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Research Papers

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A DESCRIPTIVE ANALYSIS ON IMPULSIVE BUYING BEHAVIOUR WITH REFERENCE TO THE CITY OF MUMBAI

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ABSTRACT
An impulse purchase or impulse buying is an unplanned decision to buy a product or service, Impulse Buying has a prominent role to play in modern lifestyle pattern .This study gives a view of the different factors mainly demographic and Psychological which affect various behaviour related aspects that leads to impulse buying. It also discusses about the variation in impulse buying behaviour due to demographic differences. The study is focused on the consumers belonging to city of Mumbai. The statistical tool Chi-Square used in the research paper.

Keywords: Impulse Buying, Consumer Behaviour.

CHAPTER-1
INTRODUCTION

An impulse purchase or impulse buying is an unplanned decision to buy a product or service, made just before a purchase. One who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. Research findings suggest that emotions and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well-crafted promotional message.

Marketers and retailers tend to exploit these impulses which are tied to the basic want for instant gratification. For example, a shopper in a supermarket might not specifically be shopping for confectionery. However, candy, gum, mints and chocolate are prominently displayed at the checkouts to trigger impulse buyers and their children - to buy what they might not have otherwise considered. Alternatively, impulse buying can occur when a potential consumer spots something related to a product that stirs a particular passion in them.

Impulse buying can also extend to more expensive items such as automobiles and home appliances. Automobiles in particular are as much an emotional purchase as a rational one. This in turn leads auto dealers all over the world to market their products in a rapid-fire, almost carnival-like manner designed to appeal to emotion over reason.

Impulse buying disrupts the normal decision making models in consumers' brains. The logical sequence of the consumers' actions is replaced with an irrational moment of self-gratification. Impulse items appeal to the emotional side of consumers. Some items bought on impulse are not considered functional or necessary in the consumers' lives. Preventing impulse buying involves techniques such as setting budgets before shopping and taking time out before the purchase is made.

NEED OF STUDY

Thus, there is a need for studying the factors contributing the impulsive buying behaviour. Also, the study intends to identify the impact of these factors on advertising industry.

CHAPTER-2
RESEARCH METHODOLOGY

2.1 Statement of the problem

Impulsive buying is of the important area impacting advertising industry. An attempt is made by the researcher to analyse the factors contributing the consumer behaviour for impulsive buying and its impact on advertising industry.

2.2 Research objectives

1) To find out relationship between impulsive buying and Demographic factors.

2) To find out relationship between impulsive buying and Psychological factors.

2.3 Scope of the study

For the intension to complete the research project, an attempt will be made by the researcher to restrict the scope of research to 100 respondents living in city of Mumbai. The study is confined to only retail sector (Apparels and grocery). The parameters of interest considered for the research are demographic, and psychological factors.

2.4 Variables for the study

2.4.1 Y (Dependent Variable) = Impulsive Buying

2.4.2 X_i (Independent variables) i = 1, 2…..7

X1= Income X2= Gender X3= Age

X4= Attitudes and Beliefs X5= Motivation X6= Perception X7= Education

2.5 Sampling design

The sampling design considered is simple random sampling method. Also, a sample size of approximate 100 respondents will be considered.

2.6 Research design

The research design deployed by the researcher is exploratory/explanatory, descriptive study. Since the research problem which was formulated was based on the secondary data available the research adopted flavour of exploratory. Also, as the research problem was vaguely defined, the research is exploratory in nature.

Also, the research deployed statistical approach which will answer what, when, how, etc thus research is descriptive in nature.

2.7 Statistical techniques

For proving hypothesis statistical techniques is used chi-square test for finding relationship Impulsive Buying, demographic and psychological factors.

2.8 Research Instrument

The research instrument used will be structured questionnaire which includes both open and closed ended questions. Closed ended questions will be framed in relation to objectives and hypothesis of the research. Also, open ended questions will be framed for recommendation of research.

2.9 Method of Data Collection

Primary data will be collected from respondents using standard questionnaire and secondary data will be collected from published articles trade magazine newspaper business article journals etc.

2.10 Hypothesis Testing

In reference to the objectives considered above the following hypotheses will be considered.

H_0: There is no relationship between Impulsive buying and Age.

H_1: There is a relationship between Impulsive buying and Age.

H_0: There is no relationship between Impulsive buying and Income.

H_1: There is a relationship between Impulsive buying and Income.

H_0: There is no relationship between Impulsive buying and Gender.

H_1: There is a relationship between Impulsive buying and Gender.

H_0: There is no relationship between Impulsive buying and Attitudes and Beliefs.

H_1: There is a relationship between Impulsive buying and Attitudes and Beliefs.

H_0: There is no relationship between Impulsive buying and Motivation.

H_1: There is a relationship between Impulsive buying and Motivation.

H_0: There is no relationship between Impulsive buying and Perception.

H_1: There is a relationship between Impulsive buying and Perception.

H_0: There is no relationship between Impulsive buying and Education.

H_1: There is a relationship between Impulsive buying and Education.

2.11 Limitations of Study

The study was restricted to the following limitations

1) Only respondents of south Mumbai were considered for the study.

2) The sample size was limited to 100 only.

3) Secondary data and information collected for review was assumed to be authentic in nature.

4) The independent variables considered were only limited to three for the study.

5) Respondent‘s Biasness.

6) In Retail sector only Apparels and grocery was considered.

CHAPTER-3
REVIEW OF LITERATURE

A lot of study on impulse buying has been done by the researchers, initial studies involved the definitions and understanding of impulse buying. Eventually impulse buying gained its importance as a subset of consumer buying behaviour.

Kollat and Willett (1967) In their research defined impulse buying as an unplanned purchase, this definition can also be seen in the research by Cobb and Hoyer (1986), Rook (1987) reported that impulse buying usually takes place, when a consumer feels a forceful motivation that turns into a desire to purchase a commodity instantly.

Emotions are considered as the internal factors that affect the impulse behaviour. Positive emotions are defined as affects and moods, which determine intensity of consumer decision making reported by **Watson and Tellegen (1985).**

Beatty and Ferrell (1998) defined impulse buying as instantaneous purchase having no previous aim or objective to purchase the commodity. They find that shopping life style and impulse buying behaviour are closely related but only in the case of impulse buyers.

Babin and Babin (2001) found that in stores consumer's purchasing intentions and spending can largely be influenced by emotions. These emotions may be specific to certain things for example, the features of the items, customer self-interest, consumer's scale of evaluating items and the importance they give to their purchasing at a store.

Sneath et al. (2009) have argued that impulse buying can also be induced because of the mental state of an individual for instance depression, in such mental state impulse buying may be done as an attempt to improve the mood.

Impulse buying is considered as relevant in today's shopping scenario with the innovative sales promotions, creative messages and appropriate use of technologies in the retail stores **(Schiffman, 2010).**

Sunetra Saha (2012) in their research concluded that whether the customer is male or female it does influence their frequency of shopping.

The study of **Parmar Vishnu And Ahmed Rizwan Raheem (2013)** shows that atmospheric signals in the retail setting act as important cause that influences a desire to purchase impulsively.

CHAPTER-4
DATA ANALYSIS AND FINDINGS
Analysis 4.1

H0: There is no relationship between Impulsive buying and Age.

H1: There is a relationship between Impulsive buying and Age.

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	8.318E2[a]	792	.159
Likelihood Ratio	317.480	792	1.000
N of Valid Cases	100		
Source: SPSS			

P value = 0.159

Since p value > 0.05

Thus, the researcher Rejected H1

Therefore, there is no relationship between Impulsive buying and Age.

Analysis 4.2

H0: There is no relationship between Impulsive buying and Income.

H1: There is a relationship between Impulsive buying and Income.

Chi-Square Tests					
	Value	**Df**	**Asymp. Sig. (2-sided)**	**Exact Sig. (2-sided)**	**Exact Sig. (1-sided)**
Pearson Chi-Square	7.945[a]	1	.005		
Continuity Correction[b]	6.449	1	.011		
Likelihood Ratio	7.583	1	.006		
Fisher's Exact Test				.010	.006
Linear-by-Linear Association	7.865	1	.005		
N of Valid Cases[b]	100				
Source: SPSS					

P value = 0.006

Since p value < 0.05

Thus, the researcher Rejected H0

Therefore, there is a relationship between Impulsive buying and Income.

Analysis 4.3

H0: There is no relationship between Impulsive buying and Gender.

H1: There is a relationship between Impulsive buying and Gender.

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	31.499[a]	24	**.140**
Likelihood Ratio	38.192	24	.033
N of Valid Cases	100		
Source: SPSS			

P value = 0.140

Since p value > 0.05

Thus, the researcher Rejected H1

Therefore, there is no relationship between Impulsive buying and Gender.

Analysis 4.4

H0: There is no relationship between Impulsive buying and Attitudes and Beliefs.

H1: There is a relationship between Impulsive buying and Attitudes and Beliefs.

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	32.808[a]	21	.048
Likelihood Ratio	34.865	21	.029

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Linear-by-Linear Association	11.979	1	.001
N of Valid Cases	100		
Source: SPSS			

P value = 0.048

Since p value < 0.05

Thus, the researcher Rejected H0

Therefore, there is a relationship between Impulsive buying and Attitudes and Beliefs.

Analysis 4.5

H0: There is no relationship between Impulsive buying and Motivation.

H1: There is a relationship between Impulsive buying and Motivation.

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	42.047[a]	24	.013
Likelihood Ratio	36.680	24	.047
N of Valid Cases	100		
Source: SPSS			

P value = 0.013

Since p value < 0.05

Thus, the researcher Rejected H0

Therefore, there is a relationship between Impulsive buying and Motivation.

Analysis 4.6

H0: There is no relationship between Impulsive buying and Perception.

H1: There is a relationship between Impulsive buying and Perception.

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	42.047[a]	24	.013
Likelihood Ratio	36.680	24	.047
N of Valid Cases	100		
Source: SPSS			

P value = 0.013

Since p value < 0.05

Thus, the researcher Rejected H0

Therefore, there is a relationship between Impulsive buying and Perception.

Analysis 4.7

H0: There is no relationship between Impulsive buying and Education.

H1: There is a relationship between Impulsive buying and Education.

Chi-Square Tests			
	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	5.539[a]	8	.699
Likelihood Ratio	5.510	8	.702

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Linear-by-Linear Association	.191	1	.662
N of Valid Cases	100		
Source: SPSS			

P value = 0.699

Since p value > 0.05

Thus, the researcher Rejected H1

Therefore, there is no relationship between Impulsive buying and Education.

Conculsion " No

CONCLUSION

The conclusion of the above study shows significant relationship with Income, attitude, belief, motivation and perception and No significant relationship with Age, gender and education. It says people with good income can be impulsive buyer because of good money at their disposal. It further says it depends on attitude ,belief , motivation and perception you carry with you towards brand so it is more of psychological factor than demographic factor that affect human psychology to be impulsive in nature towards brand. There is not much significance toward demographic factor such as age, gender and education.

SUGGESTIONS

One of the major contributions of this research is understanding behaviour of the customers who are pro towards the impulsive buying and the factors contributing the same. Thus, this research focuses on marketing managers to drive their marketing plan. Also, Demographic and Psychology factors which may help organizations to develop their strategies in retail sector for Apparels and grocery.

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UNDERSTAND THE IMPORTANCE OF LEGAL EDUCATION ABOUT GEOGRAPHICAL ENVIRONMENTAL LAW*

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ABSTRACT
Environmental law has developed in response to rising consciousness of and apprehension over issues impacting the entire world. While laws have developed gradually and for a variety of reasons, some effort has gone into identifying key concepts and guiding principles common to environmental law as a whole. The philosophy discussed below is not a thorough list and are not collectively recognized or accepted. Nonetheless, they symbolize important philosophy for the compassionate of environmental law around the world. Study is all about to spread awareness to understand the importance of legal education about geographical environmental law.

Keywords: Geography, environmental, legal education, agreement, law.

INTRODUCTION
Global and regional ecological issue are gradually more the focus of international law. Debate over green concern associate core values of international law and have been the question of frequent international agreements and declaration. Customary international law is an significant resource of international environmental law. These are the norms and rules that countries follow as a matter of practice and they are so established that they connect all states in the world. When a principle becomes customary law is not clear cut and many arguments are put forward by states not wishing to be bound.

Various legally binding international agreements include a extensive selection of issue-areas, from terrestrial, marine and atmospheric pollution through to wildlife and biodiversity protection. International environmental agreements are generally multilateral (sometimes bilateral) treaties (convention, agreement, protocol, etc.). Protocols are contributory agreements built from a principal treaty. They subsist in many areas of international law but are especially useful in the environmental field, where they may be used to commonly integrate recent scientific information. They also authorize countries to reach accord on a structure that would be controversial if every feature were to be decided upon in move forward.

World Summit on Sustainable Development have been mostly important. Multilateral environmental agreements occasionally create an worldwide Organization, Institution or Body accountable for implement the conformity. Major example are the Convention on the International Union for Conservation of Nature (IUCN).

International environmental law also includes the opinion of international courts and tribunals. While present are few and they have inadequate influence, the decision bring much power with legal commentator and are relatively powerful on the expansion of international environmental law. One of the main challenges in international decisions is to determine an sufficient recompense for environmental compensation. The courts include the International Court of Justice (ICJ), the international Tribunal for the Law of the Sea (ITLOS), the European Court of Justice, European Court of Human Rights and other regional treaty tribunals. On national level various law which protect geographical environment through followings rules of legislation:

- Batteries (Management and Handling) Rules, 2001
- Recycled Plastics, Plastics Manufacture and Usage Rules, 1999
- The National Green Tribunal established under the National Green Tribunal Act of 2010[48] has jurisdiction over all environmental cases dealing with a substantial environmental question and acts covered under the Water (Prevention and Control of Pollution) Act, 1974.
- Water (Prevention and Control of Pollution) Cess Rules, 1978
- Ganga Action Plan, 1986
- The Forest (Conservation) Act, 1980
- Wildlife protection Act, 1972
- The Public Liability Insurance Act, 1991 and the Biological Diversity Act, 2002. The acts covered under Indian Wild Life Protection Act 1972 do not fall within the jurisdiction of the National Green Tribunal.[49] Appeals can be filed in the Hon'ble Supreme Court of India.[50]

- Basel Convention on Control of TransboundaryMovements on Hazardous Wastes and Their Disposal, 1989 and Its Protocols
- Hazardous Wastes (Management and Handling) Amendment Rules, 2003

OBJECTIVES

- To be spread the awareness and Importance of Legal Education about geographical and environmental law.

DATA ANALYSIS

After the data has been collected and processed, the attention to the analysis. Analysis of data involves a number of operations. Analysis of data may be considered as having a reference from various secondary source of data collection prevailing theories and drawing conclusions that will make some contribution in the matter of this research title.

RESULT AND DISCUSSION

Humanity has been aware of its environment far longer than there have been laws to protect environments. Environmental law, or generally called environmental and natural resources law, may be a term accustomed make a case for rules, statutes, local, national and international legislation, and treaties designed to safeguard the surroundings from harm and to elucidate the legal consequences of such harm towards governments or non-public entities or people. As we are going to make a case for within the next section, it covers several areas, all with an equivalent purpose already represented here. However, the term “environmental law” doesn't simply cowl government legislation. It may describe a want by businesses and different organizations, and their regulators to figure towards rising moral principles by setting regulation and trade standards for operational licenses. These don't seem to be “laws” as such however act intrinsically among a restrictive framework. It may apply a technique of land management on a sort of understanding of acting responsibly and ethically.

CONCLUSION

Similarly, impact assessment isn't perpetually de jure needed, however the permission to develop, construct, modify or engineer will usually be refused if one isn't dispensed. These area unit voluntary rules instead of law conducted for the nice of the atmosphere and therefore the native population. For numerous reasons, environmental law has perpetually been a flashpoint of argument. Debates usually center on price, the need of such rules, and therefore the antique friction between government regulation and inspiring the market to self-regulate and do the proper factor for the nice of everybody. for instance, the continuing dialogue over the impact of bound pesticides in agriculture, gas emissions area unit usually a battle between the science and industry's makes an attempt to muddy the science and government lobbying to roll back legislation. the opposite aspect of the talk is that current trade rules and legislation area unit poor. either side often hold conferences to debate aspects of environmental law and the way they ought to approach obtaining them modified in their favor. Whichever approach we glance at it, environmental law affects all people - individual health, endeavour, geographical property, and therefore the importance of protective those for the longer term generations and economy. Hence there is high need of Understand the Importance of Legal Education about geographical environmental law.

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IMPACT OF 5G ON GLOBLE ECONOMY

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INTRODUCTION

The global impact of 4G brought about increases in mobile usage and network performance. 5G will build on this momentum, bringing substantial network improvements, including higher connection speeds, mobility and capacity, as well as low-latency capabilities. In doing so, it enables new use cases and applications that will positively impact different industry sectors. Spectrum plays a critical role in realising the full extent of these new capabilities. Thus, 5G’s full socio-economic impact is dependent on access to a variety of spectrum resources, including millimetre wave (mmWave) bands between 24 GHz and 86 GHz. The mmWave spectrum allows for the increases in bandwidth and capacity that numerous 5G applications require. It will play a key role in meeting the demand for many enhanced mobile data services as well as new wireless broadband use cases such as remote object manipulation, industrial automation, virtual and augmented reality and next-generation connectivity for vehicles. These use cases will continue to increase the impact that mobile services have on societies and economies. While the socio-economic benefits of mobile services and broadband connectivity have been studied for some time, quantifying the impact of high-capacity mmWave spectrum represents a new opportunity. To date, some of the mmWave bands have been made available for mobile services in some countries. Bands between 24 and 86 GHz are also under evaluation and will be considered for identification for International Mobile Telecommunications (IMT) at the ITU World Radio communication Conference in 2019 (WRC-19) in order to support 5G network development. The lengthy process to move spectrum from WRC agenda item to the day it is actually assigned underscores the need for all administrations to consider 5G spectrum needs now, especially in mmWave bands. This emphasises the importance of a mmWave specific analysis, supporting the timely actions that administrations should take in order to realise the many opportunities afforded by 5G in the future. As such, this study leverages the wide variety of research done to date on the expected benefits of mobile broadband, the implementation of 5G and the role of mmWave in that implementation. This is done to forecast the contribution to gross domestic product (GDP) and tax revenue that is expected by making mmWave bands available for the deployment of 5G applications.

REVIEW OF LITERATURE

Farris [1] et.al. said that, The Internet of Things (IoT) ecosystem is evolving towards the deployment of integrated environments, wherein heterogeneous devices pool their capacities together to match wide-ranging user and service requirements. As a consequence, solutions for efficient and synergistic cooperation among objects acquire great relevance. Along this line, this paper focuses on the adoption of the promising MIFaaS (Mobile-IoT-Federation-asa-Service) paradigm to support delay-sensitive applications for high-end IoT devices in next-tocome fifth generation (5G) environments. MIFaaS fosters the provisioning of IoT services and applications with low-latency requirements by leveraging cooperation among private/public clouds of IoT objects at the edge of the network. A performance assessment of the MIFaaS paradigm in a cellular 5G environment based on both Long Term Evolution (LTE) and the recent Narrowband IoT (NB-IoT) is presented. Obtained results demonstrate that the proposed solution outperforms classic approaches, highlighting significant benefits derived from the joint use of LTE and NB-IoT bandwidths in terms of increased number of successfully delivered. Bego Blanco [2] et.al. Discusses current standardization situation of 5G and the role network softwarization plays in order to address the challenges the new generation of mobile networks must face. This paper surveys recent documentation from the main stakeholders to pick out the use cases, scenarios and emerging vertical sectors that will be enabled by 5G technologies, and to identify future high-level service requirements. Driven by those service requirements 5G systems will support diverse radio access technology scenarios, meet end-to end user experienced requirements and provide capability of flexible network deployment and efficient operations. Rupendra NathMitra [3] et.al. Discussed, all new 5G expected to be operational by 2020. This time, it is therefore crucial to know the direction of research and developments enabling 5G technology. This paper provides an inclusive and comprehensive analysis of recent developmental endeavors toward 5G. It highlights salient features, i.e., flexibility, accessibility, and cloudbased service offerings; those are going to ensure the futuristic mobile communication technology as the dominant protocol for global communication. Erik Dahlman [4] et al. analyzed details of the new 5G radio-access technology to be developed by 3GPP. It begins with a discussion of some key design principles that needs to be followed in order to ensure a high performance, flexible, and future proof air interface. It then goes more into the details on the key 5G technology components including but not limited to duplex arrangement, 5G waveform, massive

MIMO, multi-site connectivity, flexible system plane, and access/backhaul integration. ZoraidaFrias [5] et.al, proposes that being still under development, it is envisaged that 5G networks will provide a 'fibre-like' experience to mobile users. As such, they are expected to accommodate services with very different requirements in terms of latency, bandwidth and reliability, among others, for the vertical sectors. However, the European Union has just approved the Telecommunications Single Market Regulation, which enshrines the network neutrality principle and guarantees that 'all traffic through the Internet is treated equally'. This article explores the potential conflict between net neutrality regulation and future 5G services, particularly regarding network virtualization. We present a discussion on the challenges of building net neutrality upon judgments on whether traffic optimization is objectively necessary. This proves complex in a technological environment that envisions network 'slices' created and priced on-demand according to the Quality of Service (QoS) required by specific applications at any given time. In addition, we argue that the 'anything-asa-service' paradigm might turn into an important source of innovation for the future Internet infrastructure layer, and thus for the ecosystem as a whole. Shahid Mumtaz [6] et.al. research on 5th Generation (5G) network has come across a large development in the recent years. Several enabling technologies are being explored for the 5G mobile system era. The aim is to evolve a cellular network that is intrinsically flexible and remarkably pushes forward the limits of legacy mobile systems across all dimensions of performance metrics. All the stakeholders, such as regulatory bodies, standardization authorities, industrial fora, mobile operators and vendors, must work in unison to bring 5G to fruition. In this paper, we aggregate the 5G-related information coming from the several stakeholders, in order to i) have a comprehensive overview of 5G and ii) to provide a survey of the envisioned 5G technologies; and their development thus far from the perspective of those stakeholders that will open up new frontiers of services and applications for nextgeneration wireless networks. Ian F.Akyildiz [7] et.al. stated the fifth generation (5G) mobile communication networks will require a major paradigm shift to satisfy the increasing demand for higher data rates, lower network latencies, better energy efficiency, and reliable ubiquitous connectivity. With prediction of the advent of 5G systems in the near future, many efforts and revolutionary ideas have been proposed and explored around the world. The major technological breakthroughs that will bring renaissance to wireless communication networks include (1) a wireless software-defined network, (2) network function virtualization, (3) millimeter wave spectrum, (4) massive MIMO, (5) network ultradensification, (6) big data and mobile cloud computing, (7) scalable Internet of Things, (8) device-to-device connectivity with high mobility, (9) green communications, and (10) new radio access techniques. In this paper, the state-of-the-art and the potentials of these ten enabling technologies are extensively surveyed. Furthermore, the challenges and limitations for each technology are treated in depth, while the possible solutions are highlighted. Carolina Fortuna [8] et.al. discussed 5G Machine Type Communication (MTC) networks will be formed of dense, heterogeneous clusters of wireless devices serving different application verticals, such as urban service enablers, body area networks, industrial and home automation and entertainment. They will use a large number of existing and emerging wireless technologies served by advanced 5G gateways or Internet of Things eNodeBs and controlled through software interfaces by control and application programs, reducing the need for on-site, manual reconfigurations. In this paper, we focus on the software interfaces that enable the control of 5G MTC networks and propose a functional split of upstream and downstream functions. We show similarities with Application Programming Interface (API) development in Object-Oriented (OO) languages and with Representation State Transfer (RESTful) principles. We provide a reference implementation using Restful functionality and an example control application that performs localization. Pablo Salvia-Garcia [9] et.al. tells that UltraHigh-Definition (UHD) video applications such as streaming are envisioned as a main driver for the emerging Fifth Generation (5G) mobile networks being developed worldwide. This paper focuses on addressing a major technical challenge in meeting UHD users' growing expectation for continuous high-quality video delivery in 5G hotspots where congestion is commonplace to occur. A novel 5G-UHD framework is proposed towards achieving adaptive video streaming in this demanding scenario to pave the way for self-optimization oriented 5G UHD streaming. The architectural design and the video stream optimization mechanism are described, and the system is prototyped based on a realistic virtualized 5G test bed. Empirical experiments validate the design of the framework and yield a set of insightful performance evaluation results. Jiasong Mu [10] et.al. declares that The ZigBee network is widely studied and deployed recently because of its low cost and simplicity features. However, the power consumption issue needs a further improvement since the application requirements are not fully satisfied. The emerging 5G communication technology is characterized by the smarter devices and the native support for the M2M communication. On that basis, the 5G terminals are capable of joining the existing ZigBee networks and have the potential to improve the data transmission. In this paper, we investigate the performance of the ZigBee networks in the 5G environment for different scenarios. Then a Nearest Access Routing (NAR) algorithm based on the physical depth is proposed for different communication types. To reduce the loads in ZigBee networks, the data flow in the neighborhood of 5G terminals is gathered and transmitted via the IP networks. The simulation results showed that NAR effectively share the communication in ZigBee networks. It leads to better performances with higher packet delivery ratio, less hop counts from ZigBee devices, lower latency, fewer packets sent by ZigBee nodes and zero routing overheads.

OBJECTIVES OF THE STUDY

- To analyze current and the immediate impact of 5G technology on global economy.
- To work out the probable consequences of 5G technology.
- To estimate the effects of 5G technology decision in near future.

RESEARCH METHODOLOGY

The study is exploratory and quantitative in nature. The secondary data has been used for analysis of problems. Sources of the secondary have been collected from various sources like special investigation team report, news papers, news bulletins and websites.

SCOPE OF THE STUDY

This study is useful to the citizen and governments, by this study one can come to know the present condition of networking technology and also help in framing the better technology network in near future. It also help the government, nongovernment, banking and nonbanking institution and education institution to plan and progress in their present working condition and also take rational and better decision in near future.

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FINDINGS AND ANALYSIS

WHY IS 5G REQUIRED??

The major difference, from a user point of view, between current generations and expected 5G techniques must be something else than increased maximum throughput; other requirements include: • Lower out age probability; better coverage and high data rates available at cell edge. • Lower battery consumption. • Multiple concurrent data transfer paths. • Around 1Gbps data rate in mobility. • More secure; better cognitive radio/SDR Security. • Higher system level spectral efficiency. • World Wide wireless web (WWWW). • More applications combined with artificial intelligent (AI) as human life will be surrounded by artificial sensors which could be communicating with mobile phones. Not harmful to human health. •Cheaper traffic fees due to low infra structure

CHARACTERISTRICS OF 5G TECHNOLOGIES

The technology 5G presents the high resolution for sharp, passionate cell phone every day and give consumers well shape and fast Internet access. • The 5G technology provides billing limits in advance that the more beautiful and successful of the modern era. • The 5G technology also allows users of mobile phones, cell phone records for printing operations. • The 5G technology for large volume data distribution in Gigabit, which also maintains close ties to almost 65,000. • The technology gives you 5G carrier distribution gateways to unprecedented maximum stability without delay. • The information from the data transfer technology 5G organize a more accurate and reliable results. • Using remote control technology to get the consumer can also get a 5G comfort and relax by having a better speed and clarity in less time alone. • The 5G technology also support virtual private network. • The uploading and downloading speed of 5G technology touching the peak. • The 5G technology network offering enhanced and available connectivity just about the world. • 5G network is very fast and reliable.

Impacts of 5G on productivity and economic growth

Productivity growth—how more output is achieved per unit of inputs—is the key driver of income growth over the long term. In recent times, productivity growth has been average or slower than average, and there are some reasons to be concerned for productivity growth in the future. An ageing population is expected to slow the growth in the supply of labor, detracting from income growth. The transition of the Australian economy to one based more on services (which usually have a lower level of productivity relative to non-service industries), is also likely to slow labour productivity growth.1 Furthermore, Australia is unlikely to experience the same boost to incomes that was experienced in the recent mining boom.2 Productivity growth is not expected to bounce back to where it was in previous decades. This means that new drivers of productivity will have to be found if income growth and wellbeing are to improve in the coming years. Digital transformation has long held the promise of improving productivity outcomes, and the planned rollout of 5G internationally has been viewed as the next development continuing the critical enabling capacity of communications services across the economy.

5G—faster, better and different Consumers and businesses consider mobile connectivity essential. Both are becoming increasingly mobile, with faster growth in demand for mobile data relative to fixed-line data, reflecting the shift from a wired world to a wireless one. 3 As the next generation of mobile wireless network technology, 5G will provide a better consumer experience and improve business utility through faster data transmission and more reliable connectivity. For example, 4G technology allows download speeds of 100 megabits per second (Mbps), while 5G could potentially enable speeds of more than 1,000 Mbps. It currently takes about eight minutes to download a feature movie using 4G; people could be able to do this in seconds with 5G.4 These features, combined with its lower latency—the time it takes for signals to travel through the network—mean that 5G represents a substantial step change compared to previous generations, with the promise of a vastly increased range of applications (table 1). This reduced latency will, for example, allow the responsive digital technology—particularly for spatial applications—required to support robotics and the Internet of Things (IoT). While 5G will be an advance on previous mobile technology, the wide array of potential uses means that it may develop as a 'general purpose technology' (GPT)—such as electricity or the internet—that becomes ubiquitous in its own right. In any event, 5G is likely to: • Support the introduction of new goods and services, with higher data rates and lower latency expected to enable greater use of IoT devices (box 1). • Improve business efficiency in producing and delivering goods and services, and enable scope for greater innovation and the development of new products. For example, faster download speeds and lower latency will make cloud computing more effective, and allow for better collection and analysis of big data that can lead to more real-time decision making. • Improve health and social outcomes. For example, wearable technology and IoT devices will help people better access health and education services in a more timely and personalized fashion— the gains from which will have a flow-on effect and will largely accrue to individuals.

5G and the new culture clash

While earlier communications standards focused primarily on connecting mobile devices to the internet and to each other, 5G is about unlocking significant opportunities in vertical sectors. Automotive, healthcare, mining, agriculture, manufacturing – it's these industries where the more compelling business cases lie, and which are driving the development of technologies.

This has been great for these sectors while business cases were purely hypothetical. However, 2019 will see innovations come to fruition, and with them the issues and complexity of how to license crucial components of connected products. Major car manufacturers will need to consider every chipset, function and feature of their connected car; researching, negotiating and obtaining necessary patent licenses.

We'll therefore witness a major culture clash in 2019, in which vertical sectors hoping to capitalise on 5G and the IoT will suddenly have to become technical experts and, as a result, know their stuff about IP. Failure to successfully navigate the IP landscape and 'dance the FRAND dance' could stifle progress and result in litigation.

An Education in IP

Many of the vertical sectors now entering the IoT field are behind some of the most innovative ideas which, when realized, could bring huge socio-economic benefits. Think of the rapidly-growing market for connected wearable's in the healthcare industry, for instance, or the productivity and efficiency gains promised by connected fleets of vehicles.

Many parties in vertical sectors will be dealing with situations they've never experienced before and will require guidance, education, and a clear-cut route to licensing and lawfully using IP. In order to encourage innovation and allow for these ideas to come to be developed, it's important that all stakeholders work together to decipher and determine new rules around IP licensing and management. This will involve education, new partnerships and the exchange of knowledge. FRAND must continue to underpin these, and help to create a just, amicable business environment for all, and a fertile ground for 5G.

FIVE OF THE BIGGEST CHALLENGES FACING 5G

1. Frequency bands

Though 4G LTE already operates on established frequency bands below 6GHz, 5G requires frequencies — all the way up to 300GHz. Some are better known as mmWave. Those bands can carry far more capacity and deliver ultra-fast speeds that deliver a 20-fold increase over LTE's fastest theoretical throughput. Wireless carriers still need to bid for the higher spectrum bands as they build and roll out their respective 5G networks. In the US, bidding in the 28 GHz spectrum alone reached $690 million by December 2018.

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2. Deployment and coverage
despite 5G offering a significant increase in speed and bandwidth, its more limited range will require further infrastructure. Higher frequencies enable highly directional radio waves, meaning they can be targeted or aimed — a practice called beam forming. The challenge is that 5G antennas, while being able to handle more users and data, beam out over shorter distances. Spreading out access to rural areas will be as much of a challenge as it was with LTE.

Even with antennas and base stations getting smaller in this scenario, more of them would likely have to be installed on buildings or homes. Cities will probably need to install extra repeaters to spread out the waves for extended range, while also maintaining consistent speeds in denser population areas. It's likely carriers will continue to use lower-frequency bands to cover wider areas until the 5G network matures.

In the future, it may mean that modems and Wi-Fi routers are replaced with 5G small cells or other hardware to bring 5G connections into homes and businesses, thus doing away with wired internet connections as we know them today. Spreading out access to rural areas will be as much of a challenge as it was with LTE.

3. Cost to build, cost to buy
Building a network is expensive, and carriers will raise the money to do it by increasing customer revenue. Much like LTE plans incurred a higher initial cost, 5G will probably follow a similar path. And it's not just building a layer on top of an existing network — it's laying the groundwork for something new altogether. According to Heavy Reading's Mobile Operator 5G Capex, total global spending on 5G is set to reach $88 billion by 2023. Once it becomes truly viable, certain device segments will be connected in entirely new ways, particularly vehicles, appliances, robots and city infrastructure. It's not just building a layer on top of an existing network — it's laying the groundwork for something new altogether

4. Device support
There's plenty of talk about 5G-enabled smart phones and other devices, but their availability will hinge on how expensive they are for manufacturers to make, as well as how quickly ubiquitous the network becomes. Some carriers in the US, South Korea and Japan, among other countries, have already launched 5G pilots in select cities, while manufacturers have confirmed compatible mobile devices are coming in 2019. Autonomous vehicle technology is already in the market in limited forms, but fully autonomous vehicles are years away, and would otherwise drive blind without a super fast network like 5G to communicate. The concept behind the Internet of Things (IoT) is predicated on a fast network that can tie devices and services together. That is one of the promises analysts have forecasted for 5G's potential, but people will first want to see how much the additional speed will enrich their lives.

5. Security and privacy
This would be a challenge with any data-driven technology, but the 5G rollout will have to contend with both standard and sophisticated cybersecurity threats. Though 5G falls under the Authentication and Key Agreement (AKA), a system designed to establish trust between networks, it would currently be possible to track people nearby using their phones. They could even eavesdrop on live phone calls. Much like it is now, the onus will be on the carriers and network consortiums to provide a digital safety net for customers, except user complacency could be equally problematic. With data speeds expected to be magnitudes faster than current levels, so too will connectivity increase. It will force cloud-based and data virtualization services to be as airtight as possible to protect user data and privacy. On the same token, their users will have to be more careful and vigilant as stewards of their data.

