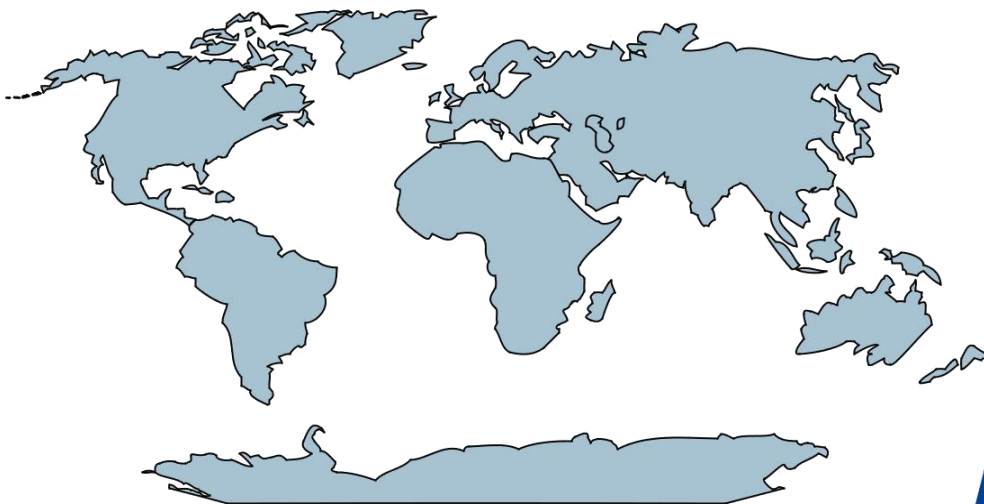


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She has Presented more than 60 papers in the area of Commerce as the core subject of Management, Marketing, labour studies, women entrepreneurship, Corporate Social Responsibility, IFRS, Financial Inclusion, Economic-Social Issues of the economy, Infrastructure development and all relevant burning issues and challenges coming up in the field of commerce and Chaired more than 50 technical sessions in International Conferences and Seminars across India. She has written and contributed her intellectual credentials in 75 peer-reviewed, renowned national and international journals, magazines, conference proceedings.

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INDIA IN 2030: E-DUCATED AND E-MPOWERED

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ABSTRACT

Each aspect of a nation's progress in the global arena has to be envisioned and executed with focus at least a decade or two in advance. A well defined vision enables to focus on the mission, permeates in society and manifests as the progress of the nation. This paper visualizes a roadmap of India in 2030 with emphasis on education and its power to empower.

Keywords: empowerment, vision, education, MOOCs

INTRODUCTION

Change is constant; change is inevitable; change is progress. And it is rightly said that "The measure of intelligence is the ability to change!" It is essential to be cognizant of the dynamic nature of life. Change, miniscule or paradigmatic, has always had and evolutionary significance. Study of the social change leads to proper understanding of globalisation, democratisation, development and economic growth (Shackman *et. al.*, 2002). Every minute change made today will have a ripple effect on generations to come. India - a sovereign, secular and spectacular country is perpetually metamorphosing into a better version. Always open to change, amidst diversity, India carries it in her stride. This paper aims to envisage India in 2030- empowered with education.

METHODOLOGY

To pave the road map for the vision 2030, the methodology adopted in this study includes a comprehensive in depth analysis of the literature available, a survey from a representative sample of the population enabled by Google Forms and personal, unbiased interpretation of the compiled data.

IMPORTANCE OF EDUCATION FOR VISION OF 2030

The vision for India in 2030 is deeply rooted in empowering its citizens with the indomitable force of education. Development of a country is not possible without educating its citizens. Education is an indispensable determinant in liberating the minds which will unravel strongly validated paths for the development of the nation, to develop and flourish a nation. The productivity and creativity in a population increases by education thereby promoting entrepreneurship and technological progress (Ozturk, 2001). The power of education extends beyond the development of skills we need for national economic success. To fulfill its function of nation building In the true sense, education serves economic, democratic as well as spiritual realities (Vashisth, 2018). It can also contribute to reconciliation. It is rightly said by Dr. A.P.J. Abdul Kalam "Education is the most powerful weapon which you can use to change the world". From birth to death, education plays a crucial role in moulding us as individuals, and also determines how we mould our nation for years to come. Investing in the education of children can ultimately transcend into magnanimous results: improved economic efficiency, social consistency and a foundation for empowerment. Education, without discrimination and inequality, acts as a key factor for women empowerment and welfare (Shunmuga *et. al.*, 2015). Educated, young adults are aware of the socio-economic scenario of the country and can help the nation's progress. Nation's youth and its development are symbiotically associated - both dependent on each other for sustenance. (Odoh *et.al.*, 2014). Education will empower to create opportunities rather than wait for it to knock on our doors. it enhances the dignity of human beings and increases self respect.

"Satyamev Jayate" - our national motto adopted from the Mundaka Upanishad can be achieved by the pursuit of truth by educated minds. Education enables one to make informed choices to cast their vote, and guide the Nation towards progress. Anthropologists and sociologists strongly agree on the relationship between education and society although the antecedence between the two is a topic for a healthy debate (Francois, 2015). Nonetheless, education empowers us to improve our lifestyle, increase longevity and create a vibrant society.

E-DUCATED INDIA

From sitting under a tree in a Gurukul to sitting in front of a screen - education in India has transformed into education by leaps and bounds, bits and bytes. Just like any other sector, education sector has undergone a massive change (Jha *et. al.*, 2016). Education was once for the greatly privileged, beyond the shackles of financial burdens, but now education is a right. It is the crux for empowerment. The Right of Children to Free and Compulsory Education Act 2009 exercises this (MHRD website). This Act truly emphasises the modalities

of free and compulsory education for children between the ages 6-14 years. Behold! There we see the obligation stressing and ensuring the importance of elementary education, empowering the young minds.

Post primary education is being meticulously reconstructed and disseminated via digital platforms. Digitalization is the most recent tool and our nation has left no stone unturned in adopting it for present and future generations. A renaissance in the arena of education has been introduced in the form of Massive Open Online Courses (MOOCs) by SWAYAM. SWAYAM seeks to bridge the digital divide and ensures that education is accessible to the masses (SWAYAM Website). Catering to courses of standards 9 and above, free courseware is offered in the fields of humanity, science and engineering. National Digital Library (NDL) and e-Shodh Sindhu provide readily accessible resources for basic and advanced learning in the form of e-journals and e-books, thereby empowering the learners. The e-Yantra, e-Acharya, etc. are enabling us to handpick and choose our path to empowerment. Age is now no bar for education. All these digital platforms encourage and promote continuing education wherein all sectors of the population is e-ducated. In the survey conducted online, 28.7 % of the respondents replied affirmative for awareness of SWAYAM courses (Fig.1)

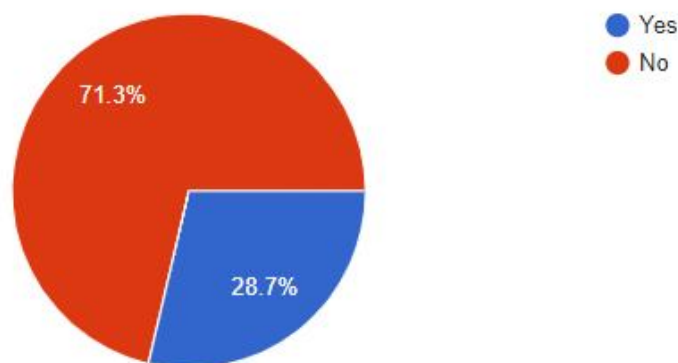


Fig-1: Awareness about SWAYAM courses

INDIA GETTING EMPOWERED WITH EDUCATION:

Politics and patronage are two major factors that act as deterrents in India's growth and industrialisation (Mukherji, 2009). Empowerment refers to citizens being well equipped with skills, resources, authority, opportunity, motivation to achieve goals. In 2015, India emerged as a focal point for foreign direct investment (FDI) with \$60.1 Billion. This is the primary impact of make in India launched by our Government on September 25, 2014 (Make in India website). Across 25 sectors of the economy job creation and skill enhancement came into the scenario, thereby transforming India into a global manufacturing hub. It is but realistic to expect India to become the third largest economy in the world by 2030. In the survey conducted, 46.2% of the respondents strongly agreed and 37.1% agreed to the statement that education leads to empowerment whereas 11.9 % were neutral (Fig.2).

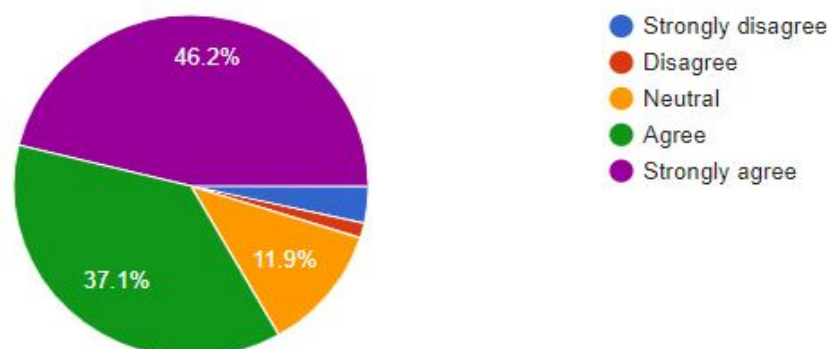


Fig 2: Education leads to empowerment

The bar chart below (Fig.3) depicts national and global averages for various parameters that ensure economic and entrepreneurial growth of a nation. The statistics are a clear indication that India progressed in 2018 considerably and is ahead of the global average. The fact that India's inclination to entrepreneurship endeavours has increased by miles during 2018-2019 is clearly demonstrated in the statistics represented above. It is an achievable goal to reach a GDP of 10 trillion if we keep our focus fixed on this vision and achieve empowerment by exponential growth.

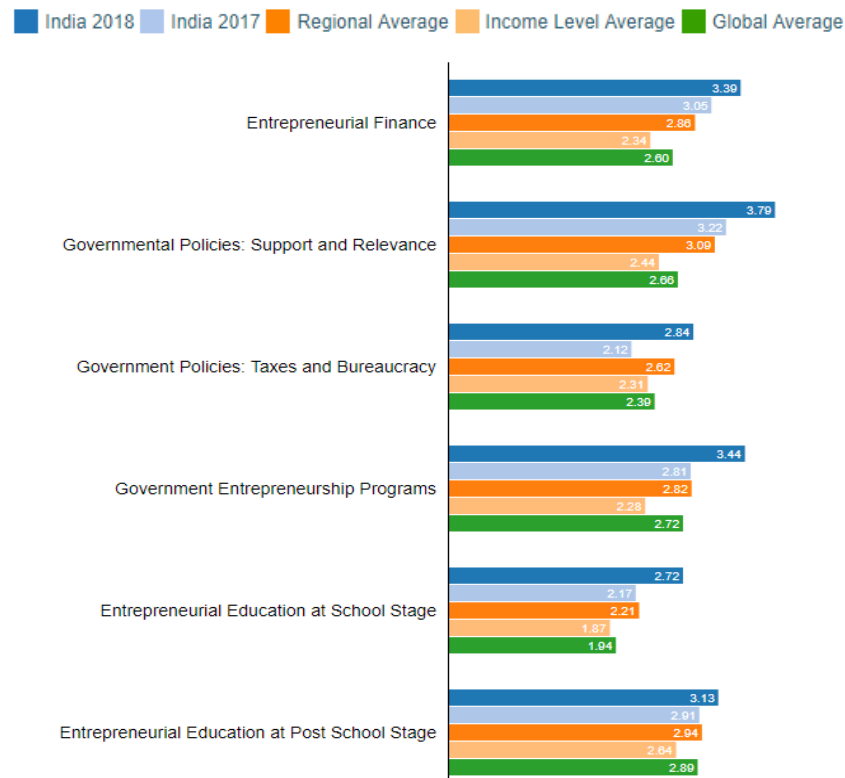


Fig-3: Entrepreneurial growth in India wrt education
Image from - <https://www.gemconsortium.org/economy-profiles/india>

CONCLUSION

“Investment in education pays the best” - Benjamin Franklin. The sure and the fastest road map for our nation to achieve economic prowess in 2030 is by empowering its citizens with education. Adopting the advent of digitalization, it is well planned to have e-courses for all age groups where the learners can benefit from their own place at their own pace. India in 2030 will definitely be e-empowered with e-education.

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EFFECTS OF EARLY CHILDHOOD DEVELOPMENT ON CHILDREN

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WHAT IS EARLY CHILDHOOD DEVELOPMENT

The World Bank describes ECD (Early Childhood Development) as 'the physical, cognitive, linguistic, and socio-emotional development of a child from the prenatal stage up to age of eight'. It covers all the specialty areas wherein research is conducted to understand the different stages and styles in which minds of young learners develop and adapt to learning and unknown situations and the way and extent of impact that this has on their adult life. ECD is one of the most recent areas of study where people and authorities have taken interest. Due to its recent gained importance and the nature of the subject and field of study is continuously growing. The human mind is one of the best unsolved puzzles to mankind and forms the central element of the subject, making it one of the most evolving subjects of all.

Neuroscience is one of the primary independent fields of study that early childhood care heavily depends upon. It helps us obtain a better understanding of the ever evolving brains in babies and young children. This in turn helps us understand the more developed adult human brain and behavior better. Along with neuroscience, the other fields that contribute to understanding the brain include, Developmental Psychology, Biology (such as physical growth), Behavior Science, Pediatrics, Developmental Milestones (both physical and mental), and Mechanisms like Nature v/s Nurture, Cause and Effect etc. Early Childhood Development is a larger field that encompasses Early Childhood Education (ECE).

Let us understand Early Childhood Development and how is it different from early childhood education.

WHAT IS EARLY CHILDHOOD EDUCATION?

Early Childhood Education is a part of ECD. It is a branch of education that caters to the varied needs of children from infancy to 8 years of age. ECE develops curriculums and lessons using age-appropriate pedagogies and methods to impart then to young children. These lessons/curriculums are a perfect balance of academics like numbers, grammar, motor skills and life skills like hygiene, Care, leadership.

Early Childhood Education is not a recent branch in education. From the very beginning of human existence, man has tried to impart and develop the required skills and knowledge so as to help its offspring survive the world they are a part of. Until the very recent times, early childhood education was imparted at home by family members. This is the informal way in which ECE has always existed in the human society.

In the late recent years, the importance of a formal set up to impart education and develop certain life skills in this young age group has been taking understood. Several educational philosophers have held multiple views on the need, advantage and ways in which education can be imparted to the children in the concerned age group. Such information helps educationalists and curriculum developers to design a format that will help children develop positive beliefs and concepts that guide their lives. ECE has had a number of advocates that propose in its favor. Of the many well renowned philosophers, Jean Piaget, is a renowned name. In her works she has placed immense importance on the play method to impart the skills to the children. Piaget's pedagogy uses the play method to enhance children's imagination and curiosity towards their immediate environment. Play method through imagination impacts the following areas in a child's life: Physical, Intellectual, Emotional and Social (PILES). Other well looked after educationist like Rudolf Steiner, Margaret McMillan and Maria Montessori have seconded Piaget's view. Other areas in which a child develops are emphasizing, ability to listen, to take turns and raise their hand while working in groups, give signal to his/her teachers when they need to use the bathroom or are in trouble, safety of self and others, and other such fundamentals.

Now that we have tried to understand the difference between ECD and ECE, let us see why one confused for the other.

The first and the most noticeable reason for this confusion is the overlapping core subject matter. ECD and ECE are both fields that are aimed towards development of a person in their primary years. They deal with understanding learning styles in young learners, their reactions and responses towards situations and the ability to grow and adapt to situations. These skills that are developed in the early years have an ever-lasting effect on the child's life. Secondly, both the fields aim to find out what is happening to the child and how can one find solutions to the problems in question,

ECD focuses on aspects like environment, nutrition, family atmosphere, positive parenting, engagement with the environment, etc. ECE on the other hand deals with aspects like education, IQ, learning styles, special educational needs, etc. Both the fields have their dependency on each other.

WHAT IS EARLY CHILDHOOD EDUCATION?

In the most basic term, early childhood education refers to the basic education that children receive from the age of 0-8 years. Within this age bracket, ECE primarily focuses on the ages of 0-3 years and in some cases 0-5 years. Children beyond this age fall in the pre-primary age group of schooling.

Early childhood education's concern encompasses both formal and informal education. It plays a crucial role in forming the foundation block in a child's life. It is upon this education/ blocks that the person's life develops. The impact that ECE has on the child's life as he grows to become an adult is immense. There are however two parts to the equation of ECE which is equally important.

One part of the equation is the formal setup and the second part of the equation is informal education.

The first part of the equation is the formal education that it receives at a young age. This stage spans years 1.5 years to 8 years of a child's life. The formats in which a child receives formal education at that young age, varies in methods and styles, duration, areas of study, kids with special needs etc. Institutions that are involved in the formal education segment have detailed aims and objectives and a clarified purpose and area that they focus upon. These programs are designed to meet the needs of the child in every year of their pre-school life span.

The second part of the equation is the informal education. This refers to the training that the child receives from the immediate family members. Language is one of the first things that is acquired by the child. Frequently used words in the mother tongue in particular are acquired by the time the child celebrates the second birthday.

Now that a clear distinction of how ECD AND ECE are different yet complimentary to each other, let us now look at the science behind how EDC helps the child.

Human brains are built over time, from the bottom up. The basic architecture of the human brain is an ongoing process that begins way before birth and continues into adulthood. Experiences that are encountered by one during their early years affect the quality of this architecture. The foundation upon which learning, socializing, health, respect is built is weak and flimsy.

The brain is most flexible, or "plastic," in the early years in life and hence can accommodate a wide range of environments and interactions. About 700 new neural connections also known as synapses are formed in a child's brain every second in the formative years. As the child grows the rate at which these synapses are formed reduces which results in facing difficulties to adapt to change. Crucial skills like Motor skills, Empathy skills. Social skills, Curiosity, Imagination have developed in the child by the time they turn 5.

The developing brain is majorly influenced by the interaction of genes and experiences. A major ingredient of the developmental process is what is called "serve and return" relationship. Young children naturally reach out to create interactions and bonds through what is known as child babbling, expressions, screams and gestures. In return for this they expect gestures from their adults. When children do not get the expected gesture in return, it forms a negative impact on their brains.

In this segment we will see the advantages that ECD has on a child's life. The number of areas and skills that a child develops are varied. In the times that we live, it is crucial that a child has the 21st century survival skills in him/her. It is these skills that will help in facing the world when they move away from home. The activities and thought processes that have shown to have an effect on the child due to the access to EDC are broadly categorized in the following skills.

1. Socialization

Socialization refers to the act of mingling with members other than the immediate family. When children go to ECD centers, they come across and interact with other people in a safe environment. This helps them understand how to deal with people and live among them.

When they meet other age mates they find areas of common interests and this later turns into bonds shared for a lifetime.

2. Concept of Cooperation

Being social animals it is well known that for us to survive, we need to interact and work with people for various reasons. Growing up over a number of occasions we need to collaborate with people who may not

always have the same set of beliefs. In the earlier years, children face such situations the most and hence the skill of cooperation is primal here. Cooperation also includes patience, the ability to let other complete their point, accept other views, take turns.

This is one of the most important skills that we as adults also need.

3. Encouraging Holistic Development

Early childhood educators are trained specifically in identifying the areas in which a student may need extra support. This also helps understand if a child is differently abled or needs help in developing his/her special ability.

A number of times such important facts are identified in the later years which could be dealt earlier and with more ease.

4. Enthusiasm for Lifelong Learning

What and how students are introduced to new lessons and concepts in the early years determines their inclination to learning. When lessons are conducted in a way that attracts the students, the general attitude towards learning, academic, non-academic and behavioral concepts is positive. Such children have this attitude not only in acquiring new knowledge, but also when faced with challenges in their later years.

Love of education- for reading, learning, discovery, nature- takes root in preschool.

5. Convey the Value of Education Through Experience

The value of learning and education is best understood and valued by examples, role models and actual life experiences.

Parents have always had the most prominent influence on a child's early life, preschool environment helps them develop new perspective on the importance matters and give them a direction to view the same thing through a different lens.

6. Respect

Respect for self and others. Respect is one of the primary pillars of humanity. Preschool helps children develop an understanding of what belongs to self and what belongs to others. Once this difference has been established, attached emotions like care, help, etc then introduced to the kids. Respect with regards to their environment, both immediate and global is an equally important factor that also imparted at preschools.

There is no better place to learn this virtue than in a hectic preschool environment, where everything is shared and civility and manners are both taught and learned organically.

7. Teamwork

Instilling the concept and importance of teamwork in children during their initial years helps them develop a ear for other's opinions, listening to views other than self's and to work in teams and give equal opportunity for others to grow. .

Many preschool activities are centered towards teamwork. A person who learns to work in a team at an early age is eventually more attuned socially and had higher chances of being employed.

8. Resilience

It's important that early childhood educators and parents work together to develop resilience in children as early as possible. By creating a consistent, secure and fair social environment, with clear expectations and predictable consequences, children can develop skills in managing themselves and their emotions.

It's a teacher's job to provide a challenging environment where children can learn through first hand experiences. They may experience bumps, bruises or losing a game from time-to-time, but this is the foundation for building coping strategies for greater challenges in life.

9. Concentration

During preschool years, children explore at every opportunity to discover new experiences, new friends and new environments. Their minds are so lively and imaginative.

As early childhood educators we need to balance this zest with the ability to listen, follow directions, attend to tasks and participate in group activities to develop the critical life skill of concentration.

10. . Patience

Every day as adults, we encounter situations where our patience is tested. Children need opportunities to be involved in an abundance of social experiences, where they can explore and practice the social skill of patience.

By teaching through examples, role modeling and social experiences, children are able to develop their patience and learn to wait for their turn. Examples from the preschool setting include sharing a teacher's attention, a toy, the playground or waiting in line for a game.

11. Confidence and Self-Esteem

Believing in oneself is a critical skill for one to survive. As much as we may feel its need while facing the world, the same is even more important during the younger years. As adults we have a set of values or rules that we abide by. The basis of our belief system largely depends on the atmosphere that we experience as a child. It is this self-esteem and confidence that help the child explore his or her talents, skills, differentiate between right and wrong and stand up for his/her rights.

Positive interactions in a safe environment aid in developing a positive view about oneself and help develop the ability to approach a problem confidently.

12. Exposure to Diversity

Understanding and valuing the existence of difference and diversity are crucial to early childhood development. ECE helps children appreciate and accept differences in the people and set of ideas that they are surrounded by and help them learn to appreciate it.

Children accessing ECD centers interact with teachers and age mates that belong to varied culture, beliefs and ethnicity. This exposure helps students accept this diversity and be able to grow within this diversity.

HYPOTHESIS

With changing times, the importance of formal education is being understood by both government authorities and parents. This increasing concern has resulted in the opening of multiple Ecd schools (Montessori) and activity areas for the children in the age group.

In the context of the developing countries, a lot of work is being conducted in the direction of developing such centers as well as to in expanding the importance and the critical influence that it has on the child. These efforts in a number of geographic regions and cultural groups are not reaching its optimal point. Families still believe that the child will learn everything he/she needs from the family members.

This study is an attempt towards understanding if an actual difference exists between the performances of children that access early childhood care and education from those that do not. Do both set of children perform at par with each other or do the former out-perform the latter in most of the areas or is it vice-versa.

Based on the aim mentioned above, two hypothesis have been formulated.

1. Preschoolers (Early childhood education centers) perform better at skills like socialization, respect, team work, problem solving when compared to non-preschoolers.
2. A balanced approach of formal and informal Early Childhood Care and education has a stronger and a more lasting impact on the overall personality of the child.

METHODOLOGY

In order to prove the hypothesis the following set of questions have been used. For the same a sample size of 50 was used. This sample comprised of children who have had an access to or are accessing an Early Childhood Development center as well as those who have not accessed it. Along with the mentioned questioner observation method was employed.

QUESTIONNAIRE

1. Does your child access ECD
2. Number of years at an Early Childhood Center or Early Childhood Education Center
3. Age of the child
4. My child can speak very well for the age
5. My child can wear his own shoes
6. My child learns new information quickly
7. My child is a team player
8. My child can differentiate between wrong and right
9. My child can say what he likes or does not like

10. My child loves to meet new people in a safe environment
11. My child takes the initiative during play
12. My child accepts views other than his own on being explained
13. My child gets attracted to things unknown to him
14. My child finds different ways to do a task when one way fails
15. My child has an opinion about his things and clothes.
16. My child enjoys his own company as much as he does of his age mates
17. My child always wants try new things.
18. My child can write small words and make small sentences.

The following table represents the number of people who have responded as yes or no to the mentioned questions.

Question	Response- Yes	Response- No
1. Does your child access ECD.	35	15
2. My child can speak very well for the age.	40	10
3. My child can wear his own shoes.	37	13
4. My child learns new information quickly.	30	10
5. My child is a team player.	32	19
6. My child can differentiate between wrong and right.	30	20
7. My child can say what he likes or does not like.	39	11
8. My child loves to meet new people in a safe environment.	38	12
9. My child takes the initiative during play.	37	13
10. My child accepts views other than his own on being explained	40	10
11. My child gets attracted to things unknown to him and tries to understand without assistance.	37	13
12. My child finds different ways to do a task when one way fails.	40	10
13. My child has an opinion about his things and clothes.	39	11
14. My child enjoys his own company as much as he does of his age mates	37	13
15. My child always wants try new things.	40	10
16. My child can write small words and make small sentences.	37	13

Analysis/Findings from the above mentioned table

From a total sample size of 50, 35 children accessed ECD enters. These children range from 6 months to 4 years. Of these 35 students have been going to a play center or a Montessori from the age of 8 months till they turn 4 years.

- A majority of the responses that have been positives are from parents who have given their children an early beginning.
- Children that have had Early Childhood Care and Education are seen to be more social, cooperate and understanding compared to their counterpart that have not had the Education.
- Children who have an access to ECD and ECE are guided from within/self as compared to their counterpart. I believe this is because on a daily basis, these children have ample of situations, be it play or class mates that they have to interact where they are required to make choices. These children also handle failures better as there are times when their choices backfire and the child is aware that the outcome is due to his choice and he/she has to deal with it.
- Students that do not access EDC have a majority of the decisions that are made by the family members and hence decision making options/opportunities are low.

- The study also indicated that ECD accessing students learn and absorb new information better, quicker and more efficiently in comparison to their non EDC counterparts. A primal reason for this is, children in the EDC center encounter new people, situations and incidences on a daily basis. This continuous flow of new information keeps their minds running. Their counter parts tend to have a limited environment that after sometime does not attract the children which in turn hinders their learning.
- Montessori and play centers have activities that are developed to cater to a number of life skills such as Reading/word/alphabet recognition, Speech clarity, eye-hand coordination, organization, etc. These are life skills that are of utmost importance in the competitive world. It was observed that students going to a center had a wider vocabulary, lower baby talk, clearer speech, speak complete sentences, whereas the part of the sample without EDC showed lower language skills, high amount of baby talk and were also reluctant to learn new words.
- Children that showed a positive sign in working with new individuals and interacting with strangers were the ones that either had ECD access or a sibling.
- Children going to ECD were more open to challenges and finding different ways to solve an issue. This on the other hand showed low or negative signs in students without ECD or ECE. A major reason for this was that parents or family members did not give the opportunity to let the children struggle their way.
- Children as young as 2.5-3 years showcased the ability to make decisions as to what food they would want to eat or which school bag they wish to carry or what toys they wanted to engage with. This was seen missing or low in their counterpart. One of the reasons for this could be because day care or Montessori setups are based on the logic where the child is given all the resources and he chooses what he wishes to engage with. In the primary stage such as mother toddler programs, new toys and concepts are introduced to the children post which the decision is left to the child to engage in it or not.
- Another striking observation was that children going to a ECD center were more considerate towards others emotions and at times even took up the task of comforting and teaching people around them. This was missing in the remaining sample as they did not meet new people often and hence could not comprehend on how to be the bigger person as in their situation they got all they wanted almost always.
- Another observation from the above interview and sample observation has been that of the non-preschoolers the children that have shown signs similar to preschoolers have families where the children have the opportunities to interact with a number of people.

CONCLUSION

While one may say that man from the very beginning of time has been receiving Early Childhood Care, but it has for a major span of time been informal. This was primarily provided by family members and close relatives. Earlier families were joint with cousins and relatives living together. Children had ample opportunities to learn and understand cooperation, sympathy, empathy.

In the times that we live today families have broken down to nuclear or single parent family. Couples opt to have just one child with the hope to provide them with the best. This change in the pattern of family planning, has made the role of preschool more evident than ever. While formal ECD is growing in importance, the role that family and informal ECD plays will always remain crucial.

As much as formal education is important, one cannot deny the statement that parents are the first teacher to the child. Emotional Intelligence (EI) is a primary 21st century skill. The informal education, or the skills that a child learns from home is what develops him to face the world that he is to encounter.

EFFECTIVE COMMUNICATION SKILLS: THE MOST SOUGHT-AFTER SKILLSET IN THE FUTURE WORKFORCE

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ABSTRACT

In today's global and competitive world, communication skills have become the Most Sought-after Skillset in the Future Workforce. People with effective communication skills are preferred as compared to the people who can't express themselves well. Thus, effective communication is a necessary skill important for any organizational success. In today's digital age, this is compulsory for a person in the commercial world to know how to communicate effectively. Communication is a social activity that serves multiple objectives personally as well as professionally. It involves the ability to transmit information with a high probability of receiving the intended message at the receiving end. It is considered as the mandatory necessity of social as well as professional world. To put simply, we exist because we communicate. In addition to this, the digitalized information era in which we live has significantly enhanced the role of communication in an organization at all stages to ensure success. Therefore, this paper is an attempt to put a brief limelight on the basic concept of communication in a global context and its importance in the future work force.

Keywords: Communication, Globalization, Future Workforce

Communication Skills- A Life Skill

Speak in such a way that others love to **listen** to you.

Listen in such a way that others love to **speak** to you.

- **Anonymous**

The concept of communication has been as old as the human race since man is a social animal and is urged to live in a society. Thus, communication is primarily a social two-way process that enables a man shares his thoughts, ideas, feelings, knowledge etc. either verbally (oral and written) or non-verbally (body language) in this diverse and global world.

The word 'communication' has been originated from the Latin word "Communis or Communicare" which means to impart or to share. The meaning of communication can be better understood by studying the technical definitions put forth by the researchers:

Communication is a process of passing information and understanding from one person to another

- **Keith Davis**

Communication is essentially the ability of one person to make contact with another and make himself or herself understood.

- **John Adair**

Communication is a process by which information is transmitted between individual and organisation so that an understanding response results.

- **Peter Little**

Communication is the sum of all the things one person does when he wants to create understanding in the minds of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding.

- **Louis Allen**

In today's global and competitive world, people with effective communication skills are always given a preference, in personal as well as professional lives, as compared to those who cannot express themselves well. There are many people who are not able to communicate to their peers properly which leads to a lot of misunderstanding. That is why in today's world, effective communication skills are very significantly important in order to avoid misunderstanding.

Effective Communication skills not only helps in sharing ideas with others but also helps us to improve our body language including posture, gesture, eye contact, proximity and many more that help us to present ourselves in a more positive and confident way thereby impacting people's lives in general.

Communication Skills- Why is it Important for Students?

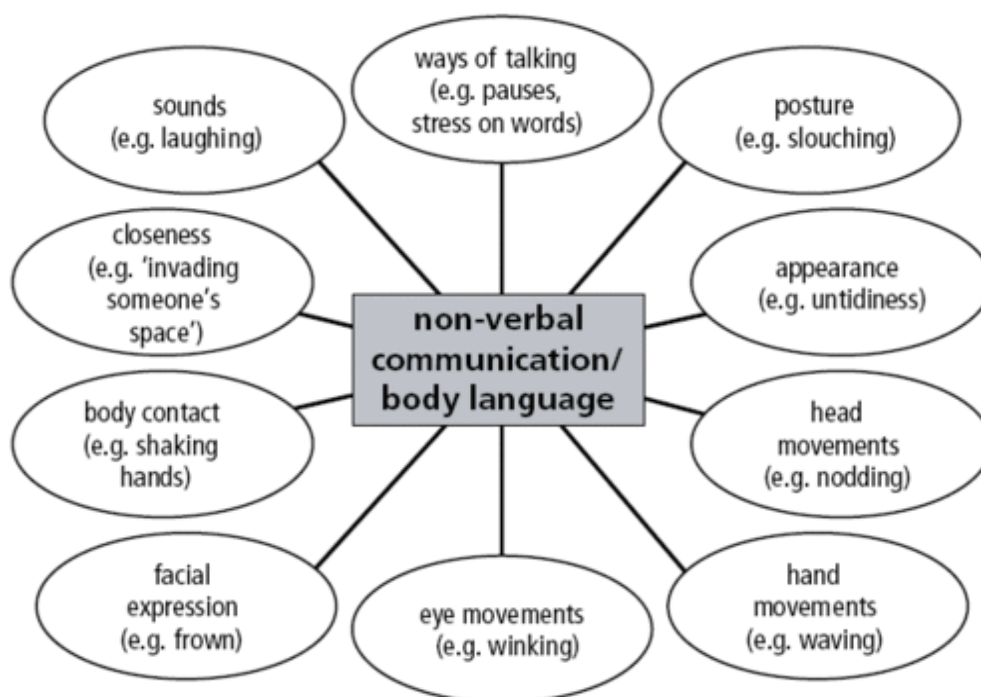
In this digital era, students rarely have face to face conversation with their peers and relatives. Thus, in a world where social media is so predominantly used everywhere, students, now, feel nervous to talk to other people and this lowers their self-confidence that further results in self-doubt and depression. This is the main reason many research studies state that communication skills very important for students especially when they have to make their first impression right during their job interviews or any professional endeavour. If students have good communication skills, they would naturally be more confidence and would leave a very good impression on their peers and seniors which may lead to building a good rapport with others.

Communication skills- Its Future Significance

In today's digitalized global world full of competition, communication skills is considered the most important soft skills and the recent studies mention that this would gain more and more phenomenal importance in the future alike. Like I said earlier in today's generation most of the people are smitten by the technology and face to face communications is reduced and when these people have to present themselves to the outer world they fumble and get stressed. It is quite important to have good communication in order to avoid being misunderstood and to avoid any kind of conflict. One should also be able to know the medium through which one speaks.

Like if one has to speak to an important client it is important to talk to that person face to face rather than just sending an email not only does that create a good impression but the probability of getting that client on board would also be high. It is very important to build good relationship with your peers at your workplace one needs to know how to keep his or her point during a meeting without hurting anybody sentiment. The tone of your voice, the way you sit, stand and the way you speak you represent yourself. All this gets noticed by the people around you and they subconsciously save an image of you with your personality. That is why it is very important to learn all the aspects of communication skills so that you know how to present yourself so that you can build a very positive image among the people you work.

In today's world it is not just hard skills that matter it is also the soft skills. Just give a thought to yourself and see, which doctor you would prefer going when you're sick the one where the doctor treats you with no respect does not prefer listening to you or the person who is polite listen to all your queries carefully and gives you your answer the latter one would be preferable by most of us. Exactly in this manner all the other professional work works. Not only does communication skills teachers you to make a positive impact but also teaches other skills such as teamwork, leadership skills, etc. which are required in the corporate world. Having a better soft skill will always be an edge over others.



Communication skills is not only useful professionally but is also a big gain for personal life too. There are many marriages which are broken in today's modern generation due to misunderstanding and because the partners are not able to communicate properly or are not able to understand each other's body language which

gets worse when they have children as this happens to have a negative effect on them. By having a good communication not only we can we resolve most of the problems but also so have a good impact on the future generations, it is important for them to grow in a good environment for the growth of our country.

Having good communication skills will help immensely for the growth of our country as it will help us to bring stakeholders and clients in our country and to make them trade with us for the growth of our nation and having a positive impact using communication skills will let them to help us even more for the development of the country by having good communication skills we can also resolved many of the country issues itself. Like having a leader who listens to his or her people and concentrates of what they say, having good relation ties with other countries and working accordingly.

CONCLUSION

If our country focuses on the soft skills we can reach new heights by being a more confident nation and avoid misunderstanding among ourselves for the betterment of the country respecting everyone's opinion without being harsh, unapologetic being polite with everyone when required and listening to everyone with good body language will always benefit us in the future. Therefore it is very important to have good communication skills for the future and for the betterment of our own country and also the world.

“ASSESSMENT OF DRAINAGE SYSTEM IN INDIA” A VISION FOR 2030

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ABSTRACT

This study has been taken place by many researchers and research centres so as to understand the drainage system in India on a large stage and to understand the effects of poor drainage system on the common streets as well as the interiors. Poor has a huge impact on early pavement damages which leads to structure failure. To avoid these early pavement failures, it is imperative to provide the localities the best drainage system. The researchers pointed out that the drainage designers and road engineers are of great importance.

I. INTRODUCTION

The flow of water through well-defined channels is called drainage and their network is called drainage system. India every year experiences a lot of rains during the monsoon season which is not controllable by the drainage system. When the drainage system in India doesn't function well there are floods then taking place which is a threat to life as well as the property, hence the drainage system shall be designed in such a way that control the rainfall and direct the water in the right manner. Drainage system should not be kept dirt and should be made clean after an interval. A drainage system is basically a pattern wherein small-small rivers meet and the outlet is the oceans. Many of the outlets flow directly in the Arabian sea or drains in the Mithi river. drainage system is broadly classified as peninsular and Himalayan

- **Objectives of the study**

- To understand the innovative ideas of drainage system in the world as well as in India
- To prevent or reduce water logging through the best drainage system
- To protect India waterways from different types of threats like pollution, chemical, toxicants, litters, sediments, etc
- To ensure that the flood waters don't become a risk for the people staying near to the drainage system
- To ensure that the drainage system can hold a heavy rainfall and has a smooth flow of this rainwater

- **Growth of drainage system problem**

- Urbanization: the population of India has boosted up and now stands as the 2nd most populated country in the world. With increase water supply to the populated cities the drainage system receives more of wastewater. When the people dump waste in the drainage system it gets bottled up with this garbage and as a result it stops the flow of water in the drainage and remains there instead of the outlets in the large seas.
- Rainfall: floods take place due to heavy rainfall in the country. when there are heavy rainfalls sometimes the drainage system cannot hold the great fall of rains and hence, the water level in these drainage systems also rises. So instead of the water going to the large water bodies it comes back to the land. There is a wide variation in the amount of rainfall received by each and every state. for e.g.: the state near the coastal region receives over 2000 mm and the states which are far from the coastal region receive 600 mm.

- **Importance of the study**

The unique quality of a good drainage system is that it prevents from accumulation of water during floods and it even allows free flow of water. If the drainage is clean on daily basis it can wave out all the blockages. It won't cost a lot to keep the drainage system clean in or very own house. through proper drainage system the stagnate water is not collected and is does not allow mosquito to breed. The still water in the common locality seeps through these drainage systems. Drainage systems can remove these toxic materials generated in flash floods by draining them away from your yard. It can eve case moulds and slipper roads. Use of open drains is not a good option to carry wastewater even if the solids have been removed by use of septic or interceptor tanks because people can easily come into contact with it.

II. LITERATURE REVIEW

Tamana Patil (2017): According to Tamana Patil the research papers show that the drainage system has been improved compared to before. The drainage system should have highest mobility, with its reach even in the interiors. In the treatment of the drainage system, the waste water controlled the small turbine, roller chain and sprocket. The drainage should be kept clean specially during the heavy rains, which will allow more flow of running water. The new system of drainage system should have a drain to collect the floating waste so as to

reduce the efforts put by the humans, the maintenance, etc. The drainage system has been studied in depth in this research paper.

M. Karve (2006): The Mithi river in Mumbai situated in Powai is controlled mostly by the raw materials and the outlet which is supposed to be in the Arabian sea is lessened up because of the raw materials. There are metal traces found in the Mithi River like Zn(zinc) and Cu(copper), the drainage system of Mithi River is not treated properly hence these traces are also found in Arabian sea, as these traces are found in Arabian sea there is a huge growth of cuttlefish. The entrance of these metals in the Arabian sea is a cause of the death of these fishes. With the launching of 'Clean Mithi Project' by the Government of Maharashtra, metal pollution load in this small but important river should reduce in future.

S.K. Gupta (2002): There are secondary benefits as well as socio-economic benefits of these drainage system. These benefits are to be made highlighted and should be made aware to the common people as a result it will lead to taking more care of these drainage system. The benefits are like improvement in the status of environment, there would be less damage to the roads, buildings as well as the forest plantation. When these drainage systems are kept clean it will avoid more of floods taking place. 59% of the drainage system is covered by the industries.

Achal Garg (2014): Sometimes it's the water quality that gets a storm in the urban. While the discharge of these drainage system should be cost-effective as well. These drainage systems should be designed properly considering the extreme events. These drainage systems when not designed properly leads to floods a major cause. There is a need for continuous research on these drainage system so as to maintain them. The design process of these drainage system should be done in such a way hence it is a help during these extreme events. Development and application on the drainage system and storm water management should be made known to all localities. It is not feasible to design the best drainage system at one go, but should be started from our very own house itself.

III. INNOVATIVE IDEAS OF DRAINAGE SYSTEM

- Ground to drain water: A traditional way in U.S cities is that, they consider the size of the streets as well as their shapes. If the roads are wide thereby they reduce the chances of absorbing the storm water during the major storm entering the cities this is because of the infertility of the soil. Speeding across blacktop, sidewalks, and through underground pipes, water that has picked up pesticides, animal waste, and motor oil gets into the river basins as well outlets that lead in the oceans. This results in the death of the fishes and polluted water. Natural drainage are inexpensive.
- Separating sewage from drainage: as climate changes it will result in more rainfall hence, this rainwater should be directed in the right manner. Therefore the drainage system should be designed in such a manner that it distinguishes between sewage and the water that is to be drained. This operation has a huge investment, but as sewage pipes run for a longer time the cost then in a longer run is reasonable. This sewage pipe has a unique benefit it makes the water cleaner before entering the ocean. This system is also beneficial if there is extreme precipitation as it filters the floating waste.
- Minerals recovery: The incineration of sewage sludge results in ashes entering in the drainage system creates larger entrances of metals in the outlets to different ocean. In this way, the mineral cycle might be partly closed. Recovery of precious metals is commercially attractive as there are higher concentrations that is released by different industries in their different industry activities.
- Adapting to climate change: for many cities more extreme weather events are implied by climate change. Both for flood risks and for droughts storage of storms water as groundwater might be beneficial, therefore minimizing of impermeable surfaces should be done. In such cases, flexible flooding defences or multifunctional structures might be an option.
- Contributing to the conservation of nature and ecosystems: besides emissions of greenhouse gases, WWTs often cause eutrophication by emission of organics, phosphates and nitrates. Ecological damage may be a further element due to emission of heat. In winter, such heat of effluents might be especially disturbing for ecosystems. While in summer they might endanger aquatic life, especially during heat waves.
- Using of Subsurface Drainage: Subsurface Drainage is utilized where the soil is sufficiently penetrable to permit economical spacing of the drains and productive enough to justify the investment. Hassel free service for a longer time can be provided by these drainages these drainages help in making the road permeable with customized and high-quality material drainage alternatives.

IV. SUGGESTION

Construction of building, roads, have contributed towards reducing the natural seepage of rainwater in the different drains provided hence, the construction of buildings should take place in such a manner which doesn't stop the water flow.

V. CONCLUSION

Hence from this research we can conclude that there is a need in India to change the design of drainage system and have the best drainage system with numerous benefits. High time for India to adopt these above-mentioned techniques to avoid water-logging and to avoid India to get clash with the floods. As we have seen in the city of Mumbai on 26th July 2005, that being Mumbai developed a lot as a city it saw the worst floods of all time wherein Mumbai had a huge loss of life and property. Hence this research recommends that Mumbai should adopt the technique of filtration wherein the waste is not entering into the drainage system and there is smooth flow of rainwater. India should welcome the innovative ideas used all over the world and adopt them efficiently and effectively.

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**PERCEPTION OF COSUMER TOWARDS ONLINE FOOD SERVICE AND PROMPT DELIVERY:
AN EMPIRICAL STUDY**

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ABSTRACT

Internet bring very huge connection to join people to each other. It boosted pathways for today's marketing strategy. Uses of internet for advertise and sell service and goods directly from the initial stage to consumer's door.

"This research paper is an empirical study of PERCEPTION OF CUSUMER TOWARDS ONLINE FOOD SERVICE AND PROMPT DELIVERY in Mumbai.. This survey was conducted on 100 respondent, on around 70% who are connected to online food service and 30% are people are not using online mode of internet for food. This paper will help to mindset of consumers towards the online food service and their delivery . The purpose of this study are come to know about in digitation of India this online mode changed traditional method of foods into online food zone drastically. Consumers can easily compare costs, check rating of particular food item and in all over the world and can ordered. It satisfied an amazing comfort zone towards customer.

Keywords: Perception, internet, online food service, mindset of consumer, comfort zone.

INTRODUCTION

Asian countries possess sixth position to use the online mode for business. Online food service provide fast and easy service that satisfying the desirable wants of the consumers. Consumer can easily compare costs of related items and can check the ratings of food items and place order. That order reach in their reliable place and time.

In this paper survey have been conducted that observe that consumer are satisfied or not with the related service and delivery food items. Special references are ZOMATO, SWIGGY AND FOODPANDA. All these companies provide online food delivery at consumers place with their convenient time.

Some research questions are taken to know the mindset of consumers towards online food service:-

1. Why do you prefer online food service?
2. Whatever consumer orders that are hot and fresh?
3. During festival season this online food services are some discount or special recipes?
4. Home delivery service are prompt or not?
5. This services are provide customer's particular type of religious meal?

Another side of business is not having online system to sale food like Dhabas. Consumer are satisfy to personal contacting with the restaurents. All the service that provide online food they are rich and becomes richer and other Dhabas are possess poor factor.

OBJECTIVES

1. To know about the perception of consumers towards online food service.
2. Why people prefer the online service instead of making meal by its own.
3. If consumers order then they are satisfied, what problem they faced.

LITERATURE REVIEW

In the following there are some research discuss with respect to different variables and their relationship:-

1. SHERYL E. KIMES

In 2011 the word of Kimes give importance to users and non user. According to this paper users are those that are connected with internet and ordered whatever they desired but non user are not believing to ordered, some supertisous in their mind. So they prefer personal interaction with restaurents.

2. VARSHA CHAVHAN

In 2015 according to this paper, because of mobile phones consumers are awake always about business. Any food service are now on world wide level. Customers are now provide ordered according to menu list with competitive cost. With the manage all the orders at a time and lastly delivered their service to fast and easy way.

3. H.S. SETHU AND BHAVYA SAINI

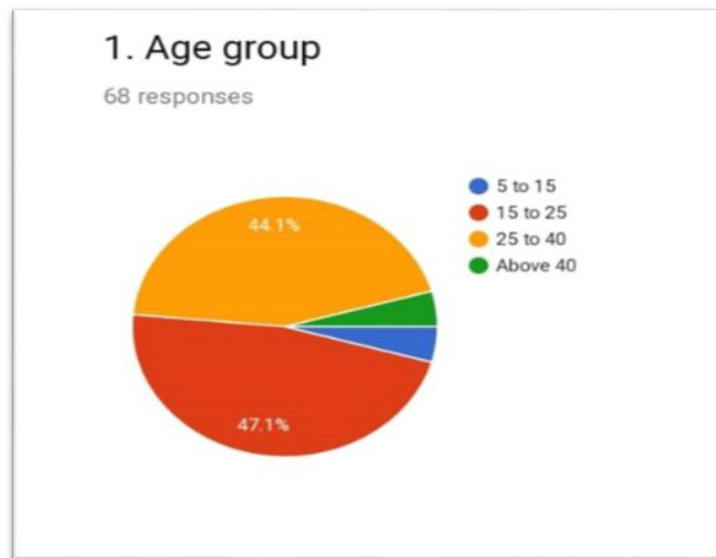
In 2016 they both are try to understand the perception of teenagers towards online food service. Satisfaction of teenagers are superior. According to this study teenagers thought is, it is very easy to order desired food at any place and any time with very easy step of use of internet anywhere.

4. HONG LAN ET AL

In 2016 according to this research paper the still online market are not mature. Online food service are serves food promptly at time but the hygienic issue, religious factor, supervision and cleanliness of food yet not to be consideration.

DATA INTERPRITATION AND ANALYSIS

1. AGE GROUP

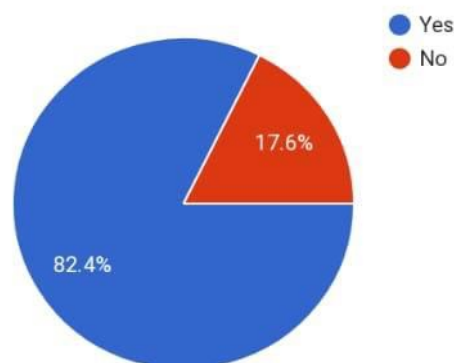


INTERPRETATION

Out of 68 respodant 47.1%are in between 15-25 age group which is highest that using online food service. 44.1% are 25-40 age group which is slightly lower than above catogaries. Most of consumer prefer the Zomato online service.

2. During the festivals they provide any special recipes or discount ?

68 responses

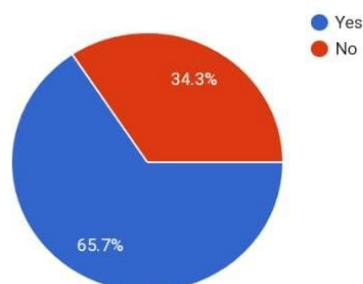


INTERPRETATION

84.4% are satisfy with the online food service that they provide some special recipe along with their order. And only 17.6% are agree with the terms to these food service.

3. Home delivery service are available for 24 hours ?

67 responses

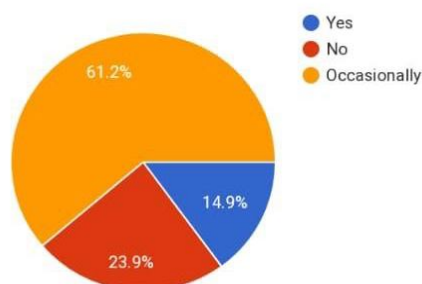


INTERPRETATION

65.7% Consumer are satisfy with thje prompt home delivery of online food service. And 34.3% consumer are not satisfy with the terms.

4. Do you always prefer online food service ?

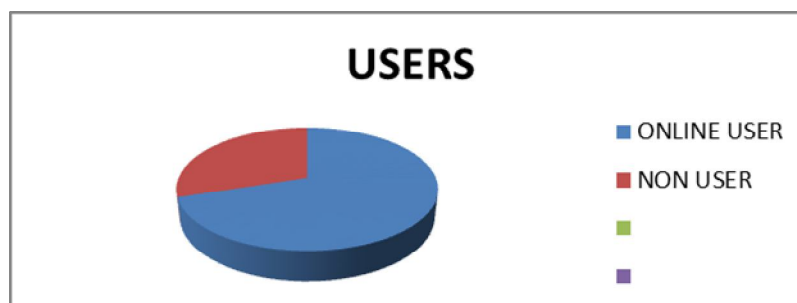
67 responses



INTERPRETATION

The majority of consumers can prefer the online food service only occassionaly. That is 61.2% and 23.9% prefer always and lastly 14.9% prefer sometimes.

5. USERS



INTERPRETATION

Out of 68 respondant 70% of people using the online food service and remaining 30% are non user. The non users are prefer to get personal service in restaurents.

LIMITATIONS OF THE STUDY

1. In rural areas people are not still know about online system of order food.
2. Thought of some consumers is there is low supervision, cleanliness are the major issue while making meal.
3. People's superstitious is online food service is rich factor and more expensive.

FINDING OF STUDY

1. With the whole study consumer are prefer easy and convenient service of online food service, but they encourage by some rewards or cashback.
2. Around 47.1% are the consumers which is in between 15-25 age group which is prefer online food service and 44.1% are in between 25-40 age group they prefer this service with prompt delivery.
3. 86.6% consumer perception is whatever they order in food service not got particular type of food, only 13.4% consumer are in fever of particular service.
4. Taste, price etc are the various issue that is not still satisfy customers.

CONCLUSION OF THE STUDY

With the whole study consumer cannot devide the services of various different online food service like Zomato, Swiggy, Foodpanda. The perception of consumer towards all online food service is same. In degitilation India people prefer online service instead of making food by traditional methods. And because of internet all people are connected with any online food service.

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THE STUDY OF INDIAN ECONOMIC AND ECONOMIC VISION 2030

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INTRODUCTION

As you are knowing that now our countries have is counted of most important economic power in the world. Due to our Honourable Prime minister Narendra Modi to who make our country now as an powerful country in the world.

In next to 10 to 15 year it is expected that our country will be one of the top three economy of world.

DEFINITION OF MODERN ECONOMY

The modern economy defined as the “it deals with economic definition, also deals with scope and method, partial equilibrium analysis, indifference curve technique, utility analysis of demand, revealed difference theory, social accounting, determines of income and employment, and the nature and function of money”.

In modern day, modern economy Important because in business world using the new technique and new ideas for business.

In other word it is helpful for all types of business and all sectors.

DEFINITION

Economic is study about the whole national income and individual income of person.

There are two types in Economy:

1] Microeconomic

Microeconomic is always study about the individual person of income.

2] Macroeconomic

Macroeconomic is always study about the whole i.e. all National income, employment level, general price level, investment level etc.

Economic is major part of India because Economic is always help for the development and growth of country. But in the economic development means natural and growth means plan.

Indian economy is very important part of India because economic always show the increasing of Gross Domestic Product (GDP), Gross National Product (GNP) etc.

Market size

India's GDP estimated to have increase 7.2% in 2017-18 and 7% in 2018-19. India has retained its position as the 3rd largest start up base in the world with over 4750 technology start-ups.

India's foreign exchange reserves where US\$405.64 billion in the week up to march 15 2019, according to the data from the RBI.

Recent Developments

With the improvement in the economic scenario, there have been various investment in various sector of the economic.

The M&A activity reached record US\$ 129.4 billion 2018 while private equity and Venture capital. Investment reached US\$20.5 billion.

Road Ahead

India's Gross domestic product (GDP) is expected reach US\$ 6 trillion by FY27 and achieve upper- middle income status on the back of digitisation.

Government of India's measures to strengthens infrastructure and reforms like Demonetisation and Goods and Services Tax (GST).

OBJECTIVE

India is 2nd largest population in the world and in the India so many part of economic.

In 2030 Indian economic is very good. According to the India Financial Minister Mr Piyush Goyal because they pass the Interim Budget. In the interim budget Mr. Piyush Goyal pass the 10 major part of India.

In my project I have discuss the some new Economic vision in 2030 of India.

METHODOLOGY

1) The study of intirim budget:

The study of intirim budget is help to the10 new sector. i.e.

- Physical and Social Infrastructure.
- Digital India.
- Clean and Green India.
- Rural Industrialization.
- Clean Rivers.
- Oceans and Coastline.
- Space.
- Self-sufficiency in Food production.
- Health.
- Minimum Government, maximum Governance.

2) The study of employment level

In india its reduced the underemployment and unemployment, so need to create the10million job per annum till annum, as per the research india need to create 0.1 or 1,00,000 jobs per month for a next 12years.

Because in India every person not have a job, Into 10 person only 7to8 person have job in our proper filed.

The Indian economy require the labour force increase by eight million per annum over the next 15year because fraction of the total job. It is one type of assumptions about the underemployment of Indian economy

The Indian Government itself target 100 million creation jobs manufacturing during in 2022 and in 2030 Indian Government create 350 million jobs.

In that case, the Indian Government play main role the Indian Economy.

3) The study of education level

In India higher numbers of Government and Private schools and Colleges. The private schools charge the high fees and in a government school not provide the good facilities for the student as well as college professors and school teachers.

Education is very important for Indian economy because in India of so many students create a new idea for country and its help to the Indian economy

In India total number of states 31 and some state help to the Indian economy because In this state lack education facilities for example Kerala is highest percentage of educational state and so Kerala students help in technology and other filed.

India is higher educational country and by 2030 India will be amongst the youngest nations in the world.

In the future, India has remarkably transformed its higher education landscape, and has created widespread access to low-cost & higher-quality university for all levels.

In future India has use the high quality of technology for better education.

THE ROAD TO FUTURE PROGRESS IN EDUCATON

In 2030 India use the advance technology for better education.

- Low cost high quality of education.
- Use the ideas for students.
- Reforms in governance.

If Indian government help the education system then education must be improve and it is help for Indian economy but this is not only central government but as well as for state government.

4) The study of GDP

The GDP is one type of economic part of any nation. Countries are ranked in on the basis of the size and growth rates of their GDP.

India is third largest country in the world. GDP show the market status of country.

In national income accounting the term domestic territory is much bigger than political frontier of a country. Domestic territory includes:

- 1) Territory lying with the political frontiers including territorial waters of country.
- 2) Ships and Aircrafts operated by the residents of the country between two or more country.
- 3) Fishing vessels, oil and natural gas rigs and floating platforms operated by residential of the country.
- 4) Embassies, Consulates and Military establishments of the country are located aboard.

The GDP is one type of part of economic because GDP is show economic condition.

According to world economics the India of GDP is must improve in last 5to6 year and also market demand high in the India.

In 2030 India will be first rank in GDP but increasing the GDP requires some reasons:

- a) Marketing
- b) Banking sector
- c) Defence sector
- d) Small and large Industries, etc.

5) The study of drastic development

In the economic the drastic development is help to increasing national income of the country.

Example: Oil. Natural Gases etc.

The drastic development is also help for the economic sector but is not better for Indian economic because we are not produces the oil and natural gas. But in 2030 India focus on the major part so india better in drastic development.

6) The study of small and large business

In India so many types of small and large business. This is also help in the economic.

As per the world news the India is 3rd largest country in the world for small and large Industries.

In india so many types of shops and company.

For example medicine company, food and cloth company etc.

The India is always increases our efficiency in all sectors.

7) The study of new financial ideas:

The Indian Economic is also helpful for new financial ideas in 2030.

Finance Minister Piyush Goyal suggest the new ideas for financial sector that means

- Education
- Agriculture Department
- Health Department
- Firms and Industries

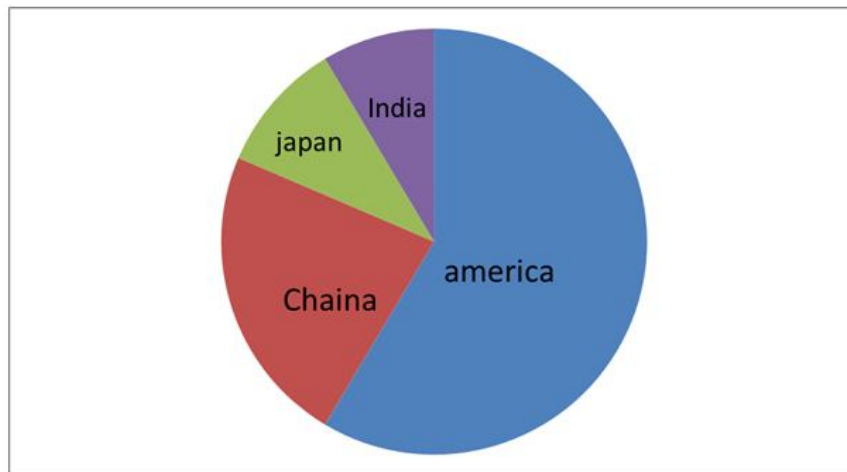
Make in India Policy

Was launched by Indian Prime Minister Narendra Modi in the year 2014 to put India on the world map as major hub for Global Design and Manufacturing.

Make in India policy also helpful for increasing of a GDP. Through Make in India Policy (MMIP) Initiative the Government of India aims to take GDP to 25% by 2022 and in 2030 it will be increasing by 75% approximately.

IN INDIAN ECONOMIC SECTOR MAKE IN INDIA POLICY IS THE MAJOR PART.

Datapresentation:

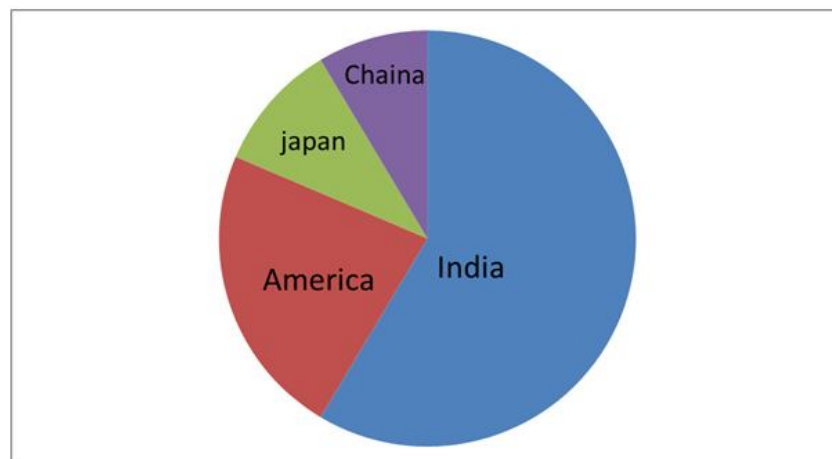


In this diagram I have showed 4 country.

RESULT

India is 3rd highst country in the world rank of GDP. But in 2030 India increase our GDP rate and as well as in other sector.

As per my Research **Economic Vision 2030 of India** will be ranked in the 1st position.



This diagram shows India in 2030 first country in the world in all sectors.

CONCLUSION

Economic sector is helping to the GDP regarding Taxes Employment large and small industries in Education and other departmnents

In 2030 India will be the 1st highest population country in the world. It will be helping to innovate new ideas helping to the education, helping to new taxes, helping to GDP, helping to market sectors and other departments.

INDIA VISION 2030, SOCIAL MEDIA - A HUB FOR MARKETING

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ABSTRACT

With the advent of 21st Century where people do not find time to interact with each other Social Media provides them the platform to communicate with the people across the globe without physical presence. Various social media sites and applications are an addiction for the people since people spend most of their time using social media. The study emphasises on the use of Social Media by the Companies to market their product, Consumer Behaviour towards such Marketing Strategy and the advancement of Social Media Marketing in recent years. This research focuses on the strategies and ideas which can take this Viral Marketing beyond the expected marketing strategy at present.

Keywords: Social Media Tools, Social Advertising, Social Media Marketing, Consumer Attraction

INTRODUCTION

As we know the backbone of every Company are their Customers and it is upon them how they retain their jewels. Social Media provides a good platform for not only the Buyers and Sellers but also for different stakeholders to meet each other virtually. Moreover, the transparency of the transactions is maintained between all the parties. Social Media Marketing is also known as “Internet Marketing”, “Web Marketing”, and “Online Marketing”. It is buying and selling of goods through Internet. Social Media Marketing is one of the Marketing Strategy that majority of the Companies prefer since consumers have become techno savvy. Consumers do not enjoy traditional form of advertisements they want everything at the tip of the finger due to their busy schedule. Social Media Marketing fulfils this need of consumer and is also cost effective for seller as it takes less time to reach the target audience. Researchers have found that human minds respond rapidly towards things which are displayed uniquely and are persuaded to buy product. Social Media Marketing is a boon for every business sector as businessman can explore various consumer needs through response to Social Media Marketing. Since India is on the path of Digital Economy, Social Media Marketing will grow on a greater pace. Organisations having planned a digital roadmap for future for engaging customers will get a lead in a race towards growth and will also help in profit maximisation which in turn will lead to better Economy at large.

OBJECTIVES

1. To determine the effectiveness of Social Media Marketing
2. To Understand the innovative techniques used by the Indian Companies to market their products through social Media platform.
3. To understand purchasing pattern and customer satisfaction from Social Media Marketing Plan.
4. To Study Impact on Company's Growth
5. To visualise the use of social media sites and applications for marketing purpose by 2030.

LITERATURE REVIEW

As per **Christine Moorman**, in her recent blog “**The Marketing Journal**” has shared her views about emerging Social Media Investments. According to recent Chief Marketing Officer (CMO) survey, Marketing Executives reported their companies currently spend 11% of their Marketing Budgets on Social Media. This is expected to grow at the rate of 19% in next 5 years. The same Executives gave low marks for Social Media Contribution to company's performance. 44% of Social Media's impact was minimal whereas 10% felt Social Media contributed highly to the brands to grow.

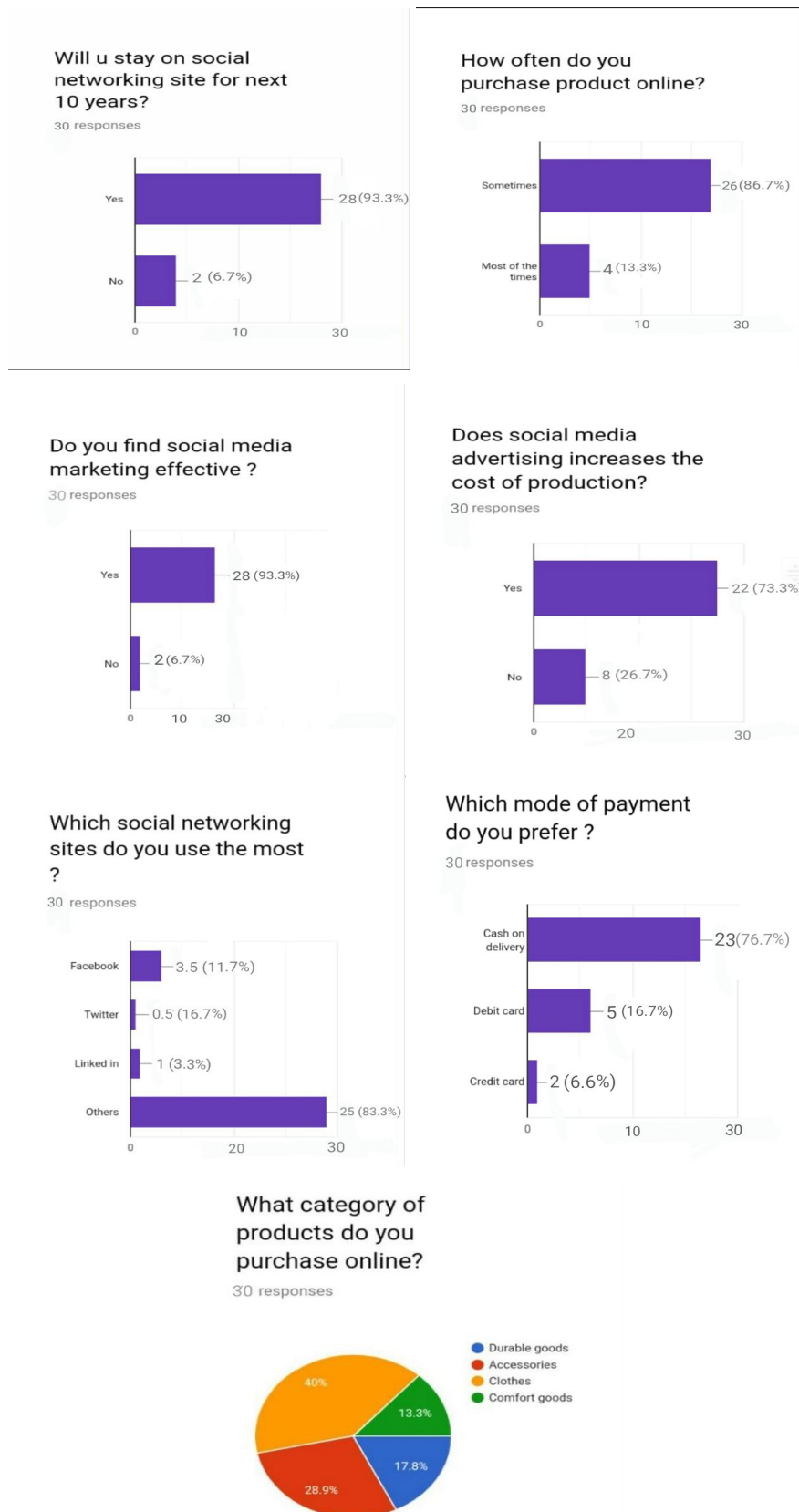
According to **Cheq** company's Report given by **Robert Cavazos**, says that ‘micro-influencer’ with 10,000 followers can make \$250(Rs.17,500) for a sponsored post. When comparing it with someone who has a million or two million followers, can make \$250,000(Rs.1.75 crores).

As per the study given by **Influencer Marketing Hub**, showed that businesses do an expenditure of an average \$7.65 per \$1 spent on influencer marketing.

During a survey conducted by the **Facebook**, 67% of people have tend to purchase goods while seeing an advertisement on the social media platforms. It was also noticed that while interacting with the customers out there on social media, many of them kept liking their posts while others left reviews on the same.

According to **2018 “Social Media Marketing Industry Report”** published by **Stelzner M** of Social Media Examiner listed the major reasons why the small businesses use social media as they are mentioned further. An increase exposure, generate leads, develop loyal customers provide a glimpse of market condition, improve rates, etc. The most important Social Media platforms that play a vital role in this marketing. They act as the backbone for Social Media Marketing. Mostly used Social Media platforms are Facebook (67%), LinkedIn (12%), Instagram (10%), Twitter (5%), YouTube (4%), and Pinterest (2%).

DATA ANALYSIS AND INTERPRETATION



RESEARCH DESIGN

- Data collection: Primary and Secondary data.
- Primary data: Data collected through questionnaire method
- Secondary method: Data collected through research papers, journals, books, articles.
- Sample size: 30
- Sample area: Restricted to Mumbai only.
- Tools for analysis: Graphs, Pie charts.

ANALYSIS

1. After analysing the above statistical data, it is observed that 93.3% feel Social Networking Sites are convenient to use whereas other 6.7% don't find the same.
2. During the survey it was noted that 13.3% do online shopping while other 86.7% use it rarely.
3. 93.3% find Social Media effective whereas 6.7% doesn't.
4. For 93.3% of respondents, Social Media Advertising increases cost of production.
5. 11.7% people use Facebook, 16.7% use Twitter, 3.3% use LinkedIn, and the rest 83.3% use other Social Networking Sites like Instagram, Whatsapp, etc.
6. India being on the pace of Digitalization 76.7% of respondents still prefer making payment by cash on delivery, 16.7% prefer debit cards for payment and the rest 6.6% use credit cards.
7. From the above survey, it was noted that 40% of respondents prefer buying clothes, 28.9% tend to buy accessories, 17.8% buy durable goods while the rest 13.3% opted for comfort goods.

SUGGESTIONS

- I. Enhance social media marketing techniques of promotion.
- II. The seller should be aware of the type of customers to whom they are marketing their products.
- III. Transparency should be maintained in the buying and selling of products.
- IV. The online shoppers should be rendered with complete description of the product.
- V. Customer's views and opinions should be considered for every product.
- VI. The Companies should be fair enough in advertising.

CONCLUSION

From the above study we conclude that Social Media has been a very effective mode of marketing. It has proved to be a boon to the Indian Business in the recent years. The various animations, graphics used while promotions captivate people. Social media campaigns, interactive posts, contests, promo codes are the various innovative techniques used by the seller to lure customers. Starting from MNCs or a small start-up everyone is adopting social media marketing to make their brand visible.

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A RESEARCH STUDY ON EDUCATION SYSTEM: A MUST CHANGE? INDIA VISION 2030

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I. ABSTRACT

The modern education system lacks individual skill development of the students in various rural as well as urban schools, colleges, institutes, etc. Thus, the failure in skills development among these individuals may lead to consequences in the corporate world. The change is inevitable to develop future leaders of the nation.

Keywords:

- *Skills Development Programs*
 - *Modern education system*
 - *Use of technology*
 - *Curriculum activities*
 - *Developed Leaders*
-

II. NEED OF THE STUDY

The reality depicts students lack interest to learn and get educated. The need occurs when we witness the students evolution with modern technology. The eye-opening stats proves the need to change the education system that shall recreate future entrepreneurs, doctors, engineers, teacher and develop India to stand out from the other nations.

III. SCOPE OF STUDY

- To improve quality education among the students.
- The study shall provide various reasons to adopt a change in the education system of India.
- To enhance skill development as a mandatory prove across the nation.
- To find students interests in other curriculum activities.
- To find loops in the modern education system that includes grading system, technology, likes and dislikes, and sports.

IV. PRIMARY DATA

We circulated out our questioner in the form of “Google Forms” to people of different profession which include the students ,staff, faculty, parents, employees and alumni and received 130 responses in total.

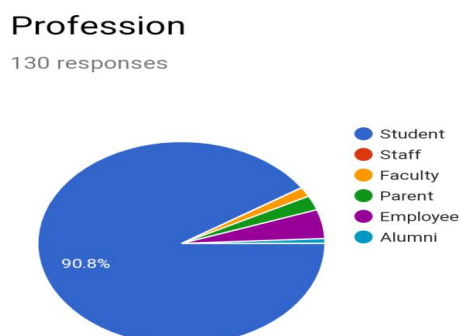
V. SECONDARY DATA

After conducting the survey out of which 92.9% responds were students.

VI. DATA INTERPRETATION

The following are the data interpretation of our survey,

1. Profession

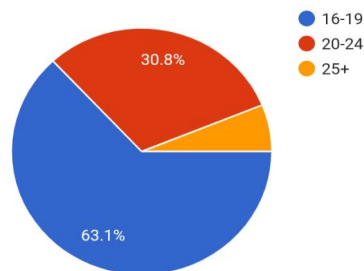


Out of all the 130 responders, 90.8% were students which means the views of students are strongly highlighted through the survey. The other contributors helped with the later 9.2% of the responses.

2. Age Category

Age Category

130 responses

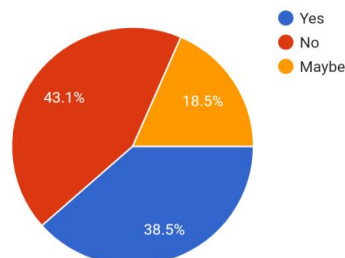


Here clearly seen as in the pie diagram majority of the assenters were of the age groups 16-17 [63.1%] and 20-24[30.8%]. Thereby these the youth of the nation who are the ones who are directly affected by the current education scenario of the nation gives their honest reviews by completing the survey.

3. Interests

Did your school/JC bound you from doing things you like in context with the academic syllabus?

130 responses

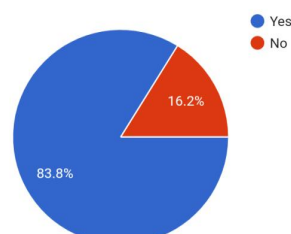


About 43.1% of respondents reverted back by opting for YES as their option. In India, education and academics been the traditional focal points of stress. Parental field. for students to excel in studies has been unusually high. With the rise of sports and entertainment as high revenue businesses in India, the approach of Indians is slowly turning towards this field. Even though 38.5% opted for NO which tells us that youngsters are struggling due to peer pressure. The other 18.5% may have not been aware of their likes and dislikes as the education only focuses on the academic side.

