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A STUDY ON ROLE OF AFTER SALES SERVICE IN PURCHASE OF ELECTRIC WATER PURIFIERS IN INDIA WITH SPECIAL REFERENCE TO MUMBAI METROPOLITAN REGION

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ABSTRACT

The Electric water purifier Industry in India depicts an interesting and highly competitive landscape with industry stalwarts like Eureka Forbes going door to door selling its water purifiers in 1980's to Kent using Hema Malini to promote its purifiers during prime time and sponsoring mega events to Industry Mammoths like Hindustan Unilever trying to dominate the market place with its aggressive marketing strategy making its 'Pure It' range of water purifiers a household name in no time. Off late, it has been observed that many other companies with a good reputation in Indian white goods market like LG, Blue Star, A O Smith & Havells want to make a move in electric water purifier Industry and ride the wave of its existing goodwill due to this category's phenomenal CAGR of 13% + which is way more than many other white goods.

Keywords: Water Purifier, White Goods, After Sales Service, Consumer Behaviour, Goodwill

INTRODUCTION

In 1960's no one in India would have thought that they would ever purchase drinking water which is a free good. Bisleri was launched by Italian Entrepreneur Felice Bisleri in Mumbai in 1965. It was later acquired by the father of Indian Soft Drink Industry – Mr. Ramesh Chauhan- in 1969 mainly for his bottling plant to be used for other soft drink brands but slowly and gradually the demand for bottled drinking water kept on growing and today Bisleri has a lion's share in organized packaged drinking water industry in India.

Pure drinking water has always been one of basic requirements of human beings and traditionally Indians have always been using some or the other water purification technique be it boiling, using cloth to filter out solid particles, use of alum or storing in mud pots to settle the solid particles or putting neem leaves in water to kill germs or bacteria in water etc. In 1980's, there were lot of cases of water contamination in India and looking at this as an opportunity Eureka Forbes which was primarily into door-to-door sales of vacuum cleaners entered the electric water purifier segment in 1984 with its flagship brand Aquaguard which is a generic name for water purifiers in India and is a market leader in this category. Over a period of two decades or so, the increasing volume of business in this segment has attracted business giants like Lever, LG and Blue star etc to enter into this business with wide spectrum of product diversification and after sale services.

Genesis of the study: Water Purifiers can broadly be classified in electric & non electric categories. Non electric ones are pocket friendly and easy to use but offer only basic level of filtration, it has candle or sedimentary filters and gravity-based filters with microfibers for filtration. Electric water purifiers are a bit on expensive side and are capable of removing dissolved solids, chemicals and destroying bacteria and viruses in water, there are many types of electric water purifiers like UV purifier (Ultra Violet Light), RO Purifier (Reverse Osmosis), UF Purifier (Ultra Filtration) and its requirement is based on TDS (Total Dissolved Solids) level of water. Both electric and non-electric water purifiers require replacement of inner membrane of water purifier depending on the quality of the membrane and TDS level of water. In addition to this electric water purifiers need professional servicing and occasional maintenance of spares due to presence of electric components. This after sales service and replacement of filters by company technician can range from 1 to 4 times in a year depending on the domestic consumption of water. Each of this visit by company technician can cost the consumer ranging from Rs 300 to Rs 5000 depending on the type of water purifier in use. Taking this into consideration, expenses incurred on after sales service and replacement of filters can surpass the actual price of the product within 3-4 years. This is what makes after sales service an important aspect in consumer behaviour while making the initial purchase decision of electric water purifier. Hence a study is undertaken to understand the role of aftersales services on the purchase decision of a water purifier.

RATIONAL FOR SELECTING THE TOPIC

Urbanization poses challenges to local governments to supply safe drinking water. Industrial effluents have their impact by polluting rivers and other water sources. Further, increased consumer realization for a healthy lifestyle led to an increased demand for health products during the last two decades. More recently, with the arrival of Covid 19 virus, awareness towards hygiene has become a very important, not only because it's good for our health but also because it's quintessential for our survival and to fight the virus, there has never been so much awareness for hygiene as our government, private companies, covid warriors and many individuals in

their limited capacity are trying to educate people on hygiene. This maintenance of hygiene is not only limited to washing hands, fruits, vegetables, laundry but also raised awareness about clean and safe drinking water along with healthy food to boost immunity. This overall wave of hygienic practices has also led to an increase in demand for water purifiers. The purpose of this study is to examine the role of after sales service in the purchase decision of electric water purifiers and to uncover consumer behaviour towards white goods which require regular after sales service and replacement of spare parts.

Objective of the study

- A) To identify the degree to which after sales service influences the purchase decision of electric water purifiers.
- B) To analyze customer priority between after sales service and brand image.

Hypothesis

- A) H1 – After sales service is a major factor taken into consideration while purchasing an electric water purifier.

H0 - After sales service is not a major factor taken into consideration while purchasing an electric water purifier.

RESEARCH METHODOLOGY

This study aims to understand the role of after sales service in the purchase of an electric water purifier in Indian market by data collection from primary sources analysis of which can assist to draw an inference about various dynamics of consumer behaviour towards white goods which require regular after sales service including replacement of filters and other spare parts. This study also considers secondary data drawn from various newspaper articles & journals to understand numbers related to electric water purifier industry in India.

Limitations

The study is based on questionnaire answered by only 100 participants which is not adequate to represent the entire Mumbai Metropolitan Region.

This study does not take into consideration the impact of heavy discounts, EMI options, Cashback offers, Loyalty programs while making purchase decision and is limited only to consideration of after sales service in making a purchase decision.

Expected Research Outcome:

The expected outcome of this research may help sellers of electric water purifiers to get insight into this attribute of purchase decision making and based on the result can come up with an optimal balance of creating brand image and good after sales service.

Current Market Scenario:

In 2018 the electric water purifier penetration in India was just 8.7% and a mere 3.5% for its non-electric counterpart. Indian residential water purifier market was valued at 391.4 million in 2019 and is projected to grow at a CAGR of 13.3% and reach \$ 818 million by 2024. Low penetration and lucrative CAGR in Indian market has led to entry of many white goods manufacturers in this business as they want to capitalize their goodwill and make the most of this growing market. The water purifier market in India is dominated by Reverse osmosis (RO) water purifiers due to high TDS (total dissolved solid) level of water across majority of the states coupled with strong purification capability of RO technology for high TDS water purification. The water purifier market in India is largely consolidated, with around 70% share being held by 10 players. Eureka Forbes and Kent RO are the market leaders in this segment, together accounting more than 50% market share. HUL-Pureit, Livpure, Ion Exchange – ZeroB, Blue Star, LG being the other major players in India. The competitive landscape in this industry has become even more exciting with entry of big organized players like Urban Company providing top class after sales services to customers.

DATA ANALYSIS & INTERPRETATION

A linear regression analysis was conducted to assess whether Price Enquiry Before Purchase Decision, Annual Cost of Maintenance significantly impacted the Purchase Decision.

A simple percentage analysis was conducted to analyse customer priority between brand image and after sales service.

RESULTS

The results of the linear regression model were significant, $F(4,95) = 3.924$, $p = .005$, $R^2 = 0.142$, indicating that approximately 14.2% of the variance in purchase decision is explainable by price enquiry of after sales service before purchase decision, Annual Cost of Maintenance.

Price Enquiry of after sales service before Purchase Decision did not significantly predict Purchase Decision, $B = 0.103$, $t(95) = 0.715$, $p = .477$. Based on this sample, this suggests that moving from the No to Yes category of Price Enquiry Before Purchase Decision does not have a significant effect on the mean of Purchase Decision.

Annual Cost of Maintenance did not significantly predict Purchase Decision, $B = 0.087$, $t(95) = 1.807$, $p = .074$. Based on this sample, this suggests that a unit increase in Annual Cost of Maintenance of does not have a significant effect on the mean of Purchase Decision.

Table 1: summarizes the results of the regression model.

Table 1

Results for Linear Regression with Price Enquiry before Purchase Decision, Annual Cost of Maintenance and Priority to Brand or After Sales Service in predicting Purchase Decision

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.220	.406		-.542	.589
Price Enquiry of After sales service Before Purchase Decision	.103	.144	.070	.715	.477
Annual Cost of Maintenance	.087	.048	.172	1.807	0.74

a. Dependent Variable: Purchase Decision

Table 2

What do you give more importance to?		
A) Good Brand Image	B) Good After Sales Service	C) Both are equally important
5%	15%	80%

When the question of purchase decision was taken out, then majority of respondents agreed that both brand image and after sales service are equally important with second priority given to good after sales service and just having a good brand image was given last priority. The cumulative importance of options B & C is a whopping 95% and that of A & C is 85%, which proves that customers give more importance to good after sales service over just having a good brand image.

Table 3

Which water purifier would you choose in the following scenario-		
A) Mediocre brand image with good after sales service	B) Good brand image with mediocre after sales service	C) Not sure
59%	22%	19%

When purchase decision was taken out of the equation and respondents were asked to choose between mediocre brand image with good after sales service and good brand image with mediocre after sales service, it was observed that 59% of respondents would choose mediocre brand image with good after sales service and just 22% chose good brand image with mediocre after sales service which proves that good after sales is of top priority over just having a good brand image.

CONCLUSION

From data analysis it can be concluded that though After sales service is an important aspect in smooth functioning of any water purifier, it is not a major factor taken into consideration while purchasing an electric water purifier hence proving the null hypothesis (H_0). This is mainly because first year of service is free of cost and AMC & other maintenance is a future expense to be incurred after a year, so while buying the customers don't have to shell out any additional money out of their pocket, hence it does not have a major impact on buying decision. AMC is an annual expense which seems to be negligible when it is spread across an entire year

which makes the amount look small; this is also an important factor which writes off after sales service as a major factor in making purchase decision.

On careful analysis of table 2 & 3 it can be concluded that, when the element of purchase decision is taken out, customers prioritize after sales service over good brand image and hence maintaining a good after sales service network giving quick resolution to customer complaints should be of utmost importance to companies dealing water purifiers. As observed in analysis of table 1, even though after sales service does not play a major role in influencing the purchase decision of water purifiers, it is still of great importance to customers.

RECOMMENDATIONS

- 1) Though it has been observed that after sales service does not play a major role in making purchase decisions of water purifiers, but it is still a very important aspect and customers prioritize it over brand image, so it should be made part of the promotional creatives used for brand promotion.
- 2) 55% of respondents felt that the ideal turnaround time to resolve their complaints is 12-24 hours, so brands should focus on setting up a strong and robust after sales service network capable of resolving customer complaints within 12-24 hours which would in turn add value to their brand and act as a good selling proposition.
- 3) 91% of respondents seek information about the brand and the quality of it after sales service through dealers, family, friends, online reviews. Hence brands must do their best to keep existing customers and dealers satisfied by delivering best after sales service which will also help in positive word of mouth publicity and encourage repeat purchase from existing customers and positive publicity to potential customers.

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HR PRACTICES WITH REFERENCE TO RECRUITMENT AND SELECTION IN FINANCIAL SERVICE INDUSTRY

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ABSTRACT

This paper is an attempt to furnish the basic as well as critical need of effective Human Resources practices in financial service sector in general, and Banking and Insurance in specific. India has abundant of human resources the only need is to tap and enhance its productivity. The improvement of the banks and insurance lies in the hands of improved Human Resources. Undermining the importance of Human resource needs may cost heavily in the long run. Recruitment and selection being crucial and treated as entry gate for Human to become resources for the organisation, if at entry level anything goes wrong will cost to the organisational efficiency and profitability. And on contrary if recruitment and selection done scientifically and strategically, will bring long and healthy life for the organisation.

The research conducted tries to study the present different sources, methods and test used for recruitment and selection in different Banks and Insurance companies. This study also attempts to analyse whether employees are satisfied with the present Recruitment and Selection process. Study tries to find the association between Recruitment methods and Job satisfaction by way of Chi – square testing, Pie chart, Bar graph and Tables are also used for Data analysis and Interpretation. The outcome of this study will provide measures to improve current prevalent Recruitment and Section for the future need of organisation.

Keywords: Human Resource, Recruitment and Selection, Banks and Insurance.

1. INTRODUCTION

1.1 Financial service sector: A financial system essentially comprises the various financial services by various financial service industries /financial intermediaries namely Banks, Insurance, financial Institution, mutual funds, financial companies, pension fund, non-banking financial companies, co-operatives, pension funds, and other smaller financial entities, that together provide the necessary framework for mobilization and allocation of saving. A vibrant, efficient and innovative financial services is the key to the rapid and sustained growth of the economy. However, the financial sector in India is dominated by a banking sector with commercial banks accounting for more than 64 per cent of the total assets held by the financial system.

1.2 Financial Services: Banking sector: Indian Banking sector comprises of 27 public sector banks, 21 private sector banks, 49 foreign banks and 56 regional rural banks. Indian Banking sector has registered strong growth in the past decade. Sectoral level employment data (2017) suggests that Banks are providing huge employment opportunities in the country, nearly around 21% of total employment and is among the top 5 best growing sectors of India. <https://www.indiaservices.in/financial>

1.3 Financial Services: Insurance sector: India's Life Insurance sector is the biggest in the world with about 360 million policies. Indian Insurance Industry comprises of 57 insurance companies of which 24 are life insurance business and 33 are non-life insurers. Indian Insurance services has recorded significant growth in the past decade and is expected to reach US\$ 280 billion by 2020 owing to the solid economic growth and higher personal disposable incomes in the country. The penetration of Life insurance sector in the country has gone up from 2.15 in 2001 to 2.74 in 2018. <https://www.indiaservices.in/financial> This paper will solely focus on two major financial service sectors ie. Banking and Insurance which is epicenter of any economy. Banking and Insurance are hardcore financial services industry where pace and quality of services are equally important and so that is why these are also referred to as Ppeople business. The internal people tackle with the external people dealing with organization strive for customer satisfaction. To stay ahead in this competitive world the banks and insurance companies need to include effective HRM practices like Job analysis, Recruitment, Selection, Placement socialization Training and Development, Compensation (Kansal, Joshi, Babu and Sharma, 2016). The different featured practice by HRM will ensure these organization grow and progress in an effective manner.

1.4 Recruitment and Selection: The significance of Recruitment and selection of staff is now accepted fact in the world of business. Hence, scientific method of recruitment and section are used extensively for the

selection of managers and supervisory staff. As a result, the objective of “right man for the right Job “is achieved in many organizations.

2. REVIEW OF LITERATURE

The concepts recruitment and selection process has evolved over the period of time. It was possible to fill the vacancy quickly but time has changed and organizations realized that the recruitment and selection has bearing on how the organization perform. Recruitment and selection is stimulating candidate to apply for job, has dramatically changed. Thousands of people are exploring into this area expecting to come out with perfect method. The review of literature on recruitment and selection as a part of HRM and some literature on financial service sector i.e. on Banking and Insurance has taken into consideration.

Recruitment and Selection:

1. According to Decenzo & Robbins (2010), the selection is a managerial decision-making process to predict which job applicants will be successful if hired.
2. Durai, (2010) selection, can be said as a systematic process of identifying suitable candidates for the jobs available in the organization from the available applicant pool
3. Ofori & Aryeetey, M (2011) defines recruitment and selection having an aim of selecting quality candidates in desired numbers to meet the strategic objectives of the organization that too at minimum cost.

Banking

1. Papiha (2017) PSBs today are seriously handicapped vis-à-vis their competitors in the market place, on account of huge human capital deficit. Their employee compensation package, skill sets, skewed age profile, restrictive deployment, performance management system are the major issues placing PSBs somewhat at a disadvantage. Some of the major HR challenges before PSBs include building capabilities for the future; improving productivity and performance culture; building talent management practices; building succession for key critical and leadership positions; developing ownership, accountability, professionalization and institutional mechanism for sustained human capital management; transforming HR function from legacy driven HR to developmental HR, etc.

Insurance

1. D.Joshi (2012) According to researcher insurance sector has more potential for growth, as people are becoming more and more concerned about the safety and security of themselves and their loved ones. This increasing awareness and concern about the need for insurance requires the presence of expert people who can guide and advise people about insurance and suggest them the products that fit their needs perfectly.

3. RESEARCH METHODOLOGY

Research Methodology includes Research problem, Objectives, Hypothesis, Sources of data collection and Sample selection. The research work starts with the identifying and diagnosing research problem. The research problem that researcher has identified are Recruitment and Section method in financial service sector.

3.1 Data Collection

1. Primary Data- In order to fulfil the objectives, set, primary data has collected by using a well-structured Questionnaire that was duly filled by the HR Officers and employees of banking and Insurance of private and public Sector.
2. Secondary Data – Secondary data has collected from various sources i.e. Books, Journals, Thesis and Websites.

3.2 Sampling

The data and information were collected from 3 HR Officers/ Managers and 44 employees from Banking and Insurance sector. Thus, the total sample size constitutes to 47 for the present study.

3.3 Tools for Data collection

Well structure questionnaire ie. Google form was created, which include questions on Demographic details of respondents and questions to satisfy the objective of the study. Questionnaire consist of multiple-choice Questions, Dichotomous Questions, Open ended Question, Linkert 5 scaling Questions.

3.4 Tools and Techniques of data analysis

Percentage and Frequency method is used to Analyze Data and Pie charts, Bar diagrams and Tables are used for graphical presentation of data. Chi square is use to test Hypothesis of the study.

3.5 Research Problem

The quality of manpower determines the success of organization in Globalization perse. Recruitment and selection are the most Tedious and significant human resource function. Organization can hardly grow and flourish, unless the organization has the best available employees. The difficult job is to hire the right candidate at right time at right place. In recruitment process organization has problem to hire the talented, experienced and skilled employee. The strategic recruitment Method and selection process (ex. employee referral, job consultancy, campus recruitment, advertising etc.) to hire the employee are gaining more importance. Which Sources of recruitment to use to recruit candidate? Organization has to select suitable method or sources of recruitment and this is not an easy job. Selected method and source of recruitment must bring in result to the organization otherwise organization can fail to choose right candidate and will bring failure of selection process.

3.6 Objective of Study

1. To study the method of Recruitment adopted by the organizations.
2. To study different Test /Methods used in Selection process.
3. To study the employee satisfaction for the present Recruitment in the organization.
4. To study the employee satisfaction for the present Selection process in the organization.

3.7 Hypothesis of the study

- H0 There is no association between Recruitment Method and Perceived Job Satisfaction of employees.
- H1 There is a significant association between Recruitment Method and Perceived Job Satisfaction of employees.

4. DATA ANALYSIS AND INTERPRETATION

1	Gender: Male - 51% Female- 49% Age: Less than 25yrs-66%.....26to30yrs-25%.....31to40yrs-9% Educational qualification: Graduate- 23 % Post Graduate- 68 % Professional qualification -9%
2	Are you Employee to: Public Bank-15% Private Bank-66% Public Insurance-6% Private Insurance-13%
3	Job Status/Designation: Line Executive- 94% HR Manager- 6%
4	Nature of Job: Temporary:34% Permanent: 64% Currently in probation: 2%
5	Working Experience: Upto 2yr: 62% 3 to 5yr: 19% 6 to 10 yr.: 19% 11 years and above: Nil
6	To study the method of Recruitment adopted by Bank and Insurance. Direct recruitment (Internal): 49% Indirect Recruitment (External): 25% Third Party Recruitment:26%
7	To study different Test /Methods used in Selection process- Ability Test:25% Aptitude test:29% Interest Test:8% Intelligence Test:20% Personality Test:20% Projective Test:9% Medical Test:14% Perception Test:6% Direct Interview: 1% b. Personal Interview: 40% Focus Group Interview: 9% Depth Interview: 4% Panel Interview:11% Telephonic Interview:13 % Online Interview:8%
8	To study the employee satisfaction for the present Recruitment in Bank and Insurance. Strongly dis-satisfied:06% Dis-satisfied: nil Neutral:30% Satisfied: 51% Strongly Satisfied:13%
9	To study the employee satisfaction for the present Selection process in Bank and Insurance. Strongly dis-satisfied:2% Dis-satisfied: 4% Neutral:30% Satisfied: 53% Strongly Satisfied:11%
10	Recruitment and Selection leads to Job satisfaction. Strongly dis-agree: Nil Dis-agree: 5% Neutral:25% agree: 59% Strongly agree:11%

Table of Expected Values							
	Dis-satisfied	Neutral	Satisfied	Strongly Satisfied	Grand Total		
Direct recruitment (Internal)	0.98	5.87	13.70	2.45			
Indirect Recruitment (External)	0.51	3.06	7.15	1.28			
Third Party Recruitment	0.51	3.06	7.15	1.28			
Grand Total	2.00	12.00	28.00	5.00	47.00		
Table of Differences Between Observed Vs Expected Values $[(O-E)^2/E]$							
	Dis-satisfied	Neutral	Satisfied	Strongly Satisfied	Grand Total		
Direct recruitment (Internal)	0.00	0.22	0.01	0.86			
Indirect Recruitment (External)	0.47	0.00	0.65	2.33			
Third Party Recruitment	0.51	0.37	0.48	0.06			
Grand Total	0.98	0.59	1.13	3.24	5.94	<= X ² calculated	
Degree of Freedom = (Columns - 1) * (Row - 1)	=(4-1) * (3-1)		6				
For DOF 6, % points of Chi-Square Distribution			So Significance Level (α) = 0.05				
For 0.05	11.07		X ² tab	11.07			
For 0.10	9.24		X ² calculated	11.64			
			X ² calculated < X ² tab	(Or called as X ² critical)			
As X ² calculated is lesser than X ² tabular, so we cannot reject NULL hypothesis.							

ANALYSIS

- $X^2 = 5.94$
- $df = 6$ (lesser than the tabular value of X^2 at $df = 6$)
- P value = 11.07 at 0.05 level
- P value is greater than calculated value of X^2 at $df = 6$
- It means probability of chance is greater than 5%

INTERPRETATION

- Since the P value is 11.07 at 0.05 level, calculated X^2 value that is 5.94 is not significant at 0.05 level.
- It suggests that **There is no significant association in Recruitment Method and Perceived Job Satisfaction of employees.**

5. CONCLUSION AND SUGGESTION

Recruitment and Selection Procedure carried out in most of financial service industry are scientific, and strategically done. As it is done properly will lead to long and healthy life to an organization. As found through this study Recruitment Method do not significant association with Job satisfaction, there could be other factors like working conditions, Payment, Work life balance, emotional quotients are more likely to linked with job satisfaction. But we cannot deny with the fact that Financial service Industry being Categorize Intangible, wholly and solely depends upon its caliber manpower which can be hire through scientific Recruitment and Selection. Some few suggestions suggested through this study, which will make recruitment and selection to take place with pace and with effectiveness to accomplish desire objectives of organization are:

1. Selection Exam can be conducted in the state regional language to have more candidates from vernacular medium to participate in the exams.
2. Make Interviews more practical instead of taking theoretical knowledge-based interview. Make selection more practical base.
3. Recruitment and Section is a lengthy process, if made bit quick, then it would be helpful to selected candidate join early.

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A STUDY ON ISSUES, CHALLENGES, OPPORTUNITIES AND FUTURE WITH REFERENCE TO INDIAN STARTUPS- POST-COVID

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COVID-19 has adversely impacted the overall investment sector. While businesses across all sectors can sense the repercussions of COVID-19, start-ups have particularly been one of the most vulnerable, and in fact, are facing various formidable challenges both, from a business as well as from an operations' perspective. Most start-ups have witnessed a decline in supply and or demand, except for those start-ups that are engaged in the supply and, or delivery of 'essential services', educational technology, gaming or streaming services. Notwithstanding the above, glitches in the supply chain network have either way presented challenges for all start-ups. However, the start-up ecosystem has been continuously striving to adapt to the present situation as flexibly as possible, by focusing on the need to innovate and diversify their business techniques and its operations.

The objectives of a startup are to be one's own boss and to create employment to others which warrants lot of endurance and sacrifice. Large population with high percentage of middle income group, educated youth with technical background, IT domination, high internet and mobile penetration are some of the drivers that have thrown up opportunities for spreading startup revolution in India. The 'Make-in-India' initiatives and other government schemes have also given a boost to startups with many individuals entering the fray. Starting a venture is a well-planned and disciplined exercise with due consideration of both internal and external factors that may impact the sustainability of the venture.

In the past couple of years, the start-up ecosystem in India has emerged as a reckoning force, largely attributable to the efforts of the stakeholders, and the initiatives implemented by the government to facilitate the growth of the start-ups. Investments in start-ups have dramatically surged to \$14.5 billion in 2019 from the previously \$550 million in 2010.

Keywords: Entrepreneur, Employment, Finance, 'Make-in-India', Startup. Stakeholders, Covid-19

1 INTRODUCTION TO CORONA VIRUS

Coronaviruses are a large family of viruses that are known to cause illness ranging from the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). A novel coronavirus (COVID-19) was identified in 2019 in Wuhan, China. This is a new coronavirus that has not been previously identified in humans.

The first cases of COVID-19 in India were reported on 30 January 2020 in three towns of Kerala, among three Indian medical students who had returned from Wuhan, the epicenter of the pandemic. Lockdowns were announced in Kerala on 23 March, and in the rest of the country on 25 March. On 10 June, India's recoveries exceeded active cases for the first time. Infection rates started to drop in September, along with the number of new and active cases. Daily cases peaked mid-September with over 90,000 cases reported per-day, dropping to below 15,000 in January 2021. A second wave beginning in March 2021 was much more devastating than the first, with shortages of vaccines, hospital beds, oxygen cylinders and other medical supplies in parts of the country. By late April, India led the world in new and active cases. On 30 April 2021, it became the first country to report over 400,000 new cases in a 24-hour period. Experts stated that the virus *may* reach an endemic stage in India rather than completely disappear; in late August 2021, Soumya Swaminathan said India may be in some stage of endemicity where the country learns to live with the virus.

India began its vaccination programme on 16 January 2021 with AstraZeneca vaccine (Covishield) and the indigenous Covaxin. Later, Sputnik V and the Moderna vaccine was approved for emergency use too. As of 17 August 2021, the country had administered over 550 million vaccine doses. On 21 October 2021, at 9:47 AM according to the Co-WIN portal, India crossed 100 crore (1 billion) doses.

2 INTRODUCTION TO STARTUPS

A startup venture could be defined as a new business that is in the initial stages of operation, beginning to grow and is typically financed by an individual or small group of individuals. It is a young entrepreneurial, scalable business model built on technology and innovation wherein the founders develop a product or service for which

they foresee demand through disruption of existing or by creating entirely new markets. Startups are nothing but an idea that manifests into a commercial undertaking.

Grant Thornton (2016) define startup business as an organization which is

- a) Incorporated for three years or less
- a) At a funding stage of Series B or less (B Series means second round of funding)
- b) An entrepreneurial venture/a partnership or a temporary business organisation
- c) Engages in development, production or distribution of new products/services or processes
- d) Revenue of up to INR 25 cr.
- e) Not formed through splitting or restructuring
- f) Employing 50 people or less

3. THE STARTUP SCENARIO IN INDIA

It is to be noted that every year more than 800 technology startups are being set up in India. By 2020, it is estimated that around 11,500 tech-startups are going to be established with employment potential of around 250,000 technical people (NASSCOM, 2015). It is admirable to note that India is amongst the top five countries in the world in terms of startups with 10,000+ led by US with 83,000+ comprising 43% tech-based firms with 9% managed by women entrepreneurs. The number of incubators also has crossed 100 in 2014-15 to give boost to the startup saga (Grant Thornton, 2015). Sector wise, the distribution of Indian businesses is:

Table:1 Break-up of Indian Startup Businesses

Technology Based	Non-Technology Based
E-Commerce - 33%	Engineering- 17%
B2B - 24%	Construction-13%
Internet - 12%	Agri- products- 11%
Mobile apps - 10%	Textile - 8%
SaaS - 8%	Printing & packaging – 8%
Other – 13%	Transport & logistics- 6%
	Outsourcing & support -5%
	Others-32%

Source: Startups India- An Overview, Grant Thornton, 2015

4. CHALLENGES AND OPPORTUNITIES

It is suggestive that the value of investments in India have fallen to \$0.33 billion in March 2020 from \$1.73 billion in March 2019, which indicates a fall of nearly 81.1%. There has been a total fall of 50% in the number of companies funded - presently, 69 firms in March 2020, in contrast to 136 firms in March, 2019. Further sources suggest that sometime between mid-February, 2020 & end of March, 2020, a number of investors have also pulled back from closing current funding rounds. Thus, one of the major challenges faced by the start-ups has now become sourcing funds, which has resulted in cash flow issues, for many⁷.

The lock-down has not only impacted the daily business operations, but it has also forced a good-many start-ups into preparing for contingency plans to limit workforce and to cut down employee salaries. Various start-up founders have also taken pay-cuts to limit the losses faced.

The first half of any new financial year is a great time to accelerate growth, but the COVID-19 outbreak changed the scenario this year. The situation is unprecedented for almost every sector of the economy, especially the early-stage ventures.

It is no longer about which sectors have suffered damage, but rather which industry has been hurt to what extent. From that damage assessment perspective, the travel and hospitality sector has suffered extensive losses and it is likely to be the area which will take the longest to re-emerge due to the new normal.

Similarly, other people-intensive sectors, such as manufacturing, logistics, transportation etc., will have to face stiffer challenges.

Then there are emerging sectors exemplified by the hygiene industry, which have gained prominence during the current crisis. In a country like India, hygiene has for long been a topic of hot discussion, but there has been little action.

This is likely to change now with a very real and globally witnessed impact of contamination related risks. Whether it is personal, surface or community hygiene, the playing field has changed already.

For instance, let's talk about hand sanitizers. Before the pandemic came into picture, there were a handful of brands and the product was at best considered an item of necessity in certain hospital areas. However, today, it is a product that the masses cutting across economic and geographic divisions are aware of.

The consumption has increased several-folds in the last three months itself. Similarly, surface disinfectants, soaps, masks, gloves, sanitizer sprays and other such hygiene products have seen such a rise in demand that there is a demand-supply gap today.

It is this growth potential that has already brought several new brands into the market, and there will be a lot of investment in this arena. It is not only during the COVID-19 pandemic, but also hygiene which will continue to be one of the most rapidly growing industries in the future.

5 COVID-19 START-UP ASSISTANCE SCHEME

After recognizing the numerous financial and operational challenges faced by start-ups, the Small Industries Development Bank of India ("**SIDBI**"), which also operates as an implementing agency for the 'Fund of Funds' for start-ups, has promulgated a 'COVID-19 Start-up Assistance Scheme' (hereinafter "the Scheme") which is intended to provide assistance to certain eligible start-ups that have successfully demonstrated the ability to implement innovative measures so as to ensure business continuity amidst the COVID-19 crisis, and has also ensured employee safety as also financial stability.

An eligibility criterion under the Scheme includes the following start-ups that have:

1. at least 50 employees;
2. a positive net worth;
3. received funding through SEBI registered alternate investment funds or VC/PE/Angel funds that invest in start-ups;
4. a minimum turnover between INR 20-60 crore (for the Financial year 2019 and Financial year 2020);
5. Been incorporated for less than ten years; and meets the requirement of the promoters and, or founders of the start-up having invested their own capital in the businesses.

As per the scheme, the start-ups that were EBITDA positive in December, 2019 or, project a positive EBITDA for the quarter ending June, 2020 would also be included.

Furthermore, under the Scheme, working capital loans of up to INR 2 crore at an interest rate of 10.5% would be provided to eligible start-ups for a period extendable to 36 months.

Various start-ups have requested the SIDBI to review the Scheme by easing the eligibility criteria as initially prescribed, and to provide for further relaxations. Requests have also been made to SIDBI requesting to expedite the transfer of funds from the 'Funds of Funds' to support the start-ups in these pressing times.

Additionally, to ensure liquidity, certain demands relating to the facilitation investment by large corporates into start-ups as part of the corporate social responsibility initiatives, have also been made.

The Ministry of Corporate Affairs ("**MCA**") has also provided temporary relaxations to all corporates for compliances under the Companies Act, 2013. These include among others: (i) waiver of additional fees on late filings made with the MCA; (ii) relaxations pertaining to the holding of board meetings with physical presence of directors; (iii) extension of the prescribed interval period between board meetings; and (iv) relaxation of the 'minimum residency' requirement of a director. Please read here out detailed coverage on the temporary relaxations introduced by the SEBI and MCA.

Furthermore, vide a notification dated March 24, 2020, the Ministry has also increased the threshold for default for initiating corporate insolvency INR 1 crore (from INR 1 Lakh). The Reserve Bank of India ("**RBI**") has also drawn up a 'COVID-19 regulatory package' which is intended at reducing the burden of debt-servicing and aims at easing working-capital requirements, pursuant to which lending institutions would be permitted to grant a moratorium of three-months (i.e. from March to May) on payments of instalments on loans, that are outstanding as of March 1, 2020. Further, various timelines including the ones for filing of certain income tax and GST returns have been extended.

The various relaxations that have been introduced by the regulatory bodies are aimed at easing the financial burden of corporate houses, including the start-ups and to facilitate the day-to-day business operations.

The stakeholders of the start-up community in a letter dated March 30, 2020, addressing the Finance Ministry, have requested the government to provide for further benefits to start-ups including, among others:

1. reimbursement of (at least) 50% of the salary bills and contract wages paid by start-ups from the month of April to September 2020;
2. establishing unique credit models, that can provide loans with a low interest rate against the GST/IT refunds;
3. deferral of interest payments along with access to quick short-term loan plans and schemes; and
4. Provisions of expedited refunds for the IT/GST returns that have been filed.

6 OTHER GOVERNMENT INITIATIVES

There are numerous government and semi-governmental initiatives to assist startups.

- **Start-Up India:** This initiative provides three-year tax and compliance breaks intended for cutting government regulations and red tapism.
- **MUDRA Yojna:** Through this scheme, startups get loans from the banks to set up, grow and stabilize their businesses.
- **SETU (Self-Employment and Talent Utilization) Fund:** Government has allotted Rs 1,000 Cr in order to create opportunities for self-employment and new jobs mainly in technology-driven domains.
- **E-Biz Portal:** Government launched e-biz portal that integrates 14 regulatory permissions and licenses at one source to enable faster clearances and improve the ease of doing business in India.
- **Royalty Tax:** Indian government has reduced the royalty tax paid by businesses and startup firms from 25 per cent to 10 per cent

7 THE FUTURE OF START-UPS

Given the global scale pandemic and the uncertain economic situations spurred by it, there is a strong likelihood that fundraising for start-ups would become a significant challenge in the future, since various investors may choose to focus their future fund deployments only on the existing portfolio companies, in order to ensure that they are able to tide over the present global crisis.

Traditionally, India has been heavily reliant on foreign direct investment ("FDI") to fund and sustain growth opportunities. An assessment of the impact of the Press Note would be particularly crucial, especially in the post-pandemic era, where open and free markets would be significant towards ensuring a steady investment flow and job creation. While it is stated that the Press Note has been formulated so as to prevent opportunistic takeovers/acquisitions, it would be interesting and critical to examine the notifications issued thereunder, in order to assess the extent of scrutiny now involved for Chinese companies investing in India, and also whether any carve outs would be applicable in the scenario.

Start-ups are likely to witness heavy negotiations on deal valuations since the new investors may now demand bargains or discounts in the value, which may result in potential delays in the deal execution and closing. Investors may also adopt a more cautious approach towards funding and would also insist on thorough diligence (both commercial as well as legal) of the subject start-ups' business prospects, including any/all contingency plans implemented during the COVID-19, so as to ascertain sustainability of the start-up in the longer-run.

8 CONCLUSIONS

The current economic scenario in India is on expansion mode. The Indian government is increasingly showing greater enthusiasm to increase the GDP rate of growth from grass root levels with introduction of liberal policies and initiatives for entrepreneurs like 'Make in India', 'Startup India', MUDRA etc. 'Make in India' is great opportunity for the Indian start-ups. With government going full hog on developing entrepreneurs, it could arrest brain drain and provide an environment to improve availability of local talent for hiring by startup firms. Small contributions from a number of entrepreneurs would have cascading effect on the economy and employment generation which would complement medium and large industries efforts catapulting India into a fast growing economy. The startup arena has lot of challenges ranging from finance to human resources and from launch to sustaining the growth with tenacity. Being a country with large population, the plethora of opportunities available are many for startups offering products and services ranging from food, retail, and

hygiene to solar and IT applications for day to day problems which could be delivered at affordable prices. It is not out of place to mention that some of these startups would become unicorns and may become world renowned businesses by expanding into other developing and underdeveloped countries.

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STUDY ON 'WORK FROM HOME' CULTURE AS A FUTURISTIC TREND IN THE BUSINESS SECTOR

Divya Charan**ABSTRACT**

Pre-covid the idea of working from home was in the air but not proceeding. The pandemic transitioned masses to work from home overnight because of the necessity of physical distancing paced by innovations in automation, digitization and advancement of technologies. The researcher's interest was to find out the response of work from home culture from the people in the business sector and to develop knowledge of their preferred mode of working. Data analyzed brings out that the majority of respondents preferred a hybrid mode of working, a mix of working from home and going to the office. The study concluded that remote working should be incorporated in today's business world.

Keywords: work from home, remote working, productivity, hybrid model

INTRODUCTION

The covid-19 pandemic has blown around the globe leaving no stone unturned and have certainly impacted all sectors and the business sector is no exception. Businesses have spent much of the past months of 2021 scrambling to adapt to the VUCA conditions and the fight against covid-19 is not yet won but there is a faint light at the end of the tunnel with the vaccine. From now onwards, the conditions won't be the same as they were in 2019, just as the terms 'pre-war' and 'post-war' are used, the generations to come are likely to use the terms such as 'pre-covid-19' and 'post-covid-19' eras as the next normal is going to be different.

Necessity is indeed the mother of invention. The pandemic disruption has sparked a wave of innovation and launches and created space for entrepreneurs. In the past, it is observed that decades or longer are taken to develop game-changing technologies but Covid-19 had sped up the transition in digitization and artificial intelligence (AI) by several years.

Remote working is not a new concept but the pandemic made it the only way to work acting as a blessing in a situation that called for maintaining social distancing. The new normal had forced the people to work from home that is only possible with a technical set-up involving good gadgets/devices, better connectivity and a quiet distraction-free area. Advances in automation and digitization made working from home possible, seeing the acceleration in the use of technologies during the pandemic. Post the transition from office working to remote working, offices need to be reconsidered keeping in mind what the future office needs. It should incorporate automation, digitization and other technologies before simply opening the doors of the office again. Companies should take advantage of the situation and redesign their workplaces, build healthier work environments and invest effectively.

Pros of Work from Home:**Employees**

- ❖ **Flexible schedule:** It makes employees remain productive within the hours when they feel most innovative making them have personal work schedules.
- ❖ **Eliminate/Reduced Commuting:** The time saved can be used to focus on priorities outside work and it ultimately helps to support physical and mental health.
- ❖ **Location independence:** Job seekers do not have to be restricted by geographical restrictions and they no longer need to stay in/near the metropolitan area to work.
- ❖ **Improved communication:** Regular use of telecommunication tools can keep the team updated about the progress with ease leading to clarity and effective communication.
- ❖ **More independence:** Remote working can let employees have ownership of the tasks assigned to them.
- ❖ **Custom environment:** Work from home can let employees have their own customizable home office with their preferred kind of furniture and equipment.
- ❖ **Cozy clothes:** Remote working allows you to dress up in your comfortable clothing on majority of days.
- ❖ **Accommodate special needs:** People with physical disabilities and mental health concerns can work in their fully equipped homes and get adequate self-care.

Employer

- ❖ **Broader spectrum of recruitment:** Remote working does not restrict hiring local talent broadening the recruitment with no geographical restrictions.
- ❖ **Save on team building events:** Digital tools have made it possible to design a healthy remote office culture at a fraction of cost by conducting events virtually.
- ❖ **Higher staff retention:** Work flexibility and independence have added to employee's satisfaction making them stick to their company.
- ❖ **Reduction in leaves:** Working from the comfort of their homes, employees tend to take fewer leaves and work as per their convenience and schedule.
- ❖ **Productivity increases:** Remote working has led to the enhancement of employees' overall performance, motivation and creativity due to fewer social distractions.

Cons of Work from Home:**Employees**

- ❖ **Lack of human contact:** Remote learning lacks face-to-face communication with friends and colleagues leading the employees to a state of isolation and loneliness.
- ❖ **Risk of feeling burnt out:** Reduction in leaves and constant use of gadgets lead to the risk of feeling burnt out.
- ❖ **Work prioritization and lower productivity:** The absence of teammates and team leaders can lead to reduced pressure and morale that makes continuous focus on work challenging.
- ❖ **Time management:** A minimal task can end up taking hours since tracking time gets difficult with no teammates and team leader around.
- ❖ **Household distractions:** Home comprises of members and it is natural to have disturbances that hamper employees to work efficiently.
- ❖ **Disruption in work-life balance:** Remote working dissolves the demarcation between personal hours and work hours leading to disruption.

Employer

- ❖ **Security risks:** Employees using the same device for personal and professional reasons lead to unintentional data exposure and there is even a risk to data due to leaks, online hacking and external breaches.
- ❖ **Monitoring performances:** Remote working makes it difficult for employers to monitor the performance of their employees.
- ❖ **Onboarding new employees:** Employees joining in the team and understanding their team and responsibilities is challenging in a remote work set-up.
- ❖ **Time zone and cultural differences:** Geographically dispersed team members can be challenging to deal with due to cultural, time and language barriers.
- ❖ **Technical issues:** Employees working remotely may have faulty Internet connection on their devices making it unreliable.