Impact of Atmospheric Effects on 5G Signal Propagation
A common myth in the wireless engineering community is that rain and atmosphere make mm-wave spectrum useless for mobile communications. However, when one considers the fact that today's cell radius in urban environments is in the order of 200 m, it becomes clear that also mm-wave cellular can withstand these issues. What is unclear in the literature is an accurate characterization of the level of impact of atmospheric effects on the performance of future 5G signals, especially for frequencies above 38 GHz. E.g. Figure 1.1 and Figure 1.2 show the rain attenuation and gaseous absorption characteristics of mm-wave propagation. It can be seen that for cell sizes on the order of 200 m, gaseous absorption does not create significant additional path loss for mm-waves, particularly at 28 GHz and 38 GHz. Only 7 dB/km of attenuation is expected due to heavy rainfall rates of 25 mm/h for cellular propagation at 28 GHz, which translates to about 1.4 dB of attenuation over 200 m distance .

IMPACT OF 5G ON EDUCATION SYSTERM:

5G in the Classroom

When it comes to the 5G, there are already plenty of applications in manufacturing, media, city management, and healthcare. Education is just scratching the surface of what's possible in the classroom. Here is what teachers and educators can expect:

1. Immersive Lessons with AR and VR: Mixed-reality content and video require high bandwidth and low latency to perform optimally. 4G struggles to maintain the traffic required for AR and VR experiences. But with 5G, experiences will be seamless. Students may tour the human body or visit other planets in VR. With AR, they can explore concepts through touch, pinching and zooming through the Earth's layers as fast as they think it.

2. Smart Classroom IoT Saves Teachers Time: Setting up devices and gathering feedback in class takes time, even when everything works perfectly. With the Internet of Things (IoT) on 5G, teachers can automatically log in as soon as they enter the classroom. Menial administrative tasks will be automated, and students can deliver feedback digitally. Higher bandwidth will help signals remain strong throughout entire lectures and presentations, preventing occasional dropped connections and derailing focus.

3. Download Videos in Seconds: Gen Z loves video, and it makes sense when YouTube is also their preferred educational resource. Downloading a high-definition video on 4G can take minutes to an hour. With 5G, downloading a feature-length movie will take seconds, maybe less, according to NBC News.

4. Greater Assistance for Students with Special Needs: Children with special needs may require more frequent or full-time assistance from teachers. There are robot applications to help with problem-solving, but they aren't as responsive as the children they're designed to help. 5G will enable robots to be full-time assistants and support teachers by responding immediately to help with learning exercises.

5. More Flexible learning: Every student's learning style and ability is different. 5G will help students continue their education outside the classroom, delivering the same data speeds and responsiveness in the classroom to their phone or laptop. Regardless of distance or location, 5G empowers students to access the same information and exercises as their peers. Communications giants, like Verizon, are already bringing some of these use cases to life. Their 5G EdTech Challenge recently awarded $1 million to organizations and universities using AR, VR, among other technologies, to improve middle school education starting as early as fall of 2019. Learn more about the 5G EdTech Challenge winners, and their proposals here.

Harmful effects of radio frequency radiation are already proven: Even before 5G was proposed, dozens of petitions and appeals by international scientists, including the Freiburger Appeal signed by over 3,000 physicians, called for a halt to the expansion of wireless technology and a moratorium on new base stations. In 2015, 215 scientists from 41 countries communicated their alarm to the United Nations (UN) and World Health Organization (WHO). They stated that "numerous recent scientific publications have shown that EMF [electromagnetic fields] affects living organisms at levels well below most international and national guidelines". More than 10,000 peer-reviewed scientific studies demonstrate harm to human health from RF radiation.[10][11] Effects include:

Alteration of heart rhythm

- Altered gene expression
- Altered metabolism
- Altered stem cell development
- Cancers
- Cardiovascular disease
- Cognitive impairment
- DNA damage
- Impacts on general well-being
- Increased free radicals
- Learning and memory deficits
- Impaired sperm function and quality[

- Miscarriage
- Neurological damage
- Obesity and diabetes
- Oxidative stress

Effects in children include autism, attention deficit hyperactivity disorder (ADHD) and asthma.

Damage goes well beyond the human race, as there is abundant evidence of harm to diverse plant- and wildlife and laboratory animals, including:

- Ants
- Birds
- Forests
- Frogs
- Fruit flies
- Honey bees
- Insects
- Mammals
- Mice
- Plants
- Rats
- Trees

Negative microbiological effects have also been recorded.

The WHO's International Agency for Research on Cancer (IARC) concluded in 2011 that RF radiation of frequencies 30 kHz – 300 GHz are possibly carcinogenic to humans (Group 2B). However, recent evidence, including the latest studies on cell phone use and brain cancer risks, indicate that RF radiation is proven carcinogenic to humans and should now be classified as a "Group 1 carcinogen" along with tobacco smoke and asbestos.

Most contemporary wireless signals are pulse-modulated. Harm is caused by both the high-frequency carrier wave and the low-frequency pulsations.

CONCLUSION

While 5G's millimeter-wave spectrum offers faster speeds, it cannot cover big geographic areas. New small cell infrastructure deployments will be required in both urban and rural areas. One way to address this geographic limitation is network densification, which increases the number of 5G cells to deliver greater traffic capacity per square meter. By increasing the number of network nodes in a geographic location, you can allow for the shorter distance between a 5G bases and terminal needed for higher data rates and lower latency. For example, according to an article in The Telecom TIMES, implementing 5G through densification requires a network with small cells estimated between 200 to 1000 feet in distance, requiring approximately 8 miles of fiber per square mile to connect the small cells. In just the U.S., this could mean that 5G networking will need 1.4 million miles of fiber cable network."

To achieve these infrastructure modifications for 5G, telecommunications carriers and mobile operators must be ready to make significant capital investments to update their current communications infrastructures. These network service providers (NSPs) will also need to anticipate how increasingly difficult it will be to deliver these new services out of their own data centers. To make end-to-end 5G communications work as intended, they will need to leverage geographically distributed collocation and interconnection providers who can deliver the global coverage and proximate access to partner and customer ecosystems required for digital business success.

Service providers and enterprises will need to look at distributed IT and network infrastructures that place 5G at the digital edge – close to commerce, population centers and digital ecosystems of network and cloud service providers. Proximity to a variety of 5G NSPs in regional metros gives small-to-medium service providers and enterprises the ability to lease 5G networks as a service. This provides companies that may not have the resources to make the transition to 5G them access to larger 5G NSPs via local high-speed, low-latency connections. New 5G services also make it possible to accelerate the transition from Internet Protocol v4 to v6 and integrate latency-sensitive technologies such as block chain. 5G, IPv6 and block chain will all play a critical role in supporting IoT platforms, especially in industries that are heavily dependent on M2M communications and logistics, such as manufacturing and transportation.

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IMPACT OF ELEMINATION OF SECTION 370 & 35A FROM JAMMNU & KASHMIR

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ABSTRACT
Narendra Modi's government has finally dropped the big Kashmir bomb, with Home Minister Amit Shah moving to revoke two key constitutional provisions — Article 370 and Article 35(A) — that give the state of Jammu & Kashmir a host of special rights. Some provisions of the Article 370 have been diluted over time. In contrast, the Article 35A till now had remained unchanged. The move came amid mounting tension in the state where the government, in a midnight swoop, had put the top political leadership under detention and restricted their movement. It also suspended telecom/internet services in the state. With the situation now on a knife's edge, here is what the momentous decision would mean for the restive state and for India in general.

INTRODUCTION
Rumours are afloat that the Modi-led government is set to scrap Article 370 and Article 35A of the Constitution. The rumors were triggered by reports of Centre deploying additional paramilitary troops to address the likely fallout from the removal of the controversial Article 35A in J&K. The government has, however, said that these are precautionary measures in view of terrorist threats. Meanwhile, various political leaders including former Chief Ministers, Omar Abdullah and Mehbooba Mufti have been placed under house arrest. Mobile internet services have also been barred. The rumors reflect apprehensions in the Valley following Home Minister Amit Shah's pointed statement in Parliament that Article 370, which deals with the special status of J&K, was "temporary in nature" and "not permanent". While Jammu wants the provision to be scrapped from the Constitution, Kashmir valley-centric parties, across the board, warn that tampering with the special provision would stir the hornets' nest and the fallout would be difficult to handle. With speculation rife that the Bharatiya Janata Party (BJP) -led central government could abolish or try to amend Article 35A and article 370, which give a special status to Jammu & Kashmir, there is a lot of confusion as to what these two statutes entail. Political parties on either side of the debate have voiced their opinion, with some calling tinkering with Article 35A "like setting powder keg on fire", while others have supported the idea calling it a move to unify of the country.

REVIEWS OF LITERATURE
Jawahar Lal Nehru The handsome Harrow educated aristocrat who gave up a life of luxury to join the freedom movement. Babu's choose heir and darling of the masses, he had a fatal flaw. He cared for personalities rather than issues and institutions, be it selection of Lord Mountbatten as the first Governor General of free India, retaining a senior British officer as the Commander-in-Chief of India Army or backing Sheikh Abdullah to the hilt – his choices were unfortunate. Finally the Chinese aggression of 1962 shattered his image of a world statesman. Nehru's promise that Article 370 was a temporary provision and will get eroded over a period of time has turned out to be a chimera

Sardar Patel The Iron Man of India — silent, strong and pragmatic with a complete hold on congress party organization — rightly credited with creating a unified India by integrating 565 princely states in it — he would have included Kashmir also in it if allowed to do so by Nehru. The only blot on him was the insinuation that he failed to protect his beloved Bapu. The slur only hastened his end in Dec 1950.

Sheikh Mohammed Abdullah Charismatic Kashmiri leader who never let go of his dream of ruling an independent Kashmir even while masquerading as a secularist — architect of Article 370 along with Nehru. He must share with Nehru the grave consequences. Lion of Kashmir brought Nehru under his spell from 1938 onwards to the extent that in May 1947 when he was arrested by the Maharaja for sedition, Nehru represented Sheikh as his lawyer and was even arrested in Jun 1947 by the Maharaja while trying to enter J&K. Finally Nehru had to eat the humble pie by arresting Sheikh Abdullah for sedition on 9 Aug 1953.

Maharaja Hari Singh The Maharaja saw an opportunity at the end of British Raj to keep Kashmir as the Switzerland of the East. Trying to repeat history when his ancestors – Maharaja Gulab Singh and Ranbir Singh gained handsome dividends by keeping aloof during the Sikh War and Great Mutiny, Hari Singh tried to sign a standstill Agreement with India and Pak at the time of independence, Pakistan signed, India declined. Maharaja died a lonely man, forced to abdicate and exiled from his beloved land.

OBJECTIVES OF THE STUDY

- To analyze current and the immediate impact of scrapping of 370 & 35A on Indian economy.
- To work out the probable consequences of scrapping of 370 & 35A on Indian economy.
- To estimate the effects of 370 & 35A on Indian economy decision in near future.

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FINDIGNS AND ANALYSIS

Currently there are celebrations in sections of Indian society and there is a pall of gloom in Kashmir. On Tuesday 5th August (2019), by a Presidential order Article 370 has been revoked along with article 35 A. Interestingly the citizens of Kashmir, the traders of Kashmir scattered in different parts of the country are under immense tension about the well being of their families back home. The celebrations are running parallel among people who think Article 370 and the35A are the one's which have prevented the progress and peace in Kashmir. The step of revocation of these articles was taken in great secrecy. On the pretext that a terrorist attack is in the offing, large number of army was send to further boost the already present lakhs of the soldiers in the valley.

With heavy military deployment on one side, the communication in the state has been totally clamped down and people do not know what is in store for them. An undercurrent of panic prevails all over in the state.

The legal pundits are raising a question as to whether this article can be abolished, the way it has been done. The Constituent Assembly which formulated this special provision had the likes of Sheikh Abdullah, Jawaharlal Nehru and Sardar Patel among others. One of the provisions of the instruments of accession of Kashmir to India states, "'nothing in this instrument shall be deemed to commit me in any way to acceptance of any future Constitution of India or to fetter my discretion to enter into arrangements with the Government of India under any such future Constitution". (1) The people of Kashmir as represented in Kashmir's the then Constituent Assembly had to be taken in confidence for any major change in the terms of the Article, there by terms of relationship/accession with India. So it seems that in a hurry to actualize the RSS-BJP Hindutva agenda the present regime is recklessly pushing itself in a direction which may not be legally tenable. The legal position and the stand of Supreme Court in the matter will be extremely crucial in deciding the final fate of these articles and the status of Kashmir.

What has been done by Modi regime has no parallel in a Indian history. By the Presidential order the article 370 and article 35A have been revoked, the J&K as a state has been bifurcated into two union territories, the one of J&K and other of Laddak. First time in the history of the Nation a state has been downgraded to a Union territory. The whole idea was that Kashmir will overcome the earlier hurdles at the time of accession and will have better democratic atmosphere. What has been imposed by a dictate is that the state itself has not only been divided, it has been demoted into two union territories where the Central Government will rule the roost through Lt. Governors, with the democratic processes undermined in a serious way. All the major leaders of the state have been imprisoned or are out of contact with the people of the state. What are visible all around are the empty streets and the heavy presence of military forces all around.

Background

When India became independent the princely states were given the option of either to remain independent or to merge with India or Pakistan. Most of the princely states did merge with India. The problem came in matters of

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Junagadh, Hyderabad and Kashmir. Junagadh was merged into India and later plebiscite was conducted there in which the people of Junagadh did vote for merger into India. Hyderabad, with Muslim King and Hindu majority population wanted to remain Independent or merge with Pakistan. Through police action by military; it was merged into India. Nizam opted for Pakistan as mainly Jinaah had offered him all the powers within the state.

In matters of Kashmir, the King was Hindu, Raja Harisingh and majority population was Muslim. Harisingh wanted to remain independent. At this point Pakistan army instigated tribal attack was orchestrated in Kashmir.

Faced with the attack, Harisingh approached India to help with Military help to quell the Pakistan aggression. As Kashmir was independent at that time it was not possible for India to send the army and so the compromise was truck. In this major role was played by Sheikh Abdullah, who was Chief of National Conference, who identified more with the secular, democratic values of Gandhi and Nehru. To facilitate Indian army to help fight Pakistani aggression the treaty of Accession was negotiated. This treaty involved accession, not merger of Kashmir into India. As per this Kashmir will be part of India with autonomous status. Autonomy meant that Kashmir Assembly will have all the power except in matters of defense, communication and external affairs, which will be looked after by Central Government. This also involved that Kashmir will have its own Constitution, its own flag, its own Prime Minster and Sadar-E-Riyasat.

Under these conditions Kashmir acceded to India. India sent its army and could save 2/3 of Kashmir from Pakistan Aggression. As further war involved loss of civilian lives, cease fire was declared and the matter was taken to United Nations. United Nations resolution on the matter asked for vacation of aggression by Pakistan, reduction of army by India and to conduct the referendum, plebiscite. (2) The plebiscite was to be done under UN supervision with the option to Kashmiris to either remain independent, or merge with Pakistan or merge with India. Pakistan, well backed by America, refused to vacate the aggression, violated the United Nations resolution and the matters came to a standstill as no plebiscite could take place. The term Line of Actual Control came in to being denoting the line across which two countries, India and Pakistan, had their control.

It is this treaty of accession which was the basis of Article 370. Article 35A further provided protection to the state and prohibited the sale of land to the non residents of Kashmir. (3) By the way similar provisions do prevail in much other hill state like Himachal Pradesh and Nagaland. These provisions were given to the hill states, to Adivasis areas to protect these from the influx of wealthy industrialists and others swamping these areas, to preserve their character.

The Modi Sarkar's Agenda

The Modi Shah duo, as per the agenda of RSS attributes the non development, corruption and violence in Kashmir due to presence of this article, so in pursuance of that they seem to have rushed the step of revoking it.

Will this lead to the development of the state as being argued by many commentators, including those who do not belong to the BJP camp. There are states where land cannot e bought by outsiders, there land is being leased and industries set up. Will industrialists venture to invest in areas where militancy is uncontrolled and on the rise? The statistics show that with the Modi rule of last five years shows the violence is on increase. (4) Last five years of Modi rule also saw a massive rise in unemployment all over India. The policies pursued by Modi Sarkar, which are leading to an increase in unemployment, whether these can open the doors of industrialization and employment in Kashmir is a question which time alone can tell us. The core point to consider is that development can be brought into valley by undoing those factors which are preventing the development there. What are these factors?

A bit of background needs to be recalled. After the accession of Kashmir to India the communal forces become very active. It is well known that the likes of Jawaharlal Nehru and Sardar Patel were part of the committee which gave final shape to article 370. (5) Meanwhile the communal forces, which totally kept aloof from the freedom movement of India, had no role in the process of making of India as a nation started clamoring for full integration of Kashmir into India. Their pressure was for doing away with treaty of accession and to fully merge Kashmir into India. Nation witnessed the horrible murder of father of the nation by the Hindu nationalist Nathuram Godse. Shyama Prasad Mukerjee, the leader of Hindu Mahasabha, who later became the founder of Bharatiya Jansangh, the previous avatar of BJP, started strong pressure to fully merge Kashmir into India. He violated the prevalent law to enter Kashmir, was arrested and unfortunately died in the jail in Kashmir under tragic circumstances.

Sheikh Abdullah, the lion of Kashmir had great faith in India's secularism. Due to the murder of father of the nation and due to pressure from Hindu nationalists to fully merge Kashmir into India, he was shaken to the core. Disturbed by this all he started talking to United States, China and Pakistan. This was treated as treason by

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Government of India and he was imprisoned on these charges. This was the major turning point for Kashmir and its people. The people who looked forward to a harmonious existence as autonomous part of India were rudely jolted by this and the process of alienation began in Kashmir. This was the germ of militancy and separatism n times to come.

This separatism initially was steeped in the values of Kashmiriyat. Kashmiriyat is a synthesis of values of Vedanata, Buddhism and Sufi values. (6) Later with support from Pakistan, and infiltration into Kashmir of Al Qaeda type elements, it took and ugly communal shape. All this was countered from Indian side by increasing the presence of military by and by. The civilian life in the valley was replaced by the life under the force of gun.

Plight of people of Kashmir can be gauzed from the fact that on one side militants and on the other Military presence wrecked the social life in the state. It witnessed massive civilian casualties, the unique phenomenon of half widows, where the man is missing for years, derailing the normal life and increasing the alienation much further.

Kashmiri Pundits

As far as the painful issue of exodus of Kahsmiri pundits is concerned, let's recall that it took place during Presidents rule with Mr. Jagmohan as the Governor of the state. Same Jagmohan later joined BJP. At that time the communalized militants were targeting the Pundits. There was a goodwill mission which was requesting the pundit community to hold on and calling upon the state to bring in the measures for the security of the citizens, more so of Pundits in the state. Jagmohan actually facilitated the migration of this beleaguered community. (7) BJP constantly keeps hankering that Congress has failed to do justice with the pundits. Let's realize we had six years of rule of Atal Bihari Vajpayee (1998-2004), and from 2014 again BJP led Government is there at the center. The question arises why they could not be rehabilitated.

The answer lies in the fact that in the situation where violence is the dominating atmosphere and militancy is not abetting how pundits can go back to their homes. The roots of militancy lie in alienation, and that's not being addressed at all. We do need to think a bit more deeply as to how amiable situations are created when Pundits can go and live in their original homes and areas.

What happened during last few years?

While there have been regular acts of violence, whenever the process of dialogue is given a go by such acts see worsening. The statistics show that the number of civilian causalities have gone up during last five years. (8) The dissatisfaction of the people has been manifesting in the form of stone throwing, the incidents of which went up during this time. To attribute it to mere funding by Pakistan will be shortsighted. No doubt Pakistan has played a negative role, but the major factor is the dissatisfaction among the people of Kashmir.

The BJP-RSS combine has been on spree to blame Nehru for all the failures of theirs. They have been propagating that Kashmir issue became problematic due to Nehru's mistakes and that had Sardar Patel been handling Kashmir it would have been sorted out by now. The truth is that Sardar Patel was keener on merging Hyderabad in to India. (9) About Kashmir he did state that if Pakistan lets Hyderabad merge into India, he will have no objections to Kashmir merging with Pakistan. Nehru is blamed for article 370; this is propaganda as this Article came as an outcome of discussions in which Sheikh Abdullah, Pundit Nehru and Patel were all members. The decision of cease fire was again taken in the defense committee of the Cabinet in which Sardar Patel was a member. Nehru agreeing to plebiscite was right as that was the norm and even in Junagadh, where Patel was key figure, plebiscite was conducted in which people of Junagadh opined to merge with India.

Path for Peace

What has been done by Modi-Shah duo is a heavy handed muscular nationalism. The democratic ethos has been given a go by. The popular sentiments of people of Kashmir have been put under the carpet. Democratic processed have been replaced by the barrel of guns. Contrary to what Atal Bihari Vajpayee had formulated, Insaniyat (Humanism), Kashmiriyat and Jamhooriyat (democracy), we are witnessing the policies which are just hyper-nationalist, which are undermining the local people's sentiments and aspirations for a democratic set up.

Some are also brining in Dr. Ambedkar to undermine Nehru. The truth of the matter is even he was far the Muslim majority to be going to Pakistan as he outlines his opinion in his collected works (writintgs and speeches) part 14, part 2, page 1322 (10)

How will the people of Kashmir respond, needs to be seen. At present there is a great sense of insecurity all around in the people of Kashmir. We need to keep the people at the center of our policy making. The reactions of Pakistan and China to this are not very friendly. We can live in peace only with good relations with our neighbors, we can create harmonious atmosphere by respecting the sentiments and aspirations of people of the state.

The reduction of the status of J&K to a mere Union territory is a matter of concern. The process of integration is only through mutual dialogue, accommodation and strengthening of democratic processes. While we look forward to the legal opinion on the issue, we need to assuage to anguish of people of Kashmir. The litmus test of any decision lies in the reaction of those whom it primarily affects. We look forward to the times when rectification measures are undertaken where by people of Kashmir, Kashmiri Pundits all can celebrate with joy and Kashmiriyat the soul of Kashmir is revived.

Consequences of Article 370

Article 370 has been the biggest impediment to integration of J&K State into Indian Union. That it was incorporated in the Indian Constitution by the machination of two individuals – Shiekh Abdullah and Nehru is all the more regrettable. Nehru had to eat the humble pie when he had to arrest the Sheikh for his divisive and anti national stance on 8 Aug 1953 but he did but he did not let go of his concept of keeping J&K a separate entity. In 1957, some top leaders of National Conference led by Mr Qasim split the party and formed a group called Democratic National Conference (DNC).

It had abrogation of Article 370 on its agenda. Nehru would not brook any opposition to his policy of keeping J&K a separate entity. He told the leaders that a new threat (China) is emerging and it is an inopportune time to raise this issue and forced them to drop their demand. Nehru thereafter decided to withdraw the Kashmir conspiracy case against Sheikh Abdullah. This case had been going on since May 21, 1958. The formal orders however were issued by Govt of India on 8 April 1964.

It is often forgotten that J&K state is not a homogeneous entity. Apart from Valley Muslims, Jammu has a predominantly Hindu population while Ladakh has a mix of Buddhist and Muslims. Then you have the Gujjars & Bakarwals. Why is Article 370 detrimental to the full integration of J&K state into Indian Union. Firstly the Central Govt can make laws only with concurrence of the State govt, practically giving it the Veto power. Article 352 and 360 for declaration of national and financial emergency respectively cannot be applied in Kashmir. While a citizen of India has only Indian citizenship, J&K citizens have two citizenships. Anti Defection Law is not applicable to J&K. No outsider can buy property in J&K state.

The beneficial laws such as Wealth Tax, Gift Tax & Urban Land Ceiling Act and intermarriage with other Indian nationals do not operate in J&K State. Even Article 356 under which President of India can impose his rule in any state cannot be enforced in J&K without consent of the Governor who himself is an appointee of the President. State of J&K can refuse building of any cantonment on any site or refuse to allot land for defence purposes.

Article 370, included in the Constitution on a temporary provision should have been gradually abrogated. This has not happened in sixty years. In fact whenever someone mentions this, vested interests raise an outcry that legitimate rights of Kashmiris are being trampled upon. Stated agenda of National Conference is return to pre 1953 status. Why should a state of Indian Union have a special status? It conveys a wrong signal not only to Kashmiris but also to the separatists, Pakistan and indeed the international community that J&K is still to become integral part of India, the sooner Article 370 is done away is better.

Article 370 of the Constitution of India

Temporary Provisions with respect to the State of Jammu & Kashmir

1. notwithstanding anything in this constitution:

(a) The provisions of Article 238 shall not apply in relation to the State of Jammu & Kashmir.

(b) The power of Parliament to make laws for the said state shall be limited to (i) those matters in the Union List and the Concurrent List which in consultation with the Government of the State, are declared by the President to correspond to matters specified in the Instrument of Accession governing the accession of State to the Dominion of India as the matters with respect to which the Dominion Legislature may make laws for that State and

(ii) Such other matters in the Said Lists as, with the concurrence of the Govt of the State, the President may, by order specify.

1. Explanation. For the purposes of this Article, the Govt of the State means the person for the time being recognized by the President as Maharaja of Jammu & Kashmir acting on the advice of the council of Ministers for the time being in office under the Maharaja’s Proclamation dated the fifty day of March 1948.

(c) The provisions of Article (1) and of this Article shall apply in relation to this State;

(d) Such of the other provisions of this Constitution shall apply in relation to that State Subject to such exceptions and modifications as the President may by order specify;

Provided that no such order which related to the matters specified in the Instrument of Accession of the State referred to in paragraph (i) of sub clause (1) shall be issued except in consultation with the govt of the state.

Provided further that no such order which relates to matters other than those referred to in the last proceeding proviso shall be issued except with the concurrence of the Govt of the State.

(2) If the concurrence of the Govt of the State referred to in para (ii) of Sub Clause (b) of Clause (1) be given before the Constituent Assembly for the purpose of framing the Constitution of the State is concerned. It shall be placed before such Assembly for such decision as it may take thereon.

(3) Notwithstanding the anything in the foregoing provisions of the article, the President may, by public notification, declare that this Article shall cease to be operative or shall be operative only with such exceptions and modifications and from such date as he may notify.

Provided that the recommendation of the Constituent Assembly of the State referred to in Clause (2) shall be necessary before the President issues such a notification.

CONCLUSION

The Constitution of Indian is one the most efficiently written, any country of the world has ever produced. It contains within it the best provisions of other constitutions. Members of our Constituent Assembly had to be very reasonable in producing our Constitution owing to the diversity of the Nation. India is called the land of Unity in Diversity and this can be attributed to our beautiful constitution and our brilliant Constitution makers.

Despite its beauty, the Constitution has also been used for Politics because of the controversial character of some of its provisions. Article 370 which talks about the partial authority of India in Jammu and Kashmir’s administration, has been controversial because of differences in opinions regarding its relevancy. The population of States other than Jammu and Kashmir has shown strong resistance against the Article and demanded its abrogation as they look upon it as a threat to India’s integrity and sovereignty. The demand has also been supported by various Right-wing political parties including the one in power at present. Whereas the population of Jammu and Kashmir are against this repealed and the State’s political parties are also in support of the same.

The same is the story of Article 35A which talks about ‘Permanent Residents’. Through this article, it is only the Permanent Residents who are entitled to various benefits whereas non-Permanent Residents are devoid of basic rights. Just like Article 370, the same has been controversial owing to its politicization and differences of opinions. Also, the Article has a discriminatory character which is evident through the people of Valmiki Community called into the State as Safai Karamcharis and the laws relating to property which are gender biased in character.

Despite differences in opinions, the Articles are here to stay for long. a Division Bench of Justices Hasnain Masoodi and Janak Raj Kotwal ruled in a 60-page judgment that Article 370 is permanent, not temporary and Article 35A gives “protection” to existing laws in force in the State. Similar was said by the Supreme Court while addressing a petition filed by Kumari Vijayalakshmi Jha, Justice Nariman drew additional solicitor general Tushar Mehta's attention to the Supreme Court's judgment of 2017 in the case of State Bank of India vs Santosh Gupta and ruled that the Article has acquired permanency in the Constitution, and it cannot be abrogated.

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A STUDY OF PUBLIC OPINION FOR AND AGAINST CAA

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ABSTRACT
Citizenship Amendment Act, 2019 that was recently passed by the Indian parliament has garnered a lot of attention by the public that has been positive as well as negative. This has even led to violent and non-violent demonstrations and protests in various parts of the nation disturbing the national peace. This issue has become a prominent topic for ongoing debate nationwide with people having multiple arguments for and against it. The researcher in her paper has tried to understand the diverse views of the public and the reasons for the same.

1. INTRODUCTION

In the last few weeks the country has witnessed a nationwide violence and protests against the Citizenship Amendment Act (2019) passed by the parliament regarding the issue of granting citizenship to illegal migrants. The citizens of the country have different opinions regarding the act, which I want to bring into light with my research.

The Citizenship Amendment Bill was initially presented in 2016 by the Lok Sabha to amend the Citizenship Act of 1955. This bill was alluded to a Joint Parliamentary Committee, who made and submitted the report on January 7, 2019. Then the Citizenship Amendment Bill was passed for the first time on January 8, 2019, by the Lok Sabha which later became obsolete with the suspension of the 16th Lok Sabha. This Bill was once again presented on 9 December 2019 by Amit Shah,the Minister of Home Affairs, in the 17th Lok Sabha. It was then successfully passed on 10 December 2019. On 11th December the Rajya Sabha gave a green light to the bill and it became Citizenship Amendment Act,2019 (CAB).

The CAA aims to provide Indian citizenship to illegal migrants who have entered India on or before 31st December,2014. The act includes illegal migrants six different religions such as Hindus, Sikhs, Buddhists, Jains, Parsis and Christians from three neighbouring countries of India, i.e., Afghanistan, Bangladesh and Pakistan.

2. STATEMENT OF PROBLEM

India is one of the largest democracies in the world and democracy gives the people the right of free speech and having their own opinions, which they can express. The citizens of India have thus shown their different outlooks and attitude towards the Citizenship Amendment Act, 2019. This has also led to various peaceful as well as aggressive demonstrations in various parts of India including the capital city of New Delhi. This research aims to explore and find the different opinions of the people regarding CAA and the reasons behind it.

3. LITERATURE REVIEW

Dr. Narender Nagarwal (2019)in his article **"The Poisonous Law: The Citizenship Amendment Act 2019"**finds this act fundamentally discriminatory. He says that this act has been enacted aiming to target India's largest minority community i.e. Muslims. Shockingly the latest CAA seeks to grant citizenry rights to religious minorities of neighbouring countries on the basis of religion, which is fundamentally impractical and also against the Article 14 of the Indian Constitution. Moreover, the CAA also hits Preamble, Article 15, 25, 29 and 30 of the Indian Constitution besides Article 51C and Article 253 that makes an obligation to India to respect international law in its true spirit.

Chetna Sharma (2019) Citizenship Amendment Bill 2016: continuities and contestations with special reference to politics in Assam, India, this article is an attempt to unpack how the Citizenship Amendment Bill 2016 that proposed citizenship on the basis of religious affiliation trace its past from narrative rooted in partition and idea of religious identity in determination of citizenship status in India. Building on existing scholarship, field experience and media reports this article argues proposed citizenship amendment bill that favours citizenship status for persecuted minorities defined primarily as Hindus leaving Muslims is not an attempt to redefine citizenship but reinforce logic that favours narrative of India for Hindus.

M. Mohsin Alam Bhat, The Constitutional Case Against the Citizenship Amendment Bill (January 19, 2019). Economic and Political Weekly (2019) Vol. IIV No. 3, talks about how the central government had started taking small and discreet steps towards the enactment and implementation of the law since 2015 itself. According to him, the bill violates the Constitution because the classification it adopts is manifestly arbitrary and unjustified. Citizenship law defines a country's political and constitutional identity. Laying down rules that

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determine membership in our political community only based on one's religious beliefs completely violates this principle.

4. THEORETICAL CONCEPTS

i. Citizenship

It is the status of the people of a country recognised by the law as a legal member of a sovereign state. It is the relationship of a country with its people. It provides an individual several rights like right to vote, protection, free speech and various other rights and in return, he has to fulfil his defined obligations and duties. The citizenship in India is governed by Article 5, Article 6, Article7, Article 8, Article 9, Article 10, and Article 11 of Indian Constitution (Part II) along with The Citizenship Act, 1955 which has been followed by the Citizenship (Amendment) Act 1986, the Citizenship (Amendment) Act 1992, the Citizenship (Amendment) Act 2003, and the Citizenship (Amendment) Act, 2005. India follows the principle of jus sanguinis (citizenship by right of blood) for its nationality.

ii. Illegal Migrants

According to law, illegal migrant is an individual who has entered the country without proper documentation or has entered the country with proper documentation but has stayed beyond the permitted period. Illegal migrants can be punished or deported in India under Foreigners Act, 1946 and the Passport (Entry into India) Act, 1920.

iii. Features of CAA

a. The act aims to grant citizenship to illegal migrants of Afghanistan, Pakistan and Bangladesh who are Hindus, Sikhs, Buddhists, Jains, Parsis or Christians and have entered India on or before 31st December 2014.

b. This regulation intends to those who were "forced or compelled to seek shelter in India due to persecution on the ground of religion" and thus prevent illegal migration.

c. The act reduces the time period for naturalization from 11 years to 5 years subject to specific conditions for the candidates of the six religions

d. The act says that once the citizenship is acquired the individual will be the citizen of India from the date he entered India and all the legal proceedings against him related to illegal migration or citizenship will be suspended.

e. The act also states the people holding Overseas Citizen of India (OCI) cards – an immigration status that allows a foreign citizen who is of Indian origin to live and work in India indefinitely, can be cancelled if the individual violates any law of the country.

iv. Exceptions of CAA

a. The act does not apply to illegal migrants of the tribal areas of Assam, Meghalaya, Mizoram, and Tripura, which are included in the Sixth Schedule of the Constitution. It includes Karbi Anglong (in Assam), Garo Hills (in Meghalaya), Chakma District (in Mizoram), and Tripura Tribal Areas District.

b. The act will also be not applicable to the areas under the Inner Line Permit under the Bengal Eastern Frontier Regulation, 1873 that monitors the visits of Indian in the region of Arunachal Pradesh, Mizoram, and Nagaland.

v. NRC

NRC is the National Register of Citizen which has been recently implemented in Assam as a state specific order by Supreme Court as to keep the ethnic uniqueness of its people intact. NRC is the official record of all the legal citizens of India as per the provisions of the Citizenship Act 1955. The NRC was first prepared after the Census of 1951 of India and was yet to be updated until recently. The aim of NRC implementation is to identify legal citizens and illegal migrants.

5. Research Methodology

i. Research Design

This is research is exploratory is nature and aims to find the different perception of the people regarding the law passed by the government

ii. Sources of data

The data for the research has been collected through primary as well as secondary sources.

a. Primary data - A questionnaire was distributed to know more about the topic.

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b. Secondary data – Literature from books, magazines, journals, websites and research papers were used as references.

iii. Sample size
A sample size of 50 people was used for the study.

iv. Sampling technique
The technique used for sampling was Simple Random Sampling.

v. Scope of study
The scope of study was limited to the city of Mumbai in the state of Maharashtra.

