acid has been used to disfigure or kill women and girls for reasons such as family feuds, inability to meet dowry demands and for rejection of marriage proposals.

CAUSES OF VIOLENCE AGAINST WOMEN

1) Partial Society   Indian society is male dominated society where women don't have the rights to make major decisions related to the family. Moreover, researchers revealed that almost 60% of males in India think that women in the family must be beaten from regularly. This societal setup always keeps women at a vulnerable position.

2) Family Factors   Domestic violence committed on a woman has a tendency to be carried over to the next generation. A child who watches his father physically abusing his mother is most likely to imitate to his wife when he grows up. Nuclear families have more reported incidents of violence against women as there is no elder person to intervene and settle the matter.

3) Liquor consumption   Regular consumption of liquor by the husband is prime cause for violence against women in a family. Alcohol is not only responsible for domestic violence against women but also crimes committed against women outside the houses. Alcohol stimulates the offender's or victims cognitive skills, leading the violence.

GOVERNMENT MEASURES TAKEN TO CONTROL VIOLENCE

1) The Government of India

should come out with some more strict laws to protect the rights of women who are victims of violence of any kind occurring within the family, so that it will work as the preventive measure to remove the crime. A strict law to be passed to punish those women who are filing a false compliant against husband or relatives by misusing of Domestic Violence Act so that there will be fair justice to all.

2) Increased Police Vigil

Police vigil must be increased in all the areas, especially in the secluded areas during night.   Police presence significantly reduces the chance of a woman getting assaulted or harassed by others on the road. Police officers must be deployed at crowded places like markets, as the women at these places are more susceptible to crimes like eve teasing or groping.

3) Community Initiative

Initiatives taken by the community itself towards curbing violence against women, is the best way to counter domestic violence and as well as other crimes against women. The Nari Adalat program introduced in Uttar Pradesh by Department of Education has proved instrumental in reducing domestic violence against women.

4) Safe Transport

Many acts of sexual violence against women are committed in trains or buses mainly during late hours. Offenders take advantage of the secluded vehicle and absence of police personnel. There is a need to deploy at least one-woman police constable in buses or rail coaches during late night hours.

CONCLUSION

Due to violence against women at workplace takes place every now and then, government should come up with proper laws, strict rules, to punish the offenders. Women should be given equal status in the society, workplace. Women's dignity should be respected. The empowerment of women is a very important task that every one of us should undertake. This is because empowering women is equal to empowering the whole community and generations to come. There are many ways in which we can empower girls and women and the task does not solely lay with the government but with everyone in the society.

REFERNCES

1. https://www.indiacelebrating.com

2. https://www.opendemocracy.net

3. https://www.tuc.org.uk

4. https://scholar.google.co.in

5. https://www.sciencedirect.com

6. https://mail.google.com/mail/u/0/

ROLE OF TOURISM INDUSTRY IN INDIA'S DEVELOPMENT

Ms. Jyoti Langote

Lecturer in B. Com (A & F), Patkar Varde College, Mumbai

ABSTRACT

The Indian Tourism Industry has prospered in the past few years; most importantly it contributes to the nation's development, Gross Domestic Product, Employment and Foreign Exchange Earnings. The Indian tourism industry has risen up as one of the key drivers of growth among the service sectors in India. The world travel & Tourism council calculated that tourism generated 6.6% of the nation's GDP in 2012 where it supports 39.5 million jobs, 7.7% of its total employment. This sector is forecasted to rise up at an average annual rate of 7.9% from 2013 to 2023. Out of the 140 countries overall, India has been ranked 34th by the Travel and Tourism Competitiveness Report 2019. As per the 2017 report India has improved its ranking by 6places which was the greatest improvement among the top 25 % of countries ranked. According to the World Bank, an immense 1.5 crore tourists visited India in 2017.

Some of the recent actions taken by the Government to raise tourism include grant of export house status to the tourism sector and incentives for promoting private investment in the form of Income Tax exemptions, interest subsidy and reduced import duty. This paper discusses how India is growing and developing and making travel and tourism more attractive and popular all over the world. This paper also explores both the direct and indirect economic benefits which include various provisions of employment, income and (for international tourism) foreign exchange, which brings to improve standards of living of the local community and overall national and regional economic development.

Keywords: economic benefits, standards of living, prospered, forecasted.

INTRODUCTION

India is a great country with a paradise of tourism glory like an abundance of sights, cultural buoyancy, and diversity of landscape. It is a place of wonder, with ingenious shower of cultures, races and religions, over a billion people, 15 official languages, and gifted natures beauty. India is a land of dissimilarity, with unpolluted beaches, mountains and fertile valleys, rain forests, and desserts. Its mixture is out of all hurdles. From mud shack to Castle, there is variety. In every condition, India is on immense scale which can be compared to the superb Himalayan Mountains. It is fixed aside from the rest of Asia by the supreme continental wall of the Himalayas. Unrealistic Tourism development is designed and executed by central and regional government agencies, although problems such as exiguous infrastructure, poor hygiene and tourist molestation have constrained efforts.

Tourism is travel for happiness, peacefulness or business purposes. Tourism comprises the act of persons travelling and also persons staying in places outside their regular environment for not more than one successive year. Tourism is an energetic and ambitious industry that requires the potential to adjust constantly to customer's changing wants and desires, as the customer's satisfaction, welfare and enjoyment are particularly the focus of tourism businesses.

In the countries like India tourism has become one of the utmost sectors of the economy, which comes up to a large proportion of the National Income and it also give rise to immense employment opportunities. It has become the speedy growing service industry in the country with substantial possibilities for its further growth and diversification. However, there are some favourable and unfavourable factors which are involved with the development of tourism industry in the country. From the past few years, it has been observed that there is a tremendous growth and it also extends the diversification which results as one of the speedy growing economic sectors in the world.

The Vision of Tourism India Pvt Ltd is to stabilized and to endure the growth of travel and tourism inside the country and across the country making the world smaller and more accessible, also to make the tourist destinations more and more attractive with advance facilities and with various amenities and making the general public aware of the importance and necessity of the growth of tourism.

The Mission of Tourism India Pvt Ltd is to present a extensive range of news and information services on different topics which are useful to people who are visiting in India and other countries and to publish articles on general and particular subjects on travel and tourism worldwide in line with its perception of making every part of the world more approachable and enjoyable.

OBJECTIVES

To save the environment and natural resources of India as it is an asset for the future travel and tourism.

To make travel and tourism place more attractive and famous all over the world.

To give publicity to tourism destinations and make availability of different facilities.

To make the general citizens aware of the importance and usefulness of travel and tourism.

REVIEW OF LITERATURE:

For the purpose of understanding the reality about the Tourism industry we have reviewed some research paper which is related to the Tourism sector.

Shalini N. Tripathi & Masood H. Siddiqui (2010) mentioned that Tourism and hospitality have nowadays become the crucial global economic activities as people with their busy life wants to spend some good quality time with their family members. It is commonly accepted that India has massive inherent for development of tourism.

Ashish Nag (2013) mentioned that Ministry of Tourism in any country find out the ways to encourage and develop tourism in the country. Growth of Tourism Industry in any country leads to development of the economic conditions.

According to Lok Sabha Secretariat (2013), Earlier the Government used to only regulate the tourism development but now the things have turned up in a better way and now Government is playing the role of agitator in terms of tourism. Due to this the Government is helping in development of Infrastructure by entering into partnership contracts with various collaborators.

D.R. L.N. Ghatage (2015) states that the Tourism industry in India has been rebuild after post reform period. The study of tourism industry has broadcasted the situations of foreign tourist's arrival in India started from the period of 1997 to 2013. It has been observed that the share of top ten states in India in respect of foreign tourist's visit was 89.9% in the year 2013.

IMPORTANCE

Tourism in India is very vital for the country's economy and it is growing very rapidly. The world Travel and Tourism council computed that tourism generated Rs 16.91 lakh crore or 9.2% of India's GDP in 2018 and supported 42.673 million jobs, 8.1% of its total employment. The sector is forecasted to grow at an annual rate of 6.9% to 32.05 lakh crore by 2028 (9.9% of GDP). Tourism is a money-spinning tool. The prime features of economic activities which relates to the tourism sector is that they offer three high-priority aims of developing countries: the generation of income, employment and foreign exchange earnings. Tourism promotes Ventures and boost to Economic Development and it also cherishes Cultural similarity and dissimilarity. Inheritance, Isolation and different cultures of the country are made known to the foreign tourist and the domestic tourists of other parts of India. Tourism industry stimulates several industries like tour and travel, transportation, hospitality, food & beverages, hotels, etc. Hence, growth in inbound tourists,

Generate revenues for these many industries. It also indirectly supports many more industries. Tourism inspires countries and societies to protect, maintain and sustain natural resources and destinations so that they continue to be attractive for tourists. Being tourist destinations, these places become famous and hence demand to be preserved these places.

TYPES OF TOURISM

India is a country which is performing well in all types of tourism in India and the reason is that India has always been known for its uniqueness, hospitality and attractiveness – aspects that have been inviting foreign travellers to India in multitudes. The Indian government, in order to uplift tourism of various kinds in India, has frame – up the Ministry of Tourism and Culture. This Ministry recently started a drive called 'Incredible India!' in order to arouse different types of tourism in India.

ADVENTURE TOURISM

Adventure tourism has recently flourished in India. Due to its geographical assortment, India is one of the premium places for Adventure Tourism. Adventure tourism gives more excitement to the tourists by allowing them to step out of the comfort zone. For adventure tourism in India, tourist mostly prefer to go for trekking to places like Ladakh and Sikkim. Jammu and Kashmir, Matheran and Himachal Pradesh attract for the skiing facilities they offer. Mountaineering, Camel Safaris in Rajasthan, River rafting in the Ganges near Rishikesh, Rock Climbing and much more of an adventure for every adventure lover.

PILGRIMAGE TOURISM
India being the most traditionally developed country and the birth places of many saints, artist and Guru has marked growth in Pilgrimage Tourism since ancient time itself. India has been marked for its temples, and religious places and it also attracts a huge number of pilgrims from every part of the world. Kailash Man Sarovar, Sun Temple, Jagannath temple, Golden temple, Balaji temple, Meenakshi temple, Vaishno Devi and Mathura Vrindavan are some of the major pilgrimage places of India.

MEDICAL TOURISM
Medical Tourism in India has grown considerably in the last few years. Almost two hundred thousand patients travel to India each year in search of medical care. The two major leading reasons behind the boom in healthcare tourism in the country are high quality of medical services and affordable cost of medical treatment. Medical tourism companies help the foreign patients in getting affordable treatment at some of the best hospitals in India.

CULTURAL TOURISM
Cultural Tourism in India is a remarkable hit among travellers from all over the world. Since India is having one of the most unique and diverse culture in the world. With the appearance of so many states and cities, each state with their own set of languages, customs, religion, beliefs, food, festivals, dance, and music, one will get to witness a multitude of traditions across the country.

ECOLOGICAL TOURISM
Eco Tourism in India is a tour for observing the flora and fauna of India. The forests cover on the Orissa, Andaman and Nicobar, Meghalaya and the Malabar Coast, the mountain ranges in North India and the Hill stations such as Shimla, Kulu, Manali, Ooty, Kashmir, the attractive beaches at Goa and the backwaters of Kerala and many more is nothing but a rejoice for all nature lovers.

RESEARCH METHODOLOGY
The present research paper is based on secondary data sources. I have collected secondary data required for this paper from Reports of the Ministry of Tourism and other related information has been collected from the policy papers as well as research paper published in various journals.