REVIEW OF LITERATURE

- ❖ 'Work from Home After Covid-19 Outbreak' (June 2020) a research done by Alexander Bick, Adam Blandin and Karel Mertens emphasizes on working age group that shifted to work from home culture post the covid-19 outbreak worldwide. In their study they provide evidence about home based work, industry business conditions and labour demand also mattered keeping in mind the employment outcomes post the virus outbreak.
- ❖ Kriti Srivastava, Amritha Sethumadhavan, Harini Raghupathy and Shreya Agarwal in their research 'Study the Indian Perspective on the Concept of Work from Home' (February 2015) focused that remote working would save employees from standing in traffic, long working hours making them save time and resources. The main objective behind their study in 2015 was to interpret the perspective of the Indian employees and their adaptability towards the concept of work from home.

- ❖ ‘The potential impact of the covid-19 pandemic on work from home and employee productivity’ (July 2021) a study carried out by Rayees Farooq and Almaas Sultana examined the relationship between work from home and employee productivity during the Covid-19 paying attention to the gender roles alongside as well. The study concluded that a negative relation is seen between the two and that gender moderated the relationship between work from home and employee productivity.
- ❖ Dr. Govind Dave and Kirti Makwana in their study ‘Work From Home: Experiences and Future Challenges – Indian Perspective from Pandemic Coronavirus and Consequent Lockdown’ (January 2021) focuses on the decisions of implementations, continuation and the challenges of the work from home arrangement and that it can be a long term HR strategy in selected sectors in the coming future. Their study brought out that employees embrace the new rules and routines making remote working as new normal. To conclude they said work from home has changes the way people work.

STATEMENT OF PROBLEM:

The research paper on “Study on ‘Work From Home’ Culture as a Futuristic Trend in the Business Sector” focuses on the corporate world which was impacted due to the novel coronavirus pandemic and shifted to working from home. It studies the response of the business sector to the shift from going to the office to working from home and talks about the challenges and benefits that were experienced by them. The researcher paid emphasis on the response of people from the corporate world and whether they prefer working from home, going to the office or hybrid working in the times to come post covid-19.

OBJECTIVES:

- To obtain information and extend knowledge about the ‘Work From Home’ culture in today’s business world.
- To understand the point of view of India’s corporate sector towards the futuristic trend of working from home.
- To know whether business sector prefers working from home or going to office or wish to resort to hybrid working (that is, a mix of both working from home and going to office) in times to come.

RESEARCH METHODOLOGY:**SCOPE OF STUDY:**

The study included people from the business sector from the age of 18 years and below to 65 years and above. The primary data was collected from people with varied years of work experience who had and had not worked from home before Covid-19.

TYPES AND SOURCES OF DATA:

- ❖ **Primary Data:** People from the corporate world with varied years of experience were surveyed with structured questions and interview schedules. The researcher gathered the information with the above stated method.
- ❖ **Secondary Data:** Past research papers, reports, thesis, published books and websites were referred to for studying the topic.

SAMPLING TECHNIQUE:

Method of **Non-Probability technique** was used:

- ❖ **Convenience sampling:** This method of sampling technique attempts to obtain samples from convenient people from the business sector who were willing to give information. The researcher surveyed the people with different years of work experience as per their availability and convenience.

SAMPLE SIZE:

The research paper had a sample size of 300 persons, out of which 204 had not worked from home before Covid-19 and 96 had got a chance to work from home in pre-covid times.

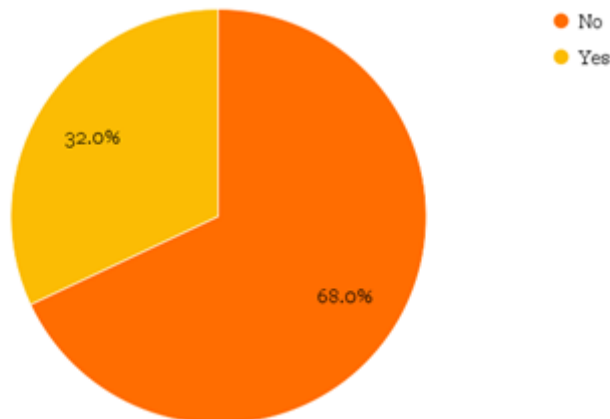
LIMITATIONS:

- Due to unsafe situations, the people were surveyed only through the virtual platforms and telephonic connection.
- There are chances of personal biasness affecting the study.
- Time, cost and logistical difficulties limited the research with a sample size of 300 only.

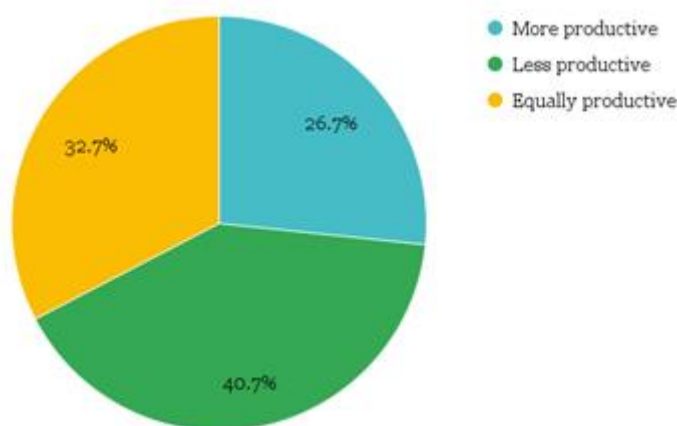
- The responses received on the survey may have some personal biasness, over which the researcher cannot claim any control.

DATA ANALYSIS:

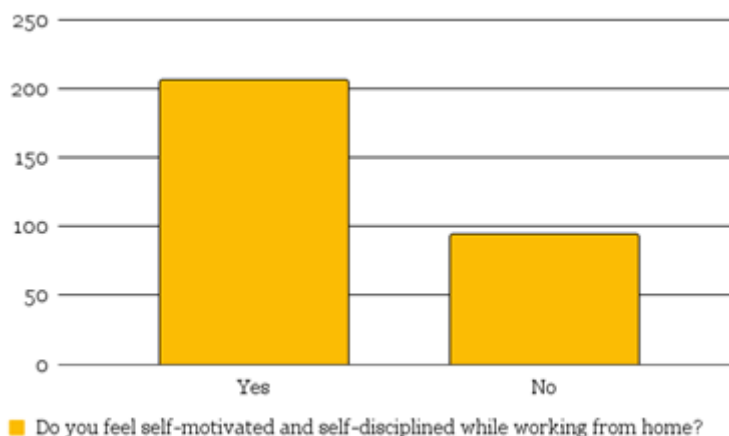
- ❖ Out of the 300 responses collected, 68% of people had not worked from home before Covid-19 whereas the remaining 32% had already experienced work from home culture.



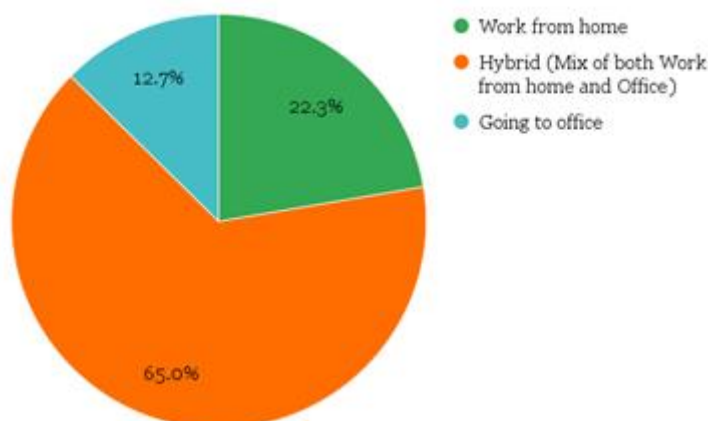
- ❖ According to the responses collected from the people in the business sector from different walks of life, 40.3% of them fell under 19-30 years age bracket, 18% of them fell under 31-40 years age bracket, 17.7% of them fell under 41-50 years age bracket, 15.3% fell under 51-64 years age bracket, 5% fell under 18 years and below and the remaining of 3.7% fell under 65 years and above age bracket.
- ❖ Majority of 74% surveyed people in the business sector felt there was adequate communication amongst them and their team members and leaders whereas 26% found it tough to communicate while working from home.
- ❖ On asking if they connected with their teammates for non-work related matters while working from home, 57% were comfortable whereas 43% did not find it appropriate.
- ❖ On asking if they felt as productive at home as they did in office, diversified response was comprehended where approximately 40.7% felt less productive, 32.7% respondents felt equally productive and 26.7% respondents felt they were more productive while working from home.



- ❖ According to the survey, 46% and 40% of respondents managed to stick to schedules/routines sometimes and most of the time respectively while working from home and a trivial of 14% found it testing.
- ❖ When surveyed about getting support from their employers in times of working from home, majority of approximately 49.7% respondents got support most of the time, 36% were supported sometimes and around 14.3% of them lacked support from their employers.
- ❖ A wholesome of 68.7% surveyed people succeeded in keeping themselves motivated and disciplined while working from home. Whereas 31.3% of respondents found it unmanageable.



- ❖ Majority of 68.7% surveyed people in the corporate sector got quiet and distraction-free area at home to work efficiently. The remaining 31.3% of respondents found getting a space to work efficiently at home problematic.
- ❖ To meet the objective of the research, surveyed people were asked about their preferred mode of working, majority of 65% respondents preferred hybrid form of working, that is a mix of both going to the office and working from home. 22.3% of respondents chose work from home whereas only 12.7% of respondents desired to go to the office for work.



- ❖ Surveyed respondents experience the following benefits in respect to working from home namely, get to spend time with family (73%), avoid commute (61%), more work flexibility (53.7%), give time to their hobbies (46.7%), work on fitness and self (44.7%), less intervention by teammates and team leaders (24%) and prefer being alone (16.7%).
- ❖ People from the business sector who were surveyed experienced the following challenges while working from home, namely, too many distractions at home (51.7%), internet connectivity and technological infrastructure (49.3%), keeping a schedule (45.7%), workspace infrastructure (38.3%), communication and/or collaboration (30.7%), not enough productivity tools (29.3%), anxiety surrounding covid-19 and depressing news (26.3%), loneliness or boredom (26.3%), more social responsibility (25.7%) and unplugging after work (22.7%).

FINDINGS

- ❖ Majority of people had not worked from home pre-Covid. On getting a chance to work remotely decent number of people got a quiet and distraction-free area to work at home.
- ❖ The research brings out that the people in the business sector succeeded in keeping themselves motivated and disciplined while working from home.
- ❖ A mixed response was brought out in respect to people's productivity at home compared to that of in-office, where the majority felt less productive and equally productive though a respectable portion felt more productive.

- ❖ The surveyed respondents believed there was adequate communication while working remotely amongst their teammates and leaders. Telecommunicating made a vast number of respondents feel uncomfortable discussing non-work-related matters amongst each other.
- ❖ Respectable numbers of respondents managed to stick to routines and schedules.
- ❖ Surveyed people from the business sector drew out various gains of working from home naming a few, spending time with family, avoiding the commute, work flexibility, giving time to their hobbies and fitness and many more. Alongside disadvantages that were figured out were, distractions at home, Internet connectivity and technological infrastructure, maintaining schedules and many more.
- ❖ Meeting the objective of the study, it is evident that the majority of the respondents preferred a hybrid form of working by collaborating working from home and going to the office.

SUGGESTIONS

- ❖ People should create a clear demarcation between their personal and office hours leading to a healthy work-life balance.
- ❖ Taking a day or two off and staying away from gadgets is recommended to simply unwind from anxiety and loneliness.
- ❖ Video or voice calls should be opted to connect with friends and colleagues helping them stay away from isolation.
- ❖ To keep away from household distractions, having a personal workspace is suggested and use of noise-cancelling devices to get work vibes.
- ❖ Getting ready for the workday is important to stay motivated and productive throughout the day.
- ❖ Installing affordable quality updated technology with good Internet connectivity at home will help people in the corporates to efficiently work remotely.
- ❖ Leveraging social media is of key importance as it can be highly addictive and time-consuming hindering working from home.
- ❖ Tracking oneself by making schedules while working remotely is essential to manage time and tasks based on priority.
- ❖ Companies should use VPN to protect the system of their employees and preserve the company's data.
- ❖ Reskilling or up-skilling employees need to be considered ensuring that they get adapted to the advancement of technologies and automation.

CONCLUSION

People have their own unique experience with remote working one's productivity booster can be other's distracting disaster. If one is self-motivated, disciplined, adhere to routines and enjoys minimal distractions then working from home is the right choice for them. Whereas for someone who thrives on social interactions, feels inspired by seeing others working and stays on track when others see them, then going to the office is the right choice for them. It is important to be able to mix these two up creating a hybrid mode of working.

The hybrid mode of working is combining in-office and remote work in an employee's schedule. It lets employees have more flexibility to do their work when they feel most productive. Investing in technologies and communication tools will help bridge on-site and remote environments so employees can work at ease. There is no one-size-fits-all hybrid model of working and each company develops their model based on the needs of the company and the needs of an individual employee. The various themes of hybrid models are as follows:

- **Remote-first:** Company should act as a fully remote one with employees spread across time zones and defaulting to online communication and mode of working. They have offices for those who value it and employees who live in the same locations could occasionally choose to co-work together.
- **Office-occasional:** Companies use the office space to blend in collaboration and solo work. The idea of this is to make employees come into the office a few times a week.
- **Office-first, remote allowed:** Companies keep both office and remote work but designate the office as the primary place for working having remote work policies.

Work from home is here to stay and blending it with the traditional mode of working is best suited.

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A STUDY OF INVESTMENT IN PRECIOUS METALS BY EDUCATED WORKING WOMEN WITH SPECIAL REFERENCE TO MUMBAI CITY

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ABSTRACT

In India, the role of a woman has been changing from being a simple housewife to that of a career-oriented woman. Not only this, women have also learnt to balance both their household and professional responsibilities. Along with personal satisfaction and growth, they also desire financial independence. For this purpose, it is necessary for them to save from their earnings and take investment decisions. Many investment avenues are available in India, each having various pros and cons. An awareness of these investment avenues is extremely important to make the right investment decisions. One such investment avenue is investing in precious metals such as gold and silver. An attempt has been made to study the investment in precious metals by educated working women of different age groups with special reference to Mumbai city.

Keywords: Educated working women, investment in precious metals

INTRODUCTION

In the modern era, the role of women in Indian society has undergone a drastic change due to rapid developments in science and technology, urbanization and changing outlook of people. Along with household responsibilities women also manage their professional responsibilities efficiently. We find women working in all sectors and industries especially in urban cities like Mumbai. Today's women contribute towards the income and savings of their families for better standard of living. Women should have proper knowledge of the various investment avenues so that they can make rational investment choices to gain financial independence and achieve their goals.

STATEMENT OF THE PROBLEM

In the urban and semi-urban areas of India, the percentage of women getting higher education is increasing. Women are able and willing to take up responsibilities in different professions and sectors. Women are making efforts to balance both the household and professional responsibilities. Women have understood the importance of financial independence for gaining equal status and respect in society. Investing in precious metals like gold and silver, either in the form of jewellery or in the form of coins/bars, has always been a favourite investment avenue among Indian women. In this research paper, an attempt has been made to study the investment pattern in precious metals on the basis of age groups of educated working women with special reference to Mumbai city.

REVIEW OF LITERATURE

Partha Sinha (2013) reported that nearly 80% of the working women (excluding divorced and widowed women) did not take their own investment decisions and were dependent on close family members such as parents, brothers and sisters and also took advice from friends and financial advisers. It was also found during the survey that due to low risk-taking attitude of women, they invested mainly in safe investment avenues such as bank deposits, life insurance, gold, post office deposits and bonds.

Rajeshwari Jain (2014) made a survey of working women in Ahmadabad City. The main objectives for investment by women were high returns, tax benefits, emergency need, retirement plans, security for family and education and marriage of children. Members of family and especially the husband influenced the investment decisions of a married woman. The study revealed that women preferred to invest in Bank fixed deposits followed by other avenues such as gold jewellery, insurance schemes, post office schemes, PPF and real estate. Younger women were willing to take risks and invest in shares and mutual funds as compared to older women.

Dr. S.Suriya Murithi, Narayanan, B.Arivazhagan (2012) made a study to analyze the behavior of investors while making investment decisions in India. They followed the mantra of 'Prevention is better than cure' while making investments. Even well-educated and high-income individuals preferred to invest in safe and secure investment avenues. In India, people considered purchase of gold and land to be the ideal forms of investment as they provided good return and capital appreciation.

K. Parimalakanthy and M. Ashok Kumar (2015) studied the behavior of individual investors from Coimbatore City (India) towards various investment avenues available in India. They also studied the the

impact of demographic variables on risk taking abilities of the respondents. As safety was considered the most important factor, the most preferred investment avenue was bank deposits followed by purchase of precious metals like gold and silver.

Swati S Godbole and Kirti A Arekar (2014) made a study of the factors influencing the behaviour of retail Indian investors relating to the buying of gold. The study tried to find out the favourable and unfavourable perceptions of consumers towards the purchase of gold, the motives and risk involved in buying gold in physical as well as in paper form (mutual fund units/ETF units). The study revealed that ease of purchase, high liquidity, high returns and hedge against inflation were the main reasons for purchase of gold by retail investors.

OBJECTIVE

To study the impact of age of educated working women on the investment of their savings in precious metals like gold and silver with special reference to Mumbai city.

HYPOTHESES

Null Hypothesis (H_0): Age of educated working women does not have an impact on investment of their savings in precious metals such as gold and silver.

Alternative Hypothesis (H_1): Age of educated working women has an impact on investment of their savings in precious metals such as gold and silver.

RESEARCH METHODOLOGY

Sources of Data: For research work, primary as well as secondary data was collected. A structured questionnaire was used to collect data from respondents. Secondary data was collected from reference books, research papers/articles published in journals and literature from websites.

Research Design: Descriptive Cross-sectional design was adopted as the purpose of the study was to analyze the investment in precious metals of educated working women belonging to different age groups.

Sampling Method: Non-probability Sampling method was used. Under this, Convenience and judgmental sampling method was used. The sampling elements were identified from both the public and private sectors to cover different age groups from Mumbai city and its suburbs.

Sample size: A sample size of 500 educated (at least graduates/vocational or professional qualifications) working women employed in both public and private sectors covering different age groups was considered.

Research Area: Data was collected from Mumbai City and its suburbs. A limited area was taken due to logistical problem.

Test of Hypotheses: The hypothesis was tested using non-Parametric test like Chi-square test. For analysis of data, SPSS (IBM 24 version) was used.

INVESTMENT IN PRECIOUS METALS

Investment in precious metals is done basically for the expected appreciation in their prices. When the net sale price is greater than the net purchase price, there is appreciation in value. This is treated as capital gains. Gold is considered to be one of the most valuable assets in any economy. In India, investment in gold is considered to be a primary form of savings and investment. Investment in gold is considered as a hedge against inflation or a reserve for future use during emergency on account of its high liquidity. Investment in gold is generally in the form of jewellery, bars or coins. Nowadays, individuals also invest in gold ETFs, gold mutual funds or gold bonds. Silver is another metal where people like to invest in India. Silver may be owned in the form of coins, utensils, crockery or jewellery. This is also used as a hedge during inflation. In India, women are also fond of buying precious stones like diamond, rubies and emeralds. Such stones are embedded in jewellery made of gold or silver. People also invest in other metals and alloys such as platinum, copper, brass and bronze in various forms like jewellery, crockery and bars.

DATA ANALYSIS

Table 1 showing distribution of respondents according to Age-groups

Age group (in years)		Frequency	Percent
	20-30	242	48.4
	30-40	175	35.0
	40-50	70	14.0
	50 and above	13	2.6

Age group (in years)		Frequency	Percent
	20-30	242	48.4
	30-40	175	35.0
	40-50	70	14.0
	50 and above	13	2.6
	Total	500	100.0

Source: Field-work

Table 2 showing proportion of savings invested in precious metals by respondents according to Age-groups

		Gold, Silver and other precious metals					
	Age group	Nil	Up to 25%	25% to 50%	50% to 75%	75% to 100%	Total
	20-30	61	102	36	35	8	242
	30-40	53	79	35	8	0	175
	40-50	24	25	11	10	0	70
	50 and Above	5	5	3	0	0	13
	Total	143	211	85	53	8	500

Source: Field work

Table 3: Chi-square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.611 ^a	12	.002
Likelihood Ratio	31.204	12	.002
Linear-by-Linear Association	6.261	1	.012
N of Valid Cases	500		

Source: SPSS

FINDINGS

It can be seen from Table 3 that the significance (0.002) is less than the assumed value (0.05). So, we reject H_0 and accept H_1 . This means that age of educated working women influences the investment of their savings in precious metals. Ease of purchase, high liquidity, capital appreciation and good hedge against inflation are some of the reasons which motivate women to invest in gold and silver.

SUGGESTIONS

In India, investing in gold, silver and other metals has been a traditional form of investment. At the time of marriage, women are given jewellery made of gold and silver. They are also given crockery made of silver and brass. However, savings get blocked when investment is made in precious metals in physical form. Nowadays, investment in gold can be made by purchasing Gold ETFs, gold mutual fund units or gold bonds which is better than purchasing gold in physical form. There are other avenues of investment which give higher returns and also provide liquidity. Hence, women should be willing to take risk and invest in other avenues of investment like mutual funds and shares which can give them higher returns in the long run. They should include different assets in their portfolio to maximize their wealth and also attain their financial goals. Efforts should be made to increase awareness about various investment options which will help them to make the right investment decisions.

CONCLUSION

The role of women has undergone tremendous changes in the past few decades. Measures are also taken to empower women through education. Women play an important role in the economic progress of a country. However, they will be truly empowered if they attain financial independence. This will give them confidence to face all the challenges of life, attain progress and bring about positive changes in society. Income and saving generation along with proper portfolio management is needed for attainment of financial goals. For this purpose, women must have good awareness about all the investment avenues, should be willing to take risk and should manage their portfolios in a rational manner.

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A STUDY ON PRECAUTIONARY MEASURES LIKE SAVINGS, FINANCIAL PLANNING, INSURANCE PLANNING TO FACE PROBLEMS LIKE LOCKDOWN IN FUTURE.

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EXECUTIVE SUMMARY

In this paper the Research scholar has undertaken the study to assess various measures available to guard against problems like lockdown in future. The impact of the corona pandemic led lock-down was experienced by everyone. Whether you are a employee, a well established businessman or a new startup everyone had faced a heat during the lockdown. So it is felt that such problems may arise in future also. Last time everyone was caught up by surprise, but now since the lesson is learnt, everyone is of the opinion that we should be prepared for such problems. So what is the best measure which is more reliable and dependable?

As we all are aware that covid-19 lockdown has affected most of the industries except sale of essential commodities. The lockdown has affected business of all the companies companies struggled to survive as the sales of goods and services produced by a great extent research scholar has concentrated to study impact of covid-19 LED lockdown on sale of consumer usable leather products research methodology research scholar has collected primary data from around hundred respondents.

Key Terms: corona, pandemic, lock-down, savings, Insurance planning, Holidays, work life imbalance,

INTRODUCTION

The Deadly Corona virus got all of us by surprise it did not give us a little space to breathe. The lockdown was imposed which restricted movements of people. Many restrictions were imposed to control the virus spread. But due to these restrictions all of us faced so many problems. The research scholar thought of investigating the severity of these problems. Since all of us have experienced the lockdown and have encountered many problems, being a human many of us must have identified the main problems and must have made many resolutions to prepared oneself ready to face such problems in future. So, the research scholar tried to find out answers to the questions like which were the major problems faced by people and how they are going to cope up with similar problems in future.

OBJECTIVE OF STUDY

1. To know the major problems faced by people during lockdown caused by pandemic
2. To find precautionary measures opted by people for facing situation like lock-down in future scenario.

Research design

Research undertaken by Research scholar is exploratory & descriptive in nature

METHOD OF DATA COLLECTION

Primary data:

Research paper is based on primary data. 125 Responses were collected using google form.

Limitations of study

1. Constraint of time was a limiting factor
2. Insufficient sample size

Tools and Techniques

Researcher has used tables and graphs to process the data.

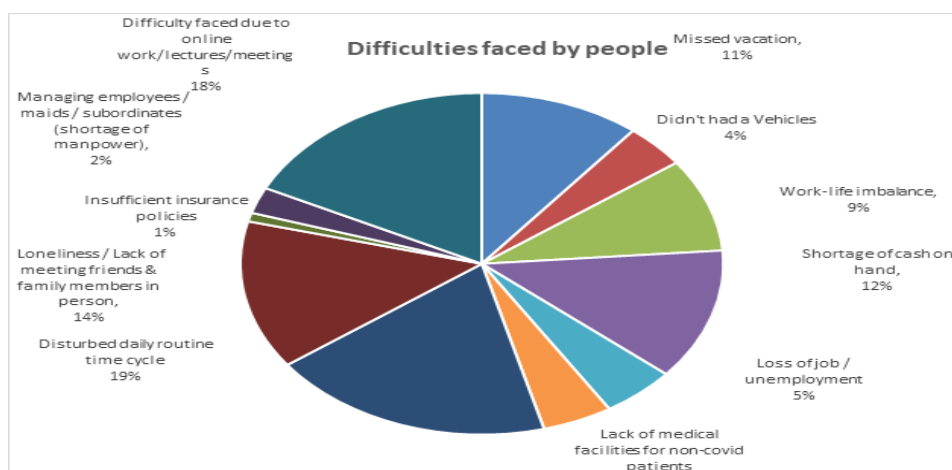
Data Description and Analysis

1. Which problems You faced during Covid19 led lock-down

Which problems You faced during Covid19 led lock-down	Responses	% of responses
Missed vacation,	39	11
Didn't had a Vehicles	15	4
Work-life imbalance,	32	9
Shortage of cash on hand,	45	12
Loss of job / unemployment	18	5
Lack of medical facilities for non-covid patients	17	5

Disturbed daily routine time cycle	69	19
Loneliness / Lack of meeting friends & family members in person,	51	14
Insufficient insurance policies	3	1
Managing employees / maids / subordinates (shortage of manpower)	9	2
Difficulty faced due to online work/lectures/meetings	64	18
Total	362	100

From about table, we can see that people have faced a variety of problems like they missed vacation, they faced problem to travel since they didn't had vehicle. Many of them suffered from work life imbalance since the work timings were not fixed people ended up working for more time than 8 hours and sometimes they were working full day. Some people faced problem of shortage of cash on hand, some lost their jobs and were unemployed this resulted in loss of income. some people say that their routine time cycle was disturbed many people faced problem of lack of medical facilities for non-covid patients, many people feel that their daily routine time cycle was affected many people faced problem of loneliness and could not meet their friends and family members in person, some people faced problem of having insufficient insurance policies, many people found difficulty in managing their employees, maids and subordinates, some people faced difficulty of online work, online lectures and online meetings.

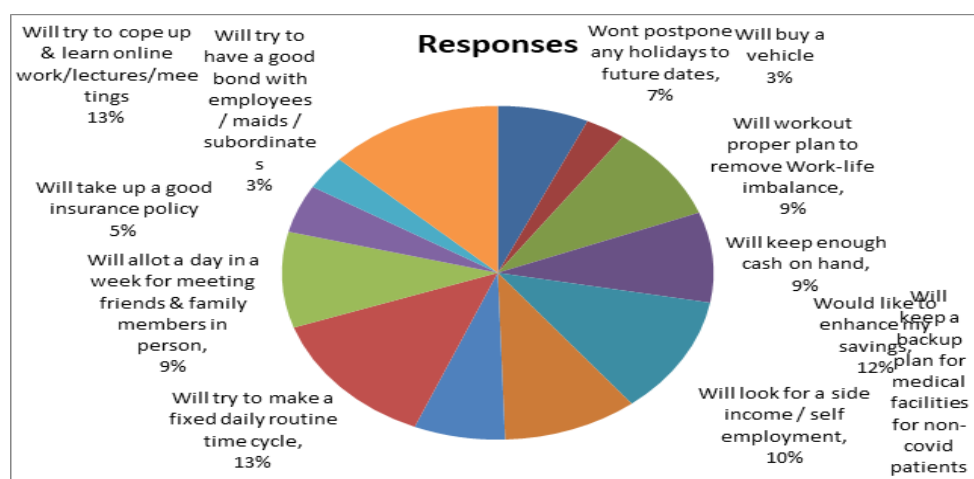


The most common problem faced by people was disturbed daily routine time second as 19 % of the people reported this as the main issue, the next one after that was difficulty faced due to online lectures and meeting, the loneliness was considered as third most common problem faced by people, lack of meeting friends and family was seen as a problem by around 14% of the people. then apart from these shortage of cash on hand was seen as a problem by 12% of respondents. Around 11% of the people found that they missed vacations due to prolonged lockdown. Work-life imbalance was cited as a problem by 9% respondents.

2. Precautionary measures opted by respondents

Precautionary measures opted by respondents	Responses	% of responses
Wont postpone any holidays to future dates,	25	7
Will buy a vehicle	11	3
Will work out proper plan to remove Work-life imbalance,	34	9
Will keep enough cash on hand,	32	9
Would like to enhance my savings,	42	11
Will look for a side income / self-employment,	37	10
Will keep a backup plan for medical facilities for non-covid patients,	25	7
Will try to make a fixed daily routine time cycle,	49	13
Will allot a day in a week for meeting friends & family members in person,	34	9
Will take up a good insurance policy	17	5
Will try to have a good bond with employees / maids / subordinates	12	3
Will try to cope up & learn online work/lectures/meetings	48	13
	366	100

When asked about what are the precautionary measures you will take to face any situation like lockdown in future people said that they won't postpone their holidays in future, some said they will definitely buy a vehicle, some of them said they will work out proper plan to remove work life imbalance caused due to lockdown, some people say that they will try to keep enough cash on hand so that if even if they don't get time to go to ATM they will have some cash on hand, some say that they need to increase their Savings and spend less, some people say that they will try to have a side income or would love to do some entrepreneur adventure like self-employment etc. some people say that due to lockdown they would not get medical facilities for non-covid patients such people said that they would like to make a backup medical facility for such patients. Some people say that they will make a fixed daily routine time cycle a few people said that they will allot one day in a week to meet their friends and family members in person. Few people said that they will take up a good insurance policy so as to cover the risk of being admitted to hospital and meet those expenses. Few people said that they would like to have a good Bond with their employees maids and subordinates most of the people said that they will try to cope up and learn online work online lectures and online meetings



From the above graph we can see that the maximum responses i.e. 13% each were received towards the measures like to make a fixed daily routine time cycle and will try to cope up and learn online work online lectures and online meetings, after that the other most chosen option was people would like to enhance their Savings (12%). 10% of the respondents said that they would like to have some side income and generate self-employment. 9% of responses work towards precautions like time to workout proper plan to remove work life imbalance and another 9% respondents chose to keep enough cash on hand and same 9% respondents also decided to Will allot a day in a week for meeting friends & family members in person. 7% responses were each for keeping a backup for medical treatment of non-covid patients and same responses were received saying they won't postpone their holidays to future date i.e. they will enjoy the holidays whenever they are allowed to do it.

CONCLUSION

The researcher has reached the conclusion that people had encountered varied problems due to covid19 led lockdown and had suffered a lot during this lockdown. As people faced varied problems the precautionary measures they have decided to prepare themselves for any future crisis also varies from person to person. Some of the major problems faced were Disturbed daily routine time cycle, Loneliness / Lack of meeting friends & family members in person, Difficulty faced due to online work/lectures/meetings, Missed vacation, Shortage of cash on hand.

The prominent precautionary measures suggested were to cope up & learn online work/lectures/meetings, Will try to make a fixed daily routine time cycle, Would like to enhance my savings, Will look for a side income / self-employment, Will work out proper plan to remove Work-life imbalance, Will keep enough cash on hand, Will allot a day in a week for meeting friends & family members in person.

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USE OF SOCIAL MEDIA AND ITS IMPACT ON ACADEMIC PERFORMANCE OF STUDENTS IN TIER II CITY OF GUJARAT STATE, INDIA

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ABSTRACT

The study sought to assess students' use of social media and its effect on academic performance of students in Tier II city of the state of Gujarat. Questionnaire was used for collecting data. Out of one thousand five hundred and seventy-eight copies of the questionnaire distributed, one thousand five hundred and eight were retrieved which represented a response rate of 95.5 %. The study revealed that majority of the respondents had mobile phones which also had Internet facility on them and had knowledge of the existence of many media sites. The study further confirmed that most of the respondents visit their social media sites using their phones and spend between thirty minutes to three hours per day. In addition the study revealed that the use of social media sites had affected academic performance of the respondents negatively and that there was direct relationship between the use of social media sites and academic performance. The study recommends among others that, students with mobile phones having internet facility should be encouraged to use it to supplement their research in the library rather than the usual chatting with friends all the time. Students should be encouraged to limit the time they spend on their social media sites per day and advise them to rather substitute those hours to read novels to improve their knowledge. Since the use of social media sites had affected the academic work of students negatively there is the urgent need for the introduction of students to the availability of novels and other information resources or materials that can help them academically.

Keywords: Social Media, Social Networks, Academic Output, Tertiary Students, Internet Use

1. INTRODUCTION

Social media has exploded as a category of online discourse where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry. In the last ten years, the online world has changed dramatically, thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Seventy-three percent of wired American teens now use social media websites (Oberst, 2010).

Martin, (2008) & Lusk, (2010) share the same concept of social media. To them social media is the use of Facebook, Blogs, Twitter, My Space and LinkedIn for the purpose of communication, sharing photos as well as videos. However for the purpose of this study social media is captured within the use of internet through Facebook, Whatsapp, Twitter, Skype, MySpace as well as Yahoo Messenger for communication sharing of ideas, sharing of photos and videos by users. The increased use of Social Networking Websites has become an international phenomenon in the past several years. What started out as a hobby for some computer literate people has become a social norm and way of life for people from all over the world (Boyd. 2007). Teenagers and young adults have especially embraced these sites as a way to connect with their peers, share information, reinvent their personalities, and showcase their social lives (Boyd, 2007).

In the past years, social media websites have become common; giving young people a new way to interact with each other and communicate with the world. Social networking became popular between 2004 and 2006, after Facebook and MySpace were created. Facebook, for example has over 500 million members and it is still growing and approximately 85% of undergraduate students are Facebook users (Schneider, 2009). These numbers are expected to grow since Facebook users will continue to grow. And this is not only true for Facebook, numbers for YouTube users closely follow as well (University of New Hampshire, 2009).

Social networking websites provide tools by which people can communicate, share information, and create new relationships. With the popularity of social networking websites on the rise, our social interaction is affected in multiple ways as we adapt to our increasingly technological world. The way web users interact and talk to each other has changed and continues to change. These users now socialize through the internet and it takes away from the person socialization that has been around forever. Social networking websites have affected our social

interaction by changing the way we interact face-to-face, how we receive information, and the dynamics of our social groups and friendships (Asur and Huberman, 2010).

Communicating through the internet and social networking websites is quite different from communicating in-person-to-person situation. When users communicate through these websites, they use things like instant message (IM) and chatting as well as status or Twitter updates to talk to friends and express themselves (Kaitlin, 2010). Kaitlin (2010) further opines that social networking websites also affect the way we receive information and news. The sites open up different portals through which we get information and create more diverse news outlets. Most of the studies, Choney (2010), San Miguel, (2009) Enriquez (2010), Karpinski & Duberstein (2009), Khan, (2009), Kubey et al (2010), conducted on students' use of the social media sites and its impact on academic performance focused on students in the developed world. It is against this background that it has become necessary to conduct this research aimed at investigating students' use of social media sites and their impact on academic performance among students of lesser developed Tier II city of State of Gujarat, students in a relatively not so progressive region. This is largely because; no empirical study has been conducted in a not so developed region like Mehsana District of Gujarat State in India to find out the impact of students' use of social media sites on academic performance of Tier II city students there.

1.2 STATEMENT OF PROBLEM

The rapid advancement of media technology has had a great impact on the way people communicate on a daily basis. The growing dimension of the use of the social media among the youth of today cannot be over emphasized. Over the years, social networking among students has become more and more popular. It is a way to make connections, not only on campus but with friends outside of school. Social networking is a way that helps people feel they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of students will not be affected by how much time is spent on these sites. Choney, (2010), MehMood & Taswir, (2013), Kist (2008), Jacobsen & Forste, (2011), believe that the use of technology such as internet is one of the most important factors that can influence educational performance of students positively or adversely. Many parents and guardians are worried that students are spending too much time on facebook and other social media sites and have not enough time to study. Though parents are worried about students' constant use of the social media sites, many students continue to utilize these sites on a daily basis. It is against this background that this research is being conducted to ascertain the impact of students' use of social media sites on their academic work.

1.3 OBJECTIVES OF THE STUDY

The general objective of the study was to find out the impact of social media on academic performance among students. The specific objectives of the study were as follows:

- i. To examine the impact of social media on academic performance among the students.
- ii. To identify the benefits obtained from using the social media.
- iii. To ascertain what students use social media sites for

1.4 RESEARCH QUESTIONS

- i. Does the use of social media sites have any impact on student's academic performance?
- ii. What are the benefits they derive from using social media?
- iii. Why do student visit their social media sites?

1.5 HYPOTHESIS

- i. There is a relationship between time spent on social media and academic performance
- ii. There is relationship between the use of social media and excellent academic performance

1.6 LITERATURE REVIEW

According to Junco al et (2010), social media are a collection of internet websites, services, and practices that support collaboration, community building, participation, and sharing". The growing dimension of the use of social media among the youth of today cannot be over emphasized. Over the years, social networking among second cycle students has become more and more popular. It is a way to make connection not only on campus, but with friends outside of school. Social networking is a way that helps many people feels as though they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of students are not being affected by how much time is spend on these sites (Choney, 2010).

According to Lenhart et al., (2010), about 57% of social network users are 18-29 years old and have a personal profile on multiple social media websites. In a study by Pempek, Yermolayeva, and Calvert (2009), the amount of time spent daily on social network sites varied greatly. However, an analysis of the data indicated most participants spent approximately thirty minutes a day socializing, mostly during the evening hours between 9p.m to 12a.m students spent an average of forty seven minutes a day on Facebook. More than 50% of college students go on a social networking sites several times a day (Sheldon, 2008). Quan-Haase and Young (2010), found that 82% of college students reported logging into Facebook several times a day. Younger students tended to use Facebook more frequently than older students to keep in touch with friends from high school or from their hometown (Pempek et al., 2009)

Many researchers such as Choney (2010), San Miguel (2009) and Enriquez (2010) studies on students' use of the social media sites revealed a negative effect of the use of social media sites on students' academic performance. Nielsen Media Research study conducted in June 2010 stated that almost 25% of students' time on the internet is spent on social networking sites (Jacobsen & Forste 2011). The American Educational Research Association conducted a research and declared at its annual conference in San Diego California (2009), that social media users study less and generate lower grade (Abaleta et al, 2014).

San Miguel (2009), focused on the relationship between time spent on Facebook and the academic performance of students. The overall findings indicated "more time on Facebook equals slightly lower grades". In his study, the average facebook user had a GPA of 3.0 to 3.5, while the non-facebook user had a GPA of 3.5 - 4.0. Also, the average facebook user study for 1 – 5 hours per week, while the non-facebook user would study 11– 15 hours per week Enriquez (2010), revealed that students who multi-task between social networking sites and home work are likely to have 20% lower grades than a student who does not have a social networking site. He believes that even running a social networking site on the background on a student's PC while studying or doing homework could lower a student's grade. He believes that "the problem is that most people have Facebook or other social networking sites, their e-mails and may be instant messaging constantly running in the background while they are carrying out their tasks" Choney (2010), in looking at the time spend on facebook and its effect on academic performance said a user of Facebook has an average "GPA of 3.06, while non users have an average GPA of 3.82".

Furthermore, a study conducted by Karpinski and Duberstein (2009), of Ohio Dominican university on college students who use social network have significantly lower grade point averages (GPAs) than those who do not. They also mentioned that among various unique distractions of every single generation, Facebook remains a major distraction of current generation. According to Khan (2009), facebook users often time experience poor performance academically. Similarly, Englander et al., (2010), posit that social media is negatively associated with academic performance of student and is a lot more momentous than its advantages. Internet addiction consequently gave rise to internet usage within the last couple decades. Nalwa and Anand (2008), recommended that addicted users prefer using internet setting back their personal and responsibilities which ultimately leads to poor academic performance.

A recent survey showed that approximately ninety percent of teens in the United States have Internet access, and about seventy-five percent of these teens use the Internet more than once per day (Kist, 2008). This study also showed that approximately half of all teens who have Internet access are also members of social networking sites, and use the Internet to make plans and socialize with friends (Kist, 2008). In September 2005, out of the total adult internet users (18-29 years) 16% were using social networking site but this percentage increased to 86% in May, 2010 (www.marketingcharts.com).

1.7 METHODOLOGY

The survey method was used to solicit data and information from a sample of students of XYZ Polytechnic Academic Institution located in a Tier II city of Mehsana District, Gujarat State, during lecture hours of the second semester of 2018-19 academic year. A set of questionnaire was designed by the researcher to collect information and data. In the view of Kumeckpor (2002), "social survey may be said to be an objective, quantitative approach to the study of the social processes within a well-defined area at a given time through one or more institutions by means of an interview schedule, a questionnaire, and the data thus obtained related statistically". Social survey aims at understanding some specific problems at a particular time and so study opinion attitudes towards major social, economic and political problems and issues (Fraenkel & Wallen, 2003). Out of the total number of five thousand two hundred and sixty-one students of XYZ Polytechnic, 30% was drawn which yielded one thousand five hundred and seventy-eight, as the sample size from all the three schools of the Polytechnic namely School of Business Students, School of Agriculture and School of Technology. Stratified sampling technique was adopted to sample the respondents. This was based on the

recommendation of Watson's (2001), sample size calculation, which proposed that for a total population of 3000 to 15000 and above with 5% margin of error, a sample size of three hundred and eighty and above from each stratum is acceptable.