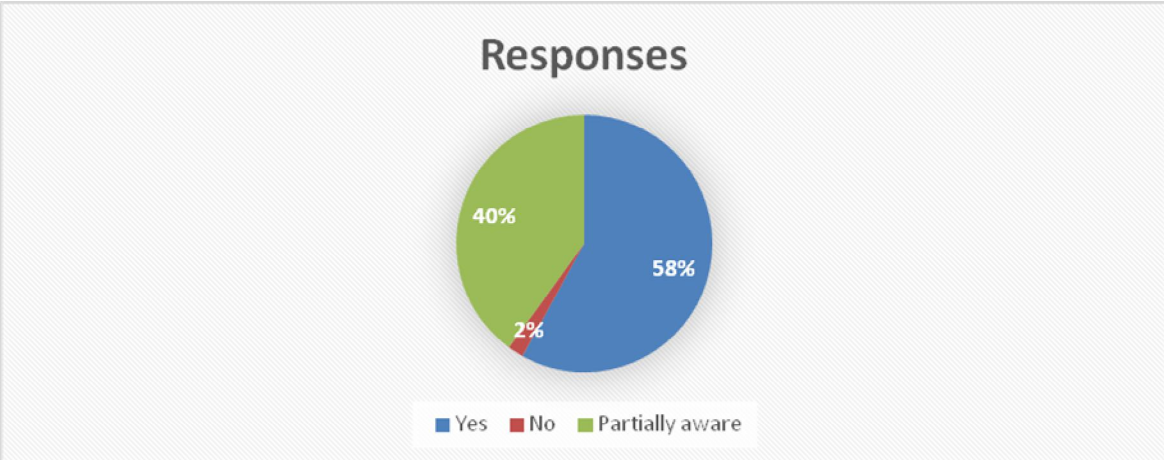
vi. Limitations of the study

a. The information collected through primary sources can be prone to biasness.

b. Secondary sources of data have the chances of not being highly accurate.

c. The study is only limited to the city of Mumbai due to logistical and costs problems.

6. Data Analysis
The researcher had asked a sample size of 50 people to fill their responses in a questionnaire and the following observations were made with regards to people's complete knowledge about the policy:



As seen in the above pie chart 58% people have complete knowledge about the policy, 40% are partially aware and 2% have no knowledge about the same. This shows the dissemination of information and knowledge is uneven in the country and thus can affect the way the way people make their judgement and outlook towards the policy.

The researcher tried to gauge the opinion of the sample based on their knowledge about the policy through some questions.

People had the following response as to the other questions asked in the questionnaire:

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
Do you agree with this policy?	12%	22%	20%	34%	12%
Do you believe that CAA is against the fundamentals of Indian Constitution?	22%	18%	14%	36%	10%
Do you believe that CAA is a political propaganda for the ruling party?	24%	26%	18%	24%	8%
Is religion the correct way to determine one's citizenship?	4%	0%	16%	34%	46%
Do you believe that the protests against CAA will lead to any change?	2%	26%	12%	40%	20%
Is media showing the true facts and scenarios regarding CAA and its protests?	0%	14%	24%	34%	28%
Are you aware about the difference between Citizenship Amendment Act,2019 (CAA) and	34%	42%	20%	4%	0%

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National Register of Citizens (NRC)?					
Is imposing Article 144 and internet shutdowns the ethical way of dealing with public opinion and protests?	6%	12%	28%	18%	36%
Is government successful in dealing with people's confusion and misinformation about CAA?	0%	8%	12%	36%	44%

7. DISCUSSION

It can be seen through the above data analysis that people have diverse views on CAA which has been a prominent topic for discussion and debates in the recent times. There are people who support this policy and there are others who are against it. The researcher tried to understand the reasons behind these different views by the individuals as to why are they in the favour or against the policy and came up with the arguments discussed below.

i. Arguments against CAA

a. **Religion as a basis for citizenship**

The most prominent criticism towards CAA is that it doesn't include the persecuted Muslims of the neighbouring countries like Shia, Balochi and Ahmadiyya Muslims of Pakistan and Hazaras of Afghanistan. It also does not include the persecuted religions of Myanmar and Sri Lanka. It thus violates the principle of secularism, liberalism and justice.

b. Violation of Article 14

Article 14 pledges Right to equality which is violated by CAA. This act necessitates that there should be rational and non-arbitrary classification and it should be supported by rational and just objective. Thus classification on the basis of religion is not permissible.

c. Violation of Assam Accord

Assam Accord was signed between Rajiv Gandhi led government and All Assam Students' Union according to which the cut off for illegal immigrants was March 24,1971 but now because of CAA it has been changed for six religions to December 31,2014 which is unfair to other illegal migrants. It also jeopardises the economic growth and increases the pressure on natural resources of Assam which is already facing a significant burden of migration.

d. Unclear basis for deciding the neighbouring countries

There is no proper reasoning as to what was the basis on deciding the three countries included in the act. Countries such as Myanmar, Nepal and Bhutan who share border with the country have been excluded.

e. Emphasis on religious persecution

The act only focuses on religious persecution which excludes other equally detrimental forms of persecution such as political and ethnic persecution.

f. Change in the time period for Naturalization

Previously the time period for naturalization was 11 years which has now been changed to 5 years. The reasons for this has not been justified clearly.

ii. Arguments in the support of CAA

a. The act is not Anti-Muslim

According to Harish Salve, a prominent face in national and international law, this law is not anti-Muslim. He states that the countries mentioned in CAA have their own religion of state and Islamic rules and these countries have Islamic majority and identify their people as to who abides by Islam and who does not. Hence taking the account of the problems of their governance is not the aim of CAA.

b. Act doesn't violate Article 14

Article 14 of Indian constitution consists of two concepts that are Equality before Law and Equal protection of law. The second concept allows the state to legitimately discriminate under unequal circumstances and can also provide special privilege to a set of individuals.

c. Assam Accord

The government has informed the High Level Committee to instigate the Clause 6 of Assam Accord and has requested the committee to submit the report at the latest for speedy execution of the steps required. This will help to preserve the rich culture and heritage of the people of Assam.

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d. Confer not deprive the citizens

This law will not take away the citizenship of individuals any religion but will instead provide citizenship to illegal migrants who have faced religious prosecution as thus it will help in their growth and prosperity.

e. Safeguards the interests of tribal and indigenous people of North East

CAA has excludes the areas that come under the Sixth Schedule of Indian Constitution and the areas of Inner Line Permit under the Bengal Eastern Frontier Regulation, 1873. Migrants living in these areas will not be able to apply for citizenship and as a result there will be no harm to the ethnicity, culture and customs of the indigenous people living here.

f. Competent steps to be followed in the process

No individual from the six communities will automatically be granted citizenship under this act. He will have to apply online and fulfil all the qualifications laid by the act and the competent authority will ensure that the process is smooth and error free.

8. CONCLUSION

Article 11 of Indian constitution gives absolute power to the legislative to regulate all the matters of citizenship. But it is to be kept in mind that this authority should not be misused by the government for short term and subjective gains. The government should also ensure that the dissemination of information is timely and accurate when dealing with sensitive policies. Improper and inaccurate flow of information can lead to misleading messages and half-truths which can be perilous for the country as it can lead to unfavourable and harmful changes in the perceptions of the people. Media should also fulfil their moral obligation of providing accurate and unbiased facts and reports. When dealing with critical and negative responses by the people, the government should implement steps which are ethical, moral and non-violent so as minimize the risks and dangers as much as possible. It is also the responsibility of the citizen to have absolute knowledge about the policy before making any insights.

In context of CAA the government should move with precaution as an overstated attempt to accommodate migrants should not affect the hard earned goodwill and peace of the country. It is a moral duty of India to protect the less fortunate people in the neighbourhood but it should not be against the principles of our constitution. Additionally, the people of the North-East should be assured that their cultural identity is not being threatened. India is a country with rich culture and traditions, homeland to many religions and based on the principles of equality, liberty and secularity which should be endangered at any cost.

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A STUDY OF IMPACT OF USE OF SOCIAL MEDIA IN REAL LIFE RELATIONSHIPS AMONG COUPLES

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ABSTRACT
Online Social media relationships have become the norm in today's times. With the new generation being more comfortable communicating online via social media platforms than in person, real life relationships have also seen a sea of change in the way interpersonal relationships have been growing. The organic growth has been replaced by a somewhat disproportionate growth, whereby some relationships have flourished under the warmth of the cover offered by online social media platforms, whereas others have flattered to deceive and the reality has been exposed the moment online transgresses to offline or reality. This paper analyses the modalities of these two effects of social media on real life couples and their relationships.

Keywords: social media, whatsapp messaging, facebook messaging, instagram, inter-personal relationships

INTRODUCTION
Social media has become an integral part and parcel of today's lifestyle. Infact it has become the conduit of communications between all different relationships that one can think of. Its prevalence has extended in all spheres of everyday life and it is very rare to find anyone whose life has not been invaded by social media or who in some or the other manner has not used social media for some or the other purpose.

The term Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Many people define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps. Therefore ability to share photos, opinions, events, etc in real-time has transformed the way we live and, also, the way we do business.

Today's youth is totally dependent and enamored by social media. It isn't a big surprise to see even small children, barely starting school are so comfortable using mobile phones and various applications like whatsapp messaging, instagram, etc. Mobile phones and smart tablets have made even the older computers and laptops an obsolete idea. All these phones and tablets are loaded with all latest tools of social media and therefore due to excessive usage of these technologies, the users have become highly dependent and reliant on the social media tools for every aspect of communication.

In fact due to this over reliance on technology, the entire mode of communication among people has changed. Today a family of four sit on the dining table for a meal together but yet choose to interact and communicate through whatsapp and other instant messages being exchanged among each other. A majority of communication is now being routed through social media platforms which is resulting in personal relationships becoming distant and impersonal.

STATEMENT OF PROBLEM
In this article, the author seeks to throw light on the role of social media in communication in today's times, with special reference to the impact such communication has on couples who are in a relationship. The over reliance of routing all communication through the social media platforms has contributed in both ways in many relationships – some have emerged stronger and emotionally more firmer while others have progressed cosmetically but only to falter and crumble when real face-to-face communication takes over.

LITERATURE REVIEW
Brian Butler & Sabine Matook (2014) in their research paper opine that in order to understand how social media systems affect the way people work, learn, and live, there is a requirement to examine the ways in which social media use is affected by and affects relationships. No matter what the underlying technology, the power of social media systems arises from the impact they have on relationships. Whether in friendship and dating relationships or professional and work relationships, social media use shapes and is shaped by how individuals see their relationships, who they have relationships with, and how those relationships are formed, maintained, and ended.

Spence Palmer Christensen (2018) in his thesis revealed that the more time an individual spent on social media the more likely they were to experience a negative impact on their overall emotional wellbeing and decreased quality in their relationships. Emotional well-being also mediated the relationship between time spent using social media and the quality of that user's relationships, meaning that the more time a person spent on social media the more likely their emotional wellbeing declined which then negatively impacted their relationships

Kathryn Porter et al (2015) in their research conducted examined the relationship between social media use and addiction to interpersonal relationship satisfaction with an individual's closest relationship. The results showed a negative correlation between social media use and relationship satisfaction.

Emma Shields-Nordness (2015) wrote her research paper to explore how young adults are experiencing relationships when using social media. The findings indicated that young adults preferred to use texting or social media as their main means of communications. The respondents also eluded to the feeling of isolation that can happen when depending on these forms of communication.

Rianne Farrugia (2013) in her study found a correlation between facebook usage and relationship satisfaction. Individuals with varying levels of Facebook usage where shown to have a positive correlation with jealousy levels in their relationships, meaning as facebook usage increased jealousy also increased.

CASE STUDIES

Rohit & Alka became friends online through facebook request sent to each other. Online messaging from facebook progressed to whatsapp instant messaging going late in the night everyday. Rohit proposed to Alka online and received a positive response – all this without them having actually met each other in person. Only online chats and exchange of pictures led to the situation. Finally after umpteen exchange of pictures and likes sent on instagram, the couple finally met. The meeting turned out to be a huge fiasco as the online world is able to hide many shortcomings which real life exposes. Rohit found that Alka could not communicate so effectively and her personality was totally different from what he had perceived based on their online exchanges. The disappointment was so great that the meeting turned out to be the first and last and four and half months of online exchanges terminated into nothingness.

Abhay Mathur from Pune got engaged to **Sonali Gupta** from Indore. It was an arranged match and the two hardly met each once before the families decided to get them engaged. Abhay was a bit uncomfortable with this arrangement as he was of the opinion that partners need to be compatible and in order to establish the compatibility, there is strong need for interaction and interpersonal discussion of views and exchange of emotions. However due to parental pressure, Abhay went ahead with the engagement. The marriage date was set for after 8 months. Till that time, Abhay decided to initiate an ice-breaker and sent an emoji on whatsapp to Sonali. This led to start of a line of exchange and very soon all possible social media platforms were being used by the couple to share everything possible under the sun. This led to warming up of the relationship and by the time of marriage, both were quite comfortable with each other and felt that they knew each other's personalities very well and that life would be a smooth journey thanks to the social media exchanges.

DISCUSSION

This study is based on secondary data. Data was gathered from various websites & available literature on the same. The study sought to focus on the impact which social media has, on the relationships of real life couples who are undergoing the period of getting to know each other or what is otherwise known as "courtship period".

In an increasingly spread out and digitally integrated world, physical distances have increased but yet the closeness has been somehow able to survive by way of digital proximity. Using social media platforms, a mother sitting in one corner of the world is being able to watch her son studying in another corner of the globe. A young I.T coder is able to complete an online coding course and obtain a degree from an overseas university, alumni of various institutes are able to get back in touch with their alma matter by way of use of social media technologies. In all of the above incidents, one common link is that of role of social media. It does affect the relationships between people. Social media platforms support some sort of social interaction and help in exchange of information.

Explaining the role of social media involves inclusion of the fact that social media interventions are simple not mechanical in nature. What is transmitted via the medium, how it is received, how it impacts the people involved closely depends on the relationships that exist between the two people involved. As internet penetration and its usage has spread, online relationships i.e relationships which have come about and grown via the use of online internet media such as facebook, instagram, email, etc have become extremely common. These are in extreme contrast with the traditional offline relationships supported via face-to-face communication and the maximum use of telephonic medium.

The advent of social media supported relationships received great support and many thoughts were floated around as to the social media being an enabler for the purpose of helping relationships to grow and prosper by helping the couples to overcome initial awkwardness that acts as a biggest stumbling block in face-to-face relationships. Also use of social media for communication of this kind enabled people to put their best foot forward and carefully conceal their weaknesses which would otherwise be exposed due to face-to-face interpersonal relationships. However, soon enough realization started dawning as to the negatives of the medium. Children were unable to develop valuable communication and social skills since their majority of interpersonal relationships happened online vide pokes, tweets, likes and emojis. Real time interpersonal communication slowly has taken a backseat for the youngsters.

While online social media interactions have helped relationships grow and blossom by providing convenient opportunities to have incremental and growing short interactions which go a long way in helping couples bond and get to know each other more in depth, the same online interactions also prevent couples from understanding the finer nuances of each other's characteristics and nature as it provides a convenient smoke screen to hide all deficiencies. Over reliance by the Gen X on more of online interactions have led to situations as mentioned in the case study, where couple who are absolutely close and open with each other online and can share anything under the sun, when in a face-to-face situation, become tongue-tied and face their perceptions being shattered by facing the real person on the other side and the real personality comes to the fore.

Therefore social media has grown to occupy an important position in the lives of real life couples but it is extremely difficult to decide on the matter whether it has helped the relationships flourish or whether it has contributed in flattering to deceive situations, where people do not realize the real self of the opposite party, until they come to face to face with the significant other when the reality of the situation sinks in and the so far happy and fluffy relationship becomes a pain to bear or even face.

CONCLUSION

Social media has become an indispensable part of our everyday life and as times have moved on, the social media has become the preferred mode of communication, particularly for the younger generation. While social media has its own distinctive features, it proves to be an enabling factor as well as a disabling factor in the case of many real life couples. However, one needs to realize that technology cannot replace the interpersonal relationships or the personal touch which is required to strengthen the bond between two people in a relationship. The role of social media should be restricted the ease it provides while establishing and developing an open communication source between a couple, but should not be stretched to the limit where it opens the harsh doors of reality in an even harsher manner, leading the relationship to the brink of extinction.

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A COMPARATIVE STUDY ON FINANCIAL CRISIS OF TWO ECONOMIES: INDIA-THAILAND

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ABSTRACT
Economic histories of Nations contain several success stories of economic reforms undertaken by them, but what are remembered most are the years of hardship suffered by millions of populations at times of economic crisis.

This paper describes a comparative study on the impact of the global financial crisis on two economies - Thailand and India by aiming to define common characteristics and differences between both economies under the context of the global financial crisis and anti-crisis measures that were adopted in both countries. By having strong and healthy financial and banking system, global financial crisis was transmitted to both countries through export channels.

Due to the present day economic disaster in India and Thailand, outcomes on financial and banking zone have been reported. The goal of this learn about was to present a systematic overview of the consequences that the economic crisis has had for financial and banking zone and average affecting society.

The recent efforts to reform the Exports have been focusing on the whole on temporary outcomes by means of decreasing expenditure, while the measures imposed seem to have dubious long-term consequences for GDP.

Keywords: Economic recession, Uncertainties, Financial crisis. GDP.

INTRODUCTION
Andrew Filardo, Jason George, Mico Loretan, Guonan Ma in2011 in his paper "The international financial crisis: timeline, impact and policy responses in Asia and the Pacific1" stated-

This paper examines how the international financial crisis impacted Asia and the Pacific and discusses the implications of the crisis for central banks in the region. It presents a simplified timeline of the spill overs of the international financial crisis to the region, as well as some key factors that help explain cross-country differences in the impact of the crisis on Asia and the Pacific.

Morris Goldstein and Daniel Xie stated in his research paper-. "The Impact of the Financial Crisis on Emerging Asia" .states that-

Three assumptions helped to guide initial thinking about the impact of the U.S.—now global—credit crisis. The first one was that the crisis could be contained at relatively low cost within the United States.

Chalongphob Sussangkarn and Deunden Nikomborirak No. 273 March 2011 stated in his research paper- "Trans-Pacific Rebalancing: Thailand Case Study"

Since the Asian financial crisis in 1997, Thailand has become highly dependent on export as the engine of economic recovery and growth. In 2008, the ratio of export to gross domestic product (GDP) was 76.5%. The global economic crisis triggered by the sub-prime loans debacle in the United States has prompted Thailand to rethink her export-led growth strategy.. This paper examines the options for external and internal economic rebalancing.

Nikita Dutta in 2011 in her research paper "Major Economic Crisis in Indian Economy" stated that-

To understand the dynamics of economic reforms one must know the economic policies that India pursued during 1951-2000.Development goals of the country consisted of higher economic growth, self-reliance, poverty eradication, social justice, etc.

RESEARCH METHODOLOGY

Research Problem
To locate cause and remedies of financial crisis in two different economies-India Thailand.

Objectives of study :
To study causes of financial crisis in Domestic country INDIA and foreign country -Thailand.

To study impact of financial crises in Domestic country INDIA and foreign country like Thailand in order to understand remedial course of action for the same.

Scope of study
For intension to complete research project an attempt is made by way of the researcher to preclude the scope of study to two economies –India -Thailand.

Method of data collection
The researcher has amassed the information from economic times, journals magazines and other posted sources, hence the technique of information collection deployed by using the researcher is secondary source of data.

Research Design
The researcher has deployed exploratory research design.

Limitation of study
1) The study about to confined to solely two economies.
2) Secondary data is assumed to be authentic.
3) Time and Cost is the fundamental limitation.

LITERATURE REVIEW
Systematic literature review was conducted in order to identify articles that were posted from January 2009 to March 2018 and explicitly referred to the effects of economic disaster on monetary and banking sector. Data extraction and synthesis was performed with the use of thematic analysis.

A complete overview of over 350 articles was undertaken to mention in research paper – to address the troubles of financial disaster sustainability, merchandise and services, administration practices, consumers targeting, regulation and policy, and influence assessment.

Thirty-nine research had been considered for in addition analyses. Various existing and workable relevant results were identified, which include reductions in quarterly, boom quotes of actual GDP, with an increasing range of admissions in banking sector, and effectively and organizational-related problems being evident, overall. Indications were discovered for post-crisis deterioration of GDP, Distrust and Uncertainties at increasing rates.

RESULTS AND DISCUSSION
I) Impact of the global crises on Thailand.
1) Thailand had cumulative balance of payment problems, generally large current account deficit. Country grew to be efficaciously insolvent due to high public debt and incapacity to meet its foreign obligations. Due to massive current account deficit and high short-term external borrowing.
2) Thai baht came under attacks and foreign reserves were not sufficient to defend currency and fixed exchange rate, Thai baht collapsed in mid 1997. The consequences of the Asian crisis were so devastating that it took countless years for the economic system to recover.
3) After recuperating from the Asian crisis, Thailand had to cope with another shock in 2007-2009, which was the global financial crisis.
4) According to National Economic and Social Development Board, the official poverty line in Thailand in 2002 used to be 922 baht per capita per month.
5) Besides the world monetary crisis, Thai economy was once affected by way of the political crisis in 2009 and floods in 2011. NIDA Economic Review 17.67 percent, all through the current crisis it has been decreased to 30percentage.
6) International reserves have increased from 29 billion dollars in 1998 to 138 billion in 2009. External stability was strong. After the 1997 crisis, exchange rate was changed from fixed to managed-float regime. This increased open authority of the Bank of Thailand to internally stabilize the economy and running stabilization policy toward an inflation targeting.
7) Export Channel According to Chirathivat and Mallikamas (2011), global economic crisis hit Thailand’s economy very hard mainly through the export channel. Thailand as a small and open economy has been affected by the global crisis through contagion. In the 60s, Thailand was mainly agricultural economy. During the 80s and 90s, its economy has become more diversified, modernized and industrialized. Focus has been shifted into industrial sector, manufacturing and export. This has led to the expansion of the industrial sector and to increased dependence on exports.

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8) Thailand increased its dependence on external trade considerably during last decades. as the main channel through which the economic downturn has been transferred to export channel is apparent.

9) Fortunately, the global economic system was once in a accurate shape. The U.S. and other superior nations experience a boom period, which created conditions that accelerated economic healing in Thailand.

10) The most important export markets for Thailand in the years earlier than the international financial disaster had been the U.S., EU and Japan. These are all advanced countries that were affected considerably by the crisis. Because of the weak economic conditions and low demand from these countries, Thailand experienced a primary fall in its exports. Decline in total exports in 2009 was 14percent.

11) The decline in a numbers of tourists in 2009 may have been induced also with the aid of fears from H1N1 flue and 8 days shutdown of Swarnabhumi International Airport in Bangkok

According to the World bank, Thailand has been one of the wonderful development success stories, with sustained robust growth and impressive poverty reduction. Poverty has been decreased over the ultimate decade from 42.6 percentage in 2000 to about 13.2 percentage in 2011.

II) Impact of the international crisis on INDIA:

1) In India, banks are now not doing terribly well. They have lent unwisely. As a result, many loans have "become overdue" and a number of borrowers are no longer in a position to pay back their debt. This has made many a loan, a non-performing asset (NPA). When borrowers are in default or in arrears on scheduled repayments of principal or interest for specified period, generally 90 days, the mortgage is categorized as NPA. All banks around the world have some NPAs but, if they become too large, banks can collapse. If the banks are large enough, this can cause the meltdown of the entire financial system. According to the brand new Financial Stability Report of the Reserve Bank of India (RBI), the NPA ratio is set to deteriorate to 12.2% via March 2019, which would put India in fourth position, overtaking Ireland. As per the RBI, 11 public region banks are under the on-the-spot corrective action category, which means that the poor quality of balance sheets have to be addressed immediately to keep away from potential meltdown.

2) India's banking industry should be said to be in what economists name secular decline. This occurs when negative long-term tendencies threaten an entire commercial enterprise model. This secular decline has led to a whole lot introspection within the government and its more than a few regulatory bodies. The Financial Sector Legislative Reforms Commission (FSLRC) has proposed a new Indian Financial Code. This code would streamline India's puzzling regulatory framework and hold a number actors in the financial device accountable. Currently, the country's regulatory framework is a bit like the US with overlapping mandates and a couple of regulatory power centres, but none of them having the power or the ability to oversee the monetary region effectively.

3) Consequently, astute observers like Chaitanya Kalbag of The Economic Times are rightly asking whether the "NPA black hole" should "suck in the country's complete banking system." A systemic collapse is virtually a possibility. Already, India's vulnerable banking zone has led to anemic credit supply. Most banks are now not in a role to lend. Therefore, businesses cannot borrow money for capital expenditure or expand plans. In turn, this leads to lower` employment and slower economic growth. Therefore, the economy is not precisely in rude health.

4) Most banks are operated through the government. These state-owned or public region banks occupy the commanding heights of the economy. They disbursed 69% of the whole loans in 2016-17. Politicians and bureaucrats form a vicious nexus that controls these banks. This means that appointments to top positions and sanctions for key loans are a result of patronage, no longer process. It leads to vicious crony capitalism, the place those with connections to the politician-bureaucrat mafia "laugh their way to the bank."

5) Private banks in India face big issues too. Many of them have company governance issues. Yet the big bosses of some of these banks have lately fallen on their swords. Chanda Kochar, the celebrity woman CEO of ICICI, had to leave her throne in June this year. Shikha Sharma, the CEO of Axis Bank, is bowing out at the end of the year. Even Rana Kapoor of Yes Bank will be long gone through January 2019. In public region banks, the anonymous and faceless head honchos have mostly averted such fates.

6) Banks are no longer the only monetary establishments in trouble. In India, the Non-Banking Financial Company (NBFC) has emerged as a powerful entity in current years. Stocks of NBFCs had been going up

for the final few years. Thanks in phase to high oil costs and a crashing rupee, these stocks have now plummeted and the NBFC birthday celebration is over for now. This has a spill over effect on the banks due to the fact they have been having a bet on NBFCs.

7) This may additionally ward off a full blown economic crisis, but small borrowers will find more tough to get loans. Those in the countryside will be harm most. Even today, 66% of India's 1.3 billion humans live in rural areas. Most of the time, they take loans from non-public moneylenders or NBFCs. They will now have less cash. Consequently, they will purchase fewer goods and services, lowering personal consumption and putting a brake on India's financial growth.

CONCLUSION AND FINDINGS

Similarities in hurdles experienced during financial crunch of two economies: INDIA-THAILAND.

1) The world economy witnessed volatile capital flows, scramble for reserves, an asymmetric burden of adjustment, secular staintion and concerns about currency wars.

2) Fiscal policy hobbled by high debt and political constraints, it becomes very tempting to boost aggregate demand through currency depreciation.

3) Abrupt loss of market access, neeed for orderly adjustments in countries and deep imbalances and no recourse to exchange rate policies.

Differences in hurdles experienced during financial crunch of two economies: INDIA-THAILAND

Thailand's currency, the baht, for instance, has remained resilient in the face of the emerging-market rout. Economists say Thailand's large current account surplus and adequate foreign exchange reserves might have cushioned the country's currency from the current turmoil on the markets.

India suffer from high current account deficits. This weakens a nation's currency, making them more vulnerable to global market fluctuations.

Thailand's current account surplus is expected to be around 9 percent of GDP this year, on top of the double-digit levels in the past two years.

India's fiscal deficit is also one of the worst, with the government reporting a deficit of $62.57 billion (€53.85 billion) in this years. The nation's economic growth,seems to be robust, with GDP expanding by 8.2 percent in the first quarter. It also boasts a large foreign exchange reserve, amounting to some $400 billion.

"The best way for INDIA-THAILAND to prepare against a further spike in volatility and ructions in the financial markets is to ensure sound economic management, including preventing excessive leverage, ensuring fiscal discipline and allowing exchange rate flexibility," said Lay.

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CUSTOMER-CENTRIC MARKETING ATTRIBUTES IN UNDERGRADUATES AND MARKETERS

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ABSTRACT

Identification and encouragement of customer-centric marketers can be of immense practical value to both business and society. The purpose of this study is to report to what extent under-graduates have the necessary attributes and to highlight the hands on experiences of the marketers. The aim of this study is to identify possible personality traits and establish an alignment with such potential. Findings of this study are expected to be of interest to educators as they might identify the stage of development of their students and develop appropriate pedagogic responses. The study revolves around the customer-centric approach. The population comprise of the under-graduates and marketers. This social research is descriptive and exploratory in nature. The researcher has made an attempt to satisfy the objectives of the study by testing the hypothesis. Qualitative data analysis is done using in-depth personal interviews. The interview schedule has been summarized in the form of a case study based on the experiences shared by the marketers. Primary data is also collected through a structured questionnaire which is duly filled by students through Google forms. The sample size is 150. Since as per the study there is a need to find relationship between two attributes, a non-parametric tool viz., chi-square is appropriately used. Content analysis is used to analyse the manifest content and the latent content in the case study. Qualitative content analysis is done to prove the hypothesis. With the interviewees as the unit of analysis and customer centricity as the coding scheme meaningful correlation patterns are drawn.

Keywords: customer-centric, marketing, chi square, qualitative, interview, content analysis.

INTRODUCTION

It's no secret that engaging your customers is crucial to achieving continued sales, and it's also well known that it is usually far easier and costs less to get repeat business from existing customers than it is to acquire new ones from scratch. Customer-centric is an approach to doing business that focuses on providing a positive customer experience both at the point of sale and after the sale in order to drive profit and gain competitive advantage. Customer-centric marketing is a strategy that places the individual customer at the center of marketing design and delivery. Customers have different behaviors and preferences – and this presents rich opportunities to move past a 'one-size-fits-all' marketing approach. Customer-centric marketing teams think of their customer base as their greatest long-term investment. A customer centric marketing team only exists when it's made up of selfless individuals who truly care about the customer experience. A customer centric marketing team is more likely to be happy with their work and delight their customers. If you want to be customer-centric, then your business needs to make a company-wide commitment in anticipating customer needs, collecting feedback, being easily accessible and providing proactive customer service. The marketers are using a renewed focus like automated email marketing, display ad retargeting, on-site personalization recommending next best-product or offer, social media retargeting available on Facebook, Instagram, Twitter, LinkedIn along with traditional channels like direct mail or phone contact.

REVIEW OF LITERATURE

Benjamin and Walter (2015) have contributed to the body of knowledge by theoretically explaining the concept of organizational transformation in the marketing domain in context with the information system. He has thus explained how the generic organizational objectives of consumer centricity are generalized as consumer-centric information systems.

Carbone and Haeckel (2010). In terms of taking a more strategic and holistic approach to experience design, Carbone and Haeckel argued that the customer experience can be enhanced by designing the service system to encourage greater active customer participation.

RESEARCH PROBLEM

Can a potential customer-centric marketer be identified? Following this line of reasoning, the aim of this study is to identify possible personality traits and establish an alignment with such potential. This research work is also undertaken to gauge the application of customer-centric approaches used in actual practice.

SIGNIFICANCE OF THE STUDY

Identification and encouragement of these customer-centric marketers can be of immense practical value to both business and society. The purpose of this study is to report to what extent under-graduates have the necessary customer-centric attributes.

OBJECTIVES OF THE STUDY

1. To identify important attributes of a customer-centric marketer.
2. To find customer-centric service orientation among under-graduates.
3. To compare the required technical skills in relation to gender.
4. To assess personality traits of customer-centric marketers.

SCOPE OF THE STUDY

The study revolves around customer-centric approach. The population comprise of the under-graduates and marketers. The scope is restricted to South Mumbai, Maharashtra state, India.

RESEARCH METHODOLOGY

This social research is descriptive and exploratory in nature. An attempt is made to satisfy the objectives of the study by testing the hypothesis. Qualitative data analysis is done using in-depth personal interviews. The interview schedule has been summarized in the form of a case study based on the experiences shared by the marketers. Primary data is also collected through a structured questionnaire which is duly filled by the students through Google forms. Since as per the study there is a need to find relationship between two attributes, a non-parametric tool viz., Chi-square is appropriately used and manually calculated. Content analysis is used to analyse the manifest content and the latent content in the case study. Qualitative content analysis is done to prove the hypothesis. With both the interviewees as the unit of analysis and customer centricity as the coding scheme meaningful correlation patterns are drawn. Mean value of the parameters is compared to determine the high and the low score. Secondary data is collected through the books and related websites. Measuring attitudes is complex, hence a three-point Likert scale is used and then the data is coded. Simple random sampling technique is used. The sample size is 150 consisting of 65 male and 85 female respondents.

LIMITATIONS OF THE STUDY

1. The universe is limited to South Mumbai.
2. Due to limitation of time the sample size is small.
3. Researcher's bias is possible, since qualitative content analysis is used.

HYPOTHESES OF THE STUDY

Hypotheses 1

H_0: There is no difference in the technical skills required for customer-centric approach among the boys and the girls.

H_1: There is a difference in the technical skills required for customer-centric approach among the boys and the girls.

Hypotheses 2

H_0: Customer-centricity does not empower the marketers to acquire high-value customers.

H_1: Customer-centricity empowers the marketers to acquire high-value customers.

DATA ANALYSIS AND TESTING OF HYPOTHESIS

Table 1. Chi-Square Frequency Table

	Facebook	Instagram	Twitter	LinkedIn	Total
Boys	05	56	03	01	65
Girls	11	70	01	03	85
Total	16	126	04	04	**150**

Table 2. Chi-Square Calculation

Observed frequency (O)	Expected frequency (E) [(Row total x Column total) / Grand total]	$(O - E)^2$	$(O- E)^2 / E$
05	(65x016)/150 = 06.93	$(05-06.93)^2 = 03.72$	00.54
56	(65x126)/150 = 54.60	$(56-54.60)^2 = 01.96$	00.04

03	(65x004)/150 = 01.73	$(03\text{-}01.73)^2 = 01.61$	00.93
01	(65x004)/150 = 01.73	$(01\text{-}01.73)^2 = 00.53$	00.31
11	(85x016)/150 = 09.06	$(11\text{-}09.06)^2 = 03.76$	00.42
70	(85x126)/150 = 71.40	$(70\text{-}71.40)^2 = 01.96$	00.03
01	(85x004)/150 = 02.27	$(01\text{-}02.27)^2 = 01.61$	00.71
03	(85x004)/150 = 02.27	$(03\text{-}02.27)^2 = 00.53$	00.23
$\Sigma((O- E)^2 / E)$			**03.21**

Thus $\chi2$ Calculated value = **3.21**

Degree of freedom = (r – 1) (c – 1) = (2 - 1) (4- 1) = 3

$\chi2$ Critical value at 5% level of significance and Degree of freedom = 3 is **7.815**

∵ $\chi2$ Calculated value < $\chi2$ Critical value, H_0 is accepted.

∴ There is no difference in the technical skills required for customer-centric approach among the boys and the girls. Thus we cannot say that the technical skills differ on the basis of gender.

Case study based on the in-depth personal interviews

The in-depth personal interviews have been summarized by the researcher in the form of a case study based on the responses and experiences shared by the marketers. Following is the case study prepared by the researcher:

Case Study on Customer-centric approach by the marketers

Anil (hypothetical name is used to hide identity), a digital advertising expert is working for Publicis Media managing clients like Colours TV, Hot Star, Raymonds and Welingkar Institute. Sunil is undertaking digital media advertising as a freelancer managing clients like Airtel and Vodafone through mobile marketing. Both manage clients across various industries but both differ somewhat in their way of dealing with the clients. Anil enjoys his job as he is an extrovert and likes to interact with people on a daily basis. He believes in building a good rapport with the clients and never gets angry or upset even with the most difficult clients. Sunil on the other hand is also enjoying his job as his earnings are good and he thinks he is into a rewarding career. He never takes things personally when dealing with the clients. This makes it easier for him to deal with the difficult clients.

