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# **4<sup>th</sup> International Multidisciplinary Conference**

on

**“Emerging trends in Business, Education and Digital  
Technology”  
(Online)**

on

**13<sup>th</sup> February, 2021 Saturday**

**ORGANIZED BY**

Seva Sadan College of Arts, Science & Commerce  
Seva Sadan Marg, Ulhasnagar



Publication Partner

Indian Academicians and Researcher's Association

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In the present scenarios, where physical movement of people and commodities were restricted due to outburst of the pandemic, impact has been seen in all the areas like Business, Education and overall economy. However, with the help of technology, its impact has been minimized to a greater extent.

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**EFFECT OF COVID-19 ON STUDENT OF BANDRA WEST**

**Akshay Vijay More and Nishant Narayan Nachare**  
Chetana's Self Financing Courses

**ABSTRACT:**

*Covid-19 have severely change each and every sector of world like economic, agriculture, education and health sectors. Specifically, it has effect educational sector due to school/college have been close. Many student of India or world are face a unique problem currently. This many quick change and lockdown pandemic surrounded by us may affect their mental health also. Like 30crores learners of India have stopped to go to school/college and educational activities have ceases due to this pandemic. So , this sudden change around world has taught us not to stop your aims, try or find a new way to solution and accept the modern technology which is digital world, use each and every concept of new technology, so that in future we should be ready with our back up plan. So, this paper would focus on what measure taken by our government of India and learn positive and negative impact of Covid-19 on education will be discuss and some good suggestions will be point out to continue our educational sector through modern technology during this pandemic situation.*

*Key words: Pandemic, Covid-19, E-learning, Modern technology, Student.*

**INTRODUCTION:**

The pandemic of covid-19 has spread all over the country to country and aware all the human society to maintain social distancing while coming out from there house. The outbreak of covid 19 has the biggest impact in the world has led to huge losses on different sector, lives and nature too. Has it affected our education sector which is led critical problem of a country's economic Future. On 11 February 2020, our world Health Organization (WHO) gave official name this virus as covid-19 has it form from corona virus disease. It was first found in Wuhan, china on 31<sup>st</sup> December 2019 which first death case was of 61year old man in China. Also, the first case was found in Kerala state of India, which was caused by travelling from china then it started spreading all over the India. It has affected more than 4million people around world. So, the impact of covid-19 is more than 100crores of students and youth across the world. According to UNESCO report 14 crores primary and 13 crores second students were affect by covid 19 in India. So, this virus spread through person touch to person touch. It symptoms were dry cough, fever, fatigue and asthma which is like to have this disease. So the virus affect everyone easily but we have to take care of it by maintaining social distancing, sanitizing our surrounding and ourselves also. Has pandemic started so every country started the action of lockdown to avoid this virus. All the sector were shut down including education sector like school, college and university were closed. All examination, internship or any entrance exam were cancelled during this situation in the education sector and this virus give a new challenges opportunity to Shuffle up from classroom to digital class room.

So, lot of educational activities were got cancelled due to covid-19 but due to modern technology it started. Firstly, the teacher and student were in doubt that how could it happen or how it will work and all but later everything get normal student and teacher also feel comfortable to use it. So teacher started lecture and notes were given to student, lectures were given live video conferencing by using different app like zoom, Google meet, YouTube and telegram. Also, in WhatsApp group were made by Institute to aware about schedule of lecture and all notice regarding online modes. So, the traditional education were get new start up through online education system/mode.

**OBJECTIVE**

1. To study effect of covid-19 on student in Bandra west.
2. To study the positive and negative impact of covid-19 on student.
3. To highlight some measure taken by government of India.

**REVIEW OF LITERATURE:**

1. Dr. Pravat kumar jenajena 22<sup>nd</sup> march , 2020. His paper titled "impact of covid-19 on higher education in India" have conducted the research paper to highlight measure take by our government and positive impact of covid-19. The author find that academic activities should start by online mode during pandemic. The author also includes that government priority should be open school and college for students by maintaining Social distancing. He also suggested that students should improve their skills and knowledge in digital technology.

- Dr Shazia Rashid1 and Sunishtha Singh Yada , August 2020 . His paper title as “impact of covid 19 pandemic on higher education and research in India have conducted the research paper to highlight rise in digital and virtual technology. The author also find how it affecting the education sector and suggest to use virtual technology to improve student knowledge.

**METHODOLOGY:**

We have conducted a interview survey in Bandra west locality to understand how effect of covid-19 has affected students study about online mode and their opinion. The Data was analyze by simple survey method.

Data and information presented in current research paper are collected from different report formed by national paper are collected from different report formed by national and international former of covid-19 pandemic and also it collected from various website to related effect of Covid-19 on student.

**MEASURES TAKEN BY INDIAN GOVERNMENT DURING COVID-19**

To prevent the pandemic of covid-19 the government of India have taken lot of initiative measure. The Union Government of country announced lockdown country wise and education sector was postponed on 16<sup>th</sup> march, 2020. The central board of secondary education postponed exam of students of primary and secondary on 18<sup>th</sup> march, 2020. Also CBSE gave a guidelines to maintain social distancing (1 meter between the students) during examination that too 24 students in Hall. If the examination Hall is small than it should be divide into different Hall. Similarly, the state government of India and other department of education sector to postpone examination. Also practicing one day as Janta curfew which was on 22<sup>nd</sup> March, 2020 and also after 25<sup>th</sup> March 2020, lockdown was implement in different locality of India and world wide too. The government of India started extending lockdown (by lockdown 1,2,3,4,5) period to period to find new Strategies to fight this situation still then education were closed. The lockdown 6 has given little less restrictions to sector expect education. All the department of government have taken measure to start school and college during lockdown period. They have instructed to conducted online lecture. So lockdown have adopted digital technology also provide a opportunity to develop new skill and knowledge through online model. So online learning was the best solution during this pandemic situation. The ministry of human resources development gas made arrangements to students including online platform and learning channel on TV, radio for learning. During lockdown, students were using social media’s like zoom, Google meet, telegram etc. to online learning. They also have initiative for secondary and higher secondary education are listed as below:-

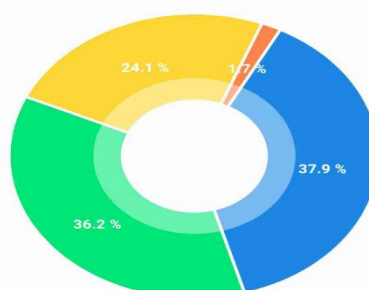
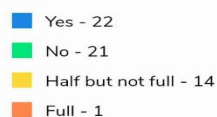
- Disksha .
- E- paathshala.
- Swayam.
- Swayam prabha.
- E-PG paathshala.

So, these are online learning platform for students like undergraduate, graduate and postgraduate.

**DATA ANALYSIS:**

To understand the impact of covid-19 on student during this pandemic. We have collected survey from student to study their view on effect of covid-19 and online lectures. We received 58 responses from our research survey from student. The following are question ask to student.

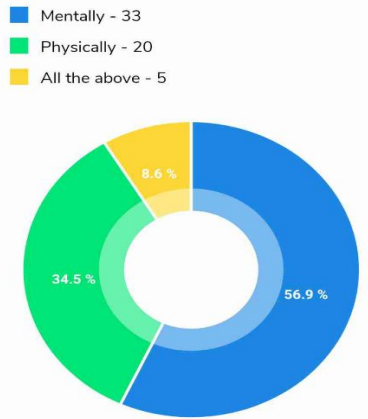
**1. Did you appear any exam before lockdown?**



**INFERENCE:**

According to survey reports , as we can see in the graph 37.9% of student have appear exam, 36.2% of student have not appear exam, 24.1% of student have appear half but not full exam, 1.7% of student have appear for full exam . Hence most of student have appear exam.

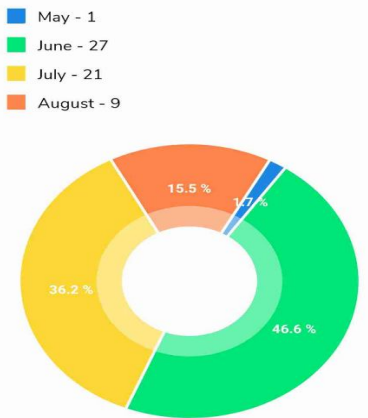
**2. Is covid-19 has affected you?**



**INFERENCE:**

According to survey reports , as we can see in the graph 56.9% of student have effect mentally, 34.5% of students have affected physically and 8.6% of students have affected mentally and physically too. Hence most students have affected mentally by covid-19.

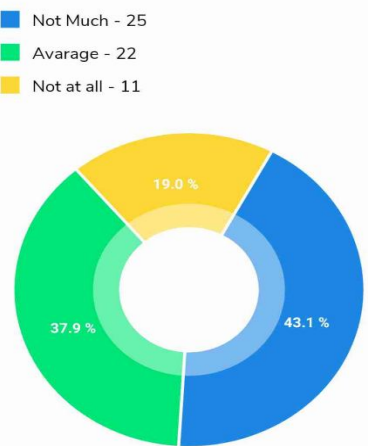
**3. When you have started your online lecture?**



**INFERENCE:**

According to survey reports, as we can see in the graph 46.6% of students have attend lectures from June, 36.2% of students have attend in July, 15.5% of students have attend in August and 1.7% of students have attend in may. Hence most of students have attend lecture in month July.

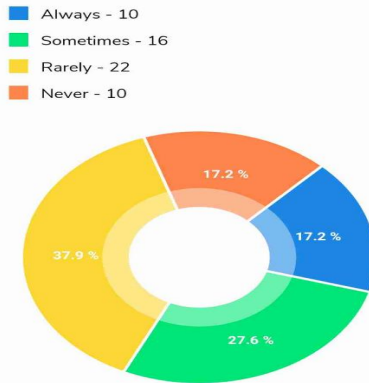
**4. Is it what difficult to accept new technology method due to covid-19?**



**INFERENCE:**

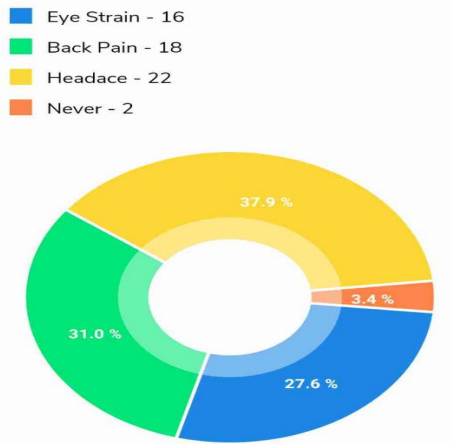
According to survey reports, as we can see 43.1% of students responded not much to accept new technology, 37.9% of students have responded average and 19% students have responded not at all to accept new technology. Hence most of students have responded not much to accept new technology.

**5. Your queries and doubts are solve during online lecture?**



**Inference:** According to survey reports, as we can see in the graph 37.9% of students have responded rarely that there doubts have clear, 27.6% of students have responded sometimes and 17.2% of students have responded both always and never doubts have clear. Hence most students responded for rarely only.

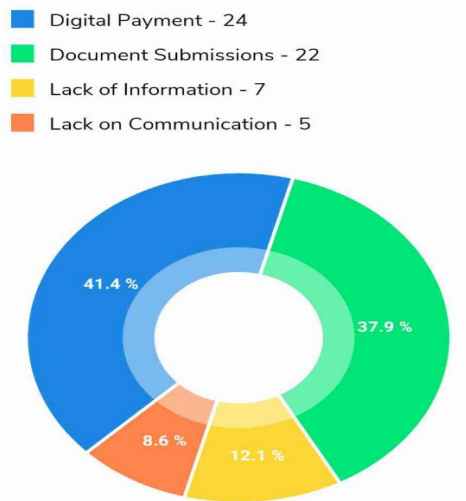
**6. Have you face any problem while attend online lecture?**



**INFERENCE:**

According to survey reports, as we can see this graph 37.9% of students have responded headache, 31% of students have responded back pain, 27.6% of students have responded eye strain and 3.4 % of students have responded never. Hence most students have responded for headache issues.

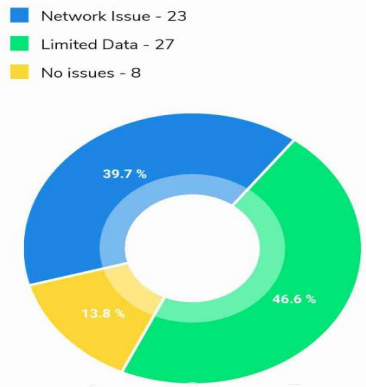
**7. Did you face any problem during your admission process?**



**INFERENCE:**

According to survey reports, as we can see it in graph 41 % of students have responded for digital payment, 37.9 % of students have responded for documents submission, 12% of students have responded for lack of information and 8.6% of students have responded for lack of communication. Hence most of students have responded for digital payment.

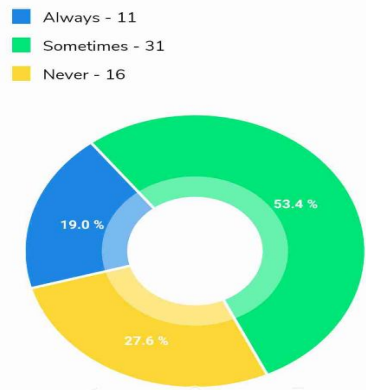
**8. Have you face any issues while joining online lecture?**



**INFERENCE:**

According to survey reports, as we can see in the graph 46.9 % of students have responded for limited data, 39.7% of students have responded for network issue and 13.8% of students have responded for no issues. Hence most of students have responded for limited data issues.

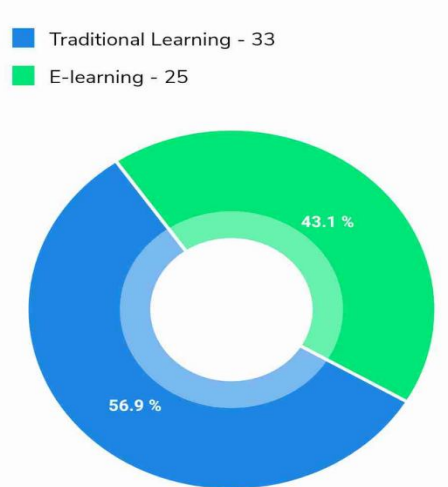
**9. Did you feel mentally present in online lecture?**



**INFERENCE:**

According to survey reports, as we can see in graph 53% of students have responded for sometimes, 27.6% of student’s have responded for never and 19% of students have responded for always being present in class. Hence most of students have responded for sometimes only.

**10. What do you think is better?**





**INFERENCE:**

According to survey reports, as we can see this graph 56.9 % of students have responded for traditional learning and 43.1% of students have responded for E-learning. Hence most of students have responded for traditional learning only.

**Positive impact of covid-19 on students of Bandra west:**

Thus, the virus have given negative impact on sector, but the education sector have decided to accept this challenge and give their best to provide education to their students during new technology during this pandemic. The following are point can be considered the positive impact.

**1. Move towards online media learning:**

Covid-19 gas given a opportunity to convert our learning system on online mode. It helps students and teacher to use more modern technology. This new way if learning help to students of Bandra West to understand concept and also to improve their skill on technology.

**2. The soft copy of learning material:**

As we all know, the World was in lockdown, students could not buy their hard copy (book) from the store. So, the soft copy were provide to students of Bandra west that their learning should not stop.

**3. Increase in online meeting:**

The pandemic was going on, so the students of Bandra west were not allowed to go out, then it has created massive rises in video conferencing, online meeting webinar and E-conference.

**4. Rise in digital world:**

Due to pandemic the student of Bandra west started to learn and use odd digital technology which has resulted in increase in digital world.

**5. Better time management:**

Students of Bandra West were able to manage their time to attend online lecture more efficiency during this situation.

**Negative impact of covid-19on students of Bandra west**

As we know that education sector have suffering lot due to corona virus also it gave rise to negative impact on students

**1. Education activities were got cancelled:**

School and college were shut down of Bandra area and exam were also postponed. The government have already postponed annual exam and any entrance exam. Also Students admission process were in delayed.

**2. Unprepared students and teacher for online learning:**

Teacher/students were not even aware of this pandemic going to change stereotypes education system to online mode. Not all students/teacher were good at it but teacher somehow managed to start taking lecture face to face through video conference by using app like zoom, Google meet etc.

**3. Payment difficulties in admission process:**

During this pandemic, the parents were already facing financial crisis in there on house. So many parents facing problem to pay fee that too online mode.

**4. Risk to trust digital technology:**

Parents were having trust issues while paying fee and risk to misuse of their money. So it was very risky to parents to trust the digital world and go with online mode.

**5. Network Issue:**

Student were facing network issues while attending lecture.

**6. Physical Issue:**

Student also highlight there physical issues like eye strain, headache, back pain etc. while attending online lecture.

**7. Queries and Doubts:**

Student also point out that there queries and doubts were not solved due lack of communication.

**SUGGESTIONS**

1. Our Indian people should develop to use modern technology to start their creative and innovative strategies in digital world.
2. There should be company to offer job to people who lost their job, internship program and conference.
3. Government and education sector should plan to start the academic activities by maintaining social distancing. Student and teacher may attend premises in two shift in a day not to hamper education activities.
4. In this current time, the use of technology and internet is emergency requirement. So the digital department require to infrastructure reach to fastest and widely communication to facilitate to student to continue their learning process during this situation.

**CONCLUSION:**

Covid-19 has impact a lot of education sector of India, has it is created many difficulties also provide various opportunity to start new way of online learning. Our India government and department of education sector should adopt distances learning. So there will be prevention of covid-19 will be followed university and government will come up with solution to solve this pandemic but there priority should be to use digital world to provide advantage to Millions of students in India.

Students of Bandra west somehow manage to hold the use of technology, they learn new skill and knowledge from various online platform. Students were satisfied has they have got a chance to start new of learning and complete their academic year with online mode. Students were also hinted on their experience that they enjoy this online mode has they attend from their home. Here we concluded our paper by students of Bandra west advising a important point that,

**“covid-19 has taught us lesson that not to give up but find new way for your solution or be always ready with back- up plan”.**

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**KIRANA STORE OPERATORS HAVE EMERGED AS LOCAL UNSUNG HEROES**

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**ABSTRACT**

*The Indian retailing sectors are purely dominated by the unorganized market. The pops and moms stores has occupied these markets by selling sundry and grocery items. The lockdown has made the Kirana store's position more prominent by serving the basic needs of the local communities, where all the supply chain was erratic, it was the only local Kirana store standing alone to meet the essential goods and services to the people. We salute the contribution of many heroes serving the society, but we forget to express our gratitude towards these unsung heroes as local Kirana store operators. The study has covered in-depth impact of COVID – 19 crisis on Kirana stores. The ability and efforts incorporated by the Kirana stores to meet the essential needs without any interruption was remarkable. The exploratory research design was used to understand the impact of COVID – 19 crisis on Kirana stores. It includes 82 local Kirana store's owner form Kalyan east city, Than Dist. The study also highlights the growing relationship with various stakeholders and changing behaviour of consumers.*

*Keywords: - Consumers behaviour and COVID-19 crisis Kirana store, organised and unorganised retailers,*

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**INTRODUCTION**

There has been a great revolution in the field of retailing sectors in India. This is the most dynamic and second-largest employment providing sector with remarkable growing pace. Let's understand the background history of Indian retail sectors. In the late '80s, Indian retailing sectors were purely dominated by unorganized sectors like peddlers, vegetable sellers and local mom's and pop's store named as **Kirana**, was the lead hero of Indian retailing sectors. After the revolutionary formation of LPG policy in 1991, new doors were opened for the organized retailing sector. The progressive model of organized retailing improved with the change in the perception of consumer's buying behaviour. But still the unorganized sectors are catching the glimpse of limelight by the only hero performances of local Kiana stores.

Let us understand the meaning of Kirana stores in a layman language. Kirana store is "A small retail shop at neighbourhood serving the grocery needs and sundry items, usually a family-owned business aiding necessary things and easily accessible." The evergreen Kirana stores has gained its spotlight by making the store locality, easily accessible, providing necessary and relevant goods, building personal relationship with consumers, free home delivery and serving local community as per their customized needs. The benchmark strategies and services of Kirana store has provided a competitive edge to survive during the difficult pandemic covid condition and serving the society by setting an example of Humanity. Hence the researcher thought of studying about the unsung hero of Indian retailing sector known as Kirana store.

The study is going to focus on the impact of covid crisis on Kirana stores. By operating with shorten window in early morning and multiple journey for stock replenishment. The Kirana stores had made a remarkable comeback during the lockdown period by serving the consumers' doorstep delivery in 21-day nationwide lockdown, As the giant departmental stores and brands failed to do so. Even the pandemic has brought the change in the consumer's perception towards local Kirana stores.

**LITERATURE REVIEW**

According to the author, Ekta Rani (2013) stated that the importance of Kirana stores in Indian economic cannot be neglected. The Indian government should take an initiative to re-engineer the operating system and functionality of Kirana stores. The stores needs to redesign their business strategies to the optimum level to make their existence strong in the market.

According to Prof. K. P. Mishra and Dr Thirumagal. J. Pillai state that organized and unorganised retail sectors exist in one location but organised retailing sectors is increasing due to change in consumer's behaviour. The study highlight consumer preferred to shop at the place where he gets all in one experience of shopping, entertainment and food. So they preferred organised sectors more. The unmatched service strategies of unorganised sectors special of local Kirana stores has hold the consumers from one end. Excellent customer's relationship provided by local Kirana stores has turned any consumers as loyal one. Hence it will be difficult to beat the local Kirana stores.

According to the report written by the Accenture mention modern retailing sectors has created a positive impact on Indian retail ecosystem as well as on economy. But remarkable contribution of local Kirana stores in COVID-19 pandemic has brought back the pace of unorganised to the Indian market. The study also talks about the comprehensive policy of Industries, government and NGO work together for the support of Kirana stores.

### NEED OF THE STUDY

During the crucial COVID -19 pandemic condition where many heroes like Doctors, Policemen, medical staff and paramedical staff has contributed towards society and we recognised and appreciated their work. But we forgot to share credit the remarkable performances of local Kirana stores, who were indulged in catering the basic needs of our day to day life.

### OBJECTIVE OF THE STUDY

1. To study the impact of COVID-19 crisis on local Kirana stores.
2. To evaluate the growing relationship with various stakeholders during COVID-19 crisis in Kalyan East.
3. To understand the change in perception of consumer's buying behaviour.

### RESEARCH METHODOLOGY

The exploratory qualitative research design was used to understand the contribution of local Kirana stores during COVID-19 crisis. Simple random sampling and purposive sampling method was used to collect the data of 82 local Kirana stores spread in Kalyan east area.

#### • DATA COLLECTION

The study includes the combination of primary and secondary data to understand and evaluate the contribution of local Kirana store operators during the pandemic crisis. A well-structured questionnaire was drafted focusing on the above objectives was enlisted to collect the relevant data and satisfied the objective of the study. It also includes research journals, reports and web articles to support the primary survey.

#### • DATA ANALYSIS

The data collected through the questionnaire are presented in the tabular, pie chart, bar chart Column chart and percentage. With the help of the questionnaire, an attempt has been made to find out the contribution of local Kirana stores towards consumers and society.

#### • STATISTICAL TOOLS

- Percentage Analysis
- Likert scales

#### • PERCENTAGE ANALYSIS

Section A Table 1: Demographic Characteristic and store related information of Respondents

Particulars	Number of the Respondents	Percentage of Respondents
<b>Age</b>		
20 - 35	22	27%
36 - 50	35	43%
50 & above	25	30%
<b>Education</b>		
SSC	25	30%
HSC	42	51%
Graduate	15	18%
<b>Size of Shop</b>		
150 – 300 sqm <sup>2</sup>	20	24%
300 – 400 sqm <sup>2</sup>	40	49%
400 – 500 sqm <sup>2</sup>	10	12%
More than 500 sqm <sup>2</sup>	12	15%
<b>How long in Kirana business</b>		
0 – 10 years	12	15%
11 – 20 years	45	55%
More than 20 years	25	30%

How long doing Kirana business in this area		
0 – 10 years	37	45%
11 – 20 years	30	37%
More than 20 years	15	18%

Source: Primary Data

Section B Problem while managing the store (COVID-19 crisis)

1. Opening time of store during pandemic.

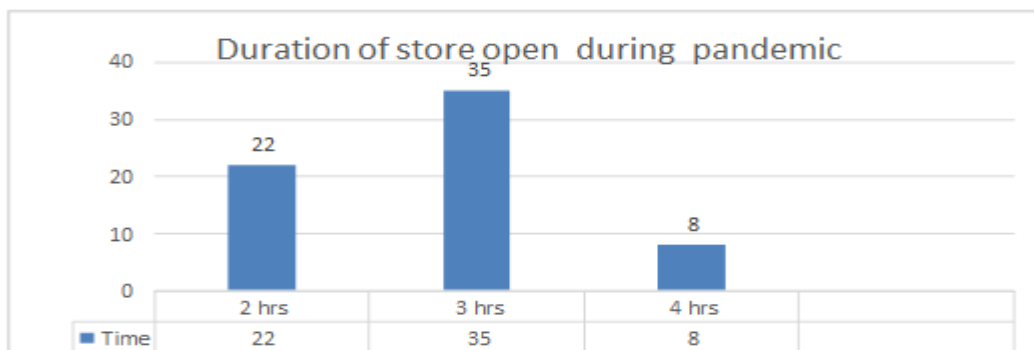


Source: Primary Data

Analysis

- During pandemic the opening time of all the stores change. They started operating in the early morning due to the guidelines provided by them from civics authority.
- 57% of local Kirana store in Kalyan operates their shop at early morning by 6 am and 43% by 7 am.

2. Duration of store open during pandemic

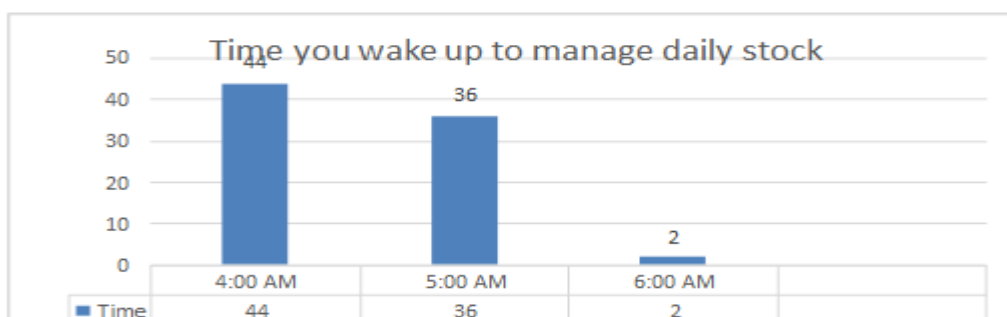


Source: Primary Data

Analysis

- Due new guideline provided by the civics authority during the COVID-19 crisis the shops were allowed to operates for very short duration of time.
- 63% of the local Kirana store in Kalyan operate for maximum 3 hours a day, 27% for 2 hours and only 10% operates for maximum 4 hours.

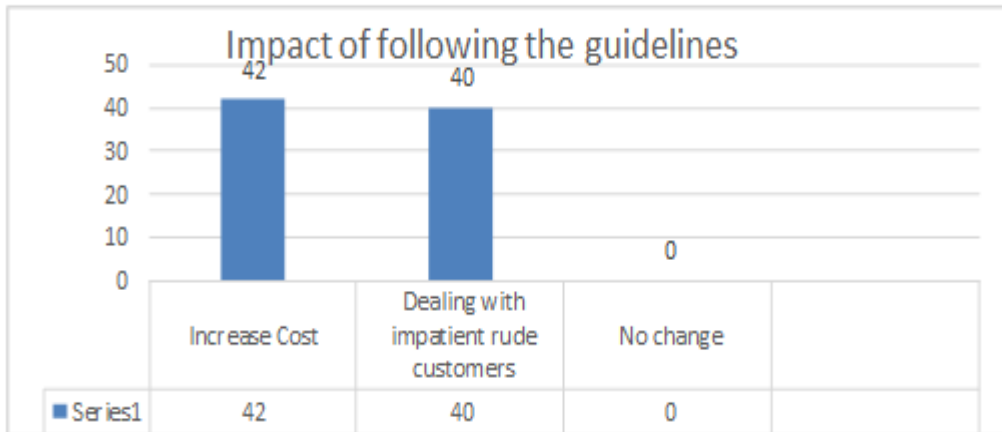
3. At what time you wake up to manage daily stock



Source: Primary Data

**Analysis**

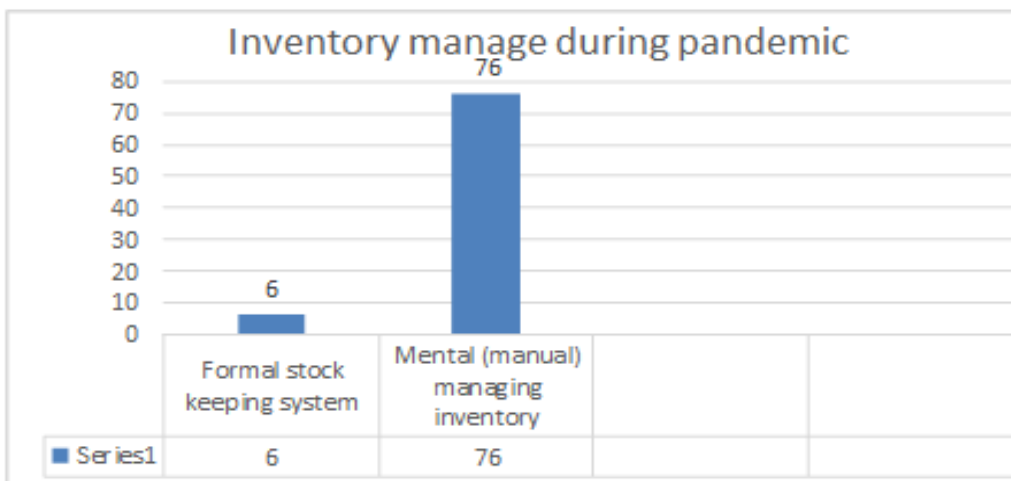
- Due to decrease in the operating hours of local Kirana stores has made the Kirana store operates to start up the day very early morning by 4 am. S that they can manage the stock and do the necessary arrangement of sanitation and safety for consumers.
  - Whereas 54% of local Kirana store operates in Kalyan start their day at early 4 am and 44% starts by 5 am.
4. Impact of following the guidelines.



Source: Primary Data

**Analysis**

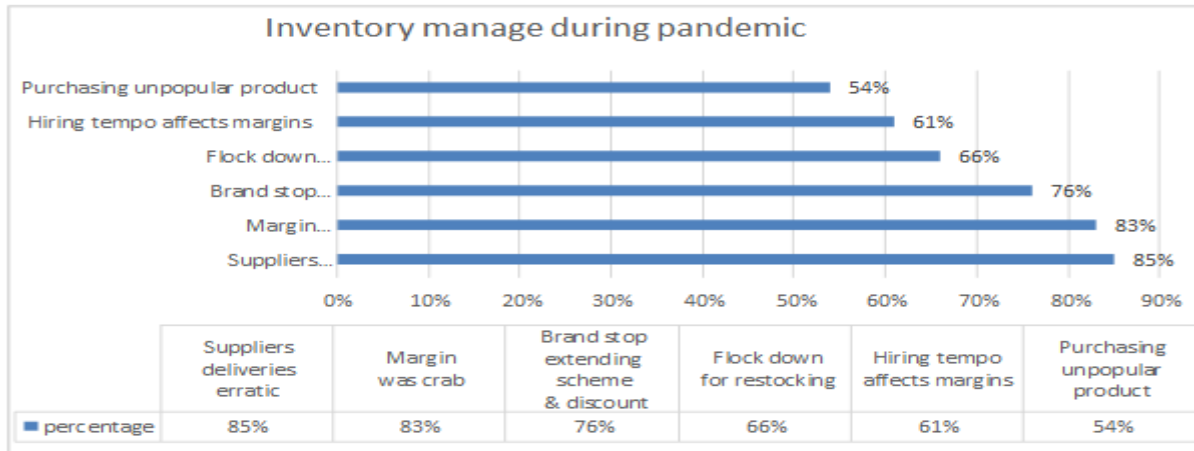
- The new guidelines given by the Civic authority has highly influences the life and business of the local Kirana stores.
  - 51% of local Kirana stores operators find it difficult to meet the increased in cost due uses of sanitation.
  - While rest 49% feel that following new guidelines for operating business and maintaining social distance has made the consumers more impatient and rude. Some consumers break social distancing rule and make it difficult for the Kirana store operators.
5. Inventory manage during pandemic.



Source: Primary Data

**Analysis**

- During pandemic only 6 out 82 Kirana store operators used formal stock-keeping system.
  - While 93% of local Kirana store operators don't use any formal stock-keeping system. They operates a manual inventory system making the mental notes of what is demand and what is running low and replenish the stocks.
6. Problem faced by the Kirana store in pandemic while managing inventories.



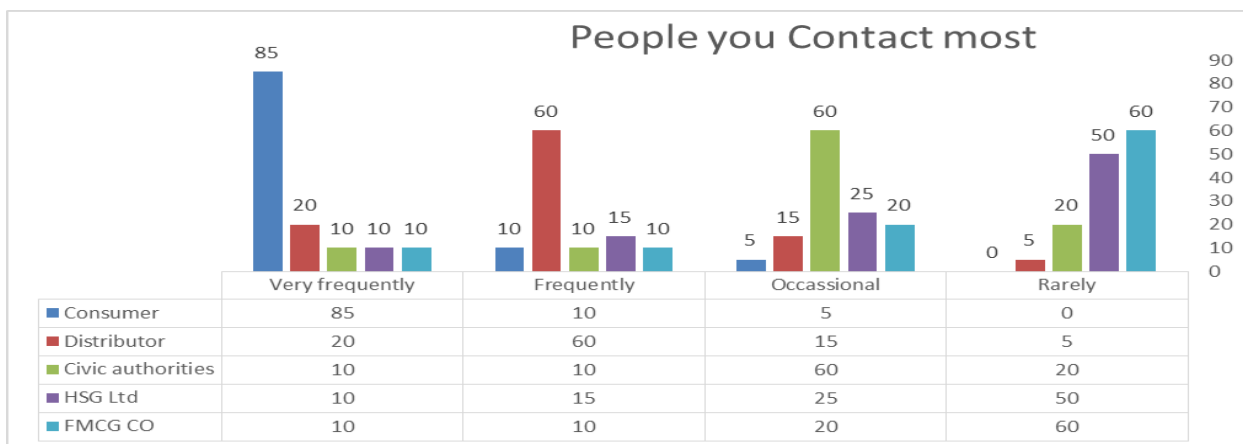
Source: Primary Data

Analysis

- 85% of Kirana store operators feel that the supplier’s deliveries are erratic and inconsistent in most of the area.
- 83% store operators admit that their profit margin is crab due to sanitation expenses and also they have to do their business at very low margin or even sometimes on cost.
- 76% of Kirana operators acknowledge that most of the brands has stop extending their schemes and discount. This has affected their profit margin as well as business.
- Due to the eradication of supply chain, 66% of Kirana store operators have to flock down to replenish the new stocks.
- The store operators move down to the remote area to refill the stocks. They have to hire a tempo as the effect 61% of Kirana store operators agreed that hiring tempo has reduces their profit margin. They have to bear the extra cost for replenishment of stocks.
- 54% of Kirana store operators disclose that distributors take undue advantage of the given condition and forces them to purchase an unpopular brand at a higher price.

Section C Growing relationship with various stakeholders.

7. People you Contact most

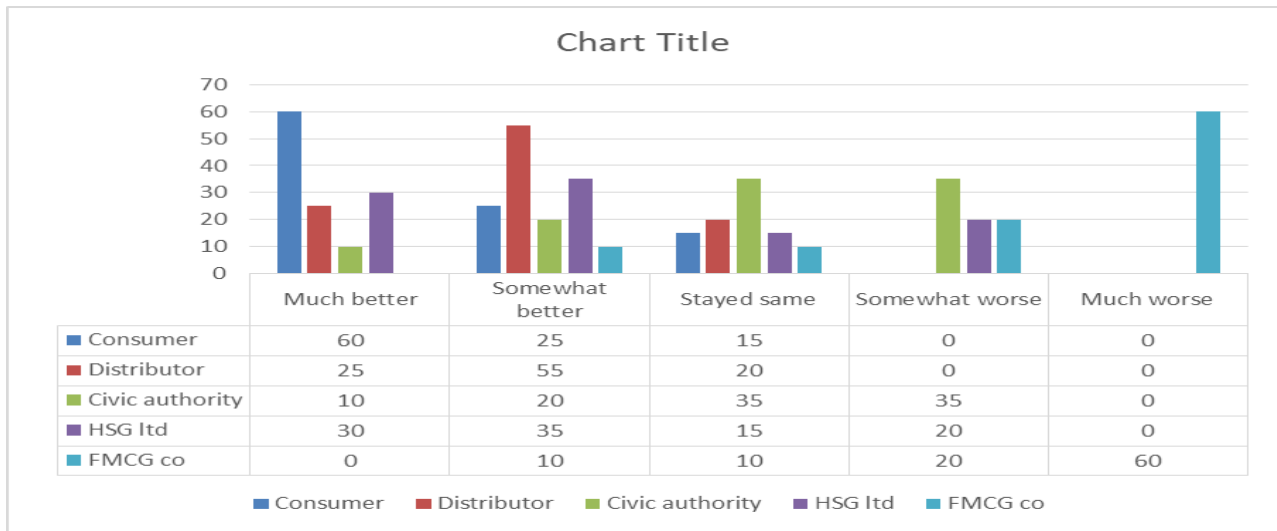


Source: Primary Data

Analysis

- 85% of store operators agreed that they meet consumers very frequently, 60% agreed on they meet distributors frequently.
- Whereas 60% say that they meet civic authorities occasional and 50% agreed on rarely meeting Housing society.

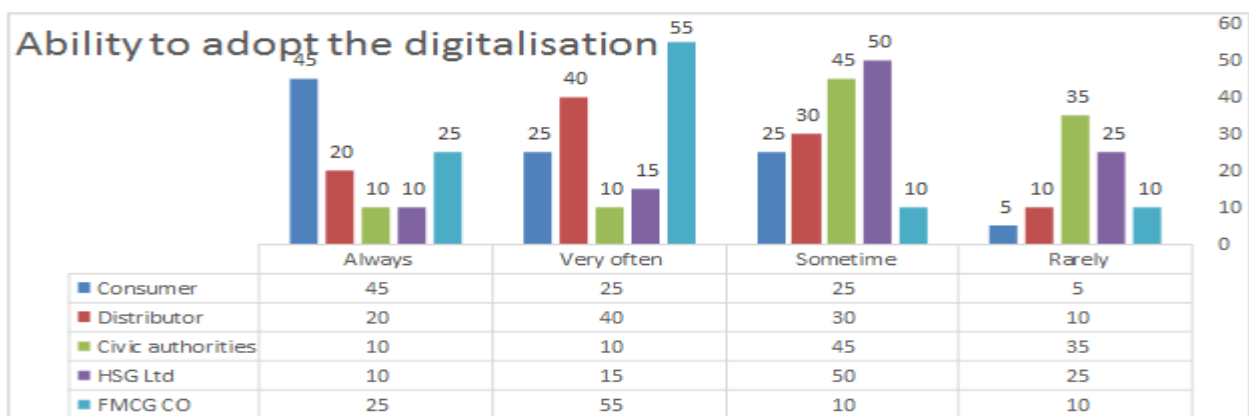
- Similarly 60% agreed on rarely interacted with FMCG Co in this COVID -19 crisis.
8. Relationship you grow with your stakeholder



Source: Primary Data

**Analysis**

- The Kirana store operators grow healthy relationship with consumers by giving their confirmation in 60%.
  - 55% agreed that their relationship with the distributors has developed somewhat better.
  - 35% confirm of growing somewhat better relationship with the housing society and 30% agreed of much better relationship in this pandemic time.
  - But 35% of store operators share a stable relationship with civics authority and 35% agreed on sharing somewhat worse relationship with them.
  - 60% of Kirana operators admit that they have develop worse relationship with FMCG co as these big brand stop their schemes and discount in this most required tough time.
9. Ability to adapt the digitalisation



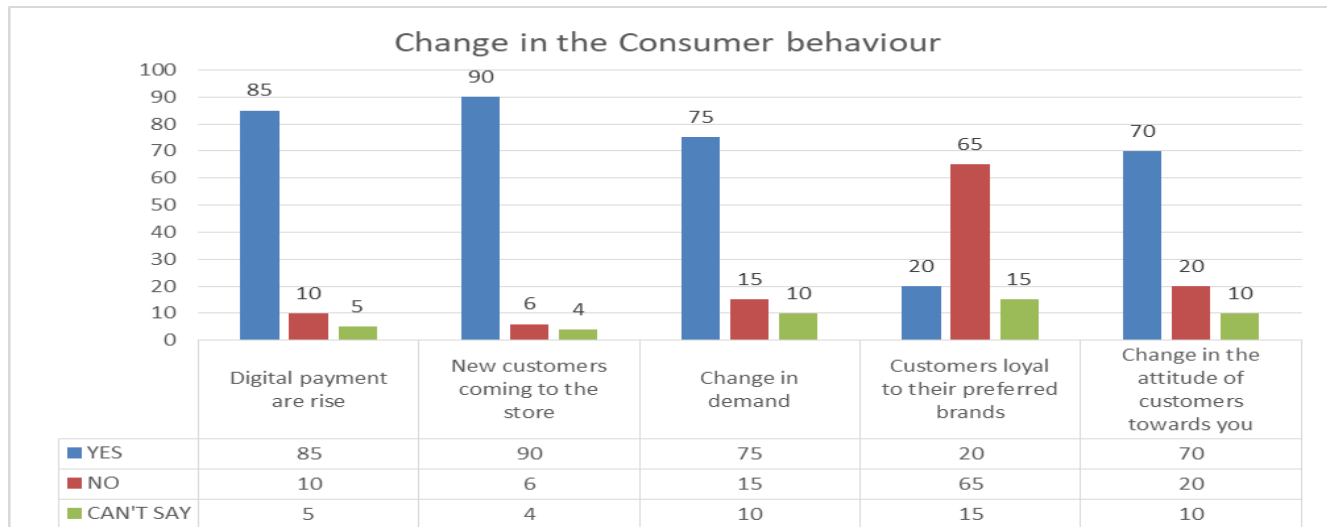
Source: Primary Data

**Analysis**

- 45% Kirana operators confirm that consumers are the first one to adopt the digital mode as payment gateway in this pandemic crisis.
- Then after the distributors with 40% confirmation, thereafter followed by civic authorities and housing society by 45% and 50% agreement.
- 55% of Kirana owner agreed that FMCG companies adopt digital mode very often.



10. Change in the Consumer behaviour



Source: Primary Data

Analysis

- The above graph represent the changing behaviour of consumers during the pandemic crisis. 85% Kirana store operators states increased in the digital payment mode.
- 90% store operators mention new additional consumers visiting the store daily.
- 75% confirm in change in the demand of consumers during the pandemic period.
- 65% of store operators quoted the consumers were not loyal to their brands.
- 70% agreed to the changes in the overall attitude of the consumers towards local Kirana store operators. They generated positive attitude towards

CONCLUSIONS

- 43% of Kirana store operators belong to the age group of 36 – 50 years with 51% of the population holding HSC degree. The average operating area of 300 – 400sqm and active in this business from last 11 – 20 years and serving in Kalyan area form last 0 – 10 years.
- Most of the Kirana stores-operated at 6 am early morning for 3 hours maximum. The store owners started their day very early morning at 4 am to make necessary arrangements.
- Following the covid – 19 guidelines given by the government have increased the cost of store operators and inconveniency in managing the impatient and rude consumers breaking the social distancing norms.
- Most of the store owner managed their stocks mentally by replenishing it when they were running with the low stock.
- Most of the supply chain was erratic during the pandemic crisis, even the big brands and companies stopped with their schemes and discount as the effect it hampered the profit margin of local Kirana operators.
- Flocking down to replenish the stock, the Kirana owner had to hire tempo at their own cost and were forced by the distributors to purchase unbranded products at high cost.
- The stakeholders they interacted more, was with the consumers and then after distributors. Kirana store operators rebuild a healthy relationship with their consumers than after distributors and housing society. Most of the consumers adopted digital payment mode
- There has been a drastic change in the consumer’s behaviour by switching to digital mode and showing their trust towards local Kirana stores.
- The consumers preferred more hygiene and health-conscious products rather than regular products. The attitude of the consumers towards local Kirana store has changed in a positive direction and developing more healthier trustworthy relationship with them.

**SUGGESTION**

- Kirana store owner should look beyond their distributors to meet the demand. The multiple mode of supply like brand owners, distributors, companies, then organised retailers like reliance, Big basket so on to get hassle-free supply.
- Adopt new secured payment gateway and customised the servers as per the need of consumers.
- Knowledge of local Kirana stores owners can be used to design the better logistic system.
- Organised retailers should build a partnership to attract the local consumers and develop the better inside understanding of local consumers.
- FMCG's should better value chain by including the local Kirana owners and housing societies as important elements if value chain.
- The knowledge and networking of local Kirana operators can be used to understand the changing needs and new trends incorporated in their buying behaviour.
- Financial serves can used local Kirana stores networking channel as touchpoint to promote their secondary service like insurances, KYC, cheque deposit and so on.

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**IMPACT OF PANDEMIC ON CONSUMER BEHAVIOUR**

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**ABSTRACT**

*The worldwide spread of the COVID-19 pandemic and the standardized lockdown rules across India and the growing hesitation among consumers to go to shops for buying essential goods have tilted the nation towards alternative modes of shopping. Consumers have switched from shops, supermarkets, and shopping malls to online portals for the purchase of products, ranging from basic commodities to branded goods.*

*The research has been conducted in order to study the paradigm shift in the consumer's behaviour towards e-commerce in 2020 post Covid-19 Pandemic outbreak. The study shows that how rapidly consumer is moving towards e-commerce and how offline retailers are switching towards online sales especially that of essential goods, like during the pandemic lockdown, many Kirana stores owner moved towards online to increase their sales and fulfilling the demand of consumers. This study also shows that what impact has been done in the e-commerce industry.*

*Factors like easy-to-shop and easy-to-compare over the online shopping have brought the change in consumer behaviour and it's a sign for the opportunity seekers to grab the new market opportunities. Convenience over the internet shopping greatly attracting the customers towards these new methods of shopping. This study reveals the perception of customers towards the Eshopping is changing in a very fast manner.*

*The present study focuses e-commerce users residing in Mumbai city and uses the e-commerce in/amid of COVID-19 period. The present study limited to explore the significant influencers of behavioural intention to use e-commerce.*

*Keywords: Covid 19, Pandemic, Consumer behavior, Consumption pattern, E-Commerce.*

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**IMPACT OF PANDEMIC ON CONSUMER BEHAVIOUR**

Consumer Behaviour is the process whereby individuals decide what, when, where, how and from whom to purchase goods and services. It is a thought process which an individual consumer undergoes before and at the time of purchasing goods and services. It is unpredictable as it is challenging to ascertain precisely what influences the consumer. They may be influenced by various socio economic, demographic, psychological or situational factors. It is imperative for the marketers to study consumer behaviour to enable them to take appropriate marketing decisions. Covid 19 pandemic, which started in November 2019, spread across the world rapidly forcing many governments to completely lockdown the country. Due to restrictions on movement, consumers resorted to alternative modes of shopping.

Unicommerce, India's leading e-commerce focused SaaS (software-as-a-service) platform, released an impact report on the e-commerce industry. The report titled – 'E-commerce Trends Report 2020' focuses on the growth of e-commerce in India. The study was conducted in two parts — a pre-COVID-19 period (February 2019 to February 2020) and postCOVID-19 (from February to June 2020). According to a report by Unicommerce, an e-commerce focused supply chain SaaS platform, electronics and appliances and health and pharma products saw the biggest jump after the lockdown. The problem of limited availability and fear of getting infected created a new shift in consumer behaviour and their buying patterns leading to a new wave of online consumers. The overall e-commerce has not just recovered but witnessed an order-volume growth of 17% as of June 2020. The consumer buying patterns and preferences have changed significantly with categories like health & pharma and FMCG & agriculture seeing a surge and exponential growth, with the rise number of first-time online Shoppers. There is an increasing trend of consumers buying directly from brands' websites. Retail brands are now strengthening their online capabilities and opting for different approaches to connect with consumers. The top 3 segments that have seen an increasing penetration of D2C brands are Beauty & Wellness, Fashion & Accessories and FMCG & Agricultural sectors. Nielsen India data indicated that the average number of items purchased during the lockdown shot up by 23 percent. On an average, if the customer bought three items in December (2019), January and February, the same rose to four items on the e-commerce platform since the lockdown began in March until July. Not only did average purchases rise, but average spend per customer has risen by 17 percent.

"There is a steady adoption for FMCG online with first-time shoppers increasing month-on month to 36 percent. Consumer spends and basket sizes are continuing to expand online," said Diptanshu Ray, Lead, Retail

Intelligence, South Asia, Nielsen Global Connect, at a virtual event, titled: 'Evolving Consumer Trends-5 during COVID-19'.

Report by Mastercard suggests that shopping in India has also shifted online as 86% of people feel that hygiene concerns are here to stay. It said that e-commerce is on the rise with 49% of Indians planning to make more purchases online. This will also see an increase in digital payments with 49 per cent respondents in the country saying that they plan to use less cash in the coming months. A large majority in India (77%) believe the shift to contactless payments is here to stay. "Consumers now want on-demand products and services – whether it's food delivery, groceries, fitness courses, telemedicine, conferencing, learning or entertainment. This demand and these expectations will continue to drive e-commerce long after COVID-19 subsides," said Sandeep Malhotra, Executive Vice President, Products & Innovation, Asia Pacific, Mastercard. "As communities and economies emerge from the pandemic, the new consumer mindset sends a clear signal to merchants of all shapes and sizes that online shopping and touch-free transactions are essential to building the business and ensuring customer loyalty now and in the future." The latest survey underscores the movement to contactless after a Mastercard study in April showed that 79 percent of people worldwide and 91 percent in Asia Pacific were using tap-and-go payments. Citing safety and cleanliness, 74 percent of people globally and 75 percent in Asia Pacific said they would keep using contactless after the pandemic is over.

### **RATIONALE OF STUDY**

The research has been conducted in order to study the paradigm shift in the consumer's behaviour towards e-commerce in 2020 post Covid-19 Pandemic outbreak. The study shows that how rapidly consumer is moving towards e-commerce and how offline retailers are switching towards online sales especially that of essential goods, like during the pandemic lockdown, many Kirana stores owner moved towards online to increase their sales and fulfilling the demand of consumers. This study also shows that what impact has been done in the e-commerce industry.

Factors like easy-to-shop and easy-to-compare over the online shopping have brought the change in consumer behaviour and it's a sign for the opportunity seekers to grab the new market opportunities. Convenience over the internet shopping greatly attracting the customers towards these new methods of shopping. This study reveals the perception of customers towards the Eshopping is changing in a very fast manner.

The present study focuses e-commerce users residing in Mumbai city and uses the e-commerce in/amid of COVID-19 period. The present study limited to explore the significant influencers of behavioural intention to use e-commerce.

### **REVIEW OF LITERATURE**

A detailed review of literature has been done and the information collected and utilised for the research work has been compiled. Robertson, Zielinski, and Ward (1984), concluded that purchase decisions are ultimately guided by consumers' perceptions of the product or service. The critical nature of perceptions as they relate to purchase behaviour has been repeatedly demonstrated in advertising and marketing research. Negative perceptions of the product, service, brand, or company almost always translate to a lost sale or, at a minimum, expressed lower intentions to purchase the advertised product or service.

Vellido et al. (2000), pointed out in his research, that there are nine factors associated with user's perception of online shopping. Among those factors the risk perception of users was demonstrated to be the main discriminator between people buying online and people not buying online. Other discriminating factors were control over, and convenience of, the shopping process, affordability of merchandise, customer service and ease of use of the shopping site. Benedict et al (2001) study reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping. Goldman Sachs (2001), found in its study price, quality of service and information, speed and reliability of delivery, ease of on-line ordering, and trust towards vendors are important factors for consumers considering online purchases that will increasingly determine their propensity to engage in e-commerce. Tulin Erden (2007), in his research report helped the business owners again, by posting some comprehensive status about online consumer behaviour. For this purpose, the study has broken out the industry, into particular field. The study revealed that 80% of internet users go online to find health related information, 85% of Google users have made an online purchase in the past six months, approximately 20 million people are browsing new home listing each month and more than 70% of Google users have shown some interest in a financial service product. Owens and Sarov (2010) conducted a research on Determinants of Consumer Attitudes towards E-commerce where they investigated the influences of various perceived risk, demographic,

socioeconomic, and experience factors on consumer behaviour online. The findings strongly demonstrate the importance of various socioeconomic and behavioural factors and their significant influence on consumer attitudes towards shopping online.

Bhatt Ashish (2014) 'Consumer Attitude towards Online Shopping in Selected Regions of Gujarat' focused on factors which online Indian buyers keep in mind while shopping online that research found that information; perceived usefulness, perceived enjoyment and security/privacy are the five dominant factors which influence consumer perceptions on Online purchasing.

## RESEARCH METHODOLOGY

### OBJECTIVES OF STUDY

The present study is intended to explore the change in buying pattern of consumers during pandemic and to understand customer's perception on e-commerce usage during pandemic conditions.

1. To study the shift in consumer buying behaviour as a consequence of the Covid19 pandemic outbreak.
2. To analyse the impact of Covid-19 pandemic on consumption pattern
3. To comprehend the present trend and opportunities for E-commerce.

### Hypothesis

H0: There is no change in consumer buying behaviour due to pandemic

H1: There is a change in consumer buying behaviour due to pandemic.

In order to carry out this research and to collect primary data, an online survey was done using google forms. The questionnaire was circulated to residents of Mumbai Metropolitan Region (MMR) through various channels of social media. Data was collected from all the age groups, different working professionals & students. Secondary data was based on data was collected from newspapers, journals, reports, blogs, periodicals, conference papers. Convenience Sampling (Non-Probability method of Sampling) was used to collect data. A sample size of 160 respondents was taken.

### Scope and Limitation of study

The study is confined to area of Mumbai Metropolitan Region (MMR). The questionnaire was based on knowing the paradigm shift of consumer behaviour towards ecommerce in 2020 post COVID-19 pandemic. The study is also based on consumer satisfaction, perception and experience of online shopping. Customers perceptions changes from time to time with the advancement in the technology. Any social science research, suffers from inherent limitations like reservations of the respondents in disclosing true and correct information. Their opinion may be biased by the virtue of their or their known ones' perception or experience. Questions asked to the respondents cover only certain aspects of buying pattern. To analyse consumer behaviour, many other aspects may be covered. A larger sample size would have given more concrete results.

## DATA ANALYSIS AND INTERPRETATION

### A. Demographic and Socio-Economic profile of the respondents

Age-wise distribution of the respondents

AGE (IN YEARS)	NO. OF RESPONDENTS	% OF RESPONDENTS
Below 21	16	10%
21-30	70	43.8%
31-40	12	7.5%
41-50	21	13.1%
51 & Above	41	25.6%
TOTAL	160	100%

The Figure above show the percentage wise analysis of the respondents' age in which 10% of the respondents are below 21 years of age, 43.8% are between the age group of 21-30 years which are the maximum number of respondents who participated in the survey and only 7.5% are between the age group of 31-40 years whereas 13.1% fall under the age of 41-50 years and 25.6% are 51 & above.

### GENDER- wise DISTRIBUTION OF THE RESPONDENTS

GENDER	NO. OF RESPONDENTS	% OF RESPONDENTS
Male	110	68.8%
Female	50	31.3%
Other	0	0
TOTAL	160	100%

The Figure shows the percentage wise analysis of the data in respect of the gender in which 68.8% (i.e., 110) of the respondents were female whereas 31.3% (i.e., 50) of the respondents who participated in the survey were male.

Distribution of the respondents based on educational qualifications

QUALIFICATION	NO. OF RESPONDENTS	% OF RESPONDENTS
10 <sup>th</sup> /12 <sup>th</sup> Pass	28	17.5%
Graduate	73	45.6%
Post-Graduate	47	29.4%
Doctorate/Professional	12	7.5%
TOTAL	160	100%

Education gives greater adaptability to change in circumstances. To purchase products from e-commerce sites a minimum knowledge of computer and internet is required so education of the customers is important. The Figure shows the different education qualification possessed by the respondents. Out of the total respondents 45.6% of the respondent had graduation, 29.4% respondents had master’s degree whereas 17.5% of the respondents were 10<sup>th</sup>/12<sup>th</sup> pass. Only 7.5% of the respondents were professionals.

**OCCUPATIONAL DISTRIBUTION OF THE RESPONDENTS**

OCCUPATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Student	43	26.9%
Private Sector Employee	49	30.6%
Public Sector Employee	6	3.7%
Business/Self Employed	28	17.5%
Other (Retired/Unemployed/Home maker)	34	21.3%
TOTAL	160	100%

Occupational status plays a great role on the customers buying behaviour. The Figure above show the different occupation of the respondents and accordingly, the greatest number of respondents are students and private sector employee with participation of 26.9% and 30.6% respectively whereas 17.5% are self-employed or having a business to run. The least number respondents are government/public sector employee with 3.7% respondents and around 21.3% have chosen other option which includes retired, unemployed and homemakers as well.

Distribution of the respondents based on monthly income level

INCOME	NO. OF RESPONDENTS	% OF RESPONDENTS
Below Rs.25,000	86	53.8%
Rs.25,000-50,000	37	23.1%
Rs.50,000-100,000	17	10.6%
100,000 & Above	20	12.5%
TOTAL	160	100%

The Figure above show the income level of respondents and the maximum number of respondents had income below Rs.25,000 which consists of 53.8% of the respondents. The next 23.1% of the respondents had income level between Rs.25,000-50,000 and 10.6% respondents have income level of between Rs.50,000-100,000. However, 12.5% of the respondents had income level of Rs.100,000 & above.

**B. Consumer behaviour post pandemic**

What do you prefer the most?

PREFER	NO. OF RESPONDENTS	% OF RESPONDENTS
Buying Online	31	19.4%
To Purchase Physically from the Market/Store	36	22.5%
Both	93	58.1%
TOTAL	160	100%

The figure above show the analysis of the preference of the respondents whether they prefer to shop online or would like to purchase physically from the market/stores or both. The maximum number of respondents i.e., 58.1% preferred both the options while 22.5% of the respondents prefer to purchase physically from the market shop. However, 19.4% of the respondents i.e., 31 respondents preferred buying online only.

**HAVE YOU EVER SHOPPED ONLINE BEFORE THE OUTBREAK OF COVID-19 PANDEMIC?**

RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	137	85.6%
No	23	14.4%
TOTAL	160	100%

This particular analysis shows that how many customers used to buy before the outbreak of Covid-19 and how many customers haven't bought anything through online platforms before the pandemic/lockdown which mean that they are the first-time users of e-commerce sites. So as shown in the above figure B.2., 85.6% had used e-commerce before whereas 14.4% i.e., 23 respondents haven't even considered buying online before and recently tried to shop online.

Has covid-19 pandemic/lockdown increased your frequency to shop online?

RESPONSE	NO. OF RESPONDENTS	% OF RESPONDENTS
Yes	108	67.5%
No	52	32.5%
TOTAL	100	100%

The figure above shows the analysis of the data whether the Covid-19 pandemic outbreak/lockdown has increased their tendency of shopping online or not. So, the maximum number of respondents which is 67.5% say that they agree that the outbreak of Covid-19 pandemic/lockdown has increased their tendency to buy goods & services online. However, 32.5% of the respondents are of a view that outbreak of Covid-19 pandemic hasn't increased their frequency to shop online at all.

How much would you spend on e-commerce sites post covid-19 pandemic?

WOULD SPEND	NO. OF RESPONDENTS	% OF RESPONDENTS
Less than Before	31	19.4%
Same as Before	88	55%
More than Before	41	25.6%
TOTAL	160	100

The figure above shows the analysis of the data that whether the respondents of the survey wish to spend on e-commerce sites more than before, same as before or less than before post covid-19 pandemic. The maximum number of respondents which is 55% of the respondents would continue to spend same as before whereas 25.6% would rather spend more than before. However, only 19.4% of the respondents i.e., 31 respondents would spend even less than before.

**POST COVID-19, I WILL**

WOULD	NO. OF RESPONDENTS	% OF RESPONDENTS
Only Buy Online	8	5%
Equally use Online & Physical Store	72	45%
Only Buy in Physical Stores	9	5.6%
Buy more often Online than in a Physical Store	36	22.5%
Buy more often in a Physical Store than Online	35	21.9%
<b>TOTAL</b>	<b>160</b>	<b>100</b>

The figure above shows the percentage wise analysis of the preference of different shopping channels post Covid-19 like whether the respondent wish to continue buying online only or buy only in physical store or wishes to use both equally or whether they would rather buy more often online than in a physical store or rather buy more often offline (in a physical store) than buying online. As shown in the above figure, 45% of the respondents would continue to equally use both online shops (e-commerce) as well as physical stores. 22.52% of the respondents would rather buy more often online than in a physical store whereas 21.9% of the respondents would rather buy in a physical store than buying online. Only 5.6% of the respondents would only buy from a physical store/market and 5% of the respondents wishes to buy only online post Covid-19 pandemic.

Your most preferred online purchases

PREFERENCE	NO. OF RESPONDENTS	% OF RESPONDENTS
Essential Goods	89	55.6%
Apparels & Accessories	87	54.4%
Electronic Items	70	43.8%
Books	37	23.1%
Other	34	21.3%

The above figure shows the most preferred online purchases of the respondents whether they like to buy essential goods, apparels and accessories, electronic items, books or any another category of purchases. Here, also the respondents had an option to select one or more category of purchase according to their likes & preferences. Out of 160 respondents, 89 respondents preferred to buy essential goods online i.e., 55.6% followed by apparels and accessories at 54.4% and electronic items at 43.8%. 37 respondents comprising of 23.1% preferred to purchase books online and around 21.3% of the respondents preferred other category of purchases.

Based on the data collected from respondents, their pre covid and post covid buying patterns were analysed. To test the hypothesis, t test was performed at 95% confidence level i.e p value being 0.05. Since test statistic is less than -1.98, the null hypothesis is rejected.

Hence it can be concluded that there is a change in the consumer buying behavior during the pandemic

**CONCLUSION**

With the rapid growth of using smart phone, internet and the growth of internet banking and online banking, e-commerce is growing rapidly. Online shopping has become extremely popular over the last decade. But still the most of the customers prefer to shop from the physical market. Covid 19 pandemic forced the consumers to think differently and change their perception towards shopping. This makes it imperative for retailers to study the behaviour of consumers and make changes in order to remain profitable and successful. The results indicate that the respondents mostly from working segment are adopting the modern shopping methods and have perceived online shopping in a positive manner. This clearly justifies the projected growth of online shopping. The results can also be used by various organizations to target the new customer base.

E-commerce business destinations has the appeal during COVID-19 circumstance to maintain a strategic distance and to avoid point of contacts. Buying perception changed towards E-commerce sites during the pandemic. Consumers are more likely to continue online purchases Post COVID also as Online shopping provides convenience. While many of the trends being mapped at the moment may be temporary, they will



nonetheless have an impact on the attitudes of people towards online shopping with the possibility that a greater percentage of people (than what was prevalent before the pandemic but less than the percentage during the same period) opting for the convenience offered by online platforms. In the long haul, this will be inflection point for digital change across ecosystem.

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**COVID - 19: A STIMULI TO DIGITAL ERA? WITH REFERENCE TO CONSUMER BEHAVIOR IN MOBILE BANKING, ONLINE PAYMENT APPLICATIONS AND ONLINE FOOD DELIVERY APPLICATIONS IN MUMBAI METROPOLITAN REGION (MMR)**

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**ABSTRACT**

*The era of digitalization has seen a tremendous transgression in the mode of transactions from physical to online (internet / mobile) mode of banking services rendered by the financial institutions. Digitalization have also overcome problems like population overflow, heavy traffic jams on roads of megacities by introducing online food delivery applications which provide an easy connect between restaurants and their customers and as such playing a key role to satisfy the needs of their consumers. Unlock phase led to the popularization of take away system in restaurants. Vehicles other than bikes of Swiggy / Zomato were seen infrequently on the roads after unlock phase. Bills are been paid cashless by their customers using cards / online payments applications, which results in drawing attention to the growth in the Online / Mobile Banking and Online Food Delivery Business. The main objective of this research paper is to study the change in consumers' behavior during pandemic period especially with respect to Mobile Banking and Online Food Delivery Applications in the Mumbai Metropolitan Region. A structured questionnaire using convenient sampling technique is circulated amongst 177 respondents to collect primary data. To conclude, respondents have availed additional facilities through mobile banking and have experienced safety measures during pandemic period.*

*Keywords: Mobile Banking, Online Payment Applications, Online Food Delivery Applications, Digitalization*

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**INTRODUCTION**

Digitalization has drastically impacted on the consumer behavior. Researchers in this paper have focused on the two fields namely Mobile Banking Services and Online Food Delivery Applications, which have experienced tremendous growth during the era of digitalization. There are several factors benefiting consumers, influenced this growth viz. population overflow, ease of transactions, heavy traffic jams on roads of megacities, long waiting hours, availability of wide choices, etc to name the few.

23<sup>rd</sup> March 2020 was the day, when whole country had to lockdown due to Covid - 19 and during this pandemic period, digitalization has played key role. Most of the services have transmitted from physical to digital mode. The banks were open even though as essential services, Mobile Banking has facilitated safety to the customers to avoid physical contacts, which is necessity of the time. During this pandemic period, approximately after four months, Unlock phases were declared by the Government, which led to permit some of the sectors to start their business, in which Restaurants were allowed to give take away. Online Food Delivery Applications like Swiggy / Zomato were seen infrequently on the roads after unlock phase. Bills were been paid cashless by their customers using cards / online payments applications, which resulted in drawing attention to the growth in the Online / Mobile Banking and Online Food Delivery Business.

The Researchers have collected primary data from 177 respondents circulating a structured questionnaire using convenient sampling technique. It is observed that the customers use Mobile Banking Services provided by their Banks and in addition also the Online Payment Applications viz. GooglePay, Paytm, PhonePay and AmazonPay frequently. Consumers have built their trust in digital mode of transactions as the technology used in payment system and the security of such transactions is widely accepted. Timely service, offers by various Restaurants and User Interface of the Online Food Delivery Applications have a strong influence on the behavior of consumers in ordering their food using digital mode. Respondents have given their opinion that certain services were included in digital / Mobile Banking additionally during this pandemic period and talking about the Online Food Delivery Applications, they strongly agree that these applications / services have added safety measures viz. contactless delivery by their service, accepting only Online Payments, etc, to prevent the spread of Covid - 19.

**LITERATURE REVIEW**

1. The Power of Mobile Banking: How to Profit from the Revolution in Retail Financial Services, By Sankar Krishnan, May 2014, Print ISBN: 9781118914243 Online ISBN: 9781118932025 DOI: 10.1002/9781118932025

In today's digitalized world, the customers are demanding more than usual they want a more personalized consumer experiences from the banking sector. Banks have started searching for new and innovative ways to

deliver a better consumer experience. They realized that mobile services are very beneficial from that point of view the book talks about expanding that give banks various financial opportunities. it includes information advancement of ecommerce so as to improve opportunities for banks to be able to interact with their consumers it also talks about the various risks involved in e-banking. Banks must make investments to prevent the loss of their customer base.

## 2. Mobile Banking: Evolution or Revolution?

By Nicoletti, Bernardo, published by Palgrave Macmillan UK, ISBN 978-1-137-38656-4 DOI 10.1057/9781137386564, published in 2014

Today's market is extremely dynamic and in such a dynamic market, financial institutions must take efforts to retain market share. Basically, increasing incomes and reducing expenses this can be achieved by becoming more agile, more digitalized. The mobile phone has a huge impact on our daily social and work life and thus can help immensely in such innovations. We have seen the buzz around this topic recently in all aspects this book talks about the applications of the mobile phone in financial institutions it explores new products and processes that can be achieved with the help of the mobile. This not only talks about the present but also the future of mobiles and the business world, how it can be used to transform several things like business models and products.

## 3. Factors affecting Adoption of Food Delivery Apps., Aakash Gupta, Aman Gupta, Samridh Singh and Varun Surana., Published: October 2019 , ISSN: 2320-5407 International Journal for Advance Research 7(10), 587-599

Swiggy, Zomato, Uber Eats, etc. are the entire buzz today these food delivery apps have broken the norms and conventional practices. Even with a busy schedule now people can have scrumptious food due to these apps they cater largely to millennial the shift to these apps may be largely for customer satisfaction however that is not the only factor to be taken into account for adoption of these apps. This paper explores the various apps and their market share to see which one is the most popular among the customers it also analyses consumer behavior and satisfaction in these dynamic times.

## 4. A Compendious Study of Online Payment Systems: Past Developments, Present Impact, and Future Considerations, Burhan Ul Islam Khan, Rashidah F. Olanrewaju , Shahul Assad, Adil Ahmad Langoo, International Journal for Advance Computer Science and Application, vol. 8 No 5,2017, pg. 256-271

The world is more tech savvy now. the advancement of ecommerce and banking has provided us with various methods of online transactions like debit cards credit cards contactless payment mobile wallets etc. the new and improved innovations and technologies have helped provide better services. These online services are becoming more and more popular by the day this paper contains an extensive survey on each of the aspects of online payments which has been conducted using various research studies. This paper also explores various payment systems, their security issues and various factors affecting their adoption. The number of mobile payments surpasses the usage of debit and credit cards globally solely due to the convenience aspect there definitely are obstacles and risks involved in online payment thus some solutions need to be adopted to make it more efficient. In the attempt to achieve interoperability several organizational issues arise these must be taken into consideration in fact the most challenging task is to develop such flexible solutions which allow interoperability.

### **SIGNIFICANCE OF THE STUDY**

This study will be an immense help to the Mobile Banking Service providers, Online Food Delivery Application Business Organizations to understand the impact of pandemic period on their business and at masses to analyze the popularity of Mobile Banking and Online Food Delivery Applications.

### **OBJECTIVES OF THE RESEARCH**

1. To study awareness about mobile banking and online food delivery applications.
2. To find out impact of pandemic period on the usage of mobile banking and online food delivery applications.
3. To analyze the factors influencing the consumer behavior in mobile banking and online food delivery applications during pandemic.

### **HYPOTHESIS**

**H<sub>0</sub>:** There is no significant impact of pandemic period on the usage of Mobile Banking Services and Online Food Applications.

**H<sub>1</sub>:** There is significant impact of pandemic period on the usage of Mobile Banking Services and Online Food Applications.

**RESEARCH DESIGN**

**UNIVERSE**

Research is done restricted to the geographical boundaries of Mumbai Metropolitan Region (MMR). The age group is divided into 15-30, 31-45 and 46-60.

**SAMPLING UNIT**

Respondents who use smart phones and have adopted digital banking or payment systems in the digital era especially in the pandemic period were the sampling unit for the research.

**SAMPLE SIZE**

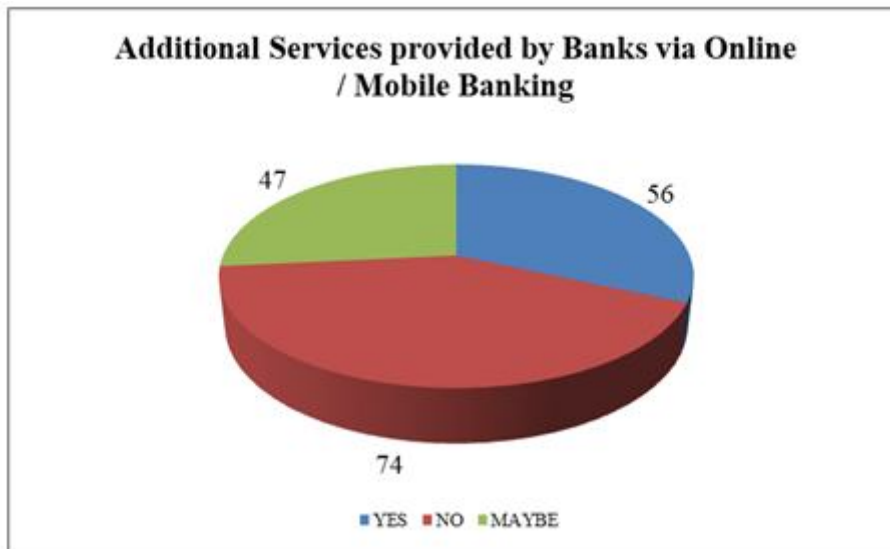
Sample size of 177 respondents through filling questionnaire as primary data is taken for the research.

**SAMPLING PROCEDURE**

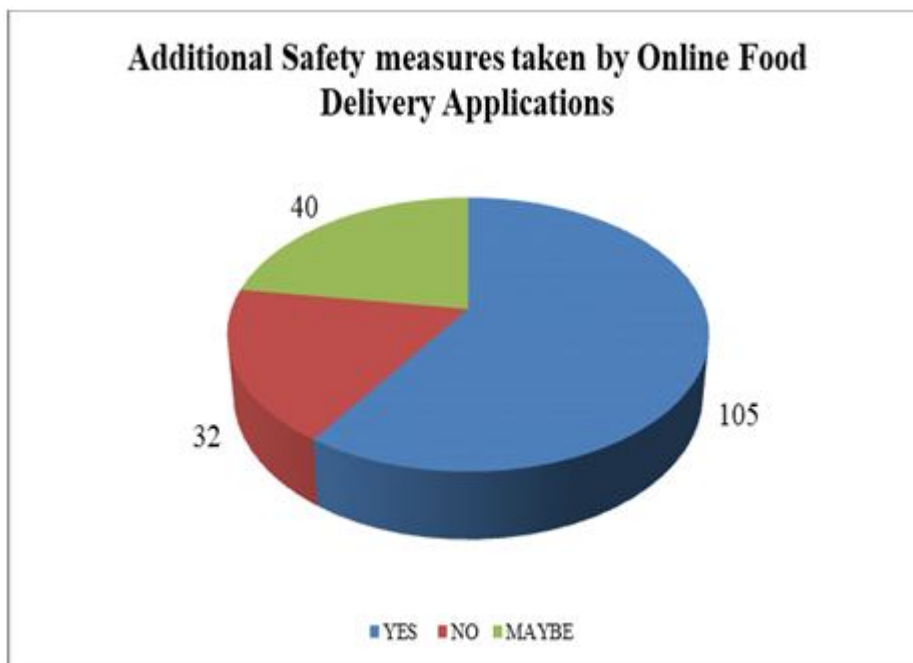
The researchers adopted convenient sampling method for collection of primary data through the questionnaire designed. The respondents were explained the questions and the data were collected without any bias opinions.

**GRAPHICAL REPRESENTATION**

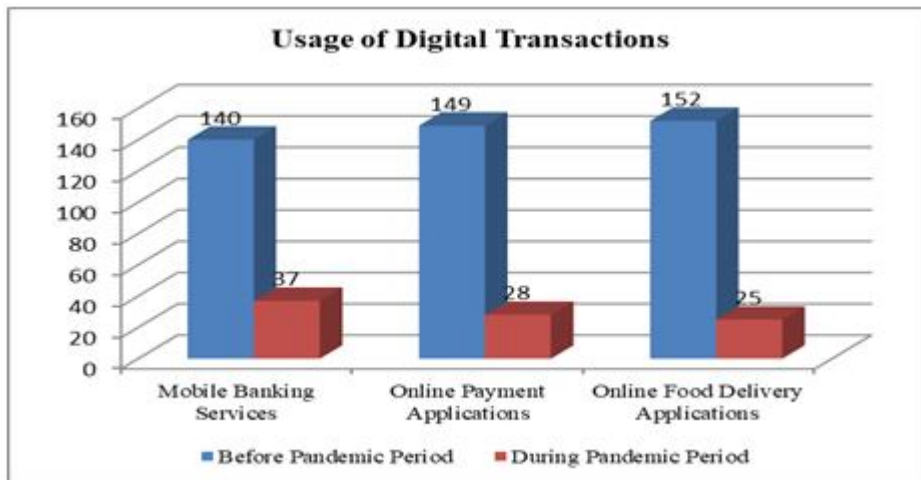
**1. Additional Services provided by Banks via Online / Mobile Banking**



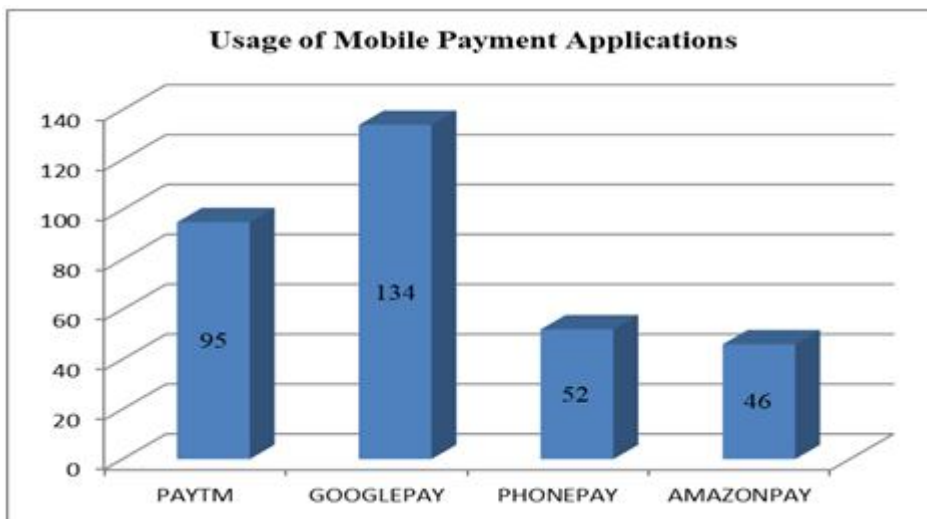
**2. Additional Safety measures taken by Online Food Delivery Applications**



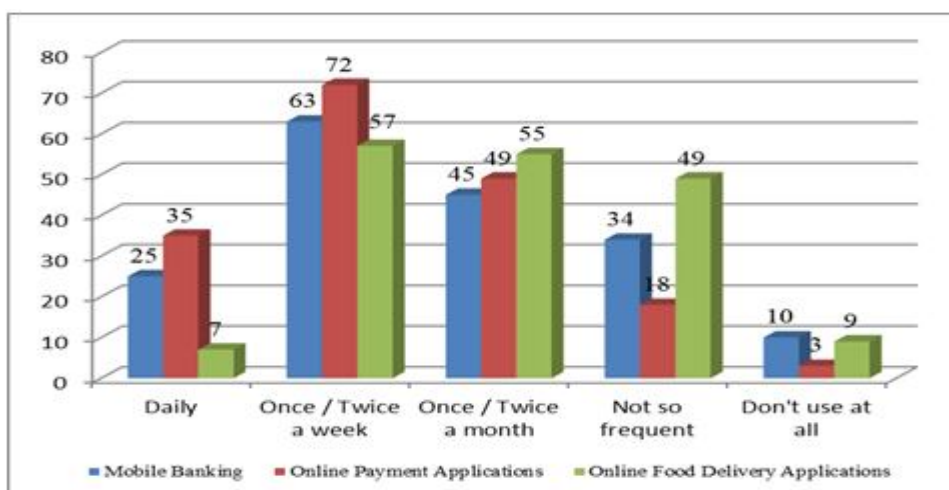
3. Digital Transactions Usage



4. Usage of Mobile Payment Applications



5. Frequency of Digital Transactions



RESEARCH & STATISTICAL TOOLS

Chi-Square Test

	Before Pandemic Period	During Pandemic Period
Mobile Banking Services	140	37
Online Payment Applications	149	28
Online Food Delivery Applications	152	25

A Chi-square test of independence shows that there is no significant association between the two variables i.e. Impact of Pandemic period on the frequency / change in the usage of Mobile Banking, Online Payment Applications and Online Food Delivery Applications,  $X^2(1, N=177) = 3.13, p = .21$

Variance = 39                      Standard Deviation = 6.245                      Cohen's  $d = (30 - 147)/5.1 = 22.941176$

**Kolmogorov-Smirnov Test of Normality**

Factors influencing Mobile Banking Services	Very Low	Low	Average	High	Very High
Ease of use	5	5	48	82	37
Trust in bank	3	12	84	63	15
Trust in technology (Mobile Banking)	2	18	89	54	14
Security	6	23	87	46	15
Trust in third party agent (Payment Outlet)	15	39	85	35	3

Factors influencing Mobile Banking Services	Median	Standard Deviation	Skewness	Kurtosis	K-S Test Value (D)	p-value
Ease of use	37	32.33	0.58	-0.62	0.253	0.833
Trust in Bank	15	35.84	0.72	-2.13	0.338	0.516
Trust in Technology (Mobile Banking)	20	35.94	0.92	-0.35	0.284	0.725
Security	23	32.44	1.25	1.08	0.265	0.794
Trust in third party agent (Payment Outlet)	35	31.38	1.07	1.44	0.249	0.848

The above mentioned results of the Kolmogorov-Smirnov Test Statistics (D) denote that the data does not differ significantly from that which is normally distributed.