4. Lack of teaching skills in schools/JC

Did you join any coaching/tuitions/academic classes till 10th?

130 responses

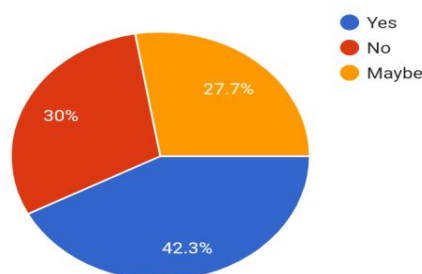


In the earlier, the students who joined coaching classes were weak in that particular subject. Even if students used to attend it was only for that particular subject which they were weak in, giving them more time to explore the environment around them and understand their strengths and weakness. NowaIndia,e to the grading system the competition has increased field. The majority of school student attends private tuitions. They're completely blocking their creative side which further leads to wrong career choices and unemployment due to lack of motivation. Therby we see a tremendous increase in students attendng tutiions.

5. Limitations in school

Do you feel that school education helped you to learn socially, economically and emotionally?

130 responses

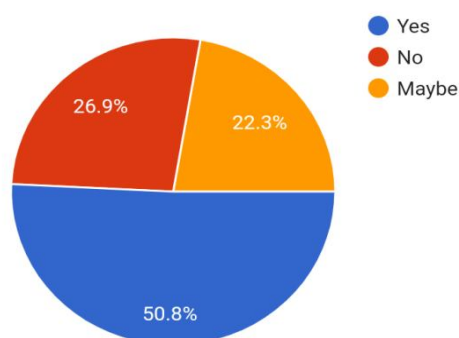


The Indian stereotype to secure good grades is mandatory in almost every Indian household. Which thereby focuses too much on securing good grades over other equally important aspects. Indians find it very hard to cope with depression compared to citizens of other countries. The 30% who opted for NO and the other 27.7% who were unsure exactly suggest that no values of social, economic and emotional which are more important are not imparted in the students. Lack of equality in these aspects, lead to wrong career decisions further leading to unskilled labour or underemployment.

6. Change in behaviour

Do you have second thoughts on the career you've chosen?

130 responses

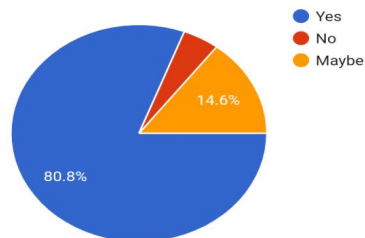


Career guidance provides an assessment of the abilities in an individual. The Indian government have career guidance program which is mandatory for all 10th and 12th students. Though the program has proven to be NOT good to students as it has unchanged technical issues and a vast number of options. Nearly, 50.8% have opted YES which clearly suggests that career options cannot be just made my a single program.

7. Change in the education system

Do you believe in learning and adopting a new concept with a) Hearing Bases b) Visual Bases

130 responses

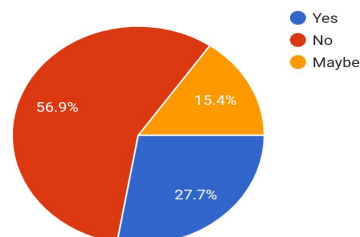


Nowadays everyone uses the internet in some way or the other. About 80.8% of the respondents chose hearing and visual bases of education as the preferred way of learning. This suggests that education needs to evolve with the drastically changing technological environment. Due to the easy availability of the internet in India, a majority of people use technology indirectly or directly.

8. Lack of knowledge

Did the career guidance programs in school help you decide your career?

130 responses

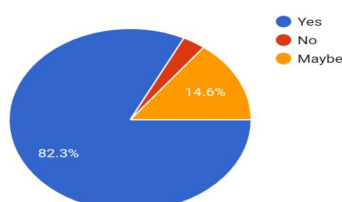


About 93% of Indians in the age group of 14-21 have knowledge about only 7 career options according to a study conducted by Roshni Chakrabarthy . IT is shocking to learn about the lack of awareness among Indian students regarding their future career options and can spell and death for the economic bonus that could have come to India due to its demographic dividend and time period where its population is young and earning. Here the governments grading system and the schools lack of infoknowledged. As it focuses too much only on the educational aspects.

9. Syllabus

Do you feel the syllabus must be changed pertaining to today's realities?

130 responses



Thus the student lacks due to syllabus itself.

7.1. INTRODUCTION Chakrabarthy. IN INDIA

“Education which does not mould the character is absolutely worthless.” – Mahatma Gandhi

Education and most powerful weapon that can change the world. Education is a combination of both creativity as well as academics which helps us develop our perception of looking at life. Though somewhere down the road we forgot to devote attention towards creativity.

The aim of this report is to ascertain the loops of the education system, importantly, develop personal skills of the students, particularly in India. In our nation, years after years, nearly 20 millions graduate with a degree of one or more but do they also pose any skills during their education period? Is “Bookish” knowledge enough for the lifetime of any student?

Education is important for every child in the nation. The absence of basic education can have the consequences of nations overall development. Thus by the report, the student’s interest in the field of learning various concepts and grasping the knowledge has put on record.

As per the recent census, 2011 data throws up an eye-opening stats with India leading second in the entire world consisting of 315 million students across the nation. Also, the same census data clarifies, India rates 74.04% of illiteracy. There are growing appeals to change the education system of India by the citizens of India themselves.

The personal skills that a student must learn are building confidence, a good attitude, positivity, skills to use basic computer functions, to learn a new language, and much more.

Not to forget that Ken Robinson rightly said, “creativity is as important as literacy”.

7.2. PROBLEMS

Students are the flowers and the teachers are gardeners. A good gardener is who nourishes the flowers to grow and nurture. But, without a good gardener, flowers will never flourish nor grow.

During the span of the last 25 years, there were nearly 50+ theories that were put in front of the court. One of the theories were of Pawan Agarwal in 2006, describes the need to change the higher education system. However, it’s a sad reality.

The government is one of the reasons with their lack of responsibility couldn’t bring the changes when needed the most. The changes that would have been an evolution today.

Today, in Maharashtra there are government-aided institutes and colleges which have no personal developing skills in their curriculums. The students are termed handicap even with the degrees in the corporate world.

The challenging problem that arose in the last couple of years is backwardness of the family was also found as a challenging reason for a child to adopt any personal development skills. In fact, most of the children in this category are excused for having an education by their parents.

8.3 SOLUTION

From nourishing a plant to growing a healthy tree, it is important to understand the interest of the students.

During the research, a large number of alternatives were found to tackle most of the problems to generate personal developing skills.

One of the finest solutions is to inculcate programs, seminars, extra classes, and the pattern of teaching that will develop skills among the students.

In the reported survey, the students were questioned about adopting foreign board of education. The outcome of the results was shocking. The foreign board of education were likely supported to add it in our syllabus.

The students are keen to adopt new technology in their curriculum. The visual learning helps to grasp quickly.

VII. CONCLUSION

The survey clearly indicates the change is a must in our education system. It justifies the level of education required among the teachers in all the educational institutes. The change could generate leaders of the future

A STUDY ON LEVEL OF AWARENESS AMONGST MUMBAIKARS ABOUT ENVIRONMENTAL DEGRADATION CAUSED FROM PLASTER OF PARIS

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INTRODUCTION

Pop is mostly used to make Ganesh idols these days. People mostly aren't aware of any alternative material to form a Ganesh idol. The people of Mumbai city are always excited for celebration of festivals. Ganesh Chaturthi is one of the important festival of them. In this festival number of Ganesh idols in different sizes are immersed in sea after the worship. When the idols are immersed, their colours, chemicals and other components that are used for idol preparation get dissolved and lead to significant changes in the water quality. POP is a hazardous chemical its non-biodegradable Pollutants disturbs the ecosystem and ultimately causes the life of aquatic animals. The usage of POP for making Ganesh idol has been banned by the government in 2011. Still POP Ganesh idols are illegally made fraudulently tagged as eco-friendly and sold online and offline.

OBJECTIVES

1. To know the consequences of POP Ganesh idol environment.
2. To find out various other options available to make Ganesh idol.
3. To analyze whether people are aware about different types of Ganesh idol can be made other than POP.
4. To study the level of the harmful effects caused by POP Ganesh idol.
5. To determine the reason for people not opting for Ganesh idol other than POP idol.

REVIEW OF LITERATURE

Dr. S. Mayilvaganan

Professor of Management Studies and Commerce , A.V.C College(Autonomous), Mannampandal, Mayiladuthurai Tamil Nadu.

V.Sowmya

Ph,D Research Scholar , PG & Research Department of Commerce, A.V.C College (Autonomous) , Mannampandal, Mayiladuthurai , Tamil Nadu.

The Environmental Impact of idol immersion in Ganesh Chaturthi

Honouring of Ganesh Chaturthi throughout India especially in Maharashtra , Tamil Nadu , Andhra , Karnataka and Kerala. Ganesha idols are made up of clay , POP , paper mache , metals. The process of immersion of idols into water that are made up of toxic chemicals materials which are detrimental to the environment. Mumbaiers must celebrate Ganesh Chaturthi with the intent of protecting the nature that is gifted by god to all of us. Usually the event is to admire the several materials like plastic, flowers, cloths, essence sticks and other materials which are also immersed in to the water along the idols to the rivers which are already polluted. Thus the aquatic animals lose their fertility after consuming the toxic chemicals present in the sea or oceans. POP doesn't dissolve easily in water. In POP the Gypsums affect the water due to this chemical the temperatures get increases. Due to overuse of toxic chemicals and materials climate changes. For respecting the nature generations to generations should promote and use the eco friendly Ganesha idols and other decorative materials.

SCOPE OF PROBLEM

The aim of studying various problems relating to environmental degradation caused from plaster of paris in the sea and to overcome the problems by plaster of paris. By some estimates over 2, 00,000 such idols made out of pop are immersed each year at the end of the festival in just Mumbai. As plaster of paris contains chemicals immersion of this can cause destruction to the environment in many ways to marine, aquatic animals and also human life. The molecules of pop doesn't get dissolve in the water. Particles of plaster of paris keeps their form when exposed to water. The molecules hardly gets decomposed thereby leading to soil pollution.

RESEARCH METHODOLOGY

The above information is primary as well as secondary data the interview has been taken by the people who bring Ganesh idol to homes.

SIGNIFICANCE OF THE STUDY

Plaster of paris is something that can be harmful to the environment. Most of the Ganesha idols are made of POP that goes into the sea water and doesn't gets dissolve easily. So by this research it is signified that other than POP people can use other materials to make the idols that will helpful to the environment as well as human beings. The NGO's can refer and set campaigns for the people using POP to acknowledge them about its harms on earth. By this sea in Mumbai can also be saved.

LIMITATIONS

Plaster of paris contains gypsum which is not suitable for aquatic life. As aquatic life is at stake it directly or indirectly affects the human. The Ganesh idols are traditionally made out of pop, which is immersed into the sea water. The gypsum a substance in pop doesn't get properly immerge into the water. So the Ganesh idols and the decorative materials are immersed into the sea water and destroy.

FINDINGS AND RECOMMENDATIONS

Societies should promote eco- friendly Ganesha idols by using waste out of best materials. The Youths should spread awareness about the effects on environment by POP. They should make experiments on POP than can mistreat the nature and can cause water pollution. The Youths should upload videos and explain content about environment distractions. Due to this the mumbaikars themselves will stop using POP for their Ganesha idols. According to the research, approx 64.3% of the mumbaikars bring Ganesha idols at home. Though 28.6% doesn't bring at home and 7.1% of it bring it at alternatives years. The research we studied acknowledges that 42.9% use plaster of paris, while 50% use soil and 14.3% use clay. We also examined how mumbaikars immersed the Ganesha idols approx 85.7% immersed idols into the sea water 7.1% of mumbaikars dispose it into their house and ponds. Mostly the mumbaikars disposed their decorations materials into the sea. Approx 21.4% fling decoration materials into the dustbin, meanwhile 78.6% of mumbaikars gain the method of reuse the decoration materials. Almost all the mumbaikars agree with the idea of the eco- friendly Ganesha idols and would also pay extra for Ganesha idols. And would also suggest others to buy them.

CONCLUSION

As concluded plaster of Paris is harmful for environment in various ways the Ganesh idols should be made out of clay soil, which easily gets dissolve and doesn't harm over environment much. Through which the nature doesn't gets disturbed. The ban of sales of pop ganesh idol for Ganesh chaturthi festival in the past but couldn't happen as there were many hurdles should be taken seriously and government should work on it strictly. There should be campaign conducted during the month of September in Ganesh chaturthi

BIBLIOGRAPHY

The research has been done conducting surveys and some information from world wide web.

**A STUDY ON THE CANNIBALISTIC MARKETING STRATEGY IN THE MARKETING INDUSTRY
AND ITS GROWING IMPACT ON CONSUMERISM**

Ritvik Devnani and Samiksha ZambadRitvikdevnani123@gmail.com

ABSTRACT

This study investigates the impact of the growing trend of cannibalism as a marketing technique across India. (Cannibalism being used as a metaphor here) Managers of business organisations would be interviewed to understand how important of a marketing strategy cannibalism is and what effect it has had on consumerism.

Keywords: Cannibalistic marketing, Consumerism, Innovation, marketing strategy.

INTRODUCTION

Marketing is a crucial aspect in a business organisation that aids in increasing the sales revenue. Marketing allows business organisation to expand at faster rates, marketing also raises the brand awareness if does not increase sales. This causes large corporations to constantly bring out innovation in their marketing strategies to increase the demand of the goods and services.

Cannibalism is a marketing strategy used by many large corporates such as BKK electronics and Unilever. Cannibalism is a relatively new marketing strategy adopted by multinational companies. Cannibalism is a phenomenon when a company establishes multiple brand that produce the same goods and services causing them to appear as rivals. Companies such as Unilever own brands such as Vaseline and Dove. These brands already dominate a large segment of their markets. In India Brands such as Oppo and Vivo are large competitors as both compete in the budget smartphone segment. Oppo and Vivo have gained almost 18% of the market share in the budget segment of smart phones, on the other side in the premium segment, Oppo and its subsidiaries have captured almost 40% of market share in the premium segment of smartphones in India. This has caused BKK electronics to gain control over large sectors of the smartphone industry in India.

RELEVANCE OF THE STUDY

Cannibalism is a very crucial marketing element in the corporate world. Large companies such as Unilever and BKK electronics trick their customers into believing in competition and create an illusion to attract new customers. As customers, we need to be able to spot such threats to the economy these large multinationals have already captures over 50% of Indian markets.

SCOPE OF THE STUDY

- Conceptual scope: the Study is based on acknowledging the fact that cannibalism exists and how do certain customers react to understanding the concept of cannibalism.
- Geographical scope: the study is centred upon some customers across a few super markets in a locality of Mumbai.

SAMPLE SIZE

- 200 people across 6 super markets in Andheri West.

OBJECTIVES OF THE ESSAY

- To spread awareness of the impact of and concept of cannibalism
- To know the effectiveness of Cannibalism
- To bring awareness of cannibalism
- To understand how customers react to such a business strategy

HYPOTHESIS

- Cannibalism does exist in the markets and aids in gaining market share of the company in a market.

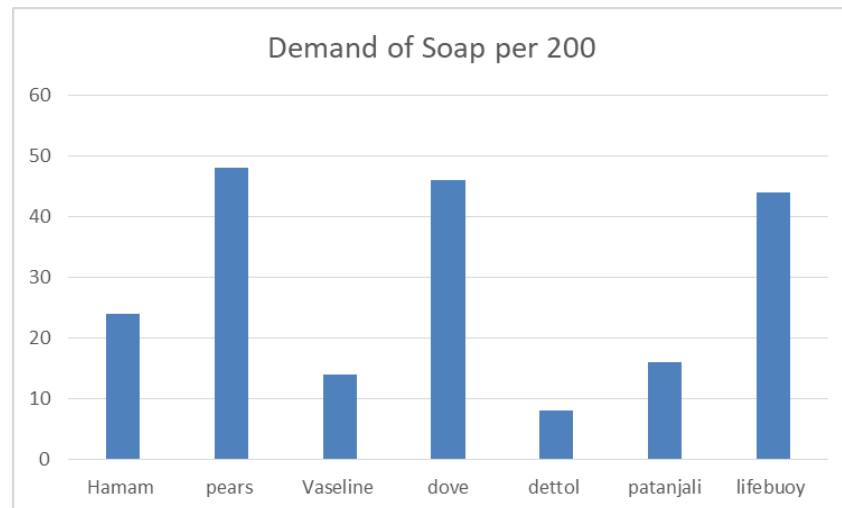
PROCEDURE

In order to procure primary data a face-to-face survey was to customers shopping for different soaps in Big Bazaar (A Supermarket). The results were then recorded on an excel sheet on my mobile phone. During the research, it was observed that many customers do not know about cannibalism and had a weird reaction to the questions in mu survey as a suddenly asked them about cannibalism. Taking a survey with 200 people was hard because it was hard catching many peoples in the counters. However most customers how answered the survey were very corporative and were interested to understand this phenomenon. Many customers also questioned the

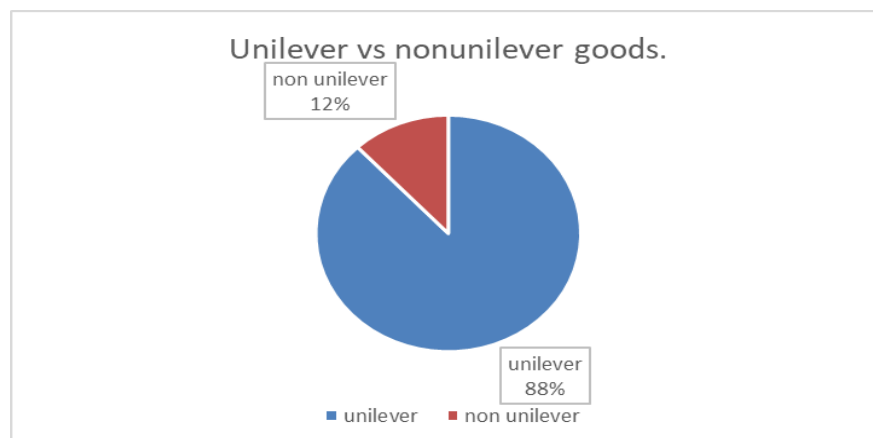
reliability on the brands for adopting cannibalism as a marketing strategy. However it was hard to explain that cannibalism is legal and it just a more complex form of branding business use to expand their market share.

RESULTS

To prove the existence of cannibalism customers were asked the brand of soap they use to shower on a daily basis.

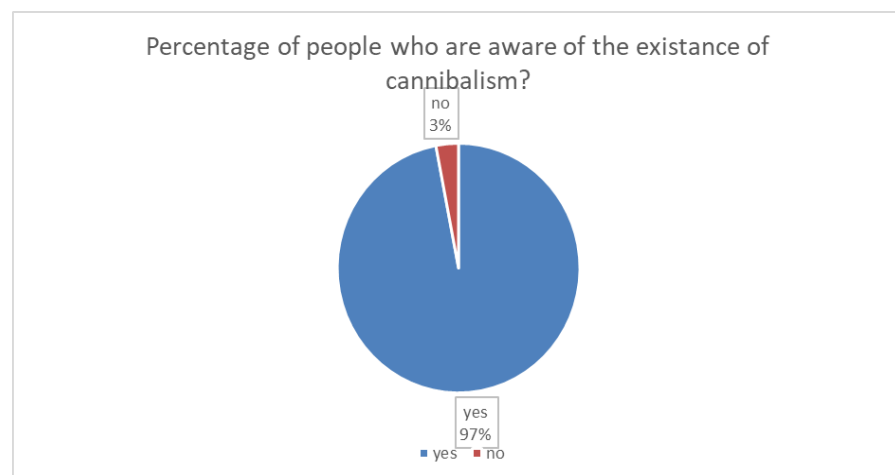
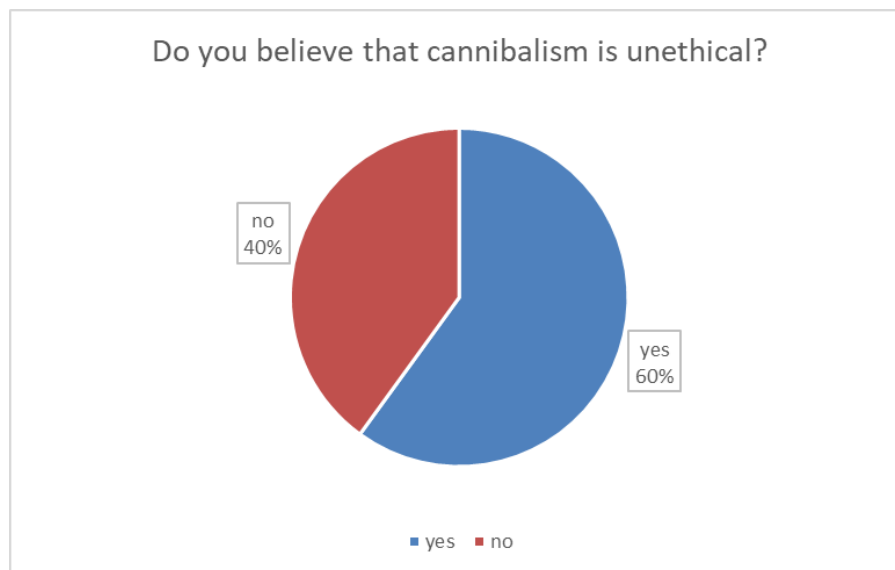


Customer chose a variety of brands that come amongst the most popular choices of soap in India. The data was not shocking as the data online showed similar results. However to show the effect of cannibalism these brands were segmented in terms of the Unilever products because it was realised that most of the brands were owned by Unilever.

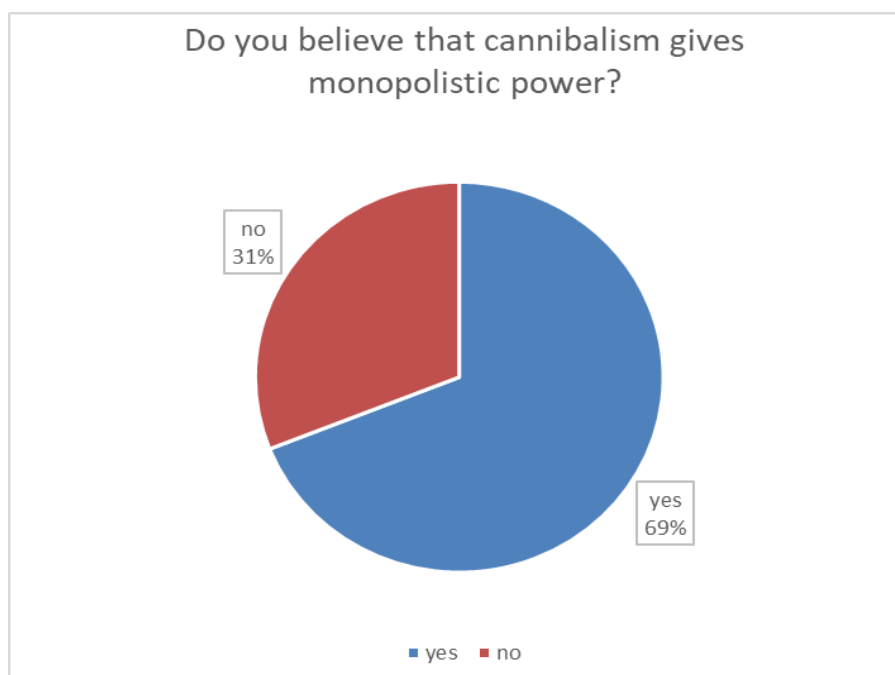


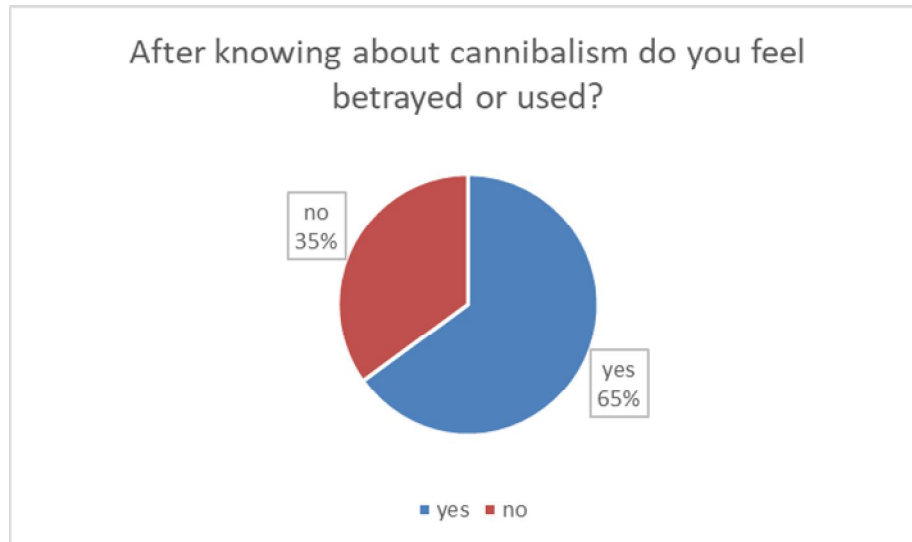
This shows that Unilever has major market share the market of soaps also acknowledging the fact that Unilever owns many other brands that the customers did not name. However, this also shows that cannibalism may not be a very efficient marketing strategy because there are more brands that have had lower success rates as compared to these few. A similar case can be seen with the Chinese smartphone giant Xiaomi. Xiaomi is a mobile phone company that has 28% of market share in the budget smartphone market however to gain more market share it attempted to copy BKK electronics and use cannibalism by launching a new brand POCO in the market however POCO is not as big of a success in India as Xiaomi is. The failure can also be blamed on the marketing strategy of POCO because they did not market their product effectively. Whereas BKK electronics had high amount of investments in the market.

Most people are not aware of the aspect of cannibalism. This is mostly the absence of a trade mark or if it is in an insignificant position. However many customers are aware of the aspect of branding. However many customers found the existence of cannibalism absurd or shocking. In psychology humans like having a choice because it gives happiness and satisfaction as humans can make decisions by themselves however, in the aspect of cannibalism customers are given an illusion of choice. This reduces the ability to choose or to decide to purchase as there is a major producer. Therefore many employees find cannibalism unethical because it makes an illusion of choices which form monopolies.



It is very evident that their successful marketing strategies are causing many large business organisations to have monopolistic power. However there are many other business organisation in the electronics and cosmetics companies such as Apple and rapidly growing business such as Patanjali in India. These business organisations are very efficient and have a very large demand base. This will not allow Uniliver to gain high market share because of their marketing and efficiency.





65% of the customers believed that the companies have betrayed them by missing their brand loyalty; competitors can use this as an asset and backfire the marketing strategy on companies that adopt cannibalism as a marketing strategy.

CONCLUSION

In conclusion, cannibalism seems to be an effective marketing strategy because it allows companies to capture the markets at a faster rate. This is because customers believe that the choice and therefore have a bargaining power against producers. However, Cannibalism offers an illusion of choice this causes customers to feel happy that they can control their own choices however, customer realised that these companies are manipulating their choices. These companies make use of our human psychology and manipulate customers through other types of marketing methods such as advertisements to trigger demand of their brands. The primary data shows those customers feel used and betrayed by their brands to whom they are very loyal.

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DIGITAL MARKETING

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ABSTRACT

Digital marketing is growing in India with fast pace. Various Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely attained by digital marketing only. Rather for accomplishment of some marketing campaign it should entirely harness the capabilities of several marketing methods available within modern marketing. Various times Start-ups who use digital marketing got unsuccessful. This study expresses precautions to be taken for effective implementation of digital marketing to reap tremendous potential to rise in sales. It also focuses on feature and how do Indian companies use in their businesses.

Objective

- *To understand the features of digital marketing.*
- *To study the use of digital marketing by Indian companies*
- *To know the challenges faced by digital marketing in startup businesses.*

Methodology

The views discussed in this paper are based on our conceptual understanding about the topic. We have tried to explain the digital marketing using secondary data sources such as research paper, journal, the internet websites and related articles related to agriculture from the newspapers, magazines and publications.

INTRODUCTION

Digital marketing is a lot signified to an 'online marketing', 'internet marketing' or 'web marketing'. The word digital marketing has grown in popularity over period. In the USA online marketing, in Italy is stated as web marketing however in the UK and worldwide, digital marketing has become the most common term. Since the 2000s the mode in which digital marketing has advanced has changed the approach of brands and businesses utilize technology and digital marketing for their marketing. As digital platforms are progressive Digital marketing campaigns are becoming more prevalent as well as efficient incorporated into marketing plans and ordinary life, and as individuals use digital devices as a replacement of going to physical shops.

34% of the businesses by now had a linked digital marketing in 2016. 72% marketers that traditional marketing is no longer adequate. Further 80% of businesses will raise their digital marketing.

ABOUT DIGITAL MARKETING

Promoting of products/services using digital technologies mainly on internet by displaying advertisement and other digital medium is digital marketing [DM].

IMPORTANCE OF DIGITAL MARKETING

Digital Marketing [DM] Strategy in your business module is an attempt to be an active part of the very universal and equally profitable online market place.

DM is not just a quickly developing power in today's world of marketing; it is set to be the final fate of marketing. The benefits of Digital Marketing are that soon digital marketing will beat all the traditional marketing plans.

We all square measure aware that the planet is quickly moving from ancient to digital means of operating. People are aware of the role of Digital Marketing & wish to consume digital satisfied, and businesses that have not yet perceived DM in their advertising systems need to habituate.

Digital modes of communication and marketing are more flexible, faster, measurable and result-driven. Aids of Digital Marketing are related to both marketers as well as the customers.

FEATURES OF DIGITAL MARKETING

While numerous conventional marketing agencies are venturing into the digital realm, digital marketing is unlike from traditional methods and it involves a completely different approach. Effective digital marketing can develop your business and aid you engage with your aim audience much easier and much more quickly than traditional marketing approaches as well.

If your business is seeing for digital marketing team to take your online marketing skills to new heights, guaranteed that digital marketing firm you choose fulfills these characteristics:

- **Ethics**

With respectable ethics, your team can denote your business as a reliable entity that conforms to common guidelines. Potential clients should instantly see transparency, honesty and fairness.

- **Flexibility**

The digital marketing agency you select needs to be able to accommodate numerous different situations through the campaign itself. They need to keep up with up-to-date trends in the online realm. There's no extent that fits all and your digital marketing team need to be flexible.

- **Results-oriented**

When dealing a digital marketing campaign, it is easier to measure and observe the results. The team should already have definite metrics to use and tools to measure them.

- **Proper Communication**

Marketing depends vastly on communication ability, regardless of the platform. However, communicating through digital marketing channels requires different techniques and methods. To ensure good responses from the audience the digital marketing team should know how to modify their communication methods. Latest implementations on artificial intelligence are making it possible to provide customized engagement for every client.

- **Learn from experience**

The digital realm is a completely new thing for traditional marketers. Experience can be the greatest trainer of all, in the end, despite any amount of training. There are various new things to learn through real life experiences.

- **Perfect responsibilities**

A digital marketing team can be in effect only if all responsibilities and critical functions work properly. A well-functioning role contributes to the strength of the whole team.

- **Online Reviews**

Whichever you purchase any product/service, you need to know what other customers think before spending money. When it comes to learning more about a business and the level of service they provide Word of mouth is a useful tool. One approach by which you can decide if a digital marketing agency is right for you is to read their online reviews.

USE OF DIGITAL MARKETING BY INDIAN COMPANIES

- According to the study, India leads in the assurance in digital marketing as a driver of competitive advantage. As, 96% of the Indian marketers have high confidence in the ability of digital marketing.
- In the Indian market, Customer preference and digital dependency would rise along with the rise in penetration of internet.
- The study revealed that channel and sales teams are lesser supportive to Indian marketers for increasing digital spends.
- However they are enhanced as compared to 2014 suggesting that departments that have a buyer interface are recognizing the significance of digital marketing in augmenting their efforts.
- For brand building and generating the sale Pepsi Co. Beverages used Facebook during cricket World Cup in 2015. During the event Pepsi's Facebook campaign was the most recognised brands. Pepsi Co. Is using social media in a giant manner for constructing its brand equity.
- For its orange flavoured Fanta, Coca-Cola did a live video.
- Three dimensional video was done by Maybelline.
- A shot of 360 degree video by Royal Enfield for its new bike Himalayan.

CHALLENGES FOR START-UPS

- A huge amount of business owners fail to define key metrics and don't put appropriate structure including using appropriate tools to measure the development of their digital marketing campaigns. Entire effort of measurability is on growing reach in terms of views and visitors. While reach is necessary but it's not

adequate. Imagine if your website receives more than double the traffic of your competitors but if your website conversions are less than half of your competitors - you would still be having lower returns than your competitors. In addition to pay attention to increasing your website reach, pay attention to the entire customer funnel so as to meet your ultimate objectives is the key to success in leveraging digital media.

- Be certain of that Digital Marketing belongs to Technology Department. A huge amount of start-up founders don't trust that digital marketing is a marketing function; however they treat it as a technology piece. It's still a marketing function, although digital marketing leverages technology for causes such as measurability or scaling up. Imagining from technical team to generate success of digital marketing is a clear recipe for failure. This difficult is not limited to start-ups even huge corporations are also the sufferers of such treatment of digital marketing.
- Think that outsourcing is the solution. Presumptuous that outsourcing will take care of end-to-end performance is one of the reasons for great failure rate of agency-client relationships. This problem is more with the huge corporation which are using outsourcing. By educating customers about the appropriate approach to leverage digital helps them restructure their thinking and processes related to digital marketing.
- Hiring one or more digital marketing experts without having transparency on overall digital marketing strategy is almost comparable to outsourcing digital marketing charge to an external agency. Whether start-ups or marketing professionals they have to realize that they have an important role to play in creating digital marketing strategy, whether they want to work with an external agency or build an in-house team.
- Our decisions in digital marketing are largely prejudiced by what others are undertaking or what's popular at present. Like in other business functions. Just as Social Media is the talk of the town is not an adequate reason for a start-up to invest in it. The choice of a digital media stage should be based on business objective and goal audience rather on the reputation of a medium. Social Media could be beneficial for brand advertising for a big organization whereas Search Engine Marketing may be further appropriate for a start-up if lead generation is the primary objective.
- Influenced by mind-blowing data related with digital media stages and by ever growing number of online businesses, every organization who embarks upon the journey of digital marketing considers that it will solve their sales & marketing objectives overnight like a magic wand. Even if digital media is a powerful tool to speed up business growth, a viable success in digital marketing usually takes few months if not further and this path to success would have tangled few failures. Digital Marketing ways such as Search Engine Optimization (SEO) require couple of months before a business can see worthy results. Expecting speedy results generally leads to giving up on the not-so-visible but real progress campaigns, which would have produced desired objectives if given the time it requires.
- A digital marketing campaign relies mainly on regular flow of high quality, appropriate content, the requirement for which is highly underestimated by a huge percentage of minor businesses. Either these businesses end up negotiating on the quality of the content or end up giving up their digital marketing campaigns, when faced with lack of content.

SUGGESTION

- Improve technical advancement in promotion of digital marketing.
- Collect and implement the feedback provided by the consumer in the right way.
- Provide a transparent and good service to the consumer before and after purchase.
- Generating awareness among the societies about digital marketing.
- Complete description need to provide about the product to the online shoppers.

CONCLUSION

Digital marketing has increased in last a few years in India and has turned out to be crucial part of approach of many companies. At the present time, still for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, email and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

People have different view about it. But the fact is this digital marketing has tremendous potential to increase in sales provided businesses should have knowledge to implement it in right way. Benefits like improved brand image and enhanced brand loyalty can be gained by effective digital media plan. Digital marketing campaign help in reduction in costs, boost in inbound traffic and better ranking in search engines.

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INFORMATION TECHNOLOGY

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INTRODUCTION

What is Information Technology? Well it's simple. IT encompass the application and study of computers and any form of telecommunication that store, send and retrieve information. IT includes a combination of software and hardware used together to perform the required functions people need to use every day. Most IT geeks in a workplace will work, focus and meet their required wants technologically by understanding what they want, showing them options on what current technology is available to do their needed tasks, then implementing the new technology into their current setup, or creating a whole new set up.

STUDY OF PAPER

Advantage of Information Technology.

OBJECTIVE

- To developed a product or process by applying knowledge of programming.
- To participated effectively as a member of a development team and undertaken leadership roles when appropriate.
- To take graduate courses or continuing education classes to improve skills and abilities.
- To made positive contributions to community and society by applying skills and abilities learned during undergraduate program in IT.
- To make decisions related to work that demonstrate understanding of the importance of being an ethical computing professional.
- To apply communication skills to effectively promote ideas, goals or products

RESEARCH METHODOLOGY

The above information is a primary data, it is selected with prescribe from various parts of the presenters brain.

REVIEW OF LITERATURE

Scientists connects to get ideas and be creative, search research questions, find solution to the experimental / theoretical problems, disseminate results, & get feedback. Several authors emphasize the importance of communication to science. Garvey (1979)¹ states: "communication is the essence of science." Abelson, stated that, "Without communication there would be no science" (1980, quoted in Lacy & Bush, 1983, p. 193). The peer-reviewed journal article – polished, archived & findable is only a face of the scholarly communication process. Science is inherently social & informal scholar scientific communication forms the backbone that joints scientists & enables scientific progress. IT have transformed the world in many different ways; yet, informal scholar scientific communication forms a socio-technical interaction network which communication is influenced by technology, defined by the social structures of scientists & their organizations (Kling, McKim, & King, 2003. Lamb, Sawyer, & Kling, 2000). Research people know a lot about informal scholar scientific communication through a rich background of study of the social structure of science & scholar communication prior to the widespread available of IT such as e-mail, the internet & instant messaging. The purpose of this paper is review what we should know about informal scholar scientific communication & to examine exactly what influences IT have had on the existing structures. An understanding of this interaction of social structure & media effects is important to better support the information seeking & communication of scientists.

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SCOPE OF STUDY

IT has become a favourite choice not only for students for their parents too, it has open roads for abroad. The popularity of IT is also due to its potential of improving the lives of a human. A byword for smart life, IT has been the main resource to make the existence of human being simpler, smoother and easier. In the competitive world, a man with information has the power to turn the wheels of fortune. In addition to this, IT also challenges the competence of an individual & motivates them to come up with the ideas which can transform the structure of human life. The stupendous role of IT is well reflected in multi-national corporations, large - capital, mid - capital and small - capital businesses that involves and in a lot of projects like inventory, Information Systems, management of data, customer relationship, etc. Some of the most popular & mind-boggling ideas which are running on the wheels of IT are:

- Networking social media
- Internet Banking / UPI
- Patient portals
- Mobile software
- Website Applications
- Digital marketing
- Online shopping websites

SIGNIFICANCE OF THE STUDY

Variety of career choices - IT is incredibly diverse and it's not just about fixing computer, laptops or PC. This course will take your career into a number of different directions. Careers vary from a chief technology officer, web developer, information technology director, technical writer and so much more. IT graduates will also be prepared to be experts in far wider areas of interest.

You can see what you're studying - The largest part of studying IT is practical. Doing an IT course, you won't just learn the theoretical part but also get the opportunity to make things. With that, you can change or adjust things and implement it accordingly.

Flexible working style - When you are looking for a job, your personal preferences matter. If you like working on your own, there are jobs out there in IT, allowing you to do your own will. You will be able to work according to your own timings & schedules. Being flexible will also lead to better teamwork.

You'll earn good money - Your choice to get in a career in IT is influenced by a lot number of factors. But without any doubt, one of the most positive factors is the amount of money you'll make. Working yourself up the ladder it enable you to earn a lot of money. Bear in mind, as a recent graduate only setting your foot in the door now, you won't earn as much as someone with years in the industry.

Always in demand - As mentioned before, there are many careers options to follow when specialising in IT. As technology progresses the need for IT, professionals will only increase, and the better your skills more in demand is your expertise will be. With jobs being so scarce, the IT industry continues to show a promising demand trend.

FINDINGS & RECOMMENDATION OF INFORMATION TECHNOLOGY

Advanced technologies in IT will have a profound effect on the capabilities of both active & reserve components between now and 2020.

Most of the advanced technologies related to combat systems, such as precision-guided weapons that can be used in all types of weather, will be equal to both the active and reserve components. In most respects, the effects on both components will be positive and binding. However, if advanced IT are deployed unevenly among the active & reserve components, integration could be adversely affected to all.

Communications & IT has the most potential for improving reserve component capabilities compared to the capabilities of the active components.

Communications technology are providing substantial increases in bandwidth every year (i.e. vastly increasing the capacity to move large volumes of data real quickly). IT are providing dramatic increases in computing capacity & power for worldwide access to information by users on either unsecured or secured intranets.

The incredible brawn & speed of these technologies will give individuals unparalleled control over goods, services, and other activities, but eliminating the barriers of time & distance. Therefore, communications and IT will be especially important for improving in making the integration of reserve & active components, improving the readiness of reserve components for action and enhancing the ability of get components to carry out future missions.

CONCLUSION

Progress in many of the basic computing & IT has been rapid in recent years, the committee does not expect the pace of change to slow down in the foreseeable future. While some technology are reaching maturity now, many more important technologies have enormous potential. As more of the world's information is digitizing more people and things are networked, the economics of the digital, networked economy will become even more important. This will include the ability to make copies of goods & services at almost zero cost and deliver them anywhere on the planet almost instantaneously. Furthermore, digitization of products, interactions, services, processes makes it possible to measure and manage work with far more precision. Data-driven decision making of machine learning provide vast opportunities for improving productivity, efficiency, innovation & accuracy.

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A STUDY ON UNDERSTANDING INVESTMENT DECISION OF MUMBAIKARS IN MUTUAL FUND

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➤ **ABSTRACT**

This paper has been made considering the problems associated with definitions and content of mutual funds. This research represents businessman and middle class working people. We should understand the importance of investing as for building wealth its important that we start investing money. To acknowledge the risk, return and time associated while investing in mutual funds. During data collecting process people didn't wanted to invest their hard earned money knowing the fact they knew everything about mutual funds.

Keywords: mutual fund, investor and investment.

➤ **INTRODUCTION**

The mutual fund industry in India started in 1963 with the formation of the Unit Trust of India (UTI) as an initiative of Government of India and the RBI. There is a lot of confusion related to the investments in mutual funds. Thus the motive of this research was to study the different types of mutual funds that is suitable for you as per your goals and needs and to also understand how it works. The awareness of mutual fund should be increased as it is the best form to indirectly invest in share market. According to Statista the inflation rate in India is increasing by 5% every year. This means the value of money is decreasing, thus it is important to invest money than saving.

➤ **WHAT IS MUTUAL FUND?**

It is a trust that collects money from a number of investors who shares a common investment objective. Then it invest the money in equities, bonds, money market instruments and other securities. Each investor owns unit, which represent a portion of the holdings of the fund.

➤ **HOW IT WORKS?**

Mutual funds are baskets filled with different types of investment that allow people to invest while mitigating the risk among other investors. Mutual funds work by pooling your money with the money of other investors and investing it in a portfolio of other assets. This means you'll be able to invest in portfolios that you wouldn't be able to afford alone because you're investing alongside other investors.

➤ **INVESTMENT IN AMOUNT IN INDIAN MUTUAL FUNDS**

- According to Association of mutual funds in India there are 2.78 crores of active SIP account in Indian mutual funds through which investors regularly invest in Indian mutual funds schemes.
- Assets under management as on July 31, 2019 stood at 24,53,626 crores.
- The AUM of the Indian mutual fund industry has grown from 7.22 Trillion as on 31st July 2009 to 24.54 Trillion Rupees as on 31st July 2019, about 3 ½ fold increase in a span of 10 years.
- The total number of mutual fund accounts are 6.6 crore.
- Less than 1.5% of India's population invest in mutual funds.

➤ **OBJECTIVES OF THE STUDY**

1. To understand mutual fund.
2. To study the type of mutual fund people want to invest.
3. To analyze the preference of mutual fund.
4. To determine the investment pattern in different type of mutual fund depending on age.

➤ **REVIEW OF LITERATURE**

- Friend, et al., (1962), made an extensive study on 152 mutual funds found that mutual fund schemes had earned an average annual returns of 12.4 percent, while their composite benchmark earned a return of 12.6 percent and its alpha value was negative with 20 basis points.
- Neha Kuhar, the Indian market is over-brimming with more than a thousand mutual fund schemes today, promising better returns than others. A tremendous growth has been seen in the mutual fund industry over

the last decade. According to the latest data the assets under management in this industry are more than rupees 6.8 thousand billion. In this paper an attempt has been made to analyze the performance of equity based mutual funds. The overall analysis between HDFC and ICICI mutual funds has found that HDFC is the preferred one.

- R . Nithya (2004) ,state that the values of mutual funds to the target people by identifying asset management company that is performing well and identifying the top schemes in the category such as equity , balanced , monthly income plan (MIP) and Income in the asset management company (AMC) and it performed well and met the expectations.
- Deepak Agarwal (2007) ,this study studies the performance is affected saving and investment habits of the people at the second side the confidence and loyalty of the fund manager and rewards affects the performance of the mutual fund industry in India.

➤ SCOPE OF THE STUDY

- To make people aware about the concept of mutual fund. To provide the right information about the advantages and demerits of the mutual fund. To advice where to invest or nor to invest. To provide information regarding types of mutual fund which is beneficial for whom.

➤ RESEARCH METHODOLOGY

This research is a descriptive type . Two methods where used for data collection.

- Primary data collection
- Secondary data collection

▪ Primary data collection

Involves a structured question ere with a limited covering question regarding the investment pattern of people. The questionnaire addressed areas such as do you invest in SIP, In which type of mutual fund do they invest, through whom do they invest in mutual fund their reason for investing in certain mutual funds, who helps them in taking decision about their investment and how much did social factors influence their choice. The study sample was collected from 100 respondents. The focus was on studying the investment pattern of people.

▪ Secondary data collection

The second hand data which is used for the research had been collected from various sources on websites and research papers and articles from journals.

➤ SAMPLING TECHNIQUES

Sampling size represents that how many candidates you have chosen to be filled up your questionnaire or candidates upon whom you can study.

➤ DATA ANALYSIS TECHNIQUES

The study is based on primary and secondary data from various internet sites and through books and journals the primary data has been analyzed through frequency distribution method and then converted into percentage.

➤ ANALYSIS AND INTERPRETATION

- There are maximum people who are aware about mutual fund as we can see that the percentage is 60% and rest 40% feels that they are not aware about it so there is still need for the agencies to increase the advertisement about mutual fund.
- There is an need for more awareness for index funds as many investor don't know about it.

1. Do you invest in mutual fund ?

Particulars	No of Respondents	Percentage
Yes	60	60%
No	40	40%
Total	100	100%

All the candidates who are asked to the questionnaire have not been investing in mutual fund.

2. In which type of mutual fund do you invest ?

Types of mutual fund	No of cases	Percentage
Equity fund	42	64%
Debt fund	6	9%
Hybrid fund	18	27%
Index funds	0	0%
Total	66	100%

Investor choose to invest more in equity fund than any other funds.

3. Through whom do you invest in mutual fund ?

Particulars	No of cases	Percentage
Bank	27	39%
Agent	15	22%
Financial planner	21	30%
Others	6	9%
Total	69	100%

Investor mostly prefer bank for investment in mutual fund.

4. Reason for investing in certain mutual funds ?

Particulars	No of respondent	Percentage
High return	18	30%
Low risk	3	5%
Convenient mode of investment	6	10%
Saving for future	30	50%
Others	3	5%
Total	60	100%

Investor pick mutual funds as for their savings in future.

5. Who helps you in taking decision about your investment?

Particulars	No of respondent	Percentage
Family and friends	36	60%
Consultant	12	20%
Self	9	15%
Others	3	5%
Total	60	100%

Investors were mostly helped by their family and friends for taking decision about their investment.

6. How often do you invest in mutual fund over a period ?

	No of respondent	Percentage
Monthly	39	65%
Half yearly	6	10%
Yearly	6	10%
Only once	9	15%
Total	60	100%

Investor commonly optioned for monthly investment in mutual fund.

➤ LIMITATIONS

- There are certain limitations to my study, those are as following
- Sample limitation – Which sample is taken by me is very small in size.
- Reliability – The data collected by me is not much reliable because many investors chosen by me have not been earning right now.

- Parameters – All the parameters have not been taken.
- Awareness – Investors, chosen for study are not fully aware of all the terms and conditions related to mutual fund. So it is very difficult to construct right information from them.

➤ **FINDINGS**

- Investor mostly take higher risk to get high returns, thus they prefer equity fund more than any other funds.
- Banks are generally prefer by investors as a medium for investing in mutual funds.
- Investors invest in mutual funds as for their savings for future.
- Family and friends generally helped investors for taking decision about their investments.
- Investor between age 18-30 mostly invested in mostly funds.

➤ **RECOMMENDATION**

- We should invest in Index funds as it is passively managed funds. Index funds invest your money in the market and by restricting your investment towards specific companies. As in a long run the market always slowly grows upward. We should try to invest in index funds.
- We should try to take advice of financial planner before investing in mutual funds as they have better knowledge about the market.
- While investing in certain mutual funds investor should know the risk, return and time associated with it.

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JOB SATISFACTION IN SERVICE SECTOR

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ABSTRACT

One of the main reasons of attrition rate in any industry is the job dissatisfaction of the employee. A satisfied employee will never leave the job. Job Satisfaction can be different for different employees, Compensation might not be the main reason for Job dissatisfaction there might be other reasons also that can cause Job dissatisfaction among employee like work-life balance, Lack of appreciation, Organization work culture etc. It is also very important for the Organization to reduce the attrition rate, if the attrition rate of any organization is more, than the organization will not survive in the future. There are also many other advantages of reducing the attrition rate such as it will reduce the recruitment cost, better Production of the employee, customer retention etc.

Keywords: Job Satisfaction and Organization are the Keywords

1. INTRODUCTION

A Satisfied Employee is constantly significant for an association as he/she plans to deliver the best of their capacity. Each employee needs a solid development and work life balance at working environment. In the event that a worker feels content with their organization and work, they hope to offer back to the organization. A satisfied employee will try his best and he will give 100 % efforts in the organization. Significance of employment fulfillment can be seen from two points of view for example from worker and business point of view:

For Employees: Job fulfillment from a worker point of view is to win a decent gross pay, have Job security , have an enduring profession development, Career growth, get rewards and acknowledgment and continually have new chances.

For Business: For a business, work fulfillment for an employee is a significant viewpoint to get the best out of them. A fulfilled employee consistently contributes more to the organization, helps control steady loss and enables the organization to develop. Businesses need to guarantee a great job portrayal to pull in employees and continually offer chances to people to learn and develop. It is also very important for the Organization to reduce the attrition rate, if the attrition rate of any organization is more, than the organization will not survive in the future. There are also many other advantages of reducing the attrition rate such as it will reduce the recruitment cost, better Production of the employee, customer retention etc.

The Positive effects of Job Satisfaction are:-

1. It will increase the effectiveness and efficiency of employees
2. Employee will be more loyal towards their organization.
3. It will increase the profits of the company.
4. It will reduce the cost of the company.

2. LITERATURE REVIEW

Hoppock (1935) was the first to discuss the term job satisfaction. He concluded job satisfaction as overall outcome of psychological, physiological and environmental factor, whereas Vroom (1964) said that job satisfaction is the role of employees which they perform on workplace. Spector (1997) explained job satisfaction as the feeling of employees about their job and its various job related aspects. Job satisfaction is effected by behavior of an individual at work place (Davis et al., 1985). According to Kaliski (2007), job satisfaction is the feeling of achievement, success an individual achieves on the job. Statt (2004) called job satisfaction as intrinsic motivation. It is the cap to which workers are happy with rewards they get on their job. In the words of Armstrong (2006), job satisfaction is an attitude and feeling that employees hold about their job. When we talk about work environment as a factor affecting job satisfaction, Kumar and Jain (2013) concluded that organization should focus on strengthening work environment so that employee's morale and satisfaction can be increased. Policy makers and managers must work towards creating a healthy working environment and working conditions. Chamundeswari (2013) compared satisfaction level of teaching staff working in state board schools, matriculation board schools and central board schools and found that due to good infrastructure facilities and better working environment the level of satisfaction among central board school staff was higher

than that of other two board schools. Din Dinar (2016) compared the satisfaction level of teaching staff among government and private schools. The findings revealed that government teaching staff was more satisfied than private teaching staff because they enjoy better working conditions, job security, handsome salary and good opportunities for development and promotion. Tilak Raj and Lalita (2013) also analysed the level of satisfaction among private and government school teachers. No significant difference was between the satisfaction level of both private and government school teachers. When gender was taken as the basis for comparing the mean scores no significant difference was found between the satisfaction level of both male and female staff. However, male employees were more satisfied with their job than females. They also revealed that salary, promotion, training and career development were main factors affecting job satisfaction. Mohdisuki and Suki (2011) also studied effect of gender on job satisfaction and organizational commitment and no significant difference was found between both groups regarding satisfaction. Mehta (2012) investigated whether level of job satisfaction is effected by type of organization and gender. He concluded that when compared on the basis of gender no significant difference was found regarding satisfaction level but when it comes to the type of organization there was a significant difference in satisfaction level.

Msuya (2016) examined the level of job satisfaction on the basis of extrinsic and socio-demographic factors. He found that socio-economic and demographical factors greatly affected the satisfaction level. Female and young staff had high satisfaction level than male and aged staff members. Motivators and hygiene factors highly contributed towards satisfaction level of employees. Parvin and Kabir (2011) investigated the impact of type of organization, work experience, age, and gender on the level of satisfaction among employees. Salary, efficiency within work; supervision and relationship with colleague were the main factors contributing to satisfaction of employees. Srivastava (2008) conducted a study to examine effect of two variables of work environment (physical and psychological) job satisfaction and performance of employees and effectiveness of employees. He concluded that the employees who think work environment as favorable feel more satisfied with their job. He also explained that the psychological environment exerted more impact on employee's behavior at job and organizational effectiveness than physical environment.

Long et al. (2016) checked the relationship between emotional intelligence and job satisfaction among teaching staff. Emotional self awareness, emotional expression, understanding emotions, emotional self management and emotional self management of others were the dimensions of emotional intelligence. With the help of regression and co-relation it was revealed that emotional intelligence was significantly and positively related with job satisfaction. Due to the use of emotional intelligence their behavior changes, which helps to manage activities and problem at work environment. Arekar et al. (2016) in their study analyzed the impact of individual's variables and structural variables on employees satisfaction at job. The parameters used for individual determinants were job motivation and met expectations whereas for structural determinants were autonomy, distributive justice, promotional chances, job stress and social support. The study explained that job motivation, met expectations, autonomy, distributive justice and social support had a positive impact on the satisfaction of employees whereas promotional chances and job stress have negative impact on the satisfaction level of employees.

3. OBJECTIVE

- To identify the factor that keeps employees satisfied in an organization
- To know how satisfied employees are beneficial to the organization
- To identify how individual differences like age, gender, Organization culture etc. impact on job satisfaction of the individual

4. RESEARCH METHODOLOGY

Secondary source of data was used was used for this topic. The information is collected from the various website. Information is collected from websites, e-newspaper sites.

5. THEORETICAL FRAMEWORK

Job Satisfaction will be different for different individuals. All the employees will not be motivated by the money. Job satisfaction is related with the psychology of the employee. A glad and satisfied worker at an occupation is constantly propelled to contribute more. Then again, a disappointed representative is lazy, commits errors and turns into a weight to the organization. The different factor of Job Satisfaction are:

1. Compensation: Compensation is one of the main reasons for the Job Satisfaction of the employees. Some employees are very much Addicted to money, they will survive in any working condition if they are getting the

fair compensation from the company. An employee with good compensation is happier than the ones who does not have good Compensation.

2. Work life balance: Every individual needs to have a decent work environment which permit them an opportunity to go through with their family and Freinds. Occupation fulfillment for employees is frequently due a decent work life balance approach, which guarantees that a worker invests quality time with their family alongside doing their work. This improves the worker's nature of work life.

3. Rewards and Recognition: Every individual wants rewards and recognition from the company. Rewards and Recognition increases the motivation productivity and satisfaction of the employee. An employee with good rewards and recognition will put more efforts for the company.

4. Job Security: If a worker is guaranteed that the organization would hold them regardless of whether the market is fierce, it gives them immense confidence. Professional stability is one of the fundamental explanations behind occupation fulfillment for workers.

5. Challenges: Monotonous work exercises can prompt disappointed employees. Henceforth, things like Job rotation, Job satisfaction, Job enlargement, Job enrichment and so forth can help in Job Satisfaction of the employee.

6. Carrier Growth: Employees consistently keep their carrier development part as a high need in their life. Subsequently, if an organization helps groom employees and gives them more up to date work jobs, it upgrades the activity fulfillment as they probably am aware they would get a lift in their carrier.



(Source: <https://www.mbaskool.com/business-concepts/human-resources-hr-terms/4394-job-satisfaction.html>)

There are also many individual differences like age, gender, Organization culture etc. that impact on the job satisfaction of the employee:

- a) Age: There is a direct relationship between job satisfaction and age. Many researches have proved that the older and more experienced worker have more job satisfaction when compared with younger worker with no experience. The reason behind higher job satisfaction among older employees can be due to the more experience that they have, their adaptability towards work culture, more knowledge about their job etc. Whereas the young worker is new to the organization and might not have adequate knowledge and experience so they will not get easily adjusted to the organization.
- b) Gender: Research has proved that the gender does not have any impact on job satisfaction of the employee, but only if the organization are treating both the gender equally. And also, the work environment should be safe for both the gender. In the developed country there is no impact of gender on the job satisfaction of the employee. But in underdeveloped country females have less job satisfaction as compared to men as the society are dominated by the men. Females have less chances of advancement, in underdeveloped country organization gives importance to male employees for executive status. Because they think that females are

not eligible for executive post due to having low decision power and confident. Though this man dominant societies become huge hurdle in the way of female's professional careers.

- c) **Organization Culture:** Every employee working in the organization has its own norms and values and different belief towards organization where he/she works. Sometimes organizational culture differs from employee norms and values so whenever any employee joins the organization, he/she should allow herself that either they can come up with them or not. Organizational culture has strong and deep impact on the performance of the employees, that help employees to be satisfied themselves with organization and that cause to improve in the productivity of employees. Research has proved that there is positive and significant correlation among Impact of organizational culture on employee's commitment, job satisfaction and employee's retention. If the organizational culture is positive, it will enhance employee's commitment, job satisfaction and decrease employees' retention, automatically the performance will increase. It is quite easy to develop your organization in a positive way when any employee is on the right path. organizational culture is very helpful for the new employees to adopt the organizational culture and to get the competitive advantage

6. CONCLUSION

It is very much important for an organization to ensure that their employees are satisfied in the organization. Organization Productivity and Profit will increase if the employees are satisfied, also satisfied employee will help the organization to survive in the long run. Compensation is not the only factor of Job satisfaction there are also other factor like Work life balance, Career growth, Recognition, Challenges etc. There are also many individual differences that like age, gender, etc. that has impact on job satisfaction. It is vital for the organization to analyse the different factor of Job satisfaction and they should try to keep their every employee satisfied so that their organization can survive and can progress in future.

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**IMPACT OF HR PRACTICES ON PERFORMANCE OF HUMAN CAPITAL OF INDIAN
EDUCATIONAL SECTOR: WITH THE VISION OF 2030**

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ABSTRACT

The last decade has brought major changes and challenges in education system of India. With the number of colleges increasing, there is a substantial increase in the teaching staff. Human Capital is considered as the most important resource for an organization and it is a valuable asset of achieving competitive advantage. With the education system in a state of change, HR plays very important role in supporting emerging and changing talent frameworks. This needs that educational institute's goes hand-in-hand with the digital transformation. Traditional HR practices clubbed with data analytics helps in attaining the proper development of faculties which gives them job satisfaction and hence, increase their performance at work.

This survey found that faculty strongly agreed that if they had opportunities at the workplace to learn and develop, they will definitely perform better. To fulfill this demand, higher education institutions are beginning to focus more on learning and development programs for employees.

This research study will help advance search on the relation between HR practices and overall organizational performance. The sample of 100 was taken for the study of different parameters and their interrelation that has direct implication on performance of the human capital. Cronbach's alpha, α in this study is greater than 0.8, hence the test is said to be reliable. Therefore, it is said that the right strategy made by organization gives them better return on investment as know ledged faculties will always contribute positively in developing right skills in the students who are the future of our society.

Keywords: HR Practices, Human Capital, Analytics, Education sector, Job satisfaction, Learning environment.

1. INTRODUCTION

By 2030, it is believed that India will be one among the youngest nations in the world, with approx. 150 million people in the college going age bracket. As the main function of educational institute is learning and development of its students, they cannot ignore the same for their faculties. However, most of the colleges rank among bottom line for "learn and grow" employee opportunities compared with other industries. *The time has arrived where colleges of India need to adopt new technology to become globally relevant and competitive.* Technology in the form of "Data Analytics" is being regarded as the key indicator that leaders are now using to predict employee performance, apart from all other benefits. Analytics help organizations predict employees' performance based on past and present data. It provides both retrospective as well as forward-looking analysis.

Since the human capital is the prime drivers of any institutions and helps in brand establishment, this study will help in improving their performance. As there is no major study being done in the Indian context related to HR analytics usage by HR department to evaluate the performance of human capital, this study will help to understand the HR perspective on job satisfaction & learning environment and its direct impact on the human capital performance.

2. LITERATURE REVIEW

S.No.	Author	Year	Publication & Title	Findings	Gaps
1.	Akram Ali Jouda, Khalid Abed Dahleez, Ungku Ahmad	2016	International Review of Management & Marketing (The Impact of HRM practices on Employee Performance: The case of Islamic University of Gaza).	To increase University's employee performance to higher levels and increase their effectiveness, it should emphasize on successful implementation of HRM policies & practices.	Many universities have still not develop HRM policies & practices to enhance employees' performance
2.	Dr. Shubha Muralidhar & Dr. R.K.Gopal	2016	Adarsh Journal of Management Research (HR Practices in	Focus & ranked different HRM Practices which is being followed	The education sector is very conservative in

			Education Sector with special reference to B-School in Bangalore).	in education sector.	adapting & following HR practices.
3.	Shikha Anirban	2014	International Journal of Research in Computer & Communication Technology (Big Data Analytics in Education Sector)	Data Analytics can help in customized learning environment to the learners. That can reduce failures & dropouts in Higher Education Institutes.	Poor data quality & untrained professionals to ensure effective use of analytics.
4.	Qaiser Abbas, Shakeed Ahmad, Ayesha Nisar	2012	Impact of HR Practices on Performance of Teachers serving in colleges of Rawalpindi, Pakistan.	HRM Practices have a remarkable impact on the performance of the faculties.	Colleges should redefine their HR Policies.
5.	Paul Baepler, Cynthia James Murdoch	2010	International Journal for the Scholarship of Teaching & Learning (Academic Analytics & Data Mining in Higher Education)	Academic Professionals use data sources as guides for syllabus redesign & as evidence for implementation & communication flow between instructor & students.	Focus mainly on online interaction between instructor & students.
6.	Levenson.A	2005	Strategic HR Review (Harnessing the power of HR Analytics)	He made a comparative study of acceptance & usage of ROI, Cost benefits & impact analysis as HR tool to make a long term contribution towards the organization.	HR Analytics expert centre was not easy to form and accepted cross functionally.

3. RESEARCH GAPS

1. No parameter (Index) has been developed to establish the role of HR Analytics into current HR practices in Indian Education Context.
2. The importance of data driven HR decisions in relation to the Indian colleges has to be studied in detail.

4. RESEARCH OBJECTIVE

1. To find out the impact of HR practices on learning environment of human capital.
2. To find out the impact of HR practices on job satisfaction of human capital.

Note: - With special reference to future aspects of HR Practices in combination with data analytics.

5. RESEARCH METHODOLOGY

a. Research Methodology

Mixed research method (Johnson et al., 2007: 123) was used combining elements of Qualitative and Quantitative Research Approaches for greater and deeper understanding. This helped me to utilize statistical analysis as well as making subjective assessments. Exploratory and Descriptive research design was adopted and information was collected using structured questionnaires. Adequate analysis of the questionnaires data was conducted using appropriate quantitative techniques.

- Quantitative Structured questionnaire was administered face to face.
- Depth interviews with Directors were conducted to understand the specific challenges and achievements in their post HR Analytics phase.
- Secondary Data collection of the published resources like Magazines, Newspaper, websites for details of Institutions.

b. Research Design

The Qualitative approach involved semi-structured interviews targeted at Directors levels across different institutions involved in the study. The interviews were structured using close ended questions on HR practices and their impact on Human Capital.

The Scale used in the questionnaire was a 5-point Likert scale.

This study methodology was appropriate to fulfill the objectives of the research. The multi-instrument approach provided the tools to understand the responses in a more holistic and complete manner.

c. Sampling Procedure

- **Universe of the study:** The colleges are the universe of the study.
- **Sample Subset:** Director/Principal and Faculties.
- **Sampling Technique: Qualitative- Non-Probability sampling - Purposive Sampling Technique-** This technique is very useful while doing such studies, the very basic purpose of applying this technique is to select the right target for fulfilling the objectives of the study.
- **Quantitative – Probability- Random sampling technique:** RST was also utilized in this study after carefully selection of the right institutions from Purposive sampling technique for getting unbiased results.
- **Qualitative Survey:** Focus Group Discussion (FGD) was conducted at a primary phase to collect opinion as well as first hand insight from the Directors/Principals of selected colleges. This formed the basis of structured questionnaire for quantitative survey.
- **Quantitative Survey:** This was helpful to cover the larger sample unit in structure form and help to collect the quantitative data for wider coverage. Randomly selected sample unit was analyzed through statistical procedure.
- **Sample Size for Quantitative survey:** The questionnaire was tested on about 100 faculties as samples.

6. DATA ANALYSIS

1. Learning Environment								
S.No	Parameters	Mean	Std. Deviation	N	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.	Faculties receive a proper mentoring in the organization to learn new skills.	2.434	.8471	99	65.687	77.136	.652	.872
2.	Faculties are encouraged to innovations and increase for the wellbeing of the institute.	2.141	.5892	99	65.980	80.306	.654	.874
3.	There is proper communication flow in coordination of different task associated among all the faculties.	1.960	.5700	99	66.162	80.994	.608	.875
4.	Everything in the college is aimed for excellence achievement.	2.111	.5694	99	66.010	85.663	.149	.883
5.	The college management looks for result oriented practices and encourage for learning new skills by identifying the core skill.	2.434	.8471	99	65.687	77.136	.652	.872
6.	There is an aggressive focus on the new learning adopted by faculties and management backed every achievement by rewarding properly.	2.141	.5892	99	65.980	80.306	.654	.874

2. Job Satisfaction

S.No.	Parameters	Mean	Std. Deviation	N	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1.	How would you see the role of HR Analytics in achieving work life balance and their leadership character?	1.960	.5700	99	66.162	80.994	.608	.875
2.	How would you characterize the role of HR Analytics in creating learning organizations to guide for future career growth?	2.111	.5694	99	66.010	85.663	.149	.883
3.	HR Analytics has helped in recruiting and retaining faculty that helped in improving the quality of education.	2.434	.8471	99	65.687	77.136	.652	.872
4.	HR Analytics helped to evaluate the teaching performance of faculty.	2.141	.5892	99	65.980	80.306	.654	.874
5.	To what extent do you find the means used to assess teaching performance is effective?	1.960	.5700	99	66.162	80.994	.608	.875

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.882	.871	32

7. FINDINGS

Cronbach's alpha, α is greater than 0.8, hence the test is said to be reliable. Therefore, the test is accurately measuring the variable of interest. It was measured using SPSS software.

8. DISCUSSION

The above table indicates that the HR practices i.e. learning environment and job satisfaction are interrelated to the performance of human capital of the educational institutes. In the light of data analytics, if the faculties are given the opportunity to "Learn and Grow", this will definitely lead to their performance development which provides them the sense of satisfaction at the workplace.

9. LIMITATION OF THE STUDY

The major limitations of this study are: -

- This study is limited to few colleges of Mumbai.
- Basic focus has been given to only two HR practices i.e. learning environment & job satisfaction.
- The time and budget constraints.

10. CONCLUSION

“Faculty is the pillar of good colleges”, so development of their knowledge will increase their performance which will have direct impact on overall growth the colleges they are linked to. Digitalization of the learning and development process helps in achieving the desired result for imparting quality education to its pupil that will have a positive contribution in the society.

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A STUDY ON CUSTOMER SATISFACTION LEVELS AMONGST ONLINE BUYERS

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ABSTRACT

The following research paper titled, 'A study on customer satisfaction levels amongst online buyers' seeks to understand an average customer's satisfaction quotient in terms of online shopping. This is achieved with the help of a unique questionnaire, to derive original results. Findings and conclusions have been drawn based on the data analysis and graphical representation of the same. Further, one sided Z-test has been used in order to test the hypothesis. It is an attempt to identify the changes required to help condition the online process to enhance customer satisfaction.

Keyword: Customer Satisfaction, Online Buyers, Online Shopping.

INTRODUCTION

Any organisation or brand, may it be online or offline only functions successfully if it achieves optimal sales. Thus to achieve these sales targets it is essential for these companies to ensure that their customers are satisfied, as a result of which they always keep going back to them for repeat purchasing. As a result, achieving and maintaining customer satisfaction is of supreme importance to retailers. "Make a customer, not a sale." ~ Katherine Barchetti, it's time to put this into practice, it is the seller's responsibility to make this a priority.

Today due to the growing scale of digitalization, the online retail business is experiencing a significant boom. There are numerous online shopping portals available today that help customers to meet their daily needs from the comfort of their home. Everything is available and accessible with the help of a few clicks on their smartphones or laptops. From clothes to groceries to furniture to cosmetics to electronic appliances to automobiles; you name it and it's probably available on the internet ready for you to purchase, that too with all the customizations that you could possibly think of.

The following research aims to understand the level of customer satisfaction that the online shopping industry offers. The authors seek to find out the acceptance level that online shopping portal have among the working class. The study further seeks to realise what measures can be taken up to increase and capitalize upon the same.

Online buying and selling has started to become a core component of many people's lives. Today a lot of businesses and customers have come to accept online sales as a cheaper and highly convenient method to shop, however similar to anything that is associated with the Internet, there are pros and cons to the same.

Advantages of Online Shopping

- **Convenient:** It is a relatively convenient method of shopping wherein one can shop from anywhere at any time, it does not pose restrictions.
- **Cost Savings:** Online shopping portals provide huge discounts and sales thus providing the customer with better deals on various products. Further, With constantly increasing gas prices, shopping online helps one to skip the cost of driving to stores, as well as parking fees.
- **Saves Time:** By using online shopping portals one can also save time by avoiding standing in long lines at the checkout counter, particularly around the holidays, when the stores are very busy.
- **Variety:** Online stores are not restricted by the limitations of shelf space that the brick and mortar stores face, they are free to display a vast variety of content i.e. higher range of variety to offer to their customers.
- **No Pressure:** In the virtual or online store, there is no salesperson hovering around and pressuring one into making a purchase. One can experience a hassle free shopping experience.
- **Easy Comparison:** Shopping online eliminates the need to wander from store to store comparing prices, varied brands and stores are available for one to browse through under one shopping portal.

Disadvantages of Online Shopping

- **Risk of Identity Theft:** When one is paying for their purchases online, it can be alarmingly easy for hackers to intercept sensitive data, such as credit card numbers, home address, phone numbers or other such compromising information that might violate one's privacy.
- **Vendor Fraud:** There might be cases wherein the online vendor is a fraud or scamster. Here, he or she might accept one's payment and in turn might not send one, their purchased item or send them a wrong or a defective product. Thus cheating the customer.

- Faulty Products/ Deliveries: There might be cases wherein one does not receive what they ordered, or has been given a wrong size/ coloured product or has been delivered with an incorrect order. While this might be a genuine error on the company's part and they might offer to rectify their mistake, this might prove to be an unnecessary hassle for the customers.

Customers who take back such negative experiences from their online shopping endeavors face dissatisfaction. As a result of which they might choose not to shop online any more, i.e. No Customer Satisfaction = No Retention = No Loyal Customers = Decreasing Sales. This is bad for any company's business.

“It comes down to how your customer experiences the brand – and how that brand makes a person feel.”
~ Alex Allwood, The Holla Agency

Yes, a quality product with a reasonable pricing policy is essential. However, the customer's experience around one's products makes all the difference in the world. In fact, Walker Consulting predicts that experience will be the key differentiator by 2020. In essence, their satisfaction with one's brand, product, service, or more, will either make it or break it

Essentially, customer satisfaction calculates how one's product, service, and overall experience measures up to the expectations of the customer.

The unit or methods body measuring customer satisfaction is subjective to different companies. It can be on the basis of customer retention, customer loyalty, or may be on the basis of some numerical value based on data and/or customer feedback. Nevertheless, it calculates, ranks, and looks into ways as to how to make one's customers satisfied with one's brand.

Ensuring customer satisfaction in any business is extremely important because it helps the brand grow as a result they capitalize in the form of growth in revenue.

A satisfied customer helps with word of mouth publicity, which accounts for a lot more in today's digital and internet savvy world. Especially in online portals wherein previous users feedback and reviews are visible to the active buyers, thus influencing brand image. Almost everyone, even those users who prefer traditional shopping options seek out online reviews and recommendations.

OBJECTIVE

To understand the level of customer satisfaction of online buyers.

HYPOTHESIS

Hypothesis 1: “Online buyers do not demonstrate high level of customer satisfaction.”

- Null Hypothesis H0 : “Online buyers do not demonstrate high level of customer satisfaction.”
- Alternate Hypothesis H1: “Online buyers demonstrate high level of customer satisfaction”

RESEARCH METHODOLOGY

The research has been conducted with the help of primary and secondary data collection. The primary data is gathered with survey questionnaire by the researchers. 40 respondents were a part of this survey and their responses have been analysed with graphical representation. Secondary data is framed with review of literature.

REVIEW OF LITERATURE

I] The research paper titled, ' **Customer Satisfaction in Online Shopping: a study into the reasons for motivations and inhibitions**' by author **Rushed L Karim** helps in realising and understanding the factor of motivation, as well as the reservations held by customers when they engage in online shopping. The paper further explores the role of customer satisfaction along with the above mentioned factors. The author also elucidates Kotler and Killers' (2009) 'Five Stage Buying Process Model' as a reference point to the study in order to explain customer satisfaction through their motivations to buy products online. The finding derived by the author in this paper is that the respondents buy products online since it is convenient, this includes connecting factors such as; saves time, access to information, easy accessibility, cost effective, among other such reasonings. Barriers to online purchasing uncovered in the study include: payment security, piracy, dicey return policies, privacy issues, among other such factors.