CONCLUSION
The research study reveals that India has very great potential for medical tourism in terms of highly qualified surgeons, doctors, tourist attractions as well as cost effectiveness. An increase in number of tourists are clustering to India for the magnificent medical treatment which is being provided by the skilled doctors. This results India to grow as a centre for the medical tourists every year. The foremost reason being the cost of medical treatment in India being economical when compared to Western Europe, North America and some Southeast Asian countries. From past 4 to 6 years India has been getting a very good revenue turnover from its medical tourism. Cultural tourism have injected new money into the economy, boosting new jobs, businesses, thus helping diversifying the local economy and it also supports small businesses and enable them to expand. It also encourages the infrastructure to develop and maintaining the new/existing cultural amenities. Many events like Cricket World Cup and Common Wealth Games have enriched a lot to boost tourism in India. One should keep in mind that without any intrusive and destructive to the environment it should be developed in such a way that it sheltered and entertains visitors.

REFERENCES
- Lok Sabha Secretariat (2013) Tourism Sector in India,
- http://164.100.47.134/intranet/TourismSectrinIndia.pdf
- Ashish Nag (2013). A Study of Tourism Industry of Himachal Pradesh With Special Reference to Ecotourism, Asia Pacific Journal of Marketing & Management Review, Vol.2 (4), April (2013)
- https://www.researchgate.net/publication/274081904_Growth_and_Performance_of_Tourism_Industry_in_India
- http://tourism.gov.in/market-research-and-statistics
- http://tourism.gov.in/sites/default/files/Other/INDIA%20TOURISM%20STATISTICS%202017.pdf
- https://www.tourmyindia.com/medical-tourism/blog/medical-tourists-flocking-india/
- https://business.mapsofindia.com/tourism-industry/types/
- https://www.newstrackindia.com/travel/types-of-tourism-in-india.html

MEDICAL TOURISM: A GROWING INDUSTRY IN INDIA

Ms. Gunjali Havelia and Ms. Lalita Yadav

Nagindas Khandvala College, Malad West, M.A Economics Part 2

ABSTRACT

India as a developing country has been constantly encouraging the growth in tourism industry. Medical tourism has also seen a huge growth in India in past few years, many foreigners have been recorded using medical facilities abroad rather than their own country. Asia has become a major hub of it. India is one of the leading countries that is catering to a large number of foreign patients. This has led to major change in growth of India's economic conditions. Medical tourism is a one of the crucial contributor in India's revenue generation. This leads to the better positioning of India in the global economy. The research is done with the help of secondary data. The number of people using medical facility in India has increased significantly, this growth is due to the availability of new technologies, expert doctors, and mainly because it is more cost effective to them. The cost of medical treatment in developed countries mainly USA and UAE are very high so it's easier for people to get treatment in developing countries that gives them better treatment with more efficient doctors with less cost. Cost of treatment abroad can be cut down to a significant level of 60% to 90% depending on the type of treatment taken. Also the hospitals having brand names gives them a sense of security and trust. This not only brings foreign exchange reserves in India but also it helps in the growth of our GDP and National Income. This growth is helping in improving not only economic status but also social status in the world. Medical tourism has also been recorded to contribute in the growth of employment along with GDP. Along with employment it does not only looks at one aspect but also it creates externalities and thus it has also helped in the growth of SMEs. Medical tourism not much old practice but it has played a crucial role and it has being an important part of India's tourism growth. It has become advantages for India on many levels and is estimated to keep growing in future years. Patients seeking or searching for medical treatment abroad find India very advantages to them due to various reasons mainly because its cost effective and give better amenities to them compared to what they would get in their home countries for more amount of money.

Keywords: Medical Tourism; patients; cost effective treatment

1. INTRODUCTION

When a person from its place of origin (home country) travel to another country for medical treatment or clinical help is called medical tourism. Medical tourism came into spotlight after 2005, and the industry has been growing since then. Asia has become a main hub in this industry, countries like Thailand, South Korea, India, and Indonesia are bidding part of this industry. Countries like USA and UK are found very costly to get one treated or at times the technology available is not apt and so people find it better to get treatment abroad. Asian countries provides better treatment with expert doctors and more amenities and post treatment care in a comparatively less cost which attracts patients on a wide scale, and urge them to gain treatment abroad. The cost is cut down to a significant level depending on the country and treatment, South Korea (35% - 50%), Thailand (40% - 65%), India (55% - 90%).

India is one of the major contributor in Asia's growing tourism especially medical tourism. Medical tourism has opened new array for India to look after and to develop our country accordingly. India has taken many steps to promote medical tourism in India, one of the major step is the ease in getting visa for medical purpose. The visa is provided for a period of 1 year or the period of treatment whichever is less. This period can be expanded on approval. On arrival visa is provided by India for specific countries which makes getting treatment in India extremely easy. Hospitals in India are top graded there are also international hospitals like Apollo which makes people have faith in the quality of treatment which would be provided by those hospitals. Post treatment help is also provided also alternative treatment like Yoga, Ayurveda are highly recommended and are used to cure many problems without much or any side effect. India provides patients and their fellows' comfortable environment to get treatment properly without much of a hassle. India being culturally diverse country also has many tourist spots so along with medication patients can also tour around India in the same period. For India this is an add-on along with the tourism as it helps in promoting our country and helps it to gain a name globally.

This has helped in increasing India's revenue along with GDP and National Income. The medical industry has seen a growth since the early stages as everyone is aware about India's calibre in various field. Medical tourism turned out to a boon not only on micro level i.e. tourism but on a macro level which it has helped as an externality. With an increase in the number of people seeking help in India, industries like hospitality,

pharmacy, infrastructure has also seen an increase in their industry. This has helped to grow India has a whole, which turn helped in increasing employment also the need for skilled labour which means a growth in education which is needed to cater the needs of the people. SME's are one such example of the industry that has seen a growth because of medical tourism. Trust is the main criteria for any patient to choose India to get treatment and India is trying its best to provide world class treatment without any complaints and mal practises. India has a law against mal practises in medical region which makes patients get a sense of security to choose India to get treated.

2. OBJECTIVES

a) To find the number of people from abroad availing the medical facility in India

b) To analyse the increase in revenue, employment and GDP of India

c) To explore the advantages of medical tourisms

3. METHODOLOGY

This research is completed with the help of secondary data. The data was gained by desktop research. Since the topic is relatively new the data available was from 2005 till 2017. The data was also taken from the economic survey 2018-19.

DISCUSSION

Medical facilities are availed by people not only from India but also by people abroad. Number of people using these facilities has increased significantly over the past few years. The number of medical tourist has been recorded as 4.95 lakhs in the year of 2017 by the Ministry of Home affairs. The growth was seen from 2.33 lakhs in 2015 to 4.27 lakhs in 2016 to 4.95 lakhs in 2017. The facilities provided by Indian hospital are Dental treatment, Knee replacement, Heart bypass, Hip replacement, Heart valve replacement, etc. The estimated cost of these treatments were 50% less than what was in the USA. This is one of the main reason why foreigners prefer getting treatment abroad rather than in their own countries. The facilities like better technology, expert doctors and world famous hospitals are the main attraction for foreigners seeking medical treatment in India. The cost of the treatment are cut by ¼ th of the original cost which urges people to choose for getting treatment in India. The States which gets most medical tourist are Maharashtra, 5.1 lakhs which comes to 28.5% of the total no of medical tourist followed by Tamil Nadu, 2.8 lakhs that is 15.7% and Delhi at 1.9 lakhs which comes to 10.6% of the total number. Other States are Uttar Pradesh, Rajasthan, West Bengal, Kerala, Bihar and Himachal Pradesh, etc.

It's not only the people from high class background who travel for treatment but a lot of people from middle as well as low class travel for treatment as it might be unavailable in their home country. Medical tourism was valued at Rs.195 billion (US $ 3 billion) in the year of 2017. This value is estimated to reach up to US$ 9 billion by the year 2020. In 2017 out of total FTA the share of Medical Tourism to India is 4.9%. The patients are not only made available to use hospital facilities but also alternative therapies and treatment are available like yoga, unani, Ayurveda, naturopathy etc. These facilities are provided by India to increase medical tourism India's AYUSH industry which is Ministry of AYUSH its government agency that was created in 2014 to improve the practice of traditional medical methods was estimated of worth at $2.4 billion in the year of 2014-2015 according to a report in 2018 by Federation of Indian Chambers of Commerce& Industry. The employment increased was estimated around 16700 and is growing throughout these years. The growth of employment is not only in medical sector about also sectors relating to it for example, pharmacy, and advanced machines for treatments. India is focusing on giving 7 star amenities and it has created a need to make those facilities available hence an increase in employment. The advantages that medical tourism has brought to India is that it brings a lot of foreign exchange reserves in our country. It has helps in improving our infrastructure so as to accommodate medical tourist from 1st world countries and give them a pleasant stay. This has helped in making a position for India in the world for medical treatments. Advanced machines and expert doctors give a sense of security to patients which urge them to get treatment in India. People are comfortable to take treatment in India as India is multi lingual, there are many expert doctors who studies abroad and practices in India.

The waiting period that is required in their home country to get treatment is much high and in India the waiting period is comparatively very less which is another plus point as no one wants to wait to get treated and anyone would prefer the option where waiting period is less. The visa is provided on arrival for few specific countries which attracts many medical tourist as the visa is easily available and also for a substantial period that would help in getting post treatment care. Alternative treatment like yoga, Ayurveda is widely famous as a helping treatment method.

RESULTS

a) The number of people availing the medical facilities in India from abroad has increased significantly. The number has been increased to 4.95 lakhs in the year o0f 2017.

b) Medical tourism has provided jobs to many people. The revenue earned through medical tourism is estimated to cross $9 billion in the year 2020.

c) There are a number of advantages that urges medical patients abroad to choose India to get treatment. Along with allopath alternative treatment like Ayurveda, yoga etc. are also widely accepted.

CONCLUSION

This study has helped to understand that the growth in Indian medical tourism over the past few years has proven to be a boon for the country. The increase in the revenue over the years brought by medical tourism has brought a significant change in the outlook of the industry and the improvement in this industry is done on a constant scale to keep up with the demand and needs. Medical tourism has its own advantages and disadvantages but as India's perspective we can see advantages are more in comparison with the disadvantages. Speculation regarding the number of people using India's medical facilities are on a positive side meaning it is only going to increase. This is going to get more revenue in the future which is speculated to come around $9 billion by 2020 and will go on increasing.

REFERENCES

a) Economic Survey 2018-19

b) Federation of Indian Commerce and Industry – Medical Tourism in India, June 20, 2019.

c) A NISTADS assessment and policy advocacy report: 2017. Medical tourism as a driver of India's economy.

WOMEN SAFETY IN PUBLC PLACES

Ms. Shaikh Neha and Ms. Mantasha Shaikh

Pathkar Varde College of Commerce & Science, Piramal Nagar Goregaon West Mumbai

ABSTRACT

Safety is an important aspect in human development. A country promising a safe and secure environment is one of the important yardsticks of its overall growth and progress. However, women safety and security has emerged as a key concern for the country over the recent years. the national capital of India and various others cities of our country has also witness adverse impact of the recent incident against women. Hence, the current research is conducted with a perspective to study the key issue and challenges of women safety impacting and employment scenario in India. The primary aim of the study is to look at the issue of safety of women in public places around the country but with special focus on sexual harassment in public places the research looks at some broad areas: -

➢ *The perception of safety in India, group vulnerable to lack of safety experience of sexual harassment in public places.*

➢ *Perception of sexual harassment that include causes, ideal action, and solution.*

Hence there is a need that government as well as organisation should adopt some effective measure to ensure safety and security of women in India going ahead. Stringent efforts should be enforced by the government in terms of widespread measure of women safety awareness program, self-defences classes from an early age.

Keywords: Women safety, sexual harassment, safer infrastructure, safety measure for women, women safety laws.