After the collection of data, the results were analyzed with the use of the Statistical Package for Social Science (SPSS) and the result shown in tables with corresponding frequencies and percentage. After the distribution of the questionnaire, thousand five hundred and eight copies were retrieved. This gave a response rate of 95.5%, which was representative of the sample. The impressive response rate was obtained because the data was collected during lecture hours in the various departments. Respondents were given between 20- 30 minutes to complete the questionnaires. Table 1 gives the distribution of students and sample size per school.

Table 1: Table of Population

Schools	Total number	Sample Size	No. of Respondents	Percentage %
SB	4284	1285	1245	82.6
SOT	587	176	160	10.6
SOA	390	117	103	6.8
Total	5261	1578	1508	100

Field Data, 2013

1.8 DISCUSSION OF FINDINGS

When respondents were asked whether they have mobile phone, out of the total respondents of 1508, 1408(93.4%) responded in the affirmative whilst 100(6.6%) responded in the negative on the same issue. A follow up question as to whether the respondents had internet facility on their phones showed that a majority of the respondents representing 85.0% indicated that they had internet facility on their phones. A further follow up question was to find out whether respondents had knowledge of social media sites. All the respondents representing 100% responded in the affirmative. It can be deduced that most of the respondents have mobile phone with internet facility on it and they also have knowledge of social media sites. The above revelation confirmed Oberst's (2010) study that 73% of American use social media sites. This is further corroborated by (Kist, 2008) who posits that 90% of teens in the United States have internet access and 75% use the internet to make plans and socialize with friends.

Table 2: Favourite social media sites

Sites	Frequency	Percentage (%)
Facebook	1002	66.4
WhatsApp	301	19.9
Twitter	94	6.2
Skype	51	3.3
My Space	40	2.6
Yahoo Messenger	20	1.3
Total	1508	100

Field Data, 2013

From Table 2 respondents gave the following as their favourite social media sites. Facebook 1002 represents 66.4%, WhatsApp 301 representing 19.9%, Twitter 94 representing 6.2%, Skype with 51 representing 3.3 %, MySpace with 2.9 % and Yahoo Messenger having 1.3% respectively. The analysis shows that Facebook is the most favourite social media site. This confirms Schreider's (2009) assertion that approximately 85% of undergraduate students are Facebook users.

Table 3: Time spent on social media site per day

Response	Frequency	Percentage (%)
30 minutes to 1 hour	1001	66.3
2 – 3 hours	485	32.2
4 – 5 hours	22	1.5
Total	1508	100

Field Data, 2013

When respondents were asked how much time they spent on their social media sites, 1001 of the respondents representing 66.3 % indicated that they spent thirty minutes to one hour, 485 respondents representing 32.2% spent between two to three hours and the last group of 22 respondents representing 1.5% said they spent between four to five hours a day on the social media sites. The deduction is that 1486 of the respondents

representing 98.4% spent between thirty minutes to three hours on social media. The study confirms Choney's (2010), assertion that due to the popularity of social media sites, economists and Professors are questioning whether grades of students would not be affected by how much time they spent on these sites. MehMood & Taswir, (2013), further corroborated this and state that the use of technology such as the internet is one of the most important factors that can influence educational performance of students positively or adversely.

Table 4: Why Students Use Social Media

Response	Frequency	Percentage (%)
Chatting	1308	86.8
Downloading music and Video	104	6.8
Academic Work	96	6.4
Total	1508	100

Field Data, 2013

From Table 4, 1,308 respondents representing 86.8% said they use the social media to chat with friends, 104 representing 6.8% use it to download music and video and 96 respondents representing 6.4% use it for academic work. The analysis indicates an overwhelming majority of the respondents 96.6% do not use the social media sites for academic work.

Table 5 Social Media Affect Student's Academic Work

Response	Frequency	Percentage (%)
Yes	1208	80.1
No	164	18.6
Not Certain	36	2.3
Total	1508	100

Field Data, 2013

When respondents were asked whether the use of the social media affects their academic work, 1208 of the respondents representing 80.1% answered in the affirmative whilst 164 representing 18.6% gave a negative responds. 36 of the respondents representing 2.3% were not certain whether the use of social media sites affected their academic or not. It could be deduced from the table that majority of the respondents 80.1% affirmed that the use of social media affect their academic work. This study confirms MehMood & Taswir's, (2013) study that the use of technology such as the internet is one of the factors that can influence students' performance positively or adversely. This is further supported by Choney, (2010) and San Miquel (2009) who believe that students' use of social media will have negative effect on their academic performance.

Table 6: Improvement in Academic Work by Social Media

Response	Frequency	Percentage (%)
No	1120	74.2
Yes	301	19.9
Not Sure	87	5.7
Total	1508	100

Field Data, 2013

From Table 6, out of the total respondents of 1508, 1120 representing 74.2% responded in the negative when asked if the use of social media had improved their academic work, 301 representing 19.9% responded in the affirmative, whilst 87 5.7% were not sure. The idea was that most of the respondents were aware that social media use affects their academic performance. This was because it was confirmed in the study that most of the respondents use the social media sites for other purposes rather than academic work. The implication is that the use of social media may likely not bring any improvement in the academic work of respondents.

Testing of hypothesis

H1: There is a relationship between time spent on social media and academic performance

Table 7 Correlations

Variables	time spent	academic performance
Pearson Correlation	1	.922**
time spent	Sig. (2-tailed)	.028
N	1508	1508
Pearson Correlation	.922**	1

academic performance	Sig. (2-tailed)	.028	
	N	1508	1508

Field Data, 2013.** Correlation is significant at the 0.01 level (2-tailed).

From Table 8, there is a strong positive relationship between the dependent variable (academic performance) and the independent variable (time spent) at a significant of 0.01 level. This indicates that more time spent on social media affects excellent academic performance. Therefore spending much time on social media contributes to low academic performance. Choney (2010), in looking at the time spend on Facebook and its effect on academic performance said a user of Facebook has an average “GPA of 3.06, while non-users have an average GPA of 3.82”.

H2: There is relationship between the use of social media and academic performance

Table 8 Correlations

Variables		academic performance	use of social media
	Pearson Correlation	1	.752**
academic performance	Sig. (2-tailed)		.003
	N	1508	1508
	Pearson Correlation	.752**	1
use of social media	Sig. (2-tailed)	.001	
	N	1508	1508

Field Data, 2013 **. Correlation is significant at the 0.01 level (2-tailed).

In respect to Table 9, there a strong and positive relationship between academic performance and the use of social media to 0.01 level. In other words, the more use of social media, the less academic performance students will record. This implies students who use the social media sites frequently turn to perform poorly academically. San Miguel (2009), focused on the relationship between the use of Facebook and the academic performance of students. The findings indicated that more use of Facebook result in lower grades. In his study, the average Facebook user had a GPA of 3.0 to 3.5, while the non-Facebook user had a GPA of 3.5 - 4.0. Also, the average Facebook user study for 1 – 5 hours per week, while the non-Facebook user would study 11 – 15 hours per week.

1.9 CONCLUSION

The study was conducted to examine the impact of students’ use of social media sites on their academic performance. The study revealed that majority of the respondents had mobile phones with internet facility and had knowledge of the existence of social media sites. As a result they visit their social media sites and spend between thirty minutes to three hours every day. In addition, the study revealed that the use of social media had affected academic performance of the respondents negatively and further confirmed that there was a strong positive relationship between the use of social media and academic performance. The hypothesis H1 and H2 tested on time spent on the use of social media sites and relationship between use of social media and academic performance revealed a strong positive relationship at significant level of 0.01. The study further revealed that most respondents use the social media sites to chat than for academic purpose.

1.10 RECOMMENDATIONS

Based on the findings, the researchers made some recommendations as follows;

Students with phones having internet facility should be encouraged to either use it to supplement their research in the library rather than the usual chatting with friends all the time. Students should be advised to limit the time they spend on social media sites per day and encourage them to rather substitute those hours to read novels and relevant academic books to improve their knowledge. Since the study confirmed that the use of social media sites had affected the academic performance of students negatively, there is the urgent need for the introduction of students to the availability of novels and other information resource or materials in the library that can help them academically. It is further recommended that students be advised during orientation of the dangers of addiction to social networking sites. They should be introduced to sites that can add values to their academic work and research.

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IMPACT OF CREATIVITY IN TRANSIT ADVERTISING ON WORKING AND NON-WORKING CLASS- AN ANALYTICAL STUDY

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ABSTRACT

Advertising plays an important role in influencing the purchase decision of the target audience. The audience seem to undergo a series of behavioral transitions that aids the final intent to buy a particular product or avail a particular service. Recall plays an undeniable role and what seems to enhance recall is creativity. Across mediums used to deliver the communication message, 'innovation' remains a standalone parameter that pulls viewers attention, but the challenge manifolds further when the audience is out-of-home. Hence, the present study focuses on the role of creativity in transit advertising and its influence on the actual buying behavior. Contemporary transit advertisements have undergone a paradigm shift. In the competitive advertisement fight for viewership in general and sales revenues in specific, transit advertisers have left no strategy unimplemented. Technological advancements clubbed with advertisements on trains, buses, bus-shelters, airports, air-terminals, subways etc. seem to reiterate the fact that repetition of advertisements in the form of O-O-H advertisements act as a support medium & helps in building brand equity. The focus of the study is on whether innovation used in transit advertisements just pull the attention of the passerby or actually goes beyond it seamlessly.

Keywords: - O-O-H Advertising, Transit advertising, Brand equity.

INTRODUCTION

Integrated Marketing communication (IMC) is catching tremendous pace in the advertising landscape today. Advertisers try to target every possible media to tap the attention of the audience. What remains a matter of concern however is whether it is traditional media that dominates the minds of the target audience or are contemporary transit advertisements are taking over.

Technology adds more than attraction in the cognitive process that the audience undergoes. The present study aims at finding out the role of creativity in attracting the attention of the passerby and analysing the extent to which it persuades the target to buy the product.

Objectives:

- To understand the buying behaviour of commuters
- To study the cognitive stages of actual purchase intent
- To evaluate the role of creativity in the purchase decision
- To examine the impact of creativity on brand recall

LITERATURE REVIEW

{1} Nimit Sheth & Dr. M.A. Khan (2015) study the improving the success of outdoor advertising and highlight that it is important to change customer attitude and intentions since they play a very important role in taking the target audience from one level to the next level of the buying process. The authors also bring about the biggest challenge of outdoor advertising which is that of breaking the clutter also mentioning that the present era witnesses the maximum viewership and processing of information by way of exposure to O-O-H advertising that has ever been seen till date. The article also throws light on the impact of latest arena of new forms of advertising on the customer in specific and society as a whole. O-O-H as a medium has undergone a paradigm shift over the past decade and focuses on creativity as an important element to attract viewership. Reach and development of positive attitude are two of the most important advantages of transit advertising. The authors further state that outdoor advertising has emerged as powerful as traditional forms of media like TV, Radio, Newspaper etc. Digital interactive screens positioned at the Point of Purchase have enhanced the decision making process of the customer.

Gambetti (2010) has highlighted that O-O-H advertising has changed the way marketers perceive it from traditional ways to modernized platforms of reaching the target audience and in more ways than one done much better than traditional advertising also stating that O-O-H advertising plays an important role in establishing effective engagement and creating efficient touch points with the consumers. The author also focuses on a very important aspect that O-O-H advertising as a medium of communication has not been able to explore its full potential to reach out to the right target audience and also emphasized that a blend of traditional and non

traditional outdoor communication can be a good blend to create awareness about the brand and draw attention of the target audience towards the brand.

{3} Thérèse Roux (2014) studied the impact of car advertising on Gen Y customers. The author found out that there is a positive correlation between recall and attention paid towards the car ads. Also there is a positive relation between attitude of customers towards advertising in general and that of car advertising in specific. Generation Y accepts the ads more receptively than expected. The author stated that marketers and advertisers are moving from traditional ways to newer ways of advertising and establishing a relationship between the brand and the customer. Further the article highlights that transit advertising is a very effective medium to attract people who are located in metropolitan areas and are working also more effective on commuters of a particular segment who take the same route to travel everyday. Further, the author finds a direct relationship between creativity & the attention that it grabs. The results stated that effectiveness of the ad is not restricted to recall alone. Perception of the consumer also plays a major role in creating an impact about the ad. The author further finds that car advertising, an important aspect of transit advertising can prove to be very impactful when supplemented with traditional media.

{4} Ramzan Sama (2019) stated that the idea behind marketers advertising the product is nothing but impacting the consumer behaviour and that every media does it differently having a varied effect on the purchase decision. The author further brings out the fact that choosing the right media to reach across to the target audience is very important as advertisers spend a huge amount of their ad budget on advertising and thus studying and evaluating the impact becomes very important so that there is no wastage. The author emphasizes the relationship between advertisements and their impact on consumer behaviour. It was further posited that a right media mix has to be developed in order to enable smooth transition of consumers from Awareness to Interest to Desire to Action to finally Post Purchase behaviour studying various media options like Television, Radio, Newspaper, Magazines and internet.

{5} A.T.Roux posited the role of O-O-H advertisements on Integrated Marketing Communication campaigns. The author highlights how to apply O-O-H advertisements effectively in Integrated Marketing Communication so that the objectives of the ad campaign can be met and the buyers can pass through the buying behavior stages effectively. The paper further stated that O-O-H advertising acts like a support media to reinforce the message that has already been sent by way of traditional media like Television, Radio, Internet etc or tries to reach to the target who has not been captured by the mentioned media. The author also posited that O-O-H ads can be more directional media that is displayed near the point of purchase that aids the decision-making process

{6} Rick T Wilson et.al (2014) added that creativity in itself is alone not sufficient to attract the attention of the target audience. However, for the ad to be effective, creativity is the first most important aspect which further adds to a better recall of the brand in the minds of the customer that can be effectively processed. The author further posited made a mention of a very important aspect that traditional advertisements assume that a lot of attention and focus has to be given so that further process of information can be done. Likewise O-O-H ads also needs undivided attention in order to have a similar impact. The results of the study stated that creativity along with visual attractions like color, size, shape etc of the ad and familiarity of the brand plays a major role in the effectiveness of the ad. Also the environment in which the ad is displayed plays a major role in recall and association of brands in the minds of the viewer.

{7} Joel Robinson and Allan L. Balding (1996) state in their findings that there is a high chance of predicting the buyers purchase decision based on the probability of purchase or the past data. However the fact that was highlighted was that revenues, market share, sales and repeat purchase were considered as traditional observational methods over variables like recall and awareness, thereby shifting base to behaviour and attitude rather than just interpretation of the effectiveness of ads in terms of sales. The findings show that when attitudes and behavior is studied in details will help the advertiser to identify, track and prepare alternate course of action and launch the necessary advertising strategy.

{8} Jatashree K (2017) has found that commuters spend more time watching inside car cards and that they find audio and video displays most attractive that are very creative. The author stated that advertising should be looked upon beyond just sales and convincing the customers to buy the product. Vehicle wraps were considered as the most effective form of reaching across to the target audience. Exposure to Advertising while travelling can prove to be very beneficial to the advertisers can encash the travel time of the travellers. Transit advertising is one of the most impactful medium to reach out to the masses, however it is included in O-O-H advertising. The author further states that the perception of the advertisers towards transit advertising has undergone a drastic change as they were unsure about the targeting of the message to the right audience. The major

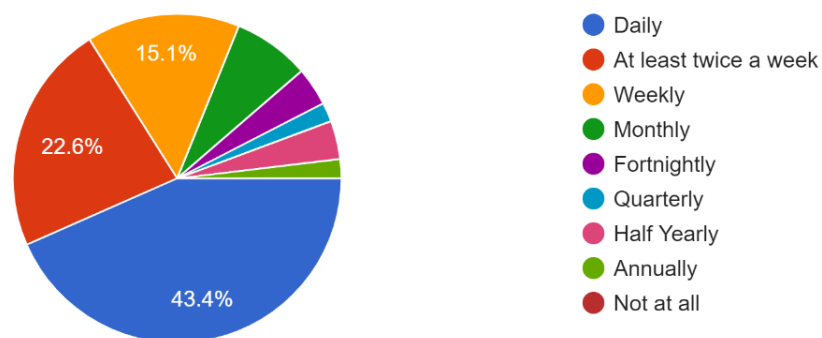
advantage of transit advertising as stated in the article is that majority of the population in urban areas take public mode of travel and are exposed to advertisements 'on-the-go' or 'in motion' as stated. Transit advertising has grown to greater heights even as compared to Outdoor advertising.

{9} Nuno Gil Fonseca et.al (2011) stated that a more targeted transit advertisement is possible by gathering information about the commuters profile. Transit advertisements have evolved over the years. The authors further stated that in order to reduce boredom in the passengers, the advertisements placed inside and outside the transit medium must be creative. They also highlighted a major advantage of transit advertising which is the fact that this medium is a win win for the passengers and the advertiser since it keeps the minds of the commuters occupied and helps in reducing the travel time. Further it is stated that advertisers prefer digital moving advertisements to that of static advertisements today and that it becomes extremely difficult for the advertiser to identify the demographic profile of the traveler. The authors concluded that focusing on passengers is what is more important than putting a lot of importance on the advertisements.

Analysis & Interpretation:-

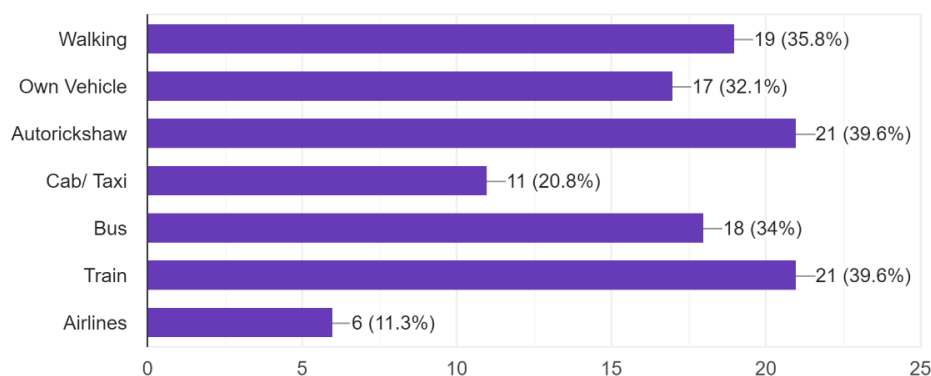
Q.1. How frequently do you travel?

53 responses



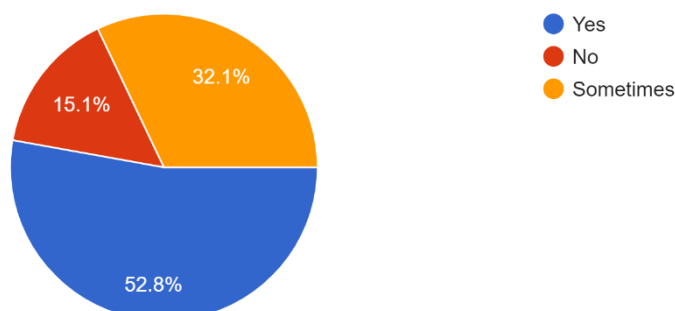
Q.2. Which mode of transport do you take for travelling?

53 responses



Q.3. Do you take the same route to travel everyday?

53 responses

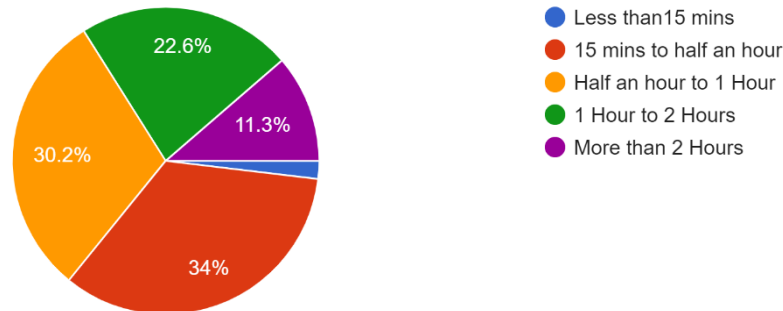


Q.4.How do you use your travel time?

Majority commuters responded that they play games on their mobile or read while travelling. Alternatively many also effectively use their travel time by being engaged in planning their day.

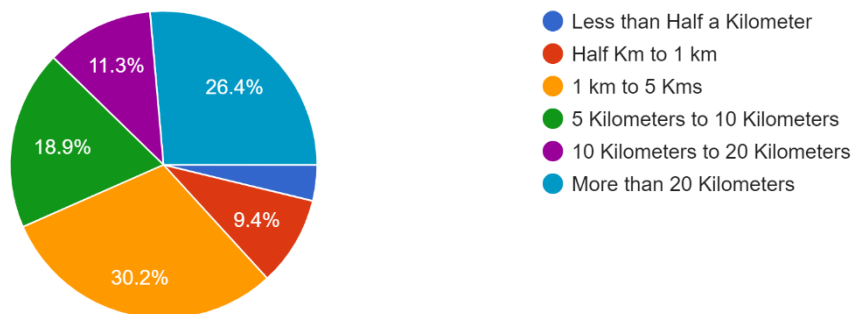
Q.5. What is the average time taken by you to travel ?

53 responses



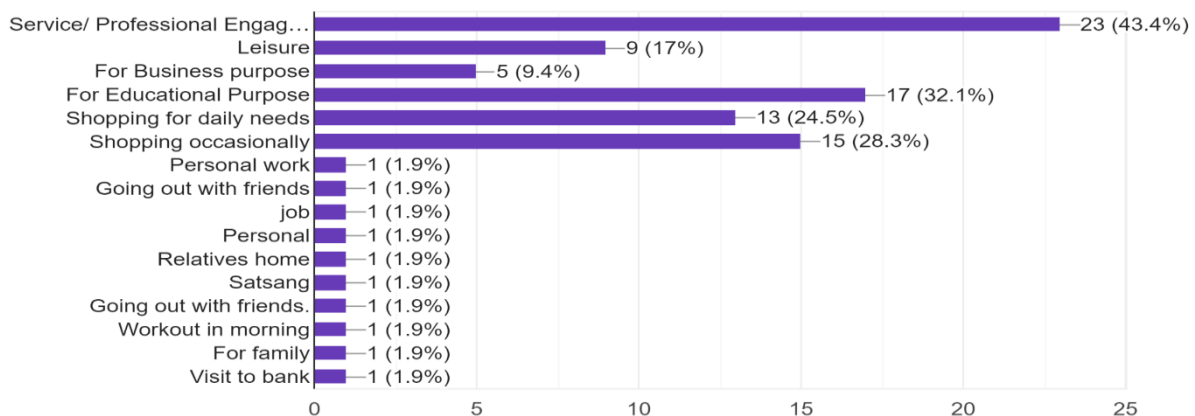
Q.6. What is the average distance you travel ?

53 responses



Q.7.What is the purpose of your travel?

53 responses



Q.8. In your opinion, which media is more effective in creating brand awareness?

In case of traditional media, Television still continues to dominate as the most popular media of promotion followed by newspaper ads. Also, Transit advertisements and poster ads create a huge impact on the target audience.

Q.9. Which of the following transit advertisements captures your attention the most in terms of creating brand awareness?

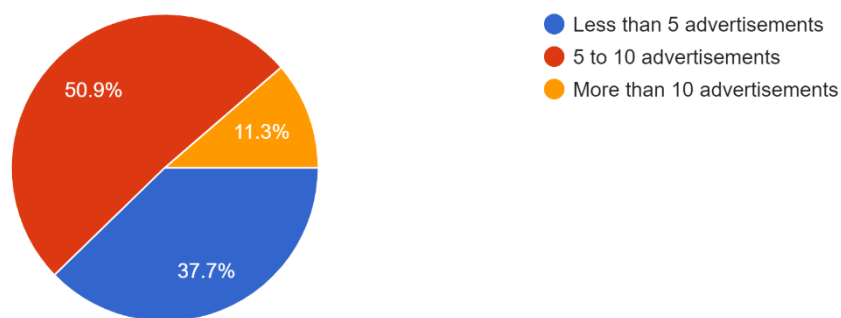
Majority of the commuters find advertisements on buses, trains, bus shelters, trains and railway platforms very attractive and appealing.

Q.10. What kind of advertisements catch your attention the most in transit advertising? (Rate on the scale of 1-10 , where 1 is lowest and 10 is Highest)

Majority of the respondents state that they prefer to see advertisements of FMCG products, electronic products, advertisements carrying social messages, hotels and restaurants and entertainment advertisements while commuting.

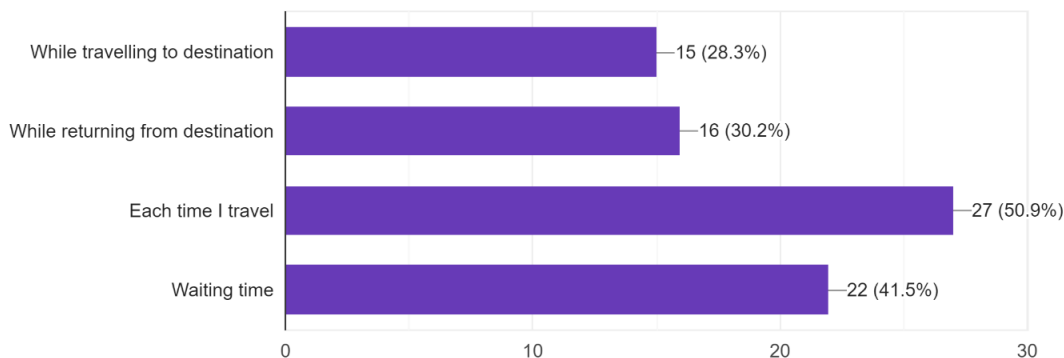
Q.11. Approximately how many transit advertisements do you come across in a day?

53 responses



Q.12. When do you generally take a note of Transit advertising?

53 responses



Q.13. What catches your attention the most when you watch an advertisement on public transport?

As a response to this question, commuters stated that brand name, features of the product, slogan and promotional offers capture maximum attention in transit advertising.

Q.14. Mention your preference in watching transit advertisements:

Majority of the commuters opined that they prefer listening to transit advertisements over watching them.

Q.15. To what extent Transit Advertisement Influences you ?

The target audience seems to be inspired by watching transit advertisements in terms of getting inspired with a new business ideas.

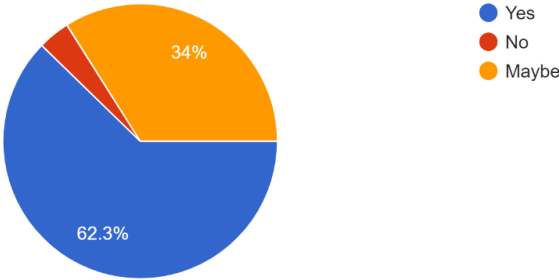
Q.16. How frequently do you respond to transit advertisements?

Upon watching transit advertisements, the target audience seems to have bought products & availed of the services. Also, this medium seems to be a vital source of sending effective social messages.

Q.17. What is your reaction after watching/ listening to transit advertisements?

Majority of the commuters opined that the recall value of the brands goes up drastically upon seeing the ads repetitively.

Q.18. Have you seen the advertisements of the same brands that you have seen while commuting on some other media?
53 responses



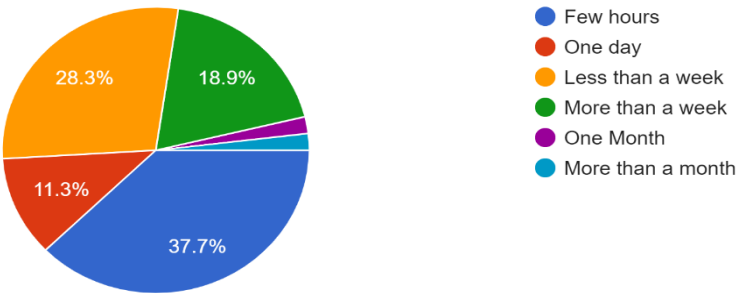
Q.19. What impact does transit advertisement have on you ?

Commuters opined that transit advertisements are more impactful when they are run parallely in the other media simultaneously.

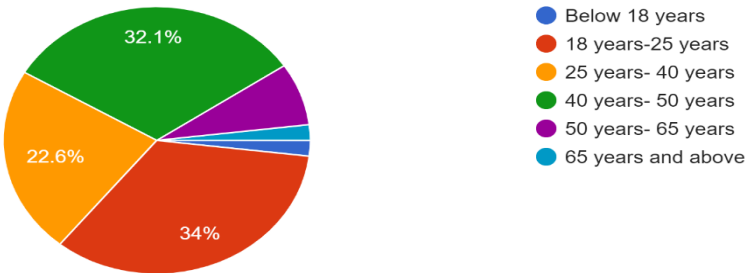
Q.20. Please mention your agreement with the following attributes of transit advertising:

Majority of the respondents stated that transit advertisements increase the recall value & thereby acts as a support medium. Also commuters find this medium entertaining.

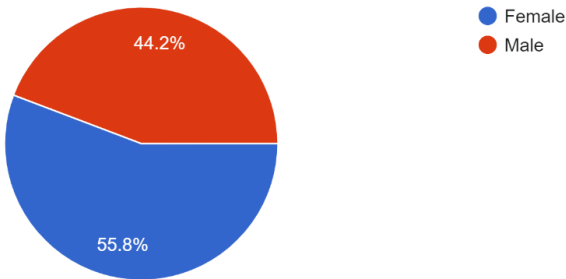
Q.21. How long does the impact of transit advertisement last with you?
53 responses



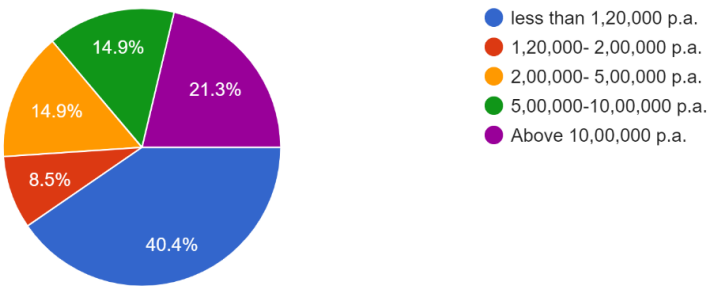
Age
53 responses



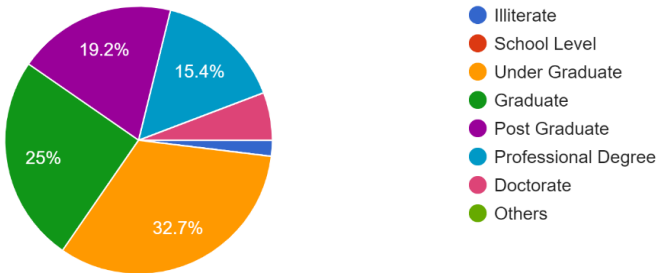
Gender
52 responses



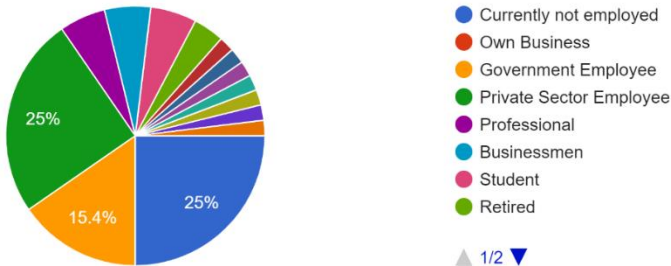
Income
47 responses



Education
52 responses



Profession
52 responses



CONCLUSION

More than 50% travelers take the same route to travel everyday. Most of the travellers spend between half an hour to one hour to travel and for professional commitments. Commuters seem to recall approximately 5 to 10 advertisements in a day and more than 50% seem to be cautious and observant about the advertisements around. Around 60% commuters find that they have the same brand being advertised in the other media. Most of the commuters state that the impact of transit advertisements last with them for more than a month. Brand name, slogan, promotional offers and design of the product seems to capture maximum attention in the ad. Commuters prefer listening to advertisements over watching them.

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**EMPOWERMENT OF DIVYANGJAN HR KIDS (NGO) WRT. MISSIONARIES OF CHARITIES
DANCE THERAPY PYROTECHNICS (A PARADIGM SHIFT SAGA FROM MENTAL ILLNESS TO
MENTAL WELLNESS)**

Mr. Joseph John Fernandes¹¹Research Scholar, Ramanand Arya DAV College, Datar Colony, Station Road, Bhandup (East), Mumbai, 400 042, University of Mumbai, Maharashtra, INDIA²Thane, Maharashtra, INDIA**ABSTRACT**

The study revolves around an NIOS school, through NGO, in Kalyan area, where special students on psychosomatic issues are been taught various subjects. These students are pertaining to standard Xth and XIIth, affiliated to CBSE, Delhi Board. The researcher has taken DANCE - activity classes for them so that they can build up their personality and face the world boldly.(before Corona Pandemic) and made them ready for the Corona - pandemic war. A series of - SIX - DANCE activity classes were taken for these Creative Divyangjan kids to try to make them - genius Divya + jan. After the activity - classes, these special kids were found out to be efficient and effective in their classes. The outcome of these classes stimulated the inner - talents and tapped the potentials of the kids of these classes. (before Corona and during Pandemic). The researcher made an effort to make these kids - ensure that they come up in life and make their blessings count to evolve well in their life -span in this Pandemic, where life is uncertain. In this COVID, all students must pause and reflect on the learning process, which has become odd, through the online mode. The schools must find out that the joy for the student (normal / special) lie in the learning process and they will be wonderful at the later process. We cannot transform the education mode today, but at least the learning journey of education- conversation can be adjusted, through the Dance modules.

Keywords: - NIOS, NGO, Psychosomatic, Creative, Divyangjan, Genius

1. INTRODUCTION & LITERATURE REVIEW

Many creative and talented kids are being mis-diagnosed by psychologists, psychiatrists and other health care professionals. The common diagnosis are- ADHD, OCD, or other Mood Disorders. The specific social and emotional traits of these creative children are sometimes mistaken to be the signs of pathology. Even if it is a correct diagnosis, the creativity and the genius-ness of these kids are lost. But the giftedness is overlooked due to lack of training by health care professionals (Webb & Kleine, 1993). It is been overlooked, in the universe that the trait of gifted and creative children and adults is their intensity (Silverman, 1993; Webb, 1993). Gifted creative children are extremely intense, whether in their emotional response, intellectual pursuits, sibling rivalry, or power struggles with an authority figure. Impatience is also frequently present, both with oneself and with others. The intensity also often manifests itself in heightened motor activity and physical restlessness.

Situational factors are highly relevant to the problem of mis-diagnosis (Webb, 1993). Intensity, sensitivity, idealism, impatience, questioning the status quo—none of these alone necessarily constitutes a problem. In fact, we generally value these characteristics and behaviours—unless they happen to occur in a tightly structured classroom, or in a highly organized business setting, and gifted children are the very ones who challenge traditions or the status quo. Peer relations for creative gifted children are often difficult (Webb, Meckstroth and Tolan, 1982; Winner, 2000), all the more so because of the internal dysfunction (asynchronous development) shown by so many gifted creative children where their development is uneven across various academic, social, and developmental areas, and where their judgment often lags behind their intellect. Lack of understanding by parents, educators, and health professionals, combined with the problem situations leads to interpersonal problems which are then mis-labelled, and thus prompt the mis-diagnoses. The most common mis-diagnoses are as follows. Many gifted children are being mis-diagnosed as Attention Deficit Hyperactivity Disorder (ADHD). The gifted child's characteristics of intensity, sensitivity, impatience, and high motor activity can easily be mistaken for ADHD. The intensity, sensitivity, and idealism of gifted children often lead others to view them as "strong-willed." Power struggles with parents and teachers are common. Sharing formal ability and achievement test results with gifted children about their particular abilities, combined with reassurance, can often help them develop a more appropriate sense of self-evaluation. The child's behaviours are seen as mischievous, impertinent, weird, or strong-willed, and the child often is criticized or punished for behaviours that really represent curiosity, intensity, sensitivity, or the lag of judgment behind intellect. Thus, intense power struggles, arguments, temper tantrums, sibling rivalry, withdrawal, underachievement, and open flaunting of family and societal traditions may occur within the family. "Impaired communication" and "inadequate

discipline” are specifically listed in the **DSM-IV (1994)** as areas of concern to be considered in a diagnosis of Parent-Child Relational Problems, and a diagnosis of Sibling Relational Problem is associated with significant impairment of functioning within the family or in one or more siblings. Dance is used as a sustainable and for personality development of a person whether sane or insane. We need to start a new process and roadways for many projects in this Sustainability of keeping ourselves in prosperity and peace and this can be done through Dance. Missionaries of charities have in a volunteering measures, started using these Art therapy measures since ages galore. These measures have bought mind-body- soul connection in a sync measure and brought a new lease of life in the people who think that their life is at end and gone. **McNiff (1981)** proposes that these types of Art therapies which are introduced to the modes of psychology and psychotherapy for psychosomatic patterns of diseases are having the actions in the therapies in such a mode which can rarely be found in a specific mode of expression. Further he gives propositional study that - **McNiff (1981, 1992)** – these kinds of various art expressive therapies in human being life made up in a consistent way can bring about tremendous changes in humane human beings life. These therapies can go on and on and bring relief to the patients who are suffering from mental issues, rehabilitation and various kinds of other intervention medicine needed. It can be referred to anthropology or any kind of other art facets. Art therapies add out to psychology and counselling in unique patterns. They are not to strict verbal therapies, but also to self- expression, active participation and imaginative therapies, and having mind-body-soul in sync patterns. Reform and Inform, Inspire and Transform- one selves completely is the core essence of the Ngo’s today. The Sustainable Art therapy used by NGO’s creates a great value in the environment as well as in the human being life on whom it is been experimented.

1.1. OBJECTIVES :-

- A) To study-how – Divyangjan can be empowered by- Dance therapy
- B) To study – how these students can be transformed into – Divya +jan in various expectancies.

1.2. HYPOTHESIS :-

- H1: Can classroom pyrotechnics of Dance therapies empower Divyangjan
- H2: Can students be transformed & have positive impact by Dance therapy
- H3: Can Eustress levels – empower and have positive & significant impact through Dance therapy

2. RESEARCH DESIGN :-

- 2.1. METHOD OF STUDY :- The method of study was Qualitative Phenomenological study. As the subjects were from an NGO, from the NIOS school, it was easy to collate the data.
- 2.2. METHOD OF SAMPLING :- The Method of Sampling was Convenience based mode of sampling, as the sample- size- based were easy to collect with from a particular region and space.
- 2.3. TOOLS FOR SAMPLING :- The tools used were – Observation and Personal Interviews
- 2.4. DATA COLLECTION:- Data was collected from an NIOS school run by NGO. They were the kids of std. Xth and std. Xii th , both comprises of females and male- (subjects) not – Divyangjan, but geniuses Divya + jan.

3. DATA ANALYSIS :- There were – SIX - Dance sessions – taken by one of the researcher.

The period was between – the years – 2019-2020, in premises of the NIOS NGO – school, prior to the Covid scenes.

1 st session was conducted on – 30 th November, 2019 in the Lourdes Building premises on Second Floor. Timings were – 12.30 pm to 1.30 pm. There were 33 students (both girls and boys of all classes inclusive). There were 2 teachers. The session was – first steps of dance Therapy. The students were taught initial steps of Dance. Even the teachers and co-ordinator participated in this event. Over-all, it was a successful fun-filled learning experience for everybody.

2 nd session was conducted on – 7 th December, 2019 in the Lourdes Building premises on Second Floor. Timings were – 12.30 pm to 1.30 pm. There were 33 students (both girls and boys of all classes inclusive). There were 2 teachers. The session was – Dance Group Dynamics.

3 rd session was conducted on – 14 th December , 2019 in the Lourdes Building premises on Second Floor. Timings were – 12.30 pm to 1.30 pm. There were 33 students (both girls and boys of all classes inclusive). There were 2 teachers- There were students of all classes sitted together for this sessions for the 3 rd session of Dance This session was an interactive sessions – a two way communication therapy, where the students talk the walk and then the teachers walk the talk.

The 4th session was conducted on – 18th January 2020, In the Lourdes Building premises on Second Floor. Timings were – 12.30 pm to 1.30 pm. There were 33 students (both girls and boys of all classes inclusive). Dance sessions enthralled everyone.

Next – 5th session was conducted on – 25th January 2020, In the Lourdes Building premises on Second Floor. Timings were – 12.30 pm to 1.30 pm. There were 32 students (both girls and boys of all classes inclusive). By now, these students were experts.

The 6th session was conducted on – 1st February , 2020, In the Lourdes Building premises on Second Floor. Timings were – 12.30 pm to 1.45 pm. There were 25 students (both girls and boys of all classes inclusive). The session was about – the great finale and who would be the best, but everyone were the best in their own criteria.

4. DISCUSSIONS AND RESULTS

All the Six sessions conducted had – 40 traits, due to which these – creative Divyangjan as the world called turned into – Genius – Divya + jan. 40 traits were marked off – by the Researcher who undertook this galore mission- with a purpose and with a vision. They were given the – handout to be filled out and so we had the scores, as per say. (before the session and after the session – handout)

	PRE-SESSION SCORES %	POST-SESSION SCORES %
DOMINANCE	20	40
DECISIVE	30	60
COMPETITIVE	45	90
DARING	25	50
DIRECT	15	30
INNOVATIVE	15	30
PERSISTENCE	45	60
ADVENTUROUS	25	60
PROBLEM- SOLVER	35	70
RESULT-ORIENTED	35	70
INFLUENCE	20	45
CHARMING	15	50
CONFIDENT	25	50
CONVINCING	25	60
ENTHUSIASTIC	35	60
OPTIMISTIC	25	60
PERSUASIVE	25	45
SOCIABLE	30	60
TRUSTING	35	70
INSPIRING	45	70
STEADINESS	25	50
UNDERSTANDING	25	50
FRIENDLY	30	60
GOOD- LISTENER	35	50
PATIENT	35	60
RELAXED	25	50
SINCERE	20	40
STABLE	15	40
STEADY	20	45
TEAM-PLAYER	30	60
CONSCIENTIOUS	20	45
ACCURATE	25	45
PRECISE	20	40
ANALYTICAL	25	50
COMPLIMENT	30	60
COURTEOUS	35	70

DIPLOMATIC	30	50
DETAILED	30	60
FACT-FINDER	35	60
OBJECTIVE	30	60

Moreover, the scores post- sessions had doubled up and, the study was apt, that the creative students would become geniuses in the future, if given chances and the stigma not therein. These sessions prepared them for the Pandemic, as per the researchers say.