Factors influencing Online Food Delivery Applications	Very Low	Low	Average	High	Very High
Offers by various Restaurants	10	17	68	55	27
Estimation of Service and Delivery Time	7	15	71	59	25
User Interface / Ease of use	10	12	56	69	30

Factors influencing Online Food Delivery Applications	Median	Standard Deviation	Skewness	Kurtosis	K-S Test Value (D)	p-value
Offers by various Restaurants	27	25.01	0.51	-2.2	0.246	0.856
Estimation of Service and Delivery Time	25	28.09	0.48	-2.47	0.261	0.81
User Interface / Ease of use	30	26.34	0.39	-2.36	0.24	0.875

The above mentioned results of the Kolmogorov-Smirnov Test Statistics (D) denote that the data does not differ significantly from that which is normally distributed.

**CONCLUSION**

To conclude, the era of digitalization has influenced transmission of physical services into digital mode. Pandemic period has witnessed little more growth in the digital users as consumers have preferred to avail services through online transactions to keep themselves and their families safe. However, Digital Services like Mobile Banking and Online Food Delivery Applications have added valuable contribution in the tag of the pandemic period ‘Stay Home, Stay Safe’.

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**TEACHERS CONTEMPLATE UPON THE DEFINITION OF EDUCATION IN THE NEW NORMAL  
POST COVID-19**

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**ABSTRACT**

*The pandemic of the century hit the planet 'Earth' an year before. With its blow, the human race which was on its way to conquering the Universe, was brought to stand still. The sudden brake gave such a jolt to the progress march of mankind that it caused a lot of turbulence in all its aspects. Education is no exception. The norms of social distancing, which have become mandatory for bringing about check in the spread of Corona virus, have made it impossible to carry on education in its traditional form. No doubt the Teacher Community stood up to the expectations and took efforts to adapt to the situation. 'On line teaching' which was used sporadically before, now became common for imparting knowledge. Teachers all over the world equipped themselves with technical knowledge required for the on line teaching, through the local as well as international webinars conducted for the purpose. But especially in developing countries, and even in our country which is supposed to be fast growing economy, it was not easy to take this challenge. Poor electricity connections, lack of necessary equipments like computers, smart phones, hazardous network issues are the common problems not only in the small villages but even in towns and cities of these nations. So, keeping the learners motivated and inclined towards attending to new ways of teaching is the main task of the teachers now. Teachers have to think beyond the set curriculum and play a very crucial role in keeping educational institutions effective in today's situation. Out of box thinking and implementation of novel ideas is the need of the hour. Responsibility of teachers is increased far above the mark. On the other hand in want of sufficient resources in this critical time, there is no material incentive to keep them motivated. So they have to assume the role of a self motivated soldier in the educational front. Teachers are rethinking over the true meaning of Education while responding to the call of hour.*

*Keywords: Covid-19, Pandemic, New normal, Digitization of education, Online learning, Distance education*

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**INTRODUCTION**

The pandemic of the century hit the planet 'Earth' an year ago. With its blow, the human race which was on its way to conquering the Universe, was brought to stand-still. The sudden brake gave such a jolt to the progress march of mankind that it caused a lot of turbulence in all its aspects. Education is no exception. The norms of social distancing, which have become mandatory for bringing about check in the spread of Corona virus, have made it impossible to carry on education in its traditional form. No doubt the Teacher Community stood up to the expectations and took efforts to adapt to the situation. 'On line teaching' which was used sporadically before, now became common for imparting knowledge. Teachers all over the world equipped themselves with technical knowledge required for the on line teaching, through the local as well as international webinars conducted for the purpose. But especially in developing countries, and even in our country which is supposed to be fast growing economy, it was not easy to take this challenge. Poor electricity connections, lack of necessary equipments like computers, smart-phones, network issues are the common problems, not only in small villages but also in towns and cities of these nations. So, keeping the learners motivated and inclined towards attending to new ways of teaching is the main task of the teachers now. Teachers have to think beyond the set curriculum and play a crucial role in keeping educational institutions effective in today's situation. Out of box thinking and implementation of novel ideas is the need of the hour. Responsibility of teachers increased far above the mark. On the other hand non-availability of sufficient resources in this critical time, there is no material incentive to keep them motivated. So they have to assume the role of a self motivated soldier on the educational front. Teachers are rethinking over the true meaning of Education while responding to the call of hour.

**OBJECTIVES**

1. To study the details of impact of Covid-19 on education
2. To find out steps taken by Governments all over the world to tackle problems in imparting Education in the new normal.
3. To evaluate the position of the teachers affected due to new trends in teaching.
4. To study the efforts taken by teachers as a responsible community in the field of Education
5. To visualize the future of Education mobilized by the pandemic.



**LITERATURE REVIEW**

In the month of December 2019, the news of eruption of new highly infectious virus named Novel Corona in Wuhan district in China spread all over the world. In January, 2020 the outbreak was declared a Public Health Emergency of International Concern. Soon, countries like China, Thailand, Italy, faced severe infections leading to fatalities. In spite of precautions taken by the other countries in the world, Covid -19 attacked almost the entire world within next 2-3 months. In March 2020 WHO declared it as a pandemic. Use of mask & social distancing were declared as important precautionary measures. Local/ National Lockdowns of 2 to 3 weeks were planned to contain its spread in most of the countries. But it was realized that the world will now take some substantial time to get back to its old lifestyle. Like many other fields, education too got severely affected due to new normal norms. By now 1.3-1.5 billion children and youth across the planet (fig. 1) are affected by school and university closures. Only the nationwide closures had impact over 72% of the world's student population. Millions of additional learners got added to this figure due to localized closures.

Slowly initiatives were taken by countries to start online teaching wherever possible. But the divide between privileged communities and disadvantaged communities can increase with digitization of the education. Governments in many countries and educationists world over are making efforts to mitigate its impact for more vulnerable students.

**RESEARCH METHODOLOGY**

The paper is based on secondary data retrieved from URL. It largely makes use of facts and figures from the official websites of Government of India.

**1. Impact of covid-19 on Education**

Papers put out by UNESCO throw great light on following aspects regarding three main parties to education - Students, their Parents & Teachers.

- Interrupted learning: Schooling being the only source of growth & development for marginalized students, on their closure they get maximum setback.
- Poor nutrition: Many children and youth rely on free or subsidized meals provided at schools for food and nutrition. When schools close, their health is compromised.
- Parents unprepared for distance and home schooling: When schools close, parents especially with limited education and resources face lot of problems in meeting the demands of online learning of their children.
- Challenges creating, maintaining, and improving distance learning: Existing portals to remote education are found insufficient in the present need of distance learning due to pandemic which puts a lot of pressure equally on students, parents & teachers at human as well as technical side.
- Increased pressure on schools and school systems that remain open: Localized school closures place burdens on schools, as governments and parents alike, redirect children to schools that remain open.
- Rise in dropout rates: It is a challenge to ensure children and youth return and stay in school when schools reopen after closures. During pandemic, due to closing of different avenues of earning, many students turn to finding occupations which can give them sources of livelihood.
- Social isolation: Schools provide easy & safe opportunities for children & youth for social interactions and relationships building. When schools close, this natural source of learning and development is lost.
- Challenges measuring and validating learning: Evaluation of periodical performance of students, deciding the mode of examinations & conducting examinations becomes extremely difficult. This further leads to dropouts.
- Confusion and stress for teachers: Teachers are often confused when the schools & colleges are closed indefinitely and they have to resort to digitized teaching. Getting used to technological knowhow required for distance education & establishing connection with students becomes hazardous. This leads to stress, confusion and many times absenteeism on part of the teachers.

**2. Measures taken by Governments throughout the world to provide online platforms and other means for distance education.**

Many technological as well as simple and creative measures are adopted throughout the world by different Governments to provide educational opportunities to mainly the marginalized, disadvantaged sections of society.

In countries like Nigeria, Syria, Kenya, Lebanon where epidemics of Ebola, Mump, Measles spread frequently, distance education has become a necessity already. Imaginative & economic means are found out by the Governments of these countries. In one Nigerian school, standard asynchronous online learning tools (such as reading material via Google Classroom), were increased with synchronous face-to-face video instruction. Other simpler-creative solutions were implemented around the globe. Similarly, students at one school in Lebanon began using online platform even for subjects such as physical education.

With 5G technology becoming more prevalent in countries such as China, US and Japan, the 'learning anywhere, anytime' concept of digital education will be used in many formats in near future. Traditional in-person classroom learning will be complemented with new learning techniques. Learning could become a habit that is integrated into daily routines – a true lifestyle.

In China, the Ministry of Education has assembled a group of diverse constituents to develop a new cloud-based, online learning and broadcasting platform as well as to upgrade a suite of education infrastructure, led by the Education Ministry and Ministry of Industry and Information Technology. Similarly, the Hong Kong-based readtogether.hk forum is a consortium of over 60 educational organizations, publishers, media, and entertainment industry professionals, providing more than 900 educational assets, including videos, book chapters, assessment tools, and counseling services for free. The consortium's intention is to continue using and maintaining the platform even after COVID-19 has been contained.

The global recession caused by pandemic will have lasting effects on economies and public finances. National authorities and the international community need to protect education financing by strengthening domestic revenue mobilization, preserving the share of expenditure for education as top priority & address inefficiencies in education spending.

Improved resilient education systems developed by countries will enable them to face the immediate challenges of safely reopening schools and to cope with future crises.

### 3. Position of teachers affected due to new trends in teaching:

- The severe budget cuts following the Great Recession led to loss of thousands of jobs in education,
- Cuts will reduce critical investments needed to provide teachers and students with the support required (including having a highly qualified and respected teaching workforce).
- Experience tells us that teachers will be there to ensure that students are taught and schools reopen, which is essential to allow for an economic recovery. Policymakers and educational leaders will need to work to provide teachers with the working conditions and resources they need to fulfill their important mission as educators

According to one researcher, Teacher's gender, Length of teaching experience, and Geographic location have significant impact on their readiness to distance learning education. In absence of technical knowhow as well as means and resources required for it, teachers in most of the countries find it difficult to adapt to the change in teaching methods effectively.

### 4. Efforts by teachers as responsible community to overcome the situation forced by pandemic:

Before pandemic the teachers all over the world were mainly dependent on the traditional methods of teaching of chalk and board. Technology was rarely used in teaching. Almost all teachers used the digitized methods only during presentations through seminars & conferences. But when the situation of new normal was forced upon them, as per their sincere and resilient attitude they started their efforts to adopt soon. Worldwide webinars providing the information about methods of online teaching were conducted at local as well as international level. Most of the teachers groomed themselves in new teaching techniques attending these webinars. Lot of techniques were shared on social media. Teacher community geared up to shoulder the responsibility of new times.

Challenges for teachers in distance learning education:

- a. Absence of required technology: In most of the countries the required facilities like efficient net connectivity, Wi-Fi facilities are not available in required proportion.
- b. Lack of necessary equipments: In most of the countries people don't have the personal computers, laptops even smart phones required to be used as equipments in distance learning. For e.g. even in country like India only 24% of population which includes 42% from urban area & 15% in rural area have at the most smart phones.

- c. Difficulty in making the students attend the online classes: It is very much challenging for teachers to compel their students to attend the online classes at prescribed time. Students find it difficult to concentrate in the class coming out of the surrounding environment in the house.
- d. Reaching out to the girl students all the more difficult: Even in places where the social media instruments are available, most of the times it is not in the reach of female population.
- e. Establishing interactions with students is not easily possible: In online teaching, teacher cannot be easily vigilant. The open class room interactions become difficult.

Teachers are using number of ways to establish contact with students and having meaningful communication with them. Emails, WhatsApp etc are used to remain connected. By practice now they have developed a system of interaction with students in online teaching-learning.

In rural areas where access to social media instruments is difficult, especially for girl students various complimentary measures are adopted to facilitate the spread of lesson material among the students from remote places in the form of paper pamphlets, booklets, etc.

#### 5. Changes in teaching & learning to cope with the situation:

Governments, publishers, education professionals, technology providers, and telecom network operators are coming together to utilize digital platforms as a temporary solution to the crisis. But it is going to lead to a blended learning program for the future using merits of both traditional & remote learning program. (fig. 2)

In present situation where teaching the fixed curriculum and evaluation or conducting examinations through online methods is difficult teachers are using innovative ways to bring out the best in every student through motivation & ethical, value based training. One prominent example of a teacher using out of the box ways in education especially in rural areas is that of Shri Disale Guruji from a remote village called Paritewadi in India. Disale Guruji- the Global Teacher awardee of this year is using television, internet & social media platform in his school to connect the girl students from his school with the students from different countries in the world to share their experiences and knowledge related to their own country.

The following innovations brought about by this teacher will be helpful in distance education:

1. Use of QR code in learning of text books
2. Tools developed for digital learning
3. Personalized program for each student

His following novel projects will help the students in learning the meaning of living as true citizens of the world.

1. Connecting Indian students with students from Pakistan, Palestine, Israel, Iraq, Iran, US & North Korea for promoting world peace
2. Online science lessons for pupils in 83 countries
3. International project through which connections are built among young people in conflict zones.

#### 6. CONCLUSION

Swami Vivekananda, the prophet of the modern age and a modern exponent of the Vedanta Philosophy defined 'education' as the 'manifestation of perfection already in man'. The divine soul of man is a treasure-house of infinite knowledge about the universe. Thus when a man learns from within, he expresses his hidden potentials, which are required for an all-round development of his integrated personality.

This pandemic has given man time to look within and find that inner wealth of knowledge. Every teacher can utilize this opportunity to give education it's true meaning.

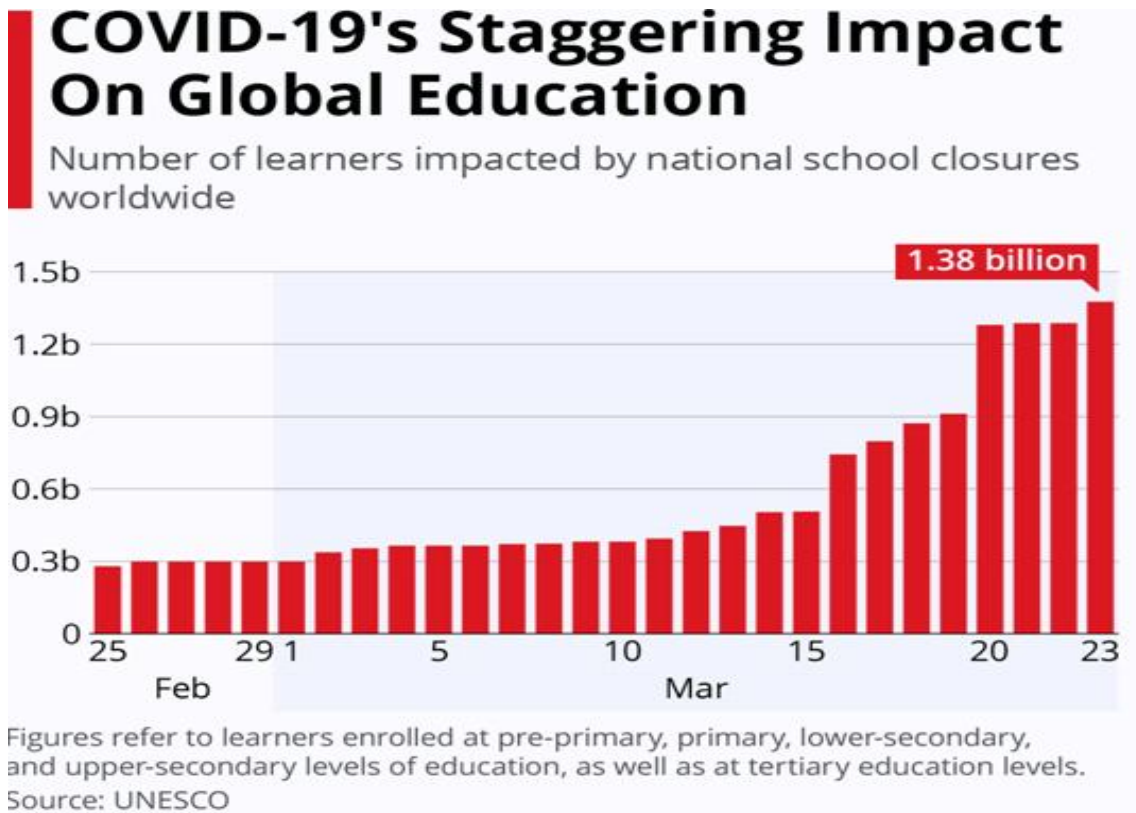


Fig. 1

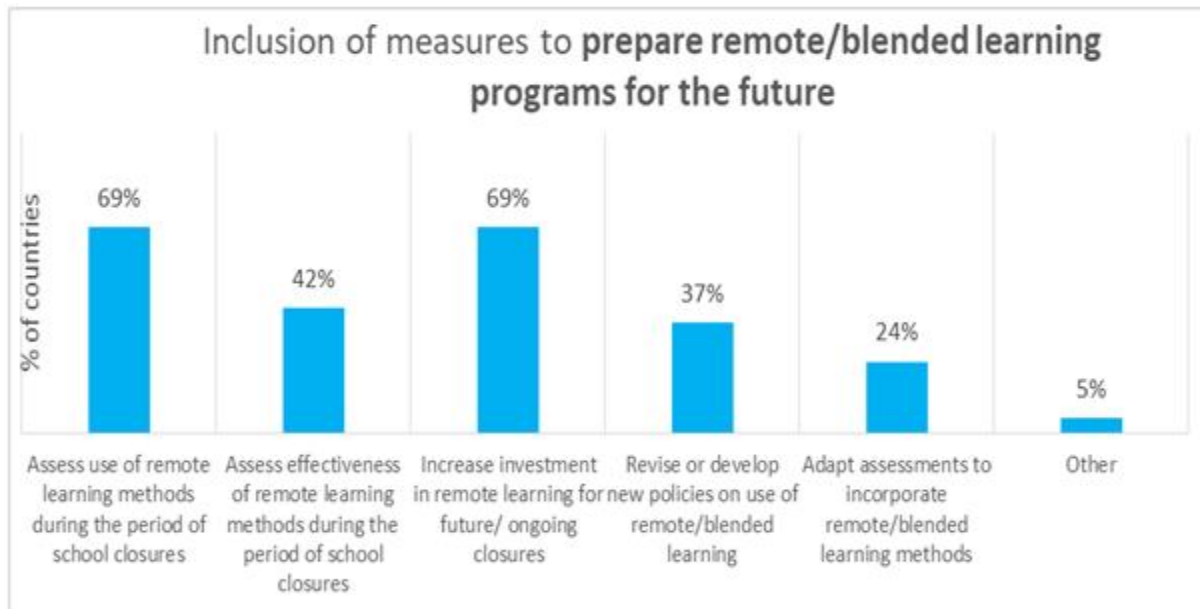


Fig.

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- **AQUADEMIA 2020, 4(2), ep20018 ISSN 2542-4874 (Online) <https://www.aquademia-journal.com/> Rethinking Education in the The post-pandemic situation will be challenging, both for students and teachers.**

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**Perspectives**

- COVID-19 impact on higher education
- Confronting financial challenges facing colleges and universities  
<https://www2.deloitte.com/us/en/pages/public-sector/articles/covid-19-impact-on-higher-education.html>
- <https://www.indiatoday.in/education-today/featurephilia/story/effect-of-covid-19-on-campus-steps-taken-by-colleges->
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- **Nadine Burquel and Anja Busch** 25 April 2020
- <https://www.insidehighered.com/advice/2020/03/17/10->
- Mays Imad offers 10 teaching strategies to support students and help them continue to learn during this time of uncertainty.
- <https://www.weforum.org/agenda/2020/03/3-ways-coronavirus-is-reshaping-education->
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- [https://ies.ed.gov/ncee/edlabs/regions/pacific/blogs/blog28\\_reflecting-on-teacher-wellbeing-during-COVID-19-pandemic.asp](https://ies.ed.gov/ncee/edlabs/regions/pacific/blogs/blog28_reflecting-on-teacher-wellbeing-during-COVID-19-pandemic.asp)
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**PAPER ON STUDY OF COMPARATIVE ANALYSIS OF GOLD LOAN OF NBFCS  
(WITH REFERENCE TO MUTHOOT GOLD LOAN AND MANAPPURAM)**

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**ABSTRACT**

*From ancient times India is one of the largest consumers of gold in the world. The precious metal not only used for industrial, commercial but also investment purposes. It can also be used to get a loan at the time of a financial requirement and emergency. In fact, the gold loan is one of the easiest, quickest and fastest ways to access funds when it matters the most and since ancient times, it is used as a collateral asset against borrowing the money. Previously gold loan business was mainly controlled by unorganized players only.*

*In modern times organized gold loan business is one of the emerging and supportive lending business unit for Non-Banking Financial Companies as well as Banks in India. The Organized sector registers record growth in last decade. Recently various policies and regulations have been changed by Reserve Bank of India and other external factors negatively impacted the business profitability, growth and financial performance of this segment. The study is descriptive and analytical. The objective of the study is to evaluate analyze and compare the financial performance of selected listed gold loan non-banking financial units in India. Muthoot Finance Ltd. and Manappuram Finance Ltd. were considered as sample and 5 financial years i.e., 2014-2015 to 2019-2020 was considered as period of the study. CAMEL rating model, financial Ratios and mean tools were deployed to fulfill the objectives of the study. Results revealed that Muthoot Finance Ltd. outperformed as compared to Manappuram Finance Ltd.*

*Keywords: CAMEL Rating, Financial Performance, Gold Loan NBFCS, Muthoot, Manappuram.*

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**INTRODUCTION**

In India gold was used as collateral asset for money lending business since centuries. Now days it is called gold loan business. Previously gold loan business was controlled by unorganized sector i.e.; money lenders, pawn brokers and Zamindars (land lords). Gold loan business has very attractive feature such as; higher interest rate, safe collateral asset, universal commodity, higher liquidity and easy to store etc., these special features attracted the organized sector. Many non-banking financial companies and banks are now taking this business seriously and enjoying higher business growth, by introducing lower interest rate, providing good customer services, easy disbursement and unique products related to gold loan business. Gold loan companies expanded business at an astronomical pace as gold's price zoomed and more and more people pledged the metal to avail of cheaper loans.

**LITERATURE REVIEW**

**(Karri, Meghani and Mishra, 2015)** conducted a study to analyze the financial performance of public sector banks in India. Period of the study was 5 years from 2010-2014. Bank of Baroda (BOB) and Punjab National Bank (PNB) were considered as sample size for the study. CAMEL model and t-test applied for data analysis purpose. Results revealed that out of 14 ratios used in the CAMEL model the average figures of Bank of Baroda is the best for (6 ratios) followed by Punjab National Bank (5 ratios). Thus, it is established that Bank of Baroda is the best bank in the selected public sector banks.

**(Tandon, Anjum and Julee, 2014)** The Banks plays a vital role in any economy and to sustain with negative shocks and fuel the growth of the economy it is important that banks should be profitable. A study was based on financial performance of selected Indian Banks. 5 banks based on market capitalization have been taken as sample size and period of study was 2009-10 to 2013-14. Ratio analysis, Mean and Standard deviation tools were used for data analysis purpose. Based on results it was found that Punjab National Bank had the highest return on capital employed (mean). State bank of India had highest Dividend Payout Ratio (Mean). Bank of Baroda had the highest Return on Assets (mean) which is a sign that management of Bank was using Assets fund more efficiently to increase earning capacity. It was also suggested that Bank of India had lowest Dividend per share and Earning per share, so bank had improved its profit accordingly and increase in its Dividend per Share, Earning per Share.

**(Singla, 2013)** conducted a comparative study to analyze the productivity of among the selected private banks in India. ICICI Bank, HDFC Bank and Axis Bank were taken as sample and period of study was 2007-08 to 2001-12. Ratio analysis was used as a financial tool for the data analysis purpose. Employee Productivity and

Branch Productivity was used as a major productivity indicator and various sub-parameters were used to analyze the productivity. The study revealed that based on employee productivity ICICI Bank was better than other selected private banks and as per branch productivity of ICICI bank is less than the other selected banks.

**(Singh and Tandon, 2012)** analyze the financial performance Stat Bank of India (SBI) and ICICI Bank. Period of study was considered from 2007-08 to 2011-12. Financial ratio, mean and compound annual growth rate tools were considered for data analysis purpose. The study revealed that SBI is performing well and financially sound as compared to ICICI bank, but in context of deposits and expenditure ICICI bank has better managing efficiency than SBI.

**(Dhanabhakym M. and Kvitha M., 2012)** examined the financial performance of selected public sector banks in India. Study period considered for research was from 2001-2010. Six public sector banks i.e., Bank of India, Indian bank, Indian overseas bank, Canara bank, Union bank of India and State bank of India were considered as sample for the study. Results revealed that selected public sector banks have performed well on the sources of growth rate and financial efficiency during the study period. The old private sector banks and new private sector banks play a vital role in marketing of new type of deposits and advances schemes.

**RESEARCH OBJECTIVES**

- To understand and analyze the financial performance of Muthoot Finance Ltd. and Manappuram Finance Ltd.
- To Study and Compare the financial performance of Muthoot Finance Ltd. and Manappuram Finance Ltd.

**RESEARCH METHODOLOGY**

The study is descriptive and analytical in nature. The study relates to analysis and comparative analyses of financial performance Muthoot Finance Ltd. and Manappuram Finance Ltd.

**STUDY SAMPLE**

Listed two gold loan non-banking financial companies i.e., Muthoot Finance Ltd. and Manappuram Finance Ltd. were considered as sample for the study. The period of the study was 5 year.

**DATA COLLECTION**

The secondary data and necessary information were gathered from Ace Knowledge & Research Portal, annual reports, financial statements and balance sheets of the selected banks over the period of 5 years. In addition, data was collected Books, papers, articles, specialized international journals, the World Wide Web (Internet), and relevant previous studies.

**LIMITATIONS OF THE STUDY**

Five years data were considered for the research. Only 2 listed gold loan NBFCs were considered as sample. Fourteen financial ratios were considered under CAMEL rating model and other ratios were not considered for study purpose.

**FUTURE SCOPE OF THE STUDY**

Larger time period may be considered for the more comprehensive results. Other ratios can also be considered for future research work. More number of NBFCs or gold loan segment of banks can be considered with the same business model as sample for clearer picture.

**DATA ANALYSIS, RESULTS AND INTERPRETATION**

Capital Adequacy Segment

Capital Adequacy Ratio (%)							
Company Name	2018-19	2017-18	2016-17	2015-16	2014-15	Mean	Rank
Muthoot	24.780	24.690	19.620	18.290	15.820	20.640	2
Manappuram	25.640	27.680	22.490	23.390	29.130	25.666	1

Table-1

Capital Adequacy Ratio (CAR) indicates safety and ability to absorb negative shocks. As per Table 1 Manappuram Finance Ltd. have higher Capital Adequacy Ratio (Mean 25.666%, Rank 1) and followed by Muthoot Finance Ltd. (Mean 20.640%, Rank 2). Manappuram Finance Ltd. is having higher safety and greater ability to absorb losses as compared to Muthoot Finance Ltd.

Table 1 also revealed that Muthoot Finance had highest Capital Adequacy Ratio (CAR) in 2018-19 and lowest in 2014-15.

Capital Adequacy Segment				
Sr. No.	Company Name	Capital Adequacy Ratio (%)	Mean	Segment
		Rank	Rank	Rank
1	Muthoot	1	1	1
2	Manappuram	2	2	2

Table-2

According to one sub parameters of Capital Adequacy segment Manappuram Finance Ltd. (Ranks 1) is more capitalized, enjoys higher level of safety and having greater cushion to absorb losses as compared to Muthoot Finance Ltd. (Rank 2)

**Asset Quality Segment**

Gross NPA Ratio (%)							
Company Name	2018-19	2017-18	2016-17	2015-16	2014-15	Mean	Rank
Muthoot	1.250	1.110	1.060	1.200	1.340	1.192	1
Manappuram	1.360	1.360	1.530	2.400	2.940	1.918	2

Table-3

Asset quality is foremost important in any lending business and one of the measures to judge the same is Gross NPA Ratio (Gross NPA/Gross Advances). Higher asset quality means lower level of non -performing assets. Lower ratio indicates higher standard assets in bank which turn into higher level of profits, capital and safety. As per Table 3 Muthoot Finance Ltd. had lower ratio (Mean 1.192%, Rank 1) and higher asset quality as compare to Manappuram Finance Ltd. (Mean 1.918%, Rank 2).

NET NPA Ratio (%)							
Company Name	2018-19	2017-18	2016-17	2015-16	2014-15	Mean	Rank
Muthoot	2.190	1.900	2.000	0.570	1.040	1.540	2
Manappuram	0.980	1.010	0.770	0.320	0.120	0.640	1

Table -4

One of the measures to judge the asset quality is Net NPA Ratio (Net NPA/Net Advances). Higher ratio indicates lower level of asset quality and weaker profitability, lower level of safety for banks. As per above Table 4 Manappuram Finance Ltd. maintains lower ratio (Mean .640%, Rank 1), and higher asset quality as compare to Muthoot Finance Ltd. (Mean 1.540%, Rank 2)

Net NPAs / Total Assets Ratio (%)							
Company Name	2018-19	2017-18	2016-17	2015-16	2014-15	Mean	Rank
Muthoot	1.640	1.342	0.411	0.517	0.285	0.839	1
Manappuram	0.794	0.759	6.056	2.901	2.210	2.544	2

Table 5 found that Muthoot Finance had highest Asset Quality (Lowest Net NPA Ratio) in 2014-15 and lowest Asset Quality (Highest Gross NPA Ratio) in 2018-19.

Asset Quality Segment						
Sr. No.	Company Name	Gross NPA Ratio (%)	Net NPA Ratio (%)	Net NPA / Total Asset (%)	Mean	Segment
		Rank	Rank	Rank	Rank	Rank
1	Muthoot	1	2	1	1.333	1
2	Manappuram	2	1	2	1.666	2

Table-6

According to three sub parameters of Asset Quality segment Muthoot Finance Ltd. (Ranks 1) having higher asset quality, standard assets and greater level of safety as compared to Manappuram Finance Ltd. (Rank 2)

**Management Efficiency Segment**

Cost of Funds (%)							
Company Name	2018-19	2017-18	2016-17	2016-15	2014-15	Mean	Rank



Muthoot	9.520	10.840	12.520	12.200	8.870	10.790	1
Manappuram	9.160	12.600	13.090	12.950	12.290	12.018	2

Table -7

Net Yield (%)							
Company Name	2018-19	2017-18	2016-17	2015-16	2014-15	Mean	Rank
Muthoot	19.310	20.270	21.600	22.000	19.000	20.436	2
Manappuram	22.280	22.660	20.500	27.210	22.790	23.088	1

Table-8

Net Yield ratio is one of the measures in on which management efficiency can be analyzed. Higher Net Yield means companies are generating more revenue on their loans or advances and having better profitability and liquidity. It also indicates the efficient, efficient and effective use of its resources to generate higher returns. As per table 8 Manappuram Finance (Mean 23.088 %, Rank 1), have higher net yield; it implied that management is efficiently deploying their resources to generate higher return on investment as compared to Muthoot Finance (Mean 20.436%, Rank 2)

Interest Spread (%)							
Company Name	2018-19	2017-18	2016-17	2015-16	2014-15	Mean	Rank
Muthoot	9.790	9.430	9.080	9.800	10.130	9.646	2
Manappuram	13.120	10.060	7.410	14.260	10.500	11.070	1

Table -9

Interest Spread is one of the important efficiency measures that examine how successful a gold loan company’s Loans (Advances) or Investment decisions are compared to its liabilities (Deposits, Debts) situations. As per table 9 Manappuram Finance (Mean 11.070 %, Rank 1), have higher interest spread; it implied that they are managing efficiently their portfolio of interest earning and interest spending assets as compared to Muthoot Finance (Mean 9.646%, Rank 2).

Assets Under Management Per Branch (In Lakhs)							
Company Name	2014-15	2013-14	2012-13	2011-12	2010-11	Mean	Rank
Muthoot	551.425	512.881	636.943	668.842	578.119	589.642	1
Manappuram	281.486	247.892	302.165	399.959	365.751	319.451	2

Table -10

Assets under Management per Branch refer to the overall business generated by per branch and higher assets under management shows higher business and it implied greater management efficiency and vice versa. As per table 10 Muthoot Finance Ltd. (Mean Rs. 589.654 Lakhs, Rank 1), have higher business generated; it implied that management is efficiently working and generating great volume of business, which ultimately enhance the profitability as compared to Manappuram Finance Ltd. (Mean Rs. 319.451 Lakhs Rank 2).

Total Expenses / Total Revenue (%)							
Company Name	2018-19	2017-18	2016-17	2015-16	2014-15	Mean	Rank
Muthoot	76.233	75.875	71.943	70.736	67.131	72.384	1
Manappuram	79.180	83.756	86.463	66.971	64.123	76.098	2

Table-11

Total Expenses / Total Revenue Ratio are very important in determining the management efficiency. The ratio gives stakeholders a clear view of how efficiently the firm is being run – the lower it is, the more profitable and efficient the company will be. As per table 11 Muthoot Finance Ltd. (Mean Rs. 72.384%, Rank 1), have lower ratio; it implied that management is efficiently and effectively working, which ultimately enhance the profitability as compared to Manappuram Finance Ltd. (Mean 76.098%, Rank 2).

Management Efficiency Segment								
		Cost of Funds	Net Yield	Interest Spread	AUM Per Branch	TE / TR	Mean	Segment
Sr. No.	Company Name	Rank	Rank	Rank	Rank	Rank	Rank	Rank

1	Muthoot	1	2	2	1	1	1.4	1
2	Manappuram	2	1	1	2	2	2	2

Table-12

According to five sub parameters of Management Efficiency Segment as per Table 12 Muthoot Finance Ltd. (Rank 1) is having higher lower cost of funds, higher assets under management per branch and lower total expenses / total revenue ratio and optimally using their assets, efficiently managing their cost and enjoying strong position as compared to Manappuram Finance Ltd. (Rank 2).

**Earnings Segment-table 13**

Return on Assets (%)							
Company Name	2018-19	2017-18	2016-17	2015-16	2014-15	Mean	Rank
Muthoot	3.030	3.220	4.050	4.730	4.840	3.974	1
Manappuram	2.440	1.900	1.580	4.890	5.040	3.170	2

Return on Assets Ratio is an indicator of profitability. It refers how profitable a bank is relative to its total assets. ROA gives an idea as to how efficient management is at using its assets to generate earnings. As per above Table 13 Muthoot Finance Ltd. (3.974%, Rank

1. having higher ratio and managing efficiently their assets to generate incomes as compared to Manappuram Finance Ltd. (Mean 3.170%, Rank 2).

Return on Equity (%)							
Company Name	2018-19	2017-18	2016-17	2015-16	2014-15	Mean	Rank
Muthoot	14.390	19.530	30.150	41.880	51.510	31.492	1
Manappuram	10.580	9.200	7.910	26.570	26.240	16.100	2

Table-14

Return on Equity Ratio is one of the important measures to judge the profitability. It shows the ability of a bank to generate profits from its shareholders investments. ROE also refers how much profit each rupee of common stockholders' equity generates. Higher ratio indicates higher efficiency in generating incomes on stockholder's equity. As per above Table 14 Muthoot Finance Ltd. (Mean 31.492% Rank 1) generates higher ROE, it implied higher efficiency in generating income on shareholder's equity as compared to Manappuram Finance Ltd. (Mean 16.100%, Rank 2).

Profit Per Branch (In Rs.)							
Company Name	2018-19	2017-18	2016-17	2015-16	2014-15	Mean	Rank
Muthoot	1579562	1826859	2460165	2425296	1808183	2020013	1
Manappuram	822143	686337	632570	2033909	1369496	1108891	2

Profit per Branch is new metrics to judge the efficiency of lending institutions. Its implication is simple higher ratio indicates better efficiency more profit generated per branch and lower ratio indicates lower efficiency. As per above Table 15 Muthoot Finance Ltd. (Mean Rs. 20,20,013.319 Profit per Branch Rank 1) is having higher Profit per Branch, it implies higher management efficiency and efficient use of resources as compared to Manappuram Finance Ltd. (Mean Rs. 11,08,891.643 Profit per Branch, Rank 2).

**Earning segment**

Profit Per Employee (In Rs.)							
Company Name	2018-19	2017-18	2016-17	2015-16	2014-15	Mean	Rank
Muthoot	293035	311877	403617	351869	296126	331305	1
Manappuram	170668	134578	114460	269777	168744	171645	2

Profit per Employee is another ratio to judge the efficiency of lending institutions. Its implication is simple higher ratio indicates better efficiency more profit generated per employee and lower ratio indicates lower efficiency. As per above Table 16 Muthoot Finance Ltd. (Mean Rs. 3,31,305 Profit per Employee, Rank 1) is having higher Profit per Employee, it implies higher management efficiency and efficient use of resources as compared to Manappuram Finance Ltd. (Mean Rs. 1,71,645 Profit per Employee, Rank 2).

			Return on Assets	Return on Equity	Profit per Branch	Profit per Employee	Mean	Segment
Sr. No.	Company Name	Sector	Rank	Rank	Rank	Rank	Rank	Rank
1	Muthoot	Private	1	1	1	1	1	1
2	Manappuram	Private	2	2	2	2	2	2

According to four sub parameters of Earnings segment as per Table 17 Muthoot Finance Ltd. (Rank 1) is having higher earnings capitalized, and optimally using their assets, capital employed and shareholders' equity to generate higher level return and enjoying strong position as compared to Manappuram Finance Ltd. (Rank 2).

### Liquidity Segment

Current Ratio (%)							
Company Name	2018-19	2017-18	2016-17	2015-16	2014-15	Mean	Rank
Muthoot	1.900	1.800	1.700	1.600	1.400	1.680	1
Manappuram	1.500	1.600	1.400	1.400	1.400	1.460	2

Current ratio (Current Assets/Current Liabilities) is the measure to analyze the liquidity position of a company. Higher ratio indicates greater liquidity and vice versa. As per above Table 17 Muthoot Finance Ltd. (Mean 1.68%, Rank 1) is maintaining higher ratio; it implied that Muthoot maintains adequate funds to meet its short term obligations and having sound liquidity position as compared to Manappuram Finance Ltd. (Mean 1.460%, Rank 2).

Liquidity Segment				
Sr. No.	Company Name	Current Ratio (%)	Mean	Segment
		Rank	Rank	Rank
1	Muthoot	1	1	1
2	Manappuram	2	2	2

According to one sub parameters of Liquidity segment as per Table 19 Muthoot Finance Ltd. (Rank 1) and maintains higher liquidity and efficiently managing their short term obligations as compared to Manappuram Finance Ltd. (Rank 2).

### Total Raking on the basis of CAMEL model

	Capital Adequacy	Asset Quality	Management Efficiency	Earnings	Liquidity	Overall Ranking of All Segments	
Company Name	Rank	Rank	Rank	Rank	Rank	Mean	Rank
Muthoot Finance Ltd.	1	1	1	1	1	1	1
Manappuram Finance Ltd.	2	2	2	2	2	2	2

### CONCLUSION

Muthoot Finance Ltd. had top and Optimistic ranking in Capital Adequacy Segment, Assets Quality Segment, Management Efficiency Segment, Earnings Segment and cash Liquidity Segment. It indicates that it is well capitalize and have greater capability absorb negative shocks. Muthoot Finance also had lowest nonperforming assets and its impact was positive on profitability and margins which is again comparative advantage for Muthoot. The management of the Muthoot Finance is very efficient in terms of managing lower total expenses / total revenue ratio, lower cost of funds and higher assets under management per branch. Earnings of Muthoot as compared to Manappuram Are higher, which implies that efficient use of assets, higher returns on shareholder's funds, higher profit per employee and greater returns on capital employed Muthoot is having sufficient funds to manage the short-term liquidity requirements.

### SUGGESTIONS AND RECOMMENDATIONS

- Liquidity should be always maintaining at least according to the industry average to reduce the probability of technical insolvency.
- As per capital adequacy segment of both the companies are maintaining higher capital adequacy ratio.

3. Companies should change their credit appraisal mechanism to improve the qualities of assets and reduces their non- performing assets at larger extend
4. Management efficiency should be improved by the way reducing the staff cost, improving the business per employee by effective marketing strategies and reducing their operational cost.
5. Priorities must be Given to consumer safety and security at most.

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**IMPACTS OF DIGITAL EDUCATION DURING COVID-19****Hitesh Ashok Tirlotkar and Snehal Dayanand Goriwale**Chetana Self Financing Courses

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**ABSTRACT**

Digital education refers to the innovative use of digital tools and technologies during teaching and learning. Digital education is also known as digital learning or e-learning. On February 11, 2020, The world Health Organization (WHO) proposed an official name of virus as COVID-19, an acronym for coronavirus disease 2019. It was first identified in Wuhan; China in December and the first case was reported in India on 30 January 2020 in state of Kerala. In second week of march state government across the country began to shutting down the school and colleges temporarily as measures to contain coronavirus to spread. Due to this education sector in India was badly affected. At that crucial time, education sector – board examinations, nursery school admissions, entrance tests of various universities and competitive examinations were going to held during at that pandemic period but due to COVID pandemic those exams got postponed. In the wake that emergency and keeping student's safety in mind and their academic concern, most of the institute was taken initiative to provide the facility of telecommunication, zoom call, skype call and other access to other virtual options to fill that gap to learning. This paper highlights the views of students to online learning and also positive and negative impacts of digital education during pandemic.

*Keywords:* Covid 19, Education, Digital Education, Online Learning.

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**INTRODUCTION**

The first of covid-19 was found in Wuhan city, china in the month of December. By the middle of march of 2020 India began a spike in the number of reported cases of COVID-19. In the anticipation of health issue issues, the government declared lockdown throughout the nation wide from 24<sup>th</sup> march 2020. While the virus scored globally the government took proactive measures to control its spreading in India. All national borders were sealed and railway operation were suspended. Further all school and colleges were shut. Due to this educational institute decide to switch from traditional teaching methods to digital teaching method.

Digital education refers to the innovative use of digital tools and technologies during teaching and learning. Digital education is also known as digital learning or e-learning. In traditional educational system teachers used blackboard, chalks etc. But they have been substituted with web-based education which improves students learning experience. Digital education can be defined web-learning which effectively makes use of the information on technology to impart knowledge to students. In fact, this has been introduced two years ago and has gotten very famous all over the world.

Due to pandemic education sector switch to online education system. The main bottle neck is in the need of for teachers to adapt that teaching method of digital education, teacher have access to e-learning service, the syllabus is also designed likely with online recorded lectures and study material in the form of pdf, ppt and doc. In the physical classroom setting interaction is more dynamic and from students make easily but in online classes, teachers need to find to make creative ways to make the conversation interesting.

**RESEARCH METHODOLOGY****OBJECTIVE –**

- 1) To study views of students towards digital learning.
- 2) To study positive impacts of digital education.
- 3) To study negative impacts of digital education.

**SOURCE OF DATA:**

The data of this paper is based on primary data as well as secondary data.

- 1) Primary data: for primary data we have collected data of students by using google survey form. For that google survey form we prepared questionnaire and then send it to students.
- 2) Secondary data: For secondary data we referred websites, articles etc.

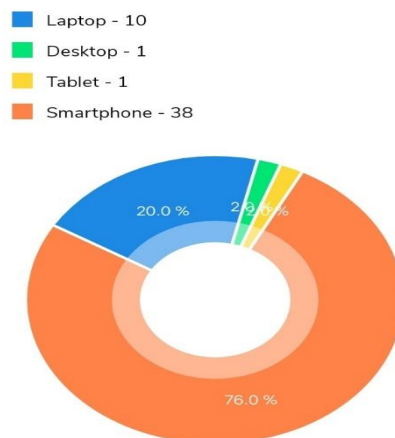
**REVIEW OF LITERATURE**

- 1) Dr. Pravat Kumar Jena (2020). His paper titled “Impacts of Pandemic COVID-19 On Education in Indi” have conducted the research with the aim to highlight various positive impacts of COVID-19 on education. The author finds that use of learning management system by educational institutions become a great demand. The author also concludes that from the priority should be to utilise digital technology to create an advantageous position for million of young students in India. He also suggested government and educational institutes should plan to continue the educational activities maintaining social distancing. 30-40% students and teachers may attend schools and colleges in two shifts per day to carry on educational activities by obeying guidelines for COVID-19
- 2) T. MUTHUPRASAD, S. AISWARYA B, K.S. ADITYA A, GIRISH K. JHA A (2020). I his paper titled “Student pretention and preference for online education in India during COVID-19 pandemics”. They focus on understand agriculture student’s perception and preference towards the online learning through an online survey. The auditor finds that of student prefer recorder classes with quiz of the end of each lass to improve the effectiveness’ of learning. He also suggested remaining and redesigning the higher education with components involving online mode.

**SURVEY DATA ANALYSIS**

To understand the impacts of digital education during COVID-19. We have conducted survey on students to study their view towards digital learning or learning online. We have got 50 responses for our research form students. The report of survey questions are as follows –

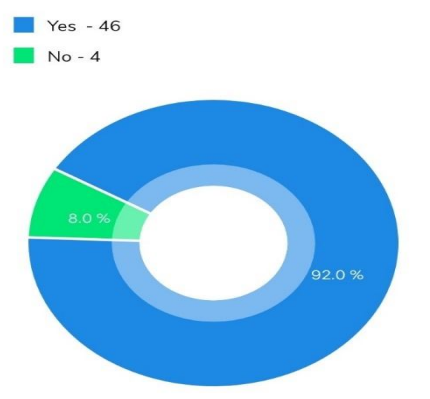
1 Which of the following device you prefer for online learning?



**INFERENCE:**

According to survey, as you can see in the graph 76.0% of students are prefer to used smart phones. Then 20% of students are prefer to used laptop and 2.00% of students are prefer desktop and tablet. Hence most of the students prefer to used smart phone for their online learnings.

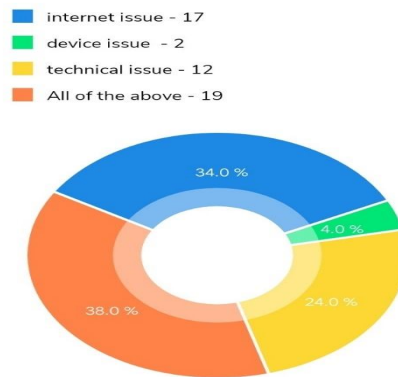
2 Do you have internet access?



**INFERENCE:**

As you can see in the graph 92% students have access to interest but 8 % don’t have proper internet access because of some issues.

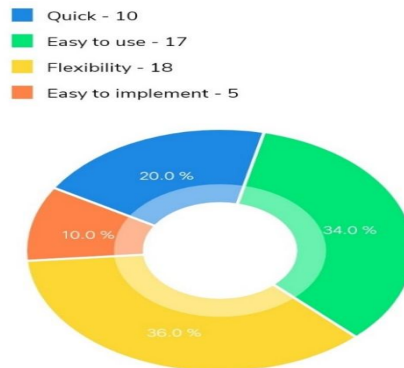
3 Which of the following issue do you face during online lectures?



**INFERENCE:**

Many students face many issues when they are in online lectures. According to survey 38.0% of students faced all of the above i.e., internet, device and technical issues. Then 34% students only face internet issue and 24% students face technical issue. And only 4% student face device issue.

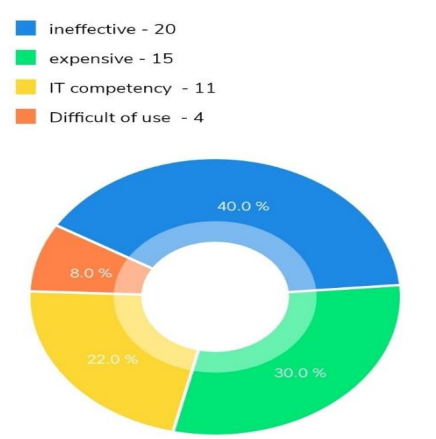
4 According to you which of the following could be considered to be an advantage of using online learning?



**INFERENCE:**

According to survey, 36% of students thinks that online learning is flexible to used. 34% students thinks that online learning is easy to use and 20% students thinks that it is quick to used. Only 10% students think it is easy to implement.

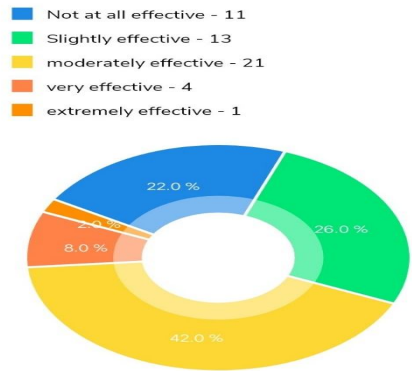
5 According to you which of the following could be considered as disadvantages of e-learning or online learning?



**INFERENCE:**

According to survey, 40% students think that online learning is ineffective. 30% students thinks that it is expensive. 22% students thinks that online learning is difficult because of IT competency and 8% students thinks that it is difficult to used.

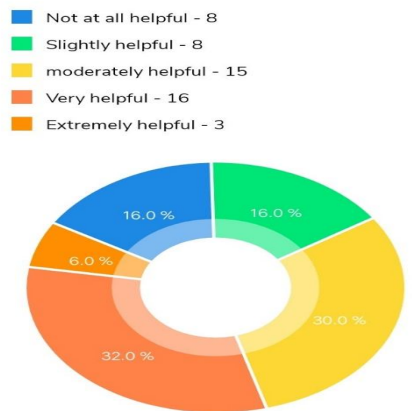
6 How effective has online learning been for you?



**INFERENCE:**

According to survey, 42% students thinks that online learning has been moderately effective for them. 26% students thinks that online learning has been slightly effective for them. 22% students thinks that online learning has been not at all effective for the and 8% students thinks that online learning has been very effective for them. Only 2% students thinks that online learning has been extremely effective for them.

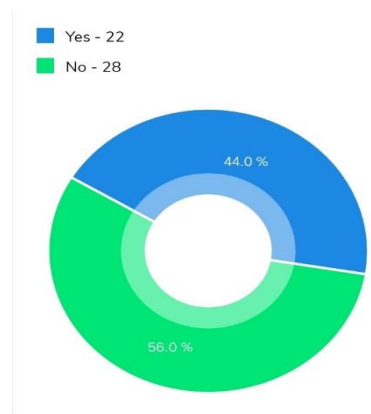
7 How helpful are your teachers while studying online?



**INFERENCE:**

According to survey, 32% students thinks that teachers were very helpful during their online lectures. 30% students accept thinks that teacher was moderately helpful during their online lectures. 16% thinks that teachers were slightly helpful and also another 16% students thinks that teachers were not at all helpful. Only 6% students thinks that teachers were extremely helpful to them during online lectures.

8 Do you think teachers teaching are more efficient in online lectures?

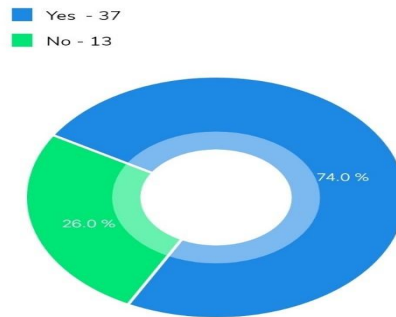


**INFERENCE:**

According to survey, 56% students thinks that teachers are not efficient during their online lectures. Only 44% students thinks that teachers are efficient during their lectures.

9 Do you think online exams are easier than offline exams?

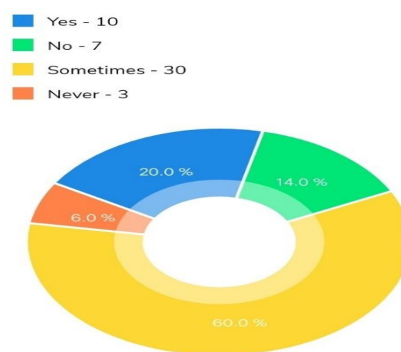




**INFERENCE:**

According to survey, 74% students agree that online exams are easier than offline exams but 26% students thinks that online exams are not easier than offline exams.

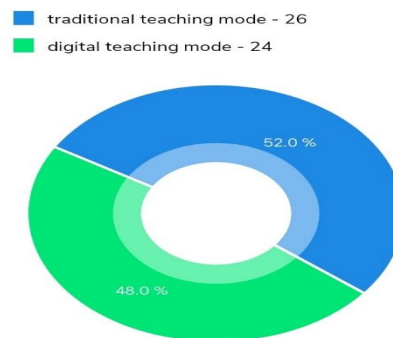
10 Do you enjoy online learning or lectures?



**INFERENCE:**

According to survey, 60% students enjoy online lectures sometimes. 20% students enjoy their online lectures and 14% students does not enjoy their lectures. Only 6% students are there that does not enjoy online lectures.

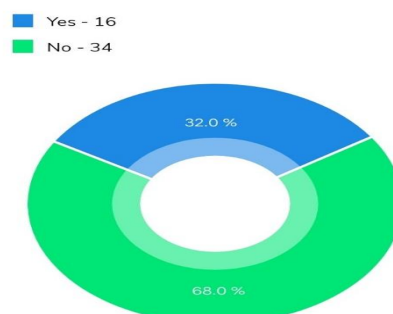
11 According to you which of the following teaching mode is cheaper?



**INFERENCE:**

According to survey, 52% students thinks that traditional teaching mode is cheaper and 48% students think that digital teaching mode is not cheap.

12 Do you want online teaching system continue even after COVID-19 pandemic?



**INFERENCE:**

According to survey, 68% students think that online teaching system should not continue even after COVID-19 pandemic. Only 32% students want online teaching system even after COVID-19 pandemic.

**IMPACTS OF DIGITAL EDUCATION****Positive Impacts of Digital education -**

Due to COVID 19, Indian education system got opportunity for transformation from traditional era to digital era. The following are the positive impacts of digital education -

- 1) **Efficiency:** Online learning offers teacher an efficient way to teach lessons to students. Online learning has number of tools such as ppt, pdf, videos, and teachers can use this tool as part of their lessons plans. By extending the lesson plan beyond traditional textbooks to include online resources, teachers can become more efficient educator.
- 2) **Accessibility of time and places** – Online education allowed students to attend classes from any location of their choice. It allows schools to reach out to a more extensive network of students, instead of being restricted to geographical boundaries. Also, online lectures can be recorded so that students can access that any time and can also use for future reference.
- 3) **Improve student's attendances** – since classes can be taken from home, there are few chances of students missing out of sessions.
- 4) **Affordability** – digital education or online learning is far more affordable as compared to physical learning. This is because online learning eliminates the student's extra expenses buy books and staff. Additionally, study material is available online.
- 5) **Enhanced creativity** – not all students are able to perform well replying solely of books. It is important for them to used their creative side of them. For this matter digital learning is best because they can refer other videos from youtuber to take ideas.

**NEGATIVE IMPACTS OF DIGITAL EDUCATION –**

The following are the negative impacts of digital education.

- 1) **Distraction:** Not all students use the technological device in a right way. There are students who used their device to play games, chatting on social networking website, playing music and access other kind of stuff of the middle of online sessions. These students get distracted. Not listening to teachers and not paying attention to teachers teaching during session make students suffer at the time of exams.
- 2) **No practical learning:** As we know practical learning is more efficient then learning online. Practical work should include experiments laboratories, school visiting, projects, assignments etc. getting theoretical knowledge has no value until students can apply that for practical purpose have an understanding of practical learning fundamentals of your field. Thus, this is the one of the negative impacts of technology in education i.e., in digital education.
- 3) **Unprepared teacher/students for digital education:** As online teaching is difficult to teachers as well as students to understand. Not all students/teacher are good at it or at least not all of them were ready for this sudden change from face-to-face learning to online learning. Not all students and teachers can adapt online learning ways.
- 4) **Missing out the real staff:** Lack of face-to-face interaction with the teachers and classmate is not a healthy move. It is important to remember that not all education can be received from digital learning. Class lectures and discussions are important learning process. The bond of teachers and students is very important for a positive learning experience.
- 5) **Not Access to digital world:** Not all students are able to have internet access and many students may not be able to afford computer, laptop or even smartphones in their home. Lockdown hit poor students in India as most of them are unable to explore online learning ways. Due to online teaching-learning methods during pandemic may increase the gap between rich/poor and urban/rural students.

**SUGGESTIONS**

- 1) Teachers need to used various ways to catch interest of students during lectures.
- 2) Education institute need to improve digital learning platform.

- 3) Teachers need to keep looking at chat box because most of students put their queries there.
- 4) In online lectures we can study theory subject very effective but in case of practical subjects like accounts it become difficult for student to understand thus teachers need to find some unique way to teach practical subjects.
- 5) Students need to pay more attention in their online lectures because they can get easily distracted by any notification.

**CONCLUSION**

After lockdown started educational institutes switch their educational system from traditional to digital. As per our survey many of students are not comfortable with digital educational system. Because of students are not able to get practical knowledge from online lectures and also because of lack of face-to-face interaction. In digital educational system teachers cannot look after an individual if there is any problem or not understanding anything as compared to traditional educational system. Students thinks that digital learning is good but traditional way of learning is most essential.

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**A COMPARATIVE ANALYSIS OF THE IMPACT OF ONLINE EDUCATION ON THE OVERALL DEVELOPMENT & EMPLOYABILITY QUOTIENT OF BCOM STUDENTS IN MUMBAI**

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**ABSTRACT**

*Online education has gained immense momentum during the pandemic. Amongst the drastic impact that covid has had on the lives of many the most affected group were students. Prefixes like seamless and contactless virtual sessions appropriately define the experience of the mentors delivering these lectures but what matters most is whether the present setup brings in an overall development & Employability Quotient of a student specially, those in the Final Year graduating from the present batch wherein the mode of education was completely online with little or no scope for organizing extra/ co-curricular activities that enhance the skill sets and encourage a 'beyond the classroom' out of the box thinking. The researcher aims to study the impact of online education on the overall development & Employability Quotient of BCOM students in Mumbai". Also the scope of evaluating students underwent a paradigm shift & remained restricted to their academic performance alone which is surely not the only parameter of judging his/her personal abilities. In the race of scalability that remains the strong suit of e-learning platforms, the degree of concept clarity & its application remains to be tested. Imparting major life skills remain the most untouched area as the medium of instruction remains purely virtual.*

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**INTRODUCTION**

Of the many things that the pandemic has changed, the most important one that is hugely impacted is the education sector. Seamlessness & scalability are the two important words associated with the online mode of education but there is a lack of personal face-to-face interaction that is a major step towards students progression & his/her overall personality development. During the 5 years tenure of the candidate in college there are a lot of things that the student learns beyond just academics. They come in the form of interaction with peers and teachers by way of participation in various co-curricular and extra-curricular activities, participation in add-on courses etc. This ensures that the graduate is 'corporate ready' and is in a position to independently choose their career.

However, to what extent this can be done via participation in the activities conducted online is a major question mark. The student is expected to set his/her academic/ Growth and Career goals with no or minimal assistance. Also, the student has to self empowered to excel in education. This will undoubtedly have an impact on their Emotional Quotient, Intelligence Quotient, Spiritual Quotient and now even on the Employability Quotient.

**OBJECTIVES**

1. To study the impact of online education on the overall personality development of the students.
2. To understand the effectiveness of online teaching-learning on students.
3. To review students progression on the basis of performance of the students.
4. To compare conventional form/ teaching methodology with that of online lectures.

**LITERATURE REVIEW**

Technology and Education—Why It's Crucial to be Critical

Selwyn, Neil

2015

The author states that technology plays a major role in education and that technology and education go hand in hand as far as student's progression is concerned. The article also states the critical perspective to online education and brings out the fact that online communication can be really effective and helpful in by all means.

Assessment of student achievement

Brown, G.T.L. (2017).

The author highlights the point that assessment is the most important activity in the learning process. The book brings about the most important aspect related to the fact that students performance can be tracked by several methods. Further, best practices that can be put forward to check the receptivity and response to online education can also be understood in details and implemented is highlighted in the book.

Best Practices in engaging online learners through active & experiential learning strategies:- Budhair, S.S. & Skipwith, K. (2017). The author states the various best practices that can be integrated to make online learning more effective & efficient and also the fact that various skills like those of problem solving, communication, conceptual and others can be learnt by way of virtual learning.

Robot Proof: Higher education in the field of Higher Education

Boston, MA

The author brings about the role of Artificial Intelligence in Higher Education in terms of both delivery of lectures and evaluation of the performance of the students. The book also tries to highlight the impact that online education might have on the learning curve of the student.

Education is not an app: The future of University teaching in the Internet age Poritz, J.A. & Rees, J. (2017)

The author highlights the critical assessment of online lectures & assessment. Also, the learning design for the teachers/learners are considered as the most important aspect of online teaching or distance learning.

**RESEARCH DESIGN:-**

Data Collection:- A questionnaire was formed and data was collected using Google form. 127 BCom students were the respondents of the survey.

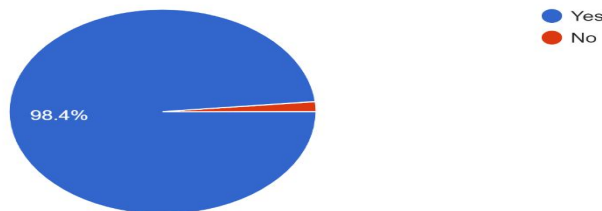
**FINDINGS & INTERPRETATION:-**

**KEY FINDINGS:-**

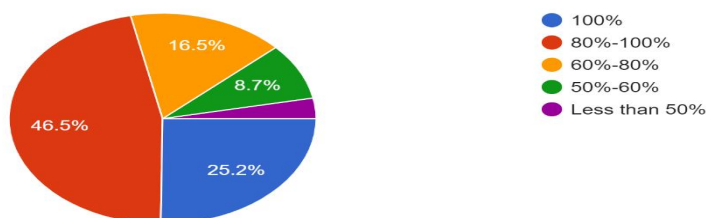
1. Majority of the students seem to attend online lectures.
2. 47% students attend more than 80% of the lectures.
3. 68% students feel that online lectures are more effective than offline lectures.
4. Important to note is the fact that students prefer to spend time with their family after lectures followed by spending time on social media.
5. More than 40% students are not too sure if online lectures help in grooming their overall personality.
6. 77% students feel that there is a difference in their performance after attending online sessions.
7. 58% students are not too sure if attending online sessions will be helpful in deciding their career path.
8. Only 26% students participate in the activities online.
9. Only 65% of the students feel that online lectures are a value addition beyond academics.

**RESPONSE ANALYSIS:-**

Do You attend online lectures?  
127 responses

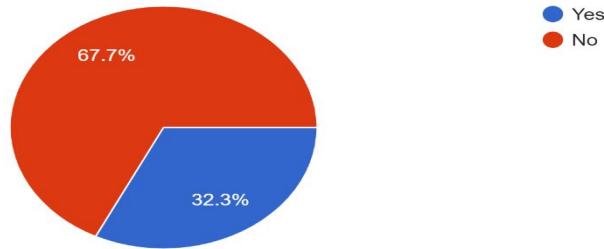


What is your average attendance in a week?  
127 responses



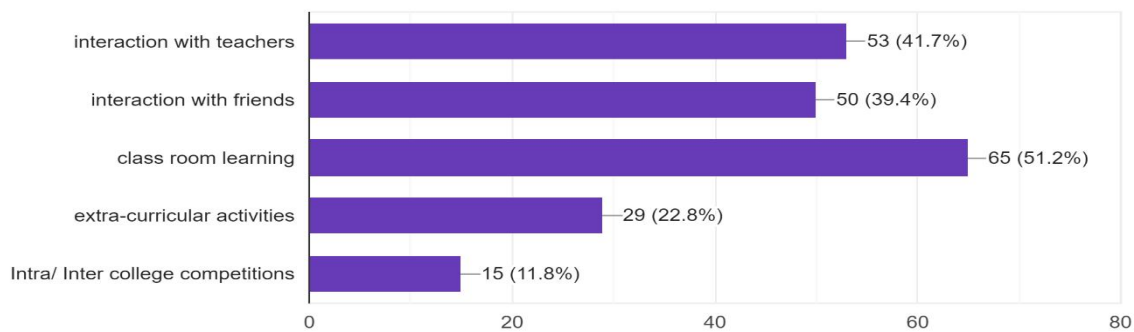
Do you think online lectures are more effective than offline lectures?

127 responses



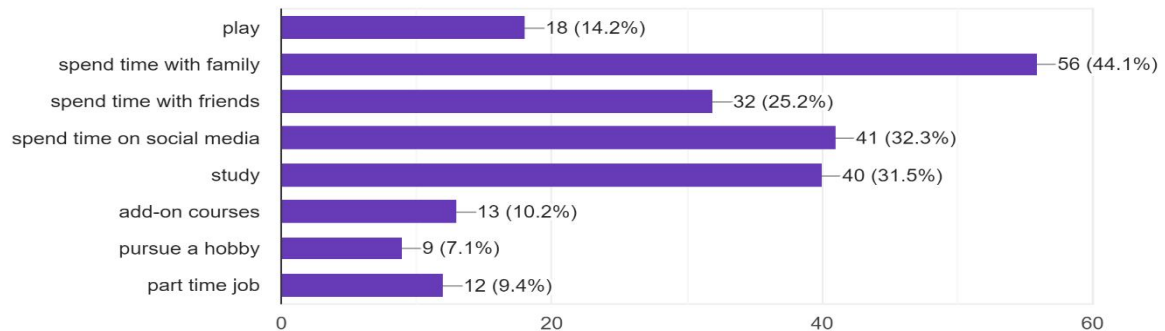
What do you miss the most about offline lectures?

127 responses



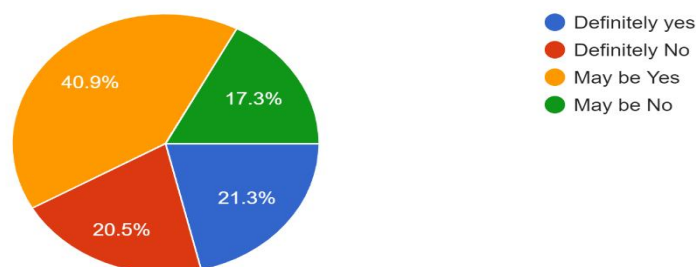
What do you generally engage yourself in after the lectures?

127 responses

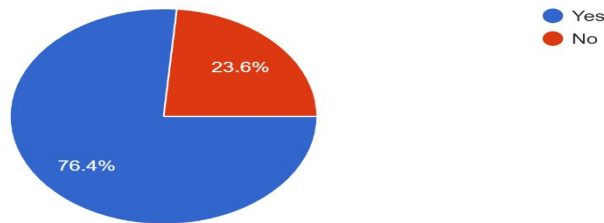


According to you, will online lectures alone help in grooming the overall personality of an individual?

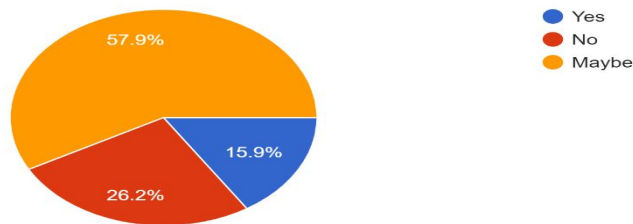
127 responses



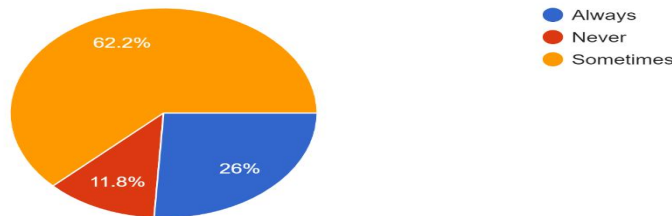
Is there a difference in your performance after attending online sessions?  
127 responses



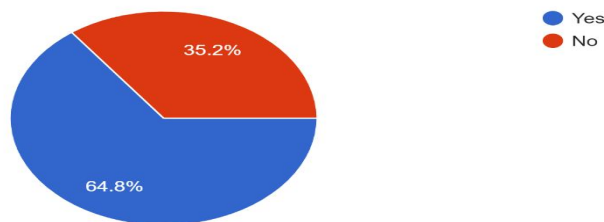
In your opinion, will the online lectures be helpful to you in choosing your career?  
126 responses



Do you participate in the online activities conducted during the session?  
127 responses



Do you feel that online lectures are a value addition besides Academics?  
125 responses



**SUGGESTIONS & CONCLUSION:-**

1. Simulation Techniques helps a lot when it comes to virtual reality in the field of education, specially online.
2. Students should be allotted a mentor/ Guide to track the progress of individual students since the number of students in the undergraduate courses is huge.
3. Holistic education in terms of presenting live case studies to access and enhance problem solving skills, small community assignments to understand human values can be given to the students.
4. Writing notes is substituted by students given study materials & power point slides online. Hence, ways to encourage creative writing & build articulation needs to be boosted.
5. Fundamentals & advantages of group activities/ projects need to be redefined.

- 
6. Tolerance, patience and positive attitude has to be taught as they are the real basics when the students hit the corporate.

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**AN ANALYTICAL STUDY ON FINANCIAL ISSUES AND CHALLENGES OF TELECOM INDUSTRY IN INDIA**

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**ABSTRACT**

*The telecommunication industry in India is fastest growing and witnessing many developments. It has gone through several transitions that have led to severe competition in the industry. This study helps to understand the major policy reforms in the Indian telecommunication sector. Moreover, the article also discusses the changes strategies adopted by the key market players- Vodafone and Airtel, Reliance Jio and BSNL etc. The study emphasis on providing comprehensive knowledge on the recent developments in the telecom sector and will help highlight the financial changes and challenges faced by the telecommunication industry.*

*Keywords – Financial, Telecom, challenges and issues*

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**INTRODUCTION -**

The telecommunications industry in India has witnessed numerous developments and undergone tremendous changes. It is one of the speedily growing industries in the world and has proved to be an international success in the telecom industry. India has developed as the second largest telecommunication market with 1171.80 million subscribers including wireless and wire line as on 23<sup>rd</sup> December 2020. Indian telecom sector has undergone a major transformation through several policy reforms and regulations. The telecom sector has becoming more competitive day-by-day, with the introduction of new players and has revolutionized the way of communicate and sharing of information. This study is an attempt to capture the changing scenario of the telecommunication industry of India. The research study also tries to explain the challenges faced and strategies adopted by the key telecom players in the industry.

**SIGNIFICANCE OF TELECOM INDUSTRY -**

1. The telecom sector has played a crucial role in attracting FDI in India. This industry of India requires huge investments for its expansion as it is capital- intensive and FDI plays a vital role in meeting the fund requirements for its expansion. The FDI norms has induced many foreign telecom majors to this industry. The presence of foreign players has not only encouraged faster infrastructure development and up gradation but also has opened up the telecom industry to foreign competition The Indian Telecom sector has been expected as an essential tool for the socio- economic development and for growth of GDP in the country. The Indian mobile economy is growing rapidly. The Government had raised the FDI limit from 74% to 100%
2. Revenue generation from the telecommunication equipment sector is expected to grow to US\$ 26.38 billion by 2020. The increase in number of internet subscribers in the country is expected to double by 2021 to 829 million. The Indian Government is planning to develop 100 smart city projects, following growth in telecom industry
3. The telecommunication based industries are also a major employer—communications services provider to the 1 million U.S. workers in 2002, representing 1.1 percent of the total private workforce, and communications equipment companies employed nearly 250,000 people.
4. Telecommunications is a growth business with the increase in investment in the consistent expansion of wireless and broadband access services throughout the world.
5. The future significance of the telecom sector will have future scope with additional advancements by new technologies. various digital applications of the future generation technologies like cloud computing, Internet of Things (IoT), Artificial Intelligence (AI), 3-D Printing etc., which are future scope of prospects of telecommunication
6. **Aims and Objectives of the study-**
  1. To study present scenario of telecom companies with respect to their financial issues
  2. To study financial status of telecom companies
  3. To study future prospects of telecom companies

4. To study different challenges and problems faced by telecom companies
5. To study scope of future growth and development of telecom companies

**RESEARCH METHODOLOGY**

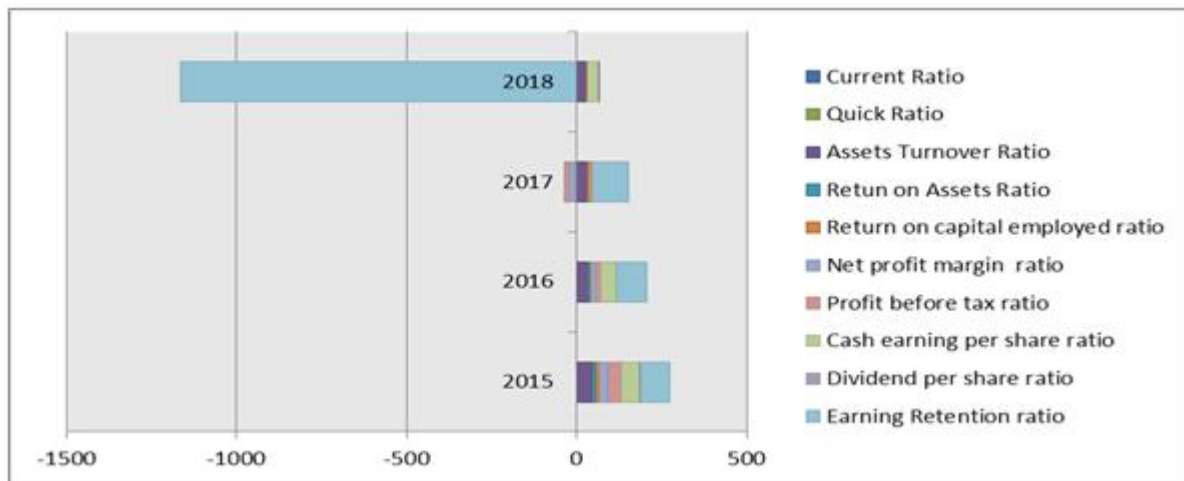
The study is based on quantitative research approach based on secondary data collected from annual reports of selected telecom companies, journals issued, newspaper etc. the data collected for last four years of performance of telecom companies from 2015-2018.

**DATA ANALYSIS AND INTERPRETATION-  
RATIO ANALYSIS -**

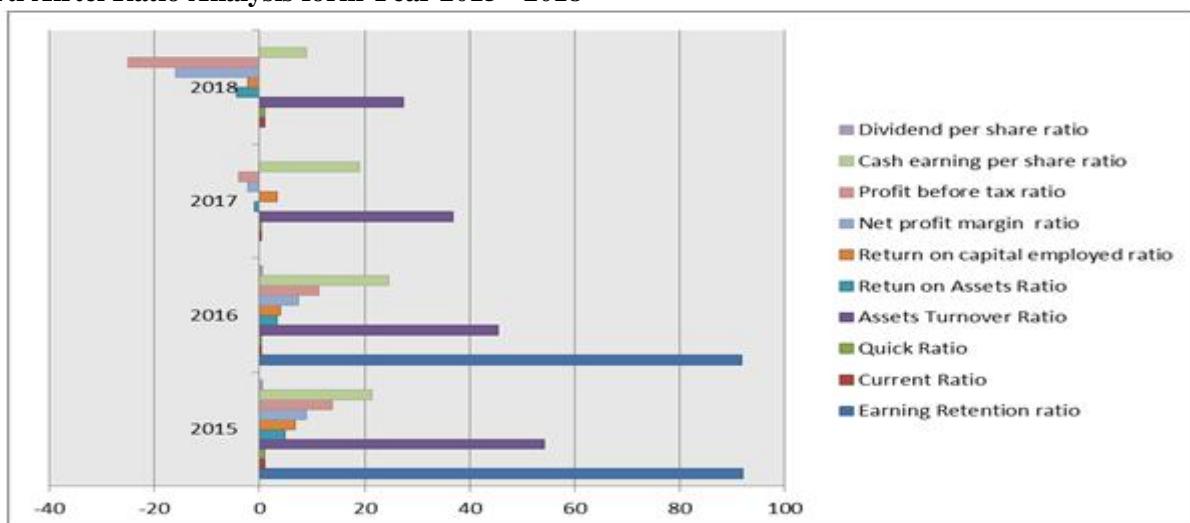
(Rs. In cr & %)

Name of companies	Bharti Airtel				Vodafone Idea			
	2015 - 2018				2015 - 2018			
Financial Ratios Analysis	2015	2016	2017	2018	2015	2016	2017	2018
Earning Retention ratio	88.35	88.6	104.02	-1,161.74	91.93	91.84	0	0
Current Ratio	0.64	0.41	0.47	0.49	0.89	0.3	0.39	0.91
Quick Ratio	0.64	0.41	0.47	0.49	0.89	0.29	0.39	0.9
Assets Turnover Ratio	43.89	32.58	32.49	26.18	54.23	45.51	36.83	27.29
Return on Assets Ratio	10.44	4.2	-5.17	0.03	4.87	3.36	-0.86	-4.37
Return on capital employed ratio	12.78	4.94	7.49	3.09	6.85	4	3.24	-2.26
Net profit margin ratio	23.78	12.9	-15.93	0.14	8.98	7.39	-2.35	-16.02
Profit before tax ratio	39.16	17	-13.66	-1.26	13.87	11.36	-4.02	-25.01
Cash earnings per share ratio	51.93	43.42	5.7	32.84	21.3	24.63	19.05	8.85
Dividend per share ratio	3.85	1.36	1	5.34	0.6	0.6	0	0

Figure 1.1



**Bharti Airtel Ratio Analysis form Year 2015 - 2018**



**VODAFONE IDEA RATIO ANALYSIS FROM YEAR 2015 – 2018****Interpretation of data analysis-**

1. The *retention ratio* is the proportion of *earnings* kept back in the business as *retained earnings*. The *retention ratio* refers to the percentage of net *income* that is *retained* to grow the business, the retained earning ratio performance of Vodafone idea was better than bharti airtel, however, in the year 2017 bharti airtel showed a good increase in net income retention as compared to Vodafone idea limited
2. Vodafone idea reveals comparative growth in terms of current and quick ratio management as such bharti airtel also had revealed positive growth by maintaining average amount of quick ratio and current ratio evenly from 2015 – 2018
3. Asset turnover ratio is an indicator of the efficiency with which a company is deploying its assets to produce the revenue, as shown in the above table 1.1 both the companies had managed higher efficiency by increase in the ratio and Vodafone idea had greater comparative prospects and efficiency in revenue management
4. Return on assets is a profitability ratio that provides how much profit a company is able to generate from its assets the study shows that bharti airtel had achieve greater advantage in terms of earnings from their assets as compared to Vodafone idea
5. Return on capital employed (ROCE) is a financial ratio reveals the usage and assessment of company's profitability and capital efficiency, the above table shows higher generation of returns on capital investment by the bharti airtel rather than negative capital earnings by the Vodafone idea in the year 2018
6. The net profit margin is a way to measure the financial performance or profitability of a business in relation to the costs associated with the production and distribution of products along with other expenses, net profitability ratios is used to determine the financial value of a company, the bharti airtel shows higher competitor advantage as compared to Vodafone idea which reveals negative net profit margin in the year 2018 i.e. (-16.02%)
7. Profit before tax ratio was higher for bharti airtel as compared to Vodafone idea limited showing higher negative trends of development
8. Cash earnings per share ratio of bharti airtel was comparative high, which shows satisfaction and increase in confidence among stakeholders of bharti airtel limited whereas Vodafone idea limited showed very less cash earnings ratio per share
9. Dividend earnings ratio showed positive equity growth of the bharti airtel as compared to very low dividend per share earnings of Vodafone idea limited evenly form year 2015 – 2018.

**CONCLUSION-**

From the above data interpretation and analysis it is concluded that Vodafone idea needs better financial growth strategies as compared to Bharti airtel limited. The telecommunication had experienced lot of consolidation due to growing needs of digitalization from their users and clients although the government had stressed the present market with AGR (average gross revenue) decisions and fund payment form major telecommunication players in the market with the change in their approach and strategies telecommunication players can find the prospective path for their growth and development in future. The telecommunication sector must build a strong network services. It is required to invest more for network towers.

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**IMPACT OF COVID-19 ON OTT PLATFORMS**

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**ABSTRACT***Purpose:-*

*Due to the on-going lockdown caused by the outbreak of covid-19, we saw a robust increase in the usage of OTT platforms. Hence, this study aims to investigate and understand the impact of covid-19 on Over-The-Top (OTT) platforms in India as well as other countries, which could give us a clear idea of customer's needs as well as their preferences according to the external situations or factors.*

*Methodology:*

*The primary review and research was done on the database of Google scholar, Virtual LRC, Refseek and Microsoft Academic Search. With these available resources the data was collected, reviewed and then analysed the same data for the better understanding of the situations of the OTT platforms during the covid-19 period.*

*Findings:-*

*As per the research, it could be observed that the covid-19 had a major impact on the offline medias such as theatres, stadium etc. Thus when the lock down arrived, citizens was arguably forced to be at their home so that they could isolate themselves and be safe from the on-going covid-19. Hence, making majority of the people to work from their home. Hence due to no outdoor activity, people started to use the OTT platform as a way of entertainment and were willing to extend their budget for 200 to 500 rupees to get the subscription done on these OTT platforms.*

*Conclusions:*

*Hence the main reason for this study is to analyse the customer's preferences with constantly changing environmental situations, and how they cope up with these changes to attain their level of satisfaction and be comfortable with it. So, by doing this research, we would get a clear insight of the impact done by covid-19 on OTT platforms.*

*Keyword: Covid-19, OTT, Netflix, Pandemic, Consumers*

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**INTRODUCTION**

This research paper looks into the consumer behaviour during the lockdown that was caused by the pandemic. The main topic to be looked over here is the significant changes that have happened in the OTT services. This particular topic has a large amount of different sector under its arsenal. Such as Video/Movie streaming services, video game streaming, music, varies podcasts and much more. The major streaming services are YouTube, Netflix, and Amazon prime, Disney+, Hotstar and Twitch.