INTRODUCTION

Women safety is a very big concern in a country like INDIA where women are playing an outstanding role in each and every field. India is a peace loving country and one of the safe destination for the tourists across the world. However, a few incidents in recent past brings to attention that there is a need for women safety. Many women's in developed countries still fear to go outside alone due to number of cases of violence against women. To make women safety safer many attempts have been made but, still a safer and secure system is needed that can ensure safety during public transport and in general. This, paper presents a system that is capable of providing more security and safety The status of women in India has gone through many great changes over the past few millennia. From equal status with men in ancient times through the low points of the medieval period to the promotion of equal rights by many reformers, the history of women in India has been eventful. In modern India, women have adorned high offices in India including that of the President, Prime Minister, Leader of the Opposition and Speaker of the Lok Sabha. However, women in India continue to face social challenges and are often victims of abuse and violent crimes and, according to a global poll conducted by Thomson Reuters, India is the fourth most dangerous country in the world for women, and the worst country for women among the G20 countries. Women's security is a critical issue in today's world and its very much needed for every individual to be acting over such an issue. Many unfortunate incidents have been taking place in woman's case. Problems may come from any direction such as women walking on the road after the work, going to super market or many other reasons for which they go alone. People at home are not sure of their return safely. Another factor is woman die without knowing the reason as they attend excursions and industrial trips conducted by the organizations. It happens due to attacks on woman but not suicides. In 2013 there happened an incident which is a gag rape in New Delhi in the case of 23-year-old woman in bus at 9:30 PM. Another incident that has taken place at Hyderabad in this case of 26-year-old women who is leaving her party has been raped and burned and her found in Shadnagar on 28th november'19, the day after she was murdered and burned. These are some of the problems that have taken place in the day to day life of women.

RESEARCH METHODOLOGY

The method of research provides tools and technique by which the problem is approached. The present study is focused on the prospect and multitude of issues and challenges being faced by the on going "safety of women in public places". In order to achieve the objective of the study data collection methods included survey method using questioners, e-mail/phone correspondences, observation and personal interview.

REVIEW OF LITERATURE

Vibhuti Patel (2005) on **"A Brief History of the battle against Sexual Harassment at Workplace"** speaks strongly on Sexual Harassment at workplace to be the central concern for all countries and communities. She has extensively dealt with Vishaka's case as well as the Supreme Court Guidelines and the Scenario post Vishaka Guidelines. Sexual Harassment at workplace is considered to be an infringement of Articles 14, 21 and 19(1) (g) of the COI and infringes the basic human rights of an individual which needs urgent redressal

Megha (2009) in **"Sexual Harassment at Workplace"** also stresses on the secondary status awarded to women at workplace and everywhere leading to problems of higher levels. The Author focuses on how male chauvinism always dominates the female submissiveness throughout the globe.

Anitha Kumari (2009) on **"Crimes against Women in Kerala: What do the Trends Reveal"** exposes the level of harassment and cruelty frequent in the various districts of Kerala. The Study deals with extensively in relation to the data collected from NCRB to study the existence of crimes and violence prevalent in Kerala ranging from murder to dowry, kidnapping and abduction as well as cruelty by in-laws with a comparative study with crime and literacy rates.

Anu Jasrotia (2012) in her **Research paper on An Empirical Study of Crime against Women** - A Study of Union Territory Chandigarh has thrown light on the beautiful historical perspective of women's status in society and how draconian ideas and attitudes have ruined it. The Author through her paper has highlighted crimes against women in different Police Stations of Chandigarh, which definitely shows that the safety of women is a very big question even in the place where she should have been safe.

DATA INTERPRETATION

❖ **What time is unsafe?**
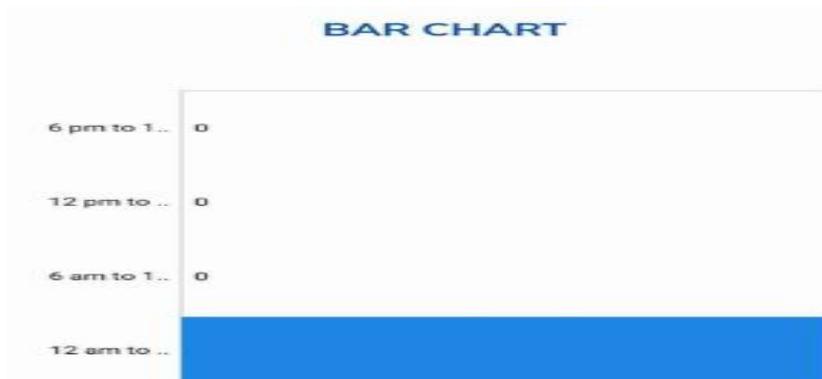
❖ **Age group of respondents?**
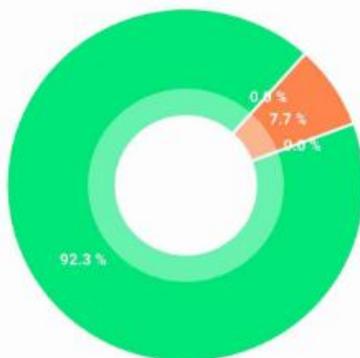
Choices	%	Count
14-18	0.00 %	0
19-23	**92.31 %**	12
24-28	0.00 %	0
28 and above	7.69 %	1

❖ **Gender of respondent?**
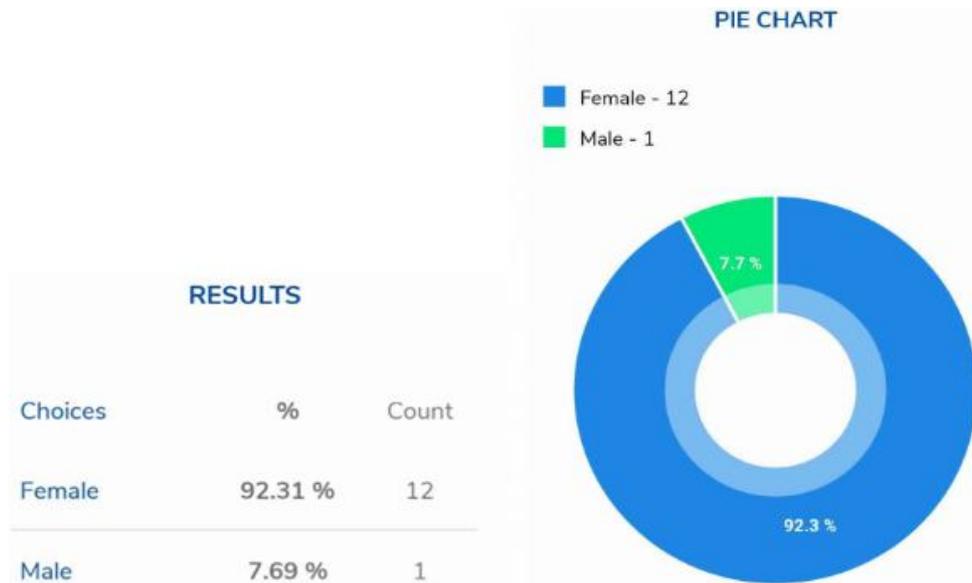
❖ **Form of sexual harassment faced by women in public places?**

❖ **Unsafe places reported by women**

❖ **What make this place unsafe?**
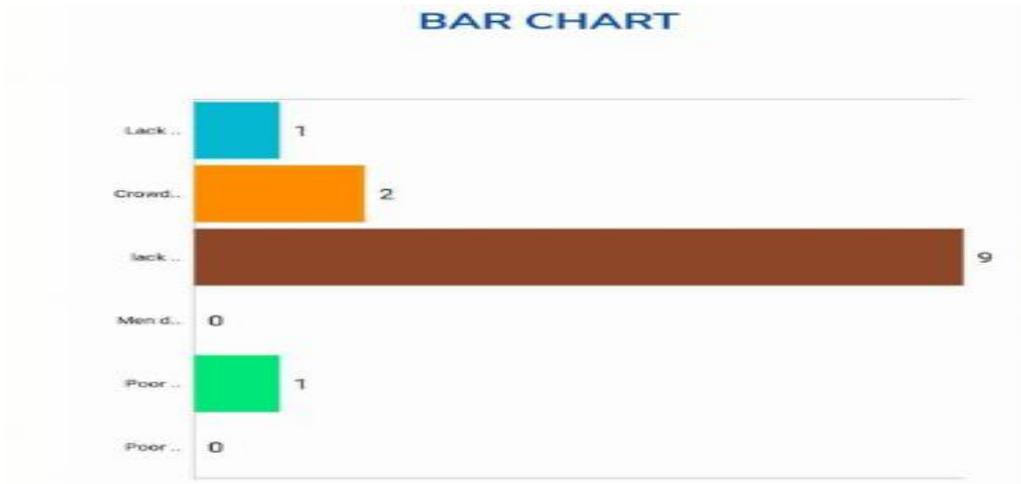
❖ **Most unsafe place across India as per you?**

❖ **What kind of action should be taken against rapist?**

❖ **Reason for female vulnerability?**

PIE CHART

- 🟦 staying Alone/easy target - 3
- 🟩 Man dominating society - 7
- 🟨 Physical appearance - 0
- 🟧 Not strong physically - 3

RESULTS

Choices	%	Count
staying Alone/ easy target	23.08 %	3
Man dominating society	**53.85 %**	7
Physical appearance	0.00 %	0
Not strong physically	23.08 %	3

❖ **Reason for lack of safety?**

PIE CHART

- 🟦 women's carefree attitude - 2
- 🟩 living Alone - 1
- 🟨 No self defense taught - 10

RESULTS

Choices	%	Count
women's carefree attitude	15.38 %	2
living Alone	7.69 %	1
No self defense taught	**76.92 %**	10
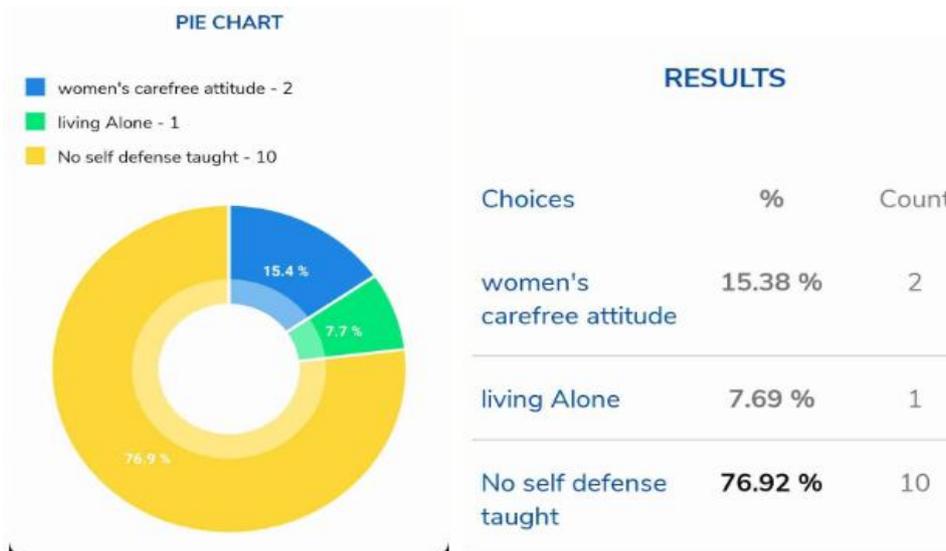
HYPOTHESIS

H1: - United Nations Development Programme's (UNDP's) gender related approach has resulted in focus of women in Indian economic policy.

H2: - The inclusion of women in development program has resulted in a reduction in gender disparity in India.

LAWS REGARDING WOMEN SAFETY

❖ National commission for women.

❖ National policy for the empowerment of women,2001.

❖ Sexual harassment of women at workplace,2013.

❖ The criminal law (Amendment),2013.

❖ Nirbhaya fund.

And Many More………..

SUGGESTION

In my view, I would like to suggest some several measure that can be contribute to make our women's safer in India: -

- ❖ Emergency buttons in trains, in the bathroom to ensure women feel safer.

- ❖ Better working conditions for women.

- ❖ Women helpline number should be more active.