So. We see by the pre and the post sessions- scores, the hypothesis is tested and we come to a conclusion, that – Dance therapy brings out a source of Mental wellness in special kids.

5. FINDING

The Mind-sets conducted through these dance - sessions for the geniuses were designed to promote self-awareness, self- management, social awareness, relationship skills and responsible decision- making. Other Futuristic Pyrotechnics (which helped these Divya +jan kids) in the Corona Pandemic aspects were – (through these sessions) -

Everything is Possible. Passion comes first. One is always connected. One is 100% Accountable. One should have the Attitude of Gratitude. Learn to Live to Give. Live in Now. Set clear goals. It's hard to keep up your intensity and commitment if you don't know what you're working toward. ... Actively compete with others. ...Surround yourself with tenacious people...Be aware of what you have. Have refresh routines. Have an inspired learning towards success of others. Have a Playful learning.. Be positive and always take feedback for the well-being of selves. Learn, unlearn and re-learn for self- development. Use Positive language. Improvise your memory by Neuro-plasticity in positivity. Have a good – self- exploration. Feeling more comfortable taking personal risks and striving for more stretching goals. Higher levels of personal motivation. Enhanced brain development across wider ranges of tasks. Lower levels of stress, anxiety and depression. There was improved work relationships. Higher levels of performance. As you sow – so shall you reap. Have a growth mindset. Believe one can work hard. Believe one can be a creative person. Believe one and be focussed. Believe one can have an open mind.. Believe one enjoy – learning and discovering.

6. CONCLUSION

All the – 40 creative - students now genius – who had appeared for the Std. Xth and Std. XII th had passed their class of exams, with dignity and are doing well in their areas. For decades, health care professionals have given great emphasis to the functioning of persons in the lower range of the intellectual spectrum. It is time that we trained health care professionals to give similar attention to our most gifted, talented, and creative children and make them geniuses in their areas. A growth mindset is extremely important for a personal and professional development in this pandemic. It's also essential for the children success. The task of nurturing a growth mindset is certainly time-consuming, but it's also possible. With proactiveness, perseverance, practice, and positivity, you can easily transform your fixed mindset into a fluid growth mindset. For this exercise to yield positive results, everybody support is essential. We must create an environment that empowers these geniuses which nurtures a growth mindset. When we work together, you'll be unstoppable in your growth. Happiness and success is not a destination, but it's a journey. This research has found our happiness and success for those who are not creative, but are geniuses if tapped on, through Dance therapy.

Thus, these special kids may not be an expert in the online mode, but the students of today, have to re-adjust according to the online mode of education. Outcome of this (dance therapy) pedagogical learning for the learner must be some good by- product or a good sense of purpose of learning for the students. There must be an objectivity in learning. There must be some subjectivity. When there is the evening time, when the child comes back from the hybrid- blended mode of education, ask them – “HOW” – they learnt the lessons at school, instead of “WHAT”. This will be the major paradigm shift of the education mode after the Pandemic – transformation- from saga of mental illness to mental wellness).

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IS OMNICHANNEL IMPERATIVE FOR BUSINESSES

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ABSTRACT

In this Research paper, omni channel retailing has been analysed and discussed. Omni channel is an integrated structure of online and offline retailing that is brick to click and back. The benefits of online retailing as well as offline retailing can be enjoyed with the advent of Omni channel retailing. The study also helps to decide whether Omni channel is imperative and will all business eventually have to shift to such a retailing model. Primary and Secondary research have been conducted for research purposes. Post Covid, Omnichannel marketing has gained popularity and many businesses prefer this model over the traditional model of brick and mortar. Omnichannel is not suited for certain products or businesses and thus such companies have to stick to the physical store model. The research has helped to understand the businesses that cannot shift the retail strategy. Omnichannel requires massive technology integration thus, businesses need to make that additional investment to implement omnichannel retailing and sometimes it is not feasible for companies to make so much investment in technology.

Keywords – technology, integration, online shopping.

INTRODUCTION

Omni channel is a sales approach that brings online and offline marketing experiences together to give a great shopping experience to their customers. It integrates end to end process from distribution, promotion and communication channels on the back end. Omnichannel combines physical and online commerce. Such a channel increases brand loyalty because regardless of the mode of shopping the customers derive consistent experience through various portals such as apps, websites, in store shopping etc. This research helps us to understand this concept and also ways the pros and cons of such a retailing mechanism.

Rationale of Research

The research on “Is omnichannel imperative for businesses” aims at understanding the Omni channel retailing mechanism and how it is different from the other retailing mechanisms. With the advent of technology and the adequate resources, consumers are looking at convenient sources to buy their products. The research also gives a perspective on which businesses can conveniently shift to an omnichannel retailing model and which companies cannot easily shift from a brick and mortar retailing model.

Omnichannel is beneficial to businesses due to the following reasons-

1. Convenience and consistency – Omnichannel help provide convenience to consumers as well as the services are constant across all support channels.
2. Improves sales – Since the visibility of the product increases due to the online and offline channels the sales.
3. Enhanced customer satisfaction – With omni channel retailing customers can shop 24/7 or place the orders in advance too and just pick up the stuff from the stores.
4. Treasure trove of information – With multiple channels, there is wealth of customer information that is available thus further boosting sales or to be able to cross sell.
5. Better efficiency – Omni channels provide comprehensive database to their customers thus increasing visibility and easier for them to compare between products.

Utility of the research

Considering the above stated benefits of omni channel marketing, more and more businesses are shifting to such a retail mechanism. The research looks at the aspect whether omni channel retailing is inevitable for all the businesses or industries.

Objectives of Research

This research aims at achieving the following objectives:

- i) To help in deciding whether Omnichannel is a must for businesses today

- ii) To be able to understand the types of industries where such a model of retailing can be implemented and where it cannot be implemented.
- iii) Steps to be taken by companies to successfully implement omni channel retailing
- iv) To understand from consumers perspective, whether such retailing model is really useful or not.

LITERATURE REVIEW

Why is omni-channel marketing important for your business? - EDGE Creative (edge-creative.com),

To implement omni channels the businesses need to put themselves in the shoes of consumers and understand the problems or any issues being faced by them to make the entire shopping experience hassle free and quick. Companies need to invest time and money in gathering data to measure success, reviews from real people and how the entire experience can be improved. Also, what ensures success of omni-channel is listening to your customers and taking appropriate action. Segmenting target audience based on analysis and research helps catering to the right people based on the product.

6 Pros and Cons of an Omnichannel Distribution Strategy (epsnews.com)

Omnichannel retailing method has increased benefits in terms of increase in sales, better visibility, reduced operational costs but this retail methodology also has certain disadvantages. The success of this retailing technology is based on continuous open communication; thus, companies will have to have common IT system across all channels which initially could be stressful. Omnichannel retailing also may reduce the profit margins in the initial phase as each channel requires storage, packaging etc. Companies eventually find solutions to increase their margins. Also, more channels mean more competition, thus incentivizing the customers towards your products.

The Impact of Customer Experience and Omnichannel - Business 2 Community

Omnichannel combines digital and physical channels to develop a single, cohesive and all in one brand. This channel of retailing is a customer centric approach where regular feedbacks, experiences of customers are recorded and the representatives handling the customer will have a record of their online as well as physical store visit. To implement omni channel, brand uniformity is important across all channels. Also, a mix of outsourcing and inhouse training can help achieve efficiency in omni channel retailing.

Covid -19 Impact on Omnichannel in Retail Sector

The retail sector has branched out in various directions to cater to the demands of customers and increase sales. The article studies about the various generational gaps between customers and how the market is changing considering the various generations. This article discusses the changes in shopping habits between demographics such as Baby Boomers, Gen X, Millennials and Gen Z. Covid 19 has changed the shopping dynamics like online shopping has gained popularity, more brands are exploring the online retailing along with their original brick and mortar model. Services such as new payment options, free delivery options have made online shopping experience more and more convenient for online shoppers thus, making the shift from regular brick and mortar model to omni channel retailing a smooth experience.

RESEARCH METHODOLOGY

Research is a systematic and diligent enquiry into a subject in order to discover or revise facts, theories and applications, etc. Methodology is the system of methods followed for the purpose.

Thus, Research Methodology is the way how we conduct our research.

The research design proposed to be followed in this study is depicted below and is intended to bring out the framework for obtaining, processing and analysing the data for the purpose of attaining the research objectives.

Sources of Data

I. Primary data

This form of data is proposed to be collected directly by the researcher from the respondents using the tools of Questionnaire and Interview Schedule. The Questionnaire had been administered directly to the respondents. The questionnaire was given to employers, entrepreneurs, people running start-up companies, business developers in various different industries and general consumers living across India. This method would enable the researcher to obtain more reliable data and views rather than biased views and data given by one particular group of people. This would enable an all-round perspective on omni channel retailing.

II. Secondary Data

- Literature from Text Books
- Literature from articles published in Newspapers & Magazines
- Literature from the articles published in journals pertaining to hybrid work culture
- Literature from Websites

Research Design

The research aims at helping businesses understand Omnichannel of retailing and how it helps businesses and start-ups. With the advent of technology and online working specially post covid, omni channel retailing has become quite popular amongst business houses.

A questionnaire was prepared and sent to 15 entrepreneurs, employers, people running start-up companies, business developers in different industries across Mumbai and Delhi cities and their responses were analysed by using appropriate statistical tools. Thus, the research design adopted for the study will be Quantitative Descriptive Cross-sectional design to cover the various facets of the study.

Sampling method: It refers how sampling units are selected.

- **Types of sampling** – Simple Random Sampling.

It is proposed to follow the Simple Random Sampling form for conducting the survey. Reasons are that since the population to be studied was not homogenous, this form of sampling is being used. Simple Random sampling provides the opportunity of more representation due to the random method proposed to be followed.

Sample Size

Sample size - 15 people across the states of Mumbai and Delhi have been interviewed for understanding the approach of people towards omnichannel retailing.

Research Area

The research area has been restricted to the cities of Mumbai and Delhi due to logistics issues and lockdown restrictions.

DATA ANALYSIS AND FINDINGS

As per the questionnaire which was circulated among 15 entrepreneurs, employers, people running start-up companies, business developers in different industries across Mumbai and Delhi cities the following observations have been made:

- i) The question asked was whether the Omni channel marketing reduces considerable amount of operational costs when compared to a regular brick and mortar model. As per the responses received, 86% people believe that omni channel marketing helps reduce costs such as payroll cost, rental and electricity.
- ii) 60% of the interviewees prefer omni channel marketing due to the convenience this channel provides. Omni Channel marketing is also more efficient than a regular brick and mortar or only online model.
- iii) It has been noticed that some services and goods are not preferred through the omni channel retailing such as Automobiles and Property. The preferred model for such goods and services is through regular shops as people prefer seeing, feeling and touching them before buying.
- iv) Companies need to invest in Technological updation, suitable software or Artificial Intelligence to enable easy integration between different modules of retailing.
- v) To implement a successful Omni channel marketing the organisational structure will have to be altered to enable implementation of new software, new controls within the organisation.

CONCLUSIONS AND SUGGESTIONS

With the help of this research, I have made certain suggestions which will help in implementing Omni channel retailing successfully. The integration between different channels needs to be smooth and easy to implement. Companies need to invest in Artificial intelligence and technology upgradation so that it is easier to extract information and correlate between the different channels. After Sales service needs to be efficient and prompt to successfully implement omni channel marketing.

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PERFORMANCE EVALUATION OF BCN AND BOXN RAKES IN INDIAN RAILWAY FREIGHT SERVICES WITH REFERENCE TO THEIR EMPTY RETURN RATIO USING POWER BI TECHNIQUES

¹Nidhi Singh and ²Dr. Amol Joglekar¹Research Scholar, School of Computer Application and Technology, Career Point University, Kota²Assistant Professor, Department of Computer Science, Mithibai College, Mumbai**ABSTRACT**

Indian Railways is the fourth largest transportation networks across the world, shipping both commodities and passengers. But for past few years, its Freight Services is facing tough competition from other modes of transport and its share in Freight Transportation of the country, is diminishing gradually. Only one third of the total trains operating in our country is Freight Train, but revenue from Freight segment accounts for at least two third of the total income of Indian Railways. This is because passenger services are greatly subsidized. There is a huge infrastructural crunch because of increasing number of trains. Moreover, the terminals and rail networks are common for both Freight and Passenger Services. Hence, the performance of Railways depends on optimum resource utilization. This paper aims to identify the underperforming stocks of Indian Railways on the basis of comparison of Empty Return Ratio of two types of major stocks- BCN and BOXN. Empty Return Ratio of a Rake gives an idea of how much a particular rake travels in unloaded state. Higher the Empty Return Ratio of a rake, less productive it is. This will help us identify that category of wagon where more resources are being wasted. Power BI, a data analytics tool, integrated with R programming language is being used to carry out this analysis through applying data mining techniques on huge past operational data of Indian Railways. Once, the better performing wagon is identified, improved planning can be done for optimal usage of resources. This would result in increased Railway revenue, which is the need of the hour for better economy and growth of country, because a sturdy transport system forms the backbone of a country's economical activities. Moreover, Railways is the most environmentally friendly mode of freight shipment and hence if Freight share of Indian Railways increases, it would definitely reduce the carbon footprint on environment.

Keywords: IR, BOXN, BCN, ERR, Visualization techniques, Scatter charts

1. INTRODUCTION**General Procedure for Transportation of Freight through Indian Railways**

Stocks or wagons, which are units of loading for Indian Railways, are valuable assets and need to be used optimally. There are two major types of wagons, generally used for the transporting freight. They are- BCN and BOXN. BOXN is used mostly for shipping bulk commodities like iron ore, coal etc whereas, the BCN rakes transport bagged commodities like cements, fertilizers, food grains etc. BOXN Wagons are equipped with mechanized loading and unloading facilities whereas BCN lack these and therefore require manual labor for the same.

A full rake consists of 42 BCN wagons or 58 BOXN. If client wants to book a wagon for shipment of goods, he is required to submit an indent as per which, wagon is supplied. The wagon must be loaded within the allowed time after which, it is dispatched to destination where on arrival; the wagon must be unloaded by the client within the permitted time.

Once the rake has been unloaded, it would be best if any client books it from that point itself so that it does not have to travel in unloaded state. But this does not happen many a times. This is where the concept of Empty Return Ratio comes in picture.

Empty return ratio (ERR):

Empty Return Ratio: ERR is the percentage of the distance covered by any rake in empty state in comparison to the total distance travelled by it, for any particular period of time.

A standard has been put forth by Indian Railways and only such movements are permitted where the value of ERR is below this benchmark, which is presently fixed at 40% [98].

This ERR has a major role in determining the degree of resource utilization. This is because for every kilometer, for which it travels empty, valuable infrastructural capacity and resources of Railways is getting exhausted, without earning even a penny. These resources are wagons, terminals, fuels, rail routes, locomotives, crew, tractions etc. In addition, it worsens Carbon footprint on environment.

Lower Empty Return ratio of a stock indicates its better performance. Also a lower Empty Return ratio can help in bringing down the operating ratio of Indian Railways, which is the amount of rupees spent by Indian Railways to earn Rs. 100. This would pump in more revenue into Railways and help in capturing more market share of Freight Transportation.

Power BI is a data visualization and data analytics tool which converts huge past datasets into informative reports. Here, various Visualization techniques of Power BI have been utilized to gain insight from existing data regarding the performance of various types of stocks of Indian Railways. This would aid the managers and policy makers in implementing such policies which could help in optimizing asset management of Indian Railways.

2, LITERATURE REVIEW

For bringing down the ERR, IR has brought forward various schemes and incentives. The charges for return Traffic has been kept much lower, than that of onward journey. In addition, discounted charges are levied on the Traditional Empty Flow Directions (TEFD). Moreover, heavy discount has been allowed for Round Trip Tariff (RTT), i.e. if a client books traffic in onward and return trip both, he is charged at a lower rate, where the lowest limit has been set at 30% of the price of forward journey [5].

Operating Ratio can be defined as ratio of Gross Working Expenses to Gross Earnings and it should be as less as possible. Operating Ratio of IR for few previous years is listed as follows [2]:

Table1. Operating Ratio of Indian Railways

Year	Operating Ratio
2015-16	91.25%
2016-17	90.48%
2017-18	96.5%
2018-19	98.44%
2019-20	97.29%
2020-21	96.28%

A lower ERR is indicative of better asset utilization whether it be the Rail routes, crew, Locomotive, Terminals, Traction, Wagons or Fuel. Hence, it plays a very important role in determining the Operating Ratio of Railways.

The climate today is worsening globally. This is because of over utilization of natural resources, boundless industrialization and altered lifestyle of general public. According to the report of National Transport Development Policy Committee (NTDPC), 2014, which compared environmental and social sustainability of transport, by road and railways, following observations were made:

- Railways consume 75 to 90 per cent lower energy for shipping freight traffic when compared to Roadways.
- Unit cost of Freight transport through Rail was lesser than that by road by Rs 2 per NTKM.
- Moreover, Freight shipment through Railways, gives out 28 grams of CO₂ per NTKM in comparison to 64 gram per NTKM, in case of road transport [3].

3. RESEARCH METHODOLOGY

3.1 Research Problem:

Steps need to be taken to curtail the wastage of the overburdened Railway resources because at one place they might be inactive and at the same instance, somewhere else, there might be shortage of these very resources. Higher Empty Return Ratio of a rake indicates that it is running unloaded more often, thereby wasting resources of Railways. Therefore, that category of rakes, where the empty Return Ratio is more, needs to be identified. This would help the managers and decision makers in taking appropriate decisions for bringing down this wastage, wherever possible for better performance of Railways.

3.2 Research Objective:

The objective of this Research work is to compare the ERR of BOXN and BCN rakes, using the various visualization techniques of Power BI. This would help in identification of rakes having higher ERR. Corrective actions can then be taken by managers of IR for better asset utilization.

3.3 Scope:

This research work was conducted on primary data provided by FOIS (Freight Operations Information System), on request. This data pertains to financial years 2019-20 and 2020-21 and covers all rail routes across India. This work covers only two major types of wagons-BOXN and BCN.

3.4 Hypothesis:

Null Hypothesis (H_0): Average Empty Return Ratio of BCN is less than the Average Empty Return Ratio of BOXN.

Alternative Hypothesis (H_A): Average Empty Return Ratio of BCN is not less than the Average Empty Return Ratio of BOXN.

3.5 Data Source:

This research work was conducted on primary data provided by FOIS, on request, pertaining to financial years 2019-20 and 2020-21 and covers all rail routes across India. This data is huge, having been collected at every point. It includes Rake_id, time of Placement for loading, and Release, after loading has been done, distance covered, Departure time and Arrival time at destination.

4. DATA ANALYSIS AND OBSERVATIONS:

Various data analysis techniques of BI were applied to determine the average Empty Return Ratio for BCN and BOXN rakes.

Several visualization techniques were used to compare the Average and Median Empty Return of BOXN and BCN rakes.

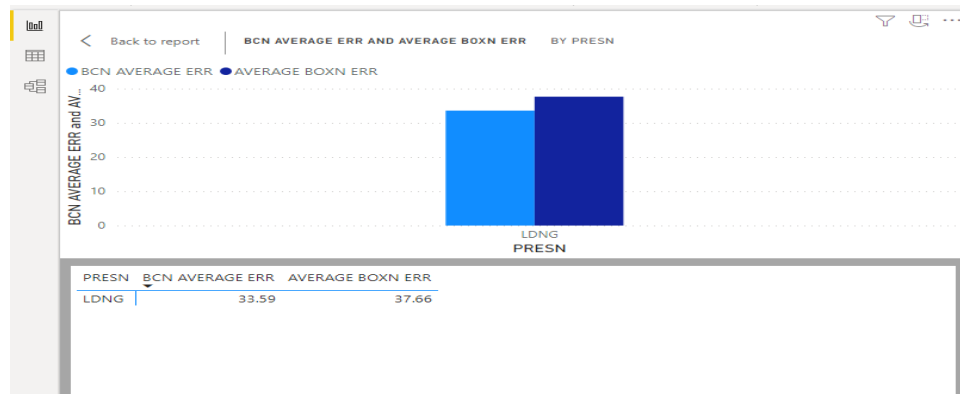


Fig 1. Comparison of Average Empty Return Ratio of BCN and BOXN rakes (In percent)

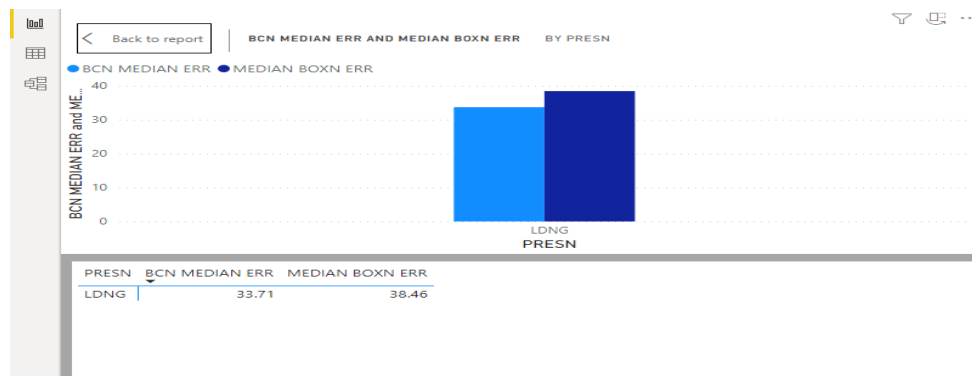


Fig 2. Comparison of Median Empty Return Ratio of BCN and BOXN rakes (In percent)

Standard deviation of Empty Return Ratio was also calculated separately for BCN and BOXN rakes by using “Measures” in Power BI.

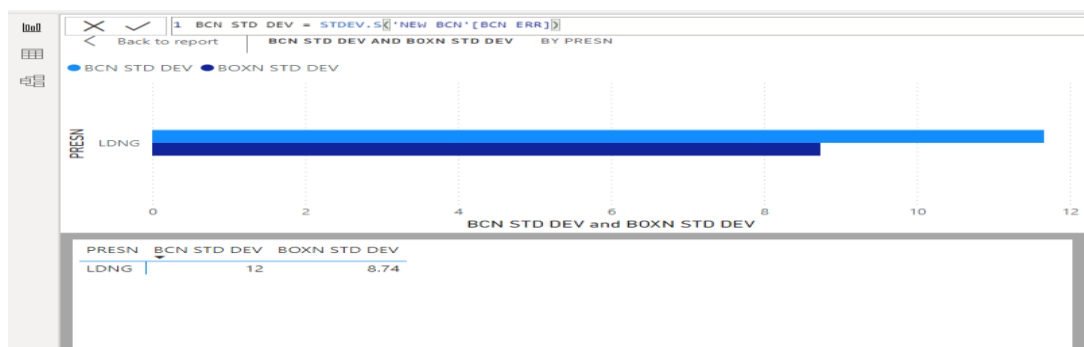


Fig 3.: Comparison of Standard Deviation of Empty Return Ratio of BCN and BOXN rakes



Fig 4. Funnel Chart showing variation in Empty Return Ratio of BCN Rakes

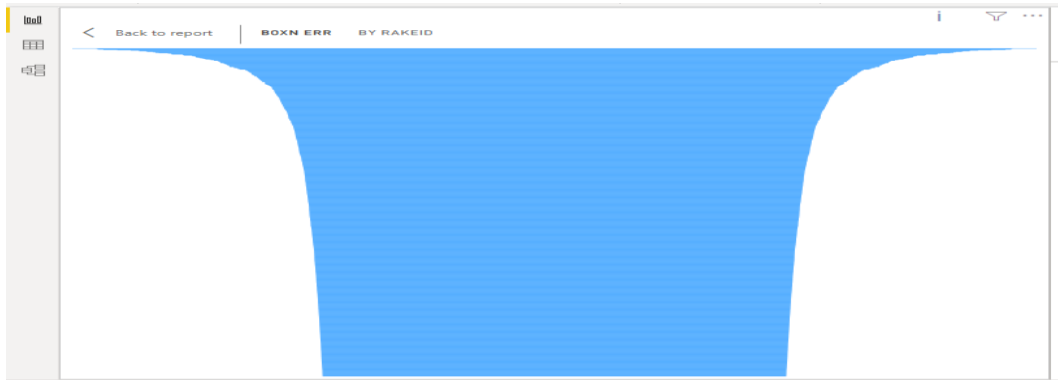


Fig 5. Funnel Chart showing variation in Empty Return Ratio of BOXN Rakes

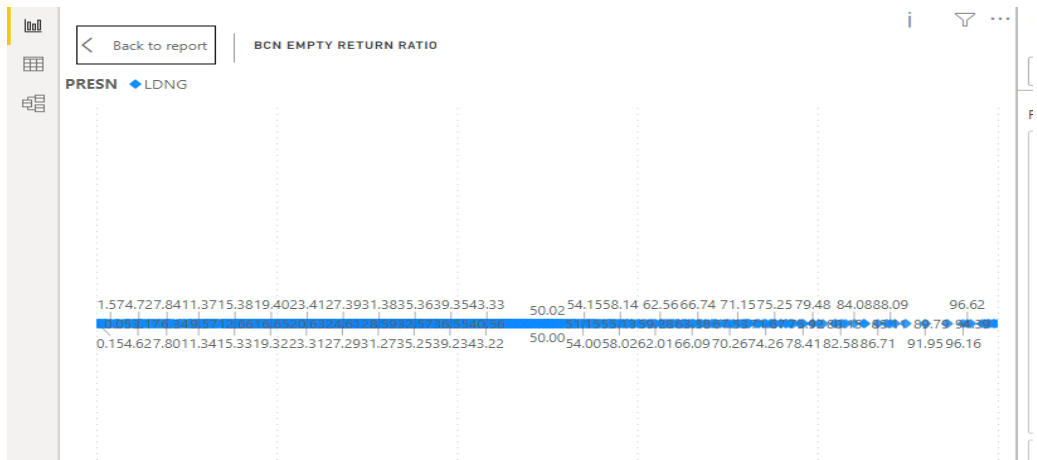


Fig 6. Scatter Chart showing Empty Return Ratio of BCN Rakes

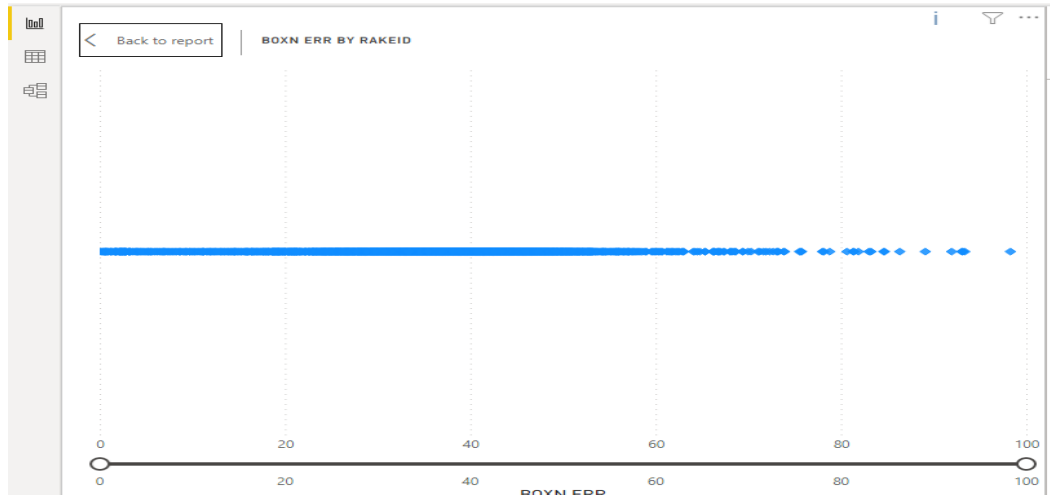


Fig 7. Scatter Chart showing Empty Return Ratio of BOXN Rakes

5. FINDINGS

From the charts above, which were generated using Power BI techniques, following conclusions can be drawn:

- Figure 1 shows that the Average Empty Return Ratio of BCN rakes is lower at 33.59 when compared to the Average Empty Return Ratio of BOXN rakes which is higher at 37.66. This means that out of every 100 trips made by BCN rakes, it returns empty 33.59 times whereas for BOXN rakes, it returns empty 37.66 times for every 100 trips made.
- Figure 2 shows that the Median Empty Return Ratio for BCN rakes is again lower at 33.71 when compared to the Median Empty Return Ratio of BOXN rake which is 38.46.
- Considering Figure 3, the Standard Deviation of Average Empty Return Ratio from mean value is more for BCN at 12 when compared to 8.74 for BOXN rakes. It means variation from mean value in case of BCN is 35.73% when it is 23.21% for BOXN. This again points towards the fact that operation of BOXN rakes is much more consistent than BCN rakes.
- Going by the funnel charts of Figure 4 and 5, it is clearly evident that for BCN rakes, the bottom is much narrower when compared to the BOXN rakes, where the bottom of funnel is less narrow from top. This again suggests more variation in Empty Return Ratio of BCN rakes than in case of BOXN rakes.
- Scatter chart of Figure 6 shows that till population of Rakes with Empty Return Ratio till 79.5 is very dense whereas it thins down after that. This indicates that mostly BCN rakes have Empty Return Ratio till 79.5. On the other hand, if we see Figure 7, in case of BOXN rakes, population of rakes with Empty Return Ratio till 60 is very dense. After that the graph is thinning. This shows that most of the BOXN rakes had Empty Return Ratio of less than 60.

6. HYPOTHESIS TESTING

Null Hypothesis (H_0): Average Empty Return Ratio of BCN is less than the Average Empty Return Ratio of BOXN.

Alternative Hypothesis (H_A): Average Empty Return Ratio of BCN is not less than the Average Empty Return Ratio of BOXN.

Going by the findings though various visualization techniques of Power BI on immense data, it can be seen that the Average Empty Return Ratio of BCN is actually lesser than the Average Empty Return Ratio of BOXN rakes. Though the difference is slight, i.e. of 4.07, it is lower in case of BCN.

Hence, in this case, NULL HYPOTHESIS is true and Alternate Hypothesis is hence, rejected.

But again there are several other factors which cannot be ignored and that is, the standard deviation of Empty Return Ratio, from its mean value, in case of BCN rakes is much higher when compared to BOXN rakes. This can justify the slightly lower ERR of BCN rakes. It indicates consistent operation of BOXN rakes.

Also, it can be seen from scatter charts that for most of BOXN rakes, ERR is mostly lesser, below 60. On the other hand, this value is around 80 for BCN rakes.

Additionally, we cannot ignore the fact that the number of trips made by BCN rakes is much lesser, around half, of that made by BOXN rakes.

7. CONCLUSION

Though the Empty Return Ratio of BCN rake is slightly lesser than that of BOXN rakes, we cannot reach straightaway at any conclusion. We have to consider following facts which support the case of BOXN rakes:

- The standard deviation of ERR of BCN rakes from mean value is 35.73% whereas it is much lesser at 23.21% for BOXN rakes, suggesting more stable operation of BOXN rakes.
- Most of the population has value of ERR lesser than 60 in case of BOXN rakes. This value is much higher at 79.5 in case of BCN rakes.
- We also cannot ignore the fact that the number of trips made by BOXN rakes is around twice of the trips made by BCN. Hence, we can conclude that though overall Empty Return Ratio of BOXN rake is marginally more than BCN rake, if we consider other factors like the standard deviation from mean, the number of trips made by them and the value of ERR for most of the population, we can

safely say that operation of BOXN rakes is much more consistent when compared to that of BCN rakes.

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AN IMPRESSION OF ONLINE LEARNING EDUCATION ON STUDENTS

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ABSTRACT

Traditional teaching practice before the pandemic is found to be the best teaching practice for classroom learning but as the COVID-19 strike in March 2020 all the scenario about the teaching-learning mechanisms had changed which made teachers as well as students to connect online for the education with several difficulties initially. Using the current techniques for online learning, the lesson taught to students is not skill oriented, and therefore, although we are producing good number of health workforce, we are unable to meet the needs of the community. Presentation of intelligent techniques for educating is aimed at the arrangement of dynamic individual position and further developing abilities of shared intellectual action. The researchers have picked a point in this setting as she felt it important to see break down the view of understudies, resources in regards to the Online Learning. The exploration connotes the review was to recognize the understudy's insights towards the utilization of intuitive showing helps utilized for an internet learning in examination with the customary showing helps during showing learning process. During the exploration, the scientist gets a plentiful of perspectives which can be considered to improve Online showing techniques which would assist the understudies with welling the training resources to upgrade their abilities of the instructing and the association among the educators and the learning capacity in understudies.

Keywords: Learning, COVID-19, Pandemic.

INTRODUCTION

Traditional teaching practice in the current era is found too little outdated and non- interesting. Using the current techniques, the lesson taught to students is not skill oriented, and therefore, although we are producing good number of health workforce, we are unable to meet the needs of the community.

Online learning and lessons are an increasing number of turning into a part of the training gadget worldwide. Online channel has made training handy and without problems on hand via way of means of one and all. Education sector in India has been an ever-developing entity. India has been one in all the biggest sectors in the global in relation to better training. Though on-line and distance guides were there from a long time, creation of the net mode of taking lessons in assessment to the conventional face to face school room technique in universities and colleges were taken into consideration simplest in the previous few years in India. When it involves the Indian academic gadget, face to face school room technique has constantly been the maximum prominently used. Familiarity and simplicity of the usage of offline strategies and shortage of requirement for on-line channels of coaching has been the predominant limitations for adoption of on-line channels of training. However, in the wake of cutting-edge COVID-19 pandemic scenario conduction of on-line lessons at university and college degree has been made obligatory via way of means of the academic boards. Covid-19 has delivered out a drastic alternate in the academic gadget now no longer simplest in India however as a substitute the complete global. Universities throughout India in addition to around the world have moved to the digital lessons postponing bodily classrooms. Online education in India is at an early stage of development. One-way communication in lectures does not influence the learners' behavior met in the classroom which in turn fails to create competent and passionate individuals.

While this transition has been a mixture of both positives and negatives for most private universities, the government colleges and universities are still adapting. While technology makes things accessible and easier, it can also be limiting, especially in India, where many students face a challenge in terms of access to the internet. This in turn leads to issues with attendance and participation in online sessions, thereby making the adaptation of online channels of education a challenge.

Face-to-face classroom placing can offer on the spot feedback to faculty individuals and college students approximately the quality of lesson, delivery, and experience. In a study

room setup a instructor can look at student's frame language and those non-verbal cues enables the instructor to straight away make adjustment of their teaching technique to excellent in shape the wishes of the college students. Additional thinking and individualized interest in study room surroundings to benefit a extra specified concept approximately the student's readability with standards being taught is a main benefit while as compared to on- line channels. What is probably effortlessly perceived and approached in the study room calls for a bit extra probing and application in an internet class. Investigating and studying how on-line instructions must be

designed and organized via way of means of contemplating the college students' and teachers' attitude must be an indispensable a part of constructing on- line coaching technique in addition to learning

The researcher has chosen a topic in this context as they felt it necessary to see how important it is to understand the perspectives of students as well as teachers about the online learning.

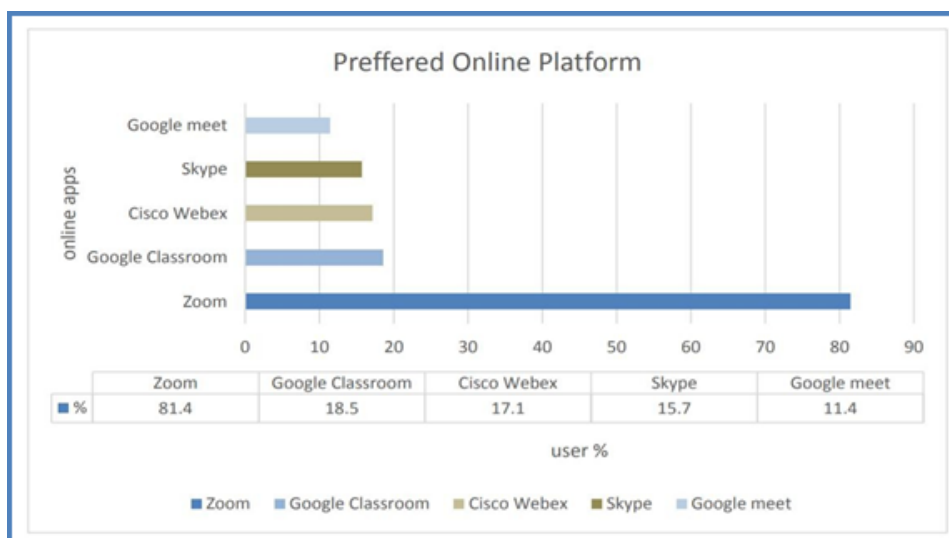
Overview of Online Learning:

Online learning is a newly brought mode of coaching and now no longer something that has been part of everyday lessons. Investigating and studying how Online learning are being perceived and skilled via way of means of college students and faculties throughout one-of-a-kind schools and universities in India will assist academic professionals to understand and make adjustments to fit the desires of both, instructors and college students.

Educational institutions and control who will be the destiny deliverers of online learning want extra know-how of ways college students in addition to instructors understand and react to online classes as a gaining knowledge of mode to use those techniques maximum effectively. Another crucial factor observed in the overview of preceding research turned into that after comparing on-line mode of training, student's attitude has been given significance and brought into attention over teacher's attitude. Teacher's attitude is similarly crucial because in the event that they as issuer of training aren't glad and discover the web mode unsatisfactory then the instructional base itself will become weaker. This new creation of on- line training has been similarly difficult for instructors, who also are suffering to analyze this new manner or method of teaching. Therefore, the importance of this studies lies on exploring the teachers and college students' belief towards online learning in assessment to face-to-face training. The survey targeted on instructors and college students from Navi-Mumbai and Mumbai city.

Apart from the ones mentioned above some other platforms reported to be used by teachers were: google duo, YouTube, Moodle, Jitsi, Microsoft team, WhatsApp, Lark and Avaya Space.

The responses from this survey will help to improve or enhance online learning mode of classes in order to provide a better learning experience for students and a better teaching experience for the teachers.



OBJECTIVES OF STUDY

The research mainly focuses on the objectives as defined below:

1. To identify the perception of students towards Online Learning
2. To compare the learning perception of classroom teaching and Online teaching.
3. Student's response towards the effective mode of teaching.
5. To identify the need of up gradation in teaching methods used in college.

METHODOLOGY OF THE STUDY

The present study aimed to identify the perspectives of students and faculties for understanding the pros and cons of online learning. For that purpose, the researcher has chosen the descriptive method for the study.

SAMPLING

Sampling is the process of selecting units (e.g., people, organizations) from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen. Then, because some types of sampling rely upon quantitative models, we'll talk about some of the statistical terms used in sampling.

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design is determined before data are collected. After completion of data collection, the researcher draws inferences and makes generalizations which are valid and can be applied to the whole population.

TYPES OF SAMPLING

Types of sampling can be broadly classified into two categories-

1. Probability sampling
2. Non- probability sampling

Probability sampling - Probability sampling is a sampling technique where the samples are gathered in a process that gives all the individuals in the population equal chances of being selected.

Non- probability sampling- Non-probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Sampling Technique used for Present Study:

For the present study, the researcher has used the non-probability type of sampling technique from which the random sampling was chosen for selecting of sample. The researcher has selected the students of different colleges.

Sample, Size and Nature

A sample of **165** students and faculties (inclusive both) have been chosen from Junior and Undergraduate colleges from Navi Mumbai & Mumbai City.

DATA COLLECTION

For the present study the data collection was undertaken by the researcher:

The collection of data is divided into two sub parts that is primary and secondary data. In this primary data consist of the data collected through questionnaires, surveys the secondary data is collected through internet, reports, books published, articles etc.

1. **Primary data:** A primary survey was conducted at City Level. The whole survey was conducted online through Google Forms.
2. **Secondary Data:** Secondary data is collected through the internet, reports, books published, articles etc.
3. After collection of the data, it was administered and analyzed.

TECHNIQUE OF DATA ANALYSIS

The researcher has used graphical analysis technique through Pie diagrams. The analyses of data done through graph techniques to determine the optimal output is called Graphical analysis. One of the powerful tools used for data evaluation are the graphs. The graphs help in making summaries of characteristics of data in effective and efficient manner. Using graphical techniques, the complex equations or tests of statistics and mathematics can be interpreted.

Pie Chart: A pie chart (or a pie graph) is a circular statistical graphical chart, which is divided into slices in order to explain or illustrate numerical proportions. In a pie chart, central angle, area and an arc length of each slice is proportional to the quantity or percentages it represents.