The study deduced that, Online shopping is convenient for the consumers and that unreliable online delivery system as well as personal privacy or security concerns have a significant negative impact on online shopping.

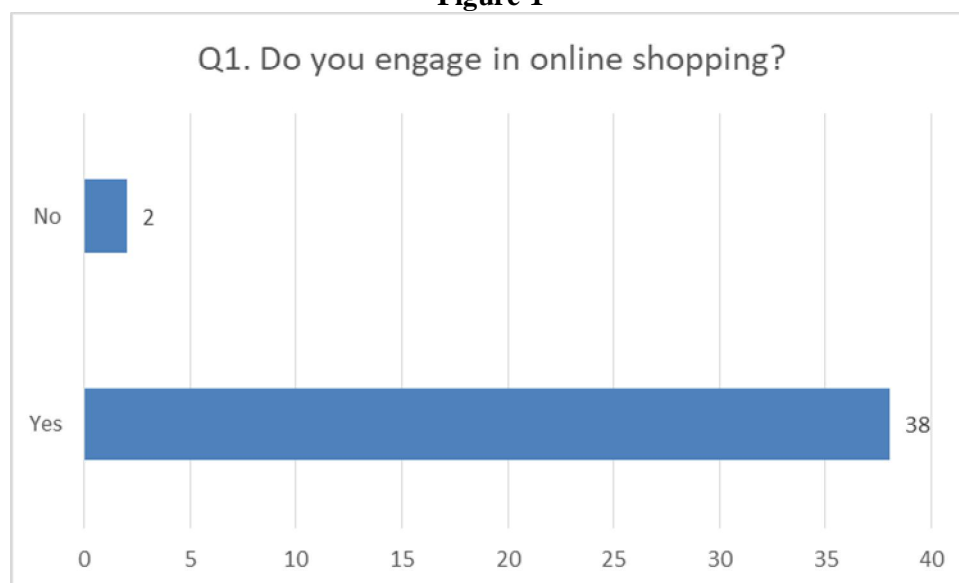
II] The research paper titled, ' **A Study On The Customer Satisfaction Towards Online Shopping in Chennai City**' by author **M.Rajeswari** has been undertaken to understand the factors influencing customers'

online shopping decisions and how these factors affect customer satisfaction. The results of this study may be of great use to businesses which are looking to expand into or venture into the online shopping environment. The findings and results derived from the study showcase the perceptions and factors that affect satisfaction of online shopper in Chennai City, it further shows that the respondents are increasingly turning more tech savvy each passing day. In this study, the author also stresses that all those businesses that plan on furthering their reach onto the online market need to minimize their customer perceived risks. This can be done by making shopping portals more user friendly and ensuring secure payment measures. Further, this can be maintained by retaining speed and quality of delivery to ensure that one's customer trusts us, such measures and facilities cover up for the missing 'touch and feel' experience. The aforementioned study realises and conveys that: There is association between Age group and Internet proficiency, There is association between Age group and the frequency of online shopping, There is no association between Gender and the frequency of online shopping, and There is no association between Annual Income and the preferred Payment option.

DATA ANALYSIS AND FINDINGS

1. Do you engage in online shopping?

Figure-1



The above depicted graph i.e Figure 1 focuses on the factor, 'Do you engage in online shopping?'. The researchers have collected responses from 40 respondents, out of which a significant majority of 38 respondents have responded affirmatively to the question. Whereas, 2 of respondents disagreed with the same.

2. How frequently do you shop online?

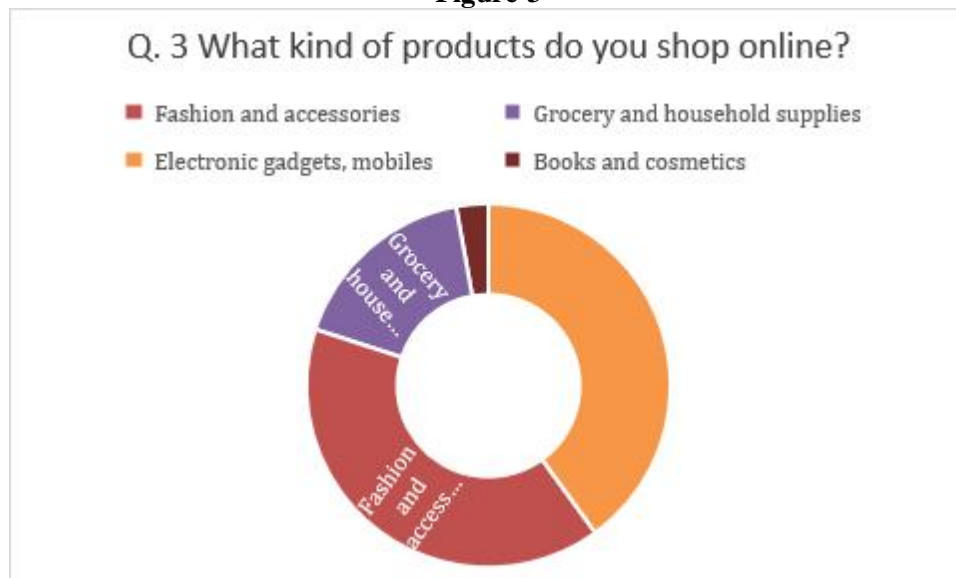
Figure-2



The present study as shown in Figure 2 reveals that none of the respondents accepted that they engaged in shopping online on a 'Weekly' basis. Nevertheless, 10 respondents out of the 40 total respondents affirm that they shop online 'Monthly'. Further, 14 of the respondents answered the question, 'How frequently do you shop online?' with the option 'Only during sales'. The remaining 16 respondents gave their own unique reasonings, other than the preordained options given by the researchers.

3. What kind of products do you shop online?

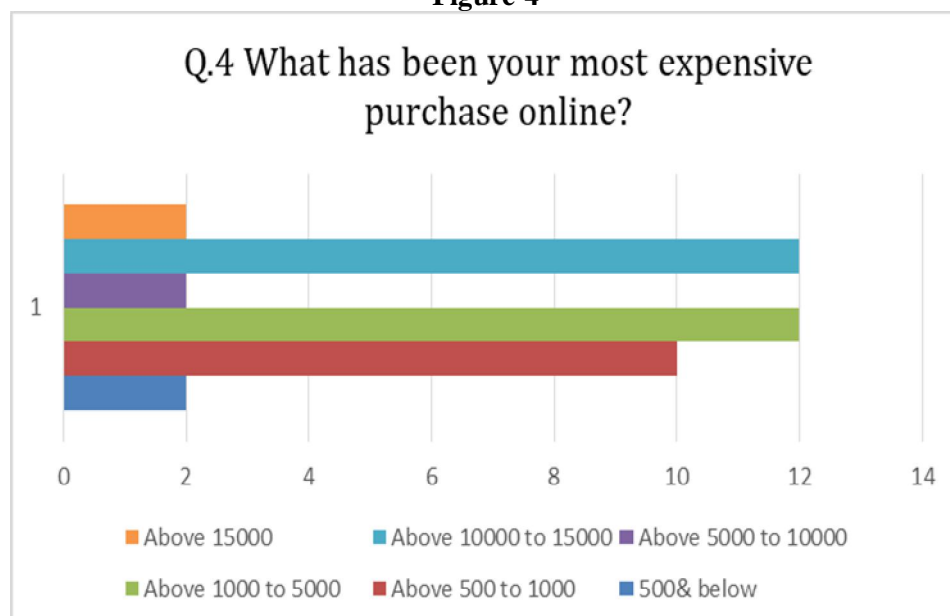
Figure-3



The above mentioned question i.e. 'What kind of products do you shop online?' was a question where the respondents could choose more than one category. As seen in the Figure 3, 28 of the total 40 respondents opted for both 'Fashion and accessories' and 'Electronic gadgets, mobiles', equally. Further, 12 respondents out of the total 40, choose the category 'Grocery and household supplies'. Whereas, only 2 respondents out of the total 40 chose 'Books and cosmetics'.

4. What has been your most expensive purchase online?

Figure-4



The above Figure 4 exhibits that 2 respondents out of the total 40 respondents, chose the option '500 & below' in response to the question 'What has been your most expensive purchase online?'. Whereas, 10 respondents and 12 respondents opted for the options 'Above 500 to 1000' and 'Above 1000 to 5000' respectively. Furthermore, 2 respondents selected 'Above 5000 to 10000'. The remaining 12 respondents along with 2 other respondents out of the total 40 respondents opted for options 'Above 10000 to 15000' and 'Above 15000', respectively.

5. According to you lack of instant gratification is a dissatisfying factor of online shopping.

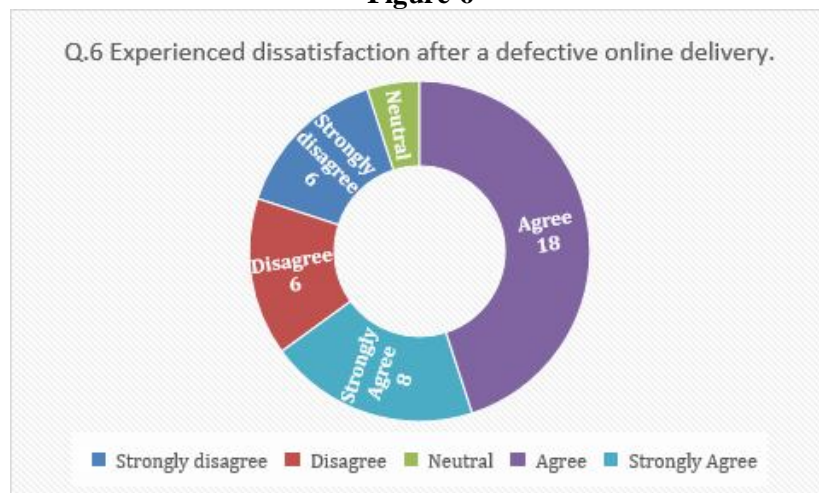
Figure-5



The above depicted Figure 5 exhibits that 4 respondents out of the total 40 respondents, strongly agreed with the factor and 14 of respondents also agreed with the factor that ‘According to you lack of instant gratification is a dissatisfying factor of online shopping’. Further, a significant majority of 16 respondents were unclear about the same. Whereas, 4 of the respondents disagreed upon the given factor. Furthermore, only 2 respondents strongly disagreed.

6. Experienced dissatisfaction after a defective online delivery.

Figure-6



The present study as shown in Figure 6 reveals that 8 of the respondents strongly agreed, while 18 respondents out of the 40 total respondents affirm that they ‘Experienced dissatisfaction after a defective online delivery’. 2 of the respondents were toneless and neutral in approach. Further, 6 respondent's responses were negative. In addition, the remaining 6 of the respondents strongly disagreed with the factor.

7. The products sold online are trustworthy and of good quality.

Figure-7



The above chart i.e. Figure 7 focuses on the factor, 'The products sold online are trustworthy and of good quality'. The researchers collected responses from 40 respondents, out of which none of the respondents strongly agreed on the same mind. However, 12 of respondents agreed with the same factor in the survey. An impressive majority of 20 respondents responded with a neutral approach when enquired. Furthermore, 4 respondents disagreed with the factor. In addition, the remaining 4 of the respondents strongly disagreed with the statement.

8. Do you prefer online shopping or traditional shopping? Why?

The responses derived in response to the open-ended question in the questionnaire, 'Do you prefer online shopping or traditional shopping? Why?' were diverse and varied. Out of the total 40 respondents a wholesome majority of 20 respondents stated that they would prefer the traditional shopping method. They cited reasons such as: it is more personal with instant gratification, the actual product can be checked before purchase thus reducing the chance of buying a defective product, real-time factor, no waiting period, more reliable, quality assurance, among others such reasonings. Further, a total of 10 survey respondents stated that they prefer online shopping. They reached that, online shopping is hassle free, provides variety, offers abundant browsing time, is convenient, is easy, it has a platform wherein ratings and reviews of previous buyers can be seen for better judgement before purchasing the product, offers reasonable return policies, offers good discounts, sales, among other such factors. The remaining 10 respondents were not able to come to a concrete decision as to choose one definitive answer and stated that their decision to opt for either online or traditional modes of shopping would be situational. Here, they covered that factors such as price of the similar goods available at both mediums, it's offers and discounts, help sway their decision towards either end.

TESTING OF HYPOTHESIS:

Hypothesis 1: "Online buyers do not demonstrate high level of customer satisfaction."

Null Hypothesis H_0 : "Online buyers do not demonstrate high level of customer satisfaction."

Alternate Hypothesis H_1 : "Online buyers demonstrate high level of customer satisfaction"

To test the hypothesis for Online buyer Respondents, Objective 1: To understand the level of customer satisfaction of online buyers is considered.

Responses for Question No. 5,6,7 help us to understand the level of customer satisfaction amongst online buyers hence the three Likert questions are considered for hypotheses testing.

Let, P denote the percentage of respondents who demonstrate customer satisfaction under Objective 1 Question No. 5,6,7 If, $P \geq 0.80$, it demonstrates high level of customer satisfaction. Therefore, one sided Z-test of one sample proportion is applied.

H_0 : $P = 0.8$ v/s H_1 : $P > 0.8$

If, $P \geq 0.80$, it supports the factors F6.1-F6.14 under Objective 6.

Therefore, one sided Z-test of one sample proportion is applied.

H_0 : $P = 0.8$ v/s H_1 : $P > 0.8$

Test statistic, $Z = \frac{p - P_0}{\text{S.E.}}$ where, Standard Error (S.E.) = $\sqrt{\frac{P_0 Q_0}{n}}$ and p denotes observed proportion obtained from analysis. Here, p is the proportion of online buyers who demonstrate high level of customer satisfaction under the selective questions.

Online Buyer respondents-	Objective 1 (Questions:5,6,7)
Agree + Strongly Agree	56
n(Total)	120
p (sample Proportion)	0.4667
P_0 (Population Proportion)	0.8
Q_0 (1- P_0) Probability of failure	0.2
SE Standard Error $\sqrt{\frac{P_0 Q_0}{n}}$	0.0365
$p - P_0$	-0.3333
Z Calculated $\frac{p - P_0}{\text{S.E.}}$	-9.12871

Z Tabulated (Z critical 5%)	1.645
Decision H_0	Accept

Decision: Since, Z calculated < Z critical; H_0 : $P = 0.8$ is accepted at 5% level of significance. Hence H_0 : $P = 0.8$ is accepted. ∴ Null Hypothesis is accepted.

Inference: “Online buyers do not demonstrate high level of customer satisfaction.”

CONCLUSION

- According to the survey conducted 95% of respondents are online buyers.
- A small majority of 35% confirmed about shopping online only during sales.
- When it comes to product preferences during online shopping, fashion and accessories along with electronic gadgets, mobile are highly preferred by a vast majority of 70%.
- 30% of the respondents affirmed that their most expensive purchase from online portal is between Rs.500-5000.
- Majority of the respondents agreed upon when asked about lack of instant gratification being a dissatisfying factor of online shopping.
- 65% of the respondents were bitter while confirming about dissatisfaction after a defective online delivery.
- 50% of the respondents were on the fence when asked about the quality and trustworthiness of online products.

RECOMMENDATION

“The first step in exceeding your customer’s expectations is to know those expectations.” ~ Roy H. Williams, Author & founder of the Wizard Academy Institute.

The aforementioned quote accurately convey the needs for research for any kind of action to be implemented in the right direction. Here, in order to ensure customer satisfaction one first needs to be aware about the expectations and the needs of one's customer. **Garnering knowledge** i.e. via surveys's or through research, should be the primary step towards building customer satisfaction.

“Measurement is the first step that leads to control and eventually to improvement. If you can’t measure something, you can’t understand it. If you can’t understand it, you can’t control it. If you can’t control it, you can’t improve it.” ~H. James Harrington, CEO of Harrington Management Systems

Similarly, there has to be a system in place that'll help the company; that seek to increase its customer satisfaction quotient, **to measure and keep track of their customer's satisfaction level**. They need to keep a check and be aware of what makes their customers tick and keep a record of those factors that boost customer satisfaction level accordingly. This might a meticulous task but shall help one to understand and provide better services to one's customers and as a result creating customer satisfaction.

Other measures that one must ensure to keep themselves in the good books of one's customers and maintaining their satisfaction level are as follows:

- Maintaining a **hassle free return policy**, that doesn't cause the customer trouble. This puts customers completely at ease and removes all friction, especially those thinking of trying a new product.
- **Always ask for feedback** or reviews. Ask them how you can help make their experience better.
- **Customers want to feel appreciated and recognized as individuals**, not just a means to the company's profit. Asking for their opinion makes them feel appreciated, and this accordingly gives you the reliable, strong data that could be used in the future to make effective business deffective
- **Provide Solutions**. If one's customer is unsatisfied with any facet of one's product or service, it's more convenient to offer excuses and get defensive, however one must remember that this benefits no one. However, if you were to provide solutions to their complaints, it would prove to be productive.
- Offer **better shipping facility** and delivery options.
- If your company does not offer 24/7 customer call assistance, **introduce a chatbot or self-serve help center**.
- **Listen without interrupting**. Let them rant and vent and get it all out. They want to be heard. Thus, giving them a platform to express their concerns might help them help us.

- **Apologize with empathy.** Let them know you understand the issue, and appreciate how frustrating it must be. Express understanding to satisfy and pacify them.
- **Remain calm.** Some customers are unreasonable, this does not mean that you have a right to undermine or insults them . One must keep their emotions in check.
- **Follow-up** later to determine if it was resolved to their complete satisfaction. This is extremely important, this tells them their problem is being solved and that some action is being taken to help them.
- **Learn from the experience.**
- Have **open lines of communication.** Email, phone number, social media profiles, online chat, instant messaging, and more. Provide the channels they want and are accessible to them.
- **Respond to communication – both positive and negative** – in a timely manner. As a rule of thumb, people expect an online answer in well under an hour. Make it happen.
- **Employee Training.** Coach one's staff in delivering spectacular customer service, to ensure sales and retention. It's a skill. Never simply assume that your employees already have it.
- **Initiate better communication channel,** which provides customers with relevant updates and gives them better, more accurate product previews.
- Try giving them a **personalised experience** seeing as they have given up the touch and feel of product, by choosing to shop online.
- **Understand what exactly makes them uncomfortable,** work on it.
- Make sure you deliver the best especially when it comes to expensive products something which is one time investment. **Understand their reservations and seek to resolve them.**
- **Make websites more user friendly** and try to develop an interactive website with assistance and guidance wherever required.
- Understand and realise that not only public reviews but **word of mouth** can also affect one's business, significantly.

The following are means to improve one's customer satisfaction quotient. This will ensure company growth and in turn shall help one to turn their customers into repeat customers and repeat customers into loyal customers that are extremely satisfied.

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MODERN PERCEPTION OF FINANCIAL INSTITUTIONS

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ABSTRACT

The Financial markets has been playing a vital role in the economy. The emergence of various instruments urges people to invest more in financial markets. Our study focuses on the modern perspective of financial markets and how the risk involved in the modern institutions is changing the mentality of the people. The study is also giving a view on how the positive changes in the policies regarding financial market can lure people to invest more.

INTRODUCTION

The Financial sector in India was very weak post the independence i.e the 1947 Era. After the independence the growth of the financial sector can be portrayed in three phases- the first phase spanning from the 1950s and the 1960s comprised of the financial instability in the economy. Instead of the Laissez Faire Policy, the banks were not able to develop. However in the second phase over the 1970s and 1980s, the financial service in India began to develop but it caused Financial regression in the economy. After this phase, in the third phase the economy began to prosper as the LPG Policy came into existence and from there the financial markets started to boost

The Financial markets in India were there before this phase but most of the people were not aware about them. The people were afraid of investing into the financial market because there was no watchdog to regulate the financial markets.

The evolution of financial markets happened after the 2008 financial crisis. This financial markets play a very significant role in the development of the economy. These markets mobilize the funds from the surplus units to the deficit units. It helps the economy to grow. The financial markets have different types of instruments which are dealt in the market. It comprises of different types of markets viz Capital Market, Money Market, Derivative Market, Commodity Market etc

The Development of the stock market has helped in the development of the joint stock companies as it helps the companies to raise finance through the general public. Its evolution has also resulted in the frauds in the beginning because there was no regulatory body to have a watch over the transactions. The government saw this and they came up with a solution to this problem. The SEBI (Securities Exchange Board of India) was formed in the year 1988. SEBI acts as a watchdog in the securities market

OBJECTIVES

- To study the modern perspective of Financial Institution
- To understand the risk involved in the modern Institution
- To study the factors influencing the modern Institution
- To study the scope of Modern Institution

LITERATURE REVIEW

Bazhenova Yulia: The public & private institution in the system of global financial governance play an important role in governing of world finance: they set key international standards for the operation world financial market, serve to implement these standards and to achieve the compliance of actors operating at the world financial markets. Three threats in the institutional arrangements which involves informal rules, which are designed inside the club model institutions, and the networks. The second threat from hegemony to multilateralism, which is proved by more active participation of private actors in the system of global governance. The third threat is the growing importance of knowledge and communication has a source of power. The successful governance of global finance could improve the overall allocation of investment & with its help to provide more chances for equal and efficient development. But the system of global financial governance has some problems, which is shown by world financial turmoils, these shortcomings are in the system of public and private institutions, which govern global finance: in uneven decision making capacity of developed and developing countries in attempts to implement universal standards primarily designed for developed countries.

Limboore Nilesh. V & Mane Baban. S: Today the banking sector in India is fairly mature in terms of supply, product range and reach. As far as private and foreign banks are concerned the reach in the rural India still

remains a challenge. A growing economy like India requires a right blend of risk capital and long term resources for corporate to choose an appropriate mix of debt and equity particularly for infrastructure projects which is the need of the day. A well functioning domestic capital market is also necessary for the banking sector to raise capital and support growth and also have suitable capital adequacy ratio to mitigate risk. Bank investments are also showing an increasing trend. After researching the banking sector researcher found that different problems are increasing to banking sector because of the money market always down.

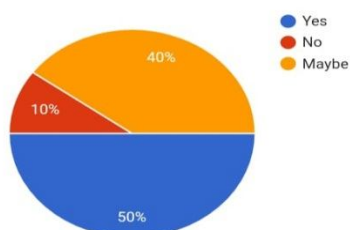
RESEARCH DESIGN

- Type of research: Descriptive research
- Sample size: 30
- Sampling technique: Convenience sampling
- Data collection: Primary data & Secondary data

DATA ANALYSIS AND INTERPRETATION

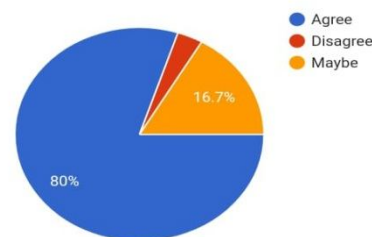
Do you think your accounts are easily accessible in financial market?

30 responses



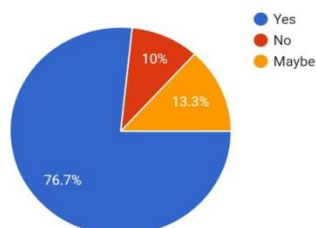
The LPG had given the main boost to the development of financial markets.

30 responses



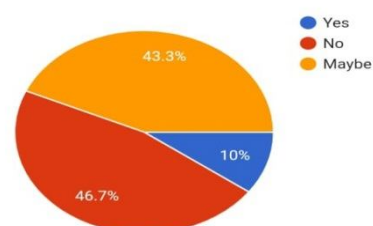
Has demonetisation helped in the digitisation of financial securities?

30 responses



Do you think the common people are aware of the various financial instruments and investment techniques?

30 responses



FINDINGS

- Most of the people prefer to invest in financial securities
- According to the respondent majority of them agree that demonetization has helped in the digitalization of securities
- Though the majority of the respondent find it easy to access there account in financial market, there are few people who think that the account are not easily accessible
- Majority of the people agree with the fat that LPG had given the main boost to the development of financial market
- A large number of people say that common people are not aware of the various financial instruments & investment technique available for them

SUGGESTIONS

- Measures should be taken to create more awareness among the layman regarding the various financial instruments & investing techniques
- The financial securities in the financial market are transparent but should be more regulate
- More information and awareness to the younger generation

CONCLUSION

From the above study we can conclude that the financial markets in India have grown exponentially in the post 1991 period i.e after the implementation of LPG policy. The common people of India are not much aware of the various financial instruments and the various investment techniques and hence rapid measures should be taken by the government and the financial institutions to create awareness among them. Though there is a large number of people preferring to invest in securities, there is a comparatively smaller proportion of people who are not willing to invest due to their fear of losing money and the lack of financial literacy.

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IMPACT OF GST ON SMALL TRADERS

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ABSTRACT

Good and service tax in India and its influence on the society especially on small traders. In this paper after the explanation of GST we will talk about problem of earlier tax structure and comparing it with the new tax system. Advantages and disadvantages of GST. It also focuses on impact of GST on Indian economy.

Keyword: GST, tax structure, advantages and disadvantages.

INTRODUCTION

Tax, the word tax sound like an atom bomb for some person, people afraid from paying tax. In view of some person it is like legal extortion.

But in fact tax is nothing but a major source of revenue for any government. Development of the country and welfare of the public is prime duty of government to discharge this duty government need money. Though government has many other sources of revenue like a treasury bond, public deposit, loan from the world bank etc but as I said earlier tax is major and important source of revenue without which no government can run a country.

It is not a new concept from the ancient time people are paying tax in form of Lagaan, Chungi, Jaziya etc.

Government used money collected from public in form of tax, For the welfare of the public and defence and development of the country. Government run various project and scheme for upliftment of the weaker section of the society. Government provide educational and health related facilities to the poor section of the society at free or concessional cost. To do all such thing government collect taxes from the public.

As a responsible citizen of a country it is a duty of every citizen to pay tax honestly and become a part of development of a country.

Basically there are two type of taxes one is direct tax another is indirect tax. Direct tax is a tax which is directly payable by person on his income for example income tax and wealth tax which is not in force today in India.

Indirect tax is a tax which is paid by taxpayer to the government by a third party. In case of indirect tax businessman plays a vital role in collection of tax from public and payment to the government.

VAT, CST, Excise, service tax example of indirect tax before 1st July 2017. These acts were in force which are replaced by GST here the question arise what is the need and importance of GST when we had already indirect tax system in form of above mentioned acts.

OBJECTIVES

- 1.To understand the major problem of earlier indirect taxes system.
- 2.To study the need of GST in our society.
3. To know the importance and drawback on GST.
4. To become familiar with the advantages and disadvantages of GST on small traders.
5. To analyse the impact of GST on Indian economy.
6. To know the current scenario of GST.

REVIEW OF LITERATURE

Rani Jacob in her research paper 'The impact of GST on MSMEs stated the positive and negative impact of GST on MSMEs' the positive were favourable to start business, facilitate to expand business, lesser tax burden, online compliance procedure according to her the negative impact were lower threshold, compliance cost, selective tax levying, financial preparedness etc.

According to Saurabh Suman in his research paper on 'New GST era and its impact on SMEs' positive impact were easy to start business, market expansion, reduction of tax burden, removal of multiple taxation according to him negative impact were registration woes, technological challenge, capital blockage etc.

MAJOR PROBLEM OF EARLIER INDIRECT TAX SYSTEM

1. There were various taxes like VAT for sale of goods, service tax for rendering of services, excise duty for manufacturing of goods because of this system a businessman would have to take registration under various acts he would have to maintain separate book of account and records for compliance purpose of various taxes there are various taxation authorities for each and every tax. To whom businessman was answerable it was very difficult for a businessman to fulfil the requirement of various tax authorities.

2. Cascading effect in earlier indirect tax system cascading was major hurdle cascading of tax means tax on tax for example xyz manufacturer produce a product A.

At the time of clearance:

Cost of manufacturing	700
Add: 18% Excise Duty	18
Total cost	118

At the time of selling of good

Cost	118
Add: 5% VAT	5.9
Sale price	123.9

In above example VAT is also paid on Excise duty it is called as cascading effect.

Need of GST

Subsuming of various Central indirect taxes into a single text would help to avoid double taxation cascading multiplicity of taxes classification of taxes taxable event tax compliances etc.

Importance of GST

Keeping in mind difficulties in earlier indirect tax system and need of new indirect tax system government of India had introduced GST act in year 2017. The aim of GST is subsuming of various existing indirect taxes into a single tax system and to provide a transparent easy and effective tax system. Following are the importance of GST.

1. Simplification of tax structure

After introduction GST that is a single indirect tax system in India. To discharging tax liability now businessman will have to take single registration they will have to keep single books of account which will reduce accounting complexities, less paperwork and also result in reducing of time and cost.

2. Elimination of cascading effect

One of the major advantage of GST as it eliminates cascading effect of tax for example, CA rendering services for say Rs 50,000 and charge service tax of 18% i.e. 9000 ($50000 \times 18\%$) then say he would buy office stationery of rupees 20,000 paying 5% VAT that is 1000 ($20000 \times 5\%$)

Particular	Before GST	After GST
Output tax liability	9000	9000
Less input tax credit	0	1000
Final tax liability	9000	8000

Before GST CA was registered under service tax act but not in VAT.

3. Higher threshold limit:

Tax	Threshold limit
Excise	1.5 crore
VAT	5 lakh in most state
Service Tax	10 lakh
GST	40 lakh for traders & 20 lakh for service provider

*special states 20 lakh for traders and 10 lakh for service provider

4. Simple online procedure

Complete process of GST from registration to filing return has become online and it is very simple because of which new traders don't have to run behind different registration such as VAT excise and service tax.

5. Lesser compliance

Under GST there is only one unified return to be filed therefore the number of return has come down directly on the other hand earlier all the indirect taxes had their own return and compliances.

Table shows the same

<u>Tax</u>	<u>Return Filing</u>
Excise	Monthly
Service tax	Proprietorship/Partnership- Quarterly
	Company/LLP- Monthly
VAT	"Different for different states" Some states require monthly returns over a threshold limit. Some states like Karnataka require a monthly return

Source clear tax benefit

6. Regularisation of unorganised sector

Earlier there were many unorganised industries such as textile, construction etc but in GST there are certain provision for online compliances and payment and if we want to get the facility of input credit we have to register under GST act hence it reduces the unorganised sector.

DRAWBACK OF GST

As every coin has its two sides same way even GST has certain drawbacks there is a need to overcome these drawbacks to run the GST smoothly in the Indian economy. Following drawbacks are as follows.

1. High cost of software

Businessman either have to update their existing software to GST compliant or buy a GST software so that they can run the business smoothly but in both the cases it lead to increasing cost of software purchase and even training of employees to run new GST software has become very costly.

2. Increase in operational cost

Under GST each businessman will now have to employ tax professional and expert and even they have to train their employees in GST compliance hence there operational cost is increasing.

3. Entire online system

Earlier we were using paper pen for filing return but now we have shifted to online return filing and it become very difficult for small traders to follow this new online process.

4. Small traders will have higher tax burden

Mainly manufacturing sector will face the problem. Earlier only those businessman whose turnover exceeded Rs 1.5 crore had to pay excise duty but with the introduction of GST any businessman whose turnover exceed rupees 40 lakh will have to pay GST.

5. GST portal issue

An entire process is online and GST portal is backbone of the new indirect tax system but unfortunately GST portal is becoming a nightmare for taxpayer and tax consultant. As government introduced this system without proper preparation and without giving sufficient time to understand such a complex system. The present GST portal is not able to manage all taxpayer at a time as a number of user increases portal become slow down. It also take much more time upload and download data almost after 2 years of introduction of the act GST portal is not established yet. On the last day of return filing most of the time server doesn't work at all. Comparison of invoices uploaded by supplier with books of account is also very difficult and time consuming task finding HSN code and SAC code is also very difficult task.

6. Continuous changes

As it is new law for the country we have seen a drastical changes so far as from the time of introduction. The story does not end here government is bringing up new changes every month. It is very difficult for taxpayer

and tax consultant to update themselves. Government has constituted a GST council which meet every month to monitor GST related issue. Central Government on the recommendation of the council every month issues new circular, notification and press release etc.

7. Heavy penalties of non compliances nightmare for small traders

Cost of compliance is very high under GST. As every registered dealer under GST will have to keep various records like sales register, purchase register, stock, returns etc. Consultancy fee for CA and tax consultant to manage and maintain records is very high which is not affordable to small traders. Apart from this meeting the various requirement under the law. It is necessary to keep an accountant. The salary of accountant is also not affordable to small traders. If small traders failed to file GST return within due date he will have to pay late fees per day due to this provision most of the small traders have taken registration under GST but not filed returns.

IMPACT OF GST ON SMALL TRADERS

Small traders are the major contributor to GDP hence it is very important to know the impact of GST on small traders. Following are the advantages of GST on small traders.

1. Opening new business become easier

Under previous indirect tax system if you are doing business with different multiple state then you need to register under VAT, Sale tax with each state because every state had different tax but not with the GST. All you have to do is you need to register under GST that is centralised and uniform in all state hence opening a new business and running the business smoothly become very easy.

2. Entire process of indirect tax system is become simplified

Earlier everyone was suffering from cascading effect but with the GST this problem had removed. GST is a single and uniform tax all over India. Businessman under GST neither had to manage multiple taxes nor had to deal with different tax authorities.

3. Reduction in cost of transportation

Businessman who transport goods to other state had to complete paperwork and paying entry taxes at state border all these delay the delivery of goods. Under GST there is a removal of checkpost taxes because of which both the delay and transportation cost will be reduced. It lead to expansion of business and faster movement goods.

4. No difference between good and services

GST remove the difference between good and services tax will be calculated on final product not on individual product on services. GST make invoicing much more simpler as only one single tax rate will be mentioned in it.

5. Increase in threshold limit

Earlier business man whose annual turnover (Rs 5 lakh in some states and Rs 10 lakh in other state) suppose to register in a VAT. Under GST, any businessman whose annual turnover is less then 40 lakh (Rs 20 lakh in north eastern state) does not have to register or pay GST.

6. Composition scheme

Under GST small traders (with a turnover of Rs 20 to 75 lakh) can benefit as they get the option to lower taxes by getting composition scheme. It will have a positive impact in opening new business and reducing the tax burden of small traders.

DISADVANTAGES OF GST ON SMALL TRADERS

1. State wise registration

If you are doing business in 6 different state then you will have to register for GST in all those 6 state. GST registration is complete online process, small businessman find it difficult to register online as they do not know online procedure.

2. Return must be filed on due date

GST return will be filed on monthly basis. It is very time consuming activity. Until you have file the return you cannot get refund and your customer don't get tax credit for the good they have bought from you. Hence it become compulsory for them to file a return on monthly basis.

3. No facility to revise return

the biggest challenge faced by taxpayer and tax consultant is there is no scope for revision of return ones return is filed cannot be revised any mistake is done in return cannot be rectified in same period. It will have to be adjust in next tax period due to this taxpayer and tax consultant are facing problem in filing proper return.

4. Increase in cost of tax compliances

Filing a return on monthly basis and uploading of invoices regularly will give rise to the need of accountant. Hiring an accountant and making payment to them will increase burden on small traders every state involved in supplying good and services will have to maintain separate book of account.

5. Mandatory registration for e commerce supplier and operator

E-Commerce should register under GST irrespective of their turnover e commerce business will not get threshold exemption for composition scheme. E-Commerce firm should register under GST in each state where they supply goods.

6. Risk for lapse of ITC

It is one of the major drawback of GST. As a buyer if I pay tax to seller then liability to pay tax lies on seller but as per the provision of GST. If seller fails to pay GST to government or fails to file return or fails to provide accurate details in return buyer shall not be eligible to take ITC. Even though again he will have to pay tax in respect of ITC availed along with interest and penalties. In simple words we can say cost of mistake done by supplier will have to bear to recipient.

IMPACT OF GST ON INDIAN ECONOMY:

*Eliminate various indirect taxes.

*Single simple and uniform tax structure.

*Remove the cascading effect of taxes.

*Lesser cost of manufacturing sector due to less tax burden lead to lower price of consumer good.

*Reduction of burden of tax on common man by reducing the price of the product.

*Increase demand lead to increase in consumption and increase supply need to increase in production.

*Control corruption in the Indian economy.

*Growth and development of Indian economy in the long run.

1. Increase in number of taxpayer

According to economic survey of India 2018. Increase indirect tax payer base by 50% the survey authored by chief economic advisor Arvind subramanian this is completely voluntary registration by small trader to avail input tax credit.

2. Increase in tax collection

Pre GST revenue collection was rupees 9.7 lakh crore while GST revenue collection expected at Rs 10.9 lakh crore highest number of GST registration are in the state of Gujarat, Tamil Nadu, Uttar Pradesh, Maharashtra etc.

4. Impact on manufacturer

GST enhance the role and performance of manufacturing sector which in return increases their competition at a global level.

5. Impact on service provider

More than 50% of tax collected from IT services, telecommunication services, insurance industry, banking and financial services.

6. Real state

Real estate sector will get substantial benefit from GST through transparency and accountability in the system. Real estate play major role in employment generation in the society.

7. Agriculture

Primary sector contributing 16% of India's GDP and it is the largest contributing sector in India. It faces a problem of good transportation all over India and GST resolve this problem of transportation.

8. Textile

Textile industry expand under GST as export increases by 10% and provide employment to large number of people.

9. Start up

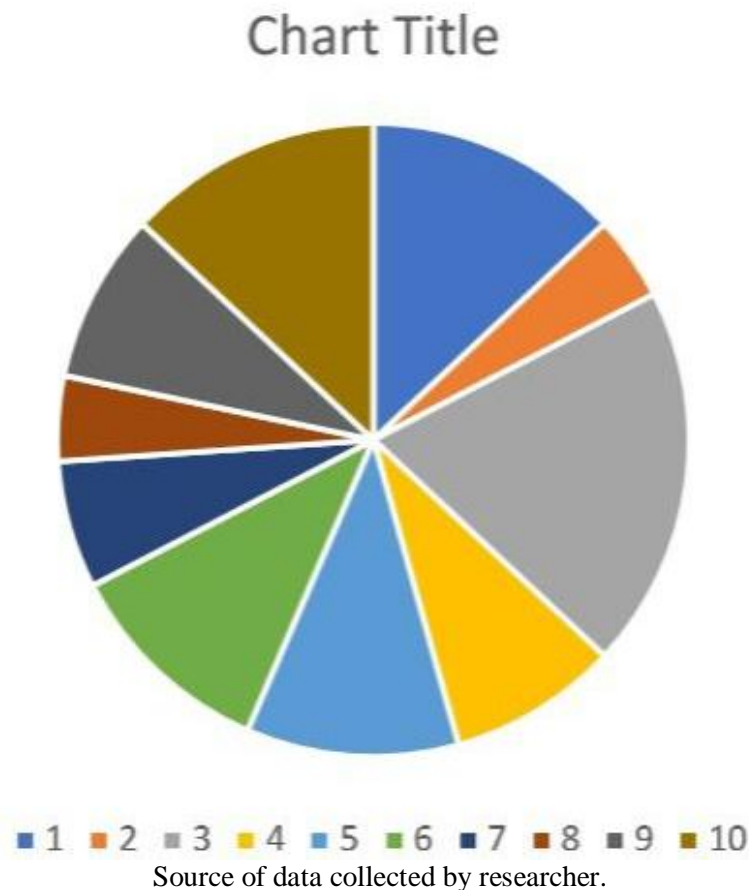
Different state have different VAT tax hence it become difficult to start new business in any of the state. This problem has been solved under GST. we can say that ' GST is a short term pain but long term gain for the Indian economy'.

RESEARCH METHODOLOGY

Primary research with a sample size of 10 small traders was collected through questionnaire.

DATA ANALYSIS

60% of traders agrees that GST was a good initiative of government. 20% mention that it is easy to start new business. 90% stated that it increases technology dependency. 40% agrees that there sale increases after GST. 50% stated that it reduces the price of good and services It reduces the transportation cost for 50%. 30% traders agrees that it is helpful to expand business. 20% mention tax return filing has become easy. 40% agrees government should stop GST.60% stated that it increases tax burden on an unorganised sector.



CONCLUSION

Good and service tax play major role in India. GST affected overall sector of the economy for some people it's really beneficial and for other It create lots of difficulty. No doubt GST simplified the tax structure. As explain above GST has a vital role but there are some limitation and areas of improvement until these areas are improved we cannot say anything. Indians will take time to become well versed with GST.

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A STUDY ON CORPORATE SOCIAL RESPONSIBILITY AND EXPECTED UPCOMING FUTURE TRENDS IN INDIA

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ABSTRACT

Business units function on the inputs by the society and stakeholders .The various inputs can be raw materials from environment, money from investors, profits due to customers etc. Therefore it is clear that a business cannot function being isolated from a society .But here comes a question that firms gain huge profits due to the society but what do the society get in return?

So since long age's firms as a part of return try to help society in possible ways with the part of profit earned which is now known as CSR

The purpose behind this study is to study what CSR activities actually are and also check expected upcoming future trends in CSR activities.

Keywords

- CSR : background
- Need and importance
- Indian laws
- Loopholes
- Benefits
- Expected trends

INTRODUCTION

What is CSR?

CSR is the **realization of the company of its responsibilities towards the society, community and environment** . CSR is a company's voluntary actions over and above its legal requirement with meeting ethical needs.

CSR responsibilities can be viewed as economic, legal, ethical and philanthropic responsibility.

Background and history

Previously CSR was looked upon as religious traditions like daan, seva, zakat etc.

It was viewed as philanthropic activity and was done as per wish. But as phases changed, the meaning of CSR changed and the concept got due importance and became mandatory.

Time period	economic phase	CSR activities
1. 1850-1914	industrialization	charity
2. 1914-1947	trade barriers	support through finance
3. 1947-1960	socialism	support leaders with money
4. 1960-1990	heavy regulations	corporate trusts
5. 1991-2013	liberalization	family trust ,NGO ,sponsorship
6. 2013 and later	globalization	Indian law of 2% compulsory contribution to CSR

Applicability of law to firms

According to company law 2013,

Any company having a **net worth of 500 crore** or more

Or

A **turnover of 1000 crore** or more

Or

Net worth of Rs 5 crore

Are mandatorily contribute to CSR activities

Emergence and need

As **firms are dependent on the society** it functions within they **have certain obligations** towards it. Most firms for sake of huge profits **starting exploiting its stakeholders and society** which went a long way until people realized it. Some firms willingly helped the society to fight the issues prevailing within while others exploited for profits. in such situation **the Indian government in 2013 came up with a law of contributing 2% of their profits to the CSR activities.**

RESEARCH METHODOLOGY

The method followed here to collect is a **mixture of primary and secondary method of data collection.** Use of **online questionnaire and online websites** are used for data collection.

Primary method - to understand people's views regarding CSR.

The **online questionnaire** included the following questions

1. Name
2. profession
3. Are you aware of the term corporate social responsibility i.e. CSR?
4. What does CSR mean to you?
5. Which key issues you know firms are focusing on as a part of CSR activities?
6. What as a part of CSR you expect from a firm?
7. What companies you are aware of which are involved in CSR activities?
8. What trends you expect in CSR in future?

Answers

Sr no	Name	profession	Qt 3	Qt4	Qt5	Q6	Q7	Qt8
1	Akshay	Doctor	yes	philanthropy	Poverty	Share benefits	Tata	More participation
2	Ramakant	Accountant	Yes	More than philanthropy	Developing Under-Privilege	Social work	ITC	Contribution
3	Binsu	Manager	Yes	More than philanthropy	Environmental Issues General issues	Responsibility of development	ITC	Ground level development
4	Nigum	Consultant	Yes	philanthropy	Social issues	Company sharing benefits	WIPRO	More help
5	Asad	Social media Marketer	Yes	More than philanthropy	Social work	Donations and funding for society	TATA	Focusing on basic
6	Manthan	Student	Yes	More than philanthropy	Development Of society	Taking lead in actions to develop	RELIANCE	Driving poverty
7	Azam	Service	Yes	More than philanthropy	Education	Invest for social benefits	GODREJ	More investment
8	Newton	Student	Yes	More than philanthropy	Protecting nature	Animal welfare	TATA	Growth
9	Heba	Student	Yes	More than philanthropy	Consumer satisfaction	Cheap price best product	TATA	Start with ground level
10	Rushikesh	Student	Yes	More than philanthropy	Labour improvement	Minimization of waste	TATA	More funds
11	Ankit	Student	Yes	More than philanthropy	Corporate responsibilities	Follow laws	TATA	Employment
12	Arun	Professor	Yes	More than philanthropy	Conserving human rights	Employee welfare	TATA	Use of technology to solve issues

13	Brinel	Student	Yes	More than philanthropy	Dealing with human issues	Society welfare	TATA	More concentration on basic issues first
14	Nikhil	Trainer	yes	More than philanthropy	Industrial growth	development	TATA	Actual development
15	akansha	student	yes	More than philanthropy	Widen human life improvement programme	Improving human lifestyle standards	TATA	Societal development and helping to develop the base of country first.

Secondary method-to get information of total amount of funds spend on CSR activities

Statistics of CSR activities conducted by various firms.

	2018-19	2017-18	2016-17	2015-16	2014-15
NUMBER OF COMPNIES CONSIDERED FOR ANALYSIS	224	1077	992	911	849
REQUIRED CSR SPENDS	4366.82	10364.78	9668.51	9088.06	8201.51
SHORTFALL IN SPENDS	372.56	1740.91	1565.06	1883.41	2444.63
PERCENTAGE OF SPENDS	91.47	83.20	83.81	79.28	70.19

Source: NSE annual report

BODY OF RESEARCH

CSR talks about long term sustainability and development by contributing to economic , social , environmental , legal aspects of the society.

CSR CONCEPTS – long term , sincerity , market , ethics, sustainability ,resources, goal

Top Indian companies contributing to CSR are TATA , INFOYSIS , RELIANCE , ITC , ETC

ASPECTS OF CSR

1. Responsibility towards shareholders, employees , management , investors, customers , suppliers, competitors , government , society
2. Accountability
3. Sustainability
4. Social contract

BENEFITS OF CSR TO COMPANIES

1. Creating an image
2. License to operate
3. Attract and retain employees
4. Improve growth
5. Improve public relations

HOW DOES CSR HELPS AN ECONOMY

The funds contributed are used for purposes such as poverty eradication, education, promotion of healthcare, employment, skill development programs, protection of environment etc.

The term CSR talks about long term sustainability which in turn is beneficial in long run for any economy .

When society is developed and free of social issues automatically the development takes place.

Myths about CSR- only for big companies, expensive, needs a lot of time to administer etc.

Programs adopted by various companies under CSR activities-child education, agricultural development activities , health awareness programs , health camps etc.

LOOPHOLES IN CSR/ ISSUES /CHALLENGES IN CSR

1. Unawareness of actual cause of problem
2. No transparency of funds deployed

3. Corruption
4. Not starting from basic
5. Actual public not benefitted
6. Lack of strict rules for regulation
7. Unethical practices

SIGNIFICANCE OF RESEARCH

- To know what CSR actually means and how does it contribute to the development of society
- To understand current CSR trends and find the loopholes which create hurdles in development
- To predict what future trends can be expected in CSR activities

FINDINGS AND CONCLUSION

As per the law the contribution of 2% of the total profits dedicated towards CSR activities are tried being devoted in the right direction contributing to development . But there are several loopholes in the process which creates hurdles in the development path .

Trends expected in future in CSR are as follows

Diversity in development programs

Focused and forward thinking solutions to social issues

Use of technology to solve problems

Shift from finding solution to finding problem

Higher contributions by more number of companies

Shift to green technology

Artificial intelligence

Sustainability

Supply chain maintenance efforts

Green transportation etc.

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TO STUDY THE ROLE OF TELECOM INDUSTRY ON USER GENERATED WEBSITES – A CASE STUDY OF FREE INTERNET SERVICE BY RELIANCE JIO

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ABSTRACT

Internet availability on our mobile phones is one of the obvious and essential things right now. We are so used to it that it has become a habit, an unbreakable part of our life. Indian internet has seen lot of revolution and changes while growing. Having the privilege to connect through our fingers for various both official and recreational purpose is a big thing. Telecom companies has seen a huge reformation in last three years, this has changed internet thoroughly. Recently, Reliance Jio has shown its presence in the market of Telecom Industry by offering 4G Internet service and “FREE” Internet and Voice usage till Launch as pre – launch offer. It has become a big game changer in the telecom industry as people has new choice and other telephonic and data service provider faces a new challenge to cope up with the situation. Today customer is the king in the telecom industry as it has many choice and preferences to opt a mobile handset and mobile connection for voice and data services. 4G internet became cheap and fast after this. Content creation increased and so does opportunities. This research paper discusses the impact of Jio on other Telecom industry and discusses the role of Jio in the increase of user generated content.

Keywords: Revolution, Internet, mobile, 4G, content, user generated market.

INTRODUCTION

Throughout the world telecom industry is one of the prevalent sectors. Study stats that India would be a speedily escalating hub for internet users, with market expected to be \$9 billion by 2020 (Deloitte, 2017). Indian telecom sector is becoming backbone for fast growing Indian economic of this decade. Jio came up in Indian telecom sector with an idea to make huge revenue by providing quality service at a very cheaper rate. It came with advantage of being the first biggest 4G network coverage across all 22 telecom circles in India (Jai Bhatia, 2016)

According to Paulasset, 2016 reliance Jio is working according to Indian market; it is giving the best quality services at much less price. Reliance Jio also giving challenge to more than 30 businesses because it also enters in other service sector related to telecom industry.

OBJECTIVE

- To study the impacts of Reliance Jio on Indian telecom industry.
- To analyze the effect of Jio on user generated websites.

RELIANCE JIO

In September 2016, Mukesh Ambani launched Reliance Jio a new telecom company with the view of absolutely dominating the market. Everyone has their eyes on this as it was a plan by Ambani and obviously it was expected to be Big. Jio came with not so popular 4G network in India and was comparatively way fast and cheap. When we say Fast and Cheap here, we absolutely mean it. The difference between the prices, plan and services were easily observable. Jio has caused an absolute revolution in our nation. The effect is everywhere and everyone noticed it. It made internet; fast internet easy to access. Other company realized if they keep going on the same track as before they will end. Resulting in the instant price decrease and service increase.

Data rates fall 93% in last three years the data plans used to be above 300 rupees for 34 MB a day! And that also was low speed 3G. After JIO it changed like a miracle to around 200 for a GB per day with high 4G speed and not to forget unlimited calling which was also paid before. It made India to have the cheapest mobile data in the world. (ref below image by track.in)



REPORT ANALYSIS

India has the second largest and fastest-growing internet penetration in the world. While China's 720 million internet users represents a 52 percent penetration rate, India's rate is only 35 percent (460 million internet users). Jio coming in, the Indian internet scene has changed thoroughly. We could see it by simply looking around. The consumption and the creation have increased way too high. In only a year or less we could see social media and sites like YouTube explode. Creators and audience both were using it on a daily and large scale. Since the data and speed both were sufficient. It brought many people online resulting in huge success of all type of internet and social media content creation.

Robert Kyncl, Chief Business Officer at YouTube, said: "In the last few years, India has emerged as an incredibly dynamic content and user market for YouTube. We now have more than 300 channels with over a million subscribers, from just 16 channels in 2014. We will continue to invest in programs to support creators, and encourage more diversity and distribution of their content."

YOUTUBE

India has near 300 million users per month. This figure at which we are looking at wouldn't have been possible without Jio. After its entry, every network company reduced their price resulting in every one having the accessibility to fast and cheap internet. The scene of YouTube India exploded so fast that all the foreign countries were shocked due to the results. People in unbelievably large numbers when creating and watching content. In 2014 there were only 15 channels who had subscriber count over million, after Jio now we have more than 150 channels with their subscriber over a million count. The amount of people watching YouTube is ridiculous, we are of the top YouTube consuming country and I am pretty sure on the mobile data we must be on top. Various channels started growing on YouTube after Jio, people found it as an opportunity and as an escape to the daily life and to become someone who is special. You can watch thousands of videos on YouTube regarding your queries and interest thanks to the internet availability in our nation. Before 2015 there was very less type and amount of content which was available on YouTube now it has grown tremendously. The YouTube India scene is so deep that you can find a separate community for a particular thing and have a huge audience base for that. We could see a pattern in increase of views and subscribers after the internet revolution earlier Hindi song could only get up to 20 million views. Now it's very common to see these songs touching marks of 200-300 and even 600 million Views. Earlier the average subscriber of a music company would be around 5 to 6 million. But now the amount of people subscribing to YouTube channels is on the sky, recently the t-series music label reached a whopping hundred million subscriber count making it the most subscribed channel in the world.

INSTAGRAM

Instagram became popular in late 2015 in India and after the revolution Instagram gained a lot of Indian users, it became a daily necessity of an average Indian, with internet being cheap now everyone could share their life moments with others. The amount of people on Instagram and other sites after 2016 raised so high that you actually see the statistical comparison between them and understand what kind of the revolution was this. Apps like TikTok became popular due to the accessibility of internet and it has become a part of the culture and tradition India has the most amount of TikTok users and it is a major part of the life now. Daily millions of people make video on apps like TikTok and share it with the world it is seen by more than hundred million people watch it. TikTok has 120 million users monthly in India.

Various social media business also emerged after this revolution as people now had a lot of data in their phones, we could see the growth of internet marketing and social media marketing after this. Food delivery and other kind of services emerged largely. The rise of digital payments and wallet was also witnessed. India went to the transformation phase, from Cash to Digital process and Jio played a big hand in that by making it easy for merchants and consumers to use high-speed internet on their mobile and use Internet-related services. PayTM particularly saw a huge growth after Jio launch and Govt of India's decision of Demonetization.

Jio plays an important role in everyone's life as an internet we use now is better than the before, life has changed people's opinion some different things are changed due to this.

But various negative effects have also come across, due to the availability Social media and internet addiction has become a huge problem. Kids these days can be seen stuck to their mobile screen, this has resulted in various mental issues as well. People use internet as a medium for that not so politically correct and vulgar things. People binge their hours on social media sites. Lot of teenagers has started feeling bad about their life as Social media shows only the decorated part of others life. Online mobile games have caused lot of addictions and problems in teens life. The free availability of data has caused low grade content to be on rise. Things that should not exist are trending on YouTube's trending page. More or less people enjoy these B Grade things. The use of social media to spread propaganda by political parties has increased all the way after this. The number of people engaging themselves in social media activities and conversations has increased. This has led to lot of hate speech issues against certain communities, and it has grown in full form.

CONCLUSION

The internet revolution of India or the Jio effect has changed everything. The way of interaction and interpretation has increased due to the access to immense amount of internet data. Everyone has their atleast 1 GB data per day plan in their phones and it has become convenient and easy to use it. People who didn't know anything about internet has also started engaging themselves into the sites after this. A lot of new users and services are generated. India has seen its true digit growth as company who work online came in full form. Entertainment changed its basic format of just TV. Now online consumption of daily entertainment has normalized. This has also led to somewhat rise in the employment sector as well. With new companies coming in, people have more options to work for e.g. Food delivery and Cab services has increased the amount of employment So has it increased the living quality? Yes. Was this good for the nation? Absolutely Yes. Imagine if it never happened. We would have till now stuck on paying 200 per GB a month, we would have still had limited 3G data. All the things we experience right now wont now. We all witness it around us and we all are used to it in some way or another!

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DIGITAL INFLUENCED CONSUMPTION WILL BE THE TREND OF NEW ERA

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ABSTRACT

Effects of demonetisation has led to Rapid progress of digitalization digitization this research paper highlights how digital consumption is increasing day by day. The variables studied under this research are online purchasing digital payment and how advertising medias are preferred to know about digital world. Aims to highlights opportunities in digital media that can be encourage and to provide insight of today's digital world. The major finding suggest that easy access to digital world at few clicks, added with initiatives of current government and the outlook of the new generation would give a positive and faster boost to digital consumption.

Keywords: Digital Consumption, Digital Payment, Online Purchasing, Digitalization, Digitization

1. INTRODUCTION

The governments call to ban Rs. 500 and Rs.1,000 notes on November 8,2016 was not predicted, the way it was executed also took many by surprise. Demonetization which aimed to curb black cash, terror funding and counterfeiting at the primary place, has also helped the government push for digitalization drive. Demonetization has not only pushed digitalization but also digitization. The Gartner glossary defines "digitalization as the use of digital technologies to change a business model and provide new revenue and value-producing opportunities it is the process of moving to digital business." Gartner also says " Digitization is the process of changing from analog to digital form ".

If we see everything from books to e-books, DVDs to streamed movies and televisions, CDs to mp3, road maps to GPS, from cash to cashless transactions is DIGITIZATION. Digitalization in brief is the way of moving towards computerised business. Demonetization has led to speedy adoption of E-Wallets, Credit Card and Debit Card as a means of payment and this has paved the path towards digitization. This path towards digitization in India started with the blossoming of the E-Commerce start-ups, such as FlipKart, Amazon, Jabong, Snapdeal etc.

These E-tailors helped begin the process of accustoming the customers to online channels in the country. Most of these E-tailors conducted the major proportion of their business through money, but what they did and is still trying to do, is familiarize people with the convenience of online channels to buy and sell goods and services. Also cash less transactions close to 70.7% of internet users in India are estimated to purchase products online by 2020. It is also estimated that non cash transactions which currently constitute about 22% of all consumer payments, will overtake cash transactions by 2023.

2. OBJECTIVES OF THE STUDY

1. To understand digital consumption as a term which will be the expected trend in the coming year.
2. To study consumer preference of advertisement medias available for getting information about digital shopping.
3. To analyse consumer perception towards taking purchasing decision in the digital sphere.
4. To find out the factors affecting payment decision of consumer during digital purchasing.
5. To suggest recommendations on how digital world can be made more attractive.

3. REVIEW OF LITERATURE

Dr.K. Henna Divya (2018), conducted research to examine and analyse the customer perceptions on digital payment. With regard to the concept of general banking the primary data was collected from Hyderabad city. The sample size was only 183 respondents for the above research. The researchers have taken age education and income as the demographic factor of the respondents.

Isha Shingani (2017) conducted research on the future of e-wallet with the perspective of undergraduate . this paper studies the e-payment specifically mobile wallets The research of targeted undergraduates as sample and studied there preferred mode of payment. At the end it analysed that youngsters are becoming more and more aware about the digital payments and are preferring it more in spite of a lot of security issues because of its convenience and quick service.

Prof. Pritam.P.Kothari, Shivganga.S.Maindargi (2016) this study was based on the customers attitude towards online shopping in India and its impact. the restricted area for the research was Solapur city. the primary data included sample size that consisted of online shoppers and non online Shoppers that is 100 respondents. personal interview was also conducted for the same . the researchers studied the factors that affect and motivate the customers towards online shopping.

Sadia Afzal (2015) in the study it was talked about the awareness level of customers regarding the digital promotion and the effect of digital channel on their purchasing choice. It was also learned that in this study, stated the purchasing experience of buyers was one of the huge variable which emphasized and impacted purchasing behaviour of customers.

4. SIGNIFICANCE OF THE STUDY

This research aims to develop the awareness of digital media and to understand various issues regarding the same. It is a great additions for R&D of business, as it is critical to product innovation and improving services which could help secure advantages point over competitors. Basic target of this research is realizing the potential of harnessing digital technology for sustainable development this study may arrive opportunities for business, develop via new products and services, methods of supply and distributions.

5. RESEARCH METHODOLOGY

My Research Methodology requires gathering, relevant data from the specified documents and database in order to analysis the material and arrive at a more complete understanding. I hope to light on the specified objectives through my analysis. The surveying is made employing various methods including questionnaire, personal visit & interview etc and the data so obtained has been analyzed.

5.1. Data Collection

Primary Data : Gathering information from respondent was tough. In this Examination phone & eye-to-eye interview with customers are decided to gathering information to find the effect online interpersonal organisation on buyers obtaining choice process. For that, a survey has been done altogether respondents have been collected main focus for this survey was people who are digitally influenced/ connected.

Secondary Data : For secondary data, we have gone through different journals, reports and relevant information has been collected from the publication for better understand those information us to get more précised information about the report.

5.2. Sampling

Sample Unit : Sampling unit for this research were chosen from different people who purchased online goods the respondent were from Mumbai Western Suburban.

Sample Size : For any research the sample size of any study should be determine before doing survey for my study convenient sampling method approach has been made to determine the sample. For my study target population was Mumbai Suburban. The sampling unit was taken as individual unit.

Sampling Technique :- Sampling technique that was used for collecting our primary data was convenient sampling. In convenient sampling the sample is selected as per the convenience of the researcher.

6. LIMITATIONS OF THE STUDY

6.1. Sample Adequacy : There was a limited ability to gain access to the geographic scope of respondents where in people who responded to our survey questions may not truly be a random sample.

6.2. Time constraints : The time availability for collecting, gathering and studying research and to change over time was constrained by a deadline.

6.3. Parameters : This research was limited to only three variable mentioned in the objective. There is no inclusion of other variables.

6.4. Financial Resources : Due to the scarcity/lack of financial resources all these possibilities are compromised which secondarily become difficult to access the informative collection of data.

6.5. Accuracy : This research considers the prejudices of the respondents therefore 100% of accuracy cannot be assumed.

7. ANALYSIS OF THE STUDY

7.1. Connection to Digital World

Digital world has open a lot means for the consumers to choose from, shop from. it has given a push to their standard of living.

Table No-1: Connections To The Digital World

Sources of Connection	No. of Respondent	Percentage
Mobile	102	80%
Personal Computer	10	12%
Laptop	16	8%
Total	128	100%

Source: Primary Data

Laptop, Computer and Mobile with the options we had taken. Out of which Laptop was (8%), Computer was (12%) and Mobile being the maximum (80%) which clearly states that since the use of mobile phones is increasing day by day the most simple access to the digital world for a respondent is mobiles. As they are used to checking mobiles the first thing in the morning and the last thing in the night.

7.2. Preference Towards Advertisement Media's Available

Advertisement is how a company encourage people to buy their products and services etc. Advertisement is anything that draws attentions towards these things.

Table No-2: Advertisement Preference

Types of Advertisement	No. of Respondent	Percentage
Print Advertisement	18	14%
T.V Advertisement	28	22%
Radio Advertisement	6	5%
Internet Advertisement	72	56%
Activity Based Advertisement	4	3%
Total	128	100%

Source: Primary Data

According to the study it was found that about 56% of people are interested in advertisements through social media which conclude that people utilize their most of the time on mobile phones followed by the other factors.

7.3. Attractive Benefits of Advertisement

Table No-3: Advertising benefits.

Benefits of Advertisements	Agree		Neutral		Disagree		Total	
	Number	%	Number	%	Number	%	Numbers	%
Creativity	100	78%	20	16%	8	6%	128	100%
Usefulness	84	66%	34	26%	10	8%	128	100%
Visual Design	70	55%	46	36%	12	9%	128	100%
Product itself	74	58%	40	31%	14	11%	128	100%
Attractive offers	76	59%	34	27%	18	14%	128	100%

Source: Primary Data

Shapes, colours, punch lines seem to attract the eye of the consumer more frequently than just plain words which is why advertisement catches the eye of the consumers more easily.

According to our research creativity (78%) seems to attract the attention of the consumers more towards an advertisement . The Other factors being usefulness (66%) and visual design (55%) and offers(59%) where as there are certain amount of people who neither agree with the with the above mentioned factors nor do they disagree.

7.4. Applications Preferred for Purchasing Goods Online

People have made an infatuation toward online shopping wherein anything purchased by the customers online directly the environment by means of delivery Due to the digital development it now become easy to access the products globally

Table No-4: Shopping Application

List of Applications	No. of Cases	Percentage
FlipKart	48	21%
Amazon	88	38%
Myntra	32	14%
Shein	36	16%

Others	26	11%
Total	230	100%

Source: Primary Data

There are many different online shopping apps exist worldwide our study shows majority of people about 38% have access and interested in Amazon followed by Flipkart by 21% and Myntra, Shein and other shopping apps by 14%,16%,11% respectively.

7.5. Online Shopping is Preferred Over Physical Stores

Factors like ease, convenience has made consumers purchase products online rather than visiting physical stores.

Table No-5: Online Shopping or Physical Stores.

Frequency	No. of Respondent	Percentage
Rarely	38	30%
Frequently	20	15%
As per Requirement	64	50%
Never	6	5%
Total	128	100%

Source: Primary Data

The options kept in our research for the same are rarely(30%) frequently(15%),as per requirement (50%) and never(5%) the maximum option selected was as per requirement(50%) which indicates that people prefer purchasing goods online as per their need as visiting stores and looking for the products can be time consuming.

7.6. Attractive advantages of online shopping

Online Shopping is preferred by customers due to the reason that they can shop anytime, anywhere, anything this can be done with convenience.

Table No-6: Online Shopping Benefits

Online Shopping Benefits	Agree		Neutral		Disagree		Total	
	Numbers	%	Numbers	%	Numbers	%	Number	%
Convenient	48	37%	10	8%	70	55%	128	100%
Wider Variety	26	20%	22	17%	80	63%	128	100%
Cheaper Goods	64	50%	22	17%	42	33%	128	100%
Save Time and Energy	34	27%	36	28%	58	45%	128	100%

Source: Primary Data

Our study focused majorly on the consumer who are digitally influenced which conclude that most of the people have agreed and found that it was inconvenient for them shopping online where as only 33% of people agreed that they find products cheaper and about 27% of people agreed with the fact that online shopping saves times and energy.

7.7. Digital Mode of Payments are Increasing

After effects of demonetisation has pushed the Indian economy towards digitization that is cashless transactions.

Table No-7: Mode of Payment

Mode of Payments	No. of Cases	Percentage
Credit Card	14	7%
Debit Card	52	27%
Cash On Delivery	96	51%
E-wallets	24	13%
Bank Transfer	4	2%
Total	190	100%

Source: Primary Data

According to our research preference towards Bank transfer is (2%) Credit Card is (7%) Debit Card (27%) E-Wallets (13%) and Cash on Delivery being the maximum(51%) which is an indication in spite of government trying to make promote cashless transactions people's privacy issues are still making them choose cash on delivery as a most preferred mode of payment.

7.8. Attractive Features of Digital Payment

Benefits offers can be very easy means to attract a consumer towards a thing.

Table No-8: Digital Payment Benefit

Features of Digital Payment	Agree		Neutral		Disagree		Total	
	Number	%	Number	%	Number	%	Number	%
Cashback	96	75%	26	20%	6	5%	128	100%
Instant Discount	104	81%	22	17%	2	2%	128	100%
Credit Card Points	48	38%	40	31%	40	31%	128	100%
Vouchers	66	37%	48	52%	14	11%	128	100%

Source: Primary Data

A lot of respondents according to our research agree Cashback (75%), Instant discounts (81%), vouchers (37%), Credit Card Points (38%) make them prefer digital payments at times. This is an indication that giving attractive offers benefits advantages can make the consumer prefer going digital.

8. CONCLUSION

Through our research we have studied that mobile phones are becoming a necessity day by day among youngsters and also adults as it is making me everyday task of life easy. Availability of cheap data plans mobile phones available these days has made internet access convenient for all. This convenience to access the internet has made digital world more accessible. Advertisements on internet are catch creative and since internet access and use of mobile phone social medias is making customers attracted to internet advertisement easily.

The use of apps like Amazon Flipkart Myntra etc for purchasing goods online is increasing due to its ease, convenience, cheaper goods, sales etc it is seen that customers would rather purchase a product online if they are getting it on a discounted price. All the when it comes to digitisation privacy issues customer still referring cash on delivery. But it is seen that if they are getting benefits they are preparing to go cashless. So from all this it is seen that we are going towards digitalisation but certain issues like privacy concern is still a hindrance for us. But if we overcome this then we would move towards digitisation. ultimately turning towards digital consumption

9. RECOMMENDATIONS

Digitalization seems to be second priority after a good living conditions, so overall living conditions has to be improved. Development of parameters including literacy, household amenities etc. are goal in itself, it will drive digitization too.

The social network of the elderly should provide sufficient support for those who want to became familiar with the internet. Most of the sites meets the need of youngster whereas the need and interest of elderly people, the majority of the seniors citizens are not targeted.

Provide reassurance on the security and privacy, according to our survey respondent are more concern on security of payment. However there is need to reassurance the consumers that their data is safer from the hands of hackers.

Deliver the next generation customers support to serve the digital consumers, Institutions will need to move beyond FAQ's to chat bots of interactive content. These technologies when used in conjunctions, device learning will improve the delivery of services

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**A PILOT STUDY ON STUDENTS' PERCEPTION THAT INFLUENCE THE ADMISSIONS TO
PROGRAMME OF B-SCHOOLS**

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ABSTRACT

Education is very important in today's world there is a great expectation from the current Indian students related to higher education. Even students also ready to give their best in their studies, hard work, extra curriculum activity for improving there won knowledge but they need strong base of our, Government of India. The higher education builds students' ability to adapt to the changing needs of the company while at the same time changing the economy. While a bachelor's degree is the key to your career, an MBA degree that will help you develop your professional skills is an important step in improving your access to the corporate world. Management education institutions need to emphasize a few things in this regard: Institute should give priority to behavioural training for students. The nurturing environment provides many job opportunities to the business. However, his attitude depends on his attitude of learning, hard work and long hours in the company. Therefore, students who want to do MBA need to remember the words loyalty, honesty, integrity and hard work.

Keywords: Admission, B-school, Undergraduate Students' Perception

INTRODUCTION

Management education has become a necessity now a days for all the students In India more than 3500 B Schools and. When it comes to admissions, kids today have many options for college selection. When choosing a college for admission it depends on student own interests, values, goals, beliefs, objective strengths and weaknesses. Students indicates that there are some parameters which influence the choice of a B-Schools. These parameters are:- Infrastructure, Location, Specialization, Research rating., Faculty profile, Placement records, Average salary packages, Extracurricular activities, Fee structure, Exam result of previous batches, Student faculty ratio, Reputation of college in corporate world, Guest lecture from industries, University Accreditation and ranking. According to research, an MBA is a dream-making degree. If a bachelor's degree is a career path, an MBA degree is an important step toward improving your access to the corporate world. In a sense, an MBA degree prepares you to enter the market. For this, students need to focus on self-development, professional competitiveness and family competence. India's educational sector is currently undergoing radical changes. The number of opportunities available to students has increased manifold at present. So, everyone has the opportunity to study according to his / her primary interests. At present, the number of colleges offering management education is increasing rapidly. However, experts say students need proper care when choosing a college. Management is a science. So to fully understand it, students need to drop their lessons in class before stepping into the professional field. The B-School had the task of making the students professionally. Once he gains basic knowledge of management through student lectures and books, he will also have practical experience in field studies, discussions with experts. The stronger your resume, the more corporate you will be speaking of your country, an MBA degree is required for anyone wishing to pursue a career in the field of management. At the same time, we need to have a thorough understanding of all the organs associated with the region, so that they are interconnected and affecting each other. Because, in a business, a problem is never related to only one thing. For example, the impact on marketing is not limited to that. So, it has an impact on production, financial, human resources as well An MBA degree from a good educational institution is useful for helping students make their place in the global marketplace the degree builds students' ability to adapt to the changing needs of the company while at the same time changing the economy. A good MBA course trains students to work efficiently in any country, culture, economy and administrative frameworks.

LITERATURE REVIEW

Higher education is said impart deepest understanding in the minds of students, rather than a relatively superficial grasp that must be acceptable elsewhere in the system. In higher education, nothing can be taken on trust and the students have to think for themselves so as to be able to stand intellectually on their own feet (Barnett, R. 1997).

The first crucial question to address is to define a "student." Although students are consumers and products of education, a survey conducted by Delucchi and Korgen (2002) for sociology undergraduates, with a 41-item questionnaire, confirmed that students believe that "higher education operates as a consumer-driven marketplace."

According to Viyyanna Rao (2011), All India Council for Technical Education (AICTE) is an independent body which was and is upgrading the standards of management education in India on all India basis. According to Viyyanna Rao in the field of management education, AICTE has not taken any steps to make Indian B-schools comparable to those in the West / Europe.

According to (Rao, 2011) the effort put by AICTE in areas of activity of knowledge code of conduct and professionalism is insignificant and that is causing doubts in the minds of people whether the council is adequately equipped in under an act of parliament in 1987 which undertakes the responsibility of granting permission to set up new business schools and contributes towards the task of monitoring business education in a vast country like India. He expressed that it is time to think seriously as to the opinion of empowering territorial universities in place of AICTE, in order to look into the excellence of management education, the AICTE was set up by the council. Unfortunately nothing was done on the report submitted by this board in 2003. Today, it has been widely accepted that the privately run non-AICTE Management institutes that are doing well.

RESEARCH GAPS

According to a report made by Seetha Raman, Sharma and Kaushik (2012) on the falling standards of B-schools they stated that in the last few years B-Schools had proliferated without the approval of AICTE and this according to them had led to oversupply and to the fall in quality. In their report Seetha Raman, Sharma and Kaushik (2012) commented that the statistical data provided by Ajay Srinivasan, head Crisil research showed that as a result of strong growth in the economy between 2003 and 2008, a lot of B-Schools were set up but eventually there were two periods of recessions and since many B-Schools were facing difficulties. According to Seetha Raman, Sharma and Kaushik research done by Crisil showed that on an average there were only 65% of the total seats that were filled in the year 2011-12 which resulted in closure in many institutes. AICTE had allowed 101 B-School to shut down for the academic year 2012-13. Through the secondary literature it is found that studies have been done on accreditation but there has been no studies done considering both the accreditation and ranking and other factors especially with reference to admission.

RESEARCH OBJECTIVE FOR THE STUDY

1. To study and understand the academic factors that influence the student's mind while taking admission.
2. To study and understand that the non – academic factors that influence the students.
3. To study and understand the miscellaneous. Factors which influence the students while taking admission.
4. To rank the factors as per the students preference and understand if accreditation and ranking play a role in the decision of admission.
5. Recommendations for the b-schools to take care during the academic year.

RESEARCH METHODOLOGY

Research methodology is a blue print of the study conducted; research design provides the glue that holds the research project together includes steps of data collection, sample selection, tool of research, processing of data and interpretation. The instrument used to collect the primary data was a questionnaire which was run through GoogleTM forms and received 100+ responses from students who are studying business management at graduation and post-graduation courses. Sampling technique used for the research was convenient random sampling.

DATA ANALYSIS & INTERPRETATION

Q1. Does the student work to support education?