- ❖ Mandatory social media application installed in phones which deals/ work for women safety.

- ❖ A New Wing in the police should be establish to deal with the issue regarding women safety.

- ❖ Boys and men should be given moral education and taught how to behave with girls and women.

- ❖ The self-defence training should be taught at a very early age in all school.

If any of us pay the initiative to implement even one of the above suggestion we can at least safe some women.

CONCULSION

We would conclude our research by a quote "SAFETY BEGINS WITH TEAM WORK"

In this research an intelligent and sophisticated Women safety is proposed. The paper shows that the system ensures complete women safety during public transport. And this proposed system gives self-defence to the women.

REFRENCES

- ➢ Igster research paper.

- ➢ Shodhganga researcher/ guider.

- ➢ Survey from Survey heart.

- ➢ Laws from Wikipedia.

SURVIVAL PERIOD OF PRINT MEDIA

Ms. Namrata Mogaveera, Ms. Harshada Shitap and Ms. Anjali Maurya
Department (Bachelor of Accounts & Finance), Patkar Varde College, Goregaon

ABSTRACT
With an increase in Digital Media it is difficult to predict that Print media i.e.newspapers, magazines,etc would exist in future.So,the purpose of this research is to find out the survival period of print media.Moreover,to find out increasing or decreasing number of usage of print media among youths or old-aged people through primary data(survey method).Now most of the advertisements are displayed digitally in form of videos and images rather than distribution of pamplets,this is because digital ads are cost-effective.

Through secondary sources(linked below) Survival period in print media revenues in India accelerates a growth of 5.6% in 2018 and is expected to grow in 2019. Findings(Primary Data) were more youth population till the age of 22 lose interest in print media and shift to digital media.As they find online newspapers are more convinent to use and easily accesible.Whereas old-aged peope above the age of 50 years are still interested in print media rather than online newsapers.

There are various researchers who have done study related to this topic.One of them are:HILLEL NOSSEK(Is Print media really Dying? The State of Print Media Use In Europe).

Keywords: Newspapers,Digital Media,Survival Period,Advertisement.

1. INTRODUCTION
The Evolution of media has really been a largest one.One of the earliest forms of mass communication is Print Media.It includes newspaper,weeklies,magazines,monthlies and other forms of printed formats.The newspapers first began in India in January'1780 called "Bengal Gazzete"which was started by James Augustus who is considered as "Father of Indian Express". "Samachar Darpan" was the first newspaper published in Indian language in

Bengali in 1818.Thus Print Media grew with its large scale audience .So by 2005 there were around 41705 newspapers published which included 4720 dailies and 14743 weeklies.

Today,the smart phone adoption and internet penetration present huge opportunity for Digital News i.e. spreading of news through means of smartphones and specifically in a particular vernacular content.In average, people in India spend 200 minutes a day on their smartphones.Due to more usage of smartphones it has a great impact on print media.

2. RESEARCH AND METHODOLOGY

2.1. Objective

To study

1) whether Print Media will exist in future or not?

2) Besides youth,even the old-aged people will replace printed newspapers with digital ones?

2.2. Hypothesis

Ho – If print newspapers disappears then the readers will have to fully depend on digital news which have numerous disturbances like server/network down,low battery,absentism of physical touch of newspaper and confusion due to numerous sites.

H1 – If print newspapers disappears then digital news provides information all across the world which is far benficial to the readers as it is not limited.

2.3. Limitations

Limitations faced during this research were:- Certain time deadlines,survey conducted among the students and people of nearby locality.So it was smaller audience reach & cost limitations restrict to travel amd explore regarding the topic.

2.4. Data Collection

During this Research,Primary data has been collected by creating google form and it has been filled by 169 people and according to their responses we have prepared the statistics of this reasearch paper.Moreover, secondary data is collected through different sources which shows the state of print media in India.Moreover,various research papers have been referred.

3. REVIEW OF LITERATURE

Here are some of the research papers who have done study related to this topic:

1) Is Print Media Really Dying?The State of Print Media Use In Europe-This research is done by_ HILLEL NOSSEK,HANNA ADONI & GALIT NIMROD.

This research is concerned about the dispute among the stakeholders and academic experts about the future displacement of print media.It is based on the model of displacement and resilience which studies the audience of print media by comparing it with the consumption of digital equivalents and other media.It studies 9 democratic European Countries about their technolgical changes.The findings were print media is still an important component of new communications environment among audiences.

2) Is Print Readers Declining? A Survey of Indian Online Newspaper Readers- This research is done by_ PRADEEP TIWARI.

This research is based on the study conducted among 3,183 online newspapers readers of India.The findings were 90% online readers were still reading printed newspapers and thus,it has not much affected the print newspapers circulation.But print has started losing young readers.The statistics were 18% of 15-20 age group, 12% of 20-30 age group & 8% of 30-40 age group have reduced their interest to read print newspapers instead they prefer to read online newspapers.The older generation above 50 years read both the media equally,while 3% readers of 40-50 age groups have reduced use of print newspapers.Moreover,gender wise (15-20) readers have reduced interest on print media more than women readers, 21% by male and 14% by women readers.Popup ads are the most initiating thing on the online newspapers.

3) A once unimaginable scenario: No more newspapers – This research is done by_DOUGLAS MCLENNAN & JACK MILES.

Douglas McLennan is the founder and editor of ArtsJournal. Jack Miles is a Pulitzer Prize and MacArthur "genius" award-winning author. In this research they have specified that the newspapers have been dying in slow motion for two decades now.The Canada government commissioned a report about what canada's democracy might look like in a post-newspaper world.In Britain, too, Prime Minister Theresa May has warned that the closure of newspaper is a "danger to democracy".In U.S.,weekday print circulation has declined from a

high of nearly 60 million in 1994 to 35 million- 24 years of decline. Advertising revenue and Newsroom employment too have declined.

4) Survival of the Print Media in the Digital Age- This research is done by_ Mr.VICTOR IFIJEH.

This research mentions about the impact of internet on print media.He mentions that our beloved print media industry is facing unprecedented challenges.Print,we are told,will go into extinction,ten years from now,some have said. No doubt, the Internet has transformed our lives.It has stirred a revolution of sort in the world of business.Time and space are no long barriers.News is delivered through multiple social media platforms (Facebook ,Instagram, twitter,etc).In this research some figures are mentioned for eg: In South Africa,the Audit Bureau of Circulations of Newspapers (circulation statistics)released in May 2018 showed decline by 4% year on year. In kenya it showed a drop of 3.4%. In U.S. between 2005-2015,there was revenue fall of 60%.

5) A joint survey conducted by_ ZICTA, Central Statistics Office(CSO) & THE Minisrty of Transport and communications(2015).

This survey indicated that households using their computers to access internet in homes rose from 46.7% in 2013 to 49.7% in 2015.The implications of this statistics given above are that

Zambia as a nation is experiencing a digital drift which has posed a challenge for the print media sales.In reponse to such problems, Zambia Daily Mail Ltd. introduced e-paper (ZDML.,2015).The study therefore sought to establish the impact of e-paper in the print media newspaper sales at ZDML.There is direct relationship between online newspaper and print newspaper readership and sales. Due to cost and time implications,it may not be common for readers to have both versions of newspapers at the same time.Therefore,the impact of online media will be dependent on availability of computers,product pricing,mobile devices & internet connectivity among others.

4. DATA INTERPRETATION & ANALYSIS
To know people's perspective regarding this subject we created a questionnaire with the help of google form and THERE WERE 169 RESPONDENT .

So let us have a look at their responses and our interpretation for the same:-

Q.1

What do you prefer the most for reading news and other data?
162 responses

- Print Media (Newspapers,Magazines,etc)
- Digital Media (Internet)
- Both

47.5%
47.5%
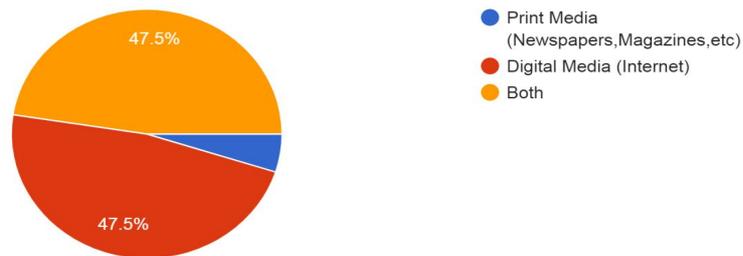
According to their responses,47.5% prefer digital media as well as both for reading news and other data.It means that majority of people have started using digital media but they have not replaced Print Media with Digital Media.There are few people 5% only those who are restricted to print media.Thus it concludes that digital media has taken the forefront.

Q.2

Which media do you think is more convenient?
161 responses

- Print Media
- Digital Media

87%
13%
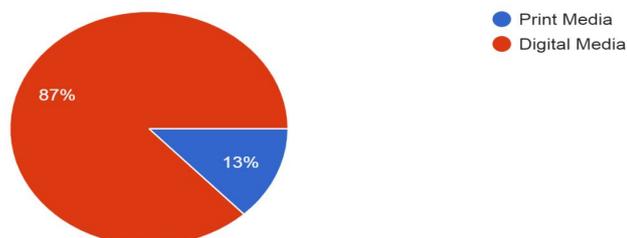
On the basis of this reponses,87% people think that Digital Media is more convenient and only 13% people think that print media is convenient.So it is far evident that people find digital media more accessible and convenient to acquire news and other information.This may be due to wide range of information regarding every field eg:political, economy, finance,world affairs,scientific,etc.and also because it facilitates social interaction.

**Q.3**

How many hours do you spend maximum on your mobile phones in a day?
162 responses

- 1-3 hrs
- 3-5 hrs
- 5 hrs & above

35.2% 21.6% 43.2%
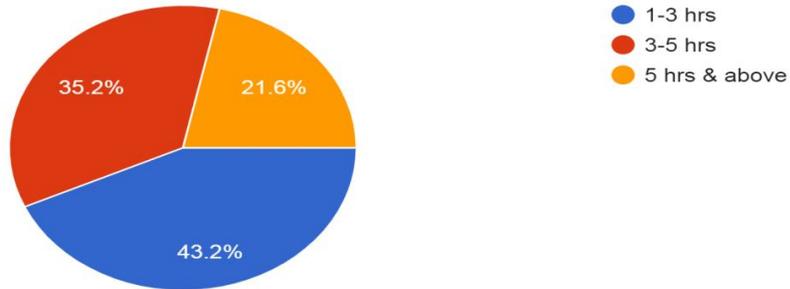
Usage of mobile phones is increasing day-by-day.According to one of the reports an average person uses mobile atleast 200 minutes in a day i.e approx,(3-4 hrs).According to our responses,43.2% of people uses mobile phones between 1-3 hrs.Moreover,35.2% for 3-5 hrs and 21.6% for 5 hrs & above.It means that as there is a growth of mobile access to internet,then there would be surely the growth of digital media too.

Q.4

What type of media does your parents rely on?
162 responses

- Print Media
- Digital Media
- Both

47.5% 12.3% 40.1%
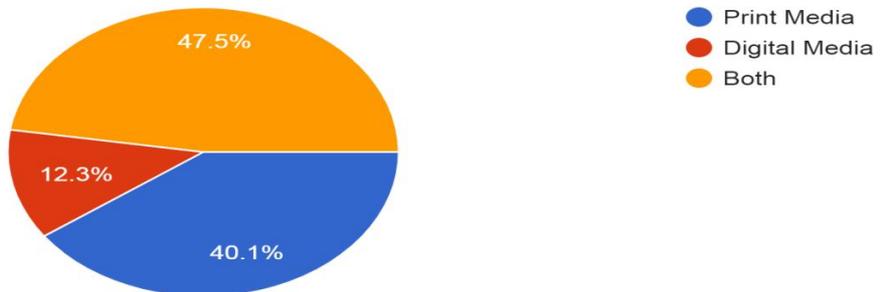
To know what type of media does the old-aged group perfers we asked the students about what their parents rely on.So on the basis of their responses,47.5% prefer both the media (print& digital), whereas still 40.1% of the people rely only on the print media i.e(newspapers,magazines).This may be due to various reasons like they enjoy reading through physical touch of the paper,inconvenience due to numerous websites or weak in handling technology,etc. and some of them (12.3%) rely on digital media.