INTERPRETATION OF RESEARCH

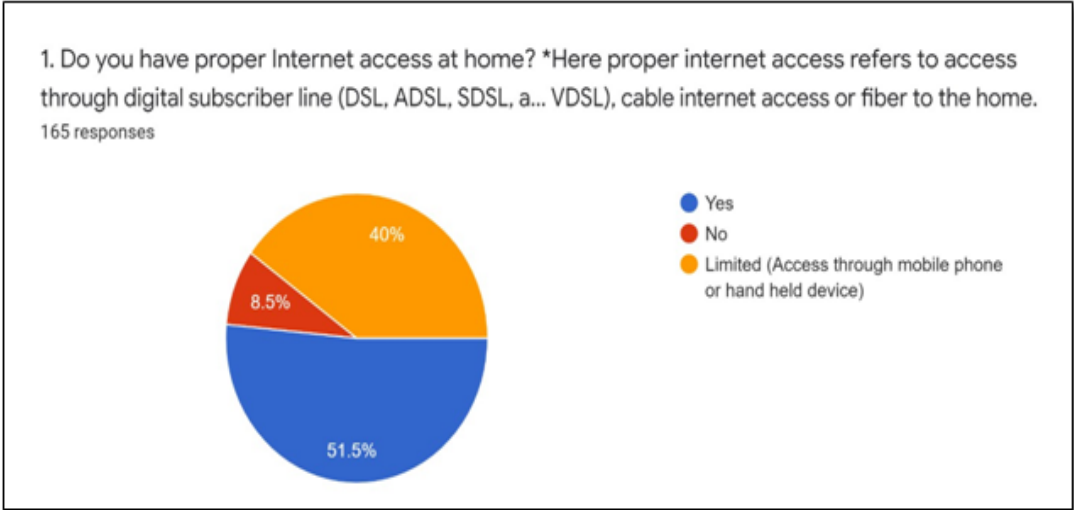


Figure 1

The above graph shows the graphical breakdown of the 165 responses received for the first question based on the internet connectivity. In which 51% respondents answered that they have good internet Connectivity, 8.5% is for No proper Internet connectivity, 40% responded for limited availability of Internet.

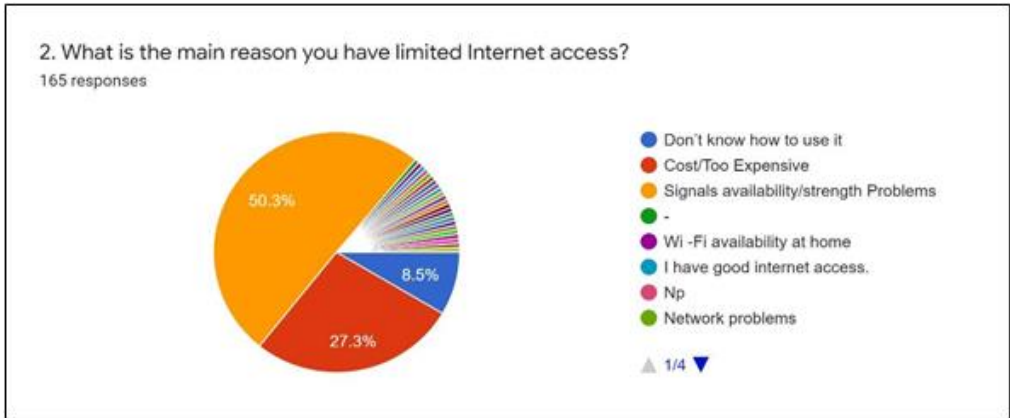


Figure 2

The above graph shows the graphical breakdown of the 165 responses received for the question based on the reason behind the limited internet access. In which 50.3% respondents answered signal availability, 27.3% is for Costing, 8.5% for unawareness about the usage, and rest were other options mentioned.

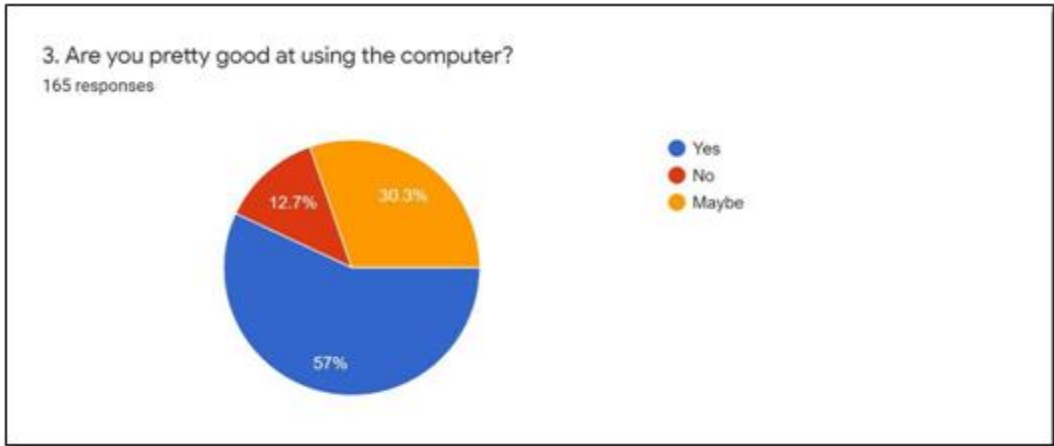


Figure 3

The above graph shows the graphical breakdown of the 165 responses received for the question based on the expertise or knowledge about using computers. In which 57% respondents are having good knowledge of using computer, 30.3% not pretty good and whereas 12.7% don't know about using the computer.

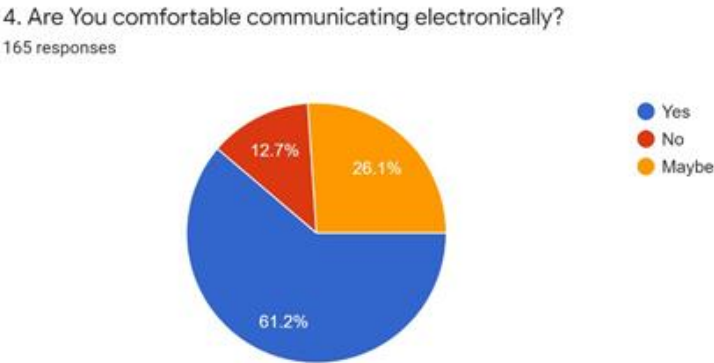


Figure 4

The above graph shows the graphical breakdown of the 165 responses received for the question based on the electronic communication for Online lectures. In which 61.2% respondents are comfortable electronically, 26.1% not sure, 12.7% answered No.

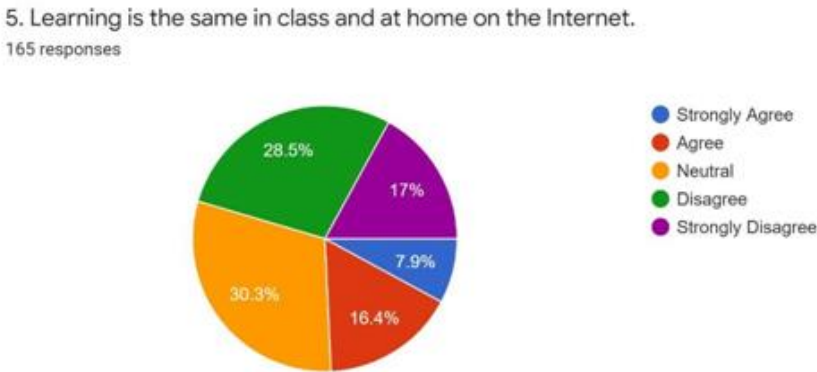


Figure 5

The above graph shows the graphical breakdown of the 165 responses received for the question based on comparison Classroom & Online Learning according to them . In which 7.9% respondents strongly agree, 16.4% Agree, 30.3% were Neutral, 28.5% Disagree and 17% Strongly Disagreed.

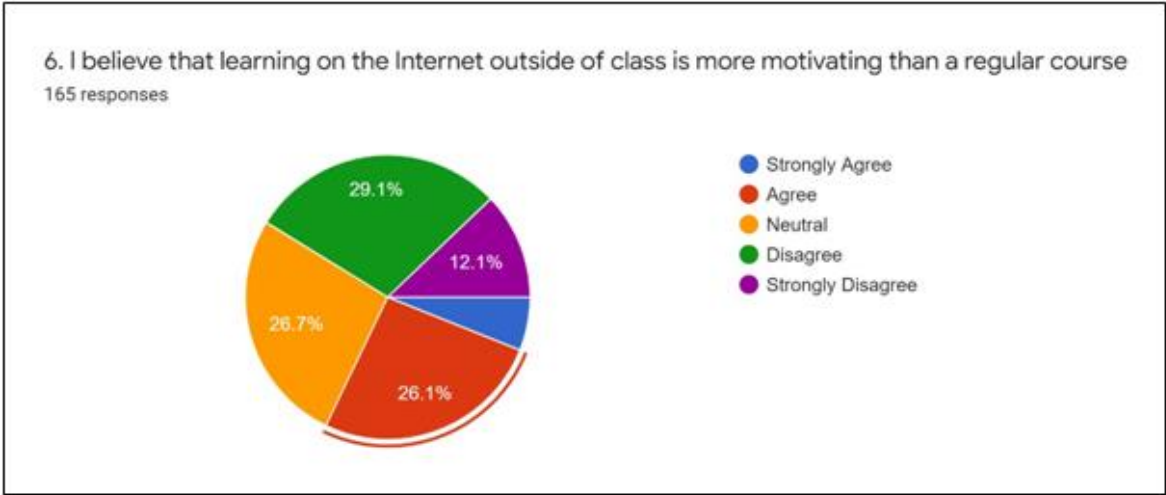


Figure 6

The above graph shows the graphical breakdown of the 165 responses received for the question based on their belief of motivation through Internet Learning and Classroom Learning. In which 6.1% answered Strongly Agree, 26.1% students answered that they agree, 26.7% were Neutral, 29.1% answered Disagree and 12.1% respondents answered Strongly Disagree.

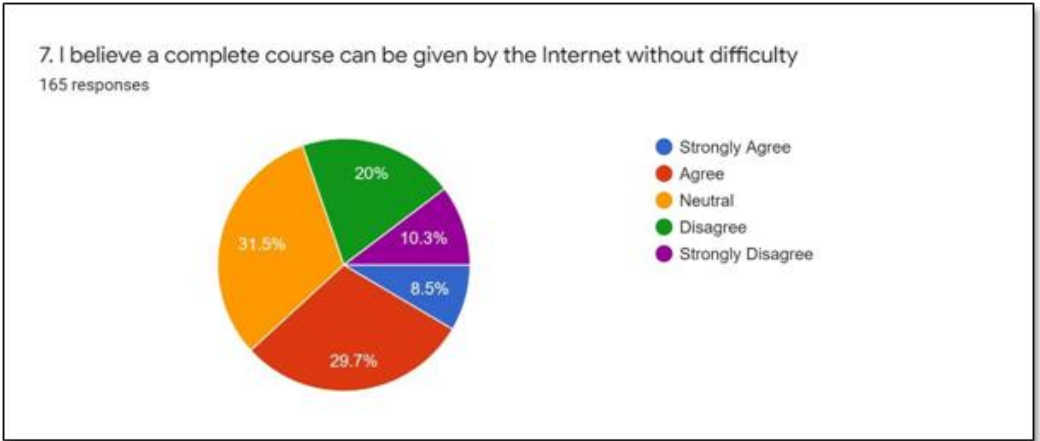


Figure 7

The above graph shows the graphical breakdown of the 165 responses received for the question based on completion of course on Internet Learning. In which 29.7% students answered that they agree, 31.5% were Neutral, 8.5% Strongly Agreed, 20% answered Disagree and 10.3% students answered Strongly Disagree.

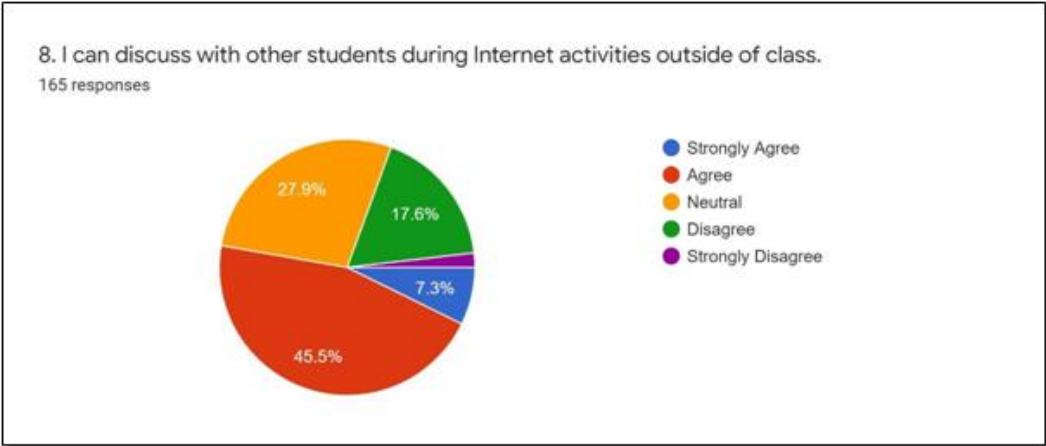


Figure 8

The above graph shows the graphical breakdown of the 56 responses received for the question based on that Online discussion over Online mode & Offline mode. In which 45.5% students answered that they agree, 7.3% were Strongly Agreed, 27.9% answered Neutral, 17.6% answered Disagree and 1.8% students answered Strongly Disagree.

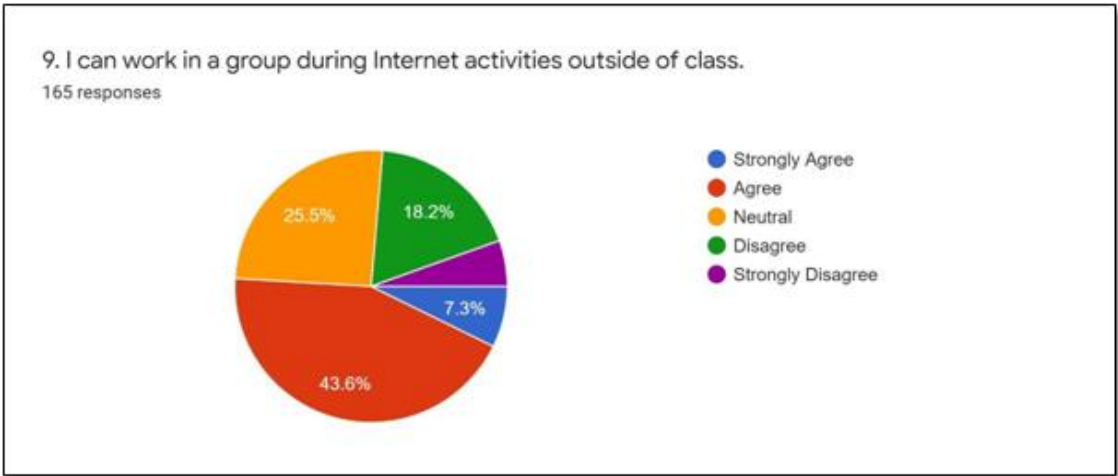


Figure 9

The above graph shows the graphical breakdown of the 165 responses received for the given question. In which 43.6% students answered that they agree, 25.5% were Neutral, 7.3% Strongly Agreed, 18.2 % answered disagree and 5.5% students answered strongly disagree

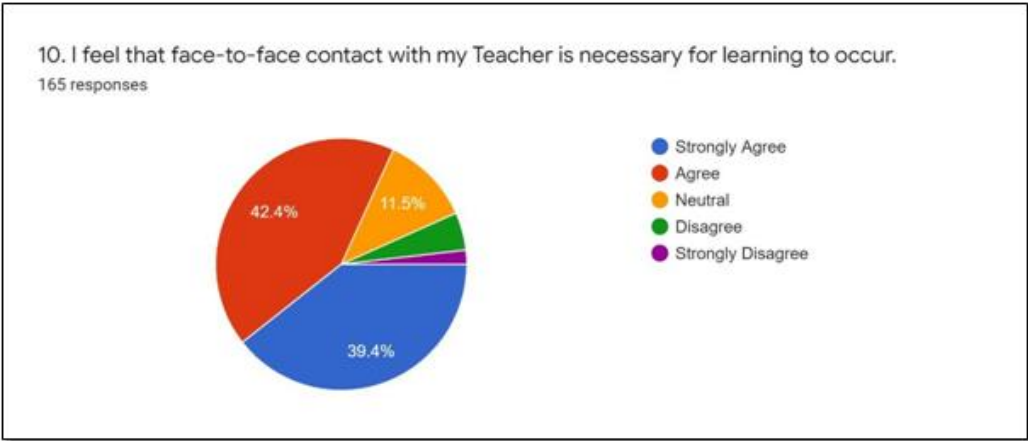


Figure 10

The above graph shows the graphical breakdown of the 165 responses received for the question based on that face-to-face communication with teachers. In which 42.4% students answered that they agree, 11.5% were Neutral, 39.4% Strongly Agreed, 4.8% answered disagree and 1.8% students answered strongly disagree

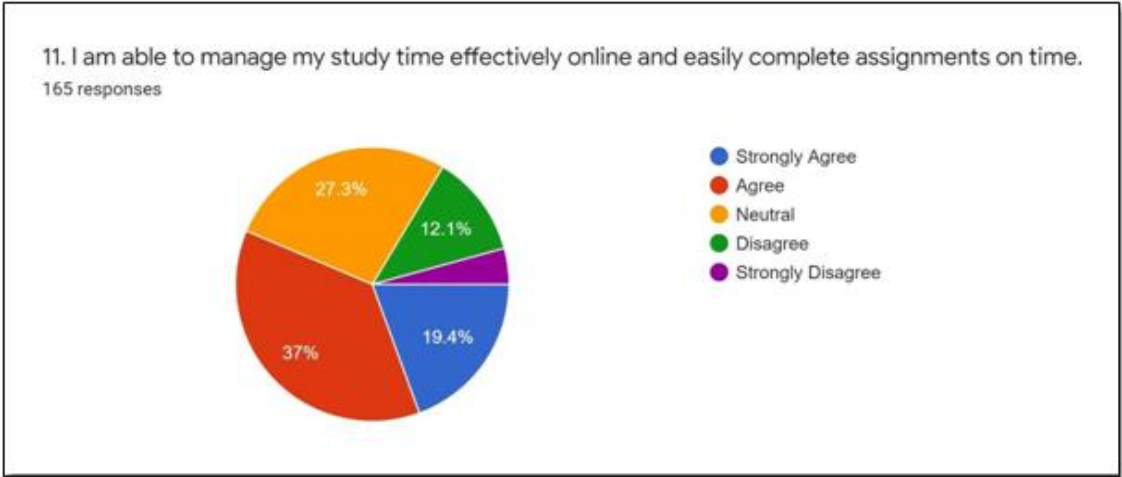


Figure 11

The above graph shows the graphical breakdown of the 165 responses received for the question based on that whether their time management is effective online & completing assignments. In which 37% students answered that they agree, 27.3% were Neutral, 19.4% Strongly Agreed, 12.1 % answered disagree and 4.2% students answered strongly disagree.

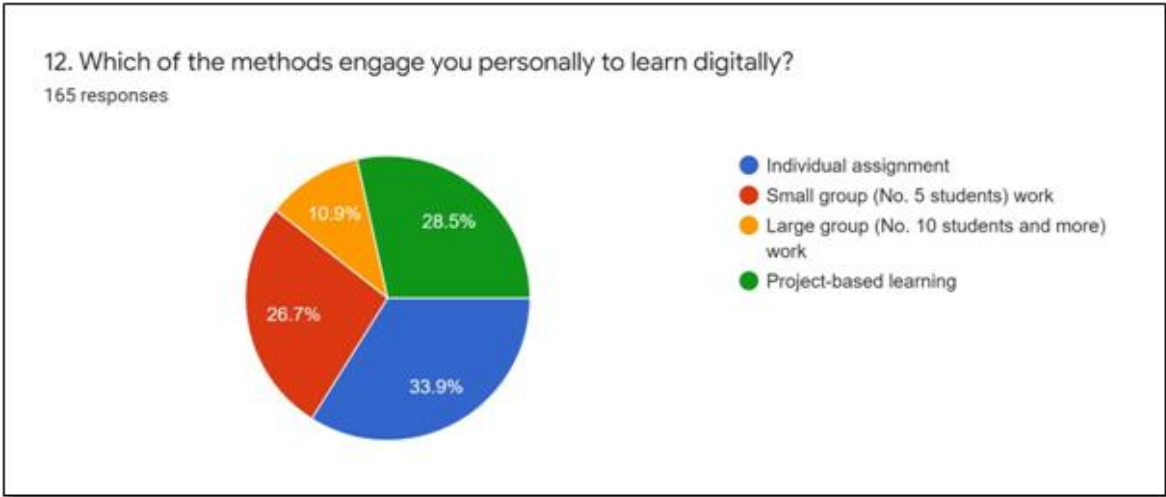


Figure 12

The above graph shows the graphical breakdown of the 165 responses received for the question based on methods used to engage students personally.

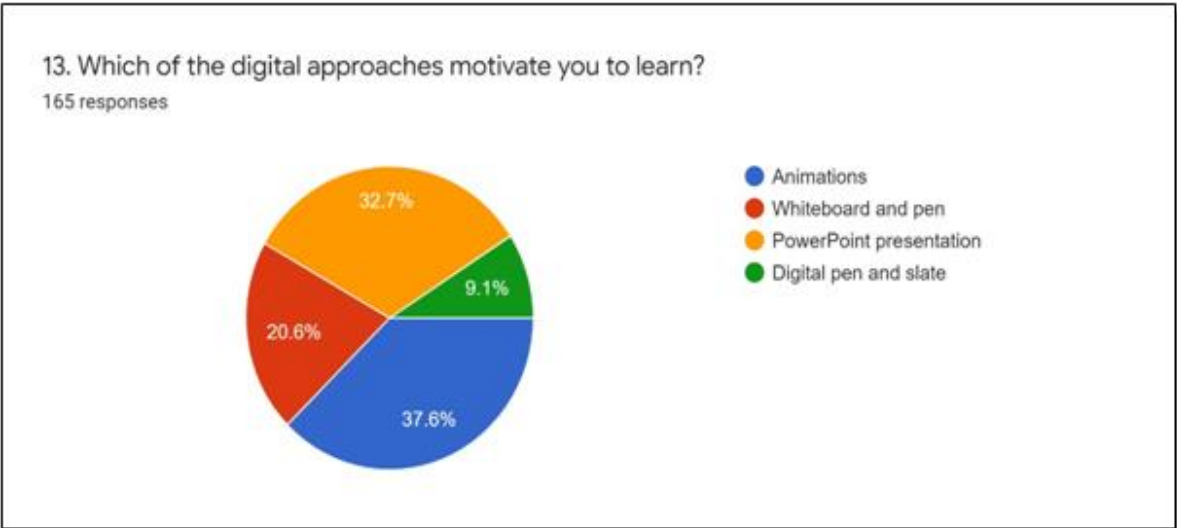


Figure 13

The above graph shows the graphical breakdown of the 165 responses received for the question based on the digital approaches used for Online Learning like Animations, PPT presentations etc.

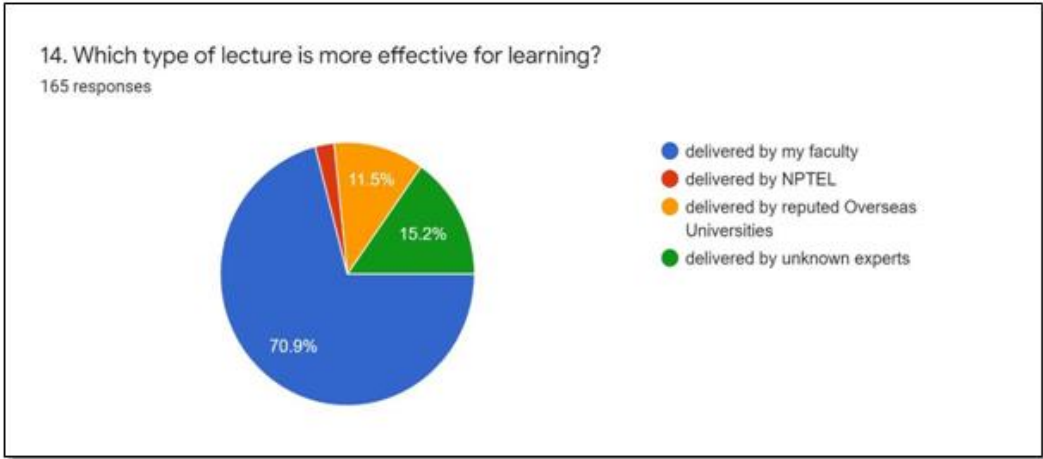


Figure 14

The above graph shows the graphical breakdown of the 165 responses received for the question based on that effective type of lecture for Learning. In which 70.9% respondents answered the lectures delivered by faculty, 11.5% said by Overseas Universities and 15.2% answered unknown experts.

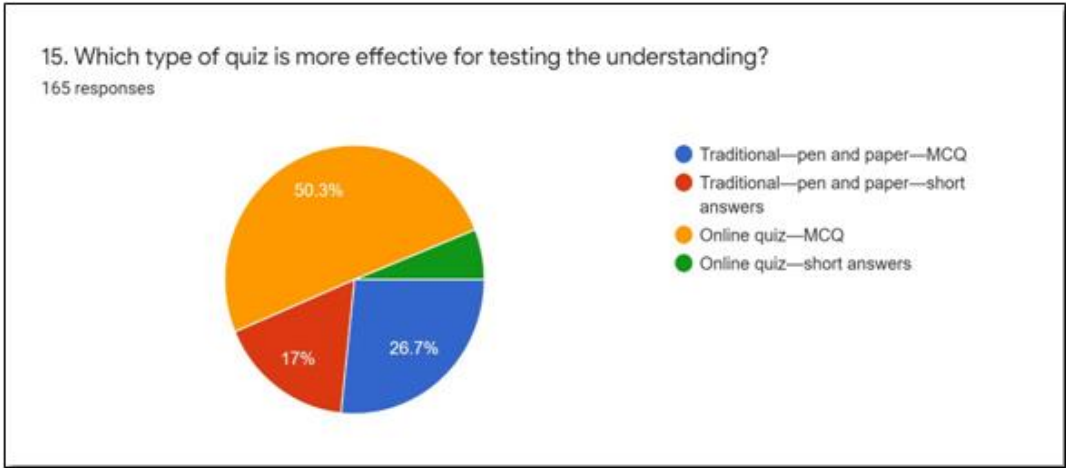


Figure 15

The above graph shows the graphical breakdown of the 165 responses received for the question based on the effective type of methodology for understanding the testing.

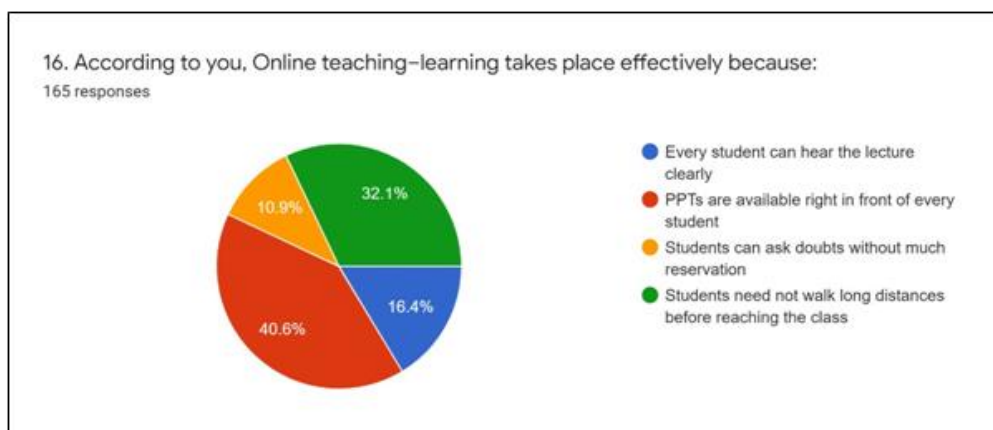


Figure 16

The above graph shows the graphical breakdown of the 165 responses received for the question based on the view of respondents for the effectiveness of Online Learning.

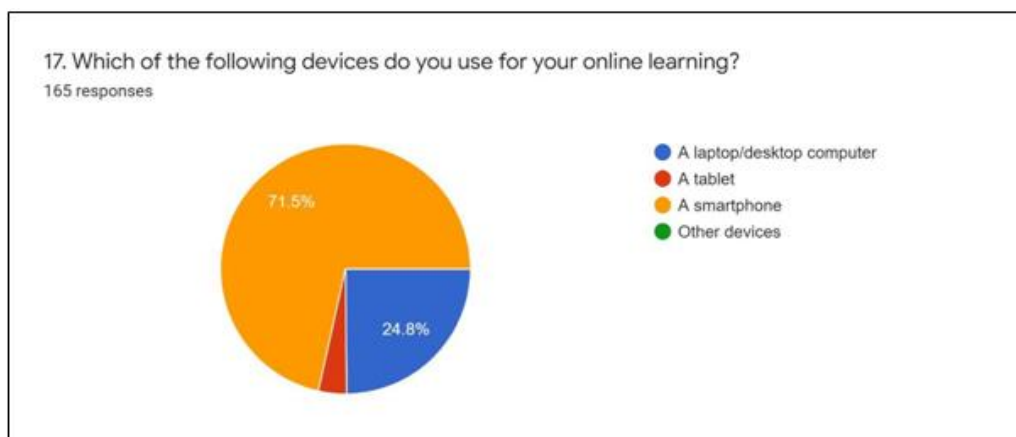


Figure 17

The above graph shows the graphical breakdown of the 165 responses received for the question based on the devices used by them for Online Learning. In which 71.5% respondents use smartphones, 24.8% use a laptop/desktop computer and 3.6% use tablet.

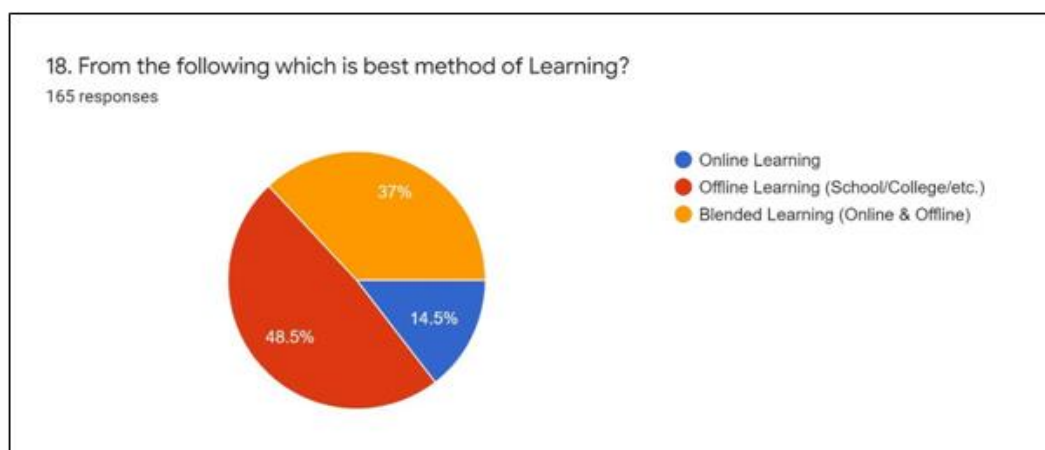


Figure 18

The above graph shows the graphical breakdown of the 165 responses received for the question based on best methods of learning. In which 48.5% answered Offline Learning, 14.5% answered Online Learning and 37% answered Blended Learning.

FINDINGS

1. It has been found that still 48.5% respondents prefer Offline Learning.
2. Every individual has different opinions about the Online Learning.

3. Different views of the methodology used for Online teaching.
4. Usage of Devices in which maximum responses were received for Smartphones.
5. Effectiveness of Online teaching-learning is effective because of several parameter which is observed during the survey.
6. There are scopes of improvement Online learning to make it more effective.
7. Engagement of students in online is affected because of internet connectivity.
8. Monetary Issues were also observed in the survey because of the increasing prices of Internet connections.

SUGGESTIONS AND RECOMMENDATIONS

1. The new methodology can be implemented to enhance the Online Learning.
2. The students can be engaged with several online activities which would give a affect of Offline mode of learning/Classroom learning.
3. Enhanced the modes of communication.
4. Implementation of methodologies which consumes less internet or no Internet should be implemented.

LIMITATIONS

1. Sample size was limited to Mumbai City because of the time constraint.
2. Identifying the census related to the help provided to the people.

CONCLUSIONS

The study shows the impact the COVID-19 has done on the Schools and Colleges is reducing the skills required for the employment. Measures to implement the Online learning in schools and colleges could be enhanced with different new technologies in which the use of ICT can be increased with minimum expenses which will help the organizations to gain and maintain their management status quo, student's satisfaction's, etc. The security measures can be implemented to prevent the privacy, confidentiality of the data. It can be concluded that both the Offline Learning and Online Learning have their individual benefits for which the students and teachers need to blend themselves with the growing needs of up gradation in teaching & learning. The suggestions and recommendations are made to improve the efficacy of online teaching learning process. Further, the precautions to be taken by the universities

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A STUDY OF ENTREPRENEURIAL ZEST IN UNDER GRADUATE / POST GRADUATE STUDENTS STIMULATED BY THE CURRENT START-UP CULTURE WITH SPECIFIC REFERENCE TO CITY OF MUMBAI.

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ABSTRACT

"Start-up doesn't mean that a person is dealing with a billion-dollar job employing 2000 people. If one can employ five people, he or she is contributing enough to the nation....Yes, there are millions of problems in India. But it also has a billion minds."

Prime Minister, Narendra Modi

Start-up India is a flagship initiative of the Government of India, intended to build a strong eco-system for nurturing innovation and Start-ups in the country to drive sustainable economic growth and generate large scale employment opportunities. On 16 January 2016, the Prime Minister unveiled 19-point action plan for start-ups in the country. This Action Plan addresses all aspects of the Start-up ecosystem and the Government's hopes to accelerate spreading of the Start-up movement. India is the youngest start-up nation in the world with 72% of the founders are less than 35 years old. These young entrepreneurs are majorly located in Mumbai, NCR & Bangalore. The objectives of a start-up are to be one's own boss and to create employment to others which warrants lot of endurance and sacrifice. Large population with high percentage of middle-income group, educated youth with technical background, IT domination, high internet and mobile penetration are some of the drivers that have thrown up opportunities for spreading start-up revolution in India. The basic objective of this research paper is to understand the present mindset of the young students towards start-ups and their mental preparedness to take up a start-up seriously in their life ahead.

Keywords: unicorn, Start up, entrepreneurs.

1. INTRODUCTION

Mumbai is one of the developed cities in India where most of the people are highly educated and is a hometown of successful entrepreneurs. Mumbai has taken the theme of start-up very seriously after the Government initiative that is "Make in India". The city has an adequate environment where people can create a start-up and execute it successfully. After the successful digital launch of entrepreneurship cells and skills hubs at 66 colleges across the city, including 12 from the city in the month of February 2019, there has been constant buzz about the word Start up culture among student fraternity of Mumbai. Prime Minister Narendra Modi digitally launched entrepreneurship cells and skill hubs at 66 colleges across the country, including 12 from the city. The cells have been launched to inculcate start-up culture and facilitate skill development among students in leading autonomous arts, science and commerce colleges.

The entrepreneurship cells will provide newer research opportunities to students. This will enable the students to become job-givers and not job-seekers in the coming years.

According to a research report in 2015, Indian Institutes of Technology (IITs) in Delhi and Bombay have produced the highest number of technology entrepreneurs in the country over the past two decades, finds a new study. Four engineering colleges—IIT Delhi, IIT Bombay, IIT Kharagpur and BITS Pilani—accounted for the majority of entrepreneurs in the past decade, shows data compiled by Tracxn, an analytics firm. Members of the founding teams at three unicorns - Swiggy, Udaan and PolicyBazaar, studied at IIT Kharagpur. BITS Pilani graduates launched 221 start-ups in the same period.

After the success of start-ups, such as Flipkart and Ola, more and more graduate and post graduate students are now pursuing entrepreneurship soon after graduation rather than seeking employment, compared with a decade ago. This flow is very high among engineering students.

The aim of this study is to understand how this *not-so-new not-so-old* concept named start up is affecting the mind-set of the college going students who are presently studying in various undergraduate and post graduate colleges of Mumbai.

1.1 Statement of problem:

With such high buzz prevailing about start up everywhere and the encouragement and enthusiasm found among students during their college years, the researcher is very curious to research about the present start up culture which is prevailing among young Indians. Since many start-ups are getting huge success and are becoming billion-dollar enterprises, the researcher wants to find out whether this kind of culture is actually working and stimulating the interest of the young mind; especially college students.

1.2 Objectives of the study:

- (i) To understand the mindset of college students with reference to the start-up culture.
- (ii) To understand how much of this start-up culture hype is affecting the minds of the college students and pushing them into innovating and coming up with something similar on their own.
- (iii) To suggest appropriate measures for the government and other bodies to take so that this kind of moment can be further expanded, known and spread across the society as this will benefit the entire economy

2. REVIEW OF LITERATURE

- **Padmesh Bagrecha** in his article on **12 Mumbai colleges get cells to help entrepreneurs** has mentioned about the Prime Minister Narendra Modi's plan to develop entrepreneurial culture among young Indian students. He has expressed his views on how entrepreneurship cells will provide newer research opportunities to young Indian students.
- **Ashish Mittal** in his article on **Indian Start-ups: Challenges and Opportunities** has very well covered various challenges of start-up culture which are **Start-up Cultures, Hiring, Mentoring, Policy of the Government and funding**. The article also covers the opportunities in start-ups in the form of **Demographic dividend, large population of India and high mobile and internet penetration**.
- **Aparna Banerji** in her article on **10 Indian start-ups that could be future unicorn** has mentioned the list of 10 Indian start-ups that could be the future unicorn. This list is published by the Hurun Research Institute. As per the report, such startups with and most likely to 'go unicorn' within 2 years (Gazelles) or 4 years (Cheetahs) if their worth is at least \$200 million. The article also mentions the eligibility of a start-up to enter the Hurun Unicorn list. According to the report, a start-up needs to have a valuation of ₹1,500 crore or \$200 million.
- **Neha Alawadhi** on her article on **Indian startups received \$6.1 billion in funding in Q3CY21: Nasscom report** wrote how the number of unicorns, or startups valued at \$1 billion or more, continued to grow. The article also throws light on how In the quarter ended September 2021, India added 13 new unicorns, taking the total to 66.

3. RESEARCH METHODOLOGY:

3.1 Research design:

The researcher has used descriptive cross sectional research design for the purpose of this paper.

3.2 Sources of Data Collected:

The data collected for this research was primary as well as Secondary data. Primary data was collected using the Google Form and it was collected from the undergraduate as well as post graduate students of aided and unaided colleges in Mumbai affiliated to University of Mumbai and a few autonomous colleges.

Secondary data have been collected from various available sources such as internet, magazines, newspapers articles, reference books.

3.3 Sampling Technique:

The sampling technique used is simple random sampling technique. The questionnaire was sent to around 1000 students out of which around 700 responses were received. The response rate is around 70%.

3.4 Scope of study:

This study extends to understand the mind-set of the undergraduate and post graduate students residing in the city of Mumbai regarding entrepreneurship and start-up culture.

3.5 Limitations of study

The researcher encountered following limitations while conducting the research:

i. There was geographical limitation to the study, the researcher tries to understand the attitude of the students who are Mumbai based and are studying in undergraduate and post graduate colleges which are under University of Mumbai.

ii. There is a limitation on sample size which is restricted to 700 due to time constraints.

4. DATA ANALYSIS & FINDINGS

Table 1 explains the demographic data of all respondents.

No. of Male Respondents	350
No. of Female Respondents	330 (20 respondents chose not to reveal their gender)
No. of Graduate Respondents	657 (93.9%)
No. of Post Graduate Respondents	43 (6.1%)
Age Group - 18 to 21 yrs.	649 (92.7%)
22 to 25 yrs.	31 (4.4%)
25 yrs. & Above	20 (2.9%)

a) **Figure 1** reveals that out of 700 respondents, nearly 82% i.e. 576 respondents have no clue about the concept of a start-up. Only 18% respondents i.e. 124 respondents were aware about the start-up concept.

b) **Table 2** checks the awareness about the known and unknown start-ups among the student respondents.

Number & Percentage of respondents	Known & Unknown start-ups
464 (63.3%)	Meesho
433 (61.9%)	PharmEasy
356 (50.9%)	CRED
218 (31.1%)	SHARECHAT
152 (21.7%)	Digit Insurance
87-12.4%	Inframarket
27-3.9%	Innovaccer

c) **Figure 2** shows the belief of the student respondents towards start-ups. 452 (64.4%) respondents have no clue whether such start-ups last long or they are only a short-term idea. Whereas 197 (28.7%) respondents believe in the idea of start-ups and according to them start ups last long. According to 51 (7.3%) respondents start-ups are a short-term gain only.

d) **Figure 3** reveals about the knowledge / ignorance level of students about start-up programs. 515 (73.6%) students have never attended any programs on start-ups arranged either by private institutions or in their college. Only a quarter of the respondents i.e 26.4% have attended the programs on start-ups.

e) **Figure 4** finds about the enthusiasm level of respondents about the start-ups. Nearly 377 (53.9%) respondents are encouraged towards the concept of start-ups in the future. 293 (41.9%) respondents are not sure about their feeling for start-ups. 30 (4.3%) respondents are not encouraged at all for any start-up plans of their own. .

f) **Figure 5** finds about the seriousness of students for coming up with their start-ups. 313 (44.7%) student respondents are serious about taking up the start-up seriously in the future, where as 31 (4.4%) respondents are not serious about the same. Around 356 i.e. 50.9% respondents are not sure about taking up the start-up seriously in the future.

g) **Figure 6** reveals the reasons for not taking up the start-ups seriously. While majority of the respondents are not serious in taking up start-ups seriously, some of them have given reasons for not taking it up seriously and they range from wanting to go for a settled job, already having their settled family business, not having preferred knowledge about the start-ups, awaiting appropriate opportunity to going ahead only if they find an appropriate partner for a start-up.

h) **Table 3** gives data about the fields that participants are interested to have their start-ups in.