Chart-1
Does the student work to support education?
100 responses

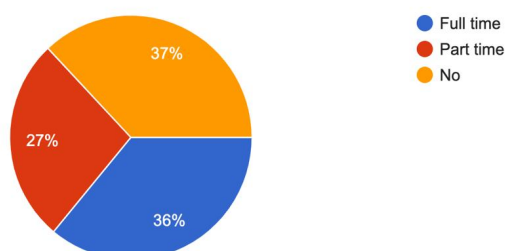


Table-1

Sr. No.	Time	Respondents	Percentage
1	Full time	36	36%
2	Part time	27	27%
3	No	37	37%
Total: 100 Respondents			100%

Source: Primary Data

Interpretation: The result shows that 36% of the respondents work full time to support education; along with whom 27% of the respondents work part time for the same. On the contrary, majority of the respondents who account for 37%, do not work to support education

Q2. What are the resources that influence you to enroll yourself for higher education?

Chart-2

What are the resources that influence you to enroll yourself for higher education?

100 responses

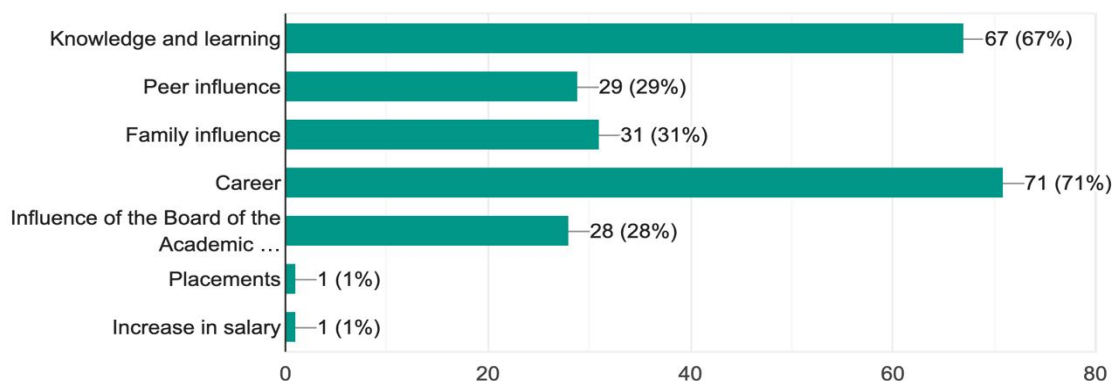


Table-2

Source: Primary Data

Interpretation

Q3. Does the brand of the institute influence you in preferring the institute?

Chart-3

Does the brand of the institute influence you in preferring the institute?

100 responses

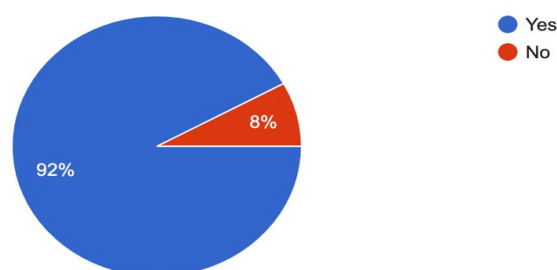


Table-3

Sr. No.	Influence of the Institute's Brand	Respondents	Percentage
1	Yes	92	92%
2	No	08	08%
Total: 100 Respondents			100%

Source: Primary Data

Interpretation: Majority of the respondents i.e. 92% say that their preference of B-schools gets affected by the brand of the institute. However, 8% of the respondents do not let their preference get affected due to the same.

Q4. Does the reputation of the institute through accreditation influence you while choosing the institute to study?

Chart-4

Table-4

Sr. No.	Consideration of reputation of the Institute	Respondents	Percentage
1	Yes	85	85%
2	No	15	15%
Total: 100 Respondents			100%

Source: Primary Data

Interpretation: Majority of the respondents i.e. 85% say that their preference of B-schools gets affected by the reputation of the institute. However, 15% of the respondents do not let their preference get affected due to the same.

Q5. While choosing the institute for the course, do you refer to the ranking of the educational institute?

Chart-5

While choosing the institute for the course, do you refer to the ranking of the educational institute?

100 responses

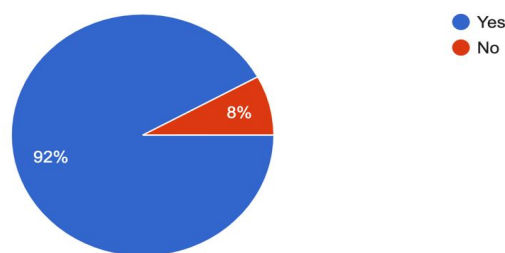


Table-5

Sr. No.	Reputation of the Institute	Respondents	Percentage
1	Yes	92	92%
2	No	08	08%
Total: 100 Respondents			100%

Source: Primary Data

Interpretation: Majority of the respondents i.e. 92% say that their preference of B-schools gets affected by the reputation of the institute. However, 8% of the respondents do not let their preference get affected due to the same.

Q6. While choosing the institute, which of the following influence you to choose the course?

Chart-6

While choosing the institute, which of the following influence you to choose the course?

100 responses

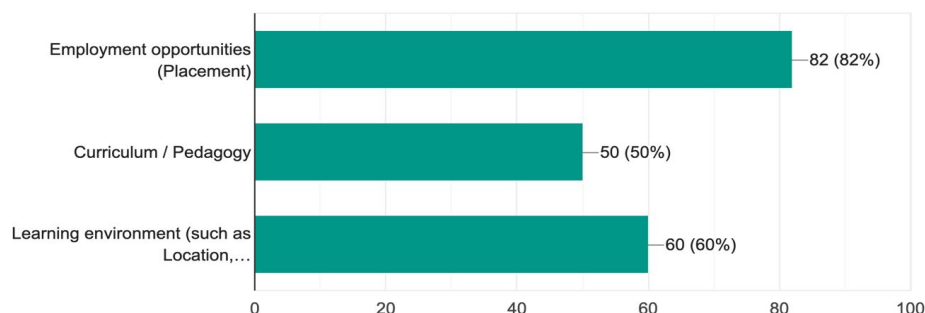


Table-6

Source: Primary Data

Interpretation: 82% students select the institution on the basis of employment opportunities which the institute shares during the counselling activity. 50% respondents choose based on the course curriculum and pedagogy while 60% respondents shared that their choice was based on location and learning environment feedback received by alumni.

Q7. Does the quality of teaching with new innovative techniques such as presentations, audio-visual learnings etc. influence you to prefer the institute?

Chart-7

Does the quality of teaching with new innovative techniques such as presentations, audiovisual learnings etc. influence you to prefer the institute?

100 responses

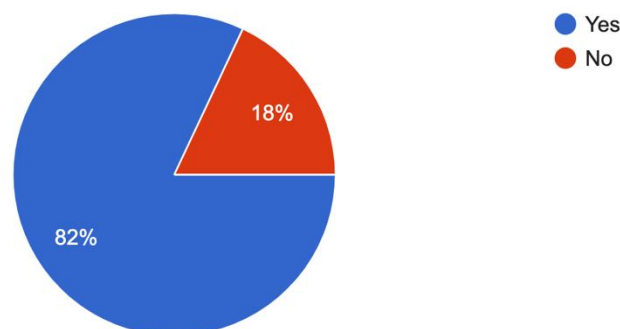


Table-7

Sr. No.	In favour of innovative techniques	Respondents	Percentage
1	Yes	82	82%
2	No	18	18%
Total: 100 Respondents			100%

Source: Primary Data

Interpretation: Majority of the respondents i.e. 82% say that they are in favour of innovative teaching techniques such as presentations, audio-visual learnings etc. Whereas, 18% of the respondents do not let the same affect their preference of the B-school.

Q8. Does the choice of your college become a reflection of who you are and what you hope to become?

Chart-8

Does the choice of your college become a reflection of who you are and what you hope to become?

100 responses

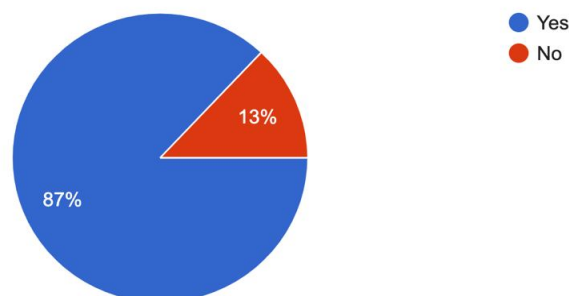


Table-8

Sr. No.	College as a reflection of oneself	Respondents	Percentage
1	Yes	87	87%
2	No	13	13%
Total: 100 Respondents			100%

Source: Primary Data

Interpretation: Majority of the respondents i.e. 87% say that they are in favour of innovative teaching techniques such as presentations, audio-visual learnings etc. Whereas, 13% of the respondents do not let the same affect their preference of the B-school.

Q9. Does the fee structure affect your selection criteria?

Chart-9

Does the fee structure affect your selection criteria?

100 responses

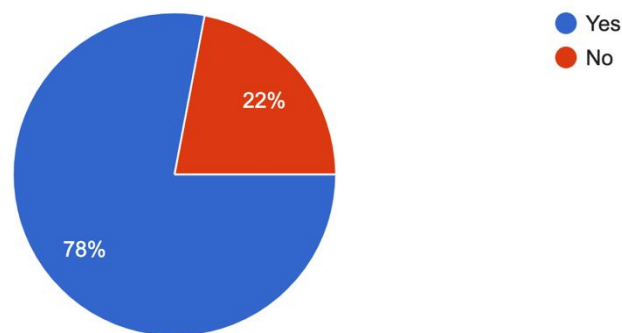


Table-9

Sr. No.	Consideration of fee structure	Respondents	Percentage
1	Yes	78	78%
2	No	22	22%
Total: 100 Respondents			100%

Source: Primary Data

Interpretation: Majority of the respondents i.e. 78% say that they consider fee structure as one of their selection criteria. Whereas, the remaining 22% of the respondents do not let the same affect their preference of the B-school.

Q10. Do extracurricular activities matter to you?

Chart-10

Do extracurricular activities matter to you?

100 responses

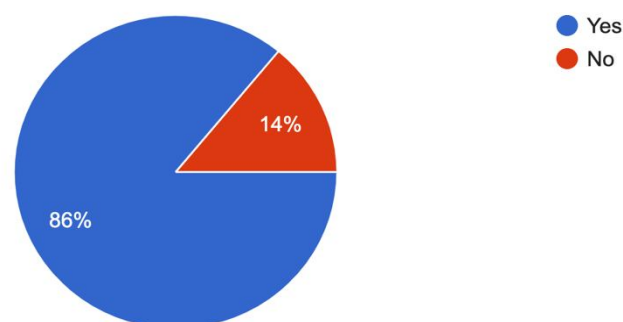


Table-10

Sr. No.	Consideration of extra-curricular activities	Respondents	Percentage
1	Yes	86	86%
2	No	14	14%
Total: 100 Respondents			100%

Source: Primary Data

Interpretation: Majority of the respondents i.e. 86% say that they consider extra-curricular activities as one of their selection criteria. Whereas, the remaining 14% of the respondents do not let the same affect their preference of the B-school.

Q11. Do examination results matter to you?

Chart-11
Do examination results matter to you?
100 responses

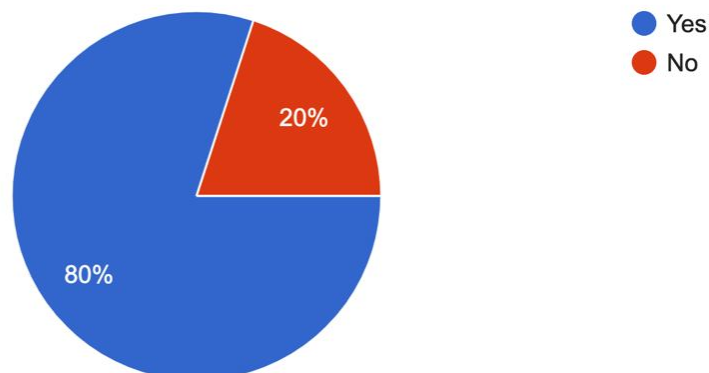


Table-11

Sr. No.	Consideration of examination results	Respondents	Percentage
1	Yes	80	80%
2	No	20	20%
Total: 100 Respondents			100%

Source: Primary Data

Interpretation: Majority of the respondents i.e. 80% say that they consider examination results as one of their selection criteria. Whereas, the remaining 20% of the respondents do not let the same affect their preference of the B-school.

Q12. Do the previous placement records matter to you while deciding your dream college?

Chart-12
Do the previous placement records matter to you while deciding your dream college?
100 responses

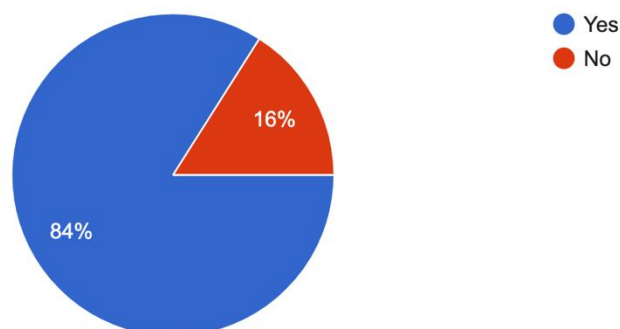


Table-12

Sr. No.	Consideration of placement records	Respondents	Percentage
1	Yes	84	84%
2	No	16	16%
Total: 100 Respondents			100%

Source: Primary Data

Interpretation: Majority of the respondents i.e. 84% say that they consider placement records as one of their selection criteria. Whereas, the remaining 16% of the respondents do not let the same affect their preference of the B-school.

Q13. The most important factors in choosing a college depend on your

Chart-13

The most important factors in choosing a college depend on your

100 responses

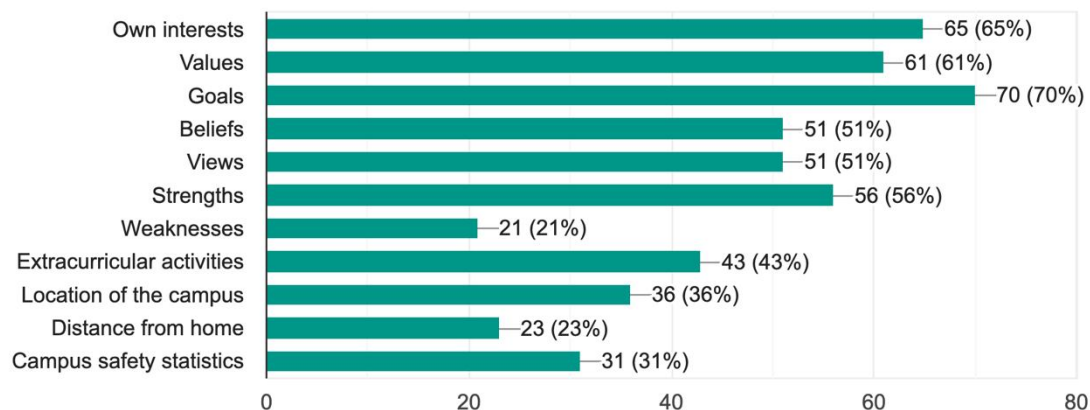


Table-13

Source: Primary Data

Interpretation: The most important factors aligned according to students choice is their own interest which reflects through 65% respondents. 61% agreed that values are important to choose a college, similarly followed by goals with 70% response, beliefs and views with 51% extra activities with 43%, location of campus with 36%, distance from home 23% and safe campus as their choice is 31%.

CONCLUSION

The result shows that 37% of the respondents do not work to support education. Most of the students join a management institute for growth and learning. The brand, reputation and ranking of the institution does influence the students while taking admissions. They did believe that fee structure plays an important role in their decision. Besides the placement records of the institute, the extra-curricular activities run by the institute also played an important role in their decision making process. Most of them decide their choice of college based on their interest. The other factor which also influenced students decision was safe campus environment.

Hence it becomes essential for all institution to take care of their brand and brand management activities.

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STUDY ON AWARENESS OF CREDIT CARD FRAUDS

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ABSTRACT

Plastic money is a new trend in the economy which is a suitable alternative for cash payment. Credit card is one of them. It is a plastic card issued by a Bank and a Non- Banking Financial Company ready to lend money to its customers. It encourages the customers to spend on goods & services, based on the credit sanctioned to them. This limit relies on the earning capability of the individual. The repayment is done along with interest either after a period of 45 days or on monthly billing basis. There are pros and cons of using the credit card. Increasing fraud amongst its users is the main drawback. The problem of fraud is a serious issue in e-banking services that threaten the credit card transactions. Fraud is a public law violation in which the fraudster gains an unlawful advantage or causes unlawful damage. The survey enlightens upon the awareness of the credit card frauds among its users.

Purpose: Analysis of credit card frauds in Mumbai region as well as understanding perception about frauds and how to avoid them, also to analyse the types of frauds and study the concept of credit card frauds.

Methodology: Primary data will be collected through a questionnaire which includes 13 questions. The proposed study used necessary research journal to get the secondary data. SPSS software would be used for analysis. The expected number of respondents are 200.

Result expected: This paper will help to understand the awareness of the credit card frauds among its users based on demographic and behavioural factors.

Type of research: The study will be descriptive in nature as we intend to measure existing awareness among different strata of people.

1. INTRODUCTION

E-payments and the online banking system are commonly recognized throughout the globe in today's age as they make the payment system and the banking transaction simpler and quicker. Credit card is one of the payment method which enables the customers to make payments at their convenience without carrying hard cash. Credit card originated in the 1920s in the United States. Diners club was the first to introduce the credit card followed by American Express in the year 1958. As and when the market developed the existence of credit card came into effect. People in the western region started accepting it on a large scale and promoted use of plastic money.

In the eastern region this concept came a bit later. Central Bank of India came up as the first credit card issuer in the country. Earlier people didn't accept this concept as most of them were unaware of the advantages of using plastic money. Master and Visa card in 1990 became popular. Nearly every bank has today embraced the notion of credit cards. It is widely accepted by individuals today. It is been issued by the banks and the non-banking financial company to its customers the limit of which depends on the income of the individual. The issuer will then enter into an agreement with various shopping institutions throughout the nation covering almost every aspect of human necessity, from restaurants to the departmental stores, shops in the mall, travel agencies, jewellery shops and many more to sell credit card based products.

The holders can use the cards to receive up to 45 days of credit from the banks. The card relieves customers and guarantees safety without any danger of carrying money. It is convenience without formality of prolonged credit. Thus, credit card is a "security, comfort, prestige and credit" passport. If the customer defaults to repay the credit sanctioned within the stipulated time period, then he/she has to bear the interest charges added upon the amount spent through the credit card.

Since there are disadvantages for every pro, fraud is the primary disadvantage of using credit card. Many customers possess one but are afraid of using the same only because of the increasing number of frauds in the banking system. Fraud is carried out by multiple means, such as unlawful or unauthorized use of private gain account, misrepresentation of account data in order to acquire products or services, and criminal deception by using unauthorized account. There are various kinds of credit card frauds which are as follows:

STOLEN/ LOST CARD -

The card will be taken out of your ownership, either by theft or because you lost it. It will then be used by the criminals who get their hands on it to make payments. It is hard to do so through computers because they will need the PIN. Using a found or stolen card to create online purchases, however, is simple enough. That's why it is essential to cancel the card as soon as you find out that the card is missing.

COUNTERFEIT CARD-

Counterfeit card fraud generally occurs by skimming. This means that all your card details are held by a fake magnetic swipe card. The fake card is exactly the copy of the original one. During transactions, fraudsters can readily use the fake card. It can also be achieved if the fraudster knows the information of your card.

APPLICATION FRAUD-

Application fraud in combination with identity theft usually occurs. It is when the applicant fraudulently attempts to apply with your papers for a fresh credit card. Banks are now trying to control this fraud by demanding only original documents and also by verifying the details with the owner of the documents.

CARD HOLDER NOT PRESENT-

If the card details are known by someone, they can use the card for transacting without being in the physical possession of it. It occurs primarily when your information is stolen by different means. It can either be through phone, e-mail or internet.

2. NEED OF THE STUDY**2.1 Aim of the study**

The aim of the research is to determine the awareness of credit card frauds among the users in the Mumbai region.

2.2 Objective of the study

To study about the awareness of credit card frauds. To study about the types of credit card frauds.

3. LITERATURE REVIEW

N Sivakumar, Dr.R.Balasubramaniam (2015) principally focuses on classification, numerous forms of fraud in the credit card by fraudsters and therefore the direction used to find fraud in economic manner. The excellent news is that in latest times, technology to prevent credit card fraud is also rising and lowering computing costs helps to introduce the complex systems that can analyse fraudulent activity in a manner of a fraction of a second (Ref.1).

Suman, Mitali Bansal (March 2014) they both have explained the technologies that can be rebounding to detect the frauds in the paper. These technologies helped to diagnose the credit card fraud and gave acquiescent result. It also helped to distinguish the credit card transactions generally into legitimate and fraudulent transactions (Ref.2).

Delamaire, HAH and Pointon (2009) Different types of credit card frauds were identified and alternative techniques used in fraud detection were reviewed. There was also comparison and analysis of recently published findings in credit card fraud detection. The significance of application of the techniques reviewed here is in the minimization of credit card fraud (Ref.3).

Mr. K. Kathirvel (March 2013) this study focused on the credit card frauds and the measures to prevent and detect them. The mechanism of operation of credit card had been illustrated. In India the number of frauds are low as compared to other countries as its industry is in its nascent stage and the credit limit offered is low. Banks are been advised to strengthen their internal control system to detect the credit card frauds (Ref.4).

Karthik G Menon, Mahima Balan, M.Soumya Krishnan (July 2017) in this paper, a survey was been conducted among the digital bank users, based on various banking transactions to find the most appropriate one having least fraudulent dealings. Various tips were given to create awareness among the users to avoid the frauds by choosing the best banking transaction (Ref.5).

Dr. S.Sudhagar (2012) this study focused on the perception and awareness on credit cards among the customers in the Krishnagiri District. According to the author many people have the knowledge about the credit cards but do not possess it as they have the fear of falling into the debt trap. The usage of the same is comparatively low among the users because of the higher interest rates charged by the Banks. This has led to surrender of the credit cards and instead use the debit cards (Ref.6).

Anju Rohilla, Ipshita Bansal (2015) study is conducted to examine trends in Indian Banking industry regarding the credit card frauds. The results show in recent years there has been a declining trend in online fraud, which

shows banks concern about safety measures & detecting new fraud methods & creating the measure to fight against them. The number of credit card frauds had increased in the past which has led to huge losses for the banks. Due to the safety measures taken by banks the same has now been decreasing in the recent trend (Ref.7).

Linda Mary Simon, Dr. S.Saravanan (2012) a careful analysis of the credit card users had been done in this paper by the authors. People in India did not accept the concept of credit cards in the early stage because of the cons such as the card fees, interest charges and the fear of frauds. So few measures need to be taken to increase the number of users by making it more convenient and attractive (Ref.8).

Suman, Nutan (July 2013) this paper provides a study of present methods used in detection of credit card frauds and fraud in telecommunication. The purpose of this paper is to provide an extensive overview of various fraud detection methods. One of the mixture of the algorithms is applied to the fraud detection scheme of the bank credit cards, the likelihood of fraud operations can be anticipated shortly after the transaction is been carried out. And it is possible to adopt a series of anti-fraud policies to avoid large losses before banks and decrease hazards (Ref.9).

3.1 Literature Gap

As per the existing study on fraud detection and measures to avoid/control them, the proposed study focuses mainly on the awareness of the frauds and what measures the users took when encountered with the same.

4. HYPOTHESES

H0: The number of credit card users not aware about credit card frauds are significantly low.

H1: The number of credit card users aware about the credit card frauds are significantly high.

5. RESEARCH METHODOLOGY AND DESIGN

The research has been undertaken to study the level of awareness of credit card users between users in Mumbai region. The research based on the exploratory study.

5.1 Sample Design

The sample designed for advance planning to use the appropriate methods to adopt for collecting the relevant data and the techniques. The study incorporated both the kind of data primary as well as secondary.

Sample design is based on convenience sampling Method. The sample of proposed study is type of non-probability sampling in which respondents are sampled simply because they are “convenient” source of data for the research study.

5.2 Data Collection

Primary Data: Primary data is collected from credit card users (the respondents) with the help of a well-structured questionnaire. Around 234 questionnaires distributed among respondent and out of 195 responses filled altogether. The balance responses are not considered as they were not completely filled by the individuals.

Secondary Data: The study extracted secondary data from the various sources which includes research journals, books, thesis reports, the internet for online journals and certain published sources by RBI.

6. QUESTIONNAIRE DESIGN

The questionnaire has been incorporated 13 questions in all, which has been divided into two sections.

1. Personal information

2. Multiple choice Questions

Section	Variable has been considered	Questions included in each section	Measurement
Personal information	Demographic factors <input type="checkbox"/> Gender <input type="checkbox"/> Age <input type="checkbox"/> Occupation <input type="checkbox"/> Education <input type="checkbox"/> Annual Income	Q. 1 to Q. 5	Nominal
Multiple choice questions	Awareness <input type="checkbox"/> No of credit card <input type="checkbox"/> Which bank's <input type="checkbox"/> Frequency of usage <input type="checkbox"/> Cashless payments leads to	Q. 6 to Q.13	Nominal

	fraud <input type="checkbox"/> Trust that card details are secure <input type="checkbox"/> Awareness of frauds <input type="checkbox"/> Have you encountered with fraud <input type="checkbox"/> What actions have taken		
--	--	--	--

7. DATA ANALYSIS

7.1 Descriptive analysis

As per the survey, the male respondents were higher than female respondents by 29. This indicates that males are the dominant users. More than 50% of the credit card users are millennials while majority of them are salaried. 90.2% of the customers are graduates and post graduates. Only 17.4% of the respondents earn above Rs.10 lakhs whereas rest of them earn below than that. (Refer appendix 1)

7.2 Factor analysis results

The Factor Analysis was applied for the identification of the core factors affecting the investor's decisions of gold investment in Mumbai region. This technique was considered appropriate as it requires no preexisting of functional relationships and is a well-known for data reduction. It is used to reduce large number of variables into a few numbers of core factors.

7.2.1 Reliability

The reliability test has been taken into consideration to prove the authentication of research data. Reliability test has been extracted with help of Cronbach alpha. SPSS output given below

Case Processing Summary

	N	%
Valid	195	100.0
Cases Excluded	0	.0
Total	195	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
.741	.237

Cronbach alpha is 0.741 so it shows that the reliability of this data is 100% as standard value of Cronbach alpha should be 0.6, however, if any researcher willing to do any project in future he/she can relies on this data if they want to conduct research based on Awareness of Credit Card Fraud in Mumbai Region.

7.2.2 Adequacy Test

The Kaiser-Meyer-Olkin is the measure of sampling adequacy, which varies between 0 and 1. The values closer to 1 are better and the value of 0.7 is the suggested minimum. The Bartlett's Test of Sphericity is the test for null hypothesis that the correlation matrix has an identity matrix. Taking this into consideration, these tests provide the minimum standard to proceed for Factor Analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.768
Approx. Chi-Square	421.609
Bartlett's Test of Sphericity	Df
Sig.	.000

Normally, $0 < KMO < 1$

If $KMO > 0.5$, the sample is adequate.

Here, $KMO = 0.768$ which indicates that the sample is adequate and we may proceed with the Factor Analysis.

7.2.3 Bartlett's Test of Sphericity

Taking a 95% level of Significance = 0.05

The p-value (Sig.) of $.000 < 0.05$, therefore the Factor Analysis is valid.

As $p < \alpha$, we therefore reject the null hypothesis H_0 and accept the alternate hypothesis (H_1) that there may be statistically significant interrelationship between variable.

The Kaiser-Meyer-Olkin (KMO) and Bartlett's Test measure of sampling adequacy was used to examine the appropriateness of Factor Analysis. The approximate of Chi-square is 421.609 with 66 degrees of freedom, which is significant at 0.05 Level of significance. The KMO statistic of 0.768 is also large (greater than 0.50). Hence Factor Analysis is considered as an appropriate technique for further analysis of the data.

7.2.4 Eigen values (Select those components with Eigen Values ≥ 1)

The initial components are the numbers of the variables used in the Factor Analysis. However, not all the 12 variables will be retained. In the present research only the 5 factors will be extracted by combining the relevant variables. The Eigen values are the variances of the factors. The total column contains the Eigenvalue. The first factor will always account for the most variance and hence have the highest Eigen values. The next factor will account for as much of the left over variance as it can and the same will continue till the last factor. The percentage of variance represents the percent of total variance accounted by each factor and the cumulative percentage gives the cumulative percentage of variance account by the present and the preceding factors. In the present research the first 5 factors explain 65.25 % of variance.

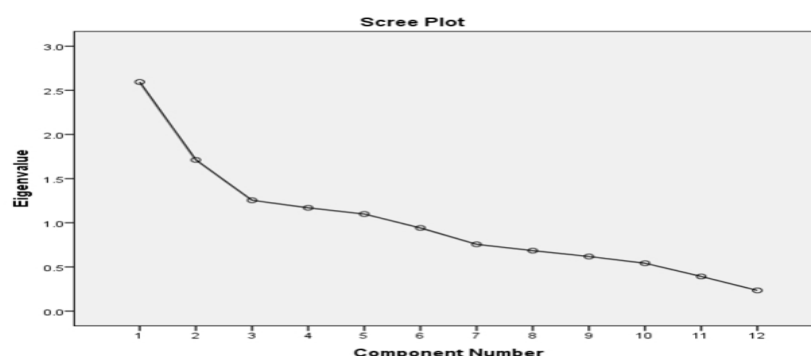
The rotation sums of the squared loading represent the distribution of the variance after the varimax rotation with Kaiser Normalisation. The varimax rotation tries to maximize the variance of each of the factor.

7.2.5 Eigen Values – Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.595	21.621	21.621	2.595	21.621	21.621	2.024	16.867	16.867
2	1.712	14.266	35.887	1.712	14.266	35.887	1.847	15.393	32.260
3	1.255	10.459	46.346	1.255	10.459	46.346	1.511	12.591	44.851
4	1.170	9.161	56.093	1.170	9.161	56.093	1.278	10.650	55.500
5	1.099	6.302	65.254	1.099		65.254	1.170		65.254
6	.942	5.705	73.101						
7	.756	5.153	79.403						
8	.685	4.516	85.109						
9	.618	3.269	90.262						
10	.542	1.953	94.778						
11	.392		98.047						
12	.234		100.000						

Extraction Method: Principal Component Analysis.

On the basis of Varimax Rotation with Kaiser Normalisation, 5 factors have been extracted. Each factor is constituted of all those variables that have factor loadings greater than 1. 12 variables were clubbed into 5 factors. 5 factors were extracted from the 12 variables used in the study. These 5 extracted factors explained 65.25% of the variability the performance of factors which influence credit card frauds. This explains



7.2.6 Scree Plot

The scree plot graphs the Eigenvalue against the each factor. We can see from the graph that after factor 3 there is a sharp change in the curvature of the scree plot. This shows that after factor 3 the total variance accounts for smaller and smaller amounts.

8. Name of the five core factors

The variables that have been included in each core factor have been named as under: -

Factor	Variables Included	Name of the factor
1	<input type="checkbox"/> Age	Earning factor
	<input type="checkbox"/> Annual Income	
2	<input type="checkbox"/> How many credit cards do you have? <input type="checkbox"/> Which Bank's credit card do you have?	Utility Factor
3	<input type="checkbox"/> How often do you use credit card? <input type="checkbox"/> Do you trust that your card details are secure with the online entities?	Safety Factor
4	<input type="checkbox"/> Do you think using various medium of cashless payment leads to fraud/theft? <input type="checkbox"/> Which of the following credit card frauds are you aware of? <input type="checkbox"/> Have you or person known to you encountered any of the above frauds?	Familiar Factor
5	<input type="checkbox"/> What course of action have you taken in the case of credit card fraud? <input type="checkbox"/> Gender <input type="checkbox"/> Occupation	Non Inert Factor

Identification of the Core Factors

The Rotated Component Matrix represents the rotated factor loadings, which are the correlations between the variables and the factors. The factor column represents the rotated factors that have been extracted out of the total factor.

These are the core factors, which have been used as the final factor after data reduction. According to the grouping of the factors, each group of factors is named which will represent the grouped factor and represent the factors.

	Rotated Component Matrix ^a				
	1	2	3	4	5
Which Bank's credit card do you have?		.646	.38		.12
How many credit cards do you have?	.285	.770	-.218	-.088	-.029
How often do you use credit card?	-.105			.238	
				-.716	
			-.113		
	.293	.169	.083		

Do you think using various medium of cashless payment leads to fraud/theft?	-.113	.010	-.780	.082	.029
Do you trust that your card details are secure with the online entities?	-.035	-.185	.742	-.100	.042
Which of the following credit card frauds are you aware of?		.05	.01		-
Have you or person known to you encountered any of the above frauds?	-.133			.778	
	.048	-.125	-.266	.669	.224
What course of action have you taken in the case of credit card fraud?					
Occupation	.028	.08	.02		.092
Gender		.134	.025	.134	.836
Age	-.209	-.405	-.006	-.236	.608
Annual Income	.670	.157	.140	-.202	.016
	-.791			-.030	
	.875	.243	-.040	.030	-.010

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

The above matrix gives the correlation of the variables with each of the extracted factors. Usually, each of the variables is highly loaded in one factor and less loaded towards the other factors. To identify the variables, included in each factor, the variable with the value maximum in each row is selected to be part of the respective factor. The values have been highlighted in each of the rows to group the 12 variables into 5 core factors.

Thus, after rotation, Factor 1 accounts for 16.867% of the variance; Factor 2 accounts for 15.393% of the variance; Factor 3 accounts for 12.591% of the variance; Factor 4 accounts for 10.649% of the variance; Factor 5 accounts for 9.754% of the variance. All the 5 factors together explain for 65.254% of the variance in performance of Open Ended Equity Scheme.

Factor name	Variables included	Factor loading
Earning factor	<input type="checkbox"/> Age <input type="checkbox"/> Annual Income	.670 .875
Utility factor	<input type="checkbox"/> How many credit cards do you have? <input type="checkbox"/> Which Bank's credit card do you have?	.770 .646
Safety factor	<input type="checkbox"/> How often do you use credit card? <input type="checkbox"/> Do you trust that your card details are secure with the online entities?	.293 .742
Familiar factor	<input type="checkbox"/> Do you think using various medium of cashless payment leads to fraud/theft? <input type="checkbox"/> Which of the following credit card frauds are you aware of? <input type="checkbox"/> Have you or person known to you encountered any of the above frauds?	.082 .778 .669
Non-Inert factor	<input type="checkbox"/> What course of action have you taken in the case of credit card fraud? <input type="checkbox"/> Gender <input type="checkbox"/> Occupation	.836 .608 .092

Identification of Variables related factors in Variables Selection**9. FINDINGS**

The Factor Analysis has identified 5 core factors that show the awareness of credit card frauds between people of Mumbai region.

Factor 1 – Earning factor

This factor suggests the approach towards using and handling fraud like situation. The first factor suggests 16.86% of variability towards awareness of fraud.

Factor 2 – Utility factor

The second factor relates to which bank's credit card they use and number of credit cards. This factor explains 15.39% of variability towards awareness of fraud.

Factor 3 – Safety factor

This factor relates to frequency of using the credit cards as well as trust they have on online platforms whether their card details are secure. This factor explains 12.59% of variability towards awareness of fraud.

Factor 4 – Familiar factor

This factor suggests how familiar they are while using credit cards or plastic money for that matter as well as which kind of frauds they are aware of. This factor explains 10.65% of variability towards awareness of fraud.

Factor 5 – Non Inert factor

This factor suggests what actions they have taken in case of fraud and is it sufficient. This factor explains 09.75% of variability towards awareness of fraud.

10. CONCLUSIONS

All the above mentioned factors on credit card fraud awareness were considered valid in the context of the present research. In the case of credit card fraud in the Mumbai region, people were mostly aware of the different types of frauds and what separate course of action they should take in case of the event.

According to the recent data, the number of frauds has decreased as customers become more aware of it. Banks take steps to detect fraud with the assistance of detection method as quickly as the transaction is completed. Many banks are using detection methods at the moment, but not all banks have embraced this technology. This technology will quickly be available to all the banks.

11. MANAGERIAL IMPLICATION

By identifying the role of unfamiliar people, the legislative body can organize awareness campaigns and try to increase the awareness of credit card frauds and the steps it can take in the event of fraud.

12. LIMITATION

The suggested study is restricted to the region of Mumbai, whose demographic variables relied only on consumers of credit cards. The research will have scope in the future.

13. CONTRIBUTION OF RESEARCH

The study contributed specific and authentic data analysis on awareness of credit card frauds in Mumbai region. The writers have contributed five key Variables including Earning, utility, Safety, Familiar and Non-inert variables that are reliable to verify users' knowledge of credit card fraud.

ACKNOWLEDGEMENTS

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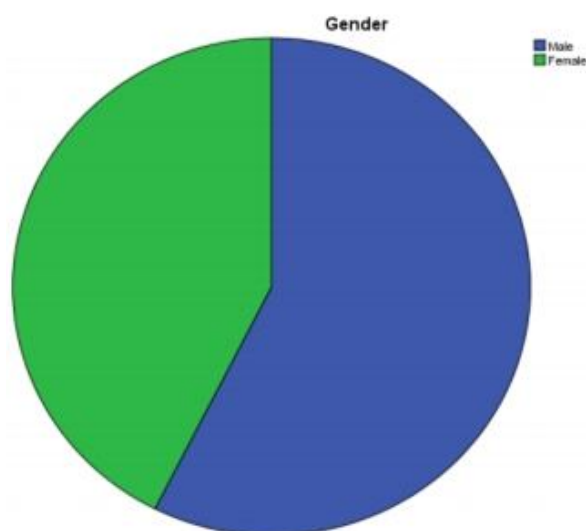


Table 1: Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	112	57.4	57.4	57.4
	Male	83	42.6	42.6	100.0
Total		195	100.0	100.0	

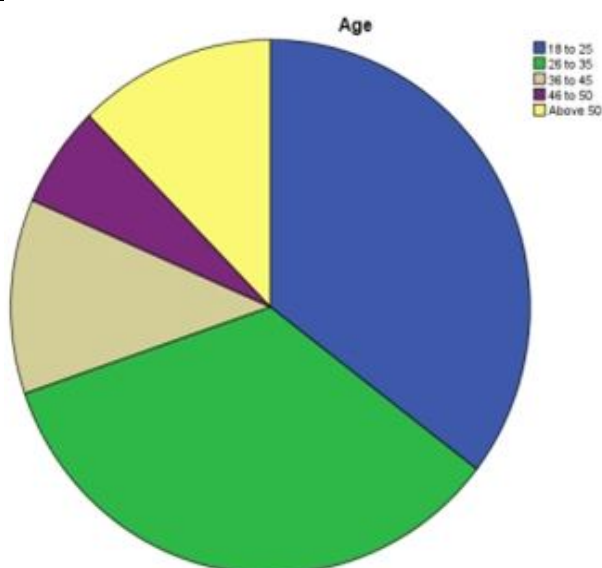


Table-2: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 to 25 26 to 35 36 to 45 46 to 50 Above 50 Total	69	35.4	35.4	35.4
Valid 18 to 25 26 to 35 36 to 45 46 to 50 Above 50 Total	67	34.4	34.4	69.7
Valid 18 to 25 26 to 35 36 to 45 46 to 50 Above 50 Total	23	11.8	11.8	81.5
Valid 18 to 25 26 to 35 36 to 45 46 to 50 Above 50 Total	12	6.2	6.2	87.7
Valid 18 to 25 26 to 35 36 to 45 46 to 50 Above 50 Total	24	12.3	12.3	100.0
Valid 18 to 25 26 to 35 36 to 45 46 to 50 Above 50 Total	195	100.0	100.0	

Figure-3: Occupation

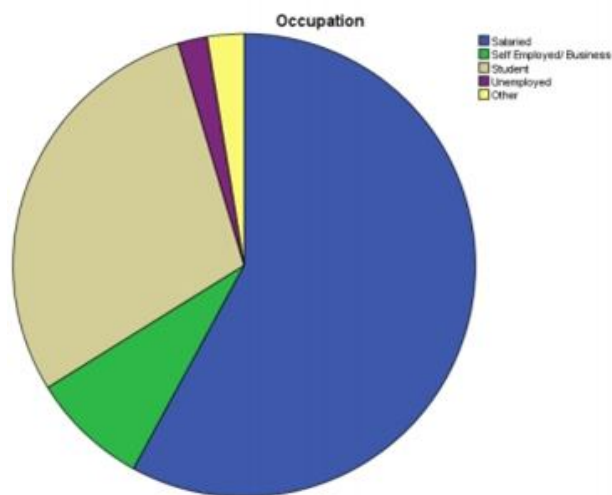


Table-3: Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Salaried Self Employed/ Business Student Valid Unemployed Other Total	113	57.9	57.9	57.9
Salaried Self Employed/ Business Student Valid Unemployed Other Total	16	8.2	8.2	66.2

Salaried Self Employed/ Business Student Valid Unemployed Other Total	57	29.2	29.2	95.4
Salaried Self Employed/ Business Student Valid Unemployed Other Total	4	2.1	2.1	97.4
Salaried Self Employed/ Business Student Valid Unemployed Other Total	5	2.6	2.6	100.0
Salaried Self Employed/ Business Student Valid Unemployed Other Total	195	100.0	100.0	

Figure-4: Education

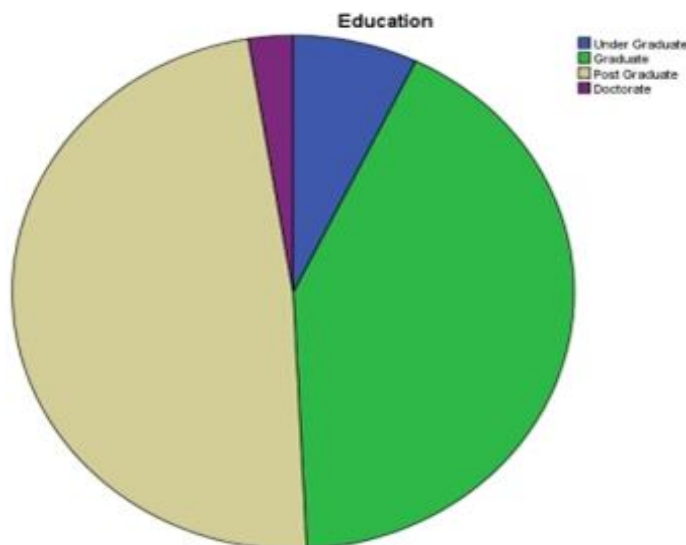


Table-4: Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Post Graduate Under Graduate Graduate Doctorate Total	14	7.2	7.2	7.2
Valid Post Graduate Under Graduate Graduate Doctorate Total	82	42.1	42.1	49.2
Valid Post Graduate Under Graduate Graduate Doctorate Total	94	48.2	48.2	97.4
Valid Post Graduate Under Graduate Graduate Doctorate Total	5	2.6	2.6	100.0

Total				
Valid Post Graduate	195	100.0	100.0	
Under Graduate Graduate Doctorate				
Total				

Figure-5: Annual Income

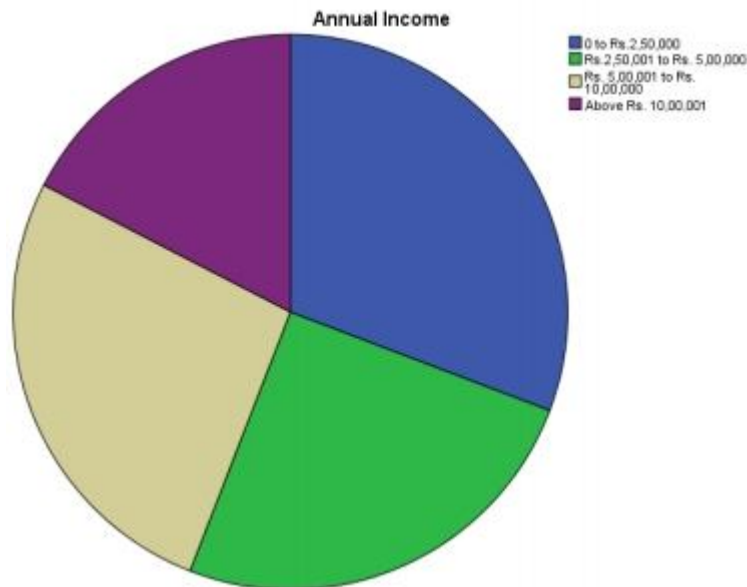


Table-5: Annual Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Rs. 5,00,001 to Rs. 10,00,000 0 to Rs.2,50,000 Rs.2,50,001 to Rs. 5,00,000 Above Rs. 10,00,001 Total	60	30.8	30.8	30.8
Valid Rs. 5,00,001 to Rs. 10,00,000 0 to Rs.2,50,000 Rs.2,50,001 to Rs. 5,00,000 Above Rs. 10,00,001 Total	49	25.1	25.1	55.9
Valid Rs. 5,00,001 to Rs. 10,00,000 0 to Rs.2,50,000 Rs.2,50,001 to Rs. 5,00,000 Above Rs. 10,00,001 Total	52	26.7	26.7	82.6
Valid Rs. 5,00,001 to Rs. 10,00,000 0 to Rs.2,50,000 Rs.2,50,001 to Rs. 5,00,000 Above Rs. 10,00,001 Total	34	17.4	17.4	100.0
Valid Rs. 5,00,001 to Rs. 10,00,000 0 to Rs.2,50,000 Rs.2,50,001 to Rs. 5,00,000 Above Rs. 10,00,001 Total	195	100.0	100.0	

APPENDIX 2

Pilot Questionnaire

Personal information

I. Gender: Male

Female

II. Age: - 18 to 25

26 to 35

36 to 45

46 to 50

Above 50

III. Occupation: Salaried

Self Employed/ Business

Student

Unemployed

Other

IV. Education: Under Graduate

Graduate

Post Graduate

Doctorate

V. Annual Income: 0 to Rs. 2,50,000

Rs. 2,50,000 to Rs. 5,00,000

Rs. 5,00,000 to Rs. 10,00,000 Above Rs. 10,00,000

1. How many credit cards do you possess?

- 1

- 2

- More than 2

2. Which Bank 's credit card do you have?

- Citi Bank

- HDFC Bank

- ICICI Bank

- Axis Bank

3. How often do you use credit card?

- Every day

- 2-6 times a week

- Once a week

- 2-3 times a month

- Once a month

4. Do you think various medium of cashless payment leads to fraud/theft?

- Yes

- No

5. Do you trust that your card details are secure with the online entities?

- Yes

- No

6. Which of the following credit card frauds are you aware of?

- Stolen/ lost card OR Card holder not present

- Mail theft

- Counterfeit card

- None

7. Have you or person known to you encountered any of the above frauds?

- Myself
- Others
- None

8. What course of action have you taken in the case of credit card fraud?

- Online Application
- Phone line service
- Bank service

A STUDY ON BLOCKCHAIN TECHNOLOGY AND THE PUBLIC RESPONSE TO ITS APPLIED ATTRIBUTES, AND IT'S INSTITUTIONALISATION IN INDIA BY 2030

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ABSTRACT

The study investigates the way people foresee the various attributes and features of blockchain, independently applicable in their lives, and their favourability towards establishing these attributes as permanent system of managing their data. It shows how this system has and can bring about a solution to many problems faced by the Indian industries. The Primary data revealed the confidence of the public in the value it could bring to their lives, and the simultaneous uncertainty about whether the government will implement the thorough system in the country's data management.

Keywords: Blockchain Technology, India 2030, Sector wise Applicability, Data Organisation, Data security.

INTRODUCTION

This research investigates the response of the sample audience after being exposed to the individual features of blockchain technology and the broad effect of this system on the country if it does get implemented institutionally. The observation would directly show the reader what the people think about the effect of the system being implemented which affects them and the way their data is managed on a day to day basis. Blockchain is a decentralised, distributed database, which records data in continuing blocks that are connected to each other, in a way that makes it impossible to hack.

Most of the people in our sample size are not aware of what blockchain is and how it can affect their lives, hence our questionnaire consists of questions that highlight the features of blockchain, their advantages and disadvantages in a way where they can form an opinion of what this technology can do for them and for the society. Blockchain technology has the power to resolve a plethora of problems that are only becoming increasingly prominent and problematic for the country. Our research aims to indirectly find whether the people find themselves in a position to need the technology.

OBJECTIVE

- To find out the public interest and opinion of the general public in the adoption of blockchain as a way of data management in the next 10 years.
- To identify the applicability of this structure in other sectors of the Indian economy in the next 10 years.

HYPOTHESIS

- The sample audience does not know what a blockchain system and what its attributes are in detail.
- The Indian government will be open to the application of blockchain technology in public institutions and governmental records.
- Blockchain technology will fit the needs and business models of the private sector on a large scale in India.

RESEARCH METHODOLOGY

Our data has been taken from Primary and Secondary sources

Primary Data

A broad interview with multiple groups of people at colleges and workplaces resulted in us realising that not a lot of people know about blockchain, on the basis of this data we formulated a questionnaire.

This questionnaire was then circulated via google forms, for which we received 256 responses.

Secondary Data

Information about rates of increased mismanagement of data in various sectors of the Indian economy were observed before making an informed analysis of whether this system should be applicable and what value it can create.

SIGNIFICANCE OF THE STUDY

Blockchain with its enormous potential can change the way our data is managed, it can bring about data security through a system that is established with mutual trust among all its nodes. A software of this calibre can result

in the resolution of countless data security issues the country has faced or will face, in addition to which its efficiency makes it more needed in an economy like India's in the next 10 years.

LIMITATIONS

- Some of the Primary Data collected is ordinal in nature, hence being subject to change under future circumstances.
- The data cannot draw concrete conclusions for what is beneficial for the country from the answers of the sample size.

BLOCKCHAIN AND ITS PERCEPTIONS TO SCALED APPLICABILITY

Blockchain is a distributed ledger system which records transactions with immutable records that cannot be tampered with.

With security and anonymity as two of the main advantages, blockchain couldn't do actually anything unless it is connected to solid use case where it can serve as trust-as-a-service (TaaS) to ecosystem participants.

This makes Blockchain serve as a business model catalyst instead of just a technology.

Blockchain technology has always been associated with suspicion and unfamiliarity, here early adopters of the system are to be blamed. These early adopters such as Cryptocurrency miners by using blockchain attached this notion of ambiguity to it, hence making most people uncomfortable with the concepts applicability in public policy.

POTENTIAL OF BLOCKCHAIN IN GOVERNANCE AND PUBLIC POLICY

If implemented in this sector by 2030, blockchain has the potential to solve in numerous problems. Changing the way administrative data is stored would not only ensure extreme security, it would also aid very easy yet protected access, eliminating the need to carry physical copies of your identity verification.

According to the secondary data we collected, here is the following sectors blockchain technology can revolutionise

Agriculture: Food fraud costs the global food industry an estimated USD 30-40 billion annually. This is primarily triggered by mismanagement of data and its fabrication, as well as the accountability of the system that records it. As this trend continues to rise, big food chains will have no choice but to use blockchain for ensuring accountability, traceability and quality of the food. This may even lead to competitive differentiation in the market.

With the agrarian sector's problems on the rise in the past years in India, there calls for a desperate change in the system, which also implies the need of a better way to allocate their data. With blockchain, the food supply chain gets simplified as the data management across a complex network that includes farmers, brokers, distributors, processors, retailers, regulators, and consumers gets simplified and transparent. Improved data sharing can also help reduce the massive problems of food waste.

Healthcare: Blockchain enables this sector in enhancing data security, crucial information about patients and their treatment to only specific people. This brings about the level of security that is desperately demanded here.

Real Estate: The Indian real estate industry faces a real challenge in maintaining, verifying and searching for title deeds, this makes title ownership susceptible to fraud due to multiple claims of ownership. Blockchain can prevent such cases by digitising land titles. It will enable every property to have a digital address in the blockchain that consists of additional details like occupancy, finance, ownership records, specifications and attributes. This data's availability will be greatly enhanced thereby, reducing the speed of the transaction from days/weeks/months to minutes.

Various intermediaries like brokers, registration officers, banks, notaries, are involved in the real estate sector's affairs, this leads to increased opportunity of fraud and red tapism. As these middlemen hold key information/access that isn't available to the common man. Blockchain, as a decentralised medium would help bring all this information on to a common platform and enable its distribution, thereby ensuring that the information is transparent.

Travel industry: Forbes says that fraud costs the airline industry alone between \$2.4 and 4.8 billion each year. Financial and identity information can be recorded and stored in a blockchain system of data management. Manual checking, confirmation and incorrect denials of service can be significantly reduced.

Insurance & Banking - Insurance is an industry that depends heavily on data and its usage, including payment of premiums, coverage, claims. This makes the industry extremely prone to fraud and data theft, large scale implementation of blockchain can prove to be extremely beneficial here.

The Indian banking industry today is riddled with problems such as rising costs of operations, increasing susceptibility to fraudulent attacks on centralized servers and challenges in ensuring transparency. The cause for all this being that from opening customer accounts to making global payments all actions here are demand intensive manual verification and processing. Not only does this amplify the costs involved but it also adds on to the existing inefficiencies in the sector. If an integrated system can be established at the core of the sector, all of these problems wouldn't needed to be worried about.

Taking into consideration the fore mentioned data, we are already seeing its adoption in limited and specific sectors of the Indian economy. Namely:

RBI or Reserve Bank of India– has shown an interest and favourability towards blockchain. India's Institute for Development and Research in Banking Technology (part of RBI), is working on the use of blockchain for the broader banking system.

YES Bank– The bank will bring Bajaj Electrical and other 32 vendors on board an invoice financing blockchain. With the use of this technology, the bank will save time, running cost, while establishing high levels of efficiency.

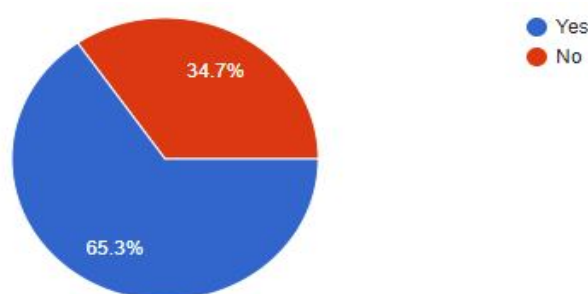
ICICI Bank– To facilitate the use of blockchain, ICICI bank is working to create a closed-loop wallet which will be used for within campus transactions. Apart from this, ICICI bank also has two blockchain-based solutions with Emirates NBD for remittance and trade finance.

The crux of the matter that Banking system in India is making use of blockchain technology for helping the customers and also for establishing a network which far more safe and secure. But this application is limited ti specific projects, whether or not the country will be able to adapt the system at the foundation of its data systems is yet to be observed.

PRIMARY DATA ANALYSIS

A questionnaire was circulated to which we got 256 responses to fuel our analysis.

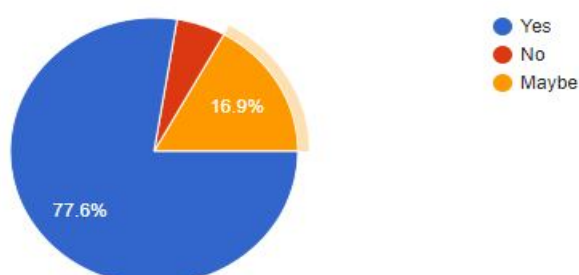
Q1. Have you ever encountered an online fraud?



66.7% of the total sample have met with an online fraud at some point of time. It clearly brings to light the lack of faith in the existing system, and the dire need felt by the sample audience for an improved data management system.

Q2 Do you think data will be more prone to being hacked by 2030?

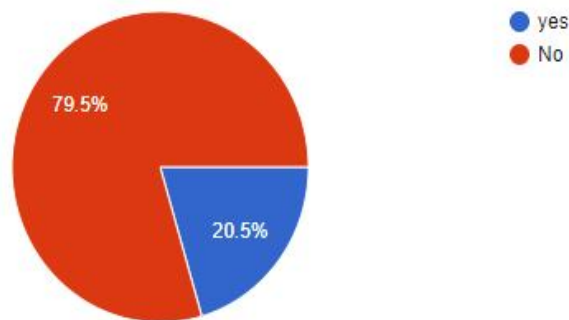
254 responses



Little above 77% believe that the probability of our data being stolen would increase dramatically in the next 10 years. This shows clearly that the people have no faith in their privacy, it is the responsibility of the administration to ensure that this faith is built by taking solid actions to protect the privacy of its public.

Q3 Are intermediaries good for online transactions?

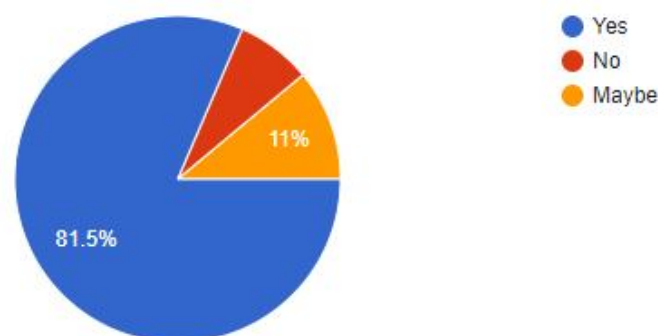
254 responses



The responders are well aware about what effect intermediaries can have during online payments, hence an unfavourable opinion here is observed, directly showing that a system like blockchain is required right to the ground level of administration, and commerce.

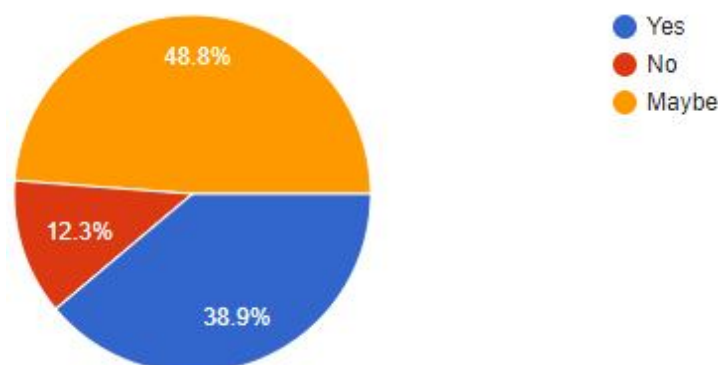
Q4 Are you concerned about the safety of online transactions?

254 responses



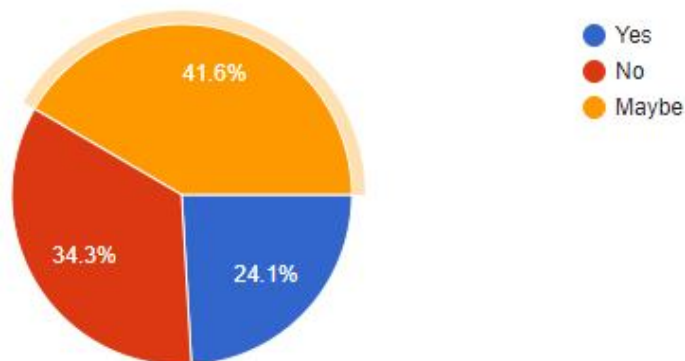
81.3% of the total sample are concerned about the safety of online payment gateways. Thus safety of transactions can be considered as the topmost priority of users and they insist on a clean system. This again points to the problem that the blockchain system can directly solve for them.

Q5 Do you think the government will offer flexibility in changing the foundation of the Banking structure to a better system?



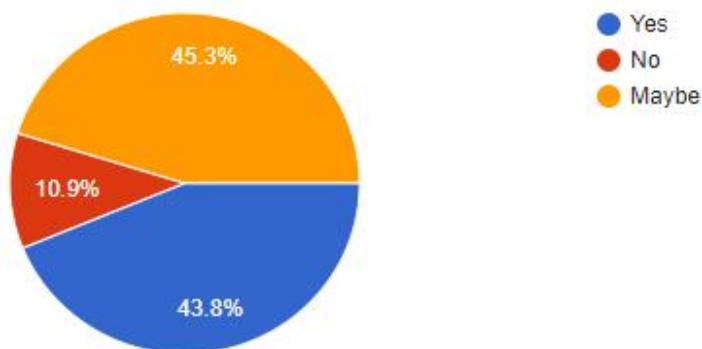
48.4%; 39.2% and 12.4% of the total sample have Maybe, Yes and No opinions respectively. This shows clearly that there is some form of uncertainty when it comes to the opinion of what the government will do, but the responders are inclined more towards the government offering this flexibility as opposed to not.

Q6 Will you be comfortable if your bank changes the way it manages your data to the same system as Bitcoin uses?



42.2%; 31.4% and 23.7% of the total sample have Maybe, Yes and No opinions respectively. This shows people have varied views about the banking system if the country. This also reveals that crypto currency does not enjoy a healthy image in our country, hence this solidifies the analysis made earlier in this research about it being perceived as something to be associated with notoriety because of its initial adaptations.

Q7 Do you think India as a country has the capability to reconstruct it's foundation of data management to a highly complex but effective system?



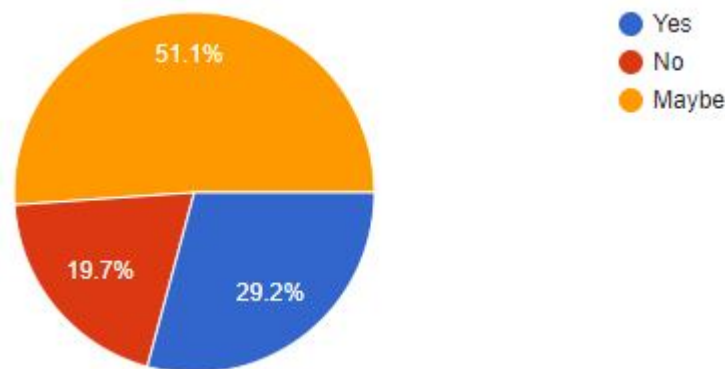
With 43% people believing that Government will change its fundamental data structure of the country for better, 45.9% people checked 'Maybe' and 11.1% people who participated in the survey disagree. This shows that people do have faith up to some extent in the government's ability to adapt this.

Q8 Which of the following options is the Indian Agriculture Committee more inclined to do?



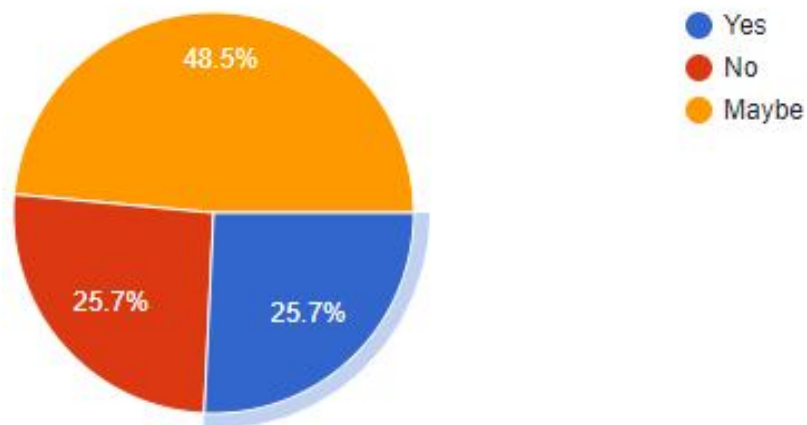
Approximately 55% people stand by the opinion for IAC to invest lesser amounts for short periods of time to serve to farmer's welfare. On the other side, 45% people are with the view that IAC will invest in expensive technology that will take years in its implementation but will immensely benefit farmers. This shows that there are more people who look at India as a country focusing on short term investments in contrast to long term high result oriented investments.

Q9 Do you think India will agree to a quick and organized system despite of it being a massive power and electricity consumer?



28.9% people believe that India will adopt a quick and organized system despite it being a massive power consumer. 19.3% feel otherwise and 52.9% were not confident if the government would take such a step.

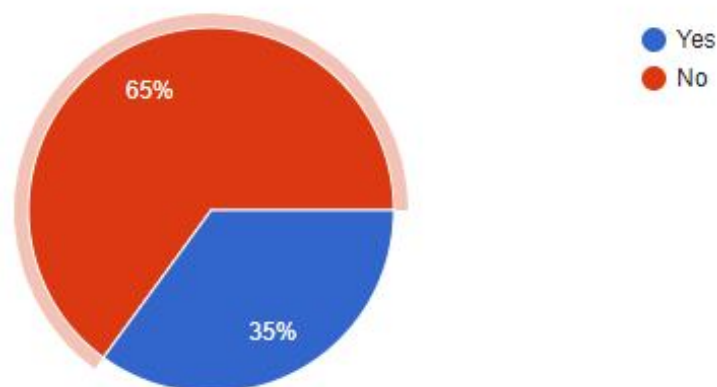
Q10. Do you think government will establish an efficient data management system but which is very expensive?



26.1% people think that government will bring into play an efficient management system of data. Whereas 25.4% of the audience disagrees. Most of the audience proves to be unsure whether the government will be willing to shell out an investment in such an asset.

Q11 Have you ever heard about Blockchain technology?

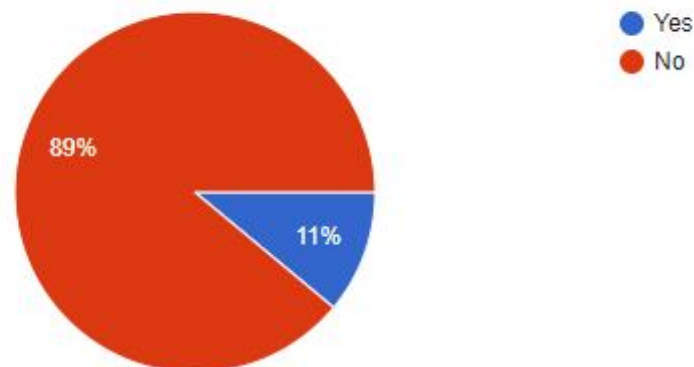
254 responses



35.3% claimed that they had heard about blockchain technology in contrast to the other 64.7% of the total who claimed to not be aware of it. This shows that the people need to be educated about the software, it is crucial for the citizens to know the details of an alternative system that could change the way their data is handled.

Q12 Do you have or do you know anyone who has been involved in Blockchain?

254 responses



Around 89.3% of total survey participants do not have and do not know anyone who had been involved in using blockchain technology. Solidifying that its application hasn't gone down to the grassroots yet.

CONCLUSION

India as a country with a population of 1.8 Billion people, needs to begin taking data management and security much more seriously. The study reveals how a synchronised and distributed ledger system established on mutual and nodal trust, called blockchain technology, with its historical data entry linking system can prove to be a lifesaver for the Indian economy, going from sector to sector. The system has proven to take data security to a new level. However such a system will bring along a requirement of high investments in resources for establishment. It also proves to be very power consuming.

The Primary data revealed how the audience reacted, when exposed to individual attributes and features of blockchain. The data reveals that people are facing concerns about their data security and privacy, it also reveals that the individual features of blockchain and the value they derive are of great interest to the audience. Similarly they did agree to the setbacks of power and cost involved as well, but we can draw a solid conclusion that the benefits outweigh the setbacks, for the investment required is only initially, once the system is in place, the whole system would be able to operate at a greater practical and monetary efficiency.

The primary data also revealed that despite the benefits, the people do not have complete faith in the ability of the government in applying this system to the grassroots where maximised benefit is obtained, due to the costs and short sightedness of the authorities. Although only time can dictate what the actual effect will be.

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**A STUDY ON THE OPINIONS AND MIND SET OF THE GENERAL PUBLIC ON THE
EMPLOYMENT SCENARIO IN INDIA WITH RESPECT TO AUTOMATION IN 2030**

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ABSTRACT

This study investigates what according to the general public would India be in 2030. It takes into consideration the various factors such as technological upgradations, gender neutralisation in job front and how would automation and artificial intelligence lead to the financial rise of our country and how according to the public would the employment status in the near future due to an automated industry.

Keywords: Automation, India 2030, Employment, Job Creation, Workforce, Training & Development.

INTRODUCTION

Our research aims to establish a certain correlation between people's thoughts and the prevalent facts and statistics about the automation industry taking over the country's basic workforce. 60% of India's population comprises of the youth which has the potential to help India to become a 'Financial hub' in the next 10 years. India is most likely to undergo automation in the industrial and service sector. This technology proves to be a threat to the Indian employment sector as it poses to replace blue collared workers with artificial intelligence. But tech experts hold on to the fact that it will free Human workers up to tackle more impactful and creative strategic projects. It is a matter of consideration that how much employment is actually being generated remains an area of dispute and controversy. India will soon be a country of highest labour participation and unskilled labour to be converted to skilled labour leading to higher employment opportunities.

OBJECTIVES

- To compare the present employment scenario with the future employment scenario.
- To study the psychological opinions of the general public considering India in 2030 as a "Robotic" industry.
- To analyse the impact of automation on the various sectors prevailing in the economy.

LIMITATIONS

1. In a country like India which experiences different cultures, it is very difficult to observe economic transformation without observing a cultural transformation.
2. This primary data study is limited to the ordinal data collected from the people, restricting the analysis to what people perceive the scenario will be in the future.

SIGNIFICANCE OF THE STUDY

To find out the various aspects that contribute to bridge the gap between the fortunate and the less fortunate in order to give equal opportunities to the public at large.

The primary objective of the Make in India initiative is to strengthen India's manufacturing sector, for that is where the actual economics of generating greater prospects of value comes into play.

The study is crucial to determine how the people of India think today, the outlook of the Indian public will determine the actions they take when and if automation begins to replace public involvement here. This study will help us make an analysis about the course of action we take as employers, employees and consumers.

THE INDIAN PROBLEM

- 5.7 crore jobs may be displaced by automation by 2030.
- One of the worst sectors to be hit by automation in India would be the IT and technology sector.
- 8% of India's demographic will be over the age of 65 years by 2030.

Automation might end up causing more harm than benefit in India, which is if a proper system is not established to increase the process of generation of skilled labour. A recent report by McKinsey Global Institute pointed out that India would lose '9% of work hours'. It implies that India would be a country full of unemployed people, due to the capitalistic inclination of the economy. The scenario could see very high efficiency levels in industry due to automation, which will contribute to economic growth and prosperity, but this efficiency would be pointless, for the unemployment ratio would curb growth and ultimately not allow the country to prosper.

SCOPE FOR ALTERNATIVE INDUSTRY DEVELOPMENT

Jobs related to developing and deploying new technologies may also grow. Overall spending on technology could increase by more than 50 percent between 2015 and 2030. About half would be on information-technology services. The number of people employed in these occupations is small compared to those in healthcare or construction, but they are high-wage occupations. – (Mckinsey)

THE STUDY

We circulated a questionnaire out of which we have created a detailed analysis about various factors of the topic in question.

1. Where do you see India in 2030?

Result: The question being subjective, was open to a variety of opinions. 24% of the people thought that the country would attain mixed success in terms of economic development, extreme GDP growth and lower inflation rates will see but these advocates will be held back by extreme population growth and lack of equal opportunity.

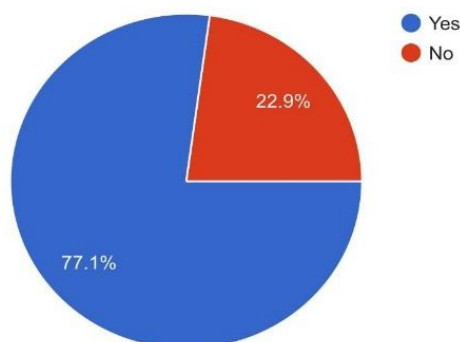
23% believe that the country would face extreme levels of divide between the rich and poor, there would be a very significant level of unemployment, these people believed that the economic track India is taking will not lead to any monumental change in our situation for the better.

53% of the people believe India as a country will prosper, there will be improved economic stability, lower inflation, better national integrity and peace. They also believe that the country will face certain levels of automotive takeover in terms of blue collared jobs, but with higher levels of investment in education they can be employed in creating value for different sectors.

2. Do you think automation will affect human employment?

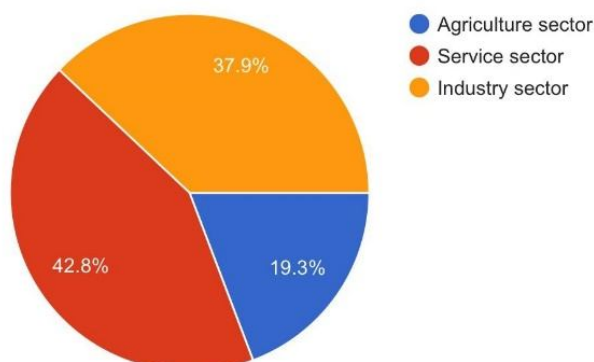
Result: 77.1% of the people think that automation would affect human employment whereas 22.9% of people disagree. This is because the 49.80 % of the Indian population are employees and their condition will worsen amid automation that will take place in the near future. This shows directly that they believe that despite government efforts to ensure job safety, unemployment will persist.

350 responses



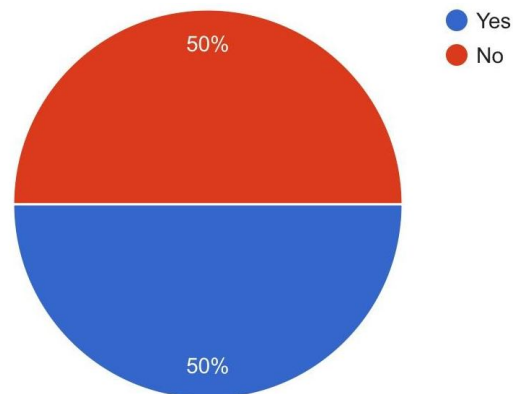
3. Which sector will automation show most prominent growth?

Result: A very minimal that is 19.3% of the people believe that the agricultural sector won't be affected in terms of growth. While 37.9% of the people consider the industrial sector to grow. The highest being 42.8% feel that the most prominent growth will be observed in the service sector.



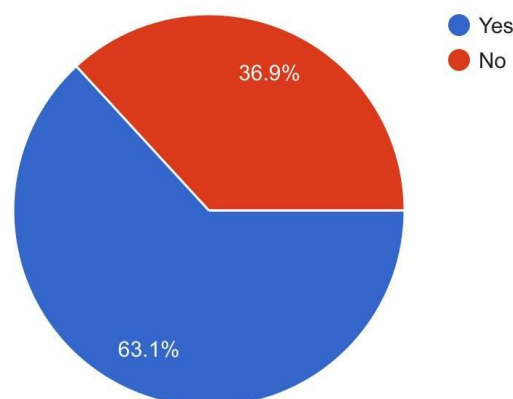
4. Will India being a "financial hub" reduce the level of brain drain of the country? Hence lead to lesser employability?