Q.5

Do you think print media would exist in future?
162 responses

- Yes
- No

36.4% 63.6%
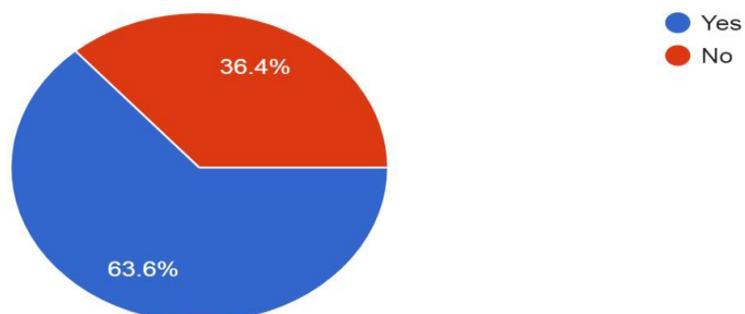
According to this responses,63.6% of the people think that print media would exist in future and 36.4% think that print media would not exist in future.From the above data it is clear that print media will not become extinct in future.This shows that people are not fully dependent on digital media

5. CONCLUSION

From this research study we can conclude: In India, majority of the young age-group is using digital media but not displaced print media whereas the old-aged ones are still reliable on print media.Thus,Print Media industry is not much affected in India because as per reports(2018) print media accelerates a growth of 5.6%.Thus, PRINT MEDIA WOULD EXIST IN FUTURE BUT DIGITAL MEDIA WOULD DOMINATE IN FUTURE.

6. BIBLIOGRAPHY

1) https://m.economictimes.com/industry/media/entertainment/media/print-media-ad-growth-to-accelerate-in-2019/articleshow/66977717.cms

2) https://www.google.com/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwj_sNGvpsvmAhUs_XMBHbVcChUQjRx6BAgBEAQ&url=https%3A%2F%2Fwww.slideshare.net%2FTipsDwarka%2Fhistory-of-print-media&psig=AOvVaw1s1T9VMbPwpK54Wv9F7WU_&ust=1577174325334876

3) https://pdfs.semanticscholar.org/eba9/74cc11c28ac8ca90f774bdade962208842c6.pdf

4) https://www.longdom.org/open-access/is-print-readers-declining-a-survey-of-indian-online-newspaper-readers-2471-8726-1000177.pdf

INDIAN ECONOMY: CHALLENGES AND OPPORTUNITIES MATERNITY BENEFITS PROGRAMMES: CHALLENGES & BENEFITS

Ms. Saniya Ansari and Mr.Shivam Rathore
Chetana's Hazarimal Somani College of Commerce and Economics, Self Financing Course, Bandra (East), Mumbai

ABSTRACT

In India, rural health has become of the substantial challenge for government of India. A population of more than 70% resides in the rural part of India had been faced facing a low status in a field of medical health care, education and social awareness. More than 700 million people are living in reprehensible conditions in rural parts of India such as in parts of Maharashtra, Madhya Pradesh & Gujarat. Lacking of information, infrastructure, and economic means. This leads to a huge demand for health facilities with respect to nutrition intake during pregnancy stage.

Since there is a need for a comprehensive approach to study the women's health care in rural areas from the perspective of this research paper. Hence this paper critically evaluates (1) PRADHAN MANTRI MATRU VANDANA YOJANA (PMMVY); (2) JANANI SURAKSHA YOJANA and its implications: -

The maternity benefits under PMMVY are available to the eligible beneficiaries for the first living child. Hence the scheme provides support to the mother for safe delivery and immunization of her first living child. According to the Government report 2018-19 the no. of beneficiaries of this scheme in Maharashtra is 12, 93,585 whereas in Madhya Pradesh it is 14, 45,609 which actually seems to be working.

Janani Suraksha Yojana (JSY) is a safe motherhood intervention under the National Rural Health Mission (NRHM) being implanted with the objectives of reducing maternal and neonatal mortality. According to the Government reports 2018-19 the no. of beneficiaries of this scheme in Maharashtra is 4608.37 lakhs whereas in Madhya Pradesh it is 19811.41 lakhs which actually seems to be working out. This paper consists of three sections namely: Introduction of scheme, Critical analysis of these schemes & suggestions and recommendations.

Keywords: Nutrition, Women, Implication, Yojana

INTRODUCTION

Enhancing the well-being of mothers is a significant public health goal for India. It is mandatory for mothers in rural areas should utilize the maternity programs/yojanas to improve maternal health. Hence, maternity often becomes anxiety for the people in rural areas, Government of India had launched the yojanas for the benefits of the maternity/pregnant women. In rural areas, many women continue to work to procure attain a living for their family right up to the eventual days of their pregnancy in areas to economic and social affliction. An important stumbling block in conurbation quality health care during pregnancy & childbirth is frequently high maternity associated health care. Due to several reasons such as unavailability of doctors, poor infrastructural facilities have led to people to go in private hospitals is due to which the government has implied the below mentioned schemes which the aim of reducing financial barriers in pregnancy and childbirth.

Therefore, the aim of this research paper is to understand the ideology of the maternity programs in the rural areas of India, understand the impact of the yojana provided by government to the people, understand the challenges overcoming to the government by implementing these yojanas.

OBJECTIVES & AIM
- To understand the ideology of the maternity programs in the rural areas of India.

- To understand the impact of the yojana provided by government to the people.

- To understand the challenges overcoming to the government by implementing these yojanas.

RESEARCH METHODOLOGY:
This research is done by secondary data.

Discussion
Pradhan Mantri Matru Vandana Yojana (PMMVY) is an optimum schemed which is a maternity benefit program subsidiary by the Indian government. It was initiated by Prime Minister Narendra Modi from 1st January 2017 it was enacted to all the districts in the country. Providing partial compensation for the wage loss

in terms of cash incentives was the intent of the scheme so that the women can requisite rest before and after their birth of first child. The cash incitement provide to women would usher to raise health seeking behaviours amongst the pregnant women and nurturing mothers.

The policy provides cash incentives of ₹ 5,000 in three instalments through a Direct Benefit Transfer (DBT). Augmenting the nutritional requirement to pregnant women and lactating mothers is the main objective of the Indian Government. As per the government records of the year 2018-19 the number of beneficiaries of the PMMVY scheme is 12,93,585 in Maharashtra whereas it seems to be more effective in rural part of Madhya Pradesh followed by a number of 14,45,609.

The scheme conditionality and incentive is mentioned in the below table:

Instalment	Conditionalities	Amount
First	Early registration of pregnancy	₹ 1,000
Second	Received at least one Antenatal care check-up	₹ 2,000
Third	Child birth is registered child has received first cycle of BC, OPV, DPT & Hepatitis-B	₹ 2,000

JANANI SURAKSHA YOJANA (JSY) a new scheme was launched by Prime Minister along with The National Rural Health Mission was made in April 2005. By providing cash assistance with antepartum care during pregnancy period, institutional care during child labour and immediate post-partum period in hospital by the way to establish a system of coordinated care by department level health assistance. The JSY optimistically be a 100% centrally sponsored scheme which consolidated cash reinforcement with delivery and post-delivery care.

According to Ministry of Health & Family Welfare (MOHFW) records, the prescience of JSY scheme is to minimize ratio and infant mortality ratio and enlarged institutional delivery in BPL (Below Poverty Line) families in rural areas.

The scheme integrates cash aid with delivery and post-delivery care. Each beneficiary should have a JSY card along with MCP card (Mother Child Protection Card) availing this JSY scheme. Initially the program was only eligible to women of rural areas, but later it was extended to urban areas too. As, due to migration in urban areas there has been a pressure on health sector in urban areas. So, it is necessary/mandatory to roll outthe above points too.

Rural Area		Total	Urban Area		Total
Mother's Package	ASHA's package	Rs.	Mother's Package	ASHA's Package	Rs.
1400	600	2000	1000	200	1200

OPPORTUNITIES

It is beneficial for the poor stricken women who are unable to bear the expenses on their delivery. It helps to minimize the family size and population size of country overpopulation since it is applicable for first two children by promoting in institutional deliveries.

CHALLENGES

Based on opportunities given by the government it has been perceived that since the JSY yojana and PMMVY has been a very good opportunity for pregnant women and lactating mothers but still its implications have been a challenge

As per the reports, few women stated that they have to pay inducements such as amount from 100-500 to receive cash aid. Hence this kind of condition is a big concern. In rural areas, women have provoked about the harassment and abusive behaviour by the health centre staff. The crucial grounds for ineffective functioning JSY and PMMVY schemes are lack of awareness / social marketing which is further handed over the task to NGOs for the same.

In Nanded, on account of elections the local corporator was prohibited to counter sign such documents due to which many women in rural areas had no BPL cards and resulting in giving up the JSY and PMMVY amount.

As per the medical officer interviewed in rural areas, there has been detained in receiving funds from the government. As a result, not only delay in disbursal of subsidiary incentives but also lack of social marketing

makes Maharashtra one of the most impoverished performing states as comparison to overall India statistics as far as their schemes implementation is concerned.

RECOMMENDATIONS

As far as the analysis is conducted, there are the following recommendations:

1) They should create dynamic slabs for BPL families regarding for the beneficial to the women in rural as well as urban areas.

2) Strategies to bridal barriers should henceforth be instigate through awareness raising programme.

3) Appropriate care for stumbling block the significance of quality antenatal early pregnancy should be targeted.

4) At least three months preceding delivery the minimum 50% of the amount should be subsidized to BPL families.

5) There is a necessitate to improve infrastructural facilities and road connectivity in rural areas as investing solely in financial assistance will not going to improve the institutional deliveries

6) The yardstick of BPL eligibility should be eliminated. Even the women living in urban slum areas or localities should be comprised of these schemes.

7) To get the benefit of the scheme, number of documents should be curtailed to tendering of discharge card.

REFERENCES

[1] Ipsa Mohapatra, Sonali Kar, Amrita Kumari, A Study on Utilisation of Janani Suraksha Yojana (JSY) Services in an Urban Slum in Bhubaneshwar, Odisha, JMSCR Vol||05||Issue||01||January 2017.

[2] Danny John, Status of Janani Suraksha Yojana in Maharashtra, January 2018.

[3] Pradhan Mantri Matru Vandana Yojana (PMMVY) Scheme Implementation Guidelines- MWCD Government of India, New Delhi September, 2017.

[4] REQUEST FOR PROPOSAL(REP) for Concurrent Evaluation of Pradhan Mantri Matru Vandana Yojana (PMMVY)- MWCD Government of India, New Delhi.

MUMBAI: CITY OF DREAMS?

Ms. Saneha Jatav
Department (Bachelor of Managemnt Studies), Patkar Varde College, Goregaon (West), Mumbai

ABSTRACT
Mumbai, capital of Maharashtra is called as "city of dreams" or "Mayanagri" is also known as the city of Business and Bollywood capital. People come from the remotest corners hoping to get bitten by the magic bug – opportunity, especially those from villages Due to this there has been an increasing upward trend of migrants in the city. During 1991-2000, there was a huge arrival of migrants into the city. Out of which large share of people came from Uttar Pradesh, Gujarat, north-eastern and the neighbouring States to Mumbai in search of business opportunities which in hand gave rise to many problems which puts us into doubt that whether Mumbai is still a city of dreams or not. In the proposed paper, we will discuss about various factors like degrading employment opportunities, Depression created among people, Health effects, Pollution etc. Also, in this paper, we will propose various factors that leads to the rise of these problems and how these factors are affecting life of people who live in Mumbai.