Percentage & Number of respondents	Fields of the start-up
222 (31.7%)	Something that they are passionate about
162 (23.1%)	Online business
80 (11.4%)	PR & Marketing
58 (8.3%)	Social Media consulting
47 (6.7%)	Service Industry
36 (5.1%)	Helping special needs individual

17 (2.4%)	Cloud services
78 (11.1%)	Not interested in start-ups

i.) **Figure 7** reveals 519 (74.1%) respondents are not aware whether there is any policy related to start-ups followed by the Government of India. 181 (25.9%) respondents said that they are aware about the start-up policies followed by the Government.

5. SUGGESTIONS AND RECOMMENDATIONS:

i) The young generation of Mumbai needs to be made aware about the concept of start-ups. It has been observed during the researcher that the students are still not fully aware about the start-up concept.

ii) More and more colleges in Mumbai need to come forward and have their entrepreneurial cell active. This cell can involve huge number of young students in form of the membership.

iii) Industry-Academia partnership may play a very important role here. Involving young entrepreneurs from industry in the entrepreneurial cells of colleges can be highly motivating and can provide direction to young minds.

iv) The research also reveals that the student respondents are enthusiastic for taking up start-ups seriously, what they need is right direction. For this, it is also necessary that the gap between what they are studying and what industry demands is minimised.

v) It has also been observed that the young students are not aware about the presence of the government's policy on start-ups. This creates insecurity in their minds about the future of the start-ups. An effort is required to abreast them about the policy of the government for start-ups.

6. CONCLUSION

Start-ups in India is not-so-old and not-so-new concept specifically among young Indians. These start-ups have seen mixed life of some of them have been extremely successful on one hand whereas others have hardly reached and witnessed the growth phase even. Reasons are many. Right from acquiring the capital to technology; what these start-ups need is a fresh idea. Most of the successful Indian start-ups lacks innovation, thereby killing the very purpose of the start-up. These start-ups replicate what is already present worldwide. Somewhere, to make a start-up highly successful and live up to its meaning; these start-ups require innovations. This innovation culture has to be curated among students when they are in their education life.

It is said that *Curiosity is the mother of invention*. It was the curious mind behind the fall of an apple from tree that gave us the law of gravitation. Surprisingly, we have best of the technology and knowledge available to this generation, but we do not have many C.V Ramans, Homi Bhabha and Newton. Most of these start-ups lack fresh idea for the mere fact that there is hardly any curiosity in the young minds.

We at academia and people of industry need to create the environment of curiosity so that more and more questions arise in the young mind and more and more innovative answers are found.

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WOMEN EMPOWERMENT AN ATTEMPT TO IMPROVE THE ECONOMIC CONDITION OF WOMEN

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ABSTRACT

Discriminated and exploited women are seen all over the world. Empowerment is an aid to help women achieve equality with men or, at least, to reduce gender gap considerably. Women play a very strategic role in the development of the society in particular and development of economy in general. A woman is the leader & planner of the family, the first trainer and supplier of labor. She plays a vital role in the development of agriculture, industry, service sector, socio-culture etc. that has contributed considerably in the development of the society that indeed contributes directly or indirectly for the country's economic development. Though nature has given the genetic power of reproduction especially to the women, the socio-economic status of women is very poor and unfortunately the incidence of poverty is more on woman only.

Empowering women is the only solution for all her problems. Her potential & hidden power needs to be utilized for which, her status in the society must be improved and economically she should be strengthened. Poverty is the main cause for her low bargaining power hence poverty should be removed. Empowering women and removal of poverty go hand in hand. If she is educated and empowered, her potential power can be utilized for the economic development.

Mahatma Gandhiji says, "You educate a man, you educate an individual. You educate a woman, you educate an entire family".

Key words: Empowerment, Safeguarding, opportunity, development, potential.

INTRODUCTION

Women account to 496 million i.e. around 48 percent of the India's population, from which 127 million women i.e. 31 percent of total women population contribute to nation's economic growth and 31 percent of them are discriminated and exploited women. The intensity of exploitation and discrimination varies from society to society. But there is no such a society which has eliminated this problem. The patriarchal system has confined the women to specific areas such as kitchen and bed room and fixed gender roles like bearing and rearing children, cooking and cleaning. Even today a woman is viewed as property" and not a human being who has her own likes and dislikes. Opportunities for self development are denied to them. Women play an important role in all the fields of development. Socially & economically if they strengthened they will create wonders. Hence it is essential to study the past and present position of women and suggest measures for uplifting them.

LITERATURE REVIEW

Wallace and March (1991) in their work explained the effects of global issues on the lives of women and explored the conceptual basis of gender awareness planning and implementation of development project.

Moser (1993) focused on the interrelationship between gender and development, formulation of gender policy and implementation of gender planning and practices.

Anand and Sen (1995) tried to develop a measure of gender inequality. They focused on the use of gender – equity -sensitive indicators and the formulation and utilization of measures of gender equality and inequality.

Hicks (2002) critically examined Sen's view on gender inequality and capability approach and its applicability in religious ethics.

The edited volume of **Mahanta (2002)** sought to explain the question of women's access to or deprivation of basic human rights as the right to health, education and work, legal rights, rights of working women besides issues like domestic violence, all the while keeping the peculiar socio-cultural situation of the North East in mind.

OBJECTIVES:

1. To study the status of women and efforts made in past and present.
2. To study the necessity of empowerment of women.
3. To know the available schemes for women empowerment in India.

RESEARCH METHODOLOGY:

In this paper, an attempt is made to understand and accept that change is inevitable instead of resisting change one should embrace it willingly. It also attempts to display ideas that could trigger change through empowering women. The research is based on secondary data such as references from journals, magazines, articles etc.

Limitations: The limitations of this study results into the following;

1. Convenience Sampling- Research would deal with the interviews & survey method to a limited extend.
2. Subjective kind of method- The research would result into only a subjective kind as different women have different opinions & observation towards the way they are treated & services provided by them.

FINDINGS:**Better and Bitter Condition of Women:****Women in Ancient India**

The history of women in India has been exciting. Over the past few years, the status of women in India has been subject to many changes. Women enjoyed equal status with men in all fields of life in ancient days of India. Works by ancient Indian grammarians such as Patanjali and Katyayana point out that, women were educated in the early Vedic period. The Rigvedic verses tell that, women were married at a mature age and were free to select their life partner. Rig Veda and Upanishads, the holy books mention that, There were many women sages and seers, like Gari and Maitreyi. Stri. Dharma Paddhati, the text of Tryambakayajvan reflects the role of women and tells that, women were enjoined to be of service to their husbands". In some kingdoms of ancient India, tradition like Nagar Vadhu i.e. bride of the city was practiced. Amrapali was the famous Nagar Vadhu. Women were competing to win the popular title of the Nagar Vadhu".

During the early Vedic Period women enjoyed equal position and rights. Later around 500 B.C the position of women started to decline with the Manusmiti and with the Mughal invasion of Babur and the Mughal Empire and later Christianity cut the freedom and rights of women. Even though penitentiary movements like Jainism allowed women to be admitted to the religious order by and large, the women in India faced captivity and restrictions. Around sixth century, the practice of child marriages started.

Medieval Period

During the medieval period, the position of Indian woman in the society further deteriorated. Among some communities in India, practice of Sati, Child Marriages and a ban on remarriages of widows became part of social life. The Muslim conquest brought the purdah practice in the Indian society. The Jauhar was practiced among the Rajputs of Rajasthan. The practices of temple women (Devadasi) was in practice and were sexually exploited in some parts of India. Among Hindu Kshatriya rulers polygamy was widely practiced. Women were restricted to Zenana areas in many Muslim families. During and after British rule the condition of women is not very good. The women are not viewed with equal status. In India, woman herself doesn't feel equal and many times she ill treats herself.

Need For Women Empowerment

The empowerment is an aid to help women to achieve equality with men or, at least, to reduce gender gap considerably. Without empowerment certain social roles cannot be performed. Women play a distinct role in the economic development. She is the chief architect of family, the first teacher; supplier of labour power and by playing main role in the development of agriculture, industry, service sector, socio-culture etc. creates a civilized society. In the visible and invisible form women contribute for economic development. The nature has given the biological power of reproduction especially to the women. She can create social, cultural and economic wonders if given a chance. Even then the socio-economic status of women is so poor. Often the women are victimized in the cases like rape, dowry harassments, sexual harassments, kidnapping, female infanticides and sex selective abortions, domestic violence, trafficking, etc. The verdicts of many of such cases go against women because of the non-availability of witness, discontinuation of suits, difficulty of proving the incidents etc. Hence she should be strengthened and her status should be improved; she should be physically, mentally, economically, socially, politically and culturally strengthened so that the country can make use of hidden potential power for the economic development. Therefore empower women.

Women Empowerment in India

It is the man who has to take initiative for women empowerment. The efforts for the upliftment of conditions of Indian women have been noticed before and after British rule in India.

During British Rule

In the 19th century European scholars observed that, the Hindu women are naturally innocent, faithful and more virtuous than other women. During the British Rule, many reformers like Rajaram Mohan Roy, Ishwar Chandra Vidyasagar, Jyotirao Phule, etc. struggled for the upliftment of the conditions of women in India. The first free school for girls (Kalikrishna Girls' High School) in Barasat (Calcutta) was started by Peary Charan Sarkar, (student of Hindu College, Calcutta and a member of Young Bengal) in 1847. Missionaries' wives like Martha Mault née Mead and her daughter Eliza Caldwell née Mault pioneered the education and training of girls in south India.

In 1829, the efforts of Raja Rammohan Roy resulted in the abolition of the practice of „Sati“ under Governor-General William Bentinck. The Widow Remarriage Act of 1856 was the result of Ishwar Chandra Vidyasagar's movement for the improvement in conditions of widows. The efforts of women reformer, Pandita Ramabai also helped in uplifting of conditions of women in India. The Indian National Congress supported the first women's delegation which met the Secretary of State to demand women's political rights in 1917. In 1927, The 'All India Women's Education Conference' was held at Pune. The efforts of Mahammad Ali Jinnah, resulted in passing of Child Marriage Restraint Act in 1929. Mahatma Gandhi called upon the young men to marry the child widows and urged people to boycott child marriages.

Independent India

After independence India is free to take new and innovative steps for women empowerment. The Indian Constitution guarantees about, women equality, no discrimination, equality of opportunity, equal pay for equal work for all Indian women and it allows the State to make special provisions in favour of women and children, renounces practices insulting the dignity of women and provisions for securing just and humanitarian conditions of work and for maternity relief too. The cases of trafficking of young girls and women have been reported. These women are either forced into prostitution, domestic work or child labour to prevent this, the Immoral Traffic (Prevention) Act was passed in 1956. In 1961, the Government of India passed the Dowry Prohibition Act and the Dowry Prohibition (maintenance of lists of presents to the bride and bridegroom) rules were framed in 1985. In India all the medical tests that can be used to decide the sex of the child have been banned. Female infanticide is still prevails in some areas. In India the abuse of the dowry tradition has been one of the major reasons for sex-selective abortions and female infanticides. During late 1970s the feminist activism got momentum and the protest due to the issue of rape of young girl Mathura in police station by a policeman compelled the government to amend the Evidence Act, the Criminal Procedure Code and the Indian Penal Code and introduce the category of custodial rape. Female activists amalgamated the issues of female infanticide, gender bias, women health, and female literacy. The Government of India passed the Muslim Women's (Protection of Rights upon Divorce) Act, on the base of Supreme Court's judgment in 1986. Women-oriented NGOs were formed with the help of grants from foreign donors in 1990s. Self Help Groups, Self Employed Women's Association (SEWA), etc. played a key role in protecting women's rights by which many women have emerged as leaders of local movements in India. In 1997, the Supreme Court of India in important judgment took a strong stand against sexual harassment of women in the workplace and the Court laid down guidelines for the prevention and redressed of grievances. Subsequently the National Commission for Women elaborated these guidelines into a Code of Conduct for employers.

In 2001, the Government of India declared the year 2001 as the Year of Women's Empowerment (Swashakti) and the National Policy for the Empowerment of Women was passed. In 2005, the Hindu law of inheritance has been amended and now the women have been provided the same status as that of men have i.e. right of having share in ancestral property. In 2006, the rape case of Imrana was highlighted; the announcement of some Muslim religious leader that, Imrana should marry her father-in-law (the rapist) caused widespread protests and resulted in conviction verdict for 10 years imprisonment which was welcomed by many women's groups and the All India Muslim Personal Law Board. On 26th October, 2006, the Protection of Women from Domestic Violence Act, 2005 has come into force. Rajyasabha passed Women's Reservation Bill, ensuring 33 percent reservation to women in Parliament and State Legislative bodies on 9th March, 2010. According to the 73rd and 74th Constitutional Amendment Acts, all local elected bodies reserve one-third of their seats for women. Even though the percentages of women in various levels of political activity have risen considerably, women are still under-represented in governance and decision making positions.

CONCLUSION

The women play a strategic role in the society and in the economy. The status of women in India is not even in all the times. In ancient period they enjoyed equal status with men, in the medieval period, the position of Indian women deteriorated. During British rule and after independence many efforts are being made for

improving the status of women in India. The government of India, by passing timely and essential Acts and implementing rules and regulations trying to empower and strengthen the women. No doubt the government of India has many weapons to fight for women empowerment, the prompt and strict implementation is quite essential. Unless the Acts, Policies, Rules, Regulations, etc, are strictly implemented the idea of women empowerment remains unachieved. Hence the efforts of the government are still inadequate and the process of empowering women in India is long way to go.

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REVIEW AND ANALYSIS OF RERA ACT**¹Ms. Akshaya Bagwe and ¹Dr. Neelam Arora**²Phd Research Scholar-University of Mumbai & Assistant Professor, BFM Department, Narsee Monjee College of Commerce and Economics, Mumbai 400056²PhD Research Guide-University of Mumbai & Principal, Lala Lajpat Rai College of Commerce and Economics, Mumbai 400034**ABSTRACT**

With high population, increasing trend of GDP, change in government policies makes Real estate industry is the most capital-intensive industry and volatile industry. Consideration the growth of rapid urbanization in the country, the industry should be beneficial to all its stakeholders and not just the developer. In the past, real estate sector was one of the unorganised sectors with lack of transparency, lack of standardisation in laws etc. The real estate industry was functioning in a more hazardous ways where the developer was not able to stick to their promises of quality and delivery of the project. Due to this the customer used to face many problems. Due to such behavior of developer there was trust gap observed between the stakeholders. As many other industries are dependent on real estate industry, it was utmost necessary to resolve the issue. For this Government of India came up with RERA Act which put some restriction and check on all the stakeholders of the industry. With RERA Act, Real estate sector is witnessing greater organisation and transparency due to various regulatory reforms. Due to reforms introduced in real estate industry, demand for residential, commercial and retail real estate is rising across India. Further, the Real estate industry is expected to grow in next few years due to emergence of regulatory authority.

Keywords: Land, RERA, Real estate industry

INTRODUCTION

Real estate sector consists of four sub sectors - housing, retail, hospitality, and commercial and one of the globally recognised sector. Corporate environment and the demand for office space as well as urban and semi-urban accommodations has resulted into boost in demand in Real estate sector. The Real estate industry ranks third among major sectors in terms of direct, indirect and induced effects in all sectors of the economy. In India, the real estate sector is the second-highest employment generator. It is also expected that this sector can witness more investment by non-resident Indian (NRI) investment, both in the short term and the long term.

RERA

RERA is the full form of Real Estate Regulating authority, stands for transparency in the real estate industry. It was brought to action to eradicate the existing discrepancies and problems within sector. The Real Estate (Regulation and Development) Act, 2016 aims to protect the home purchasers and also boosts the real estate investments. The bill of this Parliament of India Act was passed on 10 March 2016 by the Upper House (Rajya Sabha). The RERA Act was effective on and from 1 May 2016. At that time, out of 92 sections only 52 were notified. All the other provisions were effective on and from 1 May 2017. The RERA Act 2016 has been divided into 10 Chapters, which is further categorised into 92 Sections. The Act starts with the Preamble, provides title, extent and commencement, registration of real estate projects and real estate agents, functions and duties of promoter, rights and duties of allottees, about Real Estate Regulatory Authority, Central Advisory Council, Real Estate Appellate Tribunal, various offences, penalties, and adjudication, about finances, accounts, audits, and reports and other miscellaneous provisions.

REVIEW OF LITERATURE

- Mr. Deep Patel, Mr. Sameer Gujar and Mr. Vivek Patel attempted to study on 'Analysis of RERA Act' and concluded that the RERA add a greater accountability to the developer as they have to deliver project on time and with the said quality and size of the unit. Some changes to this act can make this act a transformation tool of real estate sector.
- Kalpesh Amrut Sisodiya, Rupesh Radhesham Karwa, Dushant Devidas Ghadge, Nitikesh Pandurang Wanjale and Amol Pawar conducted a study on Impact of RERA On Small, Medium And Large Size Construction Industry In India and concluded that a very positive impact is expected in the future as the act becomes more intact.
- Somdutta P. Patil, Ashish P. Waghmare, (2018); conducted a study on Influence of RERA on Real Estate Sector and stated that the Act has turned around the legal outline for the real estate sector.

Objective Of The Study

1. To study the various provisions of RERA Act.
2. To study the impact of RERA Act on developers
3. To analyse the impact of RERA Act on buyers.

Need Of The Study

1. The study can be very useful in understanding regulatory reforms in Real estate sector.
2. This study will also help in understanding legal environment in Real estate sector.

Limitations Of The Study

1. The RERA Act is consider for Maharashtra state mainly.

RESEARCH METHODOLOGY

The study is based secondary data that has been collected through various secondary sources such as magazines, various other published reports etc. The data has been analysed further in light of the objectives of the study cited above.

Analysis

The Real estate (Regulation and Development) Act, 2016, an act of the parliament of India was passed to establish the real estate regulatory authority for regulation and promotion of the real estate sector and to ensure sale of plot, apartment or building or sale of real estate project in an efficient and transparent manner and to protect the interest of consumer in the real estate sector. This has helped to deal with issues like delays, price, quality of construction, and other changes. The act has also establish an adjudicating mechanism for speedy dispute release. This has helped builders especially in redevelopment cases to speed up the work as redevelopment projects used to be pending for years and years before introduction of RERA. Also, the Government has assigned responsibility of each state regulator to register the real estate project and real estate agent operating in their state under RERA. The Details of all the registered projects will be put on the Website of public access. Developers can't invite, advertise, sell, offer, market or book any plot, apartment, house, building, investment in project, without first registering it with the regulator authority. Further, more, after registration, all the advertisements inviting investment will have bear the RERA registration number. This has helped investors to check all project details through RERA registration number before making any investment. This initiative has contributed a lot to bring more transparency in the real estate industry. Under the RERA Act, the promoter of a real estate development firm has to maintain a separate escrow account to each of these projects. A minimum 70% of the money from investor and buyers will have to be deposited. This money can only be used for construction of projects and cost of borne towards land. RERA requires the builders to submit the original approved plans for their ongoing projects and alteration that they made later. They also have to furnish details of revenue collected from allottees, how the funds are utilized, the timeline for construction, completion and delivery that will need to be certified by an engineer/Architect/Practicing Chartered Accountant. Developer needs to add completion date of the project and can seek for further extension of six months to complete project. However, not meeting this deadline will attract monetary penalty and developer has to pay interest to investors.

Salient Features

- Under this act there will be no regular forum for the buyer of real estate instead there will be a special forum for buyer, REAL ESTATE REGULATORY AUTHORITY, where they can file their complaint.
- The developer has to register their project under RERA before starting the project, incase project is divided into different phases than each phase will consider as a different project and have to register separately.
- The project which does not have a land area more than 500 square meters or the number of units does not exceed eight, does not need to register under RERA.
- According to this act the developer has to sell apartment on carpet area and cannot continue to sell on super-built area that include the common area, shaft, exclusive balcony etc.
- Developer has to open an escrow account in which 70% of the money of the allottees has to deposit and that money can only be used for the construction of the project. To withdraw the money from escrow account the developer needs a letter from chartered accountant, architect and engineer. And the withdrawal will be in the proportion of completion of project.

- After the developer apply for the registration of the project, the authority in 30 days has to reject or accept the application. If the authority failed to do this than the project is deemed to be accepted.
- If the developer is found to be violating any rules, or make default in doing anything that is required to be done or is involve in any kind of unfair means than authority has the right to revoke the application number.
- The promoter cannot accept more than 10% of the advance payment as a token amount for the sale of apartment, plot, as the case may be before coming into the written agreement of the sale of the unit.
- The promoter cannot make any addition or the alteration in the approved plan, design, structural design etc., without taking the consent of the allottees. At least 66% of the allottees should the agree to the alteration, or addition to the plan or design than only developer can change it.
- In case there is any structural defect, defect in the quality of workmanship, construction and brought to the notice of developer within the five years from the handling over the possession to the society, the developer has to rectify within thirty days without charging any extra amount for repair works.
- In case the developer is not able to hand over the possession of the unit on time due to any reason than he is liable of paying the money back to the members with interest and compensation according to the act.
- There are various penalties for the various misconduct by the developer and even by the buyers.

Advantages

- **Transparency:** It brings total clarity in favor of customers, Promoters, dealers, agents, builders it must provide accurate disclosures, registration number on the website also on the advertisement along with the allotment letters, payment modes and amount to be paid through electronic medium. It is a possible way to alter the corruption between agents and builders. Buyers can obtain the taxes with stamp duty on the form.
- **Mandatory registration:** Builders must register with the housing regulatory projects and submit all the details of project to the state government authority. Any development of apartment or building can be judged through the mentioned details in future
- **Warranty:** RERA will provide 5-year warranty for structural defects such as electric fittings, tap leakage etc. It helps to maintain the interiors for a time period. It reduces the ambiguity from the buyers to pay extra expenses on such issues. It reduces the risk of developer getting bankrupt or insolvent and give buyer a trust support to buy the property. It gives buyer the right to revoke back is booking and also can for compensation and interest in case the buyer feels that he is cheated. specialized grievance department is setup in order to give the judgement as soon as possible. The act altogether has organize the real estate sector and will construct a bridge of trust between the buyer and the developer.

Disadvantages

- Due to many restrictions on the developer, there is a problem of cash in the sector and hence they have to look for various sources from where they can get cash, this leads to the increase in the price of the unit.
- The growth will be stagnant because 70% of the money of the developer is block in escrow account and that can also need to cash crunch in the sector.
- There will be a supply-demand imbalance if the project is compliance to all the given rules and regulation. Giants developer can develop 2-3 projects within two years and small developer may not get the profit margin which they used to get before.
- If the developer found guilty in any case than he may be punished up to three year of imprisonment or 10% penalty of the total cost of project. This may further delay the possession of the unit and buyer has to wait longer, leading to his financial problems.

CONCLUSION

RERA Act can be classified as buyers' protection act and also it is useful for the builders with a high budget as well as middle class people. Due to this act builders are mandatorily bound to include the technical and professional people. All the possible ways of corruption are totally altered. Corruption between the agents and the builders could be stopped to a greater extent. This has established real estate project process to be highly transparent. RERA add a greater accountability to the developer as they have to deliver project on time and with the said quality and size of the unit. Some changes to this act can make this act a transformation tool of real estate sector.

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STUDY OF THE MAIN REASONS CAUSING LOSSES SUFFERED BY AIR INDIA

¹Dr. Sangeeta Pawar and ²Ms. Gangaur Sharma¹Professor and Research Guide, Department of Commerce, University of Mumbai²Research Scholar, Department of Commerce, University of Mumbai**ABSTRACT**

This paper includes details study of problems faced by Air India from managers point of view managers. Air India has been suffering from losses since couple of decades, the Research scholar has made an attempt to identify the main reasons of these losses.

Keywords: carrier, airlines, managers, operations, Indian airlines, management cost.

1.1 INTRODUCTION**HISTORY OF GLOBAL AVIATION:**

In India, the aviation sector continues to look encouraging. The liberalization of the Indian aviation sector in the mid nineties resulted in significant growth due to the entry of private service airlines. There was, and continues to be a strong surge in demand by domestic passengers, due primarily to the burgeoning middle class with its massive purchasing power, attractive low fares offered by the low cost carriers, the growth of domestic tourism in India and increasing outbound travel from India. In addition, the Government has also focused on modernizing non-metro airports, opening up new international routes, establishing new airports and renovating existing ones.

India is one of the fastest growing aviation markets in the world. A total of 125 airports in the country, which include 11 international airports, 7 custom airports, 80 domestic airports and 28 civil enclaves are managed by The Airport Authority of India (AAI). There are about 450 airports and 1091 registered aircrafts in India today.

Airline Industry has changed the world completely, led to monetary development and world exchange, assisting individuals with meeting up such that was impossible previously, and just ensuring that the world is a more smaller place. Airlines in 2014 associated more than 3.3 billion individuals and 52 million ton of freight more than 50,000 courses, giving 58 million positions and conveying products with an estimation of \$7 trillion, as indicated by the International Air Transport Association (IATA).

AIR INDIA

Air India is the flag carrier airline of India. The airline operates a fleet of Airbus and Boeing aircraft serving Asia, Australia, Europe and North America. Its corporate office is located at the Air India Building at Nariman Point in South Mumbai. Air India has two major domestic hubs at Indira Gandhi International Airport and Chhatrapati Shivaji International Airport. An international hub at Dubai International Airport is currently being planned.

Air India was founded by J. R. D. Tata in July 1932 as Tata Airlines, a division of Tata Sons Ltd. (now Tata Group). During the end of World War II, regular commercial service was restored in India and Tata Airlines became a public limited company on 29 July 1946 under the name Air India. In 1948, after the independence of India, 49% of the airline was acquired by the Government of India, with an option to purchase an additional 2%. In return, the airline was granted status to operate international services from India as the designated flag carrier under the name Air India International.

1.3 SCOPE OF THE STUDY:

The proposed study is restricted to the city of Mumbai. Mumbai is the commercial capital of India and the head offices of most of the airlines companies are located here. Thus, Mumbai makes an ideal place for conducting a research on the proposed topic. Also the data for the proposed research will be collected between the period from 2017-18 to 2019-2020. Air India is one of the oldest airlines in India and handles traffic within the country as well as abroad.

RESEARCH METHODOLOGY

The proposed research is exploratory in nature as it explores the new area of problems and issues faced by the management of the airlines industry with special reference to Air India.

SOURCES OF DATA

For the Research on hand Research scholar has used primary as well as secondary data source to collect quantitative as well as qualitative data.

PRIMARY DATA

Primary data are those which are gathered by conducting survey and which could be unique in character. There are a few methods of data gathering, especially in clear studies. Accordingly data was collected from Air India and Indian Airlines managers at different levels by using google form

Primary data is collected from Air India and Indian Airlines managers at different levels by using google form.

SECONDARY DATA

Secondary data is used only for laying the foundation of research work. Secondary data is the one which has been gathered and compiled by another person. The Secondary data is gathered from various sources like, Annual reports released from Ministry of Commerce and Industry, Various Publications, Several other books, magazines and Search motors like Google, Msn Statistics from government sources, Research papers, Press Releases etc.

SAMPLE SIZE

Research scholar has taken 164 managers as sample size for research out of population of 2000 managers in Mumbai region.

Objectives of the study

To study the major challenges faced by Air India and analyse reasons for failure of Air India from managers view point.

Hypothesis

H1: Air India is badly affected due to wrong Govt policies, High management & admin cost, high operational cost.

H0: Air India is not affected due to wrong Govt policies, High management & admin cost, high operational cost.

Description and analysis of data collected from respondents.**1. Do you think Wrong Government Policies are the main reason for continuous losses of Air India?**

The government stand on Air India has been like a roller coaster. Over the decade the policies and decision had been announced and then reversed back. The priority and the intent to sort out the issue was lacking everytime.

A few decisions are as follows

Government to go ahead with Air India sale, may not retire debt

Tata Group's interest in Air India concerning for Vistara partner Singapore Airlines Government considering reducing Air India's debt and delaying its disinvestment Aviation ministry refuses equity support to Air India

Over the years government has been trying to manage Air India by changing various policies Many a times it appointed best professional directors in the industry but all in vain.

Do you think Wrong Government Policies are the main reason for continuous losses of Air India?			
Response	yes	no	Total
Actual	157	7	164
percentage	96	4	100

From the above table we can see that 157 respondents which makes up to 96 % of the total respondents evergreen that the wrong government policies has led to losses of Air India if the government had taken time lying correct your decisions then Air India could have been saved today the losses are beyond fifty thousand crore and more this could have been avoided if government had taken quick decision and did not delay the actions required. Only 4 percent that is 7 respondents do not agree to this so we can conclude that the government policies relating to Air India went wrong and government could have done something better than this.

2. Do you think High Management Cost is the main reason for continuous losses of Air India?

The costs associated with administration of an enterprise, including salaries, informatics support, tangibles and intangibles, which are required to maintain the enterprise but do not contribute to the products or services that comprise its proprietary objective(s).

As a general rule, a business can claim a tax deduction for the salary, wages, commissions ... your goal is to make sure your compensation is "just right" -- not too high or too low Premium Services for Business Owners, Managers & Advisors.

Do you think High Management Cost is the main reason for continuous losses of Air India?			
Response	yes	No	Total
Actual	104	60	164
percentage	63	37	100

From the above table we can see that when respondents were asked whether they feel that the management cost that is P packages to management employees of Air India where Too High and were reason of losses to Air India in response to this respondents 104 respondents said yes which have to 63% it means the take packages 82 to management of Air India where too high then industry norms whereas 37% of the respondents say that the paper packages were as per the norms or standards in the aviation industry what researchers is that if the company is making losses then they should have corrupt the happy packages and should have reduced it by 30 40 or maximum 50% so as to reduce the burden of losses of Air India around 104 respondents that is 63 % of the total respondents do feel that the tea packages to the management employees are too high and this has led to the increasing losses of Air India 63% of respondents is not a small number so one should be very concerned about the mandate given by the respondent

3. Do you think high Operational Cost (Fuel cost, Loading Cost, Flight maintenance cost etc) is the main reason for continuous losses of Air India?

Do you high Operational Cost (Fuel cost, Loading Cost, Flight maintenance cost etc) is the main reason for continuous losses of Air India?			
Response	yes	no	Total
Actual	70	94	164
percentage	43	57	100

From the above table we can see that 70 respondents that is around 43% of the respondents is that the operational cost which includes fuel cost loading charges flight maintenance cost except Ram is very high in case of Air India as compared to other airline companies and this is increasing the losses of Air India so if company can reduce its high operational cost on fuel loading charges and flight maintenance cost it can definitely reduce its losses whereas 94 respondents that is approximately 57 % of the respondents say that the operational cost that is cost of fuel loading charges flight maintenance is at or or near about same as is for other Airlines so company cannot save much by trying to reduce its operational cost

CONCLUSION

Air India is badly affected due to wrong Govt policies. the government policies relating to Air India went wrong and government could have done something better than this..It is badly affected due to High management & admin cost also as the salaries and perks given to management people were above the industry standards. Although It is not unaffected due to high operational cost.

SUGGESTIONS

Management should take steps proactively to adapt itself to any decisions taken by government. Management should try to reduce and control high management and administrative cost to increase its efficiency. After all Air India has plus points of professional management and dedicated employees, two most important active factors which can turn fortune to its favour. This will make area more efficient to stand tall and make itself counted amongst the top airlines in the Indian aviation industry.

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ROLE OF STATISTICS IN BUSINESS RESEARCH

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ABSTRACT

Statistics play an essential role in nearly all businesses and form the backbone for all future development strategies. Businesses closely analyze data and statistics to work out what they are doing right and what is working for the company while also determining what needs immediate attention or changing if things are not going well.

.Every business plan starts with extensive research and this is all compiled into statistics that can influence a final decision. Almost all businesses need to apply for bank loans when they are starting out or when growth is initiated. The bank will only grant a loan if they can see extensive statistics to indicate the business will make the money they claim and thus will be able to repay the loan. If a business went to a bank without any statistical evidence, it is extremely unlikely the bank would approve the loan request.

Many businesses need to pay income tax for the government based on the entire profit or loss of company and that will be found by using statistical methods either parametric or nonparametric methods. By using that statistical evidence company will pay the income tax and give increments to employees working in their company. Statistics help development and learning, so their role in business should never be underestimated. The traditional business model would simply not work without access to detailed statistical reporting as any direction would be lost and keeping track of finances would be almost impossible. In this paper the role of different statistical tools in Business is discussed.

Keywords: Statistical tool, Mean, Mode, Time series, Correlation.

INTRODUCTION

The word statistics is used in two different senses in plural sense statistics means data and in singular sense Statistics is a science which deals with the collection, presentation, analysis and interpretation of some numerical data.

Statistics is particularly useful branch of mathematics that is not only studied theoretically by advanced mathematicians but one that is used by researchers in many fields to organize, analyse and summarize data. Statistical methods and analyses are often used to communicate research findings and to support hypotheses and give reliability to conclusions. It is important for researchers and also consumers of research to understand statistics so that they can be informed, evaluate the credibility and usefulness of information and make appropriate decisions in business research.

OBJECTIVES:

1. To facilitate comparison by measures of central tendency of different companies profits in a year
2. Correlation analysis enables the executive to estimate costs, sales price and other variables on the basis of some other series with which these costs sales prices may be functionally related.
3. To establish the cause and effect relation by correlation in the area of sales and demand in business
4. To understand that Time series plays a role in calculating trend of different products and predict the values of that product.

RESEARCH METHODOLOGY:

Sources of Data: The study is based on secondary data that was collected from magazines and journals on statistics and some published papers collected from websites have also been used as sources of data.

SAMPLING PROCEDURE:

The role of statistics in business consists of random sampling procedure for collecting the samples.

FRAME WORK OF THE ANALYSIS:

The secondary data collected from different sources are analyzed using some examples which are grouped under 4 categories. Calculations were made to test the role of statistics in business research and concepts such as Mean, Mode, Correlation, Time series are used.

Some Statistical Methods Play A Role in Business:

There are lot of methods in statistics .Different methods are used in different research works. Here I am denoted some methods which play different roles in different business researches.

Measures of central tendency:

One of the powerful tools of analysis is to calculate a single average value that represents the entire mass of data .By using only one value we denote total behavior of data. The measures of central tendency are:

- 1) Mean 2) Median 3) Mode

Here we study two models Mean and Mode.

Mean: The most popular and widely used measure for representing the entire data by one value is called an average or mean. By using this, average value identifies the data nature and estimate the value of data. Some examples are stated here.

Examples:

1. The figure of average sales for August may be compared with the sales figure of previous months or with the sales figure of another competitive firm.
2. Performance of employees of a company for the entire year.
3. The travel bus owner decides the cars to travel between the areas based on average people went every day at which place. Here average plays an important role to improve his travelling business.

Problem; In a certain factory a unit of work is completed by A in 10 minutes ,by B in 12 minutes ,by C in 8 minutes Then what is the average number of units of work completed per minute.

Sol: In the problem we find the average completed time for the work.

Given that work completed by A= 10 minutes B=12 C=8

$$\text{Average} = 10 + 12 + 8 / 3 = 10$$

Hence the average completed time for those units of work is 10 minutes.

Here, average plays a role to allocate number of persons to complete the work in certain time. Mainly this tool is used to find average for any type of values.

So the statistical tool Mean plays an important role in business research for identifying employees work performance to give increments by using the average of employees performance.

Mode: The observation which occurs most frequently in a set of observations and around which the other items of the set cluster densely. Statistics has many applications in business such as in manager's role in performance management. A manager collects data about employee productivity such as the number of tasks completed or the number of units produced. He must analyse data to find ways in which an employee should improve to achieve maximum productivity.

For example: If a manager finds that an employees' number of finished outputs drops by 24 present every Thursday. He should communicate with the employee setting the expectations that his output will remain above a minimum level every day of the work week.

Example: In the year 2018, the presence of 250 employees in the month of September and October is:

Weekdays	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
September	236	241	235	198	196	161
October	221	234	210	235	211	154

Here every Saturday least number of employees come to the factory compared to normal days. The manager finds that the employees remain absent on Saturday compared to other days and so he tries to improve the attendance of this day. Hence, Mode plays an important role in business research.

CORRELATION

Correlation coefficients are indicators of the strength of the linear relationship between two different variables, x and y. The possible range of values for the correlation coefficient is -1.0 to 1.0. In other words, the values cannot exceed 1.0 or be less than -1.0. A correlation of -1.0 indicates a perfect negative correlation and a correlation of 1.0 indicates a perfect positive correlation. If the correlation coefficient is greater than zero, it

is a positive relationship. Conversely, if the value is less than zero, it is a negative relationship. A value of zero indicates that there is no relationship between the two variables. The correlation is denoted by r .

Example:

- 1) To find the relationship between the net profit and cash flow
- 2) To find the relationship between sales persons and number of sales.
- 3) To study the relationship between price and supply, income and expenditure or Advertising expenditure and sales.

In business correlation analysis enables the executive to estimate costs, sales price and other variables on the basis of some other series with which these costs and sales prices may be functionally related.

Problem: The following are the monthly figures of advertising expenditure and sales of a firm. It is generally found that advertising expenditure has its impact on sales. We now check that there is any relationship between advertising expenditure and sales.

Month	June	July	Aug	Sept	Oct	Nov
Advertising Expenditure (X)	43	21	25	42	57	59
Sales (in thousands) (Y)	99	65	79	75	87	81

Solution:

X	Y	X^2	Y^2	XY
43	99	1849	9801	4257
21	65	441	4225	1365
25	79	625	6241	1975
42	75	1764	5625	3150
57	87	3249	7569	4959
59	81	3481	6561	4779
$\Sigma x = 247$	$\Sigma y = 486$	$\Sigma x^2 = 11409$	$\Sigma y^2 = 40022$	$\Sigma xy = 20485$

From our table:

$$\Sigma x = 247, \Sigma y = 486, \Sigma xy = 20,485, \Sigma x^2 = 11,409, \Sigma y^2 = 40,022$$

n is the sample size, in our case $= 6$

$$\text{The correlation coefficient} = \frac{6(20,485) - (247 \times 486)}{\sqrt{[6(11,409) - (247^2)] \times [6(40,022) - 486^2]}} = 0.5298$$

The range of the correlation coefficient is from -1 to 1. Our result is 0.5298 or 52.98%, which means the variables have a moderate positive correlation. The correlation is positively correlated and hence we conclude that sales will depend on advertising expenditure. Here we see the relationship of sales and advertising by correlation method.

Thus, correlation plays an important role to identify the relationship and then we get the best conclusion for any type of problem. The statistical tool correlation plays an important role in cause and effect relationship of variables in business research.

TIME SERIES:

The time series analysis is a very important statistical tool which is used in business for the study of trend in order to obtain the estimates of the probable demand of the goods.

When you have data, a quantitative technique based on time series can give reliable forecasts. Time series forecasting uses historical data to develop a matching series over a given time. If sales of a product decreased over the summer but peaked at Christmas every year for the past 5 years, then you can forecast the same behavior for next year. If total sales increased steadily by 5 percent per year over the last 10 years, you can forecast that they will increase 5 percent per year over the next 3 years. Time series forecasting gives specific

answers but needs consistent data trends. Seasonal and cyclical movements in the phenomenon for determining the business cycle.

Season	Ice creams	Sweaters	Cool drinks
Summer	10	4	21
Winter	25	16	3

We see in different seasons different products show more sales and less sales. By sales we identify the trend of products in different seasons company improves the turnover of products in seasons.

By the seasons we observe that the sales of items here time series component plays a role to identify the demand of items in seasons. The statistical tool time series plays role in business research to identify the demand of products in the seasons.

CONCLUSION

In this paper we have seen that every statistical tool plays a role in business research for improving the business in different departments .For the reason that by Mean we calculate average number of employees working in a company and the average time to complete the work in certain time period. The statistical tool Mode plays the role where the repeated problem occurs in the business and the cycle of business in a year of the company. Correlation helps us to study the behaviour or relationship between two variables. The statistical tool Time series plays an essential role to identify the demand of various products in different seasons. Thus every statistical tool plays an important role in business research.

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STUDY ON THE EMERGING CONCEPT OF CLOUD KITCHEN IN GLOBAL BUSINESSES

Simran Narang**ABSTRACT**

The concept of cloud kitchen gained momentum with the onset of the Covid-19 pandemic and normal life thus coming to a standstill. Consumers of various age groups were surveyed to know their take on the concept of cloud kitchen. The purpose of this study is to ascertain how people are reacting to the emerging concept of cloud kitchens and are slowly adapting to the new normal. It studies the factors that differentiate cloud kitchens from traditional kitchens(restaurants) and also the impact that the pandemic has had on consumer interaction with food delivery. Food delivery globally has been experiencing massive growth and has also become an essential service. Rapid development in technology has given a further push to cloud kitchens. The factor of hygiene and safety has become a priority.

Keywords: cloud kitchen, pandemic, food delivery.

INTRODUCTION

Cloud kitchen is becoming a popular option for a restaurant or a food-based business as the demand for food delivery is rising. Due to the covid-19 pandemic and lockdowns being imposed everywhere, restaurants were affected badly and were eventually closed off. However, during the lockdowns, food delivery continued in full swing. Traditional kitchens, that is restaurants, switched to delivery-only options that are turning themselves into potential cloud /ghost kitchens to make up for the losses they had suffered. Online food delivery and cloud kitchens were slowly gaining popularity even before the pandemic struck the world, but its relevance hit the roof during covid-19. Cloud kitchens are fully online-based food aggregators that supply food in the mode of delivery only (which followed covid-19 guidelines of social distancing, when convenience and safety were of utmost importance), having no dine-in facilities. Cloud kitchen operates at a low cost. One can open a cloud kitchen at one-third of the cost and time taken to open a traditional kitchen/restaurant. The major cost involved in opening a ghost/virtual/cloud kitchen is to establish a strong delivery network and invest in good quality packaging.

The concept of cloud kitchen: Cloud kitchen refers to a place where food is prepared and delivered at their customer's doorsteps. It is a delivery or takeaway concept with no physical space or dine-in facility. This concept is also known as virtual/ghost/satellite kitchens. Orders are placed through mobile applications, websites, through food delivering applications like Swiggy, Zomato, etc. The concept of cloud kitchen has proved that a business can easily run and flourish even without the importance of location, ambiance, and proper infrastructure.