Results: A very debatable response comes to a conclusion that 50% of the people feel that it would reduce the level of brain drain in the country whereas the latter half believes it wouldn't. As per the Hindustan times research in 2015, India would witness nearly 85% rise in brain drain from India to The United States of America in the next 10 years.



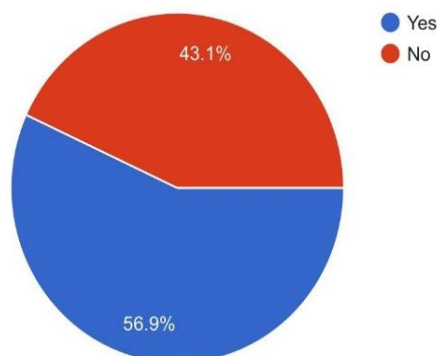
5. As per India's future plans, do you think India will be a super power in 2030?

Results: A very commendable response is observed by 63.1% of the people have an optimistic approach towards this whereas the rest 36.9% feel that we still have a long way to go.



6. India as a "financial hub", will it be able to solve the problem on unemployment?

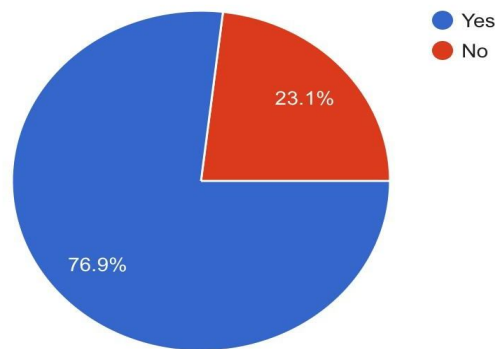
Results: A very thin difference was observed between the people who felt that the problem of unemployment would be solved after India being a financial hub that is 56.9% and the remaining 43.1% have a contradictory opinion.



7. Do you see India progressing from "man vs machine" to "man and machine"?

Results: A majority of the people that's 76.9% were opinionated to India being a country as "man vs machine" whereas the remaining 23.1% of the people are in favour of India progressing as a country with a mind-set "man and machine".

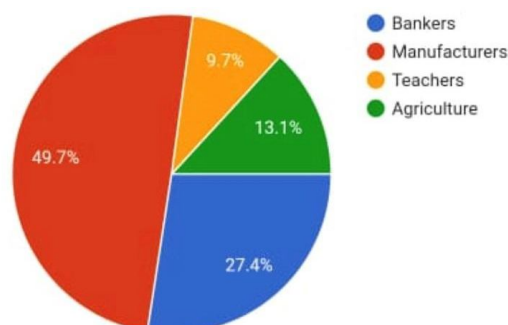
This solidifies the opinion of the country's administration to be unable to simultaneously create jobs whilst increasing efficiency through automation.



9. Who according to you will get affected the most due to robotics revolution?

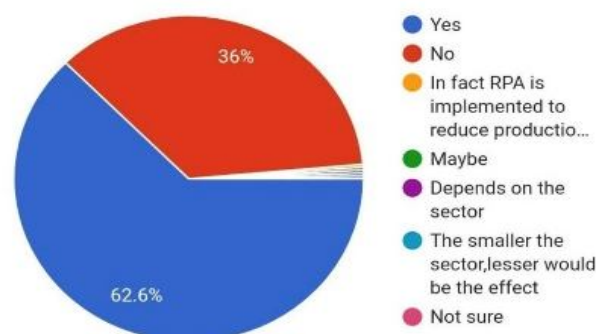
Results: 9.7% of the people believe that teachers would be affected if artificial intelligence took over their physical presence. The response is rather low here primarily because an automated system cannot offer what a teacher offers. 13.1% of the people are of the opinion that the agricultural sector wouldn't be as affected as the rest because it is one of the many sectors which requires a major percentage of man power. It is highly debatable that Bankers would be affected or not. From our research 27.4% perceive that Bankers would be affected by E-banks or automation, but that variable is completely dependent on what technology comes up and what it offers.

Nearly half of the people that is 49.7% are of the direction of thought that the most affected sector would be that of the manufacturers. Manufacturing industry in itself is very diverse in nature. It is an obvious fact that no industry can function and depend solely on automation. It is a matter of fact that every industry requires man and machine in the right proportion, rather than just any one surpassing the other. Having noted that, manual labour is the first job profile automation can replace.



10. Do you think that the expected monetary rise in production due to robotics in the industry will affect the national economy?

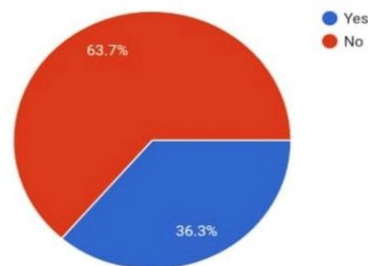
Results: A massive number of 62.6. % people feel that there will be an inevitable rise in production due to robotics in the industry which will eventually affect the economy of the nation. They believe that 34% of people consider it not being very impactful for the same. Apart from them, some people were of the varied opinion that RPA is implemented to reduce the production cost. The smaller the sector, lesser would be the effect.



A lean manufacturing line is crucial for increasing efficiency. Robots can work for longer periods and also faster which would increase the production rate and prove efficient. But at the same time, jobs will be lost as well as the cost of creating highly equipped robots will eventually create a problem and the economy might be haywire.

11. Do you think there are enough job opportunities available for people who need to shift due to machine taking over?

Results: 63.7% of our responses have concluded with the viewpoint that there are still not enough job opportunities for people who would have to shift due to machine taking over their employment. While 36.3% have an outlook that job opportunities would still be available. This expresses clear lack of faith in the government's ability to create opportunities for all.



CONCLUSION

The research hereby concludes with the help of the primary data collected via the questionnaire that the general public believe, by 2030 Automation and robotics will have dual effect on industry and employment. Automation will lead to higher productivity and lower wastage, it will also be a catalyst by increasing the scale of the automations industry which will ultimately lead to greater flow of income in the economy.

Although this industry will flourish, the jobs it will create will not be enough to replace the one's it puts out of business. Automation would be a threat to workers, especially in our economy which relies heavily on manual labour (in the service and manufacturing sector) but in contradiction to that, the various companies are now up-skilling employees and finding means to prevent workers from being made redundant by robots and artificial intelligence. However, again according to our primary data, the people believe that despite the government's efforts to ensure employability of its citizens, the number of employable Indian's is not going to see a huge change for the better. They also believe that the government must progress towards making India in 2030 a Man & Machine economy as opposed to a Man v/s Machine economy. This will only be possible if the government makes a larger investment in the Human Capital development of the country, to make sure the citizens can create sufficient value in different arenas so as to curb the effect of automation.

Agriculture, forestry, fishing, transportation and warehousing are among sectors where job losses from automation will be the most acute whereas banking and manufacturing sectors would be the most adversely affected due to automation and robotics. In contradiction to that, the World Bank's World Development Reports 2019' argues that while robotics displaces workers, technological innovation creates a balance on more new industries and jobs. Hence if the government allocates its resources efficiently, job creation in new sectors may end up curbing the problem of job replacement.

The research also concludes that, the various aspects such as employment, education, transition of India from a developing country to a developed one, bridging the gap between the fortunate and the less fortunate, etc. contribute to make India as a manufacturing as well as a financial and investment hub by 2030.

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**TO STUDY THE IMPORTANCE OF MORE SUBSTANTIAL TRANSPORT SYSTEM IN
DEVELOPING NATION LIKE INDIA WITH VISION 2030**

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ABSTRACT

In today's world we are all aware of the fuel crisis we are about to face due to limited fossil fuel sources, also the pollution and traffic caused by large number of vehicles on the road. Hence we can come forward with few alternate means of public transport which can be more fuel efficient and reliable as compared to the transportation systems we have now. Coming forward with such reliable transport system will not only help reduce fuel consumption but will also reduce various pollution caused by private transport, also will help people save time and energy. With such projects we will also be able to create more employment and better infrastructure for our country. India being one of the developing nations of today's world must consider adapting such systems as it will ensure more safety of people as well. Switching to such sustainable and reliable modes of transport will allow us to transport more people, more goods in less time and energy in other words we can say these are more efficient and convenient while being eco-friendly compared to contemporary systems

INTRODUCTION

Reliable transportation system is a very important and effective initiative that can be taken by the Government of India to ensure that all the necessary transport services are made available to citizens by improving ongoing transport systems and infrastructure and by increasing public transport connectivity all over the nation

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

It includes features such as:

- Hyperloop – Mumbai to pune
- Underwater bullet train connecting internationally Fujairah to Mumbai
- Fly taxi an initiative taken by uber
- Drone cargo
- Reducing cost of transport
- Improving transport systems

RELIABLE TRANSPORT

Reliable transport systems can be considered as those systems which are efficient and easily accessible to the common public. These systems must not only benefit economically but also must have less impact on environment in terms of pollution and fuel consumption

- It will reduce the use of private transport which in turn will help in reducing the carbon levels produced by the same
- It will create more of employment in government sector
- More of technical advancements will be introduced in the country

NEED OF RELIABLE TRANSPORT:

Developing a reliable substitute of various transport process will bring about a lot of desired change and it will be helpful for the economic growth and development. Following are the certain reasons why we need such transport:

- It will definitely create a lot of jobs. It will be a boost to industry; both large and small scale industries
- It will help people move easily and quickly
- It will reduce time consumed in transportation
- It will ensure more of road safety of people

- Such systems may reduce on road traffic
- More of goods and people can be transported
- Less time will be taken

INITIATIVES UNDER RELIABLE TRANSPORT AND THEIR ADVANTAGES

There are various initiative for such transport systems below are few initiative taken by the government:

- **Flying taxis(uber air)**

An initiative by uber which is soon to set foot in India as well. In adense metropolitan area where due to traffic congestion even distances of 10 – 15 kilometres can take an hour. Flying taxi will prove an effective solution

- **Hyper loop**

An initiative taken by Maharashtra government to connect two connect two of India's financial capitals, Mumbai and pune (approx. distance 200 kms).Hyper loop offers very fast speed of transportation which will reduce the average 3.5 hours travel to mere 35 mins

- **Under water bullet train**

The U.A.E government proposed the idea of underwater bullet train to connect Mumbai, India with Fujairah.The 2000km journey would take two hrs.

- **Drone cargo**

Drones are one most helpful emerging technologies. Few additions and changes have been made by the government in UAVs policies which allows its commercial use hence we can soon be expecting drones to deliver medical supply, food, grocery etc.

OBECTIVES OF THE STUDY

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

HYPOTHESIS OF THE STUDY

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

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

H₀: There are not many people who believe that modern, quick and reliable transportation is a necessity in developing nation like India.

H₁: There are many people who believe that modern, quick and reliable transportation is a necessity in developing nation like India.

H₀: There will be no impact on fuel consumption if we adopt advance transportation system

H₁: There will be an impact on fuel consumption if we adopt advance transportation system

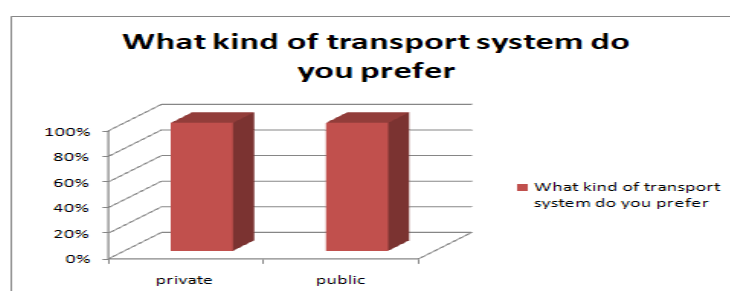
RESEARCHMETHODOLOGY

Primary Data: A sample size of 112 was selected using Google forms out of which 112 response were retrieved in usable form. This represents a response of maximum number of people the samples includes working and studying populationsince they are the ones who give their views on introduction of such transport systems

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

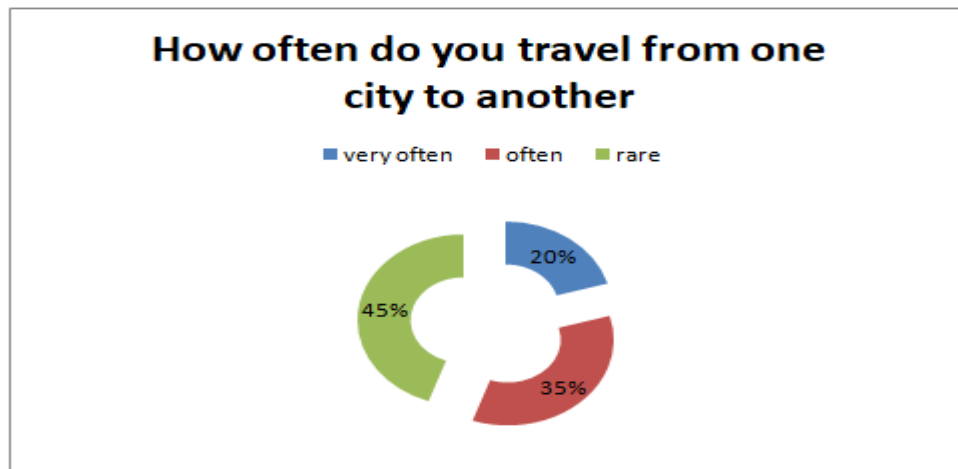
THE ANALYSIS OF ABOVE MENTION SURVEY ARE AS FOLLOWS

Q1) What kind of transport system do you prefer?



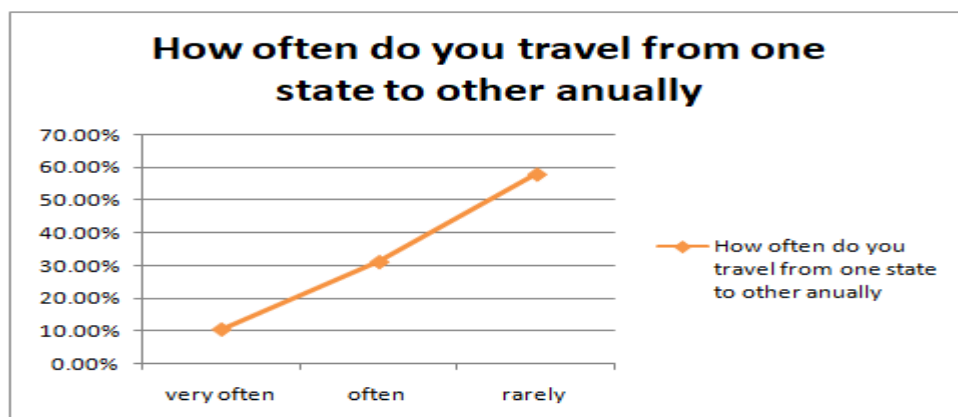
The above diagram reveals that respondents prefer to use public as well as private transport to commute from one place to another

Q2) How often do you travel from one city to another?



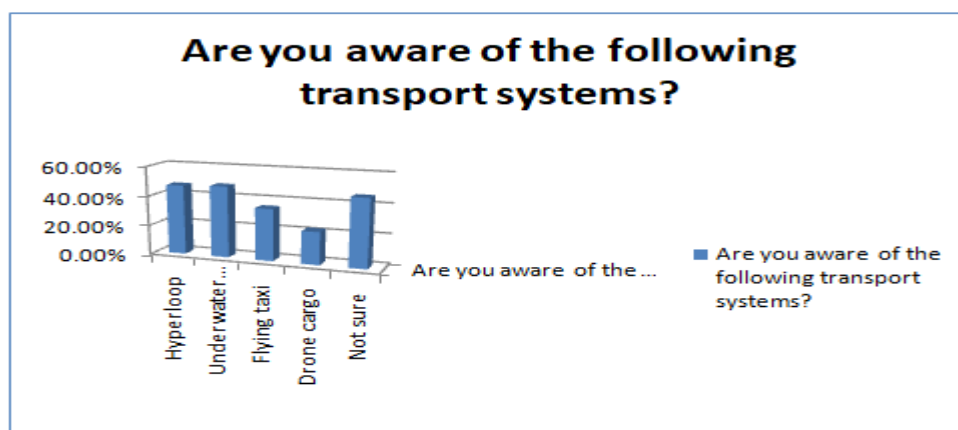
The above diagram depicts that 20% Indian citizen travel from one city to another city very often on the other hand 45 % Indian people travel one city to another city rarely at last but not least 35% Indians use to travel one city to another city often.

Q3) How often do you travel from one state to other annually



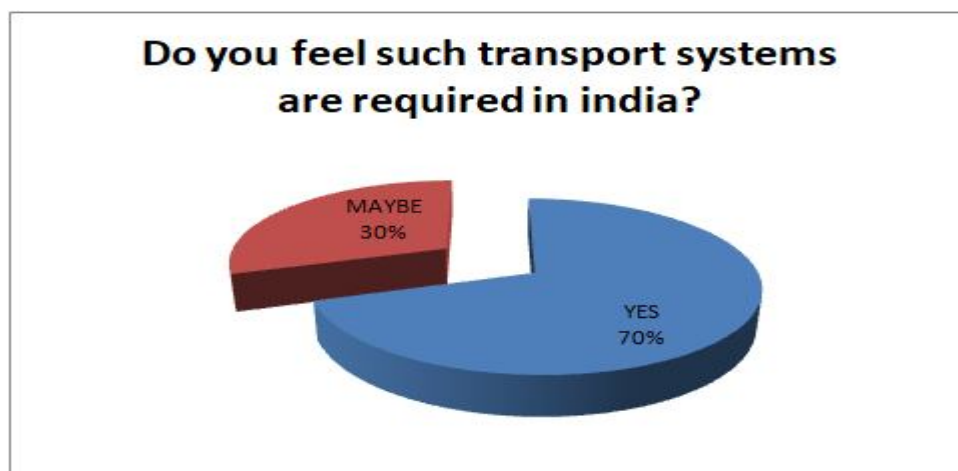
The above diagram reveals that 10% Indian people travel very often from one state to other annually. Next we can see that 33% Indian citizen often use to travel from one state to other annually. Further Indian citizen rarely use to travel from one state to other annually.

Q4) Are you aware of the following transport systems?



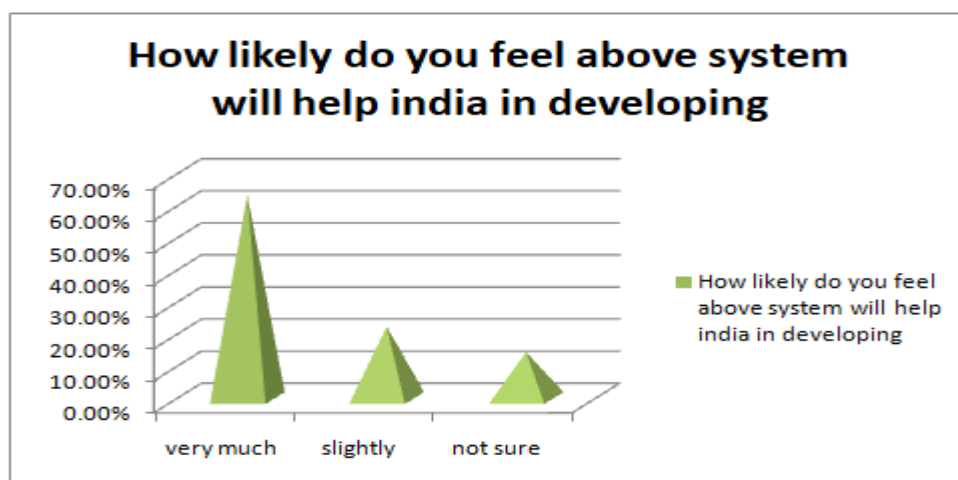
The above diagram depicts that 42% Indian people are not sure about the reliable transport. further we can see that up to 40% Indian citizen know that what is hyperloop. next 43% people are aware about underwater bullet train. Less than 40 % citizen are know about flying taxi. 20% people aware of the drone cargo

Q5) Do you feel such transport systems are required in india?



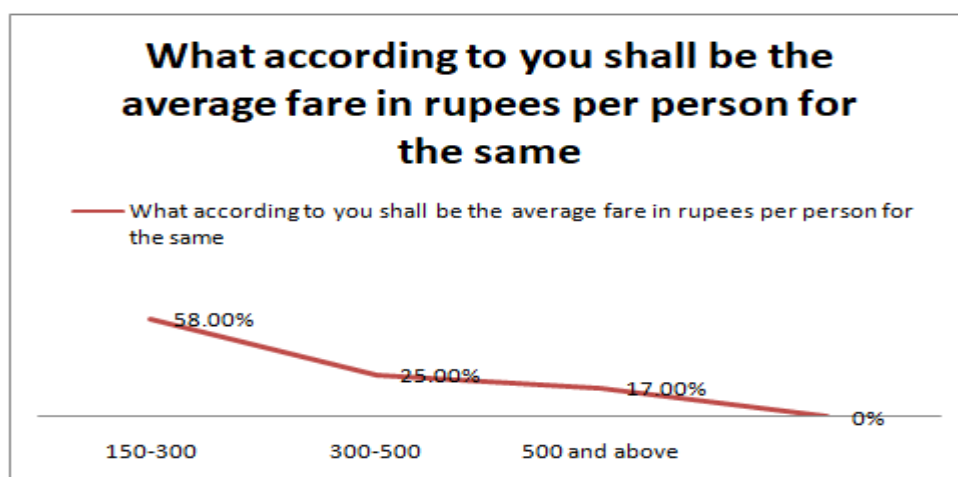
As per the survey the following diagram shows that , 70% India citizen positively thinks that such transport systems are required in India on the other hand 30% people think that its not much more require in India

Q6) How likely do you feel above system will help India in developing



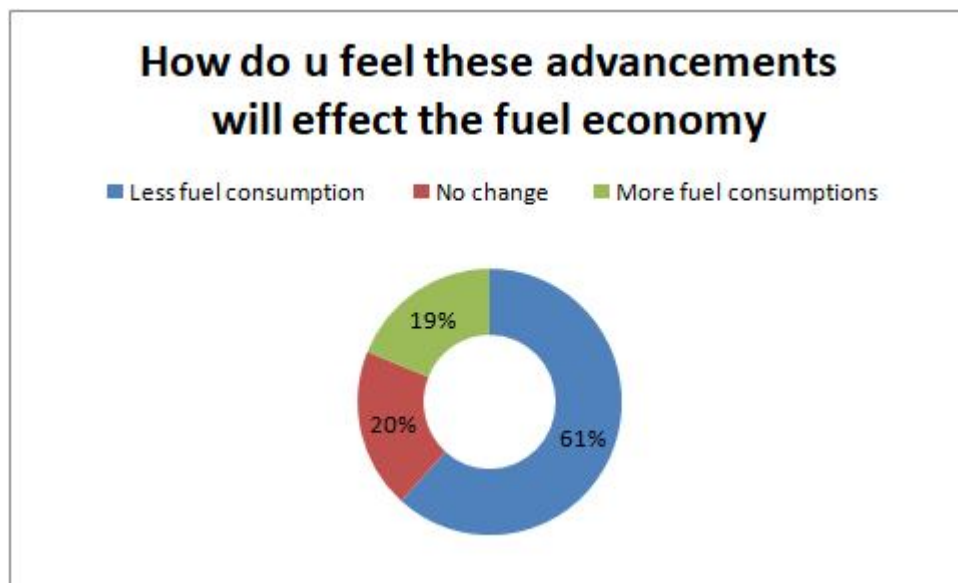
The above diagram reveals positive reaction we get from the survey is 70% people feels that reliable transport system will help India in Developing. Less than 20% people feels that the above transport system will help India in developing. 10 % people are not sure that it will be helpful or not.

Q7) What according to you shall be the average fare in rupees per person for the same



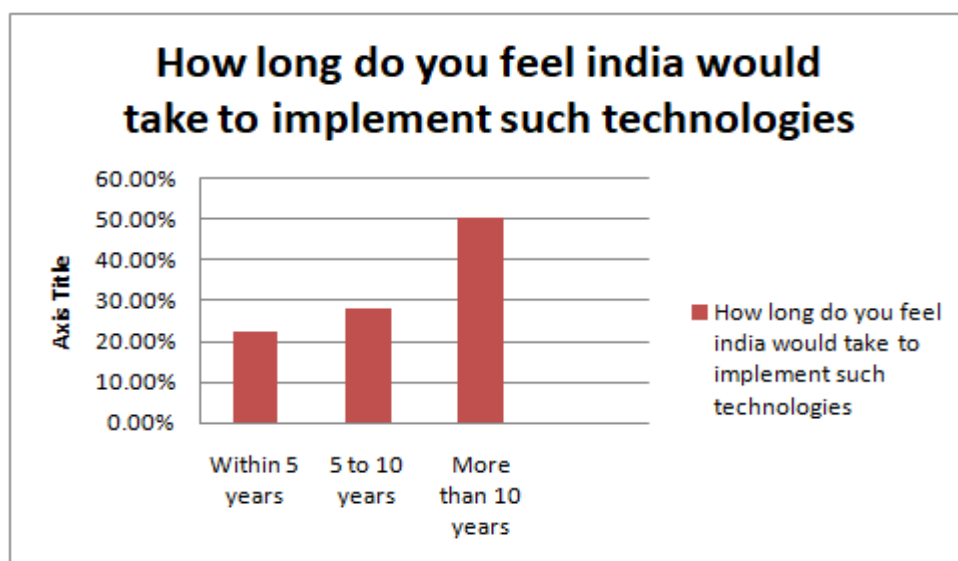
The above diagram reveals that 58 % Indian citizen want the average fare 150 to 300 rupees per person for the same and according to 25% people express that there should be 300 to 500 average fare in rupees per person for the same. Next 17% people think there will be 500 and above average fare rupees per person for the same.

Q8) How do u feel these advancements will affect the fuel economy



The above diagram depicts the survey 61% of Indian people feel these advancement will effect the less fuel consumption . Next 20% people feels that these advancement will not change the fuel economy on the other hand 19% people feel these advancement will effect more fuel consumption in Indian economy.

Q9) How long do you feel India would take to implement such technologies.



The above diagram reveals that 23% people feel India would take 5 year to implement such technologies. Further less than 30% citizen think that it would be take 5 to 10 year to implement. Now 50% people think that it will be take more than 10 year to implement such technologies.

HYPOTHESIS TESTING

- First the general infirmation was taken from take resoondent about the name age,gender etc
- The next question was askend about the customers preference over public and private transport
- The hyothetical question There are not many people who believe that modern, quick and reliable transportation is a necessity in developing nation like India the answer of the respondents proves that in QNO.5 that 70% of respondent feels that the modern, quick and reliable transport like hyperloop,air taxi, underwater bullet train are necessary for the developing nation like India and only 30% have opposite view.
- Hence Null Hypothesis There are not many people who believe that modern, quick and reliable transportation is a necessity in developing nation like India is wrong and alternate hypothesis There are many people who believe that modern, quick and reliable transportation is a necessity in developing nation like India is prived to be right.

- As per the hypothetical question whether there will be impact on fuel consumption if we adopt advance transportation system. The question No 8 i.e. how does u feel these advancements will affect the fuel economy the respondent gave a favourable replay 61% of respondents believe that the fuel consumption will be less in we use advance transportation system where in 20% feels that there will be no change and 19% of respondents believe that there wont be any change
- The Null hypothesis H_0 : There will be no impact on fuel consumption if we adopt advance transportation system is rejected and alternate hypothesis H_1 : There will be an impact on fuel consumption if we adopt advance transportation system accepted

FINDINGS AND IMPLICATIONS

According to the research findings we can imply that:

- A lot of people will prefer public transport system as it will be more reliable and efficient
- Time spent in transportation will be reduced as these transport system are very high speed
- Fuel consumption will be reduced as more people can be expected to use public transport and these transport usually uses electricity
- More of goods will be traded throughout the country
- Reduction in carbon levels as these transport rely more on electricity
- Higher productivity can be expected through lower costs per unit of transport
- such more efficient road pricing will improve travel time reliability, which will reduces logistics and scheduling costs beyond just the travel time savings

CONCLUSIONS

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

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

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TO STUDY THE IMPORTANCE OF BIO-MANUFACTURING AND HOW IT CAN CONTRIBUTE TOWARDS THE PROGRESS OF INDIA

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ABSTRACT

Technology has advanced rapidly in the past decade and the use of bio-manufacturing has taken technology to the next level. Bio-manufacturing brings biology and technology together to create substances that can be used in medicines, food material, industrial materials etc. The products made from bio-manufacturing are derived from natural sources like animal cells, microbes, plant cells, blood and more. Bio-manufacturing is the single most innovative technology that has ever been made. The age old problems of plastic consumption can be solved by the use of bio-manufacturing and a healthy environment can be maintained. Bio-manufacturing enables us to grow meat through stem cells instead of slaughtering the animals. It also enables us to grow automobile frameworks through biomaterials.

INTRODUCTION

Bio-manufacturing is a very important and revolutionary technology. Bio-manufacturing projects have been under taken in India but they are mainly sponsored by the government and the private industry makes not much investment in bio-manufacturing. Bio-manufacturing can play a big role in reducing the pollution which will contribute in saving the eco-system. Various bio-based products can be produced through bio-manufacturing which can be beneficial for the global economy and bio-economy. Bio-manufacturing begins with discovering and the commercialization of products based on the biological resources. A wide range of products can be produced through bio-manufacturing which include human tissues, animal tissues, biofuels, replacement organs etc. Bio-manufacturing also involves genetic engineering techniques through which many processes can be genetically modified. Bio-manufacturing enables in producing healthy meat which will be lab-grown and hence it will not be affected by diseases and there will be no worry about what the cow had been fed in the farm.

LAB-GROWN MEAT

Lab-grown meat is the most astonishing discovery for the bio-tech world. A sample cell is collected from the animal tissue which is then kept in specialized equipment in a controlled environment. It requires starter cells which are mostly the embryonic cells or myoblast. These cells are selected due to the high rate of multiplication in them.

STEM-CELL ORGANS

Stem cells are the most advanced development in the bio-manufacturing field. Stem-cells are the types of cells which can renew themselves and are capable of growing into a new organs through cloning of stem-cells. These cells can regenerate themselves in a specific cell type and are also the source to repair the damaged or diseased organ in the body. The discovery of stem-cell technology is a new hope for people looking for donors and people who have damaged or diseased tissues.

SPIDER-SILK FOR LIGAMENT REPAIR:

Spider-silk is very strong and flexible and may possess qualities that can be of use to the human population. The spider-silk can be used to prepare regenerative ligaments and artificial tendons. It may also contain medical properties such as fighting infections, clotting of blood etc. The silk protein has been spinned into fibers to help in creation of ligaments..

SKYSCRAPERS AND FRAMEWORKS THROUGH GRAPHENE AND OTHER MICROORGANISMS

Graphene is a very strong element and is added to various products to make them stronger. The uses of graphene is vast in various industries for mechanical, thermal, energy storage etc. Graphene is used in aerospace, mobile devises, building materials, etc. It is also the most conductive element therefore the uses of graphene are numerous.

BIO-FUELS

Bio-fuels is a renewable source of energy and is prepared from bio-mass. Bio-mass is the plant ranimalmaterial which can be decomposed to produce energy sources such as bio-fuels. The production of bio-fuels is a boon for the human population as it can reduce the usage of the normal fuels available which in turn will reduce the pollution and help in maintaining a good environment.

NEED OF THE STUDY

1. Bio-manufacturing can play vital role in the progress of India by providing alternatives to various problems in India such as slaughtering of animals.
2. The development of skyscrapers through the bio-manufacturing methods will be considered as a revolution for the country and will contribute in the progress of India. This will affect the Indian economy and can be very beneficial.
3. Biofuels can contribute in making India a cleaner and pollution-free country.

OBJECTIVE OF THE STUDY

1. To understand that 'Renewable bio-fuels can contribute in reduction of toxic pollutants in the environment
2. To analyze and understand that human beings are responsible for climate and various technologies like bio-manufacturing can be implemented and contribute in the progress of India and help the environment and eco-system.
3. To introduce revolutionary bio-manufacturing techniques such as lab-grown meat, skyscraper through bio-manufacturing etc. which will be beneficial for the population as well as for the Indian economy.

HYPOTHESIS

H₀: There is a believe that human beings are not responsible for the climate change and its effects that we are facing today.

H₁: There is a believe that human beings are responsible for the climate change and its effects that we are facing today.

H₀: That people do not agree about 'Renewable bio-fuels can contribute in reduction of toxic pollutants in the environment

H₁: That people do agree about 'Renewable bio-fuels can contribute in reduction of toxic pollutants in the environment

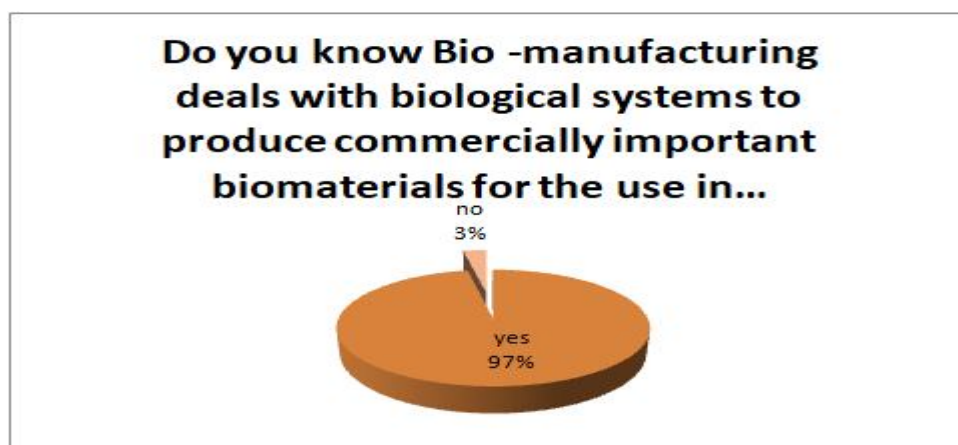
RESEARCH METHODOLOGY

Primary Data: A questionnaire was made which included questions regarding bio-manufacturing and what would people prefer among the methods and it was sent to be filled by various people which included students and other literate people.

Secondary Data: The content and information of the topic had been collected by various online sources such as articles, web journals, Wikipedia etc.

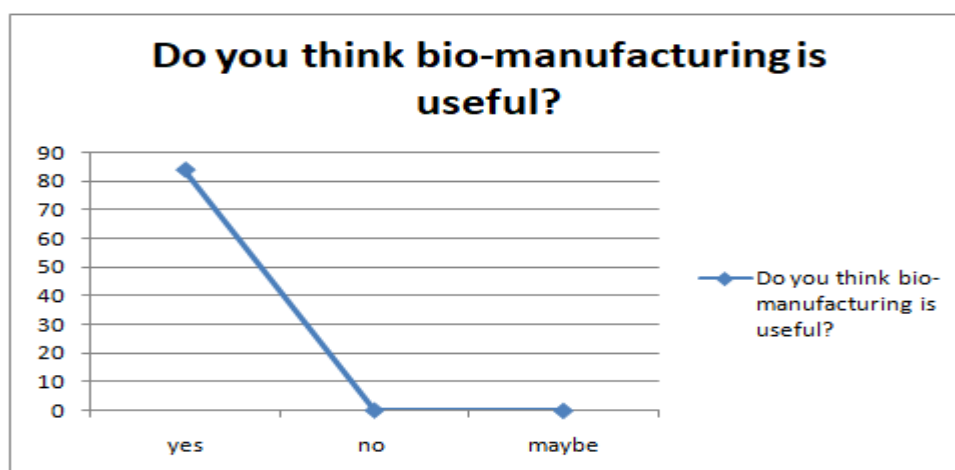
THE ANALYSIS OF ABOVE MENTION SURVEY ARE AS FOLLOWS.

Q1) Do you know that bio-manufacturing deals with biological systems to produce commercially important biomaterials for the use in medicines, food and industrial production?



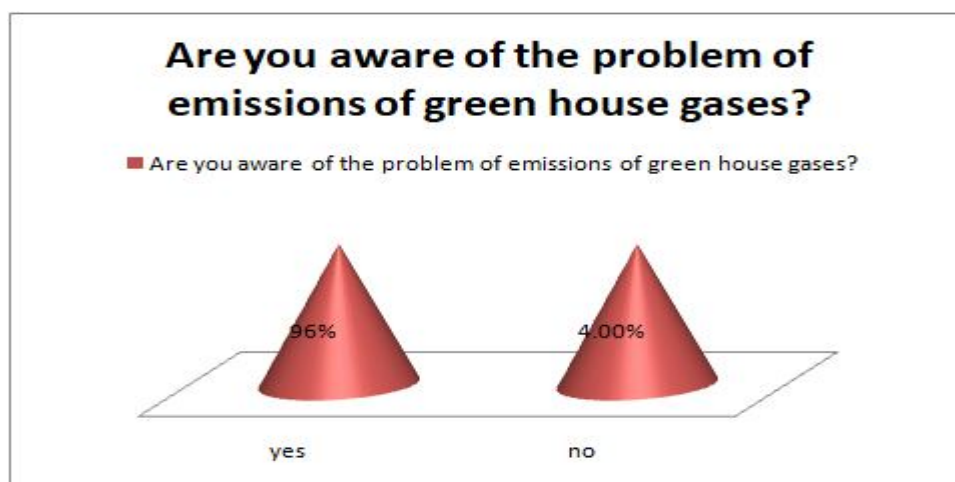
From the above pie chart, we can say that almost everyone today has the basic knowledge about what bio-manufacturing really is. This data has been collected by the feedback of 120 people from which 97% people know about bio-manufacturing and only 3% people are unaware of it. Therefore, bio-manufacturing must be given importance and recognition and with proper research, bio-manufacturing can thrive in the country and help in the progress as well.

Q2) Do you think bio-manufacturing is useful?



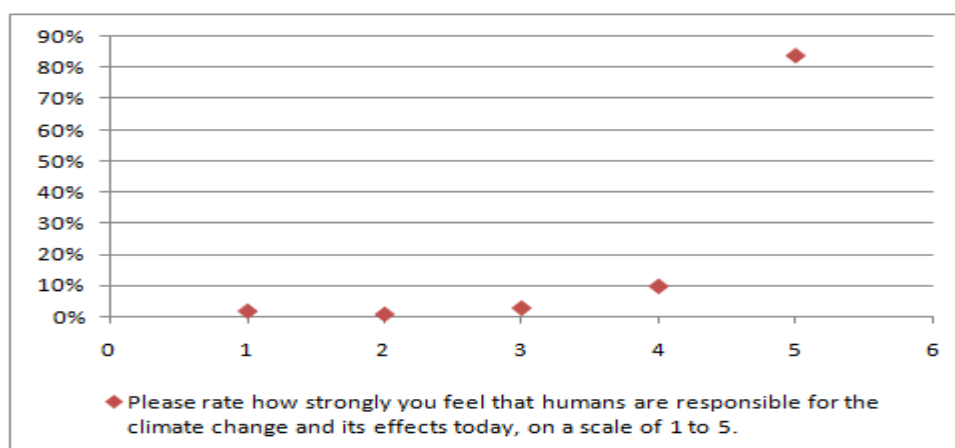
From the above mentioned chart, it can be interpreted that bio-manufacturing is a useful technology. Out of the survey conducted, 83.7% people agree that bio-manufacturing is useful and the remaining 16.3% are not sure.

Q3) Are you aware of the problem of emissions of greenhouse gases?



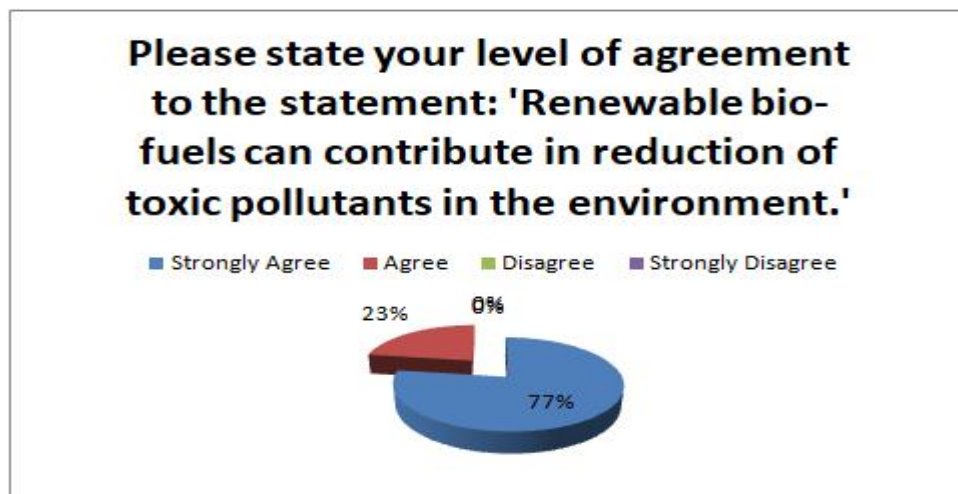
From the above mentioned chart, it is clear that almost everyone is aware of the problem of the greenhouse gases. People will readily contribute in solving the problem and therefore, by using bio-fuels the problem of green-house gases will be solved.

Q4) Please rate how strongly you feel that humans are responsible for the climate change and its effects today, on a scale of 1 to 5.



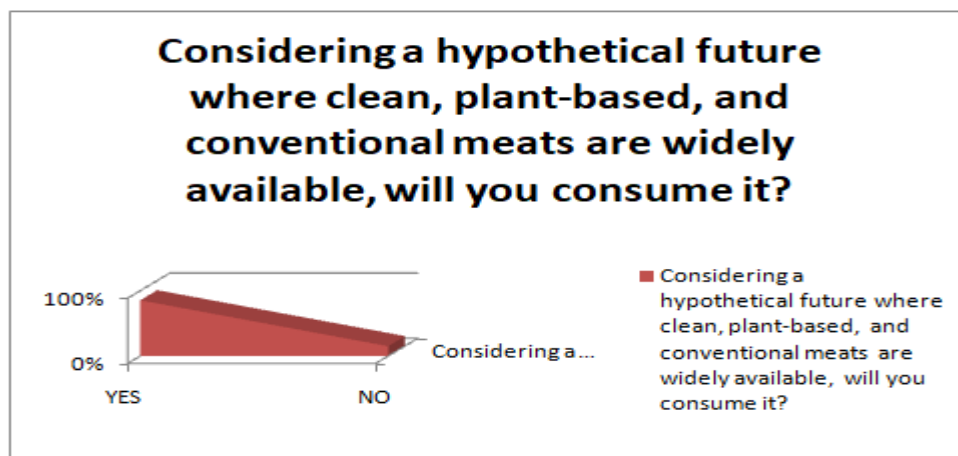
By looking at the above graph it is clear that the climate changes and its effects today have been caused by no other than human beings themselves. By taking proper measure now when there is still time, this problem can be solve. Out of 100%, 85% people agree that it is due to human beings and the remaining 8% agree less.

Q5) Please state your level of agreement to the statement: 'Renewable bio-fuels can contribute in reduction of toxic pollutants in the environment.'



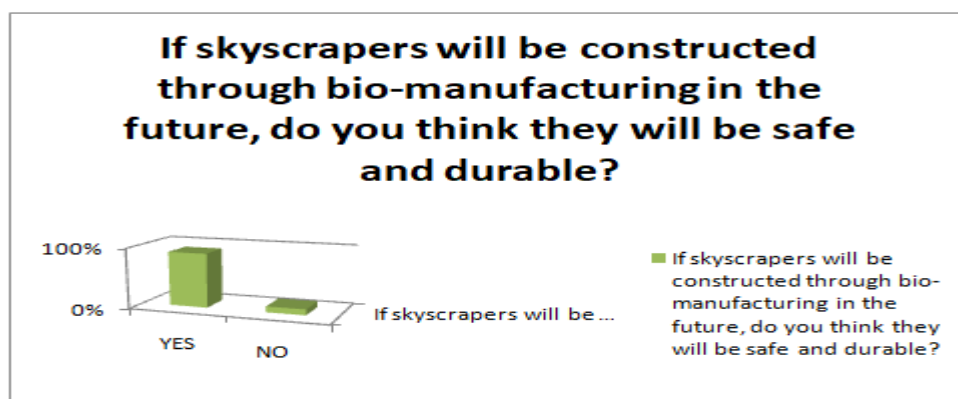
By the result on above pie-chart, we can say that everyone agrees that renewable bio-fuels are a good source to contribute in reduction of toxic pollutants in the environment. Among the people from which the feedback has been taken, 77% and 23% agree to it and not a single one disagrees, therefore, the use of bio-fuels must be made common for the betterment of the people and the country.

Q6) considering a hypothetical future where clean, plant-based, and conventional meats are widely available, will you consume it?



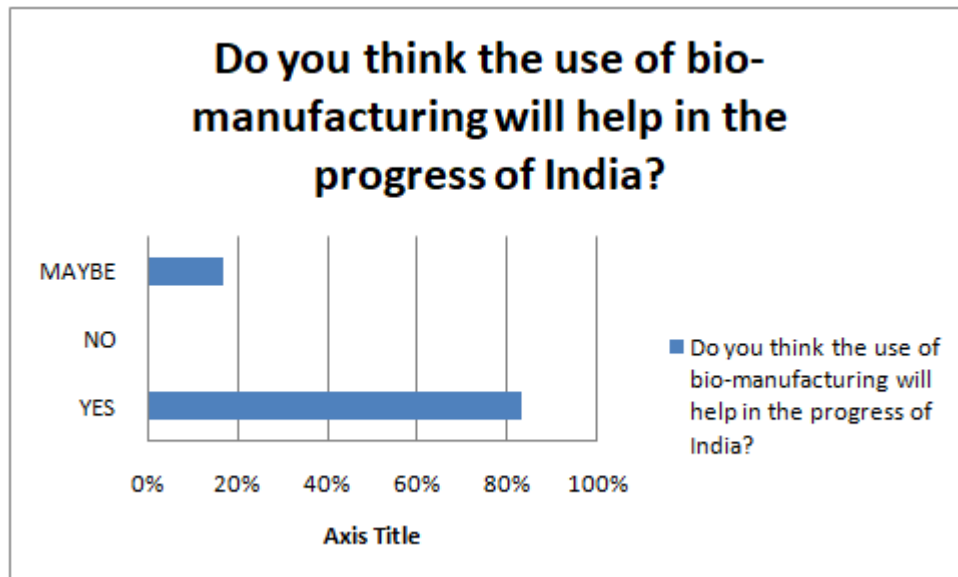
From the above graph, it can be interpreted that a good amount of people will readily try lab-grown meat and only a few will not. This can be taken as a good sign that people will consume the meat, and therefore such meat should be available for consumption. Also such meat can be induced with more nutrients which will be a boon for people who look for tasty food that is rich in nutrients.

Q7) If skyscrapers will be constructed through bio-manufacturing in the future, do you think they will be safe and durable?



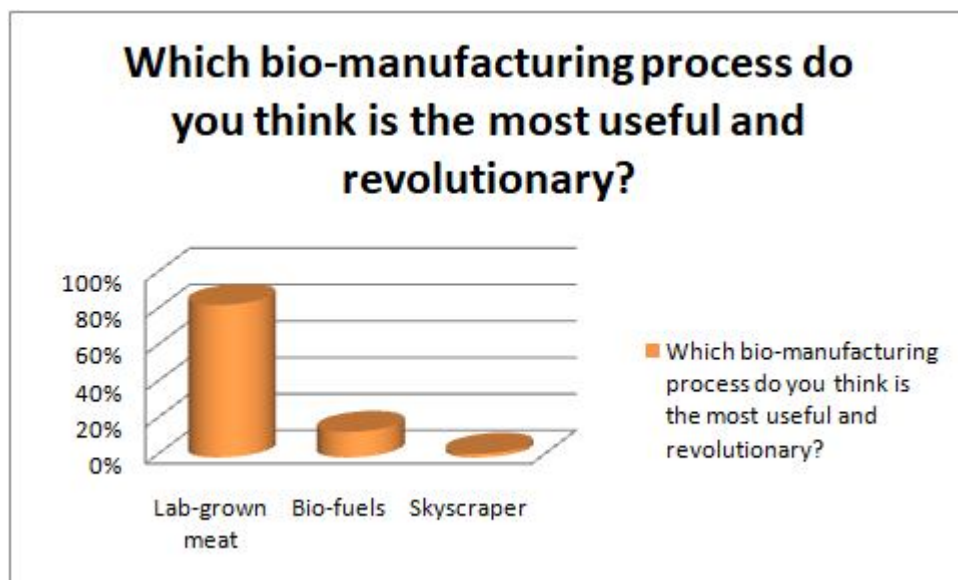
Considering the above graph, we can say that only a few people disagree to the fact that skyscraper constructed through bio-manufacturing will be safe and durable. The remaining large amount of people agree to it and will be keen on using such skyscrapers. The advancements of science has made it possible to construct such skyscrapers and it will be beneficial and progressive for the country therefore, attention should be given to the research and development.

Q8) Do you think the use of bio-manufacturing will help in the progress of India?



Considering the above result, around 80% people agree that bio-manufacturing will help in the progress of India and the remaining people around 20% are not sure about it. Therefore, we can say that bio-manufacturing is considered to contribute in the progress of India and hence it must be given enough space for research and application of bio-manufacturing in the various processes.

Q9) Which bio-manufacturing process do you think is the most useful and revolutionary?



We asked people which bio-manufacturing process according to them is the most useful and revolutionary, and from the above graph, we can say that 'Lab-Grown Meat' is being considered the most revolutionary with votes up to 75-80%. Second most revolutionary would be the bio-fuels as they will be helping in maintaining the environment, therefore it has been voted around @20% and the least preference is being given to the skyscraper which have only 0-2% votes.

HYPOTHESIS TESTING

- First the general information was taken from the respondent about the name, age, gender, etc.
- The next question asked about the idea if respondents are aware of the idea of bio manufacturing.

- The hypothetical question that there is a believe that human beings are not responsible for the climate change and its effects that we are facing today is not true as seen in the question no 4 83% of people do believe that human beings are responsible for climate
- The null hypothesis H_0 : There is a believe that human beings are not responsible for the climate change and its effects that we are facing today is rejected
- And alternate hypothesis H_1 : There is a believe that human beings are responsible for the climate change and its effects that we are facing today is accepted
- As per the response of question no 5 it is clearly states that renewable bio-fuels will help in reducing pollution
- The null hypothesis H_0 : That people do not agree about 'Renewable bio-fuels can contribute in reduction of toxic pollutants in the environment is rejected
- And alternate H_1 : That people do agree about 'Renewable bio-fuels can contribute in reduction of toxic pollutants in the environment is accepted

FINDINGS

Bio-manufacturing is a technology that is bringing revolution in our day-to-day life and it can bring a change in the human lifestyle

I has been noticed from the survey that people do believe that Bio-manufacturing is the next big thing that will contribute in making India a progressive nation. This paper shows the importance of bio-manufacturing and how it will contribute in making India a prosperous nation with a healthy and eco-friendly environment.

India is offering more competitive advantage as compared to other countries in terms of Research and Development facilities, knowledge, skills, and cost effectiveness due to which the bio-manufacturing industry in India has the potential to emerge globally as a key player

CONCLUSION

From the feedbacks received by the survey, we can say that almost everyone today is aware of bio-manufacturing and its various processes. People will be willing to use the products that will be the outcome of bio-manufacturing in the near future. The lab-Grown Meat is considered to be the most revolutionary among the other processes. Bio-fuels must be made available as people are ready to use them for a better, pollution-free environment. Considering skyscrapers, good amount of people agree that they will be safe and durable and only some disagree. We can say that is bio-manufacturing is introduced in India, it will benefit the country a lot and help in the progress of the country in various ways and also increase the economy of the country.

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SHIFTING FROM CORPORATE SOCIAL RESPONSIBILITY (CSR) TO CORPORATE SOCIAL OPPORTUNITY VIA CREATING SHARED VALUE (CSV)

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ABSTRACT

The company offering to society in the form of CSR is not only donating activities but it can also create value for the companies if employed with perfect master plan.

The companies are now converting from the good corporation to the smart corporation. When company integrates with the CSR they have innovative ideas in their value chain. The companies are in belief that looking for profit through social chance is not against to the economic and social development of country, in fact it provide long term development to the country. There is a transfer in the execution of CSR from an act of self-denying (generous) contribution to master plan contribution with a business framework to achieve the mission and aim of the business so as to produce a victorious situation of carrying out their societal commitments as well as business economic goals. This master plan contribution is termed as CSV i.e Creating Shared Value, which is nothing but the integrated CSR. CSV is strategic philanthropy. It is the business policy which eventually enhances the quality of the business in market along with upgrading and intensifying social and economic condition in the business area.

Thus this paper focus on the concepts of CSR and CSV, difference of CSR and CSV, needs to Shift from CSR to CSV, Examples of companies who adopted CSV.

Keywords: corporate social opportunity, corporate social responsibility (CSR), creating shared value (CSV).

INTRODUCTION

Mr Walker put's it simply, "if you give someone a fish - that's charity but if you teach them how to fish - that's sustainability."

CSR is basically categorized in 3 generation

1) The first generation of CSR is of the Donators

→ Donators are those good citizens of the society who believe in doing commercial business with the society with the motive to earn profit for self and at the same time wishes to contribute towards society well-being as their compensation against using society resources.

2) The second generation of CSR is of the Avoiders

→ Avoiders are those who are aware of the fact that their business production activities do not have a positive impact an effect the environment of society in negative manner, and thus they try to reduce or avoid such process which emits negative energy in the society

3) The third generation of CSR is of the Creators

→ Creators are those who see CSR as their own business investments they are with view that there is no business which can short all the problems of the society and also believe that mere donation is not enough to solve all problems. Thus they create shared value i.e. a strategic CSR which not only benefit to society but earn economic value of business as well.

REVIEW OF LITERATURE

Porter and Kramer (2006): introduction shared value as a new concept of capitalism claiming it is a powerful driver of economic growth and reconciliation between business and society the idea has generated strong interest in business and academia (organization).

Borgonovi veronica (2011): creating shard value is more effective than traditional approaches and corporate social responsibilities (CSR) has been the primary mechanism which Indian companies have contributed to societal development.

Carroll (1979): Discretionary (optional) responsibilities include those business activities that are not mandated by law and they are not expected from business in an ethical sense.

Fombrun (2000): many commentators argue that the CSR agent had potential to bring a new wave of social benefit as well as gain (profit) for the business themselves.

Burke and logs don (1996): the incorporation of multiple element of competitive advantage increase the like hood that a CSR initiative will succeed and create value for the firm.

OBJECTIVE OF THE STUDY

- 1) To recognize the concept of relation between the CSR and CSV relation.
- 2) To get informed about the difference between CSR & CSV.
- 3) To scrutinize the desire for shift from CSR TO CSV.
- 4) To get sophisticated about the diverse Indian companies shifted from CSR TO CSV.

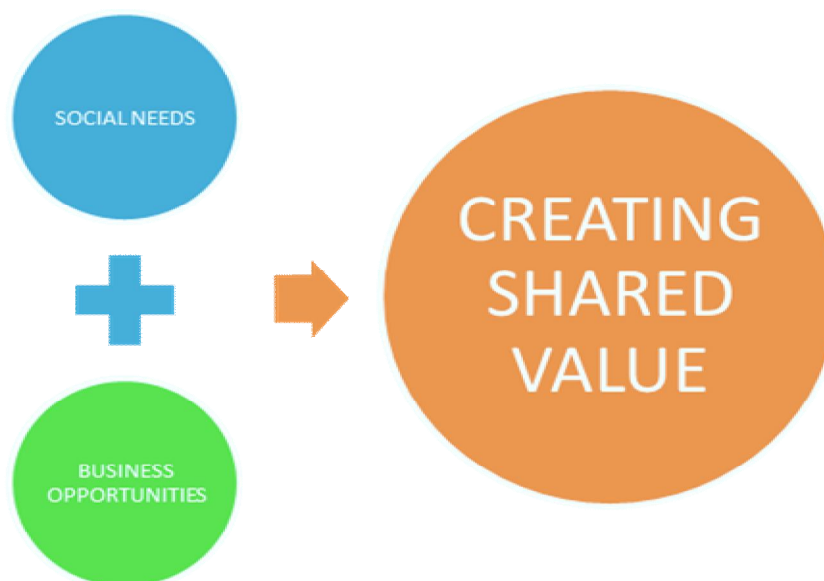
RESEARCH METHODOLOGY

The current research study is purely based on secondary sources of data, which is collected from various articles and companies website.

CONCEPT OF CSR “SHARED VALUE”

The way company's approach philanthropy is changing CSR programs have been a function of many business for year. It has been observed that business approach for corporate social responsibilities is exploring ways in which companies can extract value and tangible benefits through their CSR programmers now involves more engagement between the corporate and the society and a shared understanding of each other needs and values.

CSV is not about a one-off, one way donation. It is an opportunity for business leaders and their companies for to go one step further to innovate and also find a competitive advantage. Successful CSR is more about strategic investment than philanthropy.



NEED FOR SHIFT FROM CSR TO CSV

The main objective of CSR was to solve various social and environmental problems, which was indeed successful. However in order to survive in the market it had to rethink its business policies.

This led to the idea of making CSR profitable to the business. CSV did not only accomplish its social objectives but also reached a reputed economic value.

In comparison, CSV provides better socio-economic benefits than CSR. All these features have made CSR more strategic and it is now known as CSV.

DIFFERENCE BETWEEN CSR AND CSV

CSR	CSV
1) Meaning CSR is about doing about something for society and which is separate from the business.	CSV is about social and environmental Impact into the business.
2) About In CSR corporate citizenship refers to company Responsibility toward society.	It refers to a company to gain opportunities by the Donation (charity).

3) Contribution It only contribute but not for gaining profit.	It contributed to the society for creating the social & economic value.
4) Social Benefit With the help of CSR contribution, they provide Benefits to the society, thus the project made by the CSR is successful.	CSV provide the large scale contribution to the society which is continuous and sustainable for the society welfare.
5) Corporate Benefits The motto of the CSR is to provide welfare but It increase only goodwill, reputation, fame of the Business but it has to no connection with the Business goal / turnover.	CSV approach is benefit, because it has not only increase goodwill, reputation but also give rise to new business opportunity and increase the Economic value. Is a smart situation to approach CSV.
6) Approach Business Approach to CSR is responsive and Preventive in nature.	CSV approach is energetic miracle, creativity in Nature.
7) Types CSR is not about the environmental Sustainability & ethical business practices.	CSV combine the business & society for reconceiving & market.
8) Profit Definition Business profit is no essential for the CSR.	The main motive of CSV is to maximize the economic profit of the business.
9) Value The value of CSR is doing well to society.	CSV wants the economic & societal benefit.

FEW COMPANIES, SHIFTED FROM CSR TO CSV:

AMUL

The white revolution by Dr. Verghese Kurien let the foundation of Amul which indelibly help in the Economic growth of and hence the Union of Sardar Vallabhbhai Patel comes through. At the time of its establishment in 1946 the Bombay provision by supplement Polson's but the determination of Amul of collection of 250 lures of milk resulted in termination of Polson's contract and the Bombay Government in 1952 signed to Amul with the revolution UNICEF in 1955 to dairy and milk powder plant were established Amul being the first to produce milk powder and baby food in 1960 made a mark on the country the demand on the market grew and hence to meet it producer demand for critical input, Veterinary services, artificial insemination and feed were considered. The determination paid off and Amul today Supplies 1 million lures of milk per day.

The cooperative movement in initiated Amul is been replicated in 70000 villages over 200 districts everyday Amul collects 447000 liters of milk and GCMMF in India's largest food product marketing product.

HINDUSTAN UNILEVER LTD

Hindustan Unilever Ltd was established in the year 1933 the company focuses on creating products of food cleaning agent, personal care products and water purifier. The companies have many integrated Programs including women empowerment it has made plans to save about 70 liter tones of underground water thus availing the remote corners with drinking water. Through the means of multi-media the company focused on reducing the use of plastic, their proper disposal and maintaining a go-green environment. The business and sustainable development commission co-founded by Unilever had successfully delivered sustainable development goals (SDG's) which has tried to solved approx 17 worlds' challenges and problems.

In 2010, company had launched the Unilever sustainable living plans, this plan has successfully contributed to profit of the company brand, minimized it's cost, reduced risk, and also create good trust and image among their stakeholder.

INDIAN TOBACCO COMPANY LTD

In the search of sustainable and eco-friendly cultivation ITC launched the program which focus on not only updating the knowledge and technology but also enhancing the agriculture practice hence to create the awareness at the primitive level amongst farmer, hence making bio conservative approach and minimize of chemical fertilizer and using bio-Fertilizer, the bio-conservation being prime focus is demonstrated in a lot of plots results in conservation of native flora and fauna and save the ecosystem.

NESTLE

In order to establish a good market frame among the masses the Nestle enter in the guest of best and cheap raw material. They finally ended by entering Moga district in 1962 but believing whatever farmers provide them quality was difficult as consequences only 180 farmers could only clear the quality test.

Hence understanding the adversity the Nestle co-operates worked at primitive level of technology and upgraded the standard of product along with taking the interest and confidence of farmer which resulted in long term business relation and also high quality product with fair price.

ADIDAS GROUP

Adidas has partnered with Nobel laureate Mohammed Yunus' micro finance organization; grameen bank to manufacture a low-cost shoe for the poor in Bangladesh. "The shoes will be cheap and affordable for the poor besides it will protect people from diseases" said Yunus. This approach of company had created huge remarkable goodwill and brand image even in the minds of poor people. Eventually it has increase the turnover of the company. In 2018, Adidas partnered with Parley for Oceans, had manufactured more than five million pairs of shoes which contained recycled plastic waste. These plastic wastes is collected from beaches before it reaches the oceans and are converted into yarn which eventually becomes the component of Adidas footwear.

TATA MOTORS

Education and skill development programs are mostly in the vicinity of manufacturing location but still Development programs focused on building skill of youth in automotive trader used on large scale Across the India. The company has created a CSR committee the board under the chairman ship of RA Mashelkar which monitors CSR performance. It spent Rs 18.62 crores on CSR in 2014-15. The Tata motors implemented two programs. First one is they provided theoretical knowledge by direct exposure at Service Center, hence helping them to clear the frame sets. Second are NGOs technical training institutes which enhances training programs and in an addition they spent 2/3rd Monthly stipend training.

SUGGESTION

There are many organizations like NGOs, orphanage, old age home where CSV approach cannot be put into action in such case company should contribute to CSR.

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MUTUAL FUND: A SHIFT IN INVESTMENT

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ABSTRACT

Mutual Fund is an investment avenue which was introduced in India in 1963. The Unit Trust of India has been trusted by Indian organisation that introduced mutual fund. It was not very popular then as much as it is now. This research paper focuses on the change in investment pattern among people and the trend in savings by investments in Mutual funds.

Keywords: Investments, Mutual Funds, Asset Management Company (AMC), Asset Under Management (AUM), Debt Fund, Systematic Investment Plan (SIP), Equity Funds, Balanced Funds, Government Regulations.

INTRODUCTION

Mutual fund is a type of investment avenue made up by collection of funds from many investors to invest in securities such as bonds, stocks, money market instruments and other assets. It is operated by professional money managers, who devote the fund's assets and endeavour to produce capital gain for the fund's investors. Mutual funds provide individual investors to retrieve professionally managed portfolios of bonds, equities and other securities. Every consisting shareholder, therefore, pitch in proportionally in the profit or losses of the fund. It is a most suitable investment avenue for the common man as it gives an opportunity to invest in a different but professionally managed basket of securities at a relatively low cost.

RESEARCH METHODOLOGY

OBJECTIVES

- To understand the shift in investment mutual funds.
- To analyse the performance of mutual funds.
- To study the different types of mutual funds.

LIMITATIONS

- It is difficult to source accurate data.
- Sample size of 50 does not justify the analysis as it is small.

SAMPLE SIZE

Sample size for the research is 50.

DATA COLLECTION

I had collected information for my research paper via secondary and primary data. The sample size for this research paper is fifty (50). I had collected primary data with the help of structured questionnaire through google form.

REVIEW OF LITERATURE

HISTORY OF MUTUAL FUND IN INDIA

The mutual fund industry in India has faced at least 4 stages. These stages are:

Stage of Inception (1964-87)

The first stage was prominent by setting up of the UTI. However, it was an alliance between RBI and the Indian Government, the latter was soon delinked from the day-to-day operations of the Unit Trust of India. At this stage, the company was the single operator in the Indian mutual fund industry. In 1971 the UTI floated the Unit Linked Insurance Plan (ULIP). Since that year to 1986, it introduced various plans and played a very big role in introducing the idea of mutual fund in India.

When UTI was organised some years ago the idea was to not just introduce the idea of mutual fund in India; an integrated idea was to set up a corpus for non-building as well. Thus, to uplift the small Indian investors, the government built in various income-tax discounted in the UTI schemes. Not unexpectedly, the invertible corpus of UTI dilate from 600 crores in 1984 to 6700 crores in 1988. The time had come for the Indian mutual fund industry to budge into the next stage.

Entry of Public sector (1987-1993)

By the end of 1988, the Mutual fund industry had grabbed its own identity. From 1987, many public sector banks had commence urging the government for organising their own mutual fund arms. In November 1987, the first Non-UTI Asset Management Fund was originated by the State Bank of India. This Asset Management Company (AMC) was rapidly followed by the formation of other AMC by bank like Punjab National Bank, Life Insurance Corporation, Indian Bank, and many more.

The starting of mutual fund industry brings the expected result in 1993, the aggregate corpus of all the AMC's went up to giant Rs. 44000 crores. Spectator of this industry say that in the second stage, not only the foundation of the industry urges but also in uplift investors to invest a maximum percentage of their savings in mutual funds. It was clear that the Mutual Funds industry in Indian was elegant for higher growth.

Entry of private sector stage (1993-1996)

In the period 1991-1996, the Government of India understands the importance of liberalisation of the Indian economy. Financial sector reforms were the need of the hour. India required private sector involvement for the remodel of the economy.

Acknowledging, the government opened up the mutual fund industry for private participants also. The foreign participants greet this move and entered the Indian market in significant numbers.

SEBI Interventions And Growth, And AMFI

As the mutual fund industry expanded further in the 1990s, the AMCs and the government realised that it was time for regulation and some control. Investors had to be safeguarded as well as a level playing ground had also enacted. A few years ago, the Indian industry had undergone a lot because of bank scams and there was a real hazard that investors might lose their money yet again.

Accordingly, the government established the SEBI Regulation Act in 1996 which enact a set of impartial and clear rules for all the stakeholders. In 1999, the Indian Government announced that all mutual fund dividends would be immune from income tax. The scheme behind this decision was to stimulate further growth in the mutual fund industry.

Meanwhile, the mutual fund industry also came to the importance of self-regulation. Which resulted, it set up an industry body, the Association of Mutual Fund of India (AMFI). One of the objectives of this body is investor reduction.

Stage of consolidation (February 2003 - April 2014)

In February 2003, the Unit Trust of India was snap into two independent entities were the UTI mutual fund (which is under the SEBI regulations for MFs) and the Specified Undertaking of the Unit Trust of India (SUUTI). Following this forficate of the former UTI and occurrence copious mergers among different private sector entities, the mutual fund industry develop the stage of consolidation.

Stage of steady Development and Growth (since May 2014)

Acknowledging the lack of perforation of mutual funds in India, especially in the tier II and tier III cities, SEBI begin many progressive steps in September 2012. The concept behind these steps was to bring more transparency and security for the interest of the stakeholders. This was SEBI's concept to 're-energize' the Indian MF Industry and uplift the overall perforation of mutual fund in India.

Since May 2014, the Indian Mutual Fund industry has accomplished a consistent inflow and rise in the overall AUM and the total number of investor accounts.

Presently, all the Asset Management Companies in India integrate worth around Rs. 23 lac crore of assets.

COMPONENTS OF MUTUAL FUNDS

There are 5 common types of mutual funds

1. Money market funds

Money market funds are in short term fixed income securities such as commercial paper, treasury bills, banker's acceptances, certificates of deposit and government bonds. These are generally safer investment, but they have lower returns than other types of mutual funds.

2. Fixed income funds

These funds purchase investment which give a fixed rate of return like high-yield corporate bonds, investment-grade corporate bond and government. The main aim of fixed income funds is gain on a regularly basis, often through interest that the funds earns.

3. Equity funds

Equity funds invest in stocks. The aim of these funds is to grow faster than money market or fixed income funds, so there is generally a higher risk.

4. Balanced funds

These funds are the funds which invest the money in a mix of equities and fixed income securities. These funds try to balance the aim of achieving higher returns against risk of losing money. Number of these funds use a formula to divide money among the different types of investments. These funds have more risk than fixed income funds, but have less risk than pure equity funds.

5. Specialty funds

The main focus of this fund is on specialised mandates such as commodities, real estate or socially responsible investing. For instance, a socially responsible fund may invest in companies which support environment care, diversity and human rights and may stay away from companies dealing with alcohol, gambling, tobacco, military and weapons.

KEY TRENDS IN THE MUTUAL FUND INDUSTRY

There are 3 Key Trends in the Mutual Fund Industry

The mutual fund industry is anticipating to spectator to following major trends:

1. Mass Adoption

Fund houses are very propitious about the industry's future. Their supposition has got a major magnify after the AUM increased by Rs. 5.5 Trillion (or Rs. 5.5 lakh crore) between March 2017 and March 2019. Paytm Money's Whole-time Director Pravin Jadhav believes that stack tailoring of MFs among Indian investors, thanks to swelling digitalization and beneath minimum investment amount. He also state that majority of the investments (around 70%) come in the form of SIPs.

2. SIPs will Keeping Increasing

Systematic investment plan (SIP) has transpired as the spine of the MF industry. SIP influx surge by 158% (Rs. 3122 crores to Rs. 8055 crores) from April 2016 to March 2019. Investonline.in's originator Abhinav Angirish fancy that the per capita income has surged by 9.7% in the last 5 years and the pace awaited to sustained in the coming future too.

3. Change in Regulatory Environment

The total expense ratio of the fund has abated, following a string of regulations. Actually, there has also been a subsequent fall in the revenues of the distributor as well as independent financial advisors. Thus the distributors may forbear from shoving the MF products due to lack of impulse.

FUTURE OF MUTUAL FUND

As the economy of India changes from developing to developed, we could see fixed income rate moving lower in coming decades. Most of investors started thinking of shifting from traditional investment product to those financial investment products which gives attractive post tax returns. Fixed income investors looking afar bank deposits for short term fund investment. Now, they replace bank deposit by liquid funds and ultra short term category funds. The monthly inflow of SIP has crossed Rs.7900. Investors welcome SIPs as one of their monthly savings instrument along with post office and bank plans. The investors can transfer money from their savings account to mutual fund via mobile applications rendered by MF companies. Whenever the investors require their money back, they can redeem and transfer it to their bank accounts.

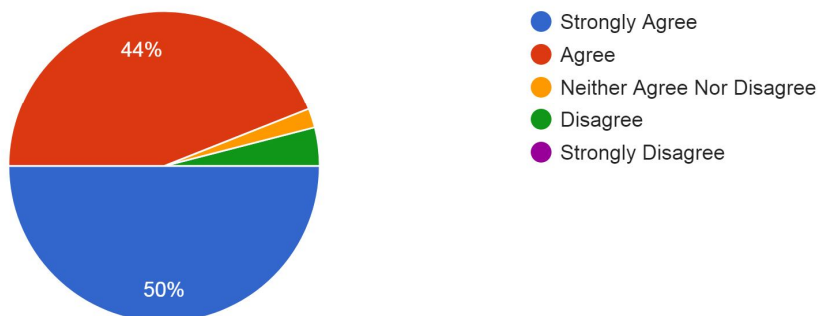
BUDGET 2019

Mutual funds were optimistic of getting their due from budget 2019. Many mutual fund functionary fancy that since the industry has manifest their ability to channelize household savings to debt and equity markets, the government would provide some lure influx mutual fund investors to surge their participation. But they were in for a sorrow, once again. Mutual fund industry had prepared a long list of demands from the finance minister. The most vital among them was outlaw of long term capital gain tax, re-introduced in the previous budget, on equity mutual funds. But, it didn't discover any indication in finance minister's budget speech.

DATA ANALYSIS

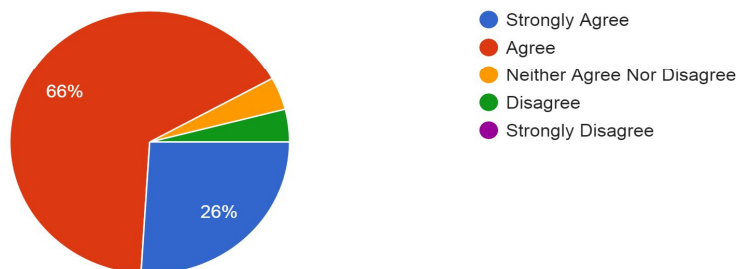
1. Mutual funds is an Investment avenue.

50 responses



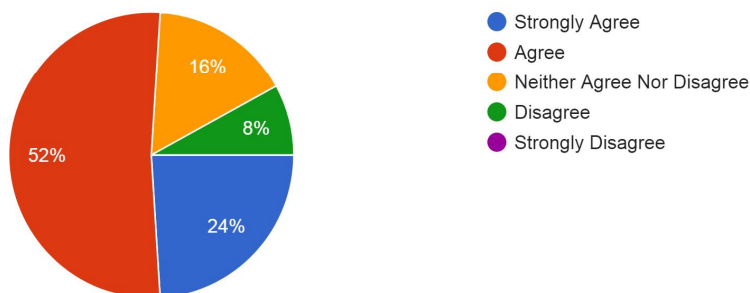
2. Mutual Fund is most suitable investment avenue for the common man as it gives an opportunity to invest in a dif...ket of securities at relatively low cost.

50 responses



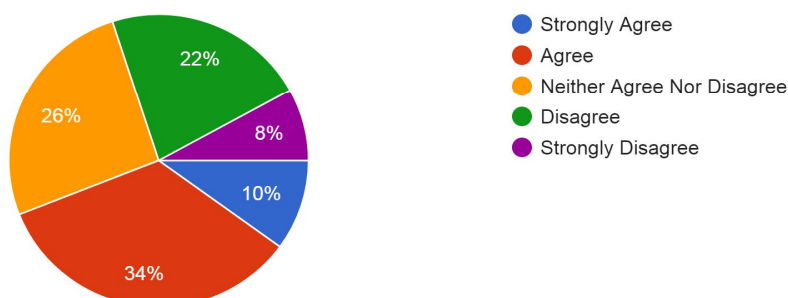
3. Money market funds are in short term fixed income securities such as commercial paper, treasury bills, banker's acceptances, etc.