To delight the clients Anil studies the Customer Life Cycle, predicts Customer Lifetime Value (CLV) and Omni channel marketing. He explores the various social media platforms to give the clients the access to latest and best feedback from the other customers. This makes the clients feel like marketers. Sunil delights his clients with cheaper and attractive plans through personalized messaging and retargeting. Both believe in following a structured flexible conversation rather than a single communication approach. They decide the level of details required by each client before giving the information. Thus the customers get what they want. According to them policies of the company may be bent sometimes to assist the customers especially in case of a high-value customer.

Questions:

Who is a better customer-centric marketer? Why?

What do you mean by making the clients feel like marketers?

Should the marketers go to extent of bending the rules to assist the clients?

Content Analysis to test the second hypothesis

Content analysis is used to analyse the manifest content and the latent content in the case study. There is manifest content as the case is derived from direct observation through personal in-depth interview. Qualitative content analysis is done to prove the hypothesis. With both the interviewees as the unit of analysis and customer centricity as the coding scheme meaningful correlation patterns are drawn.

There is a strong correlation between the way the clients are handled by Anil and Sunil. Anil seems to be better at customer centricity since he is passionate to build a rapport with his clients, unlike Sunil who avoids personal involvement with the clients. Customer-centricity attributes like attentiveness, communication skills, and listening skills of both are at par. But Anil seems to have better empathy and patience to deal with the clients.

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Similarly there is a weak negative correlation in terms of technical skills used by both. Anil needs to be more tech-savvy than Sunil.

High-value customers are those on whom the survival and profitability of a business is depended on. Both Anil and Sunil very well understand the priority to be given to such clients. While analyzing the content in the case study above, the obvious importance of customer-centric marketing is understood. Thus in the second hypothesis, the alternate hypothesis holds good. That is ‘Customer centricity empowers the marketing team to acquire high-value customers’.

CONCLUSIONS AND FINDINGS

The conclusions are consistent with the research questions, answering the purpose of the study and are stated as under:

1. It is found that the students are moderate on communication skills, attentiveness and patience. About 60% of them are empathetic and possess good listening skills. This shows there is a good potential in the students to take up customer-centric marketing as career.
2. About 60% of the students like interacting with people. Enjoying interacting with people is a very good sign for customer-centric approach. Such students will surely be successful in building a good rapport with clients and thereby retain the customers.
3. About 90% of the students very well understand the importance of customer care and customer loyalty.
4. Customer-centricity requires the marketers to be smart when responding to a customer and decide the level of details required by the clients rather than loading the clients with all details. About 60% of the students understand this. Rest believed in providing all details to the customers.
5. One tricky question asked to them was whether they will remain quiet or say sorry while dealing with an angry customer. Remaining quiet is also advisable but more than that is the humility to feel sorry at the plight of the customer. It is nice to find that 70% of the students are humble enough to say sorry.
6. The reflectiveness among the students is found to be poor. They are not aware that today marketers go to the extent of meeting their clients in person. Complaints can be proactively anticipated and solutions can be proactively designed. The students don’t seem to be proactive enough to respond the complaints even before the complaint happens. Yet they are smart to anticipate the customer needs and moderately aware that marketers should delight the customers by exceeding their needs.
7. 85% of the students are well versed with Instagram followed by Facebook. Only 3% of them are comfortable using LinkedIn and Twitter.
8. As regards the content analysis based on the case study derived from the interview schedule, it is deduced that it is very important for the marketers to be passionate about interacting with customers, building good rapport with them and involve them even at personal level. Attributes like attentiveness, communication skills, listening skills, empathy and patience are important for customer-centric marketing. Marketers also need to be well versed with modern technology like social media, automated emails, SMSs to attract customer. Also they need to practically follow Customer Life Cycle marketing, predict Customer Lifetime Value (CLV), Omni channel marketing, Customer engagement, etc. While analyzing the content in the case study above, the obvious importance of customer-centric marketing is understood. Thus it can be said that ‘Customer centricity empowers the marketing team to acquire high-value customers’.

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A STUDY OF CITIZENSHIP (AMENDMENT) BILL, 2019

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ABSTRACT

The Minister of Home Affairs introduced the Citizenship (Amendment) Bill, 2019 today in Lok Sabha. It is scheduled to be taken up for discussion and passing by the House later today. The Bill amends the Citizenship Act, 1955, and seeks to make foreign illegal migrants of certain religious communities coming from Afghanistan, Bangladesh, and Pakistan eligible for Indian citizenship. In this blog, we look at the criteria for determining citizenship in India, discuss how the Bill proposes to change the criteria, and highlight other key changes proposed by the Bill.

After hours of intense debate, the Lok Sabha passed The Citizenship (Amendment) Bill, 2019 on Monday (Dec 2). The legislation seeks to make it easier for non-Muslim refugees from Pakistan, Bangladesh and Afghanistan to gain citizenship in the country. The legislation is applicable to groups who arrived in India on or before December 31, 2014.The Bill also makes amendments to provisions related to OCI-(Overseas Citizen of India) cardholders. A foreigner may register as an OCI under the 1955 Act if they are of Indian origin (e.g., former citizen of India or their descendants) or the spouse of a person of Indian origin. This will entitle them to benefits such as the right to travel to India, and to work and study in the country. The Bill amends the Act to allow cancellation of OCI registration if the person has violated any law notified. The bill also exempts certain areas in the North-East from this provision. The Bill also makes amendments to provisions related to OCI cardholders.

The Bill amends the Citizenship Act, 1955, and for the first time, will grant citizenship on the basis of religion to non-Muslim communities from Afghanistan, Bangladesh and Pakistan, who entered India on or before December 31, 2014. It was passed by the Lok Sabha on December 9, 2019.

INTRODUCTION

The Citizenship Act, 1955 regulates who may acquire Indian citizenship and on what grounds. A person may become an Indian citizen if they are born in India or have Indian parentage or have resided in the country for a period of time, etc. However, illegal migrants are prohibited from acquiring Indian citizenship. An illegal migrant is a foreigner who: (i) enters the country without valid travel documents, like a passport and visa, or (ii) enters with valid documents, but stays beyond the permitted time period.[1]

Illegal migrants may be imprisoned or deported under the Foreigners Act, 1946 and the Passport (Entry into India) Act, 1920. The 1946 and the 1920 Acts empower the central government to regulate the entry, exit and residence of foreigners within India. In 2015 and 2016, the central government issued two notifications exempting certain groups of illegal migrants from provisions of the 1946 and the 1920 Acts.[2] These groups are Hindus, Sikhs, Buddhists, Jains, Parsis and Christians from Afghanistan, Bangladesh and Pakistan, who arrived in India on or before December 31, 2014.[2] This implies that these groups of illegal migrants will not be deported or imprisoned for being in India without valid documents.

In 2016, a Bill was introduced to amend the Citizenship Act, 1955.[3] The Bill sought to make illegal migrants belonging to these six religions and three countries eligible for citizenship and made some changes in the provisions on registration of Overseas Citizens of India (OCI) cardholders. It was referred to a Joint Parliamentary Committee, which submitted its report on January 7, 2019.[4] The Bill was passed by Lok Sabha on January 8, 2019.[5] However, it lapsed with the dissolution of the 16th Lok Sabha. Subsequently, the Citizenship (Amendment) Bill, 2019 is being introduced in Lok Sabha in December 2019.

REVIEWS OF LITERAURE

According to Amongla Jamir, R.K. Satapathy, S. Mangi Singh and ShreyasSardesai, authors of a survey conducted by the Centre for the Study of Developing Societies and Lokniti, which was published in *Economic and Political Weekly (*Volume 54, Issue 34, August 24, 2019), despite a high degree of awareness plus opposition to the CAB, it was not a major determiner of voting preferences. The BJP won nine of the 10 Lok Sabha seats in Assam; it won both Arunachal East and Arunachal West in Arunachal Pradesh; one out of two seats in Manipur; and both the seats in Tripura. The party gained six seats more than its 2014 tally, winning 14 of the 25 Lok Sabha seats in the region. More than the CAB, it was the NRC that was the major reason for turning voter enthusiasm towards the BJP and its NEDA partners. With the BJP back in power at the Centre with a huge mandate, it is once again pursuing the agenda of enacting the CAB. The Bill, with its singularly exclusionary character, gives the BJP another opportunity to reinforce its majoritarian agenda.

OBJECTIVES OF THE STUDY

- To analyze current and the immediate impact of CAA 2019 on Indian economy.
- To work out the probable consequences of CAA 2019
- To estimate the effects of CAA 2019 decision in near future.

RESEARCH METHODOLOGY

The study is exploratory and quantitative in nature. The secondary data has been used for analysis of problems. Sources of the secondary have been collected from various sources like special investigation team report, news papers, news bulletins and websites.

SCOPE OF THE STUDY

This study is useful to the citizen and governments, by this study one can come to know the present condition of CAA 2019 and also help in framing the better technology CAA 2019 in near future. It also help the government, nongovernment, banking and nonbanking institution and education institution to plan and progress in their present working condition and also take rational and better decision in near future.

LIMITATIONS OF THE STUDY

There is no sufficient reviews of literature are available for the study. All data are readily available but article are consolidated and organized in factual method for better understanding. Apart from the above the others where there is lack of knowledge are neglected. Time also most important factor in research work shortage of time also make study difficulty.

FINDING AND ANALYSIS

What is Citizenship?

- Citizenship defines the relationship between the nation and the people who constitute the nation.
- It confers upon an individual certain rights such as protection by the state, right to vote and right to hold certain public offices, among others, in return for the fulfilment of certain duties/obligations owed by the individual to the state.

Citizenship in India

- The Constitution of India provides for a single citizenship for the whole of India.
- Under **Article 11 of the Indian Constitution,** Parliament has the power to regulate the right of citizenship by law. Accordingly, the parliament had passed **Citizenship act of 1955** to provide for the acquisition and determination of Indian Citizenship.
- **Entry 17, List 1 under the Seventh Schedule** speaks about Citizenship, naturalization and aliens. Thus, Parliament has exclusive power to legislate with respect to citizenship.
- **Until 1987,** to be eligible for Indian citizenship, it was sufficient for a person to be born in India.
- Then, spurred by the populist movements alleging massive illegal migrations from Bangladesh, citizenship laws were first amended to additionally require that at least one parent should be Indian.

In 2004, the law was further amended to prescribe that not just one parent be Indian; but the other should not be an illegal immigrant.

Under the Act, an illegal migrant is a foreigner who:

- Enters the country without valid travel documents like a passport and visa, or
- Enters with valid documents, but stays beyond the permitted time period.

Illegal migrants may be put in jail or deported under the Foreigners Act, 1946 and the Passport (Entry into India) Act, 1920.

What the Act intends to do?

- The Citizenship Amendment Act 2019 aims to make changes in the Citizenship Act, the Passport Act and the Foreigners Act if the illegal migrants belong to religious minority communities from three neighboring countries of Bangladesh, Pakistan and Afghanistan.

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- Simply put, the Citizenship Amendment Act will **grant the illegal non-Muslim migrants thestatus of legal migrants** despite them having come to India without valid documents and permission.

Features of CAA 2019

- The Act seeks to **amend the Citizenship Act, 1955** to make Hindu, Sikh, Buddhist, Jain, Parsi, and Christian **illegal migrants** from Afghanistan, Bangladesh, and Pakistan, eligible for citizenship of India. In other words, the Act intends to make it easier for non-Muslim immigrants from India's three Muslim-majority neighbours to become citizens of India.
- The legislation applies to those who were "forced or compelled to seek shelter in India due to persecution on the ground of religion". It aims to protect such people from proceedings of illegal migration.
- The amendment relaxes the requirement of **naturalization** from 11 years to 5 years as a specific condition for applicants belonging to these six religions.
- The **cut-off date for citizenship is December 31, 2014**, which means the applicant should have entered India on or before that date.

  The Act says that on acquiring citizenship:
- Such persons shall be deemed to be citizens of India from the date of their entry into India, and
- All legal proceedings against them in respect of their illegal migration or citizenship will be closed.
- It also says people holding Overseas Citizen of India (OCI) cards – an immigration status permitting a foreign citizen of Indian origin to live and work in India indefinitely – can lose their status if they violate local laws for major and minor offences and violations.

Exception

- The Act adds that the provisions on citizenship for illegal migrants will not apply to **the tribal areas of Assam, Meghalaya, Mizoram, and Tripura, as** included in the Sixth Schedule of the Constitution.
- These tribal areas include KarbiAnglong (in Assam), Garo Hills (in Meghalaya), Chakma District (in Mizoram), and Tripura Tribal Areas District.
- It will also not apply to the areas under **the Inner Line Permit under the Bengal Eastern Frontier Regulation, 1873.**
- The Inner Line Permit regulates the visit of Indians to Arunachal Pradesh, Mizoram, and Nagaland.

Exclusion of Muslims

Muslims from Pakistan, Bangladesh and Afghanistan are not offered citizenship under the new Act.Critics have questioned the exclusion. The Amendment limits itself to the Muslim-majority neighbours of India and, secondly, takes no cognizance of the persecuted Muslims of those countries. According to The Economist, if the Indian government was concerned about religious persecution, it should have included Ahmadiyyas – a Muslim sect who have been "viciously hounded in Pakistan as heretics", and the Hazaras – another Muslim sect who have been murdered by the Taliban in Afghanistan. They should be treated as minorities.

Pakistan, Afghanistan, and Bangladesh are Muslim-majority countries that have modified their Constitutions in recent decades to declare Islam their official state religion. Therefore, according to the Indian government, Muslims in these Islamic countries are "unlikely to face religious persecution". The government states that Muslims cannot be "treated as persecuted minorities" in these Muslim-majority countries. The BBC states that while these countries have provisions in their constitution guaranteeing non-Muslims rights, including the freedom to practice their religion, in practice non-Muslim populations have experienced discrimination and persecution.

Exclusion of other persecuted communities

The Act does not include migrants from non-Muslim countries fleeing persecution to India, particularly Rohingya Muslim refugees from Myanmar, Hindu refugees from Sri Lanka, and Buddhist refugees from Tibet, China.

The Act is silent about the Hindu refugees from Sri Lanka. The Sri Lankan Tamils were allowed to settle as refugees in Tamil Nadu in 1980s and 1990s due to systemic violence from the Sinhalese of Sri Lanka. They include 29,500 "hill country Tamils" (Malaiha).

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The Act does not provide relief to Tibetan Buddhist refugees. They came to India in the 1950s and 1960s. Their status has been of refugees over the decades. According to a 1992 UNHCR report, the then Indian government stated that they remain refugees and do not have the right to acquire Indian nationality.

The Act does not address Rohingya Muslim refugees from Myanmar. The Indian government has already been deporting Rohingya refugees back to Myanmar, despite the risk to their lives.

Refugees

Hindu refugee families in Assam, living since the 1960s in a refugee camp and who had been denied Indian citizenship so far, said that the Amendment had "kindled hope" at first. They added that the recent protests against the Act and demands for its cancellation have made them fearful of the future. In New Delhi, about 600 refugees from Pakistan living in a camp consisting of tiny shanties celebrated the new law. A delegation of Sikh refugees who had arrived from Afghanistan three decades ago thanked the Indian government for amending the citizenship law. They stated the Amended law would allow them to finally gain Indian citizenship and "join the mainstream".

Some Rohingya Muslim refugees in India were not optimistic about the Amendment and feared they would be deported. Other Rohingya refugees expressed gratitude at having been allowed to stay in India, but did not make any comments specific to the Act lest they provoke a backlash. They said that local police had asked them not to protest against the Act.

Who are illegal immigrants from India perspective?

As per the Citizenship Act, 1955, an illegal immigrant is one who enters India with fake or forged documents and/or does not have a valid passport. A person who stays beyond the visa permit is also referred to as an illegal immigrant.

When did the issue of Citizenship (Amendment) Bill come up?

Prior to the 2014 Lok Sabha elections, the Bharatiya Janata Party (BJP), which was seeking to topple the Congress-led UPA government, promised to grant citizenship to Hindus persecuted in the neighbouring countries. In the party's election manifesto, the BJP promised to give shelter to the Hindus and welcome the refugees.

Which parties are against the Citizenship (Amendment) Bill and why?

BJP's coalition partner Assam GanaParishad has threatened to cut ties with the party if the Bill is passed. NGOs like KrishakMuktiSangramSamiti and students' organisation All Assam Students’ Union also have come forward in opposing the Bill. All Opposition parties, including the Congress and All India United Democratic Front, have opposed the idea of granting citizenship to an individual on the basis of religion. It is also argued that the Bill if made into an Act, will nullify the updated National Registration of Citizenship (NRC).

Parties and activists opposing the Citizenship (Amendment) Bill, 2019 are of the view that it works against the cultural and linguistic identity of the indigenous people. Mizoram and other northeastern states, which have a diverse indigenous community, have urged the government not to table the new citizenship bill, saying it will open a "floodgate” of illegal immigrants in the state.

In January 2019, days after Union home minister Amit Shah announced that the Citizenship (Amendment) Bill would be brought in parliament again, protests were held in Manipur, Nagaland and Meghalaya. The Nagaland and North East Forum of Indigenous People (NEFIP) claimed that it would seek the United Nations’ intervention if the Centre implements the Bill.

Northeast protest against Citizenship (Amendment) Bill, 2019

The Bill has divided India into protests and jubilations. While Hindu refugee communities across India are celebrating the government's move, a majority of Northeast remains on edge. Guwahati was the epicentre of anti-CAB protests. People in the north-eastern states fear that the Bill would change the demography of the states if it is passed as people of different cultures and languages will get citizenship of the country. Currently, the northeast is witnessing protests against Bangladeshi immigrants.

Exemptions under Citizenship Bill 2019

The Citizenship (Amendment) Bill exempts certain areas in the North-East from this provision. It would not apply to tribal areas of Assam, Meghalaya, Mizoram and Tripura. This effectively means that Arunachal Pradesh, Nagaland and Mizoram along with almost whole of Meghalaya and parts of Assam and Tripura would stay out of the purview of the Citizenship (Amendment) Bill.

Amendments for OCI cardholders

According to the Citizenship Bill, a foreigner may register as an Overseas Citizens of India (OCI) if they are of Indian origin or their spouse is of Indian origin. The Citizenship (Amendment) Bill entitles the OCI cardholders to benefits such as the right to travel to India, and to work and study in the country.

What is the current status of the Citizenship (Amendment) Bill, 2019?

The Citizenship (Amendment) Bill was referred to a joint select committee in 2016, after being discussed extensively in the Lok Sabha. Members of the parliamentary committee visited several parts of the northeastern states and discussed the Bill with various organisation. On January 8, 2019 the Bill was passed in the Lok Sabha. However, before it could be tabled in the Rajya Sabha, the Bill lapsed on June 3, 2019, as the tenure of the Lok Sabha ended.

The Rajya Sabha on December 11, 2019 passed the Bill. However, the Opposition, which terms it 'unconstitutional', is likely to knock the Supreme Court of India's door to protest against the Bill. Meanwhile, protests in the north east, particularly in Assam continue.

Why North East is objecting to CAA?

- In the Northeastern states, the prospect of citizenship for massive numbers of illegal Bangladeshi migrants has triggered deep anxieties, including fears of demographic change, loss of livelihood opportunities, and erosion of the indigenous culture.
- The Act appears to violate the Assam Accord, both in letter and spirit.
- The Assam Accord, signed between the then Rajiv Gandhi-led central government and the All Assam Students' Union (AASU), had fixed March 24, 1971, as the cutoff date for foreign immigrants. Those illegally entering Assam after this date were to be detected and deported, irrespective of their religion.
- The Citizenship Amendment Act moved the cutoff date for six religions to December 31, 2014, something that is not acceptable to the Assamese-speaking people in Brahmaputra Valley, who insist that all illegal immigrants should be treated as illegal.

Other issues surrounding CAA

- CAA does not consider Jews and atheists. They have been left out of the Act.

o The basis of clubbing Afghanistan, Pakistan, and Bangladesh together and thereby excluding other (neighbouring) countries is unclear.

- A common history is not a ground as Afghanistan was never a part of British India and was always a separate country. Being a neighbour, geographically, is no ground too as Afghanistan does not share an actual land border with India.
- Countries such as Nepal, Bhutan, and Myanmar, which share a land border with India, have been excluded.
- Focus only on religious persecution:
- On the classification of individuals, the Act provides benefits to sufferers of only one kind of persecution, i.e. religious persecution neglecting others.
- Religious persecution is a grave problem but political persecution is also equally existent in parts of the world. If the intent is to protect victims of persecution, the logic to restrict it only to religious persecution is suspect.
- The seemingly unconstitutional provisions of the CAA will deny equal protection of laws to similarly placed persons who come to India as "illegal migrants" but in fact grant citizenship to the less deserving at the cost of the more deserving.
- The provisions of CAA might lead to a situation where a Rohingya who has saved himself from harm in Myanmar by crossing into India will not be entitled to be considered for citizenship, while a Hindu from Bangladesh, who might be an economic migrant and have not faced any direct persecution in his life, would be entitled to citizenship.
- Similarly, a Tamil from Jaffna escaping the atrocities in Sri Lanka will continue to be an "illegal migrant" and never be entitled to apply for citizenship by naturalization.
- There is also a reduction in the residential requirement for naturalization — from 11 years to five. The reasons for the chosen time frame have not been stated.

It is not against Muslims

- The Ahmediyas and Rohingyas can still seek Indian citizenship through naturalization (if they enter with valid travel documents).
- In any case, since India follows the principle of non-refoulment (even without acceding to the Refugee Convention 1951), they would not be pushed back.
- If a Shia Muslim is facing persecution and is in India seeking shelter, his case to continue to reside in India as a refugee shall be considered on its merits and circumstances.
- With regard to Balochi refugees, Balochistan has long struggled to be independent of Pakistan and including Balochis in the CAA could be perceived as interference in Pakistan's internal affairs.
- The CAA, therefore, does not exclude Muslims from Pakistan, Bangladesh and Afghanistan to apply for Indian citizenship. They can continue to do so in the same way singer Adnan Sami, for example, applied for citizenship.
- It is important to note that even minorities shall not be granted automatic citizenship. They would need to fulfill conditions specified in the Third Schedule to the Citizenship Act, 1955, namely, the good character requirement as well as physical residence in India
- Harish Salve, one of India's biggest names in national and international law, has stated that the Citizenship Amendment Act is not anti-Muslim
- Salve stated that the countries specified in the CAA have their own state religion and Islamic rules. He added that Islamic majority nations identify their people as per who follows Islam and who does not. Addressing governance problems in neighbouring countries is not the purpose of the CAA.
- Over the issue of Rohingyas, Salve stated that a law that addresses one evil does not need to address all the evils in all countries. It is notable here that Myanmar, though a Buddhist majority nation, does not have a state religion and Myanmar does not feature in CAA.

CONCLUSION

The parliament has unfractured powers to make laws for the country when it comes to Citizenship. But the opposition and other political parties allege this Act by the Government violates some of the basic features of the constitution like secularism and equality. It may reach the doors of the Supreme Court where the Supreme Court will be the final interpreter. If it violates the constitutional features and goes ultra-wires it will be struck down, if it is not we will have a new law.

But one thing that is most important is, an equilibrium has to be attained by New Delhi as this involves neighboring countries too. Any exaggerated attempt to host the migrants should not be at the cost of goodwill earned over the years. India being a land of myriad customs and traditions, a birthplace of religions and the acceptor of faiths and protector of persecuted in the past should always uphold the principles of Secularism going forward.

The onus is now on the Supreme Court, being the Guardian of the Constitution, to interpret the provisions of the Act and test its Constitutionality that whether the "classification" done in the Act is "reasonable" or not if tested against Article 14.

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AN EXPLORATORY RESEARCH ON ECONOMICAL AND PSYCHOLOGICAL ASPECT OF COMMUTERS USING UTS IN MMR

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ABSTRACT
UTS(Unreserved Ticketing System) is an Indian Railways official mobile ticketing application, which allows train travelers to book unreserved tickets of suburban railways using their smart phone. The idea and introduction of the App is heaven sent, but the execution is extremely flawed in almost every step. With such a fast-paced life, people don't have the time to stand in queues for tickets, neither do they have time to spend more than a minute to book a ticket on an App. there is no need to stand in long queues to buy general and platform tickets. Indian Railways has launched a new mobile app, All-India Unreserved Mobile Ticketing facility UTS on mobile with which you can buy unreserved tickets. This research study is economical and psychological aspect of commuters using UTS mobile application in MMR (Mumbai Metropolitan Region)

Keywords: UTS, ATVM, MMR,

1. INTRODUCTION

Information Technology has elaborated to an immense level and is being utilized in the field of transportation services. In addition, Hon'ble Prime minister of India Shri Narendra Modi, started the a new project called as "DIGITAL INDIA", which is an initiative of the Government of India to ensure that government services are made available to citizens electronically by improving online infrastructure and by increasing internet connectivity.

The UTS mobile application is available for both Windows and Android mobile operating system platforms. To access features of UTS application the user needs to register first with username, mobile number, city, train type, class, most frequently traveling five routes from source to destination. If the user successfully registered the Home page will consists of menus like Book ticket, cancel the ticket, booking history, R-wallet, profile, show ticket and log out options. In order to utilize this facility, the user needs an internet connection. At the first time, the R-Wallet will have zero balance the user needs to refill amount in the wallet by using any UTS counter or through recharge operation. Following is the screenshot of the UTS App.

UTS(Unreserved Ticketing System) is an Indian Railways official mobile ticketing application, which allows train travelers to book unreserved tickets of suburban railways using their smart phone. The idea and introduction of the App is heaven sent, but the execution is extremely flawed in almost every step. With such a fast-paced life, people don't have the time to stand in queues for tickets, neither do they have time to spend more than a minute to book a ticket on an App.

The main objective behind this pilot projects is to encourage 3C's which are, cashless transactions (digital payments), contactless ticketing (no need to visit the PRS counter) and customer convenience. Unreserved Ticketing System (UTS) service can prove to be a turning point in the history of Indian Railways as it had sold 7,483 million unreserved tickets across the nation in year 2017-18.

As per the statistics, the UTS mobile app has been frequently used by the commuters. In January 2018, 1.8 lakh passengers have used this app. In September, the number of application users gradually rose to 4.4 lakh passengers and in October, the number rose to 4.7 lakh per day. Currently, this app generates revenue of around 45 lakhs every day.

2. STUDY AREA

Mumbai Metropolitan Region (MMR) is a metropolitan area in Maharashtra state, consisting of the state capital Mumbai and its satellite towns. Developing over a period of about 20 years, it consists of Districts Mumbai City (complete), Mumbai Suburban (complete), Thane (complete), Palghar (partial), Raigad (partial) and nine municipal corporations and fifteen smaller municipal councils. The entire area is overseen by the Mumbai Metropolitan Region Development Authority (MMRDA), a Maharashtra State Government organisation in charge of town planning development, transportation and housing in the region.

The MMRDA was formed to address the challenges in planning and development of integrated infrastructure for the metropolitan region. The areas outside Brihan Mumbai (Greater Mumbai) and Navi Mumbai have lacked organised development. Navi Mumbai, developed as one of the largest planned cities in the world, was

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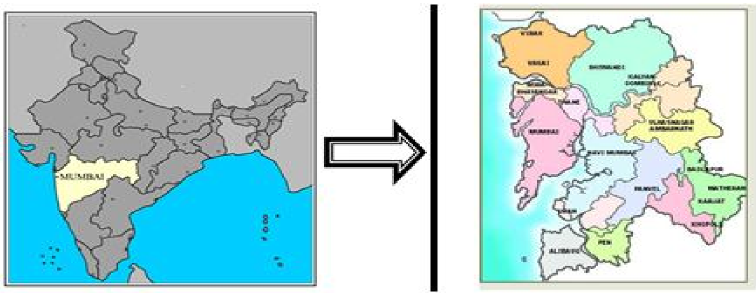
promoted by a Maharashtra Government-owned company, City and Industrial Development Corporation (CIDCO).

The region has had problems related to haphazard and illegal development as a result of rapid urbanisation. Villages along the NH3 in Bhiwandi Taluka are examples of haphazard developments in the MMR, with some of the largest warehousing areas in India. Government agencies such as the Town Planner and Collector of Thane have had challenges in addressing unorganised development. The region has an area of 4,355 km² and with a population of 20,748,395; it is among the most populous metropolitan areas in the world.



3. RESEARCH METHODOLOGY

3.1 Purpose of study

The study was intended to know the effects of UTS Mobile application in MMR

3.2 Objectives of study

- To study the Benefits of UTS Mobile Application to the commuters in MMR
- To study the psychological behavior of Commuters in MMR.

3.3 Method of data collection

The data was collected using semi-structured personal interviews with Twenty Two male and Seventeen Female Commuters who travelled in Mumbai, India in the Month of December 2019. The required information was collected from primary in form of unstructured interview as well as secondary data sources namely journal magazines business articles websites government records etc.

3.4 Research design

For the intension to complete the research study the design selected for the study was exploratory in nature as it was based secondary source of the data.

3.5 Scope of study

An attempt was made by the researcher to restrict the scope of study to few cases of MMR, thus the scope was predefined to MMR.

3.6 Limitations of research

1. The research was based on secondary data which was assumed to be authentic
2. The information provided during the interview was assumed to be authentic
3. Time and cost were the major limitation of the study
4. The secondary information collected was restricted to MMR.

4. ANALYSES OF FINDINGS

Roaming in Train is the most under-value form of long-distance travel. In addition, travelling by train is time preserving as the trains usually runs on time. Furthermore, many train journeys over long distance need reservations, but the short distance train journey requires an ordinary railway ticket. For Indian railways, to buy ordinary tickets, the traveler has to abide in long queue. Standing in queues which is a protracted, vexatious and inconvenient process as time demand is more With respect to Mumbai Suburban Railway, one of the major problems faced by the 7 million people, who travel by local trains every day, is standing in the long queues for an average of 10-15 minutes to buy a ticket

- **Convenience**

In today's world people find it very difficult to stand in the long queues and removal ticket. the UTS helps people to get the ticket in very less time and is very convenient if you are sending within the range prescribed by the authorities (i.e. 15 meters to 2 k.m. from any Railway station) you can remove ticket easily and proceed towards your destination.

- **Economical**

UTS is economical since when we recharge R-Wallet, we get 3% extra value on whatever we have refilled and even though tickets and same we can say that we are saving on the precious time which we have to spend otherwise standing in long queues.

- **User friendly application**

UTS app is very user-friendly app even you have facility to save your login credentials like to login ID and password through it is very convenient and user-friendly the app is very simplified and any person with little bit knowledge of English can use this app.

- **Security**

UTS app is very safe because to register app we have to enter our personal email id and mobile number Account will be activated only when you enter correct OTP which is sent to your registered mobile number so this way it is very safe and R wallet is also saved because you can login only through your registered mobile number and registered mobile phone

- **Mischief free**

UTS app does not allow anyone to play Mischief because you cannot remove ticket when you are in a train travelling so this is completely safe from Railways perspective as no one can cheat by trying to get tickets on board. The tickets removed on this app are non-transferable and you cannot remove screenshot of your ticket so there is a less chances of fraud using UTS app.

- **Multiple options**

UPS app offers different types of options like removing paperless ticket printout of ticket. With UPS app we can cancel the book ticket in a very simple way and your money will be refunded to your wallet instantly. In uterus app you have system by which you can show your book ticket to ticket collector easily and this is your time to remove your wallet from your pocket extra.

- **Psychological advantage**

UTS app is having greater psychological advantage that there one won't be wasting his precious time in standing in long Queues and he can get his tickets on the way and he can directly go to the platform and board the train so that feeling that he will not get stuck anywhere else on his way. Another silent psychological advantages that he is not bothered about the pickpockets even if his pocket is lost he has his mobile phone with him which has the ticket so psychologically there is Peace of Mind with this app

- **Limitations**

After login, ticket booking process is not easy because it will take time to synchronize stations depending on internet connection and if the internet connection is not very fast then most of the time the system specifies session time expires and the application needs to restart the process and log in again. At the same time, it requires very accurate GPS location also to work properly. In all, if a person wants to book a ticket from this app then he requires high configuration smartphone with a very high-speed internet connection. secondly if the phone battery is completely discharge you cannot switch on the fine even to have a ticket will have to pay fine

5. CONCLUSION

This research study pointed out that both UTS mobile and web application has many drawbacks which can be overcome with proper infrastructure and maintenance. It is observed that the user interface of the web application is completely different for the mobile application, so if users suddenly switched from mobile to web application it will be difficult for them to understand the process and it will take some time to get familiar with the user interface. The website is not developed based on responsive web design principles. This project aims to give a smooth experience to both the passengers and railway staff. Moreover, it will also contribute to a cashless economy and will be safer for the passengers to carry the e-ticket and payment details in their phones rather than carrying cash, credit/debit cards etc. With the growing popularity of smart phones, this will be the right time to introduce the system as people are already familiar with technology and it will be easier for them to adapt it.

6. SUGGESTIONS

The developer should take the inspiration from another government app like BHIM app and IRCTC to make this app more usable. Ticket booking process is also not very easy it requires a person to have some technical knowledge to use this app. The app does not provide any tutorial for a new user who is not familiar with this app. Schedule and the alert option should be included in the app so that before booking ticket user will not use the explicit resource to get this information. This app has a very limited option for payment mode which is R-

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wallet, Mobikwik and paytm. The developer should include other payment modes which help more people to use this application. The success of E-Governance projects like UTS depends on simplicity, user-friendliness, and an easy to use interface. The acceptance rate will increase if the government will do more promotional activities to enhance the usage of these applications.

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ARTIFICIAL INTELLIGENCE: CHALLENGES AND OPPORTUNITIES IN HIGHER EDUCATION TEACHING AND LEARNING

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ABSTRACT

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader." — John Quincy Adam. In this line, lies the key to lead; lead through innovations. Innovations is vital to every country. It expands business opportunities for local companies by opening up new markets, enhancing overall development of an economy. This paper explores the challenges posed by Artificial Intelligence in the field of education. It explores educational implications of emerging technologies on the way students learn and how institutions teach and evolve.

It is innovation in technology which makes life easy, more convenient & enjoyable for everyone. But these innovations are not possible if right background for research is lacking. Technology is an instrument provided by science which enormously enhances it powers, as Albert Einstein did with his innovations. An innovation is a tool with which technology flourishes. One may note that; both innovation and technology are complementary to each other. Technological innovations have started impacting the education system across all levels. Modern class rooms have transformed from mere chalk and duster sessions into class rooms having computer, internet connections, LCDs and other modern tools.

On the other end; online courses, teaching apps, educational softwares, social networking tools and other emerging technology such as virtual assistance developed by various companies are not only disrupting the traditional classroom environment but also transforming them. Understanding the effects that technological innovations have on students, teachers, and schools is critical to developing strategies and techniques to manage and use technology in education.

INTRODUCTION

The future of higher education is directly linked to the latest technology. Gone are the days when teaching in a class room would be conducted merely using a chalk and a black board. Technology has already penetrated deep in education field along with other fields.