REVIEW OF LITERATURE

- Nikhil Chabra and Arpit Rana (July 7, 2021) focused on the reasons that differentiate cloud kitchens from traditional kitchens (restaurants) The impact of COVID-19 on consumer interaction with food delivery, specific to cloud kitchens. The main theme of his paper was to study consumer behavior specific to cloud kitchens in terms of expectations and prioritization of elements related to food delivery.
- Dr. Arun Sherkar, Dr. Mayola Fernandes, Dr. Seema Zagade surveyed consumers to ascertain their preferences related to cloud kitchens and restaurants and also to study the importance of safety and hygiene it had for the consumers.
- Mr. Praful Sarangdhar, Dr. Vinod Mohite, and Mr. Swapnil Kharde (January-March, 2021), discuss the concept of a cloud kitchen in India and the essentials for its setup. They have explained various models in practice and challenges faced by the new sector.
- Shaik Mehnaz, Monali Baskar, and Professor Venkteswar analyzed ghost kitchens and how they have evolved recently due to the pandemic. It discusses the conceptual models of cloud kitchens and demonstrates an important link between the concept and the covid-19 pandemic.

STATEMENT OF PROBLEM

The research on 'Study on the emerging concept of cloud kitchen in global businesses' emphasizes how the preferences of the consumers are changing rapidly due to the covid-19 pandemic and how they are exploring various alternatives. The study provides in-depth insights of the consumers on the concept of cloud kitchens. The researcher has focused on knowing how consumers are becoming more inclined towards cloud/ghost kitchens.

OBJECTIVES OF STUDY:

- To study the emerging concept of cloud kitchen in India.
- To explore the preferences of consumers of cloud kitchens over traditional kitchens.
- To gather information about the changing preferences of consumers during the pandemic.
- To capture the experience of consumers who used cloud kitchen.

RESEARCH METHODOLOGY:

SCOPE OF STUDY:

The study includes consumers ranging from less than 18 years of age to consumers 60 years and above. The data was collected from both males and females.

TYPES AND SOURCES OF DATA:

- **Primary Data:** Consumers of various age groups who use online food delivery services were surveyed with structured questions. The information was collected with the below-mentioned method.
- **Secondary Data:** Reports, previous research papers, articles, and websites were referred to for studying the topic.

SAMPLING TECHNIQUE:

Method of Non-Probability sampling technique was used.

- Convenience Sampling: This kind of method aims to obtain a sample of convenient consumers who are willing to give information. Consumers were surveyed as per the researcher's convenience and availability.

SAMPLE SIZE:

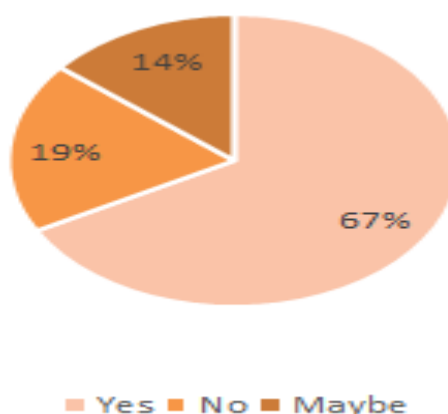
The sample size taken is 100 which includes both male and female consumers of various age groups.

LIMITATIONS:

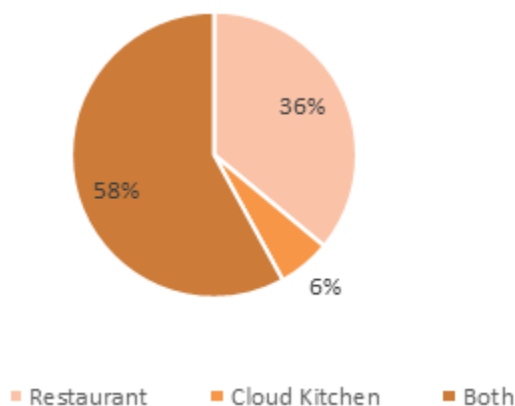
- Due to the limitation of time, the sample size is kept very small.
- Due to the biases of the researcher, limited people were surveyed.
- The lack of empirical data on cloud kitchens has also restricted the reach and feasibility of this research.
- Preferences of a consumer are dynamic so nothing definite could be concluded.

DATA ANALYSIS AND FINDINGS:

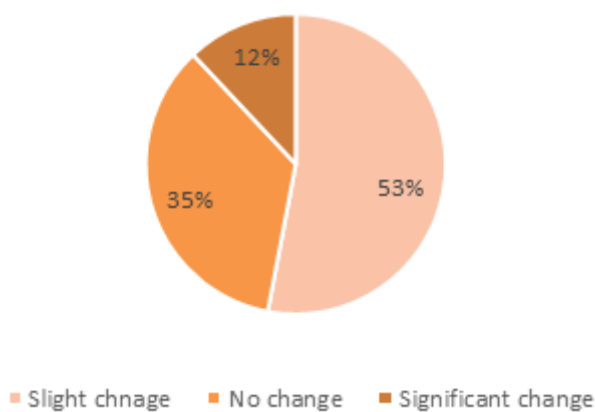
- 100 consumers were surveyed, both male and female of various age groups.
- Maximum consumers (67%) were aware of the concept of cloud kitchens or ghost kitchens.



- Out of 100 consumers, 69 consumers believe that the pandemic has affected their preferences in ordering food. One has started thinking twice before ordering something from outside.
- 87% of consumers chose the mode of mobile applications (Swiggy, Zomato, etc.) for ordering food at home. 9% went for the takeaway option and the remaining 4% preferred ordering directly from the restaurants or food joint websites.
- Consumers had a neutral response on the preference of cloud kitchen and traditional kitchen i.e., the restaurants. Since cloud kitchen is an emerging concept, consumers have slowly started to adopt it.



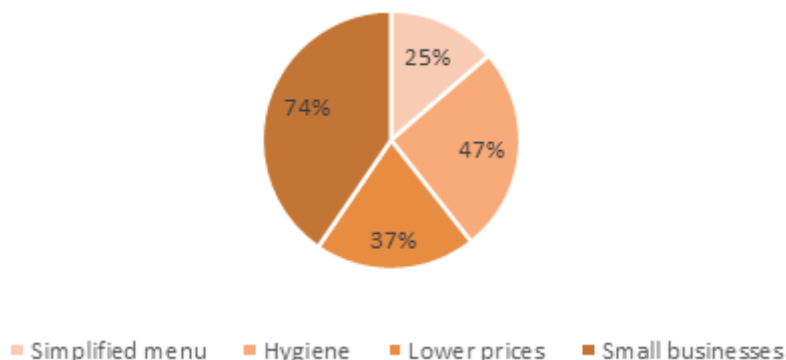
- Restaurants being the run-of-the-mill concept consumers prefer to order in food or go for the takeaway option. They are a lot of factors that influence their preferences. 46% prefer traditional kitchens because of their familiar taste and their liking for a specific cuisine. Trust plays an important role for the 40% ordering food from restaurants. They trust the quality, quantity, taste, etc. The remaining 14% of the consumers surveyed, order food from restaurants because they have been to a particular restaurant a lot of times and are loyal customers.
- There are a lot of reasons behind consumers' inclination towards ordering food from cloud kitchens. The purpose of a cloud kitchen is to prepare food for delivery or takeout only with no dine-in facility. After the pandemic mostly everyone preferred safety and comfort over anything else, due to which more than 50% of consumers chose convenience/comfort as an important reason. Quality, value for money, hygiene are other reasons why people are slowly becoming inclined towards the concept of ghost/cloud kitchens.
- Everyone orders food at home. Food delivery has become the new normal. Approximately 65% of the consumers order food online once a week. Some consumers avail the food delivery facility 4-5 days a week or even on all days of the week.
- When it comes to food quality, 53% of consumers experienced a slight change in food when ordered at home. 35% felt no change in the quality while the remaining 12% experienced a significant change in the quality of food delivered.



- Most of the consumers did not pay attention to the portion size of the food delivered as 36% of them were neutral to the fact whether there is a change in the portion size or not and 36% of them did not experience any difference in the quantity of food. However, 28% of the consumers did feel a change and opted for the 'yes' option when asked about the portion size.
- Food delivery speed has become equally important as food delivery for consumers. The speed matters for almost 79% of the consumers surveyed. Quicker the delivery, the happier the person who ordered the food.
- 80% of the consumers surveyed are satisfied with the packaging of the food delivered at their doorsteps. The remaining did not pay much heed to the packaging.
- According to the responses received from the consumers, the key limitations for a cloud kitchen are that they are not able to provide an overall dining experience to the customers and they have a customer base

for a restricted area. Other limitations according to them are that ghost kitchens face difficulty in reaching customers and offer limited choices of menu.

- There is a need for more cloud kitchens to promote small businesses according to 74% of consumers. 47% of consumers believe that cloud kitchens prepare food hygienically therefore, there is a need for more of them. 25% of consumers state that cloud kitchens serve simplified menus. Simple and wholesome ingredients with no complexity are the foremost reason why we need more cloud kitchens. Cloud kitchens have lower prices as compared to restaurants as they have low operational costs. 37% of consumers have responded for lower costs.



SUGGESTIONS AND RECOMMENDATIONS:

- The concept of cloud kitchen also known as ghost/dark/virtual kitchen has gained momentum after the pandemic struck the world.
- Consumers have started looking at restaurants, food delivery, etc. through a new lens.
- This crisis has changed consumers' perception of the traditional kitchen and they are slowly adapting to the concept of cloud kitchen.
- Food delivery service has become the new normal. Any cloud kitchen or restaurant delivering food would fail if the delivery service is not perfect to the t.
- Consumers were concerned with the limited choice of menu. Entrepreneurs can increase choices in their menu by adding a little more variety for customer satisfaction.
- After covid-19, hygiene and safety are the main concerns. Entrepreneurs can give assurance to their customers by proper packaging of food. Food should be packed in proper containers to preserve the taste and quality of food. The food containers should be properly sealed and they should try for no-contact or zero contact delivery.
- Cloud kitchens can adapt trends such as DIY food kits and ready-to-cook marinades, helping take-out businesses secure their foothold in the market.
- Transparency in billing can be maintained. Even if there are extra charges that need to be added, customers can be informed beforehand. This would help them win customers' trust.
- With so much advancement in technology, one can have a feature in mobile applications that not only tracks the order but also highlights areas with heavy traffic that could be a cause of delay in delivering food.
- Various discounts, schemes, memberships, and combo offers can attract customers.
- Delivery people can be trained with basic delivering etiquette and how to communicate/interact with customers.
- Feedback is a significant part of knowing their consumers better. It gives the customers assurance and also increases the profitability of the business.

CONCLUSION

In the current scenario, a business can either adapt, innovate or perish. Innovation is an essential part of business and only those who innovate to keep pace with the changing business environment can survive during the hour of crisis. Cloud kitchen is a definitive need of time over the conventional kitchen. These ghost kitchens ensure peak efficiency and satisfy consumer's needs such as quality of food (which is the USP), hygiene, delivery at

doorsteps without compromising due to physical management problems and there is less inventory that comes with the concept of traditional kitchens. Covid-19 has deeply impacted consumers' tastes and preferences. Changing preferences have made consumers seek out models such as cloud kitchens, where a lot of factors are met, yet, there is a long way to go for them. In comparison to a restaurant, cloud kitchens are more cost-efficient, there are fewer operational costs due to which the rates of the food available are not high. Good ambiance and dining facility do not matter as food is delivered at the doorsteps of a consumer. Automation plays a very important role and acts as an advantage for cloud kitchens as orders are placed online and with the help of the advancement of technology a customer can track its order easily. This concept of cloud kitchen has emerged itself and has given tough competition to restaurants. They have made a way for themselves to the extent that restaurants started following their business model during the covid-19 pandemic to wave off their daily operating expenses and earn minimum profits. This proves that every cloud has a silver lining i.e., every difficult situation allows us to upgrade and innovate ourselves and one who adapts themselves to change with time can sustain any given situation.

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A PILOT INVESTIGATION INTO THE STUDENT PERCEPTION OF TIKTOK WITH A VIEW TO ITS POTENTIAL USE AS A RECRUITMENT TOOL FOR HIGHER EDUCATIONAL INSTITUTIONS (HEIS)

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Purpose: This study is a pilot investigation into the perception of students using TikTok as a social media platform. The research further analyzes the use of TikTok as a communication channel to support recruitment at HEIs internationally.

Methodology: As the study attempts to map student perceptions, the focus group approach was employed to gather qualitative primary data. The opinion-based information received was analysed using the experiential marketing model. The marketing funnel framework was utilized to determine the appropriate stage where TikTok could be used to support student recruitment.

Findings: Feedback from students in the focus groups confirmed the importance of the use of music, humour and images in high engagement video sharing on the focused social networking service. The study recommends the strategic use of TikTok to create awareness among potential students at the top of the Recruitment Funnel.

Research Limitations: This cross-sectional research is based solely on the opinion of students at the University of Central Lancashire (England).

Originality/ Value: This paper reflects on the links of experiential marketing and the recruitment funnel, to higher levels of engagement with TikTok videos and the use of these within a HEI. The research paper examines the student experience of using TikTok and student perception of using it as a tool for recruitment to support academics and marketing support staff.

Keywords: TikTok, experiential marketing, recruitment funnel, student recruitment, higher education, Lancashire School of Business and Enterprise.

INTRODUCTION

‘TikTok the social media app owned by the Chinese firm ByteDance’ (Handley, 2021, p.39). ‘TikTok was the world’s most downloaded app last year. With its 732 million monthly active users, TikTok is the app of the moment, and likely the app of the future. It’s the new Facebook.’ (Stokel-Walker, 2021). The authors wanted to examine the potential use of TikTok videos provided by the university in which they were employed to support their roles as academics to drill down exactly what prospective undergraduate students wanted to see on TikTok videos and explore the semantics of exactly what constituted engaging TikTok videos.

OBJECTIVES OF STUDY

1. To analyse the students’ perception towards TikTok.
2. To assess the type of content that engages students on social media.
3. To study how users perceive the presence of HEIs on TikTok.
4. To apply the Experiential Marketing model and the Marketing Funnel approach to analyse how TikTok can support student recruitment.
5. To suggest recommendations to HEIs, that may support their recruitment process, by using TikTok to improve engagement with potential students.

RESEARCH METHODOLOGY

To suit the objectives of the research, two focus groups of sixty minutes duration were used for primary qualitative data collection, as they have proved to be an effective tool for gathering opinion-based data in depth (Winlow et al, 2013). Further, Winlow et al (2003) found that in an academic context, a purposive sample may be more appropriate and thus judgmental sampling (Cameron, 2000) was used to identify university students who were TikTok users for this study. Morgan and Scannell (2013) concluded that it may not be possible to accurately pre-determine the size of focus groups, but the authors aimed to have six participants to facilitate a

vibrant discussion (Wibeck et al, 2007). There were two no-shows and the final sample size was thus four participants which Onweugbuzie et al. (2009) stated is advantageous, as it allows each participant to play a prominent role in the discussion. Additionally, smaller groups are more likely to produce useful data (Hopkins, 2007).

The approval for the research was obtained from the Lancashire School of Business and Enterprise and all respondents have duly submitted the consent forms.

Focus Group Composition:

Gender	
Females	04
Total	04
Age Groups	
19-21	03
22-25	01
Total	04
Ethnicity	
British Asian	01
British Black	01
British White	02
Total	04

Qualitative Analysis:

Please see Appendix A for summary of the key points from the focus groups. All participants reported that their friends also use TikTok. The language often used during the focus groups highlighted how compelling and engaging the platform is.

Participant 2: "Originally, I got on to TikTok because everyone was talking about it and like friends and stuff were like, "have you seen this?"

Participant 3: "My friends use TikTok pretty much all the time."

The main motivation and reasons for using TikTok, confirmed by all participants, was as a form of entertainment.

Participant 2: "It's just kind of a way to kind of switch off and so for TikTok for me... it's just still entertainment and it's just you know, quick videos."

Learning, ideas and inspiration was also mentioned by all participants during the focus groups as a reason to use TikTok.

Participant 2: "To get ideas - it's almost like an interactive Pinterest board, and so sometimes you can kind of search things."

Participant 3: "I do a lot of home cooking due to certain things I have to have like in my diet. I try and make everything fresh, so by watching cooking recipes on TikTok I can understand how different people make different things, how they impersonate to them, which kind of motivates me to understand more."

Feedback from students in the focus groups confirmed the importance of the use of music, humour and images in the most engaging content on TikTok. All participants recognised the importance of music in TikTok content.

Participant 2: "It is quite important but I think it depends on the kind of content you're trying to see as well, because if it's like something for entertainment then I do like it to have - like you know - a good song to the video, but if it's something like - I don't know, maybe I'm researching something or whatever, or I'm looking for some specific piece of information"

Humour was also very important to the participants when viewing content on TikTok. The social media platform was often discussed in terms of mental health and being joyful – a place to go that can enhance your mood and cheer up the user.

Participant 1: "I don't really follow people, but I'll follow brands."

There was also much respect for brands that were creating good content on the platform, such as Innocent Drinks and a recognition that they were getting "value" from following that brand. With regards to the

demographics there was some discussion how TikTok is for “young people”, however, people of all ages were enjoying it, once they understood it better.

Participant 3: “It's what the young people use.”

Participant 1: “My age group and yeah, maybe the older ones don't really like as much because they think it's stupid but then I think they get addicted because it is so funny and then they start posting stuff about their work or about their dog or their cat or their kids even and then they start to get addicted to it.”

There were interesting discussions around institutions, such as University of Central Lancashire, and TikTok. Initially, the feedback seemed to suggest that universities did not have a place on TikTok:

Participant 4: “So, like I would say like for younger generations because I asked my little sister and she said like TikTok is supposed to be fun and for entertainment and educational stuff is too serious and it's supposed to be professional so like she wouldn't expect to see this stuff on TikTok.”

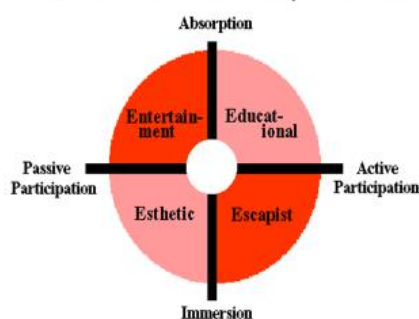
It is important that video content on TikTok is considered to be honest, credible and trustworthy with the audience viewing this material, otherwise, the viewer will not fully engage their senses, immerse themselves in the viewing experience, nor feel the material is authentic.

Links to Experiential Marketing Theory

When considering the design of TikTok videos to assist recruitment it is worth noting the Pine and Gilmore (1999) theory on experiential marketing (see Figure 1 below). Lucy Handley when writing for the ‘Catalyst’ publication in 2021 for the Chartered Institute of Marketing noted that Essi Nurminen, Head of Strategy at agency Born Social said “TikTok had definitely taken the world by storm and part of the reason why is the key immersive experience that it provides makes it super easy to spend time with.” This immersive experience should ideally encourage high levels of engagement in the viewing process and ultimately lead the students to want to engage with a ‘call to action’ to contact the university about a prospective undergraduate programme of study.

Figure 1 (Pine and Gilmore, 1999, p.30)

Four realms of an experience



Source Pine & Gilmore 1999

Degree of experience will depend on the level of theming on offer

Considering the Pine and Gilmore model of the realms of an experience and some of the learning shared within the focus groups, below are some initial ideas of what a TikTok video should consider.

Entertainment

Participant 3: “Anything on TikTok has to be catchy. It's short. It needs to be quick. It needs to be eye catching, for people to remember it.”

This is an opportunity to present a different side to the institution and capture interest. Universities are traditionally quite formal and closed institutions until you are a part of them. How can they appeal to those that are not familiar with them? How can information be presented in a more appealing way? ‘A little-noticed policy shift in May: the release of the TikTok login kit. Where we can now log in to Tinder, Spotify and hundreds of other apps and websites using our Facebook account, soon we could do the same with TikTok.’ (Stokel-Walker, 2021).

Educational

‘Grabbing the attention of TikTok’s Gen Z users arguably no easy task but Nurminen suggests brands build an organic presence via their own account, try out running some ads and work with creators to put together

content. And she says short, simple posts that tell a story and where something surprising happens, works best.' (Handley, 2021, p.39).

Aesthetic

What is it like to be at this university? What does it feel like to be a student here? What are the opportunities it can bring? How can the university culture be shared via TikTok? There is an expectation that effects and trends are understood and used properly. Good knowledge of the platform is needed and can then be used to the best advantage.

Escapist

The research has established the importance of music and nostalgia could be another powerful way to resonate with the target demographic.

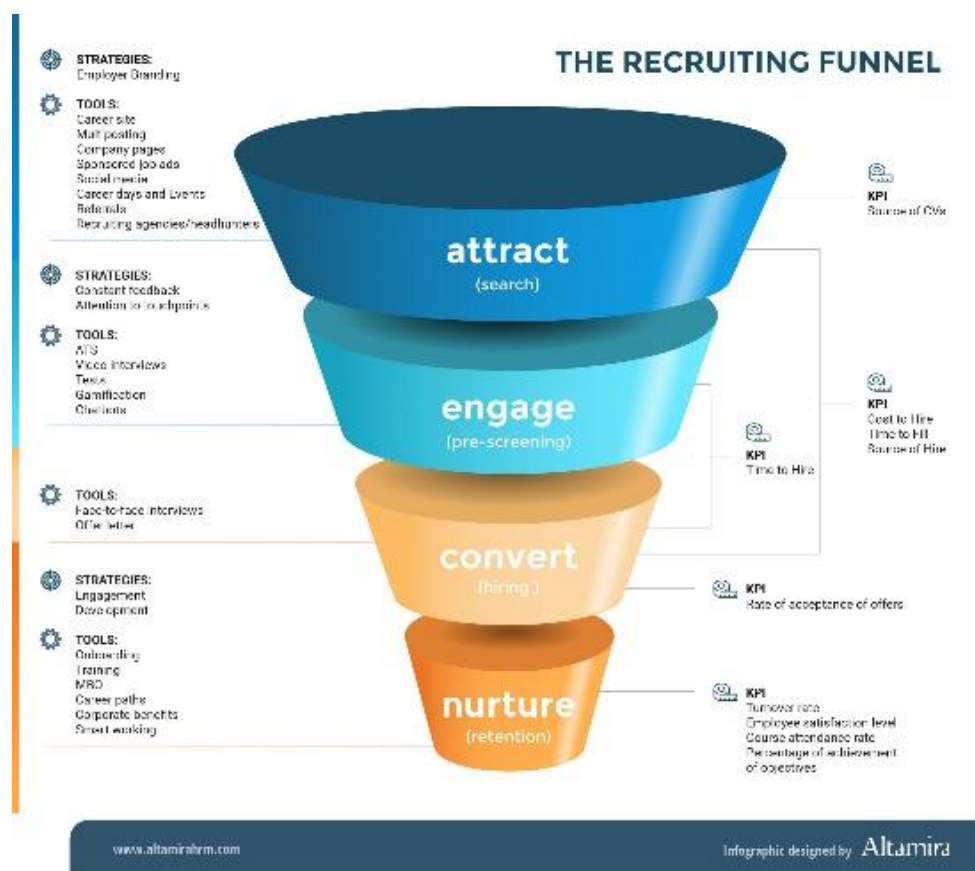
Participant 3: "Songs are everything at the moment, like you've been in lock down like a lot of people turn like to music to listen to.... Yeah, it could bring something back say which was like a hit eight years ago and that could trend."

TikTok seems to be used almost as a search engine, following the path of YouTube, which is the second biggest search engine used after Google (Global Reach, 2020).

'Niche content gets particular attention from users of the platform according to Alison Haljun, President and Co-founder of beauty start up Kinship', (Handley, 2021, p.39).

The Marketing Funnel

Based on the traditional but effective AIDA (Elias, 1903) concept, the marketing funnel is an efficient tool to analyse the journey of prospective customers through various stages of the purchase decision. This consumer-oriented approach helps institutions to develop marketing strategies for each stage of the funnel (Debb and Stern, 2002), from the time the product or service acquires the users' attention to the moment of purchase. The methodology has been successfully utilised for planning a range of sales related activities (Rantanen, 2012) including student recruitment processes in HE (Smith et al, 2021).



Source: www.altamirahrm.com

While assessing the modes of student recruitment, Choudaha (2013) had inferred that social media platforms are a good channel for HEIs to reach prospective students as they provide an appropriate equilibrium between being in control of the marketing communication and adapting to student trends. While Rutter et al. (2016) have

ascertained that HEIs that engage with their followers on social media accomplish more desirable student recruitment results.

TikTok being immensely popular among the youngsters, could be used by HEIs as a channel to reach prospective students who may not be aware of the courses offered by the institution. Thus, TikTok could be strategically used at the 'attract' stage of the funnel to generate leads at the 'Top of the Funnel' a.k.a TOFU (Ellis, 2021). Once these users have viewed the informative TikTok videos they can be 'engaged' at the 'Middle of the Funnel' a.k.a MOFU (Ellis, 2021). The interested students can be then be directed to the institution's website for further information on suitable courses and the admission team can 'convert' them into students at the 'Bottom of the Funnel' a.k.a BOFU (Ellis, 2021).

CONCLUSION AND RECOMMENDATIONS

Building on the experiential marketing and the marketing funnel theory it is important that TikTok videos created for the university focus on key senses and emotions which students feel when wanting to study at university. The videos should focus on how the university and the city in which it resides be brought to life. TikTok videos should ensure that music, images, memories will capture the attention of the target audience.

A few clear recommendations have emerged during this research project which should be considered if a HEI is considering having a presence on TikTok:

- External relations at institutions need to understand exactly what new and existing students want to see on TikTok. This will mean communicating with all students and establishing a working group which will be student focussed.
- TikTok videos should meet the requirements of being honest, trustworthy and credible by ensuring that GDPR is followed and do not show offensive images, follow all-inclusive procedures.
- For students who know the subject they wish to study but haven't decided on their university choice TikTok videos could be used to convert applicants following open and applicant days.
- For students who have already made a firm choice for the university TikTok videos could be used to help convey information to the new students to help them settle in and assist with university retention strategies.
- For existing students TikTok videos could be used to provide information to assist with retention strategies and strengthen employability opportunities.
- HEIs can establish supervised student groups to produce TikTok videos for local businesses. This will help enhance student engagement, their employability and forge links with external partners.

As this study has demonstrated, students have strong views on what they like on TikTok. Additionally, this study provides fruitful avenues for further research. The findings of this work will help HEIs to develop a suitable TikTok strategy and improve online student engagement. The key is improving the student experience.

TikTok's Time is Here!

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ANALYSIS OF VARIANCE FOR ADAPTATION TO TECHNOLOGY IN TEACHING, LEARNING AND EVALUATION IN ACADEMICS

Dr. Vinay Pandit¹ and Mr. Ronak Sevra²¹Assistant Professor, Mathematics and Statistics Department, Lala Lajpatrai College of Commerce and Economics²Devta College of Education and Research**ABSTRACT****OBJECTIVE**

In the education field innovation and technology has been the continues influential element within the vast array of education strategies, pedagogies, plans of action and processes which are designed to enhanced literacy in the field of education. During Pandemic Teaching fraternity are realizing the need and applicability in the education sector, thus focusing on technologies which helped in tutoring in the professional growth of all stake holders. The research paper focuses on the importance of Technology in education sector and its importance for overall development of the students.

Methodology: *The researcher has made an attempt to find the prominent factors which are responsible for the innovation in teaching learning and evaluation and adapting these changes in field of academics. For the same the data collected was from teachers teaching at graduate and postgraduate level and students of degree college.*

Findings: *Adaptation to Technology in Teaching, Learning and Evaluation in Academics was found significant in academics during pandemic.*

Keywords: *Adaptation, Teaching, Learning and Evaluation*

1.0 INTRODUCTION

In the education field innovation and technology has been the continues influential element within the vast array of education strategies, pedagogies, plans of action and processes which are designed to enhanced literacy in the field of education. During Pandemic Teaching fraternity are realizing the need and applicability in the education sector, thus focusing on technologies which helped in tutoring in the professional growth of all stake holders. Although technological know-how is sooner or later being built-in into education, its use for educating and getting to know nonetheless stays a challenge. Despite the truth that many faculties nowadays are privileged to have prepared get right of entry to technology, educated teachers, and a beneficial coverage environment, the use of science in the lecture room is nevertheless low. Some attribute low degrees of technological know-how use in training to the pedagogical beliefs of teachers. Today, during pandemic applied sciences used to enhance and facilitate gaining knowledge of can be located everywhere. Leaving different contextual elements to the aspect – such as unequal get admission to technological improvements and related applied sciences throughout faculties and districts – we can solely say that we have embraced science in training when it is used for both educating and learning. With the incorporation of science into schools, the predominant motive is to exchange how instructors and college students gather, access, analyse, existing and transmit information.

2.0 REVIEW OF LITERATURE

Kayode Emmanuel Oyetade et al., (2020) have made an attempt to say that technology is advancing faster today than ever before with evidence of its impact in all facets of our lives. With the spread of the novel COVID-19 pandemic across the world, schools were closed as part of lockdown measures to contain the virus thereby disrupting academic curricula. Academic institutions leveraged ICTs to virtually engage students and teachers. Technology adoption will become a new reality for teaching and learning processes. This research also adds to new literature on COVID-19 in relation to its effect on academic curriculum across the world.

Jo Shan Fu (2013) has summarized the relevant research on the use of information and communication technology (ICT) in education. Specifically, it reviews studies that have touched upon the merits of ICT integration in schools, barriers or challenges encountered in the use of ICT, factors influencing successful ICT integration, in-service and pre-service teachers' attitudes, perceptions, and confidence in using ICT as well as the importance of school culture in the use of ICT. This review discusses gaps in the literature and the directions that future studies may take to address these gaps.

Florence Martin et all (2020) have reviewed on emerging learning environments and technologies; we introduce best practices for conducting systematic reviews and meta-analysis and discuss the need for a systematic review on emerging learning environments and technologies. We synthesize research on seven primary areas of emerging learning environments and technologies that include: (1) social media, (2) massive open online courses, (3) special education technology, (4) mobile learning, (5) game-based learning and gamification, (6) adaptive learning, and (7) learning analytics and introduce the thirteen articles that were included in this special issue. This article also provides implications for the readers on using and conducting systematic reviews.

3.0 RESEARCH METHODOLOGY

3.1 Research problem:

During pandemic the teaching, learning and evaluation processes have been initially affected to an extent. Thus, adaptation was the only solution the researcher has claimed. Thus, the pain area considered for the study was the different factors that have led to adapt the teaching fraternity.

3.2 Objectives of research:

To study the factors significant to Adapt and Innovate teaching, learning and Evaluation

3.3 Scope of study

For the intension to complete the research, an attempt was made by the researcher to restrict the scope of study to colleges affiliated to Mumbai University.

3.4 Method of data collection

Data collected for the research by the researcher was Primary through Questionnaire and secondary Data from Journals and Online Data Base.

3.5 Statistical technique

The statistical technique deployed was analysis of variance for the evaluation process.

3.6 Research Design

The research design deployed was Exploratory as well as Descriptive research due to the nature and demand of the research.

3.7 Theoretical Framework



3.8 Limitations of Research

The research was restricted to only those colleges which are affiliated to university of Mumbai.

Time and Cost were the major limitation.

Sample size was limited.

4.0 DATA ANALYSIS AND FINDINGS:

To satisfy the objective the researcher had made an attempt to use one way ANOVA to find the significant factors for the adaptation for Technology in Teaching, Learning and Evaluation in Academics.

Table 4.1 ANOVA

Significant factors for the adaptation for Technology in Teaching, Learning and Evaluation		Sum of Squares	df	Mean Square	F	Sig.
Facilitating Conditions	Between Groups	11.904	4	2.976	1.091	.360
	Within Groups	2234.441	819	2.728		
	Total	2246.345	823			
Effort Expectancy	Between Groups	5.572	4	1.393	.759	.025
	Within Groups	1503.783	819	1.836		
	Total	1509.354	823			

Behavioural Intention	Between Groups	26.719	4	6.680	2.711	.029
	Within Groups	2017.639	819	2.464		
	Total	2044.358	823			
Resources and financial support.	Between Groups	11.701	4	2.925	1.414	.027
	Within Groups	1694.357	819	2.069		
	Total	1706.058	823			
Training and Experience	Between Groups	.733	4	.183	.083	.988
	Within Groups	1802.450	819	2.201		
	Total	1803.183	823			
Innovativeness	Between Groups	18.388	4	4.597	2.281	.050
	Within Groups	1650.795	819	2.016		
	Total	1669.183	823			
Technological infrastructure	Between Groups	4.187	4	1.047	.570	.684
	Within Groups	1503.773	819	1.836		
	Total	1507.960	823			
Social Factors	Between Groups	43.502	4	10.875	4.181	.002
	Within Groups	2130.313	819	2.601		
	Total	2173.814	823			

Source: Trial SPSS

Interpretation: From the above table p value of Effort Expectancy, Behavioural Intention, Resources and financial support, Innovativeness and Social Factors is less than 0.05. Thus, these are Significant factors for the adaptation for Technology in Teaching, Learning and Evaluation during Pandemic. Whereas p value for Facilitating Conditions, Training and Experience and Technological infrastructure greater than 0.05. Thus, these are non-significant factors for the adaptation for Technology in Teaching, Learning and Evaluation during Pandemic.

5.0 CONCLUSION

From the research findings the researcher concludes that during the pandemic education sector went into the drastic change from offline to online mode of teaching learning and evaluation. Adapting new technology for academics was the need of an hour. Teaching fraternity has witnessed the drastic change from traditional mode to the dynamic mode of teaching learning and evaluation. With limited resources the teaching fraternity have shown high effort expectancy for the innovative teaching and pedagogy. Also, behavioural intension in relation to the different social factors have played a major role in adapting Technology in Teaching, Learning and Evaluation during Pandemic.

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ROLE OF ARTIFICIAL INTELLIGENCE IN JOB EMPLOYABILITY - A STATISTICAL STUDY

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ABSTRACT

The advancement in employing AI at work has led to a possible threat to human workforce employability. It is well noted that AI is far more efficient than humans in many skills and cost effective as well. The researcher has attempted to understand the matter from the perspective of future eligible aspirants - post graduate and undergraduate students.

The data has been collected from 450 students in terms of their perspective towards AI vs. human performance and likelihood of AI replacing Humans drastically, leaving the latter unemployed. Using Chi squared test it has been inferred upon that the students have a clear perception of the threat to their employability due to adaptation of AI.

Keywords: AI, Employability, Chi-squared Test, Job Skills.

INTRODUCTION

With the advent of AI life has become fast and easy. In short one may say it has made world a better place to live in. We can see its influence in just every domain of life. But along with all its goodness the threat of it replacing human workforce drastically, leading the latter unemployed and the subsequent chain of miseries is also alarming and has become an issue of concern.

There are so many roles and responsibilities such as customer care/call center operation, document classification, discovery and retrieval, content moderation, operation and support of production lines and factories where employers have already started deploying robots instead of humans and with the pace of advancement in science and technology, it has been predicted that millions of people will be unemployed in the coming decades. And, the outbreak of COVID-19 pandemic has just forced us to increase our pace further.

Though it has always been a point of discussion whether machines can replace humans for the want of not just hard skills, but soft skills as well, for customer satisfaction, it is worthwhile to understand how the future eligible workforce of our students, still getting trained to excel in their varied areas of interest is taking this transformation. Is it demoralizing them, giving them the stress of having to live on an edge in spite of being highly capable in all aspects, just because AI promises cheap and fast work making it more desirable to the employers, or, are they hopeful, confident of finding out ways for themselves, as after all machine itself is human creation, and thus human beings would always have an upper hand, no matter how advanced we get. This also holds the affirmation that they will be able to develop new avenues using AI itself, raising the living standards further and creating new opportunities.

RESEARCH METHODOLOGY**Research Problem:**

To study the perception of undergraduate and post graduate students towards increasing adaptation of AI in work with respect to their employability prospects.

Objectives:

- 1) To know students' perspective towards influence of increasing use of AI in companies and institutes and their employability prospects.
- 2) To gain an insight into students' understanding of the scope of AI in fulfilling various crucial job skills.

Scope of Research:

The research is restricted to undergraduate and post graduate students from various disciplines.

Hypothesis:

H₀: The increasing adaptation to AI is not a threat to job employability of upcoming aspirants

H₁: The increasing adaptation to AI is a threat to job employability of upcoming aspirants.

Sample Techniques: Simple random sampling with a sample size of 450.

Research Design: Descriptive Research Design has been applied for the study.

Data collection:

Questionnaire was designed to measure respondents' perception of AI's scope of replacing humans by means of 6 crucial skills of time effectiveness, cost effectiveness, problem solving ability, communication skills, interpersonal skills, organizational skills and also their overall view about the matter in their work area of interest. Data from the respondents was collected by means of a Google form. The respondents were students from undergraduate and postgraduate courses from colleges mostly in Mumbai.

Demographic Profile of respondents:**Table 1: Demographic Profile of respondents**

Group	Variable	Frequency	Percentage
Age	17-20	372	82.67 %
	21-23	78	17.33 %
Gender	Male	140	31.11%
	Female	310	68.89 %
Qualification	Undergraduate Student	417	92.67 %
	Postgraduate Student	33	17.33%

Respondents' Area of Interest:

Broadly the respondents were asked to select their area of interest from the given list of 17 sectors (one or more), or to specify the same, if it was out of the list. The distribution of their interest is as follows:

Table 2: Area of interest of respondents for employability

Sector	Frequency	Percentage
Advertising & Marketing	123	12.87 %
Agriculture	16	1.67 %
Aerospace	16	1.67 %
Computer & Technology	197	20.61 %
Construction	12	1.26 %
Education	87	9.10 %
Finance & Economics	210	21.97 %
Food & Beverage	54	5.65 %
Healthcare	30	3.14 %
Hospitality	37	3.87 %
Manufacturing	36	3.77 %
Media & News	40	4.18 %
Telecommunication	36	3.77 %
Transportation	27	2.82 %
Pharmaceutical	17	1.78 %
Mining	8	0.83 %
Others	10	1.04 %

Statistical Techniques used: Chi-squared testing for independence of categorical variables.

Limitations of Study

- 1) The study is restricted to undergraduate and postgraduate students from Mumbai region.
- 2) Time and subsequently limited sample size.

DATA ANALYSIS AND FINDINGS:

Possibility of AI replacing Humans effectively in the area

Table 3: Summary of responses

Skill	Yes	No
Time effectiveness	408	42
Cost effectiveness	286	164
Problem solving ability	370	80
Communication skills	284	166
Interpersonal skills	253	197
Organizational skills	325	125

Overall Performance and adverse influence	174	276
---	-----	-----

Table 4: Calculation of expected frequency for chi-square statistic

Category	Yes(O_{ij})	No(O_{ij})	Yes(E_{ij})	No(E_{ij})
Time Effectiveness	408	42	300	150
Cost Effectiveness	286	164	300	150
Problem Solving	370	80	300	150
Communication Skills	284	166	300	150
Interpersonal Skills	253	197	300	150
Organizational Skills	325	125	300	150
Adverse influence on employability	174	276	300	150
Total	2100	1050		

Degree of Freedom = 6

$$\chi^2 = \sum_i \sum_j \frac{(O_{ij} - E_{ij})^2}{E_{ij}} = 119.09 + 238.17 = \mathbf{357.26}$$

As the calculated value of chi square statistic is greater than the tabulated value (12.59 for p-value = 0.05), we reject the null hypothesis H_0 and **accept the alternate hypothesis, H_1** : The increasing adaptation to AI is a threat to job employability of upcoming aspirants.

CONCLUSION

The study indicates that the students are well aware of the “fact” that increasing adaptation to AI is going to pose a great challenge for them to gain employment. Also worth noting is that along with the realization of the upcoming challenge, they are also aware of the benefits of job automation, as can be seen from the last parameter of adverse influence on job employability, wherein majority (61.33%) have opted that AI will be helpful in progress of their sector.

The study can also be helpful in a psychological set up in gaining an insight into the perception, response and motivation of the students. As a step further, it can also be helpful in identifying the stressors of the youth and thus finding the remedies.

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A STUDY ON PROBLEMS FACED BY COLLEGE STUDENTS DURING COVID19 LED LOCK-DOWN

Dr. Purnima Sharma

Associate Professor, Lala Lajpatrai College of Commerce and Economics

EXECUTIVE SUMMARY

In this paper Researcher has tried to find out which were the major problem or issues which were faced by the students during the entire period of lock-down caused by covid19 virus. As we all know that covid-19 lockdown has affected most of the industries except sale of essential services. The lockdown has affected education industry also. The most important stakeholder in the industries the student had a lot. So this paper has tried to put a focus on various such issues which hampered set routine of the students.

Keywords: student, lockdown, education, Confusion, exams, Depression, Vaccines, Pocket money, study material or books, connect with teachers, Lack of meeting friends & relatives in person.

INTRODUCTION

The lockdown has affected all of us in various ways, but it was education which was directly affected. Due to lockdown schools, colleges and other educational institutes were shut down. But since education is very important aspect of everyone's life and touching almost all the families it had to continue by any means. And to everyone's surprise education system was the first sector to adapt itself to new normal. Schools and colleges started running in an online mode, teachers and students started using online meeting to conduct and attend lectures. As this was first time many students faced various issues which to some extent affected their studies.

RESEACH METHODOLOGY

Research design

Research undertaken by Research scholar is exploratory & descriptive in nature

Tools and Techniques

Researcher has used tables and graphs to process the data.

SOURCES OF DATA

For the Research on hand Research scholar has used primary as well as secondary data source to collect quantitative as well as qualitative data.