With the changes happening in the environment at such rapid pace, the technology developed during this period is also supposed to satisfy the consumers need. For example due to the lockdown caused by the pandemic the theatres and other offline medias were also shut down due to the increasing cases and people were in need for more entertainment while staying at their home hence many people found out about these OTT platforms. And the pandemic has brought such an insight to this behaviour and the same can be understood from the perspective of the sudden development and need in the OTT services.

Due to the pandemic, there was a drastic fall in the economic situation directly or indirectly. Thus bring the OTT services into the picture during this period has proved to be a helping hand to uphold the financial situation even by a bit. Also this increased in the cut-throat competition between the companies which bring forth the content for these Medias.

With stronger internet connectivity as well as better technical advancement in the sector of network, more and more consumers have lately started using the OTT platforms on the mobile phones and other devices such as laptop or a PC over the WIFI. Hence making them more convenient to watch their favourite shows without any problems.

Hence with the rising demand many other media hosted companies have started creating their own platforms in order to cope up with the competition set by the other Medias.

From the consumers perspective, they were supposed to be isolated from contacting the world from their homes. And forcing them to work from their homes. Due to which they were in need of entertainment so that they could keep themselves from being bored.

**TYPES OF OTT FORMS IN THE INTERNET AND MEDIAS:**

1. Mobile Apps.
2. Connected TV app user.
3. Desktop apps.
4. Web based application.
5. OTT video Content (Tik-Tok).
6. OTT voice services (podcast).
7. OTT messaging.
8. OTT audio applications.
9. Different App clouds.

**GROWTH OF OTT PLATFORMS:**

The global OTT platforms streaming market in 2019 was 104.11 billion. This was increased to 161.37 billion in 2020 at growth rate of 55%. This major growth was in result of the lockdown that was imposed due to the pandemic situation. Now this shows that the consumers were in dire need of entertainment while the offline Medias were shut till the lock down was removed.

The OTT industry in India saw a surge of 30% increase in the viewership and paid subscription from 21 million to 29 million.

**Number of Subscription:**

January 2020	21.4 million
February 2020	22.0 million
March 2020	22.2 million
April 2020	27.2 million
May 2020	27.7 million
June 2020	28.0 million
July 2020	29.0 million

**User Experience:**

This is one of the driving forces for any form of object present in the internet. The main reason for the OTT platform to thrive in such a good way is because of a individuals users experience. The User experiences preferably from an app would be about the ease in content discovery. Wherein the user would search for an topic in their favoured media and get the suggestion of other content's which has similarities to the content they have searched.

A user experience emphasis on how the product helps the user in achieving the content they desire for.

**Reasons why some of the OTT platforms such as Netflix and Amazon prime and YouTube differ from the other platforms:**

1. Interactive interface- A good and interactive interface captures most of the users and it should be well optimized in such a way that it should understand the users need.
2. Content recommendation- A good platform should know the users preferences even before them choosing it, which ultimately leads them to use the platform more on a regular basis. 51% of the users have informed that they desired content which they searched for would always get conveyed to them
3. User privacy- Some user would like to keep them self-private on an social platform and some would want it to be exact opposite.

**BUSINESS IMPLEMENTATION OF THESE PLATFORMS:**

These markets are divided into several segments such as advertising supported video on demand (AVOD), Subscription supported video on demand (SVOD), Transactional video on demand (TVOD), Hybrid revenue models.

1. Advertising supported video on demand (AVOD): Ad supported video is referred to the monetization of video services that are available to the users as an ad services rather than an video to be watched.
2. Subscription video on demand (SVOD): Video those are made available to the user via subscription I order to access it.
3. Transactional video on demand (TVOD): video those are available for the payment done for it.
4. Hybrid revenue models: This model can be a combination of SVOD and TVOD. Wherein the platform would have a plethora of content as well as some that can be additionally purchased.

Thus, this helps the user to choose whatever means they are comfortable with and affordable so that they could live up with the budget.

**PRICING OF THESE PLATFORMS ACCORDING TO THE CONTENT DELIVERY SYSTEM:-**

1. Free Trials: Some of the OTT platforms provide the user with free trials. These Trails are what attracts the user for their viewership in order for them to get subscribed to these Medias for content. By doing so the companies are trying to show the customers that how they value the customers need as well as services. Example: YouTube.
2. Basic Freemium Models: In these models some of the contents would be access limited which cannot be accessed without an SVOD. But still have a lot of content to be used. Example: Hotstar
3. Tired Pricing models: In this the tier models can be of different variant such as screen variant, royalty content variant and much more. Example: Netflix which uses a screen variant.

**BUSINESS STRATEGIES WHICH ARE BEING IMPLEMENTED:**

In 2019 Netflix had laid a plan for mobile and tablet users for a bare minimum price thus attracting a lot of consumers who uses mobile phones and tablet thus increasing their subscription rate.

In May of 2020 Amazon Prime video has announced their direct to digital release. These strategies are being used to maintain and expand their customer base.

Also they provide newer plans which could be affordable and stay within the budget of the end user.

By doing this there is a cut-throat competition between the content providers to get hold of the maximum share in the market.

And by doing so they are encouraging regional producers to create the content on a regional basis because most of the views are those people who like to watch the regional shows compared to the international shows hosted in these Medias.

**GROWTH OF OTT:**

In the upcoming years, as the internet and digital media gets more innovative, more and more users would get involved in this subscription based services. By doing so there would be major ups and downs in the industry.

Wherein people would be using more and more subscription based models such as Netflix, amazon prime and much more and they would reduce the use of cable related subscription. Because of the major difference in the cost efficiency and availability

Wherein the cost is for this subscription related models are less and has plethora of content to be found and browsed. Wherein the cable related models has limited contents

**CONCLUSION:**

Hence the main reason for this study was to figure out how we as a customer would react to our own need to the changing environment such as pandemics and other environmental changes. And entertainment being a part of a average normal human lives this study was conducted to figure out how we would adapt to the changing/evolving technology around us.

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**ABSTRACT**

*The financial institutions worldwide have been continuously evolving their businesses due to regulatory and economic pressures, stressed interest rate regime and altering customer expectations. The ongoing COVID-19 pandemic further poses a serious challenge for them. Financial institutions are finding it difficult to manage their daily operations while ensuring that their services are not disrupted and there is no decline in their market share. While think tanks of financial institutions are occupied with managing the crisis in the short term, their strategic focus would be on preparing for the future.*

*Banking sector in India has played a major and a crucial role in socio-economic progress and this is evident since the independence. Banking sector is the core soul of an economy for any country. It is the most vibrant pillar for any financial sector and plays a major role in economic development of the country. The paper tries to analyse the banking sector in India pre and post Covid-19. This was done with the help of random sampling method and their responses were summarised using graphs.*

*Keywords: Banks, Financial Institutions, Covid-19, Crisis, Indian Banking*

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**INTRODUCTION**

Banks form the strength of every economy and play a critical role in the lives of citizens by providing them with crucial financial services. It is important for banks to remain operational during such a crisis. However, like other organisations affected by COVID-19, banks would also need to undergo certain long-term changes in the way they function. They will need to follow the guidelines on social distancing and safety precautions in their branches and offices. This can create challenges such as:

- Decrease in revenue generation due to lower consumer footprints, lower demand, reduced and remote employee job
- Probable burden on net interest income due to skewed interest costs
- Requirement of additional provisioning due to a rise in stressed assets anticipated
- Higher costs to ensure operations with 'lights on'.

In spite of these challenges, there is a huge opportunity for banks to change themselves and become resilient, agile and profitable in areas such as cost optimisation, digitalisation and productivity.

A few years ago, the Indian banking sector embarked on a journey of digital transformation. Although the initial aim could have been to tackle tech-savvy, new-age players' rivalry, the crisis of COVID-19 may be a game changer, forcing banks to embrace digital technology. Not only is it necessary to deal with the COVID-19 crisis, but also to plan for a recovery after the crisis. Since there is high smartphone penetration and access to data in both urban and rural India, banks should look to digitally grow. In addition, current circumstances have increased understanding among both sellers and customers of the use of technology. Banks may partner with technology providers or develop their own digital solutions for their customers to allow digital banking. To empower workers, vendors and other stakeholders, similar digital initiatives are needed.

**A FEW INITIATIVES THAT BANKS CAN FOCUS ON:**

- Leveraging artificial intelligence (AI) through consumer touchpoints, including natural language processing and emotional recognition capabilities.
- Allowing the sales force digitally to generate sales inside the home work (WFH) model
- Identifying and cooperating with potential FinTech partners in different categories such as payments, boarding, credit signing and collections to allow contactless services quickly.
- Shifting a greater fraction of the marketing expenditure to digital acquisition
- Developing the organizational potential for remote collaborative work and improving the experience of workers with digital edges.
- Reinforcing cyber security measures and records.

**RESEARCH OBJECTIVE**

For the research, the analysis was conducted to find out how Covid-19 has influenced the banking sector. It explains, in brief, a summary of how the banking industry was doing and how banking activities were, but how the whole scenario has altered.

The primary purpose of the research paper is as follows:

1. Understanding the financial effect of Covid-19 on the banking sector.
2. The disproportion between consumer behaviour and the banking sector and the comparison between them (pre and post Covid19).

**RESEARCH METHODOLOGY**

The aim of the research paper is to assess the effects of Covid-19 and the lockdown on the Banking Division of India.

In the context of highlights of meetings of renowned business experts, subsidizing chiefs, monetary and financial consultants, senior authorities of monetary bodies, chambers of commerce and industry, authorities of global organizations such as the World Bank and the IMF, etc., a few concentrations have been taken from the latest writing available on various web locations to achieve this goal.

In addition, research papers and studies on extended meetings, such as consulting firms, transnational organisations, central banks, have referred to the influence of the crown on India's budgetary division. For this report, the related data accessible in various systems and at different sources was reviewed and carefully understood while reaching a right conclusion. This paper is an exploratory style of research that needs to be noted.

The data was gathered for this analysis via the method of random sampling. From the start of the analysis, a sample size of 75 was projected. By conducting a self-structured questionnaire to them, the data was collected. This helped to refine the questionnaire and gave an idea of the answers that would be seen; the final questionnaire was prepared and distributed with a few additions and deletions. Simple frequency, percentage, and other simple statistical inference instruments were used to analyze the collected data. The analyses are presented for better comprehension in a graphical way.

**LITERATURE REVIEW**

In order to resolve the COVID-19 pandemic, the Indian Government announced complete lockdown in the nation starting on March 24, 2020 and in the subsequent process the equivalent was extended to the third of May, 2020. Despite the fact that the lockdown was crucial and inevitable to prevent the faster spread of the Novel Coronavirus (Covid-19) and to save the lives of the nation's citizens, the numerous divisions of our economy were seriously affected. To the above, the Banking and Non-Banking Money Organizations (NBFCs) that are the backbone of India's economy are not special cases. This article is an attempt to assess the effects of this pandemic on banks and NBFCs due to the lockdown that has resulted in every industry association, educational foundations, public and private workplaces, suspension of transport methods, and so on. (2020, Singh & Bodla).

The life-blood of trade, commerce and industry is finance and banking. Today, the banking industry serves as the backbone of modern business. The growth of any nation depends primarily on the banking system. A bank is a financial institution in which deposits and advances and other associated facilities are dealt with. In the form of deposits, it collects money from those who want to save and it loans money to those who need it. One of the most basic and interesting aspects of human life is banking. People in the current lifestyle cannot make proper shifts without creating the proper network of banks.

Nationalized banks dominate the banking system in India. The output of the banking sector is more closely related to the economy than any other sector, perhaps (Limboe, Nilesh, 2014). There was a shift of perspective in banking activities due to the gigantic developments in innovation and the heavy mixture of data innovation. Web banking, which has changed the worldwide financial business, has ended up being the central issue of numerous exams all over the world. There has always been a writing hole in India on the topic anyway.

The aim behind this paper is to help fill massive holes in knowledge about India's Internet banking scene. The paper provides details on the number of business banks providing Internet banking and on the products and administrations they sell, taken from an analysis of business bank sites. It analyses the profile of business banks providing internet banking, using univariate noticeable investigation, holding money on profit, cost abilities, and various characteristics compared to other companies. Before the end of the first quarter of 2004, the

contrasts between Internet and non-Internet banks had begun to increase in terms of subsidies, pay and use wellsprings, and execution ratios. It was also found that there is no vast relationship between the profit and supply of internet banking (Singh & Malhotra, 2004).

**KEY FOCUS AREAS**

During the crisis, banks would have to look at short-and mid-term tactical initiatives, along with an emphasis on long-term strategic initiatives. For the sustainable growth of banks, early emphasis on a long-term plan would be crucial. The main areas to concentrate on for banks would be:

1. Cost optimisation
2. Re-engineering the business continuity process
3. Digital transformation
4. Productivity
5. Asset operating model
6. Reset outlook, strategy and plan

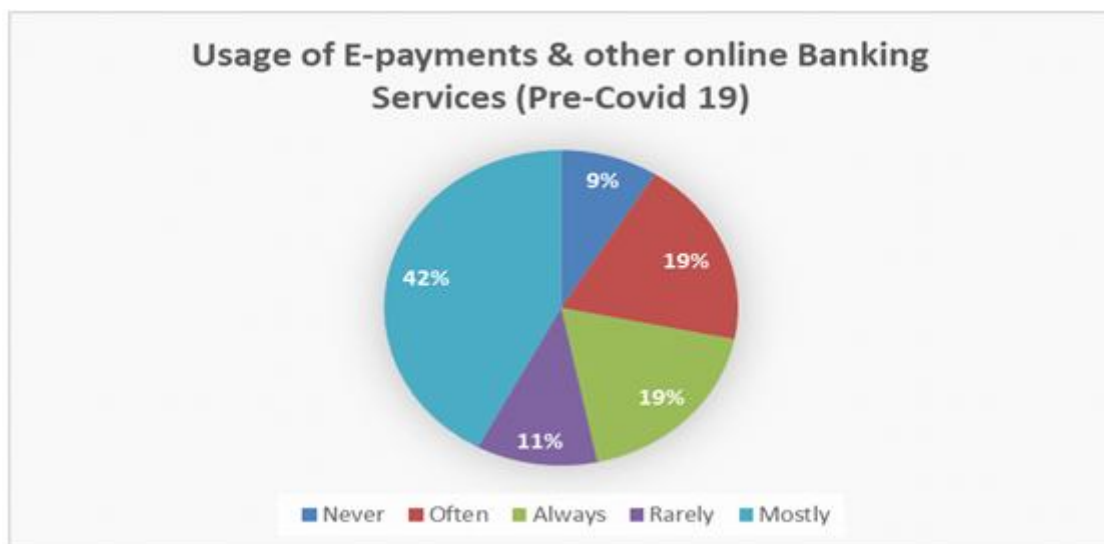
Banks will have to continue working under constantly evolving scenarios in order to continue serving customers. During the COVID-19 crisis, the Government of India (GoI) and the Reserve Bank of India (RBI) have taken various steps to inject liquidity into the banking system and provide some relief to customers. The offering of a three-month moratorium on term loans was one such measure. This has contributed to an increase in consumer inquiries and demands for service. Similar questions regarding product features, charges, EMIs, etc., once the moratorium duration ends, are anticipated from consumers. In order to respond to client requests, banks need to provide a sensitive and scalable service channel.

**DATA ANALYSIS AND DISCUSSION**

The following table represents the responses received from people of different age groups:

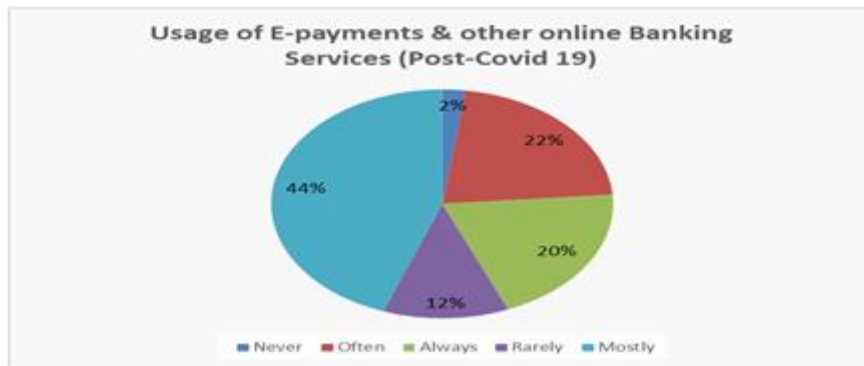
Age Group	No. of responses
15 – 18	5
18 – 24	15
25 – 34	28
35 – 44	17
45 & above	10
<b>Total</b>	<b>75</b>

**1. Usage of E-payments and other resources for online banking (Pre-Covid-19)**



As depicted above, it can be seen that the number of people using e-banking services is quite less considering the technological advancements that have taken place in our country. Some of the respondents were not even fully aware about the e-payment system and prefer the traditional payment system i.e. buy things from the store by paying cash.

2. Usage of E-payments and other resources for online banking (Post-Covid-19)



The above analysis reflects that post the declaration of lockdown due to the pandemic situation across the world, a lot of respondents switched from the traditional modes of Banking to the e-banking system. Even the people who used to do online banking once in a while and instead preferred visiting the bank personally, shifted to online banking & the electronic payments method for convenience.

3. Covid-19's financial impact on banks (top 5 Indian banks as per market share)

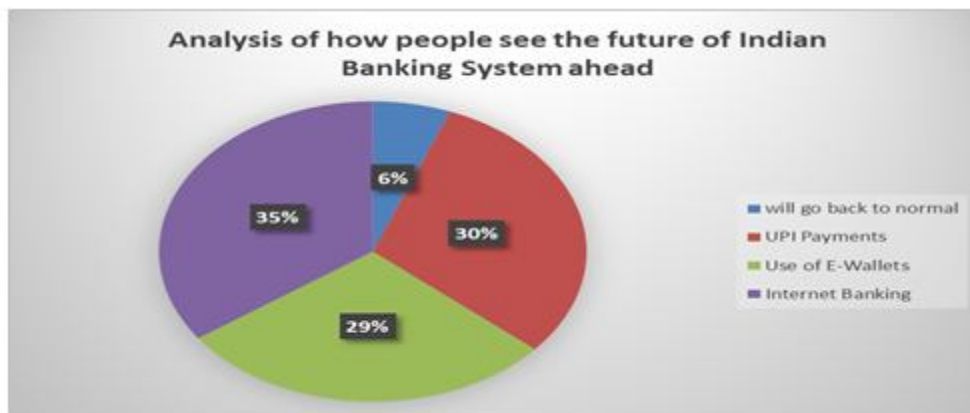


As the above graph shows, HDFC Bank, SBI Bank, ICICI Bank, Axis Bank and Kotak Mahindra, the income of the five largest banks in India in terms of market share, declined in the first quarter of the 2020-21 financial year.

This was the minute when, with just a few branches operating across the nation and far less using banking services directly, the entire nation was shut down.

During the fourth quarter of the financial year 2019-20, Axis Bank announced a loss of 1387 Cr because they pumped a huge amount of provisions and reserves, taking into account the situation in which the nation and world economy were in. As the company began to work again and the lockdown was phased out in the country, all the banks began recovering from the end of the first quarter.

4. Study of how individuals look forward to the future of the Indian banking system



As Per the above analysis & chart, it is pretty evident that E-Banking System is the future of the Indian Banking System. Very few people now prefer going back to the traditional banking process or visiting the bank for every small issue. People like to use payment methods like Paytm & GooglePay as well as these services have made easier for people to transfer funds to one another with Safety & Easy User Interface.

#### 5. Problems faced by the people in banking services pre and post Covid-19 era

Problems faced by the Customers	Number of Respondents (Pre-Covid19)	Number of Respondents (Post-Covid19)
Standing in ATM Queues	22	17
Waiting for Opening New Account	24	18
Lack of Awareness of Online Banking Services	16	9
Lack of Source to avail the facilities	10	7
Security & Privacy Issues	5	7
Cheque / Funds Bouncing	6	5

#### RECOMMENDATIONS

1. In order to preserve sufficient liquidity in the financial system and its constituents amid COVID-19, RBI must pursue all potential activities;
2. To bring the small and medium efforts on the road again after lockdown is completed, adequate bank credit streams are required;
3. Government choices and activities to minimize economic vulnerability and financial worry need to be made.
4. People should move to online banking and e-wallet payment systems themselves to carry out their financial transactions, taking into account the current scenario.
5. The government should conduct awareness drives to inform people about the need and benefits of moving to online banking.
6. These online services should be promoted and the fees imposed on e-wallet and UPI purchases reduced by RBI.

#### 7. SUGGESTIONS ON ALTERING BRANCH OPERATIONS

##### 7.1 Present situation

With serious social distancing constraints in place, banking operations are likely to shift in the future. To be more competitive and customer friendly, banks need to reconsider their approach. Because of the large volumes of cash transactions, banking operations in India are mainly centred around bank branches. Branches are the face of a bank and allow clients, especially in Tier-II and Tier-III towns in India, to visit and talk to their employees. Banks should look to educate their customers and help them slowly move to digital platforms without losing their comfort and convenience.

##### 7.2 Continued programs for clients

To provide essential services to their clients, banks need to keep their branches open. As market dynamics and consumer behaviors will be increasingly influenced by how they are handled during this crisis, they will also need to concentrate on strategy and brand problems that will shape their future. To push more focused and optimized efforts to tackle the COVID-19 crisis, banks need to concentrate on the following five regions.

This includes:

- a) Leveraging existing data
- b) Optimisation of operational cost
- c) Leveraging digital assets
- d) Sales and service planning
- e) Branch hour extension

**8. SUGGESTIONS ON PRODUCTIVITY CONTROL**

The COVID-19 crisis has impacted the banks' workforce in an unparalleled way, and the financial services sector is unlikely to have dealt with such a crisis in the workforce. Therefore, it is important to provide a set of enablers to help the workforce concentrate on the crucial steps that should be prioritized.

**CONCLUSION**

As the black swan case of the century, COVID-19 has arisen, with major macroeconomic effects both globally and in India. The exponential spread of COVID-19 has caused major indices to fall dramatically, indicating its effect and potential to have a significant impact on GDP growth. Although COVID-19's overall effect on credit growth is expected to be negative across most industries, it is likely that the degree and nature of the impact will vary depending on the length and magnitude of the disruption.

The COVID-19 impact on the global and Indian financial systems will be remarkable and multi-fold. It is important to take the extensive view and prioritize accordingly. The need for strong fiscal dealings has become the voice of the banking sector to revive. Bank regulators have already adapted to the post-pandemic by comforting the implementation timetable for capital requirements.

In addition, digital interference will require them to balance fostering competition and innovation with the need to safeguard financial firmness. In order to do so, regulators must ensure a level playing field, and coordinate practical regulation and competition policy with data policies. This will require circumnavigating complex trade-offs among the system's stability and integrity, efficiency and competitiveness, and privacy. Banks have a chance to improve their tattered public image by playing a productive role in modifying the current economic crisis.

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## SECURITY OF DATA IN CLOUD COMPUTING

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**ABSTRACT**

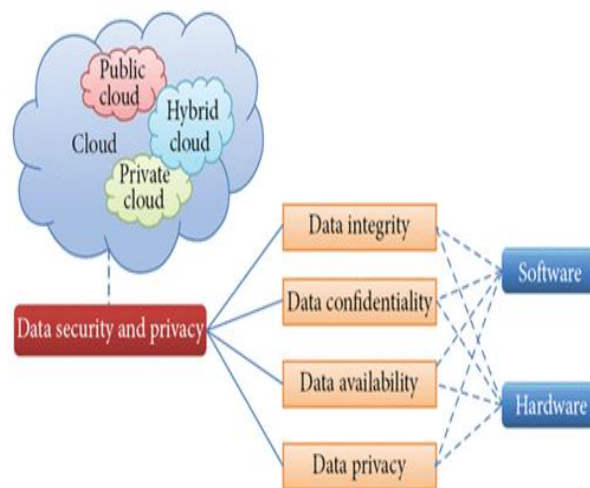
Data Security is one of the major constant issue in world of Information Technology. Since the data is located in different places and can be accessed easily, hence data security and privacy becomes more important. Data security issue is a primary hindrance curbing the application of cloud computing resources and applications. A number of security risks are associated with cloud data services. The techniques on cloud computing data security issues, like data encryption, access control, integrity authentication and other issues is scrutinized. This study is to survey distinctive security methods and difficulties for ensuring information in the cloud and improving the information security and protection assurance for the reliable cloud condition.

Keyword: Cloud Computing, Dropbox, data encryption, data security, access control, integrity, authentication, data privacy, AES encryption, two step verification, manage activity, strong password.

**I. INTRODUCTION:**

Cloud Computing is an Information Technology paradigm that facilitates pervasive access to the shared pools of resources and services over the Internet, without tangibly obtaining them, through pay per use on demand, especially networks, storage, services, applications and servers applications. Actually, cloud computing is a way of outsourcing the computer resources.

There are basically two functions of cloud computing i.e. computing and data storage. One of the most commonly used cloud storage is Dropbox. Dropbox is the clear leader in streamlined cloud storage allowing users to access files on any device through its application or website. Dropbox is a great way to systematize files and have facts stored online without tumbling computer space and completely accessible from any device that have the internet connection active.

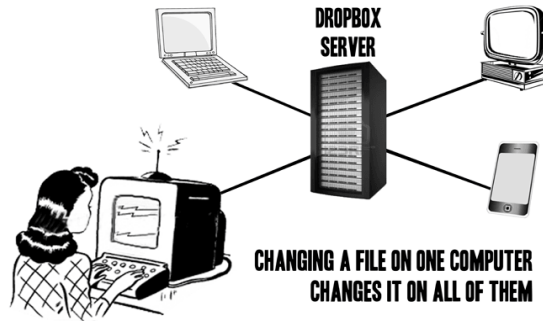


**Fig: Data Security and Privacy in Cloud Computing [1] Source**

There are numerous advantages when adopting cloud computing technologies in education institutions. Cloud computing provides services for students / faculties with new competence. Today, the students can store anything electronically such as their e-book, notes, other documents. In Addition, they are able to backup their files to the cloud and retrieve them on demand.

Dropbox synchronizes the files across multiple devices. Whenever any changes are made to a file, all changes are reflected on all the others computers or devices. Dropbox is an online file storage system that is identical to an external hard drive or "cloud" system.

Dropbox uses the internet to keep the files synchronized, no matter where they reside. It's all handled by the hidden server that reside in the center of everything. Whenever a file or data is placed into the Dropbox, it is first and foremost uploaded to their server and are stored. After storing, it places the file out to all other devices, even-though if both devices are in the same room.



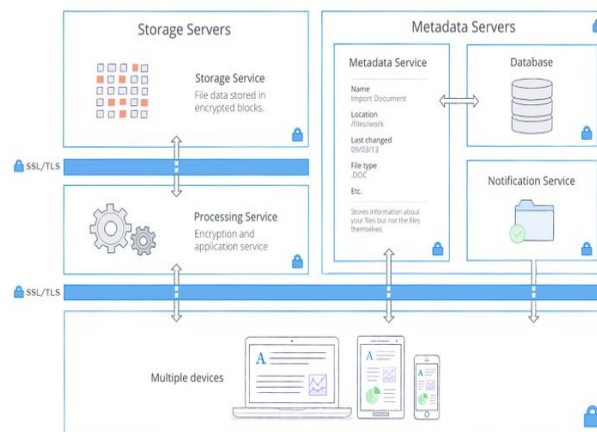
**Fig: Working of DropBox [2] Source**

The main concern regarding the DropBox is that, is Data stored in DropBox is safe and secure or not?. Data security and privacy is the basic aspect of acquiring the trust of users in order to make the cloud technology to be used successfully .The cloud is flourishing gradually as it could furnish high performance computational services at low cost.

Before confiding our data to DropBox, it is crucial to be aware about the internal details of DropBox. There are two factors (authentication and data encryption) regarding the purpose of security of uploading the data that are some of the most obvious. As the data is available on the cloud, the security and privacy of data is more concern. An unauthorized access to the data may leads to loss of integrity or destruction of information .Whenever data is placed anywhere on the internet, the data is liable to exposure or risk. The data is stored on a central computer, this requires the trust in the company to treat the data properly.

**II. LITERATURE REVIEW**

Dropbox is drafted with various protection layers including the secure data transfer, network configuration, and encryption. DropBox enables the users to access files and folders at any instance of time from any devices or web, or through third-party applications connected to DropBox. For each one of this there exists a security settings and features that process and protect data while making sure that it provides ease of access to the data. Public files are only viewable by people who have a link to the files.



**Fig: Processing Of Data on DropBox [3] Source**

**Working of DropBox Data Encryption**

The DropBox program is installed on the device which creates a secure connection between the device and their servers.

Dropbox files at rest are encrypted using 256-bit Advanced Encryption Standard (AES). DropBox encrypts the data that is placed on the device in order to send it over the internet. This encryption is done by using the standard SSL/TLS with 128-bit AES (Advanced Encryption Standard) encryption.

Dropbox uses Secure Sockets Layer (SSL)/Transport Layer Security (TLS) to protect data in transit between DropBox apps and the servers. SSL/TSL fabricates a secure tunnel protected by 128-bit or higher AES encryption.



The data is transcribed to the Dropbox servers and decrypted once it reaches its target or terminal. Due to encryption, eavesdroppers cannot view or modify the data. This data is then encrypted once more with 256-bit AES for the storage. This is to prohibit hackers from viewing the data if data is stolen from the servers. The data is then transcribed to other devices from servers over the internet, again using SSL/TLS encryption. The data is then decrypted and saved on the hard drive.

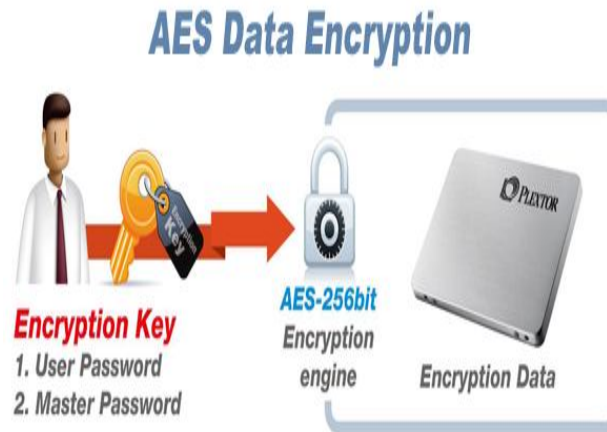


Fig 2.2: Data Encryption [4] Source

### III. RESEARCH WORK

#### i) Monitor Activity

Monitoring is a critical component of cloud security and management. Typically relying on automated solutions, cloud security monitoring supervises virtual and physical servers to continuously assess and measure data or application for potential security threats. Cloud monitoring provides easier way to identify patterns and pinpoint potential security vulnerabilities in cloud infrastructure.

As there's a general perception of loss of control when valuable data is stored in the cloud, effective cloud monitoring can put firms more at ease with making use of the cloud for transferring and storing data.

When any data is stored in the cloud, cloud monitoring can ensure that the personal data or educational data is safe

Attackers may try to steal sensitive information by pretending to be Dropbox or other services. It is easy to monitor associated devices, active web sessions, and third-party apps with access to account.

If user don't want to give access to particular device then user can easily remove the access. It is also possible to track changes to files and folders, including edits, deletions, and shared folder membership from the events page.

#### ii) Two Step Verification

Two-step verification is an optional but highly endorsed security feature. Two-step verification provides an supplementary layer of security feature of the data and account.

Many people just have one layer – their secret key – to ensure security of their data. With 2-Step Verification, if a terrible person hacks through secret word layer, despite everything he'll require telephone or Security Key to get into record or data.

Codes are particularly created for account when required. In the event that utilize confirmation codes, they will be sent to the telephone by means of content, voice call, or some versatile application. Each code must be utilized once and will be valid for specific period of time only.

Two-step verification is extremely effective way to protect the account from unauthorized access. The two-step verification makes user to choose to obtain security codes by either the text message or from any Time-Based One-Time Password (TOTP) app. A security key uses cryptographic communication and provides additional protection against credential theft attacks like phishing.



**Fig 3.1: Mechanism of Two Step Verification [5] Source**

### **III) USING CUSTOM ENCRYPTION AND BACKUPS**

One way to prevent Dropbox's ability to snoop on data is to get there before them and encrypt all your own information before it is uploaded to Dropbox, meaning the company won't have the encryption keys needed to unlock your files.

With own particular tenant keys, information proprietors get a feeling of responsibility for information. Formally, the duty regarding the information lies just with the proprietor, and government offices will most likely be unable to get data from Cloud Computing Providers (CCP) directly. Even if the providers do pass the information to government offices, information proprietors expect information will in any case be in its encoded format, henceforth the providers may not be considered of dodging the information proprietor's privacy. Anyone who needs the scrambled information may request access directly from the proprietor of the information, permitting the proprietor of the information time and space to contract attorneys for the transaction procedure of what is to be given over to the asking for party.

The safest way is to encrypt key data in the source server and manage the keys. Backups are a good way of minimizing the amount of exposed data. These backup copies are also needed to be secured. Just like phrase "Don't put all eggs in a single basket".

While file sharing and syncing are effective ways to backup documents, but it should not replace the use of external devices. By backing up files virtually and physically, one can guarantee access of the data even in the event of the system crashes or attacks.

### **IV) DEVISING DIFFICULT TO GUESS PASSWORDS**

When it comes to passwords, there are some general rules to follow that will make it harder for hackers to guess or brute-force their way past the gates. Setting the password to something as easy to remember like birthday, address etc. means interested hackers can easily crack and data-integrity may be lost.

Use no less than one capital letter and one lowercase letter in your secret word. The capital and lowercase letters ought not be gathered together. Blending them up makes the watchword more hard to foresee.

Make a complex however paramount grouping of words and additionally letters. One must utilize an expression or arrangement of letters that is apparently irregular yet in any case simple to recall. The effectively remembered arrangement of letters can frame a "base word" to which you should include images or numbers.

A strong password is a password that includes letters, numbers and some special characters in no particular pattern. These passwords are virtually impossible to guess and using brute-force takes longer period of time for longer passwords.

## **IV. CONCLUSION**

Cloud Computing is one of the most well-known technology which reduces the storage cost and processing cost. As the data is secured and protected even it is at rest, data can be Sharing Resources is one of the most important security concern with the cloud computing model.

The obstruction and obstacles toward the quick development of cloud computing are information security and protection issues. Lessening information stockpiling and preparing cost is a compulsory necessity of any organization, while analysis of information and data is dependably the most critical errands in every one of the

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associations for decision making. So no associations will exchange their information or data to the cloud until the point when the trust is worked between the cloud specialist co-ops and shoppers.

Data security and privacy is major issue for Cloud Computing. However, data is secured and encrypted at the cloud but one should avoid the storing the credential details at the cloud such as bank account details, ATM pin, Passwords, etc.

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**PREPAID PAYMENT INSTRUMENTS: STUDY ON THE USAGE OF PPIs DURING LOCKDOWN PERIOD**

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**ABSTRACT**

*The world is moving towards digitalization and so is our Nation. While enormous efforts were introduced by the Government to speed up the process of digitalization especially in payments system, the wave of the pandemic, and thereby lockdown, has shown a rapid impact in the shift. Government emphasized on cashless economy as the idea of digitalization has much to do with Transparency in democracy like India than just a convenient way of transacting. There have been remarkable innovations in the way we transact, from Barter to Bit coin. This paper evaluates the various prepaid payment instruments used in India, registering and regulating authority, and Impact of pandemic on the usage of these instruments, thereby studying the trend of digitalization in payment system.*

*Keywords: PPI, closed system, semi- closed system, open system, Wallets, Pandemic, POS, PPI usage*

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**OBJECTIVE:**

- To study the trend in usage of prepaid payment instruments during pandemic
- To study the registering and regulating authority and rules governing the same to discern the reliability
- To study the acceptance of newly introduced PPI by people of India

**REVIEW OF LITERATURE**

May (2020). PwC financial services. Impact of the COVID-19 outbreak on digital payments.

- Cards - Concerns over transmission of the virus through the exchange of physical currency will boost online card transactions.
- Wallets - Wallets will also see increased traction for P2P transfers, bill payments and P2M payments for essential services owing to the lockdown and aversion to exchanging cash. However, some wallet players have increased their fees for merchants and consumers, leading to merchants not accepting their wallets for transactions.
- PoS - PoS terminals at stores selling essential items will see an uptick in transactions, while those at most other establishments will see a decline. May (2020). PwC financial services

January (2013). Business Standard Reporter. Growth in prepaid payment instruments not encouraging:

“Available data indicates the growth of the issuance of PPIs in India has and continues to be sluggish...the volume of transactions (2.3 per cent) and value transacted (2.5 per cent) with PPIs as a percentage of total card transactions is also very marginal,” said G Padmanabhan, executive director, at the Financial Inclusion and Digital Payments

**METHODOLOGY:**

This research attempts to study the impact of lockdown on usage of Prepaid Payment Instruments. The study is based on secondary data retrieved from official site of the entity regulating the parties involved, to ensure reliability of the information.

Percentages, Charts and Tables are used to interpret and present the data.

**INTRODUCTION:**

As per the powers under Section 18 read with Section 10(2) of the Payment and Settlement Systems (PSS) Act, 2007, RBI had issued the Master Direction (MD) on Issuance and Operation of Prepaid Payment Instruments (PPIs) on 11<sup>th</sup> October, 2017. Prepaid payment instruments, also known as PPIs, are instruments that facilitate purchase of goods and services, remittances, funds transfers, etc., against the value stored in / on such instruments. Prepaid Instruments are in the form of magnetic chip, payment wallet, mobile wallet, smart card, etc. The value is added on the instrument by any means such as cash, debit to a bank A/c, net banking or credit card.

**PARTIES INVOLVED:**

**PPI issuers:** These are the companies registered under the Companies Act, 1956 / Companies Act, 2013. The company willing to issue and operate a PPI is required to get authorization from RBI. RBI, may authorize them to operate a PPI after checking fulfillment of the eligibility criteria by the company.

**BANKS:**

Banks, complying with the eligibility criteria are generally permitted to issue all kinds of prepaid payment instruments. However, only banks that have been given rights to conduct Mobile Banking Transactions can operate mobile based PPIs (mobile wallets. & mobile account)

**NBFC & OTHERS:**

Non-Banking Financial Companies (NBFCs) and other persons are permitted to issue only closed and semi-closed system payment instruments.

**ELIGIBILITY CRITERIA:****Capital Requirement:**

**Banks & NBFC:** For Banks and NBFCs Capital Adequacy Requirement as announced by RBI from time to time is sufficient to get PPI authorization.

**Others:** For other companies, willing to get authorization, minimum paid up capital of 5 crores. And minimum Net worth of 1 crore at all time is necessary.

**Incorporation:** The Company willing to issue and operate a PPI must be incorporated in India.

**Types of PPI:**

1. **Closed system:** Closed system is a system in which the holder of the instrument is allowed to transact against the value stored on card, only at the establishments of the issuers or making any purchase from the issuer. It's not valid for purchase at any other provider. Since, its use is restricted to private structure of the issuer; it doesn't have recognition as a payment system. Value on the instrument cannot be withdrawn in cash. No permission is required from RBI for the issue of these kinds of instruments.
2. **Semi-Closed:** Semi- closed system is the system of PPI issue where instruments can be used at multiple establishments but not all. It's mentioned at the time of issue as to which establishments / merchants will accept the payment through this instrument. Merchant, generally have a contract with the issuer to accept the instrument issued by them as means of payment, directly or through a payment aggregator. As it involves acceptance of instrument as payment system by some establishments, RBI authorization is required to issue these kinds of PPIs.

**Types of Semi-closed PPIs:** Semi-closed PPIs can be of three types:

- **Minimum Detail PPI:** Here, PPI can be issued to the holder by minimum details requirement, generally a valid id proof and a mobile number authenticated through OTP.. Amount is restricted to Rs. 10,000/-
  - **PPIs with loading Only through Bank A/c-** Here, the holder can add the amount only through his bank A/c. Amount is restricted up to Rs. 10,000/-
  - **PPIs where full – KYC details need to complete –** Here, issuer can provide access to the instrument for the holder only if he has completed KYC details. Amount is limited to Rs. 1,00,000/-
3. **Open System:** Under the Open System of PPIs issue, the instrument issued can be used to facilitate all kinds of transactions like purchases, remittances and even withdrawals. These instruments are acceptable as a means of payment in all the merchants. Only Banks authorized by RBI can issue such instruments. Example: Debit Card

**IMPACT OF LOCKDOWN ON USAGE OF PREPAID PAYMENT INSTRUMENTS:**

On 22<sup>nd</sup> March,2020, Government announced "Janata Curfew", followed by a complete lockdown for 21 days to fight against the deadly disease caused by Corona Virus. Almost all economic activities came to a halt and very few transactions occurred during this period. Later, the lockdown was extended and people got adjusted to it as a normal way of living and started using various digital means to communicate, to transact and to conduct

commercial activities, wherever possible.

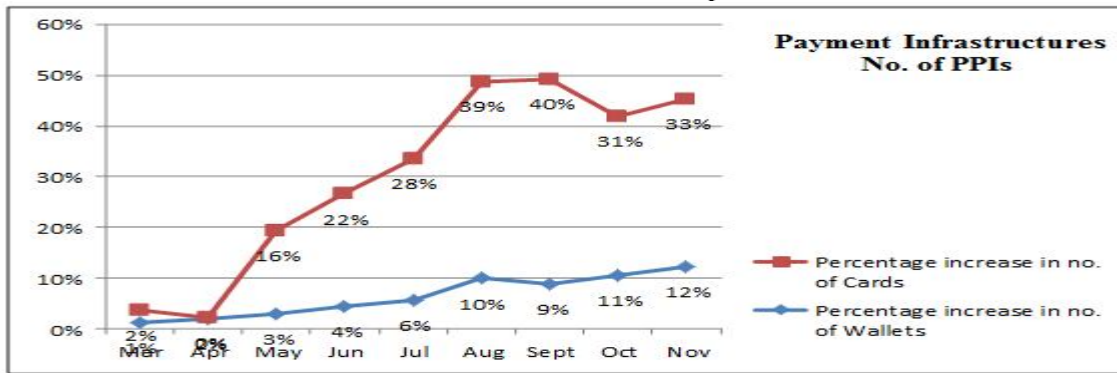


Chart: 1.1- Payment Infrastructure: No. of Prepaid Payment Instruments- Year-2020

Source: RBI Bulletin for respective months

Chart 1.1 depicts change in the no. of PPIs during the lockdown period (%). Considering February, 2020 as the base year, percentage increase in no. of cards has gone up to 40%. And that of wallets is 12%, after almost negligible movement during April; this seems to be a result of extended lockdown announced by the Govt. where more days of restricted physical movement were expected and digital money was the only way to get the basics.

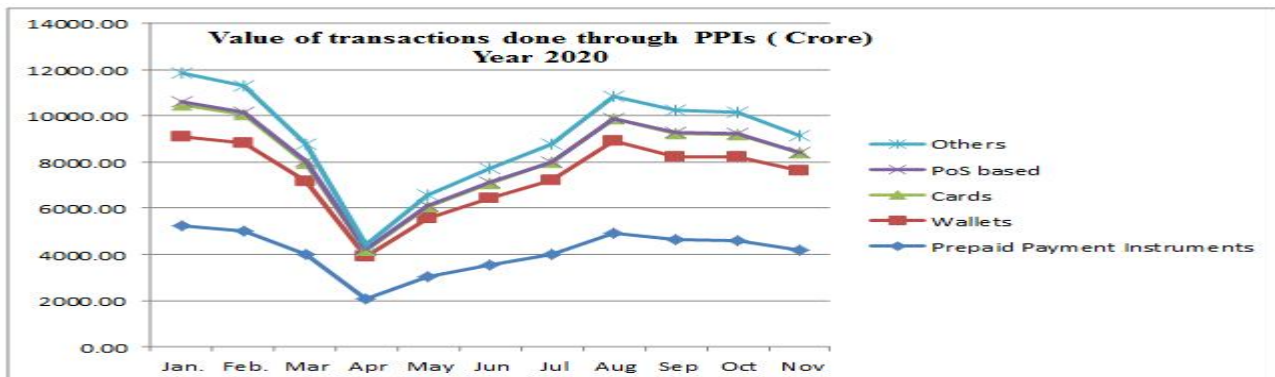


Chart 1.2- Value of transactions done through PPIs (Crore) for the year 2020

Source: RBI Bulletin

Chart 1.2 shows value of transactions done through PPIs (Crore) for the year 2020. Initially, there’s a deep drop in the usage of PPIs in the month of April i.e. in the first phase of 21 days lockdown, later the figure recovered in August standing close to the base year. It’s not as high as in the base year because many activities are yet to get back to normal.

Percentage change in transaction value through	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Prepaid Payment Instruments	-11%	-44%	-26%	-16%	-10%	-3%	-4%	3%	-3%
Wallets	-9%	-40%	-23%	-16%	-11%	-10%	-8%	-5%	-12%
Cards	-21%	-66%	-39%	-17%	-7%	34%	21%	44%	41%
POS based	-9%	-72%	-51%	-36%	-44%	-34%	-18%	-6%	0%
Others *	-30%	-63%	-32%	-4%	16%	79%	46%	77%	67%

\* Others include usage of PPI Cards for online transactions and other transactions.

Table 1.1: Percentage change in value of transactions done through PPIs for the year 2020

Table 1.1 shows percentage change in value of transactions done through PPIs in 2020. Increment can be seen in “Cards” segment from the month of August and that in the area of “others”, consisting of cards used for online transactions, from July.

Cards and Others segment show a positive trend from August to November.

Percentage increase is highest for “Others” segment in August. Other includes online card usage by holders. This seems to be the result of merchants providing online payment facilities during the period of lockdown to provide contact less delivery and thereby to reduce the spread.

PoS based PPIs faced a major setback in April, gradually recovering in the following months, standing close to base year by the end of November.

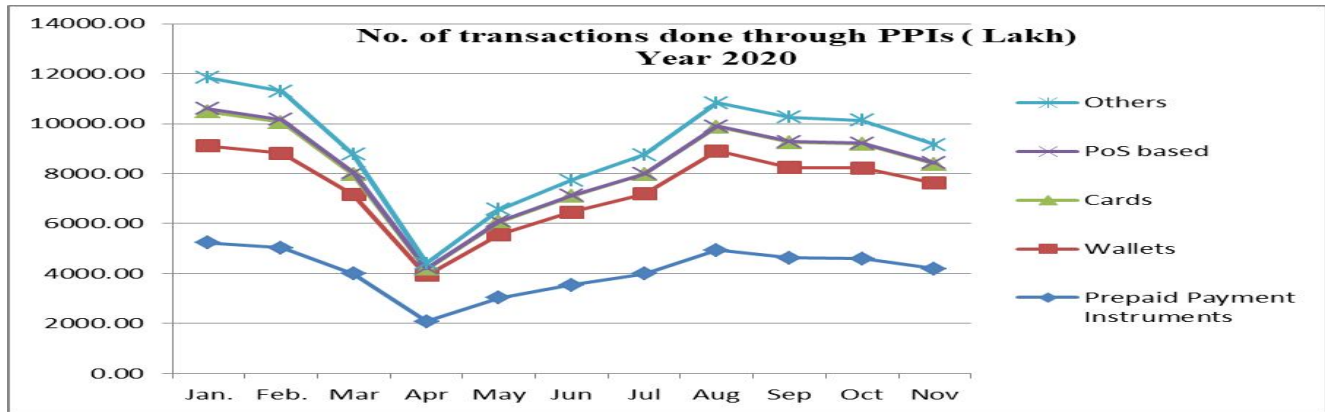


Chart 1.3: No. of transactions done through PPIs ( Lakh) for 2020

Source: RBI Bulletin

Percentage change in payments through	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Prepaid Payment Instruments	-21%	-58%	-40%	-29%	-21%	-2%	-8%	-9%	-17%
Wallets	-16%	-51%	-33%	-23%	-15%	5%	-4%	-4%	-10%
Cards	-35%	-80%	-60%	-48%	-37%	-22%	-19%	-23%	-38%
PoS based	-30%	-67%	-65%	-69%	-79%	-75%	-72%	-68%	-66%
Others	-36%	-82%	-59%	-46%	-33%	-17%	-13%	-19%	-35%

Table 1.2: Percentage Change in No. of transactions done through PPIs for 2020

- Chart 1.3 and Table 1.2 read together with chart 1.2, emphasize the following points:
- Though the value of transactions shows a positive trend after August, no. of transactions hasn't matched the base year figures.
- Volume of transactions done through PPIs after lockdown is showing a decrease, this can be the result of restricted buying behavior of the consumers due to economic set back.
- Gradual increase in value without simultaneous increment in no. of transactions shows trend of small no. of high value transactions.

**FINDINGS:**

1. All the facets of economy were effected due to lockdown including PPIs
2. PPI usage was adversely affected during April due to overall decline in the transactions rate.
3. Most affected was PoS segment as physical movement was restricted, reliance was more on online means.
4. However, Prepaid Payment Instruments' grew gradually after unlock in number and in Value.
5. Increment in Value of transaction during Unlock period shows that people have started trusting prepaid payment instruments for various day to day expenses and utility needs.
6. General awareness about the usage has increased
7. Government efforts combined with situational need of lockdown has made payments through PPIs more acceptable way of transacting.

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**Annexure:**

**Table: 1.3 – No. of transactions done through PPIs (Lakh) in year 2020**

No. of transactions done through PPIs (Lakh) Year 2020										
System	Feb.	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Prepaid Payment Instruments	5026.37	3982.85	2086.01	3031.90	3546.66	3987.42	4932.61	4625.96	4591.51	4193.78
Wallets	3782.82	3178.60	1841.26	2532.20	2905.67	3205.59	3967.82	3616.58	3639.88	3420.83
Cards	1243.55	804.25	244.75	499.70	640.98	781.83	964.79	1009.37	951.63	772.96
POS based	115.30	81.02	38.21	40.82	35.36	24.49	29.20	32.50	37.11	39.38
Others *	1128.25	723.23	206.54	458.89	605.62	757.34	935.59	976.87	914.52	733.57

Source: RBI Bulletin for respective month

**Table: 1.4 – No. of PPIs (Lakh) in year 2020**

	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov
Number of PPIs	18000.38	18251.64	18342.76	18689.42	19008.07	19272.63	20134.06	19960.47	20143.54	20443.15
Wallets	16809.6	17032.85	17150.44	17302.28	17553.64	17749.31	18482.49	18287.99	18578.62	18857.67
Cards	1190.78	1218.79	1192.32	1387.15	1454.43	1523.32	1651.58	1672.48	1564.92	1585.48

Source: RBI Bulletin for respective month

**Table: 1.5 – No. of transactions done through PPIs (Crore) in year 2020**

System	Value (in crore)									
	Feb.	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Prepaid Payment Instruments	17296	15341	9648	12808	14494	15521	16808	16683	17802	16704
Wallets	14461	13111	8693	11080	12132	12892	13000	13258	13718	12717
Cards	2836	2229	956	1729	2362	2629	3808	3425	4084	3987
PoS based	1116	1021	313	551	710	628	737	910	1045	1111
Others	1719	1209	642	1177	1652	2002	3072	2515	3039	2877

Source: RBI Bulletin for respective month



**APPLICATIONS OF ZHOU’S DIFFERENTIAL TRANSFORM METHOD BY FIRST ORDER DIFFERENTIAL EQUATION OF REAL WORLD SYSTEMS FOR EPIDEMIC CONDITION**

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**ABSTRACT**

The scope of present paper for solving important problems in biology and medicine One which can be transmitted from one another when large number of population Gets disease is called epidemiology who have infected and unaffected disease equation can be solved by Zhou’s differential transform method for finding analytical series solution of first order differential equations initial value problems.

In this research work how ZDTM is applicable for Health care Drug distribution in Human Body, Administration by Mathematics population growth Problems.

Keywords: Ordinary differential equations of first order, Homogeneous, Nonhomogeneous, IVP, ZDTM.

**1.0 INTRODUCTION**

The fundamental base of ZDTM is based on the Taylor’s series.

Zhou has suggest technique for solving differential equations. This technique was used for solving linear and nonlinear initial value problem in drugs Later this concept may be applied to science, linear differential equations .

The problems of epidemics where quarantine is taken into consideration

Opanaga (2014) used ZDTM for solving numerical solution of systems of ordinary differential equation by numerical analytical method [1], Biazar (2010) J. et. Al used ZDTM for solving quadratic Riccati differential equation [2], Chen (2004) used ZDTM to obtained solution of non linear system of differential equations [3], Zhou (1986) applied ZDTM for solving electrical circuits problems [4], Ayaz (2004) used ZDTM to find series solution of system of differential equations [5], Zeng (2004) has applied ZDTM on system linear equation and analysis of its solutions[7], Dunn and Jain (2008) used ZDTM to evaluate Burger’s equation to obtain series solutions [6], Chen and Liu (1998) has applied ZDTM for steady nonlinear heat conduction problems [8], Hasan (2008) have find out series solution and that solution compared with ZDTM method for linear and non-linear initial value problems and proved that ZDTM is reliable tool to find numerical solution [9], Batiha (2011) has used ZDTM to obtained the Taylor’s series as solution of linear, non linear system of ordinary differential equations [10], Zafar Ahsan solved problems on epidemic

**2.0 DEFINATION OF ZDTM**

An arbitrary function g (+) can be expanded in Taylor series about t = 0

$$h(m) = \sum_{k=0}^{\infty} \frac{m^k}{k!} \left[ \frac{d^k g}{dm^k} \right]_{k=0}$$

$$ZDT [h(t)] = H(k) = \frac{1}{k!} \left[ \frac{d^k h(t)}{dt^k} \right]_{k=0}$$

**3.0 A) THEOREMS ON DTM METHOD**

**Original Function**

**Transformation**

1)  $g(t) = x(t) + y(t) \quad G(k) = X(k) + Y(k)$

2)  $g(t) = \alpha X(t) \quad G(k) = \alpha X(k)$

3)  $g(t) = \frac{d}{dt} X(t) \quad G(k) = (k + 1) X(k + 1)$

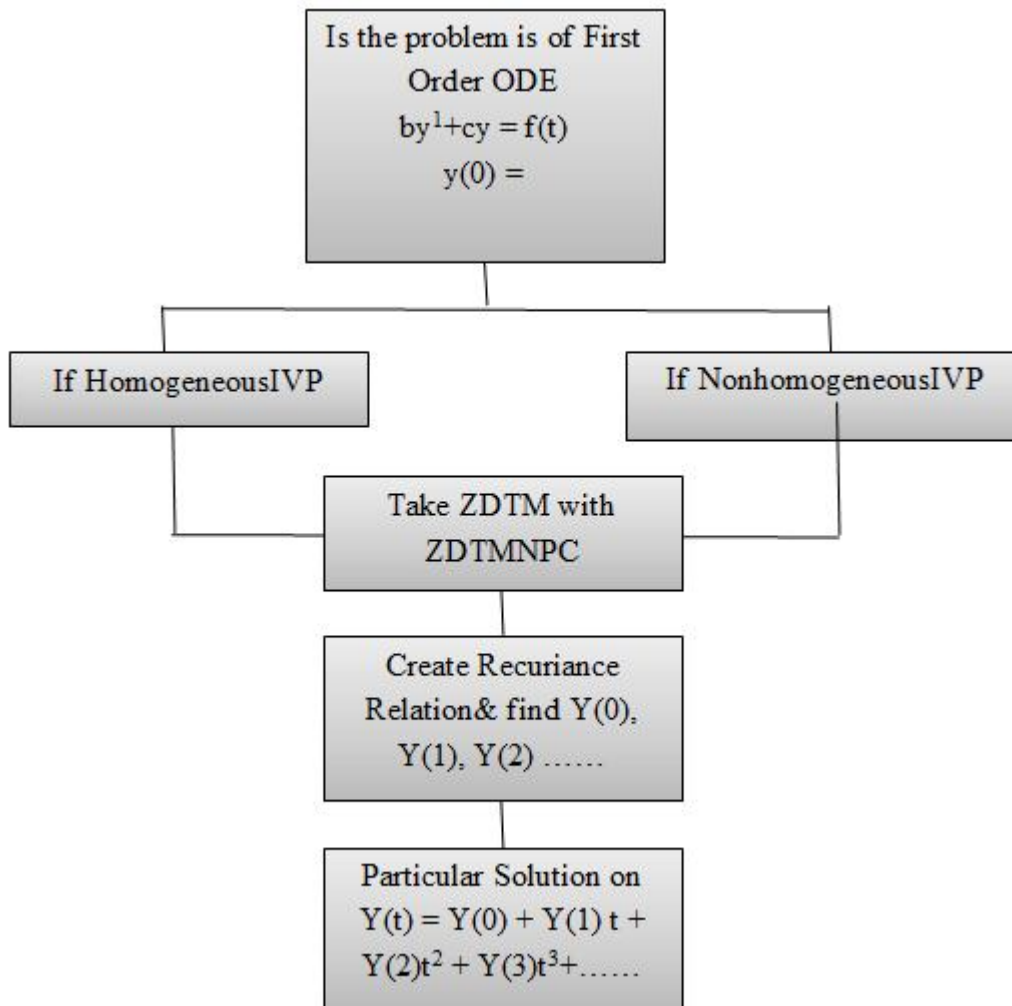
4)  $g(t) = \frac{d^n}{dt^n} X(t) \quad G(k) = (k + 1)(k + 2) \dots (k + n) X(k + n)$

5)  $g(t) = t^n \quad G(k) = \frac{n!}{k!} (k - n)$

=  $1 - k = n$

=  $0 - k \neq n$

**4.0 FLOW CHART OF LINEAR DIFFERENTIAL EQUATION BY ZDTM**



**5.0 EXPERIMENTATION OF ZDTM RESULTS**

**Example : 1 Spred of flu virus**

A student carrying a flu virus returns to an isolated college hostel of 1000 students. If it is assume that the rate at which virus spreads is proportional not only to the number Ni of infected students but also the students not infected .Find number of infected students after 6 days when Ni(4)=50

by exact solution  $Ni(6) = 276$

By ZDTM also weare getting same solution  $Ni(6)=276..$

$Ni(7)=507, Ni(8)=735, Ni(9)=882, Ni(10)=953$

**Example2: Bacteria in certain culture increase at a rate proportional to the number present if N number increases from 1000 to 2000 in one hour h. How many are present at the end of 1.5 hour**

$dN/dt=kN$  solution is  $N(1.5)=2828.4271$

by ZDTM  $(P+1)N(p+1) = kN(p)$

given  $N(0)=1000$

$N(1)=1000k$

$N(2)=1000k .k/2$

$N(3)=1000k.k.k/6$

$$N(4)=1000k.k.k.k./24$$

.....

.....

.....

$$N(t)=N(0) +N(1)t +N(2) t^2 +N(3)t^3 + N(4 )t^4 +N(5)t^5 +.....$$

$$N(t) = 1000(1+kt+ k^2 t^2/2+k^3 t^3 /6 +k^4 t^4 /24 + k^5 t^5 /120 +.....$$

$$N=2000 \text{ and } t=1 \text{ gives us } k=\log 2 \text{ at } t=1.5 \quad N(1.5)=2828.4271$$

**Example 3 :** Bacteria in certain culture increase at rate proportional to the number present .If the number doubles in one hour, how many long does it take for the number to triple exact solution is given by  $t=1.5849$  hr

By ZDTM Solution

$$(k+1) P^* (k+1) = \square P^*(k)$$

$$k = 0,1,2,3,4,.....$$

$$P^* (1) = \square P^* (0)$$

$$P^* (2) = c.c P^*(0)/2$$

$$P^* (3) =c.c.c P^*(0)/6$$

$$P^*(4)=c.c.c.c P^*(0)/24$$

.....

....

$$p^*(t) = P^* (0) + t P^* (1) + t^2 P^* (2) + .....$$

$$= P^*(0) +c P^*(0)t +c.c P^*(0)t^2 + .....$$

$$=P^*(0)[1+ct +c^2t^2/2+.....]=P^*(0)*e^{ct} \text{ gives us } t=\log 3/\log 2=1.5849$$

**c^6.0 VALIDATION AND COMPARISON**

Cooling law problems, Population Growth Problems, Economics and Finance Problems , epidemic condition problems by Zhou method which reduces computational work. In all of the above problems are taken for comparison and it is found that DTM gives same solution as similar to the exact solution with zero error.

**7.0 CONCLUSION**

In all of the higher than 2 quoted examples, resolution the answer obtained by ZDTM is strictly same as that of the precise solution technique. This method is additionally reliable technique to resolve the matter. This technique reduces work.

The accuracy of the series is extremely high as compared to precise answer. Show that ZDTM is extremely powerful analytical series answer technique.

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**INSURANCE SECTOR ACCELARATING ITS DIGITAL JOURNEY DURING THE PERIOD OF PANDEMIC (COVID-19)**

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**ABSTRACT**

*The impact of COVID19 on the economy is unfolding with every passing day and in the current situation, it's quite difficult to really understand the complete impact. Services of Insurance is also impacted by the industry sectors it supports and hence industrial production, healthcare indices, and employment indices will also have an impact on its growth and recovery prospects. In the near term, premium collections have fallen given the prevailing lockdown scenario.*

*The emerging trends post COVID19 crisis can be far-reaching. Pandemics of Covid19 can be short-lived, but the economic impact can be long-term. While we are yet to see firm indicators of trends, the impact will definitely be felt across society (socio-economic and behavioural impact on consumer preferences), technology (use of virtual modes regardless of distance), economic (fiscal stimulus packages, irreversible impact to certain segments and businesses especially MSME sectors, the emergence of new business and operating models), environment (more focus on environment conservation) and role of governments and its policies.*

*Insurers are responding to the COVID19 outbreak on multiple fronts – as claims payers, employers, and capital managers. Each role played by insurers is faced with its own unique challenges, not just for the insurance industry but for the economy and society at large.*

*Perception of fear and unbearable hardship prevails across the world due to the COVID-19 outbreak. The virus has engulfed the globe and has spread to all corners of the world. The number of coronavirus cases are increasing with each passing day. Consequently, in order to flatten the curve and control the spread of the virus, several countries across the world, including India have pro-actively executed lockdown measures.*

*Keywords: COVID19, emerging, Pandemics, Insurance, economy, business, Manufacturing*

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**OBJECTIVES OF THE RESEARCH**

This pandemic has not just affected individuals and families but has also crippled the businesses and economy. All the hopes for global business growth seem to have dashed as most corporates struggle to even meet their previous turnovers. But, despite so many challenges, insurance industry is doing its best to support its policyholders through seamless service.

As we have stated, the COVID-19 pandemic is affecting all aspects of life, it is a dynamic and evolving situation where the future is unpredictable.

This article provides an overview of the measures that governments, insurance regulators and supervisors and insurance associations and individual companies have taken to respond to COVID-19 across three main areas:

- (i) Ensuring continuity of operations;
- (ii) Managing solvency and liquidity risks; and
- (iii) Providing support to policyholders that have been adversely affected by the COVID-19 public health emergency.

**METHODOLOGY**

This study is descriptive and is a conceptual framework, data is collected from online sources such as different insurance company reports, WHO reports on COVID19, IRDA reports on COVID19, blogs of experts, websites, research papers and magazines.

In this paper researcher has used only secondary data collected from research papers, websites, articles from different papers articles and WHO reports.

**INTRODUCTION**

The COVID19 pandemic has severely affect many industries such as Travel & Transportation, Energy, Manufacturing, Retail and Hospitality. Even though the impact on the Insurance sector is less severe, we believe that it will still be significant and highly disruptive; ranging from employee and business continuity issues, client service considerations to operating profit. The immediate concern for insurers is the protection of employees, its distribution partners health and safety along with business continuity

The Insurance carriers have lost roughly 48% of their market value since the crisis commenced; with life & health insurance carriers particularly hit hard with average drops of 58%. The cost of COVID-19 testing and treatment is likely to squeeze U.S. health insurers' profits, which could lead to higher premiums in 2021. To protect these costs, permit insurers to remain solvent in a period of increased claims firms will have to consider increased premiums in the range of 4 - 40% in 2021.

### **GREAT UTILIZATION OF DIGITAL PLATFORM TO BUY INSURANCE POLICY**

In the term of online insurance market like Policybazaar, India's top online insurance distributor said it has sold over 4 lakh health insurance policies between in the month of April-December 2020 between April – December 2020. It sold over 4 lakh health insurance policies amounting to a total sum insured of over Rs 7 lakh crore driven by steep jump in demand for health insurance after the beginning of Covid-19 pandemic, introduction of new contemporary higher sum insured products and flexible payment options and simpler processes making health insurance a lot simpler and cheaper.

The insurtech said, over 1 crore visitors of which 65% were less than the age of 40 years and 25% were between the age group of 40-60 years and 10% were above the age of 60 years.

According to Sarbvir Singh, CEO at Policybazaar.com said, "This milestone is a clear reflection of the immense trust and faith that people have in the Policybazaar brand. He further said, that "We always put the needs and requirements of a customer ahead of everything else. In this situation this helps us build healthy lifelong relationships with our consumers, which start from selling a policy, but last a lifetime as we help them with service requests, renewals, and most importantly in getting their claims approved speedily. I must thankful the regulator, IRDAI for taking very timely actions this year, in ensuring that Covid19 is covered by all policies, digitization of processes, and introduction of standard policies. With these actions have helped increase transparency and trust in Health insurance, which will go a long way in increasing demand further."

### **IRDAI ISSUES GUIDELINES ON HANDLING OF CLAIMS REPORTED UNDER CORONAVIRUS**

India's insurance regulator, Insurance Regulatory and Development Authority of India (IRDAI) has issued guidelines for general insurer and health insurers on handling of claims reported under coronavirus.

Drew on the products filed and cleared by the authority, the regulator said, "Where coverage is granted for treatment of hospitalization expenses, in order to alleviate the hardships that may be caused to the policyholders, all claims reported under corona virus shall be handled as per the following norms."

IRDAI grilled to insurers for design products covering the treatment cost of coronavirus. It says that "In order to provide need based health insurance coverage, insurers are introducing products for various specific diseases including vector borne diseases. In order to meeting the health insurance requirements of various sections, insurers are advised to design products covering the costs of treatment for Corona Virus."

### **SERVICES DURING PANDEMIC ON HEALTH INSURANCE INDUSTRY**

Span the demand for health insurance is expected to increase considerably, underwriting thresholds may also go up and thus the negative movement may not be offset.

As it may be noted that India has traditionally been an underinsured country, with private health insurance schemes covering only 18% of the population in urban areas and a little over 14% in rural areas. Although the gap has been bridged somewhat by Ayushman Bharat, which has attempted to insure the poor and vulnerable, most of India continues to be underinsured when it comes to health.

Because of the widespread COVID-19 pandemic, health insurance companies are facing various challenges and are foreseeing an impact in the following areas:

#### **1. Claim pay out and liquidity**

With regard to any general misconceptions about the applicability of health insurance policies to cases of COVID-19, the IRDAI has instructed insurers to accept COVID-19 related claims under active health insurance policies. Because of the risk of COVID-19 is not currently priced under active products, these claims may cause an additional burden on the books of insurers if treated outside government hospitals.

Excluding from various other things, a nationwide pandemic can result in a significant increase in claims for health insurance companies beyond just COVID-19. According to few studies have shown that COVID-19 affects those with co-morbidities such as diabetes, renal and other chronic diseases adversely, and hence prolonging of such co-morbidities can result in a longer trail of non-Covid-19 chronic claims for an expand period beyond COVID-19, with this report.

In addition, the Ayushman Bharat scheme may see a greater number of claims compared to private health insurance companies due to widespread coverage. This scheme may not have factored in the cost of setting up isolation wards. Specified that isolation of hospitalised patients is crucial to prevent further community spread, this cost will create an additional burden which has to be borne by the government. Many insurers are running the scheme with a PPP arrangement with the government and they will have to recalibrate their financials.

Also, in view of the country-wide business disruption owing to the pandemic, the IRDAI has advised insurance companies to extend the grace or delay period by 30 days in case of policy lapse or renewal. This might pose some immediate liquidity challenges for insurance companies.

## **2. Product development**

In the wake of the pandemic, there has been greater concern and awareness about health, and enquiries about health insurance policies have increased by 30–40%. The pandemic also provides an opportunity for insurance companies to innovate and serve the evolving needs of a more informed population. Several insurance companies have launched COVID-19 insurance products in March 2020. Other companies may follow suit and introduce such products. These products tend to be short term and carry fixed benefits, covering a fixed amount in excess of the hospitalisation schemes. The IRDA Sandbox has been useful at this time as many companies had filed and obtained approvals for risk cover in special situations.

### **A FEW PRODUCT SERVICES CONSIDERATIONS FOR HEALTH INSURANCE COMPANIES ARE DISCUSSED BELOW:**

- a) Since details around COVID-19 treatment and prognosis are still emerging, insurance companies do not have data related to patient profiles, morbidity rates, cost of treatment, etc. With this data is required to underwrite the risk and determine the premium for products specifically targeting this disease. Companies are consequently at risk of under or inflated their products.
- b) Based on the clinical research and in conjunction in reference of healthcare and pharma industries, insurance companies should calculate the possibility of a long trail of chronic disease escalation which may require health insurers to reprise their existing hospitalisation products. In the current scenario, insufficient data may hinder such research but collaboration between insurers and their actuaries and healthcare professionals and institutions can create models which had not been attempted until now.
- c) With this clear opportunity for insurance companies to partner with their corporate customers for employee benefits to be fortified with healthcare activities in order to increase the health quotient as well as improve the possibility of weathering the COVID-19 situation better. As a result of, the value of policies will be increased, and claims will tend to go down with an increased level of awareness of the situation as well as chronic diseases and co-morbidities. Majority of corporate customers of employee health insurance are investing separately in such activities. Insurance companies can use this opportunity to increase client stickiness as well as improve their portfolio and retention ratios.

## **3. Reserves requirement**

Due to the pandemic, the government has taken actions towards reducing bond interest and repo rates, which will lead to challenges for insurers in terms maintaining higher reserves (higher for a life insurer compared to a health insurer), liquidity risk, credit risk, etc. In view of these challenges, the regulator may have to provide some temporary relaxation on the reserving requirement for insurers who were very close to the margin of solvency.

### **HERE ARE A FEW CONSIDERATIONS RELATED TO THE FISCAL STATUS OF HEALTH INSURANCE COMPANIES:**

- a) In the outburst of COVID-19 has an impacted on the profitability of insurance companies due to an increase in claims and policy liabilities, etc., resulting in a lower tax liability, then that could affect their ability to declare dividends to shareholders. In this situation insurance companies choose to claim a deduction for dividends received under the proposed section 80M of the Income-tax Act, 1961, their inability to in turn declare dividends to their shareholders could constrain the quantum of deduction that the insurance companies may be able to claim in their income-tax returns. This could result in higher tax leakages for insurance companies.
- b) Seeing the level of regulations for both policyholder protection as well as solvency and governance of insurance companies is very stringent, no governance failure or structural difficulties are anticipated in the industry as yet.

- c) With the profits of the health insurance industry in the long term are dependent on portfolio profitability. This can be impacted in both ways.
- d) Due to collapsing bond rates would have a cascading effect on the business of insurers and their balance sheets. A decrease in their value will result in a realised loss as insurers may end up selling these investments to manage increased claim liabilities. With the investments that companies continue to hold, they may still have to record a provisional loss for a decrease in the value of the assets, the PwC India report says.

#### **INSURANCE CARRIERS WILL BE ADVERSELY IMPACTED ON THE REVENUE SIDE AND THE EXPENSE SIDE RESULTING IN LOWER EARNINGS DURING 2020-21 RE:**

- **Premium and Fees Income:** Life & Annuity business will see a short term hit on premium income, but this will recover in the long term. However, in Property & Casualty we see more seismic impact, with short term reductions in new business premiums that we believe will continue over a long period of time (i.e. future premiums reduced due to reduced economic activity).
- **Investment Income:** Investment income will be significantly impacted over the coming months due to the volatility in the financial markets along with expectation that interest rates will remain at record lows for the foreseeable future.
- **Claims:** Life & disability insurance claims are expected to increase. Health agencies are estimating the number of deaths attributed to COVID-19 could be 200,000 - 1.2 Million people in the US alone. The impact of COVID-19 has already been significant. However, the impact on business's and what the requisite mitigation required by firms will be based on how long the pandemic lasts and what happens once normality returns.

#### **CORONA PANDEMIC HAS IMPACTED THE INDIAN INSURANCE SECTOR**

COVID-19 which began as a health crisis has now taken over as a financial one. With the global economy crashing and multiple sectors taking a major financial hit, the insurance industry has become a vital part of the new reality of the economy.

#### **IMPACT ON INDIVIDUAL INSURANCE SECTORS**

While the insurance industry like every other industry has taken a major hit during this pandemic, the future prospects of the industry seem hopeful. Given below is an analysis of challenges and opportunities in the individual insurance sector.

##### **1. General Insurance**

Since General Insurance undertakes the valuation of assets and businesses as well as their overall economic activity, it is benchmarked with the GDP of a country to measure the insurance penetration. Hence, a large proportion of the General Insurance sector is dependent on the performances of industries and individual businesses. So with the lockdown causing a hitch in the business sector, the General Insurance market has subsequently suffered. The overall sector is believed to look up as the global economy stabilizes by 2022.

##### **2. Health Insurance**

India traditionally has been an underinsured country when it comes to Health Insurance. However, with Government initiatives such as Ayushman Bharat which aims to insure the poor and vulnerable, the gap has somewhat been bridged but the Private Insurance Schemes have reported covering only 18% of the urban population and a little over 14% of the rural population. While the demand for health insurance is expected to increase considerably, underwriting thresholds may also go up and thus the negative movement may not be offset.

With the constant increase in the number of cases and the prolonged duration of the crisis, the IRDAI has mandated all general and health insurers to start offering Corona Kavach – an indemnity based health plan and Corona Rakshak – a fixed benefit health insurance – policies to their customers. These policies are meant for covering hospital and medical expenses of COVID 19 patients.

##### **3. Life Insurance**

Life insurance primarily protects the livelihoods of people and their future financial security. As a result, life insurance has a direct correlation with the earnings of people, their business performance, and net worth. Since the onset of the pandemic, there has been a rush to increase one's cover. According to the PwC report, pure life covers should see renewed interest, and thus, should see a boost in demand.



While long-term guarantees will look attractive, insurers will still face constraints as the interest rates plummet with consumers becoming more cautious about their investments, leading to a shaky stock market.

#### **4. Automobile Insurance**

In the automobile sector, which accounts for over 35% of the overall insurance premium collection, which was already witnessing a slowdown when the COVID-19 eruption took place. Due to the pandemic and the resultant lockdown further impacted the automobile industry thus reducing important revenue for the insurance industry.

In this blow turned out to be a major wake-up call for the industry experts who then started foraging for innovative perspective and solutions to keep their customer base engaged and interested. One of the innovative approaches is the “Pay-as-you-drive” model.

Maximum companies adopting the work-from-home policy, there has happened a drastic reduction in the number of motor vehicles on Indian roads resulting in a nationwide reduction in the number of kilometres driven. Consequently, insurance customers who see a reduced usage for their vehicles this year and show a lower chance of availing a high-priced insurance coverage can avail of an insurance policy at a discounted rate under the “pay-as-you-drive” model. This new type of car insurance policy allows car owners to insure their vehicles for only the kilometers that they tend to drive against a general average yearly driving distance.

Extensive scale, the introduction of pay-as-you-use shall prove to be a significant shift in the history of automobile insurance in India as it seeks to become more responsive to the usage (and consequently) needs of the customers.

#### **ENSURING CONTINUITY OF INSURANCE SERVICES**

- 1- Insurance companies have implemented business continuity plans to maintain the delivery of essential insurance functions with a focus on digital service delivery (requiring regulatory adjustments in some jurisdictions).
- 2- Insurance supervisors are closely monitoring the implementation of business continuity plans and some are providing specific guidance while taking steps to reduce the administrative burden of regulatory and supervisory functions (reporting, policy and regulation development) Managing solvency and liquidity risks.
- 3- Insurance supervisors are monitoring market, underwriting and liquidity risks based on existing financial and supervisory information including relevant past stress tests results. Many jurisdictions have requested additional data from insurance companies related to risks that have come to light as a result of COVID-19.
- 4- Some insurance supervisors are implementing existing countercyclical supervisory tools while a few others have made some adjustments to regulatory or supervisory requirements in response to the health emergency, including flexibility in the implementation of investment limits or accounting standards. A small number of jurisdictions have allowed some forbearance in adherence to solvency or liquidity requirements.
- 5- A number of insurance supervisors are advising supervised entities to limit capital distributions in order to preserve financial capacity.
- 6- Insurance supervisors, associations and companies are providing guidance to policyholders on the applicability of various coverage's to COVID-19 related losses.
- 7- Insurance companies are providing financial support to policyholders in terms of premium payment deferrals and refunds. In some jurisdictions, this financial support is being provided in a coordinated way and is sometimes mandated or encouraged by governments or insurance supervisors.
- 8- Insurance companies are adapting coverage terms and conditions (or interpreting coverage flexibly) in order to account for changes in behaviour (e.g. work-from-home) and address various types of administrative challenges resulting from confinement measures. In some jurisdictions, these adaptations have been encouraged or mandated by governments or insurance supervisors.
- 9- A number of insurance companies are voluntarily providing additional coverage benefits (or compensation) to existing policyholders or specific types of workers (e.g. health care workers) or businesses (hospitality sector, small and medium-sized enterprises (SMEs)).

10- In a number of jurisdictions, governments have provided a financial backstop for credit insurance to respond to a reduction in private sector appetite for such coverage in the context of increasing corporate default risk.

### **SUGGESTION**

We suggest that insurance organizations need to be pro-active, that they should look to model the impact of COVID-19 and then determine the best strategy to mitigate. However, today, priority must be given to business continuity; firms need to determine their critical business functions, prioritise these to ensure that the level of service is maintained or even increased. Other business functions should be reduced or stopped to enable focus on the priority activities.

Firms should take into consideration levers such as customer experience, capital impact, revenue impact, liability exposure, regulations and government directives to help determine which business services need to be prioritized, while they overcome the current crisis.

### **FINDING**

A priority concern for insurance carriers is to serve their customers and fulfil their promise while ensuring safety and well-being of their employees. Most insurers are in the process of activating or have already activated their business continuity plans. These should include the enablement of remote working, review of operational readiness of service providers and workforce planning to ensure staff availability.

Effective remote working practices must ensure availability of configured laptops, the correct collaboration tools, sufficient connectivity, increased helpdesk support and established working practices. Firms must also consider factors such as security, regulations and capacity when implementing remote working (e.g. collaboration tool selection must have encryption, logging and recording capabilities)

As well as ensuring continuity of critical services, Insurance firms need to pay attention to their customers, especially in times such as now, customers are concerned, and a key role of insurance firms will be to reassure and support them. Customers are anxious over aspects such as policy coverage; firms need to make sure that they can provide answers to queries in a clear, concise and efficient manner.

Firms should be pro-active in distributing FAQ's and other collateral to their customers, they should look closely at their distribution channels and use situation as an opportunity to re-enforce capabilities via broker networks and direct channels using mail, mobile, social media

This would be an ideal opportunity to consider and plan for increased use of virtual assistants that leverage NLO/NLG and Intelligent Automation to increase availability and agility in responding to customer inquiries (e.g. around policy coverage, renewals, premiums, claims).

Now may also be the time for increased focus on optimization and efficiency programs, the key objectives being to reduce cost, increase capacity as well as improved quality leading to enhanced customer experience.

### **CONCLUSION**

Remember, tough times do not last long, but tough people do. Therefore, proper planning and decisions will help you sail through these trying times and invest in your family's future. Over and above, this is an extremely difficult situation for businesses across all sectors. However, it is more likely that insurance sector would play a pivotal role in supporting the customers through the crisis.

The COVID-19 pandemic, thus, is challenging for the health insurance industry on various fronts; at the same time, it represents an opportunity. Health insurance is expected to cushion the blow that this pandemic will deal. While being extremely relevant to society, using appropriate mitigation strategies, insurance companies may be able to support it further through product development activities and ensuring their reach is extensive.

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## BLOCKCHAIN TECHNOLOGY

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**ABSTRACT**

Block chain is a distributed transaction and data management technology developed first for Bitcoin crypto currency. The block chain is a technology which is becoming more and more popular since the idea which originated in 2008. As it is decentralized in nature there is no centralized authoring body which makes it more convenient than real money as banks can't control the flow of the money.