Today, Artificial Intelligence is a very popular subject that is widely discussed in the technology and business circles. Many experts and industry analysts argue that AI or machine learning is the future – but if we look around, we are convinced that it's not the future – it is the present. Unlike general perception, artificial intelligence is not limited to just IT or technology industry; instead, it is being extensively used in other areas such as medical, business, education, law, and manufacturing.

With the advancement in technology, we are already connected to AI in one way or the other – whether it is Siri, Watson or Alexa. Yes, the technology is in its initial phase and more and more companies are investing resources in machine learning, indicating a robust growth in AI products and apps in the near future.

RESEARCH PROBLEM:

The review of literature indicates that Artificial Intelligence has started making its presence felt in the field of education – more than higher education; its presence is more in school teaching. This calls for the whole teaching learning community as teachers as well as students to be ready to adapt to these changes. Adaptation of any new thing is not very easy. Adaptation of technology in the form of Artificial Intelligence will pose certain challenges to the educators. The researcher felt the need to check on these issues and also to find the answer about various challenges and opportunities AI has brought in the field of education.

LITERATURE REVIEW

Innovation is key to technology development. Artificial Intelligence is one such innovation which has virtually taken over all fields. The Presence of AI cannot be ignored in the field of education either. This research paper is based on the approach of researcher towards the field of AI and its presence in the field of education. There are various challenges posed by AI in each field that AI has taken over. At the same time the opportunities created by AI in those fields also are plenty and noteworthy.

- **Craig S Smith (2019)** in his article on AI in times of India has opined that how use of artificial intelligence – powered program helped teacher to teach. In his study the researcher showed how the use of AI packed platform helped Jennifer Turner an algebra teacher & has provided more flexibility in how she teaches, reserving class time for interactive exercises. The article also throws light on how AI helps solve the problem of best education which is otherwise delivered on to one by an experienced educator. But that is expensive, labor intensive and cannot be applied at the scale required to educate large population. (Times of India Saturday, 21st December 2019)

- **Shobita Dhar (2019)** in her article on AI in classrooms has mentioned how AI packed programs are used in many schools across India. AI driven assessment platform is used to set question papers which are set in less than one minute and are customized to each student's learning. AI also has enabled to replace the traditional invigilation with remote invigilation. (TOI 12th December 2019)
- **In an article on website teachthought.com (2017)** the author has mentioned very thought provoking roles which will be played by Artificial Intelligence in education in the near future. The author comments that AI has started playing its role in education through automating the basic activity such as grading, educating the students through adapting to their needs, improving the courses, proving additional support to the students through AI tutors and many more.
- **In an article on website elearningindustry.com (2019)** the author has mentioned 5 Ways AI Is Changing the Education Industry. Artificial Intelligence is now a part of our normal lives. We are surrounded by this technology from automatic parking systems, smart sensors for taking spectacular photos, and personal assistance. Similarly, Artificial Intelligence in education is being felt, and the traditional methods are changing drastically.

OBJECTIVES OF THE STUDY

Since AI is gaining importance; the researcher found it interesting to understand the role of AI in the field of education. The objectives of the research are:

1. To study the extent of AI prevalent in today's time.

2. To examine the role of AI in the field of Higher Education.

3. To make certain suggestions as far as the application of AI is concerned.

SOURCES OF DATA

The study primarily relies on secondary data collected from various available sources such as internet, magazines, newspapers articles, reference books etc. Since it is an exploratory study, primary data collection was avoided as many people are not much aware about the aspect of AI and its future applications.

The researcher has relied on secondary data upon what is known about AI and its application in the field of education and thereby various challenges and opportunities posed by AI in higher education.

DISCUSSION

Artificial Intelligence also called **machine intelligence**, is intelligence demonstrated by machines, in contrast to the **natural intelligence** displayed by humans. AI is any device that perceives its environment and takes actions that maximize its chance of successfully achieving its goals. Colloquially, the term "artificial intelligence" is often used to describe machines (or computers) that mimic "cognitive" functions that humans associate with the human mind, such as "learning" and "problem solving".

As machines become increasingly capable, tasks considered to require "intelligence" are often removed from the definition of AI, a phenomenon known as the AI effect. A quip in Tesler's Theorem says "AI is whatever hasn't been done yet." For instance, optical character recognition is frequently excluded from things considered to be AI, having become a routine technology. Modern machine capabilities generally classified as AI include successfully understanding human speech, competing at the highest level in strategic game systems (such as chess and Go), autonomously operating cars, intelligent routing in content delivery networks, and military simulations.

Artificial intelligence (AI) makes it possible for machines to learn from experience, adjust to new inputs and perform human-like tasks. Most AI examples that you hear about today – from chess-playing computers to self-driving cars – rely heavily on deep learning and natural language processing. Using these technologies, computers can be trained to accomplish specific tasks by processing large amounts of data and recognizing patterns in the data.

AI has already made its presence in various fields. Area such as marketing, finance, agriculture, healthcare, gaming, space exploration, autonomous vehicles and many more fields have started feeling the heat of AI.

Among all above mentioned fields; AI has made its deep way in the field of marketing. Just recall days of searching a product online in early 2000 or recall a song through one of its popular words. And today when we search our favourite product or any song, we get thousands of related results. It is like a machine reading our mind.

AI in banking is growing faster than you thought! A lot of banks have already adopted AI-based systems to provide customer support, detect anomalies and credit card frauds. An example of this is HDFC Bank.

HDFC Bank has developed an AI-based chatbot called EVA (Electronic Virtual Assistant), built by Bengaluru-based Senseforth AI Research.

Since its launch, Eva has addressed over 3 million customer queries, interacted with over half a million unique users, and held over a million conversations. Eva can collect knowledge from thousands of sources and provide simple answers in less than 0.4 seconds.

With special focus on research topic, use of AI in education, AI is changing the education field in the following manner.

AI AND EDUCATION –

The education filed is also witnessing major transformation; all thanks to growing application of Artificial Intelligence in it. Presence of machine learning has changed the way a learner learns. Educational material has become easily accessible through all smart devices as well as computers.

Instant feedback in teaching is one of the key factors to successful tutoring. Through AI powered apps, students get targeted and customised responses from their tutors. Unlike in the past, college students can now access a larger window time for interacting with professors.

Learners of today can learn about anything without being physically present at the place where learning is taking place. AI in education has given freedom to school and higher education students to learn from any corner of world, access all possible additional materials available in the form of audio, visuals and text materials. AI has also made learning interesting by simplifying the concept using various ways. Not only in education task, but administrative task of education field is also highly impacted due to extensive use of AI.

AI has allowed institutions to minimize the time period required to complete various tasks such as setting personalized question papers, online correction of answer sheets, grading the students and many more.

As a result of AI, the text books are being digitalized and new learning interfaces are being created to help students of all academic grades and ages. AI has also made it possible to customize in class assignments as well as final exams ensuring that students get the best possible assistance.

AI has made teaching and learning process go global. Education has no limits. It should never be restricted to a particular region or to a group of learners. Effective use of AI can help eliminate the boundaries which can impede the penetration of education deep in the masses.

Though AI methods such as taking feedback, tutoring etc are still in their inception stages, they will soon become fully – fledged digital teachers to assist students with any educational needs.

AI, EDUCATION AND ITS FUTURE

A study published by eSchool News indicates that by 2021, the application of AI in education and learning will be increased by 47.5%. The impact of this technology will be felt from the lowest education levels through higher learning institutions. This will create adaptive learning techniques with customized tools for improving the learning experiences. Artificial Intelligence might inform the students how their career paths look like depending on their goals thus assisting them beyond academics. Only time can tell the ultimate impact of AI in the education industry.

CONCLUSIONS AND SUGGESTIONS

1. Infrastructure of the Institution: This is one of the most important and the foremost suggestion. Implementation of AI in education will require proper development of infrastructure such as advance computer lab, strong internet connectivity and its vast penetration.

2. Training to institutions: The human resources needs to be trained big time. The educators may find it difficult initially to adapt to this new technology. They may see the technology as a threat to them in the form of their replacement. Training in the form of technological upgradation as well as soft skill training

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will help them bridging the gap between them and the technology. One of the aims of the training should be to remove the mental block from the mind of the educator that the technology is their anti.

3. Provision of training budget: The technology comes at a cost. Training the educators will require provision of budget not only for technology installation but also for training the staff of the institutions (as mentioned above).

4. Encouraging the educators: The educators need to be encouraged by the institution to learn and adapt to the new technology. As mentioned above, removing their mental block about this new technology being their aid rather than their anti will help institutions motivate the educators.

5. Interpersonal touch: The purpose of using AI should be to maintain interpersonal touch between the educators and the learners. Teachers have always played an important role in the overall development of their students. AI should not be seen as a threat which is ready to take over the place of the teachers. Rather it should help to maintain the interpersonal touch.

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A STUDY OF STUDENTS' AWARENESS LEVEL OF MODERN PROGRAMMING LANGUAGES AND THEIR CAREER IMPLICATIONS AMONG UNDER- GRADUATES STUDENTS OF IT COURSES

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ABSTRACT:
Today, the $150 billion Indian IT services industry makes for 9.5% of the country's GDP and employs 3.7 million people across the world. However, the shortage of skilled employees has become a major obstacle for the sector. This paper tries to examine whether the IT students are aware of the modern programming languages and their future job prospects. The paper also suggests appropriate solutions to enhance the awareness of modern programming languages and its career implications amongst the IT students.

Keywords: Programming languages, IT, Employability

INTRODUCTION

When a coder is asked about what the importance of a language in programming is, don't be surprised if they say that a language is everything that builds a program and makes what is imagined come true to life. There are many languages that are used for different purposes. But there are some languages that are universal and have a very wide range of applicability.

A recent Aspiring Minds study stated that an alarming 95% of engineers in India are unfit for high-level programming jobs. This comes at a time when clients' demands are evolving rapidly and to keep pace with that, companies need to focus on innovation.Indian IT education, thus, desperately needs to evolve, beginning with the kinds of programming languages taught early on.

Today, every company in every industry sector is turning into a tech company in one way or the other. Most back-end processes – manufacturing, operations, accounting, recruiting, supply chain – are becoming tech-driven. In fact, even consumers are more dependent on technology for purchase decisions and buying processes.

This increased dependence on technology can only be sustained and leveraged if IT programming languages taught in syllabus are updated with respect to the current advancement in IT sector.

So far, the focus has been on legacy programming languages such as C, C++, Java, and Visual Basic. Data from HackerRank, a platform for coders to practice their skills, reveals how prevalent traditional coding languages still are in India. While these languages are important and give a good idea of the fundamentals of computer science, they are verbose.

Instead, institutions should now focus on newer languages like JavaScript, Golang, Python, Ruby, CPP, Lisp, or Racket, which are more concise, elegant, and easy to understand. Using these languages, programmers can code for almost every task imaginable. Importantly, such languages come in handy in areas like big data, artificial intelligence (AI), robotics, and machine learning, which are much in demand today. Meanwhile, educational institutions also fall short in practical learning and actual code creation. So, a fresh graduate must often learn skills from scratch at the firm he or she joins. This considerably increases the cost and time involved in talent acquisition. If new computer languages are embedded in the school curriculum, and students develop practical understanding, they'd be better off at work.

REVIEW OF LITERATURE

In literature, several studies have been reported that discussed merits and demerits of various programming languages and the issues involved in selection of a programming language for teaching. Schulte and Bennedsen gathered teacher's opinion about what topics should be taught in programming courses (Schulte, C. and J. Bennedsen, 2006).

Milne and Rowe analyzed what are the topics in introductory level courses difficult to be comprehended by undergraduate students. Davies et al. provided a nationwide survey of various languages and techniques being taught in introductory level programming courses.

(Mason et.al, 2012) analyzed different introductory level programming courses in Australian Universities to determine the trends in programming language, Integrated Development Environment (IDE), paradigm and topics coverage.

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Robins et al. provided a review on programming languages and identify topics related to teaching novice users (Sebesta, et.al, 2014).

OBJECTIVES OF THE STUDY

1. To assess the level of awareness of modern programming languages among IT students.
2. To determine the impact of modern programming languages on job prospects.
3. To recommend suitable measures to enhance the awareness of programming languages amongst students.

DISCUSSION

In today's times, language is rarely a barrier, thanks to technology. But within the world that builds technology, there is a curious mismatch--programmers who know new languages are preferred over those that are stuck to legacy ones. And unfortunately, data show that a large percentage of the student population in India has become comfortable coding in the languages of the past. About 30% of Indians surveyed still code in C++, while United States has already taken the leap to Java and Python.

A look at the computer science syllabus of Visvesvaraya Technological University, which governs at least 196 engineering colleges in Karnataka, shows why: C and C++ are taught in colleges as full courses, while critical industry requirements like Java, artificial intelligence and game theory are cast away as electives.

Electives in engineering colleges are a one-off course, a teaser into a new world that students may pick up if they are interested. Predictably, the interest for the topic remains limited to the duration of that course. Natural language processing and python do not even make it to the syllabus. In contrast, computer science divisions of IIT Delhi and Bombay show a fair mix of courses that is of use in the real world today.

This links to the larger problem of students not being industry-ready at a time when India cannot get enough of its technologists. Infosys boasts of a massive campus in Mysore. In reality, what it is saying really is, 'We need a big space to train all the graduates before they are job-ready.'

Back to the subject of languages, and here's what C++ allows you to do, and why Java is better than C++: One can readily build complicated and sophisticated programs in Java, thanks to the numerous libraries it has. Python allows for fast development with text processing capabilities, an important skill in the data-hungry world that we live in.

C++, on the other hand, allows coders access to the deepest labyrinth of the system, but requires coders to reinvent the wheel every time.

But programmers in India are not using C++ to exploit its awesome capabilities. They are using it because that's the language they have grown comfortable with, and a system that most enterprises now use for their legacy systems.

Knowing the latest tools gives students a confidence to try their hand at starting a venture. The examples are already bubbling up: Ather, the electric two-wheeler that is in the works, was a result of the student curriculum in IIT Madras' engineering design course. Online doctor appointment scheduler Practo came out of NIT Suratkal. Grey Orange Robotics, that has been automating several ecommerce warehouses, took birth in BITS Pilani.

In India, the non-IIT colleges are already at a disadvantage: employers, parents and even Ivy League universities all gun for the IITians. By not equipping their students with the right tools, these colleges are only widening the gap further.

If colleges don't act fast, Indian engineering students are in the danger of stagnating within the services arms of large technology firms. And the much hyped Make-in-India campaign will continue to just remain a campaign.

Hiring agencies said that Python is a hot skill that is commanding a premium over traditional languages. For Python programmers with about six years' experience, the salary could be up to 30% higher than for those with skills in traditional languages.

Of the most commonly required programming languages, Python was the only one to see a year-over-year increase.

To determine the level of awareness of programming languages amongst undergraduates, 120 students of the IT courses were interviewed. Only 11 % were aware of the programming languages such as Ruby, Perl, Python,Java script, Golang,Lisp and their job prospects. 78% of the students were unaware of the current programming languages and stress the need of counselling to understand the kinds of jobs that are available and how to determine which job profiles match their interests and skills. 5% highlighted the fact that sixty percent of the faculty do not discuss about programming language other than described in the curriculum.

SUGGESTIONS

- To enhance awareness about current programming languages it is necessary and essential to revise the curriculum in the IT courses.
- Higher educational institutions should focus on experiential learning, apprenticeships and mentorship programmes.
- Colleges should leverage computer clubs – the backbone of the coding culture that regularly organize events, technical talks, and workshops to make them aware of the current programming languages.
- Students should collaborate with their professors in research work.
- The government of India needs to priorities higher education and undertake long-term policy interventions in the next 5-10 years to ameliorate the low rate of engineering employability.
- Students should be given counselling to understand the kinds of jobs that are available; how to determine which job profiles match their interests and skills; the skill gaps that may disqualify them; and how to address those skill gaps.

CONCLUSION

The current coding education that is provided at the undergraduate level today is inadequate. The quality of programming skills being taught and the resources available to students also fall further. Programming languages are very important to enhance employability. Programming languages need to be enhanced in students to make them competent enough to meet the demands of the current job market. At college level education, it will be a productive venture to incorporate these skills in the syllabus. This will certainly help students to develop their employability skills and it will make them execute the assigned works efficiently in any institution after the selection process. Our approach should be to create an ecosystem to help identify students lacking programming skills and to help bridge the employability gap in a constructive manner.Coding is an art, but for the art to be useful in an industrial context, embracing the right language was critical

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"CHANGING BUSINESS DYNAMICS AND WOMEN EMPOWERMENT IN 21ST CENTURY": A LEGAL STUDY

Dr. Bijal A. Shah

ABSTRACT

The dynamic business environment we live in today calls for constant change and up gradation. Human resource is being unavoidable factor of this changing nature of business, requires constant monitoring of laws and regulations. In order to remain relevant, there is need for a business structure that appeals to business and service sectors alike with inclusive growth of men women as human resource. Women contribution to business arena is soaring very high. Safety, welfare, equality, protection are constitutional promises guaranteed to the women force in India. Women empowerment policy is also designed. International conventions are signed. Still there are gaps. In reality, women in businesses face challenges. She is exploited and discriminated at workplace. There are hurdles in the process of women empowerment.

Women Empowerment is process of transforming personal, social, legal and professional norms and structure through which they gain power and meaningful alternatives in their lives. It is multi dimensional process, it is not something that can be done to or for women, and they are the agents of their empowerment. By means of Legal empowerment, they can access to justice, legal aid and their rights.

This paper aims to explore the changing role of Business and issue & challenges faced by women in India and to suggest the measures.

INTRODUCTION

The Government of India had ushered in the new millennium by declaring the year 2001 as 'Women's Empowerment Year' to focus on a vision 'where women are equal partners like men.' India is amongst the fastest growing countries in the world today, with a GDP growth rate of more than 8%. Hence for the sustainability of this rate depends upon the Empowerment of women and its contribution in developmental process. There are increasing number of start-ups and new businesses emerging in Indian economy. Many women in India have entrepreneurial ambitions; it is found that the process of being women entrepreneur is very difficult to succeed. On the other hand Indian economy needs more and more business minded women to contribute. Greater participation of women in Indian business would lead to growth of the economy as well as women empowerment.

There are many causes of low female entrepreneurship rates, such as risk. After 1991 in globalised economy, franchise business is becoming very popular among women in India. Balancing home and work, at a time is an achievement for Indian women. With few business skills, low investments, and less know how, women can take up franchise and can start their own business in coordination with franchise business. Indian women entrepreneurs face problems like low confidence in business risk and skills, childcare issues, finding difficulties in accessing finance and marketing , lack of family support, insecurity or safety at work and many more issues are faced by them.

What is Business?

A business is defined as an organization or enterprising entity engaged in commercial, industrial, or professional activities. Businesses can be for-profit entities or non-profit organizations that operate to fulfill a charitable mission or further a social cause. The term business also refers to the organized efforts and activities of individuals to produce and sell goods and services for profit. Businesses range in scale from a sole proprietorship to an international corporation.

Dynamics of Business

In a constantly changing business environment, the ability to modify and implement new strategies quickly is important. Economic pressures, industry changes, regulatory pressures and changes in consumer preference can all impact a business' ability to sell its products or services. Dynamic business strategies help to ensure that a business can respond appropriately to changes that may represent both potential opportunities and new threats to its operations.

Woman Empowerment

Empowerment is the process by which a person gains the ability to make strategic life choices. It can be individual or collective and can take place in different spheres of life, including:

- Psychological empowerment – when women come to believe that they should be able to make or influence decisions that affect them and gain the confidence to act on this.
- Political empowerment – when women gain the ability to influence the rules and norms that govern society and decisions about who gets what, when and how. This can be through public or private organizations and concern formal or informal (e.g. socio-cultural) rules/institutions, and at the household, community, sub national and national levels.
- Social empowerment – when women gain the ability to make/influence decisions about their social interactions (e.g. mobility, association with others), reproduction, health and education.
- Economic empowerment – when women gain the ability to make/influence and act on decisions about their participation in labour markets, their share of unpaid work and in the allocation and use of their own/their household's assets.

Why Investing In Female Franchise Is Profitable

Female-centric franchise business is creating a niche for female, there are many opportunities for women to empower themselves like Fitness Franchisee Industry, Education franchisee, Fashion Franchisee Industry, Travel Franchisee etc. Investing in this business is Profitable .As most of the women are suffering from health related issues such as Obesity, Thyroid, diabetes and depression due to the lifestyle, but they are becoming aware of the benefits of fitness activities and they are more conscious about their own fitness and other members in family. This is the major factor which is motivating the franchisee industry. Here are the following reasons why women-centric franchise is flourishing and is a rewarding business opportunity to invest your money in. And free from 10 to 5 work schedule and ease to balance between both home and work

- **Cost Minimization**

By starting a women franchise business, you will be able to minimize your investment in buying various things required for your business at initial stage.

- **Less competition**

Women's franchise has its niche customer base and niche markets generally come with lower overheads than those businesses attempting to reach a wider range of consumers.

- **Customized According To the needs of women**

Another major reason why women franchises are appealing to its customers is that the franchisees offer special services in addition to training. These facilities include free child support, prenatal exercise classes, mommy-and-me classes, and so on. They also allow women to focus on their fitness without having to worry about who will take care of the children.

- **Opportunities for Shepreneurs**

Women's franchise is undoubtedly been beneficial to women customers across ages. In addition, it has drawn the attention of women entrepreneurs as well. According to a recent report, 39% of fitness franchise owners are women. Owning a women franchise allows Shepreneurs to enjoy a balanced work/life structure as a result of business ownership.

NEED OF STUDY

To understand the need and significance of this study it is important to understand the impact of changes in business dynamics on women empowerment, one of the results of change in business dynamics is Franchisee Business and due to Flexibility and convenience of it participation of women increases. Study aims to reveal the level of legal awareness amongst graduates students and women entrepreneurs. Innovation, economic growth and job creation are of prime importance factors for Indian women in Business. Women entrepreneurs need to balance on many fields in their life. To achieve sustainable development goals it is necessary to find the potential of women in India.

OBJECTIVES OF STUDY

1. To observe changing trends in business.
2. To analyzed various aspects of women entrepreneurs empowerment
3. To study legal provisions regulating franchisee system
4. To understand the relationship between changing trends and women empowerment

HYPOTHESIS

- H1 - Change in business model creates women empowerment
- H2 - More flexibility in business becomes reasons for women empowerment
- H3 - Less awareness of laws is hurdle of women empowerment

METHODOLOGY

Type of research is primary and secondary. Primary data is collected through a survey of the above group, using a well framed questionnaire. Information is also gathered through secondary sources like books, journals, magazines and also from the internet. The data collected from the two sources are scrutinized, analyzed, edited and interpreted

SAMPLE DESIGN

Data is collected from 50 people. Among 50 women respondents 25 woman are graduates and post graduates students and other 25 are group of women who are already holding franchisee.

QUESTIONNAIRE DESIGN

Based on the literature review, the variables Legal awareness, Flexibility in Franchisee Business and changes in business dynamics creates women empowerment. Keeping these variables in mind hypothesis is developed. Data interpretation is been conducted.

LITERATURE REVIEW

A.B. Saran, A.N. Sandhwar

In this book author states various condition of working women like their work conditions, recruitment procedure, rate of wage, and legal protection applicable to them specially emphasised on problems and difficulties faced by women workers in unorganised sector . In given study author explain by charts, Tables, and case studies in detail. This study is based on women workers and workers in Bihar, west Bengal and in Brick-Kiln, Quarry and Mine industries.

Dr. M. Nakkiran

In this book author has discuss status of women empowerment from early age , In this study author has tried to cover all aspects of women, Which includes Empowerment of Muslim women : which includes rights of women in Islam, Even status of women in Pakistan, and status of Muslim women in India, their restrictions and their rights in property etc. Author also explained old scriptures , Religious Traditions and Abuse of Advance Author has tried to explain post Independence Freedom of women like plan for development of their position then Actual position through various schemes . But for it many obstructions were there like their difficult situation, professional Avenues etc. In short author has tried to touch each corner of women empowerment in his study.

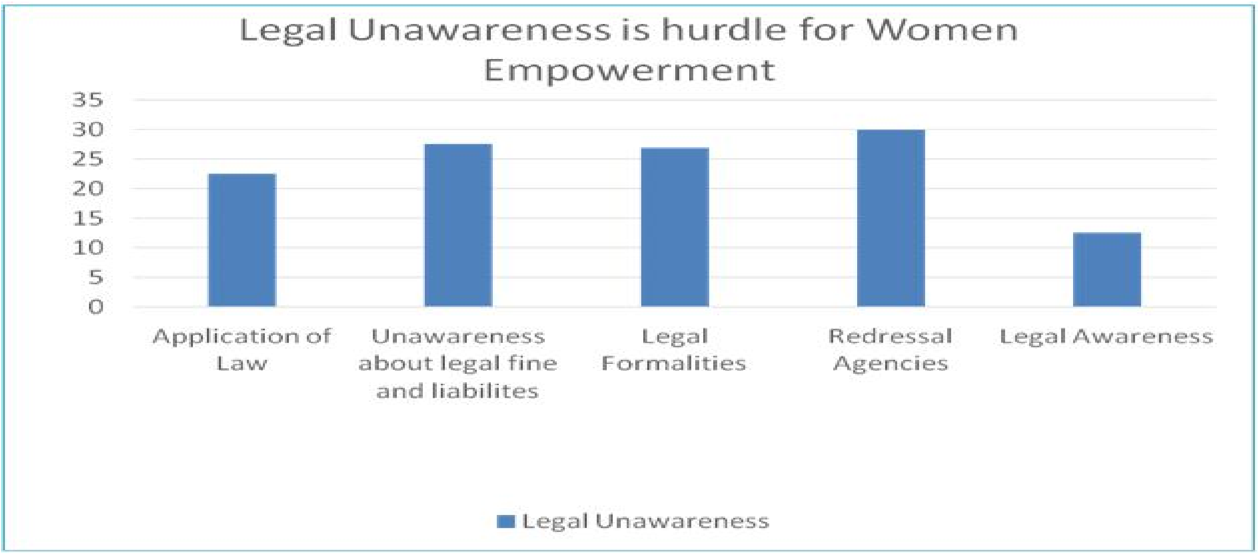
Shirin M. Rai

In this book author has tried to explain that how women are engaged with institutions of governance in developing countries ,especially at political participation, democracy, leadership , in state various activities for development of women .She tried to explain this concept in depth that how this involvement in depth . In this study author has made relevant argument for politics across the developing world.

This study is unique and suggesting the way for development of gender politics with approval from authoritative figure in world.

FINDINGS

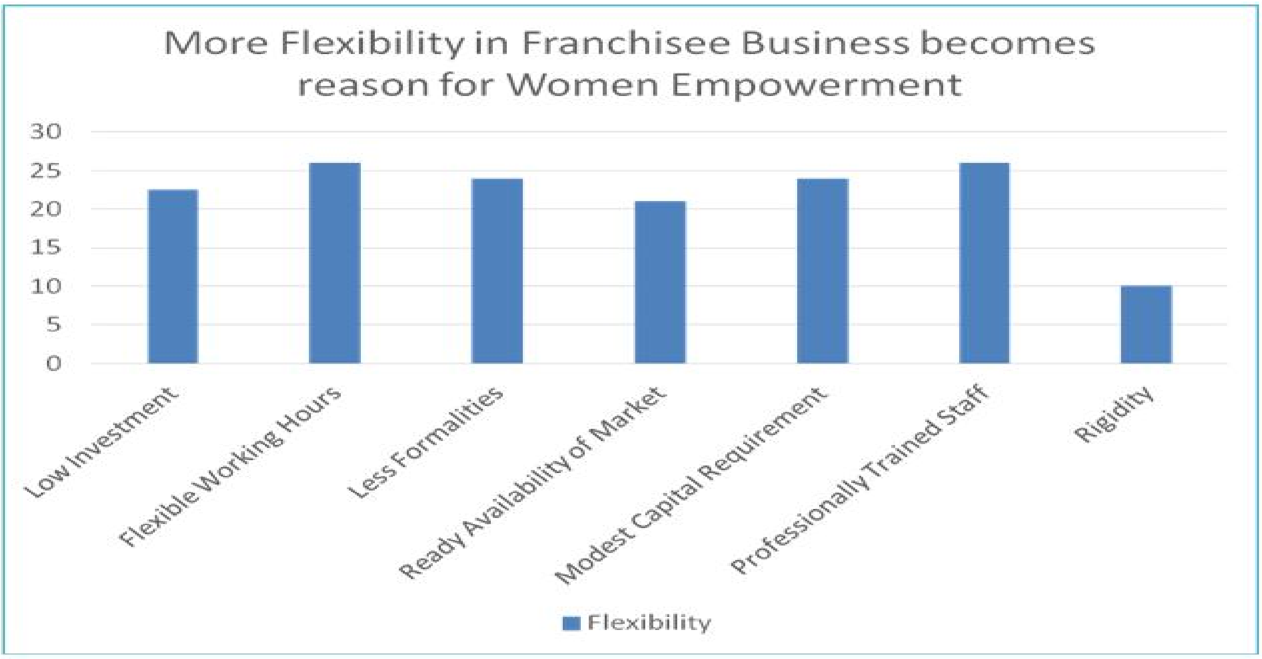
1. Less awareness is a hurdle to Women Empowerment.



From the sample of 25 graduate women, who wanted to invest their money in franchisee business the awareness of legal provisions was found drastically less. 75% did not know that which all Acts are ancillary to the franchise agreement. Out of 25 women entrepreneurs sample 60 % of women entrepreneurs who run a franchise business in India were not aware of the list of legal provisions covering their business. 45% of the women entrepreneurs had to face legal repercussions due to unawareness of the agreement clauses. 55% of women entrepreneurs had to pay penalty, in spite of having the clause in the Agreement. 30% of graduate women who intend to start franchise business did not know that it is compulsory to register franchise business. Overall 25% legal awareness was found in both the group i.e. Graduate women who want to start franchise business and women entrepreneurs showed less awareness of laws.

Hence it is a hurdle to women empowerment.

2. Flexibility in franchisee business leads to women empowerment.



From the Sample of 25 Graduates Women and 25 women entrepreneurs, due to more flexibility in franchisee business becomes one of the major factors for women empowerment. Flexibility in terms of Investment which is comparatively modest. Due Flexible working hours women prefer to take active participation because they are able to balance their dual responsibility. Compare to other business Formalities are less and ready availability of market and professional trained staff which results into less rigidity in franchisee business.

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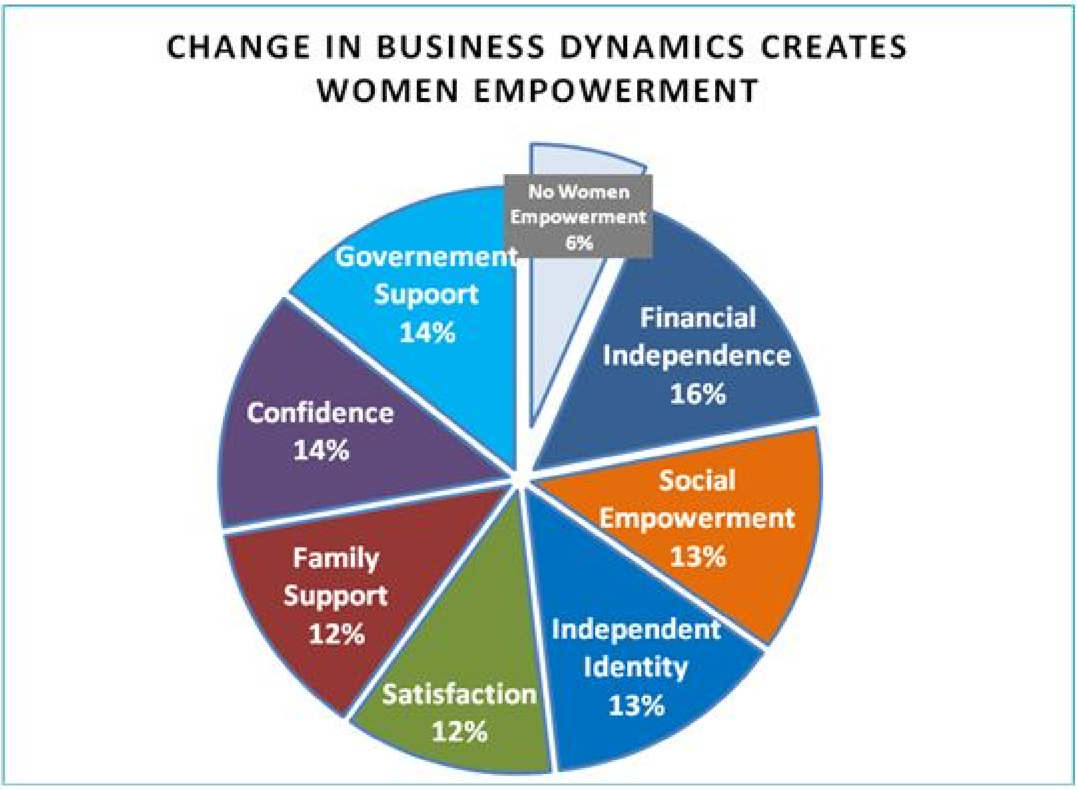
3. Change in Business model creates Women Empowerment



As per the study conducted and sample collected by research scholar, it shows that Franchisee business is one of the major changes in business dynamics and which creates women empowerment. Out of sample of 25 women entrepreneurs who are already into franchisee business they all are mostly socially also empowered due to flexibility in business they getting family support also. And they are financially empowered; they are successful in creating their independent identity and develop their confidence level. Government also introduce various schemes like Stand up India Scheme ,Mudra Scheme, Prime Minister Employment Generation Programme (PMEGP), Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) ,TREAD schemes for Women. When women are empowered socially, economically and politically, so in true sense she is empowered. From the available flexibilities in franchisee business upcoming generation i.e. Graduates and post gradates students are also wants opt this as their career option.

RECOMMENDATION

This research shows that majority of respondents are socially financially and legally empowered. On the other hand 6% of women respondents have shown poor legal awareness which became hurdle in women's empowerment. Hence on the basis of the survey the researcher gives following recommendations:

1. This recommendation is on the basis of findings that there is less awareness of application of laws regulating franchise agreement. Hence looking at the flexibility and popularity of this business more workshops, training programs and legal awareness programs should be engaged. This will make women aware about the laws and they would opt this business model in comparison with sole trading.
2. This recommendation is based on the findings that the franchise business gives more flexibility in business which creates women empowerment; hence this research recommends that the traditional business set up has to be made more comfortable for women entrepreneurs. Time factor is very important for women, and hence as Government Policy should be framed in a way to give this facility of flexible time for women while running a business.
3. More loans and funding facilities should be made available for this business model
4. Family support, social support and policy backing would increase women empowerment in India.
5. When women are comfortable in business when the stress is less, Indian women entrepreneurs have to maintain family and life balance, hence to increase the confidence in women, more and more women should go for franchise business. Personality development courses, market guidance, at school and college level should be encouraged.