PRIMARY DATA

Primary data are those which are gathered by conducting survey and which could be unique in character. Accordingly data was collected from 50 respondents

SECONDARY DATA

Secondary data is used only for laying the foundation of research work. Secondary data is the one which has been gathered and compiled by another person. The Secondary data is gathered from various sources like Wikipedia, Msn sources etc.

Objectives of the study

To understand various problems faced by students during lock-down

Limitations of study

1. Constraint of time was a limiting factor
2. In the research cost was a limiting factor

Description and analysis of data collected from respondents.

Following table shows detailed information of all the responses(211) received from 50 respondents towards various problems faced by them during the period of lockdown. The data was collected using google form. The data was collected from students who are enrolled in colleges and pursuing their studies.

Nature of problem faced by student during lockdown

Responses

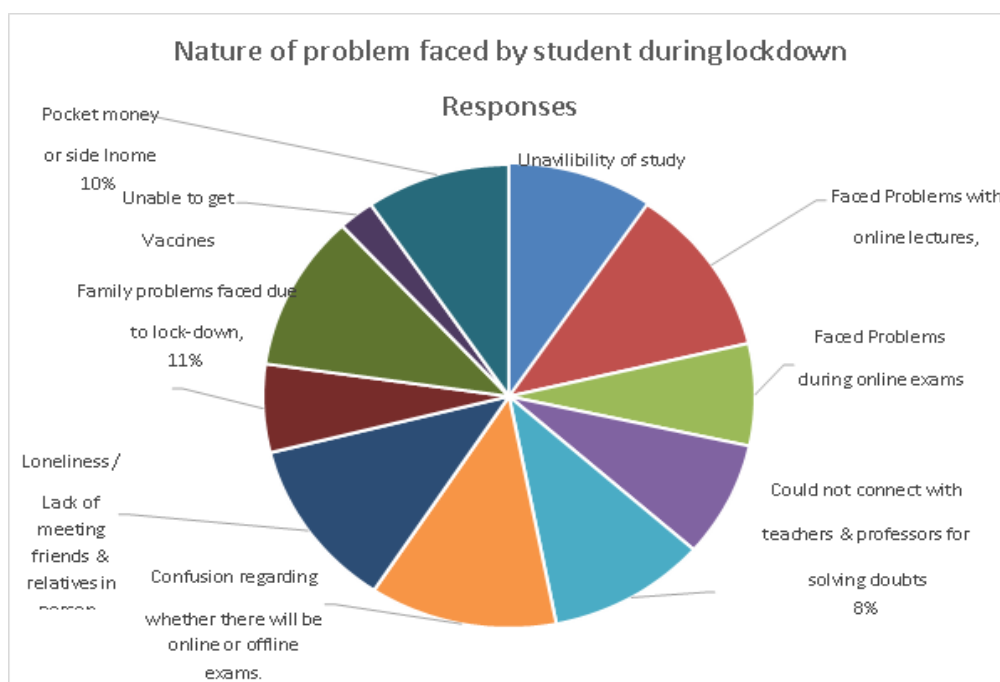
Percentage

Unavailability of study material or books	20	10
Faced Problems with online lectures,	25	12
Faced Problems during online exams	15	7

Could not connect with teachers & professors for solving doubts	17	8
No proper direction for studies,	22	10
Confusion regarding whether there will be online or offline exams,	26	12
Loneliness / Lack of meeting friends & relatives in person,	25	12
Depression	13	6
Family problems faced due to lock-down,	23	11
Unable to get Vaccines	5	2
Pocket money or side Income had stopped	20	10
Total	211	100

From the above it is very clear that students were under some or the other problem during the lockdown. Students have faced numerous problems during the lock down like Unavailability of study material or books, Faced Problems with online lectures, Faced Problems during online exams, Could not connect with teachers & professors for solving doubts, No proper direction for studies, Confusion regarding whether there will be online or offline exams, Loneliness / Lack of meeting friends & relatives in person, Depression, Family problems faced due to lock-down, Unable to get Vaccines, Pocket money or side Income had stopped and so on.

Pie chart showing Nature of problem faced by student during lockdown Responses



From the above graph we can see that 1. Confusion regarding whether there will be online or offline exams (12%) 2. Faced Problems with online lectures (12%) 3. Loneliness / Lack of meeting friends & relatives in person, are the three main problems faced by students during the lockdown. Besides these Family problems faced due to lock-down (11%), and Pocket money or side Income had stopped (10%), Unavailability of study material or books (10%) and lastly No proper direction for studies (10%) are considered as major problems by students.

CONCLUSION

Students are considered future of our country and covid19 led lockdown has affected them very badly, mentally as well as physically. It is the need of the hour that we as responsible citizens of our country should extend full support, mentally as well as socially and also at personal level to help them overcome the issues which they are facing.

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CHANGING RECRUITMENT TRENDS POST COVID-19

¹Foram Solanki and ²Tanish Solanki¹SVKM's School of Business Management, NMIMS, Navi Mumbai²Lala Lajpatrai College of Commerce and Economics**ABSTRACT**

In the changing business environment has impacted the role of HR while hiring the talent, engaging the workforce and re- building strategies, etc. to meet the market demands. Many changes have raised the bar for the hiring process and applicants' experience. This study covers the changing trends, observations of employee demands, recruitment strategies, etc. that will assist the employers to attract and retain the best talent available.

Keywords: recruitment, covid-19, human resource, employee, etc.

INTRODUCTION

In this agile world it is condemning for business leaders to realize that large scale shifts are impacting the models of how people work and how the business gets done. To survive in this world full of uncertainty, it is essential for leaders to respond efficiently to these emerging HR trends.

In the wake of covid-19 professionals have been forced to re-examine the hiring process. Various changes like internal hiring, increasing application rate, virtual recruiting, strategies, etc. have been recognized post pandemic. This study focuses on the changing HR trends and how recruiters can build up strategies to hire and the best talent from the market as per the changing trends.

REVIEW OF LITERATURE

Sabrina Korreck, "Changing geographies of work: India's online gig workers in digitalized labor market," the researcher talks about growing opportunities in de-localized and globalized market. A growth opportunity for freelancers has shown tremendous growth during the pandemic and is expected to grow post pandemic.

Riia O' Donnell, "How covid-19 changed the face of recruitment overnight," the study tells us about recruitment up and down in different industries during the pandemic and how it has changed post pandemic focusing on virtual hiring, remote working, employee rights, etc.

EY Global, "More than half of the employees globally would quit their jobs if not provided post pandemic flexibility." The article focuses on the reaction of changing behavior of employers during the pandemic by the employees. It highlights the expectations of the employee's pre pandemic and post pandemic and talks about variables like job retention, benefits, flexibility, etc. affecting employees' behavior.

STATEMENT OF PROBLEM

The pandemic has changed the working patterns in the business environment therefore the recruiting process in the companies has changed to meet these changing demands. This study focuses on what are the future recruitment trends that an HR, job seeker and an employee should be aware of, and what are some of the strategies that the HR can use to attract, recruit and retain the best talent.

OBJECTIVE OF STUDY

- ☐ To identify the re-evaluated recruitment strategies by the organizations.
- ☐ To highlight the future of work trends post pandemic.
- ☐ To come up with strategies that an HR could implement to hire the best talent.

RESEARCH METHODOLOGY

Research design: This is a secondary based resource focusing to highlight the changes in recruitment trends post covid-19 and its impact on employees, HR and job seekers.

Sources of data collection: Primary survey has been conducted in form of questionnaire. Secondary data, various articles, reports, case studies, research papers available online related to the topic has been referred for better understanding of the topic.

Sample: Random sample of 25 people has been used to collect responses. Other samples and findings of secondary surveys have been examined to get the results.

Scope: The scope of this research is to study several studies and relate it with the primary data, which will help the employers, job seekers and employees to understand the changes. Along with it, the aim is also to help the recruiters' select best strategies to attract the best talent.

LIMITATIONS

This research study is limited to the data available online, the factors selected for survey and to the number of responses.

DISCUSSION

This research studies the evolving role of HR professionals in India, highlighting how recruitment has changed in terms of hiring, engaging and planning to meet the changing business needs.

Virtual hiring:

The pandemic made us work in a virtual mode and with months of experience everyone today is familiar with virtual platforms. It has also increased virtual hiring; this will benefit the employees to apply for jobs from any part of the world saving their travelling expenses while applying. At the same time it will also be beneficial for organizations to reduce their hiring cost.

Internal hiring:

According to the survey conducted by LinkedIn 93% of companies in India are looking to fill the open positions internally in the post covid times. It also helps the employer's get what is the insider's perspective while applying for a particular position and what are his expectations from the role being offered.

Focus on up skilling:

Many organisations have adopted learning and development programs for up skilling their employees to make them ready for future challenges.

Contractual hiring:

In the past few years the global demand for freelance workers has been increasing and the pandemic has pushed this development for today as much as 20-25% of the workforce can work remotely in the long-term.

Attracting talent:

As per the study conducted by LinkedIn, 94% of the companies in India are focusing on building a good brand image to attract talent. Approximately 80% of the companies have seen an improvement in the quality of candidates applying for the job with the help of employer branding on social media.

Diversity, equity and inclusion:

Some experts have mentioned in the SHRM report that while restructuring hiring strategies, recruiters will look forward to reducing biases, building diverse interview panels and mandate data driven reports against their diversity goals.

Drivers of online gig work:

Recruiting talent is not only restricted to the domestic market but also across borders due to increasing global services, which is shaping a new phase of globalization. It is analysed that some services, including outsource business processes are being de-localised and globalised.

Technological drivers:

The digital technologies help in bridging physical distances and make remote workers or applicants less distant. The companies can hire remote workers for their organisation and may also save some cost.

Economic drivers:

Flexibility being the key employers is also looking forward to hiring a mix of full-time staff and freelancers to fulfill their uncertain on demand tasks.

FINDINGS

Let's understand the examples of different organizations where they have analyzed the changes in the behavior of the employees wrt. the changing job demands post covid-19.

EY:

A survey conducted by EY tells us about the views of more than 16000 employees across 16 countries and multiple industries and job roles. It highlights employees' attitudes and experiences about work throughout the pandemic and into the next normal.

The following are some of the findings highlighted from the survey:

☐ **Flexibility of work:**

The employers as well as employees look forward to have flexibility in work. Some employees also preferred to have a shorter working week and believe that working from any location doesn't affect their performance.

☐ **Job retention:**

Flexibility being the new currency for attracting and retaining talent, it has become essential for employers to keep their employees engaged in the new normal. It becomes challenging for recruiters to identify the right set of candidates who would fit with their organization's goals and working culture for a longer duration and help organization grow.

☐ **Remote working and organizational culture:**

Due to technological investments by the company it has become easy for the company's employees to work remotely without affecting their performance. Benefits: Health and safety at the organisation and as a part of extra benefits has been a priority for all the employees when they are working in an organisation or are looking to apply in an organisation.

These are some of factors highlighted in the article.

IBM:

As we discussed that most companies are considering internal hiring, here are the observations of the study conducted by IBM which identifies the motivating and aspirational factors that employers need to understand to retain their employees. The study tells us how employees are considerate when it comes to their well-being and their expectations extend well beyond compensation.

This indicates that it is very essential to close this gap between dissatisfaction of the employees and the key to closing the same is to attract, retain and engage employees in the new normal and coming years.

Here are some tips for the employers and employees as per the study:

Employers:☐ **Proactive employee engagement**

It is very essential for the employers as well as employees to communicate and this will happen only when the employers are proactively engaging with employees to understand their demands and fulfill the same.

☐ **Culture of learning and recognition**

Upskilling the employees by conducting learning and development workshops and several training programs is very essential for the organization as well as employees to grow.

☐ **Make employees feel valuable**

Employers must demonstrate empathy and care for their employees and should be considerate about their well-being.

Employees:☐ **Communicate more**

For the employers to understand employees' concerns it is essential for the employee to speak up what is in their mind.

☐ **Continuous learning:**

As per the emerging market trends and demands it is essential for the employees to develop themselves to be prepared to overcome the unforeseen challenges.

☐ **Not compromising on your values and well-being:**

Majority of the time of employees is spent working for an organisation. It is essential for an employee to utilise all the extra benefits and other wellbeing sessions conducted by the organisation to maintain a good health. Many organisations and companies are working to create cultures of belonging to enable employees to be themselves.

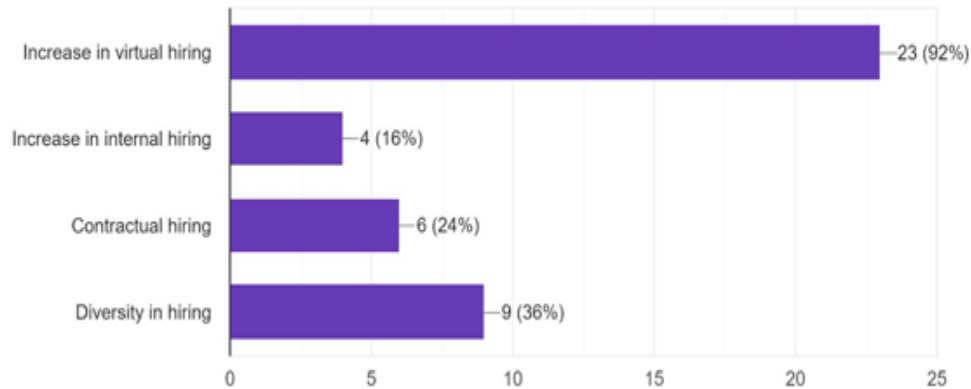
Survey results:

Data analysis and interpretation:

A survey was conducted to view the opinions of random people to analyze what people had to say on above findings. Following are the results:

What changes have you observed in recruitment post Covid-19?

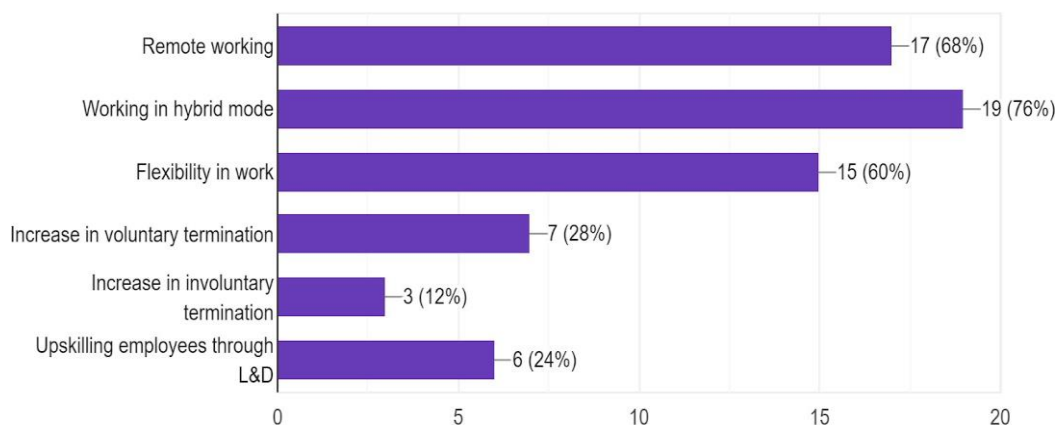
25 responses



- 92% of the people agree that virtual hiring is increased, followed by diversity in hiring and other factors.

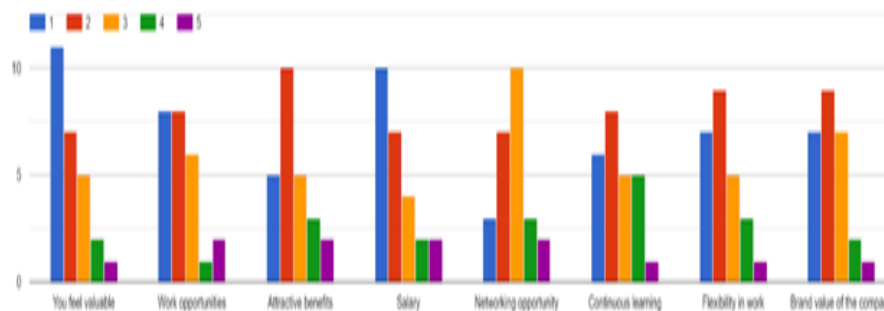
What changes have you observed in work culture post covid-19?

25 responses



- 70% of people have experienced working in hybrid mode, 68% agree that companies have allowed people to work remotely and 60% agree with flexibility in work. Overall termination has increased, we can see the voluntary termination to be high in new normal compared to involuntary and employee up skilling has been observed by 24% of people.

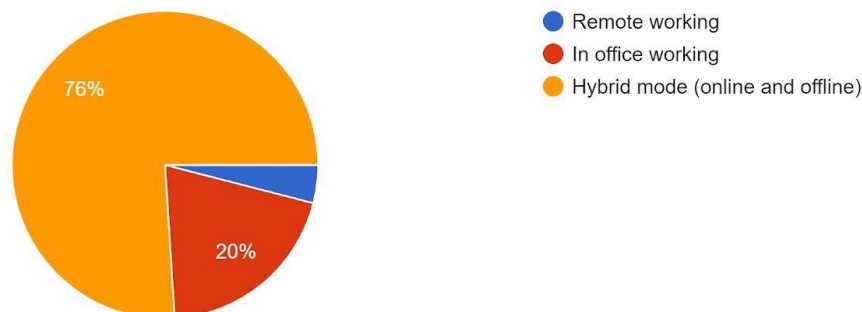
On a scale of 1 to 5, 1 being the highest and 5 being the lowest motivator, what motivates you to work in an organization?



- Employee value is seen as the highest motivating factor, followed by benefits, salary and networking. Flexibility in work, work opportunities, brand value and learning are the second and third best motivating factors preferred by majority of the people.

Which option will to prefer to work in the new normal?

25 responses



- ☐ Post pandemic more than 50% people prefer working in hybrid mode, 20% prefer to work remotely and others prefer working offline.

This tells us that majority of the findings of primary and secondary surveys are same. This will help recruiters in getting a clearer idea of what will work best for them.

SUGGESTIONS

Here are some of the recruitment strategies that an employer can follow to attract and retain the best talents.

- ☐ **Enhance candidate experience:**

To stand out amongst your competitors it is essential for you to create a personalized candidate experience.

- ☐ **Networking:**

Build a talent pipeline and start networking with the employed and unemployed people to identify the best talent.

- ☐ **Dive into your existing talent pool:**

If you identify a skill gap or a talent gap in your organisation, first look around in your organisation if you can fulfill the gap by recognizing the talent in your organisation.

- ☐ **Determine technology for remote hiring:**

With the widespread of virtual platforms and technological applications available, determine what works best for you and the job applicants for remote hiring or virtual hiring.

- ☐ **Assessment of lack of skills and talent:**

It is important to identify the lack of skill or talent before opening a position.

- ☐ **Branding your company:**

With the help of social media ensure that you create and maintain brand value.

- ☐ **Raise your benefits game:**

There have been various trends in the case of benefits like work from home, work from any location, medical benefits, Life insurance, etc.

- ☐ **Link recruitment and business strategies:**

Ensure that your recruitment strategy is aligned with your business strategies to hire the best talent.

CONCLUSION

When it comes to recruitment there are several changes like virtual hiring, remote working, digitalization, flexibility in work, attractive benefits, learning, etc. observed by both recruiters as well as job seekers. The above observations will help the recruiters in forming a strategy to meet their requirements of organization and employees/ job applicants.

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ANNEXTURE

Q1. What changes have you observed in recruitment post Covid-19?

- ☐ Increase in virtual hiring
- ☐ Increase in internal hiring
- ☐ Contractual hiring
- ☐ Hiring people from diverse backgrounds
- ☐ Other (mention)

Q2. What changes have you observed in work culture post covid-19?

- ☐ Remote working
- ☐ Working in hybrid mode
- ☐ Flexibility in work
- ☐ Increase in voluntary termination
- ☐ Increase in involuntary termination
- ☐ Up skilling employees through L&D
- ☐ Other mention

Q3. What motivates you to work in an organization?

- ☐ You feel valuable
- ☐ Growth opportunities related to work
- ☐ Attractive benefits
- ☐ Salary
- ☐ Networking opportunities
- ☐ Continuous learning
- ☐ Flexibility in work
- ☐ Brand image of the company
- ☐ Others mention

Q4. Which option according to you will your organization choose in the new normal?

- ☐ Remote working
- ☐ In office working
- ☐ Hybrid mode (online and offline)

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2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.
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EXAMPLES OF REFERENCES

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

• **Single author journal article:**

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7. The submission implies that the work has not been published earlier elsewhere and is not under consideration to be published anywhere else if selected for publication in the journal of Indian Academicians and Researchers Association.

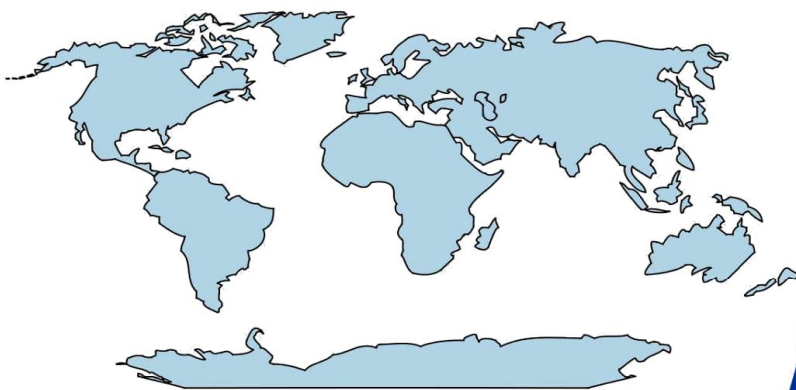
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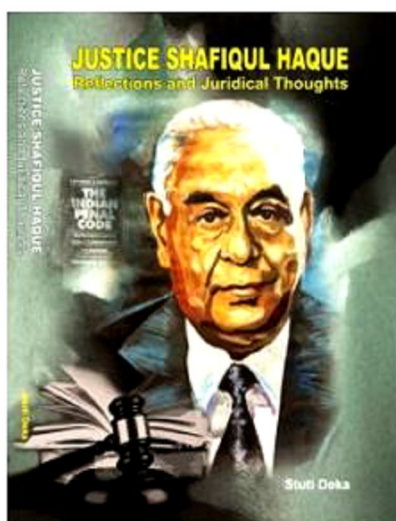


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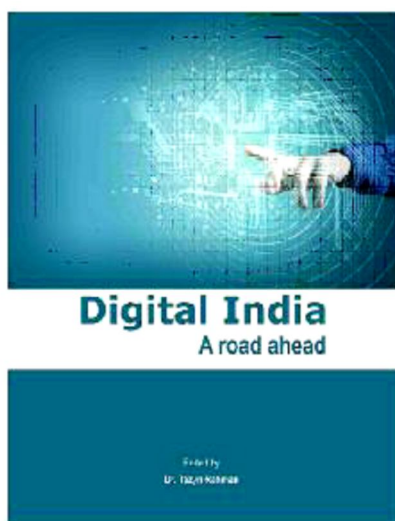
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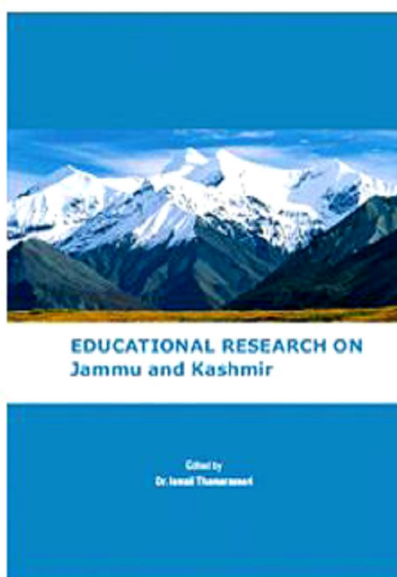
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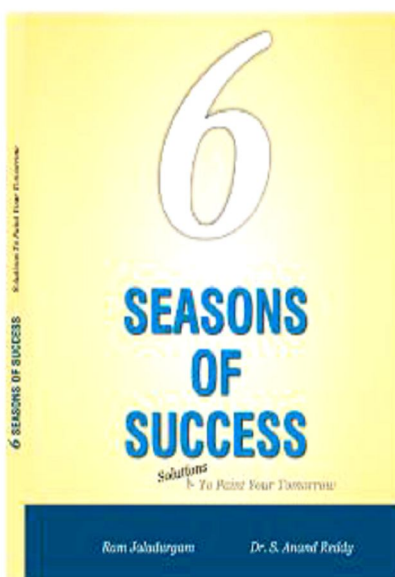
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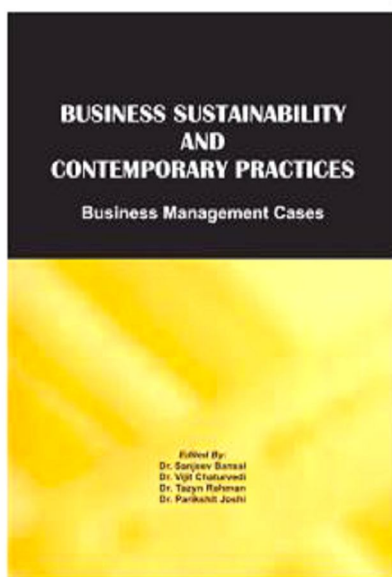
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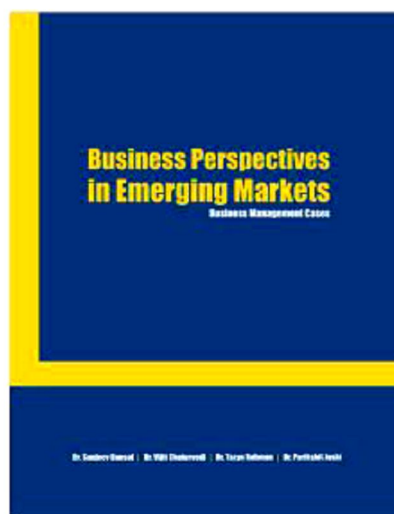
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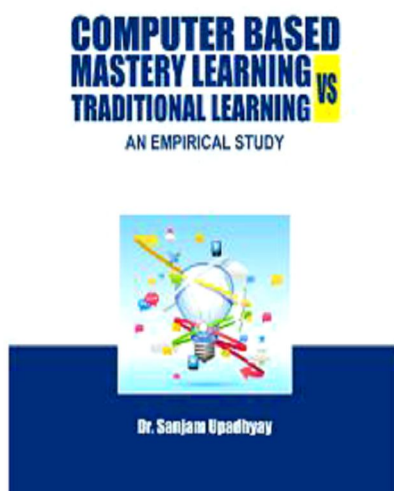
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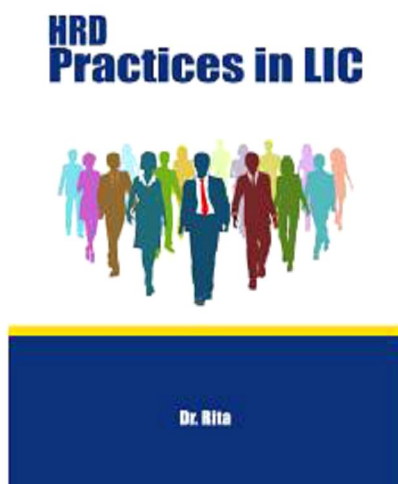
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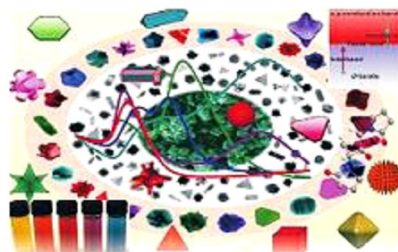
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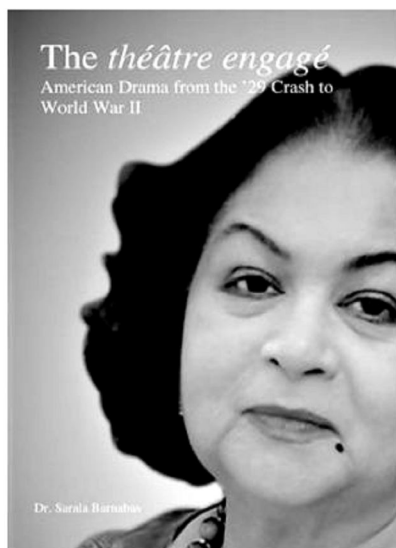
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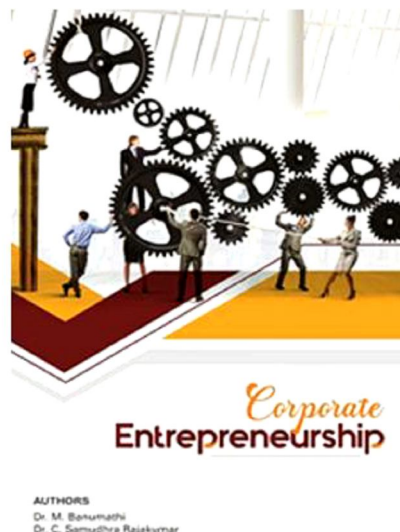
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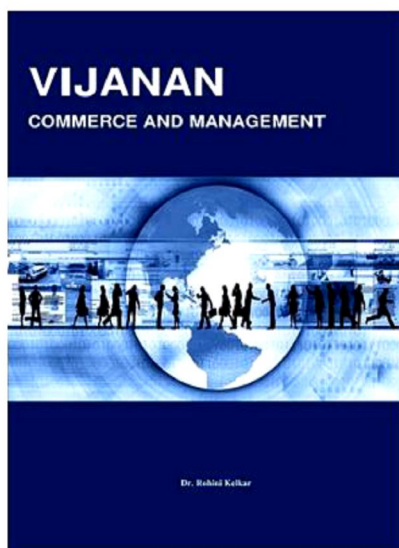
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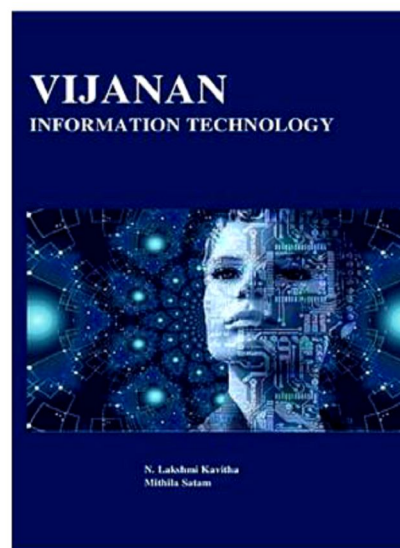
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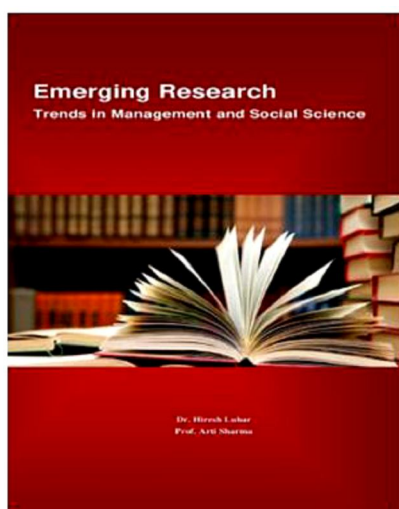
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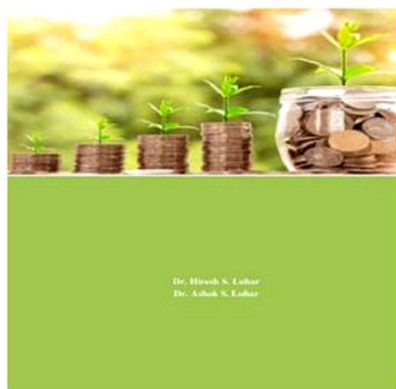


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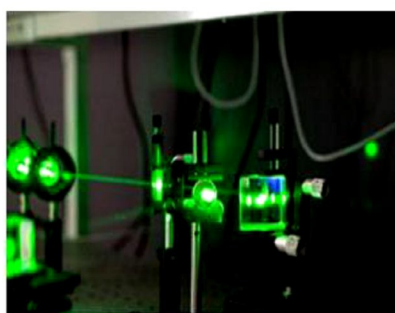


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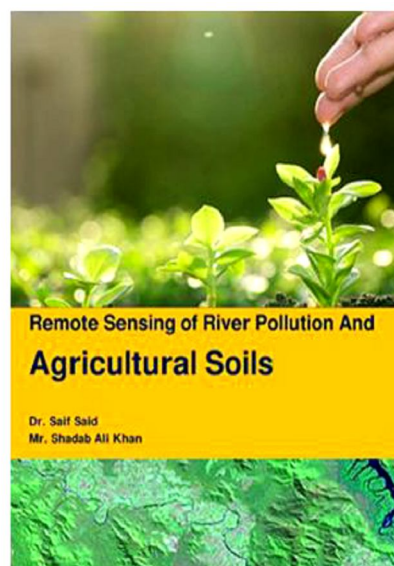
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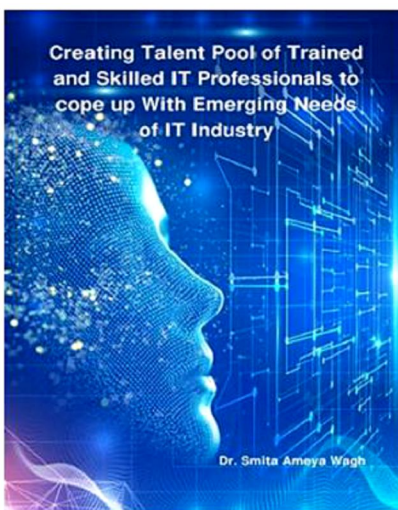
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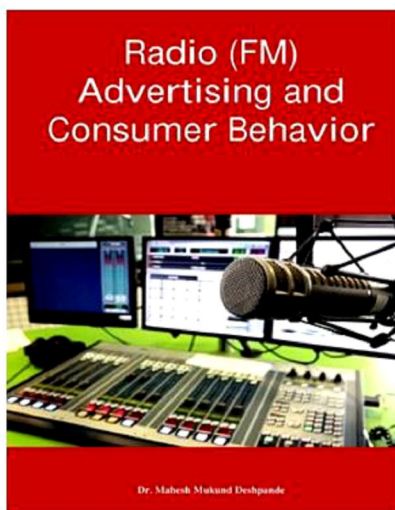
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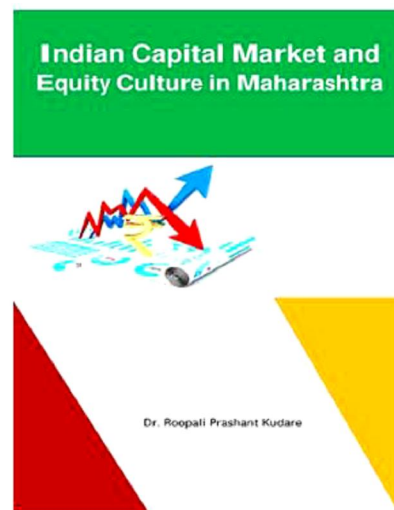
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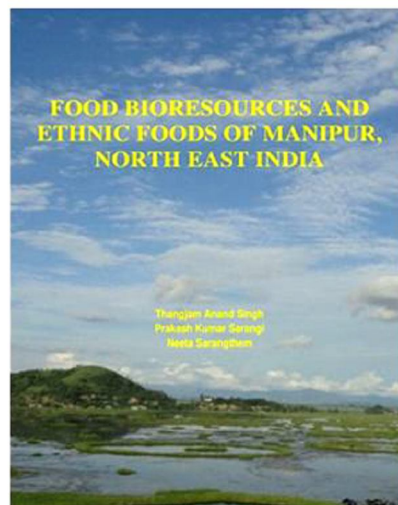
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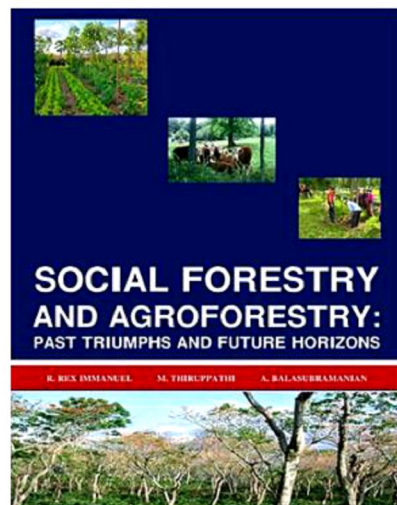
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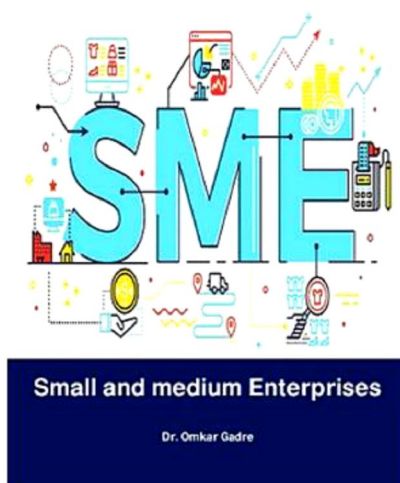
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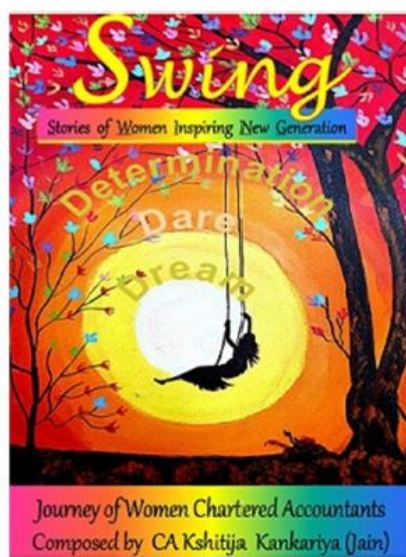
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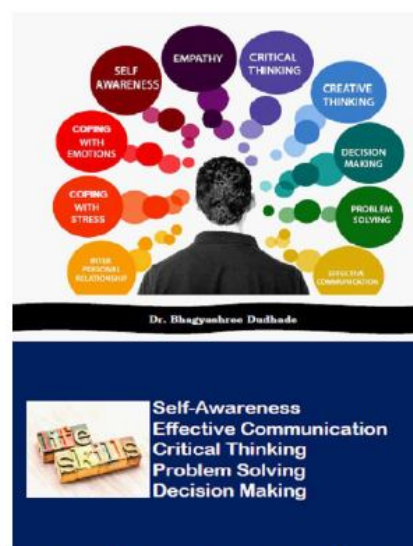


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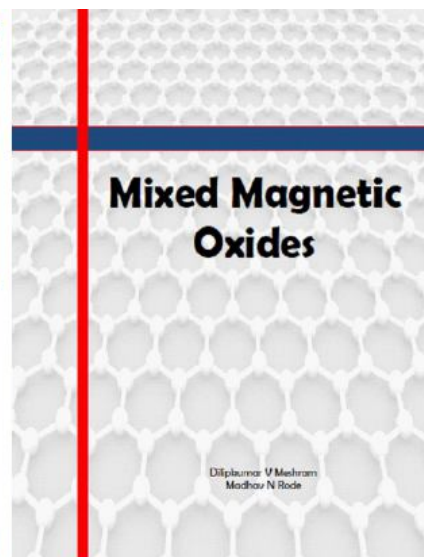


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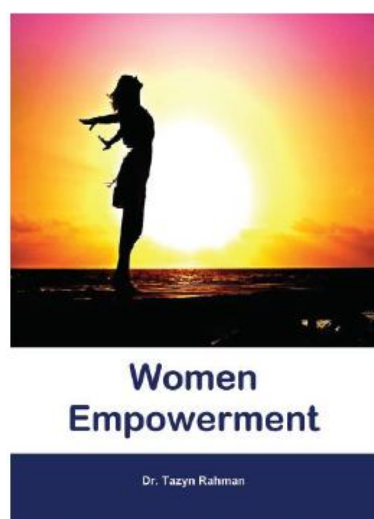
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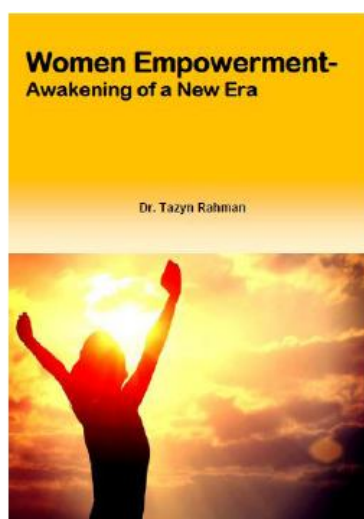


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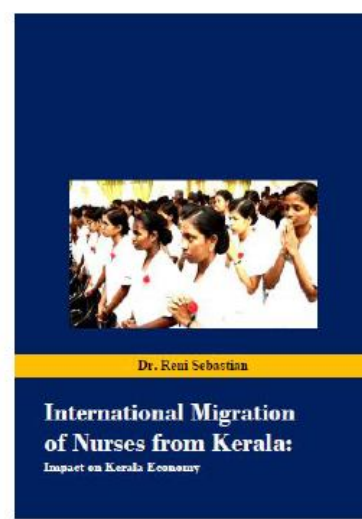
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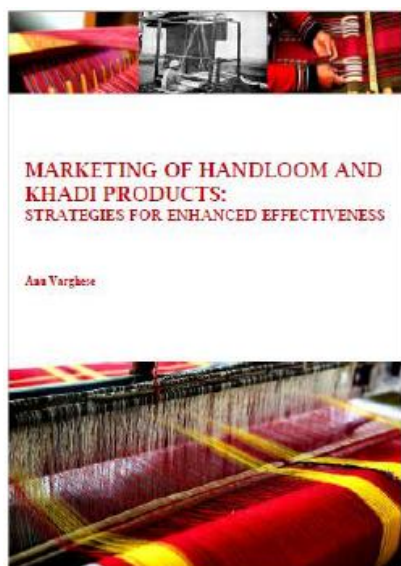
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