It is a secure transaction ledger database that is shared by all parties eliminating the need for "trusted" third parties such as payment processors which are done through block chain mining.

The security which it provides is through encryption (digital signature).

Keywords:- Crypto currency , Smart Contracts, Distributed, Bitcoin, Genesis Block, Node, P2P, Ethereum

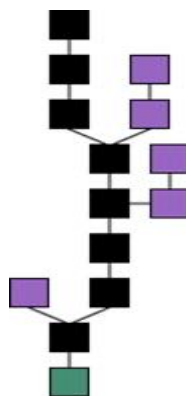
**1. INTRODUCTION**

Blockchain technology, as its name suggests, is a chain of blocks. Every one of these blocks contains an arrangement of exchanges that have been cryptographically verified to be precise, and these blocks are associated in a chain that regards the sequential request of the exchanges contained in each block henceforth the name blockchain.

The creator of Bitcoin realized that because of its inclination, the center outline would need to have the capacity to help an expansive scope of exchange composes. The Implemented solution enabled particular codes and information fields from the start using a predictive(mathematical logic) script.

**2. LITERATURE REVIEW****2.1 Blockchain formation.**

Block chain subsist of the drawn out arrangement of pieces from the root piece (green) to the present block. Vagrant pieces (purple) persist outside of the principle chain. The fundamental chain (dark) comprises of the longest arrangement of block from the root piece (green) to the present square. Vagrant squares (purple) stay outside of the principle chain.



[13] Chains in a Blockchain

A Blockchain can be alluded as a disseminated database that sequentially stores a chain of information pressed into fixed blocks in a safe and permanent way. The chain of blocks, is always developing; hence new pieces are being annexed to the finish of the record, whereby each new piece holds a reference to the substance of the past piece.

The substance of the pieces can be predefined or haphazardly created by the clients of the blockchain. All things considered, the information is organized into alleged exchanges agreeing to the predefined structure of the blockchain and cryptographically fixed . Preceding the fixing of an information hinder, a cryptographic one way hash work is connected (e.g. SHA256), guaranteeing obscurity, unchanging nature and smallness of the block. The ledger and its substance is duplicated and synchronized over various companions in a P2P organize, consequently turning into a circulated record. In spite of the fact that the blockchain is a block of the Distributed Ledger Technologies (DLT), not all DLT utilize a chain of blocks.



[22]

**2.2] How Blockchain Works(Example):**

During this phase of time too people tend to use Trusted Third Party such as Bank to make a transaction, Blockchain allows Seller and Buyer, Consumer and Supplier to interact directly without any need of a third party. Blockchain uses Cryptography for Security between transactions.

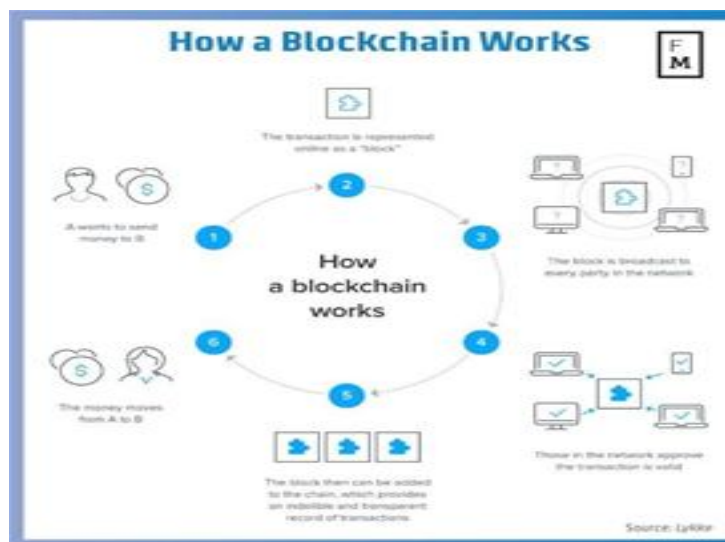
A wants to send money to B. Now A is in India and B is in the USA, For a Transaction to take place between A and B will at least take a day or two to complete.

Apart from proving their identity, they have to pay extra money as commission to the third party. Blockchain Transaction will remove the need for a third party. Each Transaction in the chain is represented as a block the transaction(block) is broadcasted through the network from A to B, all the nodes in the network will authenticate if the transaction which A is making is valid or not.

The nodes which validate a transaction are known as Miners. They can be any node on a network their job is to backtrack a bit and groups outstanding transactions into a blockchain, They do this by solving a maths puzzle which is a part of a program(example of bitcoin program) it is a random number which can be anything between 0 and 4,294,967,296.

How do they find this number? By guessing at random. In this way, excavators figure the riddle number and apply the hash capacity to the mix of that speculated number and the information in the piece. The subsequent hash needs to begin with a pre- built up number of zeroes.

As a reward for its work, the successful mineworker gets some new bitcoin. The Block at that point is added to the chain and the exchange from A to B gets finished.



[14] How blockchain works

**2.3. Types of Blockchain:**

There are three principle types of blockchains:

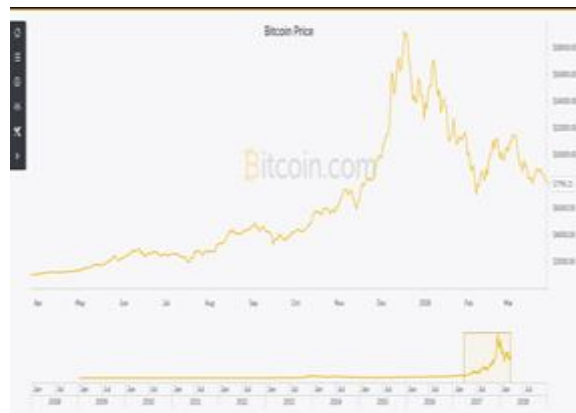
- (1) **Public** - Permission less,
- (2) **Private** - Permissioned,
- (3) **Consortium** Blockchains.

	Public No centralised management	Consortium Multiple Organisations	Private Single Organisation
Participants	Permissionless • Anonymous • Could be malicious	Permissioned • Identified • Trusted	Permissioned • Identified • Trusted
Consensus Mechanisms	Proof of Work, Proof of Stake, etc... • Large energy consumption • No finality • 51% attack	Voting or multi-party consensus algorithms • Lighter • Faster • Low energy consumption • Enable finality	Voting or multi-party consensus algorithms • Lighter • Faster • Low energy consumption • Enable finality
Transaction Approval Time	Long Blocks: 10min or more	Short 100s msec	Short 100s msec
USP	Disruptive Disruptive in the sense of disintermediation. No middle men needed. Unclear what the business models will be	Cost Cutting Can radically reduce transactions costs. Similar to SAP in the 1990s. Extreme cost cutting opportunities. Less data redundancy, higher transactions times, more transparency	Cost Cutting Can radically reduce transactions costs. Similar to SAP in the 1990s. Extreme cost cutting opportunities. Less data redundancy, higher transactions times, more transparency

[6]A Brief About Types of Blockchains

2.4. How does society adopt blockchain?

It's rapidly getting to be evident that blockchain innovation is about significantly something more than Bitcoin. Here is a list of applications that have been using Blockchain.



[17] Currently at this time there is a dip in value of Bitcoin



[17]

1. Cybersecurity:

Guardtime – This organization is making "keyless" mark frameworks utilizing blockchain which is as of now used to secure the wellbeing records of one million Estonian residents using BlockCloud.

2. Healthcare:

Gem – This startup is working with the Center for Disease Control to put sickness episode information onto a blockchain which it says will build the adequacy of debacle alleviation and reaction.

Simply Vital Health – Has two wellbeing related blockchain items being developed, Connecting Care which tracks the advance of patients after they leave the doctor's facility, and Health Nexus, which expects to give decentralized blockchain patient records.

**3. Financial Services:**

**ABRA** – A digital money wallet which utilizes the Bitcoin blockchain to hold, track, adjusts put away in various monetary standards.

**Barclays** – Barclays has propelled various blockchain activities including following monetary exchanges, consistence and fighting misrepresentation. It expresses that

“Our belief ...is that blockchain is a fundamental part of the new operating system for the planet.”

**4. Manufacturing and Industrial:**

**Jiocoïn** – India's greatest conglomerate, Reliance Industries, has said that it is building up a blockchain-based production network coordinations stage alongside its own cryptographic money, Jiocoïn.

**Blockverify** - A blockchain stage which centers around hostile to fake measures, with introductory utilize cases in the jewel, pharmaceuticals and extravagance merchandise markets.

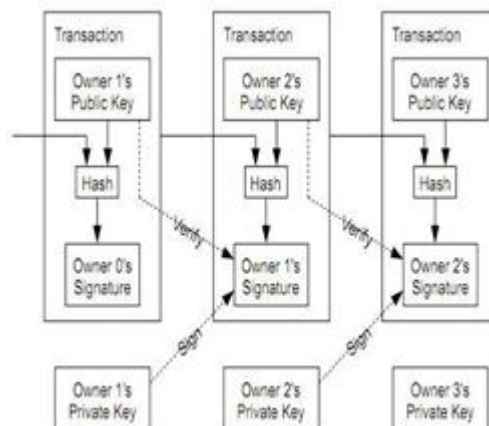
**5. Government:**

**Dubai** – Dubai has set sights on turning into the world's first blockchain-controlled state. In 2016 agents of 30 government divisions framed a board of trustees devoted to examining openings crosswise over wellbeing records, shipping, business enlistment and keeping the spread of contention of precious stones such as Diamonds.

**South Korea** – Samsung is making blockchain answers for the South Korean government which will be put to use out in the open wellbeing and transport applications.

**Govcoïn** – The UK Department of Work and Pensions is examining utilizing blockchain innovation to record and manage instalments.

**Security in BlockChain:**



[16] How Transaction takes place

Blockchain Technology uses SHA(256) cryptographic algorithm, which secures each and every transaction from getting tampered. Each of the blocks contains Data, Hash and the hash of the previous block.

Blockchain uses proof of work(PoW), which eventually slows down the creation of a new block.

So to tamper with one single block you will need to tamper with all the blocks in the blockchain.

**3. BLOCKCHAIN IN INDIA:**

On 2nd July 2015, Indian Prime Minister, Narendra Modi, announced his digital reformation plan called Digital India. The aim of this campaign was to make services of government to be made available electronically, to improve the digital infrastructure of India and increase connectivity through the internet.

The city of Vishakhapatnam became first in the nation to use blockchain technology to build the largest ecosystem while the state of Andhra Pradesh is the First state in the nation to use Blockchain for the purpose of Governance.

This step will prove to be beneficial as no one can tamper the records from inside or from outside.

This will decrease corruption, fraud and will be beneficial to the country because there is no way to tamper with the data once it enters into the block.

**PUTTING AADHAR CARD ON BLOCKCHAIN:**

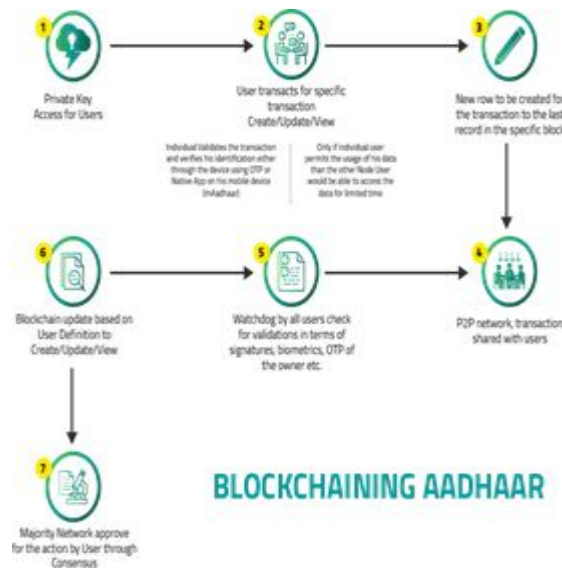
In a country of Billions, it was necessary to give each and every individual a unique identity which became possible through Aadhar which was a ground-breaking initiative, which took iris scans, fingerprints and other important details of an individual and stored it on the database, according to UIDAI(Unique Identification Authority of India) the data is fully safe and secure.

In Recent Times, There was a data leak of Aadhar details making data vulnerable, the personal identity of a person if gets in wrong hands can be dangerous.

In this world where systems of super-secure systems were hacked it is highly possible the hackers can hack into this system as well.

As per the experts if Aadhar was built on Blockchain technology most of the concerns of security will be diminished. The hacker needs to hack more than 51% of the system which is near to impossible.

Each and every block contains a single record of an individual, all of the blocks having the hash function to it, every block contains an element which stores previous blocks hash if a block is tampered with, it will become invalid as all the subsequent blocks will not identify that block.



[18] The process of Blockchaining adhar

Advantages of this System will be:

1. Robust and Secured data
2. Reliability
3. Increase trust on P2P network

**FAMOUS CRYPTO CURRENCIES AND THEIR BASE PROGRAMMING DIALECTS ARE:**

**BITCOIN:**

Bitcoin is composed of C++. It has a dynamic advancement group, and test comfort applications, for example, BitcoinLib that enables you to assemble a blockchain application in only a couple of minutes.

**ETHEREUM:**

Ethereum is an open source, a blockchain- based stage for creating decentralized applications called DApps that highlights brilliant contract usefulness. Ether is a cryptographic money whose blockchain is produced by the Ethereum stage. Ethereum offers various programming decisions.

They have differing customer executions worked in C++, Go, Python, Java and that's only the tip of the iceberg. Brilliant contracts are assembled utilizing an agreement arranged, abnormal state programming dialect called Strength. It has a comparable punctuation to the scripting dialect of JavaScript.

**STRATIS:**

Stratis is a Blockchain-as-a-service (BaaS) Stage, made to give answers for enterprises in the money related segment that need to appreciate the advantages of Blockchain innovation. This blockchain improvement stage has bolster from organizations like Microsoft. Its advanced cryptographic token is called STRAT.



**CONCLUSION:**

1. For blockchain innovation to be completely used, it is vital to teach individuals on the idea of the innovation.
2. Block chaining Aadhar Card is a very huge and complicated task as the whole network needs to be setup, but once it is set up the security of the whole system will be top notch and impossible to hack into
3. Blockchain has way more potential as it is a blooming sector for jobs and start-ups in India, Multiple start-ups are expected to be started in 2018, which will give rise to jobs in these.

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**ATMANIRBHAR BHARAT- A SMART STEP TOWARDS EDP****Pooja Prasad Oak**Assistant Professor, Department of Management Studies, Bharat Collage of Arts & Commerce Badlapur,  
Maharashtra**ABSTRACT-**

*After a great success of Make in India, our Honorable Prime Minister Mr. Narendra Modi, found an opportunity in the Corona Pandemic Situation. He Announced "Atma Nirbhar Bharat" Scheme in India. When we go through the Scheme background, we realized that the scheme can be called as next extension to Make in India or a support for EDP, Entrepreneurship Development Program for India. Entrepreneurs are the backbone of any society. Entrepreneurs manufacture the products and help the people to fulfill their daily needs. Entrepreneurs create jobs and services. It is very necessary for the nation and the country to develop the entrepreneurial culture and motivate the entrepreneurship program. Indian government always had taken efforts for entrepreneurial development by launching different schemes time to time. Make in India in which was announced in 2015, proved a great help for inculcating business culture in the middle class society. This aims to decrease Indian import by producing goods and services with our own people and with the local resources. It also helped to find the hidden talent from the far part of the nation. Make in India still is creating the success stories and supporting the national development in many ways. Continuing with the same efforts, Atma Nirbhar Bharat is a new government policy for encouraging local talent and generates new employment for people because many people and laborers lost their job in this corona pandemic period. So, this scheme was launched to encourage people to develop their business and contribute to the development of the nation. Either it was the medical sector or small industry; everyone got directly affected by the pandemic. It is a hard time not only for an individual but also for the nation. Different countries are trying their best to come out of the situation. It has proved a milestone in the pandemic situation for many small scale industries. By taking some firm steps towards, the Indian Small scale sector will have golden days with "Atma Nirbhar Bharat."*

*Key words: Entrepreneurship Development Program (EDP), Public Private Partnership (PPP), PM eVidya , V-shape economy.*

**INTRODUCTION-**

The Indian government has imposed a national lock-down on 24 March 2020 to try and Prevent a spread of the COVID-19. The impact of Coronavirus pandemic on manufacturing sector and the impact on employment in India is high in pandemic period. The manufacturing sector is highly affected by Coronavirus pandemic and contractual employment is affected in India as laborers have moved to their native place due to Coronavirus pandemic. The ongoing lockdown has put a lot of strain on the manufacturing industry. Manufacturing industry has been hit in many ways due to the Corona effect. To begin with, lower production, due to lower off take. More and more employees stop coming in to work, due to government directives, thereby reducing the scale of operations, with consequent effect on quality, cost and production volumes. Over a period, this adversely affects the turnover, which slows down to a trickle. Finally, due to all these interruptions, the end user also starts postponing non-essential purchases, and disengages from the consuming processes, by postponing their demands. All sectors along with customers were confused and all were concentrating on basic needs. Demand for products came down rapidly and the trade and economy stickled at place. India's ongoing GDP loses are likely to be approx. \$5-10 billion (0.15 - 0.35 percent of GDP), as per data. With more than 20% cut in benchmark indices; the Indian equity market has entered the bear market territory. New corona virus has also driven investors to bid up bond prices, resulting in yields in major economies to inch lower. Sectors like tourism, aviation, hospitality and trade will face the first set of challenges; other sectors too will face the cyclic effect. As per reports, there has been 20% reduction in domestic travel and about 75% reduction in international travel bookings. Hotel booking rates have also declined from 70% to 20%. There has been a down of 30-35% in restaurant business. Sales of poultry sector have also come down by 80% losing a business of approximately Rs. 1,500 - 2000 crores daily. While a recovery in rural demand is expected to improve consumption, experts suggest that it would hardly help in boosting growth if demand does not return to pre-pandemic levels. In its latest annual report, RBI has mentioned that it will take "quite some time" to regain momentum lost due to the pandemic. Though RBI refrained from providing GDP estimates for the current year, its report hints that GDP will remain subdued well over a year if demand concerns are not addressed.

The Coronavirus pandemic has not only dented demand but also amplified other issues that were withering the Indian economy including high public debt and weaker tax collections. Sharply lower tax collections during the year have made the situation worse for the Indian economy.

Finance Minister Nirmala Sitharaman recently said that an 'Act of God' has led to a contraction in the economy and added that the government will not be able to pay GST compensation cess to states. Many economists have stated clearly that the government needs to announce more stimulus measures directly aimed at boosting demand as it is the only way to revive the economy. Pandemic carried over for more than 8 months, steps needed to be taken for control over the situation. Indian economy is cyclical in nature. All the efforts should have to be exerted to push the wheel to run again. Once the demand started in the flow, it will give a boost to supply then manufacturing and then the economy as well. With Atma Nirbhar Yojana government tried to bring the things in position. Atma Nirbhar Bharat, which translates to 'self-reliant India' or 'self-sufficient India', is a policy, the term is coined by Prime Minister of India, Narendra Modi for making India "a bigger and more important part of the global economy". This policy pursuing the Indian citizens for being efficient, competitive and resilient, and being self-sustaining and self-generating. Atma nirbhar Bharat doesn't mean "self-containment", "isolating away from the world", in fact, it means self-reliant, self-dependent.

On May 12, the Prime Minister, Mr. Narendra Modi, announced a special economic package of Rs 20 lakh crore equivalent to 10% of India's GDP with the aim of making the country independent against the tough competition in the global supply chain and to help in empowering the poor, laborer, migrants who have been adversely affected by COVID.

#### **Objectives of the research:-**

- To study Atma Nirbhar Bharat policy with its special features.
- To assess the outcome of Atma Nirbhar Bharat policy with Entrepreneurship development program.
- To conclude the fundamental facts of Atma Nirbhar Bharat Policy for the overall development of the nation.

Atma Nirbhar Bharat Abhiyan or Self-reliant India campaign is the vision of new India. It is a positive approach towards the uncertainties of Corona virus. Government has taken a chance to

move ahead in the line of the developed countries with this magnificent step. By using the home resources the aim is to serve the own people. The aim is to make the country and its citizens independent and self-reliant in all senses. He further outlined five pillars of Aatma Nirbhar Bharat – Economy, Infrastructure, System, Vibrant Demography and Demand. Finance Minister further announces Government Reforms and Enablers across Seven Sectors under Aatmanirbhar Bharat Abhiyaan. The government took several bold reforms such as Supply Chain Reforms for Agriculture, Rational Tax Systems, Simple & Clear Laws, Capable Human Resource and Strong Financial System. Government is trying to bring the untouched part in the economy.

#### **Atma Nirbhar Bharat Abhiyan has designed on the following key factors.**

- Five pillars of Atma nirbhar Bharat is Economy, Infrastructure, System, Demography and Demand
- Package to cater to various sections including cottage industry, MSMEs, laborer, middle class, industries, among others.
- Bold reforms across sectors will drive the country's push towards self-reliance
- It is time to become vocal for our local products and make them global.
- Special economic and comprehensive package of Rs. 20 lakh crores.

All the efforts taken seem to be the key factor for Basic Entrepreneurship development and the inclusion of business culture in the society. Atma Nirbhar Bharat has laid a path for Entrepreneurship development in the following way.

#### **1. Up gradation of Industrial Infrastructure-**

For any commerce and industry, infrastructure facilities will be the basic requirement, keeping it in mind and for support Policy will be implemented in States for Industrial Cluster Up gradation of common infrastructure facilities and connectivity. Availability of Industrial Land for promoting new investments and making information available on Industrial Information System (IIS) with GIS mapping. Even 3376 industrial parks/estates/SEZs in 5 lakh hectares mapped on Industrial Information System • All industrial parks will be ranked in 2020-21.

**2. Capital Formation for Sector which is a backbone of Indian Economy-**

MSMEs face severe shortage of Equity. The solution is provided of Rs 10,000 crores for set up. The Fund structure will help leverage Rs 50,000 crore of funds, which will help to expand MSME size as well as capacity. This Will also encourage MSMEs to get listed on main board of Stock Exchanges.

**3. New Definition of MSMEs –**

Definition of MSMEs will be revised .Investment and turnover criteria limit will be revised upwards Additional criteria of turnover also being introduced. Distinction between manufacturing and service sector to be eliminated. Necessary amendments to law will be brought about. These reforms will bring the smaller sectors to come under MSMEs and could enjoy the benefits of the sector.

**4. Transport and Logistics enhancement by Civil aviation-**

It is estimated to allow optimal utilization of airspace, reduction in fuel use, and time, and save about Rs. 1,000 crore per year for the aviation sector. World-class airports will be built through Public Private Partnership (PPP) model. The private sector investment in 12 major airports is expected to be around Rs. 13,000 crore.

**5. Self reliant and self discipline in safety and security -**

Make in India initiative will be promoted in the defense sector aiming to make the country independent in terms of production. A list of weapons/platforms will be released which will be banned for import based on a year wise timeline. Further, the government has planned to improve the autonomy, accountability and efficiency in Ordnance Supplies by corporatization of Ordnance Factory in the county. Additionally, limiting imports of weapons and increasing the limit of foreign direct investment in defence from 49% to 74% will give a much-needed boost to the production in the Ordnance Factory Board, while reducing India's huge defense import bill.

**6. Augmenting Energy and Power sector-**

A liquidity support of Rs. 90,000 crore will be provided to power discoms. These will be in the form of funds from Power Finance Corporation and Rural Electrification Corporation. Rs. 50,000 crore will be spent on infrastructure development for evacuation of coal.

**7. Technology driven education-**

PM eVidya will be launched for multi-mode access to online education. This program will include facilities to support school education in states under the DIKSHA scheme. The newly launched PM e-Vidya programme for multi-mode access to digital online education provides a uniform learning platform for the whole nation, which shall enable schools and universities to stream courses online without further loss of teaching hours.

**8. One Nation One Market-**

These reforms are steps towards the objective to help India become the food factory of the world. These would finally help in achieving the goal of a self-sustainable rural economy. Also, the MGNREGA infusion of Rs 40,000 crore may help in alleviating the distress of migrants when they return to their villages.

**Key Measures Taken by Reserve Bank of India in Atma Nirbhar Yojana-**

- Cash Reserve Ratio (CRR) was reduced which resulted in liquidity support of Rs.1,37,000crore.
- Banks' limits for borrowing under the marginal standing facility (MSF) were increased. This allowed banks to avail additional Rs. 1,37,000 crore of liquidity at reduced MSF rate.
- Special Liquidity Facility (SLF) of Rs. 50,000 crore was announced for mutual funds to provide liquidity support.
- Special refinance facilities worth Rs 50,000 crore were announced for NABARD, SIDBI andNHB at policy repo rate.
- A moratorium of three months has been provided on payment of instalments and interest on working capital facilities for all types of loans.

These all reforms of the policy will strengthen the economy, improve the standard of living and most importantly improve the trade deficit and the exchequer balance of the country. Making the country self-reliant in all spheres- from manufacturing to supplying. It will help the country to reduce its dependence on imports and may also give a boost to exports. The fall in imports will help reduce the trade deficit and will eventually lead to trade surplus. Slogans initiated under Atma Nirbhar Bharat include 'vocal for local', 'local for global' and 'make for world-

**VOCAL FOR LOCAL**

Not only should products be 'made in India', but the promotion of those products should take place so as to make those products competitive. The mindset of free India should be 'vocal for local'. We should appreciate our local products, if we don't do this then our products will not get the opportunity to do better and will not get encouraged. Amul's Managing Director Mr. Sodhi explained that the phrase "vocal-for-local" meant that products be made competitive global brands" and that "it didn't mean that one must only buy products that have a logo 'made in India' on it. An extension of this slogan is 'local for global', that local products in India should have global appeal and reach.

**MAKE FOR THE WORLD**

Prime Minister Modi, during the 2020 Independence speech, said that 'make for world' should go hand in hand with 'make in India' and that the slogan 'make for world' should be a key slogan like 'make in India' A variation of the slogan is "Make in India for the world Co-Vaxin is the best example of this Atma Nirbhar Bharat as it is developed and manufactured by Bharat Biotech and ICMR and will serve our own country along with the world people from the endanger of Corona pandemic.

This is New India , which will create path of development for its own people and will provide the directions for the rest of the world. Atma Nirbhar Bharat will create entrepreneurs from Galli to Delhi. These entrepreneurs will create products, opportunity and wealth. New and improved products, services, or technology from entrepreneurs enable new markets to be developed and new wealth to be created. Additionally, increased employment and higher earnings contribute to better national income in the form of higher tax revenue and higher government spending. As businesses and workers become more efficient, costs fall, profits and incomes rise, demand expands, and economic growth and job creation accelerate.

**CONCLUSION-**

The government announced the Atma Nirbhar Bharat Abhiyan so as to revive every sphere of the economy from demand, supply to manufacturing, and make India self-reliant to sustain and tackle any Black Swan event in the future. The intended objective of this plan is two-fold. First, interim measures such as liquidity infusion and direct cash transfers for the poor will work as shock absorbers for those in acute stress. The package is divided into four tranches, where each tranche has their own focus areas. The package' score focus is on MSMEs and agriculture and its allied activities. However, the package fails to bring optimism and confidence among the corporate as it focuses more on indirect benefits, with a major focus on loan disbursal. The benefits remained unaware with the beneficiaries. People should be given proper information about the benefit and outcome results. The policy facts are very promising but they should be advantageous to the right people. It would have been for the benefit of the corporate if the government would have provided direct benefits like cash support and pause or reduction in GST payments. Still we can say that Atma Nirbhar Bharat will boost the social and economic backgrounds because it teaches people to cultivate unique skills and think outside the box. Moreover, it creates opportunity, instils confidence, ensures social justice and stimulates the economy. The V shape economy about which everyone was talking about can be achieved with this Promising Atma Nirbhar Bharat Abhiyan.

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**E-EDUCATION: A REMEDY/CURE/PANACEA DURING THE PERIOD COVID-19 PANDEMIC****Adv. Priya. Haresh. Kriplani**

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**ABSTRACT;**

*The effects and influence of pandemic COVID-19 are experienced in every sector around the world. The pandemic has significantly disrupted the education sector as well, which is an important determinant of a country's economic future. Worldwide lockdown created a ruinous and deleterious effect on the students' life. Around 32 crore learners stopped to move schools/colleges, all educational activities suspended in India. The outbreak of COVID-19 has shown us that change is destined. It has worked as an impetus for the educational institutions to grow and opt for platforms and techniques, which have not been used before. The education sector has been confronting to survive the crises with a different approach and digitizing the challenges to wash away the threat of the pandemic. The structure of schooling and learning, including teaching and assessment methodologies, was the first to be affected by these closures. Almost in the second week of March 2020, state governments across the country began suspending down schools and colleges temporarily as a preventive measure to stop the spread of the novel coronavirus. And still, there is no certainty when they will reopen. In this period of a pandemic, a well-rounded and effective educational practice is what is needed for the capacity-building of young minds. Needless to say, the nationwide lockdown has transformed the centuries-old, chalk-talk teaching model into one driven by technology.*

*Many Squabbles are associated with the online mode of learning. Openness, affordable prices, elasticity, learning pedagogy, long term learning, and policies are some of the clashes related to online pedagogy. It is assumed that E-LEARNING is easily available and can reach rural and remote areas. It is a relatively cheaper mode of education as it involves fewer expenses of moving, Chambers, and the overall budgetary set up of education institution. springiness and adjustability is another engrossing feature of E\_ learning; a learner and mentor can conveniently Programme and design their time for completion of courses available online. face-to-face lectures along with technology result in integrated learning and spun classrooms which increase the learning potential of learners. E-learning facilitates the learner to learn at any time and anywhere, leading to flourishing new competency for lifelong learning. The federal government also perceived the expanding attention of e-learning in this charismatic world.*

*The relentless burst of Covid -19 summed one more bickering of online learning, that is, E-Learning serves as a PANACEA during this period of the pandemic.*

*Article type; conceptual and descriptive*

*Keywords; Covid-19, online teaching, online learning, pandemic, technology*

**OBJECTIVES OF THE STUDY**

1. To discover the growth of online learning and online teaching during the period of pandemic crisis of Covid -19
2. To conduct a Strengths, Weaknesses, Opportunities, & Challenges (SWOC) analysis of online learning and online teaching during the Corona Virus pandemic.
3. To provide some suggestions and recommendations for the success of E\_ learning and E-teaching during a period of Covid-19 pandemic

**RESEARCH METHODOLOGY**

The study is descriptive which aims to understand the need for E\_ learning during pandemics of Covid-19. The issues/challenges related to E-learning and possible solutions were also recognized based on previous studies. The SWOC analysis was carried to realize various strengths, weaknesses, opportunities, and challenges linked with E\_ learning. The research analysis used is a content analysis and the research method is a descriptive method. This study is entirely based on secondary data.

Secondary sources of data used are (a) journals, (b) reports, (c) search engines, (d) company websites and scholarly articles, (e) research papers, and other academic publications.

**LITERATURE REVIEW****ONLINE LEARNING OR E-LEARNING**

- Expanding growth in automation technical know-how has made radius literacy smooth simple and effortless. Most of the terms (online learning, open learning, web-based learning, computer-mediated learning, blended learning, m-learning, for ex.) have in accepted competence to use an analog connection to a web, that provide the opportunity to learn from any place, whenever, in any swing with any means Online learning can be termed as a tool that can make the teaching-learning process more learner-oriented, more contemporary, and even more flexible. Online learning is defined as “learning experiences in synchronous or asynchronous environments using different devices (e.g., mobile phones, laptops, etc.) with infobahn approach. In this domain, learners can easily from anyplace, anywhere (independent)interconnect with instructors and with other learners. The synchronous learning environment is organized in such a manner that students can take part virtually in lectures, there is real-time linking between educators and learners, which results in the possibility of quick response, whereas asynchronous learning environments are not suitably structured. In such an asynchronous learning habitat education content is not accessible in the form of live lectures or classes; it is obtainable at different learning platforms and forums in which prompt reaction and instant speedy response are not possible Synchronous learning offers many occasions for communal interlinking. During this period of a pandemic such online platforms are needed where (a) broadcast gathering with at least 40 to 50 learners is workable, (b) dialogue with learners can be done to maintain classes organic, (c) web connections are good, (d) lectures are accessible in cells phones too and not just laptops, (e) possibility of having recorded lectures, which can be referred after live lectures and (f) immediate responses from learners can be received.

- **E\_ Learning Is Necessity not an option**

A considerable part of the globe is on segregetted due to the pressing outburst of this global pandemic Covid-19. cities towns localities have turned into phantom cities and its effects can be observed in schools, colleges, and universities too. amid all this E\_ Education can be summed as the *panacea for the crisis*. The Pandemic has fabricated institutions to go from traditional mode to online mode of pedagogy. Catastrophe forced institutions, which were before time disinclined to replace, to accept modern technology. This crisis will show us the gainful side of E\_ learning and E teaching online teaching modes, helps to sermonize a huge number of learners whenever and anywhere in any part of the globe. Education institutions must climb distinct alternatives of E-pedagogical approaches and try to use technology more appropriately. Universities many schools around the world have digitalized their system of operations considering the need of the time. Online learning is emerging as a victor Ludo rum amidst this chaos. Therefore, the quality enhancement of online teaching-learning is crucial at this stage.

Chinese universities have expanded online teaching exponentially after the Covid-19 outburst. Traditional classrooms were shifted changed into e-classrooms, that is, Mentors have changed their full pedagogical approach to handling new situations and switch to the changing situations. During this hard time, the worry is not about whether E\_ teaching and learning methods can provide quality education, it is rather how academic institutions will be able to adopt online learning in such a massive manner (Carey, 2020).

The reputation of educational units is on the spike and under audit. The transformation from face-to-face lectures to online classes is the only left remedy in this period of a pandemic. The products by Google can be really helpful under such messy situations; they are (a) Gmail, (b) Google Forms, (c) Calendars, (d) G-Drive, (e) Google Hangouts, (f) Google Jam board and Drawings, (g) Google Classroom, and (h) Open Board Software (not a Google product, helps in recording meetings in the form of files) These tools can successfully be used as an alternative for face-to-face classes (Basilaia et al., 2020).

**HITCHES ASSOCIATED WITH E-EDUCATION**

End number of technologies available for online education but as every coin has two sides so technologies come with difficulties sometimes like downloading errors, issues with installation, login problems, problems with audio and video, and so on. Sometimes learners find online teaching to be tedious and uncommitted. Personal attention is a major issue in online learning. Students need two-way interaction which is often difficult to implement. Sometimes, online content is all theoretical which prevents learners to practice and learn effectively. Ordinary common day to day course content is also a major issue. Learners faces technical problems, and difficulties in understanding instructional goals in online learning. Learners feel a lack of community needed for pedagogy Studies show students were found to be not adequant prepared for maintaining their work, family, and social lives with their study in an online learning environment. learners were not prepared for many e-learning competencies and academic-type competencies.

**POSSIBLE SOLUTIONS FOR PROBLEMS LINKED TO E-LEARNING AND E-TEACHING**

Several issues are associated with online education but we cannot ignore the perks of it in times of such crisis. We can have possible solutions to such technical difficulties that can be solved through pre-recording video lectures, testing the content, and, always having Plan B ready so that the process of teaching\_ learning cannot be hindered. E-courses should be made zestful, engrossing, and reciprocal. Mentors should set time limits and reminders for students to make them notify and attentive. Efforts Personal attention should be delivered to learners so that they can easily adjust to this learning habitat. Social media can be used to link with learners. Educators should reach out to learners via texts, various messaging apps, video calls, and so on—Educators must divert quality time in making sound planning for online instructions. Effective online teaching results in positive feedback from learners, make learners more interactive encourages learners to ask queries, which widens the learner’s perspective for the learning contents. Institutions must center on pedagogical issues and highlight synergetic learning, specimen learning, and design-based learning through E-instructions

The task of academic institutions is not only to trace out new technology and using it but also reconsidering its education, serving learners and academic staff who are pursuing guidance for digital education

**SWOC ANALYSIS OF ONLINE LEARNING: DURING CORONA VIRUS PANDEMIC**

All of the schools, colleges, and universities are experiencing shutdowns to stop transmission of the Corona Virus. Academic institutions adopted modes of online learning and online teaching so that teaching and learning processes should not be hindered The SWOC Analysis of E Pedagogy is shown in Figure 1.

E- Pedagogy has begun reaping in India. Many online platforms offer modest courses to learners through Massive Open Online Courses(MOOC). The Question caused by the Corona Virus pandemic forced Indian academics to welcome a new world of E \_education. Instructors engaged faraway teaching through online platforms such as Google Hangouts, Skype, Adobe Connect, Microsoft teams, and a few more, though ZOOM appeared as a clear winner.

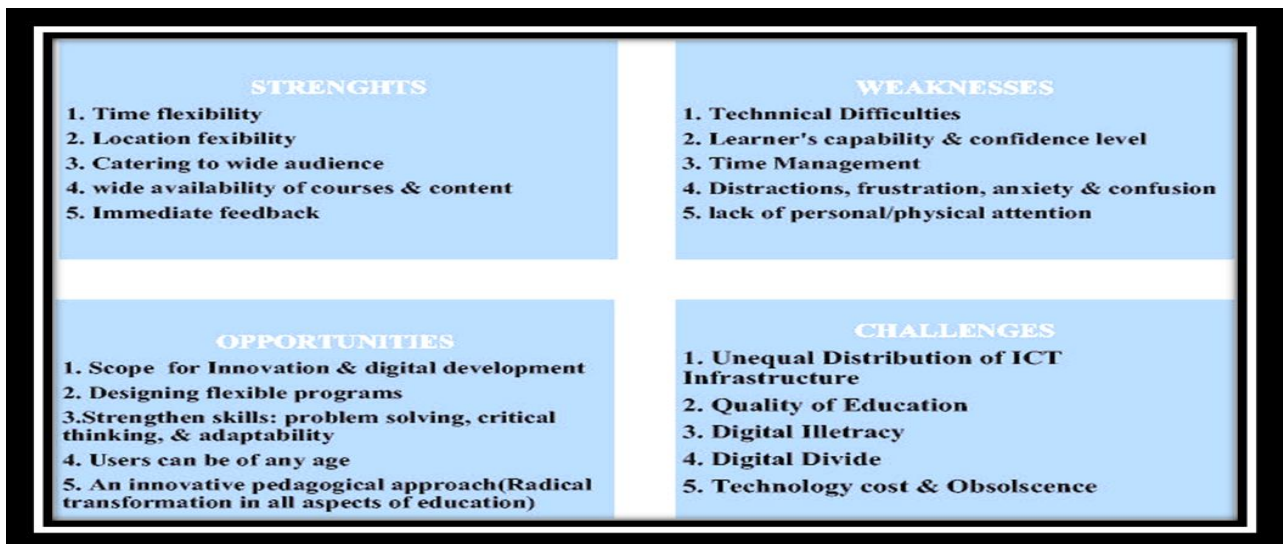


Figure 1.

The SWOC Analysis of Online Learning During Crisis.

Note. SWOC = Strengths, Weaknesses, Opportunities, & Challenges.

**STRENGTHS**

The strengths of the E\_ Education modes can rescue us from a difficult environment. Strengths of online education can be summaries as follows

1. Online education is student-centered
2. Online education is more elastic and flexible in terms of time and location.
3. online education methods help instructors to customize procedures and processes of teaching as per the needs of the learners.
4. End number of online tools are available for the productive and structured learning environment.
5. Instructor can with the combination of audio, videos, and text reach out to their students.



6. Online education results in Instant feedback from the learner
7. The *Anywhere-Anytime* feature of e-learning is a boon during the period of crisis

### **WEAKNESSES**

As every coin has two sides so as E-learning has undeniable weaknesses as follows

1. online education hinders the communication between the learner and the educator.
2. Direct communication and human touch is lost between the instructor and learner
3. Users can face many technical difficulties that hinder and slow-down the teaching\_ learning process
4. Although Time and location flexibility is the strength of online learning these aspects are brittle and fragile
5. Student's unprepared behavior in terms of time and flexibility can create issues for the instructor.
- 6., The level of capabilities and confidence are not the same of all students and learners hence their reactions towards online teaching is variable
7. Some learners do not feel congenial while learning online, resulting in disappointments and bewilderment
8. Insufficient agreement between the sketch of the technology and element of psychology necessary for the learning process; and inadequate alteration of learning processes can barricade the teaching process and creates disparity.

### **OPPORTUNITIES**

Although Online learning generally a lot of opportunities but in this time of crisis online learning is boon as most academic institutions have switched to this model. Education institutions can grab this opportunity by making their instructors teach and learners learn through online mode of education. Education institutions are reluctant to change and never attempt new modes of learning. This crisis acted as a catalyst for the educational institutions to adopt the new model of E\_ learning, there is a lot of scope in bringing out amazing innovations and digital developments. Already, EdTech companies are doing their best by helping us fighting the pandemic and not letting learning be put at a halt. Instructors can plan various flexible programs for students' better understanding of the practice of technology. The usage of online learning will test both the educator and learners. Online learning enlarges problem-solving skills, critical thinking abilities, and adaptability among the learners. Users of any age can access the online tools and gain the advantages of time and location flexibility linked with online learning. Teachers can develop innovative pedagogical approaches in this panicky situation, now also termed as *Panicgogy*. Online education has plenty of opportunities to bring about drastic transformations in nearly all the aspects associated with pedagogy from, teaching, learning, evaluation, assessment, results, certification, degrees, and so on.

### **CHALLENGES**

Many challenges are ranging from learners' issues, educators' issues, and content issues in the online mode of education E-Education is a challenge for institutions to engage students and to involve students in the teaching\_ learning process. Online education is the biggest challenge for instructors to move from talking to chalk method of teaching to online mode, Teachers has to change their teaching methodologies, and has to manage their time. Online education is a real challenge for senior\_ aged instructors who are much comfortable in the traditional model of a chalkboard of teaching. Learning the Hitech technology of online mode of education becomes a challenge to learn for the senior\_ aged instructors.

E\_ Education lacks quality standards, quality control, development of e-resources, and e-content delivery. Such hindrance required to be solved immediately so that boons of quality education via e-learning can be achieved. One should not merely focus on the pros attached to the adoption of online learning during crises but should also take account of developing and enhancing the quality of virtual courses delivered in such emergencies Management of time and the budgetary cost is the challenge of online education as a considerable amount of investment is required for having the devices tools and types of equipment, and also for maintenance of such the equipment, for training the human resources, and developing the online content. Therefore, a constructive and structured educational system is required to set forth education via E-mode. Not all the Instructors mentors and students/learners have a seizure to all digital devices, internet, and Wi-Fi. Lack of digital tools, lack of internet connections, or poor Wi-Fi connections can create a lot of hindrances resulting due to the loss of learning opportunities for the learners. This becomes a challenge for the institutions to ensure equity of education in online mode.

**CONCLUSIONS AND SUGGESTIONS.**

Technology is a boon in these difficult times of pandemic but they suggest that robust IT Infrastructure is a requisite for online learning. Infrastructure needs to be so powerful and strong that it can come up with abandoned smooth services during and after the crisis.

Coronavirus taught us that change is inevitable. The pandemic has also taught us that learners must own certain skills such as skills of problem-solving, critical thinking, and most importantly adaptability to survive the crisis. Educational institutions must build flexibility in their systems to ensure and prioritize the presence of these skills in their students.

This virus greatly has speeded the process of online learning. For instance, an e-application called ZOOM is making a lot of news because of its workable operable features and, many other e-applications such as CISCO WEBEX GOOGLE MEET JIO MEET SKYPE, etc, are also viable E tools used for E\_education because of their friendly operative use such E applications tools allows conducting virtual online classes, web-conferencing, webinars, video chats, and live meetings. These applications are trending on the Google play store betwixt the ongoing crisis. Humans are advised social distancing during the period of the pandemic so this is achieved by using such E applications resulting in seamless smooth imparting education

We require a great level of aliveness to adjust to the swap in the surroundings to adapt ourselves to different delivery modes, for instance, remote learning or online learning in situations of pandemics such as Covid-19. Reliability and sufficient availability of Information Communication Technology infrastructure, learning tools, digital learning resources in the form of Massive Open Online Courses, e-books, e-notes, and so on are of utmost importance in such severe situations. Instruction, content, motivation, relationships, and mental health are the five important things that an educator must keep in mind while imparting online education Some teaching strategies (lectures, case-study, debates, discussions, experiential learning, brainstorming sessions, games, drills, etc. can be used online to facilitate effective and efficient teaching and learning practices. Which will reduce the stress, fear, and anxiety levels of people. For this, proper technique and learning support should be provided to teachers and students and government support is also important at such stage. The Instructor's technical competency of E Teaching is crucial at this stage. Matriculated standard administration programs and ceaseless development are vital for E\_learning prosperity.

For effective e-learning in such difficult times, we need to focus center on the adaption of technology more efficiently, which has less acquisition conservation costs and can constructively ease educational processes. The pros and cons need to be considered before the adoption of any E\_education mode of technology. Institutions should study the right technology to be brought for different educational beginnings. There on The purpose and context of technology to be adopted should be understandable and clear. Technology is affected by several factors such as security features, availability and condition of laboratories, internet speed, internet access, digital literacy levels of the beneficiaries, and so on. E-learning can facilitate the implication of inclusive pedagogy at the time of crisis. Institutions must ensure no learner is deprived of education related to location connectivity affordability because of E\_education. Natural disasters and pandemic such as Covid-19 can create a lot of fear chaos anxiety and tensions hence E\_Education can be adopted for seamless smooth education but only after studying the pros and cons of the technology

**AUTHORS' NOTE**

Following are the sites of different educational portals which are referred by me to while knowing what types of courses they offer & two of them are news articles as COVID is currently in the news.

<https://www.ft.com/> <https://swayam.gov.in/explorer>

<https://bolog.zoom.us/>

<https://byjus.com/>

<https://economictimes.indiatimes.com/small-biz/startups/features/covid-19-cities-lockdown-zoom-video-calling-app-videoconferencing-google-hangout-skype/articleshow/74767206.cms>

<https://www.usatoday.com>

<https://www.wvi.org/education-and-life-skills/education-emergencies> (World Vision)

**.DECLARATION OF CONFLICTING INTERESTS**

The author declared there is no probable disagreement of interest concerning the research, authorship, and/or publication of this article

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**SOCIAL MEDIA USAGE AMONG INDIAN COLLEGE STUDENTS AMID COVID-19**

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**ABSTRACT**

*The outbreak of the coronavirus and the subsequent lockdown has placed greater emphasis on the ways and extent to which people use their smart devices on a daily basis. Role of digital technology have flourished during pandemic epoch. Social media platforms have turned out to be rescuing people from social isolation. A cross-sectional, observational study using convenient sampling with a sample size 300 was conducted through web-based data collection across Indian metropolitan cities namely Mumbai, Navi-Mumbai and Thane. Data showed an increase in the usage of social media platforms among college students during the Covid-19 imposed lockdown. 76% of the study participants agreed on spending more time on social media platforms during lockdown than before the outbreak of coronavirus. WhatsApp (97%), Instagram (87%), and Facebook (52%) were found to be the most popular social networking sites among college students. 49 % of the study participants spent on an average 1- 2 hours, 40 % spent 3 to 6 hours, whereas 11 % of participants devoted more than 7 hours daily on these platforms. Overall, there was an escalation in social media usage during Covid-19 imposed lockdown than Coronavirus free weekday, weekend, and even holiday. Though social media can be a fantastic tool for uniting people during perilous times; it is essential to consider its addictive nature and adverse effects on physical as well as mental health.*

*Keywords: Social Media, coronavirus, COVID-19 lockdown, digital technology, students.*

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**INTRODUCTION**

The Coronavirus Disease 2019 (COVID-19) pandemic emerged in Wuhan, China, spread nationwide and then onto half a dozen other countries between December 2019 and early 2020 (Qiu J, 2020). The first confirmed case of COVID-19 in India, was reported on January 30, 2020 (Gupta, et al., 2020). The Government of India under Prime Minister Narendra Modi ordered nationwide lockdown comprising of total 68 days from 25<sup>th</sup> March 2020 to 31<sup>st</sup> May 2020 (divided into 4 Phases). The Coronavirus Disease 2019 (COVID-19) has been considered as an unseen enemy, fundamentally changing all the aspects of everyday life ranging from how people earn their livelihood, education, socialization, etc. People keep their distance from each other sheltering in home, living in fear, not knowing what challenges and perils the day or subsequent days will bring, and if they or a loved one will survive the Covid-19 attack.

Fear of infection in the presence of others or due to contact with contaminated surfaces, evokes caution, prevention and even avoidance from everyday activities. This has constrained opportunities for required as well as desired human contact and social support, which are crucial for adaptive functioning (Bonanno, et al., 2007).

In such unforeseen challenging times, Social Media Platforms have turned out to be rescuing people from social isolation. They serve as a crucial platform for people to form and maintain relationships (Lazer D, 2009). They extend aid in creating virtual relationships in spite of people living physically apart from each other (Mislove, Marcon, Gummadi, & al., 2007). These tools have changed the way people get to interact with each other.

During Covid-19 induced lockdown, people have been separated from majority of their friends and family members due to 'Social Distancing' measures, the only choice left with them is using Social Media platforms in order to feel 'connected'. Activities such as messaging, video chatting, browsing on Instagram/Facebook looking for updates, continuous scrolling through newsfeeds on social media have resulted in an increase in the amount of time many college students are spending on their smart phones.

Nonetheless, the World Health Organisation (WHO) suggests that people should try to be aware of how much time they spend in front of a screen every day. Studies have reported that Social Media Addiction can be considered as a strong predictor of health concerns (V. & G., 2018). Higher screen time results in dryness of eyes, headache, and disturbed/unhealthy sleep patterns (D'Souza, 2018). Most studies have found a linear and significant increase in anxiety, depression (D'Souza & H., 2018) (Barman, K., & G., 2018) whereas decrease in self-esteem, self-control (Ashtaputre-Sisode, 2018). Largely, over-utilization of social media platforms can have undesirable impact on physical as well as mental health of adolescents (M. M Singh., 2017). Therefore, it is vital for us to know if our youth is over-utilising social media platforms during these perilous times so that appropriate alternative measures/ways can be considered and discussed.

**METHODOLOGY**

**Design:** This was a cross-sectional, observational study carried out in Indian metropolitan cities namely Mumbai, Navi-Mumbai and Thane.

**Sample:** Total 300 (Females 166, Males 134, Age 16-25) college students participated in a study. A convenience sampling technique was used in this study. Participants were the ones who lived in their homes due to Covid-19 Lockdown.

**Survey Analysis:** The study data was analysed using descriptive statistics and summarised through graphical representations.

**INCLUSION CRITERIA:**

- College students belonging to 16-25 years of the age group.
- With internet accessibility and smartphones/Laptops/Desktops/Tablets users.
- Regularly using at least one of the Social Media Platforms.

**EXCLUSION CRITERIA:**

- Unwillingness to participate in the study
- Age below 16 and above 25
- Lack of internet accessibility
- Not a Social Media platform user

**Ethical permission:** Consent was taken from all the participants and confidentiality was communicated and maintained throughout the process.

**Study Tool:** A self-prepared questionnaire was used to record the participant's responses. The questionnaire was constructed after considering and reviewing the current information on Covid-19 pandemic, people's general view on lockdown and social distancing norms, over reliance on Social Media platforms for feeling 'connected' as well as relevant literature on addictiveness of social media platforms. The necessary changes were made according to the suggestions received from the expert panel consisting of an expert from Psychology, Sociology, Media and Communication fields and output from pilot study.

**Pilot Survey:** Conducting a pilot survey is essential for testing a newly developed questionnaire. It helps to estimate Face validity, comprehensibility etc. Therefore, a pilot study comprising of 15 participants was initiated before the actual survey.

**Procedure:** An easy web based google form link was created and circulated through social media platforms like WhatsApp, Facebook, and Instagram - which are popular platforms to share, communicate and discuss. Privacy and confidentiality was strictly protected during the entire data collection process. The survey data collection was initiated on 20<sup>th</sup> May 2020 and closed on 31<sup>st</sup> May 2020, which corresponded with the 4<sup>th</sup> phase of Covid-19 lockdown ordered by the government of India under the Prime Minister Mr. Narendra Modi.

**RESULTS****Table 1: Socio-demographic Profile of Participants N = 300**

Socio-demographic Variable	N (%)
<b>Age (In years)</b>	
16 - 20	154 (51)
21 - 25	146 (49)
<b>Sex</b>	
Male	134 (45)
Female	166 (55)
<b>Family Structure</b>	
Nuclear Family	217 (72)
Extended Family	83 (28)

Table 1 depicts the socio-demographic profile of the participants. Participants' age ranged between 16 to 25 years - 51% (16 – 20 years) whereas 49% (21 – 25 years). Participants (females – 55% & males 45%) belonged to the middle class and upper-middle class families staying in the metropolitan cities of India namely Mumbai,

Navi-Mumbai, and Thane, 72 % of the participants belonged to nuclear families whereas 28 % of the participants stayed with their extended families.

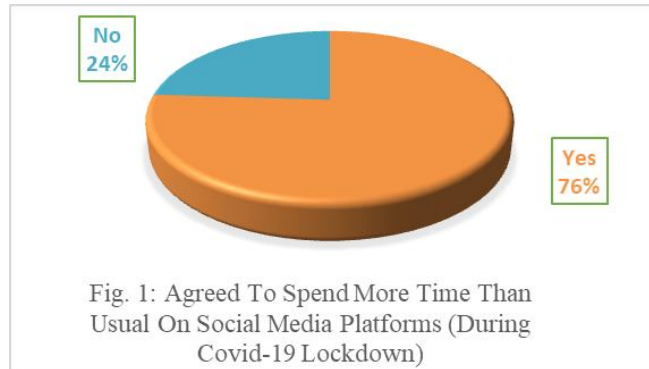


Fig. 1 shows that since Covid-19 imposed lockdown, 76% of the participants agreed to be spending more time than usual on social media platforms whereas 24% of the participants experienced no change in the overall usage of these platforms.

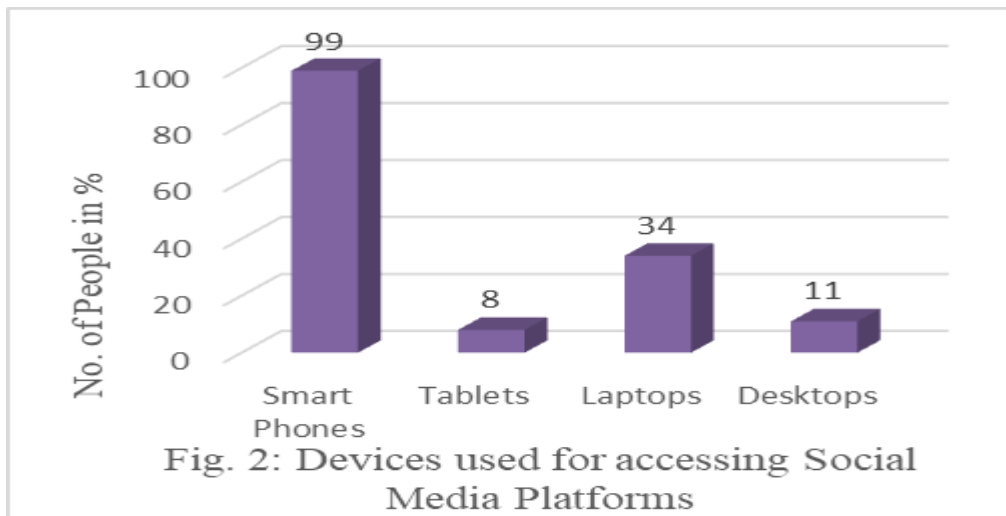


Fig. 2 illustrates device/devices used by study participants for accessing social Media Platforms. About 99 % of the participants indicated using their Smart phones, followed by Laptops (34%), desktops (11%) and Tablets (8%) for accessing social Media Platforms.

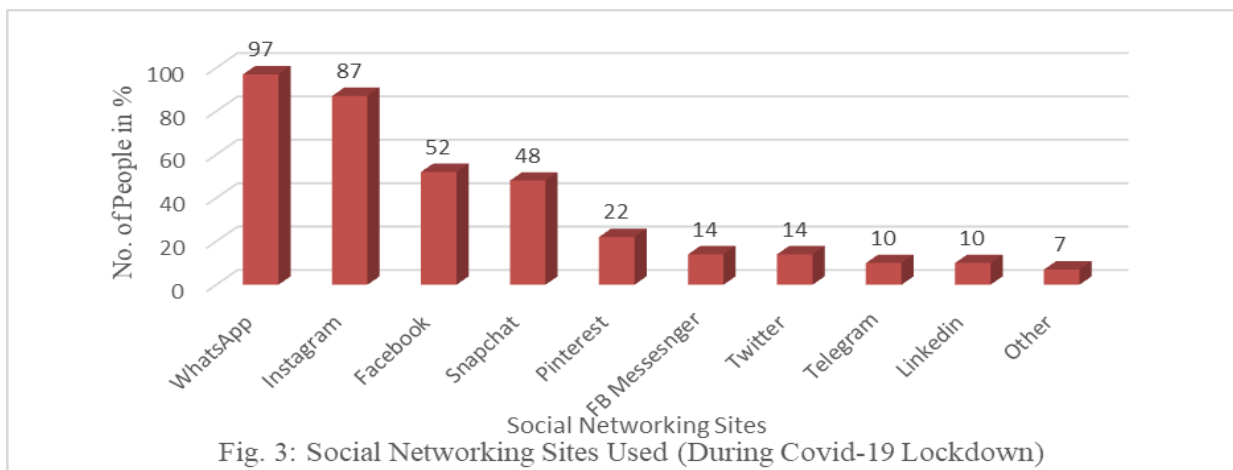
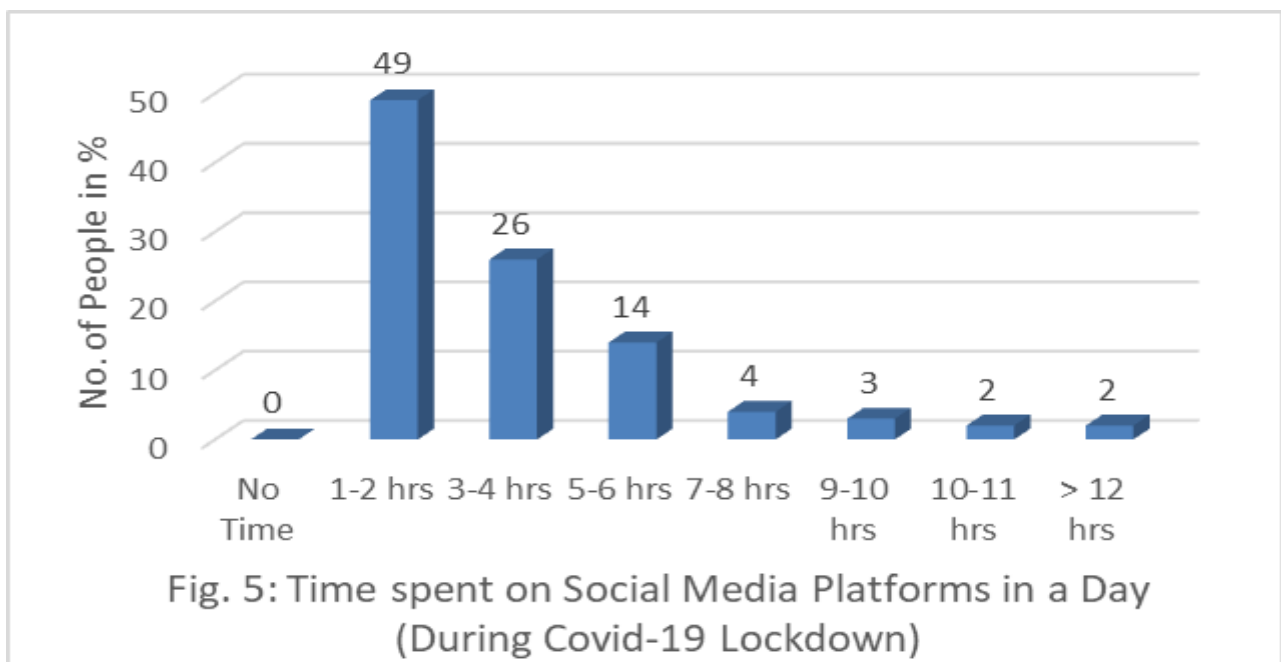


Fig. 3 depicts various social media platforms on the basis of the % of participants used them during COVID-19 lockdown. WhatsApp was found to be one of the most popular platforms with 97 % of participants using it for communication and exchange of information. It was followed by Instagram (87 %), Facebook (52 %), Snapchat (48 %) and Pinterest (22 %) respectively. Facebook Messenger and Twitter were found to be used by 14 % of the participants whereas 10 % of the participants used Telegram and LinkedIn. 7 % of participants reported using social media platforms other than the above mentioned.

**Table 2: Activities Performed (%) on Social Media Platforms (During Covid-19 Lockdown)**

Activity/Frequency (in %)	Never	Very Rarely	Rarely	Sometimes	Often	Always
Chatting/Messaging	0	8	12	10	30	40
Watching/Reading Posts	2	4	11	18	35	30
Profile/ Status Updates	7	19	23	27	12	12
Liking, Commenting on Posts	8	16	18	26	20	12
Group Messaging	4	17	22	22	21	14
Sharing Photos, Videos	4	14	18	22	22	20
Sharing Posts and Memes	5	14	14	17	27	23
Educational Purpose	2	7	15	23	32	21
Promotional Activity	26	17	19	19	14	5
To Stalk	24	25	22	16	9	4
To Read/Watch News	4	7	15	20	34	20
To Keep a Track of Celebrities	29	22	19	12	13	5

It was found that all/most of the participants agreed on using social media platforms for chatting or messaging followed by watching or reading timeline posts, sharing posts and memes, educational purpose, to read or watch news /other information, group messaging, sharing photos and videos (on varying rates of recurrences), whereas keeping track of celebrity activities, stalking someone and promotional activities were found to be least performed by the study participants.



**Fig. 5: Time spent on Social Media Platforms in a Day (During Covid-19 Lockdown)**

Fig. 5 displays Time spent on Social Media Platforms in a Day (during Covid-19 Lockdown). About 49 % of study participants spent on an average 1- 2 hours daily on social media platforms. Out of remaining 51 % of participants, 40 % spent 3 to 6 hours daily, whereas 11 % of participants devoted more than 7 hours daily on these platforms.

Further, participants were asked precisely about the time spent on social media platforms during a day and a comparison was made between a regular weekday/weekend and holiday (before outbreak of Corona virus) and a day in a Covid-19 imposed Lockdown (Fig. 6). Increase in social media usage during Covid-19 lockdown period can be clearly seen than Corona free week day/weekend/holiday (as depicted in Fig. 6). Late night (9.00 PM to 12.00 AM) can be considered to be the ‘Prime Time’ for Social Media Usage, followed by Afternoon (12.00 PM to 4.00 PM), Night (7.00 PM to 9.00 PM), Evening (4.00 PM to 7.00 PM), Morning (9.00 AM to 12.00 PM), Midnight (12.00 AM to 3.00 AM), Post-midnight (3.00 AM to 5.00 AM) and Early Morning (5.00 AM to 9.00 AM) respectively.

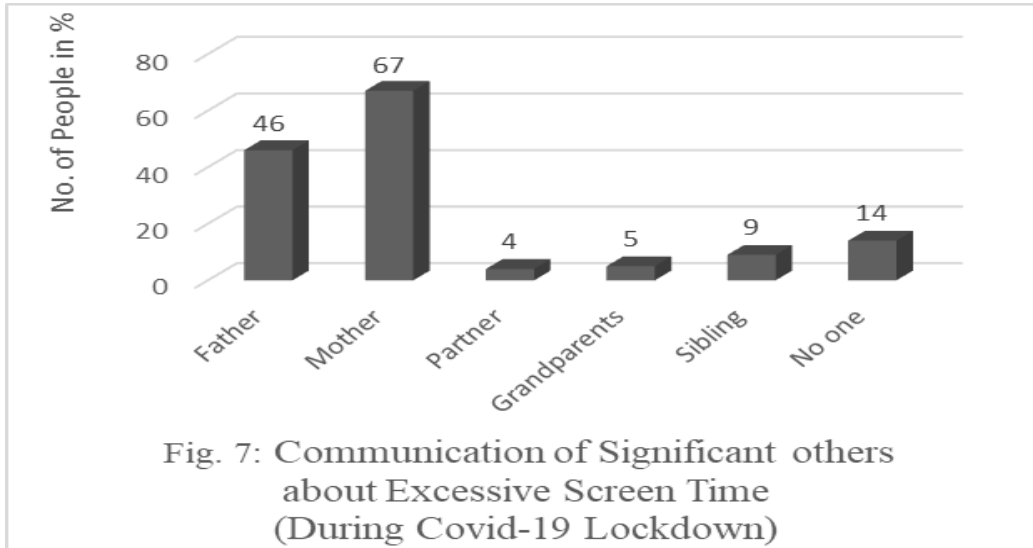


Fig. 7: Communication of Significant others about Excessive Screen Time (During Covid-19 Lockdown)

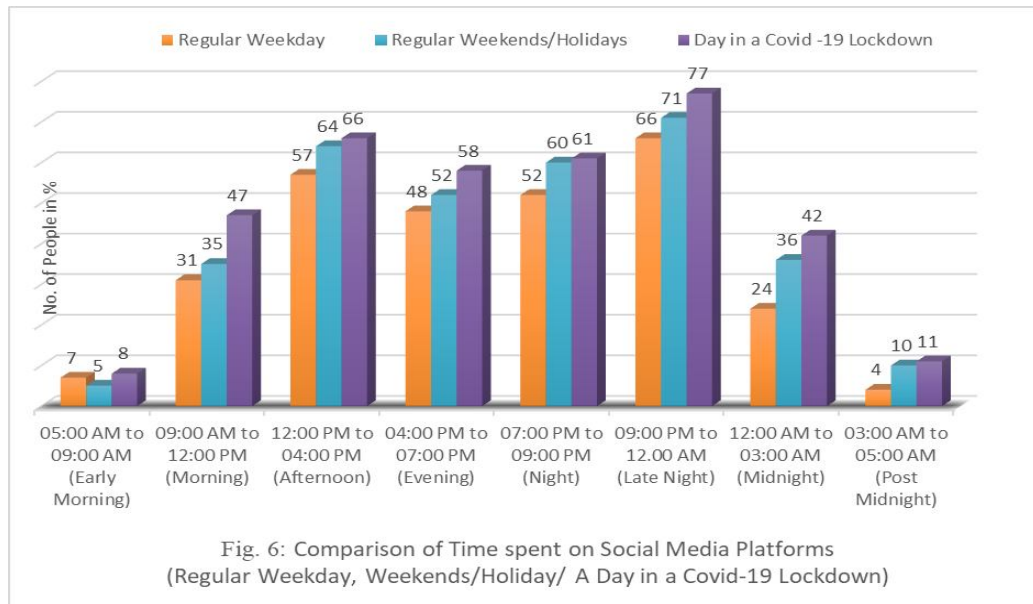


Fig. 6: Comparison of Time spent on Social Media Platforms (Regular Weekday, Weekends/Holiday/ A Day in a Covid-19 Lockdown)

Fig. 7 indicates the communication of significant others about excessive Screen Time during Covid-19 Lockdown period. More than half of the participants (67%) were indicated about increase in the ‘Screen Time’ during Covid-19 Lockdown by their mothers. 46 % of participants’ fathers indicated about the same whereas only 14% of the participants received no such communication by their significant others.

Study participants were also asked if the content of Social Media platforms influences them. Fig. 8 describes 54 % of the participants thought, what they see/ hear/ read on Social Media ‘Sometimes’ impact them, followed by 19 % thought it ‘Often’ impacts, 17 % thought it ‘Rarely’ impacts, and 2 % of the study participants thought it ‘Always’ impacts them whereas 8 % of the participants reported Social Media content did not impact them at all.

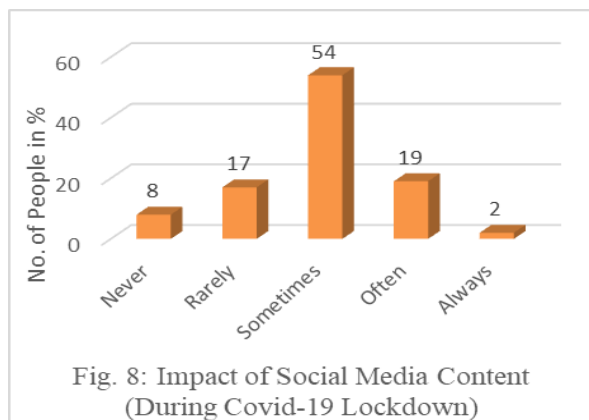


Fig. 8: Impact of Social Media Content (During Covid-19 Lockdown)

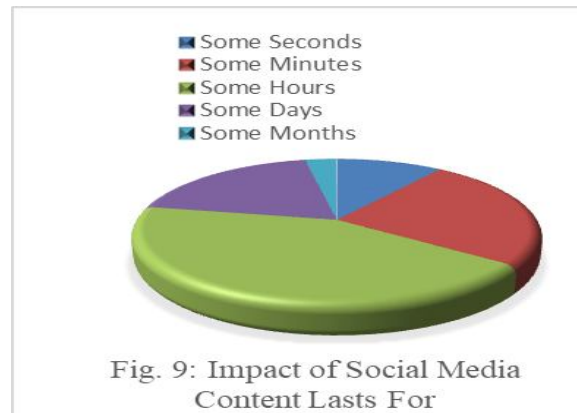


Fig. 9: Impact of Social Media Content Lasts For

Fig. 9 shows study participants opinion on how long the impact of social media content lasts. 43% of participants stated impact last for some hours, followed by 25% saying for some minutes, 19% for some days, and 10% for some seconds. However, only 3% of the study participants reported getting impacted for some months.

## DISCUSSION

Demographic details of study participants show that 51% of the participants belonged to the age group of 16 – 20 years whereas 49% of the participants belonged to the age group of 21 – 25 years. About 55% of the study participants were females and remaining 45% of the participants belonged to the male category. All the participants were college going students, belonging to the middle class and upper-middle class families staying in the metropolitan cities of India namely Mumbai, Navi-Mumbai, and Thane. 72 % of the participants belonged to nuclear families whereas 28 % of the participants stayed with their extended families.

As ordered by the Government of India, university colleges, private tuitions, extracurricular activities, gyms, etc. are closed - showering students with plenty of leisure time. A study conducted in China had reported that internet use has become an increasingly common leisure time activity among adolescents (Leung L, 2005). In this study, about 76% of the participants reported spending more time on social media platforms than usual. When a comparison was made between social media usage before and during Coronavirus outbreak, a clear upswing was observed. Social media usage (throughout a day) during Covid-19 lockdown period was more than the Corona free weekday, weekend and even holiday. Late night (9.00 PM to 12.00 AM) can be considered to be the 'Prime Time' for Social Media Usage. WhatsApp was found to be one of the most popular platforms, followed by Instagram, Facebook, Snapchat and Pinterest for communication and exchange of information. Facebook Messenger, Twitter, Telegram, LinkedIn and few others were comparatively less popular among college students. These social media platforms were primarily consumed for chatting or messaging, watching or reading timeline posts, sharing posts and memes, educational purpose, to read or watch news /other information, group messaging, sharing photos and videos (on varying rates of recurrences).

A study conducted by Salehan & Negahban (2013) reported that usage of social networking sites through mobile applications is a significant predictor of mobile addiction which is affected by social networking sites' network size as well as intensity of users. In this study, it was found that 99 % of the participants access social media platforms/social networking sites through their personal smartphones as they are compact and user friendly - offering instant access to information, communication, etc. Almost half of the study participants (49 %) reported spending on an average 1- 2 hours daily on social media platforms. Whereas 40 % spent 3 to 6 hours daily and 11 % of participants conveyed devoting more than 7 hours daily on these platforms. Therefore, it is imperative that we understand the circular relationship between social media and mobile phone addiction and take necessary actions to reduce as well as prevent the level of addiction among youth.

In this study, more than 3/4<sup>th</sup> study participants (86%) were indicated about increase in the 'Screen Time' during Covid-19 Lockdown by their parents/significant others. Vieira, et. al. (2019) reported a significant negative relationship between internet addiction and parental control i.e. any kind of parental control over internet use decreases occurrences of internet addiction. Hence, parents/significant others should encourage their children to be 'intentional' about their screen time.

While social media can be a fantastic tool for uniting people during distressing times it can also cause further panic depending on the content that an individual is exposed to. About 92% of the study participants reported getting emotionally impacted by the content (varying degrees of recurrences – rarely to always, some seconds to



months). One has to be sensitive about the content that is being shared/posted, referred to, on social media as it can upset or distress others, especially at times like this.

This study probes the critical need for conducting some thorough studies on psycho-social impact of Covid-19 pandemic among Indian population, need of social interactions among individuals, and role of social media together with its impact during Covid-19 pandemic.

## CONCLUSION

We can conclude that there is certainly an escalation in social media usage among college students during Covid-19 induced lockdown. Considering the continuance of restrictions on social gathering and importance of social distancing, there is a pressing need to monitor how we resolve our need of social interactions. We also have to consider the addictive nature of social media and adverse effects its excessive consumption have on individuals' physical as well as mental health.

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**ANALYSIS OF HIGH MARKET VOLUME WHICH HELPS TO ESTABLISH ACCUMULATION AND DISTRIBUTION AREA OF THE STOCK PRICE AND TO ALLOW TRADING PROFIT BY USING THE CHART PATTERN**

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**ABSTRACT**

*A new dynamic understanding of crowd psychology is provided by the volume predictor. Volume not only tests the enthusiasm of buyers and sellers, but it is a pricing variable that is entirely separate. By sudden rise in stock volume, trader finds the chart pattern in that volume day zone and tries to find out, that zone is accumulation or distribution zone with the help of chart pattern and finds the entry in the stock to gain the profit.*

*Keywords: Chart Pattern, Accumulation Zone and Distribution Zone*

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**INTRODUCTION**

Volume is the measure that is valid. Volume is the engine that pushes the economy, both higher and lower, and so the market is unable to go far if there is no volume. Scale means that vast numbers of industry players, including financial firms, are participating in the pricing activity, contributing the greatest turnover to the market. If financial firms are selling, it means that at some stage they are interested in a price and basically drive the price up or down. Institutions usually purchase or distribute shares over a span of weeks and months, but the first hint that the deep pocket big money crowd is about to get on board is a huge volume spike. Within a price map, a chart pattern is a form that serves to show what prices will do next, depending on what they have done in the past. The foundation of technical analysis is chart trends which allow an investor to know precisely what they are looking for as well as what they are looking for. Chart Patterns are the distinctive formations formed on a chart by the fluctuations of security prices that are the basis of technical research. Where a market pattern signifies a shift in trend direction, it is known as a reversal pattern; when the trend persists in its current direction after a short delay, a continuity pattern occurs.

**REVIEW OF LITERATURE:**

**“Stock Market and Factors affecting trading volume-Sapna and Dr.VinitDani at International Journal of Advance Research in Computer Science and Management Studies, March 2014, Volume 2, Issue 3, ISSN: 2321-7782 (Online)** in this research paper, the author studies the interaction between the stock price and the BSE index trading rate. Researchers find in this analysis that price and volume cannot be explained. This is because, like many other business powers, each variable is working.”

**“Stock Market Volatility: An Evaluation-Dr.Devesh Bhowmik at International Journal of Scientific and Research Publications,October 2013, Volume 3, Issue 10,ISSN:2250-3153** With the aid of important economic literature, the paper analyzed numerous aspects of stock market volatility, including estimation and significance of volatility effect. It also emphasized the political variables of volatility. In the long-term phase of evaluating a few econometric models, and attempting to correlate economic growth with stock market volatility, it concludes that political uncertainty and deflation catapulted stock market volatility, which diminished a country's growth rate, including a significant negative spillover impact of other countries' volatility on growth rate. The relation between international trade and volatility has been clarified by means of Econometric models are asymmetric in nature, where uncertainty decreases all exchange value and raises deficits in current accounts and capital accounts.”

**“The Relationship between Trading Volume and Stock Returns Index of Amman Stocks Exchange Analytical Study (2000-2014) - Dr. Ahmad Salem Alkhazali, Year 2014, Volume 14, Issue 7 Version 1.0, Online ISSN: 2249-4588 & Print ISSN: 0975-5853** the aim of this analysis was to evaluate the essence of the relationship between trading volume and stock price index at the Amman Stock Exchange during the period (2000-2014) No statistically significant relationship was achieved between trading volume and stock price index at the Amman Stock Exchange during the period (2000-2014), this was entirely the product of model trader spam assuming investors and traders at the end of the year.

As a consequence, this is entirely due to tax and non-tax motivations which indicate that in the case of non-tax-motivated trading, the essence of the relationship between the trading rate and the stock price index is favorable. There is a one-way causal link between both of the trade volumes and the stock price index and it was observed that the stock price index is affected by the trading volume.”

**OBJECTIVE:**

1. The accumulation zone or distribution zone is to figure out the high volume trade day.
2. Using the High Frequency Trade Day accumulation Zone or distribution Zone to locate entry points with the help of chart pattern

**HYPOTHESIS:**

H0: High trading volume creates accumulation or distribution zone with the help of chart pattern to generate trading profit.

H1: High trading volume will not create accumulation or distribution zone with the help of chart pattern to generate trading profit.

**PRACTICAL SIGNIFICANCE:**

- As the buying or selling zone, traders use high volume days.
- With the aid of the chart pattern, the trader also discovered where the entry point of the high volume stock is.

**LIMITATIONS:**

1. This analysis is focused on only secondary data and not primary data.
2. The research is limited to restricted stock only.
3. For analysis, only the High Volume parameter and the chart pattern are used.
4. The time period from 1 January 2020 to 31 December 2020 is limited.

**RESEARCH METHODOLOGY:**

The knowledge obtained for the research is secondary in nature. The purpose of the analysis is to figure out how high volume spike helps to find out the region of accumulation and distribution and to get to know the entry and exit price of that stock by using that zone trader with the help of the chart pattern.

The sample period extends from 1<sup>st</sup> January 2020 to 31<sup>st</sup> December 2020. The daily share price fluctuations of the chosen firms are taken for technical review.

**Data Analysis & Interpretation:**



The chart above is the DLF daily price candlestick chart. Suddenly, large volume generated in the stock on August 27, 2020, as can be seen in the chart. We mark the same day as the candlestick range for high volume bar days (Purple Zone). After that, we have to wait to determine that it is the zone of accumulation or distribution and we also have to describe the chart pattern such as Triangle, Double bottom or top, Head and Shoulder, Flag, etc. We saw a bullish flag pattern close to our region on December 1, 2020 and the flag pattern is broken out by the stock price at Rs. 195.10. On the same day. So this is a buying chart pattern and it generates an accumulation zone as well.

So if the trader buys this stock at Rs. 195.10 and retains a Rs. 179.65 stop loss dated November 26, 2020, which is the flag pattern's lower swing. It went up Rs. 238.35 on 1 January, 2021 after purchasing this stock at Rs.

195.10, so trader can get a profit of Rs. 43.25 per share, which is 22.16 percent return by taking the risk of Rs. 15.45 per share, which is 7.91 percent.



The figure above is the Wipro daily price movement candlestick chart. Suddenly, large volume generated in the stock on July 15, 2020, as can be seen in the table. We mark the same day as the candlestick range for high volume bar days (Purple Zone). After that, we have to wait to determine that it is the zone of aggregation or distribution and we also have to describe the pattern of the map such as Triangle, Double bottom or peak, Head and Shoulder, Flag, etc. We saw a Symmetrical Triangle Pattern close our region on 11<sup>th</sup> September 2020 and the symmetrical triangle is broken out by the stock price at Rs. 293.30 on the same day. So this is a purchase map trend and it generates an absorption zone as well.

So if the dealer purchases this stock at Rs. 293.30 and retains a Rs. 271.50 stop loss dated September 7<sup>th</sup>, 2020, which is the symmetrical triangle pattern's lower swing. It went up to Rs. 377.50 on 13 October 2020 after purchasing this stock at Rs. 293.30, so traders can get a profit of Rs. 84.20 per share, which is 28.70 percent return by taking risk of Rs. 21.80 per share, which is 7.43 percent.



The above graph is the regular market movement candlestick graph of Colpal. Suddenly, on 30 January 2020, large volumes were produced in the stock, as can be seen in the table. For high volume bar days, we mark the same day as the candlestick set for (Purple Zone). After that, we have to wait to decide that it is the aggregation or distribution region and we have to identify the map pattern as well, such as Triangle, Double Bottom or Top, Head and Shoulder, Flag, etc. On 28 February 2020, we saw an Inverted Flag Pattern closing our area and on the same day the Inverted Flag is ripped out at Rs. 1285.40 by the stock market. So this is a pattern of distribution charts and it also creates a distribution zone.

Then if the dealer sells this stock at Rs. 1285.40 and keeps a Rs. 1366.95 stop loss dated February 20, 2020, which is the high swing inverted flag pattern. After selling this stock at Rs. 1285.40, it went down before Rs.