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6. Government should introduce more schemes to support women entrepreneur's schemes like Stand up India, Mudra Scheme, TREAD, PGMEGP, CGTMSE etc.
7. This recommendation is based on the findings that separate legislative framework regulating Franchisee business is not found so it has become need for an hour that separate laws regulating franchisee business

CONCLUSION

Women's empowerment is a multi-dimensional process that involves transforming ideas, norms, relationships and structures of resource and power allocation... Progress is never linear, assured or free from setbacks. But progress on women's empowerment can be, and has been, made in most countries around the world. In thinking about the pathways to women's empowerment in practice, it is important to avoid unfounded generalizations within or across locations, groups of women or dimensions of empowerment. This study reveals that real empowerment of women is her satisfaction, her independent identity, family support and Government support. Progress is never linear, assured or free from setbacks. But progress on women's empowerment can be, and has been, made in most countries around the world.

SUGGESTIONS

- School College curriculum should be changed to extend entrepreneurial skills.
- Adequate training programs on business management skills to be provided to women
- Training and knowledge and awareness about new products, marketing and selling, techniques should be enhanced.
- Encourage women's participation in decision making, at home level and for choosing their career path
- Women should be aware of success struggle of other entrepreneurs.
- Consider Women as Specific target group for all developmental programs.
- Cooperation and support from family and family members.
- There is need for introduction of various programs to improve the economic position of women and other important sectors like legal protection, their education, Health care, nutrition and family planning etc.
- Legal Training camps, legal awareness drives etc should be organized.
- Government should form policies for legal empowerment of women.
- Legal Aid should be provided to needy women.
- Legal knowledge and Legal knowhow should be given at college level.

LIMITATION

It is explanatory research. It is restricted to upcoming graduates and post graduates students and women who are already holding Franchisee Results totally depend on opinion of respondents. More data may be required to extend the research

MANAGERIAL IMPLICATION

Why I have focused in this survey to find out the relations between, Women empowerment and Legal Awareness These factors can be considered as elements, which create economic growth, work satisfaction and confidence amongst women. This creates a special place for her in society securing dignity and prestige of women.

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COMPARATIVE ECOLOGY OF DIFFERENT BIOCOMPOST

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ABSTRACT
In the present study, 5 samples of bat guano and 11 animal wastes were assessed for its Nitrogen, Inorganic Phosphorus and Potassium content. Our result indicates that the bat guano contain too much NPK as compared to other animals waste and concluded that the bat guano as biologically natural excellent manure and safely used in agriculture as a Biocompost.

Keywords: Bat guano, nitrogen, inorganic phosphorus, potassium, Manure, Biocompost etc.

INTRODUCTION
The word guano originated from the "Quichua language" of the Inca civilization and means "the droppings of bats". The bat forages at night for insects over a particular area, and they return in the old temples during the day to sleep and care for their young's. They attach themselves to ceiling, and their excrement accumulates on the floor below. In some situation the guano can reach a depth of feet in many years and appeared as guano-hip, and it has a valuable importance. (Kelehar, 1996)

Lonar crater is situated in village Lonar in the Buldana District of Maharashtra, India. There are many old temples on the peripheral boundary of the crater which have now become roosting place for bat. Morache temple (Peafowl's temple) and Waghache temple (Leopards temple) is now famous for existence of thousands of bats. (Bharambe, 2008)

MATERIALS AND METHODS
The waste collected from 11 different animals and bat guano from 5 different habitat of the bat like Lonar crater old temple, Ajantha, Werud caves and Melghat forest.

For the chemical analysis of bat guano, 10 mg bat guano was dissolved in 100 ml deionized water for every time. The undigested substances from the solution were discarded after filtration. Then filtrate was analyzed for its NPK content with the help of standard methods suggested by APHA (1989); Munshi (1984) and Bharambe (2008).

RESULT AND DISCUSSION
The present study was aimed to assess the chemical characteristics especially references to NPK from 12 different animal wastes which used as manure and compared with NPK content of bat guano from different habitats was of the bat (table no.1). Bat guano deposits have been found in several natural caves, forest and old temples of the world. It is being commercially exploited as organic manure Bhat (1990) and Shridhar (2006).

In the present investigation the bat guano was collected from old temple of Lonar crater, Ajanta, Werud caves and Melghat forestland respectively. The guano was collected carefully from the guano-hips.

Organic fertilizers are used to improve soil quality and tilt and to provide nutrients for plant growth. They provide nitrogen, phosphorus and potassium, as well as other element essential for plants development and overall good health. Nutrient values vary greatly among organic fertilizers. Differences reflect variation in the age of organic material, decomposition rate, application method, timing, incorporation time, the percentage of organic matter, carbon to nitrogen ratio and soil type and compared the NPK content in different animal wastes by Ross (2003) which are used as a biocompost.

Table-1: Comparison of NPK content of different animal wastes which used as manure.

SR.NO	Animal waste (humus)	N%	P%	K%
1	Cow	2.0± (0.1)	0.7 ± (0.03)	2.0 ± (0.1)
2	Buffalo	2.8 ± (0.2)	1.9 ± (0.1)	2.1 ± (0.1)
3	Ox	1.9 ±(0.1)	2.2 ±(0.2)	0.9 ± (0.03)
4	Duck	2.6 ±(0.2)	1.4 ±(0.1)	0 ±(--)

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5	**Goat**	**4 ±(0.3)**	**0.6 ±(0.02)**	**2.8 ±(0.2)**
6	**Goose**	**3.3 ±(0.2)**	**0.4 ±(0.01)**	**0.6 ±(0.02)**
7	**Pig**	**2 ±(0.1)**	**1 ±(0.1)**	**1.2 ±(0.1)**
8	**Pigeon**	**6.5 ±(0.3)**	**2.5 ±(0.2)**	**2.5 ±(0.2)**
9	**Poultry**	**6.0 ±(0.3)**	**4.0 ±(0.3)**	**3.0 ±(0.2)**
10	**Sheep**	**3.6 ±(0.2)**	**0.6 ±(0.02)**	**1.7 ±(0.1)**
11	**Vermi-cast**	**1.86 ±(0.1)**	**3.61 ±(0.2)**	**1.60 ±(0.1)**
12	**Bat guano***	**5.5 to12.3 ±(0.3)**	**4 to11 ±(0.2)**	**2.5 ±(0.1)**
13	**Bat guano****	**3.82 ±(0.2)**	**9.80 ±(0.3)**	**2.86 ±(0.2)**
14	**Bat guano*****	**3.12 ±(0.2)**	**8.80 ±(0.3)**	**2.56 ±(0.2)**
15	**Bat guano******	**2.28 ±(0.2)**	**6.20 ±(0.3)**	**1.98 ±(0.1)**
16	**Bat guano*******	**2.12 ±(0.2)**	**3.54 ±(0.2)**	**1.86 ±(0.1)**

Bat guano from caves; **Bat guano from Lonar crater old temple;Bat guano from Melghat forest; ****Bat guano from Ajantha Cave; *****Bat guano from Werul Cave**

Shridher (2006) reported that the bat guano of cave bats was analyzed and recorded NPK as 7.7 to 8.5%, 2.0 to 3.0%, 0.4 to 1.2% respectively in the bat guano. Goveas (2006)) revealed NPK in bat guano as 2.6:4.2:0.6. These bats (*Pteropusgiganteus*) are frugivorous and phosphorus is fairly high in their guano. Phosphorus in bat guano is higher than in cow and sheep manure. Mathur (1990) reported NPK in bat guano of frugivorous bats as 1.14:16.3:0.94. The NPK in guano of two bats, desert bat (8:4:1) and Dry bar cave bat (3:10:1).Yong (1977) Similarly NPK content in bat guano of Jamaican bat is claimed by the Nitron Industries (2000) as 3:8:1. Bharambe (2008) reported that the bat guano NPK content was 3:8:2, 9.80 and 2.86 respectively.

All the above studies revealed that insectivorous bat guano contains more nitrogen than phosphorus and the frugivorous bat guano has more phosphorus thannitrogen. Bat guano deposits have been found in several natural caves of the world and commercially exploited as natural manure Bhat (1990) and Korini (1999).Thus among the bat guano two broad categories have been identified based on NPK ratio high phosphorus guano from frugivorous bats and high nitrogen guano from insectivorous bats.

In the present investigation, the bat guano analyzed from different habitats showed more phosphorus than nitrogen indicating that it is of frugivorous bats. But when it is compared with the earlier studies, it appears that the nitrogen and potassium contents in the bat guano comparatively more amount. This may be due to the different feeding habitats adapted by the bat roosting in old temples. These bats feed on insects also. These results are very important as it can be used as manure. “Wealth from Waste” can be achieved by its use in agriculture. It will also help in improvement of soil’s nutritive value. However, it appears that bat guano’s composition varies according to the bat’s feeding habits and the type and from of cave/temple where they live, among other factors like age and the biological composition of bat guano. These result as very important as looking towards the NPK content in the bat guano. This is probably a first report and first time recorded in India.

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A STUDY OF INCREASING ECONOMIC DISPARITIES IN THE INDIAN SOCIETY

Innara Merchant and Foram Solanki

ABSTRACT
India is one of the fastest growing economies in the world, the economic growth in the recent years have led the country to extreme profitability. As per the World Poverty Clock, the rate of decline of poverty in the country is close to 44 Indians escaping extreme poverty every minute. India has been able to uplift a significant percentage of its population out of poverty with an on going effort to eradicate the poverty line. Considering the steps to economic growth, it seems that India is on its way to become a developed country in the coming years but on practical grounds it is evident that the Indian society has a long run with correct and accurate measures to be taken in favor of the subjected class of the above matter. The Indian society having the 2nd largest population, the democracy of the country unites it by 'OF the people, FOR the people and BY the people. It is called the land of "UNITY IN DIVERSITY.'' The astonishing drawback which has increased in the Indian society is THE ECONOMIC DISPARITIES. According to The Telegraph on 13th November, 2019, Economic Inequality in India has been increasing. Sources say, India's top 1 percent now holds almost 30-60 percent of the nation's wealth while the top 10 percent holds 70-80 percent. In comparison, the top 1 percent held only around 25-35 percent 20 years ago while the top 10 percent held only 55-65 percent.

In fact, India is among the top three most unequal countries in the world.

Keywords: Poverty, Population, Economic Disparities, Growth, Inequality, Wealth

INTRODUCTION
The cause of the relatively sharp increase in inequality over the last 20 years? The possibility of the economic disparities in the Indian society could be a result of industrialization and technology.

The increasing technology has widened the growth between the earnings of skilled and unskilled laborer's and trade professionals. Those who are well skilled with technology experience an increased productivity in wages as compared to the less-skilled. This led to replacement of skills to automations.

The gap is further widened by adding the profitability directly to the capital and depriving the additions of returns to the labor as the industrialization process creates capital.

The uneven distribution of wealth and income has increased the disparities in the Indian society making the rich being richer and poor being poorer.

REVIEW OF LITERATURE
(Madhusudan Ghosh 2(3), 265-285, 2008) In this research paper, the author has examined the economic growth of the Indian society by taking into consideration 15 major Indian states. She further examined the Pre and Post economic position, growth and the affecting disparities of both the periods rectifying to identify the standing of the economic development. It also helps to identify the reasons for disparities as to how fast it can be widened or decreased between the time span of years. The statement of reason that affects the economic disparities is also measured by the author which further helps the researchers to logical means of drawing interest to various other factual and practical research. In forming a shift to disparities, there has been differences in the inter-state variations in production structures, human capital and infrastructure to carry put a processed economic growth. Ongoing reforms have led to an increase in growth as well as regional disparities of income.

(Pratap Birthal, Harvinder Singh, Shiv Kumar, 23 (1) 119-131, 2011) This research shows a detailed analysis of the economic growth and impact among the states in India during 1980/81-2004/05. The period also caused an economic liberalization and accelerated the growth of economy. This clearly helps to identify the changes occurred and how rapidly it changed the economic growth and widened the disparities in the economy in terms of unequal income distribution in the formulation of the economy. The comparision of two data shows the trend of slope in the economy over the years whether it shows a sign of fall or growth. Also, it further analyses the factors that enhances the economic growth and stability. It explains convergence among states, the infrastructure and human capital are some of the elements found to enhance economic growth.

In the current scenario, it is very certain that a major reason between the bridge of the classes is due lack of a necessity i.e. Education. It is very well said that, *"the world can steal everything in the world but not the power of education and knowledge"*. It is evident that due to lack of access of education that people end up doing menial work to fetch a living. Noteworthy to state that the government has made it efforts to make education available to the population at large but there is still a scope of advancement by making the people aware about the necessity.

STATEMENT OF PROBLEM

With the growing population in India, the growth is resulting into various positive and negative factors. The diversity of India is seen as one of the fastest growing country. This diversity is now witnessing a decline in the current scenario engaging from the past years.

Every day we see people checking out the market value of the shares or investments, but the larger picture is questioning on what basis does the person earns profits or bears his losses. There are people who invest 1000 and on the other hand there are people who have invested in Lakhs. The more the person invests, the more the person earns. But the matter of fact is one can invest a large amount when he/she has a huge amount of investment readily available excluding his expenditures. Yes, here I talk about the rich people. Because on the contrary, a common man typically belonging to the middle sector will find ways and means to carry out an investment through taking loans to fulfill his new requirements to be established as wanting to be rich. Reading the newspapers, the headlines states only the top (%) of the rich sector contribute to the national income. Thus, the people who together earn an amount all their lives still cannot earn the amount as the rich people own. The difference in digits of (%) was so much that we were curious to study and form reasons for this research. What are the reasons that cause economic disparities? What causes the diversion in rich and poor? The above example is to identify reasons widening the gap between rich and poor. Also, to analyze the government policies and measures carried out to the extend of development and implementation. And further, finding solutions to drawbacks with logical and comparative reasoning.

The policy implemented by the Indian government called Demonetization has also added in creating a divide. The effect of demonetization sectorized the functioning of the economy, it ended up widening the income inequality. The income growth of the Indian farmers fell just 1 percent which went into the negative zone for non-agrarian workers. The irony was post demonetization the wealth of the billionaires increased together by whooping 26 percent.

OBJECTIVES OF THE STUDY

- Prioritizing and studying the equitable distribution in the functioning of the economy.
- Aiming to analyze the pricing distribution polices to reduce the disparities present in the society.
- Examining various measure to eradicate the gap between the rich and the poor, from disparities to formulating diversities.
- Stating reasons causing disparities in the current economy.

RESEARCH METHODOLOGY

The above research is a secondary type of research, the study overs an overview of the economic disparities in India. This type of research refers to case studies, journal articles, newspapers and happenings of the past and current scenarios. Under secondary research, the above refers to exploratory form of data collection. The data analysis includes studying and examining detail study from the past newspapers and articles. Comparing the past and current stages of inequalities, the outcome of development has drastically been affected over the 20 years. Studying through various sources, the means and measures taken by the government has now been taken to eradicate the poverty in the country. The economic disparities have led to unequal distribution of wealth in the economic sector.

Exploratory method which include the analysis of secondary data on the base of experience (as given reference below) surveys of articles and examine studies. it also includes case studies analysis and focuses on groups for a particular aim.

The concluding surveys further demonstrates the measures needed to be used in order to dissolve the inequalities in the Indian society.

LIMITATIONS

Aiming our focus on studying the disparities in the Indian society, the growth of the country needs an equal balance in the distribution of the country’s wealth. Further, the above research is limited as it is a secondary research method and also it does not include any Individual/State index numerical. It is subjected to an overview and overall opinion on current and past effect and reasoning.

DISCUSSION

Nisha Agarwal, CEO of Oxfam India since 2008 presented a case study on Inequality in India as an article. The presented article first appeared on the World Economic Forum Agenda. The article demonstrates the economic inequality associated with a range of health and social problems. It further explains how the inequality is

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damaging and the country needs to make an effort to cure it. Based on the new India Human Development Survey (IHDS) which provides data on income inequality. India scored the lowest level than Russia, after the US, China and Brazil and more egalitarian than only South Africa. The article mentions a report by the Johannesburg-based company New World Wealth, India is the second most unequal country globally with millionaires controlling 54 percent of its wealth. The total individual wealth of $5,600 billion, its among the 10 richest countries in the world yet the average Indian is relatively poor. Further, the richest 1 percent own 53 percent of the country's wealth. The richest 5 percent own 68.6 percent, while the top 10 percent have 76.3 percent. At the other side, the poorer half jostles for a mere 4.1 percent of national wealth.

The continued rise of economic inequality in India can be reduced by rejecting market fundamentalism, opposing the special interests of powerful elites and changing rules and systems that have led to current inequalities. The two areas where the changes in the policy could boost economic inequality – Progressive Taxation and Social Spending.

Also, it is calculated that if India stops inequality from rising, it could end extreme poverty for 90 million people by 2019. It could reduce inequality by 36 percent and also could eliminate extreme poverty. Along with other countries, India is committed to attain the sustainable development goals by 2030 and to end poverty by that year. For that, every right effort should be done to reduce the rising levels of extreme

poverty for 300 million Indians (a quarter of the population) who live below an extremely low poverty line.

This study gives detailed measures to eradicate the inequality between rich and poor. As the subject, poverty in the country is increasing drastically and the correct measures are used to help reduce the poverty for almost a quarter of the total population. As inequality sets a barrier for the development of the country. The government should form policies that redistribute the money and power equally in the society. Education and awareness should also be included for awakening the need to demolish disparities.

SUGGESTIONS AND RECOMMENDATIONS

The increasing inequalities in the society need to be considered as a topic of aim and should be given centerstage priority. The increasing inequalities in the urban and rural areas are leading to a larger margin of class differences. Every citizen should be aware about the economic process and margin in the formulation of wealth in the society. The government should take measures to cut the economic disparities through means of forming policies and take active participatory measures. Measures like welfare programmers, increase minimum and fair wages, tax codes and technologically or upgradation of a friendly atmosphere in the industrialization sector. Every citizen should take the responsibility to be aware and be an active voter to support the measures and take initiatives to eradicate the economic disparities increasing in our society.

CONCLUSION

Economic disparity cannot be eradicated in a day, it requires utmost attention and also due diligence / surveys to know the root causes and reasons to the bridge and how can it be filled. There are many reasons to Disparity, Lack of Education, Exploitation by Upper Classes, Lack of Awareness, Lack of Skill Development to name a few. Unfair practices to earn has led to the exploitation of the underprivileged classes and has filled the minds of the subject classes that they cannot raise their standards to the ones of the other side of the gap with absolutely no bridge.

Raising the Entrepreneurship Model between people can let the people know what they are actually capable of. E.g. A farmer producing Coconut would sell it for a normal fixed price and earn a nominal margin but an entrepreneur can do value addition and earn handsome amount of profits by selling the same product e.g. processing the Coconut Water into attractive bottles, Selling pure virgin oil of coconut and making people aware about the benefits and proper marketing of the produce. Hence, the disparity could be minimized.

Lastly, Skill Development should be done and the people should be trained to work more effectively, efficiently and using their utmost important factor, their passion and skill for the activity. India is praised for their people, their dedication towards work and their invaluable skill since centuries and has evolved over the years with keeping the consistency of the skill alive. Hence, it may also be considered as a factor to minimizing disparity.

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HEY THERE! WHATSAPP IS USING ME.
A STUDY TO ANALYSE THE EFFECT OF WHATSAPP ON SELF-CONTROL OF YOUTH

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ABSTRACT
Smartphones have revolutionised the Youth with applications like WhatsApp. This generation spends time on WhatsApp and results in very less time for developing new skills required to become a professional. The research focuses on the Self-Control through various perspectives. Self-Control is important for Youth as this age people easily get carried away with the flow. A Study is conducted to analyse the effect of WhatsApp on self-control of Youth. Quantitative analysis on the Likert Scale of Self Control Scale (SCS) was taken in to consideration to understand the effect. Age group from 18 to 21 was targeted as they are major consumer of WhatsApp. The test was found to have a reasonable justification, which also had acceptable internal reliabilities and a high correlation. Higher scores on the SCS correlated with developed self-esteem, extraversion, better harmony in interpersonal relationships and an appropriate anger expression, less impulsive- ness, and state and trait anger.

INTRODUCTION
The advancement of technology has brought to the development in communication (Esa, et al., 2017). Without boundaries the interaction through mobile technology devices such as smartphones has become much simple. Information can be retrieved, distributed and shared with anyone at any time and space with just matter of a click away. WhatsApp is a very well-liked and well accepted application after its conquest to the life of young generation. WhatsApp.Inc. was instituted in 2009 by Brian Acton and Jan Koum. It is the most globally accepted messaging application (George, et al., 2018) Over a period of time, WhatsApp has become an important tool for communication. Youth has developed skills like maintaining a relationship and improving negotiation abilities through WhatsApp get a boost as they continue to use the social media platform for a longer period of time (Kiran & Srivastava, 2018).

At the same time WhatsApp usage also has an addictive character. Over use of WhatsApp is more prominent among collegians. Consciously or unknowingly they become addicted to WhatsApp, feeling a need for markedly increased amount of time in using this application (George, et al., 2018). They fail to take responsibilities of life on time, and have difficulty with social and occupational activities. They face physical, psychological, and social problems. (Pramod, 2016)

THEORETICAL FRAMEWORK
According to the research conducted by Bermudez (2017) on social media and self-control, it is a grounded theory that focuses on the attention span of a youth. The youth is not able to maintain the attentional pattern. The self-control of youth is reduced due to social media that leads to higher engagement in social media.

A research carried in China by Unger, et al., (2016) states that the problem of self-control is associated with health, lower impulsiveness, less anger outcomes, a harmonius communication. The performance on self-control in daily life was the limitation of the study.

A research conducted by Wilcox and Stephen (2013) describes the relation of social media on self-esteem and self-control. The research concentrates on strong ties in relationship through Facebook, which enhances the self-esteem in youth. Self-Esteem has an impact on the choices made by youth. Self-Control is displayed through the challenging task one takes after excessive scrolling of Facebook.

However, differentiation was made by Baumeister and colleagues (1998) which defined self-control as an earlier form of self-regulation stating that “some internal resource is used by the self to make decisions, respond actively, and exert self-control” (p. 1263). In relation with the current study, a research cited by Moilanen, Shaw and Fitzpatrick (2009) states that youths essentially need to deal with physical, cognitive, and socio-emotional changes.

Therefore, this study makes an attempt to understand the correlation between WhatsApp usage and self-control of Youth. Their social competence also plays a major role. This research has been supported by the theory of Uses and Gratification. According to this theory, the diagram connects WhatsApp Usage to Self-Control and Social Competence. Figure 1.0 illustrates the hypothesized model.

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HYPOTHESIS

Fig: 1.0 Hypothesized Model

RESEARCH FRAME

Population and Sampling procedure

Students were chosen based on their age that fits the category of Youth (18-21). This includes the students of F.Y., S.Y., and T.Y. since they are the ones who consume more of WhatsApp. 390 samples were targeted but nineteen questionnaires were found incomplete. Therefore, the test was applied on 371 students. Tangney Self Control Scale was filled by the students of Birla College (258 female).

The SCS

In the original SCS, self-control was described as the ability to override or change one's inner responses, interrupt undesired behavioral tendencies and refrain from acting on them (Tangney et al., 2004). The scale contains 36 items (cf. Tables 1–2), rated on a 5-point scale (1 = not at all; 5 = very much), with five dimensions: general capacity for self-discipline, deliberate/nonimpulsive action, healthy habits, work ethics, and reliability. The theoretical foundation of the scale is based on five domains relevant to selfcontrol.

The Self Control Scale

In the original SCS, self-control was described as the ability to override or change one's inner responses, interrupted desired behavioral tendencies and refrain from acting on them (Tangney et al., 2004). The scale contains 36 items (cf. Tables 1–2), rated on a 5-point scale (1 = not at all;5=very much), with five dimensions: general capacity for self-discipline, non-impulsive action, healthy habits, work ethics, and reliability. The theoretical foundation of the scale is based on five domains relevant to self-control. At the end of the analysis of 36 items: 11 of them refer to a factor of general capacity for self-discipline; 10 items refer to non-impulsive action; seven items refer to healthy habits; five refer to work ethics; and five refer to reliability (cf. Tangney et al., 2004, pp. 282–283)

Analysis

Results of Confirmatory Factor Analysis (n = 371)

			Factor loadings			
Item number	**Item**	**1**	**2**	**3**	**4**	**5**
02	I have a hard time breaking bad habit	.58				
04	I say inappropriate things	.57				
05	I never allow myself to lose control	−.23				
08	Getting up in the morning is hard for me	.70				
09	I have trouble saying no	.31				
13	I refuse things that are bad for me	−.21				
15	I keep everything neat	−.63				
16	I am self-indulgent at times	.14				
17	I wish I had more self-discipline	.17				
22	People would say that I have iron self-discipline	.54				
24	I'm not easily discouraged	.47				
11	I blurt out whatever is on my mind		.59			
12	People would describe me as impulsive		.82			
14	I spend too much money		.56			
19	I get carried away by my feelings		.68			
20	I do many things on the spur of the moment		.76			
25	I'd be better off if I stopped to think before acting		.31			
31	Sometimes I can't stop myself from doing something, even if I know it is wrong		.42			

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32	I often act without thinking through all the alternatives		.72			
33	I lose my temper too easily		.74			
34	I often interrupt people		.58			
01	I am good at resisting temptation			.51		
06	I do certain things that are bad for me, if they are fun			.56		
26	I say inappropriate things			.59		
27	I eat healthy foods			.65		
35	I sometimes drink or use drugs to excess			.43		
03	I am lazy				.64	
23	I have worked or studied all night at the last minute				.61	
28	Pleasure and fun sometimes keep me from getting work done				.27	
29	I have trouble concentrating				.60	
30	I am able to work efficiently towards long-term goals				.59	
07	People can count on me to keep on schedule					.56
10	I change my mind fairly often					−.33
18	I am reliable					.38
21	I don’t keep secrets very well					.40
36	I am always on time					.36

Note. Factor 1: general capacity for self-discipline; Factor 2: non-impulsive action; Factor 3: healthy habits; Factor 4: work ethics; Factor 5: reliability

The following items showed poor factor loadings, lower than .35: (5) “I never allow myself to lose control”; (9) “I have trouble saying no”; (13) “I refuse things that are bad for me”; (16) “I am self-indulgent”; (17)“I wish I had more self-discipline”; (25) “I’d be better off if I stopped to think before acting”; (28) “Pleasure and fun sometimes keep me from getting work done”; and (18) “I am reliable.”

In the example of Item 17 (“I wish I had more self-discipline”), the poor factor loading might not be due to a mere cultural reason, but a logical one instead: Apparently, some students score lower on this item because they are not interested, or only to a very small degree, in having self- control. Some other participants score high instead because they want to express their modesty. Indeed, it is exactly these participants who often show an already high level of self-control. An unconventional behaviour might be responsible for the poor loading of Item 9 (“I have trouble saying no”). Thus, having trouble saying no reflects a Birlaite context with more of a requirement to be polite, rather than a pure lack of self-control. Another reason for a biased measurement and poor factor loading in the six remaining critical items (5, 13, 12, 16, 18 and 28) could be due to social desirability. This might also play a role in behaviour like excessive alcohol drinking (Item 35) or related deviant behaviour.

DISCUSSION

Although much research on self-control has focused on situational determinants of self-control, researchers have also treated problems of self-control as problems of personality (Baumeister et al., 1994). In this study, we chose college students as participants to assess the psychometric properties of a self-control scale. Results of the confirmatory factor analyses showed that the Full SCS model did adequately fit the data, revealing that the original five-factor structure is also appropriate for Birlaite students. This indicates that the scale would be a good tool for measuring self-control in Indian participants.

LIMITATIONS AND FUTURE RESEARCH

The research analysis is based on one scale. There are different scales to measure self-control. The BIS-11 is the most extensive measurement scale used to assess impulsiveness in both research and clinical settings (Patton et al., 1995). The GHQ test can be applied to study common mental health. It is commonly used in analysis of mental functioning in different cultures. RSES developed by Rosenberg has high validation to understand the self-control.

Second limitation is the study focuses only on the students of Kalyan. Similar research can be carried out in rural areas to understand the difference. The conclusions may be limited by our convenience sampling method. We should be careful in accepting the full implications of the present research when applying these to other groups

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- Skills like
- Maintaining a relationship and improving
- Negotiation abilities get a boost as they continue
- To use the social media platform for a longer
- Period of time.

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CONSUMER PREFERENCE TOWARDS ON-LINE SHOPPING AND THE FACTORS INFLUENCING ON ON-LINE SHOPPING

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ABSTRACT

Online shopping has become a popular and easy way for customers to purchase products at lower cost. All the products in online stores are described through mail, text, with photos and with multimedia files etc. There has been a move towards online shopping because of different online factors including Convenience, ease of use, low cost, time saving, various online products and brands, with fast delivery as compared to shopping physically.

The aim of the present research paper is to find out the consumer's preference towards online shopping based on consumers Income level and the factors influencing consumers' preference to buy online. This paper also finds out the difference between male and female in preferences towards online shopping.

Keeping the aim of the study Percentage has been applied to analyze the relationship between gender and on line shopping preference and to see the preferences for products and websites. Coefficient of correlation is applied to ascertain the relationship between the level of income and online shopping behavior then p –value has been ascertained for hypothesis testing on .05 level as well as on .01 level .

Present research paper indicates that highest number of students prefer online shopping .Some important motivating factors are such as easy shopping ,time saving , return of product and refund of cash for online shopping as compare to shopping from any store or malls. The most important demotivating factors for online shopping are product risk and poor quality product as compare to off line shopping. There is a positive relationship between family income and online shopping behavior among the students of 18 to 25 years . The findings shows that demographic factors like income and age influence the online shopping preference.

Keywords: Emotional intelligence, Attitude,

INTRODUCTION

The invention of internet has changed the way businesses runs all over the world (Adnan,2014). In various technologically developed countries, internet has become an important medium of communication and online shopping. People can search products and information 24 hours a day over the internet where a wide selection of products is available (Moshref et al. 2012). There has been a move towards online shopping because of different online factors including Convenience, ease of use, low cost, time saving, various online products and brands, with fast delivery as compared to shopping physically (Adnan, 2014).

Michael Aldrich is the man who invented online shopping in 1979. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers (Koo, Kim and Lee 2008). With the increasing internet literacy, the prospect of online marketing is increasing in India.

Pros & Cons of online shopping

The consumer, in case of online shopping can buy the selected product rapidly by doing some clicks from home or work saving time and energy.Since the consumer does not have to go to the premises of the trader, and is not limited by the opening hours, he/she can place an order at all times. Such items can also be purchased that are not available in the surroundings of the consumer, thus the choice of goods is significantly broader, and furthermore the delivery can be requested not only to the place of residence but to the workplace, as well.

But, Besides the advantages however, it is good to know that there may also be risks connecting to online shopping, since there is no personal contact and the consumer sitting in front of a computer/screen tends not to think over or consider his/her intention of buying.

REVIEW OF LITERATURE

(Bhatt, 2014) found in his study that Online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance.

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Sharma and Mittal (2009) in their study "Prospects of e-commerce in India”, mentions that India is showing tremendous growth in the Ecommerce.

Hoffman and Novak (1996) indicated that interactivity is the key distinguishing feature between marketing communication on the Internet and traditional mass media.

Perceived Risks

Perceived risk refers to the nature and amount of risk perceived by a consumer in contemplating a particular purchase decision (Cox and Rich, 1964).

Douglas, et al (2001)[3] conducted an empirical study to explore key aspects of consumer response towards shopping on the Internet. The major findings of study were: - convenience was not a major inducement in local Internet shopping, probably because of (its) geographical proximity. For instance "Pricing" was the major motivation behind online shopping.

Ankur Kumar Rastogi (2010)[7] conducted the study on ―a study on Indian online consumers and their buying behavior and the study attempts to analyze the features related to the buying behavior of online shoppers.

RESEARCH PROBLEM

This study is designed to provide suggestions to E-marketers and E-sellers regarding the consumer’s preference towards online shopping. There are several questions that need to answer such as- demographic factors and the factors which motivate and demotivate consumers for online shopping?

OBJECTIVES OF THE STUDY

1. To study the consumer’s preference towards online shopping based on consumers Income level.
2. To identify the factors influencing consumers’ preference to buy online.
3. To determine in which product categories people intend to spend more in case of online shopping
4. To understand consumer awareness and preferences towards various products available online.
5. To find out the difference between male and female in preferences towards online shopping .

SCOPE OF THE STUDY

The study is undertaken in the city of Mumbai. Primary data is collected from the students of 18 to 25 years age group

RESEARCH DESIGN

This study is descriptive and exploratory in nature. Both primary as well as secondary analysis of data is undertaken. The researcher has made an attempt to satisfy the objectives of the study by testing the hypothesis. The instrument used to collect primary data is structured questionnaire which is duly filled by the students. The sample size is 130.

HYPOTHESIS OF THE STUDY

H_0: There is no relationship between family income and online shopping behavior among the students of 18 to 25 years.

H_1: There is a positive relationship between family income and online shopping behavior among the students of 18 to 25 years.

Ho There is no relationship between gender and online line shopping behavior among the students.

H2:.Male students prefer more online shopping than male students.

Ho There is no relationship between positive and negative factors of online shopping behavior and preference for online shopping among the students.

H3: There is relationship between Positive and negative factors and online shopping behavior .

LIMITATIONS OF THE STUDY

1. Due to limitation of time and cost the sample size is kept small and different age group consumer could not be covered.
2. Only few simple statistical techniques have been applied.

RESEARCH DESIGN & METHODOLOGY

NATURE OF STUDY

The present study is correlational in nature when we cannot control the level of independent variables, a correlational design must be used.

SAMPLE: The study is conducted on 130 students of 18 to 25 age group .