Keywords: Depression, Health Effects, Pollution

1. INTRODUCTION
Mumbai being the hub of entertainment is warm and welcoming to everyone. Being the most populated megacity, it holds the title of the 9th biggest city in the world. Having the most number of millionaires and billionaires of the country, it is made of seven islands with a major seaport at the Arabian Sea. It is a city of diversity and people who come from various regions of the world with different cultures make it colourful and lovable. Food, Culture, Music, Nightlife are the one that attracts people a lot. The city celebrates all the festivals with joy. Mumbai is that part of India which works 24X7 and never sleeps. Marathi is the local language but still, Hindi and English are also spoken fluently. Mumbai also attracts tourists from all over the world. The main mode of public transport in Mumbai is its local trains also called the "lifeline of the city".

2. RESEARCH METHODOLGY
Secondary Data Analysis method has been used in this paper. Various articles from online sources have been used in collecting and analysing the data. This methodology has been used because government conducts numerous studies on a large, national-scale which allows us to look at trends and changes of phenomena over time. And this process often maintains a level of expertise and professionalism.

3. OBJECTIVE
The main objective of this paper is to discuss various problems which are arising in Mumbai since recent years and how these issues are getting worse day by day. In the 90s and early 20s, the reasons due to which the city was crowned with the title as the city of dreams have now become the reasons to doubt the same title.

4. ISSUES DWELLING IN MUMBAI
There are various problems and challenges that are faced by Mumbaikar's giving rise to the question whether Is Mumbai still the city of dreams or is it just a phantasm and they are discussed below as follows:

4.1 Hub of Opportunities
- Mumbai is known as "Land of Opportunities" because it gives everyone a chance to dream and then helps them to chase it.

- Every year around 1.7 million people come here in search of various opportunities to make it big be it making a career in acting, singing, or any field no line of work is mocked upon.

- But presently you may find more a couple of dreams coming genuine and a parcel more dreams getting smashed than satisfied. The place where people used to run to chase their dreams is now affecting them physically and mentally.

- According to a study by UBS (Union Bank of Switzerland) in 2018, an average worker in Mumbai works 3,315 hours a year which is highest in the world and also workers working in Mumbai took the fewest number of days for vacation an average of 10 days in a year.

- Results of these can be caught by the report which was prepared by the Union Ministry of Health and Family from April 2017 to September 2017 where it was found a maximum number of people who needed treatment for mental sickness were from Mumbai (38, 588). Prior they would get mostly old or middle-aged patients, but now they get teenagers also.

- Workload, less sleep, Constant noise, Deadlines at the workplace were the main areas of concern.

- Cyberbullying and excessive use of the internet is the new reasons for becoming a shocking reality.

4.2 Lifestyle

- We have often heard people saying that Mumbai never sleeps and is always moving that's because of its never-say-die attitude which makes the city so lively and eager.

- But it seems to be that people are not able to cope with this attitude which can be seen through the results of the survey conducted by Wake fit, a sleep solutions company. They found that 81% Mumbaikars suffer from Insomnia.

- According to a 2018 survey by Podar Institute of Education, around 40 per cent of Mumbai's youth matured between 20 and 30 have admitted to being depressed. But a small number of them took any step to deal with this condition.

- Increased stress, poor environmental conditions and prevalence of unhealthy lifestyles, have greatly contributed to a surge in the number of non-communicable diseases.

4.3 Rains

- Poems and melodies on Mumbai Monsoons are known to everyone. Hot chai and Pakoras is the first thing that comes to every others mind, be it the CEO of any company or any worker. Everyone enjoys it equally.

- But over the past few a long-time bizarre climate conditions and unseasonal downpours which suffocates the entire city atleast once is getting to be a yearly issue. Suburban railways, road transport, air traffic and normal public life is disrupted for a few days each time.

- On 2nd July 2019, Mumbai witnessed the second heaviest rainfall in a day, in the last 45 years and the highest in a decade.

- 48 hours continuous rains coupled with a stressed drainage system created havoc, resulting in the death of over 30 people due to wall collapse and other rain-related incidents.

- Thousands of commuters were stuck in local trains till late night. An aircraft skidded off the runway and over 200 flights were disrupted for the entire week.

4.4 Local Trains

- The local train is called as "lifeline" of this city. It connects the remote corners of the city to its corporate hubs. It is the most popular and quickest way of commuting here so mostly everyone depends on these services daily.

- These trains carry 7.5 million commuters daily which makes us think about the overcrowding problem faced by people.

- During peak hours, commuters are found spilling out of the doors, hanging on foothold just to reach their workplace on time. Due to this many people meet with accident on daily basis.

- Every day 10 to 12 people meet with accident while commuting on suburban trains. Accidents also occur because some people use railway tracks for crossing.

- In 2016-17, 607 people were injured or killed, in 2017-2018, the number stood at 254, accidents at level crossings stood at 13 in 2017-2018 as compared to 30 the previous year.

4.5 Pollution

- According to Mister Auto European car parts retailer, Mumbai tops the list of cities across the world which is worst for driving.

- Traffic Index 2018 says "Mumbai's traffic jams are the worst in the entire World" and the report was compiled by location technology specialist TomTom.

- Mumbai had a 65% congestion level because of which it has earned the title of the "Most Traffic Congested City."

- Mumbai's air pollution is now 50% above permissible limits as seen in a report compiled by the civic body for the year 2018-19.

4.6 Beaches

- Mumbai which is surrounded by the beautiful Arabian Sea has many beaches. People come here to take a break from their chaotic life to relax with their friends and family. A walk down Marine Drive makes one feel relaxed and peaceful.

- Juhu and Marve Beaches serves as a perfect treat from the hurried confusion of the city. Versova beach is home to a large community of fishing folk known as 'Kolis'.

- But a global study has found that plastic accumulation near the seas has drastically increased over the years. A survey was conducted on Aksa, Versova, Juhu, and Dadar beaches out of which Juhu was the most polluted one with the highest quantity of microplastic.

- Due to the sea pollution increase, in 2018 alone, 8 marine mammals have been dead and swept to the shore, out of which 7 were dolphins and 1 porpoise. There have been 89 such cases in Mumbai since 2016.

- The sea recently spits out 12 tonnes of garbage at Mumbai's Marine Drive during high tide and the public continues to litter the city.

5. CONCLUSION

Livelihood in Mumbai may be the same as in any other city of the world. People from different walks of life living together, make every effort to find their way and gives one's best shot to make life sustainable. But living here makes one realize how it is not similar to living anywhere else. In this paper, we have discussed various issues that conclude that the City of Dreams Mumbai is day-by-day getting converted into the City of Nightmare.

6. SUGGESTIONS

Problems faced by people can be reduced to some extent if people start moving to places that are better than compared to Mumbai. For example, cities like Delhi and Bangalore. If better job opportunities are provided in rural areas, which will reduce the rate of migration in the city. To reduce pollution in the city, people can be encouraged to walk or ride a bike by developing lanes or footpaths.

REFERENCES

1. https://www.thebetterindia.com/11043/17-reasons-mumbai-awesome-love/

2. https://www.freepressjournal.in/cmcm/mumbaikars-more-prone-to-mental-illness-than-others

3. https://www.moneycontrol.com/news/world/employees-in-mumbai-work-the-longest-hours-take-least-vacation-days-ubs-2582023.html

4. https://m.dailyhunt.in/news/india/urdu/my+medical+mantra+english-epaper-medmanen/81+mumbaikars+suffer+from+insomnia+reveals+survey-newsid-112793179

5. https://www.expresshealthcare.in/news/depression-rates-high-among-mumbai-residents/410898/

6. https://www.indiabullsrealestate.com/blog/8-reasons-why-mumbai-is-the-best-city-to-live-in/

7. https://india.mongabay.com/2019/07/why-the-city-that-never-stops-comes-to-a-standstill-when-it-rains/

8. https://www.mumbai.org.uk/marine-drive/

9. https://curlytales.com/the-ocean-around-mumbai-is-the-most-polluted-in-the-world/

10. https://curlytales.com/mumbais-marine-drive-littered-with-12-tonnes-garbage-as-sea-gives-back/

11. https://www.afternoonvoice.com/local-trains-the-lifeline-of-mumbai.html

12. https://www.news18.com/news/auto/mumbai-the-worst-city-to-drive-in-the-world-survey-2389085.html

13. https://thelogicalindian.com/awareness/mumbai-traffic-worst-delhi/

14. https://timesofindia.indiatimes.com/city/mumbai/its-official-aamchi-mumbai-has-worst-traffic-jams-in-the-world/articleshow/69659022.

15. https://timesofindia.indiatimes.com/city/mumbai/mumbais-air-pollution-is-now-50-above-permissible-limits/articleshow/71159380.cms

MAKE IN INDIA: GATEWAY FOR FDI

Zeba Khan

BAF Coordinator, S.S. & L.S. Patkar College of Arts & Science AND V.P. Varde College of Commerce & Economics

ABSTRACT

According to 2019 statistics, population of India between the age group 15 to 64 is 67.27%, giving ample opportunities to manufacturing industries to expand its business in India with great number of working hands. On the other hand Make in India –a type of swadeshi movement have encouraged the existing companies as well as new business ventures of 100 different sectors to become the hub of manufacturing products within the boundaries of India. The expansion of business and employment opportunities has taken a boost with the increase amount of FDI's. This economic growth not only seen in India, but can also is noticed with India's rank on various Global Indexes. The study further discuss the growth of manufacturing sector, awareness among youth in regards to Make in India, FDI's and price fall of luxuries items due to swadeshi products.

Keywords: Swadeshi Movement, Global Index, FDI (Foreign Direct Investment).

1. INTRODUCTION

Finance Minister Dr. Manmohan Singh in the year 1991, introduced Foreign Domestic Investment (FDI) in India under (FEMA)- Foreign Exchange Management Act, wherein an investment of 10% or above from overseas is considered as FDI**.** It started with a baseline of $1 billion in 1990. FDI have helped India to attain economic growth, financial stability, employment generation, development of infrastructure, eradication of poverty and many more. As FDI proved to be an important segment of Indian economy, Prime Minister Narendra Modi on 25th September 2014 launched a type of Swadeshi movement- Make in India campaign. The campaign's major objective was to place India as a manufacturing hub on the world map, give global recognition to the Indian economy and to use highly talented skill population to create world class zero defective products. The movement encouraged worldwide companies to invest and manufacture their product in India letting Indian economy to generate higher revenue, generation of employment and infrastructural development.

2. REVIEW OF LITERATURE

1. Bhattacharyya Jita, Bhattacharyya Mousumi (2012),revealed in the study long term relationship between FDI, merchandise, service trade and economic growth of India. Different bi-directional causality is observed between merchandise trade and economic growth, services trade and economic growth and different unidirectional causality is observed from merchandise trade to services trade, FDI to economic growth and FDI to merchandise trade.

2. Mathew (1998)in the book namely "Impact of Foreign Capital on the Indian Economy" has made a detailed investigation into the effect of foreign direct investment of recipient country on indigenous fiscal structure of costs and benefits involved in the process. Effects of foreign investment on the volume of domestic product, income, employment, foreign trade and BOP have been also dealt with.

3. Lall and Streeten (1977) examined in detail the ability of Foreign Direct Investments to "perform the function of providing capital for at least three reasons. First, direct investment is relatively expensive source of foreign capital". "Second, the actual capital inflow provided by the MNC may not be very large Foreign Direct Investments may be financed by borrowing in the host country). Indeed, MNCs can, through their market power, raise cheap funds and crowd but other socially desirable activities in the host country". "Third, the capital contribution of the MNC may take the form of machinery or capitalized intangibles, such as know-how and goodwill. For these reasons, Foreign Direct Investments provides little and expensive capital".