50 responses



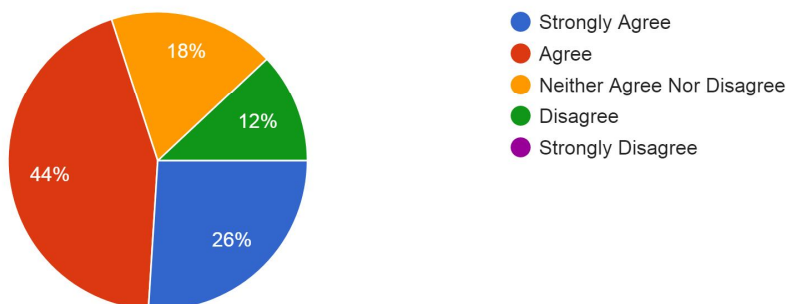
4. Fixed Income Investments do not give fixed rate of return.

50 responses



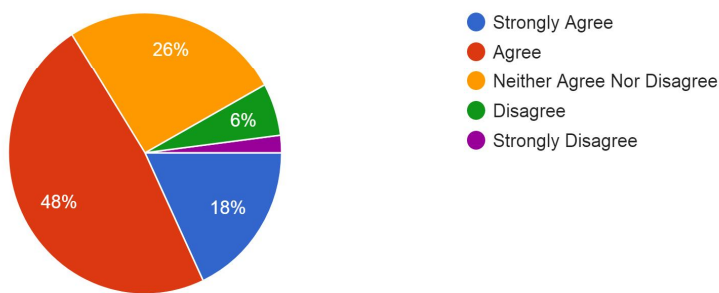
5. Equity Funds invest in stocks and aim at maximising returns.

50 responses



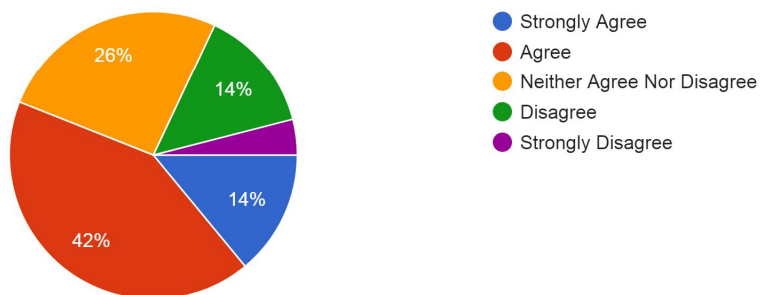
6. Balanced funds are the funds which invest money in of equities and fixed income securities.

50 responses



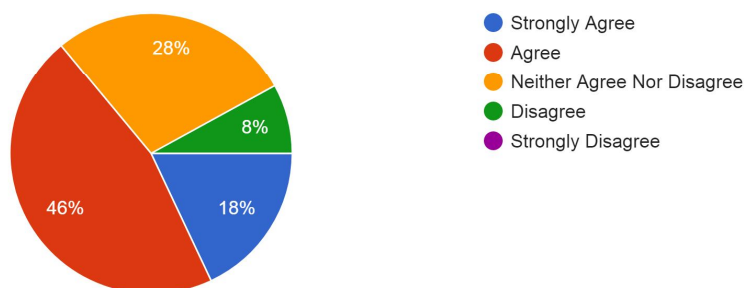
7. Balanced funds aim at achieving higher returns against risk of losing money.

50 responses



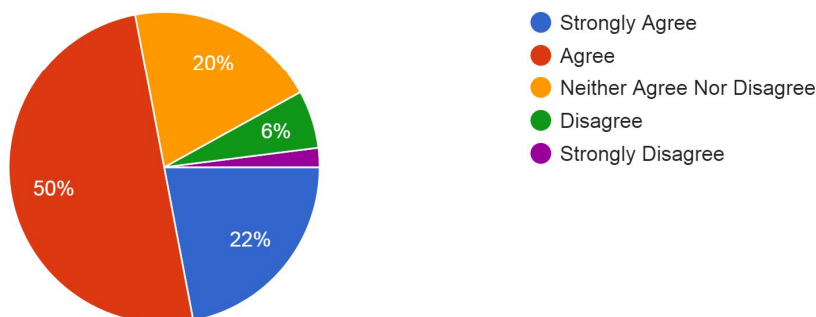
8. The country's mutual fund industry has an immense growth potential as Indian society's savings amount to Rs. 20-30 lakh crore.

50 responses



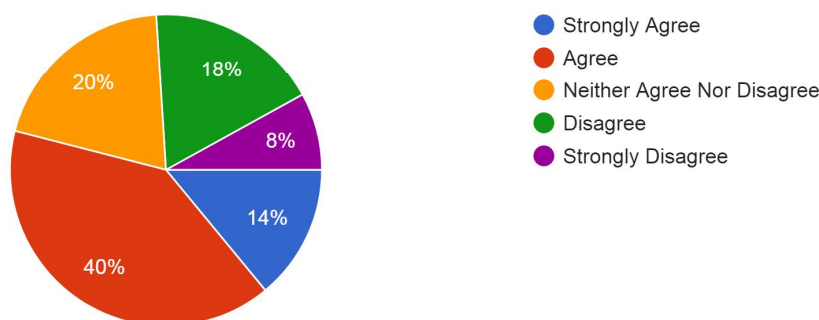
9. Systematic Investment Plan (SIP) has emerged as the backbone of MF Industry.

50 responses



10. Mutual fund industry has slowed down after the entry of private organisations.

50 responses



SUGGESTION AND RECOMMENDATIONS

- Mutual funds should have customised investment plans so that people can invest in them as per their needs.
- People should invest in equity funds for maximum returns by analysing the current market conditions of equity fund.

CONCLUSION

Mutual Fund has shown a huge growth since its inception. We see a great awareness about Mutual Funds among the people. They started investing their money in MF. From 600 crores in 1984 to Rs. 23 lac crore Mutual funds have over grown in volume. That calls for Security Exchange Board of India (SEBI) to regulate the functioning of Mutual Fund. It also comes to the importance of self-regulation which resulted in setting up of Association of Mutual Fund of India (AMFI).

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**A STUDY OF SAVINGS PATTERN AMONG THE SALARIED CLASS PEOPLE WITH SPECIAL
REFERENCE TO GHATKOPAR CITY**

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ABSTRACT

Saving is income not spent, Or deferred consumption. Methods of saving include putting money aside in. Saving also involves reducing expenditures, such as recurring costs. Saving comes from three sources. viz households, private sector, and public sector.

Researcher has here in this paper studied the different types and avenues of savings with the sample size of 25 salaried employees by conducting survey through questionnaire in GHATKOPAR city of MUMBAI. Here, the present study identifies about the preferred investment avenues among individual investors using their own self-assessment test.

The Researcher has analysed and found out that the salaried employees consider future safety as well as good returns on the investment. Respondents are much aware about the different investment avenues available in INDIA.

Keywords: Savings, Investment, Salaried people, Different Investment avenues

INTRODUCTION

The developing countries in world , like India face as seen the enormous task of finding sufficient capital to utilize in their development efforts. Most of countries find it difficult at at stage to get out of the vicious circle of poverty that is prevailing of low income, low saving, low investment, low employment etc and the list goes on. With high capital output ratio, that is observed India needs very high rates of investments that would take and make leap forward in her efforts continues of attaining high levels of growth.

OBJECTIVE AND OF STUDY

- To study the saving reference among the salaried people in Ghatkopar city, Mumbai.
- To analyze the pattern of saving among the salaried investors.
- To find the problems that are faced by the investors.
- To know the mode of investments of the salaried respondents in various investment avenues.

SCOPE OF STUDY

This study is focusing on the preference of Saving by salaried class people in Ghatkopar city only and it will be helpful to identify the different and better Saving options that are available in the market.

RESEARCH METHODOLOGY

The study is based on both secondary and primary data. The secondary information will be collected from different published materials vis. Books, Journals, magazines & websites etc. And primary data will be collected by communicating with respondents through a structured questionnaire. The study was done with the help of primary data using the questionnaire as an tool to assess the investment and its behaviour. Since the basic aim of the survey is to allow each and every person to list his or her opinion about the investment avenues.

- Statistical Tools: There are various statistical tools which are used in analyzing data. The following tools are used for representing and analyzing data. Data Representation:
- Table
- Percentage
- Diagram
- Chart

Observed Frequency

Gender	Total	Percentage
Male	14	56%
Female	11	44%
Total	25	100%

Income Group (Monthly)

Sr. No.	Income Group	Total
1.	₹ 20000-₹ 40000	11
2.	₹ 40000-₹ 60000	4
3.	₹ 60000-₹ 80000	8
4.	Above ₹ 80000	2
	Total	25

Percentage wise monthly saving of salaried class people

Saving Range	No. of Respondents	Percentage
10% - 20%	15	60%
20%-30%	8	32%
30%-40%	1	4%
40%-50%	1	4%
Total	25	100%

(Source: Primary Data)

Most Preferable Investment Options

Sr. No	Investment Options	No. of Respondents	Percentage
1.	Stock Market	3	12%
2.	Bank Deposit	9	36%
3.	Real Estate	0	0%
4.	Mutual Funds	3	12%
6.	Insurance	5	20%
10.	Others	5	20%
	Total	25	100%

Objectives of the Investment

Sr. No	Factors	No. of Respondents	Percentage
1.	Future Security	10	40%
2.	Good Returns	7	28%
3.	Liquidity	0	0%
4.	Tax Savings	2	8%
5.	Children Career	4	16%
6.	Other	2	8%
	Total	25	100%

CONCLUSION

After the analysis & interpretation of data by the researcher it is concluded that Investors are very well aware about investment avenues that are available in Gatkopar, Mumbai but still investors are preferring to invest in their money in bank deposit, insurance & other investment options available. The data analysis of research reveals that the safety & good returns is concerned as important factor while doing investment, so remaining avenues are less found less considerable while doing investment by investors.

It is absolutely essential and needed to save what you earn, to have a plan for your own future, and to resist the spending funds that you do not already have.

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DRONE: JOURNEY OF VIDEOGRAPHY

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ABSTRACT

In today's world, people are using advance technology. They use drone cameras for aerial photography or videography. A Drone is an aircraft without a human pilot. It is also known as unmanned aerial vehicle (UAV). In other words, a drone is a flying robot that can be controlled by remote or fly-through software and working with on-board sensors and GPS. This Research Paper focuses on the History of videography, History of Drone Camera, Types of Drone Camera, Components, Features, Functions etc. The main aim of this research paper is under the transition of videography from cameras to Drones cameras using UAV technique.

Keywords: Drone Camera, Aerial Photography / Videography, Unmanned Aerial Vehicle (UAV) Systems, cinematographer, artificial intelligence, Dronie, DRONE code, Agriculture Drone, Delivery Drone, Healthcare Drone, Food Delivery, Postal Delivery, Micro Air Vehicle, Miniature UAV, Multicopter, Passenger Drone, Quadcopter, Unmanned Combat Aerial Vehicle, Electronic Speed Controllers (ESC), Flight controller, GPS module, video resolution, megapixels, ultrasonic sensors, collision avoidance sensors, Accelerometer, Altimeter, Altitude, Flight logs, DJI, Aero Vironment, 3D Robotics, Precision Hawk, Ash Floyd LLC, Aeryon Flight Labs, Sensefly, Yuneec, Parrot, Insitu.

INTRODUCTION

After the Invention of Photography came videography. It refers to the process of capturing moving images on electronic media and even streaming media. In today's world, any video work outside of the commercial motion picture production could be called videography. A videographer is a person who works in the field of video production. A videographer may be the actual camera operator. Later they come out with Drone Cameras. A drone, is a technological term. It is an unmanned aerial vehicle (UAV), commonly known as a drone. It is an aircraft without a human pilot and a type of unmanned vehicle. UAVs are a component of an unmanned aircraft system (UAS); which include a UAV, a ground-based controller, and a system of communications between the two. The flight of UAVs may operate with various degrees of autonomy: either under remote control by a human operator or autonomously by on board computers.

RESEARCH METHODOLOGY

OBJECTIVES

1. To understand the change in the arena of videography.
2. To study the future trends in videography through Drone.

LIMITATIONS OF STUDY

1. The findings of the study may be indicative in nature.
2. This is a recent development in videography, sufficient data could not be collected.

SAMPLE SIZE

The sample size for the research is 20 photographers and videographers.

DATA COLLECTION

This study has been conducted with the help of both, primary and secondary data.

-Primary Data: The sample size for collecting primary data is relatively small considering the topic Drone: Journey of Videography. The primary data has been composed with the help of a structured questionnaire considering the objectives of study. The primary data has been gathered with the help of 20 respondents to create a factual study. The sample respondents are in the age group of 15 years to 46 years and above. These respondents are undergoing various programmes of Photography / Videography.

-Secondary Data: Along with primary data, secondary data has been collected for the purpose of this study. In order to present the facts in a logical order, supporting and relating research material is collected. It covers research articles, reference books, journals and online data on the subject matter.

LITERATURE REVIEW

HISTORY OF VIDEOGRAPHY

Videography is a technique that one can handle audio and visuals, together. Basically it is a process of capturing moving images on electronic media and streaming media for example videotape, direct to disk recording, or

solid state storage. When the computers are coming up and the Internet in the 1980s created a global environment, then the videography covers many more fields just shooting video with a camera, including digital animation, web streaming, video blogging, gaming, still slideshows, medical imaging, spatial imaging, security camera imaging, remote sensing. In today's world, any video work outside of commercial motion picture production could be called videography. In new generation, videographers produce their assets entirely on a computer without ever involving an imaging device. Moreover, the sociability and privacy are being reformed by the proliferation of cell-phones, surveillance video, Action-cameras, which are spreading at globally. A videographer is a person who works in the field of videography. A videographer is the actual camera operator or they may be the person who in charge of the visual design of a production as well as they are parallel to the cinematographer.

DRONE CAMERA

Drone photography take images and videos to be captured the moment, which are impossible for human photographers and videographers. Drones capacity can be enabled, with their small size and their ability to handle harsh environments. The advanced artificial intelligence (AI)-capable drones can adapt to their environment easily and perform tasks, like taking a drone selfie also known as a "dronie" or following their owner and taking pictures or shooting videos while they walk around or travel. In the last few years, UAVs were associated with the military, they used Drones for anti-aircraft target practice, intelligence gathering and then as weapons. Drones do some other works too for civilians like for search and rescue mission, traffic monitoring, surveillance, weather monitoring, to personal drones and business drone-based photography and videography, agriculture and even delivery services. In the United States, photographers or videographers have privacy rights in regard to drone photography or videography. Some states ban all aerial photography. In the UK, the Civil Aviation Authority (CAA) restricts drones from flying above 500 feet.

The organization has also published its "DRONECODE:"

D - Don't fly near airports or airfields.

R - Remember to stay below 400 feet and at least 150 feet away from buildings and people.

O - Observe your drone at all times.

N - Never fly near aircraft.

E - Enjoy responsibly.

HISTORY OF DRONE CAMERA

In today's world, drones are flying high. These are the most significant milestones that explain how unmanned aerial vehicles (UAVs) became famous.

-The Earliest Breakthroughs ---- 1907: The world's first quadcopter was created by inventor brothers Jacques and Louis Bréguet, working with controversial Nobel Prize winner Professor Charles Richet. It was lifting just two feet off the ground.

-The First Military Drones ---- 1917: Launched only 16 years after the Wright Brothers' Kitty Hawk flight. It was a radio-controlled pilotless airplane, based on RC technology from the inventor Nikola Tesla.

-1943: Created for use by the German military during World War II, "Fritz X" was the nickname given to the FX-1400, the first remote-controlled weapon that was used for operation. This was not only the first military drone to be properly deployed, but also the ancestor of modern anti-ship missiles and other precision-guided weapons.

-The RC Plane Boom ---- 1960s: For the first time, miniature drones were available to customers at a reasonable cost. RC planes are popular in the U.S. because they mostly come in kit form, these RC planes offered everything from indoor-flyable models to much larger outdoor models.

-The First Armed Drone Strikes ---- 2001: The CIA began flying armed drones over Afghanistan against the Taliban. In February 2002, the first CIA drone took kill operation, when an unmanned Predator drone was used to target a suspect thought to be Osama bin Laden. However, it turned out to be an innocent man named Daraz Khan who was out collecting scrap metal.

-FAA Creates Commercial Drone Permits ---- 2006: The FAA issued the first commercial drone permits. These permits lifted some of the limitations for recreational purposes. It opened up new possibilities for companies or professionals who wanted to use drones in assorted business ventures.

-The Parrot AR Drone-2010: The French company Parrot released their Parrot AR Drone, the first ready-to-fly drone which can be controlled by Wi-Fi, using a smartphone. The drone was critically and commercially successful, receiving the 2010 CES Innovations award for Electronic Gaming Hardware.

-Amazon Prime Air-2013: In December 2013, Amazon released a concept drone-based delivery system. Amazon later clarified that aerial deliveries will require some federal rule changes.

-Drones Get Smarter ---- 2016: Already one of the best drone makers on the marketplace, DJI's Phantom 4 introduced smart computer vision and machine learning technology. This allowed it an intelligently track people, animals or objects with the GPS signal.

TYPES OF DRONE CAMERA

1. Agricultural Drone- An agricultural drone is an unmanned aerial vehicle applied to farming in order to help increase crop production and monitor crop growth. Digital imaging capabilities can give farmers picture of their fields. This information useful in improving crop yields and farm efficiency. Agricultural drones let farmers see their fields from the sky. This bird's-eye view can disclose many problems such as irrigation problems, soil variation. Drones shows the farmer the differences between healthy and unhealthy plants, a difference not always clearly visible to the naked eye. Thus, these views can help farmers in evaluating crop growth and production.

2. Delivery Drones: There are three types of Delivery Drones like Healthcare, Food Delivery, Postal Delivery.

-In healthcare, UAVs can transport medicines and vaccines as well as medical samples, into inaccessible regions. These are some examples of food delivery companies.

- In 2014, a Dutch student created a prototype 'Ambulance drone' which would be capable of rapidly delivering defibrillators.
- In July 2015, the FAA granted NASA, the drone delivery company Flirtey and Virginia Tech, approval to deliver medicine to a rural Virginia medical clinic.
- In 2016, the Rwandan government partnered with the company Zipline International Inc. The company's drones are used to deliver blood and pharmaceutical products to 21 facilities.
- In March 2017, the company Matternet partnered with the Swiss Post to launch the first medical drone delivery network in Switzerland.
- In October 2017, REMSA Health, provided ambulance and emergency service.

-In Food delivery, UAVs can transport food. These are some examples of food delivery companies.

- In 2017, for the first time drone start-up food delivery in Iceland's capital, Reykjavik.
- A food delivery concept named the "burrito bomber" was tested in 2012.
- In 2012, a Free University of Berlin student project examined the use of drones for pizza delivery.
- In 2013, as part of an advertising campaign, an independent Domino's UK franchise tested the Domicopter.
- In 2017, Marriott International used drones to deliver cocktails and drinks to the tables of guests. The hotel chain formed a partnership with DJI in 2016, and used the company's drones for its indoor drink delivery.

-In Postal delivery, UAVs can transport post. With the help of e-commerce, postal companies have been adapt new ways to go beyond their traditional letter delivery. Some postal companies from Australia, Switzerland, Germany, Singapore and Ukraine have undertaken various drone trials as they test the applicability and profitability of unmanned delivery drone services.

3. Micro Air Vehicle: A micro air vehicle or micro aerial vehicle (MAV), is a class of miniature UAVs, they are small in size. It is small as 5 centimetres. Development is driven by research, commercial, government and military purposes. It has been built for hobby purposes, such as aerial photography.

4. Miniature UAV: A miniature UAV or small UAV (SUAV) is an unmanned aerial vehicle. It can be carried an infantryman. These are specially used for military purposes.

5. Multi-rotor: A multi-rotor is a rotorcraft with more than two rotors. Multirotors often use fixed-pitch blades. With the help of construction and control, multirotor aircraft are frequently used in UAV projects in which the names tricopter, quadcopter, hexacopter and octocopter are frequently used to refer to 3-, 4-, 6- and 8-rotor rotorcraft, respectively.

6. Passenger Drone: A passenger drone also known as a flying taxi, drone taxi. It carries passengers. The first passenger drone was introduced at the Consumer Electronics Show (CES) 2016 by Chinese entrepreneurs. It is called the Ehang 184.

7. Quadcopter: A quadcopter also called a quadrotor. It is lifted by four rotors. Quadcopters generally use two pairs of propellers; two clockwise (CW) and two counter clockwise (CCW). User can control and handle the speed of Quadcopter.

8. Unmanned Combat Aerial Vehicle: An unmanned combat aerial vehicle (UCAV) also known as a combat drone. It is usually carries aircraft weapons such as missiles. These drones are usually under real-time human control.

COMPONENTS OF DRONE CAMERA

- Electronic Speed Controllers (ESC) - Maximum speeds, including ascent and descent.
- Flight controller - Maximum flight time, such as how long the drone can remain in the air
- Navigational systems - GPS module
- Battery
- Camera type - video resolution, megapixels and media storage format
- Sensors - including distance sensors like ultrasonic, laser, lidar sensors, collision avoidance sensors, time-of-flight sensors, chemical sensors, and stabilization and orientation sensors, visual sensors, RGB sensors, multispectral sensors, among others.
- Accelerometer, which measures speed
- Altimeter, which measures altitude.
- Hover accuracy
- Obstacle sensory range
- Altitude hold, which keeps the drone at a fixed altitude
- Live video feed
- Flight logs.

These are some commercial drone manufacturers and companies:

- DJI
- AeroVironment
- 3D Robotics
- PrecisionHawk
- AshFloyd LLC
- Aeryon Flight Labs
- Sensefly
- Yuneec
- Parrot
- Insitu

Examples

E.g. 1. Farmers used Drone technology for measuring the height of crops and calculates the distance.

E.g. 2. Drones with biological sensors can fly to unsafe areas.

E.g. 3. During wildfires, with the help of drone camera government can determine how quickly the fires are spreading in areas. Taken images provided details of the damage in specific areas.

E.g. 4. Drone cameras are used by media like television for sports networks to capture event footage, such as taped and live footage.

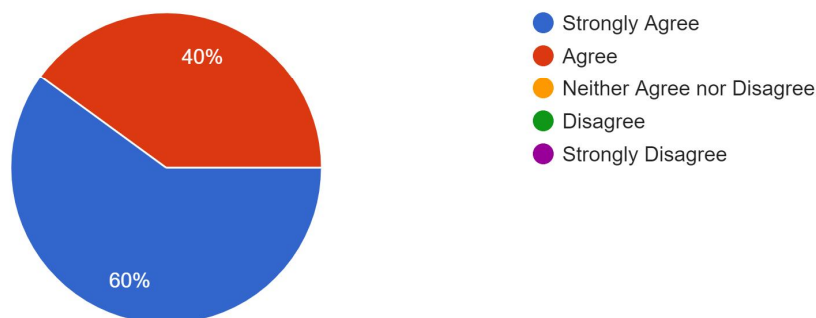
Future Trends

The future market for drone companies are both optimistic and aggressive. I think that the industry continues to grow and develop more drones which will be used for commercial work, artistic photography and other fields. Using different lenses along with better battery life, photographers and videographers can take extreme shots. The number of drones are increasing in the world which the world government must control carefully. I think, in the near future, the drone will become more reliable and increase their quality too.

DATA ANALYSIS AND INTERPRETATION

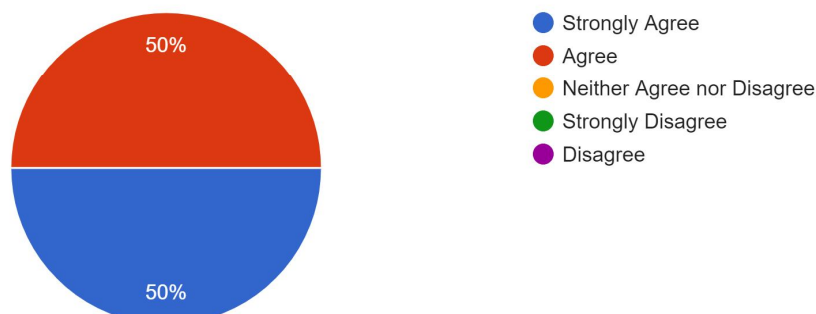
1. Videography refers to the process of capturing moving images on electronic media.

20 responses



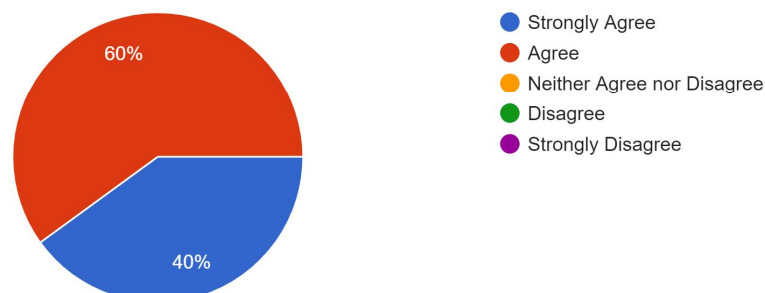
2. A videographer is a person who works in the field of videography and/or video production.

20 responses



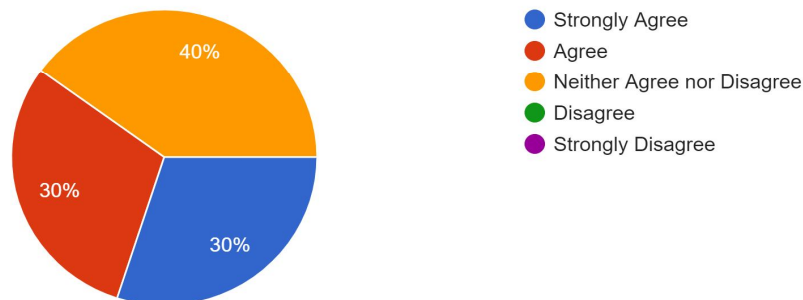
3. A drone, is a technological term. It is An unmanned aerial vehicle (UAV).

20 responses



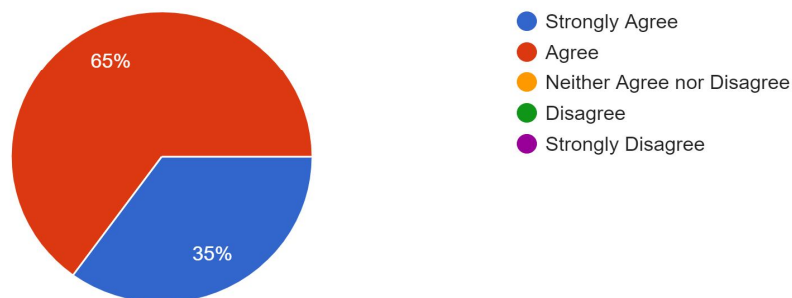
4. Their use is rapidly expanding to commercial, scientific, recreational, agricultural, and other applications such as photography, smuggling, and drone racing.

20 responses



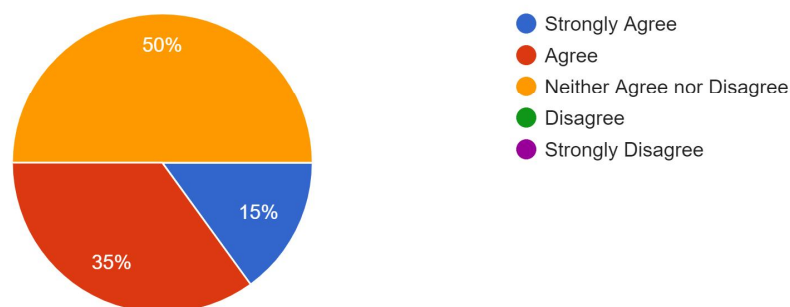
5. Drone photography allows images and audio/video to be captured that might not be otherwise possible for human photographers and videographers.

20 responses



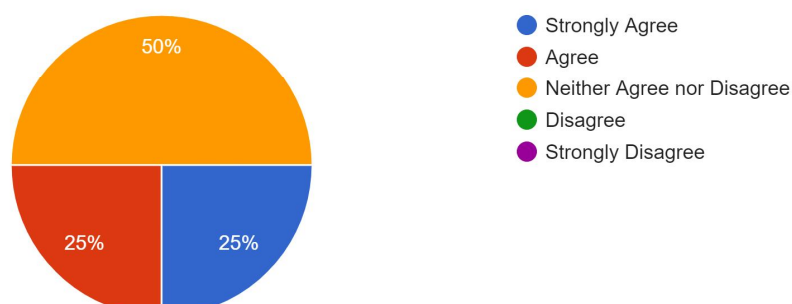
6. A drone-based selfie also known as a "dronie".

20 responses



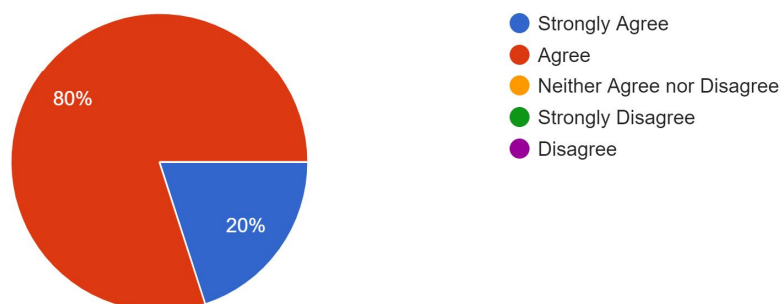
7. In the UK, the Civil Aviation Authority (CAA) organization has published its "Dronecode:" D - Don't fly near airports ...fly near aircraft, E - Enjoy responsibly.

20 responses



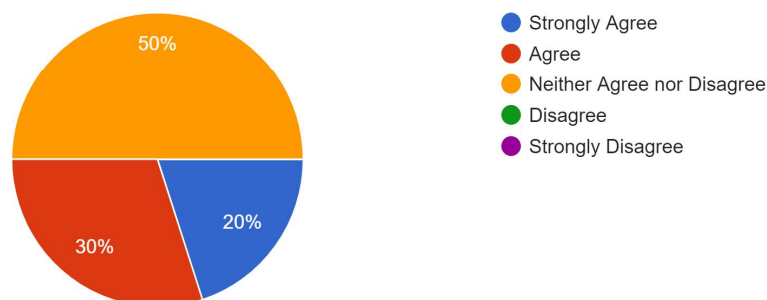
8. Drones contain a large number of technological components, including: Electronic Speed Controllers (ESC), Flight Controller, Altimeter-which measures altitude.

20 responses



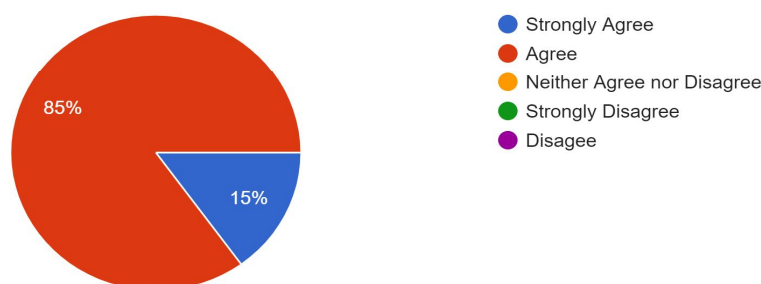
9. In Drone Cameras, there are the various types of Drone like Agricultural drone, Delivery drone, Micro air vehicle...opter, Unmanned combat aerial vehicle.

20 responses



10. The flight of UAV's may operate with various degrees of autonomy: either under remote control by a human... autonomously by onboard computers.

20 responses



CONCLUSION

The research has been elaborately done for the topic 'DRONE: JOURNEY OF VIDEOGRAPHY'. It was the Drone Camera which brought about revolution in videography. In the year 1907 Drone Camera came into existence. Since then the technology in cameras have undergone a massive change. The Drone Cameras we see today are all based on the technique of an Unmanned Aerial Vehicle (UAV) systems. This has proved as an innovation which took the world to the next level. Also, the respondents have agreed that the Drone Cameras is an innovation in videography.

SUGGESTIONS AND RECOMMENDATIONS:

1. As technology is changing at a rapid pace one has to keep up the pace with changing times.
2. Read books and search for new ideas and update oneself.
3. Methods or techniques to be followed by professionals.
4. Watch videos on YouTube and any other media to be updated.

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LGBT HR: A CHANGE IN ITSELF

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ABSTRACT

LGBT (Lesbian, gay, bisexual, transgender) people who are 'out' at work waste little energy hiding aspects of their personalities. Human resources management departments report a lack of knowledge on supporting LGBT employees. However, LGBT workplace issues have not received a great attention. The intersection of LGBT is low towards the human resources at workplace. In most states, LGBT can be fired from their job on the basis of their gender identity. Due to lack of protection lot of LGBT candidates face issues of self-esteem. Also, they have to face a series of challenges. This is where HR department and company policies play an important part. Policies need to be active in every work place. Communication at workplace, chain-of-command, decision-making responsibilities need to be open and respectful and not based on gender or identity. The purpose of this research is to evaluate transgender experiences, knowledge to work and the support from human resource department.

Keywords: LGBT, Gender identity, Self-esteem, Policies, Employment, Work Place

INTRODUCTION

Every year a huge number people from LGBT community face problems related to violence, unemployment, lack of health care, poverty etc. In recent times due to increase in number of LGBT community it has become a topic of debate which has given rise to caused large amount of research which has been undertaken on this topic. LGBT simply stand for lesbian, gay, bisexual and transgender which is connected with human sexuality but it can refer to a community of people who are not attracted to people of the opposite sex.

In past ten years there has been a gradual increase in the number of multinational companies who have hired people from LGBT community. There were concerns with regards to cost of hiring, employee discrimination and similar issues. On the other hand, people from LGBT community were relieved as they were able to get job opportunities which would help them to take care of their basic needs. At the same time, many places in our country and people are against LGBT community because they think it as a sin and which is against the law of nature.

RESEARCH METHODOLOGY

Objectives

1. To Explain the concept of LGBT.
2. To highlight the issues and challenges faced by LGBT community in society and at workplace.
3. To highlight non-attention and lack of knowledge towards supporting LGBT community.
4. To evaluate the experiences of transgender and the support rendered towards LGBT community.

LITERATURE REVIEW

History of LGBT

In ancient India LGBT was recognised as “tritiya prakriti” Hinduism says, ‘Vikriti Evam Prakriti’ which means unnatural is also natural. In 1977 Shakuntala Devi published first study of homosexuality in India. LGBT rights has caused large area of researches and opinions regarding the LGBT in India. Calcutta held India’s first every ‘Gay Pride Parade’ in 1999 called as Calcutta rainbow pride. There were only 15 people marching, but they sent a big message to country. New Delhi organized first pride march in 2008. Historical reference points are important for any community sense of self and queer Indians are no different. In World that favours transgender and heterosexual ways of living is two things that happen. First, people who are queer through various phases of self doubt and discriminate. Second people who are unable to examine the play in structurally approaching LGBT community. In 1987, Leela and Urmila, two police woman from Madhya Pradesh married each other. After the ceremony both women where discharged from duty.

Gauri Sawant

Gauri Suresh Sawant was born as Ganesh Suresh Sawant, a male Child. She was born in Pune. She realized she was different and ran away to Mumbai to seek her identity. She came to know about her hormonal change at the age of 9 years. She did not allow herself to be pushed into begging or prostitution rather she decide to educate herself. At an early age, she overcame many struggles. She was bullied by her classmates and friends by calling

her with some unwanted names. For transition of sex, her parents refused to accept her and always insulted her. But she decided to change her sex and with the help of HUMSAFAR TRUST she has successfully undergone transition. She was interested in social services. After finishing her education, she began to work with HUMSAFAR TRUST, an NGO that promotes LGBT rights. She works in the area of AIDS prevention and promotes safe sex among transgender community. In 2014, she became the first petition in Supreme Court of India in a case that sought to recognize people from transgender community as the third gender. She fought for more than 3 years for equal civil rights. She is building a home for abandoned (left behind) children, called AAJI CHA GHAR (granny home).

Currently, she has found another daughter Sayli, who she picked up from a garbage bin. Gauri adopted a child who is the daughter of an HIV patient who lost her life. Gauri came to know that the grandmother of that girl is trying to sell her. After knowing this Gauri adopted her and named her as Gayatri.

Nijan Sanjo

Nijan Sanjo is a first young Malayali trans called Sanjo Steve. He was the first Indian to state Legislate Civil Right for transgender "LGBT community" which aims for a society free of discrimination against gender non conforming individuals and sexual minorities. Sanjo speaks about his love for sports, mathematics, food, travel and then the darker warrens of his life in transphobic Kerala. One of these short stories is of his encounter with a pastor in social work who gave him sleepless nights by telling him he had a mental disorder because he was cross dressing. Government officials humiliated him by asking him annoying or relevant questions. Without being affected Sanjo submitted all documents which were not connected. There was a constant calumny and mis-gendering of people from trans by media. He maintains a cheerful positive position. GOULDIANFINCHES (Productions) Nikal Sanjo a narrative Documentary directed by Jijo Kuriarkose (Following the landmark 2014 Supreme Court judgement that recognized the community as the 'third gender'. Yet in Kerala, attitude towards transgender community has not changed.

Manabai Bandopadhyay

Manabai Bandopadhyay is India's first transgender college principal in West Bengal. She made history on 9 June, 2015 as she became college principal at Krishnanagar women's college in Noida district. She is the first transgender to have achieved this feat. While speaking with the Hindustan times Manabai said, "For me it is a long battle against ignorance. There was a time when I and even my father was treated badly because I am a transgender. I spent my childhood in Noida and it is a comeback to my home with pride and dignity after a long battle." The education department under the left government had refused to consider her as a woman despite the sex change surgery and did not give her increment that she should have received following completion of PHD. Soon after coming in power Chief Minister Mamata Banerjee responded to her application and ensured that she got all her dues cleared and changed the official records. Manabai Bandopadhyay has already signed a contract with leading publisher for her biography.

Zara Sheikh

Zara Sheikh, a 27-year old, Kollam native has been appointed as a Senior associate HR by UST Global. This HR associate is Kerala's first transgender to be employed at an MNC. UST Global a company in Thiruvananthapuram's technopark has hired one transgender woman as an HR employee. She has four and a half years experience in the field of HR. All these years she has worked as a man hiding her transgender identity. She faced a lot of harassment while working in the firm in Abu Dhabi. She wanted to live as a woman and is happy that UST has accepted her as she had previously worked at technopark for 6 months as a male.

LGBT

In 1999, 52% of fortune 500 companies included sexual orientation in their non-discrimination and only a handful included gender identity (43% of gender identities). By 2013, 91% of such companies included sexual orientation and 62% included gender identity in their non-discrimination. But most of the companies or States do not provide legal protection for LGBT employees.

FORTUNE 500 COMPANIES

Fortune 500 companies are good for their bottom line and on the record because:

- They help recruit the best talent.
- Reduce employee turnover.
- Create stable work environment for all workers.

Employment Non-Discrimination Act (ENDA) as a solution for transgender:

Everyone has a sexual orientation and gender identity. All workers not just LGBT workers would benefit from the law. The urban cases were straight and non transgender.

Women have been fired for not being feminine enough and it would protect people in those types of situations and it currently has 142 company sponsor in house.

39 in the assembly of many organisations working to educate lawmakers and the public about the problem of workplace discriminations and ENDA as a solution. Strangely 90% of public think a federal law like ENDA is already in place.

ENDA (Employment non -discrimination Act).

Providing the better protection

- Start with a policy or prospectus has an human resource management policy must clarify that discrimination and third gender has no place in business or workplace.
- Just because of the sexual orientation must not avoid hiring someone from LGBT people .
- It's important for a modern business to promote or participations of people or any events that supporting LGBT people and other employees also.
- While progress has been made, many people from LGBT community still worry about the secret information of their sexuality will have negative consequences at work.
- All people are equal and all people deserve to work in an environment that supports their choices.

Positive Impact

1) There are many leading company which have understood the situation of these people and their feelings and to support them. They are hiring them in their respective companies and also creating a common workplace.

2) Also, LGBT has become a priority for every company which is developed or developing across the globe because their way of imagining a particular thing is far more different as compared to common people. (example : Zara Sheikha who is a Senior associate of human resource in a leading MNC in Kerala)

3) Lot of companies were hesitant to roll out the inclusion initiative earlier because the law prevented them from doing so. But now there is no fear. In past 7 years around 50 companies have become inclusive in supporting LGBT

Negative Impact

1) According to GLAAD, more than 40% of lesbian, gay, bisexual and almost 90% of transgender people have experienced employment discrimination, harassment or mistreatment.

2) Every one has the Right to Protection but LGBT people are debarred from this benefit because of the higher officials, who are not willing to support to them.

3) They are not accepted by their own family, friends and society which in return would push them toward depression, fatigue and other health illnesses.

4) They are neither supported by their colleagues during their time of need nor are able to show their skills because they are never given a chance to come forth, and they loose their interest in their workplace because they are not welcomed.

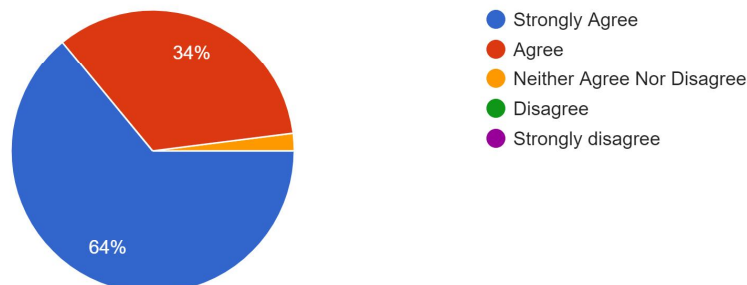
Future Trends

- The LGBT receive the benefits such clear messages empowered individuals to feel confident that they would be treated equitably and respectfully.
- Ensuring health-care, Public health are needs of LGBT people facing advance illness.
- Health-care research with LGBT communities is increasing.
- Focusing on person centered outcomes of LGBT people.
- Development and improvisation of care-experiences and manage communication concerns and inform training and development.

DATA ANALYSIS

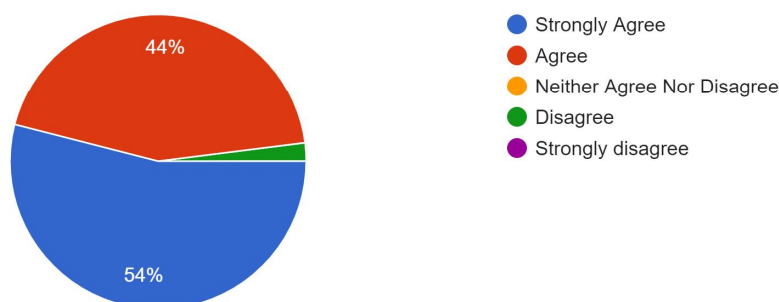
1. People from LGBT community should have equal opportunity at workplace like men and women.

50 responses



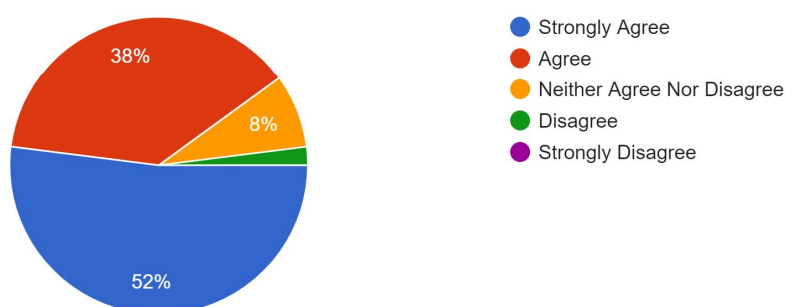
2. LGBT should have right to adopt children and educate them

50 responses



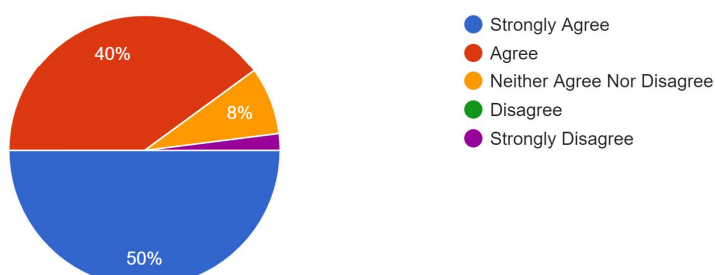
3. People from the LGBT community can work effectively and efficiently in the organisation and help in achieving profits.

50 responses



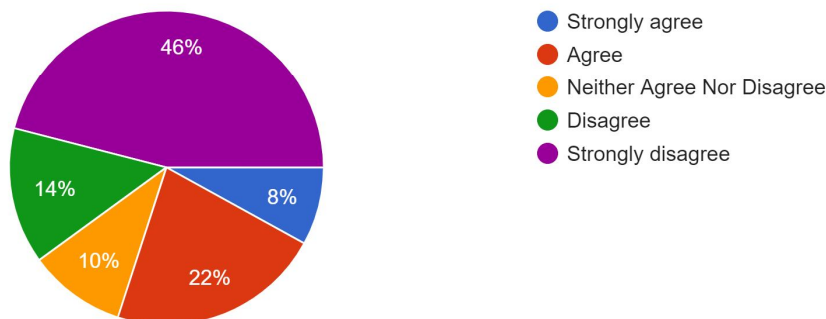
4. There should be a law in every company regarding domestic violence on LGBT.

50 responses



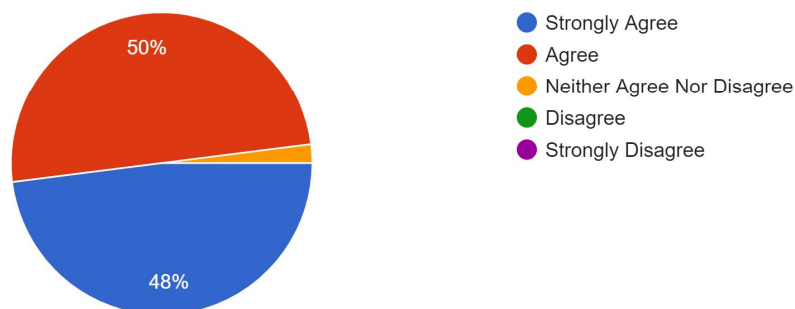
5.The company should have rules for the people from the LGBT community so that they do not face any kind of work discrimination.

50 responses



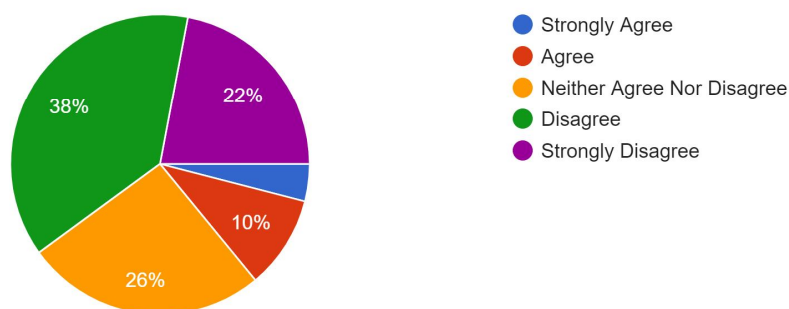
6.I accept and support the people from LGBT community

50 responses



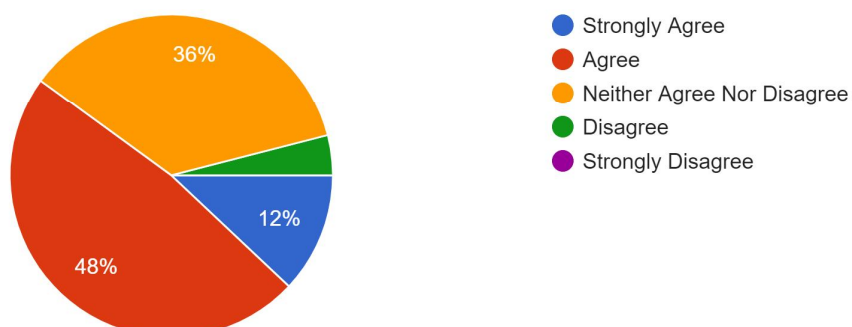
7.People from LGBT community are unnatural

50 responses



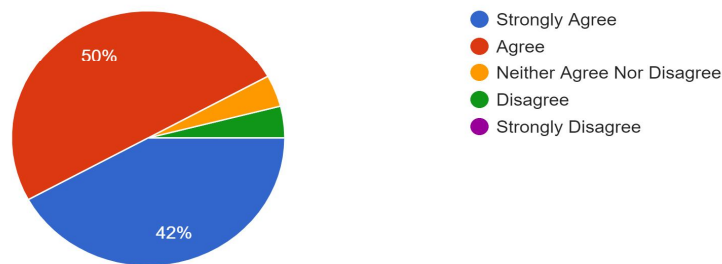
8.LGBT community help recruit the best talent.

50 responses



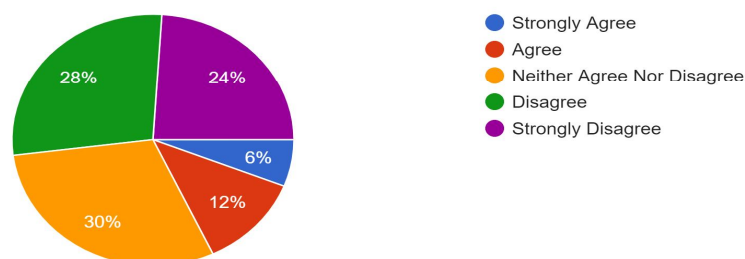
9. Society should welcome people from LGBT community at workplace thereby enhancing their standard of living.

50 responses



10. Homosexuality is a mental disorder.

50 responses



CONCLUSION

Through our research we have come to a conclusion that LGBT community should have huge strides in supporting LGBT employees and creating an inclusive workplace. More number of people are likely to accept the human resource growth along with LGBT community if it's in their workplace than LGBT have to part of the organisation. There are many places in India where people are not aware of what LGBT stands for, because they think those who are lesbians, gays, Bisexuals and Transgender are not allowed to be part of workplace, society or family and so on.

On completion of research we have come to a conclusion that yes, LGBT human resources have to change in itself and also accepting and support to the community makes a good business sense.

SUGGESTIONS AND RECOMMENDATIONS

1. Companies should make some policies for them, i.e. to hire them as it is legal now.
2. We all are humans and so are the people under LGBT society. There must not be discrimination at workplace or moreover, anywhere in the country so as they can at least live their life properly.
3. Some people at workplaces have a mindset of not liking and being comfortable working with LGBT people as their colleagues. Instead, they should be open-minded and support the LGBT community.
4. Training needs to be conducted for employees working in the organisation to increase their understanding of LGBT identity. Authorities should ensure that health and social care services are provided in a way that is accessible for LGBT people.

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A STUDY ON DIGITAL MARKETING (ONLINE SHOPPING)

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ABSTRACT

This research paper was created so as to gain the information required on digital marketing (online shopping). It studies its growth, development, trend and also view of consumer related to online shopping and its payment method. The data is been collected from primary and secondary sources which includes some articles, research papers and responses from consumers with the help of Google forms. This paper also summaries the concept of online shopping trend in India is gaining pace in the world. As there is growth trend in online shopping in India, behavior of the customer is also changing and their thinking related with the payment method is also changing and people are quite confident about their payment information is kept secure.

Keywords: Digital marketing-online shopping-trend-habits of customers-payment method.

INTRODUCTION

When we purchase a service or product through internet with an electronic media, it is called “online shopping”. Amazon, Flip kart, Snap deal, Myntra and many such websites have a wide range of variety of products and brand. They deliver the purchased goods to our doorstep. Online ticketing/tourism/services contribute 75% to the total revenue.

The growth rate of online shopping is gaining pace in India. India is 3rd largest country in this race lacking behind only USA and China. The growth rate of online shopping is more than 30% while world's average growth rate is just 6-7%. We must be wondered to hear that only 11% of India population is using internet and only 10 million online shoppers.

Reasons behind the popularity of online shopping in India are following:

1. Internet users are increasing at a rate of 20%.
2. Some specific product may not be available in local market.
3. In online shopping website, we can find wide of variety and brands. So we can choose.
4. We get discount and other incentives through online shopping, which is generally not available in retail shop.

E-COMMERCE IN INDIA: STATISTICS& FACTS

In the upcoming years, e-commerce is expected to boom in the Asian region. The number of digital buyers in Asia Pacific is projected to pass the one billion mark for the first time in 2018, which will account for 60 percent of all internet users in the region. In line with the regional growth, India, a fast-growing emerging Asian market, shows optimistic projections for the e-commerce industry. Current active e-commerce penetration in India stands only 28 percent, with lots of room for improvement - India's retail e-commerce CAGR is projected to reach 23 percent from 2016 to 2021.⁷

OBJECTIVES

1. To understand the behavior of consumer in digital mode.
2. To identify the issues related to the payment in digital mode.
3. To understand the reason for online shopping.

REVIEW OF LITERATURE

Kalpna Mathur and Arti Sharma in their article (1st, March, 2014) ‘A study of online shopping habits of consumers in India’. In their report they stated that buying habits and behavior was revealed from study in e-shopping habits of Indian consumers in India. Shopping by visiting shops malls or retail outlets is more time consuming. Hence, many people preferred to shop online.²

Prof. Pritam p. Kothari, prof. Shivganga s. Maindargi (2016) ‘A study on customers attitude towards online shopping in India and its impact, international journal of advance research’. In this report they stated that companies should aware customer regarding how security regarding customer's credit card no. is maintained by companies. They concluded that future of online shopping in India looks very bright. Online shopping give customer best alternative to save money and time.³

Dr. Sultan singh Jaswal 2015. The report stated that towards online shopping continues to grow, the number of people who shop online is also increasing. Moreover, the Indian consumers perception of online shopping has experienced a substantial change and for the good. India now has over 200 million internet users and by 2018 almost half of the country will be connected through the internet, says Google India. ⁴

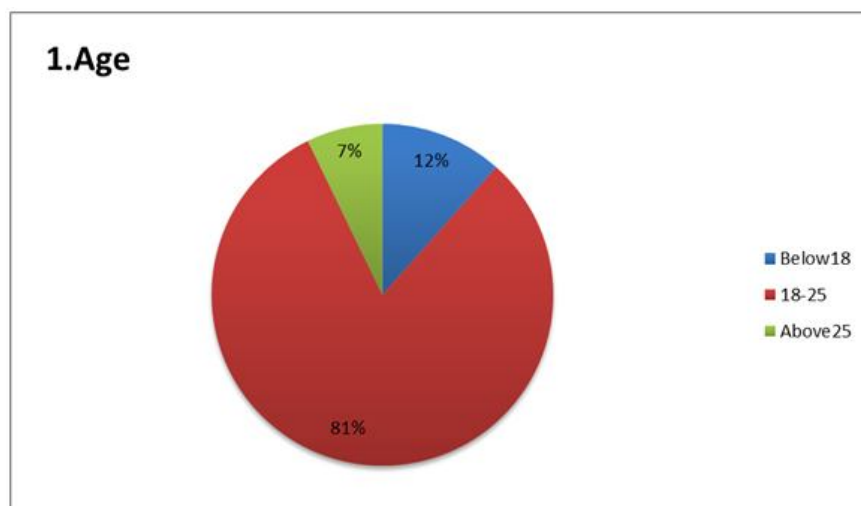
M. Suginraj, (July, sept, 2017). This report stated that growth of digital market in India is an evident that the digitization is taking place with a high speed. All reports and surveys conducted around the globe are showing that the digital marketing will grow more in coming years. ⁵

Rajiv kaushik, vaish college of engineering, (April 2016) Rohtak, haryana, India. 'A study on digital marketing in Indian context'. In this article he stated that digital marketing has increased in last few years in India people have different views about it. But the fact is this digital marketing has tremendous potential to increase in sales. Digital marketing campaign help in reduction in costs, boost in inbound traffic and better ranking in search engines. ⁶

METHODOLOGY

This research was formulated through questionnaire and circulated by certain means on the social media platform. It used WhatsApp to collect as many people as it could to gain the information required. It expected to gain 50 responses and completed the target by gaining 67 responses it was filled by the consumer. It consists of 11 questions all to be answered by their experience and view. The information was then represented in a tabulated by using the means of a pie chart and graphs. This was done by the Google forms as the responses were collected.

DATA ANALYSIS AND INTERPRETATION



In this question mostly the form is filled up by the people whose age is between 18-25 i.e. (81%) and 12% by the people age below 18 and rest by the age of 25 above.

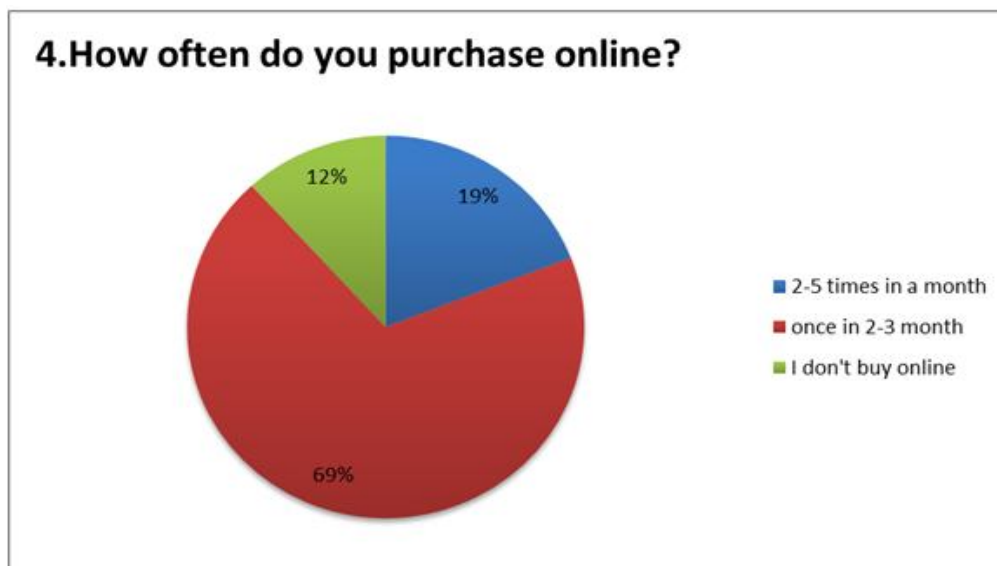
In this question people were asked about whether they are an online shopper or not and majority of them i.e. 90% of them were online shoppers only 10% of them was not. But this shows that online shopping has a great future in India.



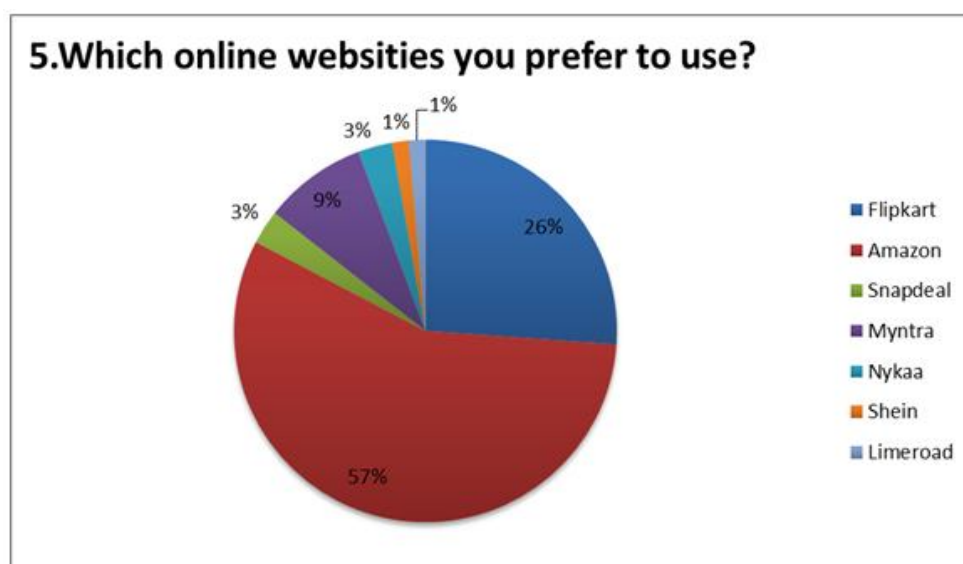
In this question consumers were asked about which stuff or goods do they prefer to buy online and 46% of them prefer electronics goods followed by tickets (air, rail, movie) by 26% and then 19% for clothing and accessories and rest were books and skincare products.

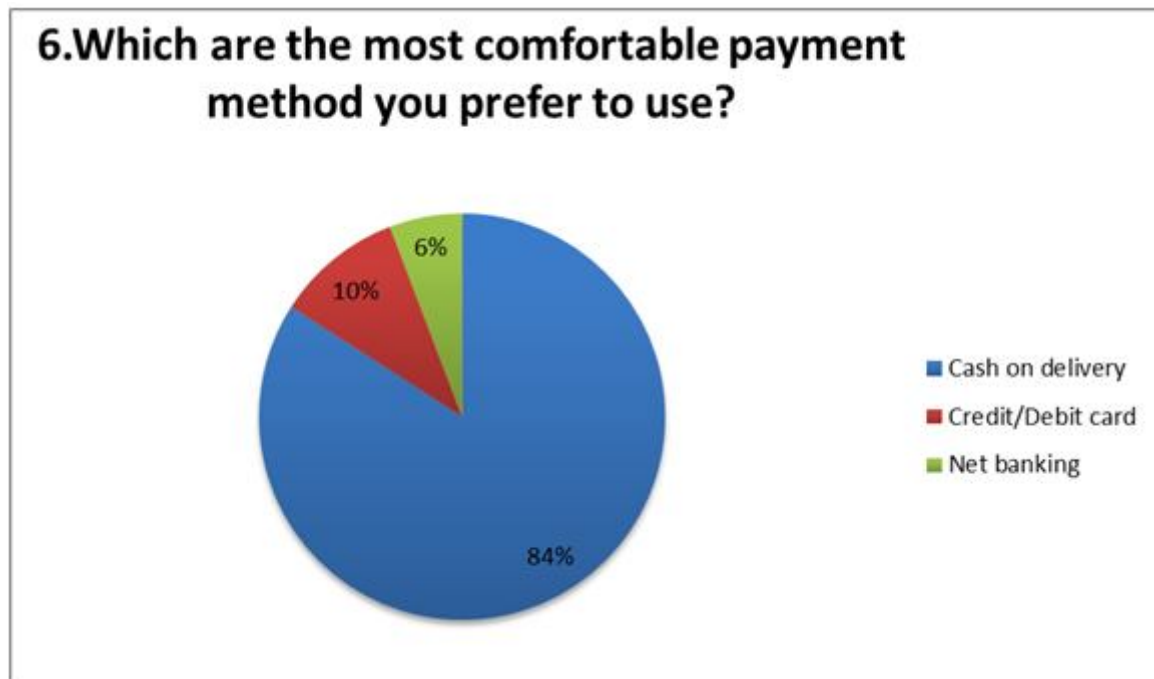


In this question customers were asked about how often do they purchase products online and most of them purchase once in 2-3 month (69%) and some purchase 2-5 times in a month (19%) and the rest don't buy online (12%).



In this question customer were asked about the websites from which they prefer to buy the goods and maximum customer voted for Amazon with 57% followed by Flipkart by 26%, Snapdeal 3%, Myntra 9% and rest for Shein, Limeroad.





In this question customer were ask about the most comfortable payment method they prefer And most of them gone with cash on delivery with 84% since it is the most safest method. only 10% of them voted for debit and credit card and rest for net banking

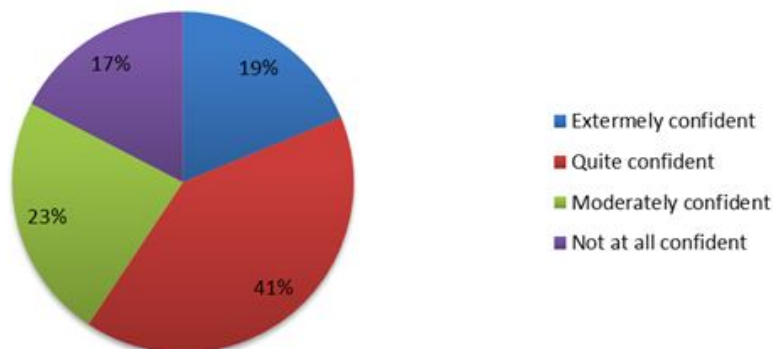
In the following question people were given a choice to choose weather they are agree or disagree with the following points. 1.online shopping Has wider variety nearly 40 customer was agree with the statement and 10-15 of them disagree. 2.online shopping has cheaper goods here 30-5 of them agree and rest disagree with the statement. 3.online shopping saves timr

7. Please tell us if you agree or disagree with each of the following?



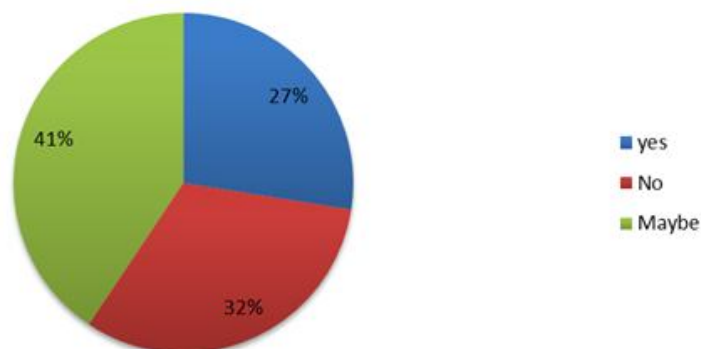
In this question consumers were asked about how much they are confident with their payment information is kept secure by the websites 19% of them were extremely confident, 41% of them were quite confident, 23% of them were moderately confident and 17% of them go for not at all confident.

8. Are you confident that your payment information is kept secure?



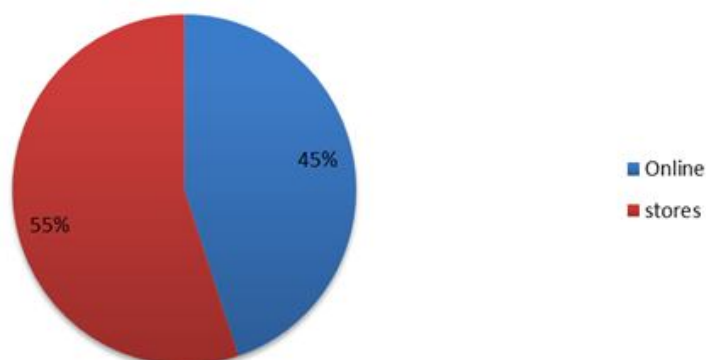
In this question people were ask about does privacy concerns stop them for shopping online 41% choose maybe and 27% choose yes and the remaining 32% go for no.

9. Do privacy concerns stop you from online shopping?



In this question consumers had given a choice weather they prefer online shopping or at stores and 55% of them voted for stores and 45% for online shopping.

10. Which do you prefer, shopping online or in stores?



In this question customers were asked that overall were they satisfied with the online experience or not and 78% of them were satisfied and 16% were highly satisfied and only 6% of them were dissatisfied.



CONCLUSION

Online shopping or digital marketing has been well developed in India in recent years. Most of people have started to buy product online and their thinking is also changing majority of them thinks online shopping has wider variety, saves time and had cheaper goods. Even though people are going for online shopping but they are pretty much concerned about their privacy information for eg. Credit or debit card details hence they prefer to go for cash on delivery there is no doubt that majority of customers were satisfied with the product. And there is a coming point where people almost prefer online shopping same as for the stores this is a highly positive change which we can observe.

SUGGESTION

By looking at the current scenario of online shopping in India, majority of the people buy goods from Amazon and its competitor must study the strategy or that why people are going for Amazon but not there for e.g. Amazon logistic team would be good, they focus more on customer satisfaction. Online shopping website needs to improve the payment method i.e. online transaction and see to that privacy information of customer are not disclosed so that online fraud doesn't take place.

LIMITATION

➤ Less availability of time, money and accessing all over Mumbai was not feasible so the area covered by me is Powai, Chandivali, Sakinaka, and Marol.

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A STUDY OF BLOCKAGE IN WEALTH CREATION AMONG THE YOUTH OF MUMBAI

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ABSTRACT

The youth of India currently consists of the majority of the population. Youth as defined by the National Youth Policy (2014) refers to them as of between the age group of 15 to 29. By the year 2020, the population of the youth of India is expected to be the highest in the world. In order to capitalise on it, the youth needs to start investing now itself, so that they can create wealth in this span of 10 years (till 2030) as their responsibilities and priorities will evolve over time. This study focuses on analysing if awareness is a hurdle that the youth face while deciding the avenue they want to invest in and if there is any relationship between expected returns and market returns. This study is a quantitative research based on structured questionnaire. The study concludes that there are gaps about the perception of investments and at limited places the perception among youth is correct. However there is still not 100% financial literacy when it comes to the investment avenues currently available for investment which needs to be taken care of.

Keywords: Awareness, Blockage, Youth, Wealth creation, financial literacy.

INTRODUCTION

The Youth of the nation are the trustees of prosperity. Majority of the population in India consists of youth. National Youth Policy (2014) defines youth and refers to them as of between the age group of 15 to 29. By the year 2020, the population of the youth of India is expected to be the highest in the world. As per population projection by World Bank approximately 24% of the total population would comprise of the youth by the end of 2031. In order to capitalise on it, the youth needs to start investing now itself, so that they can create wealth in this span of 10 years (till 2030) as their responsibilities and priorities will evolve over time. Wealth creation means anything which could be owned and controlled, and has a monetary value or has the potential to create monetary value. Assets could be tangible like a car, house, furniture, machinery etc. or intangible like goodwill, copyrights, patents, trademarks etc. Wealth creation here refers to the abundance of money, accumulated by investing in securities over a period of time so that one can meet his future necessities, buy a house, and plan for retirement. However, it also offers the power to the youth of starting own venture. In order to create wealth the youth needs to be aware of the various investment avenues that are currently available. This study focuses on analysing if awareness is a hurdle that the youth face while deciding the avenue they want to invest in and if there is any relationship between expected returns and market returns.

REVIEW OF LITERATURE

Garg and Singh (2018), in the research paper titled "Financial literacy among youth" focuses on the ways how socio-economic and demographic factors such as age, gender, marital status, and income influence the financial literacy level among youth and the interrelationship between financial knowledge, financial attitude and financial behaviour. The study concluded that financial literacy was of utmost interest for most of the researcher. Males possess more knowledge on financial literacy as compared to female. Youth tend to score less in terms of financial attitude, literacy, knowledge and behaviour. In India the situation is same expect female dominated states like Nagaland, Mizoram, and Meghalaya. On the basis of education qualification higher educated individual had more financial literacy.

Lussardi, Mitchell and Curto (2009), in the working paper "Financial literacy among the young: evidence and implications for consumer policy" examined financial literacy among the young since 1997 National Longitudinal Survey of Youth. They showed that less than one-third of youth possess basic knowledge of interest rates, inflation, and risk diversification. Financial literacy is mostly related to socio demographic characteristics and family financial sophistication. Specifically, a college-educated male whose parents had stocks and retirement savings is about 50 percentage points more likely to know about risk diversification than a female with less than a high school education whose parents were not wealthy. These findings have implications for consumer policy.

PROBLEM STATEMENT

It is a general observation that the youth do not have a detailed idea about the factors that one should consider before investing and which investment avenue suits their requirements. However, they do have their own perception about each of the investment avenues. This study focuses on analysing if there is a gap between the perception of the youth about the investment avenues and the actual conditions as one needs to be aware of his

options before making a decision. Seeing that responsibilities and priorities evolve over time it is advisable to start investing early so that one can achieve them in the future.

OBJECTIVES

- To understand the perception of youth about investment avenue.
- To analyse the gap between the perception of the youth with regards to an investment Avenue and the actual scenario.

HYPOTHESIS

H1: Lack of awareness of financial literacy with regards to the investment tools available in the market, is a hurdle that the youth face for converting their Savings into investments.

H2: There is no significant relationship between expected returns and market returns.

RESEARCH METHODOLOGY

This study is a quantitative research. A structured questionnaire was made in Google form and distributed to approximately 500 youth. Of 161 forms collected were complete. Of which 60 responses fulfilled the criteria for the study (youth in the age group 15 to 29 and were employed). The period of the study is July 2019. The research was conducted in Mumbai city. Data analysis is done through Megastat software and compilation of results is done in excel.

DEMOGRAPHIC PROFILE AND BASIS OF SELECTION OF THE RESPONDENTS

Table 1: Demographic profile of the respondents

<i>Age</i>		<i>Employment</i>	
<i>frequency</i>	<i>percent</i>	<i>frequency</i>	<i>percent</i>
15 to 20	9	15.0	
20 to 25	14	23.3	
25 to 30	37	61.7	
30 to 60	100.0	100.0	
<i>Investment</i>		<i>Saving</i>	
<i>frequency</i>	<i>percent</i>	<i>frequency</i>	<i>percent</i>
Upto 10%	29	48.3	
10% to 30%	16	26.7	
30% to 50%	4	6.7	
50% to 70%	8	13.3	
70% to 100%	3	5.0	
60	100.0	60	100.0

Table-2: Investment avenues considered for the study.

Sr. No	Avenue selected	Asset Class
1.	Precious metals	Gold
2.	Fixed Income bearing securities (Banks)	Fixed Deposit
3.	Government Investment	Provident Fund
4.	Nifty50	ETF Nifty50
5.	Fluctuating income bearing returns	Mutual Funds

* The investment avenues selected for the analysis, are one from each asset class. Each of these investment avenues are analysed on the basis of their

a) Annual returns

b) Risk appetite

Grand Total 60 100 Grand Total 60 100 Grand Total 60 100

c) Liquidity.

SIGNIFICANCE OF THE STUDY

- The study will help in understanding the perception of youth of various investment avenues with regards to returns, risk and liquidity.
- The study will help the youth in knowing the accurate information about the impact of risk and returns.

- The study will help in analysing the reasons for blockage of wealth and the means and ways to generate wealth in the future.

ANALYSIS OF THE STUDY

H1: Lack of Awareness of Financial Literacy with regards to the investment tools

Inference

a) Return: It is observed that about 50% of the youth expect to get a return of 5 to 10% on their investment in gold annually. However, gold provides an annual return of only upto 4%. This was correctly recognized by 32% of the youth. Here when the data was analysed a gap between the actual returns and the expectation was found.

b) Risk: It is observed that about 48.3% of the youth expect their investment in gold to be risk neutral. However, the risk in a gold investment is considered to be low as it can be easily liquidated and the returns are also moderate. 45% of the respondent recognised it accurately. Here when the data was analysed a relatively minimal gap between the actual risk and the expectation was found.

c) Liquidity: It is observed that about 32% of the youth expect their investment in gold to be liquidated upto 100% when a cash crunch arises, which was correctly recognized by available in the market, is a hurdle that the youth face for converting their Savings into investments.