1095.00 on 23 March, 2020, so traders will get a profit of Rs. 190.40 per share which is 14.81 percent return by taking the risk of Rs. 81.55 per share which is 6.34 percent.

**CONCLUSION:**

Volume is significant since the amount of interest in a stock is reflected. Volume spikes are always the product of incidents driven by reporting. This increase in volume can always result in a sharp reversal. It can be very lucrative to exchange counter to volume surges, but it takes immense expertise and mastery of volume analysis.

The current studies investigated that the accumulation or distribution zone can be known by using volume spike and after that, finding zone trader can take the entry according to chart pattern to gain good profit with measured risk.

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**OUTLOOK OF 12<sup>TH</sup> STANDARD HISTORY STUDENTS FROM MUMBAI METROPOLITAN REGION ABOUT ONLINE TEACHING – DURING COVID 19 PANDEMIC**

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**ABSTRACT**

*Outbreak of Covid 19 was responsible for nosediving of economy in all affected countries along with education. All most all schools, colleges and institutions of higher education were shut and they are forced to adopt online method of teaching–learning method which strained both institutions as well as learners. Teaching-learning is shifted from face to face to online. It resulted in more demand for internet and electronic devices like smartphones, laptops etc. Especially for teachers it was a great challenge to learn new way of teaching. Majority of teachers are 50+; faced the issue of technology and its use in the teaching. At this juncture, subjects like History once considered to be boring and dead subject by the students, keeping requirements of students and make the subject interesting. Teachers from MMR chalked out a definite program. In most of the colleges from MMR, History is not a compulsory subject. Keeping in mind all these, History teachers tried their level best to learn online teaching methods, prepared power point presentations, made videos and learnt a lot in a short period of time to reach the students. A structured questionnaire will be administered to get feedback from History students. Based on their feed back summary will be prepared and expressed in the form of diagrams. Summarized after completion of diagrams with necessary suggestions and views expressed by the learners. It is expected that teachers tried their level best and overcome the hurdles in their way. All these increased extra burden on the Teachers; they performed multi tasking and excelled in their new initiatives. Health of many teachers are likely to be affected due to the new role they are supposed to play.*

*Keywords: MMR, Covid 19, Pandemic*

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**INTRODUCTION**

Entire Globe is facing the serious problem of Covid 19. It affected globally to avoid spreading in community. The Govt. of India announced lockdown all over India and also closed down all educational institutions. As a result, all most all the educational institutions in the world has switched over to the online method of teaching. According to UNESCO, 63 million teachers were affected in 165 countries. A total of 1.3 billion learners around the world were not able to attend school or university and approximately 32,07,13,810 learners are affected in India alone. (UNESCO, 2020), issued an order to continue teaching- learning process through online mode and appealed all teachers to teach not from educational institutions but from their home. COVID-19 altered the outdated teaching model to the educational technology (EdTech) model where teachers and students were exposed to new innovative educational methodologies. The New pandemic has changed the age old black board – chalk piece method of teaching model which was face to face and transformed to online. Teaching is done remotely online by using several platforms.

The curriculum in India was not designed to suit online learning so teachers and students are facing a lot of issues. New system of online learning will increase passive learners and give rise to new hurdles.

For those above 50 and above are finding it difficult to cope up with the new technology. Various modes are being used by the teachers to reach the students. By trial and error methods teachers are learning new things. All teachers cannot afford to buy new laptop or PC but they are struggling with their smart phones. Since they are not that good at using smartphones with latest features, teachers during lockdown used available resources and prepared PPTs, videos and used online material to make their online lectures interesting. Kudos to teachers who are just about to retire in one or two years they too left no stone unturned to learn even from their sons or daughters or grand children, neighbors and friends.

**REVIEW OF LITERATURE:**

**Joshi et.al (2020)** they said that at home environmental settings, teachers as well as students faced lot of issues and problems including assessment. Institutional support as well as personal problems faced by the teachers in online teaching.

**Gratz et.al (2020).** The concluded that teachers are lacking skills to online teaching methodology, teachers have short of time for preparing course and other materials, He explored that teachers in Los Angeles are willing to learn new concepts and technology provided support is given to them

**Arora and Srinivasan (2020)** They explored that teachers are facing lot of issues like lack of interest, lack of personal touch, lack of facilities and also interaction between teachers and students will be a major issue.

**Kaup et.al (2020)** He concluded that teachers and students will face lot of issues as they will require equipments and lack of sufficient infrastructure, connectivity and other equipments will have impact on efficiency of teaching. Bandwidth and connectivity issues are bound to be there.

**Sakshi and Chetan Sharma (2020)** reiterated that learning from home for students will lead to boring, students will loose interest in the subject, students will feel isolated. Online teaching is affecting quality of education and online teaching reduced seriousness among the students for examination. Students will take it lightly.

**Edgar John Sintema (2020)** He opined that Covid 19 disturbed the academic calendar of the educational institutions. His studied revealed that there will be bound to be decline in passing percentage of the students in the annual examination

**Rishabh Gupta (2020)** a young school student revealed from his finding in his own school that 50% of school students liked online lectures, 53% felt online teaching helped them to improve where as 83% of students replied that class room teaching is more interactive and convenient way of learning. Only advantage is that students are not required to wear uniforms and not able to meet personally.

**Pankaj Soni (2020)** He argued that in medical colleges class room teaching is best than online as practical and clinical knowledge is not possible to impart online. He concluded that only high quality learning without face to face is possible except practical and clinical.

After going through several articles the researcher found that no research is carried in the subject of History that too in Maharashtra or MMR region so the researcher decided to undertake.

#### OBJECTIVES:

To know the views of students who opted History as their subject at +2 level in the higher secondary level on various parameters:

- ⇒ To elicit responses on number of lectures per week, Name of online platforms used
- ⇒ To know views of students about their History teacher
- ⇒ To know views of students about reduction of History syllabus
- ⇒ To Know views of students related to online teaching of History

**Limitations:** Since the area of research is limited to Mumbai Metropolitan region, students from the area are only responded to the questionnaire. Data collected will reflect only from MMR area, it not related to other parts of India or Maharashtra. More over the responses are from History students studying XII, in no way it is connected with other subject/s, stream/s.

**Data analysis and results:** After administering a structured questionnaire online, 515 students responded summary of the findings are as follows:

#### 1. Number of lectures engaged per week:

Number of Lectures per week	Total responses	Percentage
02	183	35.5%
03	101	19.6%
04	145	28.2%
05 and above	086	16.7%
	515	100%

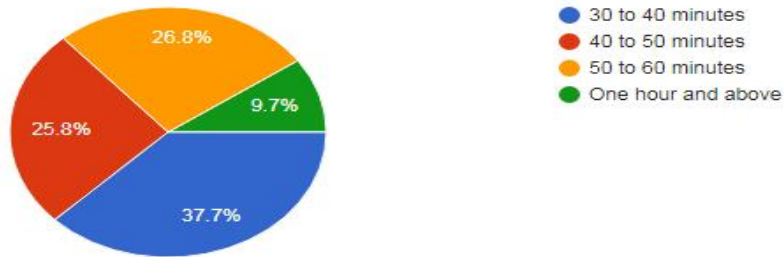
#### 2. One-line platform used to engage lectures:

21% colleges use Microsoft teams, 34.8% use Zoom, 17.8% use Google meet & 26.4 use other platforms to engage lectures online.

#### 3. Duration of lectures:

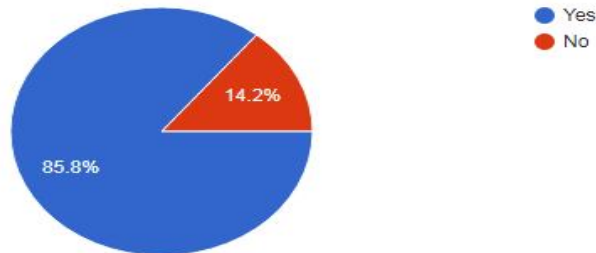
Majority of colleges have fixed as usual duration of lectures 40 to 50 minutes, followed by 25.8% said duration of lectures are of 40 to 50 minutes which is considered as ideal for college students. where as 9.7% respondents said that lectures are of 60 minutes and above





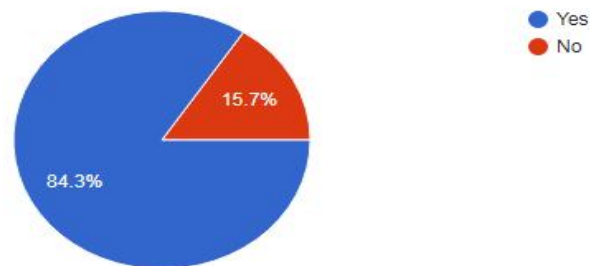
**4. Use of Power Point presentations:**

Majority of the teachers are teaching History online with help of power point presentations



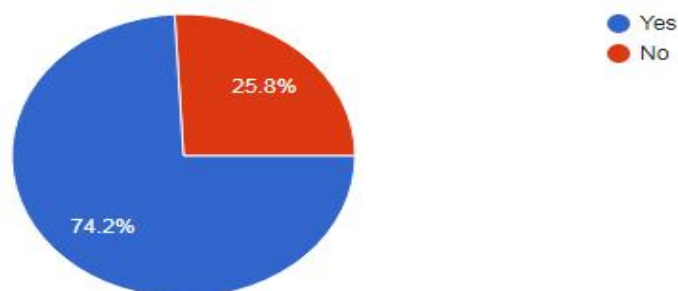
**5. Use of Maps/Pictures and other teaching aids while teaching online**

Majority of the History teachers are using Maps, pictures and other teaching aids while teaching online



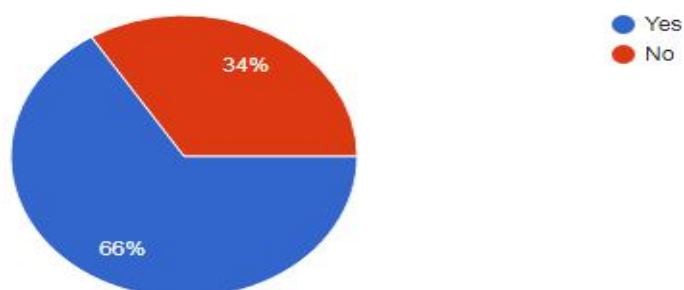
**6. Whether videos were shown during the online lectures?**

Majority of teachers teaching History have shown videos related their subject/syllabus.



**7. Whether Power Point presentations were animated?**

Majority of 66% respondents said that their History teachers have animated power point presentation/s which indicate that teachers have done good job to make their students attentive.

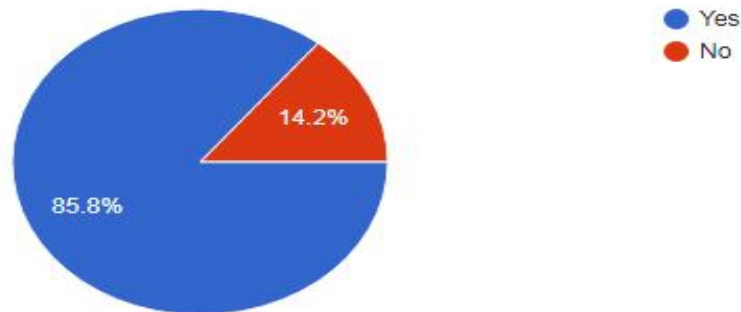


**8. Views about online teaching of History subject:**

Majority of 45.8% students who opted History opinioned that both online as well as Offline teaching is good. It seems that students want both online as well as offline lecture at the same time . Only 9.3% of them said they cannot say which method is good.

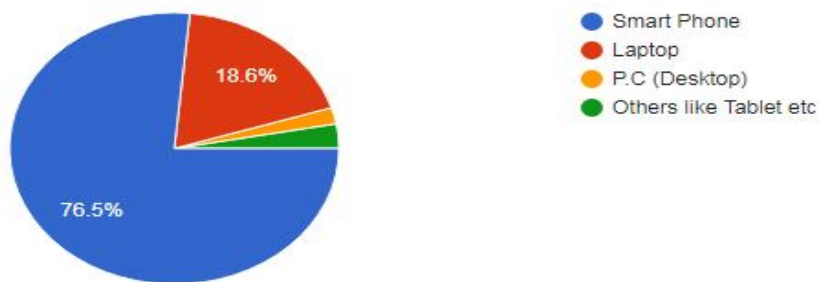


**9. Do you think that your History teacher is a learner & willing to adopt new technology?** Majority of the students said that their teacher seems life long learner and willing to learn new technology. From above responses also it supports the same



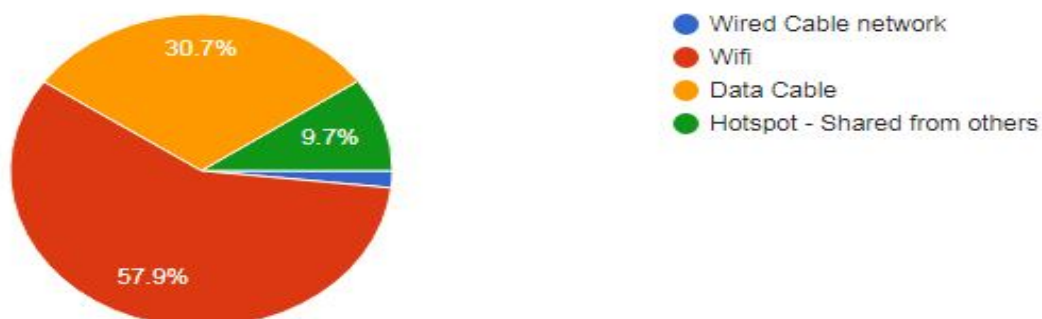
**10. Type of device used by the students while attending online lectures:**

Majority of respondents are using smartphones i.e 76.5% and Laptops 18.6%. Very less number of students are using PCs and other devices.



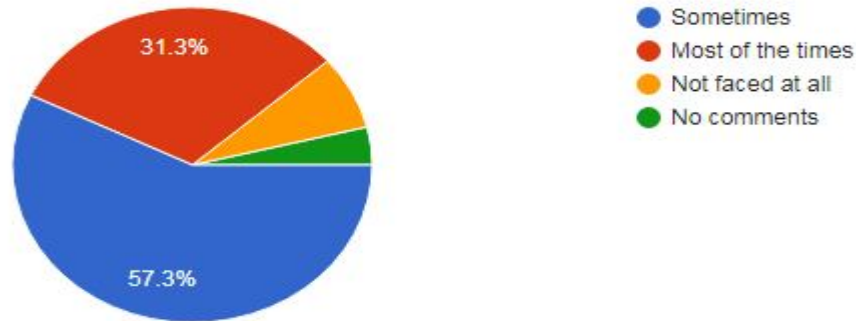
**11. Source of Internet used by students while attending online lectures**

Majority of students revealed that they are using Wifi and Mobile data as a source of internet while attending online lectures. 57.9% respondents are using Wifi where as 30.7% are using mobile data. Least number of History students are using wired cable network and hotspots

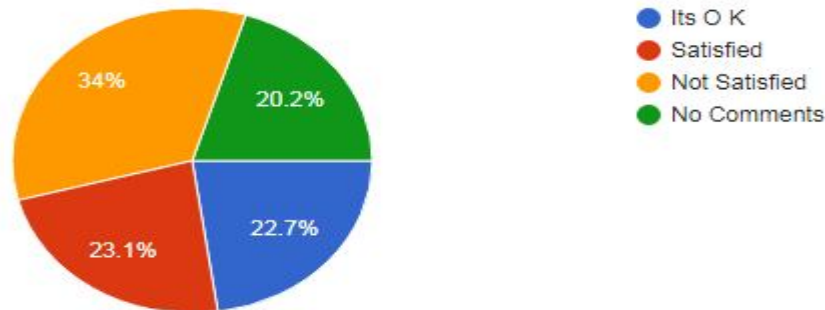


**12. Issues related to internet while attending online lectures**

Majority of History students i.e. 57.3% faced internet issues only sometimes, where as 31.3% faced most of the times. 7.6% people have not faced issues related to internet at all. 3.9% respondents said no comments. It indicates good network coverage in MMR region.



**13. Views about reduction of History syllabus due to pandemic:**



Responses	Number of responses	Percentage
Its O.K	117	22.7%
Satisfied	119	23.1%
Not Satisfied	175	34%
No Comments	104	20.2
	515	100%

From above table we can understand that large number of students are not satisfied with the reduction of syllabus in the subject of History, they wanted one or few more chapter/s to be omitted for Board exam point of view.

**RESULT:** Online survey revealed that online teaching is also equally important for the learning process during the Pandemic. Students revealed mix responses. Since the area is from Mumbai Metropolitan region most of the students are accessible to the internet, smartphones and other electronic devises even the standard of living of students from MMR region is better than as compared to other parts of Maharashtra. The best of the educational institutions are located in MMR region so online teaching was first acceptable, implemented in MMR region.

My findings will help not only teachers and educational institutions from MMR regions but also all over Maharashtra and India to know about shortcomings and they can alter their teaching methods in return it will benefit student community at large.

**SUGGESTIONS**

Following suggestions were made by the students of History studying in standard XII as per Maharashtra state Board of secondary and Higher secondary education

- a) Syllabus reduced in the subject of History is very less as compared to other subjects, they wanted to reduce it further.
- b) Students feel that online teaching is stressful for some of them they feel off line lectures are far better, there is a need to look into mental health of the students.

- c) Students also requested their teachers to conduct online tests chapter wise with help of Google forms Questionnaire so that they can practice at home after the end of every lesson
- d) After reopening of college, History students requesting their teachers to teach them with help of PPTs, pictures and videos so that History will become more easy and interesting to learn.
- e) Students feel that since the lectures are of 30 to 60 minutes, they want teachers to give them break in between and ask questions to keep them attentive. Continuous one way talk by the teachers at a stretch seems making teaching – learning boring for History students.
- f) Few students requested that HSC board exams should be conducted online like that of University exams.

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**Full form:** MMR - Mumbai Metropolitan region

PPTs – PowerPoint presentations

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**ROLE OF DIGITAL TECHNOLOGIES AND APPLICATIONS DURING COVID-19 IN GUJARAT STATE OF INDIA**

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**ABSTRACT**

*Digital technology is an integral aspect of recent scenario. Preservation and storage of immense amounts of information in compressed form in a small device storage is enable through the digital technology. Digital technologies are electronic tools which can generate, store or process data. As the digital technology is an internet and computer based technology plays an important role in the saving time and money. The innovation of a multitude of digital tools can be used to remediate the COVID-19 outbreak by the help of big data and artificial intelligence (AI), which can make planning and tracking of people, and so the spread of infection. Digital technology may helped to facilitate COVID-19 preparedness. Digital technology has also imparts great impact in Gujarat state of India, during the COVID-19. Adoption of digital technology, their integration and effective implementation for health care policy mainly depends on the scale of coordination and data management. The demand predicted for this pandemic by digital health technology solutions for population screening, tracking the infection, prioritizing the use and allocation of resources, and designing targeted responses. This review synthesizes the rapidly growing literature on digital technology use during the current COVID-19 pandemic in Gujarat state of India. It addresses the following four topics: (1) the specific digital technologies and applications that have been used by people of Gujarat state, (2) the specific populations of Gujarat state who have used these digital technologies, (3) Digital technologies used by the individuals and groups to perform their specific activities and (4) the specific effects of using these digital technologies on humans during the pandemic.*

*Keywords: Digital technology, Gujarat, COVID-19 and human impact*

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**1. INTRODUCTION**

The outbreak of SARS-CoV-2 emerging from China (Wuhan), which led to the COVID-19 pandemic and effect the whole world [10]. COVID-19 is an unprecedented, worldwide pandemic have a great impact on human behaviour and daily routine. Social and physical distancing, quarantine, home isolation, etc. measures were mandated to control the COVID-19 pandemic. The first case of COVID-19 (SARS-CoV-2) in Gujarat was confirmed on March 19, 2020 in Rajkot and Surat [6]. In the recent scenario and in future the digital communication technology will be able to play the prominent role in humanitarian operations and responsibility related to international pandemics. Worldwide implementation of lockdown of most public and private services and restricted the movement of people nationwide so at that time of strict mitigation regulations, the digital technology and digital solutions have enabled the provision of essential services in the area of health, education, shopping etc. An accelerated diffusion of emerging digital technologies among ordinary people due to shift various type of human behaviour from offline to online e.g., shopping, learning, meeting, working, and entertaining.

The appropriate and timely use of digital technology played a considerable role in controlling global pandemics such as Ebola virus (2014) and the H1N1 influenza pandemic (2009) [4-13-3]. To control the globally outbreak of Middle East respiratory syndrome (MERS), the data collection and integration for confirmed cases enable through the use of digital technologies like a cloud computing tool, risk assessment tool based on GPS and Google Maps usage for the geographical representation [12-9]. The global data pool of MERS-CoV information established by national electronic surveillance system in many countries [11]. In India, the digital technology like Twitter offers the unique opportunity and challenge for monitoring and surveillance of public health against H1N1 influenza pandemic during 1<sup>st</sup> February 2015 to 1<sup>st</sup> March 2015 [8].

India has been working to meet the need and demands of community and proactive in implementing disease containment measures during the current COVID-19 pandemic through digital technologies. It is estimated that about 755,820,000 people in India (29% of the population) use the internet and most of the population uses smartphones. According to COAI (Cellular Operators Association of India), 6.8 caror mobile users are found in Gujarat in 2019 and the majority of the population now has access to smartphones, desktop computers, laptop computers, and tablets [7]. Therefore, digital technology and digital service provision is much easier and important for the mitigation efforts established by the government.

Arogya setu application launched by National informatics centre, Government of India in 12 languages of India including Gujarati. Arogya setu application provide the base of application programming interference (API) to use the features and data available on computers, mobile applications and web services. The Geographic Information System (GIS) and Geo Fencing based app was launched in Ahmedabad, Gandhinagar, Vadodara and Rajkot megacities of Gujarat for quarantine purpose which provides the information and alertness to the authorities on the movement of person of specific area. A new opportunity is in our hands to study the digital technology related to behaviour in COVID-19 pandemic based on unprecedented changes in human behaviour and emerging technology diffusion. Now, the basic data information needed to be answered that how much the literature and digital technology use during the COVID-19 pandemic.

**2. METHOD**

The documentation of research paper has been done based on Gujarat’s experience using publicly available newspapers, social media account, web pages, announcements, press, news clips, published data, pre-reviewed literature, and professional discussions. The total 120 research articles were searched and examined for covering 4 main topics of research. A literature search was conducted on Google and Google Scholar from March 22 to June 22, 2020, when the outbreak of COVID-19 rapidly spread to all parts of the world. The searched information sources were in both Gujarati and English languages. The collection of data, examination and synthesis of information related to healthcare, education, daily and tele work done by the researcher and then after consolidation, discussion and agreement of given data by all authors were done as final.

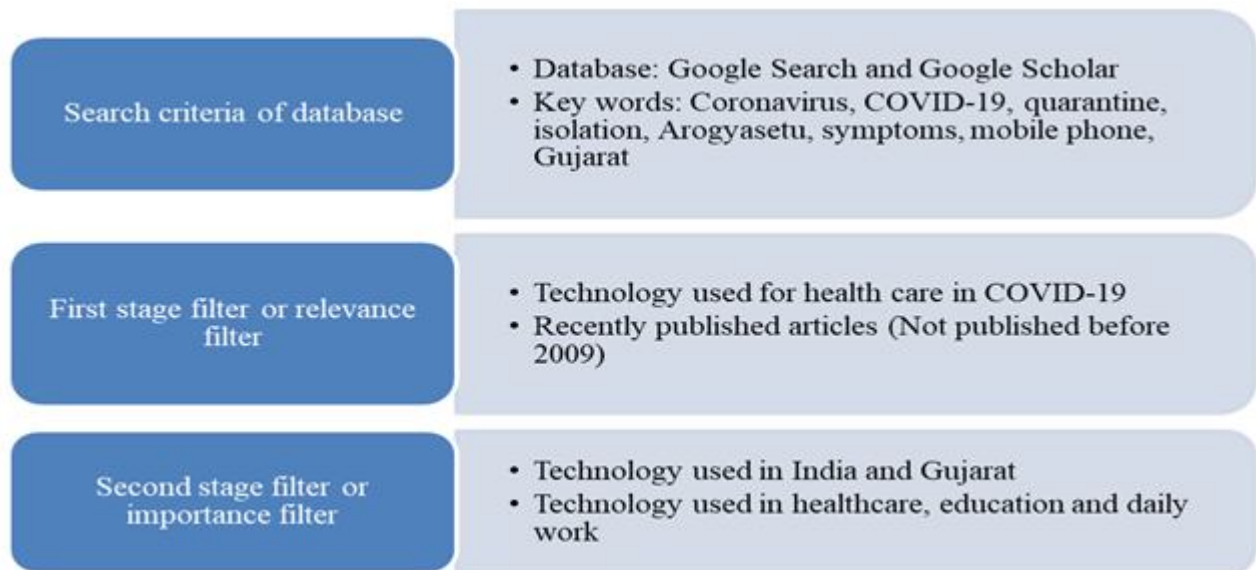


Fig 1. Literature search process

**3. RESULTS**

**3.1 The specific digital technologies and applications that have been used by people of Gujarat state during COVID-19 pandemic**

The total of 120 articles in Gujarati and English languages were examined related to the varieties of digital technologies have been used during the COVID-19 pandemic in Gujarat state of India. Based on the type of technology, the section classified into hardware and software.

**Table 1. Major technology used during COVID-19 in Gujarat**

Type of technology	Health care (48)	Education (35)	Daily routine work (23)	Work (14)
<b>Hardware</b>	<ul style="list-style-type: none"> <li>Computerized tomography machines (5)</li> <li>Mobile devices (8)</li> <li>Video devices (6)</li> <li>Computers (8)</li> <li>Wearable devices (3)</li> </ul>	<ul style="list-style-type: none"> <li>Webcam computers (9)</li> <li>Mobile devices (10)</li> </ul>	<ul style="list-style-type: none"> <li>Webcam computers (4)</li> <li>Mobile phones (3)</li> </ul>	<ul style="list-style-type: none"> <li>Cameras (2)</li> <li>Mobile devices (1)</li> <li>Drones (3)</li> <li>Computers (2)</li> </ul>

	<ul style="list-style-type: none"> <li>• Sensors (2)</li> </ul>			
Software	<b>Video based communication system (8)</b>	<b>Video based communication system (9)</b>	<b>Video based communication system (9)</b>	<b>Social Media (4)</b>
	<ul style="list-style-type: none"> <li>• Zoom</li> <li>• Google meet</li> <li>• Facebook</li> <li>• Whatsapp</li> </ul>	<ul style="list-style-type: none"> <li>• Zoom</li> <li>• Google meet</li> <li>• Webex</li> <li>• Facebook</li> </ul>	<ul style="list-style-type: none"> <li>• Zoom</li> <li>• Google meet</li> <li>• Webex</li> <li>• Facebook</li> </ul>	<ul style="list-style-type: none"> <li>• Instagram</li> <li>• Facebook</li> <li>• Whatsapp</li> <li>• Twitter</li> </ul>
	<b>Mobile application (3)</b>	<b>Online lectures (9)</b>	<b>Tele-work technology (7)</b>	<b>Tracking and control software (2)</b>
	<ul style="list-style-type: none"> <li>• Arogyasetu application</li> </ul>	<ul style="list-style-type: none"> <li>• Google classroom</li> <li>• Skype</li> <li>• Microsoft teams</li> </ul>	<ul style="list-style-type: none"> <li>• Email</li> <li>• Online survey</li> </ul>	<ul style="list-style-type: none"> <li>• GPS</li> <li>• Google map</li> <li>• Arogyasetu application</li> </ul>
	<b>Social media (5)</b>			
<ul style="list-style-type: none"> <li>• Youtube</li> <li>• Twitter</li> <li>• Facebook</li> </ul>				

About 15 types of hardware and over 30 types of software technologies have been used for healthcare, work, education, daily work in Gujarat state during COVID-19 pandemic. The patient of COVID-19 can be managed remotely with advice on symptomatic management and self-isolation, which enables through different detecting and diagnostic hardware such as computerized tomography machines, sensors, mobile phones, computers, etc. [1]. Software technology includes the most prominent technology like video-based communication platforms [5], such as Zoom, Facebook, Google meet and WhatsApp in healthcare domain, educational purpose, daily routine work and by working professionals. Software technology is more considerable and widely used in COVID-19 pandemic.

**3.2 The specific populations of Gujarat state who have used digital technologies**

Medical professionals such as surgeons, radiologists, Psychologists, healthcare workers, nurses and all kinds of patients with multiple chronic disease conditions are the largest group of users of the digital technology during their treatment in the pandemic by using the virtual healthcare. The use of digital technology such as computerized tomography machines and video-based communication system is such a boon for COVID-19 patients to get instruction from a healthcare professional. The second largest use of video-based devices and online lectures by majority of students and faculties to continue their education [5]. Work professionals such as researchers, scientists, and employees during the pandemic by continue working remotely using digital technologies and tele-work during COVID-19 were made a very unique group of technology users. Use of the mobile-based tracking technology and big data technology enables to monitor the distribution of the epidemic and to analyses outbreaks in the area of public health authorities and the government officials.

**Table 2. Various user groups’ distribution in different discipline during COVID-19 in Gujarat**

Type of users	Health care (50)	Education (40)	Daily routine work (20)	Work (10)
Provider	Medical professional (18)	Educational professionals (12)		
	<ul style="list-style-type: none"> <li>• Surgeons</li> <li>• Radiologist</li> <li>• Nurses</li> <li>• Psychologist</li> <li>• Urologist</li> <li>• Emergency providers</li> <li>• Healthcare workers</li> <li>• X-ray technician</li> </ul>	<ul style="list-style-type: none"> <li>• Scholars</li> <li>• College faculties</li> <li>• Trainees</li> <li>• Teaching assistants</li> </ul>	<ul style="list-style-type: none"> <li>• Scientist (6)</li> <li>• Researchers (4)</li> <li>• Trainees (4)</li> <li>• Experts (6)</li> </ul>	<ul style="list-style-type: none"> <li>• Public health workers (2)</li> <li>• Policy maker (1)</li> <li>• Government authorities (1)</li> </ul>

Receiver	Patients (32)	Students (28)	General public
	<ul style="list-style-type: none"> <li>• Infected individuals</li> <li>• ICU patients</li> <li>• Urological patients</li> <li>• Orthopaedic patients</li> <li>• Cancer patients</li> <li>• Low risk patients</li> </ul>	<ul style="list-style-type: none"> <li>• Medical students</li> <li>• College students</li> <li>• Technical students</li> <li>• IT students</li> </ul>	<ul style="list-style-type: none"> <li>• Public transportation users (2)</li> <li>• Rural area residents (1)</li> <li>• Travellers (2)</li> <li>• Youtube consumers (1)</li> </ul>

**3.3 Digital technologies used by the individuals and groups to perform their specific activities**

The reflection of unique and distinctive digital technologies takes place during the COVID-19 pandemic in the healthcare field, education field, daily work and tele work field based on the specific need. The dominant applications in healthcare related digital technologies include virtually consulting, communicating, monitoring and screening. The chest CT scans is another common technology used in healthcare during the pandemic included diagnosing and imaging. Their activity led to an impressive finding that COVID-19 was 97% based on positive RT-PCR results [1]. The application of digital technology used in educational activity included teaching, learning, communicating, and transitioning from face-to-face to online and further assessment to make improvements in its implementation. In case of daily use and tele work, the improvement of data transparency and dissemination of information [2] have been made on the basis of data related to tracing, analysing, forecasting, and diagnosing.

**Table 3. Activities of different discipline by using digital technologies**

Health care (55)	Education (30)	Daily use (20)	Tele work (15)
<ul style="list-style-type: none"> <li>• Health service provision and consulting (12)</li> <li>• Accessing patient (11)</li> <li>• Monitoring patients (10)</li> <li>• Detecting virus (9)</li> <li>• Diagnosing virus (9)</li> <li>• Imaging and screening (4)</li> </ul>	<ul style="list-style-type: none"> <li>• Online lectures (7)</li> <li>• Teaching (5)</li> <li>• Learning (5)</li> <li>• Evaluating (5)</li> <li>• Training (3)</li> <li>• Communicating (3)</li> <li>• Delivering lectures (2)</li> </ul>	<ul style="list-style-type: none"> <li>• Communicating (5)</li> <li>• Forecasting (4)</li> <li>• Tracking (3)</li> <li>• Reporting cases (2)</li> <li>• Diagnosing (2)</li> <li>• Mapping (2)</li> <li>• Transporting (2)</li> </ul>	<ul style="list-style-type: none"> <li>• Communicating (9)</li> <li>• Exchanging services (6)</li> </ul>

**3.4 The specific effects of using these digital technologies on humans during the pandemic**

For the safe and healthy care, maintain the distance, the better patient outcome and reduction in the spread of the virus during the COVID-19 pandemic enable through digital technologies. Updated information regarding incident cases helps in increasing the efficiency for controlling the virus. In area of the education, due to use of the digital technologies, students become aware with the online education environment. Digital technology plays the greater role in changing of the behavior and the perception of students. The effect of digital technologies on daily use may affect the creation of efficient quarantining methods and maintains social connections which helps to reduce the impact of outbreak and improve the data quality of COVID-19.

**Table 4. Effects of digital technologies in different work area**

Health care (50)	Education (32)	Daily use (28)	Tele work (10)
<ul style="list-style-type: none"> <li>• Distinguished COVID-19 and other diseases</li> <li>• Healthcare infrastructure</li> <li>• Healthcare systems during outbreak</li> <li>• Care with social distance</li> </ul>	<ul style="list-style-type: none"> <li>• Online lectures and instructions (7)</li> <li>• Continued education with safe distancing</li> <li>• Creation virtual teaching and learning environment</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce the impact of outbreak</li> <li>• Improvement of COVID-19 data quality</li> <li>• Influenced privacy principles and policies</li> <li>• Digitalization of</li> </ul>	<ul style="list-style-type: none"> <li>• Change in personal and occupational lives</li> <li>• Creation of cybersecurity</li> <li>• Impact on housing and transportation risks</li> <li>• Reduce the impact</li> </ul>



<ul style="list-style-type: none"> <li>• Reduction in spreading of virus</li> <li>• Information regarding to PPE</li> <li>• Low healthcare cost</li> <li>• Efficient documentation</li> </ul>	<ul style="list-style-type: none"> <li>• Updated information of Arogyasetu application</li> <li>• Innovative approaches to facilitate learning</li> <li>• Transformation of medical education</li> </ul>	<p>economy and communities</p> <ul style="list-style-type: none"> <li>• Creation of efficient quarantining methods</li> <li>• Maintain social connections</li> </ul>	<p>on economy</p>
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**CONCLUSION**

This rapid review provide the basic outline of the current knowledge of digital technology and their use during the COVID-19 pandemic in Gujarat state. The existing literatures are categorized in four areas: technologies, users, activities, and effects. It suggests the following major findings: (1) Computerized tomography machine, video-based communication platform and Arogya setu application have been widely used in healthcare, education, work, and daily life during the COVID-19 pandemic (2) the main user groups of digital technologies are medical professionals and patients in healthcare area, teachers and students in educational area, public policy maker and the government authorities are in tele work and daily routine area during this pandemic in Gujarat (3) The major activity present in healthcare category include provision of health services such as consulting, accessing and monitoring patients, detecting and diagnosing virus. The educational category includes communicating and delivering online lectures or instructions. Tracing, analysing data, predicting and diagnosing the virus included in daily work. (4) Digital solutions significantly protect and support the public health. Innovative approaches and creation of virtual learning may provide the better understanding of education. In the work and daily living area, it very much blended personal and professional boundaries and reduce the impact on economy.

By use of these four-element model and current research literature, we can foresee several future research directions including new technologies and creative use, cybersecurity and privacy, efficient and cost-effective applications like Arogyasetu , awareness and knowledge of the use of technology in various sectors of society rather than just health care, education, and daily work.

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**EFFECTS OF COVID-19 AND LOCKDOWN ON RETAILER IN SANTACRUZ (EAST)****Miss. Sarah Sheema Tadvi and Mr. Harsh Suji**

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**ABSTRACT**

*This study attempts to analyse the impact of COVID-19 on the Retailers market in Santacruz East, Mumbai- 400 055, Maharashtra, India. As the effect of COVID-19 has entirely shut down the business and the economy in the entire world, because of which, this study has been conducted on 30+ respondents who are owning different retail stores and shops in Santacruz East by using the online mode which is the Survey Questionnaire form by which we have got an idea about the problems and issues faced by the retail market in Santacruz East.*

*This is the Primary data collected where we have personally gone and asked the retailers of different stores and shops to fill up the form and by this method we have analysed and found out the exact impact of the Pandemic on the retail market in Santacruz East. It tells us about how the retail market had gone crashing down where a few retailers had lost their entire business due to the COVID-19 effects where on the other hand it tell us about how a few retailers has got in action and their business has gone up under essential service. Also, we would like to suggest ways to contribute to the economy of our country.*

**INTRODUCTION**

The year 2020 was very disconsolate for everyone whether common man or women/businessman or businesswomen. In March 2020 World was facing Corona Virus (COVID-19). Due to Pandemic, all Businesses had collapsed in domestic & international market. In this condition, it also affected on employment, trade, business, economy, retail & many other economic sectors.

On 24th March 2020 the Indian Government had declared complete Lockdown in the entire country, where were had lost their jobs because of which the migrants couldn't pay up their rents, all the shops were closed but only the essential service were and are working throughout the pandemic. We all know that the retail market plays a vital role in business world as well as contributes to the economy. Therefore, our research paper helps to demonstrate the impact of COVID-19 on the retail market in Santacruz East.

This Pandemic served as huge financial issue. The way of setting up A Business/Enterprises has changed. There have been many changes which has occurred. We have to create new paths so that we build ourselves again.

A retail market gives everything thing to their consumers such as clothes, edible stuff, vegetables, meat, toys, medicine in fact the retail market provides everything for the common man. But when the Indian Government declared complete lockdown across the nation wide to control the spread of COVID-19 most of the retail shops/store had to shut down their business completely leaving the essential service. As the business were shut it created a riff between the owner, staff and the customers as well.

Our research paper gives us a complete idea that how the retail marketers had lost their business, how the essential service marketers had expanded the business, what problems the retailers has faced in the pandemic, how the cops had treated them, how the plan implementation had taken place, how they gained their customers back and finally how the entire retail market has stood up again.

**RESEARCH METHODOLOGY****Objective**

- To study the impact of COVID-19 on retail business in Santacruz East
- To analyses the problems of retailers in Santacruz East during lockdown

**Process**

- After observation in Lockdown, we have created a questionnaire form and conduct the survey
- Then we have filled the survey form retailers by going personally
- We have analysis The Questions and make a report

**Collect of Data**

- Our Research Paper is based on primary data. we have collected the data from various retailers in Santacruz East.
- For Secondary Data we just follow research paper only related to the topic

**Sample Size**

For our research sample size were those retailers how were open in lockdown like Groceries Shops, Medical, Dairies, etc. in Santacruz East

**Sample Area:**

For our research sample area was Santacruz East

**Assumptions:**

- We assume that only the essential services such as grocery, medical, dairy, fruit, vegetable, business was working for bread and butter.
- In addition, because of financial crises, there is discomposure of failing the jobs, increasing the product cost pricing to make a surplus, expenses are rise, and so

**Scope:**

- The market research has been done on retail market inn Santacruz East
- This research is useful for better understating of the management of retail market
- We have personally visited the retail stores to collect data
- This research will show you positive and negative effects of the pandemic
- The data collected is mainly primary and for reference secondary

**Significance**

- After analysing the research, we came to know that only essential retail stores were working in the pandemic
- This research shows that what all precaution the retailer has taken for their customers
- This research is helpful for better understating of the immediate problems faced by the retail market of Santacruz East

**Limitations:**

- Santacruz East is a very large area which has Kalina, Vakola and Santacruz in itself
- Therefore, we didn't get sufficient time to visit and cover all the retail shops in Santacruz East

**Tools of Data Analysis:**

- We have created the questionnaire in Google Form
- After the data collection, we have analysed every single question
- Then we have created The Clustered Bar Chart

**REVIEW OF LITERATURE**

- I. According to **Sucharita Debnath's** Research Report on Impact of COVID-19 on Consumer Purchase Behaviour in Retail Sector - Study Based in Kolkata Area (January 2020), Examine that World suffering from COVID-19 because of this many sectors were collapse including retailer sector. The Retailer was found the various ways or ideas to restart the business. The effect of COVID-19 on retailers and consumers. To analyse how the retailer facing the issue of supplies and deliveries of products on time with following the safety measures given the Government of India.
- II. As per **Eleonora Pantano, Gabriele Pizzi, Daniele Scarpi and Charles Dennis** Research Paper on Competing during a pandemic? Retailers' ups and downs during the COVID-19 outbreak (May 2020), interpretation of European Retailers, as to how they encounter Financial Crisis, the funk of losing jobs, maintain the old customer's trust and create a relationship with new customers. Also, concentrate on how to contribute to an increase in the GDP of Countries, maintain Safety Norm's issue by the Government.
- III. Following **Gaurav Shetty, Shrey Nougara hiya, Dheeraj Mandloi, Tapesh Sarsodia and Sapna Jain Dabade** Research Paper on COVID-19 and Indian Commerce: An Analysis of Fast-Moving Consumer Goods (FMCG), and Retail Industries of Tomorrow (September 2020), had done the interpretation on Repercussion on the various business of our country like Tourism, Industrial business, stock market, automobile, aviation, real estate, dining, economy and so on. Customers desire to BOPIS (Buy Online and

Pick in The Store). Also, the effect on the supply chain, travelling, hygiene, etc. Retailers go for D2C (Direct to Consumer) and Partnership with ride-hailing services for delivery.

IV. Heading to **Rajalakshmi. K, Rajavel. R, Anitha. A and Aartheeswari. E** Research Paper on challenges and opportunities of retailing in India during covid-19 pandemic period – a behavioural approach (July 2020), scrutiny on obstructions for retail business and how the retailers snap up the opportunities. By the reason of COVID-19 affects on the psychological and preoccupation namely lifestyle, lose out on jobs, shopping, anxiety to turnover, tourism and far more. retailers have to thing out of the box to secure them in the market.

**SURVEY DATA ANALYSIS**

To understand, study and analysis the effect/impact of COVID-19 on retailers of Santacruz (EAST). We have conducted and surveyed close-ended-questions. We have got 32+ responses for our research from our locality. While researching we have come through some challenges/problems face by retailers & how they Serve in the market. The Report of survey questions are as follows:

1. Which Sector of Retail are you working on?

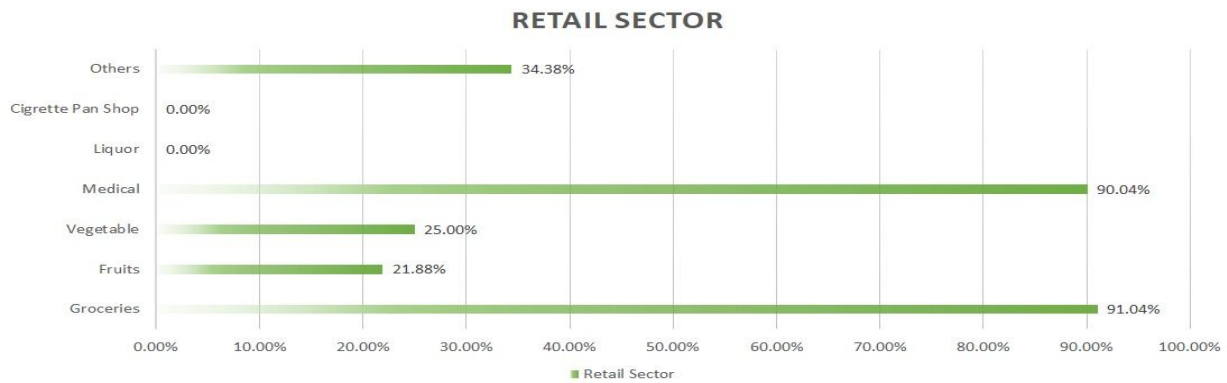


Fig.1

**INFERENCE:**

When our Government of India declare Lockdown after COVID-19 spread in The World. Government issues the order to open only Essential Services. Our Research found that 91.50% groceries shops/store, 21.88% fruits, 25.00% vegetables, 90.04% medicals were open in our locality. As well as we observe that liquors & cigarette pan shop were closed because they do not come under Essential Services. Nevertheless, 34.38% Other Essential Services were open for e.g., Diaries, Restaurants, Meat Shops and many more.

2. Have you reduced Your Employment?

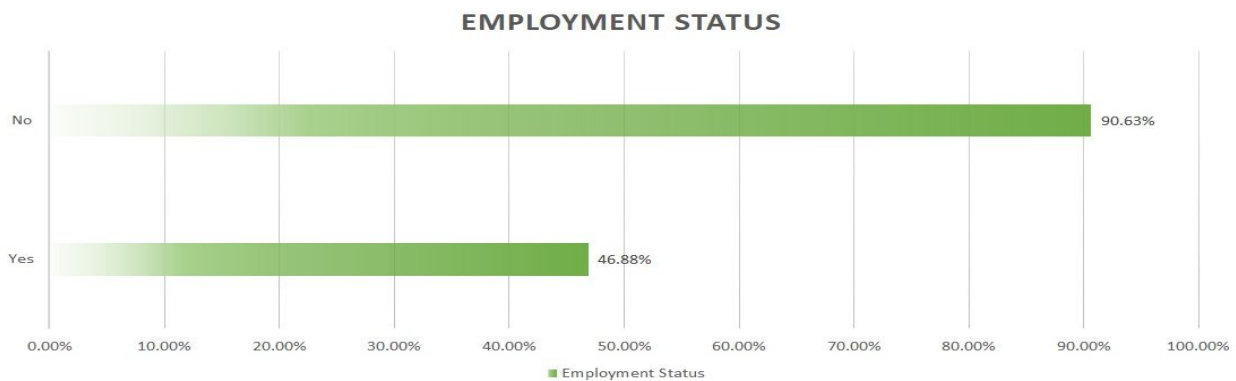


Fig.2

**INFERENCE:**

In the Pandemic many businesses collapsed & most of the people have lost their jobs. It also affects retailers. Above Chart describe that 46.88% of retailers depose their employees because of lack of income and resources. The Retailer couldn't pay the salary of employees. While 90.63% of Retailers didn't kick out their employees because they adjust the salary.

3. Have Cops been Cooperating with You & Your Business?

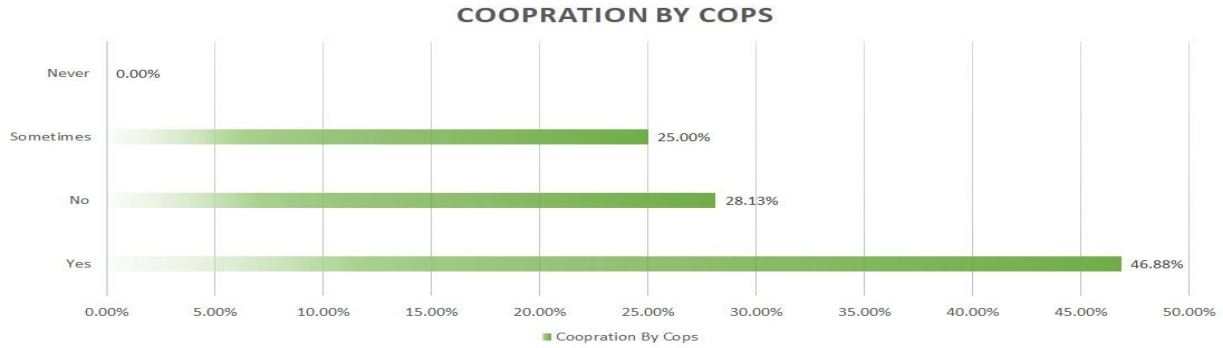


Fig.3

**INFERENCE:**

In this Pandemic the Major Front-Line Fighters were Doctors, Police & Army at certain areas. As per duties they saved & served the country. Cops continuously created awareness. 46.88% The Cops were completely cooperating & helping The Shop Keepers. 28.13% cops didn't co-operate with the people who were running the non-essential business and therefore fined the ones breaking the law. 25.00% essential service businesses were warned to follow the new guideline set by the government; else their shops would be forced to be shut.

4. How many days do you take to supply or deliver the product?

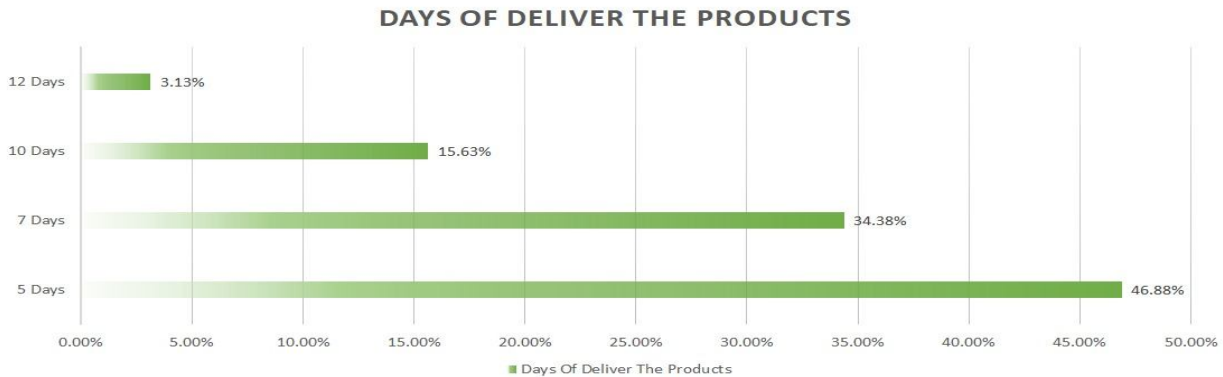


Fig.4

**INFERENCE:**

After the Lockdown the product supply was getting delayed as compared to Before. Before Lockdown product supplies were deliver in 1-2 Days. But After Lockdown it got delayed even more. As above Chart classify that 34.38%-46.88% products got delayed by 5-7 Days whereas 1.13%-15.6% product supply were delivered in 10-12 Days.

5. After such Crisis are Customers willing to come to your Shop/Store?

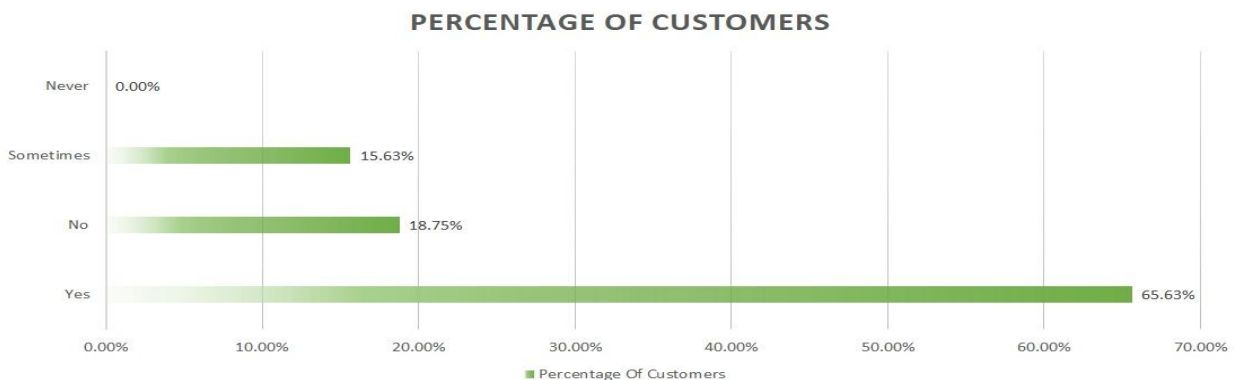


Fig.5

**INFERENCE:**

After Lockdown people were scared to go out of the house only 1 member of the house used to go out to get the essentials things like fruits, vegetables, medicines etc. As per Above Chart, 65.63% people prefer to Buy from

Shops/Store while 18.75% people prefer to stay at home. Except for 15.63% people prefer to step out if it Urgent.

6. Have your Products Cost & Pricing increased?

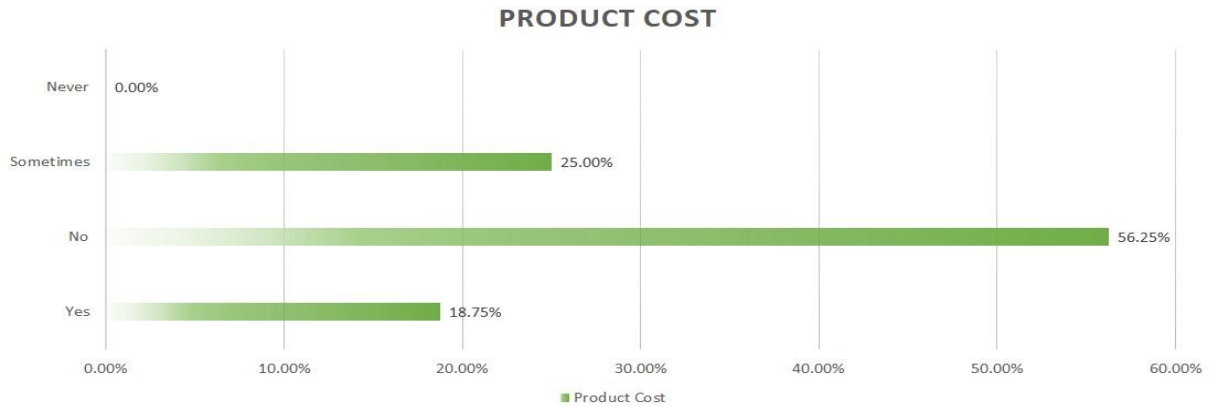


Fig.6

INFERENCE:

During Lockdown for faster deliveries some retailers gave extra amount to the wholesalers. Above Chart evoked that 18.75% retailer increase their product price to recover the loss of the business. While 6.25% of retailers didn't raise their price. But, 25.00% of retailer raise their price according to The Market Situation.

7. Are you taking necessary Precautions like Wearing Mask & Sanitizer?

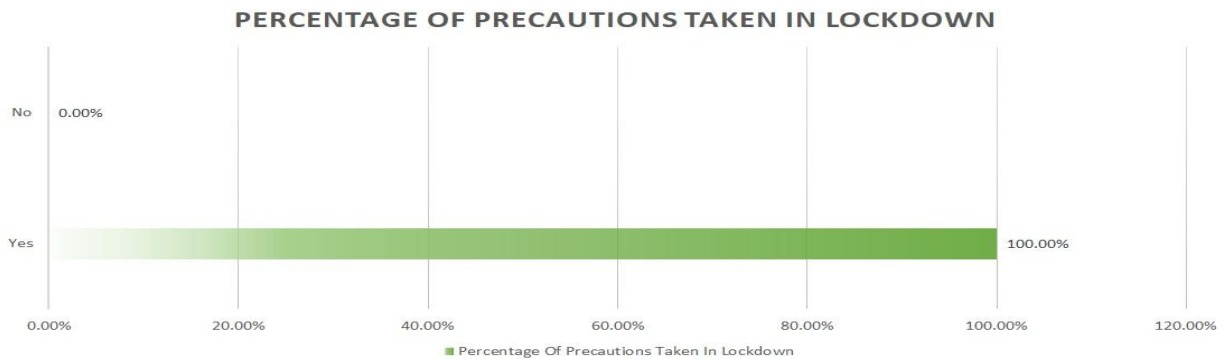


Fig.7

INFERENCE:

In Lockdown, Precautions was primary priority for all. Above Chart prove that 100.00% of retailers have taken All Safety Measures & Precaution like wearing mask and using Sanitizers and many more, for them and their customers.

8. Did Your maintenance Cost increased after Lockdown?

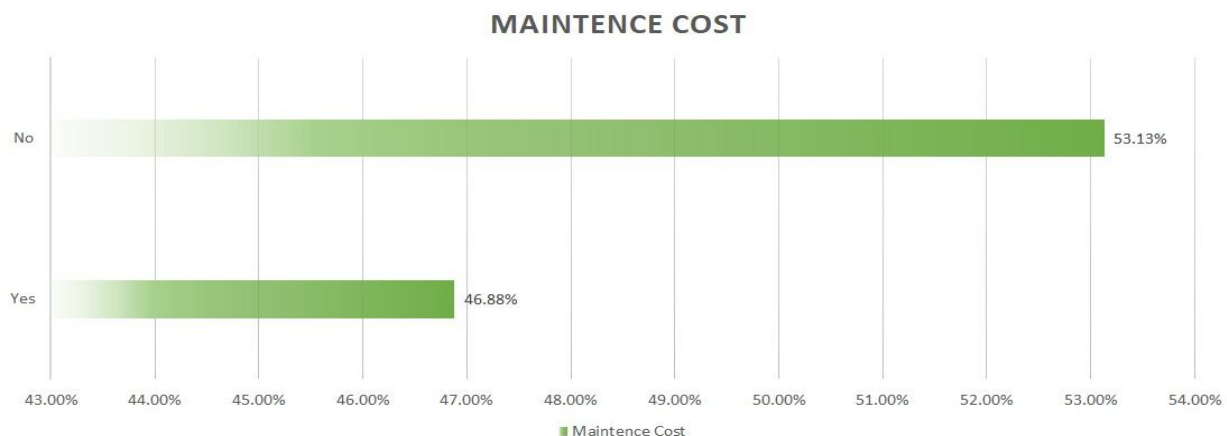
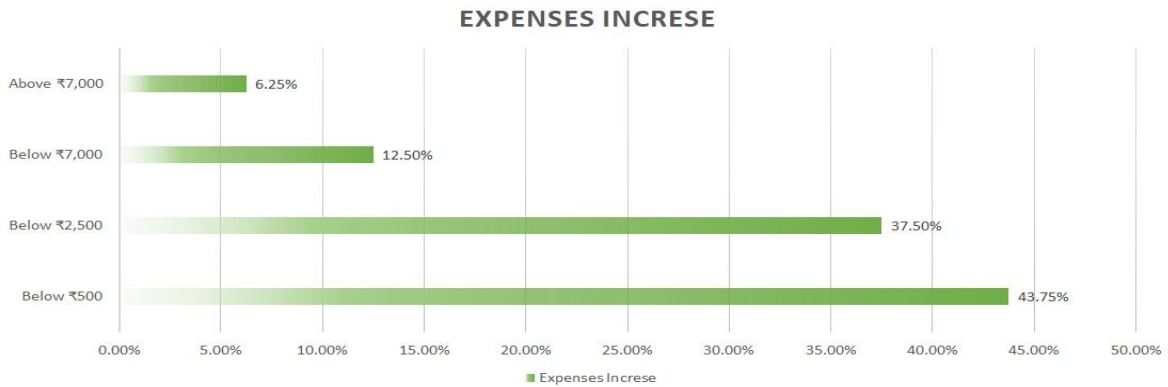


Fig.8

**INFERENCE:**

Sudden unpredictable crisis arrives in The World. To protect from COVID-19 Government of India announce Pandemic with new norms like social distancing, wearing mask, using sanitizer, etc. To maintain hygiene and safety Measure it increased the cost of maintenance. 46.88% retailer face maintenance cost as things got out of budget. But, 53.14% of retailers didn't face any issue because they used Safety Measures in their budget.

9. Have your Expenses increased? If yes then How Much?

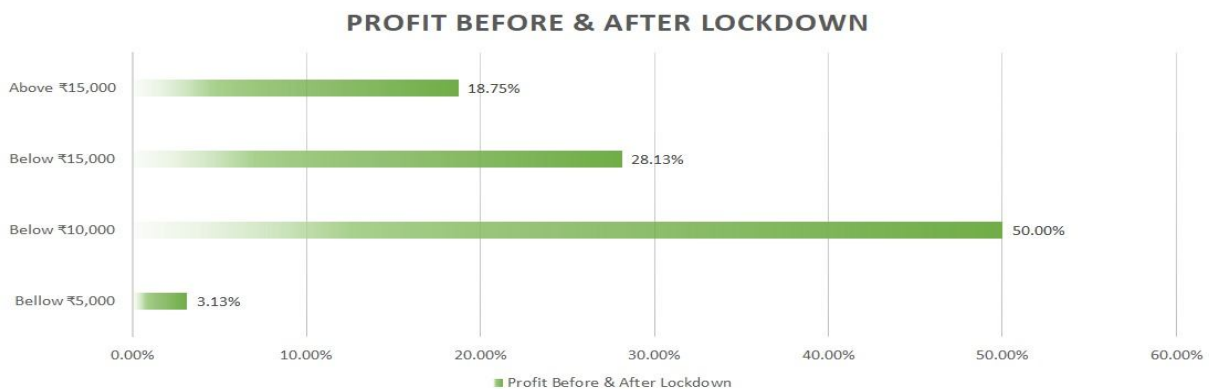


**Fig.9**

**INFERENCE:**

Since Lockdown started the maintenance to supply cost increased as compare to Before Lockdown. As above chart specify that 43.75%-37.50% expenses happen under Below ₹500-₹2,500. Whereas 12.50%-6.25% expenses happen under Below ₹7,000. It shows that the minimum to maximum Expenses has taken place.

10. What are The Profit Before & After Lockdown?



**Fig.10**

**INFERENCE:**

Due to Pandemic, only Essential Services were allowed to open their industry like medical, food, groceries, hospital and many more. This testifies that there was a lack of profit in business. As above chart represents 3.13%-50.00% are below ₹500-₹10,000 and whereas 28.13%-18.75 are Below ₹15,000.

**SUGGESTION**

- As people are not able to go out in shops the retailer shall start their online business or they can sell from online apps like amazon, Flipkart, snap deal, etc.
- The retailers shall put up sanitisers in every corner
- The retailer shall follow the rules and regulations given by the COVID-19 committee as the shop owners were just selling their products in black
- The retailer shall not exceed the number of customers in their shop/store as people just enter in the stores without bothering about others.
- The retailer must order products online with cashless payment
- We can invest in government company



- As well as we can give the physical things like rations, fruits, vegetable, milk products, and many more

### **CONCLUSION**

Due to Pandemic business were collapsed because expenses increased as compared before lockdown. We were focusing on retailers in Santacruz East. As per our investigation, only essential services were allowed to continue the business. As a result of Lockdown, most of the employees have lost their jobs due-to Lack of Profits. It's hard to keep precaution towards the customers & their employees. this also fluctuated in the percentage of profit, this was an inducement increase in maintenance cost. As well as have suggested some good ideas to restart/maintain the business, and how to contribute to the economy of our country.

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**ROLE OF DIGITAL TECHNOLOGY DURING COVID-19****Gauri Datta Arekar and Sayali Janardan Salvi**Chetana's Hazarimal Somani College of Commerce & Economics, SMT. Kusumtai Chaudhari College of Arts

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**ABSTRACT**

*Due to social distancing & lockdown during covid-19 pandemic we all have to use digital technology tremendously. In this pandemic technology helped us in various sectors like AI machines in health sector, digital learning apps in education sector. WHO & government officials are providing updates on the current situation & covid-19 information through YouTube, Google articles, Twitter so that people do not panic about the situation. For awareness of this pandemic government also have taken part to create Aarogya setu app. Since rapid innovation in technology has shown that nothing is impossible because it has help us to face this crisis at different stages, but we all had to face some difficulties in technology. Lockdown, home quarantine make us feel anxious therefore smartphone or T.V. can help people to cope up with this situation. Virtual meetings, cloud technology helps workers to work from home easily. Because of online trading apps in this period people can easily trade from home & this can also help economy. Innovation in technology like E-learning apps for students, online transactions for banking and apps like zoom app, google duo app had created extensively in this period. The purpose of this study is to investigate the role of digital technology during covid-19 pandemic. We have done survey for primary data of this research.*

*Key words: covid-19, innovation in technology, E-learning, E-payment.*

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**1: INTRODUCTION & OBJECTIVES****1.1. Introduction:**

In today's digital world, technology plays an very crucial role in various sectors. Digital technology includes electronic tools, system devices and various resources that can generate, store and process data. Well known an example of digital technology is smartphones, social media, computer programs and software, web page and websites.

The corona crisis forced people to stay home and keep social distancing. So that's why during this covid-19 epidemic, digital technology spread their wings all over the globe. Like it beneficials to e-learning platform for students, work from home to employees, online transactions for banking and to spread awareness through social media (Instagram, Facebook, Twitter) usage has also increased from 40% to 100%.

Compared to pre-lockdown period with new emerging technologies of work, employees are also adjusted their office work schedule from offline to online. Whereas meetings are also conducted online on the basis of conferencing. With the help of technology we can achieve our goals in intelligent way. In this research we are mainly focusing on employees in working sector.

**1.2. Objectives:**

- To study the **role** of digital technology during covid-19 on working sector.
- To study what **initiatives** companies/ firms had taken through technology platform to conveniently work from home.
- To study the **opinion of employee's** on new skills of digital technology.

**2: RESEARCH METHODOLOGY****2.1. Research problem:**

1. To study the advantages and disadvantages of using digital technology during covid-19 pandemic.
2. To study the risk of digital technology.

**2.2. Source of data:**

This research paper is based on mostly primary data but also includes secondary data.

**2.2.1. Primary data:**

1. The google survey is one of the way to collect primary data.
2. Primary data includes only original information & information from survey data.
3. We have collected data from employees of different companies.

**2.2.2. Secondary data:**

1. We used various articles from google for secondary data collection.

**2.3. Sample size:**

1. We have collected data from 30 respondents.

**2.4. Scope of research:**

1. The research has done on role of digital technology during covid-19 on working sector.
2. For this research we made a survey & we send it's link to some employees through whatsApp and some other social media platforms.
3. This research paper is based on primary & secondary data.

**2.5. Significance of research:**

1. This research help us to understand which problems employees has faced in digital technology.
2. This research help us to understand the point of view of employees toward new technology techniques.
3. After analyzing research we come to know how companies are creating new platforms on digital technology for employees to cope with the situation.

**3. REVIEW OF LITERATURE (ROL)**

**1.1. Introduction:**

The main purpose of review of literature is to knowing with clear knowledge & to learn something new through research techniques. It is essential for a researcher to get review the relate study of literature to have a perfect knowledge about the subject and to understand research topic for the study.

1. **Rahul De', Neena Pandey, Abhipsa Pal (2020)** their research paper titled "Impact of digital surge during covid-19 pandamic". In this paper they had studied about an increase in digitalization in today's world. In their study they found issues with regards to researching . They also mentioned that how technology makes rigid situation to very simple and convenient to various sectors like digital payment during pandemic for facilitate payment mode, digital learni for students and also facilitate for workers to doing work from home.
2. **Dobrica Savic (May 2020)** studied on the topic named as "covid-19 and work from home:digital transformation of work force". In his research paper he have studied on how covid-19 pandamic forced to close their firm , organisation and offices due to this workers started doing work in digital way i.e. work from home. He have also investigated the two term of work from home namely as "telecommuting work and remote work. Which can help to mannagers and bosses to locate and connect with employees. He has also mentioned the point of digital transformation. In this point he had discussed about doing work in different way at home. In his paper he wrote very innovative solutions and many more ways to to do work from home.

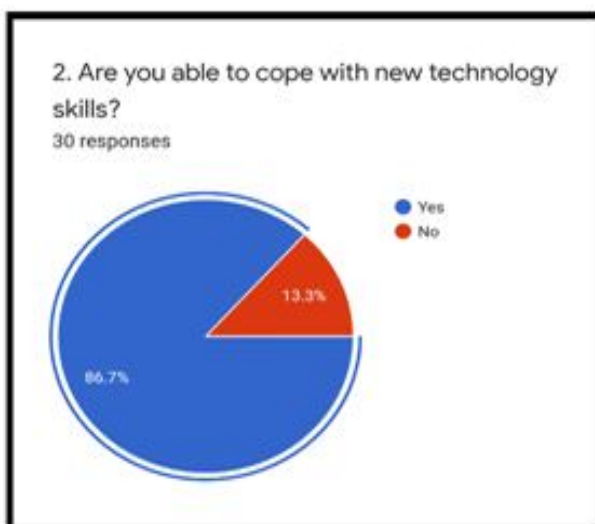


Figure no. 4.1.

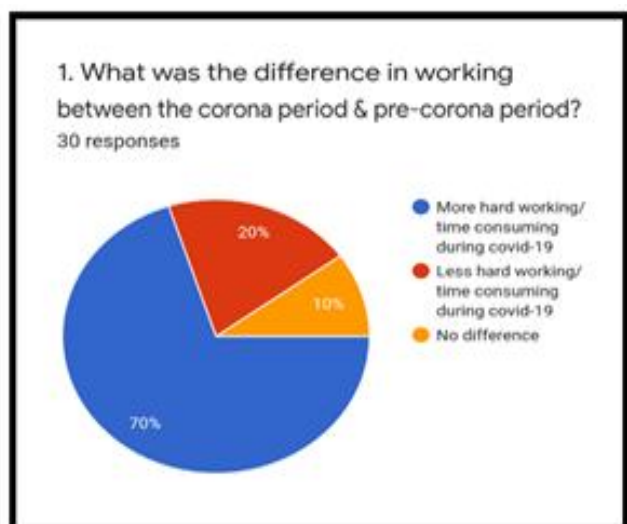


Figure no. 4.2.

Chapter 4. Data Analysis & Inference

**Inference:** The above figure shows that difference in working between the corona period & pre-corona period. Out of 30 respondents 70% respondents say's the difference was more hard working/time consuming during covid-19. 20% respondents say's the difference was less hard working/time consuming during covid-19. 10% respondents say's there was no difference.

**Inference:** The above figure shows that out of 30 respondents 86.7% respondents are able to cope with new technology skills & 13.3% respondents are not able to cope with new technology skills.

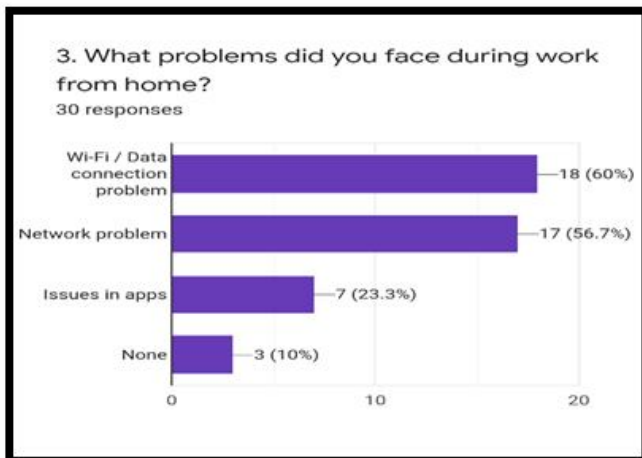


Figure no. 4.3.

**Inference:** The above figure shows the problems face during work from home. Out of 30 respondents 60% respondents face wi-fi/data connection problem. 56.7% respondents face network problem. 23.3% respondents face issues in apps. 10% respondents face no problem.

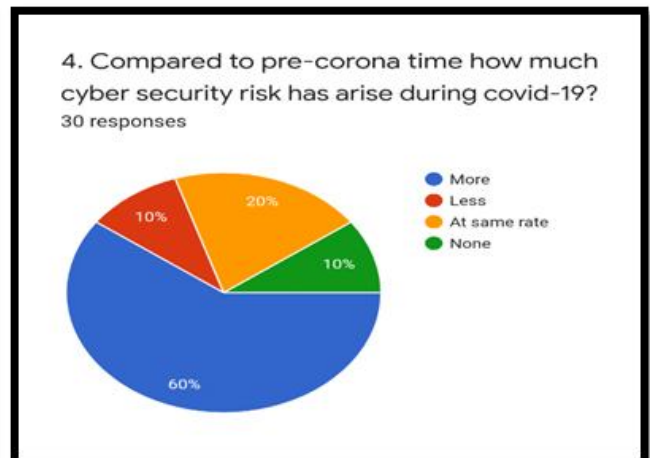


Figure no. 4.4.

**Inference:** The above figure shows that out of 30 respondents 60% respondents say's compared to pre-corona time more cyber security risk has arise during covid-19. 10% respondents say's compared to pre-corona time less cyber security risk has arise during covid-19. 20% respondents say's cyber security risk has at the same rate compared between pre-corona & post-corona period. 10% respondents say's compared to pre-corona time cyber security risk has not arise during covid-19.

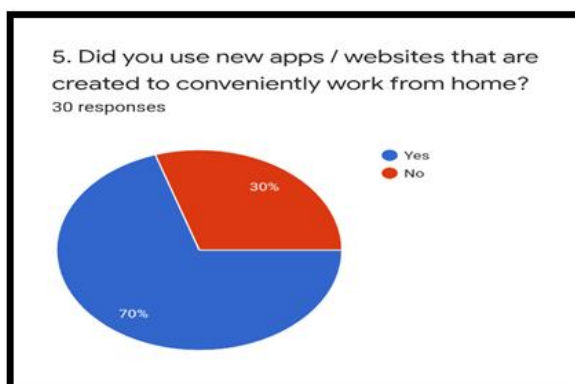


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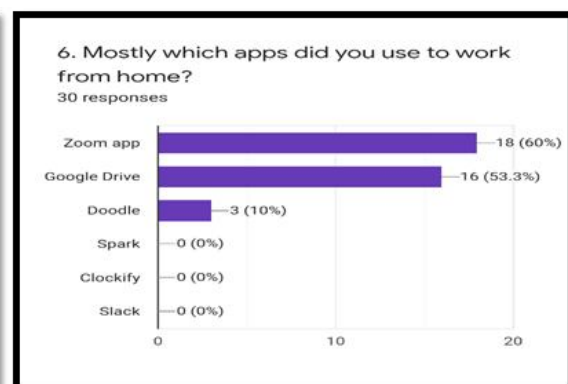


Figure no. 4.6.

**Inference:** The above figure shows that out of 30 respondents 70% respondents use new apps/websites that are created to conveniently work from home. 30% respondents doesn't use new apps/websites that are created to conveniently work from home.

**Inference:** The above figure shows that out of 30 respondents 60% respondents mostly use zoom app to work from home. 53.3% respondents mostly use google drive to work from home. 10% respondents mostly use doodle to work from home. But spark, clockify, slack apps respondents mostly doesn't use to work from home.

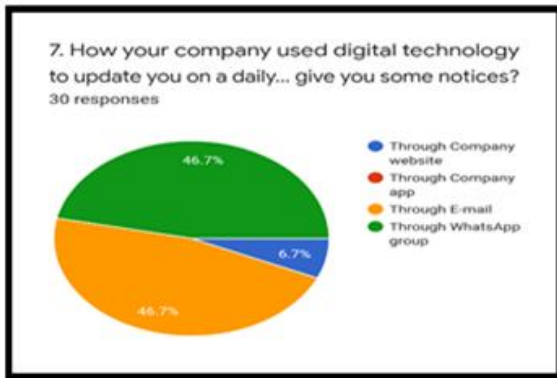


Figure no. 4.7.

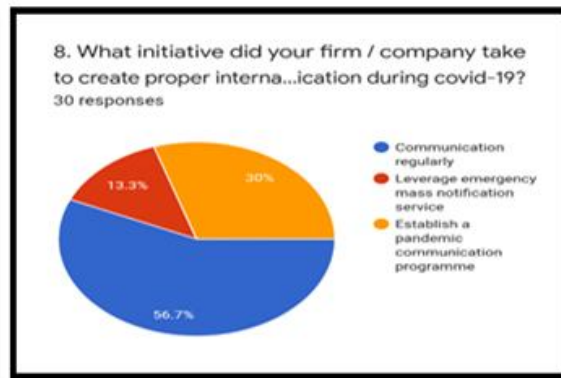


Figure no. 4.8.

**Inference:** The above figure shows that out of 30 respondents 6.7% respondents company used company website to give updates on daily basis & to give some notices. As per respondents company don't give updates on daily basis & notices through company apps. 46.7% respondents company used e-mail to give updates on daily basis & to give some notices. 46.7% respondents company used whatsapp groups to give updates on daily basis & to give some notices.

**Inference:** The above figure shows that out of 30 respondents 56.7% respondents company communicates regularly for internal communication during covid-19. 13.3% respondents company create leverage emergency mass notification service for internal communication during covid-19. 30% respondents company establish a pandemic communication programme.

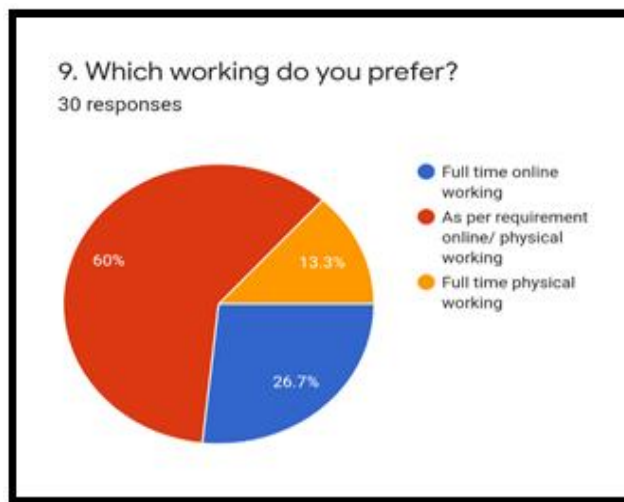


Figure no. 4.9.

**Inference:** The above figure shows that out of 30 respondents 26.7% respondents prefer to work full time online. 60% respondents prefer to work as per requirement online/physically. 13.3% respondents prefer to work full time physically.

**10. What's your opinion on using new digital technology skills during working from home?**

**Inference:** On this question respondents say's it's flexible & convenient, less time consuming & they get time to spend home. A few respondents say's it's a bit difficult because of network issues and delay for data loading. It gives us physical pain because we have to sit and work hours & hours. A few respondents say's it's new for them that's why they face some communication problem. A few more say's it's easy, useful & saves travelling time but it's quite risky.

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**5. CONCLUSION & FINDINGS****5.1. Findings:**

1. After survey we came to know a few employees experienced more hard work & time consumption during working from home and a few employees experienced less hard work & time consumption during working from home.
2. Most of the employees are able to cope with new technology techniques.
3. Employees mostly face wi-fi/data connection problem & network connection problem during covid-19.
4. Employees face more cyber security risk during covid-19.
5. Most of the employees used new apps/websites created to work from home.
6. Employees mostly use zoom app, google drive & doodle app to conveniently work from home.
7. Most of the companies use e-mail & whatsapp to update on daily basis & give notices to employees.
8. Companies mostly organize pandemic communication programme & use regularly communication for better internal communication.
9. Most of the employees prefer to work as per requirement online/physical.
10. Employees thinks online work is flexible, easy, convenient, saves travelling time but also it's a bit difficult because of network issue. It's risky & gives us physical pain.

**5.2. CONCLUSION:**

This research paper aims to explore new innovative ways to solve our problems during covid-19 crisis through digital technology. We analyze some websites, internet data and survey forms for secondary data. We conclude that there are many more positive roles of digital technology like create and learn something new. We have seen that technology play an vital role at various platforms.

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**IMPACTS OF COVID-19 PANDEMIC ON INDIAN ECONOMY****Shalaka Prakash Chavan**

Assistant Professor, Economics Department, Saket College of Arts, Science &amp; Commerce, Kalyan East, Thane, Maharashtra

**ABSTRACT**

*The Covid -19 pandemic in India is part of the worldwide pandemic of coronavirus disease 2019. The Economic impact of the 2020 coronavirus pandemic in India has been largely disruptive. India's growth in the future quarter of the fiscal year 2020 went down to 3.1 % according to the Ministry of Statistics. This drop is mainly due to the coronavirus pandemic effect on the Indian Economy. Notably India had also been witnessing a pre-pandemic slowdown, and according to the World Bank, the current pandemic has "magnified pre-existing risks to India's economic outlook. Major companies in India have temporarily suspended or significantly reduced operations & are focusing on essentials. In this study the focus is on analysing the effect of Covid-19 on economic activities of nations. This pandemic affected the manufacturing and the service sectors too. The economic stress has started and will grow rapidly. Rupee is continuously depreciating. During social distancing & lockdown, demand for goods and services declined sharply. Thus leading to a collapse in economic activity. On 12 March, Indian stock markets suffered their worst crash since June 2017 after WHO's declaration of the outbreak as a pandemic. The Indian unemployment rate went off the charts following the Covid -19 outbreak in the country and subsequent lockdown. The coronavirus lockdown has left tens of millions of migrant workers unemployed. Indian Government revenue has been severely affected with tax collection going down, and as a result the government has been trying to find ways of reducing its own costs.*

*Keywords: COVID -19, Economic Impact, GDP Growth rate, Unemployment, Business Economy.*

**INTRODUCTION:**

The Covid-19 pandemic in India is part of the worldwide pandemic of corona virus disease 2019(Covid-19) caused by severe acute respiratory syndrome coronavirus2 (SARS-Cov-2).It was first identified in December 2019 in Wuhan, China. Major companies in India have temporarily suspended or significantly reduced operations & are focusing on essentials. In this study the focus is on analysing the effect of Covid-19 on economic activities of nations. This pandemic affected the manufacturing and the service sectors too. The impact of coronavirus pandemic on India has been largely disruptive in terms of economic activity as well as a loss of human lives. Almost all the sectors have been adversely affected as domestic demand and exports sharply plummeted with some notable exceptions where high to analysed h growth was observed. An attempt is made to analyse the impact and possible solutions for some key sectors. During social distancing & lockdown, demand for goods and services declined sharply. Thus leading to a collapse in economic activity.