4. Gaur &Padiya (2017) author analyses, the emerging trend in foreign direct investment (FDI) in IT & BPM sector with 'Make in India' campaign and focuses on the trend of the previous 5 years. In the recent years, it has been observed that there is a noticeable increase in the inflow of foreign direct investment in India. Number of States has been organising "investment summits" in respective states to attract foreign and domestic investment to improve the industrial production, infrastructure, and business environment. The paper also reviews the strategy and steps taken by the Chinese government to attract massive foreign direct investment and compare those with steps taken by the Indian government.

5. Sagar (2016) expressed in his paper different quarters and analyzes the success of Make in India Program. He further described, on the one hand there is a group of people which expresses its satisfaction and having high expectations of the success. They are expecting more and more investments by free flow of capital. On the other side there are people who are of the opinion that instead of giving incentives to export centric industriesand encouraging manufacturing alone, we must push all kinds of entrepreneurship and increase the domestic demands.

3. RESEARCH METHODOLOGY

3.1. Objective of the study

1. To study growth of manufacturing sectors after the launch of Make in India & FDI.

2. To find out awareness and perception among the youth about Make in India and FDI.

3.2. Hypothesis:

H0:- Make in India have become stagnant in respect to gateways for FDI.

H1:- Make in India have successfully opened gateways for FDI.

3.3. Data Collection:

The study is analytical and descriptive in nature; wherein the use of primary as well as secondary data is taken into consideration.

Primary data: The primary data is collected from the youth through a structured questionnaire to know their understanding and perception about Make in India and FDI.

Secondary data: The secondary data is collected from Government report, World Bank report, International Monetary Fund, News reports, articles, blogs and journals.

3.4. Limitation

1. As the study also include secondary data, which is been taken from some official news report that may reflect biasness towards their likings.

2. Primary data was collected from youngster between age groups 15 to 25 wherein, the data may be filled with lack of interest.

4. DATA ANALYSIS AND INTERPRETATION

Sectors involved in Make in India Projects

Roads and Highways	Tourism and Hospitality
Mining	Renewable Energy
Construction	Oil and Gas
Automobiles	Chemical
Food Processing	Electronic Systems
Media and Entertainment	Textile Garments
Railways	Aviation
Thermal Power	IT and BPM
Biotechnology	Pharmaceuticals
Electrical Machinery	Space
Defense Manufacturing	Leather

The first largest contributor to India's GDP is **Service Sector** which is followed by **Manufacturing Sector**. Manufacturing has emerged as second largest contributor with a whole - hearted contribution from states and with various government initiatives like Make in India, MUDRA, Sagarmala, Startup India, and Freight Corridors. Manufacturing sector was chosen for Make in India as number of working force in India are skilled and unskilled labours, hence rise in manufacturing capital will generate job opportunities for these labours. The Gross Value Added (GVA) at basic current prices from the manufacturing sector in India grew at a Compound annual growth rate (CAGR) of 4.29 per cent during FY12 and FY19 as per the annual national income published by the Government of India. India is on the path of becoming the hub for hi-tech manufacturing as global giants such as GE, Siemens, HTC, Toshiba, and Boeing. Some have either set up or are in process of setting up manufacturing plants in India, attracted by India's market of more than a billion consumers and increasing purchasing power.

Economy growth projection

Country	Expected GDP growth					
	2018	2019	2020	2021	2022	2023
India	7.3	7.4	7.7	7.7	7.7	7.8
China	6.6	6.2	6.2	6	5.8	5.6
US	2.9	2.5	1.8	1.7	1.5	1.4
European Union	2.2	2	1.8	1.7	1.7	1.6

Source: IMF

The tremendous growth in manufacturing sector is due to consistent increase in Annual FDI inflows over the years.

(US$ million)

	2014-15	2015-16	2016-17	2017-18	2018-19
Inflow of FDI	24,748	36,068	36,317	37,366	38,744

Source: Annual report of RBI

The FDI inflows for financial year (FY) 2041-15 was $ 24,748 million, the FDI inflows have recorded a steady growth every year. For FY 2018-2019, the inflows were $38,744 million i.e. 56.55% higher than the annual inflows in 2041-15.

Awareness and perception among the youth about Make in India and FDI
The data was collected from 150 students, wherein 132 students were aware about the Make in India campaign whereas 16 school going students did not showed their interest and understanding towards the same and remaining 2 students were neutral i.e. 88% are aware, 10.67% did not showed interest and 1.33% were neutral in their perception. The questions were based on jobs opportunities, Export trade, Social development, Indian brand in world market, and foreign investments.

CONCLUSIONS
The above study proves that Make in India is indeed successful in increasing the inflows of FDI in India. According to data shared by Indian Cellular Association (ICA) the production of cell phones has gone up in India which has reduced prices of smart phones and also has created direct and indirect jobs for millions. With positive prospects it is also observed that there are some loopholes in the campaign which restrict the government to reach the targeted GDP.

BIBLIOGRAPHY
1. Bhattacharyya Jita, Bhattacharyya Mousumi(2012), "Impact of Foreign Direct Investment and Merchandise and Services Trade of the Economic growth in India: an Empirical study"

2. Kurien K, Mathew (1998); "Impact of Foreign Capital on the Indian Economy"; People"sPublishingHouse, New Delhi

3. Lall, S and Streeten, P. (1977); " Foreign Direct Investment and Structural Changes as Factors inTransition: A Study of Central and Eastern European Countries"; Ph.D Thesis, Rutgers University

4. Ashutosh D. Gaur &JasminPadiya (2017) "Exploring 'Make in India' Campaign & Emerging FDI trends in IT& BPM Sector in India", Journal of Business Sciences (JBS) Volume 1, Issue 2, pp. 42- 57

5. AnandSagar (2016) "Make in India Program- An Analytical review" international Journal of Management and Applied Science, ISSN: 2394-7926

6. https://www.moglix.com/blog/indian-manufacturing-industry-trend-2019/

7. https://www.rbi.org.in

THE ROLE OF NEW MEDIA TOWARDS THE SUSTAINABLE DEVELOPMENT OF INDIA

Rimma Quadros
BMM Coordinator at Patkar Varde College, Goregoan West

ABSTRACT

Media has been the fourth estate of democracy and has always been supportive towards the development of the country. From the early stages of the introduction of the media in India various attempts were made to exploit their potential for development purposes. The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making high growth strides. Proving its resilience to the world, the Indian media industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenues. The industry has been largely driven by increasing digitization and higher internet usage over the last decade. Sustainable development is development that meets the needs of the present without negotiating the ability of future generations to meet their own needs. The concept of sustainable development can be construed in many different ways, but at its core is an approach to development that looks to balance different, and often contending, needs against an awareness of the environmental, social and economic limitations we face as a society. In this research paper the author aims to understand the role of new media in helping towards the development of the country. The research aims to analyze how the new media has evolved over the period of time and played a significant role to promote the development in various areas in the country.

Keywords: New Media, Sustainable Development, Urbanization

1. INTRODUCTION

Media is considered to be the 4th pillar of the society. The media plays a very important role as a source of information, education and entertainment. It accommodates the world in to a single village which is saturated of media-information. With the advent of new media the role of media in the development of the country has evolved. From the concept of new village to the era of global village new media has become the integral part of democracy.

"New Media" is a hybrid practice involving a wide range of practical skills and intellectual resources, refers to as essential components of practice in associative terms with new media like "New territory", "Emerging fields", "Uncharted space", "New frontiers". If we tend to travel in cyberspace we should choose internet rather than any material form of knowledge is what new media is all about. The power of new media guides us through a space of no end. New media is a way to map something for example air currents or air routes which are in a state of flux (unreal). Anything that is "new" always draws attention as if it's a time lapse of the present and past or what the future might withhold.

New media cannot be defined on black and white or compartmentalize in a very small domain because it is a conception arising from various other fields which added together produce a humongous domain. Thus new media is nothing but the amalgamation of all types of media into one new form, all the conceptions, ideas and theories of the original media are embedded into the new form. The definition of New media can be divided into three distinct aspects as follows:-[1]

Technological aspect - New Media is both techno-based and techno-bias as it is techno-based it can be defined from the technological point of view as New Media is nothing but a new technology which helps in sustainable development in the field of communication.

Cultural and Social aspect- New Media is also Techno-bias there has to be biasness because of the fact that everyone cannot use the technology only the one capable of doing so has the upper hand over the others and hence he/she tries to monopolize the new form of media and control the developmental process in the developing nations. One basic fact is that technology is developed by human beings for a reason. And the reason is development. But the question is what kind of development? And the answer to that is social development. Only mere technology does not possess the power to induce developmental change in the society so we can define New Media as a new technological advancement to induce socio cultural change in the developing society. To justify the statement it can be said that as communication is the vehicle for development.

---

[1] (Mitra, December 2011)

Environmental aspect When we hire new technology or think of social change we tend to look towards the pros side of New media while uncontrolled development of technology brings about the dark side where advancement of technology like adaptation of non renewable power energy source has wounded the environment greatly and threatens our existence. So we can define new media as a media which works not only for technological, social or cultural development but also for sustainable environmental development.

In a nut shell analysis we can define "New Media as a new technological advancement not only for the field of social or cultural aspect but also working hand in hand with environment for sustainable development."

Singhal and Rogers (2001) note "Development is a widely participatory process of directed social change in a society, intended to bring about both social and material advancement (including greater equality, freedom, and other valued qualities) for the majority of people through their gaining greater control over their environment."

According to Uma Naruja, "development is conceived as dynamic in the service of the progress. The progressive change is described as alterations in awareness, motivation and participation of the individuals. From a social point of view the development refers to the change in the social structure or in the functions performed by different groups and units within it" (Narula, 2004). [1]In 1950s and 1960s, economic growth was the primary and sole indicator of development. While in the next two decades (1970s and 1980s) development was committed to social goals, as well as, to goals related with multifaceted interrelated sets of economic, social, political and cultural variables. In all ages, the main purpose of development is improving the quality of life that means enhancement of nutritional status, primary health care, food, employment opportunities, housing facilities, etc. Development concept has always been synonymous with the socio-economic progress (Narula, 2004). In 1980s and 1990s poverty eradication and providing basic minimum needs of people were the dominant agenda of development planning. During this period, issues of development focused on the concept of technology and environmentally sustainable development.

With the advent of the New Media (Internet), the government is faced with the challenge of how it can be used to enhance national development. The new media allows interactivity coupled with the fact that it is difficult to be controlled and monitored as compared to the traditional or conventional mass media. The new media and ICT in general are seen as a means to speed up and accelerate development if applied properly.

2. LITERATURE REVIEW

The concept of global village by Marshall McLuhan is soon becoming a reality with new media defining the way we look at the world. The Gutenberg era is over. A new digital communication technology has emerged with an E Superhighway beginning to girdle the globe as voice, video and data converge. New technologies are gaining wide acceptance due to several advantages like-

Convergence is today a reality and India is fast waking up to the digital era, re-shaping the way the individuals and organizations produce, process, market, collaborate and share information.

A global phenomenon in today's society is the unlimited access to and the massive use of information and communication technology services, which together comprise the new media. New media holds out a possibility of on-demand access to content any time, anytime, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Digital code is the technological basis for media convergence, enshrined in Nicolas Negroponte's (1995) phase, from "atom to bits",[2] in which he recognized the transformative power of converting words, sounds and images into bits of electrical information. The potential of digitally converged media technologies has been an object of widespread attention for over a decade and has been most specifically focused on convergence of broadcast Television and the networked computer meaning to merge TV and Computer.

Role of new media in business and consumer market in India cannot be undermined. It is the change in consumers' behavior that is changing the role of new media in India. With time, use of new media has seen a drastic change from just used for fun to fun plus knowledge and marketing. For business purposes, Facebook is the most important new media platform as there is customers' engagement, followed by Twitter, YouTube and blogging. New media is used by brands to build communities for interaction and spreading news.