Table-3: Analysis of gold as an investment avenue

Gold								
Returns			Risk			Liquidity		
Expected Return	Count of Sr.No	%	Expected Risk	Count of	%	Expected	Count	Sr.No%
10 to 25%	1	1	High	4	6.6	Upto 10%	1	25
5 to 10%	3	5	Low	2	4	Upto 100%	1	32
Upto 4%	1	3	Neutral	2	48.3	Upto 25%	1	17
						Upto 50%	1	27
Grand Total	60	100	Grand Total	60		Grand Total	6	10
							0	0

Inferences

a) Returns: It is observed that about 52% of the youth expect to get a return of 5 to 8% on their investment in fixed deposit annually. Which was correctly recognized by them.

b) Here when the data was analysed a gap between the actual returns and the expectation was found as still 49% of the youth were not aware.

b) Risk: It is observed that about 56.7% of the youth expect the risk in their investment in fixed deposit to be low. Which is accurate if we are considering the investment to be in government banks. However, the risk in it is considered to be neutral if it is invested in a private bank. This was recognized by 35% of the youth. Thus, when the data was analysed a relatively minimal gap between the actual risk and the expectation was found.

c) Liquidity: It is observed that about 40% of the youth expect their investment in fixed deposits to be liquidated upto 50% when a cash crunch arises. However, upto 100% of the amount can be recovered without the interest and after payment of minimal charges. This was correctly recognized by 23%. Thus, when the data was analysed a gap of 77% between the actual Liquidity and the expectation was found.

Table 4: Analysis of fixed deposit as an investment avenue

Fixed Deposit								
Returns			Risk			Liquidity		
Expected Return	Count of Sr.No	%	Expected Risk	Count of Sr.No	%	Expected Liquidity	Count of	Sr.No%
15 to 25%	7	12	High	5	8.33	Upto 10%	11	18
5 to 8%	31	52	Low	34	56.7	Upto 100%	14	23
8 to 15%	22	37	Neutral	21	35	Upto 25%	11	18
						Upto 50%	24	40
Grand Total	60	100	Grand Total	60	100	Grand Total	60	100

Table-5: Analysis of provident fund as an investment avenue

Provident Fund								
Returns			Risk			Liquidity		
Expected Returns	Count of Sr.No	%	Expected Risk	Count of Sr.No	%	Expected Liquidity	Count of Sr.No	%
10 to 15%	14	23	High	4	6.67	Upto 10%	17	28
7 to 10%	33	55	Low	35	58.3	Upto 100%	9	15
Upto 6%	13	22	Neutral	21	35	Upto 25%	17	28
						Upto 50%	17	28
Grand Total	60	100	Grand Total	60	100	Grand Total	60	100

Inference

a) Returns: It is observed that about 55% of the youth expect to get a return of 7 to 10% on their investment in provident fund annually which was recognized correctly by them. However, when the data was analysed a gap of 45% between the actual returns and the expectation was found.

b) Risk: It is observed that about 58.3% of the youth expect the risk in their investment in provident fund to be low. However, the risk in a provident fund investment is considered to be neutral as the money once invested is blocked for atleast 5 years and the returns on which may vary due to a change in government policy. This was recognized by 35% of the youth. Here when the data was analysed a relatively minimal gap between the actual risk and the expectation was found.

c) Liquidity: It is observed that there is a mixed opinion of the youth with their investment in provident fund's liquidity when a cash crunch arises. The rules of a provident fund investment are rigid and do not easily facilitate liquidity unless they deem the reason for liquidity as important. Thus, when the data was analysed a gap between the actual liquidity and the expectation was found.

Table-6: Analysis of exchange traded funds Nifty50 as an investment avenue

ETF Nifty50								
Returns			Risk			Liquidity		
Expected Returns	Count of Sr.No	%	Expected Risk	Count of Sr.No	%	Expected Liquidity	Count of	Sr.No%
10 to 20%	28	47	High	26	43.3	Upto 10%	13	22
20 to 30%	14	23	Low	10	16.7	Upto 100%	9	15
Upto 10%	18	30	Neutral	24	40	Upto 25%	15	25
						Upto 50%	23	38
Grand Total	60	100	Grand Total	60	100	Grand Total	60	100

Inferences

a) Returns: It is observed that about 47% of the youth expect to get a return of 10 to 20% on their investment in exchange traded funds Nifty50. This was recognized appropriately by them. Here when the data was analysed a gap of 53% between the actual returns and the expectation was found.

b) Risk: It is observed that about 43.3% of the youth expect the risk in their investment in exchange traded funds Nifty50 to be high, which is correct as the market is volatile. However, the risk in it is considered to be neutral when continuous investments are done over a period of time due to averaging and as it can be easily liquidated which was recognized by 40% of the Youth. Here when the data was analysed a relatively minimal gap between the actual risk and the expectation was found.

c) Liquidity: It is observed that about 38% of the youth expect their investment in exchange traded funds Nifty50 to be liquidated upto 50% when a cash crunch arises. This was appropriately recognized as the market is volatile. Here when the data was analysed a gap between the actual liquidity and the expectation was found.

Table-7: Analysis of mutual fund as an investment avenue

Mutual Fund								
Returns			Risk			Liquidity		
Expected Returns	Count of Sr.No	%	Expected Risk	Count of Sr.No	%	Expected Liquidity	Count of	Sr.No%
15% to 30%	14	23	High	34	56.7	Upto 10%	11	18

8 to 15%	23	38	Low	9	15	Upto 100%	11	18
Upto 8%	23	38	Neutral	17	28.3	Upto 25%	16	27
						Upto 50%	22	37
Grand Total	60	100	Grand Total	60	100	Grand Total	60	100

Inference

a) Returns: It is observed that the youth have a mixed opinion on their expectations of returns investment in mutual funds annually. This was recognized correctly by the respondents as the returns are earned on market fluctuations, which cannot be predicted in advance. Here when the data was analysed a relatively no gap between the actual returns and the expectation was found.

b) Risk: It is observed that about 56.7% of the youth expect the risk in their investment in mutual funds to be high. This was recognized by them as returns are earned on market fluctuations, which cannot be predicted in advance. Here when the data was analysed a gap of 43.3% between the actual risk and the expectation was found.

b) Liquidity: It is observed that about 37% of the youth expect their investment in mutual funds to be liquidated upto 50% when a cash crunch arises. This was suitably recognized by them as liquidity in share market is determined by the market forces of demand and supply. Here when the data was analysed a gap between the actual liquidity and the expectation was found.

Table-8: Analysis of dollar as an investment avenue

Dollars								
Returns			Risk			Liquidity		
Expected Returns	Count of Sr.No	%	Expected Risk	Count of Sr.No	%	Expected Liquidity	Count of Sr.No	%
10 to 15%	23	38	High	29	48.3	Upto 10%	10	17
5 to 10%	18	30	Low	7	11.7	Upto 100%	13	22
Upto 5%	19	32	Neutral	24	40	Upto 25%	12	20
						Upto 50%	25	42
Grand Total	60	100	Grand Total	60	100	Grand Total	60	100

Inference

a) Returns : It is observed that about 38% of the youth expect to get a return of 10 to 15% on their investment in dollars annually. However, dollars provides an annual return of only upto 5% . This was recognized appropriately by 32% of the youth. Here when the data was analysed a significant gap of 68% between the actual returns and the expectation was found.

b) Risk: It is observed that about 48.3% of the youth expect the risk in their investment in dollars to be high. However, the risk in it is considered to be neutral as it can be easily liquidated and the returns are also moderate. This was recognized correctly by 40% of the youth. Here when the data was analysed a gap of 60% between the actual risk and the expectation was found.

c) Liquidity: It is observed that about 42% of the youth expect their investment in dollars to be liquidated upto 50% when a cash crunch arises. This was correctly recognized by them as dollars are a universal currency. Here when the data was analysed a gap of 58% between the actual liquidity and the expectation was found.

1) Gold

Table-9: Analysis of expected returns and market return for gold

Expected Returns	Count of Sr.No	%
10 to 25%	11	18
5 to 10%	30	50
Upto 4%	19	32
Grand Total	60	100

Inference: The returns earned in an annual investment in gold are up to 4% in the market. Whereas the expectations shows that 5 to 10% returns are expected by the youth.

Thus, there is no significant relationship between the actual returns and expected returns when it comes to gold.

2) Fixed Deposit

Table-10: Analysis of expected return and market return for fixed deposit

Expected Returns	Count of Sr.No	%
15 to 25%	7	12
5 to 8%	31	52
8 to 15%	22	37
Grand Total	60	100

Inference: The returns earned in an annual investment in fixed deposit are 5 to 8% in the market, whereas the expectations of the majority respondents are also the same. Thus, there is a reflection of basic understanding between the actual returns and expected returns when it comes to fixed deposit.

3) Provident Fund

Table-11: Analysis of expected return and market return for provident fund

Expected Returns	Count of Sr.No	%
10 to 15%	14	23
7 to 10%	33	55
Upto 6%	13	22
Grand Total	60	100

Inference: The returns earned in an annual investment in provident fund are 7 to 10% in the market, whereas the expectations of the majority are also the same. Thus, there is a reflection of basic understanding between the actual returns and expected returns when it comes to provident fund.

4) Exchange traded funds Nifty50

Table-12: Analysis of expected return and market return for Exchange traded funds Nifty50

Expected Returns	Count of Sr.No	%
10 to 20%	28	47
20 to 30%	14	23
Upto 10%	18	30
Grand Total	60	100

1) Inference The returns earned in an annual investment in Exchange traded funds Nifty50 are 10 to 20% in the market, whereas the expectations of the majority are also the same. Thus, there is a reflection of basic understanding between the actual returns and expected returns when it comes to Exchange traded funds Nifty50.

2) Mutual Fund

Table-13: Analysis of expected return and market return for mutual funds

Expected Returns	Count of Sr.No	%
15% to 30%	14	23
8 to 15%	23	38
Upto 8%	23	38
Grand Total	60	100

Inference: The returns earned in an annual investment in mutual funds are dependent on market fluctuations, whereas the expectations show a mixed opinion by the youth. Thus, there is no significant relationship between the actual returns and expected returns when it comes to mutual Funds.

3) Dollars

Table-14 : Analysis of expected return and market return for mutual funds

Expected Returns	Count of Sr.No	%
10 to 15%	23	38
5 to 10%	18	30
Upto 5%	19	32
Grand Total	60	100

Inference: The returns earned in an annual investment in dollars are upto 5% in the market. Whereas the expectations show mixed opinions by the youth. Thus, there is no significant relationship between the actual returns and expected returns when it comes to dollars.

#Figures in decimals are rounded off to nearest numbers.

LIMITATIONS OF THE STUDY:

- This study does not take into account inflation.
- The study does not consider the changes in repo and reverse repo rate.
- This study does not consider changes in the political, social, economical, legal environment.

CONCLUSION OF THE STUDY

The study concludes that there are gaps about the perception of investments and at limited places the perception among youth is correct. However there is still not 100% Financial Literacy when it comes to the investment avenues currently available for investment. The youth must be made aware of the gap found between their perception of the securities and the actual conditions. Also they must be given a basic understanding of investment as a part of their education so that they can start early.

The youth need to be taught the importance of investment in the long run. They need to be made aware that conversion of savings to investment is paramount. Prior to investment they need to inculcate the habit of saving so as to facilitate their investments. The youth should be made aware by arranging seminars, conferences, workshops and also by giving them live demonstrations of stock markets at college level. Organisations working into finance sector can arrange for a week long session on practical functioning of investments as a part of corporate social responsibility project with minimal fees or no fees from the youth. Mass awareness programs via various sources like TV, radio, newspaper, and social media should be done in the interest of the youth. If these programs are done diligently there would be approximately 30% more financial literacy and more wealth creation by the year 2030.

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QUESTIONNAIRE CIRCULATED USING GOOGLE FORM

A Study Of Blockage In Wealth Creation Among The Youth Of Mumbai
* Required

1. Kindly select your age group *
Mark only one oval.

☐ 15 to 20
☐ 20 to 25
☐ 25 to 30
☐ Other

2. Are you currently employed? *
Mark only one oval.

☐ Yes
☐ No
☐ Maybe

3. How much percentage of your Annual income do you save? *
Mark only one oval.

☐ Up to 10%
☐ 10% to 30%
☐ 30% to 50%
☐ More than 50%

4. How much percentage of your Savings, do you invest? *
Mark only one oval.

☐ Up to 10%
☐ 10% to 30%
☐ 30% to 50%
☐ 50% to 70%
☐ 70% to 100%

5. If you were to invest your money in Gold, how much returns do you expect to get annually? *
Mark only one oval.

☐ Up to 4%
☐ 5 to 10%
☐ 10 to 25%

6. If you were to invest your money in a Fixed Deposit, how much returns do you expect to get annually? *
Mark only one oval.

☐ 5 to 8%
☐ 8 to 10%
☐ 10 to 25%

7. If you were to invest your money in Provident Fund (PF), how much returns do you expect to get annually? *
Mark only one oval.

☐ Up to 6%
☐ 7 to 10%
☐ 10 to 15%

8. If you were to invest your money in Exchange Traded Fund of Nifty50, how much returns do you expect to get annually? *
Mark only one oval.

☐ Up to 10%
☐ 10 to 20%
☐ 20 to 30%

9. If you were to invest your money in Mutual Funds, how much returns do you expect to get annually? *
Mark only one oval.

☐ Up to 8%
☐ 8 to 10%
☐ 10% to 30%

10. If you were to invest your money in dollars, how much returns do you expect to get annually? *
Mark only one oval.

☐ Up to 5%
☐ 5 to 10%
☐ 10 to 15%

11. If you were to invest your money in the following securities, how much risky do you expect your investment to be? *
Mark only one oval per row.

	Low	Neutral	High
Gold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ETF Nifty50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mutual Fund	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dollars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8/11/2019 A Study Of Blockage In Wealth Creation Among The Youth Of Mumbai

12. If you were to invest your money in the following securities, how much percentage liquidity do you expect your investment to provide you, if you need it on an urgent basis? *
Mark only one oval per row.

	Up to 10%	Up to 20%	Up to 30%	Up to 100%
Gold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ETF Nifty50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mutual Fund	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dollars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Kindly select your age group *
Mark only one oval.

☐ 15 to 20
☐ 20 to 25
☐ 25 to 30
☐ Other

14. Are you currently employed? *
Mark only one oval.

☐ Yes
☐ No
☐ Maybe

15. How much percentage of your Annual income do you save? *
Mark only one oval.

☐ Up to 10%
☐ 10% to 30%
☐ 30% to 50%
☐ More than 50%

16. How much percentage of your Savings, do you invest? *
Mark only one oval.

☐ Up to 10%
☐ 10% to 30%
☐ 30% to 50%
☐ 50% to 70%
☐ 70% to 100%

17. If you were to invest your money in Gold, how much returns do you expect to get annually? *
Mark only one oval.

☐ Up to 4%
☐ 5 to 10%
☐ 10 to 25%

18. If you were to invest your money in a Fixed Deposit, how much returns do you expect to get annually? *
Mark only one oval.

☐ 5 to 8%
☐ 8 to 10%
☐ 10 to 25%

19. If you were to invest your money in Provident Fund (PF), how much returns do you expect to get annually? *
Mark only one oval.

☐ Up to 6%
☐ 7 to 10%
☐ 10 to 15%

20. If you were to invest your money in Exchange Traded Fund of Nifty50, how much returns do you expect to get annually? *
Mark only one oval.

☐ Up to 10%
☐ 10 to 20%
☐ 20 to 30%

21. If you were to invest your money in Mutual Funds, how much returns do you expect to get annually? *
Mark only one oval.

☐ Up to 8%
☐ 8 to 10%
☐ 10% to 30%

22. If you were to invest your money in dollars, how much returns do you expect to get annually? *
Mark only one oval.

☐ Up to 5%
☐ 5 to 10%
☐ 10 to 15%

23. If you were to invest your money in the following securities, how much risky do you expect your investment to be? *
Mark only one oval per row.

	Low	Neutral	High
Gold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ETF Nifty50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mutual Fund	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dollars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. If you were to invest your money in the following securities, how much percentage liquidity do you expect your investment to provide you, if you need it on an urgent basis? *
Mark only one oval per row.

	Up to 10%	Up to 20%	Up to 30%	Up to 100%
Gold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FD	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ETF Nifty50	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mutual Fund	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dollars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ECONOMIC REFORMS IN TAXATION

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ABSTRACT

India is a developing country with high population consisting of federal economic system, which continues to grow and develop impressively. In this system taxation policy is means by which government finance their as well as public welfare expenses by collecting tax from citizens and organizations. So this research paper focuses on reformation in taxation policy happened in previous years, recent changes and required predicted alterations to be made in this specific area. This paper contains reports, fluctuations etc. of economic reforms in taxation and future predictions required for continuous growth of Indian economy.

Keywords: Taxation, Federal, Economic, Government Policy, Reformation, Fluctuations.

INTRODUCTION

Indian economy is developing economy which always tries to make different reforms/ changes in order to be the best in various fields. In which taxation is the backbone of it. Taxation is the systematic way through which government of a country collects money from every citizen and organization in order to pay its expenditure. Economic reforms in taxation means different kind of changes happened in tax policies with aim of removing current defects and making it more productive and supportive so that it can help to make the economy more powerful and competitive. Tax reforms aims at removing falsification in its structure and making it more fair, simple and efficient. We will study recent tax changes in the economy on personal income tax and its impact on individuals including benefits. Every citizen has to pay income tax, it's inevitable so any kind of fluctuation in it has a great impact on income of individuals. Thus every minute change in income tax policy must prove itself beneficiary for the economy as a whole.

RESEARCH METHODOLOGY

• OBJECTIVES

- To study the changes in the taxes over last five years.
- To understand the impact of the change in taxes on individuals.

• LIMITATIONS OF STUDY

- This research only considers personal income tax.
- Sample size is small while considering the universe.

• SAMPLE SIZE

- Sample size of 50 has been considered for this research.
- Impact on individuals includes of only 2019 budget.

• DATA COLLECTION

- The research is done in the light of both primary and secondary data
- Primary data has been gathered with the help of a systematic questionnaire.
- For the purpose of collecting data google form was designed and the data was collected through the same.
- Secondary data is based on the topic and is retrieved from the reference books, journals, magazines, newspapers and various websites.

LITERATURE REVIEW

Earlier to the liberation of economy, India's tax system was ruined with abundant issues which led to antagonistic / negative effect on tax collection efficiency. Thereafter, there were large number of exemptions which spoiled the tax base of country. Further poor enforcement of direct taxes led to tax avoidance. Additionally, double taxation of dividends was also prevailing in those days.

Thus, In India due to various problems, there was an urgent need to make changes in taxation system. After which efforts were made by India's tax system in 1980's.

* Raja Chelliah Committee.

Tax reforms committee was appointed by government under professor raja Chelliah to layout agenda for reforming India's tax system.

This committee was established in order to overcome above tax deficiencies.

• **TAX REFORMATION ON PERSONAL INCOME TAX BY MODI GOVERNMENT.**

Income tax changes introduced by BJP government in last 5 years.

This budgets were introduced by Modi government keeping in mind the hopes of salaried middle-class group. Tax payers were expecting some friendly reformations.

*** BUDGET 2014**

This reformative budget made a lot of taxpayers satisfied. The main change it made is increasing the basic tax exemption limit to Rs 2.5 lakh from Rs 2 lakh for individuals, for seniors it was increased to Rs 3 lakh (60 years above but below 80 years). Also deduction limit under 80C (Income Tax Act 1961 section 80C allows individuals to reduce their tax burden) was raised by Rs 50,000 to Rs 1.5 lakh. Apart from that middle class group also got some relief with the announcement of increase in deduction on interest paid on housing loans under section 24 was raised to Rs 2 lakh from Rs 1.5 lakh.

*** BUDGET 2015**

In second year of Modi government, there were slight changes made which helped salaried group to save more tax. In NPS (National Pension System) one more deduction of Rs 50,000 was presented under section 80 CCD (1b) [deduction offered to individuals contributing to NPS]. This deduction was along with Rs 1.5 lakh available under section 80C, concluding the tax saving to Rs 2 lakh per fiscal.

Further, for salaried person transport allowance was multiplied to Rs 1,600 per month from Rs 800 per month. Health Insurance Premium also came up with some deductions; for individuals earlier limit was Rs 15,000 which hiked to 25,000; for seniors and very seniors the limit was raised to 30,000 from 20,000.

Additionally, SSY (Sukanya Samriddhi Yojna) was given tax exempt status. For High Income Earners, (more than Rs 1 crore) there was some bad news. Arun Jaitley (finance minister) increased additional charges on taxable income from 10 percent to 12 percent; simultaneously the wealth tax was abolished.

*** BUDGET 2016**

In this budget, there were few bad news for High Income earners as surcharges was raised from 12 percent to 15 percent. Those individuals who are at rent but not getting HRA (House Rent Allowance) this budget brought some relief by making maximum deduction on rent paid under section 80GG (Deduction for rent paid) was increased from Rs 24,000 to Rs 60,000. Tax rebate was increased from Rs 2,000 to Rs 5,000 for small and marginal taxpayers with income below Rs 5 lakh. All other conditions were satisfied for property buyers including an additional deduction of Rs 50,000 under section 80EE (Income tax deduction for interest on home loan)

*** BUDGET 2017**

Under this budget, union finance minister Arun Jaitley offered a rebate of Rs 12,500 due to the reduction in tax rate from 10 percent to 5 percent for income earners between Rs. 2 lakhs and 5 lakhs.

However, for Higher class this budget brought some unpleasant announcement as it imposed a surcharge of 10 percent on individuals having income between Rs 50 lakh to 1 crore.

*** BUDGET 2018**

In fifth budget Modi government came up with mixed announcements for salaried class and pensioners, by introducing standard deduction of Rs 40,000 and taking away the tax benefits available on medical reimbursement and transport allowance; thus providing a net tax benefit of Rs 5,800 only. Import / sales tax on commodity was also increased by 1 percent from 3 percent to 4 percent. Also In this budget they also introduced long term capital gains tax on equity at flat 10 percent if gains are more than Rs 1 lakh in a financial year.

*** BUDGET 2019**

This budget appeased the salaried class by announcing tax- friendly measures. One of the biggest relief was No income tax will be payable by taxpayers with net income up to Rs. 5 lakh, people with income 6.5 lakh have to pay No tax if they use it's maximum benefit of Rs. 1.5 lakh under section 80C (Income tax deduction). Further, Rebate under section 87A (Income tax rebate) was increased to Rs 12,500 from Rs 2,500. Even though there are changes in tax payment, individuals are still required to file their Income tax return. The amount under Standard deduction was also hiked by 10,000 coming up with Rs 50,000 from Rs 40,000. Those who own a second house

also had something surprising in this budget they got relief from Notional Rent. TDS (Tax Deducted at source) threshold was offered to increase up to Rs 40,000 from the current Rs 10,000 for small depositors and non working spouses, Also, up to Rs. 2.4 lakh from Rs. 1.8 lakh for small tax payers who had given their property on rent in a given financial year. For saving taxes on long term capital gains parliament announced a great news that on selling one house, individual will be able to invest gains in two house properties instead of one but this benefit is applicable only once in lifetime if capital gains do not exceed to Rs. 2 crores.

IMPACT ON INDIVIDUALS OF 2019 BUDGET:

1. If individual's income is not exceeding up to Rs. 5 lakh in a year and has claimed all deductions under proper sections such as 80C (Income tax deduction) and 80U (Tax deductions for disabled individuals) and others exempt allowances than he/ she end up paying zero taxes.
2. If individual's taxable income goes beyond Rs. 5 lakhs than each tax liability of him / her will be computed as per latest existing income tax slabs and rates.
3. For pensioners and salaried individuals, one more increase in standard deduction of Rs 10,000 will help to reduce their taxable income up to Rs. 5 lakh.
4. If individuals own second house which is not let- out than he/ she will not have to pay tax on that income which is not actually earned by them.
5. Hike in TDS Threshold limit will benefit individuals depending on there status like for example landlords who depends on rental income, it will provide tax- related convenience to them.
6. Previously those individuals who were not able to use their whole capital gains now they can use them in purchasing two houses.

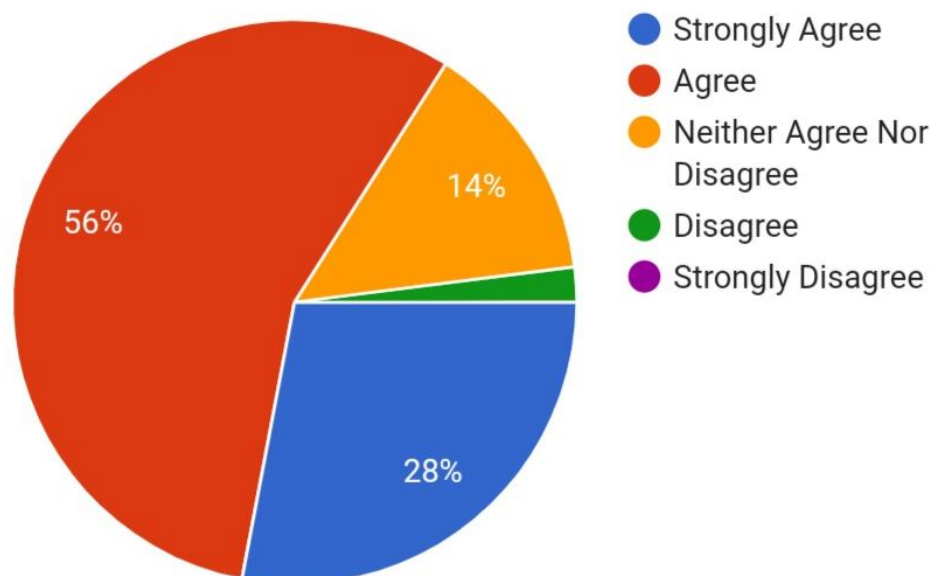
FUTURE PREDICTIONS

Taxes are like fuel that keeps our country running. Its a fact that larger government requires more taxes in order to operate smoothly. Taxes are significantly spent more on public spending so the need of taxes are very high. History has proven taxes usually rise more during periods of war, debt and deficiency etc like Second World War. When government is in need of more money then there is automatically high tax rates. It is seen in India that low tax rates have challenging effects on the economy and higher taxes help to run government smoothly. Tax Reformation directly affect middle class group as the problem in India is that there are not enough " High Income Earners ". Government can over tax rich until they are no longer rich and of course they will also not seat ideal they will take measures to avoid such tax. Hence, poor don't have anything to pay and super rich gets tax avoidance measures so middle class are forced to pay it. Thus future tax rates will be higher as India is still a developing country and needs more funds for its progress and development.

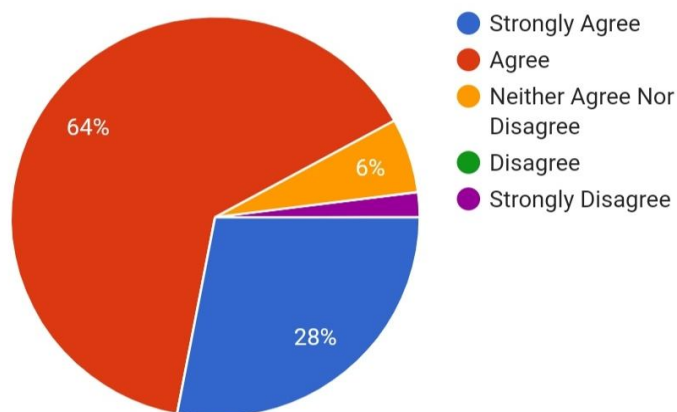
DATA ANALYSIS

Likert scale has been used to collect primary data ; Where SA =Strongly Agree, A= Agree, NAND= Neither Agree Nor Disagree, D = Disagree, SD = Strongly Disagree.

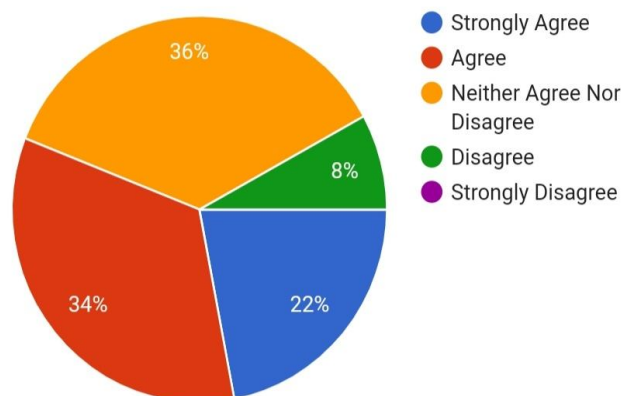
1 . Economic reforms in taxation means changes in tax policies



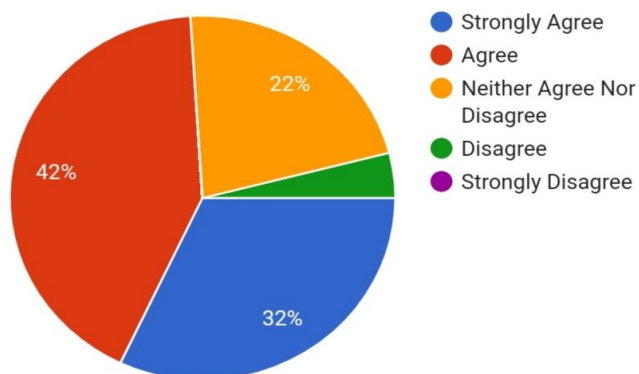
2. Budget prepared by current government has direct impact on individual tax payer



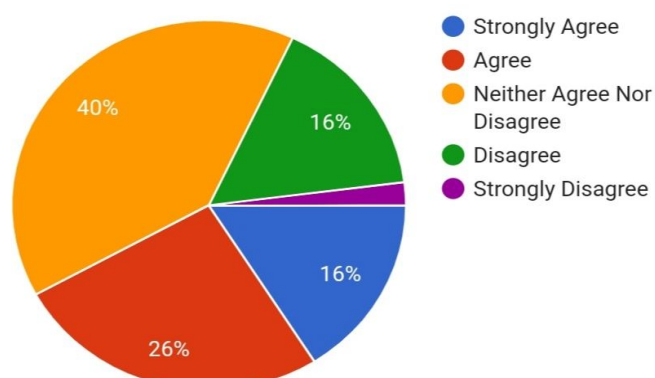
3. Changes in taxation by government will help india to achieve \$ 10 trillion economic powerhouse till 2030.



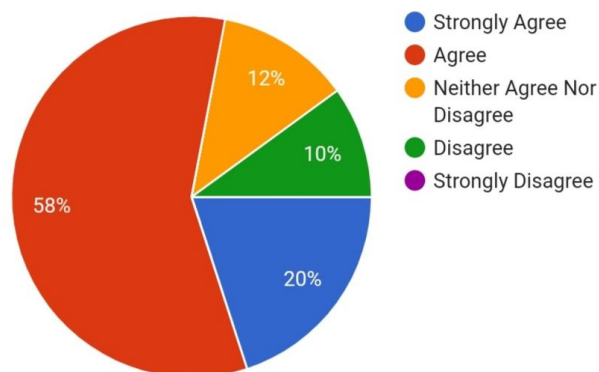
4. Changes in taxation made by government will help to increase government revenue.



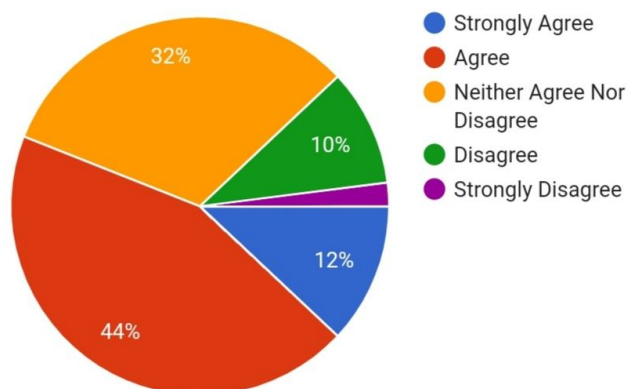
5. Government's decision on charging No tax to people having an annual income of less than 5 lakh will not have an impact on government treasury.



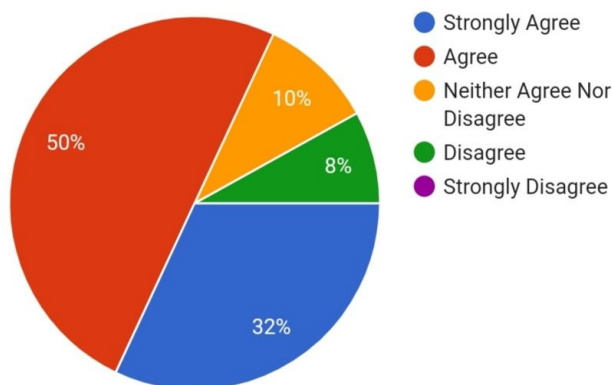
6. Additional deduction like interest on home loan upto Rs 2 lakh etc will help individual tax payers to increase there standard of living considering it as a benefit.



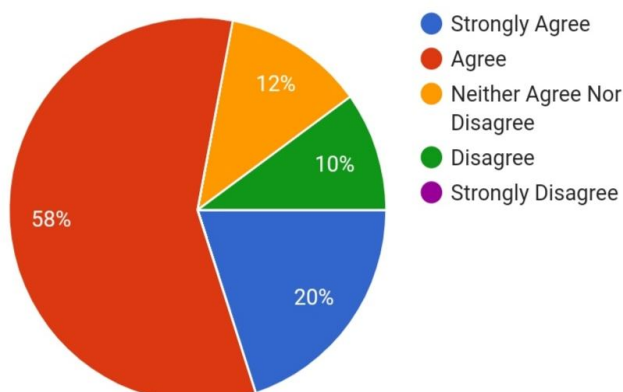
7. Changes in taxation for allowing individuals to buy 2 houses on selling 1 house if the capital gain is less than Rs 2 crore will have a positive impact on the economy.



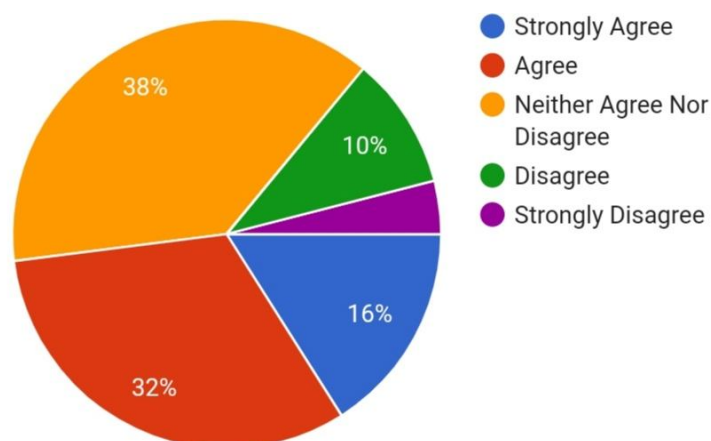
8. Decision of No tax up to Rs 5 lakh is a big relief for middle class group.



9. No tax up to 5 lakh will help in encouraging saving.



10. Future tax rate will be higher as India's debt is too high



DATA INTERPRETATION

A Survey was conducted together primary data and to know the effect of changes in taxation policy on general public. The Number of respondent is 50. The data was collected from the population of Mumbai and suburban region of Mumbai. There is 28% female and 22% male. Data is a mixture of educational qualification that is graduate, undergraduate, post graduate, and others. The respondents are in the age group of 18 to 60.

When asked about the changes in tax has direct impact on individual taxpayers, 28% agree strongly, 64% agrees to it and only 6% are neutral, 2% strongly disagrees, So it's clear that it has direct impact on them.

It was asked that government changes in taxation policies will help India to achieve its target of becoming dollar 10 trillion power house till 2030; 22% of the respondent strongly agrees as they have deep faith on Modi government where 34% agrees with the same as they also believe that current government has the capacity of making this dream true but 36% of the respondents are neutral about this statement and 8% disagrees to it.

When questioned that this reforms will help the government to increase its revenue, 32% of the people strongly agree, 42% agrees while 22% neither agrees nor disagrees and only 4% this agrees to it, it states that there is a slight confusion among people about increase or decrease in government revenue after changes; while the fact is that success and failure of the program in terms of increase in revenue takes time. One of the big change in government tax policy is that, now there is no tax on people with income upto rupees 5 lakhs; asking about this that it will not impact Government treasury 42% agrees with it and 40% neither agrees nor disagrees to it and 16% of the people disagree. It means that can be positive or negative impact on Government treasury but it's clear that it is a big relief for the middle class group and 82% of the population agrees to the same as a whole and it will definitely increase saving 78% agrees to it and only 10% disagrees. It indicates that different changes in taxation policy will impact economy positively because majority of the people have shown positive attitude towards it.

CONCLUSION

After reviewing and understanding the topic deeply as a whole we conclude that only reduction in tax rates will not result in an increase in economic development it need to be complied properly and should facilitated Individuals better ease in sustenance with regard to tax. It can be said that tax rate system has changed in India very significantly. Thus, text policymakers and taxpayers should go hand in hand for simultaneous growth and development of economy as a whole.

SUGGESTIONS

Nowadays, we can see that economic reforms are proving better and performing well in the taxation policies. The basic suggestions regarding the changes in the tax policies can be lowering the tax rates so that people like to pay less and can try to save more money. Countries tax system should be strong enough to bear positive as well as negative effects on the economy on the reforms made by them.

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INTERVIEW VIA VIDEO CONFERENCING

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ABSTRACT

Today's technology plays an important role in the modern world. Organization cannot function without technology. HR manager have to accept different kind of technologies. Interview is an integral part of selection process. Interview is a process of discussion about candidate's details and specifications. Conducting interview through video conference in help to reduce travelling expenses, minimize time and save energy. With global human resource Management in place the candidates are scattered across the globe to suffice the need of interview these candidates video conferencing has been the boon to the selection process. This paper focuses on the changes in the selection process over the period of time.

Keywords: Selection Process, Video Conference, Technology, Interview, Global Human Resource Management, Travelling expenses.

INTRODUCTION

Video conferencing is a one of the modern types of conference call that links the candidates with the companies that are situated in different locality. Video conference interview aids candidates and companies to remove distance gap and conduct the conference. The modern video conferencing interview is helping organizations to speed up the process of interview, hiring and selection process. By conducting video conferencing interview the organization benefits as the hiring cost is a much cheaper when compared to traditional interview. Traditional interview allows the interviewer to meet physically with the candidates. Video conferencing interview can be regulated through our personal laptop, tablet, computer and smartphones.

RESEARCH METHODOLOGY

OBJECTIVES

- 1) To study the need of video conferencing for conducting interview in organization.
- 2) To observe the role of Technology in using the selection process.
- 3) To understand the future of video conferencing in the year to communication.

LIMITATIONS OF STUDY

The sample size conducted for the topic is meager.

DATA COLLECTION

Secondary data collected with the help of reference book generals periodicals and online data.

Primary data is a gathered with the help of systematic questions to human resource electives.

SAMPLE SIZE

The sample size considered for this research is 68.

REVIEW OF LITERATURE

HISTORY

The history of video conferencing shows us how effective the technology is in today's era. Today, people are more techno-savvy. The first video conferencing technology back dates to the audio wires of the 1870s and Bell lab's video phone in 1927, which was modified and developed into modern video conferencing. In 1964 video conferencing was first introduced at the world's fair in New York. This invention was then called as Picturephone which was given by AT&T company. In 1970's AT&T company started using video conferencing for its picturephone service. In 1982 the Compression Labs Company started making video conferencing system which was very huge and costly. In 1986, Picture Tel introduced video conferencing system in the market. This video conferencing system was much cheaper as compared to Compression Lab Company. In 1990s the video conferencing went for extension. In 1991 Picture Tel Corp. integrated with IBM (international business machines) (computer hardware company) to launch PC based video conferencing system. In 1992, Macintosh launched its first video conferencing software CU seem V0.1 for personal computer. This type of version had no audio but video system was the best during those times. 2000s video conferencing became accessible for free with the help of internet service. According to Andrew Mason the global human resource director said that due to the increasing use of video conferencing in the organization human resources were found to be more

energetic. Various types of video conferencing softwares allowed firms to connect to candidates from any location.

Reliance Jio is India's first and world's second operating firm. Reliance Jio announced in its annual general meeting that they are launching HOME BROADBAND on 5th September 2019. Jio will be offering multiple services like virtual content multiparty video conferencing, ultra HD entertainment through set-top-box. In future people will see video conferencing system in their television through Jio fiber set-top-box.

Today, more and more firms are implementing Skype, Zoom, Cisco, Go to meeting and similar softwares because these have become more fundamental and widespread for the firm's strategies. The importance of video conferencing market is supposed to increase drastically by 2030. Today not every firm is using holograms, 3D and fully wireless connections. The future of video conferencing is very bright because people will see video conferencing happen in holograms, 3D and quit wireless connection.

PROS AND CONS

Pros

1. Minimize traveling expenses: Travelling expenses these days are humongous. Sometimes there are chances of delay in flights, trains and buses due to bad weather conditions. This affects the scheduled interviews and important meetings. Video conferencing interview assists candidates to overcome the long distance travel and save candidates time too.
2. Speed up the selection process: If human resource manager has to select more than 20 candidates for one position then it will consume more time of both, human resource manager of the organization as well as candidates. If HR manager uses video conferencing with her it will save a lot of time and the schedules need not be disturbed. He can make 20 different calls to these candidates or the better option is to use the video conferencing software for conducting the interviews. Video conferencing interview software speeds up the process of selection than scheduling and conducting the live interview.
3. Going green: Conducting video conferencing interview is better for environment. When organizations implementing video conferencing interview in its business it helps organization to come closer to carbon neutral mark. When businesses are conducting interviews at specific place, travel cost adds up every year. With every trip you are contributing to pollution and increasing amount of greenhouse gas. Implementing video conferencing interview in business reduces the need for travelling and therefore removes greenhouse gas emission.
4. Increase the level of productivity: Video conferencing interview generates suitable atmosphere where both the parties can conduct a conference anywhere and at anytime. They can save their time to using video conference, and can continue their pending work after the Video conference. This will increase the productivity levels of the organization as well as individuals.
5. Flexibility: Flexibility is one of the main advantage of video conferencing. If candidates are out of the town for some reason, HR manager can conduct the video conferencing through his/her smartphone, laptop, iPad and any other similar devices.

Cons

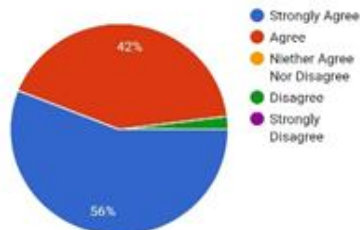
1. Technical issues: Technical issues are faced during conducting the video conferencing interview. Technical issue means problem in equipment which are used for video conferencing interview such as hardware, software and network failure. This will affect the smooth functioning of video conferencing interview.
2. Lags personal interaction: The main purpose of conducting personal interview method is to gather more and deeper information about the candidates. But when Human Resource department conducts video conference interviews there is lack of personal interaction with candidates and the possibility to miss out on the body language of the candidates. Sometimes it is difficult to judge person through video conference.

DATA ANALYSIS AND INTERPRETATION

The data is collected with the help of five point Likert scale.

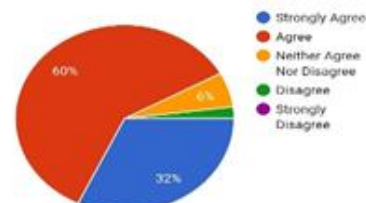
1. Video conferencing interview reduces the travelling expense.

50 responses



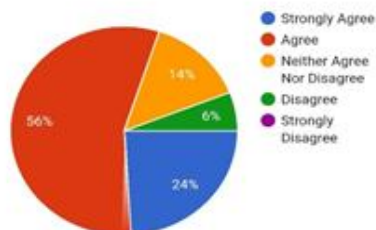
2. Video conferencing interview helps Human Resource department to speed up the selection process.

50 responses



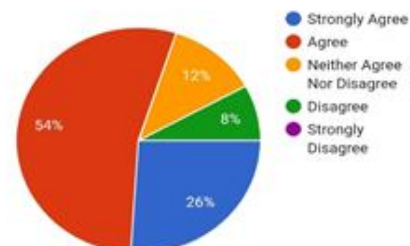
3. Video conferencing interview is considered as going green.

50 responses



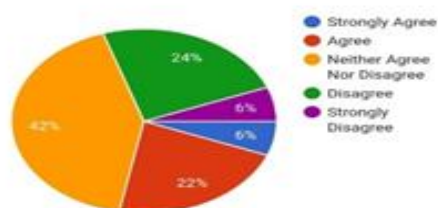
4. Video conferencing interview lags personal interaction.

50 responses



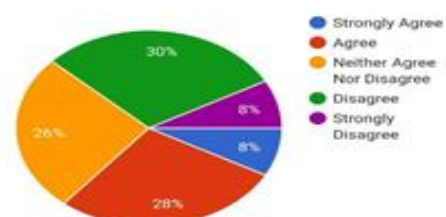
5. Traditional interview process is better than modern interview method (video conferencing interview).

50 responses



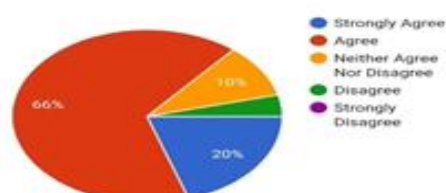
6. Conducting interviews through video conferencing is beneficial to organisation and not the interviewee.

50 responses



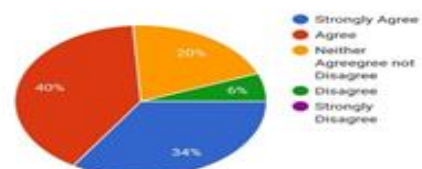
7. video conferencing is becoming a crucial enterprise collaboration tool for company as well as people

50 responses



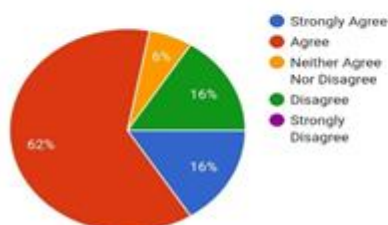
8. Video-conferencing helps reduce misunderstandings when compared to gmail and phone calls

50 responses



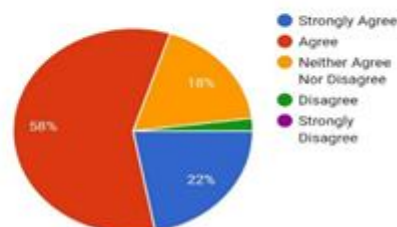
9. Flexibility in communication is possible through videoconferencing interview.

50 responses



10. Video conferencing interview helps industries to increase productivity of organization.

50 responses



A survey was conducted to gather primary data and to know interview via video conferencing. Number of respondents considered are 67 for this survey. The data was collected from the suburbs of Mumbai, Goa, Ahmedabad. There are 40% male respondents and rest 59% are females. The respondents are in the group of 17 to 50 years. The data was collected on the basis of qualifications of respondents. Graduates, undergraduates, post graduates and others are the categories considered. It is observed that majority respondents are undergraduates. According to this survey majority people (47%) strongly Agree that Video conferencing interview reduces the travelling expense. Most of the respondents (52%) believe that Video conferencing interview helps Human Resource department to speed up the selection process. A huge number of people (55%) agreed that video conferencing interview considered has going green. (50%) respondents are aware that Video conferencing interview lags personal interaction.

Only (22%) respondents are disagreed to the Traditional interview process is better than modern interview method (video conferencing interview), and (38%) people does not aware about this concept. Overall (32%) people disagreed to the Conducting interviews through video conferencing is beneficial to organization and not the interviewee. A huge number of people that is (68%) of respondents agreed that video conferencing is becoming a crucial enterprise collaboration tool for company as well as people. (41%) respondents know that Video-conferencing helps reduce misunderstandings when compared to Gmail and phone calls. More than half of the people (62%) know the concept of the Flexibility in communication is possible through videoconferencing interview. (32%) respondents do not know that video conferencing interview helps industries to increase the productivity of the organization. With the help of this paper it is observed that if organisations conduct interviews via videoconferencing both parties that is candidate and HR manager will be benefitted.

CONCLUSION

Video conferencing interview helps industries to increase productivity of organization. Interviews via video conferencing offers optimum flexibility in communication. The communication is clear with videoconferencing as compared to email and phone calls. Today, most of the companies conduct interviews through videoconferencing. With the availability of human resources on the global platform videoconferencing acts as a boon to the companies. This saves cost, time and energy of the interviewer and the interviewee as well. Also, this concept supports Green revolution which is a welcoming change. More than anything it speeds up the entire selection process thereby savings on the travelling costs. In a nutshell videoconferencing is the latest and a welcoming development in the era of technology.

SUGGESTIONS

- Set up cost of video conferencing system should be not high.
- Make some methods of video conferencing interview which should be a suitable to promote in rural areas.

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BEHAVIOURAL FINANCE

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ABSTRACT

Behavioural Finance is a combination of economic and psychological behaviour. Behavioural Finance is the study of normal and abnormal behavioural of humans. It analyses issues that affect decision-making. This research paper discusses traditional and behavioural finance and human behaviour with regard to investment decisions.

Keywords: Behavioural Finance, Psychological, Investment, Investors, Biases, Opinion, Emotion, Decision-making.

INTRODUCTION

Behavioural Finance began getting importance from 1980s. The earlier generation defined people as “illogical”. Behavioural Finance is studies individual and group emotion. And the influence on their behaviour in the market.

Every human being has wants. Our wants change. For instance, people look forward to being rich, having a higher social status, being valued by their family among others. Behavioural Finance is about the effect of emotions on decisions that individuals make.

RESEARCH METHODOLOGY

Objective

1. To study traditional finance and modern behavioural finance.
2. To study the ways in which the psychological factors affect decision-making.
3. To study behaviour of investors.

LIMITATIONS OF STUDY

- The sample size is too small as not many people were willing to give the information.

Sample size

- For collecting Primary data, the sample size is 76 Students, Managers, Employees working in an organization will be asked to fill up the questionnaire for this study.
- From 76 responses 47% were female and 53% were male. The research was made between age group of 18-25, 26-35, 36-45, 46 & above. Majority of them were graduate and post graduate 62% are employed and rest are self-employed and fresher.

DATA COLLECTION

- This study is based on primary as well as secondary data.
- Primary data is collected with the help of questionnaire, and secondary data through reference books, newspapers, websites, and articles.
- Appropriate statistical tools were used. A structured questionnaire was used to collect primary data using Google forms.
- <https://forms.gle/Kfuyubkuf84Lw8dq9>

LITERATURE REVIEW

Behavioural finance

Behavioural finance is used for better understanding of investors and managing their financial needs. It studies individual and group emotions. It discusses how people make decisions in financial markets. It explains all possible patterns of investors. Behavioural finance helps in improving and understanding the decision making power. Behavioural Finance focuses on investors who do not react rationally all the time and they have their own views and biases. Behavioural finance has impact on financial decisions making. For instance, emotions can also affect investment decisions.

Traditional finance

The subject of finance has been influenced by traditional finance is also known as standard finance.

Traditional Finance is based on following beliefs:

- VII. Both micro and macro financial behaviour are based on clear thoughts and reason rather than on emotions.
- VIII. Micro financial behaviour is individual and Macro financial behavior is market.
- IX. Investors have the ability to regulate emotions, thoughts and behaviour in the face of temptation and impulses.
- X. Investors and markets do not think clearly.

Decision making errors and biases

The following are the concepts related to decision-making bias:

Self Deception: The concept of self deception is thinking that one knows more that what one actually does. As a result, learning or gaining knowledge stops there itself. The mind has already closed doors.

Sensation: Another concept is Sensation which is related to emotions. It refers to decisions made on the basis of the mood of the individual because changing moods can affect thinking.

Influence of those around us: People whom we interact with can have an influence on us.

Importance of Behavioural finance

Studies state that the standard investor makes decisions on emotions does not use logic. As a result, most investors buy high on hypothesis and sell low due to nervousness. Behavioural finance attempts to report this behaviour. Behavioural finance tries to understand how people make decisions, how their thinking affect their decision.

Human beings are rational

Human beings are rational but certain situations (tiredness, under the influence of drugs, alcohol, rage) they may not be able to make judgments as they like and that can result in huge losses.

Stock markets are efficient

Herd mentality is what most goes by while investing in the stock market. When markets are on a high most would be keen about taking the plunge while when it falls, many try to sell.

Decision making

Decision making is based only on logic, facts or a combination of both emotions and logic. It depends on the situation. However, it would make more sense to have a master plan, get the views of experts, and narrow down on the techniques that would help us make better decisions rather than let emotions takeover. It is also based on expectations of our decision. You have to take full responsibility for your actions and choices and move forward for whatever your decision is taken.

Understanding behaviours

Rational Behaviours	Psychology Behaviours
Economics	Emotion
Risk	Social & Political Style & Behaviours
Master Strategies	Moods & Attitudes
Compliance	Beliefs & Expectation
Politics	Experiences & Hopes
	Fear & The Ego

Ways to Making Correct Decision

1. Identify your goal according to the needs & requirement and set the output of result.
2. Get more and accurate information about your goal.
3. Identify all possible options.
4. Study each option Like, Features, Benefits, Limitation, Etc.
5. Select the best option which will fulfil your needs & requirements.
6. Develop alternatives options.

7. Evaluate and decide carefully the chosen option is good choice. Make decision and choose best path.
8. Implement and take action.
9. Monitor and Review

There are some points to know that you are on the Right Track:

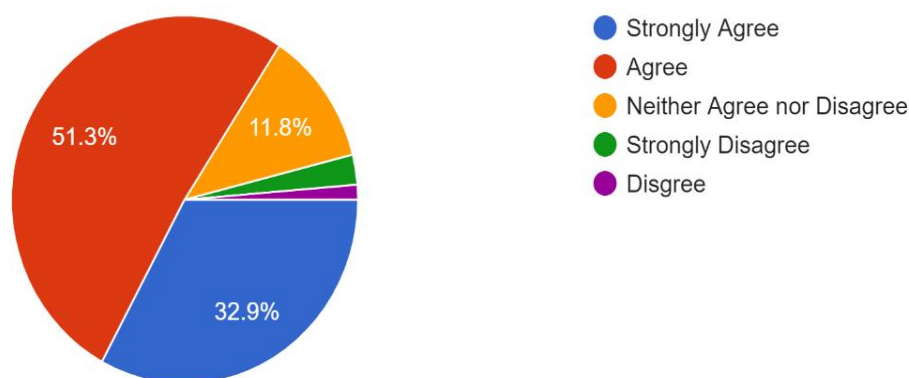
- 1 First, you should be confident and your all questions are framed correctly.
- 2 If you can say with confidence that decision is based on logic, rather than emotion, feeling, more likely on the ways to success.
- 3 You should be moral and ethical, too.
- 4 You need to consider more alternative choices.

DATA ANALYSIS & INTERPRETATION

According to the above pie diagram we can see that out of 76 responses (employees, managers, students) 60.5% of them Agree that 'Behavioral finance is used for better understanding of investors and their needs', 35.5% Strongly Agree, and rest of them are not sure (Neither Agree nor Disagree).

2) Behavioral finance helps people to make proper and relevant decisions.

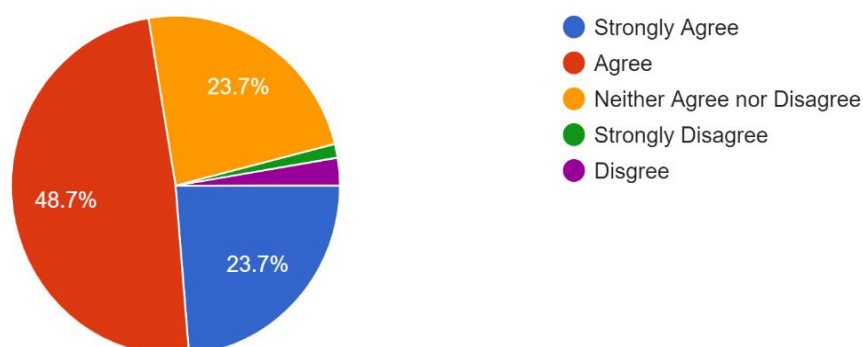
76 responses



According to the above pie diagram we can see that out of 76 responses (employees, managers, and students) 32.9% of them strongly agree that 'Behavioural finance helps people to make proper and relevant decisions', 51.3% Agree, 11.8% are not sure (Neither Agree nor Disagree).

3) Behavioral finance extends over "individual and group emotion and also behavior in markets.

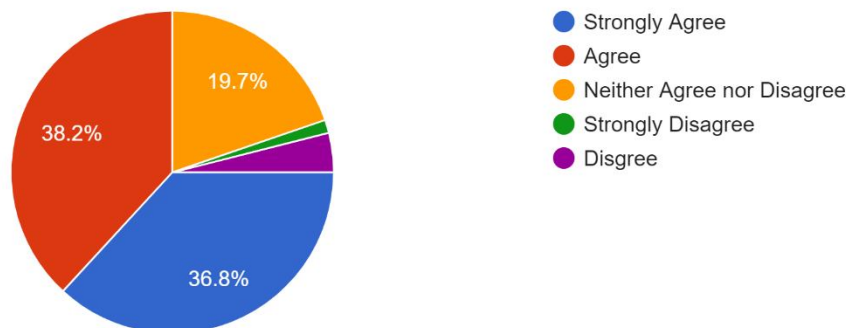
76 responses



According to the above pie diagram we can see that out of 76 responses (employees, managers, students) 23.7% of them Strongly Agree that 'Behavioural finance extends over individual and group emotion and also behaviour in markets', 48.7% Agree, 23.7% are not sure (Neither Agree nor Disagree).

4) Behavioral finance analyses the issue that affects the individual decision-making.

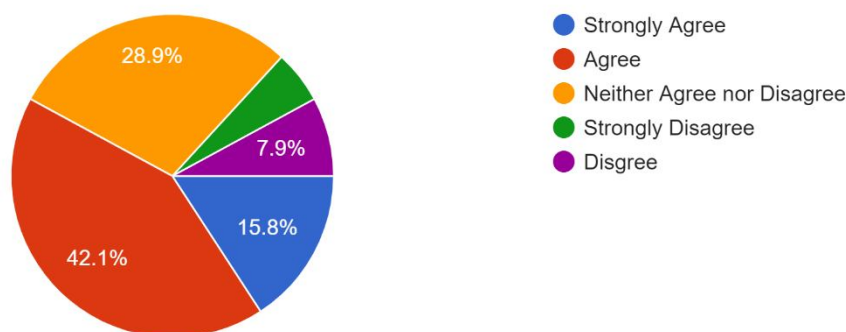
76 responses



According to the above pie diagram we can see that out of 76 responses (employees, managers, students) 36.8% of them strongly Agree that 'Behavior finance analyses the issues that affects the individual decision-making', 38.2% Agree, 19.7% are not sure (Neither Agree not Disagree).

5) The investors are always rational and influenced by their own biases.

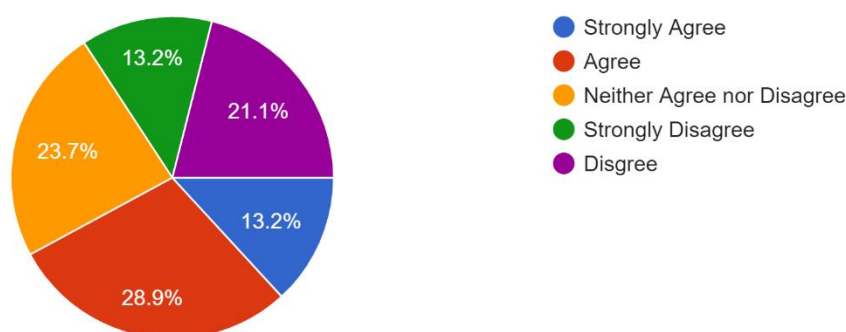
76 responses



According to the above pie diagram we can see that out of 76 responses (employees, managers, and students) 15.8% of them strongly agree that 'The investors are always rational and influenced by their own biases', 42.1% Agree, 28.9% are not sure (Neither Agree not Disagree) and 7.9% Disagree.

6) Behavioral finance brings loss and causes harm in wealth management strategy.

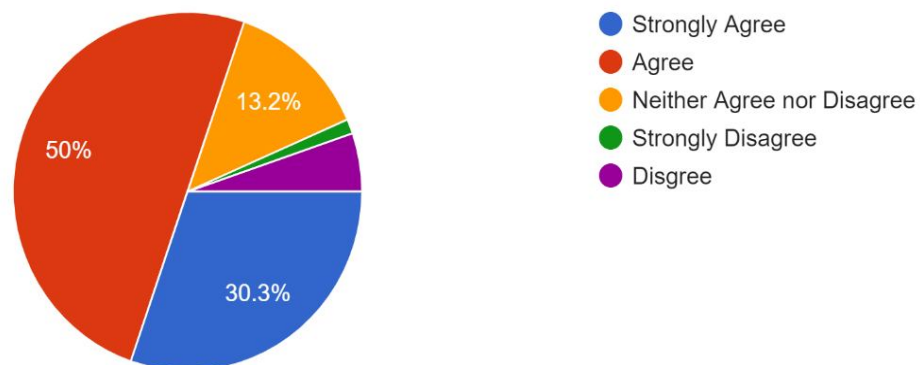
76 responses



According to the above pie diagram we can see that out of 76 responses (employees, managers, students) 13.2% of them strongly disagree that 'Behavioral finance Brings loss and causes harm in wealth management strategy', 28.9% Agree, 23.7% are not sure (Neither Agree not Disagree), 13.2% Strongly Disagree, 21.1% Disagree.

7) People whom we interact with can have an influence on us.

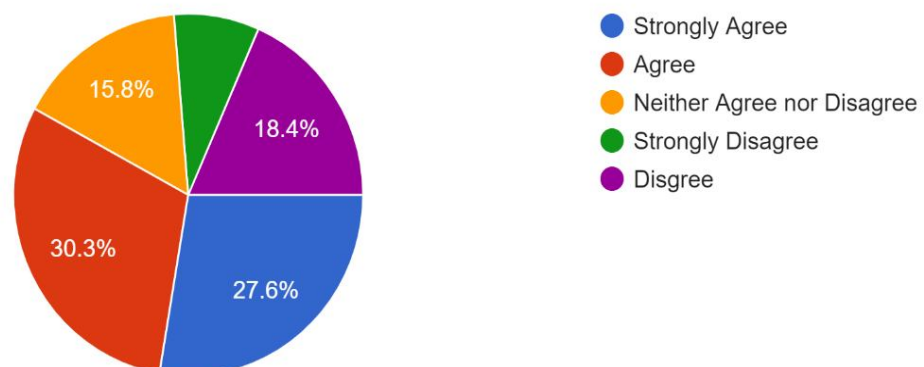
76 responses



According to the above pie diagram we can see that out of 76 responses (employees, managers, and students) 30.2% of them strongly agree that 'People whom we interact with can have an influence on us', 50% Agree, 13.2% are not sure (Neither Agree nor Disagree).

8) Financial decision based only on logic, facts and knowledge.

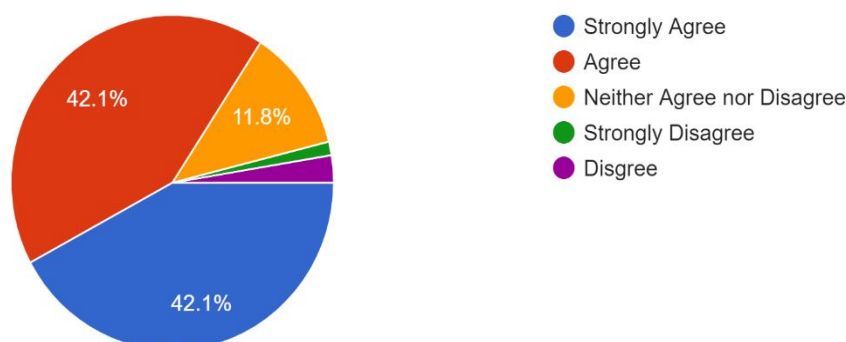
76 responses



According to the above pie diagram we can see that out of 76 responses (employees, managers, students) 27.6% of them Strongly Agree that 'Financial Decisions based only on logic, facts and knowledge', 30.3% Agree, 15.8% are not sure (Neither Agree nor Disagree), 18.4% Disagree.

9) Investors believe that long term investment is beneficial for their future.

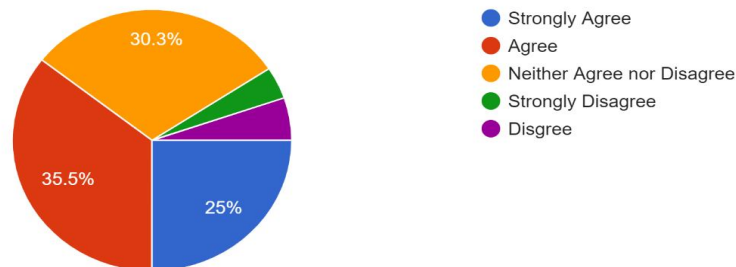
76 responses



According to the above pie diagram we can see that out of 76 responses (employees, managers, students) 42.1% of them strongly agree that 'Investors believe that long term investment is beneficial for their future', 42.1% Agree, 11.8% are not sure (Neither Agree nor Disagree),

10) Micro and macro financial behaviour are based on clear thoughts and reason rather than on emotion.

76 responses



According to the above pie diagram we can see that out of 76 responses (employees, managers, students) 25% of them Strongly Agree that 'Micro and macro financial behavior are based on clear thoughts and reason rather than on emotion', 35.5% Agree, 30.3% are not sure (Neither Agree nor Disagree),

CONCLUSION

According to the survey Behavioral finance is used for better understanding of investors and their needs & requirements. Behaviour of an investor is based on some factors Like, Age, Gender, occupation, qualifications, and Income group. It helps people to make proper and relevant decisions. It describes individual and group emotion and its influence on their behaviour in the market. It analyses the issue that affects the individual decision-making. It shows emotion and biases which influenced investors in the decision making process. It brings loss and causes harm in wealth management. People whom we interact with can have an influence on us because to point out problems, to expect possibility in the future, to plan and prepare, to develop new ideas and systems, to solve problem. Financial decision is based only on logic, facts and knowledge. Investors believe that long term investment is beneficial for their future. Individual and market financial behaviour are based on clear thoughts and reason rather than on emotion. It is observed that feeling and emotion is a bridge between rational and irrational behaviour.

SUGGESTION

- Investors need to improve their investment knowledge and they have to understand the rational behaviour in financial market.
- Investors need to take some experts advice from experiences person.

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E- RECRUITMENT: AN ELEGANT PROGRESSION

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ABSTRACT

Enrollment process plays a vital role in every organization as it affects functioning of the organisation. Nowadays, we see a swift change in technology. In order to cope up with this change in technology human resource department needs to be proactive. Recruitment process needs to be aligned with the changing times. Organisations these days are moving towards e-recruitment. This research paper focuses on the needs of e-recruitment, methods of online enrollment, reasons for investment in smart recruitment, apps used for online recruitment as well as benefits of e-recruitment. This paper also deals with inclinations of smart enrollment.

Keywords: E-Recruitment, Candidates, Smart Enrollment, Technology, Organization.

INTRODUCTION

In today's competitive world, the master or principal means for large number of managers to find entrants for job and contestant to look for jobs is internet. In simple words Recruitment means, it is a pragmatic procedure of discovering for probable candidates and encouraging them to apply for job. This process has ongoing for decenter. Nothing is constant in the world except change. To face or to survive in this competitive world organization need to be digital. so for continuous development or growth or success in recruitment process of organization need to adopt that change. In this world to become globalize there is another way for recruitment that is e recruitment. Smart recruitment is a proactive perspective of human resources to find out eventual candidates and screening them to fill the vacant job seats by using internet. Smart recruitment is also called as e recruitment or online recruitment. Now e recruitment is significant to adopt for success as well as survival. It is a mixture of whole procedures of organisation like searching, evaluating, discussing and hiring.

RESEARCH METHODOLOGY

Objectives

1. To understand the needs and methods of e-recruitment.
2. To analyse the reasons for investment in smart recruitment and apps used for online recruitment.
3. To list benefits and inclinations of e-enrollment.

Limitations of study

The sample size considered for the topic E-Recruitment is very small. Appellants were extremely careful while responding to the questionnaire.

Sample size

For this research the sample size considered is fifty (50).

Data Collection

For the purpose of this research, both primary as well as secondary data are considered. Survey method has been operated with the help of questionnaire technique for accumulation of responses for primary data. Data from reference books, web links, journals has also been considered to support the research with secondary data.

LITERATURE REVIEW

Need for E-Recruitment

A large number of attractors not only attract people from our country but also want to appeal best candidates all over world. In this technological world, smart recruitment help to overcome barriers of traditional technique. It is needed to reduce frustration & supports activities like finding suitable candidates for the right job position.

Reasons to invest in E-Recruitment

- 1) Simple Online Solicitation: Candidates tracing structure use a very basic form of Artificial Intelligence (AI) for the purpose of deep study and particulate massive number of Curriculum Vitae's gathered every day. Smart recruitment technique expands this use by letting attractor proactively search suitable job seekers through applying intelligent & predictive technology.
- 2) Selected applicants are outstretched: AI can assist to pinpoint passive job seekers and go far away what human recruiters could accomplish. All these things are done without putting time & cost.

3) Specifically operated for distant enrolling: To provide suggestions about candidates for remote position, AI engines can quickly proceed memorable data and pick from number of sources.

4) Perfect investigation for standard interview: AI plays an important role in learning from past conditions. Technological platforms become much intelligent over a period of time by taking aid of trend data analytics technique.

5) First level of concealing is accelerated: AI base enrolling technology can quickly scrutinized Curriculum Vitae and shortlist viable candidates.

Methods of E-Recruitment

Social media: Social media tools like Instagram, Twitter and other tools are used to spread information related to vacancies for job and support in giving links.

Online jobs listing: This is a famous method of increasing advertising revenue. It is promoted on a regular basis via social media platforms.

Websites: A website is the place where the applications are registered.

Blogs: To fill the vacant jobs, recruiters take support of blogs as a part of enrollment process. Reputed firms like Microsoft and Best Buy use blog method. A lot of employers are presently using this method to generate enrolling outcomes.

E-video: In this method suppliers like monster.com and similar others have worked with a recruiter in making e-recruitment videos which shows opportunities of jobs, features of company, benefits etc. to individuals.

Apps for E-Recruitment

LinkedIn recruiter: Majority of the professionals used this app. This is the normal choice of the recruiter. It concentrates on gridding and hunts device to pinpoint the possible candidates and particularize tools for contacting them.

Rakuna: This app provides easy visual structure to attractor.

Monster: This app is easy to handle and accessible.

Productivity app: In productivity apps, three types of apps are included. Such as Evernote, Asana, Hoot suite. Evernote recommends attractor to do much more in an organized way. It focuses in keeping a daybook in place. Asana app aids to track dissimilar projects, generate sub tangents and handle whole team. Hoot suite aids to control likes and replies.

WhatsApp: This is the very popular app for free recruitment. There are 62% job seekers are active on it. Even WhatsApp Groups are support the recruiting, organizing, segmenting job applicants within the app. This app also gives a quick confirmation about message reading.

Advantages of E-Recruitment

Time saving: Internet access allows us mobility. It helps the organization to send the job postings or huge emails out to candidates 24x7. According to this research, if the organization chooses smart recruitment method, it saves over 65% hiring time.

Cost effective: If the employer has adopted online enrollment methods like websites and not the traditional recruiting method like advertising in newspaper, search films etc., then he saves cost of recruitment. The money which is spent on online recruitment is comparatively lower than traditional method of recruitment.

Create your job add more effectual: Most of the companies want to become more creative for their advertisements. For this purpose, e-recruitment is the best option. For example, by using short videos, it shows the benefits as well as the culture of the organization more efficiently to attract the candidates.

More longevity: Various forms of print media job posts are short lived. Web based techniques keep the job post as it stays for a long time. When the author removes it, we cannot see it.

Massive number of audience hold out: Many developed organizations use internet at a very high scale. It is a world-wide appearance which makes it is easy to receive submissions from massive amount of candidates. This is only one technique for younger generation which proves effectiveness & efficiency to hunt for jobs. Approximately 98% of 18 to 19 age groups are active on internet according to this research.

Inclinations of E-Recruitment

1) Enrollment marketing scheme: It is hard for the companies to fill the open positions because of high employment rates. But for entrancing top job applicant enrollment, marketing scheme can qualify your company to set itself different from others.

2) The latest technology believes on algorithms that sets a procedure for doing. It also specifies what or how to make decisions. It is very useful in recruitment. But, there are some barriers in it that studies personality, skills, attitude and make decisions on the basis of access to data. It does not understand emotions.

3)Block chains provides data protection: Block chains means see the data at below. This application supports the person to store personal data in it and provide permission for huntsman to outbreak the required data for a period of time. This can speed up confirmation of quality protection.

4) Rights of applicants: GDPR clarifies that the candidates have some Rights about their privacy & secrecy. It is a significant topic so organization needs to concentrate on it.

5) Hiring contingent workers become more complex: For the purpose of giving flexible staff & maintaining availability of skills utilization contingent workers are important. At present legal pressure is on full time workers but tide may start to firstly use contingent working arrangements.

6) Mobile as a source of enrollment: Mobile instruments are universal. Operating them for enrollment can allow associations to face the competition and benefit from it. For rapid enrollment process mobile texting is good as compared to other processes.

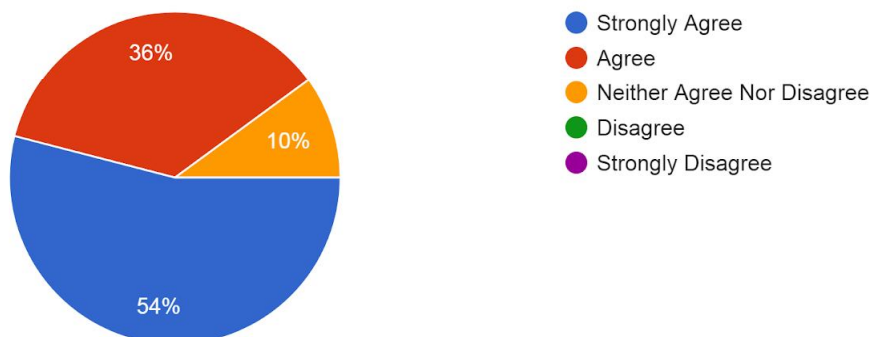
7) Chat boards as exerciser: Contemporary utilization of chat boards for basic task is another trending enrollment medium which provides maximum benefit to job seekers as well as the organization. It quickly joins Candidates with interviewer after completing pre-concealing procedure.

DATA ANALYSIS

Likert scale has been used to collect the data.