**OBJECTIVES:**

1. To understand the impact of Covid -19 on Indian Economy.
2. To have an Overview of the state of the economy across the world.
3. To study impacts of Covid -19 on GDP Growth rate, Unemployment, Business Economy.

**REVIEW OF LITERATURE:**

1. Mishra,B.R.(2019):

In the role of external & domestic demand in Economic Growth:A study of BRICS countries ,He plotted that the impact of the virus spread is expected to lead to a huge loss as global trade is severely affected .The Indian growth model depends on the export-led-growth and hence can experience massive impact on growth due to lockdown amidst the virus spread. The economic impact of Covid-19 is expected on every sphere including growth, International Trade, financial market, unemployment, income, poverty and many more variables.

2. Mckibbin ,W.& Fernando.R (2<sup>nd</sup> March2020):

In the global macroeconomic impacts of Covid-19:Seven scenarios Mckibbin.& Fernando explained the computable general equilibrium modelling and reported that global GDP would be reduced by around US \$2.42.4 trillion in 2020 under a low-end pandemic considering the Hong Kong Flue as a reference point. However, the fall can extended to the tune of over US \$ 9 trillion in2020 in case of a serious outbreak similar to the Spanish flue.

3. Arun ,T.G,Ozili P(2020):

Arun & Ozili notes the spill over effects of Covid-19 and hailed that the social distancing measure of virus controlling led to the shutdown of financial markets, corporate offices, businesses and events which in turn may have significant impact on economic growth. As per the international Labour Organization (ILO) estimation, the total value added of industrial enterprises, in china declined by 13.5 % during the first 2 months of 2020.

4. Pravakar Sahoo, Ashwani (2<sup>nd</sup> Sept 2020):

In the research article on Covid -19 and Indian economy, Pravakar & Ashwani plotted the impact of the pandemic across sectors and in different scenarios of complete, extended and partial lockdown, and at different levels of capacity utilization is massive on the Indian economy. The study aims to make an assessment of Covid -19 on Indian economy by analysing its impact on growth, manufacturing, trade and micro, small and medium enterprises sector and highlights key policy measures to control the possible fallout in the economy.

#### RESEARCH METHODOLOGY:

The Present study relies on the Secondary data to make impact assessment of Covid 19 pandemic on Indian Economy. Secondary data collected in the form of articles published in the journals & Research papers. The data sources are reports of National Account Statistics & Newspapers articles such as The Times of India, The Economics Times & some websites.

#### IMPACTS ON INDIAN ECONOMY:

The high impact sectors in terms of risk on account of Covid-19 are aviation, hotels, restaurants, retail, shipping, port and port services. The medium impact sectors are automobiles, building materials, residential real estates while the low impact sectors include education, dairy products, fertilizers, FMCG and healthcare among others. The impact of the coronavirus (Covid-19) pandemic had not only brought the global economy to a standstill but set the clock backwards on the developmental progress of several nations. While the rate of infection in India did not appear to be as high as in other countries, precautionary measure adopted dealt a severe blow to the country's major industries-with construction and trade, hotels bearing the largest brunt of estimated loss. Manufacturing made a swift recovery in the following months. The loss incurred by enforcing a lockdown in the country was estimated at 26 billion U.S dollars and a significant decline in GDP growth is also expected in the June quarter of 2020.

#### IMPACT ON GDP GROWTH RATE:

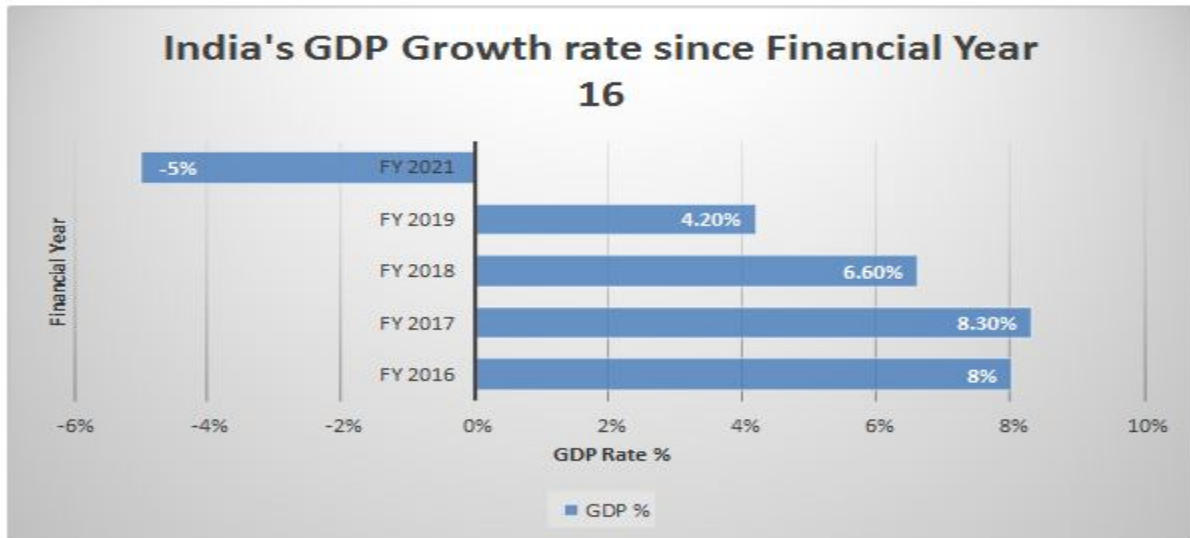
The impact of the coronavirus (Covid-19) pandemic had not only brought the global economy to a standstill but set the clock backwards on the development progress of several nations. While the rate of infection in India did not appear to be as high as in other countries, precautionary measures adopted dealt a severe blow to the country's major industries-with construction and trade, hotels bearing the largest brunt of estimated loss. Manufacturing made a swift recovery in the following months. The loss incurred by enforcing a lockdown in the country was estimated at 26 billion U.S.dollars and a significant decline in GDP growth is also expected in the June quarter of 2020. With the imposition of restrictions on transportation worldwide, the trade sector also took hit. The contraction that India is expected to see in the Financial Year 2021 will not be uniform, rather it will differ according to various parameters such as state and sector. Agricultural & Government sectors are likely not to see any contraction. On 1<sup>st</sup> September 2020, the Ministry of Statistics and Programme Implementation released the GDP figures for Quarter 1 financial year 2021, which showed a contraction of 24%.

#### India's Growth Rate during & after COVID-19

Financial Year	GDP %
FY 2016	8%
FY 2017	8.30%
FY 2018	6.60%
FY 2019	4.20%
FY 2021	-5%

Source: Ministry of Statistics and Programme Implementation





According to above figure, The Indian economy grew by 4.2 % in 2019-20. This is the lowest annual growth rate of GDP registered under the new GDP data series. This is not only a far cry from the 8.5% growth that the government expected in July 2019 when it presented the budget for that year but also significantly lower than the 5% that the second advanced Estimates suggested at the end of February earlier this year.

**IMPACT ON UNEMPLOYMENT:**

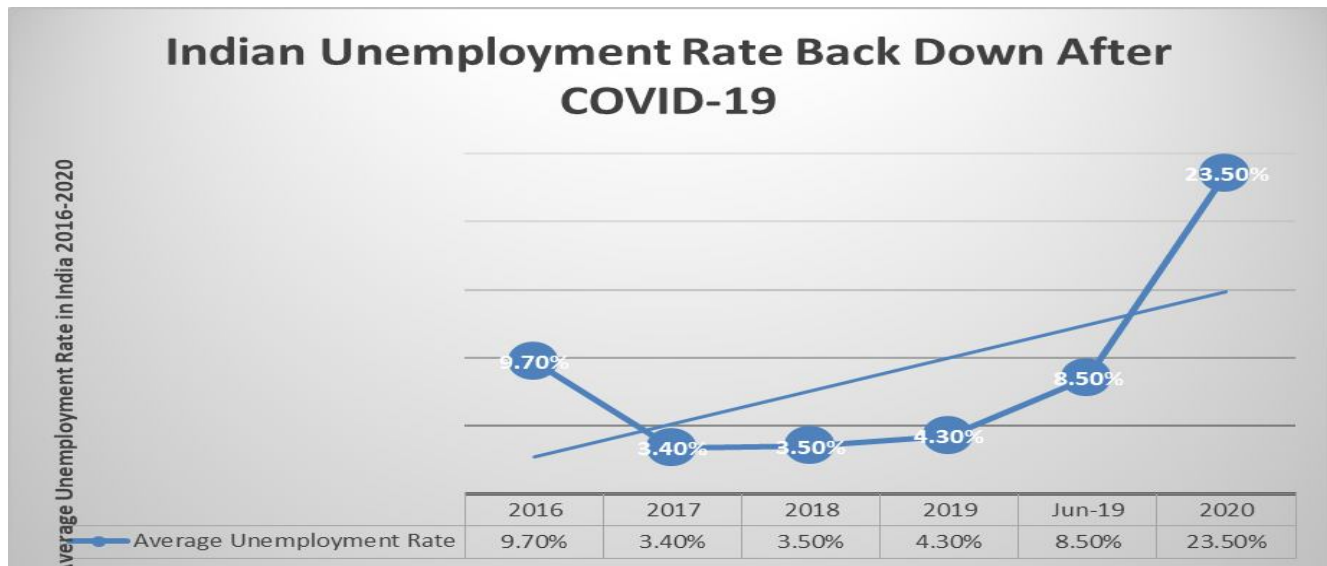
India saw an unemployment rate of over 6% in September 2020. This was significant improvement from the previous months. A damaging impact on an economy as large as India's caused due a total lockdown was imminent. Unemployment went up to 24 % in May 2020. This was possibly a result of a decrease in demand as well as the disruption of workforce faced by companies. Furthermore, this caused a GVA loss of more than nine percent for the Indian Economy that month. Between February & April 2020, the share of household that experienced a fall in income shot up to nearly 46%. Inflation rates on goods & services including food products and Fuel were expected to rise later this year. Social distancing resulted in the job losses, especially those Indians society's lower economic strata. Several Households terminated domestic help services-essentially an unorganized monthly-paying job. Most Indians spent a large amount of time engaging in household chores themselves, making it the most widely practiced lockdown activity. Unemployment rose from 6.7% on 15 March to 26% on 19 April and then back down to pre-lockdown levels by mid-June. During the lockdown, an estimates 140 million people lost employment while salaries were cut for many others.

The most devastating impact of the virus and the lockdown had been on the economically backward classes, with limited access to proper healthcare and other resources. Highest rate reached in the five years before the coronavirus pandemic was 9.7% in May of 2016.

**Indian Unemployment Rate Back Down After COVID-19**

Year	Average Unemployment Rate
2016	9.70%
2017	3.40%
2018	3.50%
2019	4.30%
Jun-19	8.50%
2020	23.50%

Source: Centre for Monitoring Indian Economy



According to above graph, The Indian unemployment rate went off the charts following the Covid -19 outbreak in the country and subsequent lockdown. Unemployment rate of India reached 23.5 % overall in April and May. The rate was back down to just 8.5% in the third week of June. This equivalent to the rate at the time before the Covid-19 crisis, when the Indian monthly unemployment rate hovered around 7-8%.

#### IMPACT ON BUSINESS ECONOMY:

Besides the impact on human lives and global supply chain, the pandemic is a severe demand shock which has offset the green shoots of recovery of the Indian economy that were visible towards the end of 2019 and early 2020. The International Monetary Fund (IMF) has projected the Indian Economy to grow at 1.9 % in 2020-21. Nearly 162 countries are steadily going into lockdown and businesses across the globe are operating in fear of an impending collapse of global financial markets. This situation, clubbed with sluggish economic growth in the previous year, especially in a developing country like India is leading to extremely volatile market conditions. Challenges are impacting all the three major contributors to GDP-private consumption, investment and external trade. The high impact sectors in terms of risk on account of covid-19 are aviation, hotels, restaurants, retail, shipping, ports and ports services .the medium impact sectors are automobiles ,building materials, residential real estates while the low impact sectors include education, dairy products, fertilizers, FMCG and healthcare among others.

##### 1. Impact on Construction sector:

The construction sector in India's organized market, popularly referred to as India Inc. was valued at 8.7 trillion rupees in financial year 2019. The impact of Covid -19 on the infrastructure and construction sector in India has been extensive and damaging. The restriction imposed by the Government of India, state governments and the Union territories to control the spread and impact of the virus have prevented work on projects , adversely impacted supply chains, plant, equipment's, materials and manpower. Delays and disruption to completion of projects are inevitable with concomitant losses, cost and expenses.

##### 2. Impact on Travels, Hotels & Tourism:

India is huge on cultural and historical tourism, attracting domestic and foreign nationals throughout the year. It does not come as surprise that large number of confirmed COVID-19 cases in India include foreign tourists. But with visas being suspended and tourist attractions being shut indefinitely, the whole tourism value chain, which includes hotels, restaurants, attractions, agents and operations are expected to face losses worth thousands of cores. The World Travel and Tourism Council(WTTC) estimates the crisis to cost the tourism sector at least USD 22 billion, the travel sector shrinking by up to 25% in 2020, resulting in a loss of 50% million jobs. Experts believe the tourism industry is likely to take a massive hit, and it could end up crippling the industry for the foreseeable future. Nearly 600 international flights to and from India were cancelled for varying periods. Around 90 domestic flights have been cancelled, leading to a sharp drop in airline fares, even on popular local routes. The travel & tourism sector across the globe is undoubtedly the biggest causally of the Covid-19 pandemic. The Indian hotels sector has been hit hard, grappling with significantly low demand, with very few future bookings. Essentially, all transient demand has completely vanished-the remaining is largely on account of earlier a few long stay guest or hotels having been prescribed by the government for the international travellers returning to India. According to the World Travel & Tourism Council, the Covid-19 pandemic-19

pandemic could slash 50 million jobs worldwide in the travel and tourism industry, reflecting a 12-14 % reduction in jobs .In India, this industry could take up to 10 months to recover after the outbreak is over.

**3. Impact on Manufacturing Industry:**

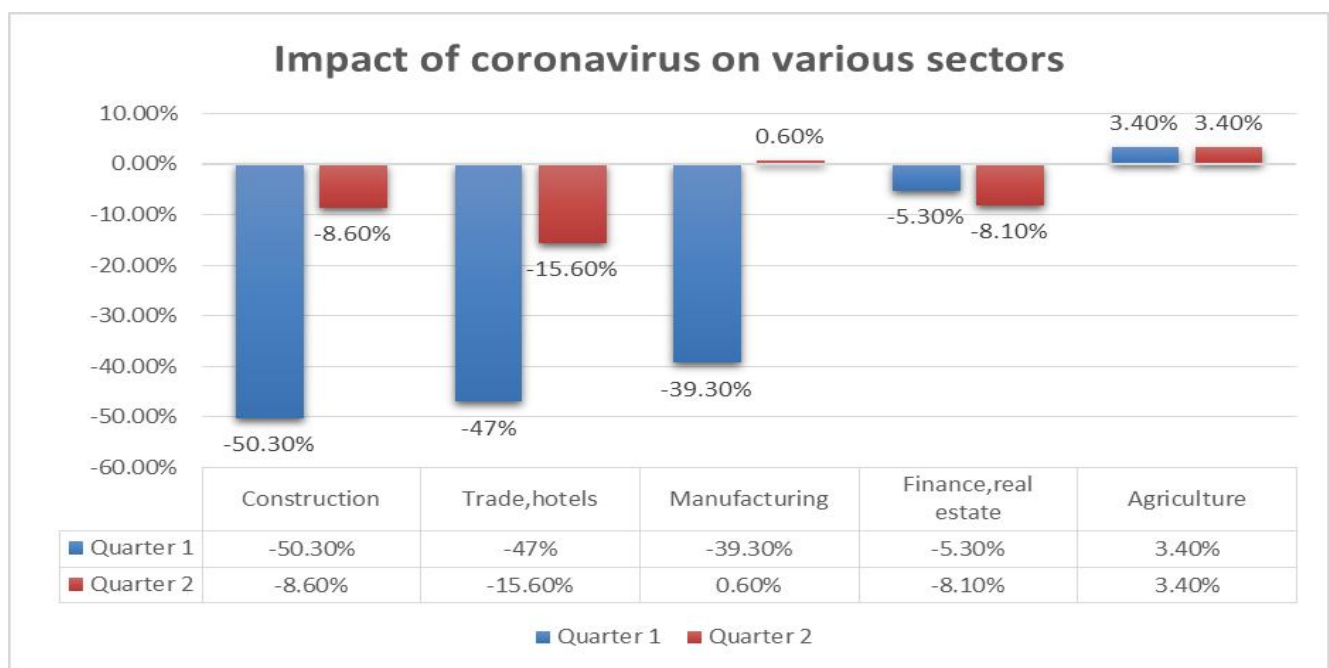
The components manufacturing sector is heavily hit by the impact of the virus, as it shut the production and factory operations in the automotive, electronics, aerospace, and others. It all originated from China, which is the hub for supply of raw material to the global companies in the global market, then it impacted the whole supply chain for the manufacturing companies in order to follow lockdown, social distancing and prevent coronavirus spread measures suggested by the local government. The lockdown was aimed to bring components manufacturing plants to a halt and derail the entire supply chain of the company. Major companies in India such as Larsen & Turbo, Bharat Forge, Ultra Tech Cement, Grasim Industries, the fashion and retail wing of Aditya Birla Group ,Tata Motors and Thermax momentarily suspended or significantly reduced operations in a number of manufacturing facilities and factories across the country.

**4. Impact on Real Estate & finance:**

Private equity investment in Indian real estate fell 57% year on year to around \$2.3 billion during January-September this year as investors remained cautious due to Covid -19 pandemic. Both the residential & commercial real estate sectors are hit in terms of launch, sale and purchase. The lack of materials and labours have made the whole process slow & unpredictable .Although the investors and builders have braced themselves for the delays, the recovery of the real estate sector has been pushed farther away .Talking about the situation of labour, we can say that the labours do not have any work as the construction material is not available as per the requirements, and if there is sufficient availability of the raw materials, many of builders have pushed the work.

**5. Impact on Agriculture:**

The agricultural & allied sector carries immense importance for the Indian Economy. It contributes nearly one – sixth to the Indian national income and provides employment to nearly 50% of the workforce. The ongoing health crisis around Covid-19 has affected all walks of life. Protecting lives of people suffering from the disease as well as frontline health responders have been the priority of nations. At all India level, agricultural production in almost half of districts was adversely affected by the impact of Covid-19.Due to decline in agriculture and allied sector production ,income support may be provided to farmers in general and practically those engaged in poultry and fisheries sector. Due to logistic problems following the lockdown tea estates were unable to harvest the first flush. In March 2020 tea exports from India fell 33% in March as compared to March 2019.During the lockdown, food wastage increased due to affected supply chains, affecting small farmers.



(Source : Statista Research department ,Dec 7.2020)

**CONCLUSION:**

India’s economy has already been suffering from slowdown in the recent past. India’s growth downgraded to 5.3% in 2020 due to downside risks of covid-19, the slowest in 11 years .Sectors like tourism, aviation,

hospitality and trade will face the first set of challenges; other sectors too will face the cyclic effect. The virus outbreak has become one of the biggest threats to the global economy and financial markets. Being part of global village India is not immune to the virus, while the government of India as well as state governments are treating and monitoring the situation closely to control the coronavirus pandemic; it can take 1-2 months to get a clear picture of the problem. It is very important for every Indian to remain aware and alert.

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**IMPORTANCE OF DIGITAL TECHNOLOGY DURING PANDEMIC**

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**ABSTRACT**

2020 has been hit hard by COVID-19. COVID-19 putted everything under lockdown. It made 2020 unforgettable. This pandemic has been proved as boon as well as curse at global level be it individuals, business, education, corporate sector, financial institutions and what not. It has been curse as it affected health, finance, business, economy terribly. But it has been boon as well because it made all of us technology friendly. People started using technology for every minute thing. Individuals and Institutions went online from offline. Work from home is been a new trend in this pandemic.

Digitalization is increasing in medical, corporate, education and all other sectors. It is said that “the secret of change is to focus all of your energy, on not on fighting the old, but on building the new.” Following this we all are learning to become technology friendly and have started adopting new techniques in professional as well as personal life.

*This paper aspires us to explain the importance of Digital Technology during pandemic.*

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**INTRODUCTION:**

Since World War II we have faced many difficult situations, but COVID 19 made the world face the global health crisis, it is the most dangerous face that people came across. COVID-19 Pandemic put everything and everyone behind doors, but at the same time it opened the doors for technology and digitalization to flourish more.

Digital Technology has helped a lot during this pandemic. The use of devices like Cell phones, Computers, Laptops, Tablets, Wearable devices etc. has increased rapidly. Technology became part of every individual's life. People's day started with technology and ended with technology. Survival without technology is next to impossible. Every sector accepted and adopted technology as a part of their routine.

**OBJECTIVES OF STUDY:**

- To study the impact of digital technology on personal and professional life of people during pandemic.
- To analyze the growth of digital technology.
- To examine the positive and negative effects of digital technology.

**RESEARCH METHODOLOGY:**

1. Primary Data: Primary data is drawn by using Observation and Questionnaires Method is used to collect the primary data.
2. Secondary Data: Secondary Data is sourced from Research Papers, Magazines, Websites, and Journals etc.
3. Sample Size: Data is collected from various groups such as businessmen, Students, Professors, Households, and Doctors etc. The sample size varies between 480 to 500 respondents.

**NATURE OF DIGITAL TECHNOLOGY DURING PANDEMIC.**

1. Content can be accessed through multiple devices: The services like cloud-based computing, Google drive can be used to access the data through different devices at any place and any time.
2. Movableness. The electronic devices like mobiles, tablets, laptops, etc. are easily movable and one can use multiple devices simultaneously.
3. Compelling and dynamic. Digital technology is very dynamic in nature it is used from the birth of the child till death of an individual. People have started incorporating it in their day-to-day life.
4. Insignificant information. While a user search for something important, we get the information which is irrelevant, the pop ups & advertisements disturbs the user a lot.
5. Lack of security. Many applications and websites are not reliable and insecure. For E.g. Sometimes user order some product online and they end up getting wrong product, exploitation through cyber-crimes is increasing day by day.

**POSITIVE SIDE OF DIGITAL TECHNOLOGY DURING PANDEMIC:**

1. Social Networking.
2. Faster Communication
3. Adaptable & Versatile
4. Good Learning Experience
5. Modernization
6. Information Warehouse
7. Global Positioning System (GPS)
8. Source of enjoyment and entertainment
9. Revolution in Banking and finance sectors

**NEGATIVE SIDE OF DIGITAL TECHNOLOGY DURING PANDEMIC:**

1. Enslavement & Addiction
2. Increase in number of cyber crimes
3. Complicated & difficult to learn
4. Privacy Issues
5. Overburden oneself
6. Manipulation of Information
7. Copyrights Infringement
8. Social detachment
9. Decrease in number of jobs
10. Battery Life

**IMPORTANCE/ROLE OF DIGITAL TECHNOLOGY DURING PANDEMIC:**

1. Importance in the field of education: Digital technology has played very important role in the field of Education especially during pandemic, as whole world went online from offline, many new learning platforms were introduced like Zoom, WebEx, Microsoft Teams, etc. that helped education process to be continued during pandemic.
2. Transformation in entertainment industry: COVID-19 has put whole world behind the doors, even entertainment industry was completely shut down, but with the help of digital technology entertainment industry gained the pace even in pandemic through OTT channels, entertainment providers continued entertaining public.
3. Financial/Stock Markets: Many brokers have seen rise in number of clients as all the people were free at home, in their free time people keep on accessing the stock market, this also led to increase in trading volumes.
4. Gyms and Fitness: Completely new options were introduced by gyms and fitness center's for the people who are health conscious to remain fit and healthy even by staying at home by introducing new health and fitness apps.
5. Work went virtual: COVID-19 made everyone understand that technology can help in managing work from any corner of the world in proper and systematic manner. All the businesses were carried on using different technologies.

**DATA ANALYSIS AND INTERPRETATION OF THE STUDY:**

1. Are you friendly with technological devices? (Cell phones, laptops, tablets, computers, etc.)

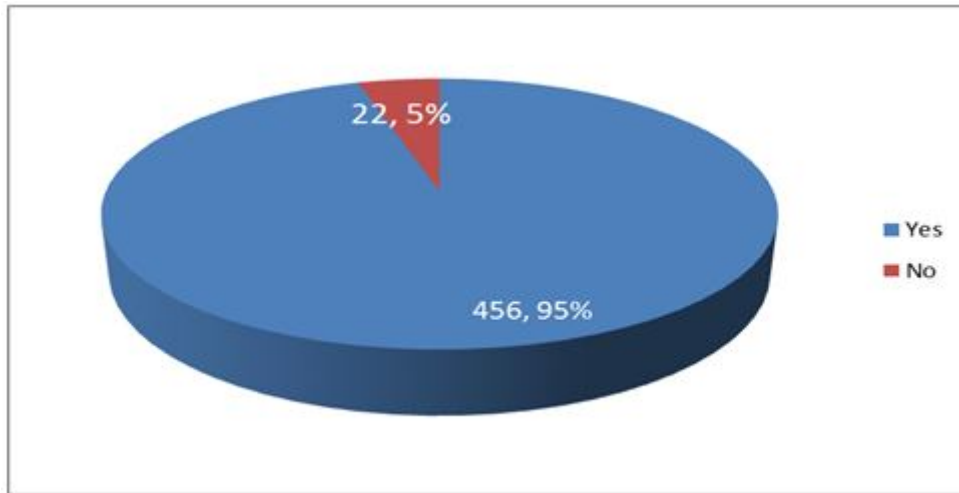


Fig. 1

Out of 477 responses collected, 455 people are friendly with technological devices, whereas other 22 people are not, this shows that technology is gaining importance among people and its usage has been increased especially during pandemic.

2. If yes than what time of the day you spend on using these devices?

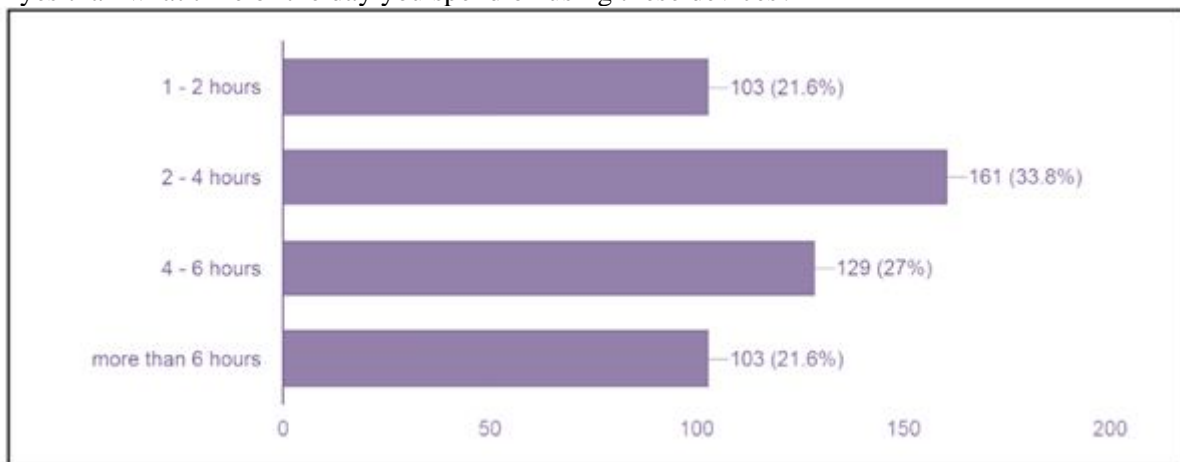


Fig. 2

From the above figure it is observed that people are spending good amount of their time in a day with technology like we collected responses of 477 people & out of that 103 people are using technological devices for 1-2 hours, 161 people for 2 – 4 hours, 129 people for 4 – 6 hours and rest of the people are using for more than 6 hours a day. This clearly depicts that technology is essence of human life these days.

3. Do you think digital technology has helped you in this pandemic?

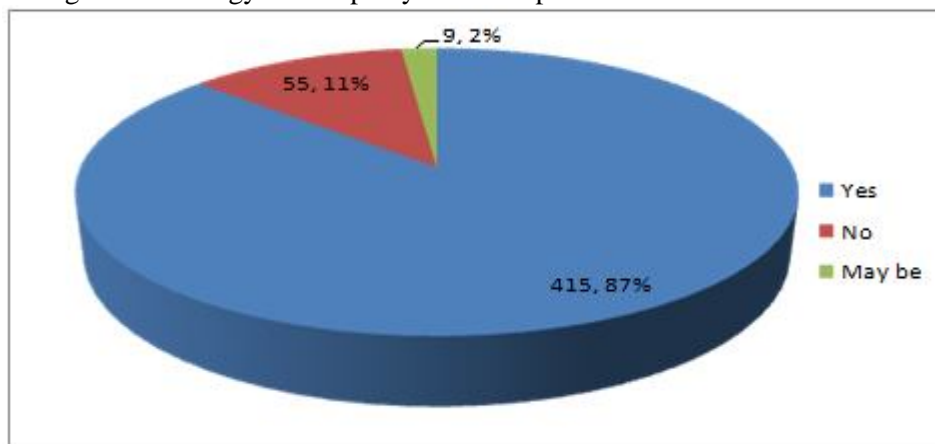


Fig. 3

It can be observed in fig. 3 that during this pandemic, the usage of digital technology has increased rapidly as it can be seen from the above diagram it has been helpful to 415 people out of 480 responses collected, but some people found it not much helpful.

4. What is the impact of digital technology on you and your family during pandemic?

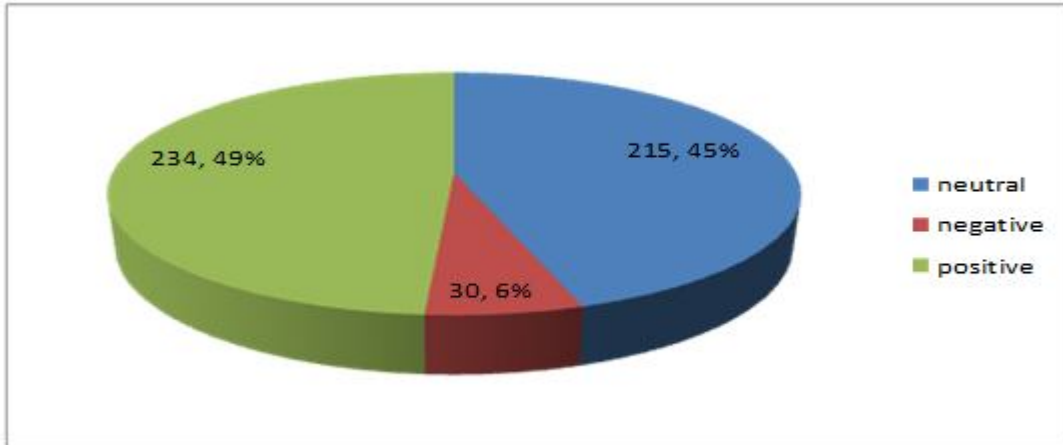


Fig. 4

The above diagram interprets that the technology has positive as well as negative impact on people and on their families; some people are of view that there is neutral impact of technology on them.

5. Do you think there is growth and progress in your work by using digital technology?

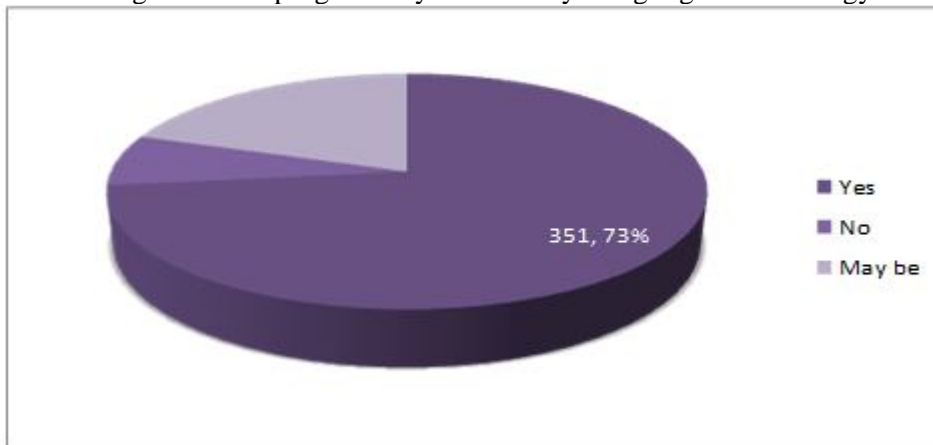


Fig. 5

From the fig. 5 we can comprehend that there is growth and progress in work of people due to technology, use of technology has made their work faster and easier. Out of data collected, 73% people have observed growth in their work because of technology.

6. How it feels using digital technology during pandemic?

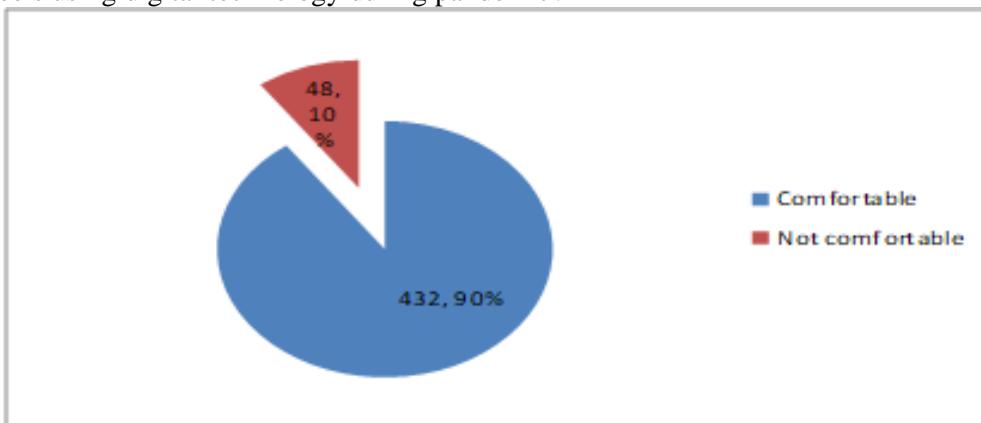


Fig. 6



The technology has gained a huge importance these days, from the above figure it is observed that 90% people are comfortable with technology, this pandemic has made people more comfortable with gadgets, those who were not using tech devices at all has started using them and are trying to get comfortable with these devices.

7. What mode of working you are comfortable with?

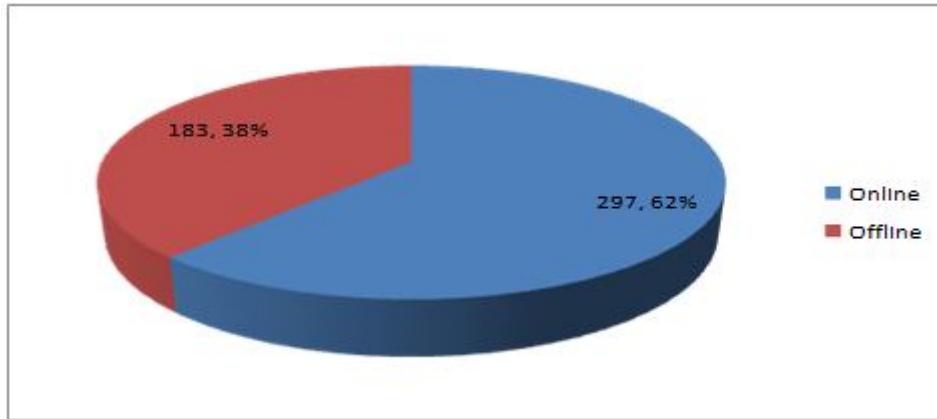


Fig. 7

From the figure above it can be depicted that many people has started liking the online mode of working, out of 480 responses collected 297 people feel that they are more comfortable with online mode of working as compare to offline.

8. Do you prefer working online even after COVID-19 ends?

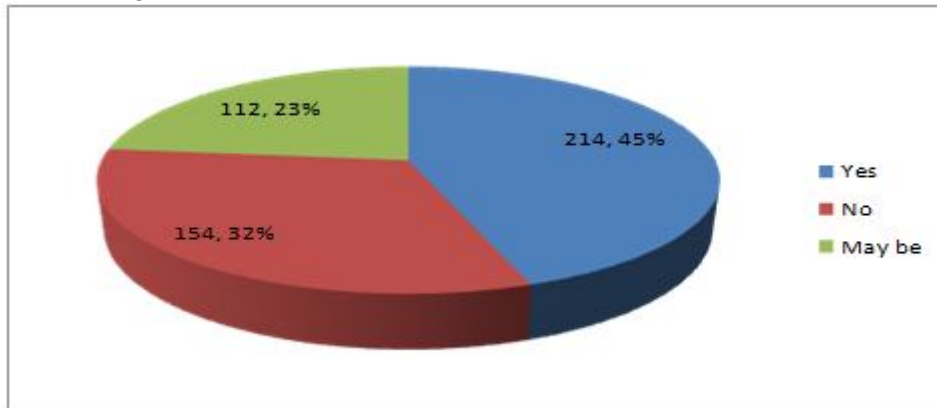


Fig. 8

Even after COVID-19 ends there are many people who prefer online mode of working, from the responses collected 45% people wants to continue virtual working, whereas 154 people still want offline mode of working.

9. Presently, with which device you are more comfortable?

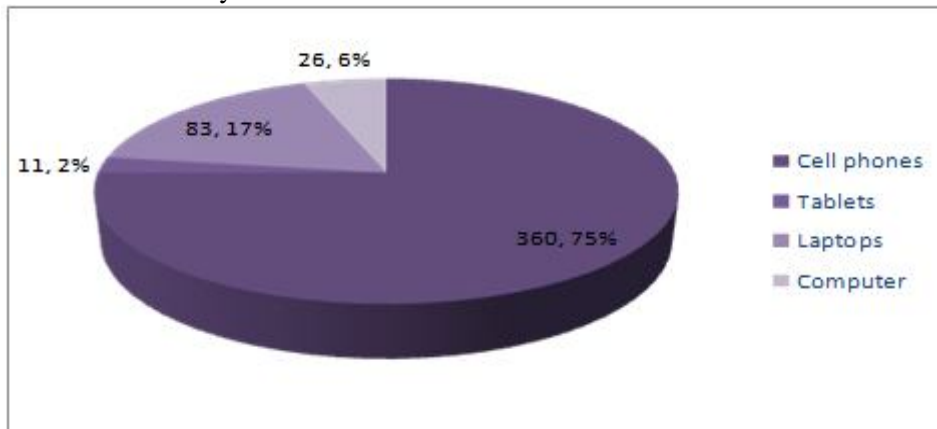


Fig. 9

Fig. 9 interprets that people are using many technological devices, but most of them are comfortable with cell phones as compared to laptops, computers and tablets. Out of 480 responses we got, 360 respondents stated that they are more comfortable with cell phones.

10. What according to you the digital technology is?

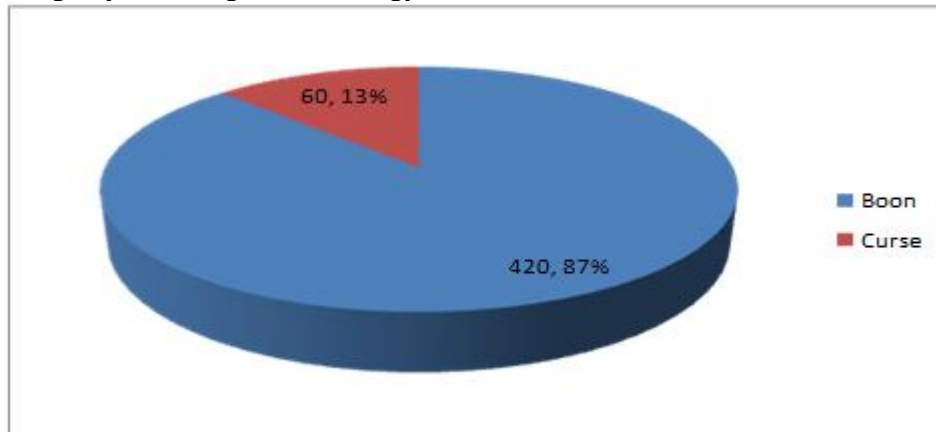


Fig. 10

Digital technology has become very important of our life, some people consider it as Boon and some consider it as curse, but during this pandemic digital technology has helped a lot of people. It can be seen in fig. 10 that many people consider digital technology as Boon.

#### FINDINGS:

- Education system has been highly influenced by digital technology during pandemic, as books are converted into Laptops; Blackboards are changed into smart notes.
- Though business es suffered a lot, but with the help of digital technology businessman got new platforms and opportunities to convert their losses into profits.
- This pandemic shattered everyone, doctors were in high risk, but they continued providing treatments and this was possible only because of digital technology.
- Work from home became a new trend, especially for corporate class, companies provided them whole access so that work must go on.
- Overall, it can be seen that the routine of al the people is changed as digital technology has made everything possible in different way.

#### SUGGESTIONS:

People must start incorporating technology as an important part of their life, as COVID-19 has proved that it is very difficult to survive without technology.

#### CONCLUSION:

It is concluded from the above research that digital technology is very essential for survival. People are trying to accept it are seemed to be comfortable using technological devices for their work. Hence, it is said that "Ultimately, the greatest lesson that COVID-19 can teach humanity is that we are all in this together."

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**IMPACTS OF PANDEMIC ON E-COMMERCE**

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**ABSTRACT**

*The year 2020 brought upon many challenges globally, the Covid-19 pandemic outburst being one of the major among it. The pandemic changed every little aspect of our life significantly in some or the other way. E-commerce played a vital role in this situation where people were unable to get out of their homes even for buying essentials as it posed a major risk to their health. We aim to understand and analyze the impacts of the pandemic that affected or helped to flourish the E-commerce and online marketplaces during this worldwide crisis.*

*Keywords — Covid-19, E-commerce, Pandemic, Business, Digitization, Essentials, Online Shopping.*

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**I. INTRODUCTION**

The year 2020 marked a significant change in the entire decade with the Novel Coronavirus, originating in Wuhan, spreading all over the world within a very short span of time and bringing over a worldwide situation of emergency. With the virus spreading worldwide at a rapid rate, and no known cure for it, the situation worsened day-by-day. A large number of countries had to face a severe lockdown in order to control the spread of the deadly virus from person to person. The changing conditions of the world demanded a change in human behavior and market trends. The lockdown phase resulted in a temporary, yet a long time, closure of several businesses, stores and services except for a few essential ones. However, this could not be sustained for a longer period of time as the business owners had to incur severe monetary losses, as also it was impractical to neglect the need for these goods and services for a longer time. This situation gradually resulted in the extensive use of E-commerce platforms as they were comparatively safer to use during this phase.

E-commerce (electronic commerce) can be simply described as the buying, selling, trading or renting of goods and services through the means of internet. In other words, it can be referred to as digitization of businesses so as to provide functionality to a wide audience over the internet. The E-commerce websites and organizations generally tend to attract a larger number of customers as they get exposure to a greater area through the internet than they would get if they followed a traditional commercial method which restricts them to a certain geographical location. However, a large number of customers are skeptical about ordering their goods online as they do not get to see the actual product eye-to-eye, or due to the fear of getting scammed among many other reasons.

The lockdown brought upon by the Governments in their specific regions throughout the world gave a positive nudge to the E-commerce platforms, as they had the advantage of giving customers what they need at the convenience of not leaving their houses. Most of the stores and businesses had to be kept shut during the lockdown to avoid the spread of the virus through any possible contact that may occur if people gathered at any certain place. The severity of the pandemic was realized by the masses which resulted in many innovative and reformative ideas and trends. Companies and offices started to function with their employees "Work from Home"; schools, colleges and educational institutes started conducting online classes and even examinations; and even small-scale business owners shifted to digitization of their businesses.

It would not be an exaggeration to say that the pandemic brought a digital era in true sense. The people who would usually get out of their houses for shopping, now developed a positive attitude towards buying goods online. The restrictions imposed by the Government led to the prohibition of mass gathering of people as it imposed a severe health risk to everybody. The paranoia brought upon by the pandemic resulted in contactless exchange of any and all items as far as possible. Hence, the best way for this was online shopping, which people realized over a period of time and have developed a liking towards it ever since.

The change in market trends brought upon by the pandemic and the lockdown is tremendous and the flourishing of the E-commerce industry is one of the major among it. The e-commerce platforms noticed a great hike in online sales of various goods and services over the period of lockdown. The common people used E-commerce extensively for fulfilling their shopping needs conveniently and safely at the ease of being at their home. Not only the consumers, but even the business owners and vendors saw this as an opportunity to go digital and increase their exposure to the consumers and thus during the lockdown even the small-scale vendors and business owners started providing their services through the E-commerce platforms.

Safety was one of the major concerns during this period. The consumers were worried about the spread of the virus through the delivery of goods and/or through the touch or contact with the delivery personnel. However, to overcome this issue, the E-commerce providers came up with the idea of “No-contact delivery” which made it mandatory for the consumer to make the payment digitally, without the involvement of cash that could eliminate the risk of transmission of the virus, and the delivery personnel would leave your package at the consumer’s door which they can collect later. Also, they made sure that the general safety protocols like sanitization of the products and possible areas of contact were followed rigorously. This established a sense of safety and trust among the minds of the consumers, which worked in the favor of the E-commerce platforms.

**II. DATA AND METHODOLOGY.**

The lockdown implemented by the Government in several countries brought almost all businesses to a temporary yet undefined halt. Many business owners and entrepreneurs suffered from heavy losses due to closure of their businesses and/or services. The lockdown was not only harsh for the business owners but also for the E-commerce platforms as the orders and deliveries had to be stopped for safety reasons. This resulted in the losses of many E-commerce giants including Flipkart and Amazon as they were restricted to selling of only essentials like grocery during the initial phase of the lockdown with stricter norms and conditions. With the restrictions on selling non-essential goods and commodities, Amazon recorded a 28% decline in their profits for the first quarter of the fiscal year 2020. However, upon easing of the restrictions imposed on the businesses and e-commerce platforms after a period of time, the growth in sales can be observed. Flipkart India, demonstrated a significant 5.6% of growth in sales during the pandemic.

The opening up of local markets and shops after the lifting up of stricter lockdown norms, resulted in people going out of their homes for buying goods. This, however, imposed a great risk to their health as the chances of spread of virus through human contact and proximity increased. This resulted in a second wave of the pandemic spread throughout the country and the people realized online shopping was far safer than actually going out. This realization led to an increase of people’s likeness towards E-commerce platforms.

The pandemic and the lockdown affected every aspect of our life in a noticeable way. This can be seen in the change in trends of shopping of an average user. The changing conditions throughout the world had an impact on the conditions of an average user and the patterns can be noticed on surveying common people and after reviewing of existing surveys.

**III. RESULTS AND DISCUSSION.**

A survey was conducted to review, evaluate and analyze the consumer behavior, approach and patterns towards online shopping and E-commerce during the Covid-19 pandemic. The survey consists of a sample of 80 people belonging to different age groups.

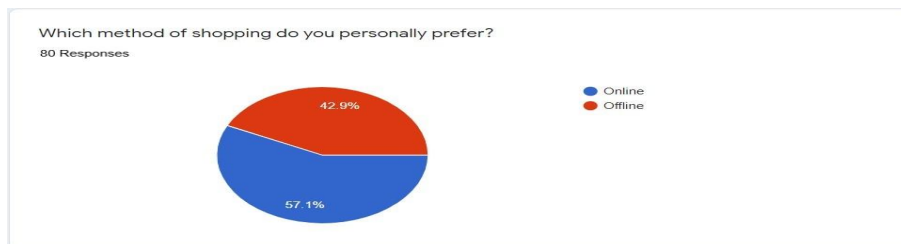


Fig 1. Shows the statistical representation of the number of people and their preferred shopping methods.

The above figure illustrates the preferred shopping methods of the sample of people on which the survey was conducted. We can see that approximately 57% of people already prefer online shopping. However, 42% of the people think offline methods are better than shopping online.

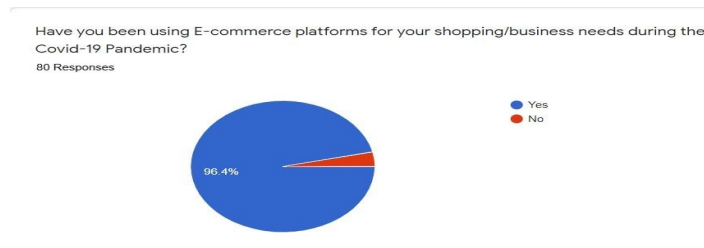


Fig 2. Shows the statistical representation of the number of people that used E-commerce platforms for online shopping during the pandemic.

The survey results show that around 96% of the people used the E-commerce platforms for fulfilling their shopping needs during the pandemic. Here we can notice how even the people who preferred offline shopping methods more than online ones, have also opted for online shopping due to the Covid-19 emergency. This was mainly due to the safety concerns that may arise when people went outside of their homes for shopping or any other such activity.



Fig 3. Shows the shift of preferred shopping methods during the pandemic.

Here, we can see that around 46% people say that the Covid-19 pandemic and the lockdown brought upon by it has resulted in change in their preferred way of shopping to online shopping. 14% of people still preferred offline shopping methods. The remaining ~40% of the people believe that there is not much of a change in their shopping methods may they be online or offline.

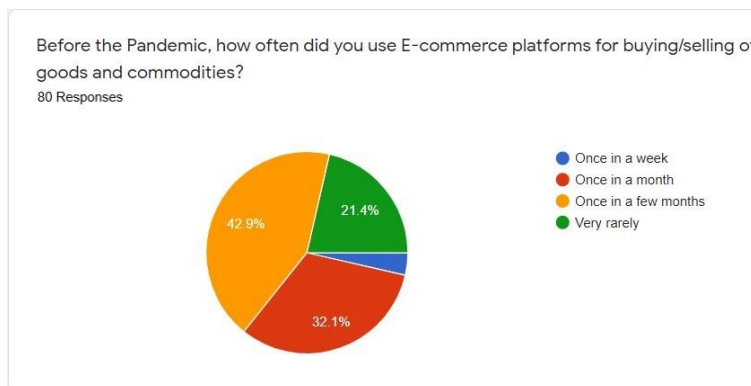


Fig 4a. Shows the frequency of using the E-commerce platforms “before” the pandemic.

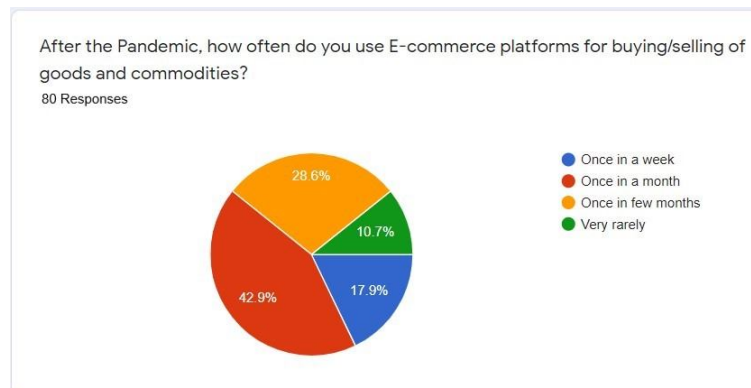


Fig 4b. Shows the frequency of using the E-commerce platforms “after” the pandemic.

Fig 4a and Fig 4b illustrate the frequency of use of E-commerce platforms by the people. We can observe a noticeable growth in demand of products by these consumers on a greater frequency after the pandemic started. Comparing both figures, we can see that 21% of people who very rarely used E-commerce sites for shopping before lockdown, decreased to a significant 10% after the pandemic. Only 3% of people used E-commerce sites for buying items once in a week before the pandemic, which can be seen to rise up to ~18% after the pandemic. This growth can be traced to buying of home essentials and grocery that people usually bought from stores rather than opting for online means.

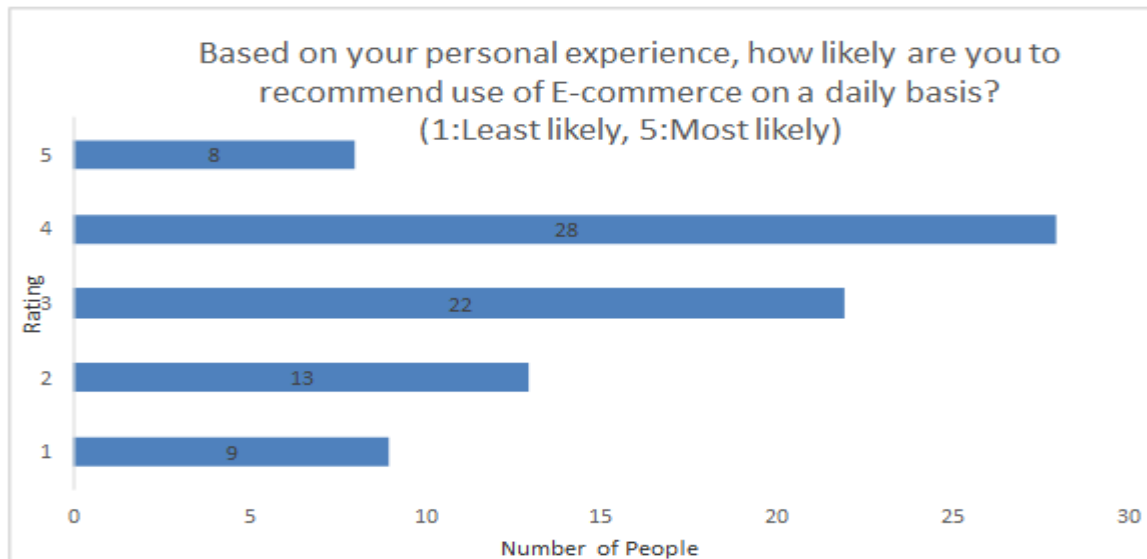


Fig 5. Represents the likelihood of people recommending the use of E-commerce on a daily basis.

The chart represented in Fig 5. Shows that a large number of people are likely to recommend the use of E-commerce on a daily basis. However, majority of them do not select the “most likely” option as a number of drawbacks and problems still persist in the E-commerce and online shopping scenario.

#### IV. CONCLUSION

The impacts of pandemic on E-commerce can be observed in negative as well as positive aspects. The E-commerce platforms, along with other businesses, suffered great financial loss during the state of complete lockdown. However, after the restrictions were imposed, the E-commerce industry marked a never-before sales and profit increase. The pandemic situation drastically changed a lot of human habits and trends over a period of time which included the shopping methods of people. The people found it convenient and safer to shop online and therefore chose the E-commerce platforms extensively for fulfilling their needs at the ease and comfort of being at their homes. Even the standalone business and enterprise owners found it feasible to offer their products and services online as it gave them exposure to a wider range of audience thereby extending their services or products availability to a greater market.

Therefore, we can say that the Covid-19 pandemic helped us to adapt greatly to a digital era. The people all over the world chose digital alternatives to almost each and every thing including shopping. This helped greatly in the flourishing of the E-commerce market and digitization of businesses. E-commerce helped us get through these tough times of social distancing without compromising on our needs and wants.

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**STUDY OF DIGITAL TRANSFORMATION IN HEALTHCARE INDUSTRY**

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**ABSTRACT**

*Digital transformation in healthcare is that the positive impact of technology in healthcare. Telemedicine, AI (AI)-enabled medical devices, and block chain electronic health records are just a couple of concrete samples of digital transformation in healthcare which are completely reshaping how we interact with health professionals, how our data is shared among providers and the way decisions are made about our treatment plans and health outcomes. Innovation is that the name of the sport here, with the most goal of streamlining physicians' work, optimizing systems, improving patient outcomes, reducing human error, and lowering costs through amazing web and mobile experiences. Unfortunately, the healthcare and pharmaceutical industries have lagged behind when it involves implementing digital strategies.*

*Thanks to technology, patients recover treatment with computer game tools, wearable medical devices, telehealth, and 5G mobile technology. Doctors, on the opposite hand, can streamline their workflows using artificial intelligence-powered systems*

*The purpose of this paper is to contribute to the extant literature regarding the exploitation of digital technologies by illustrating how this sort of IT can influence business process improvements within the healthcare industry. Design/methodology/approach The paper reports an illustrative case study for MSD Italy, the Italian subsidiary of the USA-based company Merck & Co., Inc. The group sells drugs for human use in Italy but is additionally active within the veterinary (MSD Animal Health) industry, with Vree Health, and in solutions and software-based services for the healthcare industry. Findings The results show that the adoption of digital technologies could improve the performance of main healthcare business processes, particularly those processes which will be simplified with the adoption of data technology. More specifically, digital technologies could increase efficiency and, at an equivalent time, leave the delivery of higher quality and reduced response times, with many benefits for several stakeholders, like national health systems, clinicians and patients. Originality/value Although some studies report the necessity for effective business processes for sustainable healthcare systems, there's a scarcity of literature regarding the precise implications of the adoption of such digital technologies for the business process management of healthcare firms. This paper attempts to fill during this gap.*

*Keywords: Healthcare industry, Digital technologies, Healthcare processes, IOT*

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**INTRODUCTION:**

The technological innovation, more specifically the digital revolution, is deeply changing the way healthcare processes are managed, promoting cooperation of several healthcare players. Healthcare processes strongly believe both information and knowledge. Therefore, information management could play a crucial role and a performing technology supporting processes becomes crucial. At the same time, healthcare organizations, more than others, have to face with growing complexity of care, reducing resources, and increased regulative frameworks. Healthcare providers try to extend quality and, at an equivalent time, to scale back costs so as to maximise value. look after a medical condition often embraces multiple expertise and a number of other interventions. Process management could simplify services and processes, making them more efficient and, at an equivalent time, to deliver better quality and reducing response times. Therefore, the big changes in healthcare environment are laying the foundations for a replacement business model, and this shift from volume-oriented organizations to value oriented organizations involves performance management in health care, which is moving from outcome-based approach to a system-based approach. More specifically, clinicians and managers are paying more attention on processes so as to urge better health system performance. Health care organizations are more frequently employing business process management (BPM).

We contribute to the present stream of research, analysing opportunities provided by digital technologies for the healthcare industry. More specifically, starting from the way new business models are changing in healthcare industry, we explore how a bigger use of digital technologies could support process management in healthcare industry, as a crucial and implanted a part of business models. especially, the study aims to answer the subsequent Research Question: How digital technologies improve healthcare clinical processes?

Therefore, health informatics has established itself as an important element within the delivery of quality health care, by improving healthcare processes. The paper proceeds as follows. within the second section, we examine

the evolution of business models in healthcare industry, highlighting how life sciences companies, including pharmaceutical, medical device and diagnostic companies, health services providers are compelled to review their value proposition within the market to adapt them to shifting requirements of their consumers. within the third section, we specialise in an integrating a part of healthcare business models, and on the implications of adopting digital technologies on Business Process Management, on the need of healthcare players to simplify services and processes, making them more efficient and ready to deliver better quality and short response times. within the fourth section, we describe the approach employed within the analysis. within the fifth section, we study Digital Transformation In Healthcare with special regard to Lockdown Period, and within the final section, we report conclusions and Managerial implications.

Internet - based innovations are one example of how technology could advance healthcare, changing the way people exchange health information, and the (Tzeng et al., 2008) healthcare solutions are changing with the diffusion of Internet technologies.

Firstly, Internet permits to access healthcare information and services on particular illness, treatment, and health management. It also allows improving practice because of the constant monitoring of health conditions through several digital tools, to extend sharing information between patient and physician therefore supporting clinical decision and disease management. Another critical aspect is that the most recent employments of information and communications technologies, from the web to mobile computing that have introduced a replacement e-health innovative application, the m-healthcare. "mHealth "is a replacement social health care model, aimed toward the general health of the citizen-patient, stimulated and implemented through a "strong" citizen/patient proactivity and realized through the utilization of mobile devices and multi-channel technology, like mobile phones, smartphones, patient monitoring devices, personal digital assistants and other wireless devices. M-Health also includes the planet of apps associated with health condition and life-style, and it are often extended to so-called Health IoT (Internet of Things), that is to mention to the planet of surveys of biosignals and / or bioimaging resulting from access to medical devices or other sensors, also as systems that provide information on the health or reminder SMS. for instance, mobile technologies are capable to reinforce health care processes and provides support to health care professionals (such as in diagnosis or patient management) or to facilitate the communication between health care professionals and end-users .Mobile technologies offers a crucial opportunity for improving health care processes due to their popularity and their mobility .The large mobility of mobile devices has important implications: the likelihood for people to hold their phone everywhere allows real-time communications ready to call patients' attention or to deliver interventions whenever and everywhere. one among the most recent e-health application is m-healthcare, defined by variety of mobile technologies adopted in healthcare environments: wireless network technologies, mobile computing and handheld devices Probably, m-healthcare offers an excellent opportunity to extend the quantity of e-healthcare applications Clinical processes can strongly be improved by adoption of e-Health. The Order Entry process within the presence of mobile technologies, starts from the request by clinicians and/or nurses to of the services necessary for Diagnostic deepening. It happens in different circumstances: on rounds or in response to changes within the patient's medical condition, by employing a mobile device; during the discussion of clinical cases, via mobile or fixed station. The Order Entry is integrated with the Hospital data system so as to supply the precise situation of admissions to convalescence ward. Therefore, e-health requires mobile users, above all when devices are employed to gather, transfer and elaborate patients' information in real time. These procedures are particularly important for home patients remote monitoring or to make sure the access to medical information during a mobile and ubiquitous setting This access could allow the gathering of medical information to be used of healthcare practitioners, the acquisition of patient medical information, just in case of telemonitoring patients' health condition reception.

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

This paper is predicated on a qualitative approach employing the case-study method. The study employs secondary data, collected from documentation and archival records, contained within the official website, company reports and articles from professional magazines and journals. Both official reports and professional and scientific documents were considered. As a base of case study, there have been ideas to analyse several e-Health companies providing digital services supporting healthcare systems. Finally, to settle on the corporate main features were defined: the variability of services delivered, the conformity with New Health Digitals traits, an innovative business model describing organizations redefining the meaning of healthcare services, by deploying technologies, networks and infrastructure to healthcare and care generally, focusing their strategies on digitally powered activities and entering in healthcare market catching opportunities offered by the gaps of latest digital solutions for patients and providers



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**RESULT AND DISCUSSION**

The study shows digital technologies are crucial for improving the effectiveness and efficiency of a wide range of business processes in healthcare industry. The case shows that such improvements are possible by several conditions. First, new digital services must necessarily be supported by an adequate communication strategy addressed to the citizen. It is essential that the same players and channels participate as a promotional vehicle for new services to tell the citizen who made a long queue for withdraw a report that it is possible to download the medical report from home via the web or on their smartphone. Second, these projects are characterized by a high level of process innovation and a high-level technological innovation that make them critical.

**CONCLUSION:**

Healthcare processes are very complex, involving clinical and administrative tasks, large amount of data, and a large number of patients and personnel. Health-care processes are also very dynamic, requiring the cooperation of several healthcare players. In this context, an effective process support is crucial .

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**IMPACT OF EXCESS USAGE OF ELECTRONIC GADGETS ON STUDENTS DURING PANDEMIC****Sona Deepaklal Dawra, Paree Lakhan Ahuja and Rachna Kishore Vadhiya**

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**ABSTRACT**

*During pandemic situation the usage of electronic devices such as Mobiles, Laptops, and Desktops has increased. As the salaried people have started following the concept of work from home as well as the students continued their studies / exams through online mode. The education sector has been struggling to survive the pandemic situation with a different approach and digitizing the challenges to wash away the threat of the pandemic. With the excessive usage ,people are facing many threats such as Health issues, hacking of data, Life disrupted ,Education systems, Trade policies etc. This paper highlights both the positive and negative impacts on students due to the excessive usage of electronic gadgets during pandemic.*

*Keywords: Education, E-learning, Electronic gadgets, Pandemic.*

**INTRODUCTION**

COVID-19 is a mild to severe respiratory disease which is caused by a coronavirus including pneumonia and mode of transmission is spread at a faster rate. To reduce this risk of transmission of the coronavirus during pandemic period, Our national governments has taken the certain precautionary measures such as "Social distancing and lockdown in the country. During the lockdown period the government allows the people of essential services only, for outbreaking the chain of spread virus. Due to the effect of Coronavirus our daily life is disrupted. Our Indian Government has announced the lockdown in the month of March, 2020 and it has extended twice till the month of May,2020. In the month of March 2020 , Coronavirus was declared as Pandemic by the World health organization [1].

The Education system has badly affected globally due to pandemic. It enforces the full closures of schools, colleges and Universities by the Indian government. During pandemic period not only students are facing the difficulties but also teachers, families and relatives are also affected. As in March 2020 Lockdown was imposed by the Indian Government all the students were in panic about their upcoming / ongoing examinations at that stipulated period of time. Amit Khare the Secretary of Human Resource Development (HRD) states in the end of March 2020 that the Indian Government is planning to start up with the online learning / E-learning from the first week of April 2020[2]. It seems that the pandemic has transformed the traditional methods of teaching such as Chalk, charts etc into modern teaching methods by using online platforms like Zoom, Cisco webex , Jio Meet , google Meet etc[3].

Initially the students and teachers were confused about online learning then they attend the webinars and workshops on it. They have sharpen their technological skills during pandemic period. The lockdown all over the country has shown a rise in the usage of information systems with a change in the usage of behaviour of the users. Employees are adjusting to their office stuff from work from home. They are adjusting with new norms of their organization such as working shifts,office meetings and presentations etc.

**OBJECTIVES OF THE STUDY:**

1. To study the impact of excess usage of mobiles/laptops/desktops on students during pandemic.
2. To determine the positive and negative impact on students.
3. To find out the results after excess usage of mobiles/laptops/desktops.

**METHODOLOGY:**

This research consists of Primary Data and Secondary Data .

Primary Data: It has collected through Questionnaire and Observation method.

Secondary Data: It has collected through reference books,internet and journal.

**ADVANTAGES :**

1. Convenient to use: Since students are attending online lectures it is convenient to attend regular lectures through mobiles/laptops/desktops during pandemic. As they can attend online lectures from anywhere.
2. Improving Technological skills: Due to the E-learning students and educators are improving their technological skills by using different softwares such as Zoom,Cisco Webex,Google meet etc. They are getting a chance to enhance their skills and upgrade their Computerised Knowledge.

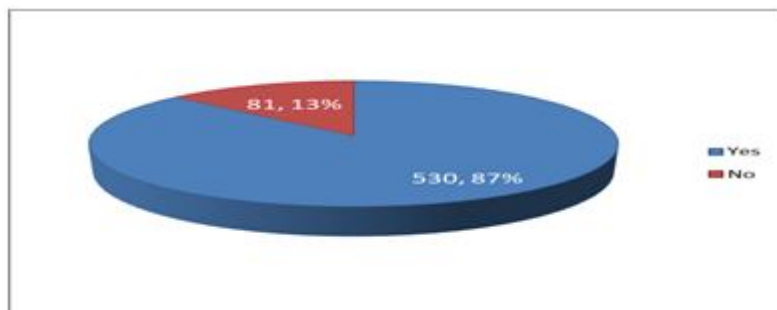
3. Flexibility: Another advantage of E-learning is that there is a flexibility of number of techniques such as videos, PDFs, PPTS and teachers can use all these tools according the required part of the lesson.
4. Effective time management: Through E-learning students can save their time of travelling from home to schools/ colleges and they can utilize such saved time by doing part time jobs.
5. Connectivity with people : With the help of online learning there is a easy way to connect the people around the world. Students can solve their queries immediately and evaluate themselves by the teachers .

**DISADVANTAGES:**

1. Unable to focus on screen: By attending online lectures for a longer period of time, the students are unable to focus on screen continuously. Especially the primary level students cannot concentrate fully on entire lectures.
2. Health issues: Students are facing health issues due to the excessive usage of electronic gadgets such as mobiles/laptops/desktops during pandemic.
3. Expensive: Few students are not having the Wi-Fi connectivity at their home .They installed the Wi-Fi Connectivity for attending lectures/pursuing examinations for their career.
4. Network Issue : For E-learning ,students and teachers both require a good access of network ,if there is a occurrence of internet trafficking then there is a disturbance of online learning activities.
5. Problem of Face to Face Interaction: In Online learning there is no face to face interaction between the students and teachers .Teachers are facing the problems to explain the concept of Practical subjects thoroughly.Teachers cannot motivate their students also.

**DATA ANALYSIS AND INTERPRETATION OF THE STUDY:**

1. Do you think that your usage of mobiles/laptops/desktop increased during pandemic?

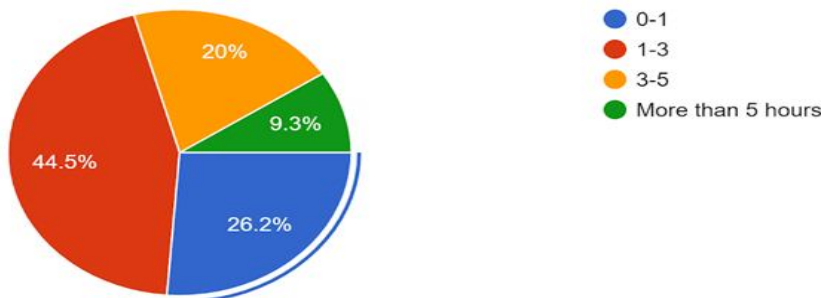


**Fig. 1**

**INTERPRETATION:**

Fig.1 shows that Out of 611 responses, 530 students from different educational institutions agreed that their usage of mobiles/laptops/desktops increased during pandemic while only 81 students do not favour the same.

2. How much time you spent on mobile/laptop/desktop before pandemic?



**Fig.2**

**INTERPRETATION:**

Fig. 2 interprets that out of 611 responses, 272 students (comprising 44.5%) spent approximate 1 to 3 hours of their day on Mobile/ laptops/ Desktops before pandemic while 160 students (comprising 26.2%) spent 0 to 1

hour , 122 students (comprising 20%) spent 3 to 5 hours and only 57 students (comprising 9.3%) spent more than 5 hours.

3. How much time you spent on mobile/laptop/desktop during pandemic?

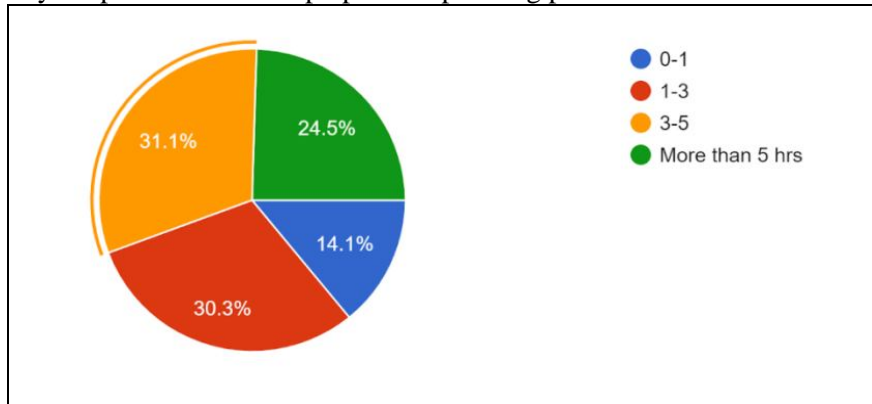


Fig.3

**INTERPRETATION:**

Fig 3 interprets that out of 611 responses,190 students (comprising 31.1%) spent approximate 3 to 5 hours of their day on Mobile/ laptops/ Desktops during pandemic while 185 students (comprising 30.3%) spent 1 to 3 hour , 150 students (comprising 24.5%) spent more than 5 hours and only 86 students (comprising 14.1%) spent 0 to 1 hour. It has been observed in Fig.2 and Fig.3 that the time duration of usage of electronic gadgets by the students has increased during the pandemic due to the online learning.

4. Have you experienced any health issues due to excessive use of mobiles/laptops/desktop during pandemic?

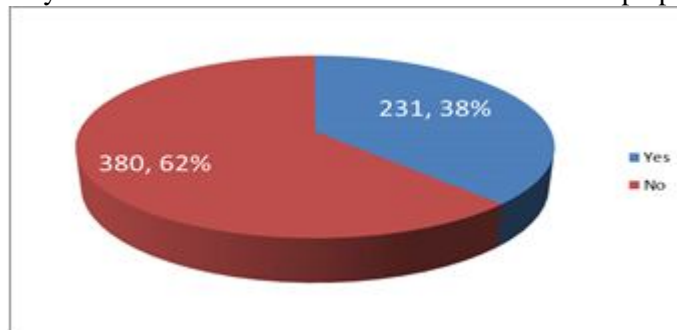


Fig.4

It is observed from Fig.4 that out of 611 students, only 231 students have faced some kind of health issues due to excessive use of mobiles/laptops/desktop during a pandemic while 380 students have not experienced any kind of health issue.

5. Have you made any new purchase of mobile/laptop/desktop during pandemic for online learning?

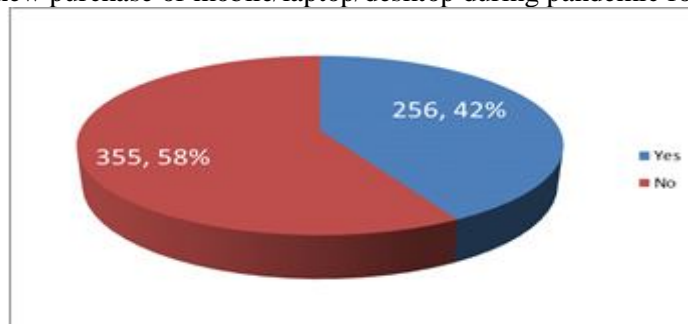


Fig. 5

**INTERPRETATION:**

Fig 5 :interprets that out of 611 responses, 355 students (comprising 58 %) purchased new mobile/laptop/desktop during pandemic for online learning while 256 students (comprising 42 %) had not made any new purchase.

6. Do you think that the demand & the price of mobile/laptop/desktop has increased during pandemic?

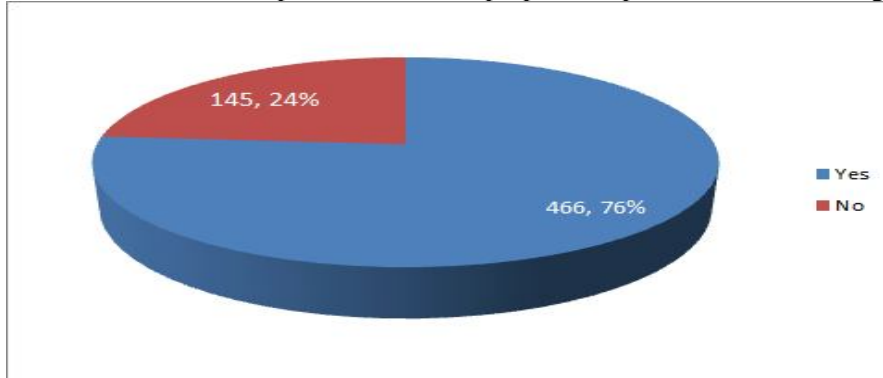


Fig. 6

Fig 6 :interprets that out of 611 responses, 466 students (comprising 76 % ) agreed that the demand & the price of mobile/laptop/desktop has increased during pandemic while the remaining 145 students (comprising 24%) disagreed the same.

7. Have you missed any important session/exam due to loss of network connectivity?

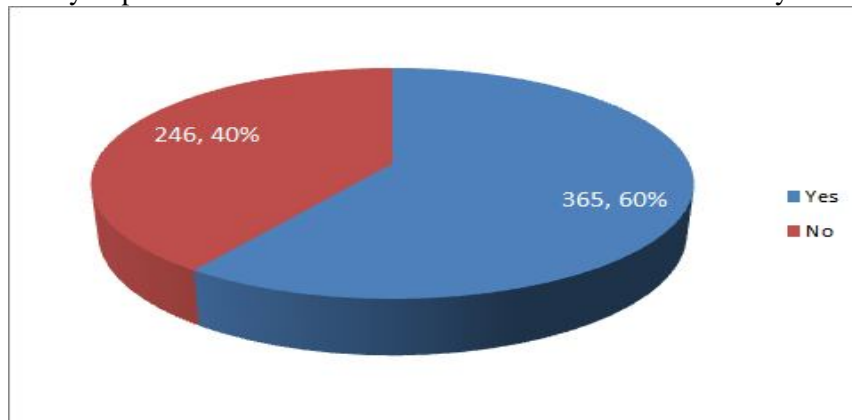


Fig. 7

**INTERPRETATION:**

Fig 7 interprets that out of 611 responses, 365 students (comprising 60 % ) did not skip any important session/exam due to loss of network connectivity and 246 students(comprising 40%) not attended all the important session/exam with the same reason.

8. For attending lectures/seminars/webinars which online platforms you have downloaded?

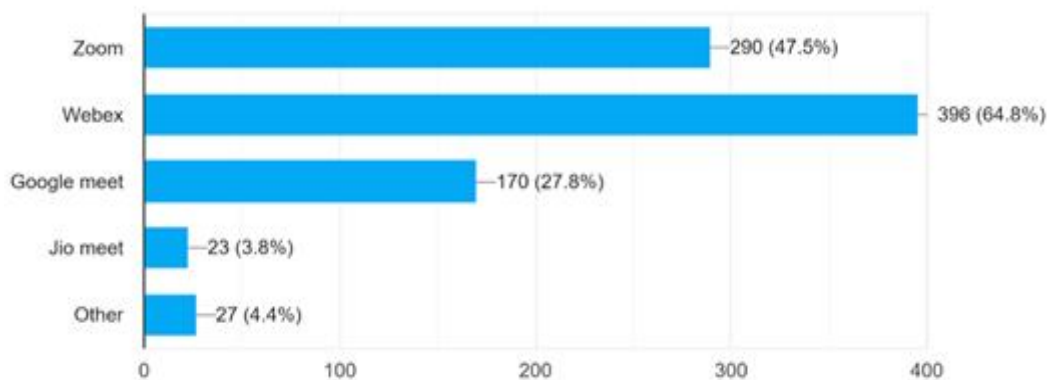


Fig. 8

**Interpretation:**

Fig 8 interprets that Out of 611 responses, 396 students were favourable for Webex Platform, 290 students for Zoom ,170 students for Google meet, 23 students for JioMeet and 27 students for Others Platform.

9. Have you faced any problem in the initial stage of online learning?

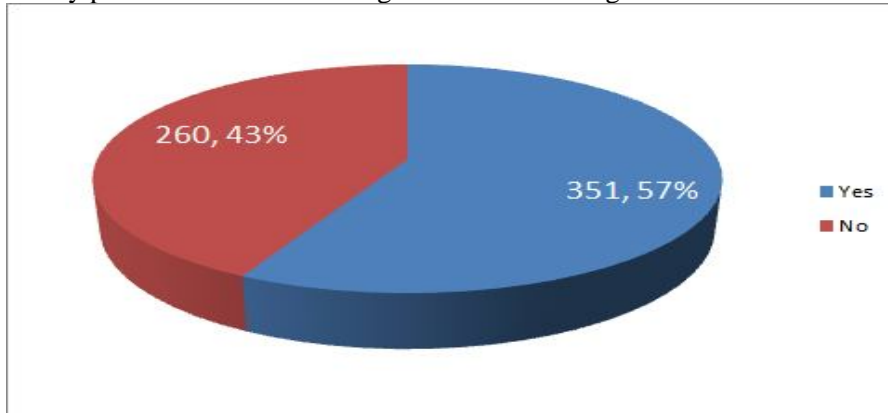


Fig. 9

**INTERPRETATION:**

Fig: 9 interprets that as per the data collected 351 students faced the problems in the initial stage of online learning while 260 students did not faced any problem.

10. Do you have Wi-Fi connectivity at home before pandemic?

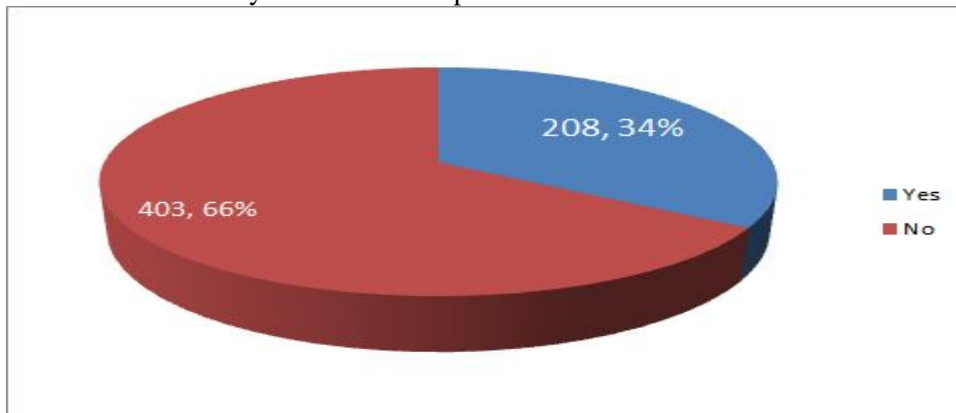


Fig. 10

**INTERPRETATION:**

Fig.10 interprets that 208 students are having the Wi-Fi connectivity at home before pandemic while 403 students are not having the connectivity.