So not only individuals but every organization, be it big or small, has an online presence on Facebook, Twitter, Pinterest, YouTube channels and other related new media platforms. 95.7% of organizations in India use new

---

[1] (The Role of Media in Development)

[2] (Mukherjee-Das, June 2014)

media to build communities, 76.1% for highlighting brand news, platform specific parameters such as number of likes, share, comments, people taking about the company are considered by 81% of the organizations to measure their success. As far as the budget is concerned, most of the organizations set budget below INR 10 million on their new media spending that makes 1-5% of their total marketing budget. New media interaction provides useful information about the behavior of the customers to the organization on regular basis.

New media and recruitment go hand in hand with new media becoming an integral part of recruiting firms. These firms are using LinkedIn, Facebook and Twitter to find new employees and skills. So, gone are the days when for employment recruiters as well as employees used to rely on employment exchange and classified ads in the newspaper. Hiring through traditional media was based on gut feeling whereas through new media, it is based on interaction, communication and direct response. Most of the organizations have well planned strategies for talent acquisition through new media.[1]

3. AIM AND OBJECTIVE:
1. To analyze the different challenges and prospects on the role of the new media in the formation of an information society.

2. To discuss on what can be the probable solution in overcoming these challenges

4. RESEARCH METHODOLOGY
Review of pertinent literature related to the topic has been traced, analyzed and discussed. Certain case studies have also been discussed in detail in order to understand the role of new media in the development.

4.1 Case studies
1. Spoken Web- The Indian Government's goal is to have 500 million skilled workers by 2022. in pursuance of this goal both IBM and the Indian government have launched an effort to help millions of citizens find work via their mobile devices, an experiment which they are calling as spoken web, also known as worldwide telecom web. The system uses speech technology to allow people to create voice sites with their phones. The user gets a unique phone number---just like a URL---and other users can access the site. Thus the Spoken Web is the Web via voice. IBM and Karnataka Vocational Training and Skill Development Corporation (KVTSDC) aims to make mobile devices better job hunting tools, as Karnataka is India's fastest growing state. In India, only 7 percent of the population has Web access, according to McKinsey. However, nearly everyone in India has a cell phone.

2. Centre for Agricultural Media (www.farmedia.org) -Centre for Agricultural Media (CAM) came into existence in Dharwad, Karnataka, on December 3, 2000. It has been expanding its activities successfully to accomplish its objective of strengthening the farmer friendly communication system. It is now registered as a trust under the India Trust Act. CAM supports any pro-farmer issue in all possible ways. This is the first venture of its kind in India. This forum has initiated several activities, with the support from likeminded experts in farm and rural development journalism.

3. **E-governance-** In a country like India, health remains a challenge for the government. Accessibility, affordability and awareness on health are very low in India. But Maharashtra has achieved astounding success in routing information to the villagers on health. It's a dose of e-medicine for rural folks across the state. The doctors and experts together treat patients in the remote interiors of Maharashtra via satellite. Civic authorities ISRO (Indian Space Research Organization) and state officials have joined hands to make success their project. Here the patients in the rural areas get easy access to the modern facilities without having to travel long distance and spending big bucks. Thus the patients and the physicians in distant areas remain in constant touch via telecom network. P. D. Hinduja National Hospital & Medical Research Center bagged the "Best Information & Communication Technology (ICT) enabled hospital in Maharashtra" award at the e-Maharashtra awards & Healthcare Conference on 10th May, 2013, held at Taj Vivanta, President Mumbai. The award in Healthcare segment was introduced for the first time to recognize and award organizations for their initiatives taken in Maharashtra through innovative use of ICT's. The award was presented by Mr Rajesh Aggarwal, Secretary IT, and Government of Maharashtra.

4. **NGOs India.com-** NGOsIndia.com is an online web directory and resource center of Indian NGOs. The portal contains information about grass root level Non-Governmental Organizations (NGOs), government agencies, funding Agencies, social activists and concerned stakeholders, Funding Agencies, issues,

---

[1]   https://lompocrecord.com/business/local/social-media-s-role-in-economic-development/article_92ca7291-e01e-58e3-a227-cd763a6627a3.html

projects, job opportunities in social sector, success stories of individuals as well as organizations, and other relevant links. This web site has been set up by Delhi-based Srishti Sansthan. It has, among other things, alphabetically organized database of non-governmental organizations located in the states of the country. According to its vision and mission, it is committed to, Social justice, sustainable development and human rights. The right to communicate freely is a basic human right and a necessity for sustainable development. Access to information is essential to informed decision-making at all levels.

5. **Agricultural Marketing Information System Network (http://agmarknet.nic.in/)** - This initiative undertaken in the tenth plan period is another example, this one by the government and its agencies, to use new communication technology to help the farmers in improving their earnings and make farming remunerative. The website explains its purpose as follows: Almost all the States and Union Territories are providing market information in one form or the other for the benefits of market users like producers, traders, and consumers. However, the information is collected and disseminated by use of conventional methods, which cause inordinate delay in communicating the information to different target groups, and thus adversely affects their economic interest.

6. Jeevan Pramaan- It is a biometric enabled digital service for pensioners. Pensioners of Central Government, State Government or any other Government organization can take benefit of this facility. You can register online with the help of this portal and provide your details to get a digital life certificate. Pensioner can find detailed information about this service and locate nearest location of a Jeevan Pramaan Centre. Users can also download mobile apps and avail benefits under this service.

4.2 Limitations

The use of new media tools has just begun in India during the last decade. Those who are harnessing the technology have been making sincere experiments to participate in the development processes. The examples discussed here are picked up from various sources of websites and cannot be termed as representative. Intention to site them in this paper was to document such initiatives and not to carry out a critical analysis.

It must be acknowledged here that these initiatives suffer from several factors that hamper the efforts for the all-round development of the deprived sections. Some of these factors are:

- Paucity of funds to provide computer and Internet connectivity at every place

- Non-availability of uninterrupted electricity to use the new technology

- Non-availability of technical support to run the centers at remote area of India

- Non-availability of trainers to train people to use the technology

- Computer and Internet illiteracy. Computers in most places do not have regional language fonts that can be used to read contents in the web sites.

- Limitations to use regional languages to enable farmers to use contents of the web-linked databases as most of the content are in English.

5. CONCLUSION

Development is not a matter of higher economic indices alone. It is not to be confused with higher consumer consumption or product proliferation. What really matters is peoples social and cultural advancement together with their economic will being measured in terms of higher per capita consumption of food, a safer environment for living and working and of courses, the spiritual freedom to pursue nobler aspects of life, cultural and artistic attainment and the freedom to express one's views without fears. Unrestricted pursuit of wealth, unlimited consumption of goods and higher creature comforts and possession of modern entertainment media will not bring in human development. And as seen in many affluent western countries and in affluent sectors of poor countries everywhere, social diseases such as alienation, crime, drug addiction are widely prevalent

The new media leads to formation of attitude through establishing of values for the society or nation and thereby building a climate of change in the society or nation. The responsibility of informing people about development projects and programmes is another major role of media to national development. Such programmes designed and proposed by policy makers could be entirely new to the people at whom they need to be enlightened, educated and mobilized by the media. Offering solutions to problems is another developmental role of the media, in that they are not only expected criticize government officials and condemn their actions, but also as watchdogs of the society, they should review, analyze, appraise or criticize, as the case may be, activities of government agencies and programmes.

Given, the current media scenario, and the needs of the development sector, it is necessary for a development communicator to develop a regulatory framework that shall under the umbrella of public service broadcasting shall include state owned media as well as noncommercial broad casting. This will encourage nonprofit institutions such as community organizations, local bodies and NGOs to participate in development communication. Media education and literacy to create demand for better, need based media stories and programmes are necessary. This is important to attract readers and viewers and to pass the development messages among the common mass, for which the programmes are undertaken. Decentralization and provision of training for communities is necessary for local broadcasting like community radio. Putting communication resources in the hands of community is a way to achieve success in developmental projects with the use of mass-media.

BIBLIOGRAPHY

- (n.d.). Retrieved from https://lompocrecord.com/business/local/social-media-s-role-in-economic-development/article_92ca7291-e01e-58e3-a227-cd763a6627a3.html

- Jain, P. (2016). A CRITICAL ANALYSIS OF THE ROLE OF SOCIAL MEDIA IN CREATING A NEW YOUTH SUB-CULTURE IN JAIPUR CITY .

- Kaur, R. (2013, May 23). *India Society Blogs*. Retrieved 2020, from Impact of Social Media in India : https://www.mapsofindia.com/my-india/society/role-of-social-media-in-india

- Mitra, A. (December 2011). NEW MEDIA AND CONVERGENCE: A DEVELOPMENT COMMUNICATION PERSPECTIVE. *Global Media Journal – Indian Edition/ISSN 2249-5835* .

- Mukherjee-Das, M. (June 2014). ROLE OF NEW MEDIA COMMUNICATION TECHNOLOGIES EN ROUTE INFORMATION SOCIETY – CHALLENGES AND PROSPECTS. *Commentary -3 Global Media Journal-Indian Edition Sponsored by the University of Calcutta/www.caluniv.ac.in ISSN 2249 - 5835* .

- *Social Networking for Employment in India*. (n.d.). Retrieved from http://www.columbia.edu/itc/sipa/nelson/newmediadev/Social%20Networking%20in%20India.html

- *The Role of Media in Development* .

MANUSCRIPT SUBMISSION

GUIDELINES FOR CONTRIBUTORS

1. Manuscripts should be submitted preferably through email and the research article / paper should preferably not exceed 8 – 10 pages in all.

2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.

3. Manuscripts should be typed in 12 font-size, Times New Roman, single spaced with 1" margin on a standard A4 size paper. Manuscripts should be organized in the following order: title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of paper, Conclusion and References.

4. The title of the paper should be in capital letters, bold, size 16" and centered at the top of the first page. The author(s) and affiliations(s) should be centered, bold, size 14" and single-spaced, beginning from the second line below the title.

<div align="center">

First Author Name1, Second Author Name2, Third Author Name3

1Author Designation, Department, Organization, City, email id

2Author Designation, Department, Organization, City, email id

3Author Designation, Department, Organization, City, email id

</div>

5. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.

6. Figures and tables should be centered, separately numbered, self explained. Please note that table titles must be above the table and sources of data should be mentioned below the table. The authors should ensure that tables and figures are referred to from the main text.

EXAMPLES OF REFERENCES

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

- **Single author journal article:**

Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management*, *2*(3), 29–33.

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.

Liu, W.B, Wongcha A, & Peng, K.C. (2012), "Adopting Super-Efficiency And Tobit Model On Analyzing the Efficiency of Teacher's Colleges In Thailand", International Journal on New Trends In Education and Their Implications, Vol.3.3, 108 – 114.

- **Text Book:**

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies* (3rd ed.). New York: McGraw-Hill.

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.

- **Edited book having more than one editor:**

Greenspan, E. L., & Rosenberg, M. (Eds.). (2009). *Martin's annual criminal code:Student edition 2010.* Aurora, ON: Canada Law Book.

- **Chapter in edited book having one editor:**

Bessley, M., & Wilson, P. (1984). Public policy and small firms in Britain. In Levicki, C. (Ed.), *Small Business Theory and Policy* (pp. 111–126). London: Croom Helm.

- **Chapter in edited book having more than one editor:**

Young, M. E., & Wasserman, E. A. (2005). Theories of learning. In K. Lamberts, & R. L. Goldstone (Eds.), *Handbook of cognition* (pp. 161-182). Thousand Oaks, CA: Sage.

- **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.

- **Article in magazine:**

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

7. The submission implies that the work has not been published earlier elsewhere and is not under consideration to be published anywhere else if selected for publication in the journal of Indian Academicians and Researchers Association.

8. Decision of the Editorial Board regarding selection/rejection of the articles will be final.