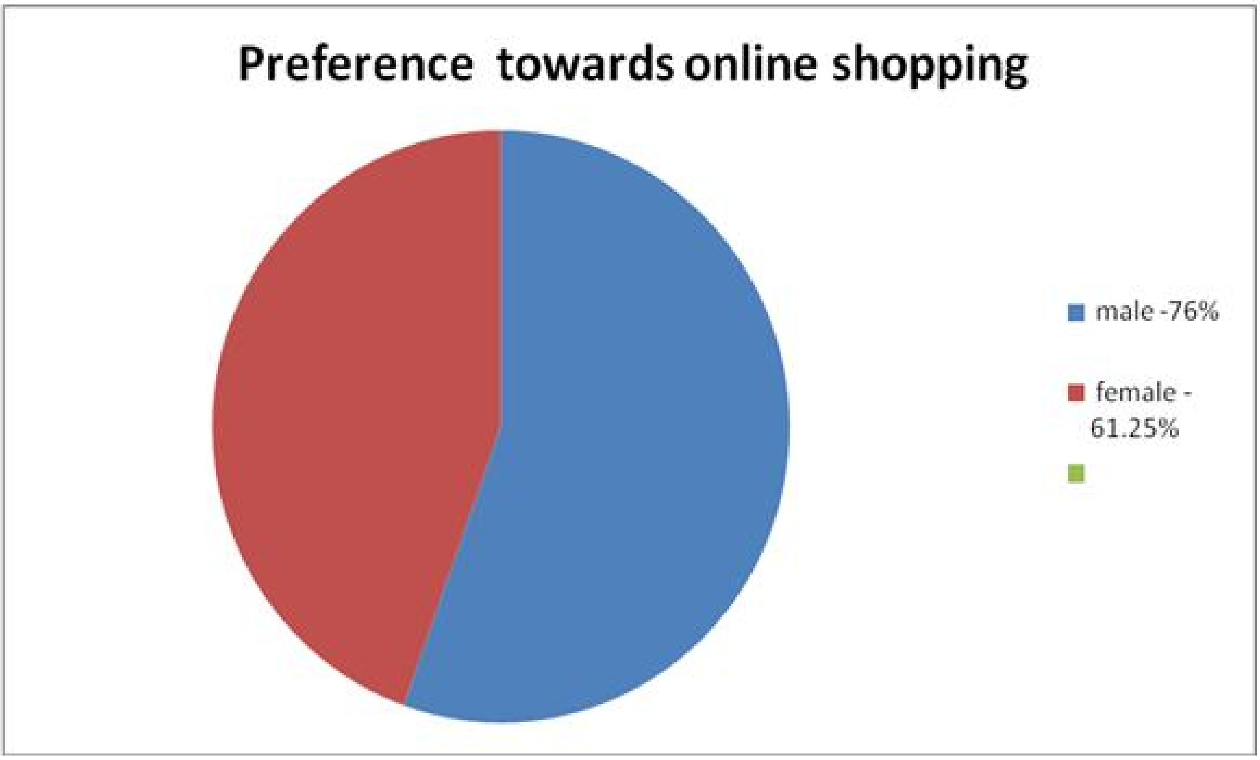
ANALYSIS

Percentage has been applied to analyze the relationship between gender and on line shopping preference and to see the preferences for products and websites. Coefficient of correlation is applied to ascertain the relationship between the level of income and online shopping behavior then p –value has been ascertained for hypothesis testing on .05 level as well as on .01 level .

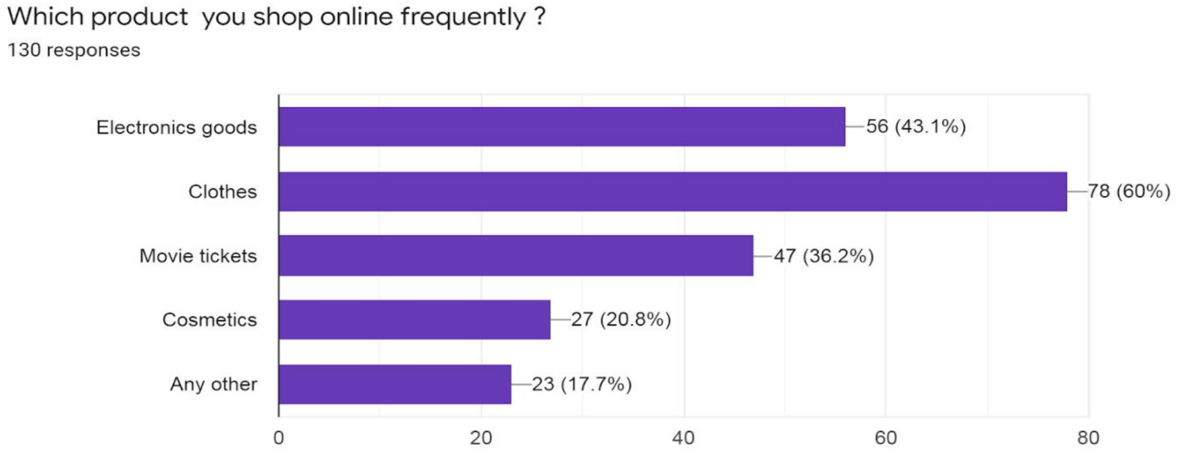
DATA -ANALYSIS

Graph-1: Shows the percentage of students in terms of their preferences towards online shopping

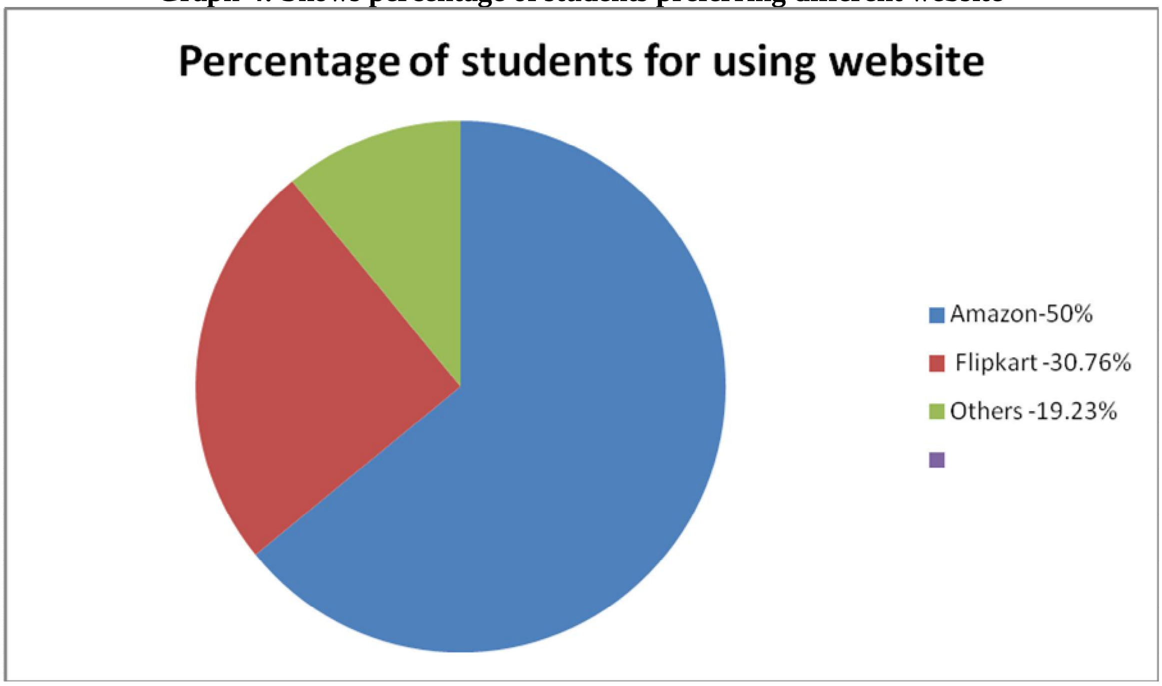
Graph-2: Shows the percentages of male and female for their preferences towards online shopping



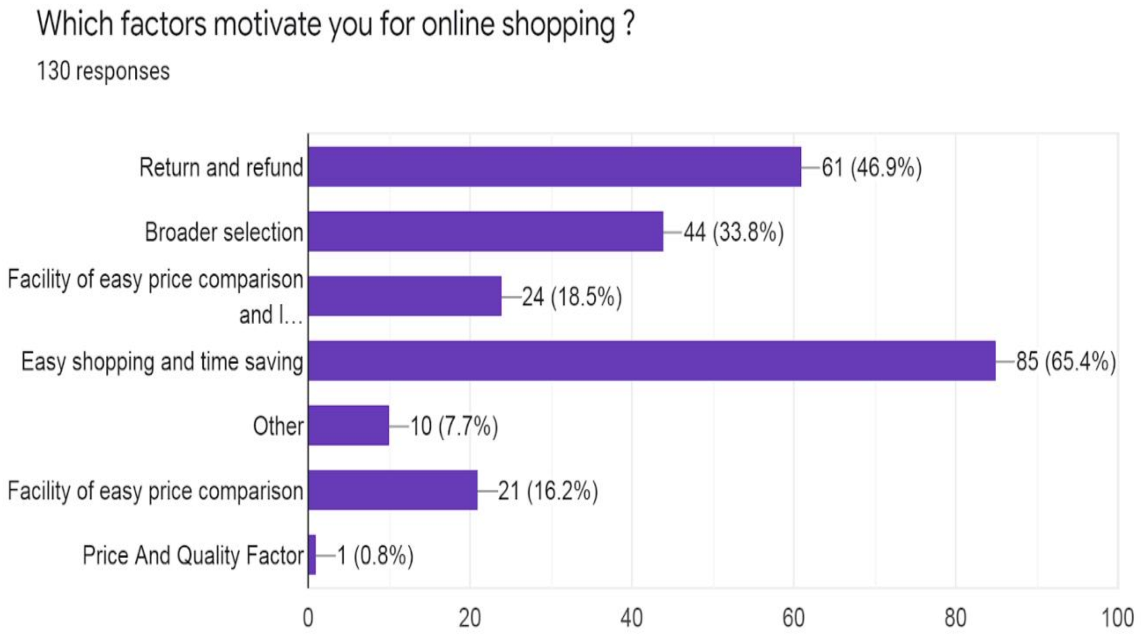
Graph-3: Shows the preferences of percentage of students towards specific products



Graph-4: Shows percentage of students preferring different website



Graph-5: Shows the most important motivating factor for online shopping



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Graph-6: Shows the most important demotivating factor

Table-1: Percentage of boys and girls for showing preferences towards online shopping .

No of students	No of boys	No of girls	Percentages of boys for preference towards online shop	Percentages of girls for preference towards online shop
130	50	80	76% yes	61% yes
130	50	80	24 % No / May be	38% No/may be

Table-2: Correlation between family income and frequency of online shopping by students

No of students	Correlation between family income and frequency of online shopping by students	P - value	Level of significant -.05	Level of significant - .01
130	.5811	.00001	Significant	Significant

DISCUSSION

Present study has been conducted on 130 students from undergraduate to post graduate level and age range from 18 to 25 .Graph -1 **shows** that 68.5 % students responded yes and 26% also showed some times they use online shopping hardly very less % showed no preference for online shopping .**Graph -2 shows** that 76% male students prefer online shopping and 61.25 % female prefer for online shopping. **Graph 3 explains** that mostly students prefer cloths(63%) and electronic goods(41%) through online shopping.**Graph 4** highlights that mostly students prefer shopping through Amazon (50%) than Flip kart(30.76%) and very less through others like Myntra and Nyakka .According to the survey that mostly students prefer Amazon than Flipkart and they rarely prefer other website Nykaa Myntra ,Book my show etc .The reason is that Amazon used very good promotional strategy through Amazon prime and Amazon movie also, easy cash refund system and quick delivery through using prime. Secondly Flip kart also uses good promotional strategy and quick delivery through Flipkart plus but not like Amazon easy and refund of cash .But in case of other website neither they use good promotional strategy and nor they give all facility of quick delivery and cash refund .

Graph -5 shows that easy shopping and time saving and return of product and refund of cash are the very important motivating factors for online shopping as compare to shopping from any store or malls. Graph 6 – shows that two most important demotivating factors for online shopping are product risk and poor quality product as compare to off line shopping .As many times they get poor quality product specially in case of apparels and sometime also in electronics products also. .Because the description which is given about the product is not sufficient.

Table -2indicates that family income is most important demographic factor which impacts on online shopping behavior as the correlation between family income and on-line shopping frequency is .5811 and P VALUE .00001, which is significant on .05 and .01 level. Which indicates that null hypothesis **-H0** is rejected and **alternative H1** is accepted .It means the students who belong to higher income group their frequency to use online shopping is high. As it is supported by the study of **Upasana Kanchan , Naveen Kumar and Abhishek Gupta(2015)**[11] in their article "A Study of Online purchase behavior of Customers in India" stated that Higher income groups and educated people are purchasing more via e-retailing websites. Also ,previous researches have revealed that online buying behavior is affected by demographics, channel .

Second alternative hypothesis H2 is accepted and null hypothesis H0 is rejected as the result shows in table -1 that boys are having higher preference towards online shopping than girls .As the female preference

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percentage is 61 % and male preference percentage is 76 % .It is supported by the study of(Garbarino and Strahilevitz, 2004; Korgaonkar and Wolin, 1999; Slyke *et al.*, 2002). Third alternative hypothesis H3 is accepted and null hypothesis H0 is rejected that online shopping preference is also influenced by positive and negative factors .As the graph -5 and graph 6 show that easy shopping and time saving and return and refund are the factors which motivate for online shopping and product risk and poor quality are the factors which demotivate for online shopping . Our findings are consistent with the findings from the previous study from Sinha (2010).

The level of uncertainty surrounding the online purchasing process influences consumers' perceptions regarding the perceived risks (Bhatnagar *et al.*, 2000).

CONCLUSION

The findings shows that demographic factors like income and gender influence the online shopping preference. Some motivating factors are easy shopping, time saving, return and refund for online shopping and product risk and poor quality are the factors which demotivate for online shopping.

SUGGESTIONS

On the basis of this research paper it is suggested that Companies should make aware customers regarding return policy and procedure if wrong or bad product arrived. Companies should make returning procedure simpler. Most of customers want to see product before purchase to make sure that same product arrived as per order.. If companies want to increase no. of customers they should provide this facility.

Success of online shopping depends on its popularity, its brand image and its unique promotional policies.

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EMOTIONLA QUOTIENT- CORE OF HUMAN RESOURCE MANAGEMENT

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INTRODUCTION

Human life is no doubt very dynamic and changes with time, situation and with people around the globe. Today we are in that era when human being has developed science to such level by which artificial heart is in progress, efforts have been taken to make human existence on other planets. No doubt we have been doing all these things for best of the reasons perhaps should know to us only. Yet above all one question that strikes to us WHY? What is its end? At times we have changed to such an extent that in Human Resource management we left behind humanity, we started extraction of resources with complete mismanagement. There are several factors responsible for the same. Human Resource management was no doubt was very much there in earlier days too but same has actually turned into one complete specialized wing of Management School where batches one after another come and go out. I think this is the matter of study and more over a matter of conscience which develops with passage of time and maturity. The author of this paper try to throw ling of some of such aspects whereby we can understand and learn human resource management.

The bond between Human and this nature is creation of Nature or almighty. Human learns different things from nature itself and were used to give back to the nature also something in better sense. But nowadays this tendency has been declining. In this era of robotics, Human beings are going away from very rationales and concept of giving back to society, understand the emotions feelings of the other human beings, by balancing Emotional quotient of everyone has just turned to be something unnatural because overall tendency has changed to achieve the milestone of success in the respecting fields by hook or crook.

The words Human and Resources are very much familiar for us. The expression" human resource" refers to people in any organisation which t is most critical resource in any organisation and its management is Human Resource management hereinafter shall be referred as HRM for the sake of brevity.

Every resource has its utility, peculiar characteristics and utilization of the same depends on human factor. In fact it is also most difficult resource to manage as they have their own identity and ideas as to what needs to be done and how it needs to be done. And management is the process of using resources in order to produce goods and services. There are basic differences in the approaches between Personnel Management and HRM. In many organizations there was no separate Personnel Dept. but over a period of time it was recognized that the most important of all assets of the organization is its people.

A Chief Executive Officer of one of the reputed company once said that all his assets walked out of his office at the time of office closes. A Proper management of HR requires that they be provided with opportunities to realise their full potential for growth. It is also necessary to avoid situations that make them curtail or restrict their skills and knowledge at work. HRM seeks to look at satisfaction of employees, clarity of roles, organizational climate, opportunity to learn and grow, preparation for the future and so on.

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DISCUSSIONS

The Activities of HRM can be broadly classified under four functions.

1] Acquisition

2] Development

3] Motivation

4] Maintenance

Management should look towards employees not as a means of production but crucial part of the organization. The approach to management of person has to be Holistic. **Peter Drucker** quote one of the sentence that when a company recruits a person it employs **"The Whole man".**

It is believed that every individual has five distinct dimensions to his personality that affect his work. They are-

- Physiological
- Psychological
- Social
- Economic

Motivation

In one of the country the people take 6 months off work to start their own business. If it doesn't go to plan they can return to their old job. This encourages people to try new things, fostering a strong innovation culture,

Reward

Reward for the remarkable positive steps, achievements, innovative ideas takes or suggested by the employees which will benefit for the organization. Perception is an important concept of great relevance in HRM, as it affects the behaviour of people In Simple terms Perception says that one sees is not the same as what there is to be seen.

HR Planning i.e. Human Resource Planning also a part of HRM. Because A well planned HR function will ensure that the right people are available at the right places at the right times.

A crucial concept of **Success planning** is widely use because it deals with the vacancies that arise due to retirements, transfers and /or promotions at important middle and senior levels are filled up without delay. Good Induction is must be a vital part of HRM. The process of Induction i.e. Orientation will help the Candidate to understand the organization, its structure, its values, its objectives and policies, Vigilance, Due Diligence also maintained at the workplace

In many organizations the personal relations between the employees gets bitter due to "promotion" factors because due to some friendly and personal relationship some employees gets favour from the Superior heads and it will disturb the loyal or other employees who are working in the same organization this will leads to sense of non-satisfaction among the employees and ultimately lead to the bad HRM.

There must be a **Grape wine concept** follows in organization for good HRM as the communication between employees, Superior with subordinate and vice-versa will be healthy.

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In ancient times there was a concept of King and his kingdom i.e. (King) *Raja* and his (Governed) *Praja.* The king used to have the information of his whole situation of his kingdom and the employees working in his kingdom. We have many such examples of Chatrapati Shivaji Maharaj and his administration. There were Family relationship between kind and his employees so it more effectively working for the welfare and development of the Human Resource. Same as if the Head board, Directors takes care of the HR of the organization the staff also works more happily for the organization. So this bond must be a two way.

There must be a Good corporate Governance policies follows by the organization.

Organization must follow the Ethical Practices, Prevention to the Mental or Physical Harassment to the female employees.

Government should be supportive through legislations, laying down minimum wages, overtime allowance, retirement benefits, job security, leave facility, safety at workplace and good working condition. Government must take care about the non-exploitation of the workers or employees. Mechanisms were created for the redressal of grievances and industrial disputes. Trade unions must take steps towards the better prospects and benefits for the worker.

Development in behavioural sciences, which contributed a great deal to the understanding of complex issues like personality, motivation, leadership, communication, inter-human relations and good harmonization of body & mind

The HRM having direct relationship with **Emotional Quotient**.

This is one such factor which is invisible yet create its prominent impact and result in any organisation. Emotional wellbeing and development of EQ is a matter of major concern and focus. Balancing mind is an art to face and overcome every situation of organisation and sometime detachment from every affair is also required. It is very disheartening to see cases of suicides among youngsters especially by founders of many companies, start-ups. It is need of an hour to make our conscience to develop and decided whether we only want to be rich or happy satisfied human being. Let’s accept there is no end to success nor to material gain. Comparison to what extend with others does matter because there is no end to it. Needless to state, spirituality plays very crucial role in maintaining this work-life balance and successful leadership also. There days many concepts like corporate *kirtans* (*Kirtan* is philosophical and spiritualistic address), Joyful leadership programs, yoga clubs, meditation rooms and compulsory meditation programs are coming up for sound wellbeing of body and mind and it has indeed proved to be of great result. It has been accepted by well-known companies and positive, fruitful results have been enjoyed and are still enjoying than that of the companies or Owners who have lack in Emotional quotient. Let’s peruse example of top companies and their popular models-

CASE STUDY
Example of Top most company

❖ **One of the renowned company's 4 days a week work Increases the productivity of that company**:-
As this four days a week for a work itself increase the enthusiastic level among the workers and when a person is happy and give his 100 per cent to accomplish any work the results are better and the work also get finish within time or sometimes before the allotted time to finish it.

❖ **One of the renowned Coffee Owner suicide case in India:-**
Before few months owner of the renowned brand of Chain of coffee shops in India and abroad, the owner committed suicide because of mountain of debts which is because of failure of his business model. Meantime he was pressurised by different departments for the dues. There are other options like to declare Insolvency and bankruptcy in the new IBC code or restructure the business model by selling the existing one but for this i.e. to face the challenge the need of strong "EQ" is must. If he discloses the truth to his near and dear one he may have get the mental and emotional support by his team, friends, other business owners, counselling from the close persons may help to restraint him from taking such extreme steps.

But again a question arises, now-a-days, Human beings are so much busy in their changed lifestyle that they are forgetting to be with someone emotionally whenever he or she needs.

❖ **Founder Members of Big Companies like Wipro, Tata, Infosys**:-
The Philanthropic activities by the founder members of big companies impacts emotionally on the mind and thinking of the population of the country as well as population of worldwide.

Working in their companies gives a feeling of Pride to employees. Even the work culture and the basic and other facilities given to the employees are like treating them as an extended family members left mark in the mind-set of the employees and they also get connect emotionally with the companies. This is also one of the form of "EQ"

❖ **One of the renowned company of Japan is giving the extra days of leaves to their non-smoking employees:-**

In order to compensate the time spent by workers on smoking as well as to reduce the habit of smoking among employees as it is injurious to health the Japanese company has started the unique idea of giving extra days of leaves to their non-smoking employees to discourage the habit of smoking. If the organization is taking care of Human Resource emotionally they will also think of organization in the same way.

❖ **One of the renowned company shifted their smoking zone to basement** :-

By shifting the smoking zone to basement for every time it will take at least 20 to 25 mints to go in basement for smoking and come back. So this will helps to reduce the habit of chain smoking among employees. If the employees are fit and Healthy and happy i.e. stress-free, ultimately happiness Index of the organization is higher that will result in best HRM.

❖ **One of the Corporate company has started initiative of 10 mints of dancing on floor to boost psychological health of employees**:-

As the dancing for few minutes stimulates the brain, activates the mind, reduces the stress and this will help to maintain the friendly bond among the employees on the floor. If the employees are psychologically fit this will build their EQ well.

❖ **One of the Airline company has started the initiative that the employees will get paid leaves to work for their NGO :-**

As the big renowned companies have their own NGOs, Foundations and even they spend a lot for the CSR Corporate Social Responsibility activities. One of the Airline Company has started the initiative that employees will get paid leaves to work for their NGO. The intention behind such motivational steps towards employees that they must live calm, quite, stress free life and try to get socially connect and this will helps to boost Emotional Quotient of the employees.

❖ **A Reputed software company spent huge amount to keep employees motivated**:-

Motivation has direct connection with the HRM. If the employees are motivated, support from the organization and heads to boost upgrade their inherent skills, employees also work happily for the organization. Therefore most of the companies send their employees to different countries for leaning and up gradation of new skills, techniques, and the companies reimburse the fees reputed and expensive courses, which were successfully complete by the employees

From This image

❖ There are good concepts like Ringi Method used in Japan.

- "Ringi Method" means the collective decision Making
- Nenko means Life time/ Long term employment for regular core employees

"Kaizen" Continuous Improvement among the employees for better performance in the workplace to cope up with the latest technology and changes

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The video of the Prime Minister of the one of the country goes on Viral before few months, The prime minister dropped his coffee while walking in the office, he stopped immediately and he himself cleaned the floor although there were cleaning staff present but such polite and emotional gesture or the respect towards the cleaning staff because it was his mistake therefore he himself clean it. This effects very positively on the related as well as other human beings. this is also one of the angle of HRM.

CONCLUSION AND SUGGESTION

Thus, the sum total of above abstract mainly focus on sustainable model of human resource management to make it more effective, implementable and productive. One aspect is always to be noted that Human resource management is a management of treasures of uncountable qualities yet with perseverance of emotions. It is highly advisable that companies or business houses must focus on all these aspects to make sure overall wellbeing and holistic development of business and its people.

RESEARCH METHODOLOGY

This is non empirical doctrinal research method based on secondary source of information in the form of case studies, literature available and online information received from reports and authentic web portals.

REVIEW OF LITERATURE

1. The author referred online and offline mode of literature-
2. Insurance Institute of India on Human Resource Management
3. Dasbodh and Self-Management by Shri D.P. Kulkarni
4. Corporate Chanakya by Radhakrishnan Pillai

WEB LINKS

1. www.google.com
2. https://www.facebook.com/worldeconomicforum/
3. https://www.insuranceinstituteofindia.com/web/guest

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RESEARCH ON PARENTING STYLES AND ITS IMPACT ON CHILDREN'S BEHAVIOUR AND GROWTH

Divya Charan, Simran Narang and Ishita Nawani

ABSTRACT

The researchers gaged knowledge about the various parenting styles and how they help in nurturing the child's personal growth. They surveyed parents of various age groups belonging to nuclear as well as joint families about their style of parenting and whether it has an impact on their child's behaviour and growth. Out of the 105 parents surveyed, 45 were fathers and 60 were mothers. The research also included 9 single parents. The study helped us agree that the style of parenting adopted by the parents is somewhat influenced by the way they were parented.

If the parents keep a check on their child's every move having strict rules and high expectations, they are said to be authoritarian parents. Permissive parents are those who are lenient with less limitations. Parents who value independence and are supportive with clear rules are said to be authoritative parents. Uninvolved/Neglectful parents are those who have no rules and are cold, indifferent towards their children.

Parents play an important role in child's development by encouraging, supporting and giving them access to the activities that will help them develop with ease. Few minutes of the day are the best reward any parent can give to their child. A parent is their child's first teacher and should remain the best throughout life.

Keywords: parenting styles, children's behaviour, personal growth

INTRODUCTION

Before knowing about the parenting styles and the impacts it has on an offspring, we need to know that parents are known to be an 'architect' of their child's life. Parents provide a foundation of love in the family and serve as an example for their children to build a beautiful family, so the foundation needs to be strong. Parents are basically modelling the behaviour of their parents and whatever they learnt in course of being parented.

Parenting style is a psychological manner in which parents raise their children. Child's temperament and parents' cultural patterns have a strong influence on the parenting style. Parents adapt to various parenting styles through different stages of their child's life. Parenting or child rearing is a process that nurtures and supports physical, emotional, social, mental and intellectual development of a child.

Before getting in depth of the types of parenting styles, do you remember the tale of 'Goldilocks and the Three Bears'? Like Goldilocks on trying the porridges, differentiated them as too hot, too cold and one just right, similarly, one of the most well-known researchers on parenting styles, Diana Baumrind, identified one as too hard, too soft and the other just right. She came up with these three major parenting styles namely, Authoritarian, Permissive and Authoritative in 1960's. The two dimensions on which the parenting styles are based are namely, demandingness (control and unaccepting) and responsiveness (warmth and accepting).

The various styles of parenting are explained below

- Authoritarian parents expect their children to follow strict rules without questioning and failure to which results in punishments.
- Permissive parents are less demanding, lenient and generally nurture and communicate with their children with the status of a friend.
- Authoritative parents are a combination of expectations and support and they establish rules and guidelines for their children to follow. They are forgiving and open to questions.

  Psychologist Eleanor Maccoby and John Martin introduced the fourth style of parenting that is known as Neglectful/Uninvolved parents.
- Neglectful/Uninvolved parents have few demands and very little communication with their children, generally detached from them. In worst cases, they may even neglect the needs of their children.

REVIEW OF LITERATURE

- Samiullah Sarwar (2016), examined different parenting styles to understand which style leads the children to be juvenile delinquent that ultimately makes the children low academic achievers. The finding revealed that authoritarian parenting style lead the children to become rebellious and adopt problematic behaviour due to more than necessary power exercised on children by parents. In contrast, authoritative parenting style is effective for children, as it encourages moderate parenting style.

- According to Amber L. Pearson (2013), teenagers under the influence of strong emotions, without the tools to regulate them, can be identified as dangerous. This research aims to further the knowledge of the impact parenting styles have on the development of emotional regulation in adolescents and to describe effective means of helping adolescents develop the ability to regulate their emotions, through the use of family therapy.
- Hiromi Hirata and Toshimitsu Kamakura (2017), their study stated that individual differences in personal growth initiative (PGI) and self-esteem are affected by parenting style. The Parental Authority Questionnaire (PAQ), measured three parenting styles (authoritative, authoritarian and permissive). These results indicated the importance of the influence of the authoritative parenting style on each PGI and self-esteem among Japanese University students.

STATEMENT OF PROBLEM

The research on “Parenting Styles and its impact on Children’s Behaviour and Growth” focuses on the different styles of parenting and how it influences the child’s behaviour and growth. The study aims to bring out till what extent does the way of being parented affects the parenting style adopted. The researchers pay emphasis on the increasingly stressful and difficult task of parenting for a lot of parents. The researchers also focus on knowing that, are parents solely responsible for their child’s behaviour and growth?

OBJECTIVES OF STUDY

- To obtain information and extend knowledge about the various parenting styles.
- To learn about the parent-child relationship.
- To know whether the parenting styles have an impact on children’s behaviour and their growth.

RESEARCH METHODOLOGY

Scope of study

The study included parents of various age groups starting from the early 20’s to 65 years and beyond. The primary data was collected from males and females, both couple as well as single parents were surveyed.

Type and Sources of Data

- Primary Data: Parents of various generations were surveyed with structured questions and interview schedules. The researchers gathered the information with the above stated method.
- Secondary Data: Past research papers, reports, thesis, published books and websites were referred to for studying the topic.

Sampling Technique

Method of Non-probability sampling technique was used:

- Convenience Sampling: This method of sampling attempts to obtain sample of convenient parents, who are willing to give information. The researchers surveyed the people as per their convenience and availability.

Sample Size

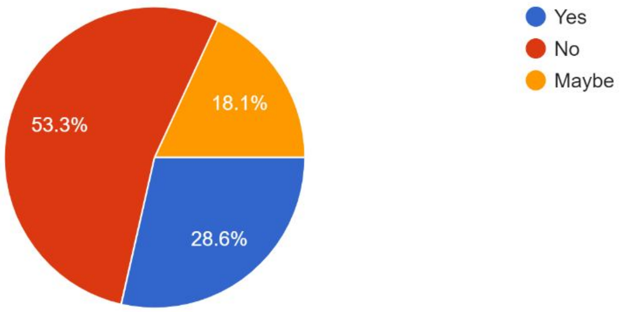
The sample size taken by the researchers is 105 which includes 45 male parents and 60 female parents.

Limitations

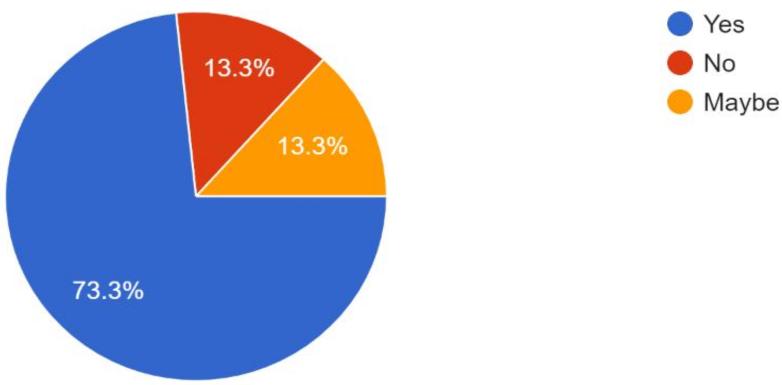
- Due to limitation of time and cost the sample size is kept very small.
- Due to researchers’ biasness limited people were surveyed.
- Parenting styles are based on correlational research, but cannot establish definitive cause-and-effect relationship.

DATA ANALYSIS AND FINDINGS

- Out of the 105 parents surveyed, 9 were single parents.
- 28.6% parents believe parents are solely responsible for their children’s behaviour, 53.3% disagree and the remaining were neutral.



- Majority of parents disagreed that a child can be corrected only through punishment. However, 1 parent agreed and 9 parents were neutral.
- Survey statistics show that 70.5% of parents prefer setting boundaries for their children.
- 69 surveyed parents stated they express love to their children most of the times. However, 19 do it sometimes, 14 do it once in a while and to the contrary 3 parents said they never do so.
- When asked about how parents deal with when their child turns up an hour late than scheduled, Authoritative parents (84.8%) ask the reason for delay. Permissive parents (7.6%) give them another chance. Uninvolved parents (6.7%) ignore the situation. The remaining authoritarian parents (1%) scold/hit their child.
- 82.9% of surveyed parents were ridiculed or judged by others for their parenting style. Whereas, the remaining were never ridiculed or judged for their style of parenting.
- 95 parents stated that they agree their partners on most parenting decisions.
- According to the parents, when they set limits to their children, 65 parents stated that their children follow it as per their convenience, 8 stated that their children throw tantrums, 29 stated that their children follow it strictly and the remaining 3 said they ignore the limitations.
- The research shows that majority of the parents say ‘yes’ to what their children ask for.
- 95% parents consider their child’s preferences more often while making plans and for taking important decisions for their family.
- 68.6% of parents regularly check up on their child’s life. Other 32% do it once in a while and only one parent stated they never do so, thereby proving to be an uninvolved parent.
- Most of the parents believe that their way of parenting is influenced by the way they were parented/brought up. The pie chart given below states the above analysis.



- On reviewing parent’s reaction when their child acts out, authoritarian parents (21.9%) preferred scolding/hitting them, permissive parents (46.7%) preferred letting them calm down and wait for them to reach out, authoritative parents (27.6%) preferred respecting their feelings and letting them take time and the remaining uninvolved parents (3.8%) said they ignored their child’s acting out.
- Majority of people find silent treatment as an appropriate punishment for their children. The other ways of punishing approved by the surveyed parents were, taking away privileges, ignoring and taunting. In extreme cases, parents also considered physical treatment appropriate.

- One of the major concerns of parents is discipling their children. When it comes to disobedience, only 9.5% of surveyed parents said their children never disobey them, 40% of parents said it happens once in a while. That implies, nearly 50% of the parents could not get their children to obey them at times.
- One third of the surveyed parents believe in second chances and avoid taking hard actions. 5.7% of surveyed parents said they prefer scolding and hitting their children to make them not do it again and learn a lesson. Majority of surveyed parents (more than half) preferred reasoning with their children and sorting the problem immediately and effectively.
- All the parents have a common motive to witness their child succeed and therefore, push them to work hard towards their goals. Majority of surveyed parents, approximately three-fourth believed in reasoning with their child and get them to work hard willingly. 11.4% parents offered rewards on completion of targets and lured their child into working hard. Minimal 2% parents forced their children to work hard, showing common characteristics of authoritarian parents. Unexpected count of 10% parents preferred to let their children be, if they did not want to work hard.
- More than half of surveyed parents stated that difference of opinion is a major cause of arguments at home. 25-30% parents stated technology, generation gap, misunderstandings and expectations as the seconding causes of arguments. The minimal causes were religious traditions, abusing, lack of time spent, invasion of privacy and lying.
- Two-thirds of surveyed parents admitted they compare/mention to their child about other children few times. The remaining third stated they never did so.

SUGGESTIONS AND RECOMMENDATIONS

- Parents play a vital role in determining their child’s behaviour and personality so they should conduct themselves as they would prefer their children to conduct.
- Nannies should not be given parental roles. Involvement of a parent affects self-esteem of the child. Hence, parents should be adequately involved in their child’s life.
- Parents should be open to their children so that their children can approach them whenever they need any kind of assistance and backing.
- Children mostly require love, care and attention from parents aside their financial accommodations. Hence, they should not compensate their existence with monetary privileges.
- Parents should inculcate upright morals in their children from a tender age and they should not be fully reliant on the educators, fellows and other individuals. Therefore, they should invest right amount of time in early upbringing of their children.
- Parents need to understand that a child becomes accustomed to things without difficulty at a younger age and will not develop when he/she nurtures.
- Parents being the well-wishers of their children, know what is best for their child. Better outcomes can be achieved with a strong parent-child relationship.
- The guidance and support of the parents boast up the strength and ability of the children.
- Parents should not be affected with the judgments and opinions of the third party as it not always helps in making a decision. Most of the times it acts as an obstacle for a strong parent-child relationship.
- The way the parents interact and discipline with their children will influence them for the rest of their lives safeguarding their healthy growth and development.
- Parents should increase interaction with their children and treat every interaction as an opportunity to connect with their children.