11. Have you installed Wi-Fi Connection for online learning or examinations during pandemic.

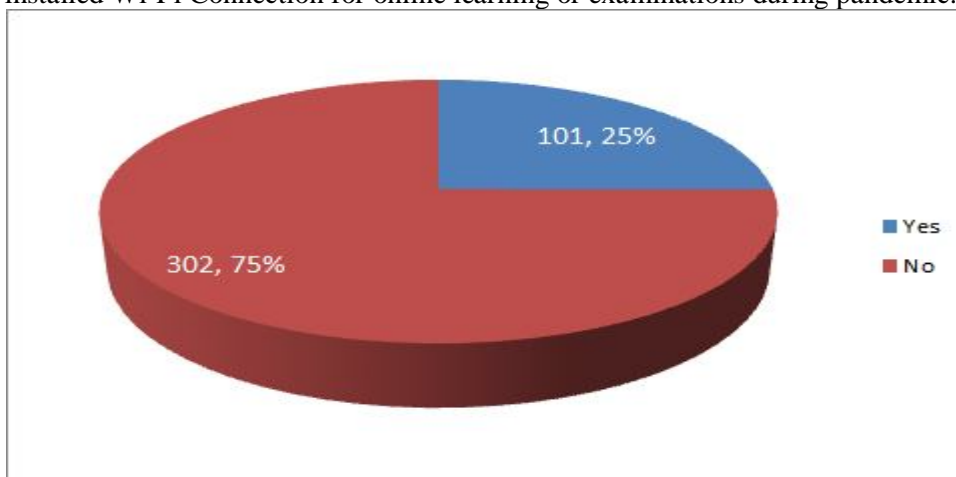


Fig. 11

**INTERPRETATION:**

Fig.11 interprets that 101 students have installed Wi-Fi Connection for online learning or for examinations during pandemic while other students are having the Wi-Fi connectivity before pandemic also. .

**CONCLUSION:**

From the above research, we have concluded that increasing use of electronic gadgets i.e. mobiles, laptops, desktops results in distractions, health issues, problem of network connectivity. Gadgets like pcs, cell phones, fax machines, pagers, email & internet have not only become an integral part of our culture but also play an essential role in our day to day activities.

Today technology in general has affected the way of our learning & the way processes are carried out. Technology is becoming powerful tool for communication, problem solving & as a means of research for learning in education areas. We have seen massive increase in the usage of technology especially during pandemic. In the initial stage of online learning, people faced certain difficulties but as the time passed people preferred online learning. Excessive usage of gadgets results in wastage of precious time.

We can conclude that technology is both harm & benefit for individuals.

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**COVID-19: PUMPED A FUEL IN WOMEN ENTREPRENEURS****Kiran Punjabi and Soniya Lakhyani**

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**ABSTRACT**

*An entrepreneur is an organizer and a risk taker who uses opportunity to make a profit who has the capacity and willing to develop and manage there business venture along with its risks, so to make a profit.*

*Women entrepreneurs have worked on their business to come out from the impact of Covid-19. Many women realized that it is better to announce closure of business as it was impossible to run the business when customers were no longer allowed to dine out. Many women felt that should announce bankruptcy. Then only two choices left in front of women shit everything down , or take control. So later Women's realized that pandemic could in fact giving them new opportunity.*

*In traditional societies, women's were confined to the four walls of houses performing household activities.*

*But in Modern India, more and more women are taking up entrepreneurial activity especially in medium and small scale enterprises; they have come out of the four walls to participate in all sorts of activities.*

*The globe has supported that women have been performing well in different spheres of activities like academics, politics, administration, social work also.*

*Indian Women Entrepreneur's are handicapped in organizing and running businesses The transition from homemaker to sophisticated business woman is not that easy.*

*Now the trend is changing. Women all over India show's there interest to be economically independent. Women are entering into the business world with creative ideas to start small and medium enterprises.*

*The government analyzing the need for women to come forward in economic development. Women entrepreneurship is effective to solve the problems of poverty.*

*Keywords: Women entrepreneurship, Independent women*

**INTRODUCTION:**

The woman or a group of women who initiate, organize, and operate a business enterprise is known as women entrepreneur. A women entrepreneur has to perform different types of activities which are involved in establishing an enterprise. These include idea generation and screening, determination of objectives, project preparation, product analysis etc.

There was a blind belief that men are the only bread winners of their families. This has been proved incorrect by the role of women entrepreneurs. A service sector has played an important role to provide employment benefits to women.

The term 'woman entrepreneurship', has significance to meet the reason for identifying women entrepreneurs who have currently started working on manufacturing as their career to maintain their traditional bond as household activities within the four walls of house.

As most of the women lives in semi-urban and rural areas, so lots of efforts are needed to promote women entrepreneurs. It is observed that women can establish business units in different areas of business sectors.

Women entrepreneurs are facing many problems from the beginning till the enterprise has its life. Being a woman various problems are arising. The problems of Indian women are responsibility towards family and society.

Women in rural areas have to suffer more. They have to face tough resistance from men. They work as helpers. The attitude of society towards her and constraints in which she has to live and work are not very conducive.

**➤ OBJECTIVES:-**

1. To review economical significance of women entrepreneurship in India.
2. To discuss Problems faced by women entrepreneur in India in Covid Situation
3. To overview factors impacted on Women Entrepreneur.



**➤ HYPOTHESIS:**

- Women entrepreneurs play an important role in an economy by creating employment in Covid 19.
- They also have social significance by attaining self sufficiency and improve standard of living.
- Also helps in development of country.

**➤ QUALITIES OF WOMEN ENTREPRENEUR:-**

1. **Management and Control:** A woman has to manage the whole business of enterprise. So, she prepares different plans and executes this under her own control.
2. **Employment to Women:** A woman entrepreneur provides 51 percent of the employment, which generates in her enterprise.
3. **Risk-taking:** Risk is an uncertainty. So, in this condition the outcome of an activity is unknown. So, she undertakes limited risk to get success in the enterprise.
4. **Visionary:** A woman entrepreneur generates new ideas for enterprise and with these ideas she provides added value to society based on their independent initiative.
5. **Hard worker:** A woman entrepreneur is the willing to work hard. She has to follow the principle, “Hard-work is the key to success”.
6. **Achievement oriented:** A woman entrepreneur is not money hungry but an achievement oriented lady. She works to face challenges, and provide service to others. Achievement orientation is helping to overcome challenges, to advance and to grow in the society.
7. **Optimistic:** A woman entrepreneur tries to be optimistic. She put efforts for her venture with a hope of success. The positive thinking of woman entrepreneur can turn the situation favorable to her.
8. **Technically competent:** An enterprise largely depends upon the ability of woman entrepreneur to learn latest technology. As, Technical competency able to devise and use the better ways of producing and marketing goods and services.

**➤ DUE TO COVID-19 FACTORS IMPACTING WOMEN ENTREPRENEURS:-**

- 1) **Increase in unpaid care work:** Support services like domestic help and day care facilities have been impacted largely due to pandemic. Parents did not felt safe to send their children to day-care due to precautions need to be taken in covid. So many women’s business is keep floating.
- 2) **Experienced unemployment and at home responsibilities:** Due to pandemic all business were shut down, so need to cut short staff because can’t pay their salary and as all members at home and no maid or helpers at home responsibilities also increased drastically.
- 3) **Digital Interactions:** Many things now was transacted or operated digitally. Now many of were not user friendly to technology. So found many difficulties for operating digitally.
- 4) **Women-owned business experienced a massive decline in revenue:** 73% of the women entrepreneurs have been negatively impacted by the crisis, with almost 20% witnessing the revenue of their business nearly wiped out.
- 5) **Increased domestic responsibilities:** About 30% of women cited personal challenges, including significantly greater at home care responsibilities, as a major obstacle in running their business.
- 6) **Operational Disruptions:** With movement restricted across the country, logistics channels for business have been drastically impact. Free movement of goods through transport was restricted.
- 7) **Financial crunch:** Business experienced an immediate cash flow crunch due to lower sales and delayed payments.

**➤ WOMEN ENTREPRENEUR LEARNING FROM THE CRISIS: ADAPTING FOR UNCERTAINTY:-**

- 1) **Adapting to stay float:** As business were shutting down across the country , women’s saw that many started baking at their home as business now was started from home. Many started baking, cooking or selling the products from home across the area.

- 2) **Published E-book:** Published an e-book to cover the salaries of our employees. Many also started taking online workshops.
- 3) **Small kitchen , big hearts :** Many of started making recipes from their kitchen and start selling on orders. As it was very challenging to start new business. Many customers are not willing to pay a delivery fee. But the teams are optimistic and have begun adding special dishes to their menu for the festive season.
- 4) **Social Entrepreneurship:** India's migrant communities, meanwhile, have been particularly hard hit by the impacts of the coronavirus lockdown. As workplaces shut down, thousands of migrant workers have had their incomes suspended.

➤ **MOBILIZING WOMEN ENTREPRENEURS FOR COVID-19:-**

**Measures should be taken by government of India for the development of women entrepreneur :-**

➤ **EXAMPLE:-**

Kazi, Zaki, and Mridul – three team members from Bangladesh TFF Boost Team GEOPOTATO – recently competed in the GIZ Smart Development Hackathon with a concept titled ‘Mobilizing Rural Women Entrepreneurs for COVID-19 Response and Recovery’ to empower poor communities in Bangladesh with the help of female micro-entrepreneurs. Their participation was selected as one of the nine winning proposals of #SmartDevelopmentHack out of more than 1000 individual solutions and 275 team proposals.

- The government has evolved policies to help women entrepreneurs.
- The Networking facilities must be provided for entrepreneurship
- Training should be provided to help local NGOs.
- There must be Credit facilities Provisions.
- All these will help foster a culture of entrepreneurship among women in India.

➤ **CONCLUSION:-**

COVID-19 had left its impact on human’s that has caused both a supply and a demand to the whole economic system. It has excessively affected women entrepreneurs as their firms are smaller; women are new to the world economics. This is particularly difficult for women entrepreneurs, whose businesses are affected by the economic blackout.

As household responsibilities of women are there, so business-owners are negotiating for their increased workload of the pandemic. So, the dreadful necessity of continuing businesses guides women to accept strategies.

As all the business doors were closed down during the pandemic, but women entrepreneur didn’t stop and they took out the new solutions for it and faced the situation very bravely. And they started providing services from home.

Now, Government must consider certain measures to help women to manage work and caring responsibilities and to emerge some income levels, and also to improve quantify results to help women sufferers of violence. So, all policy crises must drive in a gender lens and take care for women’s needs and responsibilities.

So, women entrepreneurs can spot their contribution as an important tool in development of the world’s future.

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**A STUDY ON CONTRIBUTION OF MUDRA YOJANA TOWARDS WOMEN  
ENTREPRENEURSHIP DEVELOPMENT AND VARIOUS GOVERNMENT SCHEMES**

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**Vaibhav Sali**Assistant Professor, Sheth NKTTC College of Commerce and Arts, Thane (W)

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**ABSTRACT**

*The study Emphasis on mostly women entrepreneurship which has experienced great growth, expansion, gaining a broad consensus among academics and contributing above all to understanding all those factors that explain the difficulty of women in undertaking an entrepreneurial career and opportunities. The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Women are considered as weaker gender and always made to depend on men folk in their family and outside, throughout their life.*

*The women can play a significant role in the larger entrepreneurship phenomenon and economic development. As a result, there is an insistent need to investigate and verify various dimensions and parameters of women entrepreneurship. The increasing presence and scenario of women as entrepreneurs has led to the change in the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises and Business entities are playing a prominent role in society inspiring others and generating more employment opportunities in the country. There is need and requirement for sustainable growth and Development of women entrepreneurs, to promote a balanced growth in the country, and Startup India is committed to strengthening and enhancement the women entrepreneurship ecosystem, through policies and initiatives, and creation of enabling networks to reach the area of Promotion of Entrepreneurship*

*The Government Various Schemes plays vital role in Promotion of Women entrepreneurship result of which These women leaders are most of assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, dedication diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs.*

*Keyword: Women Entrepreneur, Government Schemes, Mudra Loan, Economic Growth and development.*

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**INTRODUCTION**

The study of women entrepreneurship has been gained the great growth, expansion, gaining a broad consensus among academics and contributing above all to understanding all those factors that explain the difficulty and challenges of women in undertaking an entrepreneurial career and opportunities. They demand equal respect from their partners. However, Indian women have to go through a long journey or we can say a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Women are considered as weaker gender and always made to depend on men folk in their family and outside, throughout their life. The Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure .Despite all these the social hurdles and difficulties, India is brimming with the success stories of women. They stand tall from the rest of the crowd and are applauded for their achievements in their respective field.

The women can perform a significant role in the larger entrepreneurship phenomenon and economic development. As a result, there is an insistent need to investigate and verify various

dimensions and parameters of women entrepreneurship at a larger extent. The increasing presence and scenario of women as entrepreneurs has led to the change in the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises and Business entities are playing a prominent role in society inspiring others and generating more employment opportunities in the country. There is need and requirement for sustainable growth and Development of women entrepreneurs, to promote a balanced growth in the country, and Startup in India has committed to strengthening and enhancement the women entrepreneurship ecosystem, through policies, procedures rules and initiatives, and creation of enabling networks to reach the area of Promotion of Entrepreneurship

World over one third of the entrepreneurial ventures are run by woman entrepreneurs. Due to economic progress, better access to get education, urbanization, spread of liberal and democratic culture and recognition by society, there has been a spurt in woman entrepreneurship in India. Special incentives, Assistance and drives have been created in India to bolster the growth of women entrepreneurs. Schemes like Startup India and Standup also make special case to promote entrepreneurial drive among women. Gradually but steadily, world over, women entrepreneurs have emerged as a successful entrepreneurs while earning many accolades for themselves.

**Keyword:** Women Entrepreneur, Government Schemes, Mudra Loan, Economic Growth and development.

- Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business concern.
- Schumpeter – “Women entrepreneurs are those women who innovate, initiate or adopt a business activity”.
- Government of India – “A woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women.

### **OBJECTIVE OF THE STUDY**

1. To analysis Contribution of Government Schemes towards women Empowerment
2. To Explore MUDRA Loan and Various Government Schemes for Women Entrepreneurship
3. To study the requirement of women entrepreneurship in current scenario
4. To understand Performance of Schemes towards Women Entrepreneurship and Empowerment

### **LITERATURE REVIEW**

This McDonald et al. (2015) reviewed the research methods used in entrepreneurship from the year 1985 to 2013 and identified six top entrepreneurship journals. These review include three top US journals (Journal of Business Venturing, Entrepreneurship: Theory and Practice, and Journal of Small Business Management) and two top European journals (International Small Business Journal, and Entrepreneurship and Regional Development) having impact factors ranging from 1.33 to 2.97. We extend this list and add six more entrepreneurship journals from the Harzing journal quality list (Harzing, 2016).

Research review by Gundry et al. (2002) suggests that the number of women owned enterprises and research studies on women entrepreneurship has grown steadily in the last two decades. The review summaries and shows important and key topics, findings and offers directions for future research. Gundry et al. (2002) suggest that there is a need to study comparisons among sectors and understand the impact of factors like industry, family, culture and goal orientation in women founded enterprises. They also suggest and recommended that there is a need for research on women entrepreneurs in developing countries.

The next article by Goyal and Yadav (2014) is a review of challenges faced by women entrepreneurs in developing countries like India. They report that female entrepreneurs face challenges and problem of higher magnitude as compared to their male counterparts. These challenges are unique, complicated and more complex for women living in developing countries like India. They find that women in developing countries struggle a lot to gain access to finance face socio-cultural biases and experience with low self-esteem. They report that developing countries have institutional voids, poor and low levels of entrepreneurial education. Goyal and Yadav (2014) suggest that there is a need to address these complex challenges in a comprehensive manner, which can assist research and policy work on women entrepreneurs in developing countries.

### **HYPOTHESIS OF THE STUDY**

- Performance of MUDRA Loan towards Women Entrepreneur is not satisfactory and Justified due to lack of Information.
- The Women Entrepreneur is not very much aware about government schemes.
- There is significant relationship between Women entrepreneurship Development and contribution of Government Schemes.

### **RESEARCH METHODOLOGY**

This Research is basically descriptive as well as analytical in nature. An attempt has been taken to analyze and study the women entrepreneurship and government schemes .The data used in the study is from secondary sources like textbook ,Magazine ,Journals ,Publications, Website, Internet etc according to the need of this

study. Present Situation of Women in India, being equal to their male counterparts is still requirement of Change for Indian women.

Not only are they marginal as public figures average Indian women can hardly take decisions at home or outside. In the last census 2011 sex ratio of India is 940 and literacy rate among women are 65.46% as compared to the men 80% .The literacy rate and sex ratio in India has always been matter of concern because in both the cases our women population is behind the race with respect to male population.

### **SCOPE OF THE STUDY**

There is good opportunity for expansion and growth of women entrepreneurship which is possible through government support and initiative. It is implemented till date but not up to the mark but there is further scope for betterment which requires proper formulation Awareness, Training development and campaign within the interest of women's in the society .

Together women with the help of these five States have got 52 per cent of the total MUDRA loan for women. Loans under this scheme are extended to eligible borrowers for manufacturing, processing, trading, services, and activities allied to agriculture, which help in creating income-generating activities and employment etc per the statics provided by the Finance Ministry in March in total more than 22.53 crore loans have been sanctioned since launch of the scheme. Out of this, more than 15.75 crore loans extended to women, thereby 70 per cent of the total loan borrowers are women which has great contribution towards Women Entrepreneurship

### **MUDRA LOAN SCHEME**

PMMY was launched and initiated by Prime minister Narendra Modi on April 8, 2015, for providing financial assistance and granting loans up to Rs10 lakh to the non-corporate, non-farm small/micro-enterprises. The loans are classified in various categories as MUDRA loans under PMMY. These loans are majorly given by Commercial Banks, RRBs, Small Finance Banks, MFIs, and NBFCs.

The government data on MUDRA loans reflect and indicated that the number of women joining micro-enterprises and NCSBS is rising at very impressive level. However, experts say that there is a need for a mechanism or Framework to check whether the loans availed by women are actually used by them or the money is going to male members in the family who run the business in the name of women in the household.

The MUDRA Stands for Micro Units Development Refinance Agency which started in 2015 by Pradhan Mantri, Narendra Modi. The advantageous factual thing about mudra loan is that people are not only getting a loan to grow or expand their business but also in MSME sector they are getting a business loan for a startup. According to PMMY mudra loan scheme for ladies, female entrepreneurs can avail up to 10 lakh mudra loan from 27 Government Bank, 17 Private Bank, 31 Gramin Bank, 4 Sahkari Bank, 36 Micro Finance Institute, and 25 NBFCs.

These stages signify the developmental stages of a business. Micro businesses or small Enterprises can opt for them based on their financial needs. They also serve or act as a reference point for helping hand room which one can look forward to graduating to the next phase of development and Expansion.

### **ELIGIBILITY CRITERIA FOR BANKS PROVIDING MUDRA LOAN**

If you are specifically looking at a loan, it also helps to understand that Mudra has a list of partner institutions. These partner institutions on the Mudra bank list need to fulfill certain eligibility criteria before they are on boarded.

For public sector banks, the level of NPAs should not exceed 15 per cent, while for private sector or foreign banks, this level must not be cross 10 per cent. For regional rural banks, the net NPA level should be less than or equal to 3 per cent. There are several other criteria before partner institutions are selected to be part of the Mudra bank list as well as microfinance institutions too, there are several criteria. One of them is that the MFI should undergo a minimum of three ratings with the latest grading of at least MfR3, as per MUDRA or SIDBI guidelines. NBFCs too need to show a track record of five years with profits over the last three years, among other eligibility criteria before being chosen as partner institutions or Mudra banks.

### **List of Banks Provide MUDRA Loan**

Corporation Bank	Kotak Mahindra Bank	Punjab and sindh bank
Dena Bank	Oriental bank	Punjab National bank
Federal Bank	Bank of India	Sarswat bank

Andhar Bank	UCO bank	Syndicate Bank
HDFC BAnk	State Bank of India	Axis Bank
Bank of Baroda	IDBI	Allahabad Bank
J& K Bank	Indian Bank	Dena Bank
Karnatak Bank	Union bank	Canara Bank

**PRIME OBJECTIVE OF SCHEME**

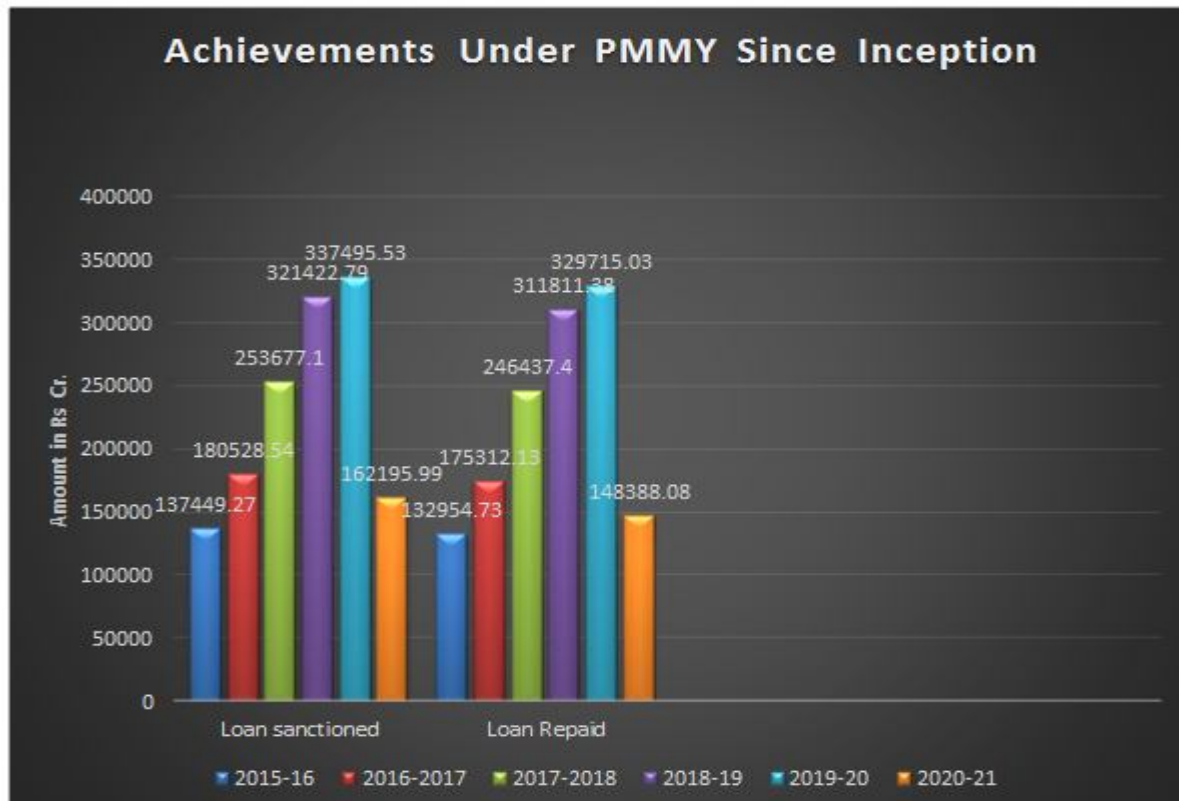
The primary aim of the MUDRA scheme is to provide necessary financial support to the female entrepreneurs who want to start or expand their business in best possible manner with proper utilization of Fund. The MUDRA scheme is meant for budding and Encouraging women entrepreneurs who have skills and want to start and run their business successfully by providing them collateral free business loan.

**THE FOLLOWING ARE THE FEATURES OF THE PMMY SCHEME FOR WOMEN:**

- Loans are offered under three categories, namely Shishu, Kishor, and Tarun
- Loans are unsecured business loans, i.e. there is no need to provide collateral.
- Affordable loan interest rates and concessional rate of interest
- The loan amount helps in business growth and expansion.
- The loan tenure may range up to 7 years which is very minimum tenure of loan

(Amount in Cr.)

Financial year	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Loan sanctioned	137449.27	180528.54	253677.1	321422.79	337495.53	162196
Loan repaid	132954.73	175312.13	246437.4	311811.38	329715.03	148388.1



(Sources: MUDRA website)

**TYPES OF MUDRA LOAN FOR WOMEN ENTREPRENEURS, MSME AND MICRO BUSINESS**

With the help of Mudra loan scheme, the government wants to speed up the MSME sector growth. They are offering business loan in three categories.

- **Shishu Loan:** Under the SHISHU loan scheme, the entrepreneurs can avail a loan up to Rs. 50,000.
- **Kishor Loan:** Under the Kishor MUDRA loan scheme, the business owner can avail a business loan of up to Rs. 5 lakhs.
- **Tarun Loan:** Under this scheme female entrepreneurs can get a business loan from 5 lakh to 10 lakh. To avail mudra yojana for women, businesswomen will have to fulfil mudra loan eligibility. They can apply for mudra loan yojana online and offline.

### **MUDRA LOAN ELIGIBILITY**

#### For General Eligibility

- The reason or purpose behind applying for a MUDRA loan needs to be allied or assist to one's income-generating or livelihood promoting activities. Loans can be availed for activities that are undertaken with the goal of making or gaining a profit. In short, the MUDRA scheme does not extend towards any non-business related activities
- Any non-farming activities or businesses that are generating incomes are eligible for the MUDRA Yojana loan. The all Repair workers, manufacturing workers, handicrafts and textile workers and agri-allied activities, among other non-farm activities, will be covered under this scheme.
- The MUDRA loan process or proceeding requires that any entities before approaching MUDRA banks with the goal of securing a loan must get themselves registered as a micro business. This is to be done by the 'Ministry of Micro, Small and Medium Enterprises', which certifies companies with an 'MSME status'. Any organizations or firm that are large-scale or unregistered will not be eligible.
- Under MUDRA Yojana loans it's mandatory and important that any entity or business organization who comes with a business proposal has to present the vision and plan to the banks. In addition, the financial requirement should be within Rs10 lakhs to be eligible for the loan because the MUDRA scheme can grant a maximum amount of Rs10 lakhs if full fill all formalities

#### **THE MUDRA LOAN ELIGIBILITY AND MANDATORY RULES FOR WOMEN IS AS FOLLOWS:**

- The borrowers must be an Indian citizen.
- The loan requirement must not range more than Rs. 10 lakhs.
- The enterprises generating or gaining income from farming activities, cannot apply for MUDRA loan.
- Small or micro enterprises in rural, as well as urban areas, can apply for PPMY (Pradhan Mantri Loan Yojana)

### **DOCUMENTS REQUIRED TO GET MUDRA YOJANA FOR WOMEN**

To avail pradhan mantri loan for ladies you will need the following documents:

- 2 Photographs
- Self-attested photocopy of identity proof (Aadhar Card, Pan Card, Voter ID, Passport, Bank Passbook, Driving License, etc.)
- Self-attested photocopy of address proof like Aadhar card, Residential Proof, Electricity Bill, Water Bill, etc.
- Photocopy of last three months bank statement.
- Business address proof.
- Inventory bill (it will require when you want mudra loan to buy machinery.) There are plenty of other government schemes for women which offer a business loan for women at low interest.

### **PURPOSE OF MUDRA LOAN OTHER THAN WOMEN BUSINESS LOAN**

Mudra loan is extended and basically provided for a variety of purposes which result in income generation and employment creation for women's and in general . The loans are extended mainly for:

- Business loan for Vendors, Traders, Shopkeepers and other Service Sector activities
- Working capital loan through MUDRA Cards
- Equipment Finance for Micro Units

- Transport Vehicle loans – for commercial use only
- Loans for agri-allied non-farm income generating activities, e.g. pisciculture, bee keeping, poultry farming, etc.
- Tractors, tillers as well as two wheelers used for commercial purposes only. Following is an illustrative list of the activities that can be covered under MUDRA loans:
  - 1) Transport Vehicle activity Purchase of transport vehicles for transportation of goods and passengers such as auto rickshaws, small goods transport vehicles, 3 wheelers, e-rickshaws, taxis, etc. Tractors/Tractor Trolleys/Power Tillers used only for commercial purposes are also eligible for assistance under PMMY. Two Wheelers used for commercial purposes are also eligible for coverage under PMMY.
  - 2) Community, Social & Personal Service Activities Salons, beauty parlours, gymnasium, boutiques, tailoring shops, dry cleaning, cycle and motorcycle repair shops, DTP and Photocopying Facilities, Medicine Shops, Courier Agents, etc.
  - 3) Food Products Sector activity Activities such as papad making, achar making, jam/jelly making, agricultural produce preservation at rural level, sweet shops, small service food stalls and day to day catering / canteen services, cold chain vehicles, cold storages, ice making units, ice cream making units, biscuit, bread and bun making, etc.
  - 4) Textile Products Sector / Activity Handloom, powerloom, khadi activity, chikan work, zari and zardozi work, traditional embroidery and hand work, traditional dyeing and printing, apparel design, knitting, cotton ginning, computerized embroidery, stitching and other textile non garment products such as bags, vehicle accessories, furnishing accessories, etc.
  - 5) Business loans for Traders and Shopkeepers sector Financial support for on lending or assisting to individuals for running their shops / trading & business activities / service enterprises and non-farm income generating activities with beneficiary loan size of up to 10 lakh per enterprise / borrower.
  - 6) Equipment Finance Scheme for Micro Units Setting up micro enterprises by purchasing necessary machinery /tools/ equipments with per beneficiary loan size of upto 10 lakh.
  - 7) Activities allied to agro –assistant and agriculture Activities allied to agriculture', e.g. pisciculture, bee keeping, poultry, livestock-rearing, grading, sorting, aggregation agro industries, dairy, fishery, agri-clinics and agribusiness centres, food & agro-processing, etc.(excluding crop loans, land improvement such as canal, irrigation and wells) and services supporting these, which promote livelihood or are income generating shall be eligible for coverage under PMMY in 2016-17.

#### **OTHER GOVERNMENT SCHEMES FOR WOMEN EMPOWERMENT:**

There are various schemes which Government of India implemented and formulated various poverty alleviation and rural development programmers and schemes. These programmers have special components for women empowerment. At present, the Government of India has over 37 schemes for women operated by different department and ministries. The implementation of these programmers /schemes is monitored and control specifically with reference to coverage of women. Some of these are as follows:

- 1) **Bharatiya Mahila Bank (BMB) business loan:** BMB Inaugurated on 19<sup>th</sup> November 2019 and was merged with State Bank of India on 1st April 2017. This loan is for women who wanted to start their own business. It offered women entrepreneurs business loans up to 20 Crores for manufacturing enterprises with an interest of 10.15% and more. It also offers collateral-free loans up to 1 crore under Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) cover.
- 2) **Annapurna scheme:** This scheme is for financing women to establish a food Catering Unit for selling tiffin/food/lunch packs etc. It offers loans up to 50,000/- rupees. The amount granted as a loan under this scheme can be used for buying utensils, other kitchen tools, and equipment. The interest rate is depending upon the market rate and the concerned bank.
- 3) **Stree shakti Package:** Womens who have 50% share in the ownership of a firm or business and have taken part in the state agencies run Entrepreneurship Development Programmers (EDP) are eligible for this package. The scheme also offers attractive and concessional discounted rate of interest by 0.5% in case the amount of loan is more than 2 lakhs. For tiny or micro sector units no security is required for loans up to Rs. 5 lakhs.



- 4) **Orient mahila vikas yojana scheme:** This scheme is launched by Oriental Bank of Commerce. It basically provide capital for women for starting small businesses or firm. Women's carrying with 51% share in the business are eligible for the loan. Collateral or security is not needed or required if loans are between Rs.10 lakhs to Rs.25 lakhs.
- 5) **Dena shakti scheme:** This scheme is provided or funded by Dena bank to those women entrepreneurs in the fields of Agriculture & allied activities, Retail Trade, Micro Credit, Education, Housing and retail & small business enterprises. There is a concession of 0.25 % on rate of interest. Various Scheme offers loans up to Rs 20.00 lakhs under retail trade, Rs 20 lakhs under education and housing and Rs 50,000/- under micro credit.
- 6) **Udyogini scheme:** Women entrepreneur aged range between 18 to 45, who are involved in agriculture, retail and similar small businesses are eligible for loans upto 1 lack under this scheme. And her family annual income must be 45,000 or less to avail this loan. There is exception for widowed, destitute or disabled women. For widowed, destitute or disabled women from SC/ST categories, a subsidy of 30 percent of the loan, up to Rs 10,000, is provided and for women with general category a subsidy of 20% of the loan or Rs.7,500 whichever lower is provided. Panjab and sind bank and KSWDC are offering this loan.
- 7) **Cent kalyani scheme:** This scheme is offered or Funded by the Central Bank of India and is for women business owners in multiple areas such as SMEs or agricultural work or retail trading. Under this scheme loans up to Rs.1 crore are sanctioned.
- 8) **Mahila udyam nidhi scheme:** This scheme is offered and funded by Punjab National Bank and Small Industries Development Bank of India (SIDBI). This scheme provides financial assistance of up to Rs 10 lakh to set up a new small-scale venture. It also promotes upgrading and modernization of existing projects. And repayment period is 10 years. SIDBI also includes a moratorium period of maximum 5 years. The interest rate varies according to market rate.

## CONCLUSION

Present scenario of Women in India, being equal to their male counterparts is still requirement of Change for Indian women. The PMMY of MUDRA loans for Women can prove to be a great game-changer in turning enterprising women into successful and established entrepreneurs. Women entrepreneurship is instrumental for achieving economic and societal growth and Expansion. In spite of constituting around half of the total population of country. The economic participation of women's is very much less in numbers. Women entrepreneurs of India are now emerging in other specialized sectors and services.

There is need to focus on bringing awareness, training, development, campaign among women's to encourage them and to make them independent.it does not only gain to an individual female but also the society of women's as whole .we need to take proper initiative not o only paper but alive into society with social interest.

Women entrepreneurs are a heterogeneous segment having diverse demographic, economic and educational background. It is imperative that the policies and schemes cater to the unique needs of every segment. It is evident that there are numerous challenges faced by women in the course of their entrepreneurial career. There is a need of comprehensive action plan to counter these challenges. Women entrepreneurship is concentrated Maharashtra. The policy and interventions of the Maharashtra needs to be explored so that the best practices can be emulated in other states also. All these Schemes contribute at greater extent in respect of economic growth and social development not Only at Individual level but also at Globe.

## SUGGESTION AD RECOMMENDATION

1. There must be proper planning require educating women's about various schemes and policies which are formulated by Governing bodies within the interest of the women entrepreneurship.
2. Women Entrepreneurs contribute very positive number which can be add up to national income so it require to set up training centers for start-up training and professional skill development
- 3.. All this require supportive measures and systematic as well as authentic supervision and review mechanism from govern body and system. Through good educational management facility.
4. Majority of the women owned establishments are concentrated in unregistered or informal sector and hence are most of the time unable to reap the Women entrepreneurship is instrumental for achieving economic and societal growth.

5. It requires Campaigns. Training sessions, seminars and workshops for Create awareness among Women's before start- ups.
6. EDP must be also initiated in rural and backward areas to train interested and potential women's.
7. More focus must be given on technical and logical learning

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**COVID 19 EFFECT ON PROFITABILITY OF INDIAN NEWSPAPER INDUSTRY****Dr. Vanshika Vijay Ahuja<sup>1</sup> and Dr. Bhavna Mukesh Binwani<sup>2</sup>**<sup>1</sup>Assistant Professor, Seva Sadan College of Arts, Science and Commerce, Ulhasnagar<sup>2</sup>Vice Principal and Assistant Professor Department of Accountancy, SMT.C.H.M College Ulhasnagar**ABSTRACT**

*Economy of India is projected to grow at 7.3 per cent in 2021, while it is estimated to*

*contract by 9.6 per cent in 2020 due to lockdowns and other efforts to control the COVID-19 pandemic slashed domestic consumption. Many Indian people were stuck in India and outside India, the lockdown also triggered a massive road out of migrant laborers and wage workers from cities back to the rural villages they were from—where many were not had to pay rent and food was cheaper. All Television channels telecast the news of minute by minute conditions and situations faced by the general public. As all private as well as public departments were closed, including shops, GOI & State offices, commercial, private establishments, exceptional transport services were closed. During the period many establishments including the general public stopped reading newspapers due to fear of spread of deadly disease Coronavirus. This resulted in massive decline in revenue of newspapers. The paper observes the decline in revenue and also challenges faced by Newspaper Industry during the pandemic lockdown.*

*Keywords: Newspaper Industry, Lockdown, Covid 19 Pandemic, Indian Newspaper Society, Digital.*

**INTRODUCTION**

Covid 19 pandemic has brought a considerable amount of losses in the economy, due to the measures undertaken by the Government of each country to protect the citizens from further spread of deadly disease.

The government has been urged by the Indian Newspaper Society to offer a strong economic package to the newspaper industry as it has suffered more than Rs.4000 crore and is likely to suffer more losses in the next months to come due to Covid 19 pandemic.

Owing to the pandemic as per INS the newspaper industry is one of among most affected industries in India, due to the absence of advertisements or circulation of hard copies amid the nationwide lockdown from 23rd March 2020 ordered by our Honourable Prime Minister Shri Narendra Modiji.

Within 3 months of lockdown the Newspaper Industry had already lost Rs.4000 to 5000 crore. Since all the activities economically stopped and there was no chance of advertising from any sector the losses were expected to rise between 12000 crores to 15000 crores in the coming months of the year 2020.

Due to the request from Indian Newspaper Society the basic customs duty on imports of newsprint and lightweight coated paper was slashed from 10% to 5%. Indigenous mills have a capacity of just 1 million tonnes and the total consumption of standard newsprint in India is 2.5 million tonnes

The losses already incurred have had very severe repercussions for the 30 lakh workers and staff who are directly and indirectly involved in the newspaper industry -- journalists, printers, delivery vendors and many others, said INS, which represents over 800 newspapers.

According to INS estimates, newspapers provide direct and indirect employment to almost nine to 10 lakh people and over 18-20 lakh people respectively.

With the Covid-19 actuated lockdown influencing circulation and advertisement income, numerous daily papers are looking to the government to safeguard them out of the emergency. As numerous daily papers within the nation drag their shades down, the print industry feels it is time the government to amplify a different hand for them to remain afloat.

**OBJECTIVES OF STUDY**

- 1] To study the history of newspapers in India
- 2] To know the truths about Indian Newspaper Industry
- 3] To contemplate the Challenges faced by Newspaper Companies
- 4] To analyse the survey results of Newspaper Industry
- 5] To analyse the sources of revenue of Newspaper Industry

6] To consider the misfortune endured by various Indian Newspaper Companies

### **REVIEW OF LITERATURE**

Anto T Joseph, Is India's newspaper industry dying? NewsLaundry.com ,03 Feb, 2020

As per the authors words, the closure of papers and magazines is golf shot many reporters, editors and style artists, besides innumerable different staffers, out of labor. With the economic delay showing no signs of recovery, hugest advertisers have contracted their ad payment, creating matters worse. The economic delay because of the pandemic is that the main wrongdoer. Market is pretty unhealthy. Not simply newspapers, even TV channels square measure hit badly. although newspapers still attract ads from e-retailers and realty players, the outlook for certain towards medium is on a gradual decline”.

Praveen Patel, Devendra Patel & Haresh Patel in their article “Reading habits of newspaper in pharmacy college: An analytical study” observed under graduate students, and post graduate students spent less than 30 minutes per day reading the newspaper. Pharmacy professionals spend 30 minutes to 1 Hour to read the newspaper.

### **METHODOLOGY**

This research attempts to investigate the Indian newspaper's popularity, profitability and the income earned from various sources by the Indian Newspaper Industry, since the statistical data could not be obtained from the Companies, so the Secondary source of data is used which is equally important as the survey is made by Big Services network companies.

### **HISTORY OF INDIAN NEWSPAPER**

Dainik Bhaskar (founded in 1948)

On #1 We have none other than Dainik Bhaskar which is said to be the biggest circulated every day daily paper in India and it is additionally considered to be the best 10 daily paper in Hindi dialect. This daily paper is claimed by Dainik Bhaskar bunch. Madhya Pradesh is said to be the state where this daily paper is regulated and sold the foremost and is considered to be one of the fastest-growing every day in India by readership.

Dainik Jagran (founded in 1942)

Another Hindi every day, Dainik Jagran breaks into the list of the 10 best daily papers in India. We went on the web and found out that Dainik Jagran has one of the biggest daily paper circulation in India. it would have been sitting on the number one position in case this article was composed in 2017. This daily paper is claimed by Jagran Prakashan constrained which may be a distributing house recorded on the Bombay stock trade. This company acquired Mid-Day in 2010 and Naiduniya in 2012.

Times of India. (Founded in 1838)

Agreeing to Wikipedia, the Times of India is said to be the third biggest daily paper to be sold in India by circulation. What makes this daily paper separated is the truth that it is the most seasoned English dialect daily papers in India. The BBC has positioned The Times of India among best 10 daily papers within the world, which is to some degree of an accomplishment in itself. Suggested- The Journey Of Rishi Kapoor In Bollywood

Hindustan Dainik (founded in 1936)

Hindustan Dainik is said to be the fourth largest circulated daily paper in India, and that's fair not it is considered to be the third biggest studied day by day within the nation. It has 21 versions over the Hindi belt and is additionally accessible online in epaper arrange. Back within the days, it was a portion of HT media constrained bunch, which afterward spun off Hindi commerce into isolated companies named Hindustan media wanders restricted in 2009.

Amar Ujala (founded in 1948)

When it comes to 2 ubiquities at that point there's no denying the reality that Amar Ujala is hands down the foremost popular Hindi dialect every day. it features a whopping circulation of 3 million duplicates beside one of the most elevated readership within the country. Back in 2017 the Indian readership overview expressed that with 46.094 million it had the fourth biggest authority in India.

Malyala Manorama (founded in 1888)

The Malayala Manorama daily paper follows its roots to the pre-Independence of India. Kandathil Varghese Mappillai brought out the primary version of the Malayala Manorama daily paper in the year 1890 in Kottayam,

Kerala. In a period when there were few daily papers around – but the ones from Churches, Malayala Manorama was a daily paper that would be diverse and remain away from religion. In spite of the fact that the primary version was a week by week, the daily paper got to be bi-weekly in 1901, thrice a week in 1918 sometime eventually becoming an everyday daily paper in 1928. It may be a Malayalam distributed daily paper which is possessed by Malayala Manorama Company Constrained. Malayala Manorama was distributed from Kottayam and got to be the moment most popular daily paper in Kerala after Deepika, but when it comes down to circulation at that point you'll be astounded to know that Malayala Manorama is the largest circulated daily paper in Kerala. The daily paper was to begin with distributed week after week in 1890 and right now holds a readership of over 20 million with a circulation base of over 2.4 million copies.

Nav Bharat (founded in 1946)

Nav Bharat or NBT is considered to be one of the biggest circulated and the biggest Hindi daily papers in Delhi, Mumbai, and Lucknow. It came from the steady of Bennett Coleman & Co. Ltd (BCCL) which is additionally said to be publishing other daily papers just like the Times of India, The financial Times, Maharashtra Times, and beside a few magazines like Film fare and Femina. You'd be shocked to know that NBT is one of the most seasoned items of the BCCL group.

Hindustan Times (launched in 1924)

Hindustan Times is third most prevalent English daily paper in India by its readership and the best two are The Times of India and The Hindu. The daily paper was introduced by Mahatma Gandhi in 1924 and it played an indispensable part in Indian autonomy development patriot and a professional Congress every day. Shobhana Bhartia is the proprietor of this daily paper who is recorded as one of the foremost capable ladies in India by Forbes. It may be a lead distribution of HT media, which is a substance controlled by the KK Birla family.

Punjab Kesari (founded in 1965)

Punjab Kesar may be a Hindi dialect daily paper of which is being distributed by numerous centres counting Punjab, Haryana, Rajasthan, Delhi, Himachal Pradesh. The daily paper is possessed by the Punjab Kesari bunch, and is said to be one of the four daily paper begun by this gather, the other three are; Rear Samachar in Urdu, Jagbani in Punjabi dialects and Navodaya Times in Hindi dialects that comes from Delhi NCR.

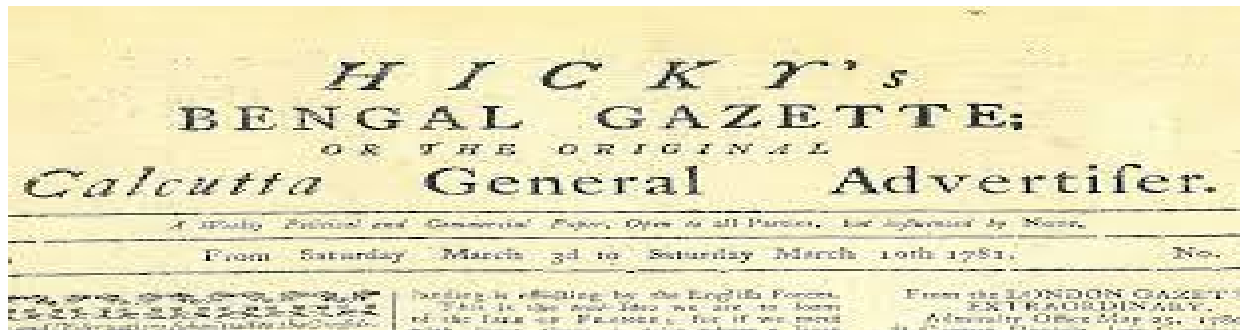
The Hindu (founded in 1878)

The Hindu This can be an English dialect every day daily paper that's claimed by the Hindu gathering that has its base camp in Chennai and Tamil Nadu. The daily paper began as a week by week in 1878 and got to be every day in 1889. It is positioned as the moment most circulated English dialect daily paper in India, after Times of India. As of 2018, The Hindu is detailed to have distributed from 21 areas which were spread over 11 States in India.

#### **TRUTHS AROUND INDIAN DAILY PAPER INDUSTRY –**

The primary daily paper within the nation was begun in 1780 by the British and was known as Hicky's Bengal Gazette.

1. From a small over 200 dailies distributed within the post-independence India, to over 100,000 enrolled daily papers and periodicals as of 2015, the print media in India has developed to its full capacity.
2. Indian daily papers are fundamentally made from recycled newsprint, whereas too being helped by government appropriations. This makes daily papers within the nation distant more reasonable when compared to other parts of the world.
3. Print is still the second-largest publicizing medium in India but is likely to be overwhelmed by computerization in 2021.
4. Print is the as it were industry, which encompasses a wage board and the Government chooses how much the representatives ought to be paid. This being as it were an industry where market strengths don't choose pay rates, the Government encompasses a duty towards the industry
5. The country's most broadly circulated daily paper, Dainik Jagran.



Hicky's Bengal Gazette

**CHALLENGES FACED BY NEWSPAPER COMPANIES –**

1. As the more youthful populace is progressively grasping news on their screens, it cannot be denied that a few of the print segments have taken a hit within the nation compared to its growth trajectory from a number of a long time back. Moving on, the challenge for India's newsprint industry is to be able to hold their groups of onlookers through advanced stages, whereas still keeping up sufficient publicizing and membership income to proceed the print editions.
2. The Indian daily papers are going through colossal innovation transformation and are adjusting strategies and implies to battle electronic media within the matter of news introduction and physical deliverance of the daily paper each day to the reader.
3. Increments in newsprint costs, the devaluation of the rupee, and the government's unused traditions obligation on newsprint all include more pressure.
4. Coming to advanced news, this industry is an indeed more extraordinary adaptation of print daily papers and news channels. Here, the peruser doesn't pay anything at all. The organization is

**ANALYSIS OF SURVEY:**

Various sources were used

**Exhibit:1 Size of India's print Industry [INR billion]**

	FY 16	FY 17	FY 18	FY19	FY 20	FY20 decline	CAGR[FY16-20]
Advertising	192	204	211	221	198	-10.3%	0.8%
Circulation	96	104	108	112	107	-4,2%	2.8%
<b>Total</b>	<b>288</b>	<b>308</b>	<b>319</b>	<b>333</b>	<b>306</b>	<b>-8.3%</b>	<b>1.5%</b>

SOURCE: Survey by KPMG based on primary and secondary research 2020

- 1] As per KPMG survey the size of the Print industry in terms of advertising in the year 2020 declined to 10.3% as compared to Financial year 2019.
- 2] As per the survey further the size of the Print Industry in terms of Circulation in the year 2020 declined to 4.2% as compared to Financial year 2019.
- 3] The Compound Annual Growth Rate[CAGR] was at 1.5% from the Financial year 2016 to 2020.

**Exhibit: 2 Segment wise revenue [INR billion]**

	FY 16	FY 17	FY 18	FY19	FY 20	FY20 decline	CAGR[FY16-20]
Newspaper	274	295	306	321	295	-8.1%	-1.9%
Magazine	14	13	13	12	10	-13.0%	-7.7%
	<b>288</b>	<b>308</b>	<b>319</b>	<b>333</b>	<b>306</b>	<b>-8.3%</b>	<b>1.5%</b>

SOURCE: Survey by KPMG based on primary and secondary research 2020

- 1] As per the survey the segment wise revenue of Newspaper Industry declined to 8.1% in the year 2020 as compared to year 2019 and that of revenue from Magazine declined to 13.0%.
- 3] The Compound Annual Growth Rate[CAGR] was at 1.5% from the Financial year 2016 to 2020.

**Exhibit 3 : Advertising Revenue of Language Newspapers [INR BILLION]**

Language	FY 16	FY17	FY18	FY19	FY20	FY20 GROWTH /DECLINE	CAGR[FY 16-20]
English	69	72	73	74	63	-15.0%	-2.4%
Hindi	60	64	67	72	64	-10.0%	1.9%
Regional	63	68	71	76	71	-6.0%	3.0%
Total	192	204	211	221	198	-10.3%	0.8%

SOURCE: Survey by KPMG based on primary and secondary research 2020

- 1] As per the KPMG survey report, the advertising revenue of English newspapers declined to 15%, Hindi Newspapers declined to 10%, Regional Newspaper declined to 6%, and in total declined to 10.3%.
- 2] The Compound Annual Growth Rate is 0.8% in five years from the financial year 2016-2020.

**SOURCES OF REVENUE OF NEWSPAPER INDUSTRY –**

**Circulation:** This can be brought in from the cover or retail cost of a magazine or a daily paper after deducting exchange edges and the fetching of unsold duplicates. The proportion seems to alter depending on a number of things- circulation, dialect, cost and recurrence.

**Effect On Circulation: Circulation almost stopped in the period of Pandemic as public was in great fear of spreading of disease.**

**Advertising:** Approximately 80 percent of a publication's incomes come from promoting and the rest from circulation. This once more seems to change by dialect, recurrence, price, the market it addresses and so on. perfect way">The most perfect way to see at advertisement development is to see at both publicizing rates and volumes.

**Effect on Advertising: Advertising almost stopped as both private and public enterprises including shops were close down due to lockdown, as all enterprises suffered heavy losses, they were not inclined to provide advertisements to newspapers**

**Memberships:** Newspapers ask the viewers to subscribe to their newspapers digitally or either printed version annually, thereby they earn as the amount they receive is in advance.

**Effect on Membership: New Memberships stopped and also existing members demanded extension of schemes.**

**Brand Expansions:** There are a few ways in which a magazine or daily paper can expand the same brand to tap into distinctive income streams. These incorporate, among others, occasions, TV programs, compact plates, courses, roundtables, syndication of substance and instruction. Usually particularly genuine for specialized magazines or papers.

**The closure of Economy and suspension of activities of financial nature have put India's Newspaper industry under severe stress, delaying its expansion.**

**Internet/Mobile/Apps:** Most Indian daily papers and magazines have been inclining up their web and portable nearness to produce incomes utilizing their unique substance. Be that as it may, both are not however critical donors to revenue.

Effect on web portals, the subscribers of the newspapers wanted free news, Digital news owners tried to give limited free articles that a reader can read on their websites in a month and thereafter for full news they had to pay rate as cheap as Rs.5-10 per piece still many users not opted for subscribed news by paying.

#### MISFORTUNE ENDURED BY VARIOUS INDIAN NEWSPAPER COMPANIES:



More than above misfortune for the Newspaper Industry, the Social media is actually taking a toll on society's mind to spread fake news which is easily extendable to rural parts of countries where people tend to believe and react more easily due to unavailability of factual information through other mediums.

#### CONCLUSION

The Indian Newspaper Industry in the past one year has lost more than 16000 crore rupees as per reports of the Indian Newspaper Society, the survey reports of KPMG and also few statistical notes of Statista included in this paper clearly shows the effect of adversity over the revenue of Indian Print Industry with special reference to Newspaper Medium. The Unprecedented crises which the newspaper industry faced due to impact on revenue from advertising and circulation due to Covid 19 pandemic has not come to an end completely, as those publications and editions which were shut before have not resumed still. Journalists and Editors lost their jobs.

The future belongs to digital. Few newspapers went Digital including Mumbai Mirror, also some newspapers decreased the number of pages in their newspapers.

Due to fake stories and news which the social media has spread, the newspaper industry will have to invest in people and resources to enable these journalists to get good stories and publish them without fear or favour. Given what this industry has become, that looks like a tall order, but it is the only way to survive in the future. Otherwise, the printing is on the wall. So, go digital is the next format.

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**POST COVID-19 INVESTMENT STRATEGIES****Veronica. V. Sonawane**

Assistant Professor, CMC, R. K. Talreja College of Arts, Science and Commerce, Ulhasnagar

**ABSTRACT-**

*An Investment strategy helps an Investor to undertake a decision regarding risk bearing, future goals and future capital. A successful investor is one who has rules and principles towards his future goals. Notable investors like Warren Buffett says, " to focus on fundamentals and management quality before looking at the price of a stock". Pandemic has brought about enormous changes in all the sectors that have globally affected the investment strategies. Where an eye on what happens post covid-19 stuck down the world, Investments in different sectors is something that can be the reason for the upliftment of economy in order to reach the stability. The objective of the research is to bring out the different strategies to be undertaken post covid-19, Long- term investments that are likely to get less affected, different sectors that will bounce back promising long term potential returns and various opportunities for cash rich investors at lower price. The methods adopted by the investors in the research not only brings stability to strengthen the weakened situation all over the world but also add up a new step in this era of revolution.*

*Keywords -Post Covid-19 Investment, ESG, Green Finance, Future Market, UNCTAD.*

**INTRODUCTION-**

Post-Covid Investment trends are put under the spotlights in discussions featuring the experts involved in business world. The entire world is sitting in anticipation to look forward how the 'New Normal World' will look like post crisis and how we'll would adapt to these changes and rebuild the economies. Investment is something which the world looks into getting appropriate returns no matter what the situation prevails. Pandemic has no doubt created extensive fear in the minds of the people but as the situation is getting back on its track, the world is getting used to the changes taken place in the economy. The research paper here, explains the crisis faced by the economy in pandemic which is having an adverse effects on investment strategies, Different modes of investment strategies that can be or have been already adapted to improve the economic conditions in the world, How beneficial it would be investing in those markets that have suffered great toll in Covid-19 crisis, How the investment management industry is operating at the speed of the markets, Comparison is depicted pre and post Covid-19 crisis in world and Green Finance Strategies for Post Covid economic recovery.

**OBJECTIVES OF RESEARCH-**

1. To understand and draw analysis regarding future market situation post Covid-19.
2. To Study different investment strategies that can be adapted in pandemic to boost the markets.
3. To Study the effects of Covid-19 in Investment areas and how it has been impacted globally.
4. To which extent the strategies could be utilized to stabilize the fall in the economy since mid-January

**RESEARCH METHODOLOGY-**

- A. Sources of Data- The Study is the combination of Primary and Secondary data collected in the form of Questionnaire with the help of Google form. The Link of the Google form – <https://forms.gle/xL4TbQKoboauS3G6>
- B. Sample Procedures-
  1. Simple Random Sampling is done based on the groups of Adults with the age group 31-50 years and youth with the age group 19-30 years.
  2. Cluster Sampling is based on the group of people residing in Thane district, Maharashtra, India with 106 respondents.
- C. Secondary Data –It is collected with the help of Post Covid renewed articles on Investment strategies followed by knowledgeable websites on internet.

**HYPOTHESIS TESTING-**

**Null Hypothesis (H<sub>0</sub>)-**There is no relationship between investment and pandemic

**Alternative Hypothesis (H<sub>1</sub>)-** There is a relationship between investing during and post pandemic situation.

**DATA ANALYSIS AND INTERPRETATION-**

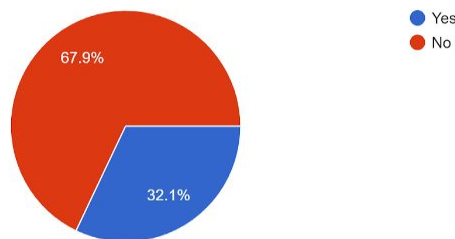
Demographic Presentation of Respondent.

Particulars	Number of Respondent	Percentage of Respondent
Gender-		
Male	45	42%
Female	61	58%
Age-		
19-25	47	44%
26-50	59	56%
Category-		
Students	35	33%
Salaried Person	49	46%
Entrepreneur	22	21%

**Graphical Presentation-**

1. Willingness to Invest during and Post Covid-19.

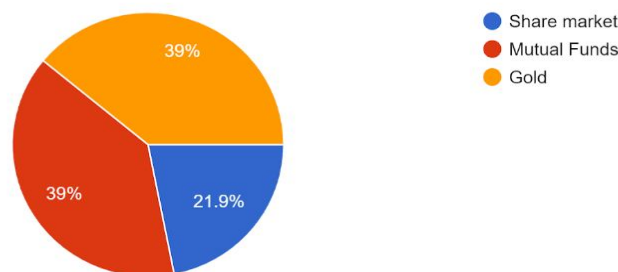
Are u willing to invest in share market or mutual funds during pandemic  
106 responses



**Interpretation-** When the respondents were asked about their willingness to invest during and post covid-19 situation, the responses recorded were that 68% people thinks that investment in these situation can bring loss to them, whereas 32% people agreed to invest as according to them economy can boost at any time.

2. Best Option to invest during and post pandemic.

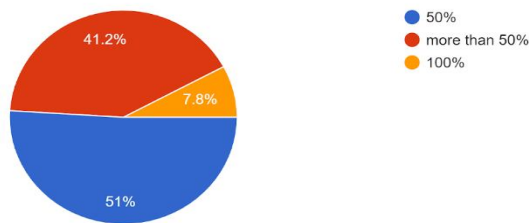
According to you, which is the best option for investment during pandemic and post pandemic?  
105 responses



**Interpretation-** The survey regarding best option to invest during pandemic shows a great result depicting that all categories of respondents have good knowledge as where and how to invest. This shows people are now a days keeping themselves update about current market situation. 78% respondents are willing to invest in Gold and Mutual funds and 22% respondents are willing to invest in Share market. Mutual Funds though carry risk but still people prefer to invest as its all-time return yielding funds. Traditional as well as modern thoughts are giving preference to invest in gold as gold is one of the best investing instrument for all categories of investors.

3. Preference given to Investment in Real Estate as Long term Investment.

To what extent would you prefer to invest in Real Estate as a long term gain?  
102 responses



**Interpretation-** From the Survey done with 106 respondents, 102 people showed interest in answering this question and showed their willingness to invest in real estate business. 51% of people think that this could be partly best option to invest from long run point of view as the rate of properties always increases in the near future. 41% of respondent says that almost this could be the option to invest during these period and 8% says that they would completely invest in real estate. This shows that most of the people still believe that property purchasing could be the best investment in future rather than investing in shares as it has all time growing value nature.

4. Equity market producing returns-

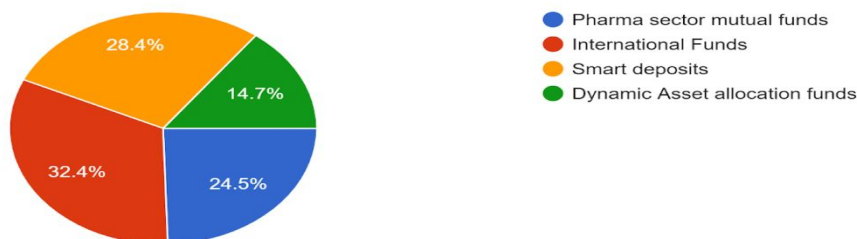
How would Equity Markets produce returns during and post pandemic?  
102 responses



**Interpretation-** When the respondents were asked that how the Equity markets would produce yield during and post pandemic period, 43% of the respondents said that there will be stable returns on investment whereas, 39% people are of a view that lower returns will be the result of investment at this time and only 18% respondents are willing to invest and get higher returns than the prevailing one.

5. Investing Ideas amidst covid-19.

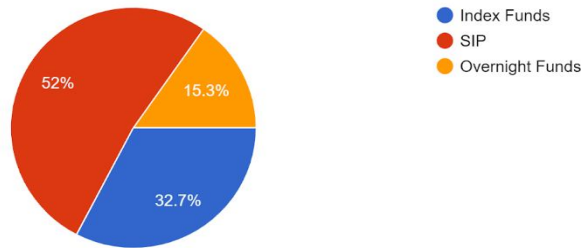
Which of the following investing ideas amid Covid-19 have fueled down?  
102 responses



**Interpretation-** International fund investment have always been an all-time great idea but nearly 32% of respondents are not willing to invest amidst these situation due to fear of losing money or getting less returns. 25% respondents are of a view that Pharmacy sector mutual funds have slowed down and 28% respondents have said the smart funds have been fueled down. According to this survey, investing in Dynamic Asset Location fund this these funds will be more risky during and post pandemic.

6. If there is someone who is risk-averse with a short-investment horizon, then what would be the consideration while investing in-

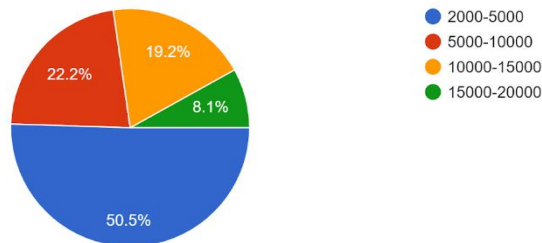
If you are someone who is risk-averse with a short-investment horizon, then you may consider investing in-  
98 responses



**Interpretation-** When the respondents were asked If they are risk averse with short term investment horizon, then where would they think of investing and amongst 98 respondents, 52% of people are of a view that investing in SIP would be more preferable as it has less risk factor compared to other investment schemes. 33% gave their view on investing in Index funds. Whereas, 15% responded to invest in overnight funds to bear less risk as overnight funds are the safest debt fund with overnight maturities.

7. Monthly SIP Plans for random 5 years.

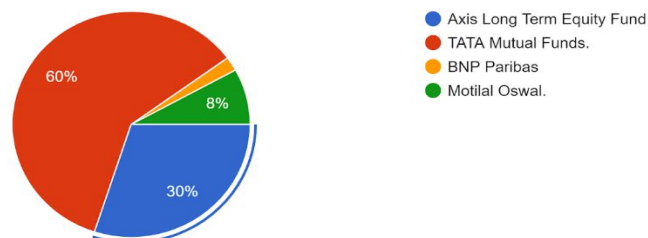
What would be your Monthly SIP amount for 5 years plan?  
99 responses



**Interpretation-** According to survey, when the respondents were asked how much monthly amount would they like to invest in SIP. 51% people agreed to invest 2k-5k monthly. It can be said that these 51% people may belong to less income earners and are not willing to take much risk. 22% and 19% of people are of a view that they would likely to invest 5k-15k, this shows that they are highly income earners and 8% respondents are ready to invest more than 15k to get more returns.

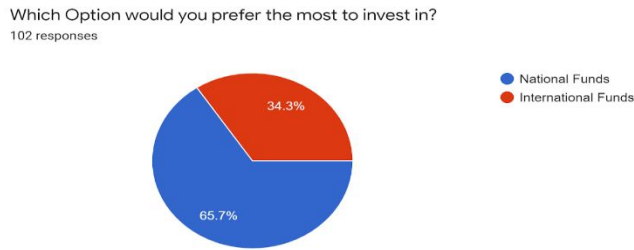
8. Top Tax Saver Plan that respondents prefer to adapt.

Which Top Tax Saver plan would you prefer to adapt?  
100 responses



**Interpretation-** When the respondents were asked which one could be the top tax saver plan that they would be willing to adapt in these situation, 60% of the respondent agreed that TATA Mutual Funds can be proven as the best tax saving plan. 30% people think that Axis Long Term Equity Fund can be the good option for tax saving plan and 8% willing adapt Motilal Oswal schemes and 2% in BNP Paribas. This research also shows that people are well aware of market schemes and changes taking place in market during pandemic.

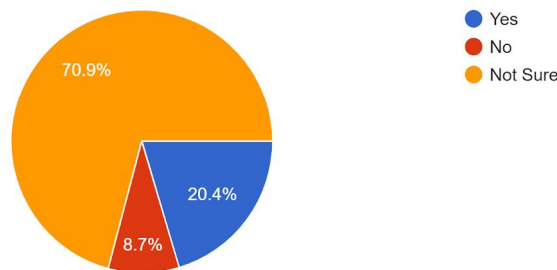
9. National Funds or International Funds? Best option to invest.



**Interpretation-** Out of 102 respondents who participated in survey, 66% of respondent prefers to invest in National funds and 34% of respondents prefers to invest in International Fund. As fund managers and advisors are speaking breathlessly about investing in international funds, survey shows people are still willing to invest in national funds because of risk and loss that they could face in pandemic. As highly investing hub countries are drastically affected by the virus outbreak.

10. Are there sectors of the market that will see less volatility or bounce back sooner?

Are there sectors of the market that will see less volatility or bounce back sooner?  
103 responses



**Interpretation-** According to the survey done, 71% of respondent are of a view that they are not sure whether markets will see less volatility or bounce back whereas, 20% are sure that there are markets that will bounce back and 9% says that there are no chances of markets to flourish in these pandemic.

**STRATEGIC INVESTMENTS DURING AND POST COVID-19.**

In the month of March'2020, almost half of the world was in Lockdown and the sudden recession that took place had dragged down the world's economy bringing out drastic changes. The stock market had shed down to 34% in 30 days. The sudden outbreak of virus all over the nation has also brought about the market volatility. Indian Stock Markets were highly affected by the outbreak resulting in heavy fall in share price. The key factor that resulted in sudden fall was almost all of the manufacturing and corporate sectors were brought to a standstill except medical manufacturing units and few selected consumption units which were considered essentials. This resulted a huge cut off in flow of revenues from different sectors in the world. This affected Investment companies and as an investors one should be always prepared to face sudden challenges in stock market and also have a backup plan for the same. Most of the people are of a view that investing post pandemic would be a loss and some of them believed that investing after covid would be a turning point. Some of the Post Covid-19 Investment strategies are as follows-

- A. Systematic Investment Plans (SIPs) - These Funds are less exposed to market volatility and comparatively can bring higher returns. SIPs can be a medium to earn and invest in long term funds. Simultaneously discounts can also be used in oneself favor.
- B. Investment in ETF (Exchange-traded funds) - This funds have lower expenses ration so the investment could be done in a stable ways and favorable returns can be expected.
- C. Gold- Traditionally, Investing in gold is considered as one the best and safest means of Investment and still used in modern world too. Gold is an instrument that had provided 38% returns in the ongoing coronavirus crisis.

- D. Travel, Hospitality and Healthcare Sectors- Investors have identified such companies that can be return generated aspect in these scenario of pandemic and have shifted their business in those directions like Healthcare companies, travelling sectors etc. Investment in such companies can bring good returns as these are the sectors that worked most during the heavy crisis and will also flourish in future yielding stability. Travel and hospitality sectors have been impacted much during crisis as it was under the category of non-essential sectors and its share prices have also hit down the rock. But from the point of view of post covid scenario, there would be tremendous rise in returns as these are the sectors that had commenced first mid Covid and have always been prevailing in high share price returns. Researchers have also said that these sectors will overflow financially in upcoming 3-5 years.
- E. Real Estate Sectors- Many of the real estate investment companies have experienced a slow down due to closure of their working but the demand for estate have never been discourage and it is likely to increase drastically in these post covid environment. However, investors should ideally wait and observe the current market situation. A cautious approach is required since the economy can take some more time to get back to the Pre-COVID levels.

#### **INVESTMENT MANAGEMENT INDUSTRY AND COVID-19.**

There is a turmoil amongst the different nations as how the crisis should be brought back on track. Heavy toll in investment industry have been taken place in the great nations like India, Italy, Iran, Brazil, Mexico, USA and Canada. Investment decision should also comply with risk-appetite, financial goals, availability and requirement liquidity, age factor and most important the existing income of an individual. Traditional Investments like PPF, FD and Mutual Funds are also great investment strategies. US Economy was doing very well prior to pandemic, but during mid-pandemic, they have seen a fall of 31.40% in overall GDP and Unemployment have hit the highest reach in past five months. As per London Stock Exchange, relative to the FTSE All-Share index between 2 January and 23 March 2020 (the FTSE All-share index fell by 35% over this period). The industries have seen greatest hit in the sectors including tourism and leisure (which includes air travel), fossil fuels production and distribution, insurance, food and drug retailers and few large manufacturing industries. Most of the European Zone, China and Japan have experienced slowdown in manufacturing activity due to tremendous fall in Financial Markets and this would take time to gain trust of investors in some sectors post covid-19. Although Investment Industry is something that will always flourish in upcoming years, Investors all over the world will soon witness high investment return outcomes.

#### **GREEN FINANCE STRATEGIES FOR POST COVID-19 INVESTMENT STRATEGIES.**

After Brexit, Covid-19 have greatly influenced Green Finance Strategies as it has affected Climate and Biodiversity. According to UNITAR, over the next 6 to 18 months, we will need in excess of 20 trillion dollars to recover from COVID-19. However, public money alone is not enough to get the job done, private finance is also greatly in need. Due to Economic volatility, environmental, social and governance (ESG) issues are key factors that business must manage appropriately. Sustainable finance must be part of the solution for relief from immediate level to long term recoveries. Accountants have huge contribution in preparing a way for green and sustainable recovery in post covid-19 world. As per UBS analyst, Green Bonds have proven to be in more defensive way in investment. We must not only focus on cost cutting but also, companies must also invest in ECG and contingencies strategies. The Global Green Finance Index published in March, ranked major Asian cities, such as Beijing, Shanghai, Shenzhen, Seoul, Singapore, Tokyo and Hong Kong, between 20th and 36th among 67 cities worldwide.

#### **UNCTAD REPORT ON COVID-19 IMPACTS ON INVESTMENTS-**

As per UN Conference on Trade and Development, Pandemic has caused slowdown in Investment flows and largely affected great nations all over the world. The World Investment Report 2020 states that Lockdown have drenched out existing investment process and led to consider new projects for multinational enterprises. These report focuses on few technological trends in industrial revolution that are expected to create new ways for international production like additive manufacturing; enhanced supply chain digitalization; and robotics-enabled automation. These report also states that there can be an opportunity for increased sustainability if regions all over the nations take advantage of growing industrial revolution. The World Investment Report 2020 titled, 'International Production beyond the Pandemic,' states that global FDI will decrease up to 40pc in 2020 and begin to recover in 2022.

#### **CONCLUSIONS AND SUGGESTIONS-**

Taking everything into account, good response have been received from the survey for primary research. Most of the respondents are of a view that investing during pandemic and post pandemic could bring the loss or less returns but secondary research shows that investment in different schemes post pandemic would bring great

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returns as economy is expected to boost in huge way and this will bring enormous demand of all investors to invest in different sectors. Global Economy is expected to flourish and share market would drastically change and yields good returns to their investors. Covid-19 Vaccine could be a promising development to spark optimism that the pandemic end is in sight. If the market trends that immediately followed positive vaccine news are any indication, some sectors benefit a lot more than others. Research shows that Gold has always been an everlasting investment option pre and post covid-19 stages as the demand for gold has always been at spike.

I would suggest that people all over the world must show more interest in investment and learn more about different schemes. The crisis has also reinforced the importance of ESG principles in guiding how fund managers structure their investment strategies and how investors approach manager selection. Investors must also identify investment opportunities in emerging markets equity and emerging markets debt. The survey finds that some investors will increase their holdings in multi-asset strategies, designed to generate returns through a diversified asset portfolio that typically also provides a measure of downside protection.

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7. Reference from Research Reports by Investors Survey-2020



**INNOVATIVE HUMAN RESOURCE PRACTICES - A SUCCESS MANTRA****Vidya Mohod<sup>1</sup>, Prof. Nishigandha Shimpi<sup>2</sup>, Prof. Prajakta Mhavarkar<sup>3</sup> and Prof. Vaishali Ashok Chandarana<sup>4</sup>**<sup>1</sup>Principal, Shri. D. D. Vispute College of Science, Commerce & Management, Navi Mumbai<sup>2</sup>Assistant Professor, Shri. D. D. Vispute College of Science, Commerce & Management, Navi Mumbai<sup>3</sup>Assistant Professor, Shri. D. D. Vispute College of Science, Commerce & Management, Navi Mumbai<sup>4</sup>HOD of BAF & BMS Department, Shri. D. D. Vispute College of Science, Commerce & Management, Navi Mumbai**ABSTRACT**

*The Human resource is the most valuable asset & backbone of any organization. Human resource practices help forming a unique corporate culture incorporating workforce diversity, women inclusion & equal opportunity as a success mantra. Innovation refers to the use of new idea or method. Innovation is an important component of a successful company. Human resource look at the questions what organization wants to do & why. Innovative human resource practice improves competencies & capabilities for superior or winning performance. The companies go for human resource practices in order to acquire & retain talent for a longer period of time. The paper highlights the innovative human resource practices followed by the company are more successful organizations. The competitive advantage for any organization lies not just in providing different product or service, but also in being to top the company's special skills & core competency.*

*Keywords: - IHRP-Innovative Human Resource Practices, Competency, Constantly, Digital Transformation*

**INTRODUCTION**

The year 2020 has changed the business environment globally. It is the year of digital transformation. The use of technology has transformed the place of physical office & setting it up at home. It was only the power of innovation that brought success to the organizations. The competition in today's business is intensifying due to rapidly changing business environment. There is a steady pressure on the firms to constantly transforms their structural unit in order to survive. In this Scenario, innovative human resource practices are of great importance. By using innovative human resource practices, the organization can evaluate & retain their creative workforce. In today's business environment IHRP plays an important role to get success.

IHRP is a plan or principle that is accepted universally by the companies.

**SCOPE OF THE STUDY**

The success of any organization largely depends on how best you treat your employees. Organizations have recognized that people are very precious asset of the organization. So, organization today are required to frame innovate human practices in order to retain & motivate the employees in order to deliver excellence in the organization. Using innovative Human resource practices not only bring success to the organizations but also bring the solution to the organization as and when the need arises.

**OBJECTIVES OF THE STUDY**

The objective of the study of IHRP is to develop the company's core competencies and be a successful organization. The study also enlists the innovative Human practices to be followed by the organization. The objective of the study is to find out relationship between HR practices & Organizations success.

**RESEARCH METHODOLOGY**

The secondary data was being collected from internet, books & Journals.

**Analysis & Interpretation of Data****1) Google: -**

**Google LLC** is an American multinational technology company that specializes in Internet-related services and products, which include online advertising technologies, a search engine, cloud computing, software, and hardware.

In an effort to maintain the company's unique culture, Google designated a Chief Culture Officer whose purpose was to develop and maintain the culture and work on ways to keep true to the core values that the company was founded on.

As a motivation technique, Google uses a policy known as Innovation Time Off, where Google engineers are encouraged to spend 20% of their work time on projects that interest them.

On *Fortune* magazine's list of the best companies to work for, Google ranked first in 2007, 2008 and 2012, and fourth in 2009 and 2010.

Google was also nominated in 2010 to be the world's most attractive employer to graduating students in the Universum Communications talent attraction index.

Google's corporate philosophy includes principles such as "you can make money without doing evil," "you can be serious without a suit," and "work should be challenging and the challenge should be fun." Google is a giant, it is a great example we've used in this article because they have tried many innovative methods. One of the prominent things that has distributed to Google's success is providing an environment where employee joy is a foremost priority. They provide facilities like free healthy meals, on-site laundry and fitness centres, paid parental leave, and childcare. and the employees have no issues regarding salaries, with an average salary of \$140,000. Even fresh employees regularly make around \$93,000 per year. Google provides facilities like transportation and a flexible work environment, including telecommuting for work. They also struggle to maintain transparency and encourage employees to set high aims and learn from bad times.

## **2) Infosys Limited**

Infosys Limited is an Indian multinational technology company that provides business consulting, information technology and outsourcing services.

As the world's largest corporate university, the Infosys global education centre in the 337-acre campus has 400 instructors and 200+ classrooms, with international benchmarks at its core. Established in 2002, it had trained around 1,25,000 engineering graduates by June 2015. It can train 14,000 employees at a given point of time on various technologies.

The Infosys Leadership Institute (ILI), based in Mysuru, has 96 rooms and trains about 400 trainees (called Infoscions) annually. Its purpose is to prepare and develop the senior leaders in Infosys for current and future executive leadership roles.

The Infosys Training Centre in Mysuru also provides a number of extracurricular facilities like tennis, badminton, basketball, swimming pool and gym.

- In 2019, Infosys was a winner of the United Nations Global Climate Action Award in 'Climate Neutral Now' category.
- In 2019, Infosys was ranked as the 3rd Best Regarded Company in the World by Forbes.<sup>[69]</sup>
- In 2017, HfS Research included Infosys in Winner's Circle of HfS Blueprint for Managed Security Services, Industry 4.0 services and Utility Operations.
- In 2013, Infosys was ranked 18th largest IT services provider in the world by HfS Research. In the same year, it was ranked 53rd in Forbes list of World's Most Innovative Companies.
- In 2012, Infosys was ranked No. 19 amongst the world's most innovative companies by *Forbes*. In the same year, Infosys was in the list of top twenty green companies in *Newsweek's* Green Rankings for 2012.
- In 2006, Institute of Chartered Accountants of India included Infosys into Hall of Fame for being the winner of Best Presented Accounts for 11 consecutive years.
- In 2020, Infosys was ranked No. 1 in the HFS Top 10 Agile Software Development 2020 report.
- In 2020, Infosys was recognized as a leader in Retail and CPG Digital Services by Avasant.

## **3) Reliance industries Ltd: -**

The Reliance Group is one of the biggest private sector employers in India. With the help of a robust, consistent and meritocratic HR framework, Reliance continues to maintain a progressive people environment, where purpose driven talent is attracted and engaged. Reliance's entrepreneurial culture aims to motivate all employees to play an integral role in the company's growth.

### **LEARNING AND DEVELOPMENT**

Reliance identifies and develops high potential talent within the organisation and provide them with accelerated learning and growth opportunities. There are various initiatives taken by the organisation to achieve this, including on-the-job training, digital learning, coaching and workshops.

Our people are our strength. This is the reason Reliance regularly conceptualises and implements initiatives to enhance employee engagement and welfare. Our aim is not only to boost productivity, but also to create an enjoyable work environment and a vibrant community.

### **FINDINGS**

Innovative human resource Practices are collection of human resources practices that are proven to achieve positive results in the workplace. Your business may be one where people want to work and, once hired, enjoy their jobs. These content employees support your reputation as a company where employees are treated well.

### **CONCLUSION**

Every company should focus on Innovative human resource practices in order to be successful. "when people make financial investment, they want return. When people invest emotionally, they want to contribute."

### **SUGGESTIONS & RECOMMENDATIONS**

- 1) **Emphasizing work-life balance** Often, remote employees end up blurring the lines between their work and their personal lives and taking on work beyond regular hours. HR can take the lead in emphasizing a healthy work-life balance to prevent burnout. In this regard, steps can include a cut-off time for work communications; a policy of no work on weekends, and flexible workdays that focus on results delivered rather than hours clocked in.
- 2) **Improving diversity at the workplace** As the world becomes more complex and more connected, it is more important than ever to have diverse voices bringing in new perspectives. Best practices such as having a more diverse senior leadership and using AI to shortlist candidates based on skills only can go a long way in removing recruitment biases that creeps in during the hiring cycle.
- 3) **Embracing millennial and Gen Z leadership** Agility and innovative decision-making are critical for businesses that wish to survive and thrive in the pandemic. This calls for leadership from millennial and Gen Z, who are tech-savvy, forward-thinking, and unafraid to take risks. HR should take active steps to provide leadership opportunities for its younger workforce to lead the organization into the future.
- 4) **Incorporating people analytics into decision making** The judicious use of data can revolutionize business process efficiency, and HR is no exception. Investing in HR software makes it easy to pull up custom reports on employee performance over time and across departments, as well as insights on trends like attrition rate, promotions/transfers, and employee sentiment. This information can be used to make smarter decisions on hiring, training, and maintaining company culture.
- 5) **Cultivating a culture of empathy** The pandemic has brought home more closely than ever that life is uncertain. Amidst this, the business-as-usual culture is no longer appropriate. HR can take the lead in establishing a culture of empathy, where employees are made to feel valued and heard as people rather than mere contributors.
- 6) **Focusing on performance management** In order to encourage and reward talent and hard work, HR can collaborate with managers and employees to establish performance metrics that are in tune with company goals and employee interest areas. To optimize this approach, HR can invite employees to share the kinds of incentives they would like best and design a continuous feedback approach rather than the traditional annual appraisal system.
- 7) **Investing in learning and development** Employees should be given the same opportunities to learn and grow in this remote working situation as they would in person. Training modules, online diplomas and certificates, extra projects, and cross-departmental exposure can be incorporated into a virtual L&D strategy. Team managers should be roped in to promote these activities among their team members and mentor those who wish to gain additional skills.
- 8) **Making automation the norm** With the whole world moving to virtual interactions, automation has become a must for efficiency. HR can take the lead in choosing appropriate tools such as ESS portals and payroll management software to simplify tasks and save time and money. Automation will bring increased transparency and accountability into day-to-day operations, which is ideal for the entire business. It also allows employees more control over their functions.