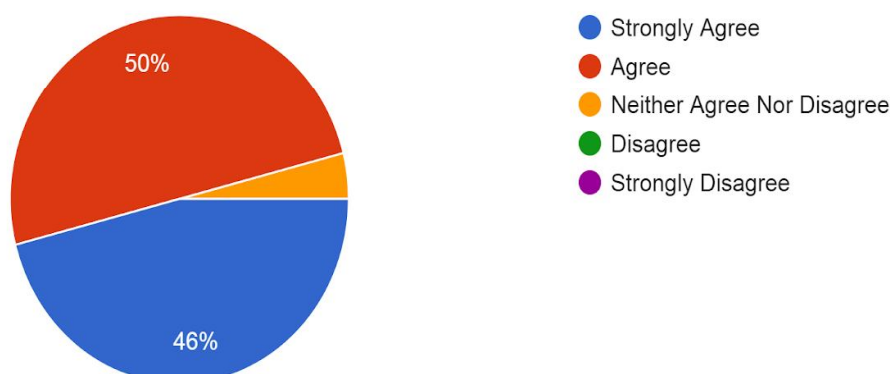
Internet is the best option for the purpose of searching massive number of new job applicants .

50 responses



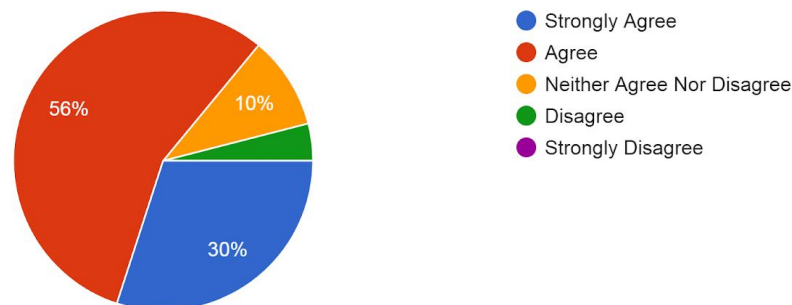
Organisations need to adopt e - recruitment to achieve the success in the performance of recruitment .

50 responses



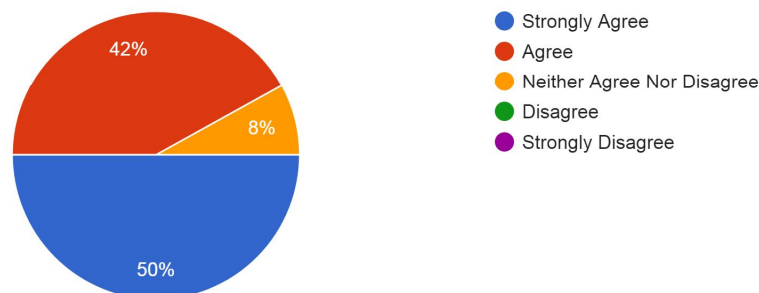
E-recruitment plays a significant role in contingent workforce and remote hiring

50 responses



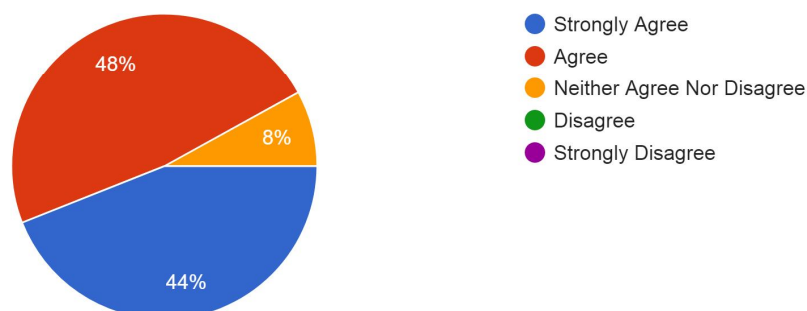
E-Recruitment is beneficial to save time and cost

50 responses



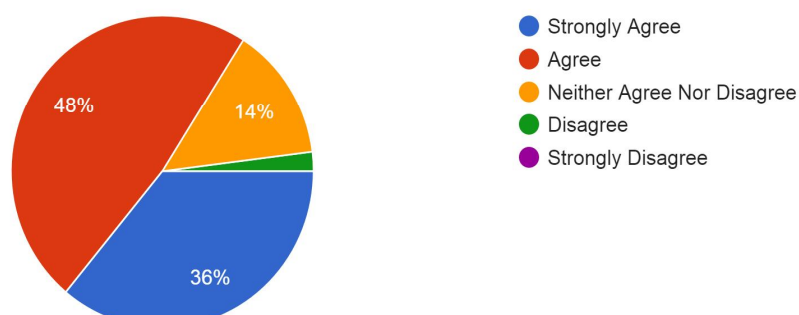
Organisations make their jobs innovative,durable to reach huge audience with the help of e-recruitment.

50 responses



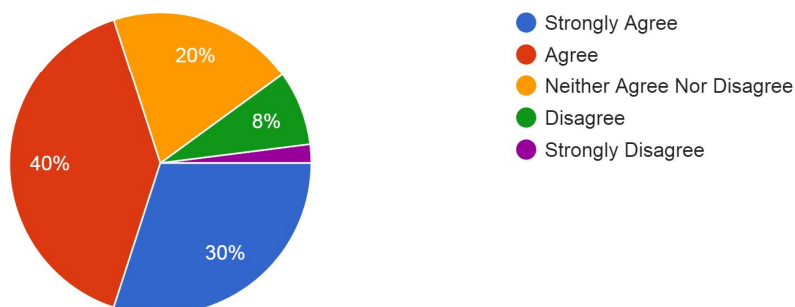
Social media, websites are the best techniques of e- recrutement.

50 responses



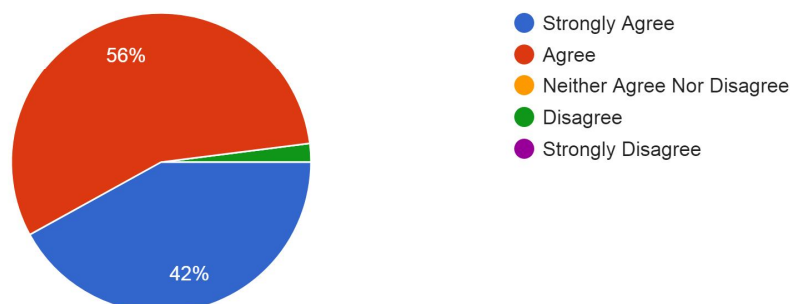
LinkedIn,Monster ,Whats App are the most suitable applications of e-recruitment for organisation as well as individuals.

50 responses



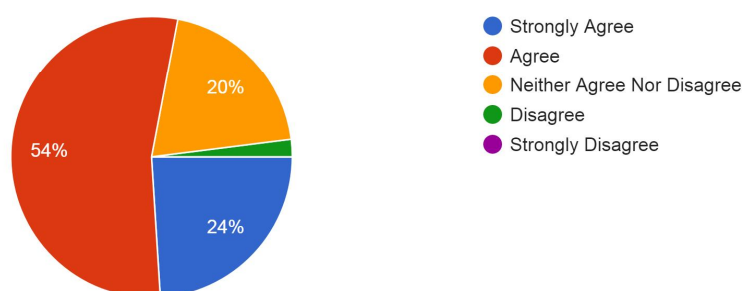
Global organisations should focus on the rights of the candidates in order to survive in competitive world.

50 responses



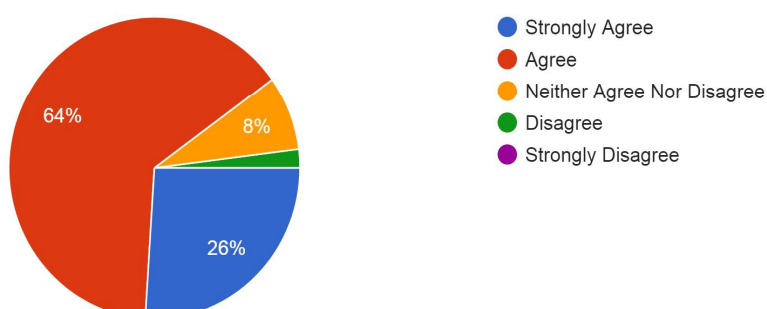
Chatboards and mobile devices are the latest medium of e-recruitment that provides maximum benefits to job seekers.

50 responses



E -Recruitment is the smart way to overcome the traditional barriers.

50 responses



CONCLUSION

With the help of this research it was observed that majority of people are aware about exact term of e-recruitment and the way it is useful to organisation and job applicants. According to this research, selection and implementation of appropriate enrollment strategy provides suitable method/s to accumulate and organize relevant data or document like curriculum vitae, resume etc. of interested job seekers. E-Recruitment method increases effectiveness, efficiency and speed of selection process. This modern method of recruitment comes up with new innovative techniques to save time and cost. It also changes the technique of recruitment from traditional recruitment to smart recruitment. This is the most flexible method of recruitment for expanding business worldwide. It also provides advantages to both, job applicants and organisation. If organization uses e-recruitment to search applicable candidates, it will enjoy better success in future selection and also in the growth of organisation.

SUGGESTIONS AND RECOMMENDATIONS

1. Management should train the recruiters for making an effective system for online recruitment in organisation and to secure data of job applicants.
2. Organisations should use latest strategies like employer branding, inbound recruiting, chatboards as it affects the selection process and helps in achieving long term goals of the organisation.
3. Organisations should adopt Artificial intelligence in order to emerge as a smart organisation.

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FARM TO FORK: A CONTEMPORARY APPROACH TO FOOD SYSTEM

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INTRODUCTION

Looking at the value of farmers and their farming gaze like a backbone that runs around 40% of India . The world itself is the witness that agriculture product are best exported from India

But the method adopted by our farmer is majorly of the ancient techniques .It is of vital importance to farmers in India to uplift their farming method as due to this old principles the farmers of Indias especially are lacking behind which always leads to severely bad reverts to the farmers leading to increase in suicidal rates, stress among them life under debts ,etc 'Farm to Fork' is that modern aspect of farming that will lead to stop all the halo effect on them this technological patterns makes our farmer literate right from its initial work of touching the soil for farming to displaying his baked crop into the plates of the consumer. Farm to fork aim at minimising the steps from the farmer to are retail store. It sets up a logistical chain consumers smooth transition of goods from the farm to consumer this chain includes small whole sale markets or mandis where the farmer can come and get a good price of his produce .

This produce is then carried directly to the nearest super market of the chain from where it is shipped to the cities.It will automatically lead to farmers profit as they will earn for all the inch of sweat they give it up while farming in the best price many other countries have accepted their

'Farm to fork ' methodology of farming a formal example can be given of North Carolina has taken initiative to make its people get touch with soil and the person who is behind the crops grow farmer and even us state have started it which surely seen as a beneficial to the farmer who have joined now their shoulders to businesses class people living there farm to table concept is way up-grading for farmers

In India as well all know the condition and situation that our farmer face in their whole experiences as a farmer their concept will help the farmers to get connected with its end users

According to recent research India's crop are losing its purity as more and more detrimental factor are getting add up to production process and also in the process of storing the product for a long time many of the preservative which can be fatal for human beings if this preservative gets richer in the body of human leads various complications such as respiratory problems, stomach infection,etc that itself depicts that our food system has lost its safety and security which makes this a priority not only into the eyes of government but also in the citizens that they should put up their proper attention towards the food safety

In old agriculture process the farmers were growing the crops and the were selling it to the intermediatries and they were providing them the lowest wages for their crops vegetables and fruits. And because their was not any solution for the farmers they have to sell at the very low wages but know also in India their is no alternative the farmers have no solution that is way we have to start the farm to fork method . But now a days in are India many technologies have been adopted by our farmers but rural areas many farmers are not aware of the new technology which have been adopted by many urban area farmers.

In States likes Punjab farmers are using the crop cutter machine which cuts the crops and the load on the farmers are very less . In foreign state the farmers are using the method of farm to fork and they are selling their crops vegetables and fruits at the reasonable price without any intermediaties and the technology machine used by foreigners ae updated because of adopting the farm to fork they are selling their veggies and fruits to the school cafeteria and restaurants directly without any intermedeteries

REVIEW OF LITERATURE

In order to get better insight of the research, literature review was done.

Food is the basic necessity of human existence. As such, it is vital to apprehend that society's relationship to food relies on a very complex food system. The food system is broadly defined to include the foundations for food production, the social aspects of consumption, and relevant government and other policies, as well as the actual growing, processing, and distributing of substances that result in foods that people consume (Gillespie & Gillespie, 2000).

The demand for alternative food systems and community food relationships is significant and growing. Urbanized areas are particularly supportive of local food systems, which is an ideal arrangement because

urbanized influenced agriculture contributes significantly to overall food production and supply (Barnard & Lucier, 1998).

The conventional food system is already adopting some components of the local food system to capture a share of its market demands. But the proximity, direct exchange, enhanced relationships, and assumed authenticity associated with local food systems is unique and irreplaceable (Mount, 2012)

OBJECTIVES

To understand the concept of farm to fork

To study the significance of implementing farm to fork concept

To assess the local food system and determine the viability of establishing a robust local food system in India

To know the perception of consumer.

To ensure that the food security and quality are pure and good for health.

RESEARCH METHODOLOGY

It is a descriptive research. The data was collected from primary and secondary sources

Primary data was collected by Survey Method where 70 respondents of Mumbai and Navi Mumbai Region were taken into consideration.

Secondary data was collected from newspaper, magazine, websites and research journals.

LIMITATIONS

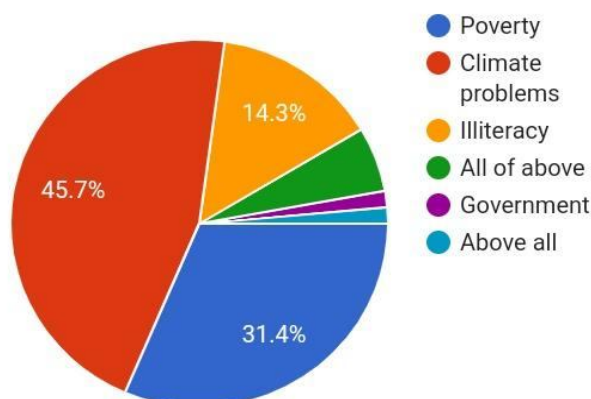
- The data is related to a particular stake holders.
- The data is related to a particular area and small sample size is taken into consideration due to time constraints.
- The study is limited to a particular area

DATA ANALYSIS AND INTERPRETATION

The data was collected to know the actual problems faced by Indian framers and to know the societies behaviour towards farming this significant concept of 'farm to fork' is imbeded in our agriculture.

What problem according
to you farmers of India
face ?

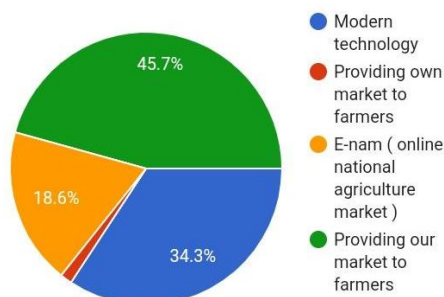
70 responses



The information was drawn that most of the people nearly 45.7% believe that India's farmer face problem of climate as it is often observed that farmers commite suicide as their crop did not grow correctly because of unfavourable climate most of the people believe that poverty is the main reason as mostly farmers of India live below the line of poverty where as few people believe that illiteracy is the reason where as some claimed that government throws less light in their matter which result into badess conditions for farmers.

Which of the modern technique will help India farmers?

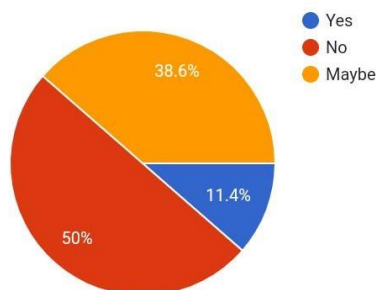
70 responses



The technique that received highest approach by the people was providing farmers with their own market probably this would be because many people believe that farmers are not payed as much as they deserve many people also believe in providing them modern technology such as equipments which will modernise their farming a very few also believe in Making online agriculture system by registering farmers to E-NAM.

Do you think the agricultural products you buy are purely organic

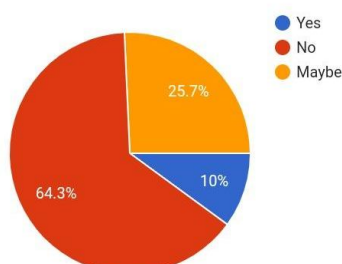
70 responses



It was observed that mostly people's do not believe in the purity of the product that they are aware of the product being manufactured with lots of preservation only few believed that it would be safe to consume the product.

Do you think the farm products you consume are free from pesticides & fertilizers?

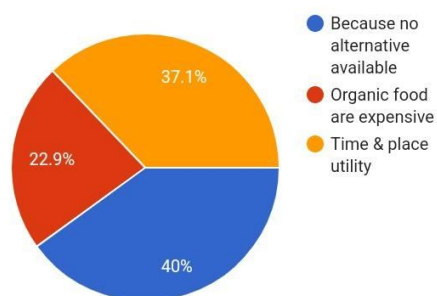
70 responses



It is much classic view that farm products should be free from pesticides but it is observed and examine by people that it is not as most of people rejected the thought clearly giving the idea to adopt new and safe technologies.

Why do you still buy such products?

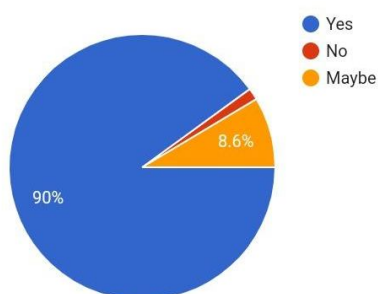
70 responses



The reason behind people still prescribing their product is taht they do not have alternative to this product it was analysed through the above a few also believe that organic food found are very expensive food common middle class man to purchase .

Given a chance would you like to buy farm products directly from the farmers?

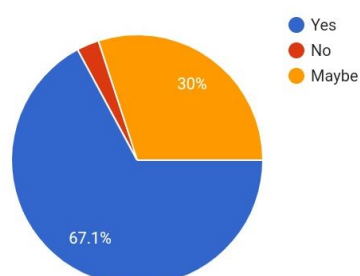
70 responses



It was observed that most of the respondents are very enthusiastic by the thought of buying directly from the farmers it also depicts that people will encourage farmers in the market.

Do you think farm to fork will help consumers to connect with the farms ?

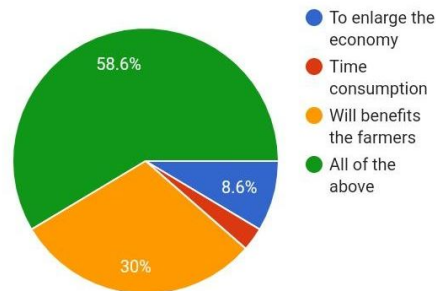
70 responses



As the name explain that 'farm to fork' that is from the farm to the product being on the table of people for consumption itself sounds like a bridges and mostly observation where telling that people in India are ready to connect to farmers though their bridge.

How you think the concept of farm to fork will help to the farmers in India ?

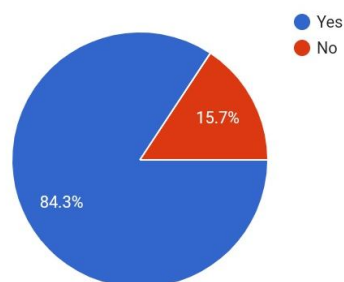
70 responses



It was observed that people believe in the all factors i.e will help farmers, and will enlarge the economy in greater number it draws the conclusion that farm to fork concept should bring in to practice as soon as possible.

Do you see any major changes in the future to adapt to the growing trends in farm to table ?

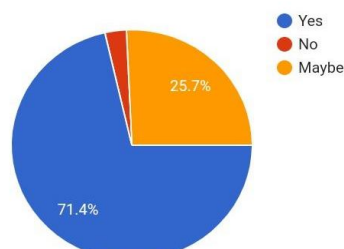
70 responses



Most of the people do believe that farm to fork concept will have tremendous growth in agriculture sector.

Do you think farm to fork will increase the reputation in global trade?

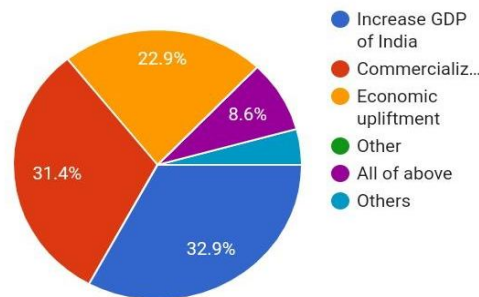
70 responses



As we all are aware that now their world has become a wide and big market and for India to win the race in this market will have to adopt ' farm to fork '.

According to you applying
the farm to fork method
in India will help in what
type of change in 2030?

70 responses



Most of people believe that our GDP. will boost due this concept as well as believe do believe commercialization and economic growth of the country in the year 2030 due to this concept.

SUGGESTIONS

Farmers should be provided right education regarding the vegetation so that the production of crops should be in right way so there will be no wastage of crops for eg: Nursery so they can go there and take knowledge of the crops vegetation method.

Government should provide proper infrastructure in all rural areas as they can do transportation quickly and smoothly.

The intermediaries should not be involved in this farm to fork process the farmers should individually go to the market and should earn the profit.

CONCLUSION

Farm to fork concept is all about the journey of food from farm to fork or plate. This is a good method of production of agricultural which is going to provide the safe and organic food to consumers directly from the farm.

This will reduce all the risks of contamination are minimised so that the consumers as a whole will be healthier from the farm to fork concept. As a result they are reducing the use of pesticides and improving sustainability.

About Farm to fork we research from different sources some of our primary data and secondary data. In primary data we have collected a survey methods from that we get upto 70 response from limited area Mumbai and some of the secondary data are newspapers, magazines, website.

According to our data analysis we get to know that the farmers to produce and distribute direct to the market this method will also benefit to the farmers as well as consumers.

The consumer will get the hygienic and organic fresh foods. That will help to make the whole people healthier.

With this methods the agricultural sector will increase which is the old ancient culture of India will become the most important culture of India it will also help to economic upliftment and the more we export more we earn. This will majorly help to develop the rural area with this the whole nation will also develop

There will be decrease in poverty, each one of them will get the employment and this will concept will make the India as a develop country.

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PREDICTION OF FUTURE PERFORMANCE OF MUTUAL FUNDS ON THE BASIS OF PAST PERFORMANCE

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ABSTRACT

During the past decades, Indian mutual fund industry has reached new heights and witnessed major revolution in terms of number of players and total assets under management. With the plethora of schemes available in the Indian market, an investor before making any investment decision, consider the past performance of these mutual fund schemes. Thus, this paper analyses and presents the empirical evidence with regard to the performance persistence of mutual fund schemes and examines whether their past performance provides useful information for predicting the future performance. For this purpose, a sample of 44 mutual funds schemes has been analysed for a period of eight years from April' 2005 to March' 2013. For the analysis, various parametric and non-parametric techniques as Brown and Goetzmann's Odds Ratio (OR), Kahn and Rudd's χ^2 -test and regression analysis have been used. Results confirm the presence of performance persistence in mutual funds.

Keywords: Mutual funds, Performance Persistence, Non Parametric Techniques, Parametric Techniques.

INTRODUCTION

Mutual fund performance persistence is a topic of great importance for financial planners, advisors, academicians and researchers. Performance persistence means a positive relation between performance ranking in an initial ranking period and the subsequent period [1]. In India, mutual fund industry has witnessed remarkable growth with number of players (asset management companies) increasing from one (i.e., UTI) in 1964 to 46 as on March, 2013. The number of scheme has also increased from one in 1964 to 1,294 in 2013 and the total asset under management has risen to Rs. 8,231,952 millions in March, 2013 from Rs. 250 millions in March, 1965.

With the increase in the number of schemes and total asset under management, the investors' base of mutual fund companies has also been increasing. Mutual fund managers are expected to consistently outperform a benchmark and their peers.

Fund managers reputation and remuneration are heavily influenced by their ability to achieve consistently superior performance [2]. Also, much of the marketing of the funds is based on their past performance record [3]. From investors' perspective, historical performance is an important criterion for choosing a fund [4]. Conventional wisdom is that for predicting the future performance of mutual fund schemes, the first place to look at is their past performance.

In other words, investors use past performance figures of mutual fund as a reasonable indicator of their future performance. However, the big issue to explore is, do winners repeat? Are the best performing mutual funds always best performers and underperforming mutual funds always underperformers? Hence, it is a matter of investigation that how a mutual fund's future performance is related to its past performance.

Present study analyses the performance persistence of Indian mutual funds. Understanding the relationship between mutual fund past performance with its future performance shall be helpful for investors to select the right mutual fund. Moreover, it will benefit to the mutual fund companies and fund managers in formulating the investment strategies. A number of studies have examined this issue by comparing the mutual fund schemes' returns.

REVIEW OF LITERATURE

Early studies regarding performance of mutual funds indicated that superior past performance did not persist through time [5,6]. Some other studies by, Carlson [7], Friend et al [8], Dunn & Theisen [9], Bird et al. [7], Robson [10], Bogle [11], Vos et al. [12] and Phelps & Detzel [13] supported Sharpe and Jensen's finding that future performance cannot be predicted on the basis of past performance. Yet there were some other studies like Hendricks et al. [14], Goetzmann and Ibbotson [15], Carhart [1], Wermers [16], Davis [17], Bollen and Busse [18], which found the persistence in mutual funds' performance in short run, say one or two years. Droms and Walker [19] studied the persistence of returns, turnover and the expenses over the period from 1971 through 1990 and found the evidence of short term performance persistence.

Grinblatt and Titman [20], from their study on equity funds concluded the evidence of performance persistence especially in 'aggressive growth' funds. Brown et al. [21], Grinblatt and Titman [22], Shukla and Trzcinka [23], Brown and Goetzmann [24], Elton et al. [25], Gruber [26], Otten & Balms [27] and Ibbotson & Patel [28], Ferruz et al. [29] provided empirical evidences in support of performance persistence. Some other studies provided empirical evidence of partial performance persistence like Malkiel [30], observed the persistence phenomenon in 1970s but not in 1980s. Also Kahn and Rudd [31], found evidence of persistence in fixed income portfolios, but not in equity funds. Capocci and Hubner [32], concluded that the persistence exist for intermediate fund deciles but not for the extremes.

Table 1 summarizes the academic literature on the persistence of mutual fund performance along with the key results of each study. About half of the study found no evidence of significant performance persistence in mutual funds. Further majority of the studies have examined the non-Indian mutual funds as U.S. and Europe.

In India, on the performance persistence of mutual funds, scant literature is available. Agarwal and Naik [33], studied the persistence in performance of hedge funds and revealed the evidence of performance persistence for the short term. Roy and Deb [34], evaluated 133 open ended mutual funds over the period of 1999 to 2003 and found that conditional measures past fund performance predicted the future fund returns significantly. Chander [35], examined 80 investment schemes from public as well as private sector during the period January 1998 to December 2002 and found absence of performance persistence. Deb et al. [36], tested Indian equity mutual funds from January 2000 to June 2005 with respect to raw returns, information ratio and tracking error.

Authors found some evidence of performance persistence in case of growth funds but no such evidence was found for equity linked saving schemes. Kaur [37], analysed 37 equity oriented mutual funds in India and found a little evidence of performance persistence.

OBJECTIVE AND HYPOTHESIS

The review of literature shows that researchers have done considerable work internationally on the performance persistence of mutual funds. However, in India this issue has been relatively unexplored and need further investigation. Thus, present study is an attempt to further analyse the persistence in performance of Indian mutual funds.

For meeting the research objective, null hypothesis formulated is, H₀: The performance of mutual funds in India is not persistence.

Table-1: Summary of some prominent studies on performance persistence of mutual funds.

Studies	Year	Period Covered	Types of Funds	Evidence of performance Persistence
Sharpe	1966	1954-63	All	No
Jensen	1968	1945-64	All	No
Carlson	1970	20 years	Equity	Yes, persistence for five year time period
McDonald	1974	1960-69	All	No
Kon & Jen	1979	1960-71	All	Yes
Dunn & Theisen	1983	1973-1982	Institutional	No
Chang & Lewellen	1984	1971-79	All	No
Henriksson	1984	1968-80	All	No
Lehmann & Modest	1987	1968-82	All	Yes
Grinblatt & Titman	1989	1975-84	Stock	No
Brown et al.	1992	1981-1990	Pension Funds	Yes
Grinblatt & Titman	1992	1974-84	All	Yes
Hendricks et al.	1993	1974-88	Equity	Yes, positive persistence in returns in short period
Goetzmann and Ibbotson	1994	1976-88	All	Yes, based on returns generated in two years period

Brown & Goetzmann	1995	1976-88	All	Yes, relative performance persistence, especially in “losing” funds
Kahn and Rudd	1995		Fixed-income and equity	Yes, persistence in fixed-income funds but not in equity portfolios
Malkiel	1995	1971-91	Equity	Yes but stronger in 1970’s than 1980’s
Elton et al.	1996	1977-93	Stock	Yes
Gruber	1996	1985-94	All	Yes
Carhart	1997	1962-93	Equity	Yes, mainly in short term period
Wermers	1997	1974-94	All	Yes, short term, partly related to momentum
Allen & Tan	1999	1989-95	All	Yes
Hallahan	1999	1989-93	Rollover Funds	Yes
Cortez et al.	1999	1994-98	Equity	Yes
Casarin et al.	2000	1988-99	Equity	No
Davis	2001			Partial, persistence for short term
Droms & Walker	2001	1971-90	Equity	Partial, no evidence over long period but strong short term persistence for periods of one, two and three years
Ibbotson & Patel	2002		Equity	Yes
Otten & Bams	2002	1991-98	Equity	Partial, strong evidence of persistence in mean returns, mainly driven by “hot hands”
Capocci and Hubner	2003		Hedge	Partial, in the intermediate fund deciles but not at the extremes
Ferruz et al.	2003	1994-2002	Fixed income	Yes
Bollen & Busse	2005	1985-95	Equity	Partial, short term persistence
Bilson et al.	2005	1991-00	Superannuation Funds	Partial, no evidence over a one-year period but found statistically significant persistence over a three year
Agudo & Magallon	2005	1994-00	Equity	Partial, found evidence of persistence with non-parametric tests and no evidence with parametric test
Christensen	2005	1996-03	Equity & Fixed Income Funds	No
Indian Studies				
Agarwal and Naik	2000		Hedge funds	Partial, persistence for short term
Roy & Deb	2004	1999-03	Equity, Income & Balanced Funds	Yes
Chander	2005	1998-02	All	No
Deb et al.	2008	2000-05	Equity	Partial, found some evidence of persistence in case of growth funds but no evidence in case of equity linked saving schemes
Kaur A.	2011	2003-2011	Equity	Yes, little evidence of persistence

RESEARCH METHODOLOGY**Sampling**

For analysing the persistence in performance of mutual funds, a sample of 44 open ended mutual fund schemes has been taken. The population for the study and the sample selection process has been explained further.

All the open ended mutual fund schemes as on 1 April, 2005 are the population for the study. On 1st April, 2005, there were 404 open ended mutual fund schemes. Out of these 69 mutual fund schemes were liquid/money market and gilt fund schemes. These funds invest exclusively in safer instruments like treasury bills, commercial papers, government securities, etc. and do not have their primary objective as capital appreciation. Therefore, these funds have been excluded from the study. Further, out of rest 335 schemes, some schemes have been closed down due to bad performance or have been redeemed during the above said period or have been merged with the existing schemes. Further complete information for the data analysis was not available for some of the schemes. All such schemes have been excluded from the study and finally a sample of 44 mutual fund schemes has been taken. Appendix A. provides the list of schemes of the open ended mutual funds taken for the study.

Data

Present study evaluates the performance persistence of Indian mutual funds. For this purpose, monthly net asset values (NAV) of 44 open-ended equity mutual fund schemes for the period of eight years i.e. from April 1, 2005 to March 31, 2013 have been taken from the website of Association of Mutual Funds in India (AMFI) and Centre for Monitoring Indian Economy (CMIE's) Alpha database. The 91-day treasury bills have been used as a surrogate for risk-free rate of return. Monthly Yield on 91-day treasury bills (T-91) for the period under study has been collected from the bulletin of Reserve Bank of India.

The unadjusted monthly return has been calculated for each mutual fund through rate of return measure as:

$$R_{it} = [NAV_t - NAV(t-1)] / NAV(t-1) \quad (1)$$

Where, NAV_t = Net Asset Value at time t $NAV(t-1)$ = NAV at time t-1

R_{it} = Return for mutual fund i at time t.

Therefore, for each mutual fund scheme 96 monthly returns have been calculated and then the mean of monthly returns have been used for calculating Sharpe ratio. The Sharpe ratio Sp_i for each mutual fund scheme has been calculated as:

$$Sp_i = (R_i - R_f) / \sigma_i \quad (2)$$

Where, R_i = Mean return on mutual fund scheme i,

R_f = Mean risk free rate of return and

σ_i = Standard deviation of returns for mutual fund scheme i.

DATA ANALYSIS

In order to analyze the persistence in performance of India mutual funds, the Winner- Loser test has been determined. The present study has taken cues from various empirical evidences as Goetzmann and Ibbotson [15], Malkiel [30] and Christensen [38]. The time period of study has been split up into four intervals or sub-periods, each representing a two-year period of equal intervals, i.e. April 2005-March 2007 (Period 1), April 2007- March 2009 (Period 2), April 2009-March 2011 (Period 3) and April 2011-March 2013 (Period 4). Winners (W) of a particular period are the funds with a return equal to or higher than the median return, and losers (L) are the funds with a return below the median return. For Period 1, the funds were ranked and accordingly winners and losers were identified. Similarly, an equivalent ranking was made for Period 2. Based on these rankings, the number of funds being winners in both periods 1 and 2 (i.e., WW), winners in period 1 & losers in Period 2 (i.e., WL), losers in period 1 and winners in period 2 (i.e., LW) and losers in both periods 1 and 2 (i.e., LL) were determined. The same procedure has been applied for other periods that is, for periods 2 & 3 and the periods 3 & 4. This exercise has been done for both the raw returns i.e. average returns and the risk-adjusted returns.

Following which, the two-way contingency tables have been prepared on the basis of winner-loser categorization. Results provided through contingency tables have been empirically tested through non-parametric tests proposed by Brown and Goetzman [21] and Kahn and Rudd [31]. The robustness of the findings through non parametric techniques has been tested further by employing parametric techniques as regression analysis.

Brown and Goetzmann's Odds Ratio (OR)¹:

$$OR = (WW \times LL) / (WL \times LW)$$

Z test that follows normal distribution is calculated on the basis of this value as: 2

$$Z = \ln(OR) / \sigma \ln(OR)$$

Kahn and Rudd's χ^2 -test³:

$$= \sum_{i=1}^n \sum_{j=1}^n \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where, O_{ij} represents the actual frequency of the i^{th} row and j^{th} column and E_{ij} represents the expected frequency of the i^{th} row and j^{th} column

REGRESSION ANALYSIS

In order to analyze the robustness of the results, regression analysis has been used. Grinblatt and Titman [20] tested performance persistence by regressing returns obtained in a later period over the previous period. If the return in the later period can be predicted by the previous period return, performance is persistence. Equation (iii) presents the regression equation as:

¹ Brown and Goetzmann's (1995) Odds ratio or Cross Product Ratio (CPR). A cross product ratio of 1 would fail to reject the null hypothesis whereas, a CPR greater than one indicates the persistence in performance.

² For large sample the log of the estimated Odds Ratio is normally distributed with standard error:

$$\sigma_{\ln(OR)} = \sqrt{1/WW + 1/WL + 1/LW + 1/LL} \text{ as in Christensen (1990).}$$

³ For a general 2×2 matrix in the format:

a	b
c	d

$$d, N = a + b + c + d,$$

the observed frequencies are equal to :

$$\chi^2 = \frac{(ad - bc)^2}{(a+b)(c+d)(a+c)(b+d)}$$

$$R_1 = a_0 + a_1 R_2 + e \quad (3)$$

Where, R_1 and R_2 represent the returns from the former and the later periods respectively. a_1 is the coefficient of R_2 and its statistically significant positive value represents the performance persistence in mutual fund schemes.

EMPIRICAL ANALYSIS AND FINDINGS

Findings of Non Parametric Technique

Contingency tables (Table 2) for the two performance measures as raw returns and risk adjusted return (i.e., Sharpe ratio). For raw returns, during the period Period 1 vs Period 2 higher values in the right and left corners (i.e., 12 and 12) as compared to values in the middle (i.e., 10 and 10). It shows that out of 44 sample mutual fund schemes, 24 schemes have not changed their status as winner (or loser) from period 1 to

Changed their status from winner (or loser) in period 1 to loser (or winner) in period 2. That is, most of the mutual fund schemes that were winners (or losers) in the first period remained winners (or loser) in the second period as well and hence affirm the persistence in their performance.

However, for the period 2 vs period 3, only

18 mutual fund schemes have continued with their status as winner (or loser) in both the periods. And 26 fund schemes have changed their status from winner (or loser) in period 2 to loser (or winner) in period 3. Similarly,

only 17 mutual fund schemes have maintained their status as winner (or loser) in both the period 3 and period 4. On the other hand, 27 schemes have changed their status from winner (or loser) in period 3 to loser (or winner) in period 4. As larger number of mutual fund schemes have changed their status from winner (or loser) to loser (or winner) and lesser number of schemes have sustained their status as winner or loser during the period 2 vs. period 3 and period 3 vs. period 4, therefore, performance persistence is not present during these periods.

For risk adjusted return, most of the funds as 22 during the period 1 vs. period 2, 36 in period 2 vs. period 3 and 36 during period 3 vs. period 4 have not changed their status from winner (or loser) to loser (or winner). Since the number of funds repeating as winner or loser is higher than the number of funds that change their status from winners (or losers) to losers (or winners), we may assert that there exists a certain degree of persistence. However, the persistence in performance has been checked further by employing various non parametric and parametric techniques.

Analysis through Odds ratio reveals that in totality, the value of Odds ratio for raw returns is 2.456 and 6.142 respectively with p as 0.01 and for risk adjusted return these values are 4.84 and 28.11 respectively with p as 0. These are significant at 5 percent level of confidence and hence, for raw returns as well risk adjusted returns, mutual fund schemes show the performance persistence in totality.

Analysis of non-parametric techniques reveals that for raw returns as well risk adjusted returns, mutual fund schemes show the performance persistence in totality as both the Odds Ratio and Chi Square test are statistically significant at five percent level in total period. Further, there was no evidence of performance persistence in case of raw returns when the three periods have been considered separately. However, Period 2 vs. Period 3 and Period 3 vs. Period 4 have shown significant statistic of Odds Ratio and Chi Square test (p value as 0.0001 and 0.00 respectively) with risk adjusted performance measure i.e., Sharpe Ratio. Therefore, these two periods indicate performance persistence in Indian mutual funds.

Table-2: Contingency table of raw return and risk adjusted return (Sharpe Ratio) over successive time period intervals

	WW	WL	LW	LL	Odds Ratio			χ^2 Test	
					OR	Z	p	χ^2	p
Raw Returns									
Period 1 vs. Period 2	12	10	10	12	1.44	0.67	0.55	0.36	0.55
Period 2 vs. Period 3	10	12	14	8	0.298	1.797	0.07	3.35	0.07
Period 3 vs. Period 4	10	14	13	7	0.385	1.528	0.127	2.38	0.12
Total	22	36	37	24	0.396	2.456*	0.01	6.142*	0.01
Risk Adjusted Return (Sharpe Ratio)									
Period 1 vs. Period 2	2	0	22	20	4.556	0.960	0.34	1.75	0.19
Period 2 vs. Period 3	19	5	3	17	21.53	3.83*	0.0001	17.97*	0.00
Period 3 vs. Period 4	18	4	4	18	20.25	4.375*	0.0001	17.82*	0.00
Total	39	9	29	55	8.218	4.84*	0.00	28.11*	0.00

Notes: *Significant at 99% level of confidence.

FINDINGS OF PARAMETRIC TECHNIQUE

The analysis with regards to the raw returns and risk adjusted returns i.e., Sharpe Ratio of the sample mutual fund schemes has been presented in table 3. In case of raw returns, for all the periods that is, period 1 vs. period 2, period 2 vs. Period 3 and Period 3 vs. Period 4 the value of coefficient a_1 is not statistically significant. The value of R^2 for these three periods is also very low as 0.022, 0.062 and 0.152 respectively. Therefore, no significant conclusion can be drawn from the raw returns of mutual fund schemes. This result is consistent with the results obtained from contingency tables as the statistics from Odds Ratio and Chi Square test was not significant for all the three periods in case of raw returns.

Further, from risk adjusted return i.e., Sharpe Ratio, the value of a_1 coefficient is statistically significant at one percent level (as 11.106, 11.111 and 23.319) for all the periods that is, period 1 vs. period 2, period 2 vs. Period 3 and Period 3 vs. Period 4 respectively. Also the value of R^2 is also quite high as 0.746, 0.746 and 0.928 respectively for these three periods. Therefore, regression analysis shows the performance persistence in mutual fund schemes for all the time periods under study.

This result is in accordance with the results obtained by contingency tables as, in case of Sharpe Ratio, the statistics from Odds Ratio and Chi Square Test is significant for the time period 2 vs. Period 3 and Period 3 vs.

Period 4 Overall it can be concluded that there exists the evidence of persistence in performance of mutual fund schemes when regression analysis has been used and these results are consistent with the results from non-parametric techniques.

Table-3: Regression of raw returns and risk adjusted returns i.e., sharpe ratio

	a0	a1	R²
Raw Return			
Period 1 vs. Period 2	2.024 (10.644)*	-0.184 (0.973)	0.022
Period 2 vs. Period 3	0.748 (1.818)	-0.256 (1.665)	0.062
Period 3 vs. Period 4	2.879 (14.668)*	-1.218 (2.743)	0.152
Risk Adjusted Return (Sharpe Ratio)			
Period 1 vs. Period 2	-1.386 (2.311)**	0.499 (11.106)*	0.746
Period 2 vs. Period 3	0.353 (0.333)	1.499 (11.111)*	0.746
Period 3 vs. Period 4	0.163 (0.497)	0.319 (23.319)*	0.928

Note:* Means statistically significant at one percent level of confidence

** Means statistically significant at five percent level of confidence

The numbers in parentheses below the estimated parameters indicates t-statistics. The results reject the null hypothesis and indicate that performance of Indian mutual fund schemes is persistence.

CONCLUSIONS

The present paper puts forth the empirical results with regards to the performance persistence of mutual funds for the period April, 2005 to March, 2013. Both the parametric and non-parametric techniques have been applied in order to test whether performance persistence exists in Indian mutual funds.

This study might be helpful for investors in taking investment decisions in mutual funds. It will allow mutual fund managers to track the investment strategies that might yield higher returns. However, a certain limitations of the study can be identified. Firstly, this study has been done on a sample of 44 schemes therefore more evidence are needed on the performance of mutual funds before any generalisation of results can be made. Secondly, empirical tests have been conducted only on Indian mutual funds for the period March, 2005 to April, 2013. Hence the results of the study cannot be assumed to extend beyond this group of mutual funds or to a different study period.

Scope for further research is also there as two empirical tests of Brown & Goetzmann and Kahn and Rudd can be applied to a series of past performance periods separately for judging the impact of increase in the past performance period on its explanatory power for performance persistence. Thus, the robustness of the impact of volume of past performance data on the future performance can be analysed further [39-49].

APPENDIX A Sample Mutual Fund Schemes Taken

1. BNP Paribas Equity Fund, Growth
2. Baroda Pioneer Balance Fund, Dividend
3. Birla Sun Life Dividend Yield Plus, Dividend
4. Birla Sun Life Frontline Equity Fund, Growth
5. Birla Sun Life M I P, Wealth 25 Plan Growth
6. Birla Sun Life M I P, Wealth 25 Plan Payment
7. Birla Sun Life Midcap Fund, Dividend
8. Birla Sun Life Midcap Fund, Growth
9. Birla Sun Life Monthly Income, Growth
10. Canara Robeco Balance, Dividend

-
11. Canara Robeco Equity Diversified, Dividend
 12. Canara Robeco Equity Tax Saver, Dividend
 13. D S P Blackrock Balanced Fund, Dividend
 14. D S P Blackrock Balanced Fund, Growth
 15. D S P Blackrock India TIGER Fund, Regular Plan Growth
 16. D S P Blackrock Short Term Fund, Growth
 17. D W S Premier Bond Fund, Regular Plan Growth
 18. D W S Short Maturity Fund, Growth
 19. F T India Balanced Fund, Dividend
 20. F T India Balanced Fund, Growth
 21. Franklin India Bluechip Fund, Growth
 22. Franklin India Flexi Cap Fund, Growth
 23. Franklin India Prima Fund, Growth
 24. Franklin India Taxshield, Growth
 25. H D F C Growth Fund, Dividend
 26. H D F C Growth Fund, Growth
 27. Principal Dividend Yield Fund, Dividend
 28. Principal Dividend Yield Fund, Growth
 29. Principal Tax Savings Fund, Growth
 30. S B I Magnum Balanced Fund, Growth
 31. S B I Magnum Global Fund, Dividend
 32. S B I Magnum Index Fund, Growth
 33. S B I Magnum Multiplier Plus Fund, Dividend
 34. Sahara Income Fund, Growth
 35. Sundaram Select Focus, Growth
 36. Tata Balanced Fund, Dividend
 37. Tata Balanced Fund, Growth
 38. Tata Equity Opportunities Fund, Dividend
 39. Tata Floater Fund, Growth
 40. Tata Tax Saving Fund, Growth
 41. Taurus Tax Shield, Growth
 42. UTI Balanced Fund, Growth
 43. UTI Banking Sector Fund, Dividend UTI Master Equity Plan Unit Scheme, Growth
-

THE IMPACT OF UNEMPLOYMENT ON EDUCATION, DIGITALIZATION, CRIME

Shivani Pathak, Rahul and Jyoti

ABSTRACT

India is a second most populated country. According to now year population rate increased India rapidly growing in population. I'm talking about this topic because now a day's peoples most of the problem created with this population. Every year 1 lakhs students are completed her graduation but they don't have any jobs they are unemployed because there is no job for them youngsters are more attract with crime because they don't have any work. Here we wants to know what are the reasons for unemployment. Unemployment has more reasons like poor quality of education, poor skill development, digitalization, and many more.

Education play a most important role in unemployment because students are doesn't have enough knowledge, quality or education. Education system has to increase the quality of given education because when students are well qualified they definitely get job. Here one more reasons for unemployment is that in India there are less entrepreneurs who create employments who gives job.

The problem of unemployment has always been of great concern to the Indian government and planners. Education system is responsible for the unemployment in many ways because good education is most important factor in employment. Without good and a true education a person cannot obtain real knowledge. Other the won't have knowledge or it will be half and in today's world everybody needs and wants the best so who would like to employ such a person when so many other qualified employees can be obtained? So, in always good education is the most important factor in employment.

ANALYSIS

The specific plan of the paper is as follows. In section 1, an attempt is made a review the unemployment in different places. Section 2 presents duration of job hunting and combined studies with work .The category of unemployment law cross classified by the education. In third section should young people do have enough qualification after graduation? Analyses of this section peoples are agree for that they don't have enough qualification after graduation. In many sections peoples are agree that they are doesn't have enough knowledge, skill for employment. Some sections are hypothetical where we compare the unemployed friend and employed friend. In this section people are more interact with employed friend. Digitalization a key type of structural unemployment technological unemployment is the loss of job caused by the technological changes. Digitalization typically includes the introduction of labour saving "mechanical muscle". Examine of this paper young people are responded more because they are face that things. In this research there are no age limits because of digitalization many old people also affected.

This analysis based on primary and secondary data .Fine primary data with help of survey where questions are classified into 10 sections.

1. Loss of skills: When there is unemployment in the society people lost their skills due to know uses and its causes human capital loss.
2. Mental illness: There were the loss of self confidence frustration negative attitudes toward common things. When there is a loss of income and hurts too to their mental illness.
3. Financial obstacles: Unemployment brings financial obstacles in the family.

Increase crime rate: when there is unemployment in the society crime rate increase. When people don't have disposable income they can go to any extend like theft, robbery and also murders in order to survive their lives hoods.

ACHIEVEMENT

In which category the duration of unemployment is less among those with higher academic performance than those with lower academic performance and the female face a long duration of unemployment compared to the male. What is the overall experience of impact of unemployment on crime, health, education in reference to. Duration of unemployment? How does the duration of unemployment vary with age education population and such other characteristics? Further a purpose of this study is to identify the significant factors associated with the duration of unemployment. Digitalization would required silk enhancement and adoption of new skill but it's won't hit the jobs too much globally. In the short term the future of work is bright. Shortage of jobs many engineers as well as non-engineer refers to join PhD programs. The regular stipend is an incentive for many to opt. for higher education in India. not only ingenious but students for from other stream such as a science and

arts also do not find jobs. as result higher education is the alternative for them. Change in technology is one of the serious causes for unemployment. as the technology changes employers search for the people with the latest technical caliber. They look for better substitute for job cuts due to change in the technology brings unemployment problem in the society.

REASON FOR UNEMPLOYMENT

1. Lack of goal setting and focus:- After 12th children's do not know what field they want to study after passing 12th, what they want to study, what they want to become in the future, they don't know how to prepare themselves. After 12th there are 80% children who do not know what to do next. Because of it they are creating a unemployment.
2. Lack of life management skills:- If people know about life management skill they find new ways of thinking and problem solving. Build confidence both in spoken skills and for group collaborations and cooperation. Time and people management .Which is beneficial for employment reduction.
3. Not updated with time:- Our education system is moving slowly like a Caterpillar due to which people are not able to learn new things, they are not able to know new technology. Today they read everything they had studied a few years back, where there was no updated syllabus.

In this topic my objectives are that there are youngsters are more affected with this problem because they are a countries future investment but they are unemployed because they don't have employments they doesn't have quality of skill which is most important for a job. impact on aspects of higher education with special reference of students and improve the quality of teaching learning the motive behind the concept is to build participative, transparent and responsive system. make in India digital India startup India and the smart City project where all aimed at creating jobs for the country's youth but the government has failed to deliver on that promise.

SUGGESTIONS

Government create a programs where people are getting a Digital knowledge, they improve learning. Improving quality of teaching learning which help to improve quality of education. Creation of new jobs every year for reduction of unemployment. Provide more and more information about technology because when they know about technology they tried to learn that things.

Make a industry for more people employed because one industry gives employments many people. Changes in education system in every filled for good quality of knowledge.

1. Most of the people are of 15-30 age group.
2. Most of respondents are agree that unemployment a great problem where they live.
3. Most of the people are responded that job hunting during studying and try to combine both is good.
4. Most of the people are agree that after graduation they wouldn't have enough qualification.
5. Most of that believes that poor quality of education is main reason for unemployment
6. According to many people may be digitalization gives bad impact on unemployment.
7. Most of the people think that population was a reason for growing unemployment.
8. Most of the people respondents that improvement of education system deals with unemployment.
9. Many people are agree with it that because of unemployment crime rates are increased.
10. Many people believe that unemployment affected people's health.

CONCLUSION

According to my survey Government have to increase quality of education .Especial school for skill development programs. Indian is one of the unlimited supply of labour country because, here labour force are in large numbers. But they don't have a direction. Education it is not only bookish but is also completely examination oriented, where students are Keen only in attaining the credentials. There are evidence that unemployment is a risk indicator because male population are start consuming of alcohol, tobacco and increased use of drugs. Digital India is the outcome of many innovations and technological advancement. Digital India aims at providing e- solutions through e-governance to everything. Today every Nation wants to be a fully digitalized and this program strives to provide equal benefits to the users and service providers. With the level of rising unemployment and given India's high youth population it is important for government to create gainful opportunities. Unemployment has emerged as a major challenge for Modi government. Additional e all its major schemes together have not been able to create a jobs. The government should focus on the key factors of unemployment as well as develop alternatives that will generate employment for the employed youth in India.

A STUDY ON THE EXTENT OF RELEVANCE AND PRESENCE OF THE GLASS CEILING AND ITS EFFECTS ON TODAY'S EMPLOYED WOMEN

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ABSTRACT

This study is undertaken in order to examine if there exists a glass ceiling in the workplace for women. Primary and secondary data were used to conduct this study. The sample size is 50 working women who were given to answer well-structured questionnaire. With the help of SPSS, the collected data were analyzed. For analyzing the data, 'Factor Analysis' has been done.

1. INTRODUCTION

Glass Ceiling means an invisible upper limit in corporations, above which it is difficult or impossible for women to rise in the ranks. Glass Ceiling is a metaphor for the hard-to-see informal barriers that keep women from getting promotions, pay rises and further opportunities. It is a glass because it's not usually a visible barrier, and a woman may not be aware of its existence until she hits the barrier. In other words, it's not an explicit practice of discriminating against women, though specific policies, practices and attitudes may exist that produce this barrier without an intention to discriminate. They have to face many problems at the work place like

- a) Women usually have to play many roles other than a working lady, like wife, mother etc., due to which she can't give her 200% at work.
- b) women are paid less compare to men at the same position
- c) It is difficult for women to continue their work after pregnancy.

OBJECTIVE

1. To investigate the extent of existence and prevalence of the Glass Ceiling today.
2. To find out if there exist negative cultural beliefs about women moving to the top-management.
3. To study the effect of this phenomenon on women's general employment status.

HYPOTHESIS

1. There exists a glass ceiling in today's employment scenario.
2. Women are directly the subject of effect due to the glass ceiling

INSTRUMENTS USED

To study this, the following instruments have been used:

1. The SQM (Questionnaire).
2. Working Women Population Ratio.
3. Graphs, Histograms in order to determine the Promotions, Reservations of working women.
4. To determine the Gender, Age group, Opportunities available for working women from Pie charts.

LIMITATIONS OF THE STUDY:

1. This study is based on a metaphor, which may be interpreted differently.
2. The area involved in this study was restricted to Mumbai only.
3. The sample consists of only 100 working women.
4. This study is limited to ordinal data.

RELEVANCE

The main purpose of this theoretical study is to explain glass ceiling and its effects experienced in the real world.

The study and research of "Women and Glass Ceiling" is basically conceptual in nature where it emphasizes on finding out the problems and barriers that women have to tackle in their organizations. The women issues such as, lack of empowerment, prejudice and discrimination, resistance are analyzed in this study.

SAMPLE SIZE

In order to conduct this particular study the primary and secondary data were used. The primary data was collected on the basis of questionnaire, formal interviews and observations of random survey of working women, working in different fields of jobs.

The following 100 women respondent, from whom the data was collected are classified as:

- HR women Executives.
- Women in Technology.
- Part time Garment /Textile Women Examiners.
- Part time Women Teachers - South Mumbai.

GENDER PAY GAP

1. Gender pay gap is high in India, as women earn 19 per cent less than men in all sectors, including IT (26%); production and manufacturing (24%); healthcare and social work (21%). Financial services is the only industry where men earn just 2%
2. The language of recruitment for high paid jobs always discriminates against women.
3. The females tend to work at unskilled and low paid job positions, like administrative, secretarial work, customer service etc.

CLIMBING THE CAREER LADDER

- Career advancement is much trickier for young female professionals, who need to work harder than their male peers in order to earn recognition or praise. Take a look at the most popular corporations and you'll notice a recurring pattern: that the majority are men. The reason is unknown, but in most workplaces, there's a general feeling that men advance faster and women are deemed 'incompetent', even when they haven't been given the opportunity to prove themselves.
- Top levels of management are still male-dominated in many organizations. Often it is due to the fact that the high visibility, mission-critical tasks that are career stepping stones are assigned to men. This tendency could reflect entrenched biases among decision-makers in the organization.
- For women, these can be major hurdles in a career path. An employer will need to correct this imbalance by encouraging women's participation in important assignments and giving them the chance to perform

THE PATRIARCHY AND WOMEN'S SELF-ESTEEM

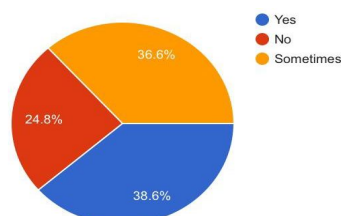
- Most Indian men are yet to come to terms with the fact that women are also capable of competing with them in the professional sphere.
- The changing status of women in India involves a transition from homemaker to professional. Work is either seen as a temporary evil for women whose husbands do not earn or the domain of women who do not know their place. As a result the do not get respect they deserve, at their work place by the male colleagues. They are unable to access that women are working shoulder to shoulder with them. They are putting down their own female colleagues and attempting to damage their self-esteem to assuage their ego. In a workplace, the undermine them, dismiss their efforts and even try to sabotage their work to make women feel less confident about their work and achievements.

GLASS CEILING IN INDIA

The women of India often face and have to fight against social and cultural barriers along with the workplace gender barriers. Women find it difficult to explore their potential due to a deep rooted internal belief system that exists in our world. No matter where ever women are located, glass ceiling barriers remain the same for them.

DETAILED PROCEDURE

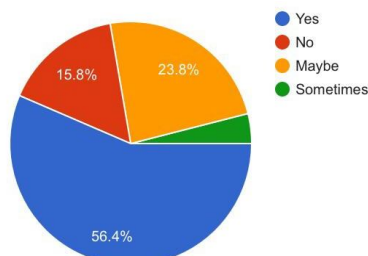
Have you ever faced a bias in support for men doing the same job as a women?



The survey indicated that majority of people believed that pay inequality exists between males and females with the same credentials in the workplace.

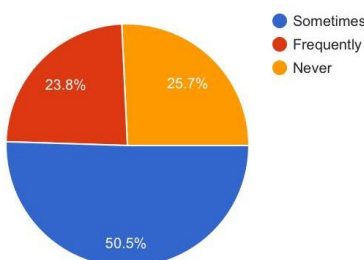
Women are always given menial work, where they don't get more opportunities to develop and that is the reason they are not paid equally. They are considered weak, as they have many other roles to play like a mother, a wife etc., which divides their attention, and thus they can't focus on their goal to reach the top level.

Have you ever seen discrimination in support of any actions on the basis of gender?

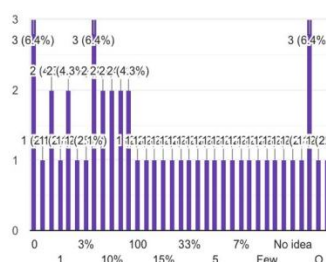


In the corporate world it is assumed that men are better at business than the women and that's the reason they feel the women are less competitive. Highly qualified may be passed over for bonus and promotions as they have to take maternity leave. Due to which there is a huge gap in their progress. Most of the times they even loose interest and can't work with the same dedication and effort.

From childhood women are brought up in a way that teaches them that they are inferior to the males, and thus they accept this fact without any hesitation. Sometimes women lack the skill to negotiate and fight for their rights, due to which they are discriminated.

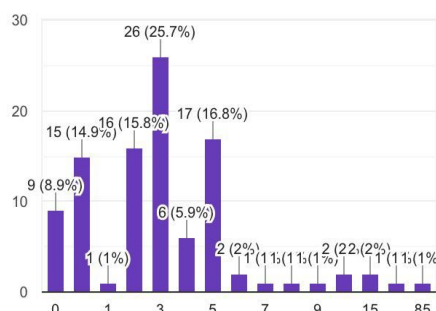


What is the percentage of seats reserved for female candidates in the board of directors?



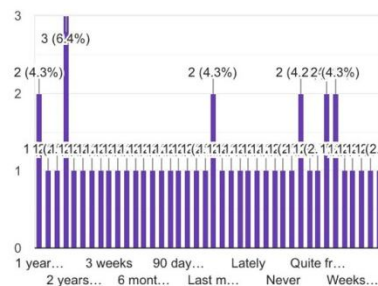
Presently how many females are the board of directors in your company?

On an average, 4.3% of seats are reserved for female candidates in the board of directors but in reality they don't let women exceed the reserved seats.



On an average, 5% of seats are reserved for women, but still there aren't many women as the board of directors, meaning there isn't one place more filled than the reserved categories. This indicates that most of the companies appoint women as their board of directors just for the sake of their policy, but not for their skill and potential.

When was the last time a woman was promoted?



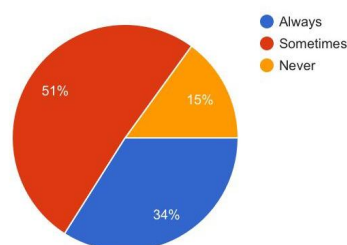
When was the last time a man was promoted?

According to the statistics, it shows that men were promoted more frequently than women, which clearly indicates that the industries are preferring men to women. Women have raised their hands for various projects, have contributed for various tasks and even worked hard, but still are always turned down for promotions and opportunities to scale their level up. Most of the times women are given work, which doesn't help in career advancement. They are given jobs like arranging an employee holiday party or for filling in for some employees, or for leading some low ranking team. Due to this they don't get opportunity to showcase their true potential and talent.

Do you get enough opportunities to showcase your strengths and opinions?

This indicates that women aren't getting a platform to showcase their ideas, thus the company doesn't realize the potential in women, and hence there is a hindrance in their growth. Due to this women aren't recognized.

The typical Indian society has a preconceived image that only men can have a right say at money matters, and thus many women aren't involved in major decision making meetings.



INSTRUMENTS USED

To study this, the following instruments have been used:

1. The SQM (Questionnaire).
2. Working Women Population Ratio.
3. Graphs, Histograms in order to determine the Promotions, Reservations of working women.
4. To determine the Gender, Age group, Opportunities available for working women from Pie charts.

LIMITATIONS OF THE STUDY:

1. This study is based on a metaphor, which may be interpreted differently.
2. The area involved in this study was restricted to Mumbai only.
3. The sample consists of only 100 working women.
4. This study is limited to ordinal data.

CONCLUSION

Glass ceiling has cracked but not shattered broken. They have been underrepresented in the corporate world. Yet the percentage of women at the top level- is 11%, which is much better than other western nations. The number of women joining the workforce has been increasing day by day, but the concept of gender parity still

exists, only now, it's over seen both by men and women. The concept of this glass ceiling has sunk in and women have come to realize the barriers they have to break every single day to reify their dreams. Women are fearless, they believe in equality. It is a period of renaissance for the world, they treat women with the same superiority as men. There is a birth of healthy competition that not only involves men, but also women in their field. The need for reserving seats for women has become trivial, it has become organic for people to see women the same way they see men.

Women are taking over prime posts in an array of fields, regardless of their personal liabilities. The number of women entrepreneurs has significantly increased since the past decade, as women now have the freedom to do what they like without the fear of being oppressed. Major innovations and changes are led by women with the complete support of people working around them.

Organizations have to consider the interests of a large talent pool and often find it tough to please one gender. The fact is that men are still in the majority in leadership roles. If organizations focus solely on promoting women, male employees may raise questions. If organizations don't hear what men say, they may lose some of the talented employees in their workforce. It is a delicate dance between valuing men and promoting diversity. Organizations need to have transparent and authentic conversations with male employees on this subject, and explain the importance of adding more diversity.

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INDIA VISION 2030 – A ROAD MAP, A RESEARCH ON MOBILITY 2030 - PRIVATE TRANSPORT & ELECTRIC VEHICLES

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ABSTRACT

Mobility refers to the ability to be moved or, to move or travel around easily. Basically, it is concerned with transport which again refers to movement of humans or goods from one location to another. Making the mobility efficient and sustainable or the transport work better in India keeping the environmental stability in mind has been a priority for the country. Electric vehicles can prove to be very effective if brought into the market.

1. INTRODUCTION

The current transportation methods have seen a significant leap forward, making the overall mobility efficient in India. With association of this factor, the estimated scenario of transportation shows certain drawbacks. There is excessive use of vehicles powered on fuels leading to a bad environment to be in. Therefore, there is an urgent need to shift to the use of electric vehicles (EVs) to reduce the harm to the environment.

A detailed study about the vision of country's mobility will help enlighten several alternatives towards the national mobility. The major focus would remain on the private transport of the country.

IMPORTANCE OF THE RESEARCH

Considering the current scenario, changes and upgradations are being made in different modes of transit. But, to be more efficient, radical changes are required to be made. There should be awareness about the increase in air pollution and decrease in the amount of fuels globally which is quite crucial. Innovative measures in action concerned with mobility in developed countries must be brought into action in a developing country like India. These factors will help understand the base of mobility and the required changes in order to be efficient and swift.

STATEMENT OF THE PROBLEM

Transportation is currently one of the most important means of reaching out to people and one of the major problems that we Indians are facing today. The purpose of this research is to overcome the problems that we Indians need to come up with renewable sources of energy such as electric cars, etc.

SCOPE OF THE STUDY

The study is based on India's mobility in the future. The study is limited to the private transport of the country.

OBJECTIVES OF THE STUDY

- To understand the current scenario of private transport.
- To focus on plain the decrease in fossil fuels and increase in air pollution. To study the progress India would make with electric cars.
- To analyze the installed base of electric cars in India.
- To develop recommendations for the efficient use of electronic vehicles.

2. LITERATURE REVIEW

◆ •Helge Tryti- Director, Innovation Norway (India) and Gargi Pareek

This report was developed by Innovation Norway, to map the fast growing 'Electric Vehicles' sector in India. Here, they delved into the details of the Indian EV sector nuances and presented an analysis on how you can ride the EV boom in the country. After interacting with various Norwegian companies and different stakeholders in the Indian EV space, they have put together a list of opportunities that can be explored in this high growth market.

◆ •Mohamed M and G Tamil Arasan

The implementation of EVs in India aims primarily to reduce greenhouse gas emissions and cut oil expenses. The vision 2030 put forth by the Indian Government is an ambitious and difficult task. The Government should make the most out of the opportunities available and find suitable ways to tackle the challenges impending over the implementation of EVs. India's obligation towards many environment friendly agreements has given it a situation where it is prompted to implement vision 2030.

❖ •Praveen Kumar and Kalyan Dash

India should invest in small scale reinforcements to manage the load issues locally instead of going for a massive change. Proper planning of place, population, traffic density and safety should be taken into consideration before implementing the largescale charging infrastructure for the second largest populated country of the world. It seems, however, that the most important question in the building of an electric vehicle market, and the EV vehicle charging system, is the integration of activities in the energy and transport fields.

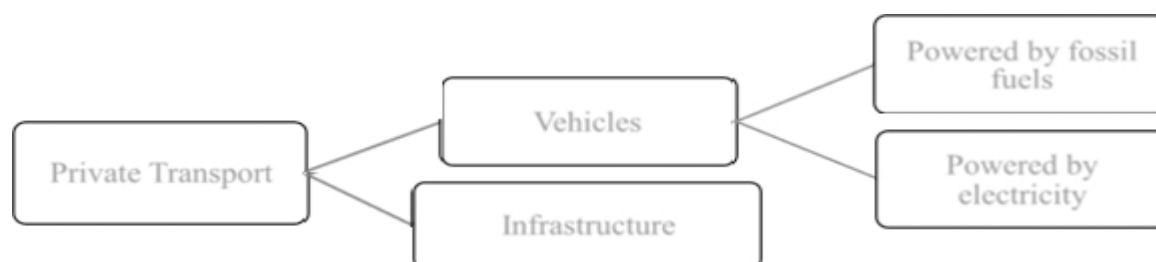
Research Design

Type of research: Descriptive Research

Data collection: Secondary Data

3. ANALYSIS OF DATA

Private transport is the dominant form of transportation in India as well as most of the world. In India, people prefer traveling with their private vehicles, mostly cars or any two-wheelers. This is eventually leading to excess of private vehicles powered by fossil fuels again leading to excessive emission of harmful gases such as carbon monoxide, sulfur dioxide, etcetera.



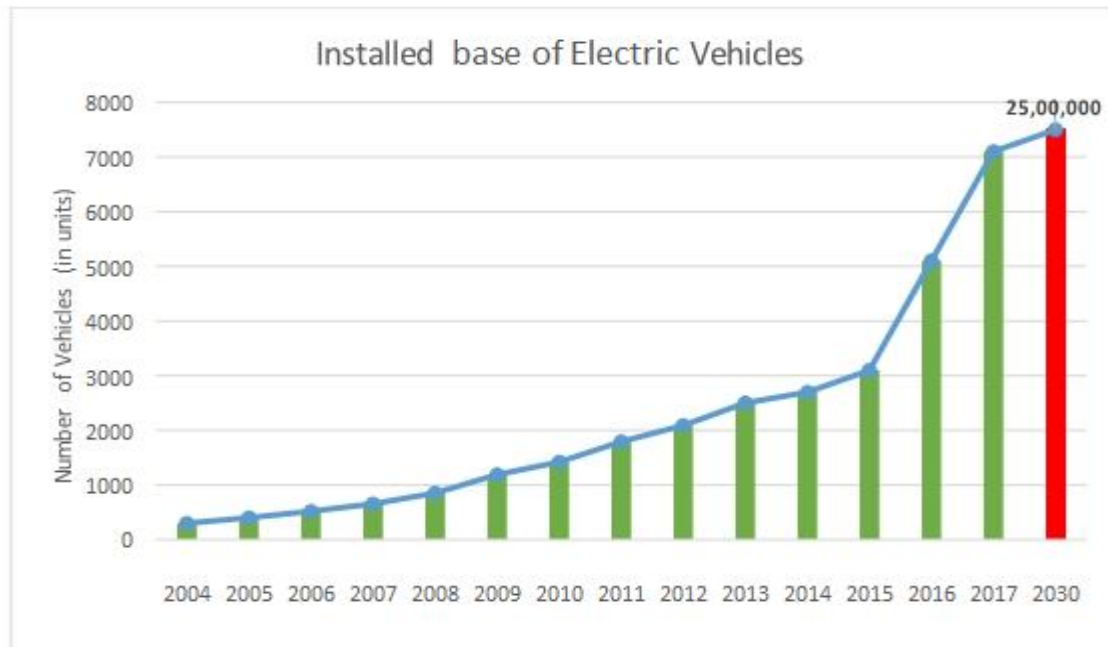
The major element of mobility are the vehicles. They can be used for private, public and trading purposes. Certain upgradations and changes in these vehicles can prove to be mass contributing factors towards efficient mobility and a healthy environment, especially in private transport. A major change can be effective and influential use of electric vehicles.

Key milestones in the Electric Vehicles Policies in India

First
Automotive
Mission (2005)
NITI AYO
(2017)
MNRE
Incentive
(2010)
Second
Automotive
Mission (2015)
NEMMP 2020
(2012)
FAME
Policy(2015)

India would lead the world in transportation sector, with electric vehicles (EVs) and energy storage devices set to play a leading role in the segment. When the country will not have to import fuel and gas from abroad, there will be rapid growth in sources of renewable energy. Electric vehicle sales in India are expected to be 30% (over 25 million units) of total sales by 2030. Thus, the emphasis laid on electric mobility in the vision is aimed at increasing energy security, reducing oil import dependence and reducing vehicular pollution.

Restating its commitment to the Paris Agreement[an agreement within the United Nations Framework Convention on Climate Change (UNFCCC), dealing with Greenhouse Gas emissions mitigation, adaptation, and finance, signed in 2016], the Government of India has plans to make a major shift to electric vehicles by 2030. E-commerce companies, Indian car manufacturers like Reva Electric Car Company (RECC), and Indian app-based transportation network companies like Ola are working on making electric cars more common over the next two decades. Energy Efficiency Services Limited (EESL), a joint venture of PSU's of Ministry of Power, Govt. of India is leading the procurement and sale of Electric Vehicles in India.



Sustainable Transport

Sustainable transport supports inclusive growth, job creation, poverty reduction, access to markets, the empowerment of women, and the well-being of persons with disabilities and other vulnerable groups. It is also essential to our efforts to fight climate change, reduce air pollution and improve road safety. Yet despite this critical role, sustainable transport has not been given adequate recognition in India.

India is expected to be a leader in shared mobility by 2030 as rising share of electric and autonomous vehicles will improve shared mile economics. India offers all the right ingredients to be one of the largest shared mobility markets in the world as it has large population clusters, a young demographic that is well connected to the internet and rising real incomes.

4. FINDINGS

Currently, the excess of private vehicles powered by fossil fuels is leading to excessive emission of harmful gases such as carbon monoxide, sulfur dioxide, etcetera in the environment.

The implementation of EVs in India is aiming primarily to reduce greenhouse gas emissions and cut oil expenses.

India's obligation towards many environment friendly agreements has given it a situation where it is prompted to implement vision 2030.

Electric vehicle sales in India are expected to be 30% (over 25 million units) of total sales by 2030.

India would lead the world in transportation sector, with electric vehicles (EVs) and energy storage devices set to play a leading role in the segment if every

5. SUGGESTIONS

Home charging should be encouraged for long battery life and grid balancing. The import duty for electric vehicles should be reasonably reduced.

Total number of charging points in public places should be increased as per population's convenience.

Government should provide various benefits to people making use of electric vehicles.

More number of organizations should come up with manufacturing of EVs in India supporting The Make in India Movement.

6. CONCLUSION

The major motto of the research was to study the current conditions of the private transportation with regards to the mobility of the nation. The decrease in the renewable resources of the country, and the requirements arising to import these resources is affecting the economy of the country. The government of India should encourage the people to make use of electric vehicles in order to maintain the stability of the environment.

The study included the analysis of the installed base of electric vehicles from the year 2004. The target set for 2030 is 25 million electric vehicles to be moving on the roads of India. It also included the key milestones of the electric vehicles policies in India since 2005 and the progress of the number of EVs followed until 2017 and the target set for 2030 as a well-planned vision.

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- [hhhhh://en.wikipedia.org/wiki/Electric_vehicle_industry_in_India](https://en.wikipedia.org/wiki/Electric_vehicle_industry_in_India)
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Khan, M. R., Islam, A. F. M. M., & Das, D. (1986). A Factor Analytic Study on the Validity of a Union Commitment Scale. *Journal of Applied Psychology*, 12(1), 129-136.

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Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies* (3rd ed.). New York: McGraw-Hill.

S. Neelamegham," Marketing in India, Cases and Reading, Vikas Publishing House Pvt. Ltd, III Edition, 2000.

- **Edited book having one editor:**

Raine, A. (Ed.). (2006). *Crime and schizophrenia: Causes and cures*. New York: Nova Science.

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Uddin, K. (2000). A Study of Corporate Governance in a Developing Country: A Case of Bangladesh (Unpublished Dissertation). Lingnan University, Hong Kong.

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Yunus, M. (2005, March 23). Micro Credit and Poverty Alleviation in Bangladesh. *The Bangladesh Observer*, p. 9.

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- **Website of any institution:**

Central Bank of India (2005). *Income Recognition Norms Definition of NPA*. Retrieved August 10, 2005, from <http://www.centralbankofindia.co.in/home/index1.htm>, viewed on

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