CONCLUSION

Parenting is the most fulfilling responsibility that a person takes up and it comes with its challenges. Different kinds of parents provide different environments for their children’s growth. Psychologists state that children are like sponges, they take shape of the container they’re contained in, just like that children learn from the deeds of their parents and incorporate what they see, into their own lives. Hence, parents need to set right examples for

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their children. When it comes to affection, parents should express love to their children more often, irrespective of their age. A simple 'I love you' or a hug can be very comforting on difficult days and strengthen the parent-child bond. Healthy communication habits can be established if both parents and children spend quality time without distractions. In a family, the parenting styles of parents as individuals combine to create a unique blend. For instance, a mother may portray an authoritative style while a father may favour a more permissive style of parenting. It brings different perspectives on dealing with situations. Studies showed, parents cannot be categorised as just one type, they may be authoritarian in a particular situation whereas permissive for another. Concerning discipline, parents use effective ways and hard actions at times to teach a lesson effectively. Parents play the role of a teacher in children’s lives to prepare and nurture them for their journey of life. In conclusion, not only does parenting attitude affect children's behaviour and growth but the children's behaviour also has a major impact on the parenting style.

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PRODUCTION MANAGEMENT

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ABSTRACT
Production Management is the leading management approach that companies employ to improve their product and service quality with the aim of improving typical measures of business performance (e.g. increased profits, increased market share, reduced costs and best quality). Customer requirement management entails various issues related to requirement elicitation, analysis, and specification, as well as the requirement management process. The study describes and evaluates the concepts and techniques in the development processes and the applications of an organization. We focus to examine what quality means across these organizations and to discover the differences between methodologies that do or do not apply Production Development and Management concepts. This paper offers a relationship between components, customer and supplier interactions and measures of company performance by developing a framework, which is tested and refined through a study of manufacturing company. This also explores the complex relationship between organizational context and knowledge management.

Keywords: Production Management, profit, performance.

INTRODUCTION
Production is the process by which raw materials and other inputs are converted in to the finished goods. Operations management has been recognized as an important factor in a country's economic growth in service sector which become more famous. Rapid changes posed numerous opportunities and challenges. Our general aims in this study are to bring new experiences and knowledge on requirement management in the production and its development. This system has major challenges in the global competitive environment. Today's effective product development is not a characterized on the creativity, but it depends on the management. This paper, review the production Management and launching to improve the productivity and represents the relationship between top down and bottom up approach to achieve goals. We refer to as requirements management, involve several disciplines and extend through all development phases. The activities which are involved in manufacturing are called as production management. If same concept involved in services management is called as operation management.

LITERATURE REVIEW
Ways of production
1. **Production by Disintegration**: By separating the contents of Crude oil or a mixture by which the desired products are produced. For example the crude oil is disintegrated into various fuel oils. Similarly salt production is also an example for.
2. **Production by Integration:** In this type of Production various Components of the products are assembled together to get the desired product. In this process, Physical and Chemical Properties of the materials used may change. The examples are: Assembly of Two wheelers, four wheelers and so on.
3. **Production by Service:** Here the Properties of materials (Chemical and Mechanical) are improved without any physical change. Example:-Heat Treatment of metals.

Characteristic of production system
1) Production system has an own objective.
2) The system transforms the various inputs to useful outputs.
3) It does not operate in isolation from the other organization system.
4) There exists a procedure which control and improve system performance.

Types of production
1. Continuous Production
2. Batch Production.
3. Mass Production
4. Job-Shop Production.

FINDING

Example which implement it

- **WEGMANS FOOD MARKETS**

Wegmans Food Markets is one of the premier grocery chains in the United States.Wegmans having more than 70 stores. The company has annual sales of over Rs. 2.0 billion. It has a strong reputation for offering its customers high product quality and excellent service.

- **DFMA**

DFMA also implements this process .Other examples are TATA Motor, Nokia phone and So many companies.

- **Toyota Motor Company:**

Toyota evolved a unique manufacturing system which main aim is zero defects .As per example it implement KANBAN technology. KANBAN is a technique that's used to bring about an action .Toyota introduced and refined the use of KANBAN to standardize the flow of parts in their production and development to ensure that inventory was based on actual customer orders rather than managerial forecasts. KANBAN is a card with an inventory number, attached to a part before the part is installed and manufacture that part for which card is given.

Six rules which characterize the "KANBAN"

(1) Downstream processes may only withdraw on the specified amounts.

(2) Upstream processes may only send items

(3) Without a KANBAN no items are made or moved.

(4) 4 For each item, a KANBAN must accompany at all times.

(5) Defects and incorrect amounts are never sent.

(6) For improvement the number of KANBANS should be monitored carefully to allow something hidden to be seen the problems.

Techniques of "KAIZEN"

Safety Kaizen is a system of continuous improvement in quality, technology, processes, company culture, productivity, safety and leadership. Kaizen is based on making little changes on a regular basis always improving productivity, and effectiveness while reducing wastage.

Kaizen 5S Principle

I. SEIRI - Sort, Clear Out

II. SEITON - Set Things in Order

III. SEISO - Clean and Shine

IV. SIEKETSU – Standardize

V. SHITSUKU - Self Discipline

OBJECTIVES

Objects of production management

1. Right quality
2. Right quantity
3. Right time
4. Right Manufacturing Cost
5. Main aim is to adopt six sigma. And most important thing is to produce the desired product or specified product by specified methods. Production management as a function of manufacturing, retailing, transportation, whole selling.

Productivity analysis

(1) Trend analysis: Studying productivity changes for the firm over a period of time.

(2) Horizontal analysis: Studying productivity in comparison with other firms of same size and

(3) Engaged in similar business.

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(4) Vertical analysis: Studying productivity in comparison with other industries and other firms.

(5) Budgetary analysis: Setting up a norm for future productivity.

CONCLUSION

Production management focuses on carefully managing the process to produce and to distribute products and services. We believe that product lines present an opportunity for increased efficiencies and economies, more reliable and predictable and higher quality production, a more robust relationship with a production, launching and management in current and new markets A great deal of focus is on efficiency and effectiveness of processes development .It improve the productivity and represents the relationship between top down and bottom up approach to achieve goals. Therefore production development and management often include substance measurement and analysis of all the internal activity .This paper will help more organizations make the attempt .At last we concluded that management is not only a important key but also play a vital role in before the production and after it also.

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EMPLOYEE RETENTION AND JOB SATISFACTION WITH REFERENCE TO MANAGING TALENT IN THE RETAIL INDUSTRY IN MUMBAI

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INTRODUCTION

Talent Management has evolved, along with expanding responsibilities and sophistication of the HR profession to be incorporated into goals and strategy of an organization at has moved away from being an administrative process to a continuous organizational practice with a strategic focal point that drives organizational outcomes and the process of developing and integrating new workers which focuses on developing and retaining current workers and attracting highly skilled workers to work for a company. The researcher had made an attempt to study the talent management in retail sector with reference to employee Retention.

Human Resources in the Competitive Retail Industry.

Features that pose difficulties in the retail human resource environment – Large no. of inexperienced & part-time workers, long hours, highly visible employees, variations in Customer demand. (HRM – Retail Industry, Mary Anne Winslow).Competitive advantage is supplemented by Organizational capability in hiring, retaining & competencies development of human resources. (Ulrich & Lake, 1990&1991).The anticipated growth rate of Retail in the Metro requires Talent management as a primary tool with the HR teams across Retail firms. Failure to put this at the forefront can result in slowdown and losses for firms .Talent is a handful of employees whose ideas, knowledge & skills give them the potential to perform and be productive, Goffee & Jones(2007).Talent can be considered as a complex amalgamation of employee skills, knowledge, cognitive ability and work preferences. Tansley (2006).People who are in key positions, leader, teams, individuals with scarce capability or making particular contributions to organisations are called as talents. Buckingham(2006).Talent is the total of all skills, knowledge, experience, behaviours a person has & brings to work. Talent, therefore is a multi dimensional term to describe human resources that organisations acquire & develop in-order to meet their business goals. Chester et. al. (2008).

Talent Management : Acquiring, integrating, developing, retention & attracting high skilled workers are subsets of Talent management. The process of attracting & retaining profitable employees to maintain competitive edge & strategic importance has come to be known as a “War for Talent.”Talent management as a process evolved since 1990s but is more relevant today since there are huge retention challenges in the current day.Talent Management System must be incorporated across all levels & departments of an organisation and is not a sole HR responsibility. It must be integrated with business strategy.

Functions of Talent management : Sourcing, attracting, recruiting & onboarding qualified candidates with competitive backgrounds.Managing & defining competitive salaries.Training & development.Performance management process.Retention Programs.Promotion & Transitioning.Human Capital Management.

NEED FORTHE STUDY

- Inexperienced workforce & large size of part time workers is a characteristic of the retail industry.
- Study aimed at identifying retention strategies of a diverse group of workforce(multi-generational)
- Suggest measures to reduce attrition & effective engagement programmes.
- Aid business continuity and optimum business results.

REVIEW OF LITERATURE

Author/year	Focus Area	Missing Area
Price and Muellers (1981)	Studied the effects of Retention strategies and the behavior of the employees to it.	Did not study the correlationship b/w Job satisfaction and retention.
Pare et.al (2000)	Studied the correlationship between affective commitment and turnover intention.	Did not study the correlationship between job satisfaction and retention.
Forman (2005)	Examines the relationship b/w the	Did not examine the correlationship

	manager and the employee retention	b/w job satisfaction and retention.
Forman (2005)	**Studied the effect of employee relationship with manager to retain talent**	**Did not study the effect of acquisition strategy.**
Lephalala (2006)	Studied the effect of motivators and turnover.	Did not study the profile of the employees
Hewitts (2006)	Studied the effect of compensation and turnover	Did not study the profile of the employees
Fegley.S. (2006)	Studied the effect of retention on talent management.	Did not study overall impact of talent management programmes
Derensky (2008)	**Studied the effect of job satisfaction on retention**	**Did not study the perception on managing talent**
Sammel et.al (2009)	Studied the effect of employee retention.	Did not study the issue and challenges
France, Debra Ricket et.al. (2009)	Studied the effect of issues and challenges involved in the Research development workforce.	Did not study the effect of talent management.
Daniel (2010)	Studied the effect of recruitment, Retention and performance in the Federal Civil Service.	Did not study the various talent management strategies in the retail sector.
Chiboiwa et.al (2010)	Studied the effect of employee turnover and retention strategy in an organisations in Limbabive.	Did not study the effect of job satisfaction and employee perception.
Sharmistha Banerjee et .al (2010)	Studied the factors influencing attrition and retention pattern of managerial personnel.	Did not study the perception of the employees in talent management.

OBJECTIVES

1) The study aims to find out the correlationship between employees job satisfaction and employee retention in the retail industry in Mumbai.
2) To understand the retention strategies in the retail industry.

METHODOLOGY

Structured questionnaire based on the objectives of the study was administered to the employees and employers in the Retail Sector in Mumbai.The responses were further analysed by statistical tools and techniques including Structural Equational Modelling (SEM).

IDENTIFICATION OF VARIABLES

- Dependent variables- talent management strategies and programmes.
- Independent variables - **a**. Employee Retention. **b**. Employee job satisfaction.

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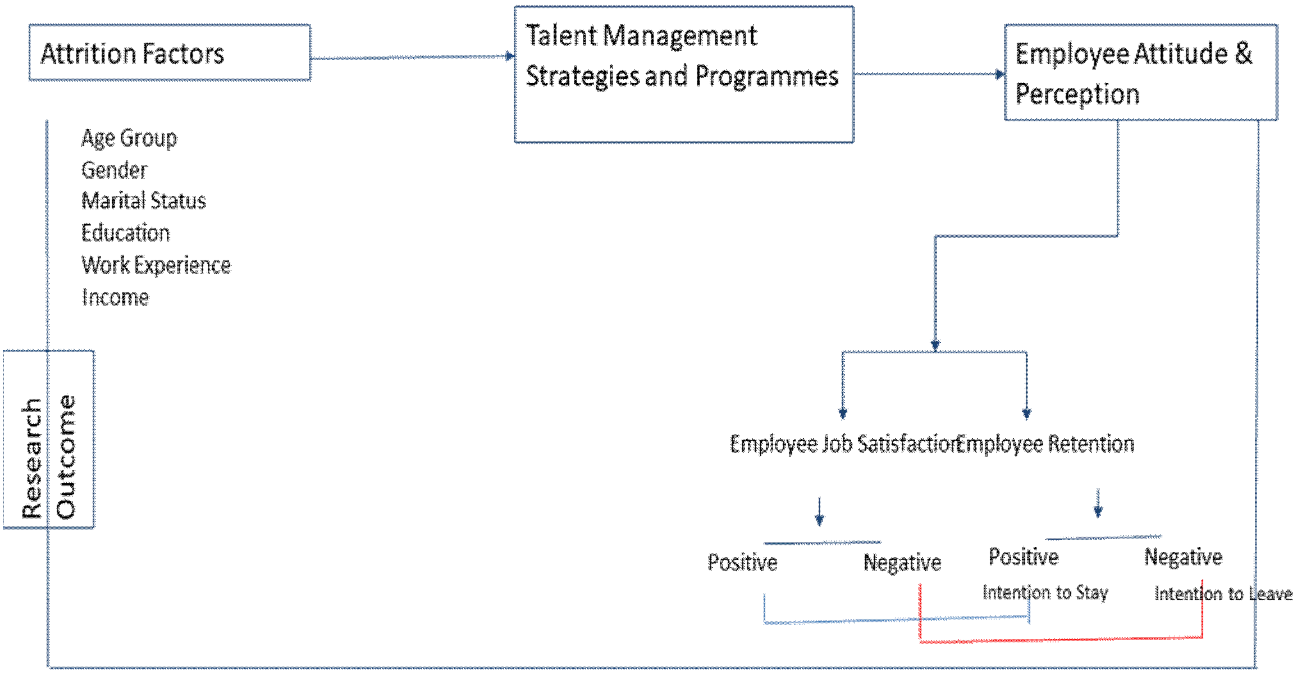
THEORETICAL MODEL



(Source : Self Contructed by the researcher)

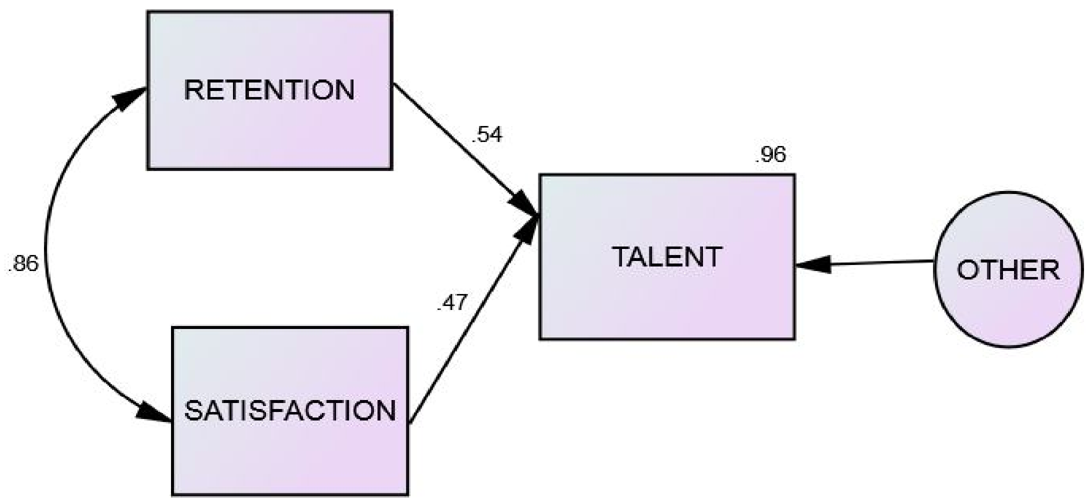
HYPOTHESIS

- H0: Employee Job satisfaction & retention is not a key component for talent management in the retail industry.
- H1: Employee Job satisfaction & retention is a key component for talent management in the retail industry.

RESEARCH ANALYSIS

Model for talent management Program Retention & Satisfaction

There is a positive medium correlation between retention and talent management. There is a positive high correlation between retention and satisfaction and the value 0,96 shows that 96% of the variance in the independent variables has been explained by this model. It shows that both retention and satisfaction are significant to talent management programs.



REGRESSION WEIGHTS

The dependent variable (Talent Management) is called as endogenous variables namely the independent variables Employee Retention and Employee Satisfaction are called as exogenous variable. The observed variables are drawn in rectangles which is Talent Management (dependent) and independent variables (Employee Retention and Employee Satisfaction). The unobserved variable is drawn in circle or oval shape called as other. It is the variable other than Employee Retention and Employee Satisfaction that also influence Talent Management.

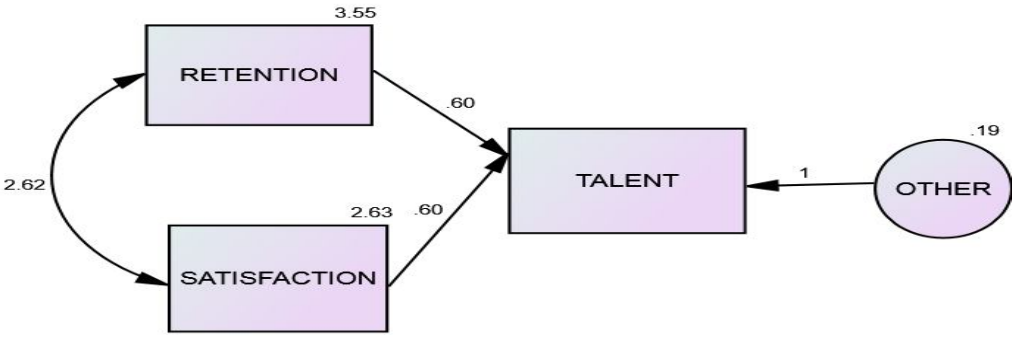


Table 1 : Correlation between Employee Retention & Employee Satisfaction			
Variables		**Employee Retention**	**Employee Satisfaction**
Employee Retention	Pearson Correlation	1	.857
	Sig. (2-tailed)		.000
	N	500	500
Employee Satisfaction	Pearson Correlation	.857	1
	Sig. (2-tailed)	.000	
	N	500	500
Source: Compiled from the questionnaire			

Correlation between employee retention & employee satisfaction by using Parson correlation

Null hypothesis (H0): there is no correlation between employee retention & employee satisfaction.

Alternative hypothesis (H II): there is a strong correlation between employee retention & employee satisfaction.

Inference: the significance level less than 5% reveals that there is a positive moderate correlation between employee retention and employee satisfaction.

RESULTS

The researcher has found that the outcome of the study reflects that there is a positive medium correlation between Retention and Talent Management . there is also high positive correlation between Retention and Satisfaction and the value 0.96 shows that 96% of the variance in the independent variables has been explained by this model (SEM) .It Also shows that both retention and Satisfaction are significant to Talent Management Programs in the Retail Sector in Mumbai.

FINDINGS

- Employers in the retail sector implement various retention strategies such as regular promotions, increments, incentives for additional effort, skill development initiatives and flexi/ comfortable working hours.
- Attrition rate in the last 3 years was 30-40% for entry level staff.
- Challenges of acquisition & retention of entry level was due to unavailability of skilled resources, frequent absenteeism, sickness, lack of productivity & unwillingness to stay.
- About 44% of the employers in the retail sector are satisfied with the implementation of talent management programmes deployed by their respective organization.
- 34% or more strongly believe talent management programmes have helped create a strong image/perception of the organization.
- Skill enhancement & knowledge transfer for the employees was possible through the use of well implemented talent management programmes by the employer.
- Multi pronged benefits such as improved effectiveness, quality of work, sense of achievement amongst team members; increased competence levels among the employees.

CONCLUSIONS

- It is found that the outcome of the study reflects a positive medium correlation between retention and Talent Management programmes in the Retail Industry.
- There is high positive correlation between Retention and Satisfaction (Value 0.96 shows that 96% of the variance in the independent variables has been explained in the SEM Model.
- Both Retention and Satisfaction are significant to Talent Management Programmes in the Retail Industry in Mumbai.

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A STUDY OF THE ROLE PLAYED BY MEDIA AND INCOME TOWARDS EMPOWERMENT OF WOMEN

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ABSTRACT

Empowerment a term implying Transformation, Busting Stereotypes, Collaborating new strengths through engagement and evolvement of women. Inspiring courage to rise from subjugation of spirit and self-driving the inner strength to evolve and in a new avatar of to transform the understanding of women capacities and persona in the society is Empowerment. Discovering the true nature of purpose and strength a women is made of whilst deriding the conflicting ideologies that unravels and plots women's saga of life twisted with constant low self-belief and stereotyped social roles is Empowerment. A wide ranging impact with a ripple effect is associated with Empowerment of Women in the Global Village that we live in. A wide ranging impact with a ripple effect is associated with Empowerment of Women in the Global Village that we live in.

Interestingly the whole concept and the movement aligned with Women Empowerment has a broad dimension of approach and it impacts in a very significant manner each parameter which defines and propels the growth of the nation. Be it any sector of economic, social, cultural or financial aspect women play an important as a segment of empowerment within these contextual approaches. Ensuring the provision and facilitating the safety net and a conducive environment for evolvement of secure physical, emotional and physiological development of women is a core element of Women Empowerment. The nurturing of women both at home and in professional world, as a passion and commitment of the state is a paramount need of this concept. Warranting success and evolvement in every field to be the prerogative of men and women equally is the roadmap to success of women empowerment campaign. This can essentially be achieved if consistent efforts to direct and streamline attitudes and behavior patterns of society is impacted upon in a persuasive and diligent manner.

Keywords: social media, decision making, cultural, women, empowerment

INTRODUCTION

Change is slowly overtaking the negative influences of society. Inspiring women and motivating them further can indeed be surely be achieved with success through the nodes and network of mass media. It has the power to ring about a change through mass communication and the impact can be felt far and wide.

Oppression and constant subjugation of women have had a deep impact on women. They have internalized there by as part of their lifestyle and existence imposed on them and have continued living their life based on stereotypical attitudes extended towards them by society. The narrow perspectives of society has not given any space And forum of self-exploration and growth of women beyond the limited dimensions she has been delegated to by the society. Mass Media plays pivotal role in generating awareness , information and persuasion in regaining the rights and be the main source of power and mover in playing the role of bringing about change in the society for the better.

It allows and encourages women to move out from their oppressed state into an empowered sector of society.

With thought of being the most imperative instrument of society in the cutting edge times, Mass Media has the ability to contact a huge gathering of people by mass communication and make an effect communication wherever it can reach and make expansive influences far and wide.

To realize change and agitate and assemble the positive changes and shape the point of view of masses and their active and dormant mentality none other than Mass Communication is considered as the most intense instrument and operator .Fourth Estate or the Fourth pillar of society as Media is generally termed as, is considered the most independent and democratic version of information medium and editorial opinion. Pressurizing and lobbying are few tools of Media and it has the power to speak democratically raising its voice and criticizing the onset of drawbacks of our country's democratic constitution. The integral part of people's life that create interest and debate about any social problem that they think about is due to Media. The most powerful socializing agent is mass media. Bridging people's life between the personal/private lives and public world is often a very important role played by media in today's life.

Imperative to note is the fact that the society is influenced and impacting by not only through the way the message is processed but only by its content in today's world

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.This has gone ahead to change in a strong way Media impact has escalated and created further new dimensions of media role. Media in twenty first century is not only source of entertainment but also infotainment for audience. Mass media affects how we learn about the world and interact with others. Our relationship with the

social institution is mediated by mass media and our association with these socio cultural norms is interceded by broad media communication platforms which are further instrumental in achieving solidarity among the masses and thus of the country. The scope of media has expanded and without a doubt media has achieved the part of a capacitated and strong element in for all intents and purposes all circles of life. Change has quietly crept in India and people are attuned and ready to absorb a new change, a new thought and a new dimension of society and its roles with the help and impact of media.

Media is an essential device that influences all parts of our life. Media has the ability to pressurize and censure the downsides of vote based system .It can work for the advancement of Women and sexual orientation fairness. Right data given by the media can enable the country Women and shield them from different issues. Internet and New media pod cast, streaming etc. technologies can be extremely well utilized for empowering of causes of Women.

LITERATURE REVIEW

- Dr. SabahatAkram (2015) et.al in his study talks about the role of micro enterprise's owner Women in Azad Kashmir and how they are transforming lives of their families. Empowerment of Women is empowerment of society and as reflected in his study he has showed statistics for number of Women participation in education and employment and the results are quite disappointing. In this review microenterprise was taken as free factor while monetary empowering was taken as needy variable. The effect of microenterprises was analyzed on three measurements of financial empowering which incorporate flexibility development, monetary Empowerment and social inspire. Interesting to note the various results of the effect that is caused by microenterprises was minimal and low for social elevated, better for opportunity of development while it contributed most emphatically through financial flexibility. Arshad Ali (2014) et.al studied the impact of cable television on various aspects of the contemporary life and found out that the media has a great influence over people

And has ability to change the lifestyle of the people. The main purpose of this research is to examine and understand the influence Cable TV can have on the contemporary and modern living styles of women. The traditions are impacted and the study points out that factor, the new lifestyle of women and the various forms of exercises, and wellbeing looking for conduct and family condition and so forth and they should be checked whether they positively affect negative effect on Women... The effect such shows and images have on minds and mental makeup of women and girls is indeed alarming and the study points it out. Dr. Mini Amitrawatia and Mr. Pankaj Meel (2012) in their workings assess the impact of Information technology and its influence on women and their empowerment in India tells about the importance of information technology and how it has digitized the modern world and connected people across the globe. Women with the help of IT and communication feel more connected and it's serving to be the greatest source of empowerment for them. In Indian society there are disparities between both the male and female genders. Dr. M. Aruna and Ms. Rema Jyothirmayi (2011) evaluated the sources of finance which can help to empower Women and provide them economic independency in the study was led in the country spots of Hyderabad with the assistance of SHG Indian bank and it was inferred that smaller scale fund is a major device to enable Women and give the financial strength and self-confidence enabling them to make choices in various sectors of their life. The constant encouraging and inclusion of women will indeed be a positive influence which will lead towards empowerment which will lead to a growth and empowerment of Women broadly in society.

OBJECTIVES OF THE STUDY

- To examine the awareness of society towards women empowerment.
- To study the need for decision making awareness by women.
- To understand and assess the role of media in influencing women empowerment.
- To find out about society awareness of encouraging women towards decision making.
- To suggest measures for more awareness and evolvement of women towards self-empowerment.

SCOPE OF THE STUDY

The study is undertaken in the city of Mumbai. Primary data is collected from youth of metro city of Mumbai. Views of 100 respondents as sample size are gathered in this study.

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RESEARCH DESIGN

This study is descriptive and exploratory in nature. Both primary as well as secondary analysis of data is undertaken. The researcher has made an attempt to satisfy the objectives of the study by testing the hypothesis. Secondary data is collected through the books and related websites. The instrument used to collect primary data is structured questionnaire which is duly filled by the youth.

The sample size is 1000

LIMITATIONS OF THE STUDY

1. Statistics and cross tabulation has been used for primary analysis.
2. The sampling universe is also limited to Mumbai only.

HYPOTHESIS OF THE STUDY

1)

H0: There exists no relationship between women empowerment and role of media. H1: There exists a relationship between women empowerment and role of media.

2)

H0:

There is no relation between Income generation by women and Women Empowerment

H1: There is a relation between Income generation by women and Women Empowerment

Sample Distribution

Table-1: Mumbai women for Survey

Mumbai	East	West	North	South
Sample size	250	250	250	250

Table-2: Profile of Respondents for using Social Media and Sharing Personal Information.

Profile of Respondents	WOMEN WORKING (FULL TIME/ PART TIME)			
AGE OF RESPONDENTS20-60 YEARS	SELF EMPLOYED OR EMPLOYEE, WORKING OUT OF HOME	8 hours	6 hours	4 hours
EDUCATION	SCHOO DROP OUTS TO POST GRADUATE			

DATA ANALYSIS AND INTERPRETATION:

Table: The following table is presented to understand the facet of society in the Cross Tabulation of Income with women empowerment

Cross Tabulation of Income * Movement of Women Empowerment Cross tabulation

Count		Income				
		Low	Middle	Upper	High	Total
Movement t	Increased Drastically	84	115	34	25	258
	Increased Somewhat	147	245	75	54	521
	No Change	45	79	34	18	176
	Decreased Somewhat	9	14	3	4	30
	Decreased Drastically	15	0	0	0	15
	Total	300	453	146	101	1000

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Inference: It has been observed from the above table that from the group of School dropouts Education 38 women are of the opinion that the movement of women empowerment increased drastically, 48 of the respondents are of the opinion that the movement increased somewhat and the other 17 respondents felt that it has no change, 4 felt that it has decreased somewhat and 14 felt that it has decreased drastically respectively.

The table also points out that it has been observed that from the group of Under Graduates Education, 66 women are of the opinion that the movement of women empowerment increased drastically, 143 of the respondents are of the opinion that the movement increased somewhat and the other 42 respondents felt that it has no change, 7 felt that it has decreased somewhat and 1 woman felt that it has decreased drastically respectively. Further it has been observed from the above table that from the group of Graduates Education, 124 women are of the opinion that the movement of women empowerment increased drastically, 266 of the respondents are of the opinion that the movement increased somewhat and the other 98 respondents felt that it has no change, 14 felt that it has decreased somewhat and none of the women felt that it has decreased drastically respectively.

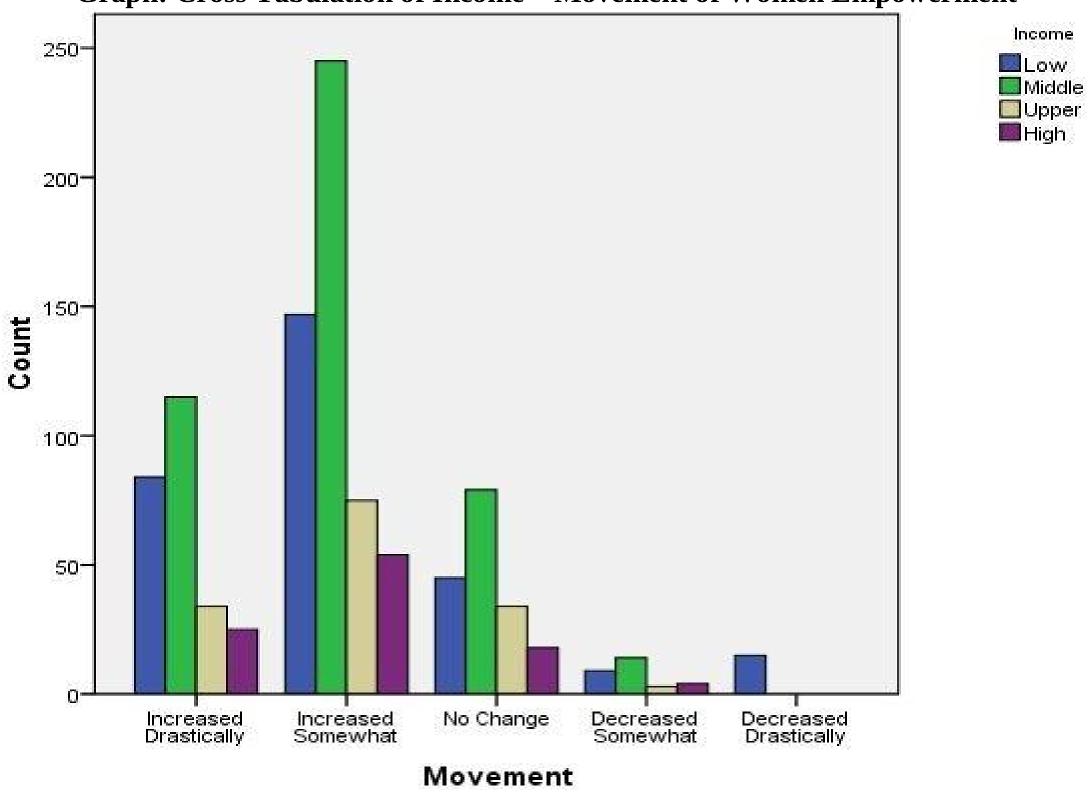
Further it has been observed from the above table that from Postgraduates Education group 30 women are of the opinion that the movement of women empowerment increased drastically, 64 of the respondents are of the opinion that the movement increased somewhat and the other19 respondents felt that it has no change, 5 felt that it has decreased somewhat and none felt that it has decreased drastically respectively. Clearly it is apparent from the observations above that the highest number i.e. 124 women for drastic increase in women empowerment belongs to Graduate Education group of women respondents. Only 15 women from total 1000 feel that there has been a drastic decrease in the women empowerment movement.

Table: Chi-Square Tests for income with women empowerment

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.543	12	.000
Likelihood Ratio	42.504	12	.000
Linear-by-Linear Association	.501	1	.479
N of Valid Cases	1000		

Inference: It can be seen from the table 1(a) that the significance (0.000) is less than the assumed value (0.05), we can infer that income is having positive impact on the movement of women empowerment.

Graph: Cross Tabulation of Income * Movement of Women Empowerment



Graph: The graph is presented to understand the facet of society in the Cross Tabulation of Income with women empowerment

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It has been observed from the above graph that the Middle Income group strongly felt that there has been in a somewhat increase in the Movement of Women Empowerment.

Thus it can be concluded that the significance level less than 5% reveals that null hypothesis has to be rejected. It can be inferred that media has contributed significantly to the Women empowerment by reducing the gap between the both past and present generations of Women

Based on the significance level being less than 5% it concludes that the opinions of the respondents determine that Income played a remarkable role in enhancing Women Empowerment

The study concluded media and Income played a remarkable role in enhancing Women Empowerment and there both Null hypothesis: There exists NO relationship between women empowerment and role of media. & there is NO correlation between Income generated by women and Women Empowerment are rejected and Alternate Hypothesis accepted.

H1: There exists a relationship between women empowerment and role of media

H1: There is relation between Income generated by women and Women Empowerment

SUGGESTIONS AND RECOMMENDATIONS

Teaching Women how to read and educate and earn: When interviewed a house wife commented that she felt much lesser of herself being an illiterate which constantly undermined her self-esteem. Simple things like reading signs on the road, directions on a medicine bottle, and numbers on a phone can make life easier.

Help them increase their income and savings: Savings allow Women to invest and take turns in receiving micro - loans for micro - businesses or investing in education for their children.

Building their self-esteem and confidence: This helps them become more comfortable speaking in front of groups and sharing their opinions

Forming Self Help Groups (SHG): Women become much more independent and are excited to have an alternative way of earning their livelihood. Ladies experience ability improvement preparing and get different exchanges, for example, fitting, weaving, dairy cultivating, papad/ pickle/ vadamaking, sweeper making among others, so they can offer their create in the market, meaning to acquire benefits. They are additionally made mindful of how they can get to business sectors and arrange the cost of the products they have meticulously made.

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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.

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- **Electronic sources should include the URL of the website at which they may be found, as shown:**

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- **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

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