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**EFFECTIVENESS OF DIGITAL WALLETS ON MODERN GENERATION**

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**ABSTRACT-**

*In today's 21<sup>st</sup> century we are moving towards digitalization from pin to plane. Likewise, human wallet being changed to digital wallet. The study is on digital wallet which is an e-wallet through which electronic transactions takes place in today's time from any place we are & at any time. Now- a- days, there is the more usage of digital wallets as users can easily pay at any store through bar code scanner or from home. Digital wallet stores the payment information of users for different payment modes on various websites, along with other items such as gift coupon, cash back rewards. A digital wallet requires users to download wallet apps on their smartphones or other physical devices. As we know digital wallets saves time, reduces cost. The objective of study helps us know which apps are used for making electronic transaction. Which apps are frequently used in a day time. Which apps are more secure, convenient, providing discounts, rewards to users, a good connectivity for a making a transaction to a user's. The methods used by researchers gives information on day - to - day use of digital wallet for making payments & future dependence of users on these wallets. It provides information on how individual is shifting its payment mode from human wallet to digital wallet. It represents the use of Google Pay, PhonePe, PayTM, Mobikwik, by the number of users.*

*Keywords-Apps, Digital Wallet, Electronic transactions.*

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**INTRODUCTION**

We are in the century where digitalization is taking place. Digital Wallet is one which is replacing human wallets. Human wallet requires physical cash to make payments, digital wallet requires software system to make electronic payments. Digital wallet means making electronic transactions through the use of smartphones, Android Phones or Personal Computers or laptops by various websites or application. User's has to create an account on the platform for making digital payment. Money can be deposited in the digital wallet prior to any transactions or, in other cases, an individual's bank account can be linked to the digital wallet. Information of users are saved on the software system for providing rewards such as gift vouchers, cash back, discounts etc. It requires network connectivity. Digital wallet reduced usage of Cash, ATM's, Debit card & Credit card. It is also known as E-Wallet.

Digital wallets allow many developing nations to participate more fully in the global financial system. Digital wallets allow participants to accept payments for services rendered, as well as receive funds or remittances from friends, family and outside individuals, businesses in other nations. Digital wallet apps such as Google Pay, PhonePe, PayTM, Mobikwik etc. which makes electronic payment easier, faster for shopping, in-store purchases, paying bills, sending or receiving money and others. Unlike human wallet it does not requires physical cash to store. Digital wallet transactions are cash less transactions. With the passage of time digital wallet has become popular among users.

**OBJECTIVES OF STUDY**

- 1) To know which apps are used for making electronic transactions
- 2) To identify which apps are used frequently by users in a day time
- 3) To find out which apps are secured, convenient and issuing discount to users

**LIMITATIONS OF THE STUDY**

- 1) The study is limited upto Thane district
- 2) The study is limited to 114 respondents
- 3) The study includes Google Pay, PhonePe, PayTM, and Mobikwik
- 4) Questionnaire method is being considered in this research paper

**METHODOLOGY**

**Primary Data:** Data collection for research is done with the help of Questionnaires through Google forms.

**Secondary Data:** It is collected from online sources such as websites, Research papers & Magazines.

**Sample Size:** The sample size has 114 respondent's opinion from the individuals on digital wallet.

**ADVANTAGES OF DIGITAL WALLET**

- It saves time, through one click it's done with payment transactions
- It is secure as passwords are setup for making e-payments
- It provides various rewards such as gift vouchers, cash back, coupons etc.
- Variety of apps according to user's choices
- Payments can be made or can be received 24/7
- It also convenient for shopping from hawkers, small shops as they accept payment through digital wallets
- The procedure is simplified as compared to plastic card as it requires CVV code for making payment

**TYPES OF DIGITAL WALLETS**

- 1) **Google Pay** It is currently the No.1 digital wallet and one of the top online payments apps in India. With Google Pay you can send money to friends, pay bills and buy online, recharge your phone - all via UPI and directly from your bank account. **Number of installs:** 100,000,000+ (100 Million or 10 crore) on Android Play Store
- 2) **PhonePe** Next in the list of top online payment apps in India is PhonePe. PhonePe started in 2015 and in just 4 years it has been able to cross the 100 million download mark. From UPI payments to recharges, money transfers to online bill payments, you can do it all on PhonePe. **Number of installs:** 100,000,000+ (100 Million or 10 crore) on Android Play Store
- 3) **PayTM** PayTM is one of the largest mobile commerce platforms and one of the top online payments apps in India, offering its customers a digital wallet to store money and make quick payments. They also have UPI enabled payments now. **Number of installs:** 100 Million (or 10 crores) on Android Play Store
- 4) **Mobikwik** MobiKwik is an independent mobile payment network that supposedly connects 25 million users with 50,000 retailers and more. It unique features they have is their expense tracker which allows setting budget for your expenses across all payment instruments and it uses your SMS data to analyses and control spends. No wonder it made to the list of top online payment apps in India. **Number of installs:** 10,000,000+ (10 Million or 1 crore) on Android Play Store

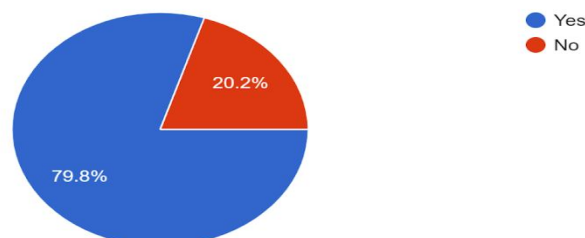
**Data Analysis & Interpretation of the study**

Age Group	No. of Responses	Percentage of Respondents
18-25	88	77.2
26-30	16	14
31-45	7	6.1
45 Above	3	2.6
<b>Total</b>	114	100

1) **Do you use digital wallet for payment?**

Digital Wallets	No. of Responses
Yes	91
No	23
<b>Total</b>	114

Do you use digital wallet for payment?  
114 responses



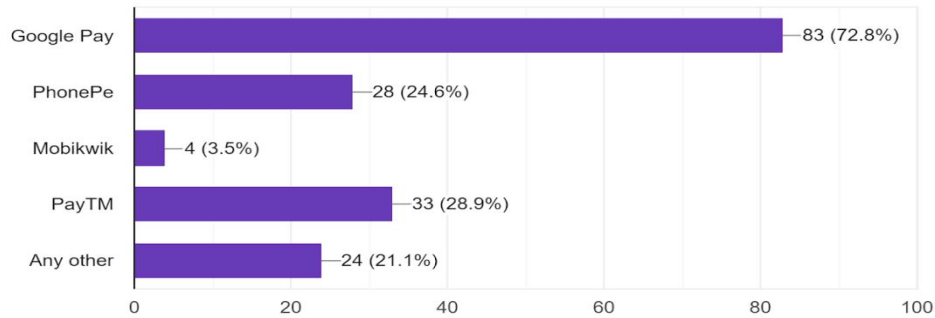
**Interpretation:** The survey explains that 79.8% use digital wallet for payment. Whereas 20.2% still use traditional method for making payment.

2) Which methods do you use for payment?

Digital Wallets	No. of Responses
Google Pay	83
PhonePe	28
Mobikwik	4
PayTM	33
Others	24

Which methods do you use for payment?

114 responses



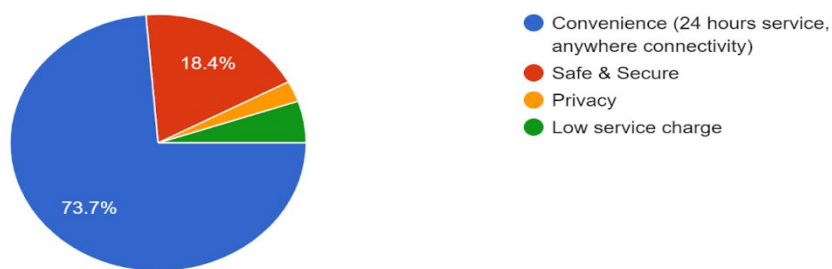
**Interpretation:** When the respondents were asked about which methods they use for payment. Maximum 72.8% use Google Pay, whereas PhonePe stands second in list with 24.6%, with third in list stands PayTM at 28.9%, Mobikwik at 3.5% and others stand at 21.1% in list.

3) What are the reasons for using digital wallet?

Digital wallet	No. of Responses
Convenience (24 hours service, anywhere connectivity)	84
Safe & secure	21
Privacy	3
Low service charge	6

What are the reasons for using digital wallet?

114 responses



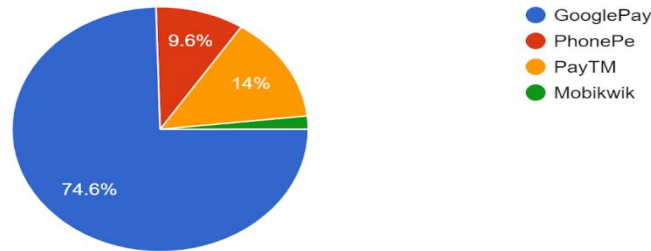
**Interpretation:** The survey explains 73.7% use digital wallet as it is convenient (24 hours' service, anywhere connectivity), 18.4% use because it is safe & secure, 2.6% are of a view that it protects privacy and 5.3% utilizes digital wallet due to low service charges.

4) Which digital wallet provides maximum security to users?

Digital wallet	No. of Responses
Google Pay	85
PhonePe	11
PayTM	16
Mobikwik	2

Which digital wallet provide maximum security to users?

114 responses



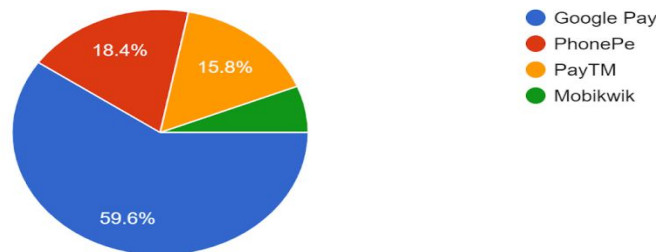
**Interpretation:** As per data collected, user’s most secured digital wallet is Google Pay with 74.6%, PhonePe at 9.6%, PayTM at 14% and Mobikwik at 1.8% in security list.

5) Which of the following Mobile app provide easy loan facility to digital customers?

Digital wallet	No. of Responses
Google Pay	68
PhonePe	21
PayTM	18
Mobikwik	7

Which of the following Mobile app provide easy loan facility to digital customers?

114 responses



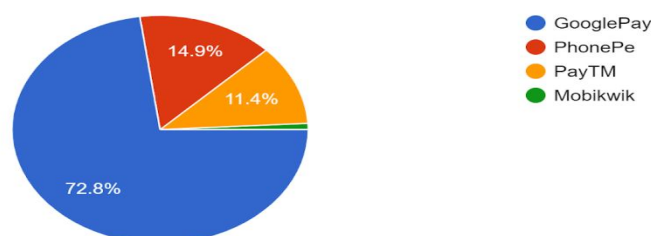
**Interpretation:** According to survey, easy loan facility provided to digital customers is Google Pay with 59.6%, PhonePe with 18.4%, PayTM with 15.8% and Mobikwik with 6.1% in the list.

6) Which wallet you use frequently in a day?

Digital wallet	No. of Responses
Google Pay	83
PhonePe	17
PayTM	13
Mobikwik	1

Which wallet you use frequently in a day?

114 responses



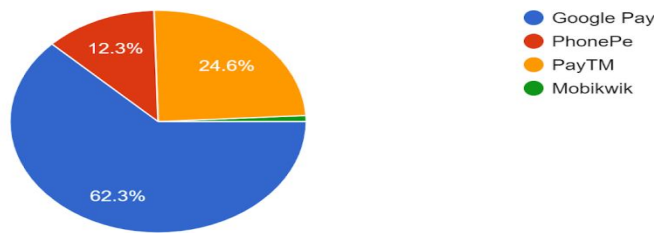


**Interpretation:** The data replicate that Google Pay comprises of 72.8% of sample size use digital wallet frequently in a day, PhonePe comprises of 14.9%, PayTM comprises of 11.4%, Mobikwik comprises with 0.9%.

7) Which Mobile App gives you the maximum rewards/Discount?cashback?

Digital wallet	No. of Responses
Google Pay	71
PhonePe	14
PayTM	28
Mobikwik	1

Which Mobile App gives you the maximum rewards/Discount/cashback?  
114 responses



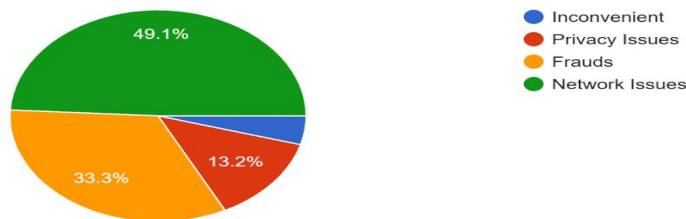
**Interpretation:** The digital wallet which provides the maximum rewards/Discount/cashback is Google Pay. As out

114 responses, 71 responses are in favour of the Google Pay, which comprises of 62.3% whereas the PayTM also provides good rewards/Discounts/cashback it comprises only 24.6% i.e 28 responses are in favour of PayTM, PhonePe and Mobikwik comprises only 12.3% and 0.9%.

8) What are the major barriers of digital wallet?

Digital wallet	No. of Responses
Inconvenient	5
Privacy issues	15
Frauds	38
Network issues	56

What are the major barriers of digital wallet?  
114 responses



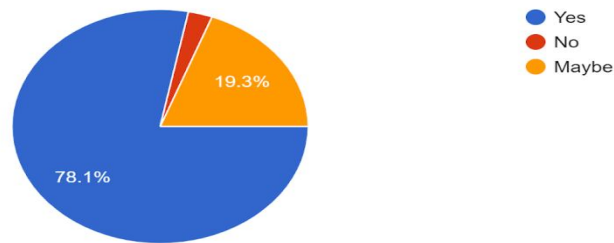
**Interpretation:** As per data collected, major barriers of digital wallet is Network Issue comprises of 49.1% , Frauds comprises of 33.3%, Privacy issues comprises of 13.2%, Inconvenience comprise of 4.4% .

9) Whether there is growth in future for digital wallet?

Digital wallet	No. of Responses
Yes	89
No	3
Maybe	22
Total	114

Whether there is growth in future for digital wallet?

114 responses



**Interpretation:** The survey shows that most users consider that there is future growth of digital wallet with 78.1% responses whereas 2.6 % consider no growth in future and some consider there is maybe future growth of digital wallet with 19.3% responses.

### CONCLUSION:

From the survey of data, Users most preferable app for digital wallet is Google Pay, PayTM, PhonePe, Mobikwik & others. Most secure app according to users is Google Pay which gives easy loan facility to users. Digital wallet is considered convenient (24 hours service, anywhere connectivity) by users. They get discounts, cash back on these wallets. Respondents also considered network issues and frauds as a major barrier of digital wallet for electronic payments. As a researcher has tried to bring about some insight on use of electronic payments through digital wallet many users responded positively for future growth also. Like “Rome was not build in a day”, so digital wallet will also take time to become user friendly.

### RECOMMENDATION:

- 1) **Updating the resource-** So that it constantly meets the dictates of time and uses the most innovative technologies.
- 2) **Security enhancement-** A rather obvious point which will receive increased attention in the coming years.
- 3) **Network Issues and Frauds- Major issue is network issues, company must focus on providing strong network connectivity with strong security to avoid frauds amongst use of digital wallet.**
- 4) **Focus on user experience-** Obviously, electronic payment services providers attach importance to the experience their user gets. Therefore, maximum efforts will be made to improve this experience and allow the user to manage his e-wallet app more efficiently.

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**EFFECT OF COVID-19 ON EDUCATION IN INDIA**

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**ABSTRACT**

*In each sector around the world, the effect of the COVID-19 pandemic is observed. Both India and the world's education sectors are seriously impacted by this. The worldwide lock down has been imposed because of this virus. It has a really bad effect on the lives of students. Around 32 crore learners stopped in India to switch schools/colleges and all educational activities stopped. The COVID-19 outbreak has taught us that transition is imminent. It has served as a catalyst for the growth of educational institutions and has opted for technology platforms that have not been seen before. With a new strategy, the education sector has been struggling to survive the crises and digitizing the problems to wash away the danger of the pandemic.*

*This paper outlines some of the measures adopted by Govt. of India to provide seamless education in the region. Both the positive and negative impacts of COVID-19 on education are addressed and some successful recommendations for educational activities during the pandemic situation are also highlighted.*

*Keywords – Indian Government, Impact of Pandemic Covid-19, Higher Education,*

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**INTRODUCTION**

The Covid-19 pandemic has spread across the world and forced human society to maintain social distance. The education sector, which is a vital determinant of the economic future of a nation, has been significantly disrupted. The World Health Organization (WHO) suggested an official name for the virus as the acronym COVID for Coronavirus disease 2019 on February 11, 2020. It was first detected in Wuhan, China on December 31, 2019. The 61-year-old man was first killed by COVID 19 in Wuhan, China, on 11 January 2020. COVID-19 was declared a pandemic by the WHO on 11 March 2020. The first case of the COVID-19 pandemic recorded in the State of Kerala on 30 January 2020 had a travel history from Wuhan, China . On March 12, 2020, the first death due to COVID-19 was recorded in India. It has influenced over 4.5 million people around the world (WHO). According to the UNESCO survey, during mid-April 2020, it affected more than 90 percent of the total world student population, which is now reduced to almost 67 percent during June 2020. Students and young people around the globe have been affected by the COVID-19 outbreak.

In India, the separate restrictions and the national lockdown for COVID have affected more than 32 cr. Student. Around 14 crores of primary and 13 crores of secondary students are affected, which are two mostly affected levels in India, according to the UNESCO report. After witnessing the corona virus pandemic situation, WHO suggested that social distance be preserved as the first preventive phase. Thus, each nation began the lockdown process to isolate the infected individuals. The education system has been closed down, including schools, colleges and universities. Classes were suspended and all school, college and university exams, including entrance tests, were indefinitely postponed. The lockdown thus destroyed every student's schedules. While it is an unprecedented situation in the history of education, COVID provides opportunities for a new age of digital model to come out of the rigorous classroom teaching model. Many educational institutions have been forced by the lockdown to cancel their courses, exams, internships, etc. and choose online modes.

The Professor and the students were initially quite confused and did not understand how to cope with the situation of this sudden crisis that forced the educational activities to be closed. But the latter realized that so many lessons had been learned from the lockdown to deal with the emergence of such pandemics. COVID -19 has thus created many challenges and opportunities for educational institutions to strengthen their knowledge and infrastructure in the field of technology. The lockdown has given them a ray of hope to continue their educational activities through online teachers and students. The teachers assigned internet work to students, delivered lectures via live video conferences using various apps such as Zoom, Google Meet, Facebook, YouTube, and Skype, etc. For affective communication, there are WhatsApp groups of guardians, teachers, students and parents through which they are always in contact through this e-medium to share their difficulties.

A shift to digital learning may be easier in a nation like China that has a much more centralized system. There are some low-pay students, even in a nation like the U.S.A., who do not approach broad groups and are unable to use computerized learning arrangements.

The same is true of India, where not every student is well equipped with the high-speed internet and digital gadgets and is suffering along these lines.

Many of India's advanced educational institutions are also not currently equipped with digital facilities to cope with the sudden shift from traditional education to an online education system.

### **OBJECTIVES**

The emphasis of the current research paper was on the following objectives:

- To explain the various steps adopted by Govt. India's education industry during the pandemic.
- To emphasize the different positive impacts of COVID-19 on education.
- To list some negative effects of COVID-19 and to make some effective suggestions during the pandemic situation for continuing education.

### **METHODOLOGY**

The data and information provided in the current study was compiled from various studies on the COVID-19 pandemic prepared by national and international agencies. Information is obtained from different websites that are genuine. It has referred from journals and e-contents relating to the effect of COVID-19 on the educational system.

### **MAHARASHTRA GOVT INITIATIVE FOR EDUCATION SECTOR DURING COVID-19 PANDEMIC**

To prevent spread of pandemic COVID-19, the Government of India has taken number of preventive measures. The government declared a lock-down of all educational institutions on 16 March 2020. Insitutions postponed all examinations of schools & colleges on March 2020 all over India. Universities released revised guidelines for examination to conduct it online.

India has observed Janta-curfew on March 22 and implement lockdown from March 25, 2020 onwards & lockdown extended time to time to control the covid-19 while adopting various strategies still educational institutions remained closed continuously. The lockdown 6.0 was declared on June 29, which is effective from 1/07/2020 to 31/07/2020 with some less restriction in other sectors except education. Education institution have been instructed to hold all their classes online. The Pandemic forces institution to move towards digital technology & gave chance to develop new professional Competence through online learning in more productive way. Online learning is the best solution during this pandemic Covid-19 situation & thus digital India is new vision & tool to curse with Pandemic situation. The Ministry of Human Resource Development (MHRD) & ICT has come up with many arrangements, including online portals and educational channels through Direct to Home TV, Radios for students to continue learning. Students shifted to other media tools like Microsoft teams app of meeting , Zoom, G-meet, Telegram, Youtube live, Facebook live etc. The digital initiatives of MHRD for higher education during COVID-19 are listed as below

**Electronic media-**The Maharashtra state education department now uses electronic media such as television and radio to ensure the continuity in learning for students who live in remote villages without or with poor Internet connectivity during locks-downs. In Doordarshan, the department booked two television slots for two hours every day for students. The audio lectures will concurrently be transmitted by radio. The initiative will not only help students who are not connected to the Internet in rural areas but will also allow visually impaired students to access the curriculum.

**Swayam-**Some villages still do not have such good Internet access. In order to resolve this, the MHRD Swayam Channel now has two confirmation slots to host the material for two hours each morning and night

**Google classroom-** In view of the Corona pandemic, the Google Classroom initiative was initiated by the government of Maharashtra in order to encourage school pupils to learn online. The initiative was presented by Maharashtra Chief Minister, who made Maharastra the first nation state to introduce the online learning programme.

**Reduction in syllabus-**Maharashtra government has reduced the syllabus of the schools from classes 1-12 up to 25 percent & it is followed by many state Boards

**Exams Postponed-** The state Governments and other educational boards postponed examinations due to outbreak of COVID-19 The Union Public Service Commission (UPSC) postponed the interview for the Civil Services Examination.

**Online Virtual classes-**Thanks to the pandemic COVID-19, online classes are now everywhere the standard. Recently, Google has joined forces with the government of Maharashtra to provide 2.3 crore students and teachers access to the blending of classroom learning programs and online education. Google wants to install

free tools like the Google Meet, Google Classroom & G Suite for education, with the goal of promoting distance learning. This shifting from offline to online poses challenging & stress on professor but professors pitched in enthusiastically and innovatively to continue teaching learning process continue.

**Online Examination:** More than 95% of Mumbai University students took the online final year exams

**Safe admission Process conducted online-**This was critical period for the admission processes also of next academic session. Taking care social distancing norms institution shifted to online admission process for staff, students' parents.

**Institutions arranged webinars for sharing information** on workshops , programs, conferences,for one-to-one interactions, and virtual campus tours to present the campus life and facilities available. For this application are invited Only online like e-applications from candidates desirous of applying for these programs with virtual interviews. The results fees payment sent online.

**SWAYAM Prabha-The Ministry of Human Resources Development to provide High Quality Educational Channels through DTH. It has curriculum-based course content covering diverse disciplines. This is primarily aimed at making quality learning resources accessible to remote areas where internet availability is still a challenge**

UGC advises colleges to create helplines for mental health & wellbeing of students during & after COVID-19 outbreak.

**Covid -19 Pandemic : Impact & Strategies for Education sector in India**

**Positive Effects of COVID-19 on education**

Although the outbreak of COVID-19 has had many adverse impacts on education, India's educational institutions have acknowledged the challenges and tried their best to provide students during the pandemic with seamless support services. The Indian education system was given the chance to turn from a traditional system into a new age. It is possible to consider the following points as the positive results.

Switch to Blended Learning: COVID-19 has accelerated emerging technology adoption to provide education. Educational institutions have been moving towards a blended learning mode. It motivated both teachers and students to become more informed about technology.

New ways of delivering and assessing learning have opened up huge opportunities for significant transformations in the field of curriculum and pedagogy. It also provides access at a time to broad student pools.

Learning Management system use increased-The use by educational institutions of learning management systems has become a high requirement. It opened up a great opportunity for the companies that have built and improved learning management systems for use in educational institutions.

Enhancement of teamwork- A modern opportunity exists to take new ways of collaborative learning and teaching. Concerning the use of media, interactive conferences, webinars and e-conference opportunities

- Improved digital literacy: the pandemic has contributed to a significant increase in the use of digital technology in the learning and application of digital technologies and has led to increased digital literacy.

Improved use of electronic mediums for knowledge sharing: students can easily exchange learning materials and solve relevant questions via e-mail, SMS, calling & use of various social media, such as WhatsApp or Facebook. Global exposure: Educators and learners will communicate with peers from all over the world. International community-adapted teachers.

Better time management: Students can handle their time online during pandemics more effectively.

Demand for Open and Distance Learning: most students prefer ODL mode during the pandemic, since it allows themselves to learn from a variety of different tools

The students were able to use a soft copy of learning materials and, thus, most students did not gather hard copies of material from their studies and used soft copy for comparison in an open situation.

**Negative impact of COVID-19 on education**

The education sector suffered a lot as a result of the outbreak of COVID-19. It has produced a number of negative impacts on education, some of which are as follows:

- Educational activities hindered: classes have been suspended and examinations at different levels have been postponed. Several boards have already postponed the annual examinations and entrance tests. Admission

process has been delayed. Due to the continuity of the lockdown, the student suffered a loss of almost 3 months of the full academic year 2020-21, which will further deteriorate the situation of continuity in education, and since the students would face a great deal of difficulty in resuming schooling after a huge gap.

**Impact on employment:** Most recruitment has been postponed due to COVID-19. Student placements may also be affected by companies delaying on board students. The unemployment rate is expected to increase as a result of this pandemic. There is no recruitment in the government in India. The sector and new graduates fear the withdrawal of their job offers from the private sector due to the current situation. The Center for Indian Economy Monitoring estimates that unemployment rose from 8.4% in mid-March to 23% in early April, while urban unemployment rose to 30.9% in early April.

When unemployment increases, education decreases gradually as people are fighting for food and not for education.

- Unprepared online teachers/students Not all teachers/students are good at it, or all at least have been prepared for this sudden change from face-to-face to online learning. Most teachers just deliver lectures on video platforms like Zoom, Google meetings, etc. without any dedicated online learning platform.

- Reduced global opportunities for employment - Some may lose their jobs from other countries and dismissal students from outside India cannot get work because of COVID restrictions.

- After losing their jobs abroad because of COVID-19, many Indians might have returned home. Therefore, it may be difficult for new students who will soon enter the job market to obtain a suitable job. Many students with jobs through campus interviews are unable to join because of the lockdown. Indians who have worked abroad can lose their jobs. Recent graduates in India are also afraid that employment offers from the corporate sector will be withdrawn because the current pandemic situation restricts movement.

- Parents' increased responsibility to teach their wards: some trained parents are able to lead, but some may not have the appropriate educational level necessary for teaching the children at home.

- Loss of nutrition from school closure: midday meals is a government of India school meal program aimed at providing school-age children nationwide better nutritional food. Closing schools has serious consequences for student's daily nutrition as meals are temporarily shut down at midday. Different studies have shown that medium-day food is also an important factor in increasing school enrolment

- Digital world access: Since many learners have limited or no Internet and many students cannot afford computer, laptop or mobile home support, online teaching can create a digital divide between students.
- Digital world access: The lockdown has been very difficult for the poor students in India, since many cannot explore online learning on the basis of different reports. This enhances the gap between rich/poor and urban/rural by the online learning method.

- Access to global education: the higher education sector is significantly affected by the pandemic. A large number of Indian students enrolled in many universities abroad, particularly in the countries that are worst affected, are now leaving these countries and, if the situation persists, demand for international higher education will decline dramatically in the long term.

College fees are delayed: most parents face unemployment during this lockout, so that they may not be able to pay a fee for those certain time periods which can affect the individual institutions.

### **FINDING & SUGGESTIONS**

India should develop creative strategies to ensure sustainable learning for all children during the COVID-19 pandemic. In order to achieve efficient implementation, Indian policies must include various persons from different backgrounds including remote regions, marginalized and minority groups.

- Effects of the pandemic on employment offerings, internship programs and research projects need to be reduced without delay.

- Many online learning platforms offer multiple programs with various certificate, methodology and evaluation parameters on the same subjects. The quality of the programs can therefore differ across various online learning platforms.

Therefore, in view of rapid growth of the online training platforms, establishments of quality assurance mechanisms and quality benchmarks must be developed and offered by higher education institutions in India

Traditional Indian knowledge is well-known worldwide for their scientific innovations, values and benefits for the development of sustainable medicines and technologies and should be integrated into a mainstream higher education system in different fields.

- Governments and educational institutions should plan to pursue educational activities that preserve social distance. In two shifts a day, between 30.0% and 40% of students and teachers can attend school/school by complying with COVID-19 guidelines.
- Technology and Internet access is a pressing necessity nowadays. The digital capacity and infrastructure needed must therefore be accessible to the most remote and poorest communities to enable students to continue their education during the pandemics. Public funds need to be invested to remedy the internet divide and ensure that students learn online. The governments of the State and private organizations.

State governments and private organizations should develop ideas to tackle this digital education problem.

- There should be considerations for certain critical distance-learning techniques such as availability and access to wireless internet connection devices, the need for secure learning spaces, the need to operate and use digital devices for teachers, families and students, and engaging lesson plans for disabled and other marginalized groups. And the interested parties. And the parties concerned.

### **CONCLUSION**

COVID-19 has impacted immensely to the education sector of India. Though it's created many challenges, various opportunities also are evolved. The Indian Govt. and different stakeholders of education have explored the likelihood of Open and Distance learning (ODL) by adopting different digital technologies to cope up with this crisis of COVID-19. India isn't fully equipped to form education reach all corners of the state via digital platforms. The scholars who aren't privileged just like the others will suffer thanks to this choice of digital platforms. But universities and therefore the government of India are relentlessly trying to return up with an answer to resolve this problem. The priority should be to utilize digital technology to make an advantageous position for many young students in India. Its need of the hour for the tutorial institutions to strengthen their knowledge and knowledge Technology infrastructure to be ready for facing COVID-19 like situations. albeit the COVID-19 crisis stretches longer, there's an urgent got to take efforts on maximum utilization of online platforms in order that students not only complete their degree during this school year but also to urge ready for the longer term digital oriented environment. The concept of "work from home" has greater relevance in such pandemic situation to scale back spread of COVID-19. India should develop creative strategies to make sure that each one children must have sustainable access to learning during pandemic COVID-19. The Indian policies must include various individuals from diverse backgrounds including remote regions, marginalized and minority groups for effective delivery of education. As online practice is benefitting the scholars immensely, it should be continued after the lockdown. Further detailed statistical study could also be undertaken to explore the impact of COVID-19 on education system of India.

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**EMERGING TRENDS IN DIGITAL PAYMENTS DUE TO COVID-19**

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**Abstract**

*The Information Technology (IT) has provided an easy way to go for Digital payment by transforming various aspect of our lives. The Government of India took the initiative of the Digital payment after the announcement of demonetisation on 8<sup>th</sup> November, 2016, i.e. On Tuesday. The primary objective of initiating Digital payment was to achieve cashless economy for a long period and to bring transparency in transaction and eliminating Black money. By switching from traditional payment system to Digital payment system. The common people ensured safety, security and convenience. With the help of smartphones and easy Internet access has led the Indian market to accept Digital payment through other modes are also increasing in a significant speed. The world could have moved rapidly towards Digital payment in COVID-19 pandemic but unfortunately disclosure of the business and the lockdown have resulted in lower transactions volumes overall. It is necessary for the Digital payment ecosystem to evolve rapidly and help to shape the post COVID-19 era to recover and lead the world into new normal. In this paper we will study the various types of Digital payment methods that are used in COVID-19 pandemic situation and emerging trends of Digital payment in COVID-19 era.*

*Keywords: Digital payment, COVID-19, Mobile wallets.*

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**INTRODUCTION**

The Indian government had taken initiative to transform India into a Digital society and a knowledge economy. The roles Digital India professes is to make India “Faceless, paperless & cashless. Demonetization is described as game changers of the Indian economy. On the other hand, an environment where everyone is paralyzed at home, COVID-19 is further increasing the need for E-cash transactions. Digital transactions have increased during this time. According to the data from the Reserve Bank of India, the total value of transactions contracted by 46% in April compared to March, driven by the decline in various payment methods, except for direct transfer payments of government benefits when using Aadhaar platforms, which registered a jump of 138%. Transactions and payments through various banking channels (checks, NEFT and RTGS, and ATM withdrawal) fell between 26% and 71% in April compared to March. It was observed there is a contraction in the value of transactions issued by the issuance of checks, which fell 71 percent in April to Rs.1.63 lakh crore in April as compared to Rs 5.65 lakh crore in March. Amid rising fear of COVID-19 spread, when the physical transactions have almost crashed, Digital payments in India have witnessed an exponential spike in the lockdown period. Indians have used Digital payment system multiple times as compared to earlier.

Digital payment platforms have also not just seen numerous transactions, but the use of Digital payment have also almost doubled. The lockdown has also brought many first-time users who were earlier not using, ‘Digital payment’ as mode of payments as now due to social distancing measures they need to pay online for buying essentials. Many e-retailers are requesting payments via Digital mode of payments, which is also contactless and reduces risk of spreading coronavirus. Besides this National Payments Corporation of India (NPCI) has also encouraged people to use Digital payment methods, so that people do go out to the ATM, reduce social contact, and it also reduces the risk of spreading of COVID-19. The adoption of Digital payment mode is happening rapidly among consumers due to COVID-19.

**REVIEW OF LITERATURE**

1Sudha.G., 2Sornaganesh.V., 3Thangajesu Sathish. M, 4 Chellama A.V. (2020), paper titled “Impact of COVID-19 Outbreak in Digital Payments” have conducted the research with the aim of to find out the effect of COVID-19 on Digital Payments, to compare the respondents buying behavior before lockdown and during the lockdown. The authors find that there is a significant difference of mode of payment between before and during the lockdown period. As per acceptance of null hypothesis ( $p > 0.05$ ), purchasing and payment mode for vegetables, Groceries, Transport, Hotels, and others are not significant associate between mode of payment and buying behavior of the respondents during this lockdown period. The authors conclude that it is too early to conclude what the changes might look like in each cultural, demographic, and institutional context, but we can be sure that COVID-19 is already reinforcing existing trends towards increased digitization of payments.

**BENEFITS**

- Economic (Time saving)
- Transparency



- Secure payments
- Ease and convenience

**OBJECTIVES:**

- To study the Emerging trend of Digital payment due to COVID-19
- To study the various methods of Digital payment
- To analyse the mode of payment, use by the respondents
- To compare the use of Digital payment system before and during COVID-19 pandemic

**RESEARCH METHODOLOGY**

In the present study, Primary Data and Secondary Data both have been used. Primary data has been collected using questionnaire method from 110 respondents selected by applying simple random sampling method. Secondary Data have been collected from various online sources such as websites, articles, etc.

**LIMITATIONS**

- The study is limited to those people, who had personal smartphones, and they use Digital Payment.
- The information provided by the respondents might be biased because some of them might not be interested in providing proper information.
- Digital Payments are not used by most of common people so it was challenging to make them understand about the survey.

**MODES USED FOR DIGITAL PAYMENTS****Banking Cards (Debit/ Credit/ Cash/ Travel/ Others)**

As compared to other payment method banking cards offer consumer more security, convenience and control. The variety of cards available, including credit, debit and prepaid cards, also offers tremendous flexibility. These cards offer 2-factor authentication for secure e.g., secure PIN and OTP. Visa, RuPay MasterCard are some of the example of card payment systems. With the help of Payment cards one can purchase items in stores, on the Internet, through mail-order catalogues and over the telephone. They save both time and money and make them ease of transaction for customer and merchants.

**Unified Payments Interface (UPI)**

Unified Payment Interface (UPI) is a system that powers many banking accounts into a single mobile application, it involves several banking features, seamless fund transferring & merchant payment I to one hood. It also caters to the "Peer to Peer" collect request which can be paid as per requirement and convenience.

**Mobile wallet**

Mobile wallet is a way to remain cashless anytime. You can link your credit or debit card to mobile wallets or you can transfer money to mobile wallet. Rather than using plastic cards to make payment, you can make payment through smartphone, tablet etc. some of the bank have their e-wallet and some private companies. E.g., Freecharge, Mobikwik, Airtel Money, Jio Money, SBI Buddy, Vodafone M-Pesa, ICICI Pockets, Speedpay, Axis Bank Lime, Oxigen, itz cash etc.

**Internet Banking**

Internet banking, also known as e-banking online, banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to make financial transactions through the financial institution's website. National Electronic Fund Transfer (NEFT), Real Time Gross Settlement (RTGS), Electronic Clearing System (ECS) and Immediate Payment Service (IMPS) are the examples of internet banking.

**Mobile Banking**

Mobile banking is a service provided by bank and financial institution to customer to make payments using a mobile device such as mobile phone or tablet. It uses software called application, provided by banks and financial institution. Each bank provides its own banking application for android, windows and iOS platform.

ANALYSIS

• Gender and Age of the Respondent

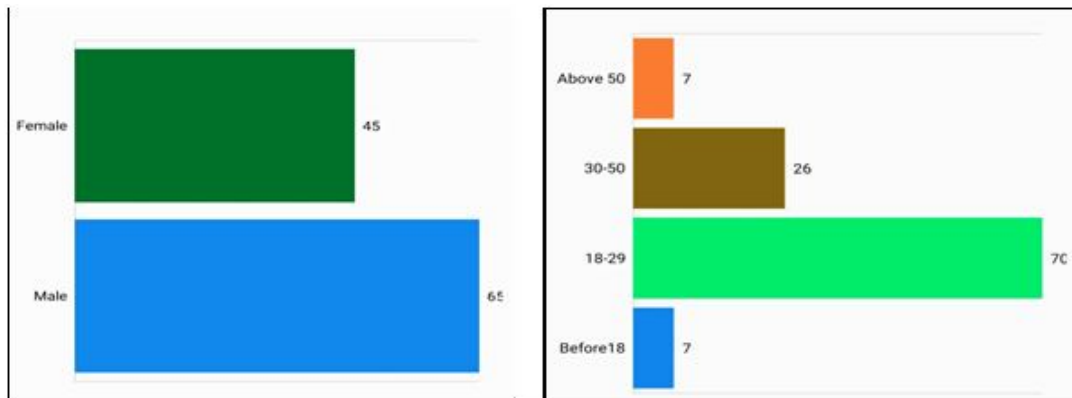


Figure 1

According to the fig.1, out of 110 respondents of the following data 65 are Male and 45 are Female. It is also observed, that 70 of the respondents belongs between 18-29 years of age, 26 respondents belong between 30-50 years of age, 7 respondents of them belongs to both before 18 years of age and above 50 years of the age.

• Occupation

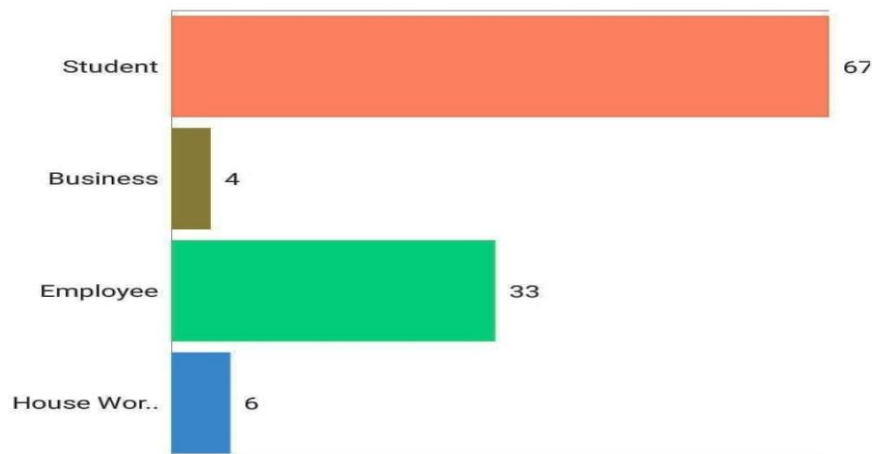


Figure 2

According to fig.2, out of 110 respondents of the following data 67 respondents are students, 33 respondents are employees, 6 respondents are doing house work and remaining 4 respondents run business.

• Do You use Digital Payment & is beneficial in pandemic?

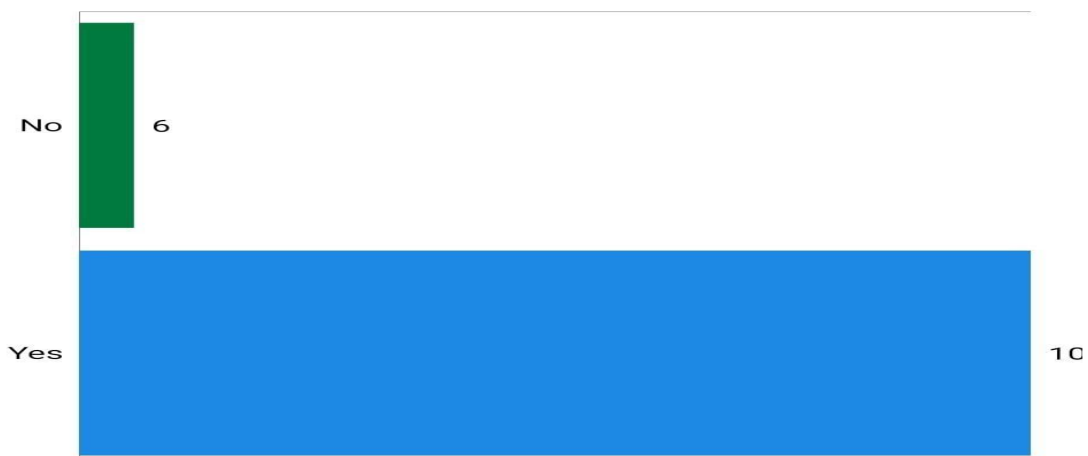
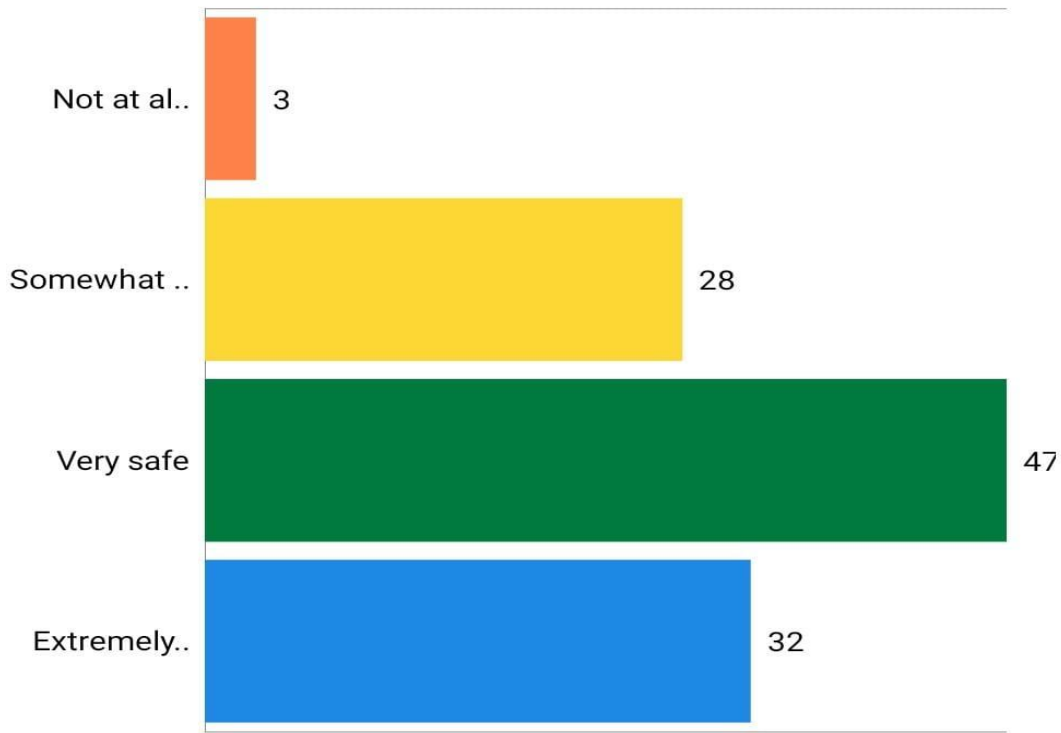


Figure 3

According to fig.3, out of 110 respondents of the following data 104 respondents use the way of Digital payment and thinks its beneficial in pandemic whereas 6 respondents are still not using it and thinks it's not beneficial in pandemic.

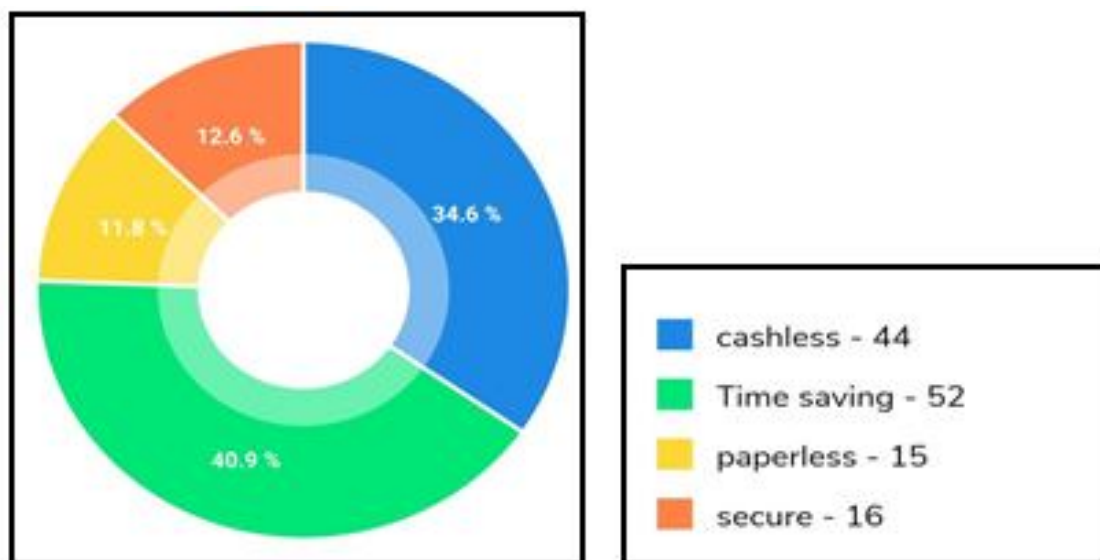
• **Do you think Digital Payment is Safe Enough?**



**Figure 4**

According to fig.4, out of 110 respondents of the following data 47 respondents says that Digital payment is very safe, 32 respondents say it is extremely safe, 28 respondents says that Digital payment are somewhat safe and 3 respondents says it is not at all safe.

• **How do You find Digital payment?**



**Figure 5**

According to fig.5, out of 110 respondents of the following data 40.9% respondents finds Digital payment is time saving, 34.6% respondents find Digital payment is cashless, 12.6% respondents find Digital payment is secure, 11.8% respondents find Digital payment is paperless.

• Which Mode of Digital Payment Do You Use?

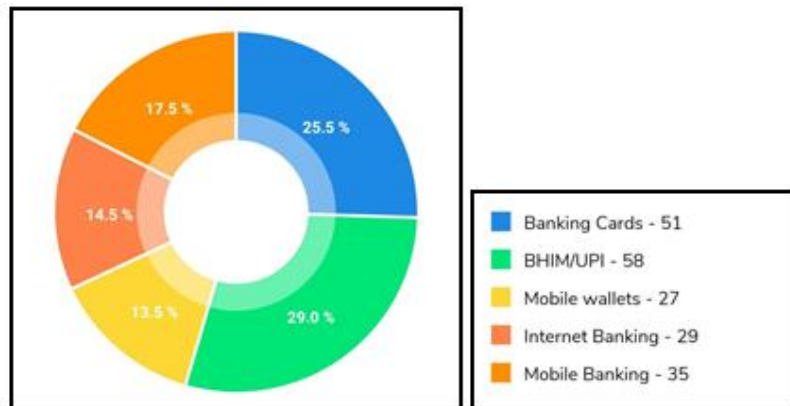


Figure 6

According to the fig.6, out of 110 respondents, majority of the respondent i.e., 29% use BHIM/UPI ,25.5% respondent use banking cards, 17.5% respondents use mobile banking, 14.5% respondents use internet banking and 13.5% respondent use mobile wallets as the mode of Digital payments.

• Which Application Do you prefer most for Digital payment?

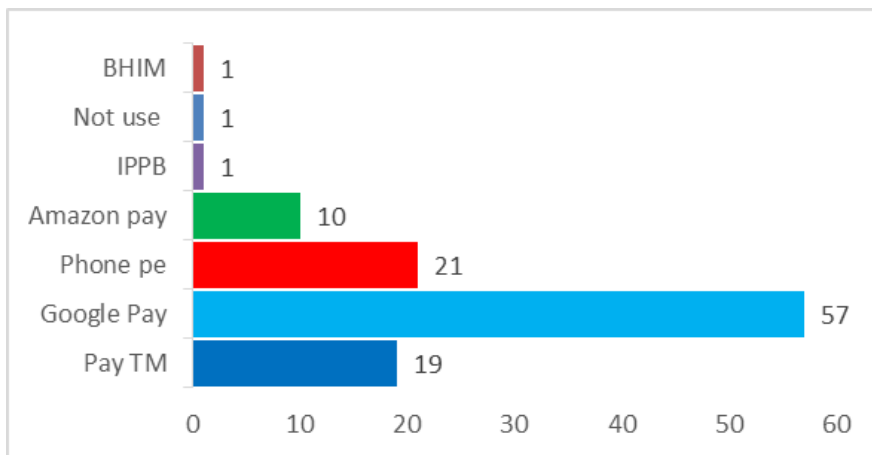


Figure 7

According to fig.7, out of 110 respondents of the following data 57 of the respondent use Google pay, 21 respondents use phone pe, 19 respondent use Pay TM, 10 respondent use Amazon pay, BHIM and IPPB both use by 1 respondent each. From 110 respondent, 1 respondent is not using any application for Digital payment. From the data, it is observed that most of the respondent prefer Google pay for Digital payment.

• Why Do You Prefer Digital Payment?

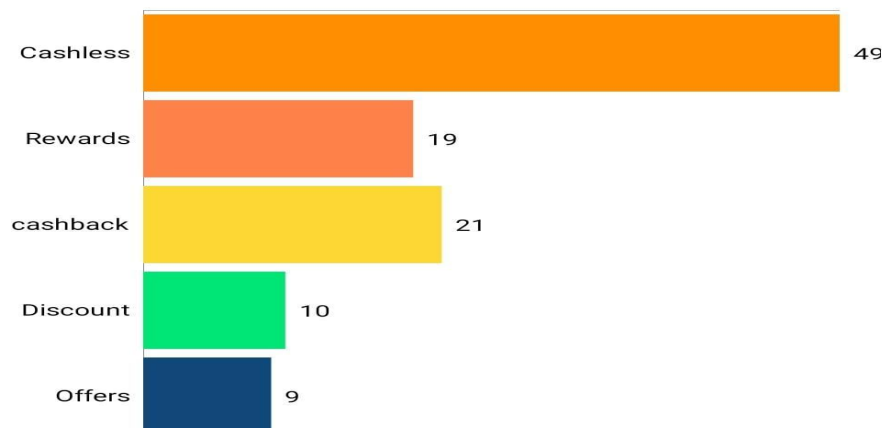


Figure 8

According to fig.8, out of 110 respondents of the following data 49 respondent prefer because it is cashless, 21 respondents prefer Digital payment as they get cashback, 19 respondents prefer Digital payment as they get rewards after the payments is done, 10 respondents prefer Digital payment as they get discount on payment, 9 respondents prefer Digital payment as they get different offers.

• **How frequently do you make Digital payment in a week (pre & post COVID 19 pandemic)?**

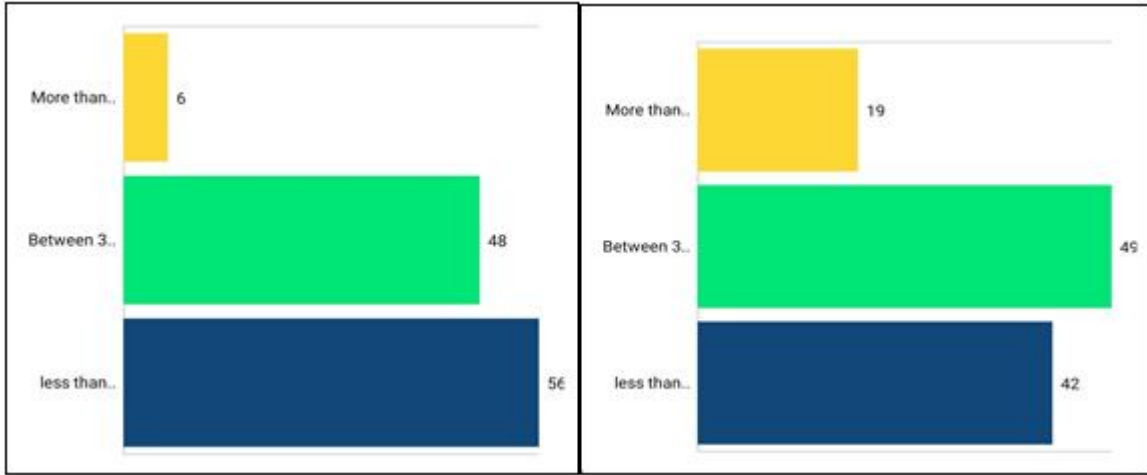


Figure 9.1 (pre COVID-19)

Figure 9.2 (Post COVID-19)

According to fig. 9.1, out of 110 respondents, 56 respondents use Digital payment between less than 3 times, 48 respondents use Digital payment between 3 to 10 times and 6 respondents use Digital payment more than 10 times.

According to fig. 9.2, out of 110 respondents, 42 respondents use Digital payment between less than 3 times, 49 respondents use Digital payment between 3 to 10 times and 19 respondents use Digital payment more than 10 times.

It is observed that Digital payment has been used more in the COVID-19 period as compare to earlier

• **What do you think about Digital payment system in long-Run?**

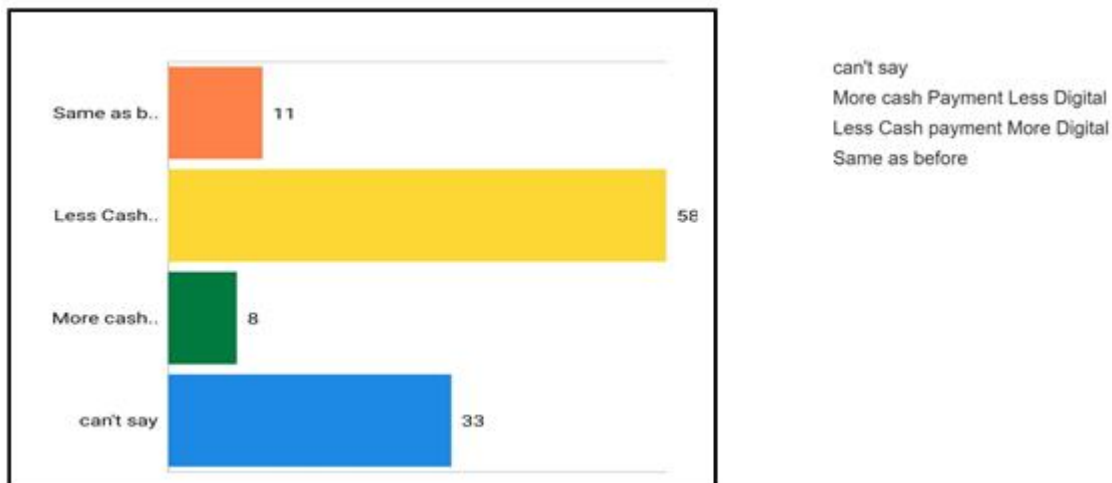


Figure 10

According to fig 10, out of 110 respondents 58 respondents think that there should be less cash payment more Digital Payment, 33 respondents can't say anything about this, 11 respondents think it will be same as before whereas 8 respondents think there should be more cash payment less Digital payment in long run.

**SUGGESTIONS**

- As customers are looking for more numbers of offers and less numbers of obstacles while using the Digital payment system, the service providers have to look upon the same and they need to keep on updating themselves in order to seek more attention from the customers and merchants.

- As the use of Digital payment is increasing day by day security concerns are also increasing. The service providers should look into making it more secured platform as customers are fooled very easily.
- More people should understand the benefits of Digital payment. The Government should take initiative to provide information about Digital payment so people can adopt Digital payment.
- To gain confidence of people to adopt Digital payment system, cyber security protocols need to be strengthened for securing Digital payments, because people are bit anxious about security concerns related to Digital payments such as fraudulent misuse of payment networks and data theft.
- Network issues, poor mobile coverage and internet reach is a major challenge in rural areas, thus denying access to Digital forms of transaction. To promote Digital payment, increase of Digital infrastructure is required, especially in rural areas to provide a better internet connectivity with sufficient bandwidth.

### **COCLUSION**

Due to the spread of COVID-19, businesses and consumers are moving away from using cash. We can be sure that COVID-19 is already reinforcing existing trends towards increased Digitalisation of payments. As the world's fastest-growing smartphone market empowers consumers to transact at the click of a button, the government is aiming for a billion Digital transactions per day. The government has suggested banks to encourage their customers to use Digital payment methods as a precautionary measure against the Coronavirus outbreak. Meanwhile, RBI has also encouraged customers to use Digital payment facilities to amid the Coronavirus outbreak. As the result, the rise in the adoption of Digital payment has increased in the COVID-19 outbreak and Digital payment platform are experiencing a high jump in the number of users as a cash transaction in declined across a country.

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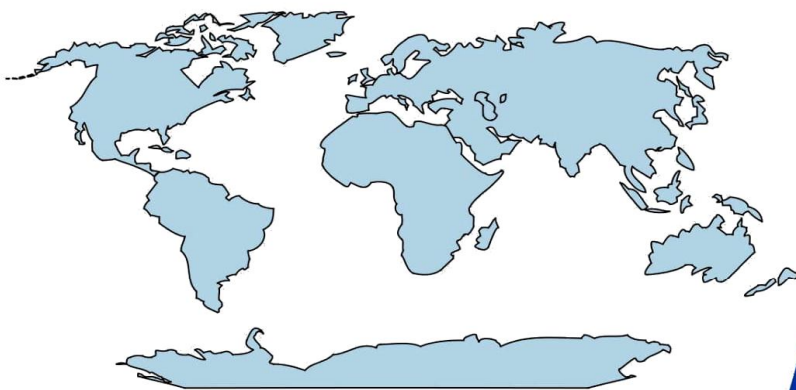


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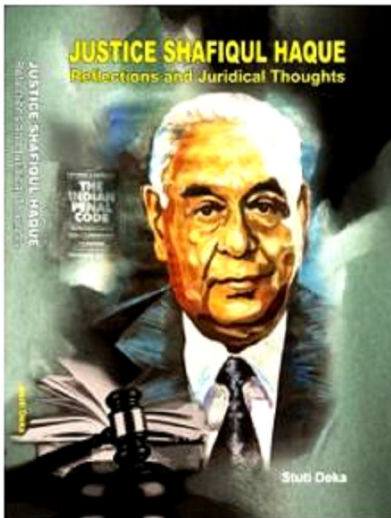


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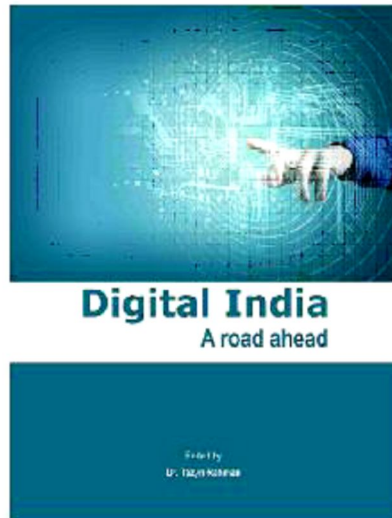
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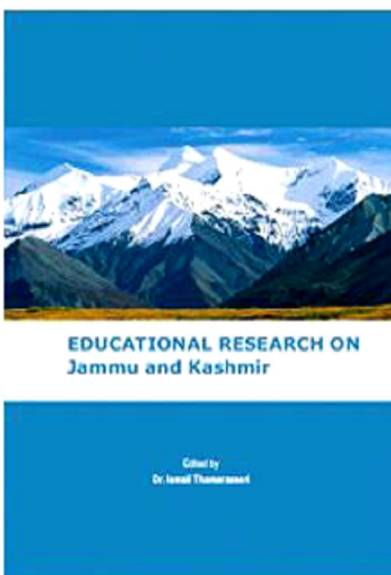
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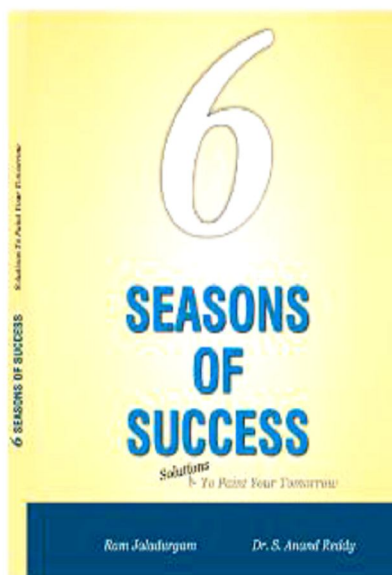
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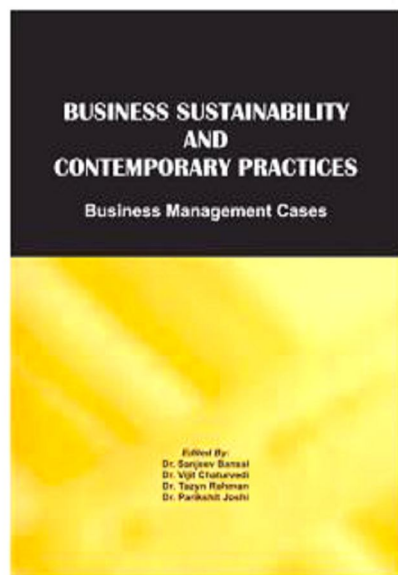
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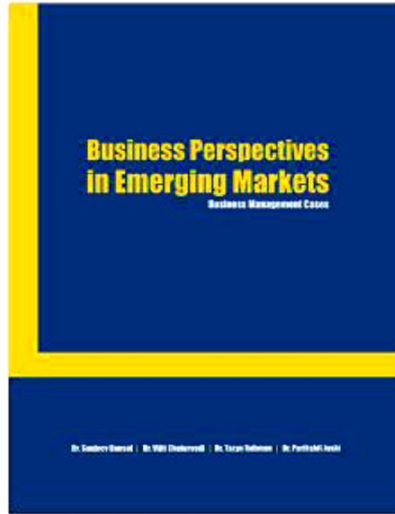
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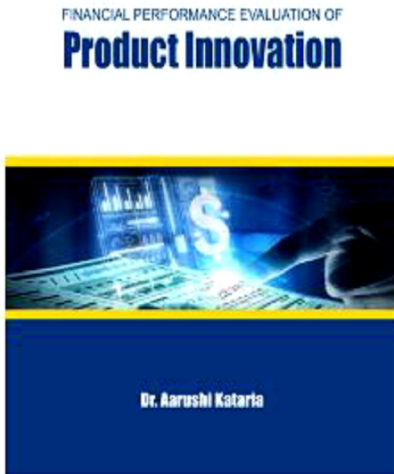
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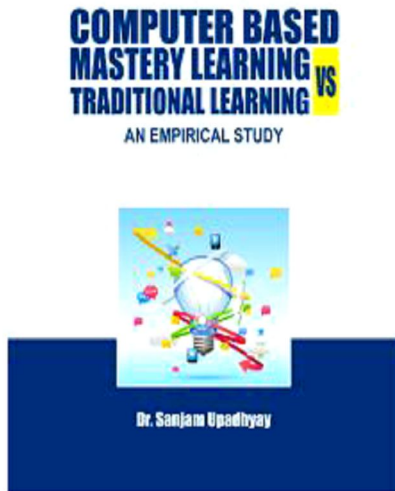
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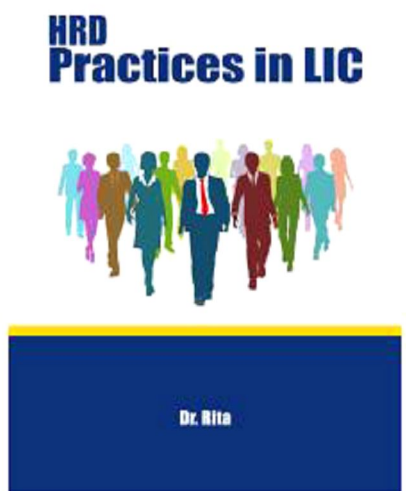
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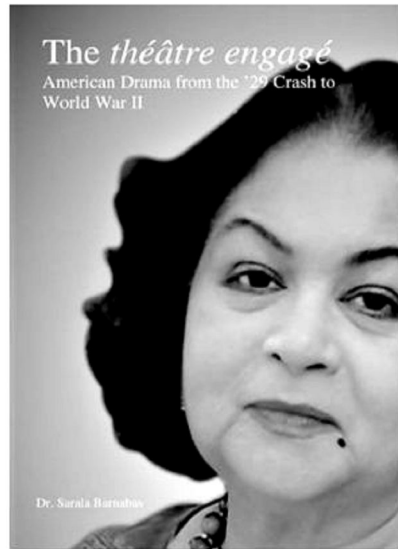
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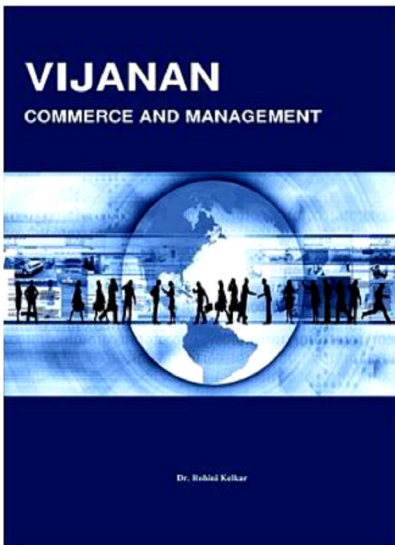
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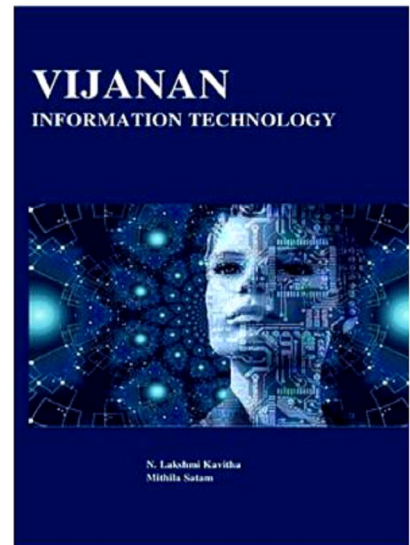
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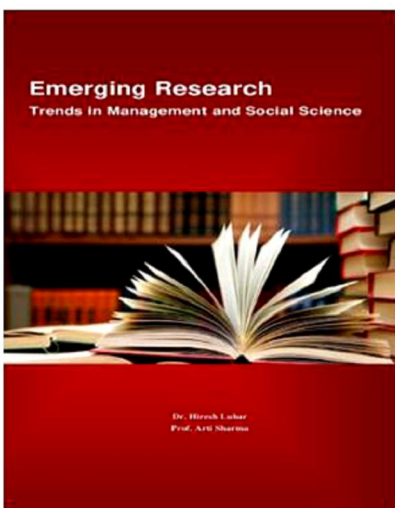
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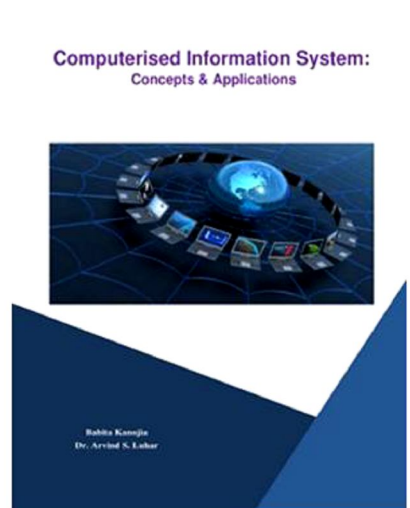
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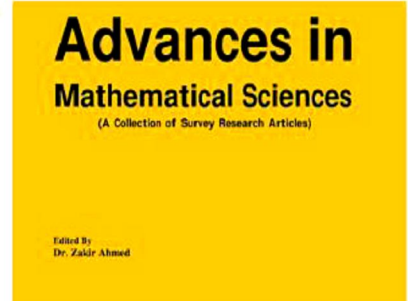
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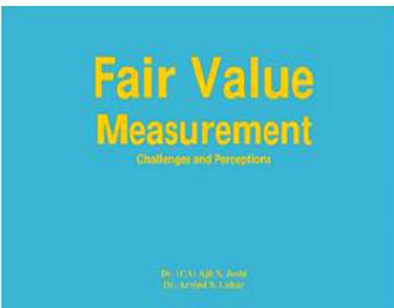
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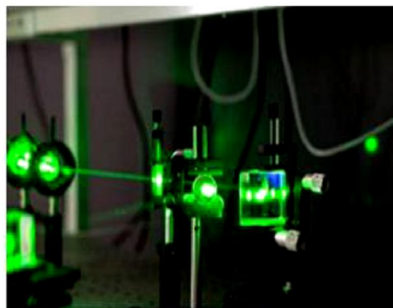
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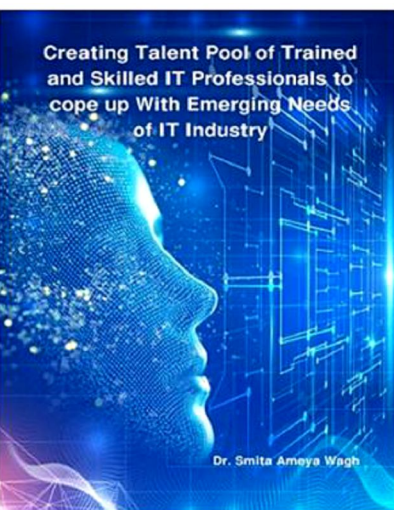


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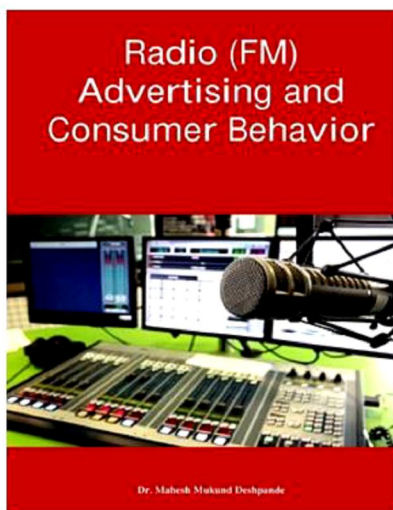
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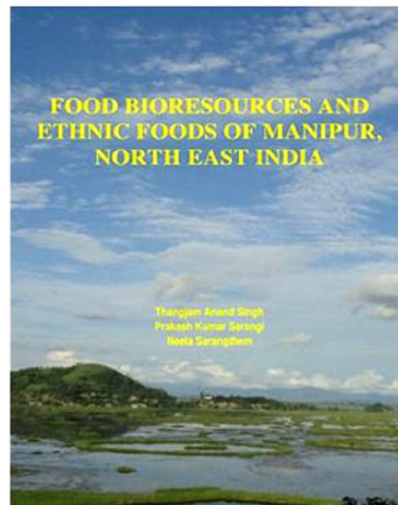


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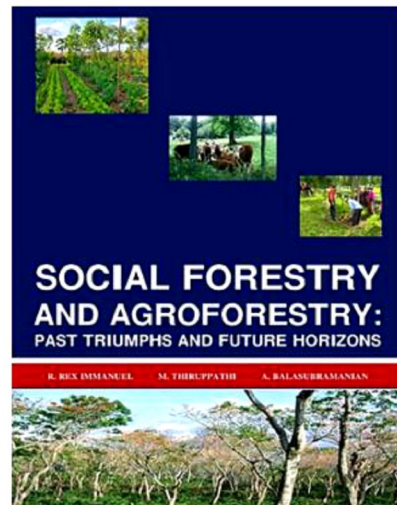
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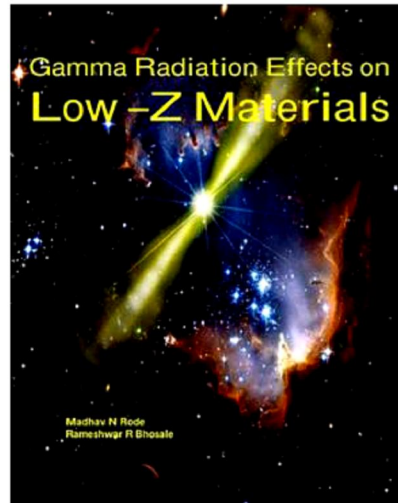
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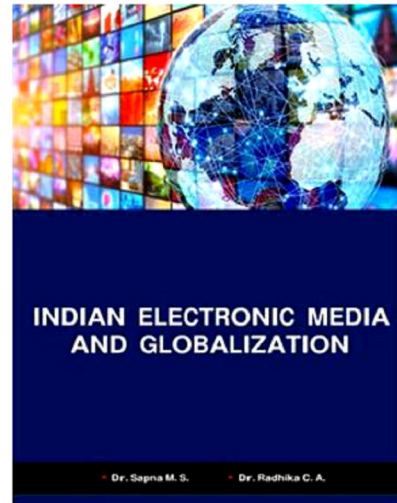
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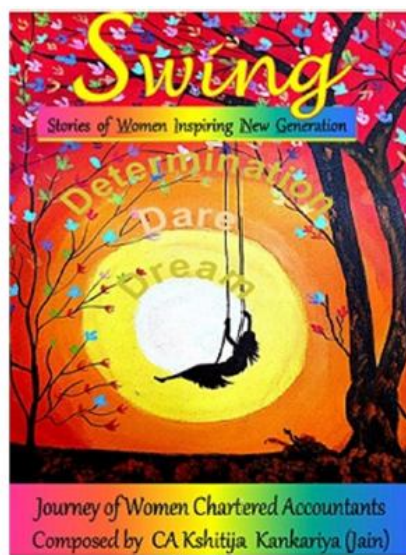
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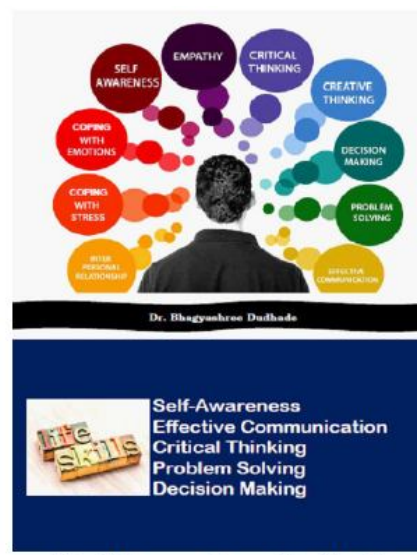
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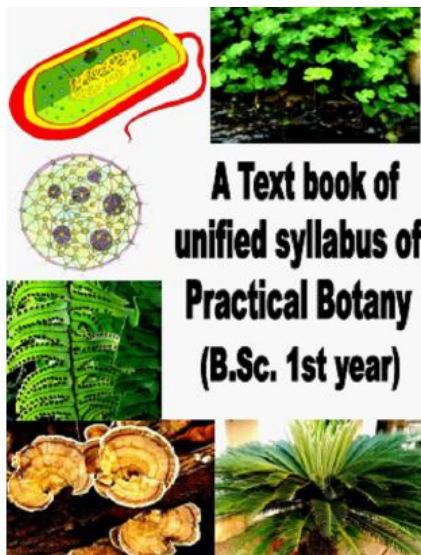
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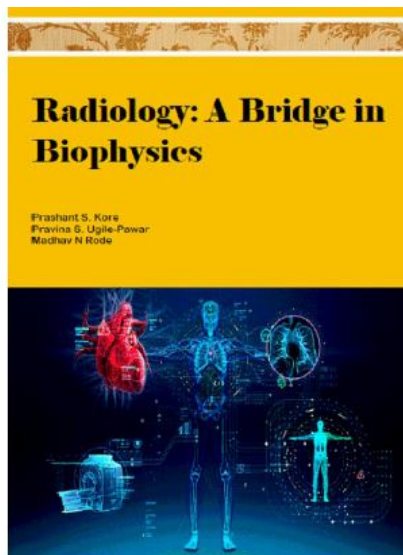


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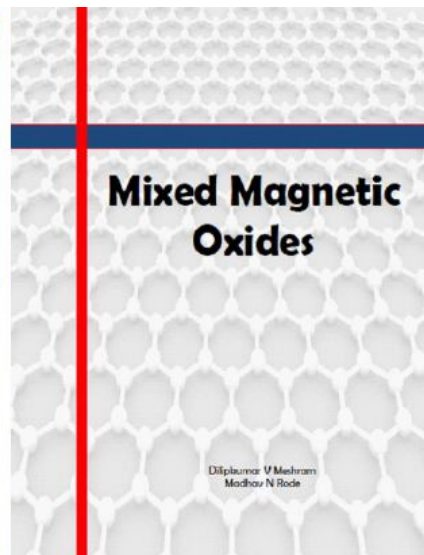
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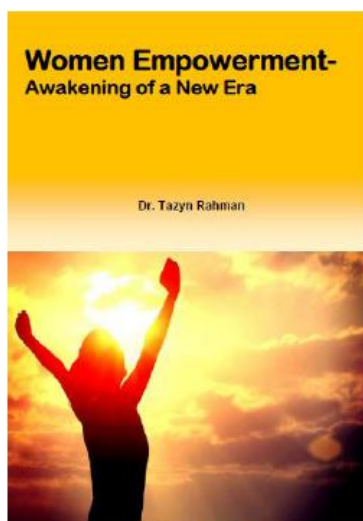
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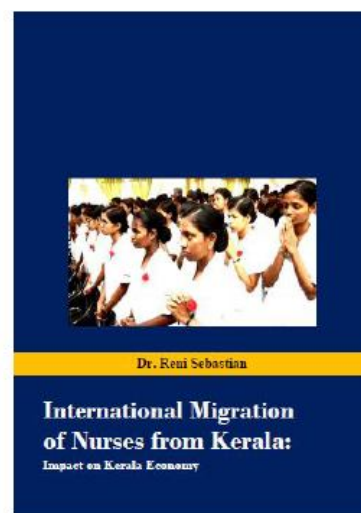
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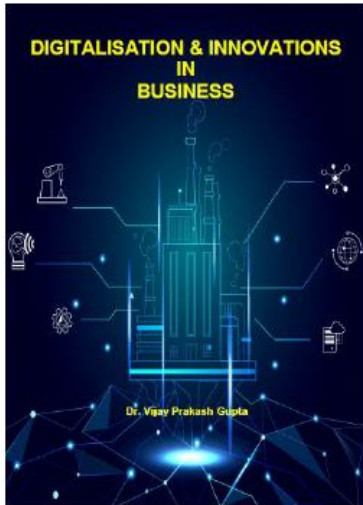
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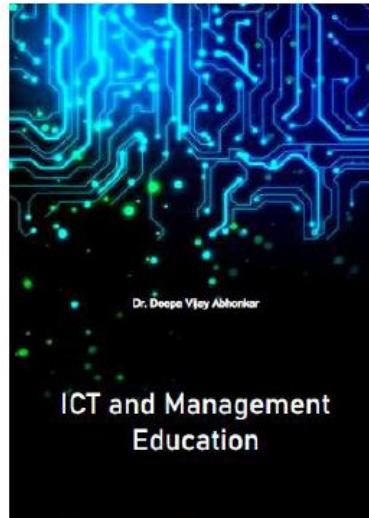
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